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PRASUDA CHAROENSUK: INTERPRETIVE PLANNING AND MANAGEMENT FOR
CULTURAL TOURISM CONSERVATION AND DEVELOPMENT OF BANG LUANG MARKET
AREA, BANG LENG DISTRICT, NAKHON PATHOM PROVINCE INDEPENDENT STUDY

ADVISOR: ASST.PROF. SATHIT CHOOSAENG. 105 pp.

Interpretation has become an important part of how we manage and understand our heritage. It is part of a range of heritage related communication projects that includes marketing, visitor information and orientation. These forms of communication often use the same media as interpretation, such as panels and leaflets, but there are crucial differences between them. Marketing materials, for example, try to sell a heritage product, whilst visitor information tells people what there is to do and see, and orientation helps people find their way around. Interpretation, on the other hand, reveals the underlying story and meaning of its subject. Just because a site has some information panels does not mean it is being interpreted.

Bang Luang market has a long history with regard to its heritage value in both physical and social terms. It was established in 1903 by a group of Chinese migrants. Nowadays, the Bang Luang market is not as crowded as in the past due to the road construction and the fact that the Tha Chin River is no longer the main transportation route. The role of the market as a commercial center of the surrounding areas has been further diminished. Because of these factors, the economy of this Chinese community declined and the traditional way of life of the Chinese traders in the Bang Luang market was changed. Even though the Bang Luang market today is not as active as in the past, it has the values to be a cultural tourist destination because of its historic narrative and authentic architecture. This local community should, therefore, conserve the authenticity and the integrity of its vernacular architecture with suitable conservation plans and an attractive interpretation for developing Bang Luang community and its local market into a sustainable, cultural, tourist destination.

This research provides an overview of the issue, opportunities, policies and recommendations for the development of interpretative planning in the Bang Luang community and identifies key factors associated with successful heritage interpretation there. Moreover, the research is also focused on the significance of the community in the market area including the historical, social culture heritage, the geographical entity of the area and its boundaries together with its legal standing in order to interpret information efficiently for tourists and local people.

Program of Architectural Heritage Management and Tourism Graduate School, Silpakorn University
Student's signature..... Academic Year 2012
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