

MANAGEMENT PLAN OF HISTORIC SITE FOR CULTURAL TOURISM
ATTRACTION: Management Plan Proposal for IRIH Center at Ministry of Defence

By

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มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

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The research project is about creating the history center of Inner Rattanakosin Island at Ministry of Defense, Bangkok. It is specifically designed to give the background about the history of Rattanakosin period. History center can be the best way that will give background for visitors who will visit Rattanakosin Island, so that they will acquire much more knowledge, and also appreciate what they will see. Moreover, the project will acknowledge the value of the cultural and architectural heritage to the community, given their respect for it and their concern for the fragility of the resource by encouraging contribution from them and protect it as a legacy of their community. The project aims to undertake the physical by investigation of the Ministry of Defence's buildings then creating a priority list of architectural heritage significance.

As for the management plan, it aims mainly at conserving the significance of Ministry of Defence's building. The proper management criteria for treatment of IRIH Center need to be created such as tourism strategies and promotions, conservation guideline of IRIH Center, etc. Two main parts of the IRIH Center management plan are proposed, the strategic interpretative plan and the physical plan. Both plans are co-related in order to become holistic plan which will be advantageous for the IRIH Center's sustainable tourism. There are 5 types of zone involving strategic interpretative plan as these following: 1) Visitor service zone 2) Interpretation zone 3) Temporary exhibition zone 4) Office of IRIH Center 5) Landscape area. The total area of the project is 19 rai and 64 square wa (approximately 7.6 acres). It is located on Sanarmchai road, Pranakorn province, Bangkok.

Problem

While studying and researching for the project, the researcher has had some problems as these following:

- the researcher did not have an opportunity to survey inside the Ministry of Defence because there are rules that did not allow the civilian to investigate or survey inside the MOD due to the security reason.
- Any information about the MOD building (such as building section, elevation, etc.) has been kept as a secret. The civilian does not have the permission to look at it.

International Program in Architectural Heritage Management and Tourism, Graduate School, Silpakorn University, Academic Year 2005

Student's signature

Research Project Advisor's signature.

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Chapter 1

Introduction

Statement of Significance

Inner Rattanakosin Island, located in Bangkok, Thailand, had been built since 1782 in the reign of King Rama I to become the new capital of Siam (Thailand's old name). This place is the landmark of Bangkok's Golden Yesteryears. The area of city covered only 4.14 square kilometres at that time, was surrounded by Chao Phraya River, Bang Lamphu Canal and Ong Ang Canal as natural defense from the enemy. Up until now, Inner Rattanakosin Island represents the old city of Bangkok, where many important places are located such as Buddhist temples, palaces, throne halls, old style buildings, residential area, canal, schools and universities, etc. Thai people agree that Inner Rattanakosin Island reflects the remarkable history of Siam.

Ministry of Defence is a heritage building which was built in 1884 in the reign of King Chulalongkorn. It has an area of 19,200 square metres, and three-storey building that has been built in Thai and European architectural style. It is located next to Grand Palace which is the most attractive tourist spot and the most important place for Thai people for many decades.

Accordingly, the significance of Inner Rattanakosin Island refers to several values and the integrity of the architectural heritage and landscape through time, which is shaped as a cultural landscape. However, it lacks a place that can inform the right understanding to the visitors in term of conservation and valuable interpretation. Therefore, the study of this cultural landscape aims to analyze and evaluate its value, collect all useful information about Inner Rattanakosin Island, and create a proper management plan for historic center.

Objectives

1. To inspire tourists to learn about locality and traditional way of life
2. To assist the visitor to develop their awareness, appreciation and understanding of the heritage
3. To create the management objectives by encouraging thoughtful use of their source by the visitor

4. To promote public understanding about heritage management of involved organizations and their programs
5. To set long term interpretation plans and the strategies for tourism in cultural heritage

Scope of Study (Study Boundaries) (plan: 1)

1. The study of the Ministry of Defence is limited by the Ministry because the area is prohibited.
2. In this project, the study of the Inner Rattanakosin area is limited:
 - 2.1 The architectures with no architectural value are not included.
 - 2.2 Canal which has the aesthetic value or other values that related to the history of Rattanakosin Island is included.
 - 2.3 The gardens or fields that have intangible value which show Thai tradition or culture are included.

Method of Study

1. Site survey: to gather the general information of the existing architectural heritage and landscape including photograph and map.
2. Reviewing literature about cultural tourism and documentary of Rattanakosin Island.
3. Interviewing involved people, such as local community, stakeholder, local authority and visitor.
4. Observing tourists behavior and community that are involved in Rattanakosin Island.

Research Methodology

In order to complete the purposes, there are many ways for researching this study.

Research

1.1 Documentation research:

- To study all of the documents that related to the places and activities in Rattanakosin Island, from both primary source and secondary source including local document, photographs, maps, reports.

1.2 Survey research:

- To study and collect data that related to Rattanakosin Island.
- To find out and analyze local communities needs and attitudes.

- To interview and collect data from local people including their attitude, societies, and cultures that occurred because of tourism.
- To interview elderly people for what happened in the past.

1.3 Qualitative Research:

- To study effects in society, economy, and culture caused by tourism.

2. Data Analysis

2.1 Analyze the information from various types of document and information from interview, then compared collected data to previous data to find out the accurate one.

2.2 Analyze the information from questionnaires giving to communities, stakeholders and visitors, then analyzing the statistic to find out the result as the guideline for planning.

The Key concepts of this study

- This project aims to encourage the significance of Inner Rattanakosin Island, and to give the background to tourist to understand and enjoy the history of the island.
- Cultural heritage is seen as a dynamic reference for daily life, social growth and changes. It is a major source of urban society, and the expression of diversity and community identity.
- To do the physical investigation of the Ministry of Defence building and illustrate the significance which lead to the reason why this place is important to Thai people.
- To acknowledge the value of cultural and architectural heritage to the community and tourism, pay respect and concern the fragility of the resource.

Chapter 2

General Information

Site Information

History of Ministry of Defence

Thailand's military affairs have developed from Sukhothai period through Rattanakosin era. In the reign of King Rama the fifth, our great beloved King systemized the Thai military for the purposes of defending the country, maintaining Thailand's freedom, integrity and sovereignty and keeping abreast with civilized countries. The King brought the army and the navy under the command of His Royal-Highness Prince (Mahavajirunahidh) the Crown Prince¹. On April 8, 1887, the King issued a decree to establish the war department, during that period, the Thai military affairs were extensively developed and modernized in pursuit of those of civilized countries. Later on, April 1, 1890, the war department was upgraded to the war ministry with the army and the navy under its command. In A.D.1893 when the country was having trouble with the French concerning the border, King Rama V recognized the weak points in the military structure, so he reorganized the military into European lines. He set up the Ministry of Defence in A.D.1894 to administer the Departments of the Army and Navy and to transfer the Department of Military Technique to the same Ministry. In the reign of King Rama the sixth, the War Ministry was changed into the Ministry of Defence. Its responsibility was only for the army as the Navy was separated to become the Navy Ministry after World War I, the Navy Ministry was joined to the Ministry of Defence on November 8, 1931 and the Air Force was established on April 9, 1937. Since then there have been three armed services in the Ministry of Defence, namely army Navy and Air Force².

The Thai armed forces have been continuously developed to be as advanced as those in civilized countries. There are some major changes in organizational structures, education, training, operations and others in order to implement authority and responsibility as specified in the present constitution of the Kingdom of Thailand. Article 72 of the constitution states that the state is required to provide military forces to protect its independence, stability, the monarchy, national interests, democracy

¹ Fine Arts Department., *Ministry of Defence Architecture Report*, (Bangkok: n.p.1997), 6-7.

² Fine Arts Department., *Ministry of Defence Architecture Report*, (Bangkok: n.p.1997), 6-7.

with constitutional monarchy, and to develop the country. In 1960, the role and the duty of the Ministry of Defence were defined in Article 4 of the Ministry of Defence Act. The article states that the Ministry of Defence has authority and duty in defending and maintaining the stability of the Kingdom from external and internal threats. The military force is established to protect the monarchy, to fight the rebels and the riots, to develop the country and to protect the national interests as defined by law. The Ministry of Defence reorganized its structures in order to accomplish its mission according to the Defence Act. The ministry consists of four main units as follows:

- Office of the Secretary to the Minister
- Royal Aide-de-camp Department
- Supreme Command Headquarters
- Office of the Permanent Secretary

The area of the Ministry of Defence was formerly three palaces built by King Rama I for a Royal cousin. The building displaying the cannon was originally a European-style barracks built by King Rama IV for the City Guards. This open air museum is in front of the Ministry of Defence. Forty cannons are arranged in groups according to their age, starting in the Ayutthaya period and continuing through the Thonburi to Rattanakosin period. Each has its name and history inscribed on a brass plate.

Location of the place

The Ministry of Defence is located on Sanarmchai Road, Pranakorn Province, and Bangkok. In the north is Lakmeung road. In the south is Kulayarnmitt road. In the east is Rachini road. In the west is Sanarmchai road.

Area size

19 rai and 64 square wa (approximately 7.6 acres)

Year of construction

1882 – 1884. It was officially open on July 18, 1886 during the reign of King Rama V.

Architect

The building was designed by Mr. Joachim Grassi, an Italian architect. Chief of the building construction is Chao Praya Surasak-montree (Jerm Sangshutoe).

Stakeholder and ownership

- Ministry of Defence
- Crown Property

Inner Rattanakosin Island Information

The Statement of Inner Rattanakosin Island's Significance

The statement is based on the assessment of significance coming from the International Cultural Tourism Charter (1999) and the Article 4.2 of Thailand Fine Arts Department Charter (1985) by using these following: 1.) Aesthetic value, 2.) Historic value, 3.) Social value, 4.) Artistic value, 5.) Scientific value.

- 1) Aesthetic value: Thai people consider inner Rattanakosin Island as “a national beauty” as it provides for them a visual emotion confirmed by the tourists and Thai people themselves. Inside inner Rattanakosin Island are palaces and temples that have been built in Thai classical style. They represent the criteria of forms, scales, colours, textures, and materials, corresponding to the Thai aesthetic feeling.
- 2) Historic value: Inner Rattanakosin Island has been built since the reign of King Rama I. And since the city has been influenced by Ayuttaya city, it possesses a “*historic value*”. For example, inside inner Rattanakosin Island, there is the Grand Palace built since 1782 in the reign of King Rama I where the royal duties significant national event and activities were performed from the reign of King Rama I to King Rama VII.
- 3) Social value: Inside inner Rattanakosin Island are palaces, temples, and many active local communities. This area become a rich social focus for spiritual, political, national or other cultural sentiment relating to a majority or minority group. For example, people who live in Na Phra Lan road community and Tha Chang community still sell foods, flowers, and products relatively to Buddhist religion such as Buddha book, incense, etc. They lived here for many generations so they create the spiritual and cultural sentiment inside the areas. Another example of community is Thammasat University students who have been deeply involved with Thai politics since 1976. These students had protested and fought for Thai democracy inside inner Rattanakosin Island.
- 4) Artistic value: Many of inner Rattanakosin Island buildings have been built in a Thai classical style that inherited from Ayutthaya era and in a Thai–European style. Inner Rattanakosin Island has an “*artistic value*” because of

the high quality of architecture, landscape, associated sculptural and decorative arts and immovable sculptural artistic works which are unique and representative of their period.

- 5) Scientific value: Rattanakosin Island has a “*scientific value*” because we can find the buildings which represent the history of scientific and development of architectural technology. For example, innovation plan and design, construction, materials, and techniques such as new roof techniques construction for protecting rain which were developed in Rattanakosin Island. Ministry of Defence’s building and Main Hall of Ministry of Interior are good examples to illustrate the scientific value of inner Rattanakosin Island: They have been built in an Italian architectural style by introducing new kind of building technique in Thailand.

History of Rattanakosin Island

First, Inner Rattanakosin Island was named “Bangkok City”. It inherited from the historical record since Ayutthaya City was the pass-way of foreigners’ commercial ships. King Taksin the Great later established Thonburi as the capital city and used “Bangkok” as the commercial port. Finally when the King Rama I was the primary king to Chakri Royal Dynasty on Saturday 6 April in 1782, he thought he should build the capital city on the east of the Chao Phraya River which was Bangkok. The idea of establishing Bangkok as the new capital is due to the better geographical strategy. The city was best for protecting itself during the war time. And that was the beginning of Rattanakosin history.

The area of Rattanakosin Island or Inner Rattanakosin is 1.8 square kilometres which covered city canal border starting from Pak Khlong Talad to Chao Phraya River under Pinklao Bridge.

For the location of the Royal Grand Palace, King Rama I was personally fond of the position beside the river between Wat Salak (Wat Mahathat Yuwaratrangsarit) and Wat Photaram (Wat Phrachetuphon Wimonmangkalaram) which used to be the previous residence of Phraya Sretthi and Chinese community. The King therefore ordered to move the Chinese community to Sampheng and built the Royal Grand Palace in the area of 211.200 square meters. He also appointed Phraya Thamma

Thipbodi and Phraya Wichitnawa as the captains of the construction using the same plan of the palace used in Ayutthaya period. King Rama I ordered royal residences construction, some canals excavation and fortresses construction regarding the war strategy in order to protect the capital. The cases such as the construction of the palace beside Phra Sumane Fortress at the mouth of Banglamphu Canal, the construction of the palace Chakphet Fortress at the mouth of Ong Mg Canal. For the former palace around the mouth of Mon Canal and the former palace of Chao Krom Phraya Sudawadi at Bangkok Noi Canal were commanded to be the royal residences of the high rank of royal members.

The important places inside Inner Rattanakosin Island (*map1*)

1. Thammasat University

At the early period this area was the southern part of the Crown Prince Palace. In the fifth reign (1868-1910) after the Crown Prince appointment was abolished, the land was given to a military department and was transferred to "Thammasat Lae Kan Muang (Moral and Political Science) University" which was established in 1934 and this university is the second modern university in Thailand. At the beginning the University offered only courses in laws and political economy. Later, the University was developed to have wider fields of study and the name was shortened to be "Thammasat University"

2. Tha Phra Chan Area and Phra Chan Road

The lively area of Tha Phra Chan today used to be the palace of Prince Prachak Silpakom who donated the land to the Privy Purse. Tha Phra Chan is busy and crowded during the daytime because it has a ferry jetty which is operated by a private company to serve mainly students and staff from Siriraj Medical School on the west bank of the river, Thammasat and Silpakorn Universities on the east, and people working nearby. From Tha Phra Chan area to the Royal Field (Sanam Luang), there is a small road called "Phra Chan Road". This road is one of the oldest roads in Bangkok. On the northern side of the road there exists the wall of the Crown Prince Palace and the other side is the area of Mahadhatu temple which is another significant monastery in Rattanakosin area.

3. Mahadhatu Temple

This temple is one of the most significant religious places in Rattanakosin. The temple was first built in Ayutthaya period and became more and more important in Rattanakosin era. In the first reign (1782-1809), the temple was the residence of the patriarch. In the fifth reign (1868-1910), it was the place where the Royal crematory was built and processed (burnt). The famous Pali language and Buddhist University (namely Maha Chulalongkorn Ratchawittayalai) is also located in the temple precinct.

4. Tha Chang Wang Luang Area and old shophouses

The Chang Wang Luang (literally means elephant pier of the Grand Palace) was built in the reign of King Rama 1 (1782-1809). In the past, elephants from the Grand Palace were brought to this area to take a bath. This area was also called "Tha Phra" because Phra Sri Sakayamuni, the most important Buddha Image of Suthat temple, was transferred from Sukhothai by the river and landed at this point. At present, Tha Chang Wang Luang has a ferry jetty, with a number of retail shops and a market. At the corner of Tha Chang area, there are 33 units of beautifully decorated shophouses. The area of the shophouses used to be the land of a famous poet named "Soonthorn Phoo" but the land was given back to the government in the third reign (1824-1851). These shophouses were built during King Rama V's reign (1868-1910) with beautiful plaster pediment, pilasters and stucco. Shophouses are owned by the Royal Crown Property Bureau who leases out to private tenants

5. Shophouses on Na Phra Lan Road and Silpakoen University

Old shophouses on Na Phra Lan road are located in front of Silpakorn University (University of Fine Arts). In the first reign (1782-1809) the area of Silpakorn University was the site of three palaces. The palaces had been residence of the Kings' relatives until the fifth reign (1868-1910). After that, the land was transferred to the government and eventually under the responsibility of Silpakorn University and Fine Arts Department. During the fifth reign the wall of the palaces were demolished and shophouses were built instead. These shophouses were constructed with brick and plaster. Columns, pilasters, walls and openings are well-

treated and some details look similar to those found in Tha Chang shophouses located nearby.

6. Ratchaworadit Royal Pier and Ratchakit Winitchai Royal Pavilion

Ratchakit Winitchai royal pavilion is a Thai-style pavilion located in the area of Tha Ratchaworadit pier. The pavilion was built in the fourth reign of Rattanakosin (1851- 1865) and it was the only remaining structure of the four pavilions built during that time. Before the four pavilions were built, the area was the site of a floating pavilion during the second (1809-1824) and the third (1824-1851) reigns. At present, the royal pavilion and Ratchaworadit pier are exclusively used for Royal events.

7. Wall and Gates on the West Side of the Grand Palace

Wall and gates on the west of the Grand Palace are defensive structure of both the Grand Palace and the city. The wall was originally built in 1782. At present, wall and gates as well as structures inside the Grand Palace are well restored.

8. Tha Rong Mo Pier

Earlier, this area was the site of a stone grinding plant (called "Rong Mo Hin" in Thai). Later, a wooden pier was built and was then replaced by the concrete structure. Today this pier is used as a ferry jetty to the Temple of Dawn (Wet Arun).

9. Tha Tian Shophouses

In the past, Tha Tian area was one of the significant communities in Rattanakosin. A palace of a prince was constructed on this area in the first reign (1782-1809) but it was totally burnt down during the fourth reign (1851-1868). Then, a court and accommodation for foreigners were built before they were replaced with shophouses. Shophouses in Tha Tian were believed to be built in the fifth reign (1865-1910) since some of the feature and decorations are similar to those found in Tha Chang and Na Phra Lan areas. Tha Tian shophouses are a good example of the early market development in Rattanakosin where a fresh market is surrounded by rows of shophouses. The name "The Tian" came after the fire disaster occurred in the area in the fourth reign ("Tian" means flat and clear).

10. Chetupon Temple

Chetupon temple was built in Ayutthaya period (during 1688-1703). The common name is "Wat Po", a shortened word of its original name-Potharam. This temple has many interesting and beautiful monuments such as the reclining Buddha Image which is the second largest in Thailand.

11. Chakrabongse House

This private house has the architecture value. It was built in the fifth reign (1868-1910) by Prince Pitsanulok Prachanart, the father of Prince Chulchakrabongse. The house was built while Prince Chulchakrabongse was studying in England. When the Prince returned to Thailand in 1938, he stayed in this house until the last day of his life. The main building has a 3-storeyed timber tower which gives a very nice view of the Chao Phraya River and its surroundings.

12. Charoen Rat 31 Bridge

This reinforced concrete bridge with plaster balustrade was constructed in 1910, the first year of the sixth reign (1910-1925). It is the first bridge which has the prefix "Charoen" (meaning growth or development) and "31" means the age of King Rama VI at the year the bridge was built.

13. Klong Koo Muang Derm

Klong Koo Muang Derm is the official name of the inner city moat which was dug in Thonburi Period (a short period from 1767 to 1782 having King Taksin the Great as the only ruler). In some tourist information the name of the inner city moat can be written as "Klong Lot". The inner city moats are found in the area of both eastern and western sides of Chao Phraya river. Recently, on the eastern bank, the ruin of Thonburi city wall foundation has just been excavated (the excavation site is near the Pig Memorial) and it has become the most recent historic site Rattanakosin.

14. Phra Ratchawang Municipal Police Station

Phra Ratchawang Municipal Police Station has the architecture value because it is situated in the area of a Palace existed in the third, fourth and fifth reigns. The station was moved to this place in 1914 in the sixth reign after the palace was no longer in use.

15. Main Building of Ministry of Commerce

The main building of Ministry of Commerce is located in the area of former palaces which were built in the third reign (1824-1851). The land was transferred to the government in the sixth reign (1910-1925) and has belonged to the government since then. The well-preserved main building has three storeys. Some details and decorations such as pilasters and architraves had an influence from those found in European architecture. In front of the porch of the main building, a statue of Prince Chanthaburi Narunart is situated. The statue was created in 1961 as a memorial to Prince Chanthaburi Narunart who is the first Minister of Commerce.

16. Old Shophouses on Asdang Road

These old shophouses on Asdang road which lies in parallel to the inner city-moat were built in the fifth reign (1868-1910) in European style as seen from treatment of pediments on facades of end units. From the mid 19th to early 20th century, this area was one of the famous business places where motor car showrooms and boat engine shops were located because the area was near a major wholesale market called Pak Klong Talad. At present, the old shophouses are in poor condition and are mostly housed by truck-transport and warehouse companies.

17. Ubonrat Bridge

This bridge was built in 1912 as a memorial to Princess Ubonrat Nareenart a queen of King Rama V. The bridge was built on the former bridge called "Hue Takae" (means head of a crocodile). The plaster banisters were designed in Thai style with the name plate of the bridge at the middle. It is one of the old and beautiful bridges remaining in Bangkok.

18. Hor Klong Shrine

"Hor Klong" shrine or the shrine of drum tower is located on Rajinee road in the area of Territorial Department. The shrine is a memorial to a brave officer of the drum tower who died during a war in the First reign (1782-1809). Every ancient city in Thailand had a drum tower. There were three drums being used for different purposes, which are telling time, warning fire disaster and declaring battle event. After the death of the officer, King Rama I built a shrine as a reminder of his braveness. During the Fifth reign (1868-1910), both the drum tower and the shrine were demolished. Only the shrine was reconstructed later in 1966 on the present location.

19. The Territorial Department

This area of approximately 2 acres was the site of five palaces constructed during the Second and the Third reigns (1809-1851). After modernization movement in the Fifth reign (1868-1910), many palaces were redeveloped and changed into government offices including the Territorial Department. The main building was constructed in Roman style which is apparently noticeable by its pediment at the entrance as well as other architectural elements like columns, openings and architraves.

20. Mon Bridge

This bridge was originally built with teak timber in the third reign (1824-1851). The timber structure was replaced by a concrete bridge in the sixth reign (1910-1920). The name "MON" in Thai means an ethnic group called "Pequan" living in a town called Pegu in the south of Myanmar. In the past, Mon traders used to settle their boathouses in the area of Mon Bridge nowadays.

21. Saranrom Royal Garden

Saranrom Royal Garden is a green space in front of the former Saranrom Palace (Ministry of Foreign Affairs at present) built in 1868. The garden was created in 1874 (the Fifth reign) and had been used for many purposes before 1960. Since 1960, the garden has been rehabilitated to be a public park which is maintained by Bangkok Metropolitan Administration. In the park, there are many interesting

monuments and one of them is the memorial of Queen Sunantha Kumareerat who passed away from boat accident in 1880 when she was still young. Queen Sunantha Kumareerat was King Rama V's beloved consort. The marble memorial was built in the same year right after the Queen's death.

22. Ratchapradit Temple

This small Buddhist temple was built in the Fourth reign (1851-1868). The name "Ratchapradit" is derived from a temple located in the former capital of Thailand, Ayuttaya. There are many interesting monuments in this temple, such as the main hall, marble stupa, bell tower and library building.

23. Pee Goon Bridge

This walkway bridge was built in 1911. The Queen Mother of King Rama VI granted the construction cost to commemorate her fourth cycle (48 year-old) birthday which fell on the year of pig. At the beginning, the bridge had no given name until a pig memorial was built nearby ("Pee Goon" means year of pig). The bridge has four decorative posts symbolizing birthday candles of fourth cycle. And the oval plates on each post means the cycle of birthday.

24. Pig Memorial

The Pig Memorial was created in 1913 (in the sixth reign) as a birthday present to Queen Mother Sri Patcharintra. Pig figure is the symbol of the birth year of the Queen. The memorial was built from donation of the Queen's friends.

25. Main Hall of Ministry of Interior

Ministry of Interior is another example of the redevelopment of government office taken place on the former palace area. The area of three palaces built during the Second and the Third reigns (1809-1851) was transferred to be the governmental land where the main hall of Ministry of Interior was built in the Fifth reign (1868-1910). The building has a square shape with spacious inner-court. The outstanding feature is

seen by rusticated wall and keystones at transoms which are usually found in European Renaissance architecture.

26. The Royal Survey Department

In the past, this area was a part of Saranrom Palace. In 1887 a wooden building was built to be the Military Academy and in 1892, the 2-storeyed concrete building was built to substitute the wooden structure. After Military Academy and other military departments were relocated, this building has been used as the office of Royal Survey Department since 1931. Although the overall feature of the building is understood that it derives influences from European architecture, some stucco and details were created in Thai style.

27. Chang Rong Si bridge

Chang Rong Si bridge was built in 1910 from the donation of Prince Damrong Rajanubharb, the first Minister of Interior. Following the idea of his Majesty King Rama V, the Prince commemorated his fourth cycle birthday by building a bridge for public use.

28. Ministry of Defence

The building was built in 1882 and completed in 1884 on the land of former three palaces existed in the First reign (1782-1809). It was used as barrack and storehouse at the beginning and became the head office of Ministry of Defence later. The Neo-Classical pediment and six columns supporting the front balcony are very outstanding. The front garden is decorated with ancient canon which also symbolizes the power.

29. Hok Bridge

Hok refers to lifting or converting. The platform of this wooden bridge can be lifted up like a Dutch bridge. Hok bridge seen at present is the one which has been

reconstructed recently. This type of bridge was first built late in the Fourth reign (1851-1868).

30. Charoensri 34 Bridge

One of the "Charoen..."series bridges built during the Sixth reign (1910-1925). Charoensri bridge was built in 1913 from the King's private fund to celebrate his 34 year-old birthday. The bridge has 4 plaster posts decorated with western-style stucco. The Thai figure "4" on each post means the fourth year in the throne of King Rama VI.

31. Buranasiri Temple

This temple was built in the Third reign (1824-1851). Chao Phraya Sutham Montri (a senior rank of civil servant post) Boonsri Buranasiri built this temple on the land of his birthplace. He is the first generation of "Buranasiri" family. Main chapel of the temple or Ubosot was built in Thai style. The main pagoda (stupa) is an example of early Rattanakosin architectural style but the bell tower was built in Chinese style.

32. U-Toktan - The Earth Goddess

"U-Tok" means "water" and "Tan" means "give" or "donate". U-Toktan is a figure of Earth Goddess who gives water to the people. It is one of the most beautiful public faucets in the city. The statue was built in 1872 (the Sixth reign) from the private fund of Queen Mother Sri Patcharintra. U-toktan was open for public use on December 27, 1872 which fell on the birthday of the Queen.

33. Pan Pibhop Leela Bridge

The name of the bridge means the passage of the King. This bridge was built in 1906 (during the fifth reign) to connect Ratchadamnoen boulevard with Inner Ratchadamnoen road towards the Grand Palace. This bridge had been widened and repaired many times due to the increasing demand of the traffic volume.

34. Ratchadamnoen Boulevard

It was built during the Fifth reign (1868-1910). It was the largest and widest road at that time. Ratchadamnoen means the Royal passage because it links between the Grand Palace and Dusit Palace. There are three parts of Ratchadamnoen boulevard. The boulevard near the Grand Palace is called "Ratchadamoen Nai" or Inner Boulevard, the middle part is called "Ratchadamnoen Klang" or Central Boulevard and the outer part near Dusit Palace is called "Ratchadamnoen Nok" or Outer Boulevard.

35. Sanam Luang (The Royal Field)

This large open space has existed since the emergence of Rattanakosin. Earlier, Sanam Luang had smaller size than today until the field was extended and reshaped in the Fifth reign (1868-1910). Tamarind trees around the field were also planted in the same period which means they have been standing for about 100 years. Sanam Luang has been used for various public activities. Besides being huge open space in the city core area, it is also used for some Royal rites and ceremony including royal funeral, public meeting and it was the place where weekend market (now relocated to Chatuchak park) had been taking place for many years.

36. Memorial of the Expeditionary Force

This memorial was built in the Sixth reign in 1919 to keep the ashes of Thai soldiers who died in World War I. Thailand sent the expeditionary force of 1,200 volunteers to support Right in Europe in 1918. Nineteenth soldiers died, and their names were engraved on the four panels of the memorial.

37. National Museum

The first museum was introduced in Thailand in the Fourth reign (1851-1868). The King used two buildings in the Grand Palace to keep his private antique collections. But the first public museum was open in 1874 (the Fifth reign) in a building namely "Sala Sahathai Samakom" located in the precinct of the Grand Palace. The museum was relocated in 1887 to the area of the Crown Prince after the

Crown Prince's appointment post was abolished. At present, many significant buildings in the former Crown Prince Palace are being used as national museum exhibition halls.

38. National Theatre

Located in an area of the Palace of the Second Sovereign, National Theatre was built in 1960 and completed in 1965. The T-shaped building has a combination of Thai and International styles. The Thai feature seems to dominate the overall appearance of the theatre since it is expressed by roofing, high-relief of God of Arts, and sculptures of characters of Thai classical plays. At the east entrance yard, the statue of King Pin Klao is standing. The statue was built recently in 1965. King Pin Klao is a younger brother of King Rama IV (1803-1868) and the King appointed him the Second Sovereign of Thai Kingdom at that time.

39. The Main Hall of Wat Bovon Sathan Sutthawas

Wat Bovon Sathan Sutthawas was built in the Third reign (1824-1851) within the area of the Crown Prince Palace as the Crown Prince Royal temple. After the Crown Prince appointment was revoked in the Fifth reign (1868-1910), the Crown Prince Palace area had been subdivided into National Museum, the extended area of Royal Field (Sanam Luang No., and Thammasat University. After the change, only one building of Wat Bovon Sathan Sutthawas remains, that is, the main hall (called Ubosot or both in Thai). Access to the main hall is via the entrance of Chang Slip (Arts and Crafts) College located next to the National Theatre.

Chapter 3

Information on Tourists

It is the information that will be used for providing and designing the management plan. The author aims to study the motivations, behaviors and desired experiences of the tourists. This chapter also study about the tourism statistic, nationality group of the tourists, and principles of successful tourism.

Cultural Heritage and Tourism

The domestic and international tourism continue to be among the foremost vehicles for cultural exchange, providing a personal experience, not only of that which has survived from the past, but of the contemporary life and society of others. It is increasingly appreciated as a positive force for cultural conservation. Tourism can capture the economic characteristics of the heritage and harness these for conservation by generating funding, educating the community and influencing policy. It is an essential part of many national and regional economies and can be an important factor in development due to successful management.

Tourism should bring benefit to local community and provide important means and motivation for them to care for and maintain their cultural heritage. The involvement and co-operation of local community representatives, conservationists, tourism operators, property owners, policy makers, those preparing national development plans and site managers are necessary to achieve a sustainable tourism and enhance the protection of cultural heritage resource for future generation¹.

Tourist types

According to the Tourism Industry, seeking definitions that would be more useful in practice, researchers have concentrated on tourists' behaviors and preferences. Definitions and their related market segments, such as adventure travel or cultural tourism, tend to group people into broad categories based on a range of activities. This overlap makes it difficult at the site level to differentiate between types of tourism.

¹ ICOMOS International Cultural Tourism Committee, ICOMOS International Cultural Tourism Charter: Principle Guideline for Managing Tourism at Places of Cultural and Heritage significance, (n.p., 2002), 5.

An effective way of addressing this overlap for research, policy and site management purpose is to classify tourists according to their motivations, behaviors and desired experiences. Researchers have developed several categories of tourist behaviors and preferences. For example, tourists may be classified according to the intensity of experiences they are seeking or the ruggedness of the conditions they desire or will accept, including the kind of accommodations expected. Thus:

a) Hard-core Tourists

They join tours or groups traveling specifically for educational purposes and/or to take part in environmental or cultural projects, such as wildlife monitoring.

b) Dedicated tourists

They want to visit protected or cultural areas and understand local natural and cultural history.

c) Casual tourists

They consider natural and cultural travel as an incidental component of a broader trip.

Another system that is useful for classifying preferences differentiates between “hard class” and “soft class” travel. This classification relates to the ruggedness factor, mostly concerning the degree of challenge involved and the comfort level of accommodations. These categories include:

1) Hard-class

A hard-class experience that is physically difficult with an element of danger. For example, it may require walking miles into the back country, climbing a technically difficult mountain, or sleeping in rudimentary shelters.

2) Soft-class

A soft-class experience means lower risk and more luxurious accommodations. For example, a tented safari may involve physically challenging conditions while offering amenities such as gourmet meals and comfortable transport¹.

Tourism statistic

According to Tourism Authority of Thailand (TAT), there are 2 types of tourists who had visited Bangkok. They are international tourists and domestic

¹ The Tourism Authority of Thailand , www.tat.org

tourists. The international tourists can be divided into 6 types of nationality groups. They are American, European, Asian, Middle Eastern, African, and Oceanian. The table below is the statistic of the number of international tourism in 2004.

Nationality of Visitor	Tourist		Traveler		Visitor	
	Quantity	Percentage	Quantity	Percentage	Quantity	Percentage
1. American	819,392	7.45	63,873	9.03	883,265	7.55
2. European	3,165,440	28.80	241,177	34.10	3,406,617	29.12
3. Oceanian	597,362	5.43	29,613	4.19	626,975	5.36
4. Asian	4,964,775	45.16	285,318	40.34	5,250,093	44.87
5. Middle Eastern	430,383	3.92	11,240	1.59	441,623	3.77
6. African	1,015,318	9.24	76,108	10.75	1,091,426	9.33
Total	10,992,670	100.00	707,329	100.00	11,699,999	100.00

Table 1: Statistic of the number of international tourism in 2004 (source: From TAT, 2004)

According to the Table 1 and Table 2, the term “*tourist*” describes the foreigners who come to Bangkok for sightseeing and appreciate the ancient city. They can stay in Bangkok for short or long period of time. The term “*Traveler*” describes the foreigners who come to Bangkok for a short period of time, and then they will leave Bangkok to other cities. The term “*Visitor*” describes the foreigners who come to Bangkok for business purpose or family business.

The domestic tourism is Thai people from around the country who would like to visit Bangkok. According to Tourism Authority of Thailand (TAT), the table below is the statistic of the number of domestic tourism in 2004.

Region of Visitor	Tourism		Traveler		Visitor	
	Quantity	Percentage	Quantity	Percentage	Quantity	Percentage
1. Bangkok	-	-	-	-	-	-
2. Middle Region	2,408,024	17.83	2,296,686	30.29	4,704,710	22.31
3. West Region	2,266,806	16.78	879,661	11.60	3,146,467	14.92
4. East Region	2,255,127	16.69	1,517,170	20.01	3,772,297	17.89
5. North Region	2,138,762	15.83	1,035,345	13.65	3,174,107	15.05
6. South Region	2,295,666	16.99	759,467	10.02	3,055,133	14.49
7. North East Region	2,144,643	15.88	1,094,092	14.43	3,238,735	15.34
Total	13,509,028	100.00	7,582,421	100.00	21,091,449	100.00

Table 2: Statistic of the number of domestic tourists in 2004 (source: From TAT, 04)

Places	Top 9 favorite places		
	Thai	Foreigners	Total
1. Royal Palace (Inner Rattanakosin Island)	72.27	45.86	42.92
2. Wat Po	30.98	42.73	35.17
3. Shopping Malls	17.61	4.63	12.98
4. Zoo	12.49	9.45	11.40
5. Jatujuk Market Area	16.12	3.34	11.56
6. Suan Siam Water Park	9.66	30.50	17.10
7. Water Market	6.43	14.19	9.20
8. Giant Swing	9.14	5.03	7.68
9. Palaces & Museums (Inner Rattanakosin Island)	7.30	2.02	5.41

Table 3: Top 9 favorite places that tourists like to visit in 2004 (source: From TAT, 2004) * Remark: Numbers are the percentage of total tourism who visit Bangkok.

Both international and domestic tourists came to Bangkok with different purpose. Some of them came to visit the places but other came for business, conference, field trip, etc. According to TAT, those who were visiting the places are 64.4% of all tourists who visited Bangkok in 2004. As we can see from the Table 3, the percentage of tourists came to visit Rattanakosin Island in 2004 which could assume that multi-million tourists came to visit the Inner Rattanakosin Island.

4 principles of successful cultural tourism

1) Encourage public awareness of heritage

According to International Cultural Tourism Charter, the tourism is one of the foremost vehicles for cultural exchange, conservation as they should provide responsibility and opportunities for members of the local community to be proud of their heritage and culture at first hand. Programs for the protection and conservation of the broad cultural heritage context should facilitate understanding and appreciation of the heritage significance by the local community and the visitor, in an equitable and affordable manner.

Interpretation program should present the significance of place in a relevant and accessible manner to the local community and the visitor, with appropriate, stimulating and contemporary forms of education, media, technology and personal explanation of historical, environmental and cultural information. Interpretation and presentation programs should facilitate and encourage the high level of public awareness and necessary support for the long term survival of cultural heritage. And present the significance of heritage places, traditions and cultural practices within the past experience and present diversities of the area and the local community. The visitor should always be informed of the different cultural values that may be ascribed to a particular heritage resource.

2) Manage the dynamic relationship

The relationship between heritage places and tourism is dynamic and may involved conflicting values. It should be managed in a sustainable way for present and future generation. The interactive between heritage resources or value and tourism is dynamic and ever changing, generating opportunities and challenges, as well as potential conflict. Tourism projects, activities, and developments should achieve positive outcome and minimize adverse impacts

on the heritage and lifestyles of the local community. The conservation, interpretation, and tourism development programs should be based on a comprehensive understanding of the specific, but often complex or conflicting aspects of heritage significance of the particular place. Continuing research and consultation are important to further the evolving understanding and appreciation of that significance. The interpretation program should present and interpret the authenticity of places and cultural experiences to enhance the appreciation and understanding of cultural heritage. Tourism development and infrastructure projects should take account of the aesthetic, social and cultural dimensions, natural and cultural landscape and the broader visual context of heritage places. Preference should be given to use local materials and take account of local architectural styles or vernacular traditions.

3) Ensure a worthwhile visitor experience

Conservation and tourism programs should present high quality information to optimize the visitor's understanding of the significant heritage characteristics and of the need for their protection, to enable the visitor to enjoy the place in an appropriate manner. The visitor should be able to experience the heritage place at their own pace. Specific circulation routes may be necessary to minimize impacts on the integrity and physical fabric of the place, its cultural characteristics. Respect for the sanctity of spiritual places, practice and traditions are an important consideration for stakeholder. Visitor should be encouraged to behave as welcomed guests, respecting the values and life styles of the local community. Planning for tourism activities should provide appropriate facilities for the comfort, safety and well being of the visitor that will enhance the enjoyment of the visit and do not make adverse impact on the significant features.

4) Provide the benefits for the local community

Local community should be involved in planning for conservation and tourism. They should involve in establishing goals, strategies, policies and protocols for the identification, conservation, management, presentation and interpretation of their heritage resources, cultural practices contemporary culture and life style. Tourism activities should provide equitable economic, social and cultural benefits to the local community, at all levels, through education, training and the creation for full time employment opportunities.

Also, it encourages the local people to generate direct interest in conservation, heritage interpretation, education programs, and the involvement of local site interpreters. The programs should promote knowledge and respect for their heritage, the income from tourism and related activities should distribute to the local community both in direct and indirect way. The promotion, distribution and sale of local crafts and other products should provide a reasonable social and economic return to local community¹.

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

¹ Swarbrooke J., Sustainable Tourism Management, (UK: CABI Publishing), 13.

Chapter 4

The analysis of Ministry of Defence building

Physical Investigation

* Remark: It is the new rule of Ministry of Defence for prohibiting the visitor to enter the building, nor giving information about the site. Therefore, the author had no chance to survey inside the building

Purpose for Physical Investigation

- To indicate date of construction
- To acknowledge change or growth through time
- To investigate technical qualities
- To investigate evidence of former occupants
- To provide information for management or restoration

Location & description of the place

There are 3 steps to identify the description of the place

Step 1

City Map

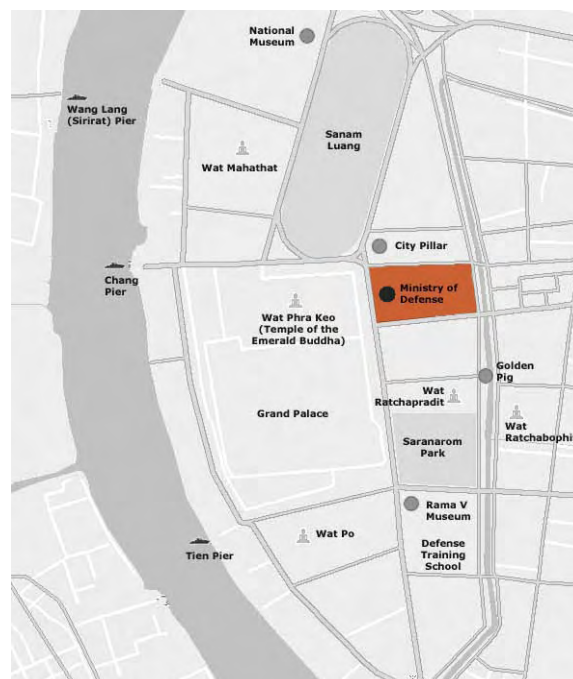


Figure 1. Map of Ministry of Defence.

(source: www.apartmentbangkok.com/mapguide/mapthai_province.htm)

Step 2 Site Plan

See plan 2.

Step 3 Building Diagram

See appendix B

Describing the place & Photographs illustrating key features and views**Boundary of the Ministry of Defence**

Ministry of Defence consists of many buildings inside the area. There are five important buildings.

- Building A: The original building which was built since King Rama V. See figure 2.
- Building B: Later building which was built in the same style as the main building. See figure 3.
- Building C: New building which was built since 1940. It was the Adjutant General's Department / Supreme Command Headquarter building. See figure 4.
- Building D: New building which was built since 1940. It was Supreme Command Headquarter building. See figure 5.

The place is located inside the inner Rattanakosin Island on Sanarmchai road.

The entrance and the main building of the place are facing west.



Figure 6. Building A / Ministry of Defence.
(photo: Mr. Korn Prabhasabhakdi, 2005)



Figure 7. Building A / Ministry of Defence.

{source: Figure 13.2, chapter 13 by M. Askew, *The disappearing 'Asian' City*. William S. Logan (editor), 2002, Oxford.}

Figure 6 is the photograph of the Building A which is the U-shape plan. The main road and the sidewalk are in front of the building. The street light in front of the place is a new light but designed to look old. The cannons are antique which had been used in the real war. Figure 8 is the photograph of the Building B.



Figure 8. Building B / Ministry of Defence.
(photo: Mr. Korn Prabhasabhakdi, 2005)

Figure 9 and 10 are the photographs of Building C. It is four-storey building which connected with Building B. Two buildings are very different in style, color, shape, and building height. Building C is built in modern style architecture. The photograph is taken from the street view. Figure 11 is the photograph of Building D. The left wing of the building is no longer been used. The right wing of building is connected with Building A. It is three storey building like Building A but it is different in style, color, and shape of the building.



Figure 9 and 10. Building C / Ministry of Defence.

(photo: Mr. Korn Prabhasabhakdi, 2005)

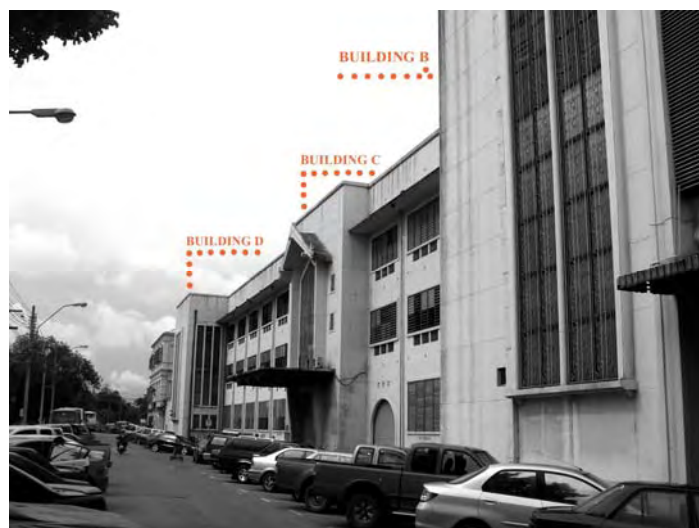


Figure 11. Building D / Ministry of Defence.

(photo: Mr. Korn Prabhasabhakdi, 2005)



Figure 12. Building D / Ministry of Defence.
(photo: Mr. Korn Prabhasabhakdi, 2005)

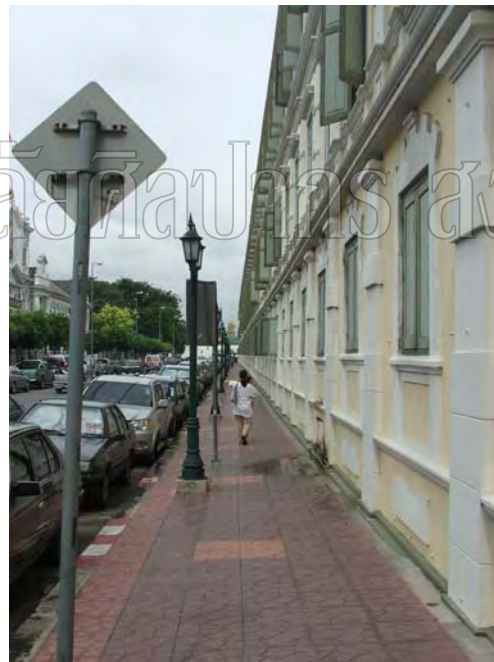


Figure 13. Building A / Ministry of Defence.
(photo: Mr. Korn Prabhasabhakdi, 2005)

Figure 11, 12, and 13 are taken from the street view. They show that the sidewalk is new with the new cement tiles. The street lights are new but designed their shapes and colors to look old. The place is located opposite to Royal Thai Survey Department and Ministry of Foreign Affairs which can be seen in the picture.

Architectural Evidence of Changes

- Architectural style: The place was built with Neo classical architectural style.
- Physical Indicators, interior, covering, and finishes:

Building A & B

- Air conditioners are located inside the window frames. According to history of the building, it is not designed to support the air conditioners because there is no air conditioner available back in 1886 (see figure 14). Moreover, the design of the building is influenced by Neo classical architecture which designed for cold weather country so it is not fit for hot weather country like Thailand.



Figure 14. Main building / Ministry of Defence.

(photo: Mr. Korn Prabhasabhakdi, 2005)

- The air conditioners locating inside the window frames, caused damage to the window frames because they are made of timbers which are sensitive to the humidity. Now they are starting to rot (see figure 15).
- The old light used in the front gate is hardly identified that it is the original light or it is just the old light which has been installed 20 years earlier.



Figure 15. Detail of window frame / Building A.

(photo: Mr. Korn Prabhasabhakdi, 2005)

- The buildings are in good condition. According to MOD officer, the buildings have been maintained and repainted every ten–fifteen years.
- The original color of the building is white which is different from today. Today the building's color is two tones color. The columns, base, and capitals are white, but the walls and cornices are light yellow.
- There are new colors on the windows. The original color is natural teak timber. Today they are painted in green and light green.
- There are small cracks and moistures at the bases of the column (see figure 16).
- The flood lights and spot lights in exterior of the building had been set up.
- New booth was built in front of the building (see figure 17). It is blue booth which had different style from the building.
- The cameras are installed due to the security reason.
- The clear glasses aluminum window frames are installed at every windows to keep the air flow in side the building (see figure 18).
- The modern blind are installed which can be seen from the streetscape (see figure 18).
- The moisture can be seen at the cornice.



Figure 16. Small cracks and moistures at the base of the column / Building A.

(photo: Mr. Korn Prabhasabhakdi, 2005)



Figure 17. New booth was built in front of the building / Building A.

(photo: Mr. Korn Prabhasabhakdi, 2005)



Figure 18. Aluminum window frames are installed / Building A.

(photo: Mr. Korn Prabhasabhakdi, 2005)

Building C

- A part of the Building C is completely in poor condition. There are moistures all over the building (see figure 19).
- The modern balustrades are installed at the gates looking from the elevation.
- Fire stairs are broken and they are covered with the moistures.
- The window is damaged. It is covered with few timbers instead of glass (see figure 19).
- The color of building is white, cyan, and red brown painted. It is difficult to identify the white color because it is covered with the moistures.
- Building B is in average condition. Some timber windows are damaged as well as the glass windows (see figure 20).
- A modern awning is installed which is not harmonious with the architecture.
- Windows are painted in dark grey. With the moisture, they turn the grey color into red brown.



Figure 19 & 20. Building C.

(photo: Mr. Korn Prabhasabhakdi, 2005)

Building D

- The buildings are in an average condition. There are moistures covered up some area of the building (see figure 21).
- The modern balustrades are installed at the gates of the Building D, and air conditioner is installed on top of the canopies (see figure 22).
- The Building E is in use because the balustrade is not closed. According to MOD officer, the Building D is in use for some department of the Supreme Command Headquarter.



Figure 21. Building D.

(photo: Mr. Korn Prabhasabhakdi, 2005)



Figure 22. Building D.

(photo: Mr. Korn Prabhasabhakdi, 2005)

Comparative analysis



Figure 23. Meteorological Department at BKK, Thailand.

(photo: Mr. Korn Prabhasabhakdi, 2005)



Figure 24. Meteorological Department at BKK, Thailand.

(photo: Mr. Korn Prabhasabhakdi, 2005)

The Building above is an example of the architecture which is similar to the MOD architecture, because this building was built in the same era and same architectural style. The similar setting of this building is the main road in front of the building. The differences between this building and MOD are scale and function. It was first built as the school then it has been converted to become the

Meteorological Department while MOD is built to become the ministry. Meteorological Department is two-storey building with the same style of the roofs, windows and doors. The decorated cornices and base of the column are similar, and the arches as well. The original color of this building is the same as the original color of MOD.

The Statement of Ministry of Defence's Significance

The statement of significance of Ministry of Defence is based on the assessment of significance coming from the International Cultural Tourism Charter (1999) and the Article 4.2 of Thailand Fine Art Department Charter (1985) by using these following:

- 1) Historic Value
- 2) Aesthetic Value
- 3) Integrated Value
- 4) Artistic Value

Historic Value

Ministry of Defence had been built during the reign of King Rama V. And because the site has been influenced by historic shapes, constructions, materials, events, and activities, it possesses a “*historic value*”. For example, it was originally the Department of Military Affairs. In the reign of King Rama I on this same ground it used to be palaces. Then later these palaces were deserted and sometimes used to store rice when the country was at war; after that these palaces were again deserted. In A.D. 1893 when the country was having trouble with the French concerning the border, King Rama V recognized the weak points in the military structure, so he reorganized the military into European lines. He set up the Ministry of Defence in A.D. 1894 to administer the Departments of the Army and Navy and to transfer the Department of Military Technique to the same Ministry¹.

According to the first paragraph, there were significant national events and historic activities in the area of the Ministry of Defence. Also, the building has been influenced by historic shapes, construction, materials of Neo classical style.

Aesthetic Value

¹ Pongpipat V., *Two Century of Rattanakosin*, (Bangkok: n.p.1982), 35.

Ministry of Defence's building was built with the combination of Thai classical and Italian classical styles which there are only few buildings exist today. This group of buildings was built by King Rama V after he came back from visiting Europe. It became a trend of the new building built by the king and his royal family at that time. This uniqueness represents the criteria of forms, scales, colours, textures, and materials of fabric, corresponding to the Thai aesthetic feeling as well as royal tradition.

Integrated Value

Ministry of Defence's building reflects the continuity from time to time through its setting, building structure and design, workmanship, aesthetic feeling and association with events and people. The existing building creates link between past and present and give layers of stories to later generation by not separating them at all

The integrated value can be classified in 3 types.

- The uniqueness of the buildings
- The Material of the buildings
- The location and setting of the buildings

Architectural and Artistic Value

Ministry of Defence has been built in Neo-Classical style. It has an “*artistic value*” because of the high quality of architecture, landscape, associated sculptural and decorative arts (big canons) which are unique and representative of their period.

The architectural heritage conservation regulation of Thailand Fine Arts Department

According to Article 10 & 11 of the Act of architectural heritage legislation (1961), every heritage buildings which need to be conserved or preserved have to follow the Thailand Fine Arts Department Charter (1985) by using these following.

- a) According to the Article 4 of Thailand Fine Arts Department Charter, there are 2 steps to verify before conserving or restoring the architectural heritage as follow:
 - Studying the past and present condition of the building. There are architectural shape, style, and material. The record needs to be made by photograph, document, and drawing.

- Creating the architectural heritage management program after considering the value and significance of the place. For example, the historic value, the artistic value, etc.
- b) According to the Article 5 of Thailand Fine Arts Department Charter, to conserve the heritage architecture, the environment surround the building must be considered. Threats which can destroy the value of the heritage architecture need to be managed in the proper way.
 - c) According to the Article 9 of Thailand Fine Arts Department Charter, to restore the structure of heritage architecture, only necessary work is permitted. The new structure has to be simple and blend in with the heritage architecture.
 - d) According to the article 16 of Thailand Fine Arts Department Charter, to restore the using heritage architecture, it is allowed to restore it in the proper way. It is not necessary that the new design looks the same as the old design, but it has to be simple and harmonize with the heritage architecture, and it should not interrupt the value of the place.

The level of architectural heritage significance

The level of significance is a result of the careful diagnosis revealed from the building inside MOD area. The exterior of each building has been investigated, inspected, and diagnosed to find the condition damage. Each building requires the statement of significance above. The building which does not meet the requirement will be listed as low level significance. It can be classified into 3 types of levels as follows, High Significance, Moderate Significance and Low Significance. There are:

- | | |
|-------------------------------|-------------|
| • High level significance | 1 buildings |
| • Moderate level significance | 2 buildings |
| • Low level significance | 1 buildings |

Also see Table 4 on attached page.

Chapter 5

Management plan

The study of Ministry of Defence and its architectural significance has revealed that the current buildings are appropriate for the new function, which is to be the Inner Rattanakosin Island History Center, but sound promotion is needed to create better understanding of its significance among visitors. Some buildings are not appropriately used while some are in poor condition. It is expedient to set and apply the management plan for cultural tourism aspect and sustainable life of local people.

Currently, the area of the case study is under the care of Ministry of Defence.

Therefore, the researcher would like to suggest a proper management plan which aims mainly at conserving the significance of cultural tourism and converting the Ministry of Defence buildings into the Inner Rattanakosin Island History Center (IRIH Center) while enhancing community involvement as well as economic benefit. This will create harmony within the whole area while minimizing any negative effects which it will be explain later in this chapter. However, in this study, only two main parts of the IRIH Center management plan is proposed, the strategic interpretative plan and the physical plan. Both plans are co-related in order to become holistic plan which will be advantageous for the IRIH Center's sustainable tourism.

Stakeholder of the new project

- Office of the Prime Minister
- The Office of Knowledge Management and Development, OKMD (a public organization)

Target groups

- Primary: Thai people including children, students, and the general public
- Secondary: foreign and domestic tourists

Strategic plan for IRIH Center (*plan 3*)

In the current land use of the Ministry of Defence, several areas are impractical for the new function and are difficult to manage. In this study, the

researcher would like to suggest re-zoning the area into 5 types of use and land use as follows;

1. Visitor service zone (Indicated in red)
2. Interpretation zone (Indicated in yellow)
3. Temporary exhibition zone (Indicated in blue)
4. Office of IRIH Center (Indicated in violet)
5. Landscape area (Indicated in green)

1. The visitor service zone (*indicated in red, plan 3*)

The aim of tourist service center is to facilitate visitors to allow most enjoyable and comfortable visit. Not only visitors will receive knowledge about the Inner Rattanakosin Island from the center which acts like a summary of the place, but visitors can also appreciate the aesthetic and value of conservation and interpretation of the place including the design of its content, from large scale as architecture to small details as staff wardrobe. Through this experience, visitor's satisfaction should exceed their expectation¹. The tourist center proposed here includes both service area and interpretive area. For the visitor service area, it is proposed to use the entrance area of the main building which is convenient for visitors because it is connected to the main road that leads to the site. In order to set specific boundary of the Inner Rattanakosin Island History Center (IRIH Center), it is necessary to assign a certain gate or entry to the area at this location and use this area as the interpretation centre and the gate to the place, where the site interpretation and visitor preparation take place.

However, the heritage buildings are now scattered among newer buildings that are not historically associated to MOD. Their different architectural styles create unpleasant contrast. In this case, it is proposed to demolish the new buildings to create more open space which benefits in better view and easier orientation for visitors. The landscape in this area should also be developed.

The facilities in the Visitor Center should be as follows:

- **Visitor Guideline**

¹ The ICOMOS International Committee on Cultural Tourism, 2nd ed., Cultural tourism; Tourism at world heritage site: The site manager's handbook, (Madrid: The ICOMOS International Committee, 1994), 46.

The visitor guideline is an interpretative method to provide visitors with basic information about the Inner Rattanakosin Island, in order to prepare the visitors to have correct understanding about what they “*can*” or “*cannot do*”. This is a “*must*” process that every visitors need to attend. The physical layout of the whole site with visual distinction between places are also displayed in order to help visitors answering typical questions such as “*Where should I start?*”, “*Can I see them all in one visit?*”, “*Where should I arrange to meet my group?*”, etc. The orientation Center or Visitor Center can give background knowledge to visitors who will visit the Inner Rattanakosin Island, so that they can appreciate more what they will see. In this study, the center will be called “*The Visitor Guideline of Inner Rattanakosin Island*”.

- **Ticket booth**

When visitors enter the main entrance, visitor orientation center will be the first place that gives them background knowledge before visiting Inner Rattanakosin Island History Center (IRIH Center). There may be a corner to sell tickets to visitors. The tickets should be designed beautifully and containing details about IRIH Center so that visitors can keep as souvenirs. Moreover, this is a step of interpretation. A ticket pass will be used to enter every exhibition space in the area. Visitors will be given a chest sticker with different colors according to each day of the week. The information about the stickers will be displayed for visitors. This is a creatively designed and friendly method for collecting and separating 2 groups of user of the IRIH Center, visitors who pay entrance fee and local people who can use the center as their heritage and recreation area freely. The stickers should be designed by using the main building as its logo. The ticket price should be clearly displayed at the ticket booth. The price should be set appropriately for Thai people, foreigners, and students who wear uniform or show student cards. Thai people should have the first priority to visit their heritage site. The ticket price should include maintenance fee for public facilities such as light, signage, toilet, etc. Furthermore, there should be informative materials of the IRIH Center provided for visitors, i.e. a manual, a map of the site, and small interpretation brochures.

- **Dressing area**

In order to create classical Thai ambience inside the place, visitors are invited to wear classical Thai style clothes which can be rented. Although rented clothes can be worn over visitors' own clothes, a dressing area should be provided without charge. There are also traditional dresses that relate to the groups of local people in early Rattanakosin period provided. This can be another activity for visitors to learn and enjoy by wearing them and take photographs of themselves as souvenirs. This is another step for interpretation.

- **Cafeteria**

Cafeteria is an area for visitors to rest before or after visiting the place, so it should be located somewhere that can easily be seen. If not, there should be proper signs to guide visitors to the place. Seating in this area should be arranged appropriately for visitors to conveniently discuss, exchanging opinions, or just having conversation in case there are co-learning program or seminar. Staffs should be present at all time to facilitate, give advice, or answer visitor's questions, therefore, they need to be able to speak foreign languages especially English, Chinese, and Japanese, which are the main languages spoken in tourism industry. The operation should be appropriately developed as a part of the historical interpretation of the place. Waiters and waitresses should be dressed in costumes that replicate the fashion of early Rattanakosin period. The menu should also be designed to reflect the same style. This is also another step of interpretation.

- **Souvenir shop**

Souvenir shop should be located in the same building as visitor orientation centre in front of the exit gate. Local people can be involved in this part by selling local products as souvenirs for visitors. Sufficient number of well designed, durable, and convenient rubbish bins should be placed inside the souvenir shop and throughout the site. Furthermore, there should be a shop to sell printed materials about early Rattanakosin period, such as books, postcards, brochures, etc., with easy content in English, Thai, Japanese, and Chinese. In addition, there should be stamp service available for visitors to

stamp IRIH Center's mark in their notebooks as a souvenir or record of the places they have visited. For this matter, IRIH Center's mark should be designed by using its architectural uniqueness. Post service should also be available on the site.

- **Toilets**

Toilets should be available adequately for visitors considering proper amount for men and women. Toilets should be located near the entrance and visitor orientation center for visitors' convenience to use before or after visiting the place. Moreover, some toilets should be located along the exhibition zone and the circulation route. Public toilets should be clearly indicated using standard international graphic symbols.

- **Parking lot**

Nowadays, there is a central car park inside the area of the place. Not only it causes eye pollution, exhaust from cars that are parked near the buildings may damage the buildings. To set a plan, this parking area will be used for private cars and coaches only. This way the use of heavy vehicle will be restricted inside the place. Choices of transportation such as golf cart will be provided in this section.

- **Working Hour**

IRIH Center opens from 9:00 to 16.00 every day except Monday.

2. Interpretation zone (*indicated in yellow, plan 3*)

2.1 The current use of areas in museum and interpretation zone

There are 5 halls, Hall A-Hall D, to be used as the museum and interpretation zone. (*See Illustration in New Design part (perspective 1)*). The exhibition in the halls represents 38 cultural significant places along the circling route around the Inner Rattanakosin Island. Each hall comprises of 9 subsequent places, begins from place no.1 in Hall A, and ends at place no.38 in Hall D. The presentations can be done in many visual forms such as model, illustration,

or even performing arts. However, they need to be associated with the history, place, style, period, and other contexts of each place. Interpretative signs and contents should be provided to explain the story and supplement information of each place. This will create sound understanding about the place among visitors.

- **Hall A**

This hall presents place no.1-9. (*See the Inner Rattanakosin Island route (map no. 2).*)

- **Hall B**

This hall presents place no.10-19. (*See the Inner Rattanakosin Island route (map no. 2).*)

- **Hall C**

This hall presents place no.20-29. (*See the Inner Rattanakosin Island route (map no. 2).*)

- **Hall D**

This hall presents place no.30-38. (*See the Inner Rattanakosin Island route (map no.2).*)

- **Hall E**

This hall presents Thai traditional Dance shows on Saturday and Sunday at 13.00 and 15.00. The show should be related to the story of early Rattanakosin period.

2.2 The development of interpretation program

2.2.1 Circulation

In this study, it is proposed that the circulations of tourism route are to be set up as the tools to complement the interpretation program. It should be separated into 2 routes as follows;

- a. The route inside the buildings
- b. The route around the buildings

a. The route inside the buildings

This route starts from the entrance gate where the visitor service zone is located. It goes through Hall A – Hall D, and ends at the exit gate. With this route, visitors will have to walk to enjoy and learn about the early Rattanakosin period. They can also visit cafeteria, souvenir shop, etc on this route.

Once inside the buildings, there are some rules that visitors have to follow.

They are:

- No photography allowed;
- Keep voice down;
- Do not touch;
- No smoking;
- No pets allowed;

Signs containing the rules above should be seen easily and clearly. They should be designed using international graphic symbols that are easy for the visitors to understand.

b. The route around the buildings

Permission should be given to light vehicle, golf carts, to pass though the IRIH Center for conservation and security reasons. Since the use of large vehicles will be restricted, the road surface inside the place can be designed for the use of golf cart only. However, it is possible for visitors to reach the site on foot from the starting spot which should be the visitor service zone. All heavy vehicles should be parked at the provided car park. After visitors bought tickets and being oriented. They will get stickers to stick on their chests. With certain amount of tickets, it will be possible to know a rough number of visitors in each period of a day.

2.2.2 Maps

The IRIH Center's map can be classified in 2 types. First, the location map showing the whole area. Second is the circulation route. Both maps should be provided throughout the place and indicate specific location of visitors, "you are here". The maps should be posted on notice boards and printed in interpretative printed materials such as manual, leaflets, and brochures.

2.2.3 Signage

There are 3 kinds of signage suggested for this place. The first is interpretative signage, the second is informative signage, and the third is directional signage.

The design guideline for signage is:

- The design of signage used around the place should be linked with the architectural style of the building.
- International symbols should be used in directional and regulatory signage for universal understanding.
- The language used in the signage should be mainly Thai and English with consideration of disabled visitors. For visitors who speak other languages, specific language brochures will be provided. The text in each sign has to be brief, interesting and applied to audience of all age, The signs that contain the map of the whole area should be placed in each section of the place, and be located where it is easy to notice.
- Every sign should use polite language and the messages should be clear, causing no further inquiry.
- The signage should be designed using the same standard in terms of font, color, text point, pattern, style, etc.
- The signs should be placed where they are clearly visible or accessible location when large number of visitors passes by.

2.2.4 The printed materials

Printed materials to be provided are; brochures, leaflets, manual books, maps, exhibition catalogues, catalogue of the collections, postcard, poster, teacher pack, etc. Brochures will be handed out together with the tickets. It will contain short interpretative information including route map and description of each Halls and areas. In addition to the brochures, more detailed manual, picture book, illustration book, as well as postcards will be for sale for interested visitors.

2.2.5 The staff

The staffs are very important for the complicated information that needs to be interpreted in two-way communications. The staffs should be well trained with overall related contexts. They should be stationed in the exhibition room that they have to interpret. Interpretative staff is a good way to create sound understanding of visitors, and it is more attractive to the visitors than other ways.

2.2.6 Interpretative Medias

Inside the museum area, digital equipments will be installed, including audio-visual access, self-access data and interactive media. There are 4 languages used for sound effect media. They are Chinese, Japanese, English and Thai language. The technology can be created to gain good impression of visitors and make the museum more enjoyable. Sometimes it can also be two-way communication.



Figure 25. The examples of audio-visual access and self-access data are look liked.

(photo: Mr. Korn Prabhasabhakdi, 2005)

3. Temporary exhibition zone (*Indicated in blue, plan 3*)

For the temporary exhibition zone, the open space area around the main building should be utilized, as well as the interior spaces. The temporary exhibition will be created every 4 months. It will present the art which related to Rattanakosin Island from various artists or individual artist. For example, the special exhibition of the occasion of Thai Cultural Heritage Conservation Day, 2005 is “*Bangkok in Watercolors and Sculptures by Thailand popular artist*”. It will bring liveliness to the museum, attract visitors, and promote revisit.

4. Office of the Inner Rattanakosin History Center (*Indicated in violet, plan 3*)

The office is located in building B which is currently the government office. The architectural style is very similar to the heritage building. This area should be used as an administrative area and staff working area. Some parts of this building should be adapted to be used as V.I.P. room for special guests.

5. Landscape area (*Indicated in green, plan 3*)

The layout of this area of IRIH Center is where the Supreme Command Headquarter buildings are at present. These buildings are insignificant in terms of architectural value because they do not fit well with the original design of the main building and other surrounding buildings in the area and they are in poor condition (*see chapter 4*). The researcher would like to propose a demolition of these buildings and convert the area into an outdoor recreational landscape. This way will improve the approach view from the entrance and open up the view of the East side of the place.

According to the concept of sustainable cultural tourism, local community must have the right to participate in managing their own heritage. Having local community involved will also create lively atmosphere of the heritage site. As suggested, adequate space for cafés, restaurants, and shops will be added into the main building which eliminate the need for street vendors around these sections. The parking lot of this zone should be located on the right side of the garden and should be used for local people’s cars or tourist coaches. A drop-off is located in front of main building on Sanarmchai Road. This drop-off is designed for tourist coaches to drop people off at the main entrance before parking at the parking lot provided. It is also designed to serve people with physical challenges as well.

- **The demolition of buildings**

The buildings that will be demolished (*see plan 4*) and other buildings that will be conserved. (*see plan 4*).

- **Street Furniture**

It is important to set a design standard for street furniture with linkage to the architecture in the place. The standard should be applied to every group of street furniture, which are:

- **Bench:** Benches should be located around the place. They should all be designed in the same style, harmonized with the architecture and the whole setting.
- **Lamp post:** Lamp posts should be designed in the same style with the architecture in each part of the place. The design of lamp post should be the same and harmonized with other street furniture as well.
- **Rubbish Bin:** Currently, typical plastic rubbish bins are being used around the place. New bins should be designed by considering overall hygiene and cleaning convenience as well as style conformity. Moreover, rubbish separation should be applied by using separate rubbish bins for recyclable and other types of rubbish.
- **Signage:** There are 2 kinds of signage used in the place; road signage and interpretative signage. The road signage are placed in the parking lot and the East entrance. They should be specially designed to enhance the identity of the place by using unique symbols or style. The design of interpretative signage can be different according to the style of each building. However, general interpretative signs such as maps should be conformed to the design standard.
- **Gates:** Most of the gates inside IRIH Center are in the same standardized style which does not require renovation. However, the gate at the East side of the place has not been built. It should be designed to match the other gates and the buildings.

- **Lighting Design:** Apart from street lights, lighting of each building is important in enhancing the aesthetic value of the building fabrics. It is also important to bring in lighting designer.

Apart from the above street furniture, there are also other furniture like phone booth, postal box, and small plant bowl that are required to be harmonized with the style of the whole landscape.

Tourism strategies and promotions

- Purposing the Ministry of Defence to be the “*Inner Rattanakosin Island History Center*” that opens to the public especially local community who can use this place to learn and enjoy their legacy. The local community is the people who live in Bangkok.
- Encouraging contribution from local community in terms of understanding the value of their architectural heritage and protect it as a legacy of their community. For example, in the board of committee of IRIH Center, there must be the local community representative who can express his or her opinion to the board of committee.
- Setting up alliances
 - Setting up an alliance with other tourist attractions in Rattanakosin Island.
 - Setting up an alliance program with Tourism Authority of Thailand (TAT) to create a tourism program to visit the IRIH Center, “*Knowing Rattanakosin*” program.
 - Setting up alliances with Silpakorn University and other universities for art exhibition program including applied art, etc. The center has an open space for temporary exhibition that students from Silpakorn University or other universities can use to exhibit their works.
 - Setting up an alliance program with Department of Drama, Faculty of Art. To create cultural show in the theme of King Rama the Fifth’s plays.
- Creating tourism promotion campaigns.
The campaigns include encouraging tourists to visit many places that share the same theme by buying just one ticket. The ticket price will be higher than

single-spot visit but considering visiting all the places or most of the places offered in the promotion, the tickets worth their price and this should be a good attraction for tourists.

- Creating a tourism promotion campaign, “*One Route One Kingdom*”. The campaign promotes visiting cultural heritage places located on the Inner Rattanakosin Island.
- Creating a tourism promotion campaign “*Three Museum, One Ticket*”. The campaign promotes visiting the Discovery Museum, the National Museum, and IRIH Center.
- Creating a tourism promotion campaign, “*Three Architectures of King Rama V*”. The campaign promotes visiting the architectures in the reign of King Rama V, Anantaksamarkom Palace, Wimarnmek Palace, and IRIH Center.
- Promoting “*Mindful Visitors*”, attracting and promoting a kind of tourist that realize, appreciate, and respect the importance and value of restored and conserved architectural heritage.
- Promoting “*Revisit Tourist*”, motivating visitors to come back to visit not only IRIH Center but the Inner Rattanakosin Island itself. IRIH Center can serve as an information center for early Bangkok experience.
- Promoting “*Virtual Classroom*” Education Program for students to visit the place and learn from it.

Conservation guideline of IRIH Center

- Conservation, interpretation and management of the place should allow maximum involvement and participation of local people, to whom the place has special meaning, or socially, spiritually or culturally connection. Having their involvement and participation will raise awareness of the value of the heritage and the importance of conservation.
- The adaptation may involve the introduction of new services, new use, or changes to safeguard the building.

- All adaptation of buildings should be interpreted from the original function and lead to adaptive reuse for the visitors and local community.
- Maintenance is fundamental to conservation and should be undertaken where fabric is of cultural significance and its maintenance is necessary to retain that cultural significance.
- Interpretation is the principal means by which the management process creates social benefit and right understanding for visitors and local community for the better future.
- Records associated with the conservation of IRIH Center should be kept in the IRIH Center's conservation center as a permanent archive and made available to the public.
- According to chapter 4, the level of significance is classified in 3 groups as follows: high significance, moderate significance, and low significance. The buildings in highest significance level should get the first priority to preservation.
- According to chapter 4, the level of condition is classified in 3 groups as follows: good condition, average condition, and poor condition. The building in poor condition level should get the first priority to preservation.
- The preservation priority should be considered from the level of significance. Physical condition of the building should be the next criteria for consideration.
- The adaptive re-use of buildings should be selected from the level of significance and should be of appropriate and compatible use. The new function should not decrease the value of buildings.

New Design & Production of IRIH Center

Setting the policies for new design

With the need to change the function of the place, policies have to be set to protect the architecture and minimize the negative effects. Details of the policies are as follow:

1. Demolition of significant fabrics is not permitted as follow:

The original roof tiles cannot be removed except they are damaged. If the new roof tiles have to be replaced, the original roof tiles have to put over the top of the new roof tiles.

Any significant material cannot be demolished or removed unless there is a very special situation.

2. If a new building is located behind an old building, it cannot be seen from the main street in front of the old building.
3. New buildings have to be built with respect to older buildings, or blend with the style.
4. Alteration is possible. It would not have adverse impact on the place or the precinct.
5. The main policy is to conserve original fabric, either preserve and restore the old fabric or adapt new materials to look similar and blend with the old fabric in the new space.
6. Changes that destroy the evidence of history should be avoided as follows:

If interior walls and floors have to be removed according to changed function, there needs to be something of the walls left behind to remind of.

Windows cannot be removed unless there is a very special situation.

Doors cannot be removed unless there is very special situation.

Describing the project

With the new function of the place, new designs are applied as follow:

- Some new buildings that are not related to the original building in terms of history, architecture style, etc. have to be demolished. The land will be converted into outdoor recreational landscape.
- The architectural plan has to be changed (*See map no.6*).
- The place does not have proper light, ventilation, and water supplies for the new function.
- The walkway in front of the place has to be renovated because the steps are uneven.

Brief explanation of the proposed plan

The proposed plan of IRIH Center is to create the interior design concept that has welcoming, reliable, and attractive atmosphere. It is meant to have the touch of urban lifestyle by that fits with the original architecture by using contemporary style.

The interior of IRIH Center will be separated into 3 main areas:

1. Exhibition Hall:

The Exhibition Hall is the most important area of the IRIH Center because it is the area where the exhibited pieces or boards are located. The interior design aims to create attractive atmosphere by using the light sources that will not do any damages to those items, and on the other hand, have to make them stand out. The interior of the exhibition hall will be decorated with tall presentation boards, exhibition items, wooden floor, and upholstered benches.

2. Library:

The Library is a very important area of IRIH Center because it is the area where selected information about Inner Rattanakosin Island is placed. Visitors can find needed information by searching from the actual bookshelves or looking up in the internet on computers provided. The interior will be decorated with tall timber bookshelves, wooden floor, and frosted glass between the library area and the meeting area.

3. Souvenir Shop:

Located by the exit, the Souvenir Shop is essentially important since it is the last stop for visitors therefore, it should be memorable and worthwhile. The interior of the souvenir shop will be as well, decorated with tall timber shelves, wooden floor, and stainless showcases to keep the same touch and feel of the whole center.

Plan & Illustration

a) Furniture plan

(See plan 5)

b) Interior Illustration of IRIH Center

(See illustration no.1-4)

c) Layout Plan of IRIH Center

(See illustration no.5)

d) Landscape Illustration of IRIH Center

(See illustration no.6)

e) IRIH Center's brochure

(See illustration no.7)

f) IRIH Center's signage and product

(See illustration no.8)

Outline measures to minimize the impact

- The new use provided jobs for local people.
- The new use can get local people involve in their own heritage.
- The outdoor recreational landscape (located at the demolished building) created better atmosphere and view of the IRIH Center.
- The outdoor recreational landscape is served for local people's use.
- New materials used are matched with the old buildings.
- The sidewalk level of the center is adjusted to the step level of other surrounding architecture
- Original materials from the demolished buildings have been used in the new work.

Project Requirement

1. Entrance Hall				
Area	Person	Quantity	Area / sq.meter	Total Area (sq.meter)
Hall	450	1	0.64	288
Reception	3	1	27.7	27.7
Dressing Area		2	30	60
Souvenir Shop		1	50	50
Cafeteria		1	150	150
ATM Machine		2	4	8
Public Telephone		4	0.64	2.65
Nursing Room		1	15	15
Toilet		2	15	30
Storage (10%)		1	63.1	63.1
Circulation (30%)				189.4
Total Area				883.8

2. Exhibition Hall				
Area	Person	Quantity	Area / sq.meter	Total Area (sq.meter)
Hall				1,000
Temporary Hall				450
Ticket Booth				27.7
Baggage Storage				8.1
Toilet				18
Storage (10%)				151.3
Loading (10%)				151.3
Circulation (30%)				454.1
Total Area				2,260.5

3. Library				
Area	Person	Quantity	Area / sq.meter	Total Area (sq.meter)
Service Area				
Reading Area	40	1	2.6 sq.m./ person	104
Book Shelf Area		12	164 books /sq.m.	12.2
Title Index		1	3	3
Computer		2	1.6	3.2
Equipment Room		1	9	9
Office Area				
Librarian	1	1	12	12
Staff	2	1	6 sq.m./person	12
Baggage Storage	40	1	0.09	36
Circulation (30%)				47.7
Total Area				210

4. Conference Room				
Area	Person	Quantity	Area / sq.meter	Total Area (sq.meter)
Conference Area		10	1.7	17
Staff Area	1	1	6	6
Storage (10%)			3	3
Circulation (30%)				8
Total Area				40

5. Staff Office				
Area	Person	Quantity	Area / sq.meter	Total Area (sq.meter)
Director	1	1	24	24

Deputy Director	1	1	6	6
Secretary	1	1	6	6
General Affairs Department	2	1	6 sq.m./person	12
Administrative Department	2	1	6 sq.m./person	12
Meeting Area	7	1	2.4 sq.m./ seat	16.8
Pantry		1	6	6
Guest Waiting Area		1	12	12
Toilet			12	12
Storage (10%)				10.6
Circulation (30%)				35.2
Total Area				160

6. Information Service				
Area	Person	Quantity	Area / sq.meter	Total Area (sq.meter)
Service Area				
Information Counter		1	6 sq.m./person	36
Baggage Storage		1	8.1	8.1
Computer		10	1.6	16
Message Board			1.08	1.08
cabinet			15	115
Staff Area				
Chief	1	1	6 sq.m./person	6
Administrative Department	1	1	6 sq.m./person	6
Guide	3	1	6 sq.m./person	18
General Staff	6	1	6 sq.m./person	36
Conference Room	11	1	2.4 sq.m./ seat	26.4
Storage (10%)			18	18
Circulation (30%)				60
Total Area				248

Chapter 6

Conclusion

From the study, Ministry of Defence is a case study for the management plan of historic site for cultural tourism. The researcher attempts to use cultural tourism as a key to conserve the value and significance of the architectural heritage of Ministry of Defence because cultural tourism's focus is to conserve both tangible and intangible value of the place for sustainable and improved quality of life. The objectives of the study are focused as follow:

- 1) To conserve the significance of Ministry of Defence with a view to give accessibility to visitors and local community in a well managed manner. Such as setting up strategic interpretative plan and the new physical aspects planning for IRIH Center which are zoned for classification into land use, demolition of buildings, street furniture, tourism strategies and promotions, and conservation guideline of IRIH Center, etc. Moreover, to achieve successful management plan by having community participation in the process.
- 2) To document and archive proper restoration process for later generations. Such as a careful diagnosis revealed of every buildings inside MOD and Inner Rattankosin Island. There are investigations, inspections, and diagnosis of damage condition carried out for every building. Creating a priority list of architectural heritage significance. Some buildings are in high significance level but some are in moderate or poor significance level. The reason it is to help choosing the right building to restore.
- 3) To Encouraging contribution from local community in terms of understanding the value of their architectural heritage and protect it as a legacy of their community. For example, in the board of committee of IRIH Center, there must be the local community representative who can express his or her opinion to the board of committee.

A major reason for undertaking the protection, conservation and management of Ministry of Defence as a heritage and historic place is to make their significance physically and intellectually accessible to local community and visitors. Cultural heritage is seen as a dynamic reference for daily life, social growth and change. It is a

fountain of social capital and is an expression of diversity and community identity. The tourism should bring benefits to the local community and stakeholders. It should be planned to avoid adverse impacts on authenticity and physical expression of cultural heritage. Lack of management or excessive tourism can have negative effects directly or indirectly on the local community and significance of Ministry of Defence also¹.

At last, in order to make the successful management plan, the author needs to convert the Ministry of Defence buildings into the Inner Rattanakosin Island History Center (IRIH Center) because it is the best way to give the background for visitors who will visit Rattanakosin Island, so that they will acquire much more knowledge, and also appreciate what they will see. The author needs to create the proper management criteria for treatment of IRIH Center, as the following, zoning for classification of buildings, conservation guideline of the Ministry of Defence, the physical design of the building, etc. The criteria are necessary because it can control the outcome of the project. For example, the demolition of insignificant buildings can make the place looks better than before. It improves the approach view from the entrance and open up the view of the East side of the place.

Problem

While studying and researching for the project, the researcher has had some problems as these following:

- The researcher did not have an opportunity to survey inside the Ministry of Defence because there are rules that did not allow the civilian to investigate or survey inside the MOD due to the security reason.
- Any information about the MOD building (such as building section, elevation, etc.) has been kept as a secret. The civilian does not have the permission to look at it.

Suggestion

The researcher would like to give some suggestions to solve the problems above and to help other students or researchers to be able to work more successfully and accurately than this project. The suggestion is:

¹ Russell S. & Robyn B., *Travel Knowledgeably: the question of content in heritage interpretation*, (Sydney: n.p.2002), 25.

- Find a compromise between MOD officer and the students. MOD officer should look at the purpose of the project before making the decision to disallow any student to survey the place or not to give the information about the place. If the purpose is for educational, and it has a good intention for the place, the officer should allow the students to investigate inside the place or give the information about the place. After the students or researchers finish their project, MOD officer can ask the students to discuss about the content of the project. Any content which is not appropriate due to the security reason, MOD officer has the right to have it removed from the paper.

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Appendix

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

Appendix A: Tourist Questionnaire

Management Plan of Historic Site for Cultural Tourism Attraction:

“Inner Rattanakosin Island Historical Center (IRIH Center)”

Mr. Korn Prabhasabhakdi,
Master Degree Student in Architectural Heritage Management and Tourism

Tourist questionnaire

Personal Information

Sex Male Female

Age < 20 years 21-30 years 31-40 years
 41-50 years 51-60 years > 60 years

Educational Status Graduated Studying

Education Background Under graduate Graduated

Religious Buddhism Christianity
 Others _____

Continent of Your Citizenship Asia Europe Africa
 North America South America Australia
 Middle East Other _____

Occupation Business Owner Government / State Enterprise Personnel
 Office Worker Private Employee Farmer
 Student Others _____

=====

Tourism Information

Are you traveling? Alone Group Tour With Family Others _____

Guide Tour Yes No

Have you ever been to Bangkok before? Yes No

Have you ever been to Inner Rattanakosin before? Yes No

How did you travel to Inner Rattanakosin? Private Car Bus Hired
 Car Coach of Travel Agency

How long do you stay in Bangkok? Not over night 1 Night 2 Nights
 3 Nights Others _____

Which kind of accommodation do you prefer?
 Hotel Resort Home stay
 Hostel Guest House Friends / Relative
 Others _____

Which kind of tourism activities, do you prefer?
 Cultural Tour Natural Tour Adventure Tour
 Sport Tour Health / Meditation Tour Others _____

What is the tourist attraction in Rattanakosin Island, do you like most?

- Ananda Samakhom Throne Hall Giant Swing Wat Arun
 Golden Mountain Vimanmek Palace National Museum
 Grand Palace Others _____

Cultural Tourism

Did you hear the word of Cultural Tourism before? Yes No

What do you think about Cultural Tourism?

Which kind of cultural tourism attraction do you like most? (Please fill the number such as Number 1 for the most, No.2 for the second...)

- ___ Museums ___ Palaces ___ Ancient Sites ___ Temples
 ___ Communities ___ Agriculture ___ Rural Areas ___ Markets
 ___ Handicraft factorials ___ อื่นๆ _____

Which kind of natural tourism attraction do you like most? (Please fill the number such as Number 1 for the most, No.2 for the second...)

- ___ Beach / Sea board ___ Craves ___ Canals / Rivers ___ Forests
 ___ Islands ___ Water Falls ___ Others _____

Which kind of Tourism Attraction do you like most?

- Cultural Tourist Attraction Natural Tourist Attraction

The information of Inner Rattanakosin Island

Which building in Inner Rattanakosin Island do you like most? (Please fill the number)

- Grand Palace Silpakoen University
 Tha Tian Shophouses Tha Chang Wang Luang Shophouses
 Chetupon Temple Mahadhatu Temple
 National Theatre National Museum

How did you get the information of Inner Rattanakosin Island?

- Tourism authority of Thailand Royal Properties Household
 Silpakorn University Local Government
 Others _____

By which advertising?

- Poster, Advertise Television Program Radio
 Publication Telephone answer service Internet
 Hearsay Others _____

How long you spend time to visit Inner Rattanakosin Island? < 1 Hour 1-2 Hour
 Half Day 1 Day
 2 Days > 2 Days

Do you think you will comeback again for another visit? Yes No

Will you recommend to visit of Inner Rattanakosin Island to your friends?

- Yes No

Your opinion and your satisfaction of Inner Rattanakosin Island

1. The magnificent building and landscape

Level of satisfaction

The most Very Medium Little Should be improved

Suggestion _____

2. Safety in traveling

Level of satisfaction

The most Very Medium Little Should be improved

Suggestion _____

3. Reception

Level of satisfaction

The most Very Medium Little Should be improved

Suggestion _____

4. Tour Guild

Level of satisfaction

The most Very Medium Little Should be improved

Suggestion _____

5. Exhibition inside the museum

Level of satisfaction

The most Very Medium Little Should be improved

Suggestion _____

6. Manual book and brochure

Level of satisfaction

The most Very Medium Little Should be improved

Suggestion _____

7. Ticket price

Level of satisfaction

The most Very Medium Little Should be improved

Suggestion _____

8. Parking Area

Level of satisfaction

The most Very Medium Little Should be improved

Suggestion _____

9. Food and beverage vendor*Level of satisfaction*
 The most Very Medium Little Should be improved

Suggestion _____

What do you want to learn more about Inner Rattanakosin Island?**1. The History of Inner Rattanakosin Island***Level of satisfaction*
 The most Very Medium Little Should be improved

Suggestion _____

2. Architectural Heritage in Inner Rattanakosin Island*Level of satisfaction*
 The most Very Medium Little Should be improved

Suggestion _____

3. Grand Palace*Level of satisfaction*
 The most Very Medium Little Should be improved

Suggestion _____

4. Thai art & culture during Rattanakosin period*Level of satisfaction*
 The most Very Medium Little Should be improved

Suggestion _____

5. Thai dramatic art during Rattanakosin period*Level of satisfaction*
 The most Very Medium Little Should be improved

Suggestion _____

6. The conservation of Inner Rattanakosin Island*Level of satisfaction**Level of satisfaction*
 The most Very Medium Little Should be improved

Suggestion _____

What the others supporting cultural tourism activities that you want to do?**1. Cultural Show***Level of satisfaction**Level of satisfaction*
 The most Very Medium Little Should be improved

Suggestion _____

2. Bike tour*Level of satisfaction*
 The most Very Medium Little Should be improved

Suggestion _____

3. Sigh Seeing with guild*Level of satisfaction*
 The most Very Medium Little Should be improved

Suggestion _____

4. Cultural Tourism attraction package*Level of satisfaction*
 The most Very Medium Little Should be improved

Suggestion _____

What kind of the tourism information do you want to have?**1. The information of History and Archeology in Inner Rattanakosin Island***Level of satisfaction*
 The most Very Medium Little Should be improved

Suggestion _____

2. The information of ethnic group in Inner Rattanakosin Island*Level of satisfaction*
 The most Very Medium Little Should be improved

Suggestion _____

3. The Cultural information of Inner Rattanakosin Island such as the Cultural, Event, way of life etc.*Level of satisfaction*
 The most Very Medium Little Should be improved

Suggestion _____

4. The information of the others tourist attraction*Level of satisfaction*
 The most Very Medium Little Should be improved

Suggestion _____

5. The information of accommodation and Restaurant*Level of satisfaction*
 The most Very Medium Little Should be improved

Suggestion _____

Do you have any suggestion?

Appendix A: Tourist Questionnaire

Management Plan of Historic Site for Cultural Tourism Attraction:
 “Inner Rattanakosin Island Historical Center (IRIH Center)”

Mr. Korn Prabhasabhakdi,
 Master Degree Student in Architectural Heritage Management and Tourism

แบบสอบถาม

แผนการจัดการแหล่งท่องเที่ยวทางประวัติศาสตร์สำหรับเป็นแหล่งท่องเที่ยวทางวัฒนธรรม:
 “ศูนย์การศึกษาทางประวัติศาสตร์ภายในกรุงรัตนโกสินทร์ชั้นใน”

ข้อมูลทั่วไปของนักท่องเที่ยว

เพศ ชาย หญิง

อายุ น้อยกว่า 20 ปี 21-30 ปี 31-40 ปี
 41-50 ปี 51-60 ปี มากกว่า 60 ปีขึ้นไป

สถานการศึกษา จบการศึกษา กำลังศึกษา

ระดับ ต่ำกว่าปริญญาตรี สูงกว่าปริญญาตรี

ศาสนา พุทธ คริสต์ อื่นๆ

ภูมิลำเนา กรุงเทพมหานคร
 ภาคกลาง จังหวัด _____ ภาคใต้ จังหวัด _____
 ภาคเหนือ จังหวัด _____ ภาคตะวันออก จังหวัด _____
 ภาคตะวันตก จังหวัด _____ ภาคตะวันออก/เหนือ จังหวัด _____

อาชีพ ค้าขาย/ ธุรกิจส่วนตัว รับราชการ/ รัฐวิสาหกิจ พนักงาน
 บริษัทเอกชน
 รับจ้างทั่วไป ประกอบอาชีพเกษตรกรรม นักเรียน/ นักศึกษา
 อื่นๆ _____

=====

ข้อมูลการท่องเที่ยวลักษณะการเดินทาง คนเดียว กลุ่ม/ หมู่คณะ ครอบครัว อื่นๆ _____มีคุณเทศก์ มี ไม่มีท่านเคยมากรุงเทพมหานครฯ มาก่อนหรือไม่ เคย ไม่เคยท่านเคยมาเที่ยวเกาะรัตนโกสินทร์ชั้นในมาก่อนหรือไม่ เคย ไม่เคยยานพาหนะที่ท่านใช้เดินทาง รถยนต์ส่วนตัว รถประจำทาง รถบัสนำเที่ยว รถเช่า รถไฟ อื่นๆ _____จำนวนวันที่ท่านพักในกรุงเทพมหานครฯ ไม่ได้ค้างคืน 1 คืน 2 คืน 3 คืน อื่นๆ _____ประเภทของสถานที่ที่พำนักค้างคืน โรงแรม รีสอร์ท บ้านพัก บ้านเช่า เกสต์เฮ้าส์ เพื่อน /ญาติ อื่นๆ _____รูปแบบของการท่องเที่ยวที่ท่านสนใจ ท่องเที่ยวทางวัฒนธรรม ท่องเที่ยวธรรมชาติ ท่องเที่ยวผจญภัย ท่องเที่ยวการศึกษา ท่องเที่ยวสุขภาพ อื่นๆ _____

สถานที่ท่องเที่ยวภายในเกาะรัตนโกสินทร์ที่ท่านชอบมากที่สุด (ตอบได้มากกว่า 1 ข้อ)

 พระที่นั่งอนันตสมาคม เสาชิงช้า วัดอรุณฯ กุหาทอง พระที่นั่งวิมานเมฆ พิพิธภัณฑ์สถานแห่งชาติ พระบรมมหาราชวัง วัดพระศรีรัตนศาสดาราม (วัดพระแก้ว)**การท่องเที่ยวทางวัฒนธรรม**ท่านเคยได้ยินคำว่า การท่องเที่ยวทางวัฒนธรรมหรือไม่ เคย ไม่เคย

ในความคิดของท่าน การท่องเที่ยวทางวัฒนธรรมหมายถึงอะไร

ประเภทของแหล่งท่องเที่ยวทางวัฒนธรรมที่ท่านชอบมากที่สุด (กรุณาใส่ตัวเลขตามลำดับความพึงพอใจ)

___ พิพิธภัณฑ์ ___ พระราชวัง ___ โบราณสถาน ___ วัด

___ พื้นที่เกษตรกรรม ___ ตลาด ___ ชนบท ___ ชุมชน

___ แหล่งหัตถกรรม ___ อื่นๆ _____

ประเภทของแหล่งท่องเที่ยวทางธรรมชาติที่ท่านชอบมากที่สุด (กรุณาใส่ตัวเลขตามลำดับความพึงพอใจ)

___ ทะเล ___ น้ำตก ___ แม่น้ำลำคลอง ___ ป่าเขา

___ เกาะ ___ เขื่อน ___ อื่นๆ _____

ท่านชอบแหล่งท่องเที่ยวประเภทใดมากกว่ากัน

 แหล่งท่องเที่ยวทางวัฒนธรรม แหล่งท่องเที่ยวทางธรรมชาติ

=====

ข้อมูลเกี่ยวกับเกาะรัตนโกสินทร์ชั้นใน

สถานที่ท่องเที่ยวภายในเกาะรัตนโกสินทร์ชั้นในที่ท่านชอบมากที่สุด (ตอบได้มากกว่า 1 ข้อ)

 พระบรมมหาราชวัง วัดพระศรีรัตนศาสดาราม (วัดพระแก้ว)

- ดึกแถวบริเวณท่าเตียน ดึกแถวบริเวณท่าช้าง
 วัดพระเชตุพนฯ วัดมหาธาตุฯ
 โรงละครแห่งชาติ พิพิธภัณฑ์สถานแห่งชาติ

ท่านทราบข้อมูลของเกาะรัตนโกสินทร์ชั้นในจากหน่วยงานใด (ตอบได้มากกว่า 1 ข้อ)

- การท่องเที่ยวแห่งประเทศไทย สำนักพระราชวัง มหาวิทยาลัยศิลปากร
 หน่วยงานท้องถิ่น อื่นๆ _____

จากสื่อประเภทใด (ตอบได้มากกว่า 1 ข้อ)

- โทรทัศน์ วิทยุ ป้ายประชาสัมพันธ์
 สื่อสิ่งพิมพ์ อินเทอร์เน็ต บริการข้อมูลทางโทรศัพท์
 การบอกเล่า อื่นๆ _____

ท่านใช้เวลาในการเที่ยวชมเกาะรัตนโกสินทร์ชั้นในเท่าใด 1 ชั่วโมง 2-3 ชั่วโมง ครึ่งวัน
 หนึ่งวัน หนึ่งวันครึ่ง สองวัน

ท่านจะมาเยือนเกาะรัตนโกสินทร์ชั้นในอีกหรือไม่ มา ไม่

ท่านจะแนะนำให้เพื่อนหรือคนรู้จักของคุณมาเที่ยวที่นี่อีกหรือไม่ แนะนำ ไม่แนะนำ

ท่านมีความคิดเห็นหรือความพึงพอใจอย่างไรกับเกาะรัตนโกสินทร์ชั้นใน

ความสวยงามของอาคารสถานที่

ระดับความพึงพอใจ

- มากที่สุด มาก ปานกลาง น้อย ควรปรับปรุง

ข้อเสนอแนะ _____

ความปลอดภัยในการเที่ยวชม

ระดับความพึงพอใจ

- มากที่สุด มาก ปานกลาง น้อย ควรปรับปรุง

ข้อเสนอแนะ _____

มัคคุเทศก์ที่นำชม

ระดับความพึงพอใจ

- มากที่สุด มาก ปานกลาง น้อย ควรปรับปรุง

ข้อเสนอแนะ _____

เอกสารคู่มือการเที่ยวชม

ระดับความพึงพอใจ

- มากที่สุด มาก ปานกลาง น้อย ควรปรับปรุง

ข้อเสนอแนะ _____

การจัดแสดงสิ่งของในพิพิธภัณฑ์

ระดับความพึงพอใจ

 มากที่สุด มาก ปานกลาง น้อย ควรปรับปรุง

ข้อเสนอแนะ _____

ป้ายสื่อความหมายในพิพิธภัณฑ์, พระราชวัง, และวัดวาอารามต่างๆ

ระดับความพึงพอใจ

 มากที่สุด มาก ปานกลาง น้อย ควรปรับปรุง

ข้อเสนอแนะ _____

ราคาบัตรเข้าชม

ระดับความพึงพอใจ

 มากที่สุด มาก ปานกลาง น้อย ควรปรับปรุง

ข้อเสนอแนะ _____

สถานที่จอดรถ

ระดับความพึงพอใจ

 มากที่สุด มาก ปานกลาง น้อย ควรปรับปรุง

ข้อเสนอแนะ _____

ร้านอาหารและเครื่องดื่ม

ระดับความพึงพอใจ

 มากที่สุด มาก ปานกลาง น้อย ควรปรับปรุง

ข้อเสนอแนะ _____

ในการเข้าชมพิพิธภัณฑ์, วัด, และพระราชวังในเกาะรัตนโกสินทร์ชั้นในท่านต้องการเรียนรู้เรื่องใดมากที่สุด

ประวัติศาสตร์ของกรุงรัตนโกสินทร์

ระดับความต้องการ

 มากที่สุด มาก ปานกลาง น้อย ควรปรับปรุง

ข้อเสนอแนะ _____

มรดกทางสถาปัตยกรรมภายในเกาะรัตนโกสินทร์ชั้นใน

ระดับความต้องการ

 มากที่สุด มาก ปานกลาง น้อย ควรปรับปรุง

ข้อเสนอแนะ _____

พระบรมมหาราชวังและวัดพระศรีรัตนศาสดาราม

ระดับความต้องการ

มากที่สุด มาก ปานกลาง น้อย ควรปรับปรุง

ข้อเสนอแนะ _____

ศิลปะและวัฒนธรรมไทยยุคกรุงรัตนโกสินทร์

ระดับความต้องการ

มากที่สุด มาก ปานกลาง น้อย ควรปรับปรุง

ข้อเสนอแนะ _____

กิจกรรมการแสดงผลศิลปะและละครยุคกรุงรัตนโกสินทร์

ระดับความต้องการ

มากที่สุด มาก ปานกลาง น้อย ควรปรับปรุง

ข้อเสนอแนะ _____

การอนุรักษ์สถาปัตยกรรมภายในเกาะรัตนโกสินทร์ชั้นใน

ระดับความต้องการ

มากที่สุด มาก ปานกลาง น้อย ควรปรับปรุง

ข้อเสนอแนะ _____

กิจกรรมส่งเสริมการท่องเที่ยวทางวัฒนธรรมอื่นๆที่ท่านประสงค์ให้มีการแสดงทางวัฒนธรรม

ระดับความต้องการ

มากที่สุด มาก ปานกลาง น้อย ควรปรับปรุง

ข้อเสนอแนะ _____

การขี่จักรยานเที่ยวชม

ระดับความต้องการ

มากที่สุด มาก ปานกลาง น้อย ควรปรับปรุง

ข้อเสนอแนะ _____

การเที่ยวชมแบบรถรางและมีมัคคุเทศก์นำชม

ระดับความต้องการ

มากที่สุด มาก ปานกลาง น้อย ควรปรับปรุง

ข้อเสนอแนะ _____

การเชื่อมโยงแหล่งท่องเที่ยวทางวัฒนธรรมต่างๆเข้าด้วยกัน

ระดับความต้องการ

มากที่สุด มาก ปานกลาง น้อย ควรปรับปรุง

ข้อเสนอแนะ _____

ข้อมูลการท่องเที่ยวอื่นๆที่ท่านประสงค์ให้มี

ข้อมูลเกี่ยวกับประวัติศาสตร์และโบราณคดีของไทยแต่โบราณ

ระดับความต้องการ

มากที่สุด มาก ปานกลาง น้อย ควรปรับปรุง

ข้อเสนอแนะ _____

ข้อมูลเกี่ยวกับกลุ่มคน (ชาติพันธุ์) ในกรุงเทพมหานครฯ

ระดับความต้องการ

มากที่สุด มาก ปานกลาง น้อย ควรปรับปรุง

ข้อเสนอแนะ _____

ข้อมูลเกี่ยวกับวัฒนธรรมและประเพณีของไทยแต่โบราณ

ระดับความต้องการ

มากที่สุด มาก ปานกลาง น้อย ควรปรับปรุง

ข้อเสนอแนะ _____

ข้อมูลแหล่งท่องเที่ยวอื่นๆใกล้เคียง

ระดับความต้องการ

มากที่สุด มาก ปานกลาง น้อย ควรปรับปรุง

ข้อเสนอแนะ _____

ข้อมูลที่พักและร้านอาหาร

ระดับความต้องการ

มากที่สุด มาก ปานกลาง น้อย ควรปรับปรุง

ข้อเสนอแนะ _____

ข้อเสนอแนะอื่นๆ

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์