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Development of An Interpretive Strategy for the World Heritage Town of Sukhothai, Si Satchanalai and Kamphaeng Phet

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**Asian Center for Tourism Planning and Poverty Reduction
(ACTPPR)**



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About the Center



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PART I BACKGROUND INFORMATION





1. INTRODUCTION

Sukhothai, Si Satchanalai and Kamphaeng Phet historical parks have been designated as World Heritage sites since 1991. For the past few years, visitor numbers, especially international numbers to these locations have been declining. The length of visitor stays is also quite short, ranging anywhere between one to three hours. Many visit only the major temples, take photographs and then depart with little knowledge gained about the site's heritage. While most visitors are aware of Sukhothai historical park as a world heritage site, many are unaware that the three historical parks together (Sukhothai, Si Satchanalai and Kamphaeng Phet) are designated as a world heritage site.

One possible explanation for this could be that the official name of the world heritage site is "World Heritage Town of Sukhothai and Associated Cities" and does not contain the names of the other two sites. This perhaps leads visitors to assume Sukhothai is the only heritage site. Additionally, the name might convey an erroneous message to visitors that the other two sites are not as important as Sukhothai. There is lack of sufficient information to illustrate that these three sites as a group were designated as a world heritage site. Therefore, the other sites do not come to be viewed as world heritage, and the motivation to visit all three sites to get a complete experience of the world heritage is not elicited among the visitors.

One of many ways to educate visitors on the heritage significance of their visit and correctly interpret their experience is to improve site interpretation. UNESCO is aware of the important role interpretation plays in site management and conservation, and initiated this project to develop an overall interpretive strategy and visitor management plan that can effectively relay the story of the World Heritage Town of Sukhothai and associated cities of Si Satchanalai and Kamphaeng Phet.

1.1 Project Objectives

Objectives of the project include the following:

- Working with the Department of Fine Arts staff in order to develop a set of overall interpretive goals and specific objectives for the World Heritage Site.
- Develop an interpretive strategy that demonstrates the relationship between Sukhothai, Si Satchanalai and Kamphaeng Phet Historical Parks.
- Develop appropriate interpretation management techniques to enhance visitors' experience and understanding of the World Heritage Site.

1.2 Methodology

This project has been carried out with the use of the following several methods:

- Visitor Survey - A visitor survey was conducted to obtain visitors' views of existing interpretation of the three historical parks. Approximately two hundred visitors, mostly Thai citizens, were interviewed.

- Inventory of Tourist Facilities – An inventory of tourist facilities available at the parks as well as in the province was conducted to determine the level of comfort and convenience they provided to accommodate visitors.
- Stakeholder Consultations - Several formal meetings were organized with major stakeholders to obtain their views, comments and suggestions throughout the project. Stakeholders consulted included the directors of all three historical parks, officials from the Fine Arts Department, experts from other government agencies, universities, and UNESCO. Additionally, informal communications were conducted via email and phone.
- Collection of Secondary Information - Background information including the historical significance of Sukhothai, Si Satchanalai and Kamphaeng Phet, attractions in Sukhothai and Kamphaeng Phet provinces, statistics on the number of visitors and visitor characteristics were collected from research documents, books, journals, articles, reports and websites.



2. SITUATIONAL ANALYSIS

A situational analysis was carried out based on the visitor survey results, stakeholder meetings, discussions, secondary information and inventory of tourist facilities. The analysis intended to provide an overview of the site including access, tourism infrastructure and facilities, interpretive media, park attractions and activities that visitors could explore in the provinces.

The world heritage site (Si Satchanalai – Sukhothai – Kamphaeng Phet Historical Parks) is located in two provinces – the Sukhothai province, where Sukothai and Si Satchanalai historical parks are located; and the Kamphaeng Phet province, where the Kamphaeng Phet historical park is situated. Figure 1 illustrates the location of these three historical parks.

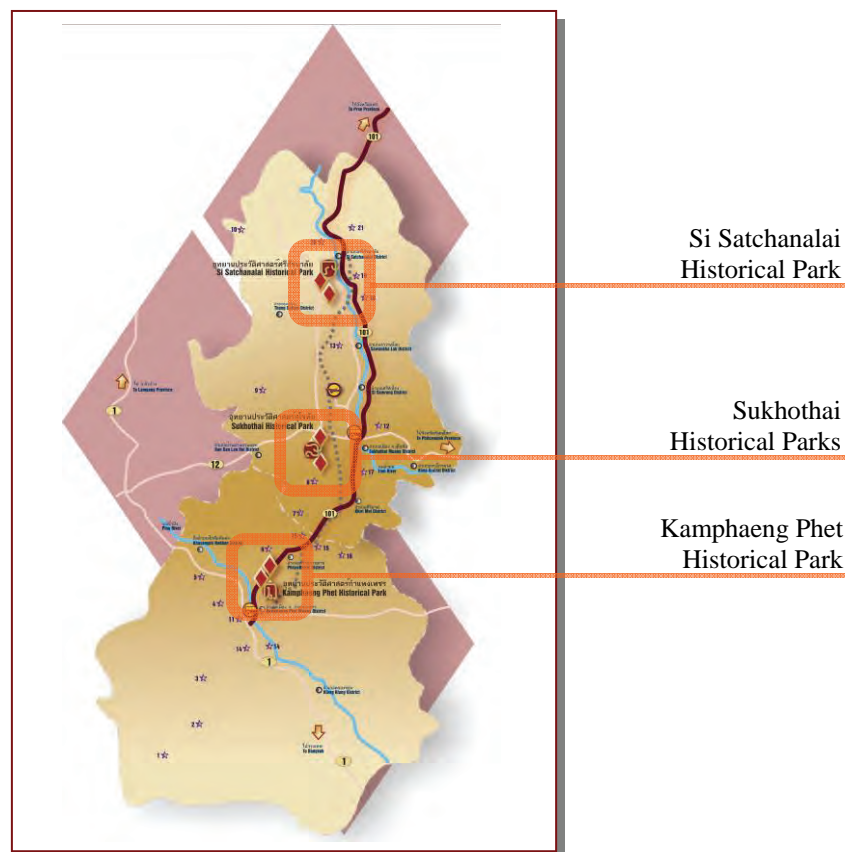


Figure 1: Location of Sukhothai, Si Satchanalai and Kamphaeng Phet Historical Parks

2.1 Access

Sukhothai and Si Satchanalai historical parks can be accessed by air, train, and road; while Kamphaeng Phet historical park can be accessed only by road. Roads to all three sites are well maintained and in excellent condition. The distance from Bangkok to Kamphaeng Phet province is 358 km, and 440 km from Bangkok to Sukhothai province.

Direct flight from Bangkok to Sukhothai operates daily by Bangkok Airways. Additionally, there is also indirect flight operating daily by Thai Airways from Bangkok to Phitsanulok province, which is 60 km away from Sukhothai province and 100 km from Kamphaeng Phet province. A drive from Phitsanulok to Sukhothai and to Si Satchanalai historical parks takes about an hour, and a drive to Kamphaeng Phet historical park takes approximately one and a half hours.

Public trains run from Bangkok to Sukhothai province (at Sawankhalok district) daily, and the journey takes seven hours. However there is no public train service available to Kamphaeng Phet province.

Public bus service is available daily from Bangkok to Sukhothai and Kamphaeng Phet provinces.

2.2 Tourism Facilities

❖ Transportation Services in the Park

Inside the parks, tourists have the option to take private vehicles, bicycles or trams to move about. Bicycle rentals cost 20 Baht/day; tram service rates are 10 Baht/roundtrip/person for Thai citizens, 20 Baht/round/person for international visitors, and 100 Baht/tram/day if visitors wish to hire a tram exclusively for their group. Tram service at Kamphaeng Phet historical park is operated by Provincial Administrative Organization.

❖ Accommodation and Restaurants

There are no accommodation services provided at the park, but there are a number of hotels and guesthouses available in both Sukhothai and Kamphaeng Phet provinces. Most are small to medium-sized with an occupancy rate of approximately 35-40%, and an average length of stay of 1.5 days (TAT 2006).

Sukhothai Historical Park has a food court with several vendors providing local Thai cuisine. Si Satchanalai has only one restaurant at the entrance area and Kamphaeng Phet Historical Park has no food facilities. Visitors always have the option to go to the local restaurants outside of the parks to procure food and drink.

❖ Other Tourist Facilities

These include drink and snack kiosks, toilets and rest areas. In Sukhothai historical park, there are a few kiosks around the park, rest areas, and several toilets but some are out of service. There is little signage indicating where any of these facilities are located. Si Satchanalai historical park provides these facilities at an identified area at the main entrance while Kamphaeng Phet historical park provides facilities at both tourist information centers.

2.3 Admission Fee

Sukhothai Historical Park

Sukhothai historical park is divided into five zones (See Figure 2), and an two types of tickets are offered. Single-site tickets permit the visitor access to only one zone; and multiple-site tickets allow visitors to visit more than one zone. The southern zone requires no fee.

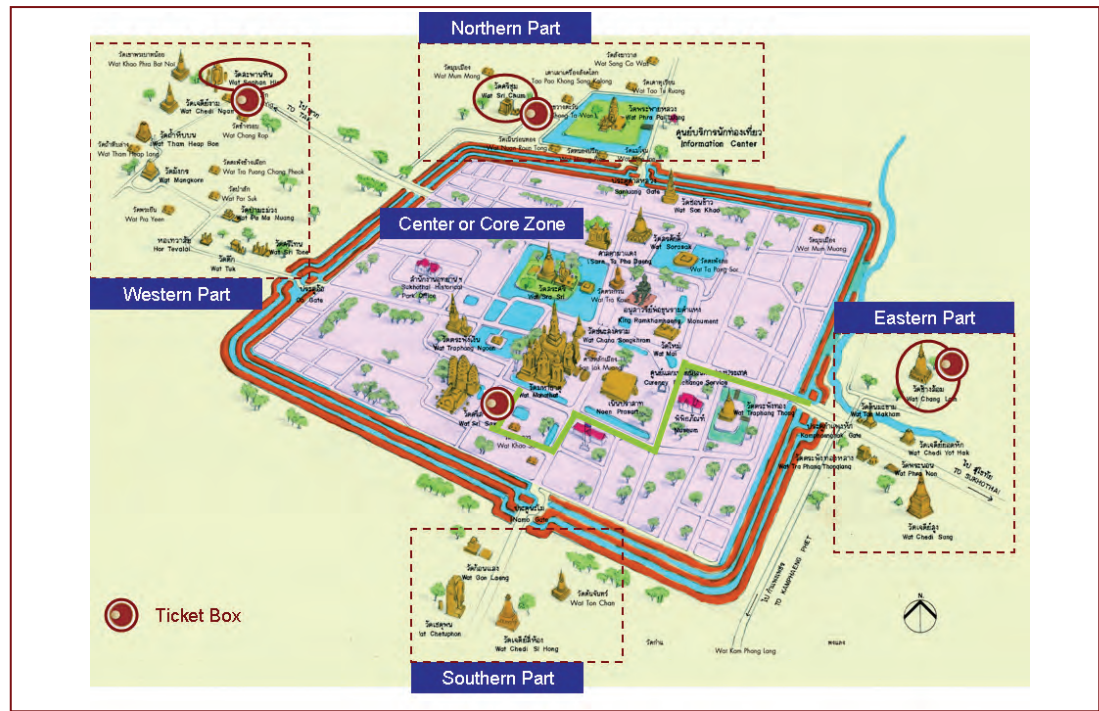


Figure 2: Sukhothai Historical Parking Zoning

❖ Single-site ticket

Single Ticket Admission Fee	Thai Visitors (Baht)	International Visitor (Baht)
Central Zone: Within the city wall	10	40
North Zone: Si Chum temple	10	30
East Zone: Chang Lom temple	10	30
West Zone: Saphan Hin temple	10	30
South Zone	No charge	No charge

❖ Multiple-site ticket

Multiple-site tickets are valid for 30 days. If visitors plan to visit all the zones in Sukhothai historical park, a multiple-site ticket purchase is a better option since it allows visitors to access to all the zones of the park as well as to entry to four other attractions in the Sukhothai province.

Multiple Ticket Admission Fee	Thai Visitors (Baht)	International Visitor (Baht)
All the zones of Sukhothai historical park plus: <ul style="list-style-type: none">▪ Ramkhamhaeng National Museum▪ Si Satchanalai Historical Park▪ Center for Study and Preservation of Sangkhalok Kilns▪ Sawankawaranayok Museum.	30	150

Si Satchanalai Historical Park

Like Sukhothai, there are single-site and multiple-site tickets for Si Satchanalai historical park. The single-site ticket is valid for visiting only Si Satchanalai historical park, while the multiple-site ticket covers the admission fee for Si Satchanalai historical park, as well as for four other attractions, including all zones of Sukhothai Historical Park, Center for Study and Preservation of Sangkhalok Kilns, Ramkhamhaeng National Museum and Sawankawaranayok Museum.

The single-site ticket costs 10 Baht for Thai citizens and 40 Bahts for international visitors; whereas a multiple-site ticket costs 30 Baht for Thai citizens and 150 Bahts for international visitors.

Kamphaeng Phet Historical Park

This park is open daily from 0830 am - 1630 pm. Admission fee is 10 Baht for Thai citizens and 40 Baht for international visitors. It should be noted that Kamphaeng Phet historical park is not included as one of the attractions for the multiple-site ticket that applies for Sukhothai and Si Satchanalai.

2.4 Current Visitors

All the parks receive both Thai citizens and international visitors. The parks divide Thai visitors into four groups; tourists, monks, students and official guests of the park. The admission fee is charged only to tourists visiting the park, and no fee is required of monks, students and official guests.

The majority of international visitors come from Europe, followed by Japan. These tend to include individual visitors and tour-groups, with an average length of stay at the park ranging from one to three hours. The length of visitor stay is influenced by schedules organized by tour operators, weather conditions, particularly heat and rain during noon or afternoon, which creates unfavorable touring conditions.

The following table illustrates 2006 visitor statistics at the three historical parks of Sukhothai, Si Satchanalai and Kamphaeng Phet.

Number of Visitors at the Historical Parks	Thai Visitors		International Visitors		TOTAL
	Number	%	Number	%	
Year 2006					
Sukhothai	254,814	55.67	202,888	44.33	457,702
Si Satchanalai	118,206	75.19	39,012	24.81	157,218
Kamphaeng Phet	128,957	94.19	7,959	5.81	136,916

Ref: 2006 Visitor Statistics (from Oct'05-Sept'06) of Sukhothai, Si Satchanalai and Kamphaeng Phet Historical Parks

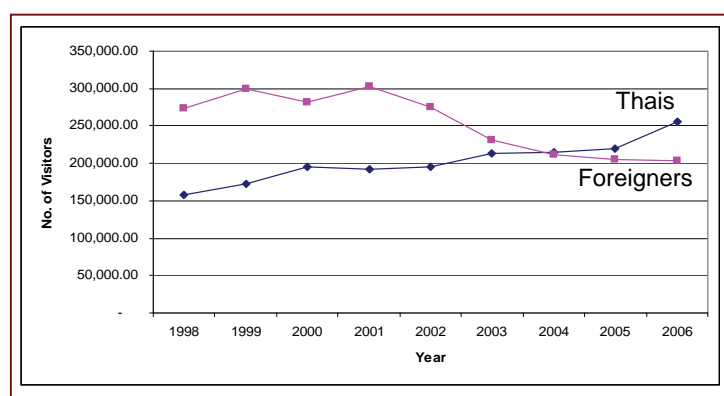
Sukhothai historical park received approximately half Thai and international visitors, while Si Satchanalai and Kamphaeng Phet historical parks received a larger percentage of Thai visitors and a lower number of international visitors. A comparison between the three sites reveals that the total number of visitors at Si Satchanalai and Kamphaeng Phet historical parks is one-third of the total number of visitors at the Sukhothai park; the number of international visitors being much lower in these parks in comparison to those at the Sukhothai historical park.

This statistic indicates that visitors at the Sukhothai historical park are not likely to extend their trip to the other two sites. Based on the visitor survey, the following reasons can be ascribed for this pattern:

- Long commuting distance between the parks,
- Inconvenient public transportation for traveling between the parks,
- Perception that the experience of these two sites would not very different from that of Sukhothai historical park,
- Lack of interest and awareness of heritage significance of Si Satchanalai and Kamphaeng Phet historical parks.
- Lack of time to visit all three parks.

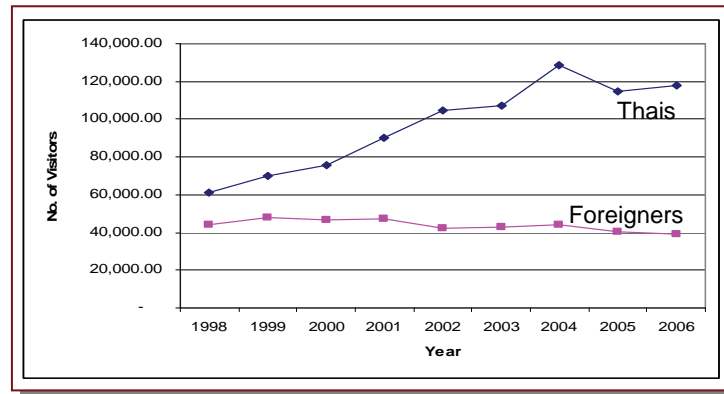
Sukhothai Historical Park

Based on statistics, it should be noted that for the past eight years, the number of international visitors has been in decline by 33%, while that of domestic visitors has increased by 47.5%. Probable reasons for this pattern could be ineffective marketing and promotion for the international market, lack of new activities/ events/ programs to attract visitors (especially repeat visitors), and a mismatch of experiences offered by the park and the visitor's interests.



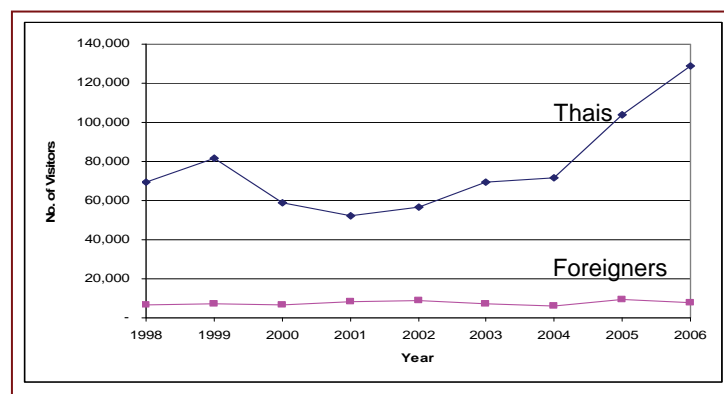
Si Satchanalai Historical Park

For the past eight years, the number of Thai citizen visitors has been on the increase by 70%, with an average annual growth rate of approximately 10%. About 40% of Thai visitors are students. International visitor numbers have stayed fairly even, but are still three times lower than that of Thai citizen visitors. It is interesting to note that although Si Satchanalai is situated in Sukhothai – the same province as Sukhothai Historical Park, it has not been able to attract more visitors from Sukhothai Historical Park over the last 10 years.



Kamphaeng Phet Historical Park

Presently 90-95% of visitors at Kamphaeng Phet historical park are Thai citizens. Over the past eight years, the number of Thai visitors has been on the increase by nearly 60%. About 40% of this group is comprised of students, and includes visits made to the historical park by schools, colleges, universities and adult education as a required field trip in their curriculum. Again, the number of international visitors remained the same for the past ten years, is comprised of more individual visitors, than tour groups.



2.5 Nearby Attractions

In addition to visiting the historical parks, there are a number of other activities to engage in while traveling from one park to another. These include exploring the natural and cultural attractions of the region, and local products, food, events and festivals. With the aid of proper marketing, there is a possibility of attracting more visitors into the region and extending their stay, thereby boosting the local economic activities in the provinces.

❖ Cultural Attractions

- Sawanvoranayok National Museum - visitors can tour galleries of ceramics, Buddha images, general history and Phra Sawanvoranayok,
- Phra Ruang Royal Leisure-Park - visitors can pay respects to Phra Ruang, visit the Farmer Museum to see historic farming equipment and instruments, view the lifestyle of the ancient Sukhothai people, and purchase Sukothai products,
- Sangkhalok Museum – visitors can learn about the art of making ceramics, and view a collection of preserved artifacts.

❖ Natural Attractions

- Si Satchanalai National Park – this is suitable for those who like adventure since there are natural several attractions and activities that visitors could explore.
- Ramkamhaeng National Park - rich in wildlife and rugged mountain forests,
- Phra Ruang Hot Springs,
- Chalerm Phra Kiet Fishery Museum – visitors can learn about the variety of freshwater fish found in Thailand.

❖ Local Products

- Traditional cloth materials in Sukhothai style at Ban Had Siao and Ban Na Ton Chan,
- Sangkhalok ceramic productions at Ban Koh Noi,
- Wood furniture at Muang Kao,
- Golden and silver craft in typical Sukhothai style at Tha Chai Village
- Pottery/ Earthenware at Ban Thung Luang
- Marble quarry at Kamphaeng Phet,

2.6 Current Interpretation about the Parks

Currently there are a number of media used to provide information and history about the parks, but only present information on the individual site. There are very few instances which showcase the 3 sites as a comprehensive package. These include UNESCO's World Heritage website, the world heritage brochure on Sukhothai – Si Satchanalai and Kamphaeng Phet, and the Department of Fine Arts Guidebook.

There is no official website for these world heritage sites. At all three sites there are few on-site guides.

The following information discusses interpretation at each site.

Si Satchanalai Historical Park

Brochures for this park are free of charge, and are available in Thai and English languages. Inside the brochure can be found a map of the park, along with a description of major temples.

There are several designs of on-site signage. Some are old and dirty due to lack of maintenance and therefore hard to read while some are damage or gets stolen.



Figure 3: Existing Signage

There is one tourist information center located at the gate opposite the main entrance. Currently the center receives low visitation which could be due to the location far from the main entrance, and lack of clear information on where it is situated. The visitor survey has revealed that some visitors are not even aware of the existence of this center.

Inside the center there is an architectural model illustrating the area of the park and specific sites along with temple drawings and models of what they looked like in the past. Unfortunately, the information provided at the center is not updated on a regular basis. This needs to be improved in order for repeat visitors to find new and current information.

Given that a large number of visitors are students, it is important that the interpretation uses simple, easy to understand language that is interactive and fun. Interpretation at the center should present information in a more interesting and memorable manner. In fact the park has a plan to improve the information center but it is facing an issue of budget constraint.

There is an official website for the site www.Thai-archaeology.info as well as there are a number of public websites providing basic information on the park.

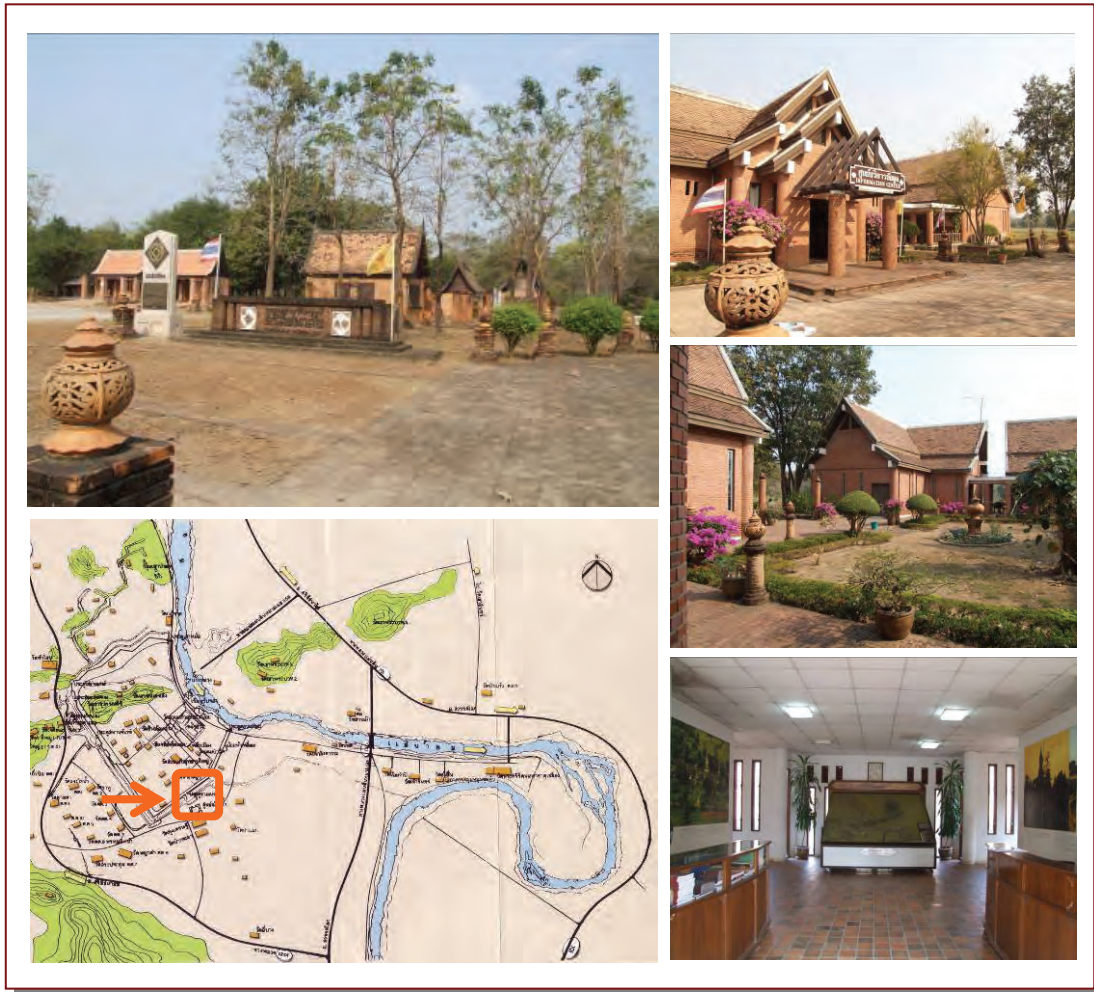


Figure 4: Existing Tourist Information Center

Sukhothai Historical Park

Brochures for this park are available in Thai and English. Inside the brochure can be found a map of the park, along with a description of major temples. The brochure is sold at the main entrance to the park. Selling the brochure, rather than offering it free, enhances its value in the visitor's perception, and generates income for reprinting.

There are different versions of signage at this site. Some are old and hard to read due to lack of proper maintenance while some are damage or get stolen. In the area outside the core zone, there is insufficient directional signage and site maps to guide people around.



Figure 5: Different Designs and Types of Signage in Sukhothai

The official website about Sukhothai is still under construction. However, there are a number of public websites providing basic information on the park.

The tourist information center of Sukhothai historical park is housed in a traditional Thai building, and has an architectural model of the park area. Also inside the center are information panels explaining the importance of the temples, and a ten-minute audio visitor presentation offered in five different languages (Thai, English, Chinese, Japan and French). The interpretation is unfortunately ineffective because the presentation style has not been updated for a long period of time. The center receives low visitation numbers compared to the total number of park visitors. Based on the visitor survey, this could be due to the long distance between the center and the entrance gate, lack of visitor awareness about its existence and location, and visitor information deemed uninteresting.



Figure 6: Existing Tourist Information Center

Kamphaeng Phet Historical Park

Brochures for this park are available in Thai and English. Inside the brochure can be found a map of the park, along with a description of major temples. The brochure is sold at ticket boxes located at all four entrances of the site. As for signage, there are several designs of on-site signage that are used at the site, but similar to those at Si Satchanalai and Sukhothai, some are damaged and stolen. Others are old and hard to read.



Figure 7: Existing Signage

Currently there are 2 tourist information centers; one old and one new. The new one has officially opened in 2006.

- The old tourist information center is located at the entrance near Phra Kaew and Phra That temples. It is smaller than the newer one and has been recently renovated. This center provides less information and interpretive media for the visitors than the other location.
- This new center is located at the entrance near Avas Yai temple. It was created to target student visitors, and provides excellent interpretation. The interpretation consists of an audio-visual presentation, an architectural model of the park with a voiceover in both Thai and English languages, cultural artifacts and souvenirs, and temple picture and historic picture jigsaw puzzles for younger children.

There is no official website for the Kamphaeng Phet Park, but a number of public websites provide basic information about the park.



Figure 8: Existing Tourist Information Center

Conclusion

Closer inspection of the Sukhothai, Si Satchanalai and Kamphaeng Phet historical parks has revealed some disconcerting flaws in the management of these world heritage sites. Results from the visitor survey, site visits and stakeholder consultations have clearly identified issues of concern and this report has offered solutions.

The existing interpretation of these three sites lacks the information that is needed to clearly illustrate their relationship to each other, as well as address why the parks are world heritage sites. The current title of “World Heritage Town of Sukhothai and Associated Cities” is simply too vague, and lacks the detail for easy visitor interpretation. Moreover, while park brochures offer maps and details about their specific sites, there is little printed data detailing their respective social and historical significance individually and as a collective world heritage site.

Upon further inspection within the parks, again it is clear that improved visitor recognition and interpretation is needed. While visitor numbers for Thai citizens are on the increase, steps should be taken to improve international numbers which have declined or plateaued. Increased visibility as a 3-park heritage site will no doubt generate an improvement in numbers. To allow for this action, website development and uniformity needs to be addressed. Moreover, the different activities and facilities available at each site should be highlighted in an attractive manner. Better marketing would most likely generate longer visitor stays and increased interaction at each site, no doubt contributing to heightened economic development.

Signage within the three parks needs to be improved and better maintained. Lack of upkeep conveys a message *not* of preservation but of deterioration. Poorly trained guides that are unfamiliar with the area or historical significance contribute to low visitor perception of the location. Tourist information centers that serve as the entry point for many visitors should offer consistent, up-to-date information and be easy to find. Additions to existing signage with improved location maps would increase visitor traffic at the centers, and human resource training programs should be considered.

There is a need to enhance public awareness about cultural heritage and world heritage significance at these three parks. Steps to address the issues of highlighted concern will undoubtedly increase domestic and international visitor numbers, heighten historical awareness, and serve as a model for proper heritage site management in other regions of Thailand and Southeast Asia.

PART II INTERPRETIVE STRATEGY





3. INTERPRETIVE OBJECTIVES AND THEMES

Interpretation of heritage resources and sites is increasingly being perceived as an integral part of managing heritage sites, and a means of communicating and educating visitors/community on the significance of resources and the need for more preservation and conservation. It is not just a presentation of data and facts but rather it is a management tool that helps to manage visitors to a heritage site site, enhance visitor awareness of culture and heritage values and stimulate these visitors to gain more appreciation about the site.

Visitors are increasingly aware, and are exposed to varied sophisticated media. Given this reality the messages and stories being told on heritage sites need to be exciting using a full range of media options to transmit these messages. The challenge of interpretation is to tell an authentic story while ensuring that the visitors' expectations are met and that they leave with a greater sense of understanding and appreciation of the heritage environment. This is particularly true for younger visitors who are accustomed to sophisticated technological devices.

Given the issues discussed in Section 2, it is important that the world heritage of Sukhothai, Si Satchanalai and Kamphaeng Phet develop an effective interpretive strategy and implement it.

3.1 Interpretive Objectives

The primary objective of the Sukhothai interpretive strategy is to expand visitors' understanding and appreciation for the world heritage site as well as to provide visitors with a quality experience that will enhance their enjoyment and appreciation of the cultural heritage.

The secondary objectives of the interpretive strategy are as follow.

- To attract tourists to the area and extend their visits by keeping them interested in overall cultural landscape.
- To create income enhancement opportunities for local communities.
- To manage the visitor's experience to meet interpretive and economic development objectives.

3.2 Target Audience

It is important that the interpretation relates to its target audience. As mentioned earlier, the majority of visitors are Thai students who visit the historical parks as part of their academic field trips. Therefore, the initial target audience would largely still be the student group, and the interpretive media and techniques used will have to be in cards designed in accordance with the preferences of this age group.

However, for the site to achieve its full potential not only as a vehicle of cultural conservation and education but as a channel for creating local economic

development, the audience will need to expand to include an adult group of Thais and international visitors. Ideally a better interpretive experience will help to extend visitor stays, encourage them to travel to all three sites as well as to nearby attractions, and preferably enable them to access a wide range of information even prior to their visit.

3.3 Suggested Interpretive Themes

It is proposed that an overall theme or experience would be:

“Exploring the Dawn of Happiness Cultural Landscape – Linking the Past with the Present”

Under the overall interpretive themes, there are a number of historical and cultural dimensions that will be utilized to structure interpretive presentations. They include:

❖ His Majesty the King’s Concept on “Sufficiency Economy”

Introduce and explained His Majesty the King’s concepts of economic self sufficiency economy and sustainable development and relate these concepts to the community life of Sukhothai.

❖ Exploring the Landscape along Phra Ruang Ancient Road

Explain the evolution of the landscape along the Phra Ruang ancient road from the past until the present day with an emphasis on describing the links between the three cities using personal stories and events. Specific stories could focus on:

- When and how the cities were developed
- Links between the three sites, in terms of geography, politics and culture
- Functions of each site in the past
- Reasons why this time span is considered a golden period of Thailand
- The fate of the three sites after becoming part of the Ayutthaya Kingdom
- Influence on arts and architecture
- Reasons for the decline of the cities
- The cultural landscape of today, e.g. ancient monuments, living communities, local industry, arts and crafts

❖ Heritage Community

Highlight the living communities in Sukhothai, Si Satchanalai and Kamphaeng Phet including local customs, traditional ways of life, Buddhism, festivals and local cultural industry, arts and craft products.

❖ Hydrological Systems

Illustrates the role of hydrological systems in the development of these communities with a specific focus on agricultural activities during the Sukhothai era.

❖ Evolution of the human settlements

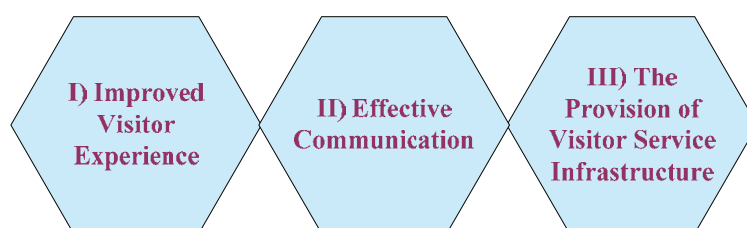
Illustrate a number of development themes including: city planning, human settlement patterns, the development of agriculture, land use patterns, and agricultural engineering techniques.

Presenting such information with a wide range of interpretive techniques will enhance visitors' and local people' enjoyment and understanding of the cultural landscape of Sukhothai-Si Satchanalai-Kamphaeng Phet which includes not just the ancient monuments at each park, but also the local community, culture, customs and ways of life.

It is necessary that stories illustrating particular values of Si Satchanalai, Sukhothai, Kamphaeng Phet are effectively provided in order to ensure that visitors are aware of the clear differences between the three sites, and do not presume that they provide the same fundamental experience.

3.4 Proposed Interpretive Strategy

In order to achieve the interpretive objectives, the following strategies are recommended:



I) Improved visitor experience

This strategy will deal with ways of orienting visitors to the cultural landscape of the world heritage site as well specific attributes of each site in an organized manner and providing visitors with superior experience. There are several methods that can be used to provide quality visitor experience such as heritage trails, self-guided tour with the world heritage booklets, group guided tour, fictional or dramatic storytelling, costume interpretation and demonstrations, etc.

The following methods were developed and are presented in Section 4.

- a. Overall world heritage trail
- b. Specific routes in Si Satchanalai, Sukhothai and Kamphaeng Phet.

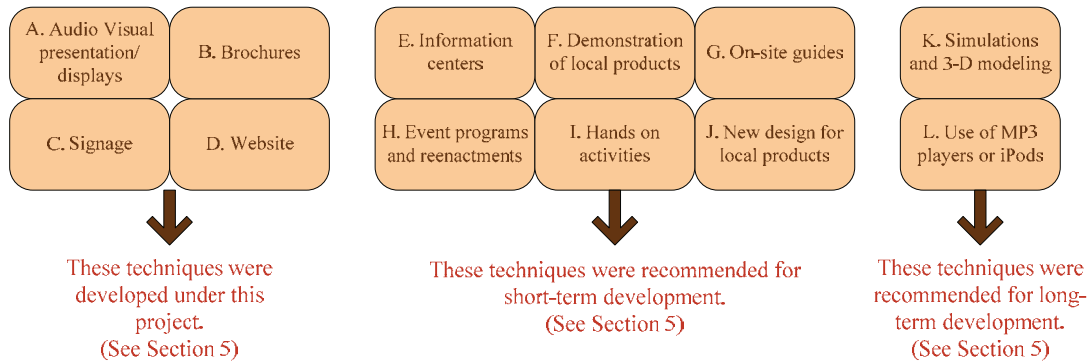
II) Effective communication

Information can be effectively communicated to visitors with the aid of several interpretive techniques including:

- a. AV presentation/displays
- b. Brochures
- c. Signage
- d. Website
- e. Information centers

- f. Demonstration of local products
- g. On-site guides
- h. Seasonal or special event programs and reenactments
- i. Hands on activities
- j. New design for local products
- k. Simulations and 3-D modeling
- l. Use of MP3 players or iPods

While the project looked at all of the techniques above, techniques a-d were fully developed.



III) The provision of visitor service infrastructure

The availability and maintenance of facilities, such as signage, roads for automobiles/bicycles/trams, rest areas, parking spots, restaurants, public phones and restrooms, are directly related to the comfort and enjoyment of visitors when they are at the site. Under this strategy, several actions are recommended for the parks' consideration as presented in Section 6.



4. IMPROVED VISITOR EXPERIENCE

This strategy is intended to provide a high quality experience for visitors in an organized manner. The cultural landscape heritage trails are developed and designed to increase visitor awareness about the heritage significance of the three historical parks, and to extend the visitor stay. Two types of heritage trails that will provide effective interpretation to visitors are proposed – an overall world heritage trail connecting the three historical parks, and specific routes at each park.

4.1 Overall World Heritage Traveler Trail

The trail comprises 3 major world heritage sites of Sukhothai – Si Satchanalai – Kamphaeng Phet as well as other things for visitors' choices to do and see around the sites. The overall world heritage trail aims to provide visitors with a sense of the cultural landscape utilizing the Phra Ruang ancient road to bring all three sites together. Visitors will be able to move along the trail and explore the historic significance of these three sites, their similarities/differences, as well as other attractions/ activities in the vicinity of the ancient road.

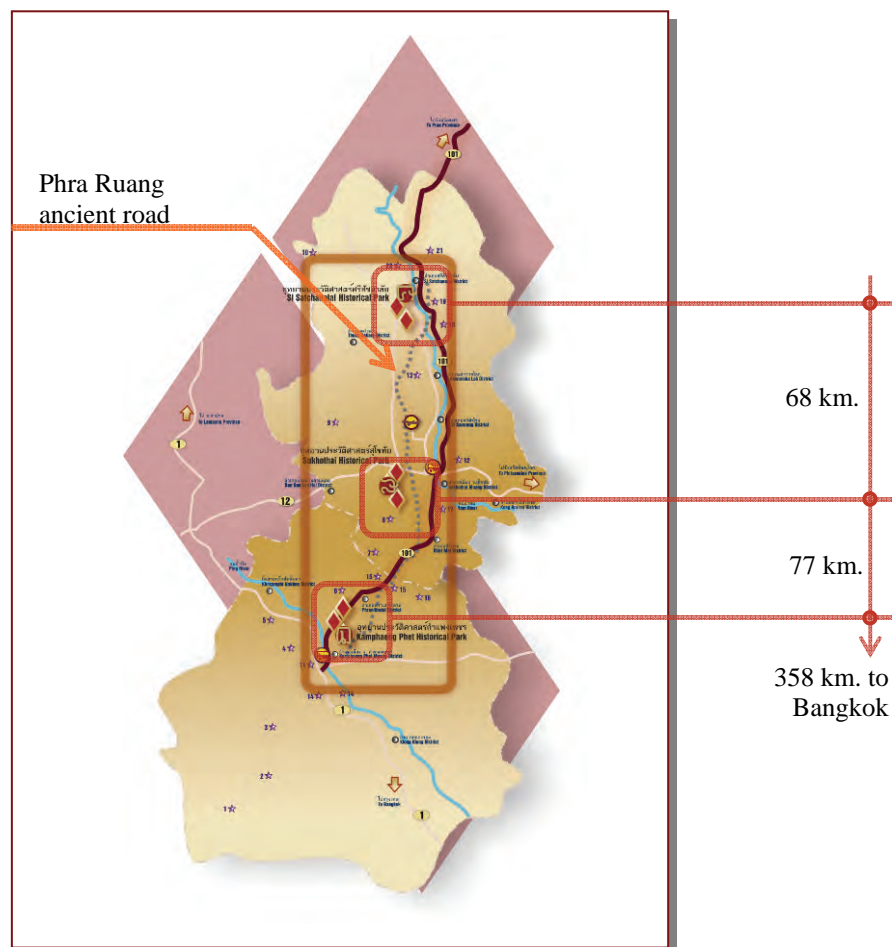


Figure 10: Overall World Heritage Trail

Given the insights provided by the visitor survey, there is a misconception about the three parks offer similar experiences, it is important that information presented/described each site reflects the difference between these sites. Based on discussions with park officials, the following are some of the suggested highlights of each historical park:

Si Satchanalai	Sukhothai	Kamphaeng Phet
<ul style="list-style-type: none"> ▪ Location/city planning ▪ Sangkhalok ceramic production and Thuriang kilns ▪ Meditation temples ▪ Song Nam Aui Than festival ▪ Art and architecture 	<ul style="list-style-type: none"> ▪ Cultural prosperity and golden period of Thailand ▪ Inscriptions ▪ Formation of Thai alphabets ▪ Distinctive styles of art and architecture ▪ Irrigation system ▪ City planning 	<ul style="list-style-type: none"> ▪ Important military defenses ▪ Phra Ruang ancient route ▪ Architectural diversity ▪ Nop Phra Len Phleng festival ▪ Laterite stone in construction

However based on the visitor survey, it is found that the distance between the parks is seen as an issue. It is necessary to identify attractions and activities that visitors could experience in order to make the journey more attractive and interesting. Offering a variety of exploratory choices along this trail, such as local community products, arts and crafts, shopping areas and the like, would be effective in holding visitor interest, as well as providing them with an opportunity to learn.

4.2 Specific Heritage Routes at Each Park

In order to help direct people where to go, how to move around the site and stimulate them to gain more appreciation about the heritage, specific heritage routes focusing on history, arts and architecture are proposed as short tour, half-day tour and full-day experience. This can be seen as one way to provide an organized visitor experience, increase visitors' understanding about the site and possibly extend the length of their stay at site. Target audience for taking these proposed heritage routes would be normal visitors (e.g. students, local people, tourists), not experts or archaeologists.

It is important to note that heritage routes at all three sites have been identified based on the following criteria.

❖ **Time and distance:**

The order of temples was based on time that visitors plan to be at the site as well as distance between the monuments. The proposed trails presented in this report are the best possible routes for general tourists to learn and explore the site within the limited time of 1 hour/half day/full day.

❖ **Behavior of normal visitors:**

Generally visitors want to have clear and easily understandable information with not too many and complicated choices of trails to make. Thus it is proposed that 3-4 options are provided for visitors.

❖ **Appropriateness for interpreting via trail:**



Stops (ancient monuments/community heritage) included in the heritage routes are what the team and archaeologists at the site jointly decided that it is suitable to be included in the trail.


However for other ancient monuments/places that were not included in the proposed trails, it does not mean that they are less important than those included in the trails but the team developed the trail based on the above strategic criteria as well as the reality in terms of visitors having to cope with significant distances and very high heat levels.

In the future there can be more options or routes for specific themes such as the irrigation system, botanical resources, and human settlement pattern for specific target groups. In order to promote specific routes for some target groups, it is necessary to identify who the audiences are and what their interest and preferences are in order to ensure that such routes are effective. It is noted that some stories (e.g. the hydrological system of Sukhothai) could be better interpreted with the use of other interpretive techniques e.g 3D Modeling or visual audio presentation, rather than having people visit the reservoir which is 5 km away from the historical park and at the end, visitors may still not be able to imagine how the system actually worked.

Sukhothai Historical Park

Three options of heritage routes are proposed at the Sukhothai historical park, including a short tour, a half-day and a full-day experience.

short tour experience	<p>This route covers five key monuments within the core city zone, accessible for everyone including those with disabilities, and suitable for those who have limited time.</p> <p>Mode of transportation: Private vehicle/Tram</p> 
Half-day experience	<p>This route highlights ancient monuments within the core zone and the northern zone, and is suitable for those who prefer to spend more time learning about each monument.</p> <p>Mode of transportation: Private vehicle/bike/tram in the core zone; private vehicle/bike in the north zone.</p> 

Full-day experience	<p>This route illustrates different aspects of the historical significance, such as urban planning, irrigation systems and art & architecture, and is suitable for those who have a day to spend at the site. The route covers the core zone area as well as other zones outside of the city wall.</p> <p>Mode of transportation: Private vehicle/bike/tram in the core zone; private vehicle/bike (for those who have good physical condition) outside the city wall.</p> 
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Full-scale maps can be found in Annex A.



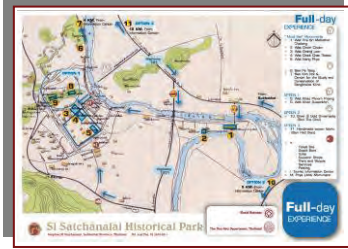
❖ Proposed Night-tour Experience

In addition to day trails, night trails might be organized during specific times of the year, (with a provision for advanced bookings). Trams are seen to be the best means of transportation to manage visitors. There would be a recording or broadcast at each stop, explaining the significance of each monument. Contingent upon the human and financial resources available to the park, a mini light and sound performance can be organized at some stops with the involvement of students. At the end of the tour, dinner may be served at the tourist information center, prepared by the local community. This would be an extremely good use of the existing tourist information center at Sukhothai, as well as a means of boosting the local economy.

In addition to working with the local community and the schools, it is important to work with the private sector, such as hotels and tour operators for marketing and promotion. A number of other issues need to be taken into consideration if a night trail is to be organized; such as logistical arrangements, program pre-testing, admission fees, arranging staff for night shifts, booking and ticketing, as well as transportation, safety and security issues.

Si Satchanalai Historical Park

Three options of heritage routes at Si Satchanalai Historical Park are proposed, including a short tour, a half-day and a full-day experience.



short tour experience	<p>This route highlights three major temples and historical monuments within the city wall, and is suitable for visitors having an hour to spend at the site.</p> <p>Mode of transportation: Private vehicle/bike/tram/elephant ride.</p> 
Half-day experience	<p>This route includes ancient monuments within and outside the city wall. It starts from Wat Phra Si Rattana Mahathat Chaliang and Wat Chom Chuen, then proceed to ancient monuments within the city wall (same monuments as short-tour experience) and to the northern part for a group of ancient kilns at Ban Pa Yang, the Center for the Study and Conservation of Sangkhalok Kilns and the local ceramic industry at Ban Koh Noi.</p> <p>Mode of transportation: Private vehicle</p> 
Full-day experience	<p>This route is a combination of the half-day experience and a set of three more options for visitors' selections.</p>  <p><u>Option 1 – Hill temples within the city wall</u></p> <p>This option includes two major temples of Wat Khao Suwankhiri and Wat Khao Phra Ploeng located on the hill (approximately 20-28 meters from the ground), that are believed to be meditation temples.</p> <p>Mode of transportation: Private vehicles or bikes till the foothills and then stairs till the temples atop the hill. This is not suitable for the elderly or people with disabilities.</p>

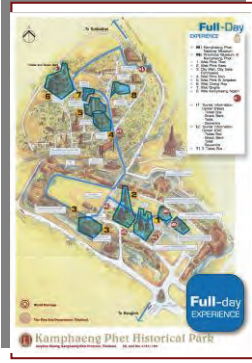
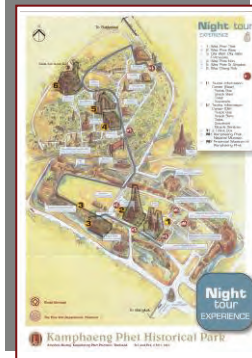
	<p><u>Option 2 – Silver and gold ornaments in Tha Chai village</u> This option highlights well-known local community products for gold and silver ornaments that imitate the traditional designs discovered from the ruins and remains at the historical park.</p> <p>Mode of transportation: Private vehicles only</p>
	<p><u>Option 3 – Handmade woven fabric in Had Siao village</u> This option highlights local products, such as handmade woven fabric by Had Siao community, who have conserved their typical long lasting cloth made in colorful designs.</p> <p>Mode of transportation: Private vehicles only</p>

Full-scale maps can be found in an Annex B.

Kamphaeng Phet Historical Park

Four options of heritage routes are proposed: short tour, half-day, full-day experience as well as a nighttime experience.

<p>short tour experience</p>	<p>This route covers the “must see” temples, city gate and fortresses located in the city wall as well as in the Aranyik area, and is suitable for those who need a quick visit to the site.</p> <p>Mode of transportation: Private vehicles</p> 
<p>Half-day experience</p>	<p>This route covers the same major ancient monuments as the one-hour route but with two additional stops at the museums, so that the visitors can learn more about the historical significance of Kamphaeng Phet. The route is suitable for those who have more time to explore the art and architecture of the site.</p> <p>Mode of transportation: Private vehicles/bikes/by foot</p> 

<p>Full-day experience</p>	<p>This route includes the same stops as the half-day route but additionally covers two ancient monuments of Wat Singha and Wat Kamphaeng Ngam in the forest area.</p> <p>Mode of transportation: Private vehicles/bikes/by foot</p> 
<p>Night-tour experience</p> <p>(7 pm -9 pm)</p> <p>It is noted that the night tour is a future plan and has not been offered to the visitor yet.</p>	<p>This route provides visitors with different experiences at the site during the nighttime. There are some stops where visitors get to walk around. Light and sound shows can be provided as part of the trail experience.</p> <p>Mode of transportation: Trams</p> 

Full-scale maps can be found in an Annex C.

❖ Booklet for Heritage Trails

A booklet describing the overall world heritage trails and specific routes at each park should be developed. There will also be a need to provide historical background and the three parks' relationships in terms of administration, political, geography, culture and religion. Under this project, a text for the guidebook was prepared. For further action, it is necessary that Fine Arts Department ensures that the text is accurate and carries out a design for the booklet. This booklet should be downloadable from the website or be available for sale at site, on the plane/bus station/train station.



5. EFFECTIVE COMMUNICATION

As noted earlier there are a number of interpretive media that can be used to tell a story ranging from low-tech approaches to others that are quite sophisticated and use leading-edge computer technology and programs.

It is recognized that the following techniques can be immediately implemented:

- AV presentation/displays
- Brochure
- Signage
- Website
- Information centers
- Demonstration of local products
- On-side guides
- Event programs and reenactments
- Hands on activities
- New design for local products

Longer-term development could include the following

- Simulations and 3-D modeling
- Use of MP3 players or iPods

5.1 AV Presentations/Displays

Audiovisual presentations/ displays were conceptually designed to provide an orientation to the visitors and present visitors with concise information on the world heritage trail connecting the three cities, its historical significance and relationship via Phra Ruang ancient road. It is crucial that these presentations be located at entry points, in order that even the visitors who have the opportunity to visit just one site at least are made aware of the interrelationship between the three world heritage parks. Displays will be presented in both Thai and English; and their content will cover the significance of and relationship between the three sites, a map illustrating the three sites, and brief information about specific routes/options for visitors to take at each site.

Two types of displays are proposed:

❖ Type 1: Indoor Displays

It is recommended that these interpretive opportunities contain a combination of audio-visual and maps/drawings, since creative audiovisual presentations can reach out more effectively to the tech-savvy new generation, can be prepared in different languages, and significantly reduce paper and the cost of production. Detailed information can be conveniently displayed using a power-point presentation approach at the tourist information center.

It is understood that the government budget for the displays might be an issue. However, there is a possibility of supporting the equipment costs through sponsorships acquired from computer or television companies. Such companies should be motivated to contribute, since supporting world heritage interpretation for education and conservation would provide a good image to their businesses. A combination of skilled story telling and creative digital media/theater can help produce world-class displays and exhibits at the tourist information centers of Sukhothai and Si Satchanalai within reasonable budgets.

At Kamphaeng Phet information center, which is already equipped with computers and other visual presentation equipment, new information on the introduction to the world heritage site of Sukhothai – Si Satchanalai – Kamphaeng Phet can be simply added to existing kiosk with minimum investment.



Figure 11: Proposed Location for Display



Figure 12: Proposed Design for Display (1.80 m. X 2.70 m.)

❖ Type 2: Outdoor Displays

This type of display will be a panel presenting information by way of drawings/maps/illustrations without an audiovisual aid. It is recommended that the locations of such be at the parking lot, main entrances or ticket box in order to catch visitor attention before they enter the site. However, location for such display must be carefully chosen in order to avoid visual impact to the heritage site. It is noted that the proposed design for such introduction displays is currently a guideline that can be modified as per requirement.



Figure 13: Proposed Location for Display



Figure 14: Proposed Design for Display

5.2 Brochure

The brochure was designed to present the highlights of the world heritage site, as well as furnish general information for tourists, such as how to commute between sites, details about nearby attractions, accommodations, restaurants, necessary contacts and the website. The next step will be that Fine Arts Department proves an accuracy and appropriateness of the information included in the brochure before printing and distributing them. Once the text is finalized, it is recommended that brochure be made available for visitors at all three historical parks, and should be downloadable from the website.



Figure 15: Brochure Design

5.3 Signage

Presently there are different types of on-site signage at each park. It is proposed that uniform signage for all three parks get developed in the near future. Two types of signage are proposed:

❖ Type 1: Off-site Signage

The off-site signage was designed to ensure that visitors, who are already in the province, become aware of what they can explore along this world heritage trail – experiencing the past and discovering the present of Sukhothai-Si Satchanalai-Kamphaeng Phet. Information in both Thai and English will be presented using both sides of the panel including:

- A main map of the overall world heritage trail
- Brief information attractions along with their distance

It is proposed that this signage be posted at public places, such as in buses or at train stations, gas stations along the way, at the Sukhothai airport or at local communities that are identified as an inherent part of the trail experience. It is noted that having

this off-site signage at public areas will require coordination with other agencies responsible for installing and maintaining it.



Figure 16: Design for Off-site Signage (0.80 m. X 1.80 m.)

❖ Type 2: On-site Signage

1) Interpretive signage at each park

This type was designed to provide information on ancient monuments at each site using maps, graphics and illustrations. The signage content will include:

- A map of the park indicating where visitors are
- Illustrations of what the monuments looked like in the past in comparison to the present
- A site plan of the monument pointing out interesting highlights in order to keep the visitors' attention.
- Key messages about the site



Figure 17: Design for On-site Signage (0.80 m. X 1.80 m.)

It is noted that the proposed dimension for the signage (0.80 m. x 1.80 m.) can be changed and adjusted to be smaller or shorter depending on the Fine Arts Department's consideration.

Though it would be ideal to replace the existing signage with the new signage system, producing the new signage system can be seen as a long-term plan due to the given budget and time constraints.

In a meantime, it is recommended that the information presentation be modified in accordance with new design using the existing signage boards and placing new messages over existing text images. Resultantly, there will be different types and sizes of signage, but all of them will have one uniform layout design.



Figure 18: Example of Mock-up Signage

2) Directional signage

This signage type enables visitors to effectively move around a site, and follow the heritage routes. Individual parks must identify the locations for this type of signage.

The content will include a map of the park, direction, location of ancient monuments and distances. Information will be presented in Thai and English using both sides of the panel.



Figure 19: Design for Directional Signage (0.80 m. X 1.80 m.)

It is noted that the proposed dimension for the signage (0.80 m. x 1.80 m.) can be changed and adjusted to be smaller or shorter depending on the Fine Arts Department's consideration.

5.4 Website

Given that it is important to provide access to interpretive materials on the World heritage to visitors even prior to their visit; and that visitors tend to search for such information especially through the Internet, it is important to develop the website for the World Heritage site of Sukhothai, Si Satchanalai and Kamphaeng Phet.

The website aims to introduce all three sites together, with an emphasis on the different stories, importance and experiences of each. In addition, the website will furnish downloadable information including:

- Map illustrating overall heritage trails
- Maps illustrating specific trails at each park
- Brochure
- Description about each park and ancient monuments along the trails
- General tourist information e.g. accommodation and restaurants within provinces
- Links to other related websites



Figure 20: Website Design

5.5 Tourist Information Centers

Tourist information centers are intended to provide an orientation to the world heritage site, and should be strategically located at the entrance of the park. Although the relocation of the information centers at both Sukhothai and Si Satchanalai historical parks to the main entrance may not be practical due to budget and time constraints, it is recommended that the interpretation at the centers at least be improved in order to better serve and motivate visitors. The center must present a wide range of dimensions in order to attract both students and regular visitors, such as the following:

- The old Thai language found on the inscriptions should be of interest to the students and can be presented in comparison with the current Thai language. Quizzes or games can be employed to challenge children or even the adults; for instance trying to read the old language or to put the old letters together into a sentence.
- Royal family clothing, as well that of the ordinary people of Sukhothai Kingdom.
- Visualizations of historic buildings/temples: Comparison of the past and present
- Phra Ruang ancient road
- Interpretation of the irrigation system with the aid of a model or visual presentation; that depicts the methodology of the flow and distribution of within and outside the city wall.
- Development of each historic cities from the past to the present.
- Ongoing research projects on the park of interest to specific groups.

Stories should be changed from time to time so that repeat visitors find something new and different each time. Other types of hi-tech media, such as 3D modeling, should be considered in interpreting some topics.

5.6 Demonstration of Local Products

If the parks are to encourage local economic development, one initiative might be to organize an exhibit that demonstrates local products. Local communities could be invited to display as well as sell their products on site at a reasonable price, such as the Sangkhalok ceramics, cloth weaving and local snacks, local food, and if relevant, explain how their products relate to the site and their culture. Such exhibits could be organized once a week or once a month depending on demand, and the products on display could be changed frequently. In addition to boosting local economy, this might attract more and repeat visitors.

5.7 On-site Guides

One important method of developing visitors' understanding of the site is to use local guides to help visitors truly understand the significance of the site. Local interpreters can provide information on the site along with information on local traditions which the tour agency guides cannot. A world heritage guide certification program by UNESCO can further ensure that the guides get properly trained in interpretation and engage the visitors by presenting the most interesting and accurate information.

5.8 Event Programs and Reenactments

Special events or activities at the park are recommended, and should be designed to bring the community together such as daytime performances/ re-enactments/ mini plays based on stories about the site; and continually using different themes to attract repeat visitors; bike rallies and quiz competitions on any aspects on the world heritage for children, wherein winners get a certificate from the park. Information on events/programs should be advertised through media of the parks and other government agencies, such as TAT, provincial government, Center for Tourism, Sports and Recreation of Sukhothai and Kamphaeng Phet provinces, and the private sector. Advance bookings for the same should be made possible.

5.9 Hands-on Activities

Hands-on activities might be one way of educating people about Sukhothai such as organizing local product-making class that visitors being encouraged to try crafting local products such as small pieces of Sangkhalok ceramic or weaving a piece of cloth with the use of traditional process.

5.10 New Design for Local Products

Although local products such as the Sangkhalok ceramics are well designed, many are outdated and do not reflect modern day values and design idioms. In order to meet market needs, the designs need to be made more attractive. It is recommended that local people be encouraged to work with Thai designers who could help in redesigning local products while still retaining traditional techniques and materials. The Vietnamese craft people have been very successful in retaining the essential elements of their traditional craft and use of materials, and at the same time introducing new designs, colors as well as new uses for their artistic output.

5.11 Simulation and 3-D Modeling

Developing a simulation or 3D modeling is seen as one effective solution to enable visitors to imagine what a world heritage monument looked like in the past, how the Sukhothai community built their temples, what the structures were used for, how the art and architecture of the region was influenced by Khmer, Hinduism & Buddhism, how their irrigation system worked, etc.. This could be done within reasonable budget constraints involving students and volunteers, and by way of procuring private sponsorship/donation of hardware and software programs. The sponsors would benefit from the publicity generated, and the Thai economy would benefit as a result of an increased demand for their services and products.

5.12 Audio Presentation on MP3 Players or iPods

Given the different language skills of the local population and onsite-guides, one effective media is to develop a series of audio files that use a narrative approach to tell a story. Audio presentations could be prepared for each heritage route of the three historical parks in different languages. Visitors should be able to download this audio file on their MP3 players or iPods either from the world heritage website or from the

information center at the park. This methodology would prove to be inexpensive and should match the interests of the younger generation.



6. THE PROVISION OF VISITOR SERVICE INFRASTRUCTURE

The provision of appropriate and sufficient facilities at the site is an integral part of visitor experience. Following are some suggested actions to ensure high comfort levels and enhanced experiences for the visitors:

❖ Transportation services linking the sites

It is recommended that transportation services such as shuttle buses be provided between the sites. It would not only facilitate visitors to travel from Sukhothai to the other two sites, but also provide a certain level of comfort and convenience for visitors, thereby encouraging them to travel more extensively along the trail.

❖ Transportation services at the site

For a big site like Sukhothai, the tram service currently available just for the core zone, should be expanded to areas outside the city wall in order to accommodate visitors on the half-day or the one-day heritage routes. This can be initiated with the northern zone of Sukhothai in order to encourage visits to ancient monuments outside the core zone, for instance, to the Si Chum temple, the Si Sawai temple and the tourist information center. Visitors should be able to get on/off at any stop along the tram route, and tram passes should be made available at the ticket boxes or at the tourist information center.

Non-motorized vehicles (trams or bikes) to move around the site should be encouraged.

❖ Safety at the site

Safety measures must be in place for visitors. General information should be provided for visitors to ensure their safety, especially the night trail, as well as visiting the ancient monuments. Information should include how to behave on site, which parts of the site are inaccessible, unstable or dangerous and sensitive, and which animals could be dangerous.

❖ Sufficient facilities and services at each site

It is important that there are rest places for visitors, as well as facilities to buy drinks or snack prepared by the local community. Tourist information centers can be a good place to host such services.

❖ Incentives

Some incentives could be offered to tourists as a means of encouraging their visitation at the sites, for instance, including Kamphang Phet historical park as one of the attractions in multiple-site tickets, creating a world heritage passport, or giving a time stamp to visitors at each park and a small gift or souvenir for visiting all three parks within a period of time.



7. MONITORING AND EVALUATION

It is important to have monitoring and evaluation programs in place in order to regularly assess the success of the interpretation, determine which objectives are being met, which elements of the program are best enjoyed by the visitors, whether or not visitors have a better understanding of the site, and how effective are the visitor centers. The results of such monitoring will in turn be used to improve the interpretive plan, themes, objectives and programs.

Although monitoring should take place on a regular basis, just how often will be determined by the available time and resources. Following are the two key aspects that need to be monitored:

- Progress in implementing interpretive strategy: This aspect is to determine what has been achieved, and which gaps/obstacles are faced during the implementation period.
- Performance of interpretation: This aspect is monitored to evaluate the performance of interpretation against its objectives. Following are some of the suggested indicators to be measured:

Primary Objective	Indicators
To expand visitors' understanding and appreciation of the cultural heritage, as well as to provide visitors with quality experience that enhance their enjoyment.	<ul style="list-style-type: none">▪ Increased visitors' understanding of the world heritage site.▪ Visitors' opinion on the overall experience of visiting the site.▪ Visitors' satisfactory feedback on the interpretation program employed, such as the stories presented, in terms of ease of understanding and creativity; the interpretive media, in terms of language, design, usefulness, accuracy and length of information; the quality and quantity of the facilities and services at the park; and access to information.▪ Percentage of visitors that follow the overall world heritage trail visiting all three parks.▪ Number or percentage of repeat visitors.
Secondary Objectives	Indicators
1) To attract tourists to the area and extend their stay by keeping them interested in the surroundings.	<ul style="list-style-type: none">▪ Extended length of visitor stay at the park▪ Increased percentage of visitors taking specific heritage trail of 3 hours or 1 day.
2) To create income enhancement opportunities for the local community.	<ul style="list-style-type: none">▪ Number and types of interpretive programs/ activities that benefit the local community/ businesses, e.g., light and

Secondary Objectives	Indicators
	<p>sound performances, mini plays, reenactments, demonstration of local products, hands-on activities.</p> <ul style="list-style-type: none"> ▪ Percentage of community involvement in the interpretative program and activities. ▪ Number and types of local community and businesses that provide services at the park; e.g., guides, tram services, bike rentals, local restaurants, and accommodations.

❖ Data Gathering and Analysis

The selection of data gathering methods will depend on the nature of the questions and information required, availability of time and budget, technical expertise as well as the desired levels of accuracy. The requisite information can be collected by the use of the following techniques:

- **Observation:** This involves observing visitor behavior, and their interactions with the interpretation, watching how much time they spend at the tourist information center or at the signage/panels, which part of the interpretation they interact the most with or the least, which media they like, where they go within the site, and whether or not they face a difficulty following the trail.
- **Focus group interview and discussion:** The target groups to get opinions, attitudes, perceptions and feeling about site interpretation and experience could be experts, local residents, school children, elderly visitors, and foreigners. There can be arrangement with the hotels, local tour guides, tour operators, local communities, motorcycle and van service providers, whereby they provide feedback about what their tourists learnt and experienced at the site.
- **Questionnaires:** Questionnaires can be delivered by an interviewer or can be simply filled in by the visitor. These could contain closed questions that can be coded and treated statistically (i.e., rating of 1-5; or a scale of “very poor” to “excellent”) or open questions that provide insights into opinions, feelings and perceptions.

The number of people to be interviewed/ observed for the monitoring program would also depend on the availability of time, money and accuracy. The bigger the sample size, the more accurate the results would be, but the greater would be the costs too. Once the desired information has been collected, the next step would be to analyze and generate the monitoring results and provide feedback that would then be used as a basis to revise the interpretation and the media/techniques uses.



8. IMPLEMENTATION AND OPERATIONS

It is recognized that the success of implementing the interpretive strategy described above will involve the cooperation of the three historical parks and various stakeholders including the local community, private enterprises and relevant government agencies.

The following table divides the required actions into three phases: short-term (1 year), medium-term (2-3 years) and long-term (3-5 years). It is important to note that for this interpretive strategy to work, the proposed short-term actions need to be implemented immediately, whereas the medium and long-term actions can wait until financial and human resources are in place.

Actions	Short-term (1 year)	Medium-term (2-3 years)	Long-term (3-5 years)	Responsible Stakeholders
Overall World Heritage Trail				
Develop the world heritage trail, prepare introductory text for the WH, design heritage trail maps for the brochure and the website	X			Completed by UNESCO
Work with relevant agencies and private enterprises to implement and promote the world heritage trail	X			SK, SS, KP
Specific Heritage Routes at SS, SK, KP				
Develop heritage routes at each site, design route maps and prepare description	X			Completed by UNESCO
Print the trail maps	X			SK, SS, KP
Promote heritage routes	X			SK, SS, KP
Review and revise the trails		X		SK, SS, KP
AV Presentation/ Panel Displays for the Overall World Heritage Introduction				
Prepare text and design for display	X			Completed by UNESCO
Choose locations for display installation at the main entrance	X			SK, SS, KP
Approve final text and design before the	X			SK, SS, KP

Actions	Short-term (1 year)	Medium-term (2-3 years)	Long-term (3-5 years)	Responsible Stakeholders
production				
Produce and install panel display		X		SK, SS, KP
Update information, maintain and revise display		X		SK, SS, KP
Brochure				
Prepare the text and design for the brochure	X			Completed by UNESCO
Print the brochures	X			SK, SS, KP
Update information and revise the brochure		X		SK, SS, KP
Signage				
Concept design for off-site and don-site signage	X			Completed by UNESCO
Prepare text for all types of signage		X		SK, SS, KP
Approve final signage text & design		X		SK, SS, KP
Prepare detailed layout for signage Note: Given the time and budget constraints, the park may use the existing signage structures with the new concept design. In the future, however, a uniform signage for all three sites can be implemented.		X		SK, SS, KP
Work with other agencies/private sector to identify locations for off-site signage		X		SK, SS, KP
Identify locations within each park for on-site signage		X		SK, SS, KP
Fabricate and install signage		X		SK, SS, KP
Update information, maintain and revise the signage			X	SK, SS, KP
Website				
Prepare text and design the website	X			Completed by UNESCO
Upload and promote the website	X			SK, SS, KP
Update and maintain the website		X		SK, SS, KP
Tourist Information Center				
Improvement of existing		X		SK, SS

Actions	Short-term (1 year)	Medium-term (2-3 years)	Long-term (3-5 years)	Responsible Stakeholders
interpretation at the centers at Sukhothai and Si Satchanalai				
Other Interpretive Techniques				
Demonstration of local products	X			SK, SS, KP
On-site guides	X			SK, SS, KP
Event programs and reenactments	X			SK, SS, KP
Hands-on activities	X			SK, SS, KP
New design for local products	X			SK, SS, KP
Simulation and 3-D Modeling			X	SK, SS, KP
Audio presentation on MP3 players or iPods			X	SK, SS, KP
Monitoring Program				
Collect information and analyze monitoring results		X		SK, SS, KP
Revise the interpretive plan/program based on monitoring results		X		SK, SS, KP

Note: SK = Sukhothai Historical Park
SS = Si Satchanalai Historical Park
KP = Kamphaeng Phet Historical Park

ANNEX

Development of An Interpretive Strategy for the World Heritage Town of Sukhothai, Si Satchanalai and Kamphaeng Phet



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ANNEX A

**FULL-SCALE MAPS OF
SUKHOTHAI HISTORICAL PARK**



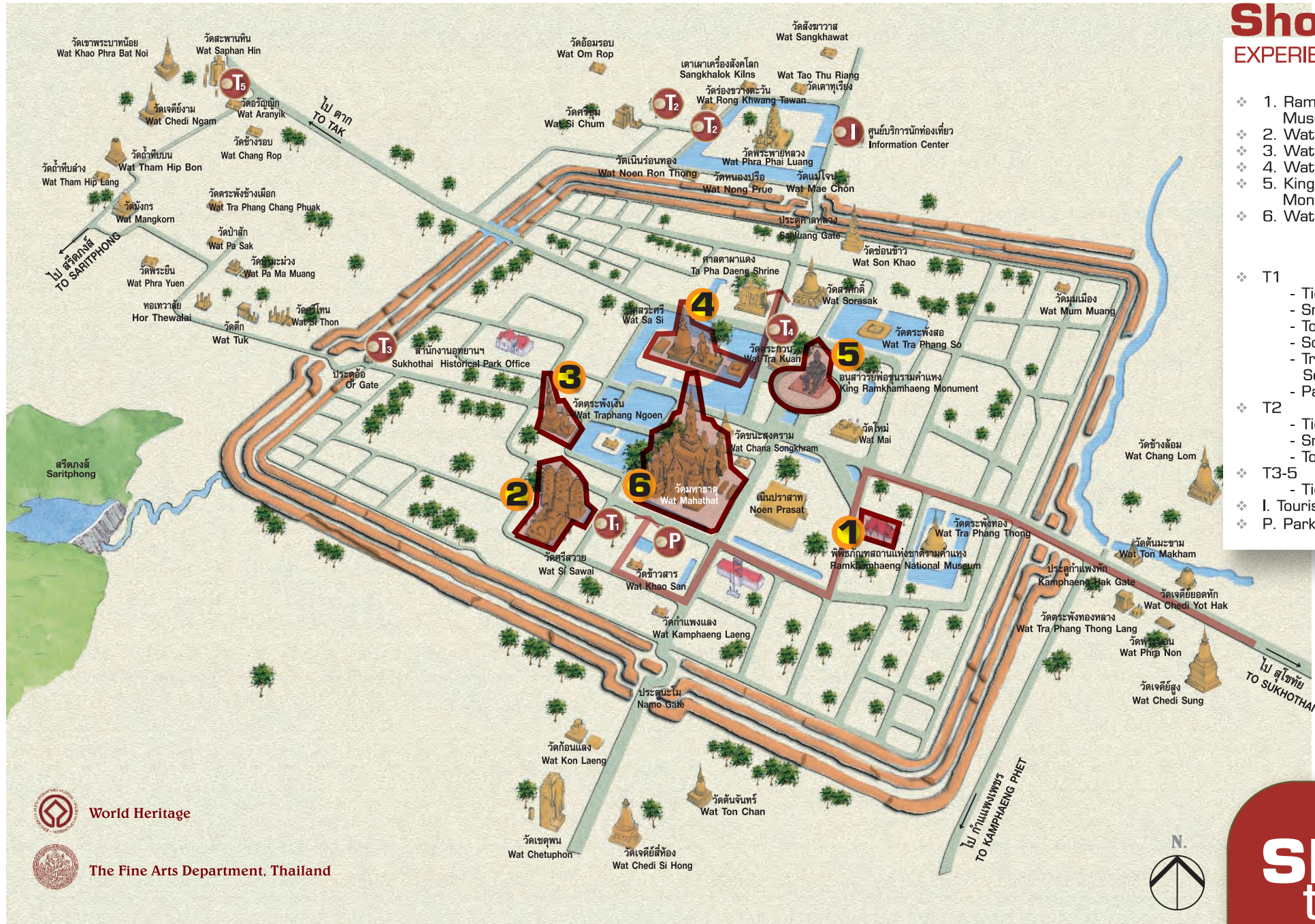
...

Short tour EXPERIENCE



- ❖ 1. Ramkhamhaeng National Museum
- ❖ 2. Wat Si Sawai
- ❖ 3. Wat Traphang Ngoen
- ❖ 4. Wat Sa Si
- ❖ 5. King Ramkhamhaeng Monument
- ❖ 6. Wat Mahathat

- ❖ T1
 - Ticket Box
 - Snack Bars
 - Toilet
 - Souvenir Shops
 - Tram and Bicycle Services
 - Parking
- ❖ T2
 - Ticket Box
 - Snack Bars
 - Toilet
- ❖ T3-5
 - Ticket Box
- ❖ I. Tourist Information Center
- ❖ P. Parking Lots



World Heritage



The Fine Arts Department, Thailand



Sukhothai Historical Park

Tambon Muang Kao, Amphoe Muang, Sukhothai Province, Thailand Tel. 0 5569 7527 Fax. 0 5569 7310

Short tour EXPERIENCE



- ❖ 1. Ramkhamhaeng National Museum
- ❖ 2. Wat Si Sawai
- ❖ 3. Wat Traphang Ngoen
- ❖ 4. Wat Sa Si
- ❖ 5. King Ramkhamhaeng Monument
- ❖ 6. Wat Mahathat
- ❖ 7. Wat Phra Pai Luang
- ❖ 8. Wat Si Chum

- ❖ T1
 - Ticket Box
 - Snack Bars
 - Toilet
 - Souvenir Shops
 - Tram and Bicycle Services
 - Parking
- ❖ T2
 - Ticket Box
 - Snack Bars
 - Toilet
- ❖ T3-5
 - Ticket Box
- ❖ I. Tourist Information Center
- ❖ P. Parking Lots



World Heritage



The Fine Arts Department, Thailand



Sukhothai Historical Park

Tambon Muang Kao, Amphoe Muang, Sukhothai Province, Thailand Tel. 0 5569 7527 Fax. 0 5569 7310

Half-day EXPERIENCE

Full-day EXPERIENCE



- ❖ 1. Ramkhamhaeng National Museum
- ❖ 2. Wat Si Sawai
- ❖ 3. Wat Traphang Ngoen
- ❖ 4. Wat Sa Si*
- ❖ 5. King Ramkhamhaeng Monument
- ❖ 6. Wat Mahathat
- ❖ 7. Wat Phra Pai Luang
- ❖ 8. Wat Si Chum

OPTION 1

- ❖ 9. Wat Saphan Hin
- ❖ 10. Wat Khao Phra Bat Noi
- ❖ 11. Wat Mangkorn

OPTION 2

- ❖ 12. Wat Chetupon

OPTION 3

- ❖ 13. Wat Chang Lom
- ❖ 14. Wat Tra Phang Thong Lang

T1

- Ticket Box
- Snack Bars
- Toilet
- Souvenir Shops
- Tram and Bicycle Services
- Parking

T2

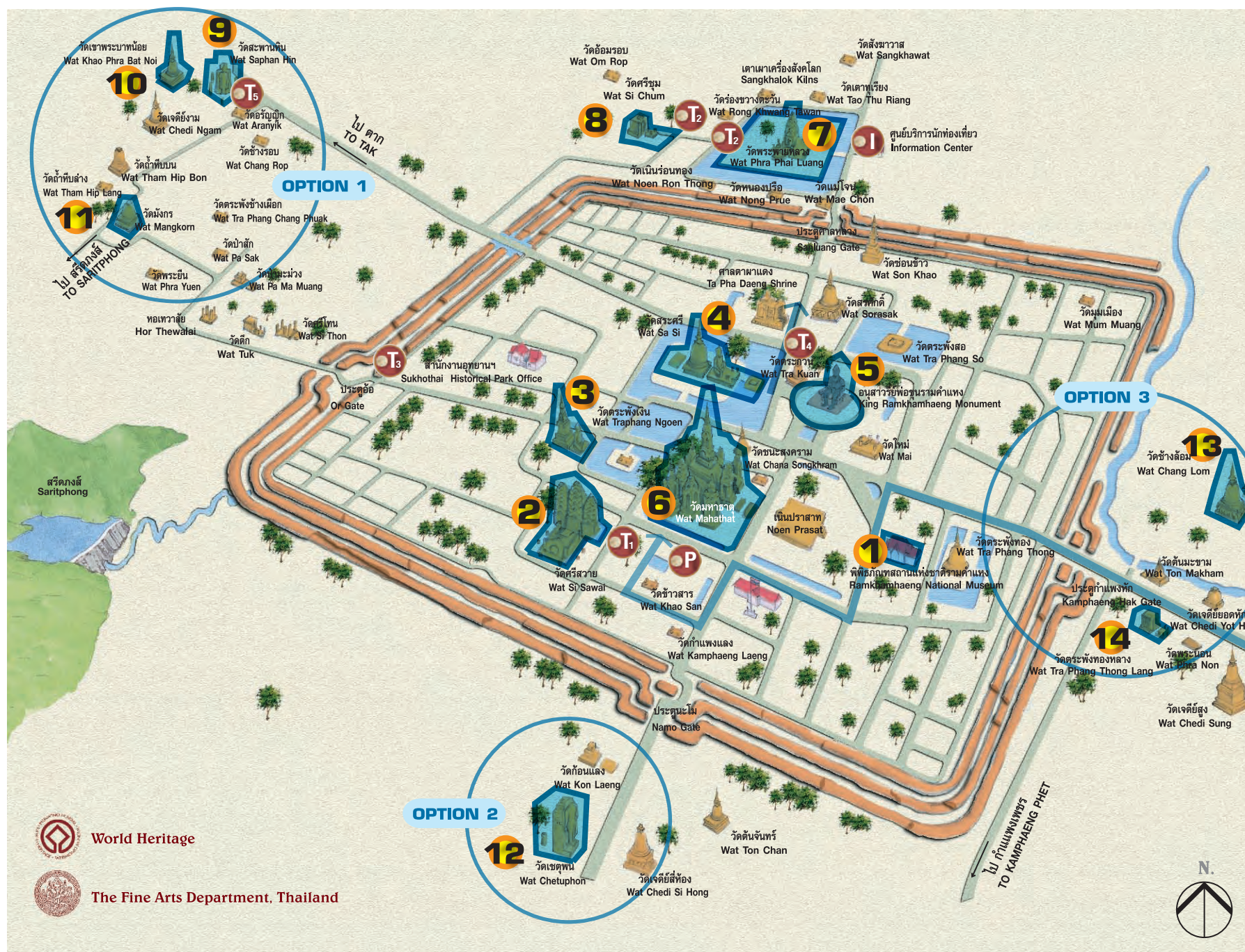
- Ticket Box
- Snack Bars
- Toilet

T3-5

- Ticket Box

- ❖ I. Tourist Information Center
- ❖ P. Parking Lots

* Sunset at Wat Sra Sri is highly recommended.



World Heritage



The Fine Arts Department, Thailand



Sukhothai Historical Park

Tambon Muang Kao, Amphoe Muang, Sukhothai Province, Thailand Tel. 0 5569 7527 Fax. 0 5569 7310





ANNEX **B**

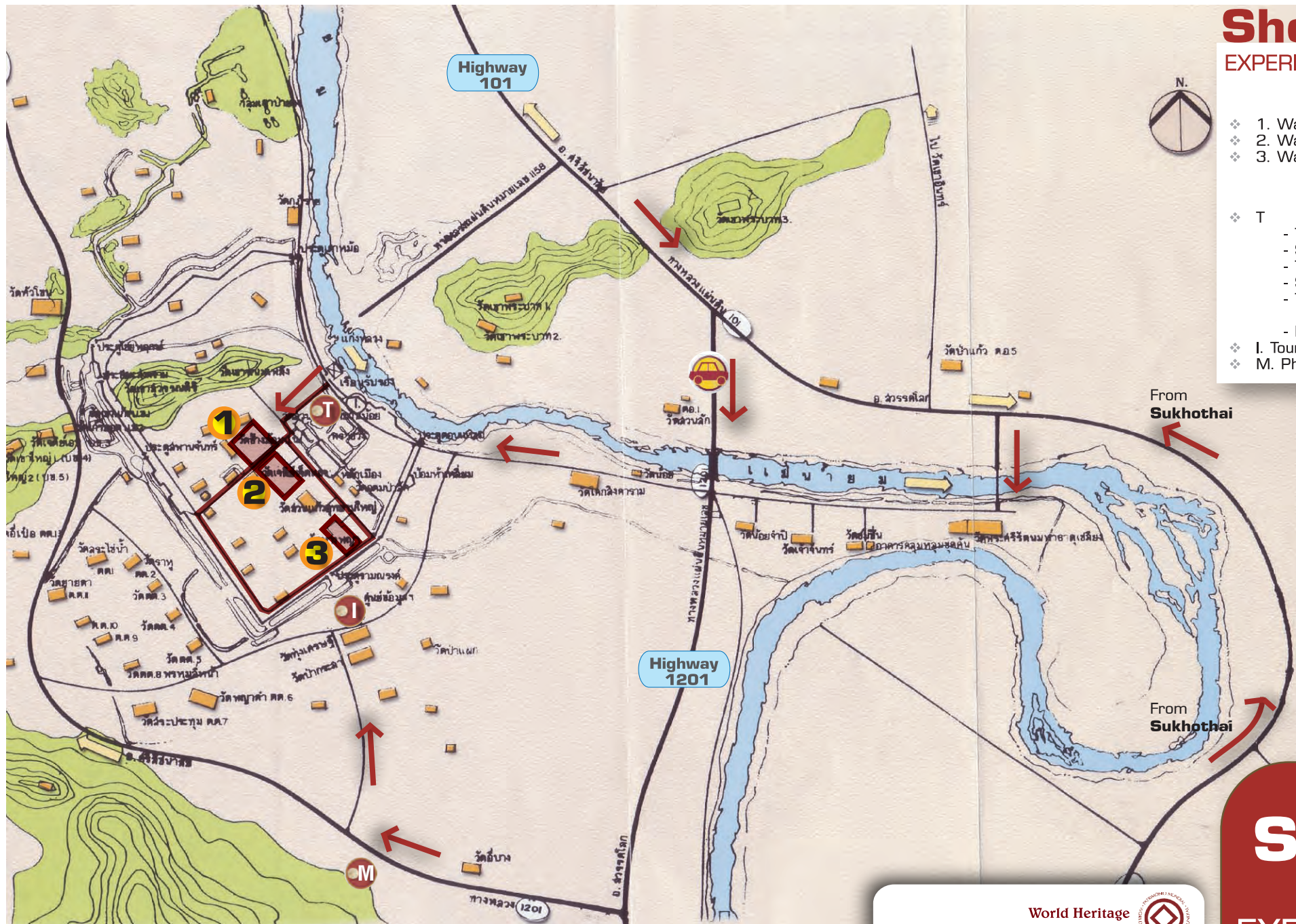
FULL-SCALE MAPS OF
SI SATCHANALAI HISTORICAL PARK



Short tour EXPERIENCE

- ❖ 1. Wat Chang Lom
- ❖ 2. Wat Chedi Chet Taew
- ❖ 3. Wat Nang Phaya

- ❖ T
 - Ticket Box
 - Snack Bars
 - Toilet
 - Souvenir Shops
 - Tram and Bicycle Services
 - Parking
- ❖ I. Tourist Information Center
- ❖ M. Phya Lithai Monument



**Short
tour
EXPERIENCE**



Si Satchanalai Historical Park

Amphoe Si Satchanalai, Sukhothai Province, Thailand Tel. and Fax. 05 5679 9211

World Heritage



The Fine Arts Department, Thailand



Half-day EXPERIENCE

- ❖ 1. Wat Pra Sri Mahathat Chaliang
- ❖ 2. Wat Chom Chuen
- ❖ 3. Wat Chang Lom
- ❖ 4. Wat Chedi Chet Thaew
- ❖ 5. Wat Nang Phya
- ❖ 6. Ban Pa Yang
- ❖ 7. Ban Koh Noi & Center for the Study and Conservation of Sangkhalok Kilns
- ❖ T
 - Ticket Box
 - Snack Bars
 - Toilet
 - Souvenir Shops
 - Tram and Bicycle Services
 - Parking
- ❖ I. Tourist Information Center
- ❖ M. Phya Lithai Monument



Half-day EXPERIENCE



Si Satchanalai Historical Park

Amphoe Si Satchanalai, Sukhothai Province, Thailand Tel. and Fax. 05 5679 9211

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Full-day EXPERIENCE

"Must See" Monuments

- ❖ 1. Wat Pra Sri Mahathat Chaliang
- ❖ 2. Wat Chom Chuen
- ❖ 3. Wat Chang Lom
- ❖ 4. Wat Chedi Chet Thaew
- ❖ 5. Wat Nang Phya

- ❖ 6. Ban Pa Yang
- ❖ 7. Ban Koh Noi & Center for the Study and Conservation of Sangkhalok Kilns

OPTION 1

- ❖ 8. Wat Khao Phnom Ploeng
- ❖ 9. Wat Khao Suwankhiri

OPTION 2

- ❖ 10. Silver & Gold Ornaments (Ban Tha Chai)

OPTION 3

- ❖ 11. Handmade woven fabric (Ban Had Siao)

T

- Ticket Box
- Snack Bars
- Toilet
- Souvenir Shops
- Tram and Bicycle Services
- Parking

- ❖ I. Tourist Information Center
- ❖ M. Phya Lithai Monument



Si Satchanalai Historical Park

Amphoe Si Satchanalai, Sukhothai Province, Thailand Tel. and Fax. 05 5679 9211

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Full-day EXPERIENCE

...

ANNEX C

FULL-SCALE MAPS OF
KAMPHAENG PHET HISTORICAL PARK



...

Half-day

EXPERIENCE

- ❖ **M1** Kamphaeng Phet National Museum
- ❖ **M2** Provincial Museum of Kamphaeng Phet
- ❖ 1. Wat Phra That
- ❖ 2. Wat Phra Kaeo
- ❖ 3. City Wall, City Gate, Fortresses
- ❖ 4. Wat Phra Non
- ❖ 5. Wat Phra Si Ariyabot
- ❖ 6. Wat Chang Rop
- ❖ **I1.** Tourist Information Center (New)
 - Ticket Box
 - Snack Bars
 - Toilet
 - Souvenirs
 - Bicycle Services
- ❖ **I2.** Tourist Information Center (Old)
 - Ticket Box
 - Snack Bars
 - Toilet
 - Souvenirs
- ❖ **T1-3** Ticket Box



Half-day

EXPERIENCE



World Heritage



The Fine Arts Department, Thailand

To Bangkok



Kamphaeng Phet Historical Park

Amphoe Muang, Kanphaeng Phet Province, Thailand

Tel. and Fax. 0 5571 1921



World Heritage



The Fine Arts Department, Thailand



Kamphaeng Phet Historical Park

Amphoe Muang, Kanphaeng Phet Province, Thailand Tel. and Fax. 0 5571 1921

Tel. and Fax. 0 5571 1921

Full-day EXPERIENCE

Night tour

EXPERIENCE



- ❖ 1. Wat Phra That
- ❖ 2. Wat Phra Kaeo
- ❖ 3. City Wall, City Gate, Fortresses
- ❖ 4. Wat Phra Non
- ❖ 5. Wat Phra Si Ariyabot
- ❖ 6. Wat Chang Rob
- ❖ I1. Tourist Information Center (New)
 - Ticket Box
 - Snack Bars
 - Toilet
 - Souvenirs
 - Bicycle Services
- ❖ I2. Tourist Information Center (Old)
 - Ticket Box
 - Snack Bars
 - Toilet
 - Souvenirs
- ❖ T1-3 Ticket Box
- ❖ M1 Kamphaeng Phet National Museum
- ❖ M2 Provincial Museum of Kamphaeng Phet



**Night
tour**
EXPERIENCE



World Heritage



The Fine Arts Department, Thailand



Kamphaeng Phet Historical Park

Amphoe Muang, Kanphaeng Phet Province, Thailand Tel. and Fax. 0 5571 1921

...

ANNEX D

DISPLAY AND SIGNAGE
PROPOSED DESIGN



...

Welcome to

the World Heritage
Of
Sukhothai, Si Satchanalai and Kamphaeng Phet



ขอต้อนรับ

สู่
เมืองมรดกโลก
สุโขทัย ศรีเทพาลัย และ กำแพงเพชร



Natural Attractions

1. Sukhothai National Park
2. Si Satchanalai National Park
3. Kamphaeng Phet National Park
4. The Great Wall of Sukhothai
5. The Great Wall of Si Satchanalai
6. The Great Wall of Kamphaeng Phet

Cultural Attractions

1. Sukhothai Historical Park
2. Si Satchanalai Historical Park
3. Kamphaeng Phet Historical Park
4. The Great Wall of Sukhothai
5. The Great Wall of Si Satchanalai
6. The Great Wall of Kamphaeng Phet

The Heritage Community

1. Sukhothai Historical Park
2. Si Satchanalai Historical Park
3. Kamphaeng Phet Historical Park
4. The Great Wall of Sukhothai
5. The Great Wall of Si Satchanalai
6. The Great Wall of Kamphaeng Phet

Local Attractions

1. Sukhothai National Park
2. Si Satchanalai National Park
3. Kamphaeng Phet National Park
4. The Great Wall of Sukhothai
5. The Great Wall of Si Satchanalai
6. The Great Wall of Kamphaeng Phet

There are three sites of Sukhothai, Si Satchanalai and Kamphaeng Phet, declared as World Heritage by UNESCO in 1991, are nestled in cultural landscapes. The two historical parks mark in the ancient monuments of the three sites that are representative of the first period of Thailand. The heritage sites are viewed as a prominent center of Buddhism in the past and the source of distinguished Thai arts and architecture, including pagoda and Buddha images, the invention of Thai alphabets and Sukhothai ceramic production.

Sukhothai, as the capital of Thailand, has Si Satchanalai to the north known as a "Muang Luang Luang", a city where the king who ruled Sukhothai Kingdom sent their crown prince to rule Si Satchanalai before becoming king and Kamphaeng Phet to the south, which served as a hub for defense against attacks in the past. The three sites were connected by the ancient Phra Faeng Road that was in use for transportation and irrigation since ancient times.

Explore the Site:

There are three options of heritage routes for you to take in order to explore the site, depending upon the time you plan to spend time for instance a few hours or one whole day. For more information, please contact the ticket, tour or tourist information center.



1.80 m. X 2.70 m.

Indoor DISPLAYS



Welcome to

the World Heritage
Of
Sukhothai, Si Satchanalai and Kamphaeng Phet

ขอต้อนรับ

สู่
เมืองมรดกโลก
สุโขทัย ศรีสัชนาลัย และกำแพงเพชร

General Information

1. Sukhothai is a city of historical and cultural importance.
2. It is a World Heritage Site.
3. It is a city of historical and cultural importance.

Cultural Activities

1. Visit the Sukhothai Historical Park.
2. Visit the Si Satchanalai Historical Park.
3. Visit the Kamphaeng Phet Historical Park.

Transportation

1. By car.
2. By bus.
3. By train.


Exploring the Site

There are three options of heritage routes for you to take in order to explore the site, depending upon the time you plan to spend here. For more information, please contact the ticket box or tourist information center.




Outdoor DISPLAYS







World Heritage

Of
Sukhothai, Si Satchanalai and Kamphaeng Phet




YOU ARE HERE ON THE TRAIL






World Heritage Historical Park



Si Satchanalai Historical Park

20 Kilometers from here on the main road number 101.

Text here to explain briefly about Si Satchanalai Historical Park, i.e. attraction places.




Cultural Attraction

1

Sawankhaworanayok National Museum

25 Kilometers from here on the main road number XXX.

Text here to explain briefly about places to visit.



The Heritage Community

2

Tha Chai Village for gold and silver ornaments **xx Km.** from here

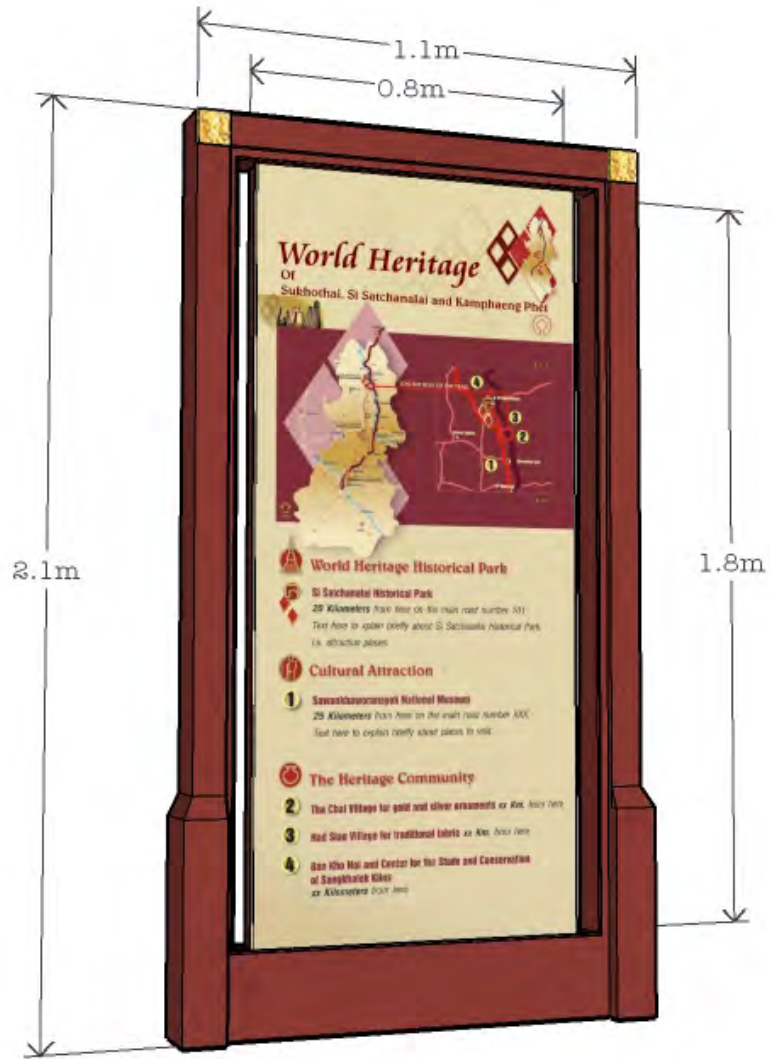
3

Had Siao Village for traditional fabric **xx Km.** from here

4

Ban Kho Noi and Center for the Study and Conservation of Sangkhalok Kilns

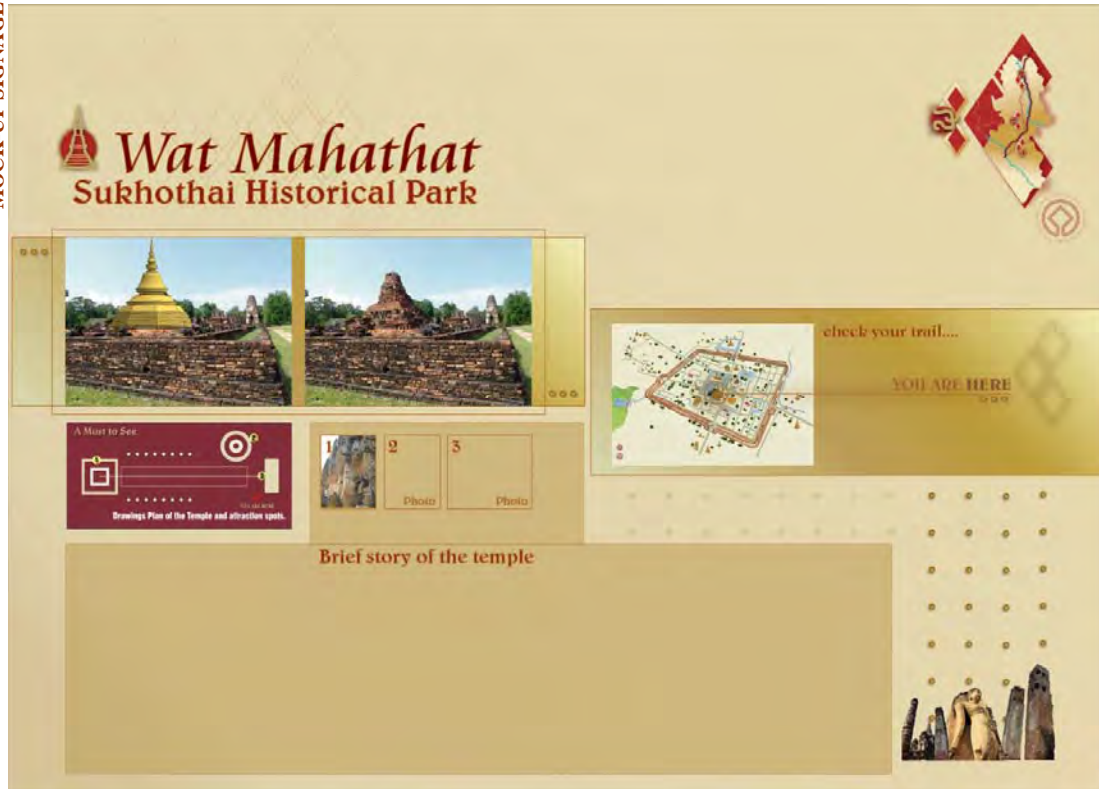
xx Kilometers from here





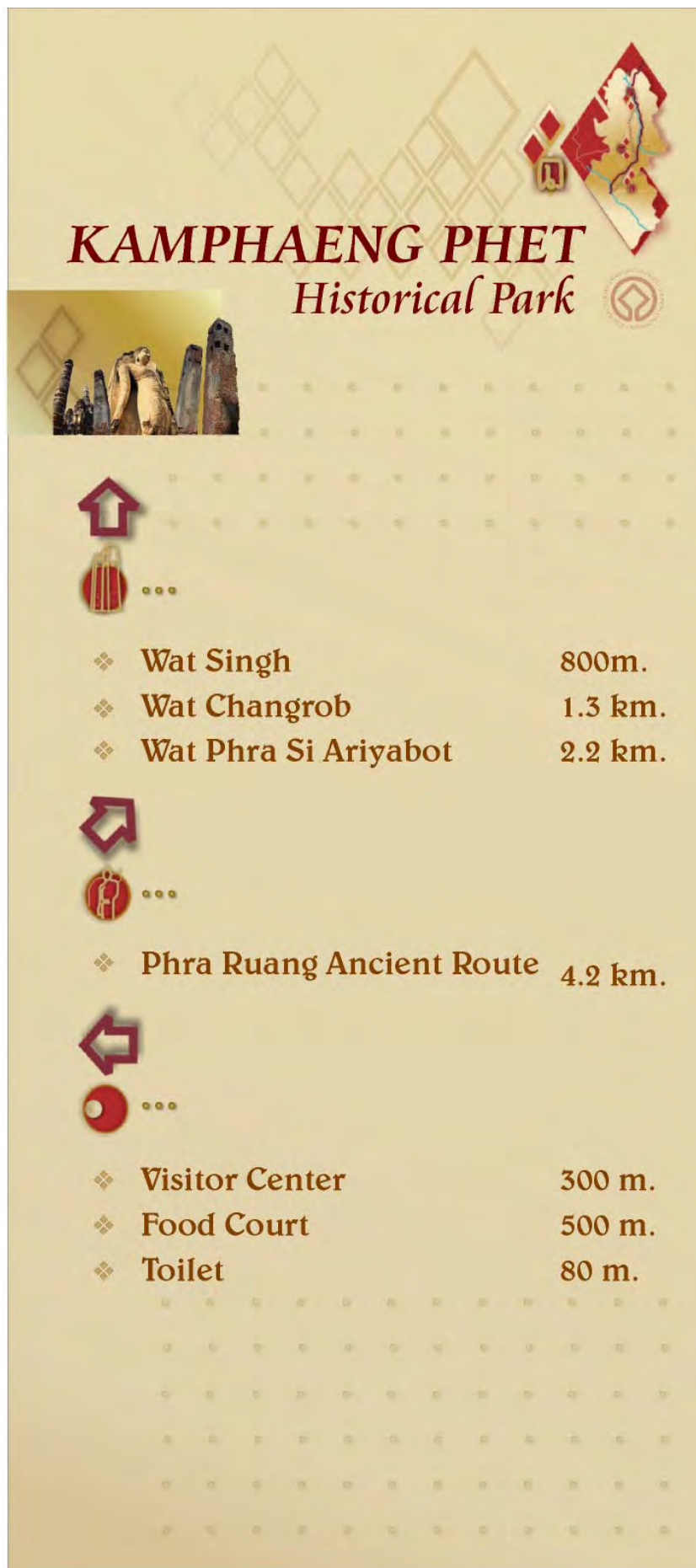
On-site SIGNAGE
INTERPRETIVE SIGNAGE





Replace by outdoor sticker





On-site SIGNAGE
DIRECTIONAL SIGNAGE

