

ABSTRACT SUBMISSION

INTERWEAVING CULTURE AND COMMERCE IN 2 TOURIST ROUTES IN BANGKOK

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Abstract

'A One-Day-Visit to Nine Auspicious Places': Recently, a number of temples and shrines in historical area of Bangkok are crowded by people who want to make offering in return for their prosperity. Through the day, these people set goals to visit not only one but nine auspicious sites. *'Shopping, Sightseeing and Worshiping Gods at Ratchaprasong'*: An intersection in one of the busiest streets is occupied by a number of small sanctuaries dedicated to Brahman gods locating on nicely designed plazas in front of modern shopping complexes and five star hotels. Here, people fashionably worship gods.

This paper investigates the interplay between place marketing and place making by focusing on the impacts that two particular tourist routes have upon the ways in which the disconnected part of city life are re-established. 'Occult!' or 'superstitious!', the routes have received negative responses from people whose culture is committed to modernisation. However, the evidence shows that the two routes marketed by Tourism Authority of Thailand have become extremely popular not only to the tourists but also the locals: a marketing success which helps bringing the locals closer to experiencing the city.