

K46056301 : MAJOR : ARCHITECTURAL HERITAGE MANAGEMENT AND
TOURISM

KEY WORD: BANN CHAO PHRAYA, CULTURAL LANDSCAPE,
INTERPRETATION PLAN

DONRUETAI KOVATHANAKUL: BANN CHAO PHRAYA. RESEARCH
PROJECT ADVISOR: ASST. PROF. PIBUL JINAWATH PH.D. 85 pp.
ISBN 974 – 464 – 075 – 8.

The purposes of this research were to study the cultural landscape and design the interpretation plan for developing Bann Chao Phraya to be the interpretation center.

The paper is clarified about the history and the present of Phra Arthit Road, which consist of Phra Sumeru Fortress, Wang Rim Pom Phra Sumeru, Wang Grom Muen Sathit Damrong Sawad, Wang Thanon Phra Arthit Tee Nuang, Wang Grom Phra Nares Worarit, Wang Grom Phra Sawatdiwatwisit, Wang Grom Phra Ratchawang Boworn Wichaichan and Kurusapha Printing House.

The cultural landscape analyzes the tangible and intangible values that will assess the significance and identity of the site. The recommendations aim to propose the idea to conserve the site.

In part of analysis, the site will be pointed to the capacity that we discuss about the site's factors. The land owners, density, space, transportation, physical landscape, and landmarks will be considered in this case.

The interpretation plan illustrates the whole viewpoint of the Phra Arthit Road in state of interpretation center. The executive summary explains the methodology of planning, the background to the plan, the operating environment, the target audience, the visitor experience, and the environmental impact. The example of the year plan activities and model of the new interpretation center of Bann Chao Phraya will exemplify the conclusion of this research project. To summarize, the evaluation is the important tool to decide the appropriation of the site.

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Academic Year 2003

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