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KEY WORD: CONSERVATION / DEVELOPMENT / LOCAL ENVILONMENT / LOCAL

Mr. NAWAT SAICHEUA : GUIDELINES FOR LOCAL CONSERVATION AND DEVELOPMENT : A CASE STUDY OF MUANG SONGKHLA

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The main objective of this study is to acquire the knowledge on the whole process of socialization and development within the locality of Muang Songkhla, from the part up to the present time. This very aspect is considered worthwhile for conservation and development in an appropriate and balanced direction. It is expected that the results of the conservation and development of locality of Muang Songkhla, and can be applied for the other locales with similarities

As the results of the study, it was found that the locality of Muang Songkhla had had it own lengthy and continued development. The varieties of historical traces, as well as the settlements, were of great values as the cultural heritages which were worthy to be conserved. Songkhla was also considered a special area. It was the area of liveliness being comprised of valuable local environment, plenty of resources both natural and manmade which created a beautiful landscape for the locality. Moreover, the cultures and traditions including the livelihood of the people had had their own identities which were worthy to be conserved too. However, the economic and social development has created a rapid urbanization which put a great impact on the change of local identities in every aspect, both positively and negatively. These conditions have made Muang Songkhla lose its own local characteristics, creating indifferences, lacking of unity and harmony in general. The most significant thing was that was that the people had not know their own selves, lacking self-esteem and self-confidence within the mainstreams of the socalled development. In summary, it is realized that the appropriate guidelines for make the native people know how to adjust themselves and recognize their origins by studying though history, archeology, traditions, cultures, the way of life and local appropriate technology. By these, it is believed that the urban development would be suitably divected while the local worthiness could be conserved and the local people be alert and preserved their precious environment in parallel with the development.

It is anticipated that the data the results of the study in this Thesis could be utilized as the guidelines for local conservation and development of Muang Songkhal and stimulate the alertness of the local people for environment preservation. It is also expected the result of the study could be more or less applied for the benefits of the other similar localities

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