

Oratai Charoenhengdech 2014: World Heritage Site Management Problems in Ayutthaya Historic City. Master of Landscape Architecture, Major Field: Landscape Architecture, Interdisciplinary Graduate Program. Thesis Advisor: Associate Professor Alisara Meankanit, Ph.D. 158 pages.

This research aimed to study the problems in managing the Historic City of Ayutthaya, a World Heritage site. Data were collected through literature review, field observations and interviews. Informants included scholars experts, staff from both public and private agencies, as well as tourists, business owners and local people. Descriptive analysis was done to point out problems and obstacles which led to suggestions. The findings showed 3 major problems, 1) Management issues included unimplemented plans, the unclear responsibilities of each involved authority, a lack of coordinator, and a lack of legal control. 2) Physical issues included the lack of tourist promotion for some designed areas, the designed areas that did not respond to the real uses and were not approved by the Department of Fine Arts in Ayutthaya, resulted in abandoned and unpleasant areas and 3) Budget issue was the inadequate budget for the plan implementation. Suggestions were made on only two aspects: management and physical issues.

Suggestions for management issue were 1) Roles and responsibilities for the relevant authorities must be clearly identified, 2) It must also be clear which areas are under which authority 3) The law must be strictly followed and 4) Every relevant authority should promote, educate and raise conservation awareness of this World Heritage site. Suggestion for physical issue was that careful studies must be made before the implementation of any development plan.

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Thesis Advisor's signature