Community's perspectives about conservation and cultural tourism: Sap Cham Pa Archaeological site, Thailand

Ilada Sarttatat Ph.D.
Rajabhat Thepsatri University

Abstract

The study focuses on the community's perceived values and threats on an archeological site - Sap Cham Pa Archaeological Site in Lop Buri Province -with respect to cultural heritage tourism development and conservation. The study was conducted from June 2007 to November 2009. The research methods used include a combination of qualitative and quantitative methods. The Likert scale was used to rank the local perceptions on various aspects of tourism development and conservation. The data were analyzed using SPSS program Version 10.1. The local perspectives about the values of the site were generally positive. The economic value was consistently ranked much higher than the cultural and educational values. The social conflicts among the stakeholders (e.g. between local farmers and the government) were mostly about land ownership and management directions). The Review of Environmental Factors (REF) yielded 12 major threats for SCAS. The tourism threats needing immediate management attention were prioritized using the Recreation Threat Analysis (RTA). Management recommendations were given for each of the prioritized threats to serve as guide for future management of SCAS.

Keywords: community's perspectives / perceived values and threats, archeological site

FINAL_NAJUA.indd 455 4/1/2555 12:26:43

Introduction

Sustainably managed cultural heritage tourism can be a means to improve livelihood opportunities and promote the conservation of cultural attractions upon which tourism depends. The literature on sustainable tourism has explored the positive and negative benefits of tourism on destinations (e.g. Van der Duim & Caalders, 2002; UNEP, 2011). The involvement of communities in tourism development is being promoted worldwide especially in developing countries such as Thailand (Cohen, 2001; WSSD, 2002; UN-WTO, 2011).

The United Nations Educational, Scientific and Cultural Organization (UNESCO, 2011) states that cultural heritage tourism can enhance, nurture, and revive cultural heritage. However, the benefits of tourism at the community level can be undermined if the local or host community is not involved in the planning and management of tourism. Given that different people have different ways of viewing the values and threats associated with cultural heritage in the context of tourism and heritage conservation, it is necessary to have broad public consultation and involvement with emphasis on communities that are direfully affected by development (Cole, 2006; Catibog-Sinha, 2010).Through genuine participation, the community members can be assured that their major concerns and issues are addressed (Sautter & Leisen, 1999; Hardy & Beeton, 2001).

Archeological sites are popular cultural heritage attractions (Smith, 2009). Archaeological sites and the artifacts found therein are important elements of a society's past culture and histories (Renfrew, 2000; Grant, Gorin & Fleming, 2005; Estrada-González,2005). They have symbolic, aesthetic, spiritual, historic, educational, research, and economic values (Lipe, 1984; Costin, 1991; Mason & Avarani, 2002; Lertrit, 2004a; Schadla-Hall, 2006).These values provide both national and local public awareness and cultural pride and identity. Through sustainable tourism development, archeological sites can help generate local, national, and international employments and revenues (Costin, 1991). All these values, both tangible and intangible, should be maintained and enhanced for the present and future generations in order to promote local pride and identity, enhance local economy, and increase public awareness on conservation.

Unfortunately, many archaeological heritage sites in the world have been degraded over time through natural phenomenon (e.g. humidity, earthquakes, fires, cyclones) and from human activities (Grant, Gorin, & Fleming, 2005). Disruptive human activities include theft, illegal export, ignorance, lack of maintenance, modernization and industrialization, rural land modifications as well as pollution, social unrest, and inappropriate management interventions, and lack of legal framework for conservation and monitoring (Costin, 1991; Palumbo, 2000; Gado, 2001).Cultural heritage tourism, if not properly managed, can also be a major threat to the integrity of archeological sites.

Local perspectives especially of members of a community who are directly affected by tourism development within a destination, where culturally valuable heritage such as archeological sites are located, are necessary in tourism development. This paper focuses on what the local community living around and adjacent to an archeological site feel about the importance of the site in relation to their way of life as well as the threats and benefits that they foresee if the site were to be developed as a cultural heritage tourist destination.



Figure 1: Location of Sap Cham Pa Archaeological site (Thaioldbead, 2009)

Study area description

Sap Cham Pa Archaeological Site (henceforth SCAS) has interesting features and stories that could attract cultural tourists. SCAS is located at Sap Champa sub-district, east of Tha Luang district, about 80 kilometers from Lop Buri Province in the central region of Thailand (Figure 1). It is 350 rais in area and has an altitude of 160 meters above sea level.

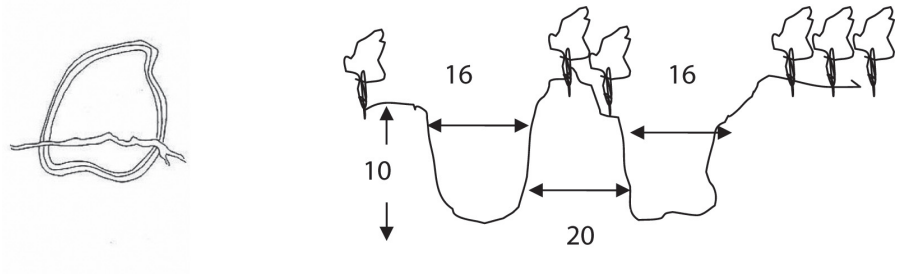


Figure 2: Areal view of Sap Cham Pa Archaeological site (Openbase, 2008)(left) and the section perspective drawn by I. Sarttatat on August 28, 2009(right)

SCAS assumes the shape of an inverted heart (Lertrit, 2003). Two parallel layers of moat structures, each 16 meters wide and 10 meters deep, surround the site.The moats are 20 meters apart, which may have been built as physical barriers to protect the ancient city from enemies and intruders (Figure 2). Some fragments of three small monuments are found in the site; these monuments are believed to have been used for religious ceremonies (Bhumadhorn, 1979; Lertrit, 2004b)

Heritage significance of SCAS

The cultural heritage significance of SCAS has to be preserved and its stories re-told to the present and future generations; tourism is a tool to highlight this significance and promote its conservation at both the local and national levels.

SCAS was discovered accidentally during the government's campaign to eradicate an agricultural pest. Later, the Regional Office of Fine Arts in Lop Buri and Silpakorn University collaborated in a scientific excavation of the site from which they recovered many important and ancient relics, such as grinding stone, Buddha image red stone, crouching deer, and south Indian inscription. These archaeological evidences indicate the chronological age of the ancient city. The existence of the city can be divided in four periods, namely prehistoric and proto-historic period (2000 B.C. to ca.A.D.500); Dvaravati period (600-700 A.D.) (Maleipan, 1972; Bhumadhorn, 1979; Lertrit,2003); Deserted or unoccupied period (10^{th}- 19^{th} A.D.) (Bhumadhorn,1979); and present period (1900s A.D.) (FAD.4, 2006).

It is believed that the strategic location of the ancient city made it an important trade exchange route between the central and northeastern regions of Thailand (Bhumadhorn, 1994; Lertrit, 2003). The artifacts collected from the site indicate that the early settlers of the ancient city traded with Indian merchants. Prior to World War II, Marshal Pibunsongkram ordered the establishment of a military town in Lop Buri province and the transfer of the capital of Thailand from Bangkok to Petchaboon province. During this period, non-Thai residents (i.e. Chinese) in Lop Buri province were ordered to settle east at and around the vicinity of the archeological site, which during that time was still unknown to exist (Pibunsongkram, 1997).

A large portion of the forest that had overgrown and covered the ancient city was cleared for settlement and agriculture (Sujchaya,1999).The new settlers while farming the land discovered some of the archeological remains of the ancient city now called Sap Cham Pa. Some 20 years later, the Royal Forest Department promulgated the National Forest Act of 1964. Consequently, Chai Badan district, where the archeological site is located, was declared a protected zone under the Chai Badan National Forest Act of 1969. As this archaeological site was within the Chai Badan Forest, it is basically a protected site (Unyuang, 2000).

Despite the enactment of the above-mentioned laws, the local farmers and residents have continued farming even expanding their farms and claiming land ownership (Boonyanaut, 1999). The Royal Forest Department compromised in 1974 by allowing farmers to remain on their land under a 50-year lease agreement, that is, no private ownership was permitted (Lertrit, 2003).

Upon the discovery of the archeological site (SCAS) and to promote its cultural significance, Princess Maha Chakri Sirindhorn was invited by Mr. Bhumadhorn Bhutorn, the former chief of the Som Dej Pra Narai National Museum to visit SCAS on August 29,1986. After her Majesty's visit to SCAS, conservation and archaeological research projects funded by national cultural heritage offices were implemented (Bhumadhorn, 1994). The Royal Forest Department up until the present has reforested the vicinity of SCAS as it has also been mandated to protect the site from illegal entry especially from thieves stealing antiquities for trade.

This paper aims to discuss the views of the local community (local farmers and residents) regarding their perceived values of SCAS as a cultural heritage site and a potential site for tourism development. Their views regarding the threats associated with the development of the site as a cultural tourism destination were also determined.

Methods

A structured questionnaire survey was conducted from December 2007 to March 2008. A total of 217 respondents from the seven villages of Sap Cham Pa sub-district were available and willing to participate in this study.

The perceptions of the respondents were assessed using a 5-point Likert scale to determine the level of importance attached to the following variables: (a) preservation of heritage for the future generations, (b) promotion of heritage as new tourist attraction, and (c) co-existence of conservation and tourism. The numerical values from the Likert scale were averaged and the corresponding standard deviations computed. The respondents' views regarding the perceived benefits of developing the site as a cultural heritage attraction were also determined. The Statistical Package for the Social Sciences (SPSS) program Version 10.1 was used in the analysis of the data. The threats that were perceived as potential consequences of tourism development and the prioritization of management strategies to address these threats were assessed using, respectively, the Review of Environmental Factors (REF) and Recreational Threat Analysis (Catibog-Sinha,2007).

Result and discussion

Questionnaire survey

The survey results are discussed below and presented into three parts: (a) socio-graphic profile of the respondents, (b) the local community's perspectives on conservation and tourism management of the archaeological site - SCAS, (c) the values of benefits from SCAS

(a) Socio-demographic profile

The majority of the respondents were females (60 %). The respondents ranged from 18 to more than 49 years of age. The main occupation of the respondents was farming (45%), and had no adjunct or supplementary income. The average family

income of the majority of the respondents (28%) was less than Baht 10,000 per year, which is quite below the national average family income (The National Statistical Office of Thailand, 2009). The respondents had lived in Sap Champa sub-district for some 11-20 years.

(b) Local community's perspectives on conservation and tourism management of SCAS

The results indicate that the local community had a positive attitude towards the conservation of SCAS and expressed agreement on the integration of tourism development and the conservation of the study area (Table 1). The community's agreement on how tourism and conservation of SCAS should be managed yielded an average Likert score close to 5 (strong agreement). More specifically, the respondents gave an average Likert score of 4.91 (S.D. 0.35) regarding the conservation of SCAS for the future generations; an average of 4.85 (S.D 0.42) regarding the need to promote SCAS as a new tourist attraction in Lop Buri province, and an average score of 4.82 (S.D 0.38), regarding the need to managed conservation and tourism simultaneously in SCAS.

Table.1: Local community's perspectives about conservation and tourism in SCAS (n= 217)[1]

Items	n	Mean	S.D.
1.Should preserve for the future generations	215	4.91	0.35
2.Should promote as new tourist attraction in Lop Buri province	214	4.85	0.42
3.Should co-exist between conservation and tourism	217	4.82	0.38

[1] Likert Scale: 1= strongly disagree, 2 = disagree, 3= neutral, 4= agree, and 5 = strongly agree

The respondents felt that SCAS should be preserved to halt further destruction. The mere existence of SCAS in their locality has made them feel proud of their heritage, and stated that proper management of SCAS will give them opportunities to participate in various conservation initiatives, which can further enhance public awareness about cultural heritage conservation as well as a strong feeling of social unity. SCAS can, therefore, be instrumental in uniting the people of Sap Champa sub-district, where relevant stakeholders including researchers, experts, academicians, and government representatives can work together for a common good.

As a new cultural attraction in Lop Buri province, it can provide additional and alternative economic benefits at the community level. They all suggested that additional government support is needed for the development of the site as a tourist

attraction. However, they believed that cooperation among stakeholders is necessary to make this idea a reality.The majority of respondents were in favor of the idea of integrating tourism and conservation in the management of SCAS, The co-existence of conservation and tourism can serve as a tool to preserve the cultural heritage value of the site while at the same time creates job opportunities for the residents.

(c) The values and benefits of SCAS

The respondents had several expectations with regards to the benefits that might arise from developing SCAS as a tourist destination. Table 2 summarizes the perceived economic, cultural, and education values associated with the development of SCAS as a tourist destination.

Table.2: Benefits of SCAS to the community (n=multiple responses)

Categories of Values	n	Percent
Economic Values		
More job opportunities	187	12.81
More government support for local community	182	12.46
Increased family income	180	12.33
More infrastructure development	172	11.78
Sub-total	721	49.38
Cultural Values		
Increased public appreciation of cultural heritage	201	13.77
Conservation of the cultural heritage site at the national level	191	13.08
Sub-total	392	26.85
Education Values		
Increased educational or learning opportunities	185	12.67
Sub-total	185	12.67
Social Values		
More cooperation among stakeholders	160	10.96
Other: increased motivation towards conservation would strengthen the relationships within the community	2	0.14
Sub-total	162	11.1
Grand Total	N=1,460	100.000

[1] Based on multiple responses from 217 respondents

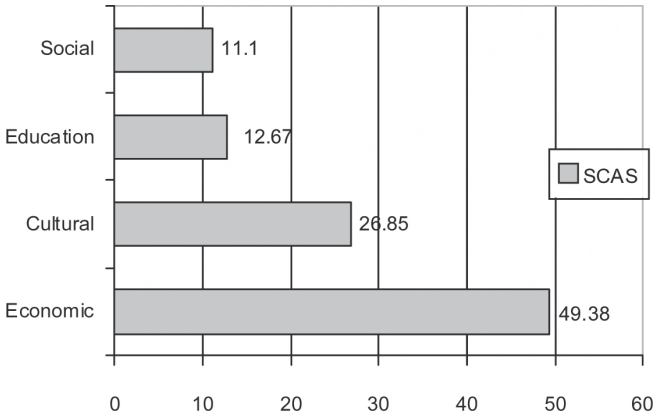


Figure 3: The community's perceived values of SCAS as a cultural heritage tourist destination.

As shown on Table 2 and Figure 3, the respondents (49.38%) believed that economic benefits are very important in the context of tourism development of SCAS. They expected that tourism can create job opportunities, increase family income, and improve their quality of life. The cultural value of SCAS as a tourist destination was considered important by 26.85% of the respondents as the site has the potential to increase public awareness of the cultural value of the site and generate more national support for conservation. The educational and social benefits of SCAS, if developed, were ranked relatively low (11.1% and 12.67%, respectively) by the respondents even though several organizations and academic institutions have had initiated a few educational and research activities at SCAS. It seems that the educational benefits of SCAS have not quite filtered through the majority of the respondents, probably because they are not actively involved in these academic activities. Providing incentives to the local community to appreciate the value of SCAS should also be provided.

Because the social benefits of SCAS were ranked low (11.1%), motivation and incentives of the local community to conserve the archaeological site may be inadequate. Thus, the local community should be given better incentives to ensure that they can truly appreciate the value of conserving SCAS both as a cultural heritage site and as a tourist attraction.

Tourism threats on SCAS

The main tourism threats-both actual and potential-on SCAS were determined based on combination of field observations, literature review and interviews. The various threats were categorized into physical, social, cultural, economic, and educational aspects.

The analysis of the levels threat resulted into three groupings, indicating the relative level of tourism disturbances (Table 3). Further analysis of the REF results yielded 12 main threats. The highly threatening processes pertain to the physical and cultural deterioration of SCAS primarily due to the absence of effective site management and inherent vulnerability of the site to man-made and natural elements. In tourism management, these threatening factors must be given high priority. The threats with high score on the REF assessment matrix were ranked according to the following criteria: extent, intensity, urgency of the impacts on the site based on Recreational Threat Analysis method. Table 3 (last column) shows the RTA results.

Table 3: Tourism threat factors and ranking of threats for management purposes1

Category of threat	Area or extent of damage	Intensity of damage	Urgency (immediate action needed)	Total score	Rank of threat
Overall physical deterioration	7	7	8	22	5
Loss of water supply	5	4	4	13	7
Soil erosion	1	3	3	7	9
Accumulation of solid waste /garbage	2	6	1	9	8
Lack the site maintenance and management	12	1	12	25	4
Erosion of archeological landscape/properties	8	8	9	25	4
Lack of on-site signage	3	2	2	7	9
Lack of standard car-park	4	5	5	14	6
Degradation of archaeological site	9	9	11	29	1*
Vandalism of sacred site	10	10	7	27	3

Increasing opportunity for illegal antiquity trade	11	11	6	28	2*
Increasing conflict among related stakeholders and community	6	12	10	28	2*

[1] Scores: 1=highest priority rank, 12=lowest priority rank; based on subjective scoring of respondents and validated by actual field observation and interviews. The sum of the scores (horizontal, column 4) determine the overall ranking of threat for each category of threat.

As shown in Table 3 (last column), the three most threatening impacts (based on the three highest overall scores; ranked from highest to lowest) are (1) the degradation of the archaeological site, (2) increasing opportunity for illegal trade in antiquities, and (3) increasing occurrence of social conflict among stakeholders in relation to benefit sharing and management directions for the archaeological site.

The threats listed reflect the absence of site management and regulations, lack of understanding of the value of cultural heritage, and displacement of local communities who can be effective partners in the protection and management of the site.

Management strategies

The majority of threats (tourism and non-tourism related) that would affect the integrity of SCAS pertain to the disturbances or impacts of its physical features, which in turn affect the cultural value of the site. The over-all absence of on-site management was responsible for the occurrence of these threats.

SCAS is categorized Class 2 or semi-remote on the Recreational Opportunity Spectrum,a framework of analysis developed by Clark and Stankey (1979), indicating that the site is relatively inaccessible due to the absence of public transportation and suitable road system.

The site, although governed by national laws and regulations and administered by different government organizations, is not managed in a coordinated manner. Therefore, plans to develop the area for sustainable tourism could be difficult and complicated. At any rate, if tourism were to be developed, it is necessary that both short term and long term goals should be addressed. Short-term goals include the provision of job opportunities for the local communities who would be affected by development, and the long term goals will be the sustainability of tourism and the conservation of the cultural assets of the site. The involvement of all relevant stakeholders is crucial in all aspects of tourism management.

As human and financial capacities are limited, prioritizations of management strategies are essential. Based on the results of REF and RTA above, the three most significant threats on SCAS are (a) the deterioration/degradation of the archaeological site, (b) increased opportunity for criminals to illegally collect and trade the artifacts, and (c) high social conflicts among stakeholders on matters relating to benefit sharing and the direction of management of the site (Table. 4). These major threats need to be urgently addressed by appropriate bodies or agencies.

Table.4: Proposed strategic goals for the identified priority threats at SCAS

Priority threats	Proposed primary management goal	Proposed main strategies/actions	Responsible organizations
1. Degradation of the archaeological site	Develop community driven management plan for the conservation and rehabilitation of SCAS	-public hearing and consultation -establishing multi-disciplinary community groups -establishing local museums or open-air museum on the site	FAD.4,Local governmental authority, RFD,SCCPSCC, S.C.A.E.L, Related educational Institute
2.Illegal antiquity trade	Strict implementation of the Act on Ancient Monuments, Antiquities and Objects of Art and National Museums	-providing warning signs and surveillance -strict implementation and monitoring and punitive measures -educational programs to increase public awareness	FAD.4,Local governmental authority, SCCPSCC, S.C.A.E.L, Related educational Institute
3.Conflict among stakeholders and community members	Resolve conflicts on heritage ownership and administrative jurisdiction over the heritage	-developing clear management mandate and guidelines -providing clear government guidelines on ownership and benefit sharing -providing benefits for the community	FAD.4,Local governmental authority, RFD,SCCPSCC, S.C.A.E.L, local community

FAD.4= The Forth Regional office of Fine Arts, SCCPSCC= Sap Champa and Cham Pi Sirindhorn Conservation Club, RFD= Royal Forestry Department (Lop Buri Field Office), S.C.A.E.L= Society for Conservation of Antiques Ancient Monuments and Environment of Lop Buri

Conclusion

The local community residing near and around the Sap Cham Pa Archaeological Site had a positive attitude towards the conservation of the archeological site and agreed that the integration of tourism development and conservation is essential for sustainability. Based on the results of a 5-point Likert scale, the respondents, in the context of developing SCAS as a tourist destination, expressed the importance of (a) preserving heritage for the future generations, (b) promoting heritage features of SCAS as new tourist attraction, and (c) the need to simultaneously manage the site for conservation and tourism.

The economic benefits that would accrue from the development of SCAS were high in the minds of the majority of respondents. The cultural value of SCAS as a tourist destination was also considered important. It seems that the educational benefits of SCAS have not quite filtered through the majority of the respondents, probably because they are not actively involved in these academic activities.

The three most threatening impacts (ranked from highest to lowest) perceived by the residents and validated by field observation and literature review are (1) the degradation of the archaeological site, (2) increasing opportunity for illegal trade in antiquities, and (3) increasing occurrence of social conflict among stakeholders in relation to benefit sharing and management directions for the archaeological site. Management priorities are in order.

If SCAS were to be developed as cultural heritage tourist destination, it is necessary that both short term and long term goals be addressed. The involvement of all relevant stakeholders is crucial in all aspects of tourism management.

References

Bhumadhorn, P. **Sap Cham Pa.** Saraburi: Prakpriew printing. 1979.

Bhumadhorn, P. **Prince Maha Chakri Sirindhorn and the cultural heritage and environment preservation in Lop Buri Province.** 1994 In O.Tripanya (Eds.), **The 20th year anniversary of Society for Conservation of Antiques Ancient Monument s and Environment of Lop Buri.** Lop Buri: Society for Conservation of Antiques Ancient Monument s and Environment of Lop Buri (S.C.A.E.L.) p.35.

Boonyanant,M. **The participation of community leaders in Sub Champa Community Forest Conservation Amphoe Thaluang Changwat Lop Buri.** (Master's Thesis, Kasetsart University) Bangkok. 1999.

Catibog Sinha, C.C. (2007). *"Visitor impact assessment and management in protected areas: Euroka Clearing, Glenbrook at the Greater Blue Mountains World Heritage Area New South Wales, Australia".* **Proceedings International Heritage Tourism,** Guangzhou, China, 12-15 July 2007.

Catibog-Sinha, C.S. *"Biodiversity conservation and sustainable tourism, Philippine initiatives"* **Journal of Heritage Tourism,** 5 (4), 2010. pp. 297-309.

Clark, R.N., & Stankey,G.H. **The Recreational Opportunity Spectrum: A framework for planning, management and research** (General Technical Report, PNW-98). US Department of Agriculture, Forest Service. 1979.

Cohen, E. *"Thailand in touristic transition"* In P.Teo., T.C.Chang., & Ho, K.C. (Eds.), **Interconnected worlds: Tourism in Southeast Asia.** Oxford: Pergamon. 2001. pp. 155-175.

Cole, S. *"Information and empowerment: The keys to achieving sustainable tourism"* **Journal of Sustainable Tourism,** 14 (6), 2006. pp. 629-644.

Costin,C.L. (1991). **Legal and policy Issues in the protection of cultural heritage in South Asia and Pacific.** In M.G.H.Mac Lean (Ed). Proceeding of a symposium in Honolulu on September 8-13,1991 (pp.27-62). Hawaii: The U.S. Committee of the International Council on Monument and Sites for the U.S. Information Agency with the cooperation of the Getty Conservation Institute.

Estrada-González, E.A. (2005). **Tempo Mayor: evolution and rediscovery Sustaining Mexico's ancient cultural heritage,** In M.Sigala, & D.Leslie(Eds), International Cultural Tourism: management, implication and cases (pp.151-164). Burlington: Elsevier Butterworth Heinemann.

Gado,B. (2001).**The Republic of Nigeria.** In N.Brodie.,J.Doole.,& C.Renfrew(Eds),Trade in illicit antiquities: the destruction of the world's archaeological heritage (pp.57-72).

Cambridge: McDonald Institute of Archaeological Research.

Grant, J., Gorin, S. & Fleming, N. (2005). **The Archaeology course book: an introduction to study skills, topics, and methods**. (2nd ed.). Oxon: Routledge.

Hardy, A., & Beeton, R. (2001). **Sustainable tourism or maintainable tourism: Managing resources for more than average outcomes**. Journal of Sustainable Tourism, 9, 168-192.

Lipe,W.D. (1984). **Value and meaning in Cultural Resources**. In H.Cleere (Ed.), Approaches to the Archaeological Heritage: A comparative study of world cultural resource management systems (pp. 9-11). New York: Cambridge University Press.

Lertrit,S. (2003). **Pre-history archaeological site in central region of Thailand: Evidence from Pa Sak River and its east highland**. Muang Boran, 29 (2),72-87.

Lertrit,S. (2004a). **Archaeological resource management: the whole perspective and concept**, In A. Khahakitkosol(Ed.), Cultural resource management for sustainable tourism (pp.1-24). Bangkok: Silapakorn University.

Lertrit,S. (2004b).**The Prehistoric period archaeology: the additional evidence from the central part of Thailand'**, in Proceeding of the present of Thai Archaeology, Thai Archaeology Conference on 17-18 August 2004 (pp.1-14) Bangkok: Princess Maha Chakri Sirindhorn Anthropology Centre.

Maleipan,V.(1972). *"Sab Cham Pa"*. **Journal of the faculty of Archaeology**, 95.

Mason,R & Avarani,E. (2002) .**Heritage Value and challenges of Conservation planning**, In J.M.Teutonico, J.M.& G. Palumbo,G. (Eds.), Sites. Proceeding in International Workshop: Management Planning for Archaeological Sites in May 2000 (pp.13-26). Corinth: Getty Conservation Institute and Loyola Marymount University.

Palumbo, G. (2000).**Threats and Challengers to the Archaeological Heritage in Mediterranean**, In J.M.Teutonico., & G.Palumbo. (Eds).Proceeding in International Workshop: Management Planning for Archaeological Site (pp.3-12). Corinth: Getty Conservation Institute and Loyola Marymount University.

Pibulsongkram, A. (1997). **Jompol. P. Pibulsongkram**. Bangkok: Prikwan Graphic.

Plong, P. (2004). **The impact of tourism on local community in Beng Mealea, Cambodia**. Aedeen cremin historic environment 17(3), 9-11. Renfrew, C(2000). Loot legitimacy and ownership. London: Duckworth.

Sap Cham Pa. (n.d.) Retrieved August 11,2008, from http://www.openbase.

in.th/.../u10/prapayneethai1111.jpg

Sautter, E., & Leisen, B. (1999). **Managing stakeholders: A tourism planning model. Annals of Tourism Research** 26, 312-328.

Schadla-Hall,T.(2006). **Public archaeology in the twenty-first century**. In R.Layton., S.Shennan.,& P.Stone. A Future for archaeology (pp.75-82). Walnut Creek: Left Coast Press

Smith, M.K. (2009). Issues in cultural tourism studies.(2nd ed.). New York: Routledge

Sujchaya, S. (1999). **Lop Buri. Bangkok: Sarakadee The aerial photo of Sub Cham Pa**. (n.d.). Retrieved September 1, 2009 from http://www.thaioldbead.com/viewtopic.php?p=49646

The Forth Regional office of Fine Arts (FAD.4) (2006). **Archaeological Excavated Report of Sap Cham Pa Archaeological Site**. Lop Buri: FAD.4

The National Statistical Office of Thailand. (2008).The 2007 **Household Socio-economic Survey**. Retrieved November 23, 2009, from http:\\web.nso.go.th/en/survey/house_seco/socio.htm

United Nations Educational, Scientific and Cultural Organization (UNESCO). (2011). **Word Heritage Convention-Sustainable tourism**. Retrieved February 15, 2011, from http://whc.unesco.org/en/sustainabletourism

United Nations Environment Programme (UNEP). (2011). **Tourism impacts. Division of Technology, Industry and Economics, Sustainable Consumption and Production Branch.** Retrieved February 15, 2010, from http://www.unep.fr/scp/tourism/sustain/impacts/

United Nations World Tourism Organization (UNWTO). (2011). **Sustainable Tourism-Eliminating Poverty**. Retrieved February 15, 2011, from http://www.unwto.org/step/mechanisms/en/ms.php?op=2

Unyuang,S. (2000). Lop Buri. Bangkok: Ton Or. 1999.

Van der Duim, R., & Caalders, J. (2002). **Biodiversity and tourism: Impacts and interventions**. Annals of Tourism Research, 29 (3), 743-761

World Summit on Sustainable Development (WSSD). (2002). Plan of implementation. Retrieved February 15, 2010, from www.wssd/implementation.htm

ทัศนคติของชุมชนต่อการอนุรักษ์และการท่องเที่ยวทางวัฒนธรรม: แหล่งโบราณคดีซับจำปา จังหวัดลพบุรี

ดร. ไอลดา ศราทธทัต
สถาบันราชภัฏเทพสตรี จังหวัดลพบุรี

บทคัดย่อ

งานวิจัยนี้มีวัตถุประสงค์เพื่อศึกษาระดับความคิดเห็นของชุมชนท้องถิ่นที่มีต่อคุณค่าของแหล่งโบราณคดีเมืองโบราณซับจำปา จังหวัดลพบุรี รวมถึงเพื่อศึกษาอุปสรรคต่อการอนุรักษ์และการพัฒนาแหล่งโบราณคดีแห่งนี้เพื่อให้เป็นแหล่งท่องเที่ยวเชิงวัฒนธรรม งานวิจัยนี้เริ่มดำเนินการตั้งแต่เดือนมิถุนายน พ.ศ.2550 จนถึงเดือนพฤศจิกายน พ.ศ.2552 โดยใช้วิธีการวิจัยทั้งเชิงปริมาณและเชิงคุณภาพ เครื่องมือวิจัยที่ใช้ในการวัดระดับความคิดเห็นของชุมชนท้องถิ่นต่อคุณค่าของแหล่งโบราณคดีทั้งด้านการอนุรักษ์และด้านการพัฒนาให้เป็นแหล่งท่องเที่ยวเชิงวัฒนธรรมนั้นใช้แบบสอบถามวัดระดับคุณค่าแบบ Likert Scale และวิเคราะห์ผลโดยใช้โปรแกรม SPSS เวอร์ชั่น 10.1 ผลจากการศึกษาพบว่าชุมชนท้องถิ่นมีทัศนคติที่ดีต่อแหล่งโบราณคดีแห่งนี้ทั้งด้านการอนุรักษ์และการพัฒนาให้เป็นแหล่งท่องเที่ยวเชิงวัฒนธรรม นอกจากนี้ยังพบว่าชุมชนท้องถิ่นให้ความสำคัญกับคุณค่าของแหล่งโบราณคดีนี้ทางด้านเศรษฐกิจสูงกว่าคุณค่าในด้านอื่น เช่น คุณค่าทางวัฒนธรรม และคุณค่าทางการศึกษา เป็นต้น อย่างไรก็ตามผลจากการวิจัยยังพบว่ามีความขัดแย้งทางสังคมระหว่างผู้มีส่วนได้เสียในด้านการบริหารจัดการแหล่งโบราณคดีแห่งนี้รวมถึงความขัดแย้งในด้านสิทธิการเป็นเจ้าของร่วมกันของแหล่งมรดกทางวัฒนธรรมจากชุมชนท้องถิ่นและภาครัฐ สำหรับเครื่องมือที่ใช้วัดอุปสรรคต่อการอนุรักษ์และพัฒนานั้นใช้วิธีการสำรวจปัจจัยทางสิ่งแวดล้อม (Review of Environment Factors) ผลจากการวิจัยพบว่าอุปสรรคต่อการอนุรักษ์และพัฒนาเมืองโบราณซับจำปามีจำนวนทั้งสิ้น 12 รายการ ส่วนการจัดลำดับความสำคัญในการจัดทำแผนการบริการจัดการอย่างเร่งด่วนนั้นใช้วิธีการวิเคราะห์อุปสรรคหลักของแหล่งท่องเที่ยว(Recreation Threat Analysis) ผลจากการวิเคราะห์นั้นได้นำเสนอเป็นแนวทางการบริหารจัดการอย่างเร่งด่วนตามลำดับความสำคัญของอุปสรรคในแต่ละรายการเพื่อใช้เป็นแนวทางในการบริหารจัดการด้านการอนุรักษ์และการพัฒนาแหล่งโบราณคดีแห่งนี้ต่อไปในอนาคต

คำสำคัญ: ความคิดเห็นของชุมชนท้องถิ่น คุณค่าและอุปสรรค แหล่งโบราณคดี

FINAL_NAJUA.indd 470 4/1/2555 12:26:49