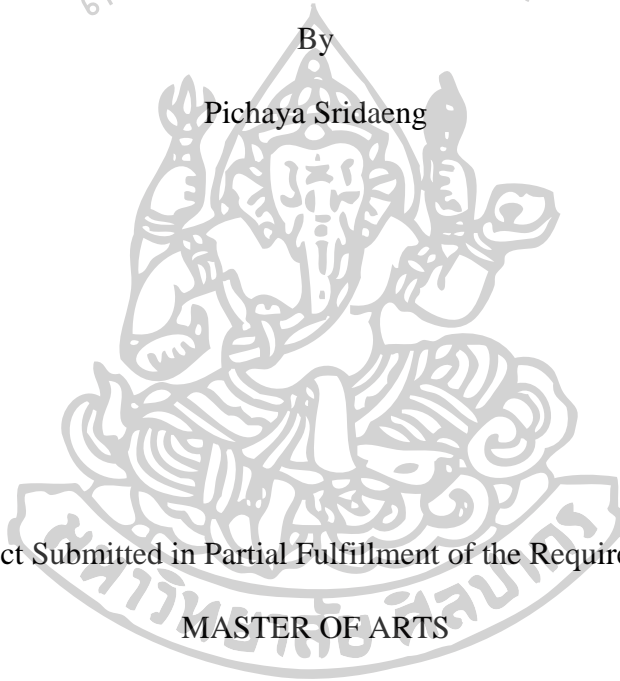


TOURISM PLAN FOR PHRA RACHA WANG DERM

สำนักหอสมุดกลาง

By

Pichaya Sridaeng



A Research Project Submitted in Partial Fulfillment of the Requirements for the Degree

MASTER OF ARTS

Architectural Heritage Management and Tourism

(International Program)

Graduate School

SILPAKORN UNIVERSITY

2003

ISBN 974-464-076-6

K46056303: MAJOR: ARCHITECTURAL HERITAGE MANAGEMENT AND TOURISM

KEY WORD: TOURISM PLAN/ PHRA RACHA WANG DERM

PICHAYA SRIDAENG : TOURISM PLAN FOR PHRA RACHA WANG DERM.

RESEARCH PROJECT ADVISOR: SUNON PALAKAVONG NA AYUDHYA

54 pp. ISBN 974-464-076-6.

The goal of this research project is to find the solution to visit Phra Racha Wang Derm without losing the security in the site due to Phra Racha Wang Derm is located in the Thai Royal Navy Headquarter.

The tourism plan is created under the existing conditions in the site that the writer has been studied by interviewing the staff and site surveying. The tourism plan for Phra Racha Wang Derm is proposed in the fourth chapter to achieve the following objectives:

1. To develop the visiting system of Phra Racha Wang Derm.
2. To make the clear boundary between the tourism zone and the navy zone.
3. To organize the new transportation route to the palace.
4. To organize the visiting plan for the tourist.
5. To manage the staff team available for the palace.
6. To find the budget to help maintaining the conservation.
7. To interpret the value of the palace to the public.
8. To promote the site and provoke the local people to understand the value of the palace.

It is suppose to be the proposal to improve the whole site, not specific in any particular detail. After the project is done, another plan for the site should be purpose to improve the site in details.

International Program in Architectural Heritage Management and Tourism, Graduate School, Silpakorn University Acedemic Year 2003

Student's signature.....

Research Project Advisor's signature

Acknowledgement

This project can not be done without the advise from Lecturer Sunon Palakavong Na Ayudhaya, Asst.Prof.Den Wasiksiri, and Asst.Prof Satit Chuseang.

Thank you for the information and all the convenient to both of Pee Neng, the two beautiful staffs in Phra Racha Wang Derm Restoration Foundation. Thank you all my friends for all the support while I was desperate and powerless. You did cheer me up.

And the last thank to my parents who gave the best support, both in spirit and finance.

I love you very much.



List of Contents

	Page
Abstract.....	c
Acknowledgement.....	d
List of Figures.....	g
Chapter	
1 Introduction.....	1
Statements and Significance of the Problems.....	1
Goal and Objective.....	1
Scope of the Study.....	2
Process of the Study.....	2
2 General Description.....	3
Thon Buri Palace and King Taksin the Great.....	3
Phra Racha Wang Derm.....	5
The Site and History.....	5
Important Buildings in the Palace.....	8
Phra Racha Wang Derm Restoration Foundation.....	14
3 Review the Restoration in Phra Racha Wang Derm.....	16
Guidelines.....	16
Areas to be Restored.....	16
Areas to be Rehabilitated.....	17
Areas to be Redesigned.....	19
Restoration Process.....	20

Chapter	Page
Existing Conditions.....	21
Recommendations.....	22
4 Tourism Plan for Phra Racha Wang Derm.....	24
Interpretation Program.....	24
Key Issue.....	25
Target Audience.....	25
Mission Statement for the Site.....	26
Interpretation Program.....	26
Setting Clear Boundary.....	27
Visiting System.....	29
Visiting Plan.....	31
Staff Team.....	34
New Transportation Route.....	35
Incomes and Fund Raising.....	36
Other Recommendations.....	38
5 Conclusion.....	40
Bibliography.....	43
Appendix.....	46
Autobiography.....	54

List of Figures

Figure		Page
1	The Map of the Site.....	7
2	The Throne Hall.....	9
3	King Taksin Shrine.....	9
4	Keng Phra Pin.....	10
5	Keng Koo Yai.....	12
6	Keng Koo Lek.....	12
7	Whale Head Shrine.....	13
8	Wichaiprasit Fort.....	14
9	Foundation Logo.....	15
10	Minor Crack inside the Throne Hall.....	21
11	Moisture and Crack.....	22
12	Red Carpet in the Throne Hall.....	23
13	Toilet in the Throne Hall.....	23
14	Signage Plan.....	28
15	The Existing Entrance.....	28
16	The New Entrance.....	29
17	Route Map.....	32
18	Access the Site by River.....	36
19	The Throne Hal.....	37
20	The Visitor Touched the Whale Bone.....	38
21	Unpleasant Sight of Shoes.....	39
22	Garbage in the Site.....	39

Chapter 1

Introduction

Statements and Significance of the problems

Phra Racha Wang Derm or Thon Buri Palace was the only palace built by King Taksin in Thonburi Palace. It is the Royal Thai Navy Headquarters in the present time. It is an important palace in Bangkok for many reasons. The palace is not very well known to many tourists. The most important reason is that the entry system to the palace is rather complicated and very strict due to its location within the Royal Thai Navy Headquarters, which needs to maintain a strict security system. This project is trying to solve the problem by finding a new way to visit the site without affecting security. Also, the tourism plan includes promoting the public and making it a lively and well known place once more.

Goal and Objectives

Goal

Finding the solution for visiting the site without affecting the security system

Objective

1. To develop a visitor system for Phra Racha Wang Derm.
2. To define a clear boundary between the tourism zone and the navy zone.
3. To organize a new transportation route to the palace.
4. To organize the visitor plan for tourists.

5. To manage the staff team available for the palace.
6. To find the budget to help maintain conservation.
7. To interpret the value of the palace for the public.
8. To promote the site and provoke the local people to understand the value of the palace.

Scope of the Study

This research project focuses on promoting Phra Racha Wang Deeerm as a tourist attraction while controlling the security of the site. The study covers the whole vision of the site. It is a management plan to balance the requirements of a tourist attraction and the needs of a governmental office. The recommendations of the study will cover the whole image of the site.

Process of the Study

1. Choosing the site
2. Surveying
3. Gathering the information about the sources
 - 3.1 Oral interviews
 - 3.2 Primary sources
 - 3.3 Secondary sources
4. Estimating the situation of the site
5. Identifying significance assessment
6. Planning a strategy to achieve the goal

Chapter 2

General Description

The first chapter is the brief information about Thonburi Period and King Taksin, Phra Racha Wang Derm, and the Restoration of Phra Racha Wang Derm Foundation. It is very important to know the background of the site before getting start to the main point of tourism plan.

Thon Buri Period and King Taksin the Great

After the fall of Ayutthaya period, King Taksin the Great liberated the country from the Burmese and due to the destruction of Ayutthaya he decided to move the capital city to Thon Buri in 1767. Thon Buri or Thon Buri Sri Maha Samut was an important seaport since Ayutthaya period, started around in the reign of Phra Maha Chakarapat. The characteristic of the city was that it was surrounded by canals, so it was sometimes called Bang Koh, or “a village of islands”. (Phra Racha Wang Derm Restoration Foundation 2001 : 8)

According to Prince Damrong, King Taksin may have selected Thon Buri as the site of his new capital because its proximity to Ayutthaya would ensure the same level of influence as the old capital. In terms of location, Thon Buri was surrounded by water so without a strong navy, an enemy would find it difficult to attack her and by being close to the estuary, it could easily block any effort by

northern provinces seeking independence from acquiring arms from abroad. The power of sea trading would also make it easy for Thon Buri to strengthen her economy. Another consideration was that the city was not too big to defend and seem to be well fortified. (Phra Racha Wang Derm Restoration Foundation 2001 : 22)

Although the Thon Buri period was very short, lasting only around 15 years, it is very important in the history of Thailand. It was the reign which connected the past to the present, Ayutthaya to Rattanakosin. The nation at that time was in the throes of war crisis, so not much great architecture was completed compared to other periods.

King Taksin the Great was born on April 17, 1734, in the reign of King Baromakod of Ayutthaya. He was the son of Hai Hong, his Chinese father, and Nang Nok Ieang, his Thai mother. His mother was believed to be a daughter of a nobleman in the reign of King Baromakod. He served the King as Phra ya Tak when he seized the capital city back from the Burmese.

Before Ayutthaya was defeated, King Taksin had led an army from Tak to support the main army. However, he sensed that Ayutthaya was not going to win, so he left the army, taking 500 soldiers with him, in order to gather more people and weapons. After the Thais lost Ayutthaya for 7 months, he was able to liberate the city within a very short time.

Phra ya Tak formally came to the throne as Somdej Phra Baromraja IV, but he was normally called King Taksin. He passed away on April 6, 1782. He was on the throne for 15 years and he was the only king during the Thon Buri period.

Phra Racha Wang Derm

The Site and History

In the Thonburi period, King Taksin ordered the construction of Phra Racha Wang Derm or Thonburi palace and it is the only palace that he built. The palace was built in 1768. Phra Racha Wang Derm is situated on the west bank of the Chao Phraya River near Pak Klong Bangkok Yai. The boundaries of the Palace during H.M. King Taksin's time extended from the Vichaiprasit Fort to the canal north of Arun Rajawaram Temple (Nakornban Canal) and included The Temple of the Dawn (Wat Arun) and Wat Tai Talad (Wat Molee Lokayaram) within its borders.

When King Rama I ascended the throne, the capital was moved to the east bank of the Chao Phraya River, and new royal palace was constructed. Thonburi Palace became known as Phra Racha Wang Derm (the original palace). King Rama I reduced the area of the palace by excluding the two temples from the palace grounds. Because of its strategic location, the king placed important royal family members in Phra Racha Wang Derm. This practice continued until King Rama V. (Phra Racha Wang Derm Restoration Foundation 2000 : 43)

In the reign of King Rama V, 1900, after the last occupant, Prince Chakrapadipongse, passed away. The king gave the palace to the Royal Thai Navy in order to use as the Navy Training School. The King also ordered the Navy to preserve and maintain the existing historic buildings and structures on the site.

Specific instructions were given to preserve Shrine and the Whale Head Shrine. The Naval Academy remained at Phra Racha Wang Derm until 1944 when it was moved to Sattahip, Kledkaew and then moved to its current location at Samutprakarn in 1952. The academy building which was originally built in western style was remodeled into Thai Style and has housed the Royal Thai Navy Headquarters up to the present.(Phra Racha Wang Derm Restoration Foundation 2000 : 30)

After the death of King Taksin, the palace was occupied by many of the royal family members during the Rattanakosin Dynasty.

Important Royal Family Members who resided in the palace were:

Reign	Royal Family Member	Year
King RamaI	Khrom Luang Tibetbodin	1782-1785
	Khrom Luang Isara Sunthorn	1785-1809
King RamaII	Khrom Luang Pitakmontri	1811-1822
	Prince Monkut	1823-1824
King Rama III	Khrom Luang Isares Rangsan	1824-1851
King Rama IV	Khrom Luang Vongsathirajsnid	1851-1870
King Rama V	Khrom Luang Chakrapadibhongse	1811-1900

Three Kings were born at Phra Racha Wang Derm

- King Rama III on March 31, 1787
- King Rama IV (King Mongkut) on October 18, 1804
- King Pinklao, (Front Palace) on September 12, 1808

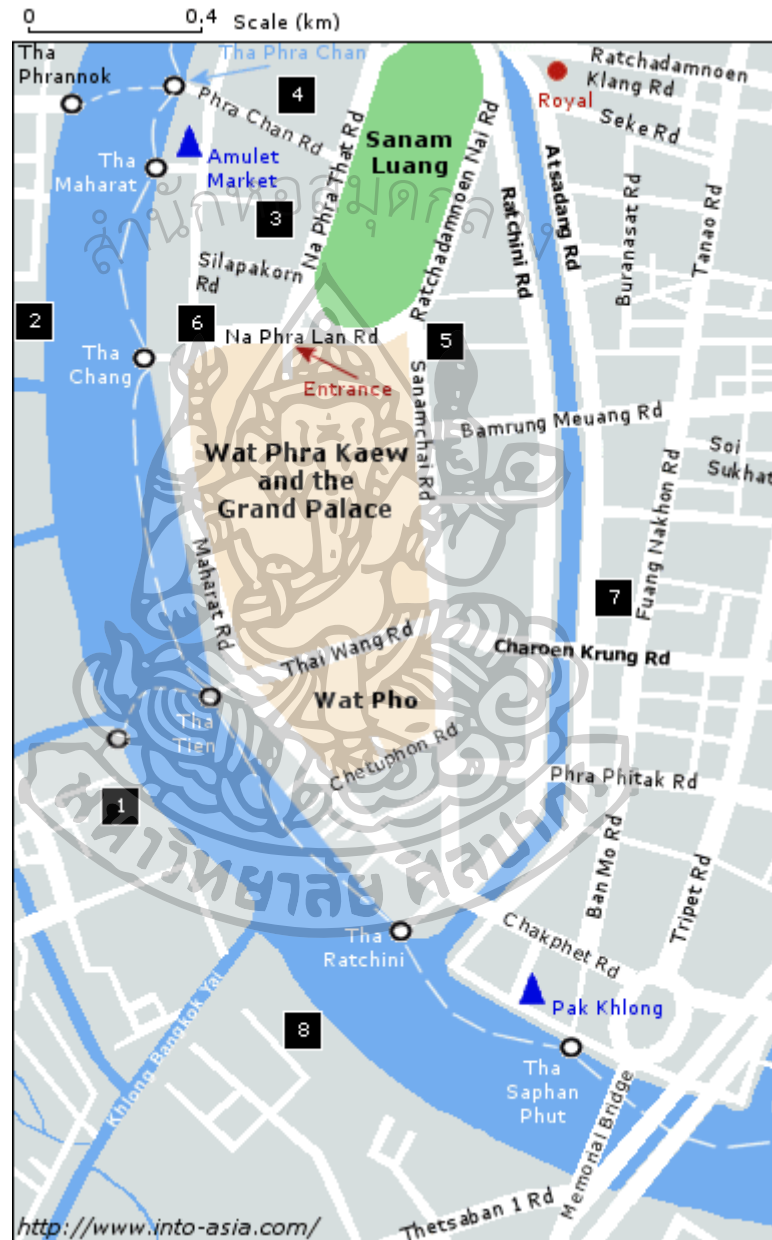


Figure 1 The Map of the Site

Important Buildings in the Palace

No written record remains on how many buildings that King Taksin originally built on the site. However, the following buildings occupy the site until presently.

The Throne Hall

The Throne Hall was constructed in 1768, at the same time that Thonburi was established as the capital. It is a place where the Royal Thai Navy holds its most important meetings and formal receptions. This building has been very well maintained.

The main characteristic of this building is the classic “T” shape planned layout. The bottom of the “T” points north and the top of the “T” parallels the east-west direction. The “T” plan results from the use of an early Thai Rattanakosin roof design, or typical “Trimuk” design. The three-way, three tiered, steep (but soft gable) intersections, topped with orange glazed roof tiles, is quite spectacular. Carved wood ornamentation is attached to all three gable fronts, which softens the roof line quite gracefully.

The building has three major areas. The north portion consists of an open reception hall. The attached south portion, perpendicular to the north portion, houses an enclosed reception hall. A porch and terrace spanning the full width of the throne hall is connected to the enclosed reception hall along the south.



Figure 2 The Throne Hall

King Taksin's Shrine

The present shrine was built while Prince Khrom Phra Chakrapadibhongse lived in Phra Racha Wang Derm during 1881-1990. The architecture is a mix of western and Thai styles. Inside is a statue of King Taksin the Great holding his sword.

This building is the smallest structure of all the buildings in the site. The basic planning layout is “T” shaped with an exterior entry staircase at the bottom of the “T”. The main floor was raised from its existing grade in order to dignify the worship room and at the same time create a full storage space underneath the raised floor level.



Figure 3 King Taksin Shrine

The shrine contains a traditional Rattanakosin Thai style roof design. It is called “Trimuk” or the “Three Ways”, intersecting with two tiers stepping down on each wing. To accentuate the vertical line of the buildings, western style quoin designs were at the corners. The steep gable wood roof structure topped with orange glazed Thai style roof tile is finished off with Thai style raised, carved design ornaments attached to the front edge of each gable.

King Pinklao’s Residence (Keng Phra Pin)

King Pinklao’s residence, or Keng Phra Pin is a two-storey building. The rectangular plan is oriented with its long side in the north-south direction, and the front of the building facing south. It has two staircases leading up from grade at southwest and southeast corners of the building toward the middle of the building opposite the second floor open stair hall.



Figure 4 Keng Phra Pin

This building was the official residence of King Pinklao between 1824-1851, before he received the Royal titles of Khrom Phra Racha Wang Baworn Sathan Mongkol, the second King of Siam. The building had served as the royal residence for many royal family members. Changes to the building took place as the residents changed, and new solutions were developed to improve weather proofing, shading, etc.

The style of the building is typical of Thai royal residence architecture at the beginning of the Rattanakosin period. There are but a few other examples of this type of architecture left in Bangkok. Western design influences, both interior and exterior, are apparent.

At present, the upper floor is used to exhibit the life and work of King Pinklao and contains a reference library of the Thonburi period as well as information concerning Phra Racha Wang Derm. The lower floor houses an exhibit of the antique ceramic wares and old Thai currency and coins.

Keng Koo Yai (The Larger Chinese Style Residence)

The building is believed to have been constructed while King Pinklao was Prince Issares Rangsarn and resided in Phra Racha Wang Derm during 1824-1851. The style is a mix of Thai and Chinese. The pediment of the roof was painted in the Chinese style. The window frames are wooden, carved in Thai style. At present, the building houses an exhibition of the social, economic and cultural activities of King Taksin the Great as well as a collection of antiques and paintings.

Keng Koo Lek (The Smaller Chinese Style Residence)

The smaller of the two structures was constructed at the beginning of the Rattanakosin era, when King Rama II was still Prince Khrom Luang Isara Sunthorn and lived in the Phra Racha Wang Derm. Prince Khrom Khun Isares Rangsang, who later became King Pinklao, is believed to have had the building renovated at the same time as the larger structure was constructed during 1824-1851. The smaller building's style is Chinese. At present, it is used to house a collection of traditional Thai weapons as well as information on King Taksin's battle achievements.



Figure 5 Keng Koo Yai



Figure 6 Keng Koo Lek

Whale Head Shrine

The present shrine is a building constructed in 1999 on the base of the old shrine and is used to house the relics of whale bones found below King Taksin's Shrine during recent restorations. The former shrine was believed to have been built during the early Rattanakosin period and fell into ruin on 11 April 1900, the night Prince Khrom Phra Chakrapadibhongse died. Historical research shows that the shrine was a Chinese Pavillion. The present structure is designed to reflect the style of the period and to blend with surrounding buildings.



Figure 7 Whale Head Shrine

Wichiprasit Fort

This was believed to have been built in the reign of King Narai the great, Ayutthaya period, to protect the port because this area was an important seaport in the Ayutthaya period. It was called Wichayen Fort after the name of Chao Phra Ya Vichayen, the foreman. The Royal Thai Navy now uses the fort to fire the cannon at important ceremonial events.



Figure 8 Wichaiprasit Fort

Phra Racha Wang Derm Restoration Foundation

A general survey of the site in 1995 revealed that Phra Racha Wang Derm was in a state of deterioration because of the ravages of time and lack of proper maintenance of the building. The Royal Thai Navy, under Admiral Prachet Siridej, then Commander-in-Chief, in collaboration with Dr. Khunying Nongnuj Siridej, President of the Navy Wives Association, initiated a restoration project for Phra Racha Wang Derm. They invited H.R.H. Princess Maha Chakri Siridhorn to preside as Chief Advisor, which Her Royal Highness graciously accepted. Experts in various fields both from the Royal Thai Navy and from external organizations were also invited to become project committee members. On 15 May 1995, Her Royal Highness presided over the opening ceremony and the propitiation rites for those who had once lived in Phra Racha Wang Derm.

The objectives of the foundation are:

1. To conserve Phra Racha Wang Derm including improving the landscape.
2. To support the historical research involving Phra Racha Wang Derm
3. To provide the information about Phra Racha Wang Derm and the working process of the foundation.
4. To work as a public benefit or co-operate with others for the charity.
5. To work not involved with politics.

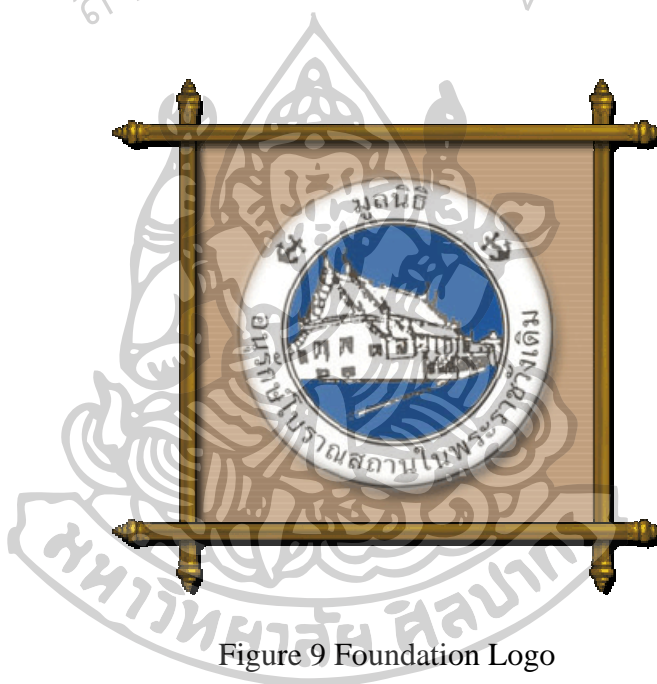


Figure 9 Foundation Logo

Chapter 3

Review the Restoration in Phra Racha Wang Derm

After the restoration, the buildings are in the good conditions. This chapter is about the guideline and the process that was used for the restoration in Phra Racha Wang Derm. This chapter refers to the guidelines of Dearborn Street Design Internation Co.,Ltd, the company that did the restoration in Phra Racha Wang Derm.

Guidelines

Areas to be Restored

1. A restoration design concept and use should be selected which supports the historical and architectural integrity of the property. Changes which may have taken place in the course of time are evidence of the history and development of a building, structure, space or site and its environment. These changes may have acquired significance in their own right, and this significance should be recognized and respected.
2. Conservation of the existing historic fabric is perhaps the most important goal of a restoration program. The surface cleaning of structures should be undertaken with the gentlest means possible. Cleaning methods that will damage the historic building materials should not be undertaken. Every reasonable effort should be made to protect and preserve archeological resources affected by, or adjacent to any restoration project. Missing

3. significant elements or finishes in the restoration area should be reproduced using new material that matches the material being replaced in composition, design, color, texture, and other visual qualities.
4. Damaged or deteriorated significant elements or finishes in the restoration area should be repaired. Deteriorated architectural features should be repaired rather than replaced wherever possible; however, if valued elements are exposed to harsh and/or damaging conditions, it may be appropriate to remove that element for protection with a replacement element taking its place. Repair or replacement of missing architectural features should usually be based on accurate duplications of features, substantiated by historic, physical, or pictorial evidence rather than on conjectural designs or the availability of different architectural elements from other buildings or structures; however, it may also be important to make it apparent that a reproduction is not a part of the original fabric.
5. Intrusive elements should be removed.
6. New elements, if required, which are non-intrusive and are in character with the historic features of the space may be installed.

Areas to be Rehabilitated

1. A rehabilitation design concept should be selected which respects the historical and architectural significance of the property and provides a compatible use for a building, structure, space or site which either requires minimal alteration of the building, structure, space or site and its environment, or uses the building, structure, space or site for its originally

intended purpose. Changes which may have taken place in the course of time are evidence of the history and development of a building, structure, space or site and its environment. These changes may have acquired significance in their own right and, as is the case with restoration programs, this significance should be recognized and respected.

2. Conservation of existing historic features within rehabilitation areas is as important as it is in restoration programs. The removal or alteration of any historic material or distinctive architectural features should be avoided when possible. Distinctive stylistic features or examples of skilled craftsmanship which characterize a building, structure, space or site should be treated with sensitivity. Surface cleaning should be undertaken with the gentlest means possible. Cleaning methods that will damage the historic building materials should not be undertaken. Every reasonable effort should be made to protect and preserve archeological resources affected by, or adjacent to any historic rehabilitation project.
3. Damaged or deteriorated significant elements of finishes in rehabilitation areas should be repaired. Deteriorated architectural features should be repaired rather than replaced wherever possible; however, if valued elements are exposed to harsh and/or damaging conditions, it may be appropriate to remove that element for protection with a replacement element taking its place. In the event replacement is necessary, the new material should match the material being replaced in composition, design, color, texture, and other visual qualities. Repair or replacement of missing architectural features should usually be based on accurate duplications of

features, substantiated by historic, physical, or pictorial evidence rather than on conjectural designs or the availability of different architectural elements from other buildings or structures; however, it may also be important to make it apparent that a reproduction is not a part of the original fabric.

4. Elements which are detrimental to the rehabilitated character of the space should be removed.
5. New elements which are responsive to the historic character of the building and to the rehabilitated character of the space may be installed. All buildings, structures, spaces and sites should be recognized as products of their own time; however, contemporary design for alterations and additions to existing buildings, structures, spaces or sites should not be discouraged when such alterations and additions do not destroy significant historical, architectural or cultural material, and such design is compatible with the size, scale, color, materials, and character of the building, structure, space or site or its environment. Wherever possible, new additions or alterations to buildings, structures, spaces or sites should be done in such a manner that if such additions or alterations were to be removed in the future, the essential form and integrity of the building, structure, space or site would be unimpaired.

Area to be Redesigned

1. Areas to be redesigned should support the historic character of the building and the restored and rehabilitated appearance of other areas. Areas to be

redesigned should be compatible with the scales, colors, materials and character of the remainder of the buildings, structure, space or site or its environment.

2. Existing areas to be redesigned may be adapted as required to meet the criteria of the new design concept.

Restoration Process

There were two phases in the restoration process :

1.Phase 1 (Stabilization)

The building were repaired and physically restored to good condition. For example, damp-proofing, roof, and foundation repairing. Foundation repairs were carried out to stop subsidence.

2.Phase 2 (Rehabilitation)

The buildings were restored architecturally in accordance with original plans, but suitable for present day use. For example, interior decoration, painting, etc. In phase 2, there were many adjustments and redesigns, because the building had changed architecturally through the years.

The final design had to be based on the original style, but to be of use as a contemporary buildings for presentations and present day usage, importantly, it was to harmonize with the setting and historical background. Therefore, the new design presented to the committee as a final plan included comparative studies with possible choices and terms of architectural perspective.

In both phases, extensive historical research was conducted from annals, memoirs, and old photographs. Conditions prior to commencement of restoration were surveyed with on-site measurements, foundation assessment, decorations, and use of color. Problems were pin-pointed through records, notes, photos, and in coordination with diggings and layering of the soil, gave a general overview of the problems. The information was used for decision-making in the final stage of design, approach and conclusion of the restoration.

Existing Conditions

After the restoration, the Phra Racha Wand Derm Restoration Foudation takes a very good care of the buildings in the site. Most of the buildings are in good condition, except for the Throne Hall.

From the initial inspection of the Throne Hall, some minor crack is found both interior and exterior and some moisture is found in some part of the exterior. However, the whole building is still considered in the good condition.



Figure 10 Minor Crack inside the Throne Hall



Figure 11 Moisture and Crack

สำนักหอสมุดกลาง
Recommendations

The Throne Hall

- Minor crack on the interior wall of the building should be repainted based on the original material.
- Painting of the exterior wall which moisture and crack is found should be removed to let the moisture out and repainted with the permeable material.
- The red carpet in the main hall should be changed because it is very old and dirty.

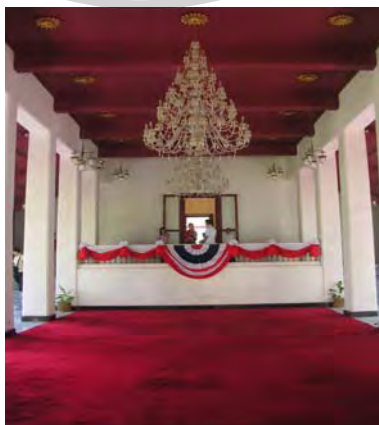
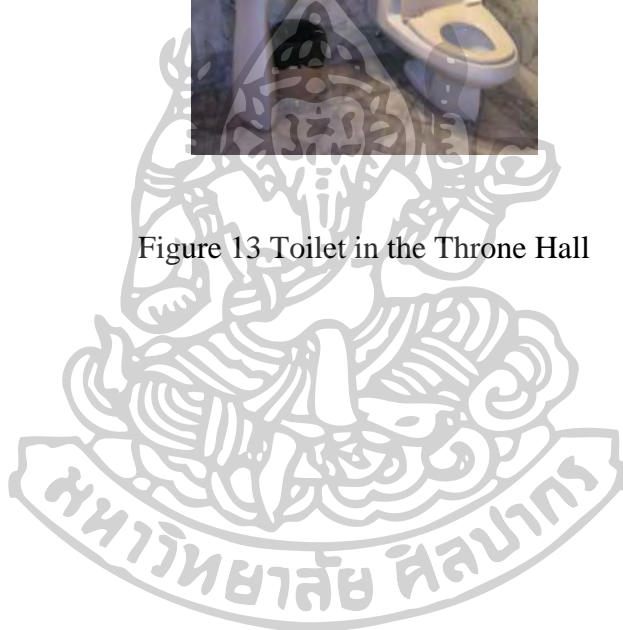


Figure 12 Red Carpet in the Throne Hall

- The toilet which is in the south of the building should not be existed because it ruins the authenticity of the place.



Figure 13 Toilet in the Throne Hall



Chapter 4

Tourism Plans for Phra Racha Wang Derm

Since Phra Racha Wang Derm is already well conserved, the site itself is ready to open to tourists. This chapter will propose tourism plans for the site to launch interesting activities, including adjusting the strategies to suit the site emphasizing the balance between the tourist attraction and the security of the Royal Navy Headquarters. In fact, each plan in this chapter supports one another. It is possible to do just one plan, but the entire set of plan should be combined to achieve the objectives below. However, the topics are separated to make it easier to understand.

Interpretation Plan

The interpretation Plan is considered to be a part of the tourism plan. Interpretation is necessary so that people can gain the understanding of the sites, its objectives, etc. through a good interpretation. However, the word “interpretation” is a new jargon in many fields such as Museums, National Parks, etc, so an understanding the meaning of the word is important. Please see the Literature Review of Interpretation in the appendix.

Key Issue

- Tourist Attraction & the security of the Thai Royal Navy Headquarter

Target Audience

The statistic of the target audience is the approximate number based on the interview from the staff of the foundation, Ms. Supawan, on January 14, 2003.

Visitor Survey by Nationality

Foreigner 10%

Thai 90%

Visitor Survey by Manner

Walk in 5%

Group 95%

Characteristics of visitors

- Students
- Government Staff
- Company Staff
- King Taksin Worshipper

Characteristics of the Current and Future Market

From the survey, most visitors are Thai and come in groups. There are very few foreigners due to the complexity of the visitation system. I intend to change the future market to

By Nationality

Thai 60%

Foreigners 40%

By Manner

Walk in 20%

Group 80%

Mission Statement for the Site

This interpretation plan aims to encourage understanding of the complicated visitor plan and system which is due to the limitation of the security system within Thai Royal Navy Headquarters. It is very important to make visitors clearly understand the regulations before visiting the site.

Interpretation Program

The interpretation program is created to help the visitor understand the information aboard the site within the security framework. The media that is used for interpretation is as follows:

Brochure and Web Site

A brochure and a Web Site will help to promote the site and also to give all the information that the visitor must know, such as, the admission fee, visitor plan, visitor system, regulation, etc.

Map

Map will be given to each visitor before entering the site. Clearly pointing out the area is out of bounds to tourists helps the visitor to stay in the only area provided for them.

Tour Guide

This is the most flexible media. Tour guide can be used to interpret everything in the site, such as, history, significance, etc. It is the two-way communication to the visitor.

Setting Clear Boundary

The site itself is within the Thai Royal Navy Headquarters which must maintain the high security. Setting a clear boundary between the tourism zone and the navy zone is helpful in compromising the between two zones. With a clear boundary, the security is easier to controll. The recommendation for setting a clear boundary does not mean to build a wall or an additional building to separate the zone, but to put up some signs like “no entry” or “staff only” around the area of the tourism zone. In any case, interpretation is needed for tourists to make them understand and obey the

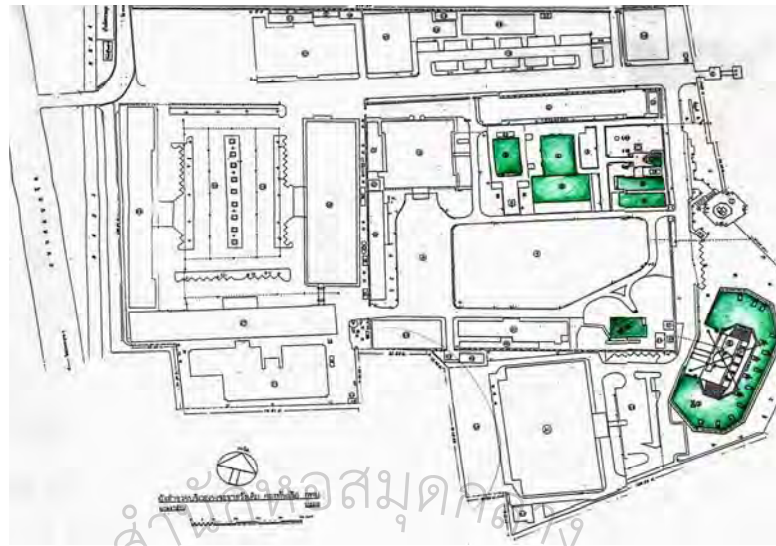


Figure 14 Signage Plan

Moreover, changing the access way to the site also helps to clarify the boundary between the tourism zone and the navy zone. From figure 2, it can be seen that with the sign and the new entrance using the gate near the river is better than using the other gate. The sign and the new entrance will make it easier to control the visitors to be in the provided zone only, then, the security in the site is also in control.

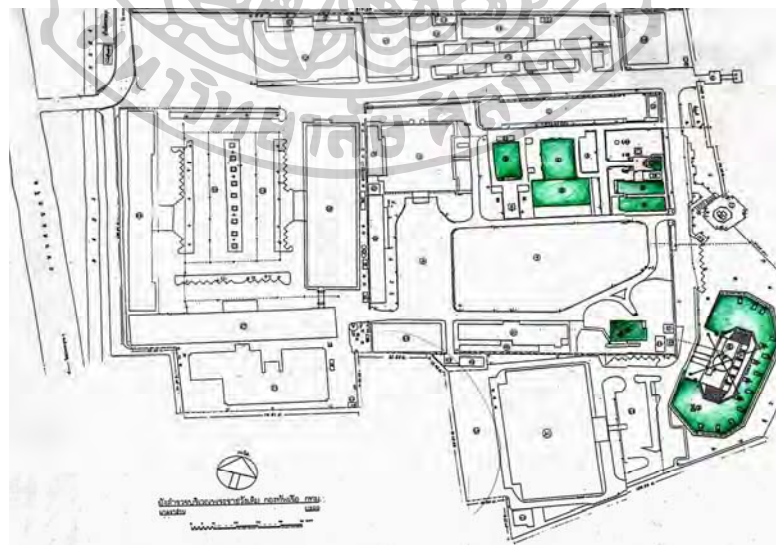


Figure 15 The Existing Entrance

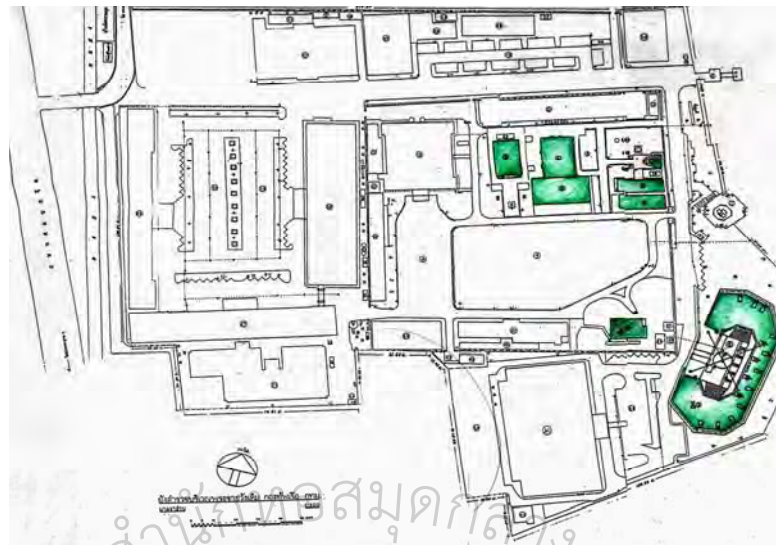


Figure 16 The New Entrance

Visiting System

The visiting system in Phra Racha Wang Derm is not very clear. It has changed through the policy of Thai Royal Navy which is altered in line with the security situation of the country. Generally, group visitors have to inform the date and the time of the visit to the foundation before visiting the site. Foreigners have to give a copy of their passport before entering the site. Walk-in visitor used to be allowed in the site by exchanging their i.d. card at the main gate, but recently the Thai Royal Navy has changed the policy to allow no more walk-in visitors due to the uncertainty of the state of security in the South of the country.

Normally, the site will be opened only on weekdays from 8.00 a.m. until 4.00 p.m. It opens on weekends in some occasions, for example, King Taksin's Worship Day. On special occasions, the site will open freely for the visitors and the admission fee is free. Visitors do not have to exchange their i.d. card and do not have to inform the foundation before entering the site. However, this has to be permitted by the Thai Royal Navy.

The following is the visiting system that is proposed to provide certainty for the visitor system of Phra Racha Wang Derm to attract more people to visit.

Providing 4 rounds on week days (to give visitors the convenience of tour)

This system is created especially to suit the walk-in visitor. From the visitor survey, the percentage of this type of visitor is only 5%, and most of them come to worship the statue of King Taksin. Providing 4 rounds a day including the interpretation plan will surely attract visitor who is interested in museums and antiques to visit the site. This plan also concerns about the security because the visitor will be grounded for the interpretation and can enter the site only at the time that is set in each round with the tour guide. On the other hand, the walk-in visitor has to gather together with others and wait until the next round and entering the site like a tour group with the leader.

Saturday opening (every first Saturday of the month in the first period)

Another plan to propose here is to open the site not only on weekdays but also on Saturday and it is supposed to be a free day open from 10.00 a.m. to 5.00 p.m. In the first period, the site can be opened on every first Saturday of the month to see the outcome. If it works, it should be expanded from every first Saturday of the month to every Saturday. This plan is designed for the visitor who can not visit the site on weekdays, mostly Thai visitors.

Interpretation for Visitor

It is important to make sure the visitors know the significance of the place. Again, the important issue in this site is the security, so the tour guide has to emphasize that point. Another way to put it is that the tour guide himself is the interpretation medium and it is the most powerful medium because it is flexible. Tour guide for walk-in visitor has to interpret everything that the visitor must know before entering the site in each round, while tour guide of each tour agency has to interpret “dos and don’ts” for the group tour visitors as well.

Ticket Selling at the Entrance

From the observation, the site still does not have an official ticket sales booth. The sale booth should be in front of the entrance to avoid the chaos that might ensue if the visitor has to pay inside.

In and Out Counting Check

For the walk-in visitor, an in and out counting check is proposed to check that all the visitors leave the site in the provided time before the next round. The plan also helps the security system to ensure that no visitor sneaks into the navy zone.

Visiting Plan

The visiting plan has proposed according the grouping of the tourists which are tourist group, student group, and walk in. The visiting plan is created to provide more convenience to each group in order to attract more visitors and also provoke the student, the next generation, to learn about the history of Thon Buri.

Tourist Group

The plan is to co operate with tour agencies to do the day tour program. The Grand Palace which is across the river and Wat Arun are already the famous tourist attractions. Joining three places together, Grand Palace, Wat Arun, and Phra Racha Wang Derm, together makes for an interesting tour program. Tourists can visit the three sites in one day because they are on the same route which is shown below.

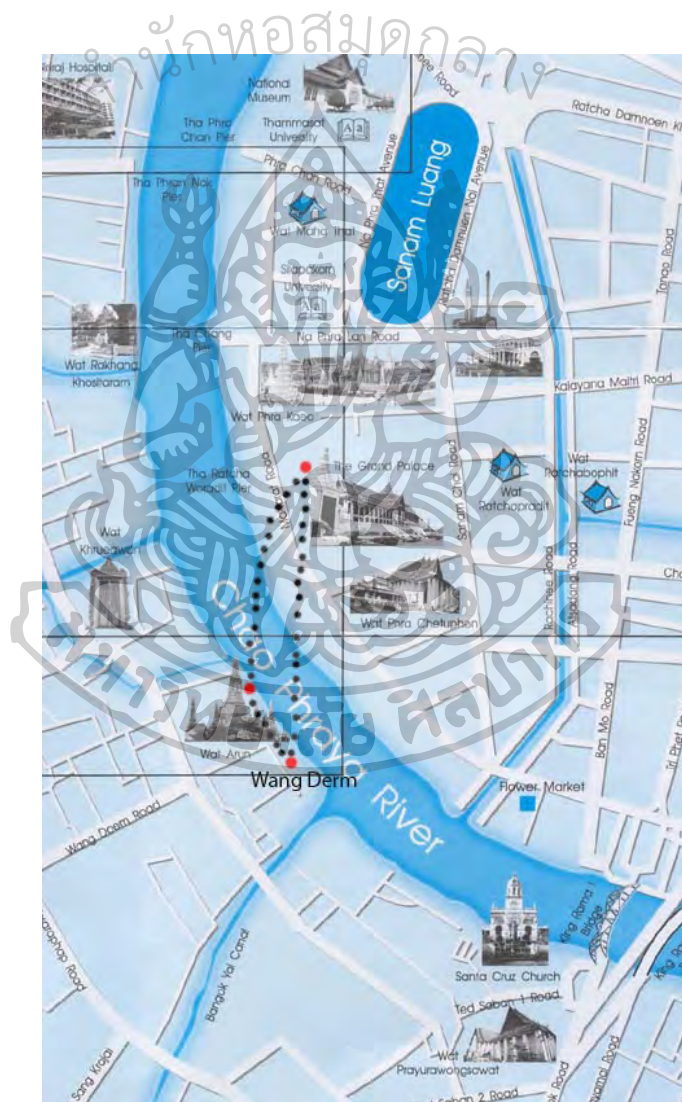


Figure 17 Route Map

However, the foundation has to make an agreement with the tour agency about policy in the site, explaining all the details and the regulation to follow. The important is that the tour agency must inform the dates and times to visit in advance, also the amount of visitors. The foundation should also make an agreement on the benefit share for the tour company, for example, 10% of the total ticket selling will be given back to the tour company, to motivate the tour company to promote the site.

This plan is suggested to promote to the selling package tour company because the amount of visitors, also the dates and times are predictable which is easier for the foundation to control the situation in the site. Moreover, the income will be quite stable if the plan works well.

Student Group

From the visitor survey, student groups are another target audience. From the interview with Khun Supawan, of the Phra Racha Wand Derm Restoration Foundation, she gave the information that many tour companies propose an excursion trip for students. The schools would only pay for the tour and the tour companies will take care of everything. The admission fee is also included in that money, however, they always cheat on the admission fee and claim that the students are poor. In fact, the students are from the well-known expensive private schools.

Thus, the plan is to propose the academic tour program directly to schools by the foundation. This program is going to work well because the historic significance of the site. With a good tour program, this plan is going to be another main source of income for the site

Walk In

As mentioned before in the visiting system, four rounds will be provided for the walk-in visitor on weekday and free day on Saturday. The visiting time on week day will be limited to only 2 hours per round to control the site, however, it is enough time to look around the site because the site is not so big. This plan is created as an option for the visitor, but not the main source of income.

Staff Team

The staff team is very important in promoting Phra Racha Wang Derm as a tourist attraction. The team will be the most powerful interpretation media on the site because too much signage on the site will not be attractive visually. Following the visitor systems and plan above, the staff team can control the situation inside the site. Staff should be separated into two types, permanent and temporary.

Permanent Staff

At present, permanent staff numbers in Phra Racha Wang Derm are very low. It is important to hire more staff for the site, however, it is going to be in the future that the foundation really puts the site on the tourism map. Permanent staff will take care of the site and also train the temporary staff to do the job in Phra Racha Wang Derm. Every permanent staff member should be well educated about the site and also the regulations in Phra Racha Wang Derm. The duty of the permanent staff member is to be a tour leader in the site and to control the situation at the site. With the staff leading the visitors, it is easier to keep an eye on them and to warn them if they are

going to break any regulations. However, the staff should interpret everything for the visitors before entering the site for better understanding.

Temporary Staff

The temporary staff should be recruited from the college student from nearby institutes, for example, Thon Buri Rachapat Institute. This type of staff will be needed on Saturdays, free day. The foundation should send letter asking for co operation with from lecturers on tourism subjects to send their students for training in the site. The foundation might give a little payment to the student as a reward.

Orientation must be provided to the students to understand all the regulation and background about the site. The duty for them is to stand at each point around the boundary area to keep the visitor in site the tourist zone only, also to control the situation in the site under the command of the permanent staff.

With enough staff to look after the site, it is safe enough to make Saturday as a free day. This is going to work very well if the foundation can propose it to the Thai Royal Navy.

New Transportation Route

Accessing the site by river is the new transportation route proposed. The new route also helps to set the tourism zone apart from the navy zone. However, the route is only suitable for tour groups because the ferry boat can be arranged following a reservation made by the foundation.

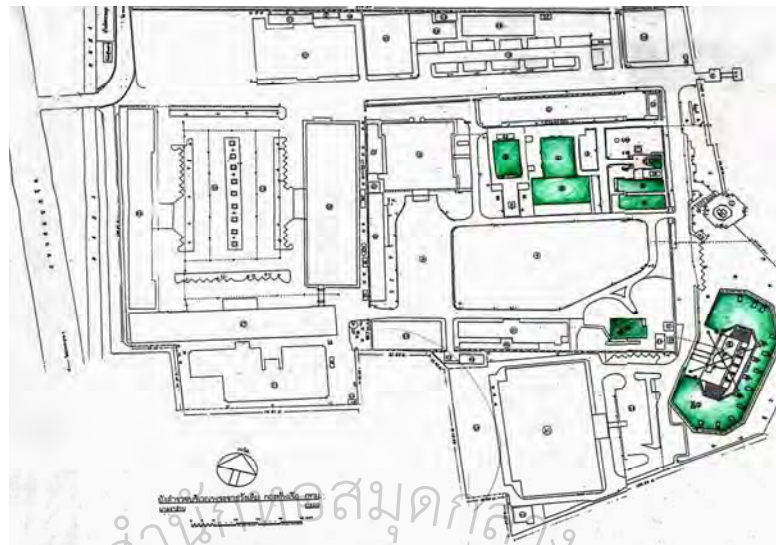


Figure 18 Access the Site by the River

Income and Fund Raising

Income

Income of the site will be from:

- Ticket Selling
- Snack Bar Receipts
- Sales of Souvenirs, such as, book, coin, etc.

Fund Raising

As a historic site, fund raising is needed to maintain the site in the good condition. The following is considered to be the best plan for fund raising.

Gala Dinner

A Gala Dinner can be held once a year by setting a theme to match the situation at that time. The location should be in the main hall of the throne hall because the navy always use it as a reception hall and it is also the most elegant building on the site, perfect for the gala dinner.



Figure 19 The Throne Hall

Event and Sponsorship

Sponsorship can be raised from setting up events. Events can be held depending on suitable times. Sponsorship will be gained from booth selling on the site. The sponsor will be changed according to the theme of the event. The event could be set on the lawn on the site.

Other Recommendations

The recommendations are from my observations on the site on December 28, 2002. Some problems were seen and the following recommendations to improve the site are proposed.

Signage

Good signage is another way of interpretation. The site should contain some signage for more understanding of the visitor in the site. The photo below is an example of the lack of interpretation on the site.



Figure 20 The Visitor Touched the Whale Bone

In this case, a “do not touch” sign should be in the site. Also, a “no photos allowed” should be also on the site at the entrance gate to remind visitors.

Using a Bag for Carrying Shoes

To enter each building, a visitor has to take off his of her shoes and have them in front of the building. The sight is not a very pleasant one for visitors to watch.

Using a bag for carrying shoes is proposed here to avoid jumble and maintain the aesthetics of the site.



Figure 21 Unsightly Shoes

Bins

The site is filled with garbage, so the foundation should provide enough bins to keep the place clean.



Figure 22 Garbage on the Site

Chapter 5

Conclusion

Phra Racha Wang Derm is a site where conservation work has already been undertaken and condition of the site is considered perfect. The site is a good resource for tourism because of its significance that it is the only palace built in Thon Buri period. However, it is not located in a free area for tourism but within the Royal Thai Navy Headquarters where high security is required.

The most important point of this research project is to find the possibility of the site as a tourist attraction without affecting the security system. After the study, it has been found that, in order to avoid complication of the security system and allow the tourists the opportunity to enjoy the tour of the palace, the alternative tourism plan should be established. The plans are as follows:

1. Interpretation Plan

The plan gives an explanation to the visitors of the complicated visiting system. The interpretation can be made through the following media.

1.1 Brochure and Website

The visitors can study the information of the site by reading brochure and website before visiting the actual one.

1.2 Map

The map helps to clarify the area of the tourism zone.

1.3 Tour Guide

The tour guide is the key person to keep warning tourists of each prohibited security system.

2.Setting Clear Boundary

The boundary should be shown clearly by using sign.

3.Visiting System

3.1 Providing 4 rounds on weekdays

This is to give visitors the convenience of tour.

3.2 Saturday opening

The plan is to open the site not only on weekdays but also on Saturday. It is an opportunity for people who work on weekday to visit the site.

3.3 Interpretation for the visitors

The visitors need the interpretation to understand the nature and significance of the place before entering the site.

3.4 Ticket selling at the entrance

This is to avoid the chaos in the site that may cause the insecurity.

3.5 In and out counting check

This is to ensure that all the visitors are out of the site.

The 4 rounded tour(3.1) and Saturday opening(3.2) are provided to give more opportunity for tourism while 3.3, 3.4 and 3.5 are for the security.

4.Visiting Plan

The visiting plan is set to suit each group of the tourists to find the most appropriate way for each target audience. Target audiences can be categorized into

4.1 Tourist Group

4.2 Student Group

4.3 Walk In

5. Staff Team

The obligation of the staff team is to control the visitors while they are in the site. Staff should be separated into two types as follows:

5.1 Permanent Staff

5.2 Temporary Staff

Members of the staff are recruited voluntarily from the nearby educational institutes.

6. New Transportation Route

The waterway is suitable for tour group because the palace is on the tour route along which other destinations could also be accessed by the Chao Phraya river.

7. Income and Fund Raising

This plan is to find the budget to maintain the site and the wage for the staff.

However, with the limitation of knowledge about conservation technique and architectural history, only the tourism plan can be done in this research project. Tourism plan for Phra Racha Wang Derm is considered only the first step in order to push Phra Racha Wang Derm into a tourist attraction. To develop the site into a tourist attraction still needs more plan in particular details to come along. Thus, there should be future projects providing up-to-date details of the site in every aspect. The continued projects, such as, conservation planning, fund raising program, museum management, etc, are recommended examples to attract more visitors to the site.

Bibliography

Thai

Bangsoon [pen name]. “Phra Racha Wang Derm Thonburi(พระราชวังเดิม ธนบุรี)”

Siam Araya 3, 25(January 1995): 101-106.

Jidapa Khamnakit. Phra Racha Wang Derm Restoration Foundation. Interviewd,
January 22, 2004.

Naïve [pen name]. “Phra Racha Wang Derm: Moradok Tang Satapattayakamsilp An

Song Kunka(พระราชวังเดิม: สถาปัตยกรรมศิลป์อันทรงคุณค่า)” Wiman 6, 51 (July 1994):

86-93.

Nattawut Suttisongkran. Somdej Phra Chao Krung Thonburi Maharaja(สมเด็จพระเจ้ากรุง

ธนบุรีมหาราช). Bangkok: Ruamkarnpim, 1985.

Nongnut Siridej, Supaporn Sribuachab. “Phra Racha Wang Derm(พระราชวังเดิม)”

Worasarn Prawatsat (1999): 88-100.

Paiboon Wongted. “Num Tang Pai Keng Jeen Lae Saan Phra Chao Takin Nai Phra

Racha Wang Derm (นำทางไปทั้งจีนและศาลสมเด็จพระเจ้าตากสินในพระราชวังเดิม)”

Silpawattanatam 13, 4 (Febuary 1992): 116-128.

Phra Racha Wang Derm Restoration Foundation. Num Chom Phra Racha Wang Derm

(Thonburi Palace)(นำชมพระราชวังเดิม (พระราชวังกรุงธนบุรี). Bangkok: Graphic Format,

2002.

_____. Phra Racha Wang Derm(พระราชวังเดิม). Bangkok: Aksornsampan, 2000.

_____. Somdej Phra Chao Taksin Maharaja(สมเด็จพระเจ้าตากสินมหาราช). Bangkok:

Amrin, 2000.

So Plainoi [pen name]. “Tammai Tong Satapana Krung Thonburi (ทำไมต้องสถาปนา
กรุงธนบุรี)” *Silpawattanatam* 21, 9(July 2000): 60-69.

Supawan Chavarattanawong. Phra Racha Wang Derm Restoration Foundation.
Interviewd, January 11, 2004.

Thamrongsak Petreodanan. “Rongtukkoo Aacaan Thahaan Yam Nai Phra Racha
Wang Derm(Krung Thonburi) (โรงตีกลุ่มอาคารทหารยามในพระราชวังเดิม (กรุงธนบุรี))”
Silpawattanatam 19, 4 (Febuary 1998): 70-74.

Thonburi Racha Thani Koo Chaat(ธนบุรีราชธานีคู่ชาติ). Bangkok: Natcha, 2000.

Veerawat Pongpitak. “Pai Suksa Phra Racha Wang Phra Chao Tak (ไปศึกษาพระราชวังพระเจ้าตาก)”. *Silpawattanatam* 5, 1(November 1983): 68-79.

English

Aplin, Graeme. Heritage: Identification, Conservation, and Management. Singapore:
Bookpac, 2002.

Phra Racha Wang Derm Restoration Foundation. The Legend of Thon Buri. Bangkok:
Amarin, 2001.

Hall, C Michael, and Simon McArthur. Integrated Heritage Management: Principles
and Practice. London: The Stationary Office, 1998.

Hooper-Greenhill, Eilean. Museums and the Interpretation of Visual Culture. London:
Routledge, 2000.

Stewart, Emma and Val Kirby. “Interpretive Evaluation: towards a place approach.”
IJHS 4. 1 (1998): 30-44.

Thompson, Colin. "The Role of the Museum in Interpretation: the problem of context."

International Journal of Heritage Studies. 1(1994): 40-51.



Appendix

Literature Review of Interpretation

There are many definitions of the word “interpretation” because many fields, Museums, National Parks, Eco-tourism, for example, use this term as a process of the management of their sites. In my opinion, the aim of the interpretation is to give the idea about the significance of the objects, whether it is the collections in the museum, parks, places, etc. However, the principles or the approaches are pretty different depending on the context and the situation.

Among the professional people who first describe the word “interpretation” is Freeman Tilden. He works for the National Parks. The word “interpretation” toward the idea of Tilden is that the interpretation is the process that the interpreter do to reveals the inspiration and spiritual meaning to the visitors of the National Parks.

Thousands of naturalist, historians, archaeologists and specialists are engaged in the work of revealing, to such visitors as desire the service, something of the beauty and wonder, the inspiration and spiritual meaning that lie behind what the visitor can with his senses perceive. This function of the custodians of our treasures is called Interpretation. (Tilden 1977: 10)

Hence, this process will enhance the visitors to think and understand the significance of the National Parks, then after understanding the value of the place, they tend to conserve the resource. The interpreter also has to consider whether the interpretation is for whom, for himself or for the public, because it will cause the different types of knowledge.

So, for the consideration of the interpreter, I offer two brief concepts of

interpretation, one for his private contemplation, and the other for his contact with the public. First, for himself: Interpretation is the revelation of a larger truth that lies behind any statement of fact.

The other is more, correctly described as and admonition, perhaps interpretation should capitalize mere curiosity for the enrichment of the human mind and spirit. (Tilden 1977: 11)

Moreover, the fact of the places and things themselves are just the information. The interpretation is not only the information, but far more. "Information, as such, is not interpretation. Interpretation is revelation based upon information. But they are entirely different things. However, all interpretation includes information." (Tilden 1977: 11)

In the past, the interpretation in National Parks focused only on the natural science. For example, there was only the botanical name of each tree written on the signs. This interpretation was not a good one, because it did not suit to all the visitors. There must be more than one way of the interpretation. The interpretation of the Minnamurra Rainforest Centre in Australia is an example. Staiff, Bushell, and Kennedy have focused on the content of the interpretation. They wrote that

We believe that national parks, like museums and heritage sites the world over, are faced with four fundamental questions regarding interpretation:

- Who 'owns' or has custodial rights over the objects or collections or parks?
- How are the objects or collections or landscapes represented or displayed?
- Who speaks for the objects or collections or landscapes and what is spoken?

- Who is looking at the object or landscapes and who is listening to the speaking? (Staiff et al. 2002: 23)

The answer of these questions will lead to the content and the process of the interpretation.

There is nothing exactly mentioned about the interpretation in the book of Hooper-Greenhill, but I understand that the interpretation of the museums is the way to educate the visitors. Because “the educational role of museum is longstanding and well-established as a concept, but its focus, character and aims are the subjects of much professional debate.” (Hooper-Greenhill 2000: 14)

The objects or the collections, which are displayed in the museums themselves, are the interpretation. “Being themselves mute, their significance is open to interpretation” (Hooper-Greenhill 2000) The interpretation, for Hooper-Greenhill, is almost the same as in the national park, which give the importance on the visitors, but the curators also the important part of the interpretation.

The concept of reviewing both interpretations of visitors and the interpretations of the curators as part of the development process of specific exhibitions is still not understood or explored in most museums. In the teaching, the knowledge, attitudes and perceptions that students bring to any learning situation needs to be the starting point for the construction of learning materials. (Hooper-Greenhill 2000: 9)

Another person who works in the museum field, Colin Thompson, the idea of the interpretation is similarly to Tilden, but he mainly focuses on the understanding and the appreciation of the visitors toward the objects or the collections, which are displayed, in the museum.

The dictionary defines interpretation as ‘explaining the meaning or significance of a thing, and Freeman Tilden proposed three stages in site interpretation: ‘Through interpretation, understanding; through understanding, appreciation; through appreciation, protection.’ Objects in museums must already have been gone through these stages, in some form, as they are already protected, but the first two stages hold good for the ordinary museum visitor. (Thompson 1994: 42)

From the quotation above, the third stage is not very necessary for the view of museum because all the collections and objects are already protected and in museum it is easier to protect these things. In the other hand, Tilden, working in the national park, has to get through all the stages. According to the national park is the big area that the custodians can not take care of the entire square inches.

Moreover Thompson thinks that the context is an important part for the interpretation. If the interpreter understand the context of people or place, it will help the make the decision what the content should be to match the background knowledge and other contexts of the visitors. This will gain more interest from the visitors, hence, they want to come back to the site again. “Context is an integral part of interpretations. Experts can visualise an original location or environment; ordinary museum visitors need the context of people, or place, or familiar activities, to be able to relate to unfamiliar objects.”(Thompson 1994: 44)

The display also an important factor to the significance of the objects because some objects have the inherent value and some will have the associated value when they are in the right context. Then, the context is not right for the objects; the visitors might do not understand and appreciate their significance. “...Heritage objects vary

widely both in their inherent value and in the associations that give them special significance. But one thing stands out; the several elements-inherent or associative-are not mutually exclusive.” (Thompson 1994: 44)

Falk & Dierking, also working in museums, also give the important to the contexts, but the context only focus on the visitors of the site, which are the personal context, the social context, and the physical context. They wrote that “All museum visits involve these three contexts; they are the windows through which we can view the visitor’s perspective.” When the interpreter knows what the visitor’s perspective is, it will help them to do the appropriate interpretation for the visitor. The interactive experience of these contexts will help to organize the interpretation. “Viewing the process in terms of the interaction of visitor-constructed contexts helps us recognize that the choices visitors make.” (Falk&Dieking 1992: 22) With the interactive experience model, museums can stimulate the attention of visitors because they can see things in museums the way the want to see.

Ballantyne, Packer and Beckman still emphasizes on the visitor in order to do the interpretation. “It is concluded that targeted interpretation must be based on a thorough understanding of visitor’s motivations, existing knowledge, attitudes and behaviour, as well as their information needs and preferences.” (Ballantyne et al. 1998: 11) They also think that exploring relationships among visitors’ motivations, activities, attitudes, information needs and preferences is the powerful way to the effectiveness of interpretation. “Such information, it is suggested, can enhance the effectiveness of interpretation by enabling specific visitor needs and characteristics to be targeted and addressed.” (Ballantyne et al.1998: 12)

For Stewart&Kirby, the successful of interpretation comes from the psycho-social, cognitive and experiential contribution. They also wrote that the effectiveness of interpretation includes the scope of interpretation to provoke thought about places, to reveal meaning of places and to relate to individual experience of place. “Place is argued to be a critical theoretical dimension in the evaluation of interpretation because it captures, in an holistic way, the inter-relationships, complexities and variabilities between visitors, their experience and the site that is being interpreted.” (Stewart&Kirby 1998: 18)

A review of the way interpretation has been evaluated in the past leads the read to a set of theories loosely termed ‘sense of place’. These theories are argued to capture the inter-relationships, complexities and variabilities between visitors, their experience and the site that is being interpreted.” (Stewart&Kirby 1998: 18)

In 1996, McArthur & Hall wrote that “Demonstration is a powerful way of communicating to an audience, while participation communicates with an audience. The difference of feedback makes participation a more powerful technique.” They give an important to the technique of the interpretation. The interpreter can use the verbal or non-verbal media or both of them in the interpretation. However, they agree that to use the verbal media is better than others. “Verbal interpretation is generally considered to be far more powerful than non-verbal techniques because the interpreter can respond to changing conditions, particularly the diverse needs of visitors.” (McArthur&Hall 1996: 11) They wrote that “ Interpretive content at heritage sites must contain four components: reference to heritage itself; the interests of visitors; the interest of heritage management; and the interests of the interpreter.”

For them, education and interpretation are nearly the same things. Anyway, there are some differences on the objective and the process. I think the education is the basic concept of interpretation, but to get the interpretation the interpreter has to work far beyond the education. “Clearly, education is in a powerful position to generate learning and self-awareness through the additional structuring of its programmes or activities and its ‘semi-captured’ audience. Interpretation can attract and reach greater numbers of people but must offer a greater emphasis on entertainment to attract and hold them.” (Hall&McArthur 1998: 17)

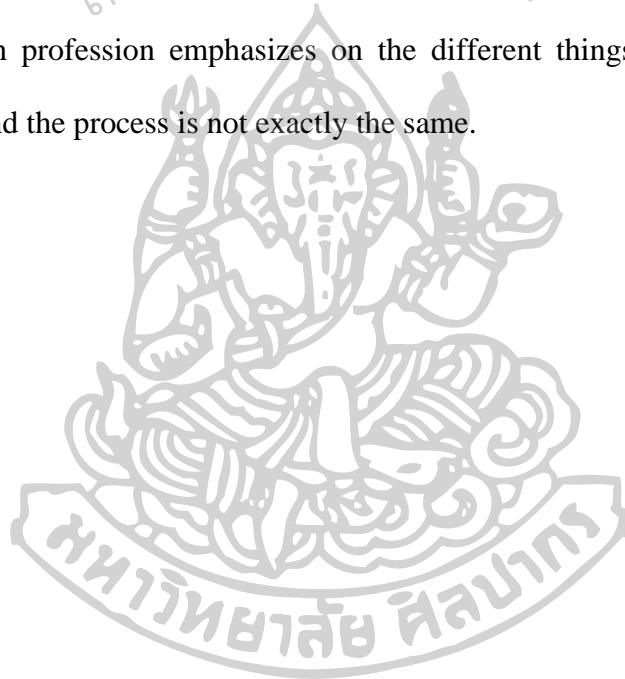
There are three steps for planning interpretation. “The first step in planning interpretation is to define a target audience.” “The second step is to determine and structure the content of the interpretation.” And “The third final step is to select and refine the technique.” (Hall&McArthur 1998: 18) Here again just like the idea of people I have written above, they have to aware of the visitors and the content before selecting the technique of the interpretation.

By the way, Aplin who works in the field of cultural heritage describes the interpretation as follow:

Interpretation is taken here to include any form of presentation of factual material and interpreted meaning about a site or other heritage item, whether on site or off site. Brochures, web sites, media coverage, and advertising campaigns all involve interpretation according to this definition. It should be noted that even in the presentation of small number of ‘facts’, in whatever form, interpretation is involved, as these ‘facts’ have been selected by someone, and presented in a chosen form using particular words and graphics. Thus no presentation of material is objective or value free. (Aplin 2002: 11)

Again to make the best interpretation, she suggested that the interpreter should find out the answer of these questions: “What is interpreted?, Interpretation by whom? And Interpretation for whom?” (Aplin 2002: 14) These questions will help the interpreter decide what the interpretation should be.

Therefore, the interpretation for the view points of cultural heritages, national parks, museums, in my opinion, is in the same direction. From all the lines I wrote, I can see that they give the most important to their visitors. They have to know the visitors’ background in order to do the interpretation, which is the best suit for them. However, each profession emphasizes on the different things, such as, techniques, content, etc. and the process is not exactly the same.



Autobiography

Name Ms.Pichaya Sridaeng

Address 674/3 Soi Sathupradit 34 Sathupradit Road
Yannawa Bangkok 10120

E-mail address tuktaadoll@hotmail.com

Telephone 02-6837265

Education

2003 B.A.(English), Archaeology Faculty, Silpakorn University.

2004 Continued M.A. of Architectural Heritage Management,
Faculty of Architecture, Silpakorn University.

