

K 45056306: ARCHITECTURAL HERITAGE MANAGEMENT AND TOURISM

KEYWORD: BAN MO PALACE

PANUSHAKORN LERTSINTHAWANONT: REVEALING ILLUSION:
BAN MO PALACE

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The degree to which the inbound tourism in Thailand has been increasing all over the past decade is a sign for tourism development growth in the international level and cultural tourism is even more on the trail.

The source of significance which cannot be denied is a palace. One of the palaces which are significance is Ban Mo Palace. In order to catch the current inbound tourists to visit the cultural heritage site like Ban Mo Palace, the degree of the strong concept about how to do a good interpretation and how to attract visitor is the key to success.

The following research of Ban Mo Palace will focus on the study of physical condition in order to prioritize a conservation work and assessment of significance then leads to the cultural tourism management plan. The objective of the plan is to develop Ban Mo Palace in to a cultural center and to encourage the economic revival on Ban Mo area.

The management plan will be based on business management, marketing management (including public relation) and interpretation. Stakeholders also play an important role on management and participation of the management program.

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