

49056952: MAJOR: ARCHITECTURAL HERITAGE MANAGEMENT AND TOURISM

KEY WORD: CONSERVATION SUSTAINABLE TOURISM

ILADA SARTTATAT: CONSERVATION AND SUSTAINABLE TOURISM

IN SAP CHAM PA ARCHAEOLOGICAL SITE AND CHAM PI SIRINDHORN FOREST.

THESIS ADVISOR: CORAZON CATIBOG SINHA, Ph.D. 284.pp.

The study focused on sustainable tourism management as well as on the conservation of a cultural heritage site - Sap Cham Pa Archaeological Site (SCAS) - and a natural heritage site - Cham Pi Sirindhorn Forest (CPSF). These sites are geographically adjacent to each other. This is the first research so far that determined the significance of heritage assets of the study area in the context of heritage conservation and sustainable tourism and from the perspectives of relevant stakeholders. The research was conducted from June, 2007 to November, 2009. The specific objectives of the study were to determine the cultural and natural features of the study sites, to determine the perceived values of the community with respect to conservation and tourism development, and to assess the potential and actual risks of and benefits from tourism. Management recommendations for each site were also provided. The research methods used include a combination of qualitative and quantitative methods: field observation, questionnaire survey, face-to-face interview, focus group discussion, and literature review. The data were analyzed using SPSS program Version 10.1. The Likert scale was used to rank the local perceptions on various aspects of tourism development and conservation. Using the Recreational Opportunity Spectrum (ROS) matrix, the recreational settings of SCAS and CPSF were identified Class 2 (semi-remote) and Class 4 (semi-developed), respectively. The Review of Environmental Factors (REF) yielded 12 major threats for SCAS, and 7 major threats for SPCF. Based on the results of the REF analysis, the threats needing immediate management attention were prioritized using the Recreation Threat Analysis (RTA). Management recommendations were given for each of the prioritized threats. A SWOT analysis was also conducted. Both sites have significant heritage values and are not only interesting tourist destinations but also important venues for research, learning, and education. The local perspectives about the values of the two sites are generally positive. The economic value was consistently ranked much higher than the cultural and educational values. The majority of respondents were interested in participating in all aspects of planning and management. However, they expressed the need to be trained in running tourism-related projects. The social conflicts among the stakeholders (i.e. between local farmers and the government) were mostly about land ownership and management directions.

The main theme of the proposed management strategies is anchored on developing an integrated management approach, incorporating the heritage values of the two sites to achieve sustainable tourism and heritage conservation. The two sites, due to their geographic proximity, have to be planned and managed in an integrated manner. All stages and aspects of planning and management should involve the local community and other relevant stakeholders to ensure collective action for sustainability.

---

Program of Architectural Heritage Management and Tourism Graduate School, Silpakorn University Academic Year 2010

Student's signature .....

Thesis Advisor's signature .....