TANGIBLE - INTANGIBLE HERITAGE(S): AN INTERPLAY OF DESIGN, SOCIAL AND CULTURAL CRITIQUES OF THE BUILT ENVIRONMENT

• Paper / Proposal Title:
The Study and Development of the Creative Tourism Strategy for the World Heritage Site, Si Satchanalaithe Town – a pathway to constructing an ASEAN Tourism Network Community

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• Presentation Method. I would like to:

  i. present in person (with/without a written paper)

• Abstract (300 words):
This research investigated the levels of satisfaction shown by local organizations and community leaders in the Si Satchanalaithai district with regard to a proposed master plan to develop strategic models for creative tourism. Situated in Sukhothai province, Thailand, the area in question was a part of the Historic Town of Sukhothai and Associated Historic Towns that, together, formed a UNESCO World Heritage site. By examining a number of communities located in the vicinity of the historical park, the research initially revolved around ways in which heritage – both tangible and intangible – had been perceived and utilized by the local inhabitants. The results were further explored in terms of strategies
to foster tourism that involved issues of authority and values of community-heritage engagements.

Operating on interpretive and systematic methodologies, the research relied on questionnaires and focus group interviews to collect data from five organizations and thirty community leaders. Employing the methods of frequency, percentage, arithmetic means, and standard deviation, the statistical analyses revealed the following findings:

First, in order to devise valid strategic models to accommodate tourism, mission statements should contain well-defined objectives and modes of conceptualization. Second, their formulation should involve all important stakeholders via the principles of co-ordination, co-operation, and collaboration. Third, the implementation of these models should incorporate assessments of their success, as well as satisfaction levels from both the local populace and other scholars in relevant academic fields.

Having employed this model of analysis it is possible to conclude that the process of developing the master plan to promote creative tourism in Si Satchanalai was highly effective since it enabled community leaders and other stakeholders to apply their practical knowledge to work together, as demonstrated by the creation of tourist information maps in the district.

• Author(s) Biography (200 words each):

Chaturong Louhapensang currently serves as an associate professor at KMITL and teaches at the undergraduate, graduate, and doctoral levels. He holds a B.S.Id.Ed. in Industrial Design from KMITL. Chaturong received both his M.Ed. in Educational Technology and Ed.D. in Educational Technology from Srinakharinwirot University. His scholarly interests cover a wide range of topics including Instructional Design, Educational Technology, Creative Economy, Art, Craft, and Cultural Studies. In Fall 2010 Chaturong was appointed Head of the Department of Architectural and Design Education. In addition to his academic career, he has been designing medical equipment and consumer products for the last fifteen years.

Surasak Kangkhao currently serves as an associate professor at KMITL and teaches at the undergraduate, graduate, and doctoral levels. He earned both his B.Arch and M.Arch in Architecture from the University of the Philippines, Diliman campus. His scholarly interests cover topics including Architecture and Culture, Urban and rural planning, Creative Economy, Art, Craft, and Cultural Studies. In addition, Surasak is a licensed architect with extensive experience in professional practice.