

Panupong Sittiwut 2011: The Conservaton Development of the Old Town for Promoting Cultural Tourism: A Case Study Mueang District, Nan Province. Master of Urban and Environmental Planning, Major Field: Urban and Environmental Planning, Department of Urban and Environmental Planning. Thesis Advisor: Mr.Sarawut Preamechai, Doctorat. 263 pages.

The purpose of this research is to study an urban development, value and the importance of cultural heritage in the old town area of nan province, to examine cultural tourism development model that suits for cultural attractions of old town area of nan province and to suggest a cultural development guideline that is appropriated with the old town area and support cultural tourism.

The result shows that the old town area of nan province is historically important. The town has unique cultures, traditions and way of lives, which have been well-preserved by the townspeople and passed on from generation to generation. These aspects draw tourists to the cultural attractions of nan province. However, the old town area of nan province has to improve its physical environmental, quality of townscape and tourist facilities to be able to accommodate tourism that will happen in the future. The local government has purposed the preservation and development plan for the old town area of nan province to support cultural tourism, which include land-use classification, historic sites and tourism development.

The cultural tourism development guideline in this research is consistent with the government's policy in town development. This guideline is divided into three different levels as follows: 1) town level – to conduct a series of zoning and development control plans, improve transportation and activities network, 2) community level – to develop building control plans, improve transportation routes and cultural attractions area and 3) cultural tourism management, include tourism activities and facilities management.

---

Student's signature

Thesis Advisor's signature