

47056956 : MAJOR : ARCHITECTURAL HERITAGE MANAGEMENT AND TOURISM

KEY WORD : TRADITIONAL HOUSE, TRADITIONAL RITUALS, CULTURAL MAINTENANCE, CULTURAL TOURISM, TAI LUE VILLAGE, SUFFICIENCY TOURISM,CULTURAL HERITAGE

SOMJAI DAMRONGSAKUL : THE ROLE OF TRADITIONAL HOUSES AND RITUALS IN CULTURAL MAINTENANCE AND TOURISM IN TWO TAI LUE VILLAGES. THESIS ADVISOR : COLIN LONG, Ph.D. 151 pp.

This research examines the cultural heritage significance and values, the evolution and impact of tourism development and relationship between the guardian spirit rituals and conservation in traditional Tai Lue houses. It aims to investigate how the maintenance of traditional heritage practices in house buildings and guardian spirit rituals can contribute to successful tourist promotion, and economic and cultural heritage management for the host communities.

The purpose of building traditional Tai Lue houses is not only to conserve traditional guardian spirit rituals in two Tai Lue villages but also Tai Lue learning centres. The villagers realize that their young generation should understand Tai Lue culture and appreciate their identity. At the same time, the villagers think that their culture should provide an opportunity to others to understand them. So, they manage their community as a tourist attraction with Traditional Tai Lue houses, guardian spirit rituals, and activities in the community: activities involving, cultural and natural attractions including tourist services (local guide, homestay, souvenir shop, Tai Lue food and crafts). Those cultural heritage practices considered to be authentic or traditional are more likely to attract tourists. It appears in the case study undertaken here that tourists visit and join the guardian spirit rituals of Nong Bua and Don Mun villages, Thawangpha district, Nan province.

This study demonstrates that there is a positive connection between the maintenance of traditional Tai Lue house buildings and guardian spirit rituals on the one hand and successful tourism promotion on the other. Local communities (villagers of Nong Bua and Don Mun) have an awareness of cultural heritage management and of sustainable tourism.