

Name: Chantana Surasawadee

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“Samoreang” is an old community of “Hua Hin”, Prachuap Khiri Khan Province. It is a fishermen community with uniqueness and historical value as well as a resort that has been famous. Samoreang has started to have the need to use the land without the community’s benefit from the business value that has grown. The objective of this study was to strengthen the community in respect of sustainable community administration. The community participated and created a database regarding the physical and socio cultural dimensions.

The study results as follows: (1) The community was strengthened in terms of sustainable community administration through the creation of the “Samoreang Preservation group” which was made up of a committee in the community. (2) The cultural capital was the fishers’ seaside way of life, aquatic animal product, and beautiful old houses with traditional uniqueness. The community could arrange tourism with emphasis on the cultural routes and arrange home stay to enable the way of fishers. This involves the intangible cultural resource, inducing the community’s good quality of life. Also involved are the tangible cultural resource, the architectural element and the environment of the community should be managed to suit the utilities. These developmental implementations must be done concurrently and with cooperation from every party related in creating a developmental plan that is comprehensive and capable of solving the community problems in every aspect.

Keywords: Community rehabilitation, intangible cultural, tangible cultural

Personal Information

Associate professor Chantana Surasawadee
Department of Visual Communication Design
Faculty of Humanities and Social Sciences
Phranakhon Rajabhat University.

Bachelor: Art Education, Chulalongkorn University

Diploma: Thai Architecture, Silpakorn University

Master's degree: Archaeology, Silpakorn University

portfolio:

- The study of Mechanism and potential in management of archaeological resource and sustainable cultural tourism activities in Sub Jumpa Area, Tha Loung District, Lopbure Province.
- Guidelines for the Conservation and Environmental Management Residence in Sown Sunantha palace
- Local Museum: Cultural Heritage Management and traditional knowledge as a source of learning and support tourism in Bangkachao SamutPrakan Province.