

การจัดการแหล่งทางประวัติศาสตร์เพื่อการท่องเที่ยว ทางมรดกวัฒนธรรม กรณีศึกษา : ชุมชนตลาดร้อยปี คลองสวน จ.สมุทรปราการ – ฉะเชิงเทรา*

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บทคัดย่อ

การวิจัยเรื่องนี้มีวัตถุประสงค์เพื่อทบทวนคุณค่ามรดกและความสำคัญทางวัฒนธรรมของตลาดคลองสวน เพื่อศึกษาแผนงานในการอนุรักษ์อย่างยั่งยืน และเพื่อวางแผนการจัดการคลองสวนให้เป็นแหล่งท่องเที่ยวทางวัฒนธรรม โดยการวิจัยใช้วิธีการสำรวจพื้นที่ การสัมภาษณ์ชาวบ้านภายในตลาด 10 คน สัมภาษณ์นักท่องเที่ยว 10 คน และตัวแทนจากหน่วยงานราชการ 2 คน และเก็บแบบสอบถามจากนักท่องเที่ยว 100 คน ทั้งการสัมภาษณ์และการเก็บแบบสอบถามใช้วิธีการสุ่มทั้งสิ้น เพื่อช่วยในการเก็บรวบรวมข้อมูลแล้วนำมาวิเคราะห์ สรุปผลเพื่อเสนอแนะแนวทางการจัดการแหล่งทางประวัติศาสตร์และวางแผนงานจัดการตลาดคลองสวนให้เป็นแหล่งท่องเที่ยวเชิงมรดกทางวัฒนธรรมที่ยั่งยืน

จากการศึกษาพบว่าตลาดคลองสวนมีคุณค่าและความสำคัญทางวัฒนธรรมทั้งในด้านประวัติศาสตร์ สุนทรียศาสตร์ วิทยาศาสตร์ และด้านสังคม ตลาดคลองสวนสามารถเป็นแหล่งท่องเที่ยวเชิงวัฒนธรรมในประเทศไทยได้ถ้าหากมีการจัดการที่เหมาะสม ผู้วิจัยได้เสนอนำข้อมูลที่ได้จากการศึกษามีจัดทำแผนการจัดการคลองสวนให้เป็นแหล่งท่องเที่ยวเชิงมรดกทางวัฒนธรรมที่ยั่งยืนใน 5 ด้าน คือ 1) ด้านการอนุรักษ์ โดยการปรึกษาและค้นหาข้อมูลจากชุมชนและประเมินความสำคัญทางวัฒนธรรม การจัดการความรู้ในการอนุรักษ์มรดกทางวัฒนธรรม การพัฒนาและการดำเนินนโยบายอนุรักษ์และยุทธวิธีดำเนินการให้สำเร็จ รวมไปถึงนโยบายสำหรับการซ่อมบำรุงอาคารมรดก 2) ด้านการสื่อสาร โดยทบทวนและปรับปรุงแก้ไขการสื่อสารในพิพิธภัณฑ์ชุมชน จัดตั้งศูนย์บริการนักท่องเที่ยว ออกแบบแผ่นพับและป้ายสำหรับนักท่องเที่ยว การจัดงานที่มีปฏิสัมพันธ์กับนักท่องเที่ยว และจัดตั้งหน่วยมัคคุเทศก์ท้องถิ่น 3) ด้านการอำนวยความสะดวกทางการท่องเที่ยวมุ่งเน้นไปที่การให้บริการนักท่องเที่ยว โดยปรับเปลี่ยนการใช้งานอาคารทางประวัติศาสตร์เพื่อสนับสนุนการท่องเที่ยว การปรับปรุงพิพิธภัณฑ์ชุมชน การสนับสนุนกิจกรรมทางการท่องเที่ยว การจัดเตรียมการเดินทางในคลองสวน และบรรยากาศโดยรวมใหม่ 4) ด้านแผนทางการตลาด มีการเผยแพร่ สร้างเครือข่ายการท่องเที่ยวเชิงวัฒนธรรม การจัดงานเทศกาลต่าง ๆ ของชุมชน 5) ด้านการตรวจสอบดูแลได้ถูกออกแบบเพื่อตรวจสอบว่าแผนงานที่นำเสนอทั้งหมดได้ถูกนำมาดำเนินการอย่างถูกต้อง

คำสำคัญ : การจัดการแหล่งทางประวัติศาสตร์ การท่องเที่ยว มรดกวัฒนธรรม

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Management of Historic Site for Cultural Heritage Tourism: Case Study of Klong Suan 100 Years Market Community, Chachoengsao – Samutprakan Provinces

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Abstract

This research is to review critically the heritage values and cultural significance of Klong Suan Market, to study the program of sustainable conservation by survey and to suggest the management plan for Klong Suan as a historic site for a cultural heritage tourism. The research methods are surveying the area, interviewing 10 local residents, 10 visitors and 2 representatives from public sectors, and collecting 100 questionnaires from visitors. All samplings for both interview and questionnaire methods were selected randomly. The collected information was analyzed and concluded for suggestion of management plan for Klong Suan Market to be sustainable cultural tourism attraction.

From the research, it is found that Klong Suan Market has four cultural significance values which are historical value, aesthetic value, scientific value and social value. With the proper management, Klong Suan could be one of the cultural tourism destination in Thailand. Thus, the researcher proposes the management plan for Klong Suan that aims to achieve sustainable cultural heritage tourism. The proposed plan consists of five programs which are: 1) **Conservation**—to consult with the community and assess cultural significance, cultural heritage conservation knowledge management program, development and carry out of conservation policy and implementation strategies, also included policies for restoration of heritage building; 2) **Interpretation**—to revise interpretation at the community museum, setting a Visitor Service Center, redesign of printed materials and signage for visitors and create interactive visitor event, and establish ‘Klong Suan Local Guide Units’; 3) **Tourism Facilitating Program**—this will focus on visitor service such as adaptive reuse of historic building for supporting tourism, renewal of community museum, encouraging tourism activities, and rearranging community circulation and atmosphere; 4) **‘Marketing’** plan—this also achieves the objective of this research; the marketing plan involves publicity, establishing cultural tourism network, and arranging community events; 5) **Monitoring**—this last program has been designed to monitor proper implementation of the proposed plan.

Keyword : Management of historic site, tourism, cultural heritage

Introduction

During the past three decades, heritage and tourism have become inextricably linked throughout the world. Tourism is used as an economic justification for heritage preservation. Tourism also serves to preserve artefacts found in many parts of the world; indeed, historical artefacts and their associations have always been one of the tourism industry's most marketable commodities. (Timothy, D.J., 1997) The tendency to alight on cultural tourism as the primary alternative for such a large number of different places in different regions of the world is mainly driven by supply-side logic. Cultural tourism is arguably a “good” form of tourism for the destination, which avoids many of pitfalls of conventional tourism while offering additional benefits in the form of high-spending tourists who are keen to support culture. Cultural tourism is also available as a development option to all destinations, because all places have culture. As the demand for culture grows in society, there is also growing pressure on the public sector to support more and more cultural facilities. Tourism becomes one means of finding external sources of income to achieve this. (Richards, Greg, 2007) The term ‘heritage and cultural tourism’ refers to that segment of the tourism industry that places special emphasis on heritage and cultural attractions. These attractions are varied, and include performances, museums, displays, archaeological sites and the like. In developed areas, heritage and cultural attractions include art museums, plays, and orchestral and other musical performances. Tourists may travel to specific sites to see a famous museum or to hear a special musical performance. In less developed areas, heritage and cultural attractions may include traditional religious practices, handicrafts and cultural performances. (Sigala, Marianna and Leslie, David, 2005) In Thailand, there are many heritage sites that have been promoted for cultural tourism. Floating market or the old community market located along the river bank is one of those that have been promoted as living museum that shows the visitor ways of life and culture of Thais. In the old time, Thai people used to live by the river or canal and boat was the main transportation taking people to everywhere long before the road came. The old community were mostly located nearby the river or canal as it was convenient for travelling to other places. When the mode of transportation has been shifted, the river or canal became less importance and the community moved location by roadside. Some old riverside community disappeared from the map, some still remained but gradually deteriorated. Nowadays, as tourism trends started to move from mass tourism to niche tourism, the heritage sites like those communities were revealed and developed for cultural tourism purpose. However not all heritage places were properly conserved, developed and managed. Even tourism generate income for the residents inside the area and the local residents can use those money for conservation, but the negative effects must also be considered in case if those communities were not yet well prepared.

Klong Suan 100 Years Market community is a riverside settlement community dating back to the reign of King Rama III when Prawet Burirom canal started construction. The history of Klong Suan is quite associated with the canal ever since, the population along the canal increased as well. Thai, Chinese, Muslim, Mon (from Burma) and also Khmer had reserved the land for living and that create the unique community which there are people with different culture live together peacefully. Klong Suan used to be a stopover

place for traveler heading to Bangkok when boat was the main mode of transportation. It was the place where people came to sell their agricultural product and buy commodity products alongside social interaction. With the unique culture and beautiful architecture and landscape, Klong Suan could be developed as cultural tourism destination of Thailand. The significance of Klong Suan is related to several cultural values and the integrity of the architectural heritage and landscape through time. However, its lack of a proper management plan and the improper use of some buildings does not attest the right understanding to the visitors of its significance and value interpretation. Klong Suan Market has not been seriously promoted as a cultural heritage tourist attraction. And there is no management system in place to address the negative impacts such as environmental problems from the impact of tourist numbers. Therefore, the study for management of this historic place for cultural heritage tourism is needed. There is a need to analyse and evaluate its value and the put forward suggestions for a proper treatment plan as well as an attempt to prepare an overall long-term management plan for the future use. This study aims mainly at the sustainability of land-use in cultural tourism aspect and the conservation of the existing architecture and landscape setting.

Goals and objectives

The main objective of this study is to raise public awareness for conservation and development of Klong Suan as a cultural heritage site nearby Bangkok which is now facing the effect from urbanization and improper restoration for mass tourism purpose. Also the study could further be used by relevant organizations as a guideline for management of this historic site for cultural tourism purpose. To achieve the aim, operational objectives are identified as follows:

1. To review critically the heritage values and cultural significance of Klong Suan Market for better understanding to visitors and local community with appropriate interpretation and management.
2. To study the program of sustainable conservation for closer co-operation of community and the tourism industry which emphasize on protection and presenting Klong Suan as a cultural heritage, to make understanding of the site's significance to local community and visitors.
3. To suggest the management plan for Klong Suan as a historic site for a cultural heritage tourism.

Scope of the study

Area of study: This research will focus on Klong Suan Market. Klong Suan Market is situated along the banks of Prawet Burirom Canal, stretches from Thepharach sub-district, Baan Pho district, Chacherngsao province to Klong Suan sub-district, Bang Boo district, Samootprakarn province. The distance to Klong Suan is approximately 30 kilometers from Suwannabhumi Airport.

1. Focus of the research: examining and outlining heritage management toward cultural and tourism contexts in the market.

2. Target groups: divided into three groups of stakeholders consisting of local community, private and government agencies, and visitors/tourists.
3. Investigation and exploration: this addressed both tangible and intangible heritage values. Tangible includes structures, buildings, infrastructure and so on. Intangible involves culture, way of life, beliefs, and other related aspects.

The result of the study

For the first objective, the researcher reviewed the heritage values and cultural significance of Klong Suan Market which can be divided into 4 major values in the following:

Historical value

Klong Suan community aged more than 130 years. The roots of this riverside community date back to the reign of King Rama V when boats were the main mode of transportation and Klong Suan was a stopover for travelers heading to Bangkok. Klong Suan Market is the old market begun since the reign of King Rama V and might have been built before 1901 by the Chinese. At the beginning, they were built in one-storey wooden house, the columns were from betel palm, with the earth pathway. Later on, they were changed to be two-storey building in 1934. At that moment, there was only one way for entry—by boat. There were many boats that had to be moored in 3 to 4 lines. Originally, Klong Suan Market started from selling products on the rafts and boats since that place is the center of communities surrounded by places such as Preng, Huatakae, Lamtoyting, Ladkrabang, Bang Pliyai, Bang Plinoi, Bang Chalong, Lad Kwang, Tha Thua, Tha Kai, Bang Boo, Namdang and Bang Tei. Later on, when the market started to get bigger, it moved up onto the bank of canal. Klong Suan market differs from other markets nearby as the market located on the only one side of the bank of the canal. In the old time, people who lived surrounding the canal didn't have to travel so far for shopping at the Water Gate, Bangkok anymore. Even gold or opium was sold over here. Before the taxi boat arrived, there were paddle boat, row boat and when motor boat started to be used as the towing boat for large sized boats that contained rice or agricultural products, people would take a visit, sell, and join in the festival especially "Paying Homage to Luang Pho Sothorn Festival"—the famous local festival in Chacherngsao province.

Aesthetic Value

Klong Suan market community which has Thai-style wooden house and still maintains their characteristics as a conservative riverside community and was granted the Architectural Conservative Awards of the year 2004 from the Association of Siamese Architects Under Royal Patronage. Most of the buildings in the community are Shop Houses, a functional combination of shop and house at the same building. And there is one house that belong to the landlord that its architectural style is unique.

The House of Mr. Banjong and Madam Charung Asvanich, the owners of the Klong Suan Market, Samutprakarn province side, located in the center of the Klong Suan Market community, comprised two-storey wooden house or the house for living and commercial

purpose, function building, kitchen, and the storage area and the open court in the middle area. The house was built in the reign of King Rama V as a residence and shows the significant style of the residence in the reign of King Rama V period of time. The residence architecture styles in the period of King Rama V could be described in 3 types which are: wooden house, shop-house, and western-influenced style of building. In the case of Klong Suan community, there are shop-houses where people live upstairs and trade their products downstairs and the house of Mr. and Mrs. Asvanich made of wood and has the large boundary. A kitchen and a bathroom were separated from the house for living. For the house of Mr. and Mrs. Asvanich, The original roof tiles were cement tiles. The walls were decorated with battens and fitted with windows on all sides, between the columns are fitted with wooden louvers sunshades and decorated with wooden fretwork brackets. The interior inside the two-storey house is furnished with Asian style furniture. These are all integrated into an atmosphere of a wealthy family home of olden days that feels both splendid and welcoming at the same time. The overall atmosphere is peaceful, comfortable and homely. At present it has been rehabilitated as the community museum operated by Klong Suan Municipality where exhibitions and community events are held throughout the year.

Beside the significant architecture style of the houses, Klong Suan is the place where various cultures meet. Since the Prawet Burirom Canal appeared, Thais, Chinese, Muslim, Mon and Khmer came to build houses and raised the various culture community—Klong Suan. When visit the market, will see the Thais, Chinese, Muslim, Mon and Khmer walk around as a buyer or a seller. A peaceful atmosphere can be sensed from Buddhist temple, Mosque, Chinese shrine located in the area surround the community. And that is the very unique character which hardly to be seen in any other places.

Scientific Value

The Asvanish Bridge or the high bridge is a bridge that the community use for walking cross the canal. When one walks up to the top of the bridge, people may feel it sways a bit because this bridge uses the triangle design for supporting instead of the center column. Moreover, it has been built high for the large size of boat such as rice boat can pass underneath the bridge.



Figure1: The Asvanish Bridge or the high bridge
Photograph by: N., Panrawee Date: December 5, 2009

The foodstuff selling for each shop in this market are the home made products. For example, steamed lotus leaf wrapping rice, sweet Thai sausage, salted eggs, Chinese food likes Juiguay, Guichai.

Steamed lotus leaf wrapping rice is the cooked rice wrapped with the lotus leaf as it is old traditional way of packaging when there is no box or plastic bag like today that the sailors took as provisions when traveling on the boat for a long period of time.

Sweet Thai sausage or “Gun-cheing” as it’s called in Thai, is the minced pork stuff in entrails of a swine and dried by sun light and bake for a period of time. This is to preserve the food to be consumed later.

Salted eggs is pickled eggs in the saline solution or cover with salt, ashes, and the husk. Also this is one way in preserving the foodstuff to consume later.

Juiguay and Guichai—Chinese food, are the food that mother in the old time like to pack for their children to have as lunch at the school made of flour and vegetable.

Social value

Klong Suan market community was renowned for the shops along waterway which was the province’s trading center in the past. The market combined old shop houses and stalls selling almost everything from farm commodities to items of daily use such as a variety of tasty traditional food like tom yam noodles, sweet Thai sausage and pot-stewed duck to desserts made from coconut, quaint old utensils and ancient tin toys. The old coffee shop, barber shop, and small restaurant inside the market are the places where people organize, socialize and exchange the conversation with each other.

The temple, mosque, and Chinese shrine are still the important centers for the community in meeting, social organizing, and spiritual focusing. There are many traditions and local customs of Klong Suan including Songkran festival, Loy Krathong festival. Most villagers always join activities organized by the community such as wedding, house-blessing, ordination, funeral, forest-rope presenting ceremonies and temple fair.

Suggested Management Plan for Cultural Heritage Tourism

The intent of management plan for cultural heritage tourism is to create a foundation for proposals that will encourage conservation of the overall historic site integrity and enhance visitors’ understanding about the concept of cultural heritage tourism.

The historic site as defined in this study includes the rice field, the canal, and all associated buildings, structures and viewsheds.

In the case of Klong Suan, the researcher aims to establish what is urgently required first in order to achieve sustainable cultural heritage tourism program which should start at ‘Conservation’ and followed by ‘Interpretation’ , ‘Tourism Facilitating Program’, ‘Marketing’ and ‘Monitoring’ programs.

1. Conservation

At this point, the researcher adapted ‘GUIDELINES FOR RETAINING AUTHENTICITY OF PLACE IN HISTORIC PRECINCTS’. (Vines, E. (2005). *Streetwise Asia: A Practical Guide for the Conservation and Revitalisation of Heritage Cities and Towns in Asia*. as a main guideline for conservation program.

Consult with the community and assess cultural significance

At the start of the process, there should be the arrangement for community meetings. Through the meeting, sustainable cultural heritage management for tourism purpose will be discussed. As Vines, E. (2005) states that consultation with the community is an essential part of any conservation process and this will develop feeling of ownership. The local residents of Klong Suan will be acknowledged and involved in stages in heritage management and cultural tourism and at the same time they can share ideas. For every meeting arranged, the representative from both municipalities will be there as the knowledge generator and meeting moderator.

After brainstorming in the early meetings, the community can easily help in bringing out their old photographs and heritage elements. During the first meetings, those will be gathered and collected and analyzed. The heritage elements will be identified for their significant value. By this process, the community will realize their cultural significant value. Then in the next meeting, collaborative partnerships within the community will be forged by focusing on the involvement of youth, women and holders of cultural knowledge within the community and encourage voluntary contributions of labour and funding.

Cultural Heritage Conservation Knowledge Management Program

1. Encouragement of consciousness in the community by providing education on community cultural heritage to the community children. Arranging learning projects that the kids can get education and entertainment like a day camp so that they will get to know the cultural value of the place they live in.

2. The elder generation should cooperate in transmitting every information about Klong Suan such as history, wisdoms, knowledge of local products, custom, and culture to the next generations.

Development and carrying out of conservation policy and implementation strategies

Outline a management strategy and planning framework which achieves conservation objectives. At this process, all stakeholders, including the community, will be involved in developing conservation policy and implementation strategies. Being a part of developing policy and strategies writers, there will be more potential that the policy and strategies will be seriously carried out by the community.

Policies for restoration of heritage building

Since most of the heritage building are shop houses that are still being used, the restoration to make it appropriate for living in and continuing their way of life should be adapted. Restoration should be controlled by these suggested policies which are;

1. All houses should be preserved and restored by using similar material as the original one.

2. Restoration should be made after the careful research.
3. Any replacement or adding members to the house should ensure the aesthetic quality of the house preserved and record should be kept.
4. For changes in function of the house, the decision must be based on the consideration with respect for the rightfulness or properness of the original purpose of the house.
5. After the restoration, house inspection should be made regularly for maintenance purpose by the Maintenance Team.

To avoid incorrect restoration, the in-depth architectural researches have to take place here. Some materials may no longer be produced today, since this house had been built more than 100 years ago. The restoration of other houses that had been built in the reign of King Rama V should be revised. The specialist in Thai house restoration should be called to examine the site together with the owner. Planning for proper restoration should be decided base on the research that has been conducted; this can minimize the adverse effect of the works. During the work, each process and material used should be kept in record in such forms as photographs, sketches, or diagrams. The replaced members would not become a historic false due to the signage showing clearly which part is the replacement one.

Labour and funding for conservation program should start by voluntary contributions within the community, since this is their community where they live with the help from the municipalities since this is also the place that can be developed as tourist attraction, then conservation objective can be achieved.

2. Interpretation

Revise Interpretation at the community museum

Revising of the objective of the museum is urgently needed. People should come to learn something or get some feeling back from the museum, so the objective of the museum should be revised in what is to be communicated with the audience. Museums can be more than places to keep old goods, and with such much of conservation information, this place should educate people to realize the value of cultural resources both tangible and intangible, and bring about the consciousness of visitors toward their cultural heritage. All groups in the community should help in preserving the museum and materials inside the museum in good condition. The museum should educate the visitors and provide the positive feeling while walking around the museum, the abandoned building and center court of the house can be renovated for interpretation purpose. The interactive games or traditional Thai dessert demonstration can be taken here so that it may draw attention from lady and children. In the case that there is no budget for new multimedia in site, action could be taken to improve the signage to make it more attractive; adding beautiful pictures and changing wording from academic style to simplify wordings to suite the audience who mostly are just ordinary people with difference education background. This would help people to get into the content or objective being communicated. For the information concerning the research, the museum can print or publish and sell to people who are interested. Using cartoon or mascot to take tour all around or making a theme tour can be more interesting. Guide book for Klong Suan Market and the Museum should be published like it has been done in Sam Chook,

Supanburi. Color brochure should be made with good design and lay out, the information in this brochure should be selected to fit with tourism purpose. The Museum brochure can divide museum into parts or rooms and tell the theme of each room with relevant beautiful pictures. Map given to visitors upon arrival should be changed to a map that tell the name and location of shop houses, and this will be more useful. All interpretation medias should be provide in both Thai and English, so the foreigners will be more comfortable for taking the tour around Klong Suan Market and the Museum. For verbal interpretation, local youth guide is one choice. There are many places in Thailand where youth guides lead and give information to tourists, so does this museum. There is a school located nearby the market. The museum can choose some students from that school, educate them about the museum and let them guide the visitors during visits and tours.

Setting a Visitor Service Center

Visitor Service Center should be relocated in front of the market instead of standing as a part of community museum. With this, the visitors can gain information before entering inside the market, and can make a completed cultural tourism route according to the suggested 'Walking Trail' given here. Inside Visitor Service Center, there should separates interpretation area and service area. The Visitor Service Center, the information counter, where the visitor can ask for information or ask for printed document, should be placed at the front. Inside the information counter, the staff can work as a reception or information officer at the same time. The exhibition board telling about Klong Suan in detail should be placed at the center of this Visitor Service Center, so it will easily be found. Photo corner, souvenir shop and postal shop can be put aside; photo corner, souvenir shop will help the visitor collect the good memorial items about Klong Suan, postal shop can support 'hearsay' marketing technique and also can support the community as well. Service areas can generate some income for supporting tourism.

Redesigning of printed materials and signage for visitors and create interactive visitor event

Redesigning brochures and map is required. The original brochures which come in A4 size white sheet of paper with small font size should be changed into colorful handy size brochure and should have 'Walking Trail' on it. The information telling about Klong Suan Market's history, location, population, occupation, income per house, history of land owner and the idea of moving from an ancient community to be a cultural tourist attraction in the original paper should be changed into telling necessary cultural tourism information with colorful pictures attached.

Map should show the landscape and location of each shop house, instead it shows the direction to the market from Bangkok. 'Cultural Walking Trail' can guide the visitor to all cultural significant points in the community.

New signage telling more information should be placed at all cultural significant points according to the 'Walking Trail', so the visitors can notice cultural value even they are traveling without tour guide or local guide.

There should be a 'Visitor's Passport' to be given to the visitors for the opportunity of collecting stamp from each cultural significant point. After collecting all stamps, the visitors can keep this passport as the souvenir or put in the lucky draw box to win the award given by the Municipality or the community on the selected day.

For all the printed materials for tourism purpose including the map, brochure, passport and signage including direction sign and regulatory sign should be made in both Thai and English version.

Establish 'Klong Suan Local Guide Units'

From conservation program, the knowledge or local wisdom are transferred and gathered. Children, youth or elder residents should use that knowledge for preparing to be local guide leading on the cultural walking trail or just giving information to the visitors at the visitor center.

To establish this unit, the school nearby the market should be involved by putting this into the study courses or establish 'Junior Guide Club' so that the student will learn about the significant of the place they were born or are living; beside those who are interested can be volunteers for being the on-site guides.

Guides' duties are to give information of Klong Suan to the visitors, to lead visitors through 'Cultural Walking Trail' in case they request.

These guides may not get paid for working as volunteers but the visitors can put some money in 'Tips Box' that will be put at the visitor center where visitors will come to contact and ask for a guide and also will be the last stop point before they leave.

3. Tourism facilitating program

Adaptive reuse of historic building for supporting tourism

Johnson and Thomas (1995) comments that many heritage sites are now subject to a production process by which an original building or land undergoes some kind of transformation with an aim to add value. This may be the upgrading of a stately home, the building of café at a castle, or the provision of interpretative activities, such as historical re-enactments at a museum. For the house of landowner, which is now being use as community museum, the researcher proposed plan for renewal of the museum and applying adaptive reuse conservation technique in multifunctional buildings for tourism purpose as following;

The major restoration is urgently required. Most part of each building are made of timber, so they have totally deteriorated over time. Immediate reaction is to have the buildings and it surrounding restored to be as near its former state as possible. It will need to change to meet ongoing or future requirement. In order to preserve the place, replacement of the components is necessary and addition of a column or beam to make the building stronger.

According to the observation at the site, only one building which was the living house of landowners has been re-used. The kitchen, functional buildings and the center area of this place have not been used and are wasted just to show the setting or form of old buildings. Therefore change or rehabilitation could make the group of the old buildings useful along with the museum which draws attention just for the specific group of people.

There could be added the benefit for conservation and tourism purpose by restoring and using the other buildings.

After the restoration, the two-storey building should operate as it used to be, as the community museum and tourist information center. But the community museum should be renewed to be a real community museum as exhibition room only as it is now. And for the kitchen, the function building and the center area should be used for serving the tourists. This is to generate income in order to pay maintenance cost of this place. The researcher suggested that the kitchen, the function buildings and the center area could be changed to be: the activity center, Thai sweets shop and tea room, resting area for tourists, the place for selling OTOP (One Tambon One Product), and studio for taking custom photos.

Renewal of community museum

After the restoration, to be as community museum, the cultural details of the community should be reflected. The house itself can be the living archive to educate visitors about the ancient building restoration technique.

After the change made in the group of buildings, this place will add more value to the community. It can gain more aesthetic value after the grand restoration, the visitors can see more clearly how the residence in the reign of King Rama V looked like and that will be a good chance for the academics to use this site as a living archive. Adding the stronger members like column or beam, will keep the group of building to last longer and assure the visitors' safety while they pay a visit there in large numbers. Changing the function but still pay a respect to the original purpose such as changing the kitchen to be a showroom for Thai sweets and desserts and teas, and changing the function building to be a tea room, the tiny custom studio will add more social value and the scent of the old place can give the idea of calm and peaceful setting to the visitor while they are drinking tea and having desserts and these are better than being the abandoned sections of the house like today. For the residence part itself which now serves as the museum, after the major restoration, the new arrangement of exhibition inside should draw attention of the visitors more. The pictures of 'before' and 'after' the restoration can educate those who pay interest about the restoration process and technique, so it may inspire others to renovate their old timber house. The architecture of each building will be revealed and enhanced for their aesthetic values. However, the replacement of new members to the ancient house will unavoidably disrupt the interface between original components. The replaced members might become a historic false. It may be difficult to harmonize the appearance of the new member with the remaining fabric. (Dina D'Ayala and Hui Wang, 2006) And even using the same material, due to the skill, the outcome of work may not be the same as the old one, and that may affect the aesthetic value of the place.

Encouraging tourism activities

1. Homestay, guest house and ecotourism are other interesting options. Those homestay and guest house can draw attention from tourist who would like to stay overnight at Klong Suan. Whereas ecotourism can draw attention from tourists who are interested in

plantation or agriculture.

2. Walking Tour could be one interesting option for cultural tourism activity. In the case that the visitors do not have time and want to learn about this place, the “Cultural Walking Trail” map will be given to the visitors and they can walk by themselves or either they can make walking tour with youth guide.

3. Sight seeing tour by boat with youth guide for visitors who have more time to spend could be one more interesting tourism activity option. By now, there is a sight seeing tour by boat, taking about 1 hour, for making merit at Theparaj Temple and then return. Visitors can see the beautiful view and the way of life of people live along the canal. By adding to that, the guide from ‘**Klong Suan Local Guide Units**’ will tell the history and can introduce cultural value of Klong Suan.

Rearrange community circulation

Vehicular:

1. Paddle boats are recommended for transportation inside the community to avoid noise pollution. When using motor boat passing by the community, there should be less noise as much as possible.

2. Traveling by car became popular since the introduction of the main road, so traveling by boat trip to pay homage to Luang Pho Sothorn or boat taxi to Lad Krabang or Bang Pakong should be re-introduced again.

3. Parking space for the visitor should be paved with the asphalt to avoid dust and dirt. Parking lanes line should also be drawn. Trees need to be planted for shade.

4. There should be a signage telling the traveler in English of the way coming to Klong Suan.

Pedestrian:

1. It is strongly recommended that there should be a proper pathway along the canal as a footpath so visitors can also enjoy the ways of living of community people along the canal, not only come for shopping in the market then head home.

2. The high bridge or “Asvanich Bridge” is the significant bridge, therefore changing, fixing, or colouring it should be considered very carefully as one of the significant structures inside the market.

3. The map of Klong Suan given to the visitors in contact center for “the Tourist Information” should be changed from the map **to** Klong Suan to be a really map **of** Klong Suan or use *Cultural Map* as a *Walking Trail* instead.

Atmosphere:

Garbage

1. The Municipality of Klong Suan and the Municipality of Thepharach should invite and encourage their villagers in the community to pay attention to the garbage problem. The municipality should arrange a working timetable of arrival of garbage trucks in the community with a higher frequency on weekend.

2. The preventive and valid measures for a violator of littering are highly required to be implemented to everyone in the community, by determining a penalty with expensive fee to be charged.

Scenic Pollution

1. Any decoration or adding feature to the building should be harmonious with the old buildings.

2. Any demolition of the heritage building should be referred to the Municipality for authorization.

3. Any housing project in Klong Suan community should be consulted with the Municipality and related organizations such as Department of Fine Arts and Ministry of Culture.

4. Destination Marketing

There are a lot of attractions of the places, people, things, and events in the community, including the housing style, local products, culture, and custom. By the way, there are few groups of people outside the community that know about them. Right marketing strategies will enhance visitor's awareness for visiting Klong Suan.

Publicity

There should be more publicity to communicate and present the attractiveness of the community with long and invaluable cultural history to the people outside the community domestically and internationally. The uses of media tools such as travel or lifestyle section in the newspaper, radio, website, famous T.V. show and travel magazine would be main strategic channels to reach participants economically.

Create cultural tourism network

There are many places surround Klong Suan as cultural tourist attractions. From the research, it was found that many visitors had visited those places before coming at Klong Suan, and also was found that they would go to visit another places nearby before returning their home. Therefore, creating 'Cultural Tourism Network' or 'Cultural Day Trip Program' would call more visitors to come to this community.

Arrange community events

Traditional events can draw attention of the visitors and the community can share the benefit from these events. It is the good chance for the community to work together as one. When there is an event, it should be promoted through varied marketing channels such as journal, radio, TV program or internet.

5. Monitoring

In the management plan for cultural heritage tourism, there should be a checklist for this monitoring process. Monitoring by using checklist with details such as timeframe, budget, persons responsible and outcomes will ensure that all plans are implemented and the results of implemented plan.

Suggestions for future research

In relation to this dissertation, there should be future research to be taken as the following;

1. The future research should be followed up the Management Plan of Klong Suan for Cultural Tourism, that after the implementation on the Plan, how is Klong Suan Market program going on.

2. The future research should focus on the satisfaction of visitors on cultural tourism factors that Klong Suan developed such as the ‘Cultural Walking Trail’

3. The future research should be undertaken on the collaboration among all stakeholders include the local government of Klong Suan, the owners of the market, TAT, Department of Fine Arts, and other related units in regard of cultural heritage tourism and conservation of the community.

4. The future research should be undertaken on the feasibility study of Klong Suan’s Homestay establishment.

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