ABSTRACT

Sustainable Cultural Heritage Tourism (SCHT) is a key element in the development of the Ban Wangka Mon Village (BWM Village) destination. It is the concept that aims to analyse the details of the various elements of the attractions. Under SCHT, the Triple Bottom Line (TBL) and 5 A’s are the key strategies that were applied in order to create a summary of the tourism potential of the BWM Village and the SCHT development factors in order to develop a model for the BWM village.

A qualitative method was applied to this research by using preliminary interview with 6 informants and in-depth semi-structured face-to-face interviews with 50 informants from five groups of tourism stakeholders. Thematic interview questions were developed from the synthesized data on Sustainable Cultural Heritage Tourism as the set of indicators. Then findings from the interview were verified by a proceeding focus group discussion with 12 different informants from stakeholder that served as a confirmatory step before construction of the model. As a final step, the BMW village model was created.

The major finding was that the BWM village has strong potential to be a tourist destination however there were signs of unsustainability. The findings demonstrated that the social and ethical dimension was mostly improved by tourism. The living of local people had been improving, which made Mon people really like tourism. In terms of the economical dimension, tourism not only improved infrastructure and transportation to access the destination, but also created new jobs with better incomes for this village. Most of the Mon people have changed jobs to those related with tourism. However in environmental dimension, the findings were interesting because tourism neither generated significant benefits nor detriments. The results show that tourism showed less support resource restoration and management of usage and impact. The 32 factors to develop BWM village were divided as: 15 for the economical dimension, 9 for the social and ethical dimension, and 8 for the environmental dimension. In regards to the model to develop BWM village as a SCHT, there were three focuses: 1) increase three fundamentals potential of BWM village in term of ‘standard assessment’, ‘systematic management’, and ‘responsible management’, 2) increase potential of TBL dimensions
with 32 development factors, and 3) increase the involvement of the stakeholders and to enhance the potential of tourism destination components.

Keywords: Cultural Heritage Resources, Economical Dimension, Environmental Dimension, Social and Ethical Dimension