



Participatory Master Physical Planning for Cultural Tourism Development in Communities Surrounding the Sri Thep Historical Park World Heritage Site

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Abstract

Following UNESCO's official recognition and listing of "Si Thep Historical Park" as a new World Heritage Site on September 19, 2023, tourism from both domestic and international visitors has increased while surrounding communities still lack adequate knowledge and preparedness to transform into a cultural tourism destination. The objectives of this study are to 1) stimulate community participation, and 2) identify community spatial needs by employing a participatory planning approach for developing a master physical plan framework for areas surrounding the archaeological site. This approach emphasizes community involvement in the decision-making process (Participatory Planning) to build basic understanding, stimulate community engagement, and create passion and inspiration for jointly establishing a community development framework. This process aims to unlock hidden opportunities within the city to accommodate emerging cultural tourism, conducted through two workshops with the community, culminating in the summarization and presentation of a master plan to the community. The target areas include five villages surrounding Si Thep Historical Park and five villages near the access to Khao Tamor Rat, which are areas being developed to prepare for cultural tourism at the ancient city of Si Thep. The study found that communities are eager to express their opinions and needs to develop their own community systems based on the concept of respecting local value systems. They require activity spaces for learning and interaction, separating areas and activities into two models: those supporting tourism and those ensuring community sustainability.

Keywords: *Cultural Tourism, Sri Thep Historical Park, Community Engagement, Local Value Systems*