

Research Title	The Potential of Tourism Management on World Heritage Site : Case of Ayuthaya and SuKhothai – Sri Satchanalai – Kampengpetch
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Abstract

This research aims to study the potential of managing the world heritage sites and to find a way to enhance a valued tourist attraction in a sustainable way in line with the world heritage registration policy. The research emphasizes on how to manage the site, the participation of the local community, the tourists' behavior and the added values from tourism in the site. Mixed method was utilized in the research, the quantitative method is used to study the behavior of tourists and the participation of the local in managing the site, the qualitative method is done by the in-depth interview and small group discussion in order to study the way they manage the site and the added values occurred in the local economy. The quantitative data were computerized statistically to find percentage, mean and standard deviation done by one-way ANOVA method. The output from the interview were tested in triangulation method; the findings showed that there is lack of the effective persons (in term of knowledge), management, budget, co-ordination among related organizations. Most tourists are faithful to the historical site and love to pay a respect. They would like to see the improvement on utilities such as signs, safety and clarification on the border dispute issue. The access to the site is difficult and the coordination among the local is constrained to a low level. The added value in term of incentive index was subtle. A clear vision is needed to be set in order to move forward constructively.

To a sustainable growth in enhancing the potentiality of Tourism Management, the researcher would like to propose suggestions as such

(1) Related Organizations should encourage all parties to be aware of and realize the importance of “world heritage” continuously and widely.

(2) State governor should set the directions to improve all functions that are not conflict to historical site preservation by means of mutual understandings each together with distinctive roles and authority of individual party.

(3) Let all (the local, private & public, company) be participated in the committer to integrate and support renovation of housings, temples and school effectively.

(4) A proper signs or means of communication should be done to meet the world heritage site standard quality.

(5) Government sector should motivate the local near the site by ways of tax deduction to compensate for the ton of their rightful business opportunity regarding to the high building construction.

(6) To urge and motivate the local to participate and exchange all information both in Thai and especially in English to strengthen the professional ability of local guides.

(7) Related functions such as historical park department and all local sectors (Tambon Administration and Province Administration) should have an active system to learn all activities (regarding the tourist target & plan, tourist statistics, tourism agency and local guides) in order to manage and set a proper network.