

WHV – Community for Heritage in the Historic city of Ayutthaya World Heritage site

Historic City of Ayutthaya, Thailand

PROJECT DATES

Cultural property inscribed on the World Heritage List (1991)

13 August - 23 August 2024

THE SITE - The Historic City of Ayutthaya, founded in 1350, was the second capital of the Siamese Kingdom. It flourished from the 14th to the 18th centuries, during which time it grew to be one of the world's largest and most cosmopolitan urban areas and a center of global diplomacy and commerce. Ayutthaya was strategically located on an island surrounded by three rivers connecting the city to the sea. This site was chosen because it was located above the tidal bore of the Gulf of Siam as it existed at that time, thus preventing attack of the city by the sea-going warships of other nations. The location also helped to protect the city from seasonal flooding.

OBJECTIVES - After a successful participation as volunteers in a World Heritage Volunteers project in Bangladesh in 2023, the teachers and students of the Faculty of Architecture at Kasetsart University will implement their own project and work on designing activities to share the benefits of cultural heritage tourism from the city core area to the surrounding communities, with the intention of encouraging tourists to extend their visits to local and rural areas in the less explored zones and monuments of the historical city and the areas concerned by the extension of the property.

ACTIVITIES - The program will engage volunteers in home-stays and cultural exchanges, allowing them to witness and understand Ayutthaya's cultural dimensions beyond temple ruins. targeted outreach programs will be launched within local communities, emphasizing the importance of their cultural practices and their role in sustainable tourism. Public awareness campaigns, including online and offline platforms, will be employed to reach a wider audience and convey the significance of Ayutthaya's heritage. The volunteers will also take part in strategic planning sessions aimed at redirecting tourists from the main historic core destinations to local tourism communities; they will engage in workshops to create impactful campaigns and initiatives designed to promote these alternative destinations.

PARTNERS - Department of Fine Art and Tourism Authority of Thailand; Klong Rang Chorakae Community, Koh Kerd Community, Koh Rean Community, Phukaho Tong Community;

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