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CHAIVATANA TANTIYAMAS: WAT RATCHANADDARAM: ITS HISTORY,
ARCHITECTURE AND TOURISM POTENTIAL. THESIS ADVISOR: PROF. WILLIAM CHAPMAN
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This thesis is a study of the architectural heritage management and tourism potential of Wat Ratchanaddaram Woravihan. This monastery is certified as being of the second rank of a third-class royal temple. Strategically located on Rattanakosin Island, it was built during the reign of King Rama III and, as a result of the uniqueness of its architecture of the Lohaprasat, the so-called Brazen Mansion, is visited daily by local and foreign tourists alike, although some visitors need more information in order to better understand the temple's history and architecture. Wat Ratchanaddaram is currently facing financial constraints in that it does not receive any income from external sources to support the temple's business other than a certain amount collected from traders who operate businesses in the temple compound. Furthermore, various features, especially the Lohaprasat, Bot, and others building within the vicinity, are gradually deteriorating due to a lack of maintenance.

This research seeks to find ways to satisfy visitors' needs and help to provide essential guidelines for the temple with regard to tourism management with the intention of generating more revenue to develop the temple regarding its landscape, for example by the preservation of buildings within the temple grounds. The study incorporates the history of the temple, the architectural features of each building, as well as a detailed study of the astrology and amulet businesses in the temple compound. Primary data was gathered from structured interviews and personal observations at the temple site. Secondary data was collected from the existing body of literature in Thai and English, from the Silpakorn University database, from the Internet, and from available aerial photographs.

The research finds that Wat Ratchanaddaram needs to restructure the temple's management system, ranging from the management of the temple's marketing strategy, a reinterpretation of the temple's site, a thorough overhaul of the management of the temple's revenue, and a reorganization of the approach to strategic building conservation.

Guidelines will be devised with regard to the temple's management, based on the views of the temple management team and related agencies as to how a temple should be managed

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