

48056953 : MAJOR : ARCHITECTURAL HERITAGE MANAGEMENT AND TOURISM
(INTERNATIONAL PROGRAM)

KEYWORDS: HERITAGE, SUSTAINABLE TOURISM DEVELOPMENT PLAN,
THE CITY OF NAN

DONRUETAI KOVATHANAKUL : SUSTAINABLE TOURISM DEVELOPMENT PLAN
FOR THE CITY OF NAN. THESIS ADVISOR : Asst.Prof.Dr.Pibul Jinawath. 310 pp.

This dissertation aims to propose a sustainable tourism development plan for the City of Nan. Since the year 2000, Nan civil society leaders, national and international stakeholders have tried to develop Nan into a world heritage destination. In 2003, Nan also received the first rank of national community participation from the United Nations Development Program (UNDP).

The scope of this study is the Old City of Nan (0.18 square kilometres = 112.5 Rais), and the area of Phrathat Chae Haeng (0.13 square kilometres = 81.25 Rais). The research methodology used is primary, secondary, and archives documentation. The field survey is for cultural heritages and tourism development of the Old City of Nan for qualitative research. The data analyses the comparison of the cultural heritage development of Luang Prabang's world heritage area and the Old City of Nan. The beginning of Thailand tourism development is the background necessary for the reader to understand the situation clearly. Many problems arise from tourism, but at the same time, tourism is a tool for industry development.

The complexity of Thailand's organizations relating to tourism and governmental policies along with the main tourism authorities, indirect tourism organizations, and the local authorities are reviewed and elucidated clearly not only for the City of Nan, but also the Thailand tourism system.

Conclusively, the author proposes a sustainable tourism development plan to enhance the heritage preservation and community delight of the City of Nan. A sustainable tourism development center for coordinating tourism's stakeholders, heritage registration, infrastructure development, product strengths, interpretation (signage, information and communication technology, heritage trails, event management, and heritage education in young hands), and professional development, is suggested.

Student's signature

Thesis Advisor's signature