



**STUDY ON PUBLIC PARTICIPATION IN THE MANAGEMENT AND
CONSERVATION OF WORLD HERITAGE SITES.
THE CASE OF: MEGALITHIC JAR SITES IN XIENG KHOUANG PROVINCE,
LAOS.**

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ABSTRACT

The Megalithic jars sites of Xieng Khouang province, LAOS, better known as the Plain of Jars, joined the UNESCO World Heritage Register in July 2019. The committee described the area as "the most prominent evidence of the Iron Age civilization that made and used them until it disappeared." It's the third World Heritage property in Laos, after Vat Phou and Luang Prabang.

This research would like to present a control concepts theory or public participation in the management and conservation of world heritage sites. It is systematically associate whit the process and conservation culture heritage method. The concepts for this research are based on public participation that can apply to the physical condition of the educational area. In the research, it is divided into three main parts related to theory and actual practice: 1) Study the participation t of people for raised awareness and build capacity within all levels of authority, in particular at the local community level, to monitor and protect heritage resources within their jurisdiction and request assistance from higher-level authorities when required, 2) Study the rules governing the protection of cultural and natural world heritage to promote knowledge of protecting and conserving cultural and natural heritage to maintain the outstanding value as a heritage of all humankind and 3) Study the theory of management and conservation for to be maintenance must be reported regularly to UNESCO not to be removed from the World Heritage list and help to improve the tourism industry and development the economic in the local area. By study collected quantitative data using a questionnaire revised and tested with a sample of 275 local people in the Megalithic Jar World Heritage Sites in Xieng Khouang Province. Using the selection multi-stage sampling, specific sampling methods were used to select people who lived in the area of the heritage area, especially those who lived closest to the heritage site and Use the Quota Sampling method based on the calculated numbers in 4 districts and nine villages. Include with: Paek District

(Na O Villages, Phakeo Village, Khangnongluang Village), Kham District (Xang Village, Namhom Village), Phaxay District (Xiengdi Village, Na Kho Village) and Phoukood District (Songhak Village, Nakhuan Village) To collect data widely, and the researchers conducted data collection on Monday, Wednesday, Friday and Sunday. In January-February 2021, by dividing the time into two periods: morning 09-11: 30 and afternoon 14: 00-16: 00 It takes about 10-15 minutes to complete the questionnaire as a one-time questionnaire, and the researcher will return the questionnaire as soon as the sample group completes the questionnaire.

From the summary of the above information can be explained and see that the participation of the people in the management and conservation of the Megalithic jars world heritage site in Xieng Khouang Province, According to the survey data from the four districts, it was found that the majority of women who participated in the survey were in the middle age group, aged between 21-30 years old, married, and a farmer who had only a high school education and a low income, most importantly, it has been in the heritage area for about ten years. In addition, this group of people found that from the four factors involved in decision-making: participation in decision-making, participation in action, participation in benefits and participation in the evaluation.

It's suggested that this study is a quantitative research using a questionnaire as a tool only. The students are of the opinion that the next research should use a combination of qualitative research in order to obtain the results of a study with specific participatory controls as a guideline to promote public participation in the management and conservation of the Megalithic jars world heritage site in Xieng Khouang province LAOS.

Keywords: Public participations, management and conservation, world heritage sites

INTRODUCTION

For any place to be recognized as a World Heritage Site, it must be accredited by UNESCO. The name must have an important cultural character, history, science, or other aspect protected by law by treaty. These places are considered essential to the overall good of humankind. It is very difficult for any of the sites of each country to be inscribed on the World Heritage List, or some countries may not exist, and even more so once it has been inscribed, it is even more difficult to preserve it for World Heritage List forever.

Action planning for conservation to be as original as it is. Working to embroider UNESCO requirements properly is very difficult and challenging for each country's heritage office. The Megalithic jars sites of Xieng Khouang province are one of the challenges in protecting this place.

The Megalithic jars sites of Xieng Khouang province, better known as the Plain of Jars, joined the UNESCO World Heritage Register in July 2019. The committee described the area as "the most prominent evidence of the Iron Age civilization that made and used them until it disappeared." It's the third World Heritage property in Laos, after Vat Phou and Luang Prabang.

Since It is a UNESCO World Heritage site, Megalithic jars sites have been designated as World Heritage sites in more than 11 sites. It covers an area of 4 districts and nine villages of Xieng Khouang Province. However, many people are still unknown the many places except sites one near the town, and people in the local area

haven't seen the importance of being a World Heritage Site, such as the construction of new houses outside the buffer zone for Site 1; poorly sited roads/tracks within several components; and conservation problems and intrusive structures within Site 3. Some attributes have been damaged in the past by bombing and other effects of war and by cattle grazing.

In order to better protect the heritage, it is necessary to cooperate with the relevant departments and the local people to understand the importance of becoming a World Heritage Site, and public participation will make operations more efficient, which will be the key to the management and conservation of the Megalithic Jar World Heritage Site in Xieng Khouang Province, LAOS.



Figure 1: Megalithic Jars site 1

The purpose of Research:

1. To study the level of participation of the people in the management and conservation of World Heritage Sites.
2. To explore the knowledge and understanding of the management and conservation of World Heritage Sites.
3. Study the problems, obstacles and provide solutions so that the people can actively participate in managing and conserving the Megalithic Jar World Heritage Site.

Scope of Area:

The Megalithic Jar Sites in Xieng Khouang province of central Laos is a serial property of 15 components 11 sites in 4 districts and 9 villages. The ancient jar sites contain extensive and remarkable evidence of funerary practices and are the outstanding evidence of the Iron Age civilization which created the sites. They include 1,325 ancient stone jars as well as numerous associated stone discs, secondary burials and other features.

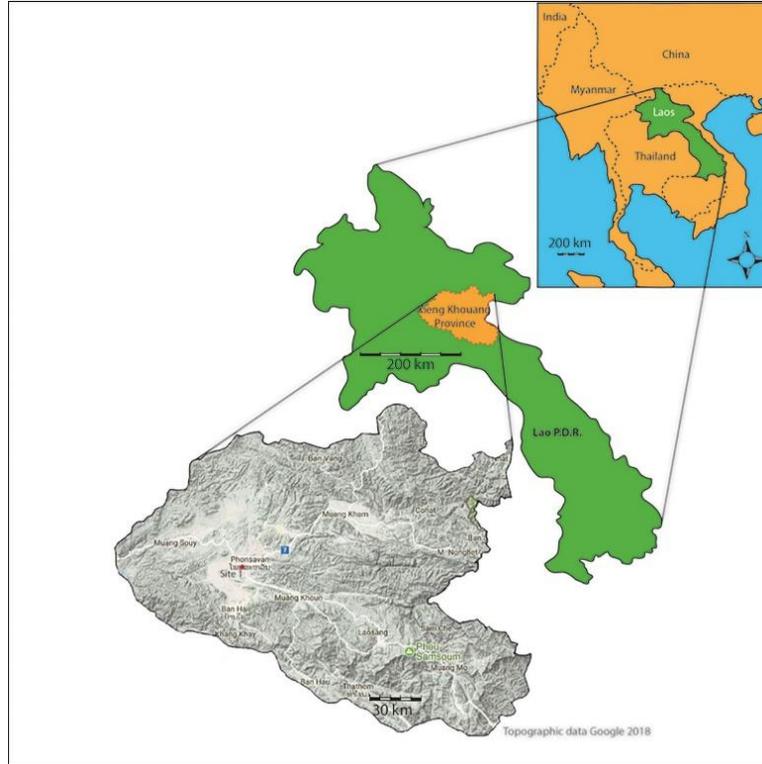


Figure 2: Map showing the scope of area (figure by Plain of Jars Research Project 2016, with topographic data from Google 2018).

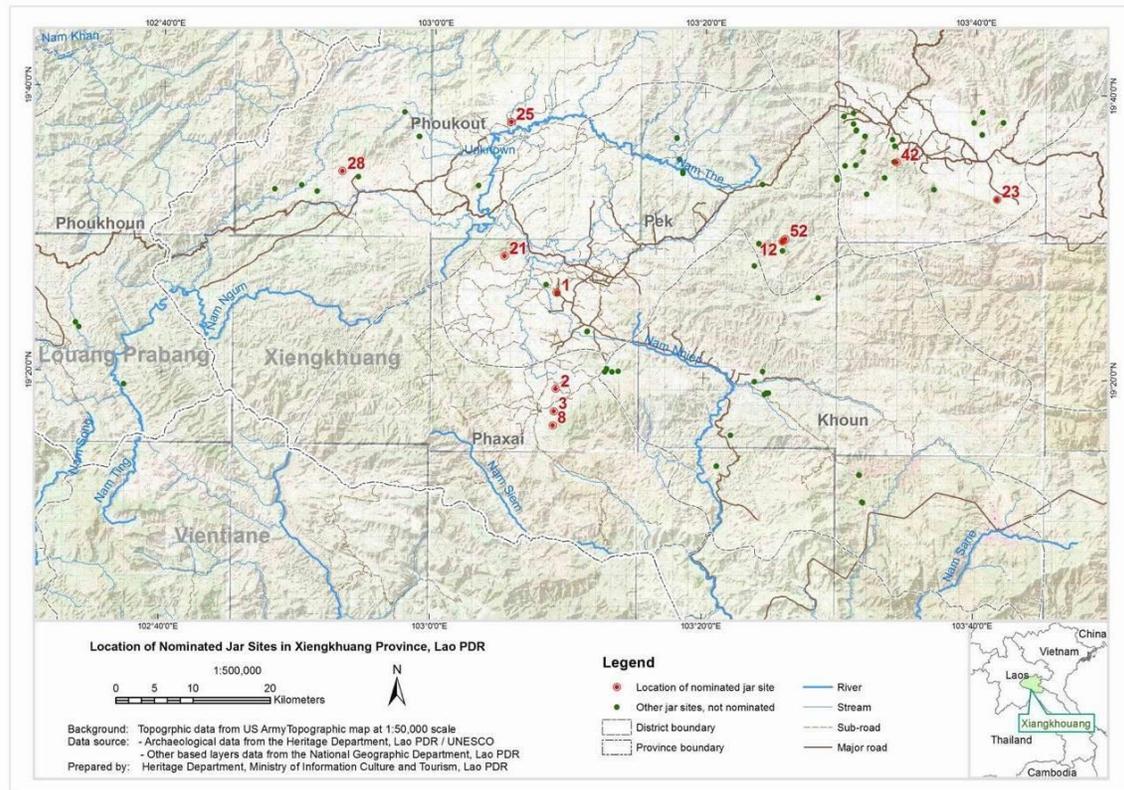


Figure 3: Location of Plain of Jars World Heritage Nomination

Scope of content:

- ❖ The research focuses on public participation in managing and conserving the Megalithic jars world heritage site in Xieng Khouang province. The following processes: 1) participation in decision-making 2) participation in action 3) participation in the benefits 4) participation in evaluation.
- ❖ Study to awareness of understanding in management and conservation of the Megalithic jars world heritage sites Xieng Khouang Province.
- ❖ Study the situation, barriers to participation in managing and conserving the Megalithic jars world heritage sites.

Hypothesis in research:

- ❖ People with demographic characteristics of the public participate in the management and conservation of the Megalithic jars world heritage site in Xieng Khouang province is varied.
- ❖ People with demographic characteristics of the knowledge understanding in management and conservation of the Megalithic jars world heritage site in Xieng Khouang province is varied.

Variables in the research:

- ❖ The main variables characterize the people.

- ❖ The variables follow include the public's participation in the management and conservation the plain of jars world heritage sites and awareness of understanding in management and conservation

The follow variable:

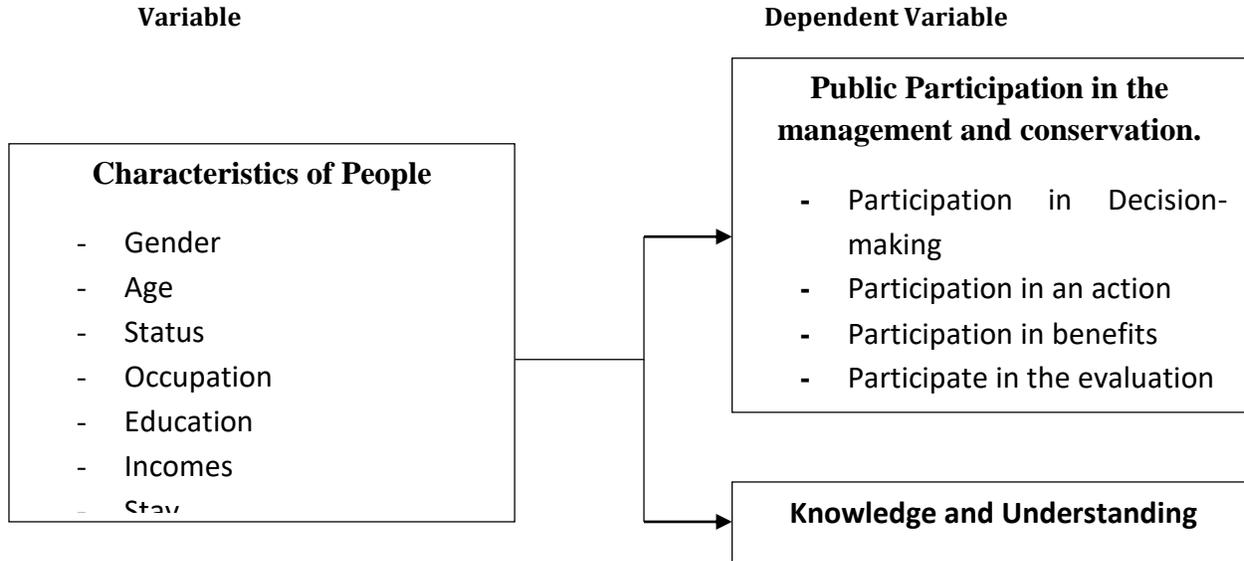


Figure4: Variables in the research

Review the Theory of Public participation, management policies and Relevant Research:

Study the public participation theory.

1. Concepts and theories of public participation.
2. The implication of public participation.
3. **Forms, characteristics, and procedures for Participation.**

The Theory of Management and Conservation Cultural Heritage.

1. **Definitions and concepts of cultural and natural heritage.**
2. Types of monuments and historic sites
3. The importance of archaeological sites
4. Factors of the deterioration of the archaeological sites
5. Environmental impact analysis.
6. Land use control guidelines affecting historical sites
7. Definitions and concepts, and principles related to conservation and development.
 - 7.1 Definition of Conservation
 - 7.2 Procedures and general standards for conservation
 - 7.3 Guidelines for conservation.

7.4 Conservation Operations.

7.5 Principles and objectives of conservation.

7.6 Determining the conservation scope.

Definitions and concepts of conservation and development with public participation.

1. **Definitions.**
2. **Techniques, methods of participation.**
3. **The level of public participation.**

Methods of Research:

The research aims to study public participation in the management and conservation of world heritage sites. Which, if categorizing the research by considering the data type, will be empirical research which is the research that uses survey data collection and questionnaire collecting (Questionnaire) that uses specific sampling in which the researcher determines the research methodology framework to be the guideline for the study with the following research sequences.

1. Literature review Research related
2. Study concepts and theories related to research, consists of public participation and management and conservation concepts.
3. To explore the understanding of local people and related agencies in the management and conservation of World Heritage sites.
4. Data collections and sources.
5. Analyze the data from the questionnaires with statistical tools to explain what is obtained from the data collection whether the study results are consistent or conflicting with the hypothesis.
6. Summarize and discuss the research results by taking the data from the analysis

Scale sample and random sampling:

The research population is the group involved in the management and management of heritage in the study area. It can be divided into two groups, which are local people and government officials involved in the conservation and management of the heritage, in terms of the number of stakeholders and requesting that the questionnaire be used as data for analysis to reach a conclusion.



Figure 5: Population groups in research

The population is in the study: Ordinary people living in the study area of Megalithic jars World Heritage Sites, Xieng Khouang province. It consists of 4 districts and nine villages: Paek District (Na O Villages, Phakeo Village, Khangnongluang Village), Kham District (Xang Village, Namhom Village), Phaxay District (Xiengdi Village, Na Kho Village), and Phoukood District (Songhak Village, Nakhuan Village) The total population is 6,670, and there are 889 households. (Provincial population statistics, 2020)

level	Name of District	Name of Villages	Number of households	Population number
1	Paek District	Na O Village	288	2900
		Phakeo Village	40	235
		Khangnongluang Village	113	598
2	Kham District	Xang Village	90	420
		Namhom Village	118	118
3	Phaxay District	Xiengdi Village	44	44
		Na Kho Village	65	65
4	Phoukood District	Nakhuan Village	91	91
		Songhak Village	40	250

Table 3.1: Calculating the number of household samples in each village

The sample group used in the research study was people who have houses near the study area of the Megalithic Jar Sites in Xiang Khouang Province, LAOS. as using a local population group of 889 households in 4 districts and nine villages. They estimated the sample size using the formula of Taro Yamane (Yamane 1973). By setting the trust value to 95% and setting the acceptable predictability value at the level of 0.05, the formula is:

$$n = \frac{N}{1 + Ne^2}$$

by n = Number of sample groups

N= Total population used in the study

e = Acceptable expectations (Set to equal to 0.05)

Substitute the formula as follows:

$$n = \frac{889}{1 + 889 (0.05)^2}$$

$$n = \frac{889}{3.2225}$$

$$n = 275.87 \approx 275$$

$$n = 275 \text{ Households}$$

From this calculation, the sample size was 275 households or 275 samples.

Sampling in this research, the researcher used probability-conscious sampling. It is a sampling that provides an opportunity for all departments. We may select total people as examples in the study. Sampling by this method has reliable statistical evidence; the sample chosen for the study will represent the entire research population. The researcher used the Stratified random sampling method. A sampling at each hierarchical level is proportional sampling, in each hierarchical group by hierarchical assignment compared to the following population formula:

$$\text{Number of samples in each group(village)} = \frac{\text{total number of samples} \times \text{household in each group}}{\text{Total population}}$$

level	Name of District	Number of households in each group (household)		Substitute values in formulas	Number of samples in each group(village)
1	Paek District	Na O Village	288	$275 \times 288 / 889$	89
		Phakeo Village	40	$275 \times 40 / 889$	12
		Khangnongluang Village	113	$275 \times 113 / 889$	35
2	Kham District	Xang Village	90	$275 \times 90 / 889$	28
		Namhom Village	118	$275 \times 118 / 889$	37
3	Phaxay District	Xiengdi Village	44	$275 \times 44 / 889$	14
		Na Kho Village	65	$275 \times 65 / 889$	20
4	Phoukood District	Nakhuan Village	91	$275 \times 91 / 889$	28
		Songhak Village	40	$275 \times 40 / 889$	12

Table 3.2: Number of household samples in each village

After obtaining a sample for each group (household), select a sampling method based on the probability of distributing the questionnaire.

Instruments in Research:

The instrument used in this research is a questionnaire on Public Participation in the Management and Conservation of the World Heritage Site in Megalithic Jar Sites in Xiengkhouang Province, LAOS. The researcher created its own question, which comprises a question (check list), a scale question (Rating Scale) and a closed-ended question (Ended-Questions) is divided into 3 parts as follows:

Section 1 Information on the aspects of public participation in management and conservation of the Megalithic Jar World Heritage Sites includes: Participation in decision-making, Participation in an action Participating in benefits and Participate in evaluation Each topic will have a total of 10 questions Each question will have 5 levels of participation These include the most, A lot, Medium, A little and A least.

Section 2 Information, knowledge, and understanding in management and conservation of the Megalithic Jar World Heritage Sites. Contains Close Ended Questions about heritage management, regulatory dissemination and more.

Section 3 General information of the respondents Such as gender, age, status, occupation, level of education, income, length of time you lived in the megalithic jar Heritage sites.

making of research tools:

The tools used in this study are to create tools and find the quality of the devices as follows:

1. Study information from relevant documents, articles, and research work as a guide in creating tools for research.
2. Develop a conceptual framework on factors that affect people's participation in the management and conservation of the Megalithic Jar World Heritage Sites in Xieng Khouang Province as a conceptual framework for developing research tools.
3. Submit the questionnaire created to the thesis advisor for advice, check the content validity, and then update the recommendations according to the experts.
4. Take a pre-test questionnaire with a sample of 30 people living in the Megalithic Jar World Heritage Sites in Xieng Khouang Province to find out the quality of the instrument by looking at the reliability of the query by Cronbach's alpha coefficient.

Data collection:

The study collected quantitative data using a questionnaire that had been revised and tested with a sample of 275 local people in the Megalithic Jar World Heritage Sites in Xieng Khouang Province. Using the selection multi-stage sampling, specific sampling methods were used to select people who lived in the area of the heritage area, especially those who lived closest to the heritage site, and Used the Quota Sampling method based on the calculated numbers in 4 districts nine villages. (Details in Table 3.2) include with: Paek District (Na O Villages, Phakeo Village, Khangnongluang Village), Kham District (Xang Village, Namhom Village), Phaxay District (Xiengdi Village, Na Kho Village), and Phoukood District (Songhak Village, Nakhuan Village) In order to collect data widely, and the researchers conducted data collection on Monday, Wednesday, Friday and Sunday. In January-February 2021, by dividing the time into two periods: morning 09-11: 30 and afternoon 14: 00-16: 00, It takes about 10-15 minutes to complete the questionnaire as a one-time questionnaire. The researcher will return the questionnaire as soon as the sample group completes the questionnaire.

Data analysis:

The researchers collected all the data gathered from local people questionnaires in the research area to verify their accuracy and completeness, encoded the data and assessed the data with statistical software. The statistics used to analysis the data are as follows.

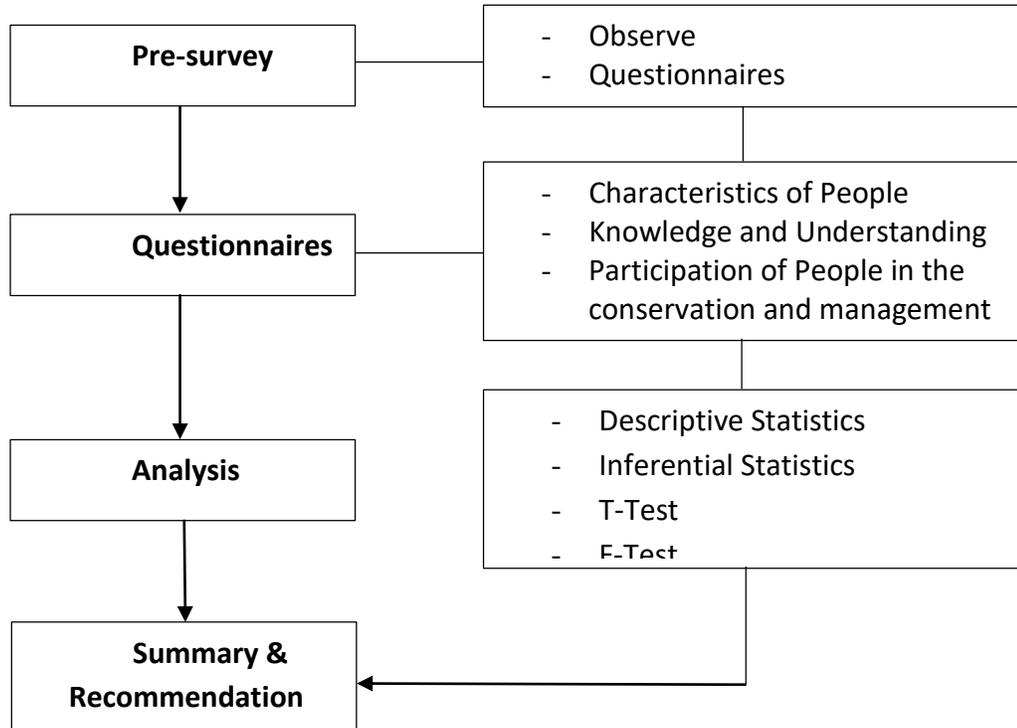


Figure6: Framework of Analysis

1. Analyze the level of people's participation in the management and conservation of the Megalithic Jar World Heritage Sites in Xieng Khouang Province using descriptive statistics analysis, by finding the Mean and the Standard Deviation. Then the mean score obtained from the variation of meaning compared with the specified criteria and presented in the form of a level table with the scores, for each level as follows.

5	Mean	Participants most
4	Mean	Participants a lot
3	Mean	Medium participants
2	Mean	Participants a little
1	Mean	Participants a least

By determining the width of the layer, each layer is detailed according to the following formula:

$$\text{Layer Width} = \frac{\text{High Score} - \text{Lowest Score}}{\text{Number of Layers}}$$

$$\text{Layer Width} = \frac{5 - 1}{5}$$

$$\text{Layer Width} = 0.8$$

The criterion compares the degree of participation by defining the width of the layers, each layer of which is 0.8

Average score	4.21 – 5.00	mean up	level of participant's most
Average score	3.41 – 4.20	mean up	level of participant's a lot
Average score	2.61 – 3.40	mean up	level of medium participant's
Average score	1.81 – 2.60	mean up	level of participant's a little
Average score	1.00 – 1.80	mean up	level of participant's a least

- Analyze the factors of public participation that affect the participation in the management and conservation of the Megalithic Jar World Heritage Sites in Xieng Khouang Province by Inferential Statistics Analysis and Multiple Regression with a priority level of 0.05
- To analyze statistical data using a hypothesis test on the difference of mean values between two groups of variables, a t-test (Independent sample) is used.
- Statistical data was analyzed by using a hypothesis test on mean difference between 3 or more variables by analyzing one-way variance using F-test (One-way Analysis of Variance) and if there is a difference in the mean score of the statistical significance, it will be a comparison of the mean score in multiple pairs using the **Scheffe** method.
- Analyze the general data of the respondents using descriptive statistics analysis by distributing the frequency and to the percentage.

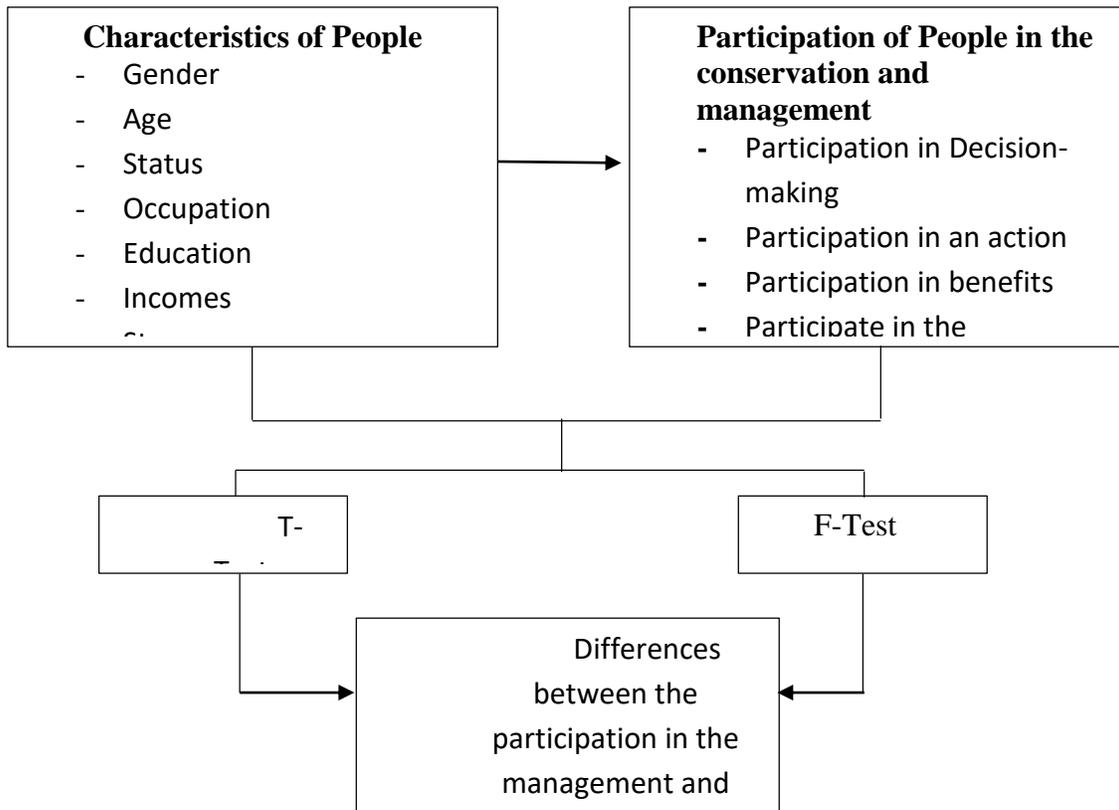


Figure7: comparison of the mean score in multiple pairs using the **Scheffe** method.

Conclusion and Recommendations:

The purpose of this research was to study the level of public participation in the management and conservation of the Megalithic Jars World Heritage Site, Xiengkhouang Province, LAOS. to explore the: 1) To study the level of participation of the people in the management and conservation of World Heritage Sites. 2) To explore the knowledge and understanding of the management and conservation of World Heritage Sites. 3) Study the problems, obstacles and provide solutions so that the people can actively participate in the management and conservation of the Megalithic Jar World Heritage Site. From the data analysis, the study results can be recommendations can be summarized as follows:

Summarize the research results.

Summarize the general data analysis results of the sample group.

- ❖ **Gender:** 29.8% of the female population and 70.2% of the male population.
- ❖ **Age range:** The age range of the respondents was mostly in the age group of 20-30 years old, accounting for 40.4%, which was the age of students and working age, followed by the middle age group in the age group of 30-50 years old, accounting for 40.0%, the age group over 50 years old was only 17.5% and the age group under 20 years old was only 2.2%, respectively.
- ❖ **Status:** The majority of respondents were married, accounting for 89.8%, followed by unmarried families (single) accounting for 8.4%.
- ❖ **Occupation:** Most of the occupations are farmers, which accounts for 54.5% of all occupations, followed by trade 17.8%, government employees 9.5%, workers 8.0%, respectively.
- ❖ **Education level:** The majority of respondents completed only high school education, accounting for 72.0% of the total population, followed by primary education at 14.5%, with only 8.0% with a bachelor's degree and only 2.9% with a diploma degree.
- ❖ **Income:** The average monthly income of the respondents was 1,000,000-2,000,000 Kip / month, accounting for 40.4%, followed by lower than 1,000,000 Kip / month, accounting for 39.4%, income 2,000,000-3,000,000 Kip / month, accounting for 12.4%, higher income 3,000,000, accounting for 10.5%, respectively.
- ❖ **How long have you lived in the Jar Heritage area:** Most of the respondents will live in the area adjacent to the study area for more than 10 years, accounting for 52.0%, accounting for half of the total population, followed by 6-10 years, accounting for 20.7%, and 1-5 years, accounting for 11.6%, respectively.

Summarize the results of the analysis of the average value of public participation and understanding in the management and conservation of the Megalithic Jar World Heritage Site in Xiengkhouang Province.

a. Information on public participation.

People have a level of participation in the management and conservation of the Megalithic Jar World Heritage Site in Xiengkhouang Province, with an average of 3.56 (high level of participation). When considering each aspect of Components (1-4), it was found that people have most participated in decision-

making, participation in action, and evaluation participation, with an average value of 3.60 or higher, followed by benefit participation, which averaged 3.33 (average participation level).

b. Level of knowledge and understanding of the management and conservation of World Heritage Sites, Xieng Khouang Province.

People have a Level of knowledge and understanding of the management and conservation of World Heritage Sites, Xieng Khouang Province. with an average score of 1.17 (Have a little knowledge and understanding).

Summarize the results of the analysis of the differences between the participation in the management and conservation and the characteristics of the respondents.

People of different demographic characteristics, such as gender, age, status, occupation, level of education, monthly income and length of time living in the Jar Heritage Area, are involved in the management and conservation of the Megalithic Jar World Heritage site.

From the assumptions can be distinguished as follows:

- 1.) Summarize the results of the analysis of the differences between the participants in the management and conservation of world heritage sites and gender found that: People of different **genders** involved in the management and conservation of Megalithic Jars World Heritage Site, XiengKhouang Province **are not different**.
- 2.) Summarize the results of the analysis of the differences between the participants in the management and conservation of world heritage sites and age found that: People of different **ages** involved in the management and conservation of Megalithic Jars World Heritage Site, XiengKhouang Province. **are not different**.
- 3.) Summarize the results of the analysis of the differences between the participants in the management and conservation of world heritage sites and status found that: People of different **status** involved in the management and conservation of Megalithic Jars World Heritage Site, XiengKhouang Province **are not different**.
- 4.) Summarizing the results of the analysis of the differences between the participants in the management and conservation of world heritage sites and occupations, it was found that: People with different occupations involved in the management and conservation of Megalithic Jars World Heritage Site, XiengKhouang Province have a **difference** with a P-value of 0.028.
- 5.) Summarize the results of the analysis of the differences between the participants in the management and conservation of world heritage sites and level of education found that: People of different **level of education** involved in the management and conservation of Megalithic Jars World Heritage Site, XiengKhouang Province **are not different**.
- 6.) Summarize the results of the analysis of the differences between the participants in the management and conservation of world heritage sites and level of income found that: People of different **level of income** involved in the management and conservation of Megalithic Jars World Heritage Site, XiengKhouang

Province **are not different**.

- 7.) Summarizing the results of the analysis of the differences between the participants in the management and conservation of world heritage sites and length of time living in the Jar Heritage Area, it was found that: People with different length of time living in the Jar Heritage Area involved in the management and conservation of Megalithic Jars World Heritage Site, XiengKhouang Province have a **difference**.

Explain the results:

From the summary of the above information can be explained and see that the participation of the people in the management and conservation of the Megalithic jars world heritage site in Xieng Khouang Province, According to the survey data from the four districts, it was found that the majority of women who participated in the survey were in the middle age group, aged between 21-30 years old, married, and a farmer who had only a high school education and a low income, most importantly, it has been in the heritage area for about 10 years. In addition, this group of people found that from the four factors involved in decision-making: participation in decision-making, participation in action, participation in benefits and participation in the evaluation found that people will be more involved in three areas:

- ❖ **participation in the making-decision** because now everyone has the right to freedom of the comment and contribute to decisions on issues such as the analysis means ten of involvement in decisions that people there are involved in decision making in all aspects like thinking problems occur, causes, seek edits to offer guidelines, the contacts, the ability to maintain clean, maintain or conservation, management methods, management consulting and propose conservation.
- ❖ **Participation in action:** Involvement in this practice, if compared to the people, refers to actions in helping to preserve the heritage area, such as the possibility of scheduling labor in the village to beautify the area around the heritage area. Or the implementation of maintenance teams in the area and issued various prohibitions not to damage the site. Such as climbing jars, writing on jars, and so on. In addition, if we look at the average value of participation in the implementation, it is found that people are more involved in working with the Office of Heritage Management, compliance with regulations, public relations and information, protection and preservation of heritage areas, maintenance of cleanliness and beauty, and development of heritage management and promotion.
- ❖ Involvement in these benefits means that people can, directly and indirectly, benefit from World Heritage sites, such as the heritage office agencies that can collect revenue from visitors, both Lao and foreign, at different prices. Indirect areas, especially schools, restaurants, entertainment venues, and surrounding tourist attractions, will also receive revenue from tourism. In addition, it is seen that the average value of participation in the benefits will be that people will be involved in performance appraisal, quality assessment, facilities assessment, impact assessment, social, natural resources, excellent and lacking resources, care, and monitoring.

Recommendations:

From the results of the study on the public participation in the management and conservation of the Megalithic jars world heritage site in Xieng Khouang province, it can be summarized as follows:

- 1) This study is quantitative research using a questionnaire as a tool only. The students are of the opinion that the next research should use a combination of qualitative research. In order to obtain the results of a study with specific participatory controls as a guideline to promote people's participation in the management and conservation of the Megalithic jars world heritage site in Xieng Khouang province
- 2) The following study of the understanding of the management of heritage sites should determine the scope of the questions related to the direct approach to know whether the people have the knowledge, ability to take action or not? And to know what level of public participation will be?
- 3) This study is a study of the factors that affect the public participation in the management and conservation of the Megalithic jars world heritage site in Xieng Khouang province only. Therefore, the study is conducted in the same way as other natural tourist sites to compare the factors that affect the participation of people in the management and conservation of heritage sites or other areas in each area are similar or different?
- 4) Further studies may be conducted from other sample groups other than people living in heritage areas, such as public or private landlords and visiting tourists, to obtain more comprehensive information; Can be used as a guide to implementing in the planning of the allocation of heritage sites in the future.

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