

**The Proposal for Tourism Management and Conservation for Local Heritage
of Thasutthawat Temple and its community, Pa Mok district, Ang Thong Province**

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Abstract

This research aimed to review (1) the background, cultural significance as well as the identity of the Thasutthawat Temple and its community, and (2) to propose the temple and community's heritage conservation and tourism management guideline in order to sustain temple and community's heritage together with tourism development. Critical to the aims was the assumption of acknowledging the importance of promoting better understanding for tourists and community of the place, the associated role of conservation and tourism management plans, cooperation between the stakeholders, and appropriate interpretation and presentation of heritage resources. Bang Sadet Community is a handicraft village and valuable historic site that still maintains its cultural significance which is one important key factor to indicate why such place is worth conserving. The community is located on the south of Pa Mok district in Ang Thong province. There is one important Buddhist monastery at this community which is Thasutthawat Temple. The date of temple's establishment is unknown, but there is historic evidence on the temple compound of Thasutthawat Temple that this temple was closely related to the capital city of Ayutthaya as it was on the route that Thai armies took to fight with the Burmese in the reign of King Naresuan the Great. It was found that Thasutthawat Temple and its community are rich in cultural and natural heritage. Moreover, the cultural heritage of this temple and its community have a significant role in attracting tourists for cultural heritage tourism. However, there are no management plans to promote cultural heritage tourism and conserve cultural heritage significance in the temple and its community today. There is, therefore, a need to provide better understanding of the temple and community's significance to tourists through the inception of tourism management plans which will provide for tourism, conserve the significance of cultural heritage values, and also enhance community involvement as well as providing economic benefit. Proposed management plan for cultural heritage tourism at Thasutthawat Temple and Bang Sadet community is also proposed for creating sustainable tourism. Finally, the government, all members in the community and stakeholders are major participants for future actions to address the cultural heritage significance conservation and tourism management plans. In order to get achieve a stronghold of the community in the sustainable way. Thasutthawat Temple and Bang Sadet community have a very high potential for cultural heritage tourism as well as historical tourism, because of its cultural heritage value.

Keywords: Tourism Management, Local Heritage, Heritage Conservation, Cultural Heritage Tourism

1. Introduction

With travel slowly resuming in Thailand because of Coronavirus Disease 2019, domestic travel is trending to nearby destinations such as Ayutthaya, Kanchanaburi and Lob Buri.

Ayutthaya, Thailand's ancient capital, is a famous destination of cultural heritage tourism. Many cultural and historical resources in Ayutthaya such as religious buildings, museums and palaces are grabbed the interest from domestic and international tourists. Phra Si Sanpet Temple, situated within the Royal Palace, is the most famous and important attraction site in Ayutthaya. This temple could be considered to be primary or "Icon" attraction that will bring tourists to Ayutthaya. Moreover, primary attraction sites can be also denoted as major sites of the first rank architecturally and their importance in cultural significance. Secondary attraction sites are appealed to tourists once they are already at a destination and are examined as the options or choices for their time. Secondary attraction sites also can be of considerable interest, definitely worth seeing if in town and worth half a day's travelling if outside the town. Apart from many temples and ancient ruins of Ayutthaya, the central province of Ang Thong offers visitors the opportunity to visit an interesting ancient temple with its community and this is also considered as secondary attraction site which is not far from Ayutthaya.

Thasutthawat Temple is located at No. 12 Moo 2 Bang Sadet Sub-district, Pamok District in Ang Thong Province. To the north of this temple there is a public thoroughfare, to the south is an irrigation canal, to the east is a road along the irrigation canal and to the west is the Chao Phraya River. The site of this temple is a low area on the bank of the Chao Phraya River. Across the river to the south at Phong Phaeng Sub-district of Pamok District, there is a canal from the Chao Phraya River to the Noi River at Hua Wieng Sub-district of Sena District in Ayutthaya Province. This point on the river is known among local people as "Pak Khlong Phong Phaeng" (The mouth of Phong Phaeng) and this canal has been known as "Khlong Bang Luang" (Bang Luang Canal) at least since the time when King Rama V of Bangkok travelled along this canal while visiting this area in the 19th century.



Source : Panot Asawachai (2019)

Figure 1 The Layout of Thasutthawat Temple

Figure 1 illustrates the layout of Thasutthawat Temple which the new stupa is on the north of the ordination hall and the ordination hall is on the south. The buildings inside the temple compound are consisted of 1.) the ordination hall, its width 9.40 meters and its length 23.40 meters. 2.) the abbot's living quarters, a group of monks and novices' living quarters and a dining hall, totally 12

buildings exhibiting typical Central Thai architecture. Moreover, there are a two-story library for Buddhist scripture and a one-story prayer hall. These library and prayer hall are the focal point of a group of residences for monks and novices. 3.) the shrine of King Naresuan and Prince Ekatosaro 4.) a royal residence of H.R.H Princess Maha Chakri Sirindhorn stands in the middle of a pond and a residence for her entourage is to the south of the royal residence. 5.) an old wooden pavilion for delivering sermons located by the river. 6.) two ancient stupas with indented corners, which are located by the river to the north of the old pavilion. Nowadays, they are currently in dilapidated condition. 7.) a new stupa is on the north of the ordination hall, which is kept ancient Buddha images and the relics of the Lord Buddha and 8.) a traditional crematorium and a pavilion for mourners.

However, tourism at Thasutthawat Temple is only operated by the monks who live at this temple. It has not been seriously boosted as cultural heritage tourist attraction. Nowadays, there is no any process to manage this historic site in order to support tourists as well as conserve the authenticity of the place and the community. According to there is no any management plan at this temple, it is caused the negative impacts such as insufficient knowledge of tourism management and conservation of historic site. Therefore, management of historic site for cultural heritage tourism is essential for promoting Thasutthawat Temple sustainably.

1.1 Objectives

1. To review the background, cultural significance as well as the identity of the Thasutthawat Temple and its community.

2. To propose the temple and community's heritage conservation and tourism management guideline in order to sustain temple and community's heritage together with tourism development.

1.2 Scope of the study

1. Area of study : This research focused on Thasutthawat Temple and its community.

Thasutthawat Temple is located at No. 12 Moo 2 Bang Sadet Sub-district, Pamok District in Ang Thong Province. To the north of this temple there is a public thoroughfare, to the south is an irrigation canal, to the east is a road along the irrigation canal and to the west is the Chao Phraya River. The site of this temple is a low area on the bank of the Chao Phraya River. Across the river to the south at Phong Phaeng Sub-district of Pamok District, there is a canal from the Chao Phraya River to the Noi River at Hua Wieng Sub-district of Sena District in Ayutthaya Province. This temple is surround by two villages which are Ban Wat Tan Tai and Ban Wat Tan Nuea.

2. Focus of the research : investigating and outlining cultural heritage management toward cultural heritage tourism in Thasutthawat Temple and its community.

3. Target groups : splitted into three groups of stakeholders which are consisted of monks who live in Thasutthawat Temple and local residents, private and government agencies, and tourists.

4. Examining and discovering : addressing both tangible and intangible heritage values. Tangible includes heritage buildings and infrastructure. Intangible includes culture, beliefs, way of life, and other related aspects.

2. Research Methodology

This research was focused on qualitative method. Qualitative method aims to gather an in-depth understanding of issues studied. In this case, research instruments of this research were carried out as follows:

- (1) Literature research
- (2) Field observation
- (3) In-depth interview
- (4) Interview / focus group meeting / participatory research

Literature research: The researcher had conducted a through literature search from books, academic journal, research reports, government data, daily newspapers and the Internet. The research was focused on topics relevant to the study. This literature research helps for basic understanding and background of temples' contexts from the past until today. Furthermore, information or data of what this temple was involved into the government policy of promoting cultural heritage tourism were also observed.

Field observation: The research had made an inventory of cultural heritage significance that had relevance to cultural heritage tourism at this temple and its communities by observation and photographic recordings. Field data sheets had prepared to facilitate field data collection. Relevant temple's antique collections, if available, were examined to determine the changes in cultural heritage significance and values of this temple and the temple's communities over time.

In-depth interview: This was undertaken with the abbot, monks, leaders of local communities, government organizations' officers, academics, private-sector operations, visitors and people working in architecture. All interviews were recorded by using a portable tape recorder (if permitted by the respondents) to avoid any disruptions caused by note taking.

Interview / focus group meeting / participatory research: The research approached local residents in the communities that are nearby the temple to solicit their personal opinion about the cultural heritage significance and values of the temple. The researcher also participated in religious and cultural ceremonies and festivals that reflect the communities' cultures.

3. Analysis of Data

As all interviews were undertaken in Thai language, the collected data was transcribed and translated into English. To reduce bias and misunderstandings arising from translations, the researcher referred translation-related concerns to some English native speakers in Thailand. Analysis the results were comprehend into these topics:

- Analysis of value and cultural significance of the temple which is including aesthetic, historic, social and scientific values.
- Determining the positive and negative impacts of cultural heritage tourism development on cultural heritage significances and values of the temple.
- Consideration and development of policies for the management recommendations on developing and managing the cultural heritage significances and values of the temple and its communities.

3.1 Cultural Significance Analysis

According to Australia ICOMOS (1999, p.12), Cultural significance is a concept which helps in estimating the value of places. The places that are likely to be of significance are those which help an understanding of the past or enrich the present, and which will be of value to future generations. The adjectives used in definitions of cultural significance are aesthetic, historic, scientific and social values. For this temple, cultural significance is found in each value as follows:

Value	Thasutthawat Temple
Aesthetic	1.) After the completion of the new ordination hall, H.R.H Princess Maha Chakri Sirindhorn assigned students of the Design Section of the Handicrafts Promotion Foundation under the patronage of Her Majesty the Queen execute the mural painting inside the ordination hall.

Value	Thasutthawat Temple
	The murals depict the life of the Lord Buddha; particularly as in the Maha Chanaka Jataka composed by His Majesty the King Bhumibol the Great. On October 15, 1993, H.R.H Princess Maha Chakri Sirindhorn came here to take brush in hand to begin the painting of the murals. After, the completion of this work, the Princess visited the temple on January 20, 1995, and observing the beauty of the murals, doors and windows. Thasutthawat Temple murals emphasize as neotraditional Thai art. Neo-traditional Thai art is “being in the middle” between Thai and Western, traditional and modern. It is merely syncretic blending. This neo-traditional Thai Art represent a modern form through the aesthetic values of Thai mural paintings in the past that is suited to modern conditions. Even though the mural paintings of Thasutthawat Temple is not categorized as heritage, but it shows the aesthetic value of Neo-traditional Thai art which defined as a fine art nowadays. Moreover, the murals of Thasutthawat Temple is considered as one of the most beautiful mural paintings in Ang Thong Province.



Figure 2 Mural on the Lower Right of the Front Wall

Figure 2 illustrates the mural on the lower right of the front wall shows the town of Ang Thong. The mural depicts an important event in the history of Ang Thong and also shows important places of the town such as the City Pillar, The Ang Thong Administration Office and The image of Phra Maha Buddha Phim (Luang Poh To of Wat Chiyo Worawihan). Photo by Panot Asawachai, 2019

Value	Thasutthawat Temple
Historic	1.) Thasutthawat Temple is a temple that is important for Thai history because this temple was closely related to the capital city of Ayutthaya as it was on the route that Thai armies took to fight with the Burmese. In particular, in 1592, King Naresuan encamped his army at this temple before crossing the Chao Phraya River to encamp for the night at Wat Pamok Worawihan. From there, King Naresuan went forth on a campaign, during which he fought on elephant back at Don Chedi battlefield in which he gained victory. Thus, Thasutthawat Temple is taken a place in Thai history. The statues of King Naresuan the Great and Prince Ekatosarot are erected at this temple for reminding his encamping at this temple. Moreover, The mural inside the new ordination hall also depicts the historic event when King Naresuan the Great and Prince Ekatosarot encamped at this temple before moving on to the batterfield in Suphanburi.



Figure 3 The Statues of King Naresuan the Great and Prince Ekatosarot

Figure 3 illustrates the statues of King Naresuan the Great and Prince Ekatosarot are erected at Thasutthawat Temple for reminding his encamping at this temple. Photo by Panot Asawachai, 2019

Value	Thasutthawat Temple
Social	<p>1.) The mural at the ordination hall of Thasutthawat Temple is connected with the Princess in that it was executed in ordination hall dedicated to the Princess and by the students of arts under the royal patronage, who though poor and with little education or skill, are full of faith and willingness to do their best to become great artist. The mural here is an important sign of the attempt to preserve mural Thai painting and encourage and teach Thai youth to appreciate and conserve Thai art.</p> <p>2.) Having granted the walls of the new ordination hall of Thasutthawat Temple for fieldwork by students of the Design Section of the Foundation for Handicraft Promotion under the patronage of Queen Sirikit. The Princess visited them on October 15, 1993. It was on this occasion that the talented Princess painted a mango on the mural; this contribution by the “Royal Patron of Thai Cultural Heritage” turned ordinary schoolwork into a remarkable mural.</p>

3.2 Current Management of Thasutthawat Temple

The Bang Sadet sub-district municipality provides a vision and obligation regarding its heritage and tourism management, concentrating on conserving and promoting its cultural heritage, including festivals and local wisdom, together with developing tourism resources, tourism activities, and the environment. They set up meetings with community leader 2-4 times per year or when the community has important issues. Moreover, they have set up the campaign “Bang Sadet is the place for safe food production, restoring Thai local culture and inheriting Court Doll Project”, aiming to preserve the traditional Court Doll production skill. Before taking a look at the current management of the temple, there must take a look at the potential benefit of promoting Thasutthawat Temple and its community as a tourist destination for promoting the benefits of tourism to the temple and its communities.

The first potential benefit of promoting Thasutthawat Temple and its community as a tourist destination is to create the awareness of public value’s importance and to conserve it. “Public value” or “Community heritage value” are terms sometimes used to refer to those elements of significance of heritage places that are most generally valued by communities and society as a whole. The public value is consisted of historic, aesthetic and social attributes. These attributes can create a sense of place which is important to national or local self-identity. Thai people from the past to present generations remind Thasutthawat Temple as a memorial place of King Naresuan the Great, King Ekatosarot and H.R.H Princess Maha Chakri Sirindhorn. Many visitors including the communities around this temple appreciate the temple’s aesthetic value such as the gilded lacquer designs on the door panels and the exquisite mural paintings inside the ordination hall. The temple also has major historical value due to its role in the history of Thai history King Naresuan the Great encamped his army at this temple before crossing the Chao Phraya River to encamp for the night at Wat Pamok Worawihan. From there, King Naresuan went forth on a campaign, during which he fought on elephant back at Don Chedi battlefield in which he gained victory in 1592. All these attributes contribute to the reasons why the communities and Thai people value this temple as a public value. As the conclusion, promoting this temple as a tourist destination can be created the public awareness of temple’s significances that can be conserved the public value for this temple.

The second potential benefit is economic benefit. Promoting tourism into this temple can be brought “Tourism development”. Tourism development can bring improved income and living standards for local people. It stimulates the economy in the communities by creating demand for communities’ producing and through infrastructure development projects. Creating jobs for local people may be associated directly such as local youth tour guide or managerial positions; or in supporting tourism industry like food production or retail suppliers. Tourism development which brings economic benefit to these communities means increased spending in the communities generated from visitors or tourism businesses can directly and indirectly promote the viability of local businesses. Nevertheless, infrastructure including roads, parks and other public spaces can be developed and improved both for visitors and local residents through increased tourism activity in the communities. This is also the economic benefit from tourism development as well. Ban Bangsadet Court Doll Center is a good sample of supporting local economic sphere by the temple. This is because the abbot of Wat Tha Sutthawat has collaborated with the governmental officers in Pa Mok district to establish this center by the Royal initiation of Her Majesty the Queen in 1976. When Her Majesty the Queen visited and offered help to those who suffered from flood in 1975, the people were overwhelmingly pleased with Her Majesty presence and contribution. In remembrance of their gratitude to Her Majesty, the people in this area approvingly changed the name of Ban Wat Tan sub-district to Ban Bang Sadet sub-district. The establishment of Ban Bang Sadet Court Doll Project has the main purpose is to help the villagers earn supplementary income and also present

Thai local handicraft to the people who are interested. For the daily activity of the Court Doll Center, some project members will demonstrate court doll making to the visitors and the products on sale are available at the Court Doll Center as well. Court dolls are the exotic clay invention displaying Thai-style course of life and culture, for example, Thai childrens' recreation, Thai orchestra or various types of Thai fruits. They are appropriate as souvenirs.

The pride of communities from presenting this temple as a tourism destination can be generated through tourism. This is the third potential benefit which is counted as "Social benefit". A positive sense of community identity can be reinforced and tourism can encourage local communities to maintain their traditions and identity. Thasutthawat Temple is the pride of the communities and the nation as a whole. This is because there are many important components and contents which make this temple unique. For example, on the side walls above the windows inside the ordination hall, Princess Sirindhorn had a mural depicting the Mahajanaka painted. This is a story of special significance to her because her father often told this story to her. The story starts from the wall on the left of the principle Buddha image and ends at the wall on the right of the principle Buddha image. This unique can be brought the pride of the community and the nation as a whole.

According to data received by in-depth interview and field observation, this research indicates the following factors are significant for Thasutthawat Temple's management.

1) Way of life

According to Thai customs, there is a variety of practices including religious activities held at the temple, such as making merits, listening the sermon, Buddhist ordination ceremony, and an important religious ceremony which is called " Kor Phra Chedi Sai (building of sand pagodas) ". This tradition apparently started as a way for local people to make merit. It was reckoned that over the course of a year, a lot of sand would accidentally be taken away from the temple on the bottom of people's shoes. So, once a year, local lay people would be invited to bring back some sand and build a pagoda. Kor Phra Chedi Sai Festival has been a religious tradition in the Thai culture for centuries. It's usually held during the Thai New Year and highlights teamwork by local residents who work together to build the pagodas. Furthermore, these beliefs and practises are transferred from generations to generations. These can be regards as intangible heritage of the temple and communities and can be last very long time.

2) Tourism facilities and service

- Car park services : Free car parks are provided approximately with 80 parking spaces around the Thasutthawat Temple and Thasutthawat Temple School. However, there are problems with the traffic management, especially during the festivals.

- Accommodations : fifteen home stay members in the Bang Sadet home stay group and approximately fifteen home stays are provided for the tourists that want to experience the authentic and local community.

- Toilet facilities : there is one station public toilet available in the temple compound. This toilet station is unisex and there is limited availability of toilets for the number of visitors during festivals. However, the toilet is very dirty and there are no handicap-accessible toilet facilities.

- Information center : there is no official information center in the temple compound at this moment. However, a 60-year-old female manager of Bang Sadet Court Doll, Khun Prayao Seang-prapai, personally makes herself as information center of Thasutthawat Temple and Bang Sadet Court Doll Center. The tourists who would like to visit the temple and Bang Sadet Court Doll Center as a group tour should contact her for making an appointment first at 035-868-317.

- Street furniture : The Bang Sadet sub-district Administrative Organization provides litter bins for the Bang Sadet community. However, there are not enough litter bins. From observation, some of the litter bins are full or overflowing, especially during the festivals, and the waste segregation system is not used by the community.

- Direction signs : There are adequate direction signs along the way, directing visitors to the Bang Sadet Court Doll Center. From the Bangkok-Bang Sadet Court Doll Center route, the first direction sign is located on National highway No. 32 before turning left to National highway No. 33 to Pa Mok district and then there are more direction signs when visitor nearly arrive at the Bang Sadet Court Doll Center.

- Interpretation : Nowadays, the interpretation at Thasutthawat Temple and Bang Sadet Court Doll Center is “rich in objects but poor in interpretation”. This temple and the court doll center have many interesting and important fabrics that are related with cultural significance. However, the interpretation process for educating and communicating is not foreseen its importance. There are a few information boards for informing the temple’s history and the history of establishing the court doll center inside the temple. These information boards are not given the details of cultural significances of this temple and the court doll center. They just provide general information of temple’s history and the history of establishing the court doll center . This can not be enhanced the visitor experience and conserved the pride of the communities and nation.

- Food shop/restaurant : There are a few food shops and local restaurants available along the National highway No. 33 which is the main road to this temple and the court doll center. Tourists can find them easily. However, most shops are opened only in the morning until the afternoon period of a day. Most of them run between 9.00-15.00 hrs.

- Safety : There is no any security guards available in the temple and court doll center compound.

3) Resources

Budget resources are an essential part of community development, support for conserving the local heritage, and the maintaining the infrastructure and sanitation. The major budget resources are from the following :

- Ang Thong Province
- Tourism Authority of Thailand, Lopburi Office
- Ang Thong Provincial Office of Tourism and Sport
- Ang Thong Community Development Provincial Office
- Bang Sadet sub-district municipality

4) Stakeholder

Stakeholders for relevant to the cultural heritage tourism in Thasutthawat Temple and the Court Doll center at present can be divided into three parts as follows :

4.1 Government Sectors

- Ang Thong Provincial

This office support and provide advice to Bang Sadet sub-district municipality.

- Tourism Authority of Thailand, Lopburi Office

This office directly responsible for marketing and public relations by provide information on their website and organize a tourism activities to promote the temple and the court doll center.

- Ang Thong Provincial Office of Tourism and Sport

This office is responsible for promoting and supporting the development of tourism

- Ang Thong Community Development Provincial Office

This office is responsible for community development.

- Bang Sadet sub-district municipality

This municipality is directly responsible for managing and developing Bang Sadet community.

4.2 Private Sectors

- Abbot and monks of Thasutthawat Temple : this key stakeholder is more suitable to play the role of organizing cultural heritage tourism at Thasutthawat Temple because they are as a cultural heritage center of the temple.

- Communities : this party is also the main important key stakeholder to take role of encouraging conservation and promoting tourism at the temple and the court doll center

4.3 Non-Government Sectors

- Bang Sadet Home Stay Group

- Bang Sadet Court Doll center member group

Conflict can arise between the local stakeholder of Bang Sadet community from different interests and policies.

5. Legislation

There are no formal legislation concerning heritage preservation and tourism management in the Bang Sadet community. Local people have to conserve their heritage by themselves.

3.3 Proposal for Heritage and Tourism Management

The rich cultural heritage of Thasutthawat Temple and Bang Sadet community includes their traditions, local lifestyle, and their local wisdom and architectural heritage, all of which present the temple and the community identities and characters. It is important to understand the potential of the temple and its community before proposing management guidelines for them. A SWOT analysis is a useful tool for assessing strengths, weaknesses, opportunities, and threats (SWOT).

Strengths (S)

- Valuable and unique local heritage
- Beautiful scenery of Chao Phraya River
- Close to capital city
- Bang Sadet Court Doll Center is given award by Department of Environmental Quality Promotion in 2019.

Weaknesses (W)

- The local people lack understanding of cultural heritage conservation and sustainable tourism.
- There is no comprehensive plan for conserving the local heritage or tourism development.
- Lack of tourism facilities such as formal information centers, tourist routes and local tour guides.
- Lack of public relations
- Lack of market opportunities
- Lack of cultural tourism specialists

Opportunities (O)

- Possible communication tourism routes to nearby tourism resources
- Possible tourism activity on the river because it is next to Chao Phraya River
- Health tourism such as Thai Massage
- Popular trend of nostalgia tourism

Threats (T)

- Lack of support from the tourism sector to be the major tourist attraction the the central region

1. Tourism activities

Tourism activities in the temple and its community includes boat sightseeing, biking route should be created to the visitors.

- Boat sightseeing should be concerned safety, noise, loss of privacy of local people and environmental protection. The boat route should be connected between Thasutthawat Temple and Pamok Worawihan Temple. This is because this route can created the public awareness of temple's historic significances.

- Biking route should be provided to the visitors by the local community. A biking tour is a great way to explore the temple and its community and the local community should also provide bicycle parking, a bike lane, and bicycle maps. A biking tour would allow visitors to enjoy the landscape of Bang Sadet Community, with its rice fields, cultural attractions, and local lifestyle.

2. Establishment community museum

Bang Sadet community museum should be established at Thasutthawat Temple. From the interviewing the abbot of this temple, Phra Khru Suthisarnnun intends to restore the old Sermon hall for establishing the Bang Sadet community museum for presenting aspects of the history and culture of the community.

3. Developing potential media

- Website : Thasutthawat Temple and its community should create their own website in Thai and English languages to introduce the site information to visitors. The website should also be updated with new information and events often. Moreover, visitors can scan QR codes on the signs with their smart phones and link them to the website. The website to facilitate visitors at pre-visit, on site and post-visit should be developed in the forms of publication, visual media and web page. Nowadays, there is no any web page providing for this temple and its community. This should be improved suddenly as for providing pre-visiting and post-visit experience to the visitors.

- Print material : A brochure is a good tool to promote the temple and its community. It should provide basic information about the history of the temple and its community, tourist attractions, traditions, and a map. The text in the brochure should be written in short sentences and use vivid language with eye-catching photos. A guidebook should be also provided to the visitors. A guidebook should provide a general overview of the temple and its community, its local heritage, traditions, local wisdom, festivals and homestays. The guidebook should include a map, information about the tourist attractions in and around the community, and cultural tour routes. It must be available in both the Thai and English languages with beautiful illustrations.

4. Traffic and transportation management

- Visitor vehicles have to park in designated parking spaces.

- Bang Sadet municipality should provide shuttle bus transfer to and from the Ang Thong bus station.

5. Improving environmental conditions

- Solid waste : Bang Sadet municipality should provide a sufficient number of litter bins, and make sure that the bins are placed in a good condition. The materials and design of the bins should reinforce the community character. Moreover, separate bins should be provided.

6. Interpretation in Thasutthawat Temple and its community

- Information center : a formal information center should be provided to offer tourist information, brochures, and suggestion tour itineraries for Thasutthawat Temple and its community to the visitors. The Bang Sadet municipality should cooperate with local people and stakeholders to create concepts and themes. The Bang Sadet Court Doll Center which is located on the temple compound is an appropriate place to build an information center, and the architecture style of this information center should be compatible with the character of the community.
- Signs : this is a communication tool to provide information to visitors. The location of the signs should be clearly visible, and the text size should be easy to read and contain important information in both Thai and English languages. Additionally, durable materials should be used to make the signs, and the design needs to consider the character of the community and the illustrations should be eye-catching. It is also important to limit the number of advertisements and signs in the community.

4. Discussion and Conclusion

Thasutthawat Temple and its community are a secondary attraction site. This is because secondary attraction is appealed to tourists once they are already at a destination and are examined as the options or choices for their time. Secondary attraction sites also can be of considerable interest, definitely worth seeing if in town and worth half a day's travelling if outside the town. Thasutthawat Temple is one of famous Buddhist temples in Ang Thong province which are considered as an interesting temple and have many special significances. Thasutthawat Temple is a temple that is important for Thai history because this temple was closely related to the capital city of Ayutthaya as it was on the route that Thai armies took to fight with the Burmese. In particular, in 1592, King Naresuan encamped his army at this temple before crossing the Chao Phraya River to encamp for the night at Pamok Worawihan Temple. From there, King Naresuan went forth on a campaign, during which he fought on elephant back at Don Chedi battlefield in which he gained victory. Thus, Thasutthawat Temple is taken a place in Thai history. This temple is rich in cultural significances, which are aesthetic, historic, scientific and social values. The potential benefits of promoting Thasutthawat as a tourist destination is to create the awareness of public value's importance and to conserve it. Secondly, promoting tourism into this temple can be brought "Tourism development". Tourism development can bring improved income and living standards for local people. This can be counted as "Economic benefit". Thirdly, the pride of communities from presenting this temple as a tourism destination can be generated through tourism. This is the third potential benefit which is counted as "Social benefit". Furthermore, Thasutthawat Temple and its community are needed to create more tourism activities and also improve environmental conditions by providing separate bins. Improving the interpretation process is also needed to concern by establishing the local museum, improving signs and setting information center. In summary, Thasutthawat Temple and its community have a potential to develop into a successful model of sustainable development if local people, the local government, and relevant sectors coordinate closely to conserve and protect the local heritage, along with tourism development, and are aware of the impacts of tourism development.

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