

**SUSTAINABLE TOURISM DEVELOPMENT
IN AYUTTHAYA**

**BY
NAWIN MINAKAN**

**A DISSERTATION SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF
DOCTOR OF PHILOSOPHY (DEVELOPMENT ADMINISTRATION)
SCHOOL OF PUBLIC ADMINISTRATION
NATIONAL INSTITUTE OF DEVELOPMENT ADMINISTRATION**

ISBN 974-231-628-7

2004

SUSTAINABLE TOURISM DEVELOPMENT
IN AYUTTHAYA
Nawin Minakan
School of Public Administration

The Examining Committee Approved This Dissertation
Submitted in Partial Fulfillment of the Requirements for
the Degree of Doctor of Philosophy (Development
Administration).

Associate Professor.....*Juree Vichit-Vadakan*.....Committee Chairperson
(Juree Vichit-Vadakan, Ph.D.)

Professor.....*S. Thamrong*.....Committee
(Sombat Thamrongthanyawong, Ph.D.)

Associate Professor.....*Ruangdej Srivadhana*.....Committee
(Ruangdej Srivadhana, Ph.D.)

ABSTRACT

Title of Dissertation	Sustainable Tourism Development in Ayutthaya
Author	Mr.Nawin Minakan
Degree	Doctor of Philosophy Program (Development Administration)
Year	2004

This study was designed to answer the research objectives which were twofold: 1) to explore the components of sustainable tourism development in Ayutthaya and derive a possible model for sustainable tourism growth in contribution to the theory of sustainable tourism. 2) Using empirical data to identify the present situation of sustainable tourism in Ayutthaya according to the derived model.

The research methodology was mainly qualitative in nature so as to attain a profound analysis of sustainable tourism development in Ayutthaya, with a combination of various qualitative techniques: document analysis, observation, and in-depth interviews of stakeholders i.e. tourism regulators, tourist operators, and local people. In addition, the quantitative approach was also applied in this study using a survey method with 400 tourists visiting Ayutthaya as the samples of study.

The findings from both qualitative and quantitative approaches were congruent. All stakeholders agreed that there were six components of sustainable tourism development in Ayutthaya which consisted of; conservation and development as the leading drivers, continuity,

cooperation and community involvement as the supporting drivers, and good tourism as the basic driver.

The present situation of sustainable tourism in Ayutthaya was the domination of the mass tourism type, lack of leadership towards development in sustainable tourism, and low cooperation and networking. Positive impacts found were in terms of natural and cultural conservation, service quality and the quality of life of the local people.

Based on the findings of this research study, the researcher recommended that cooperation and the leadership role be focused on. Cooperation in sustainable tourism development in Ayutthaya could be enhanced by the CEO Governor of Ayutthaya who may take the leadership role to motivate greater participation from all stakeholders in Ayutthaya. Publication and continuous monitoring and reviewing on the policy implementation pertaining to sustainable tourism development in Ayutthaya must be mutually developed among stakeholders. Strategic alliance and networking was an essential and inexpensive strategy which could help contribute to sustainable tourism development in Ayutthaya.

ACKNOWLEDGMENTS

I wish to express my gratitude to my advisor for their intellectual input given with the greatest patience to assist me in achieving this completed dissertation. I wish to pay respect to my advisors:

Dr. Juree Vichit-Vadakan, the chairman of the advisory committee, who gave her gracious support at each stage of my study that, enabled me to reach my goal.

Dr. Sombat Thamrongthanyawong, who as my advisor, gave me the most positive and inspirational support throughout the research process.

Dr. Ruangdej Srivadhana, my advisor, for his support and advice which gave me continual motivation.

I offer my special thanks to Ms. Yupin Pitayavatanachai, Ms. Sunantha Chaturapit, Dr. Vikorn Tantawutho and Dr. Sasicha Suebsaeng for their thoughtful suggestions throughout this period of research and their ongoing technical support to the very end which gave me wonderful emotional support.

I thank Mr. John Allan-Rae for his readiness to critically discuss my research findings and for assisting in the formulation of a clear English presentation. I offer my grateful appreciation to Ms. Wannee Charoensuppayannata, statistician, who gave great support in the collection and analysis of my data, thank you. To the following who in many ways gave me the strength to continue. I offer my heartfelt thanks: Mr. Dumri Puttal and Mrs. Pranee Tanprayoon.

Nawin Minakan

November 2004