

Abstract

The Main purpose of Feasibility Study for Establishing Centre for Integrated Study of Thai Traditional House (CISTTH) is to find out feasibility and the most appropriate guideline for setting it up as well as to find systematic management to run this study center. Those will lead this center to be an important learning source of Thai Traditional House and also a tourist attraction. The area of this research includes public needs and expectations in this center. The results of this research are :

Research on cultural heritage reveals six significant topics for exhibitions in the center. They are fundamental knowledge about Thai traditional house, type and style of Thai traditional house, believes and tradition in constructing Thai traditional house, architectural structure of Thai traditional house, Thai traditional house and sociology and Thai traditional house and environment.

To research about Public Needs and Expectations, a sampling of 370 persons of tourists, students and technical experts are collected. Questionnaires are distributed in cultural tourist attractions in Bangkok. Furthermore, interviewing managers of organizations are included. The result yields that the majority of samplings who are bachelor's degree holder, and earn medium high salary appreciate Thai traditional house and support the idea of establishing the CISTTH.

On the feasibility and finding the most appropriated guideline of CISTTH, the study interviews case study such as The institute for Southern Thai study, Ancient city (MuangBoran), the museum Meiji-Mura in Japan and Asian Village in Malaysia. Area of study concentrates on administer management, organization structure, architectural design, environmental management, marketing and budgeting. The result follow :

1. **Management** : The most important objective of CISTTH is to be the Thai Traditional House learning center as well as tourist attraction and Thai Traditional House business center. CISTTH will emphasize cultural management with effective and well planning, and consistent evaluation to reach a high standard. Marketing will be an important tool to draw visitors and create business fellowships both neighboring organization and similar institute.
2. **Architectural Study** : The study divides into 2 parts. The first part is Project Site Study and the second part is Architectural Design.

- There are 3 prospective sites for Project Site Study i.e. Rama IX area, Thonburi area and Rangsit-Nakorn Nayok area. The research finds that the most suitable area is Rangsit-Nakorn Nayok which is located near Bangkok and resident community. In addition to convenient communication and good environment, this area is surrounded by various tourist attractions which can be integrated to be networking and business fellowship in the future.
 - Architectural Study is to find out an appropriate design for CISTTH. Conceptual design is combination of traditional and applied style to accentuate the mixing of Thai traditional house a conservation and modern management. This research emphasizes the identity of Thai traditional house.
3. **Economical and Budgeting Study** : This research area will show costs and benefits for anyone who are interested in joining this business. The research finds that monetary return of this project is not satisfactory and there is high risk in investment. The project needs sponsors or low interest loan as well as skillful, personal to run the business. However, because of the quality and diversity of resources the CISTTH operate with highest efficiency and profits by setting consistent interesting marketing activities such as Thai restaurant, Home-Stay, Thai Spa etc.

Despite the unsatisfactory yielding is monetary value, it is worth to investing this valuable project because nowadays cultural service center for Thai traditional house indispensable. CISTTH can be served for both business and learning center. It will be an important tool for Thai traditional house conservation. Apart from the study Thai architecture, it can be one of the most interesting attractions for tourists or those who are interested to Thai Traditional living .