

## Abstract

Research Title : The Integration of Cultural Capitals to Create Valued  
Tourism Routes of Tha-ka , Amphawa, Samutsongkram  
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Year : 2010

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The integration of cultural capitals to create valued tourism routes of Tha-ka, Amphawa, Samutsongkram considered as a qualitative and quantitative research aimed to collect and classify cultural capitals, to analyze significance of cultural capitals and to develop a guideline of creating Tha-ka's cultural tourism routes.

The research's target population divided into members of Tha-ka community and Thai tourists visiting Tha-ka. The sample size of the first population that emerged at 14 informants after the snowball sampling technique applied was interviewed by structured questions; moreover, the data collected were analyzed by content analysis and data display and analysis. The latter population's sample size came out with 400 respondents that were selected by convenience sampling technique, were interviewed by self-administered questionnaires. The descriptive statistics of frequency, percentage and mean were adopted to analyze the data collected from the sample of Thai tourists.

Research findings disclosed that cultural capitals of Tha-ka were divided into three groups: occupation group, religion and belief group and settlement group. Overall of cultural capitals or cultural heritages of Tha-ka comprised Tha-ka floating market, sugar production from coconut, way of life engaged streams, Thai houses, Thepprasit temple, Maneesan temple and Chinese spiritual house were connected by waterways.

Besides groups of cultural capitals categorized, research findings from Tha-ka residents displayed four cultural values of Tha-ka were historic, aesthetic, scientific and social values. The research findings also pointed out that the different significances of

cultural values were depended on inherited quantities and roles and functions of cultural capitals to their ways of life.

The research findings from Thai tourists revealed that most of respondents were average of 32 years old or aged 20-34 years old, graduated in higher education and interested by different cultures and lifestyles. They also evaluated average cultural values of the first three significances in Tha-ka consisted of Tha-ka floating market, Chan's Thai house and Thawee's Thai house. Furthermore, they mostly planned to spend 1-2 hours traveling in Tha-ka and would like to visit three attractions: Tha-ka floating market, life of waterside and Thepprasit temple respectively.

After the findings, the research suggested the guideline to develop cultural tourism management in Tha-ka was composed of economic, social and physical impact analysis, visitor management, cultural tourism routes by land, water and combination; and interpretation.