

## abstract

The growth of tourism industry and the government policy in promoting cultural tourism has resulted in the need for developments. The areas along Nakhorn Chai Sri River, Nakhorn Pathom province are places of high growth rate of cultural and ecological tourism. Traditional Thai houses in the areas have attracted a number of tourists to visit and some of which have been converted into home-stay where tourists can stay with the community for the purpose of cultural exchange. However, such conversion may have adverse effect on the character of the house, resulting in the loss of cultural value and tourism resource.

This research emphasizes on the search of appropriate guidance for development of home-stay in the communities along Nakhorn Chai Sri River. It has 4 objectives, which are 1) to survey and identify the sites with cultural heritage by applying the CHIP (Cultural Heritage in Planning) and SAVE (Survey of Architectural Value in the Environment) methods; 2) to review tourism policy and trends in the area from relevant documents and interview of the key informants; 3) to examine needs, preferences, and constraints of both tourists and communities in the development of home-stay through questionnaire survey and in-depth interview; and 4) to propose the guidelines for the development of home-stay. There are 3 communities in this study, which are Talad Don Wai, Baan Tha Phood, and Talad Mai communities. The study is based on the utilization of existing resources in the communities in the promotion of home-stay activities.

It is found from the application of CHIP and SAVE methods that the cultural sites in the 3 communities are temples, old markets, government institutions, and habitats. Some of the Heritage buildings have already lost their characters after having been converted into a new use.

On the aspect of home-stay development guidance which derives from the analysis of tourists and homeowners' preferences and constraints, there are three recommendations. First, the development of home-stay should be given priority on the tourists' safety due to a lot of openings of traditional house. Secondly, the appropriate

community for home-stay development is Baan Tha Phood because of willingness of homeowners who mostly are farmers and gardeners. Lastly, to sustain home-stay business, resource-based cultural activities should be generated and the collaboration of the community is then needed.