

Research title	Guidelines for Design of Commercial Store and Souvenir for Development of Historical Phranakhon Si Ayutthaya Case Study Comparison : Historical Phranakhon Si Ayutthaya, Thailand and Historical Kyoto, Japan
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Abstract

The purposes of this research were to 1) provide guidelines of the commercial store and souvenir design and zoning of souvenir store in historical Phranakhon Si Ayutthaya that compromise with development in terms of integrations in conservation and commercial. 2) promote the image of the Historical Phranakhon Si Ayutthaya in terms of commercial store and souvenir.

The information of the study was divided into diversified foundation and field document, comparison survey in architecture and design value analysis, SWOT analysis from actual location and advice from local expert, and interview and questionnaire from 1395 samples that was divided into 3 groups of 1) 533 Thai tourists 2) 90 local entrepreneurs and 3) 739 foreign tourists. Accidental random and questionnaire were set to find the general information of commercial stores, store planning, destination route, souvenir products, factors that affect to satisfaction and decision to select handicraft souvenir products, and questionnaire with interview of commercial store and souvenirs in local site.

Findings indicated that:

1. The physical environment and commercial store should: extend footpath, provide pedestrian street, appoint the destination route through interesting and important places, set the entrance and exit of destination route, define type and speed of vehicles to approach each sites, promote travel by provided vehicle such as trams, support the routes that were ongoing junction and not confused and digressive. The organization of commercial store should: harmonize with destination route, transfer the

stores that defect views of archaeological sites, set store groups suitable for the sites, distribute the stores not to be mass congested group, provide neighboring car park. Store types should: first, be traditional Thai style, second, contemporary Thai, the height was between 1-3 storey or not over the top of the palaces. Materials, color, graphics, pattern should most harmonized with environment. Telephone and power lines should be underground. Provide tree and roof shade in some needed areas.

2. Three most consecutively favorite categories of souvenir products are dessert and food, symbolized animals, and architectures and vehicles. The most favorite and satisfied styles of souvenir products were Traditional Thai and local Thai styles. The factors that affect to satisfaction and decision to select souvenir products most consecutively were aesthetic, color and materials, Thai characteristics, functions, exotic form, appropriate prices, refinement, and shape and weight of products.

The guidelines of design for commercial store and souvenir is:

1. Define the study zone area to be main walkways and tram systems of two sides starting from the intersection of Srisanpetch road and Pa-Mai road along with Naresuan road through the end of Chekul crossroad that used to be royal pathway and two sides of Chekul road on the front areas of Wat Mahathat and Wat Ratburana. Appoint other defined areas to be the approach of other vehicle such as private cars and tourist buses.

2. Concept of store organization should be different in specific characteristics and correspond with each location. Commercial store Areas should adhere along main destination routes and the stop of each car park and tram station.

3. Store styles should be Thai architecture styles that conform to location such as Thai houses, Thai gazebos, floating houses, grocery boats, and commercial buildings that apply to use natural materials or materials that harmonized to entire environment.

4. The characteristics of souvenir and store styles should be defined from architectural stores that were different in each their locations and accompanied with techniques in store decoration, design and packaging, Graphic design, logo and sign design, and product design to be elaborately selected and relating to the location for distribution.

5. The characteristics of commercial store areas should be defined by distributing different specific souvenir in each area and providing cultural performance and activities to promote unique atmosphere of each location.