



THE HISTORIC TOWN OF HUA HIN: THE IMPACT OF URBANISM AND A
NEW PARADIGM FOR SUSTAINABLE TOURISM

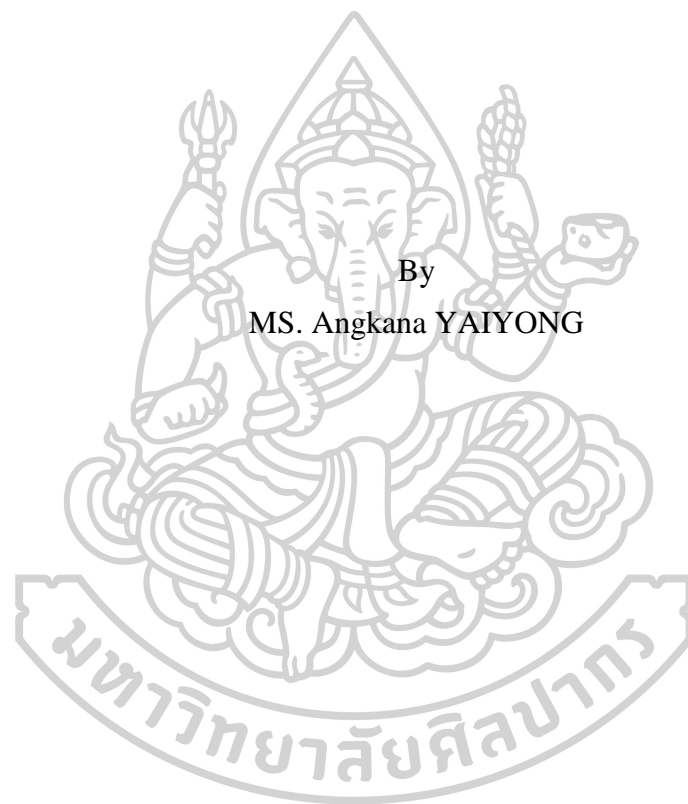


A Thesis Submitted in partial Fulfillment of Requirements
for Doctor of Philosophy (Architectural Heritage Management and Tourism)
International Program
Graduate School, Silpakorn University
Academic Year 2017
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THE HISTORIC TOWN OF HUA HIN: THE IMPACT OF URBANISM
AND A NEW PARADIGM FOR SUSTAINABLE TOURISM



By
MS. Angkana YAIYONG

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Title	THE HISTORIC TOWN OF HUA HIN: THE IMPACT OF URBANISM AND A NEW PARADIGM FOR SUSTAINABLE TOURISM
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Advisor	William Chapman

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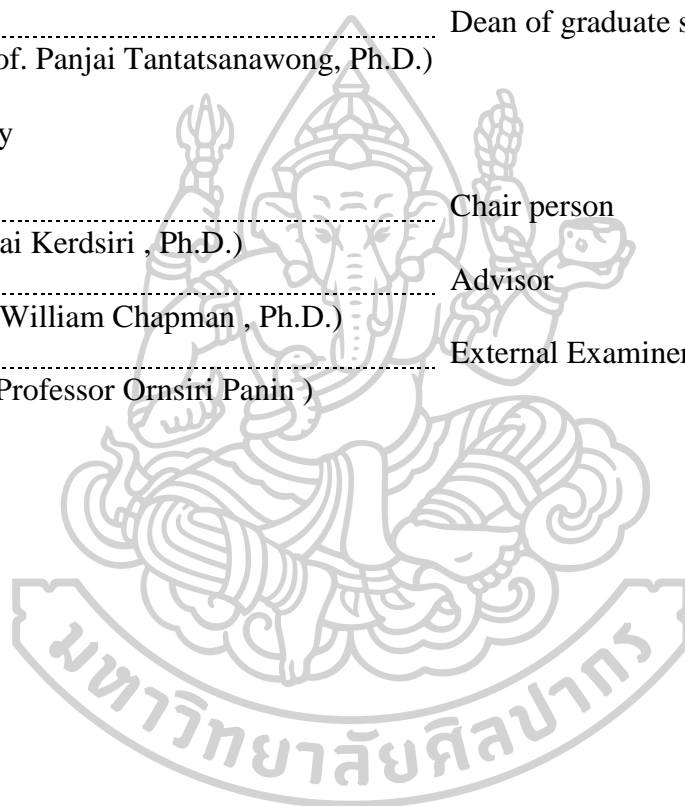
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MS. ANGKANA YAIYONG : THE HISTORIC TOWN OF HUA HIN: THE IMPACT OF URBANISM AND A NEW PARADIGM FOR SUSTAINABLE TOURISM THESIS ADVISOR : PROFESSOR WILLIAM CHAPMAN, PH.D.

This study aims (1) to understand background, identity, the uniqueness of Hua Hin, (2) to analyze the heritage and assess its values, (3) to analyze tourism impacts on urbanism in Hua Hin, (4) to provide a new paradigm for tourism management in order to sustain the heritage and tourism in Hua Hin

This study has found that the community in Hua Hin has been in existence since in the reign of King Rama III, extending to the period of construction of the southern railways, which was in the end of reign of King Rama V and into that of King Rama VI. The community's prosperity accompanied the development of the southern rails. Hua Hin soon became a well-known town and remains so today.

Tourism promotion by the government from the past until present has consistently developed transportation increasingly more comfortable system, which has resulted in continual increases in the number of visitors. The impacts from tourism are shown to be both positive and negative in various aspects, including social and cultural, economics, environment and physical. This research it emphasizes from that urbanism has also affected people and the physical character of the city.

And the finding has been to impact on residents. Non stakeholders have been disturbed by the impacts of tourism on their daily lives in contrast to the stakeholders. In response to this concern , the ICOMOS International Cultural Tourism Charter, Burra Charter and sustainability tools enhance the Community-Based Tourism's Principle are proposed as a new paradigm for sustainable tourism management in Hua Hin.

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Last but not least, I would like to express my deepest thanks to my beloved father and mother, my aunt, my lecturers and friends from Srinakharinwirot University and unnamed friends who have always supported and encouraged me to take another step ahead.

Finally, I would like to dedicate the value and benefit of this study to all of my teachers, lecturers and my beloved father.

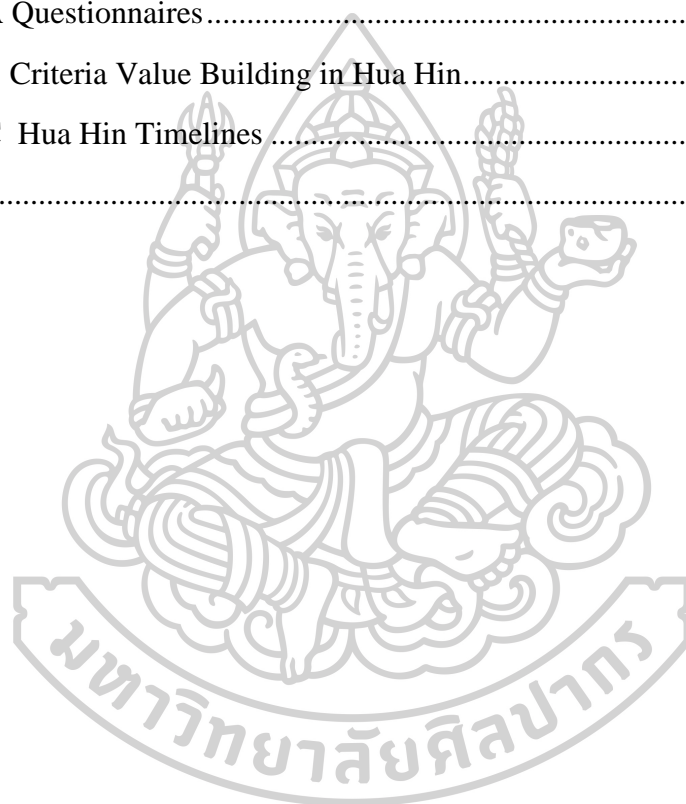
Angkana YAIYONG

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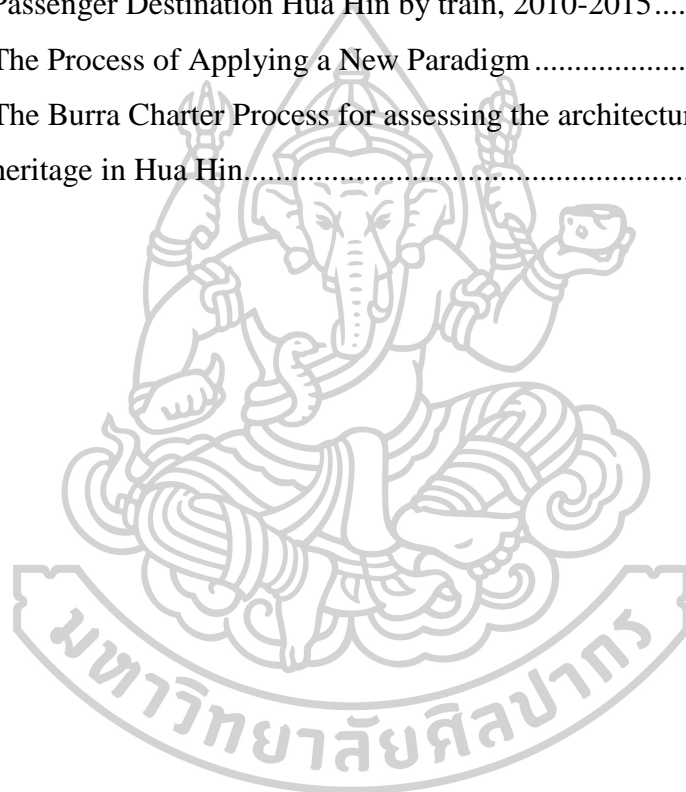


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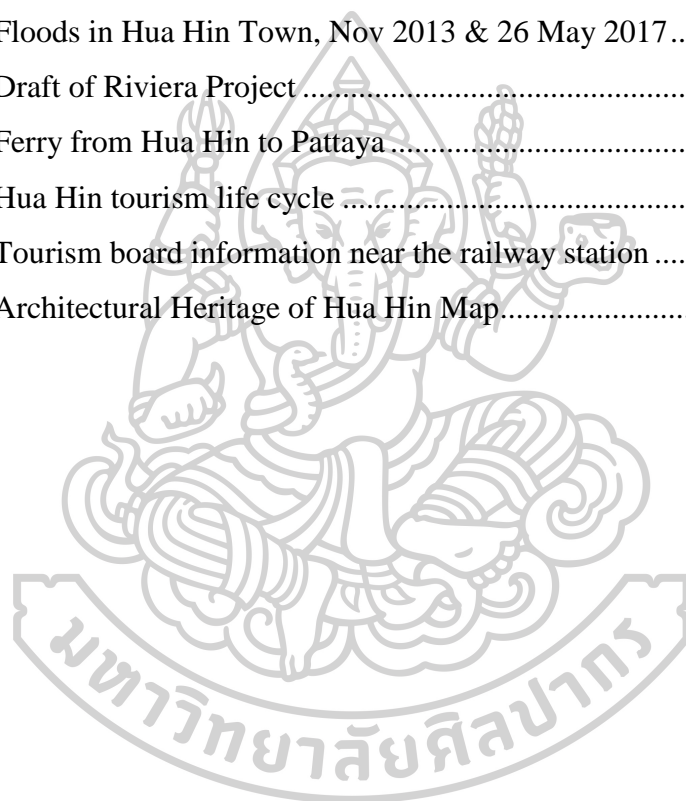
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Chapter 1 Introduction

Statement of Problem

Hua Hin has long been a focus for tourism in Thailand. Tourism has shaped the city and has underwritten Hua Hin's economy for a century. Hua Hin is now facing a new era of tourism, some of it in keeping with the seaside resort's long legacy of visitors, and other aspects of visitation more similar to patterns elsewhere in Thailand. The challenge for Hua Hin is to redirect its visitor industry to better serve the area's longstanding traditions and special character.

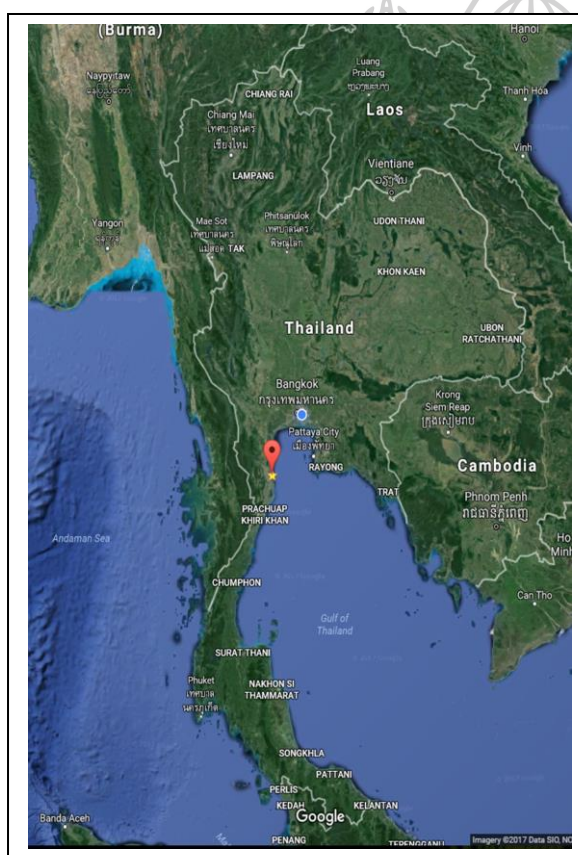


Figure 1: Hua Hin on Thailand Google satellite map

Source: Google map

This dissertation will explore Hua Hin in all aspects including tangible and intangible heritage significance. It will also analyze the impact of urbanism and its causes that create problems in terms of tourism.

In Thailand, tourism industry strongly influences the economics regime of the country; it generates a good economic value to local all over country such as creating jobs, transforming the local economy with good returns, accelerating new investment including infrastructures, revitalizing old community, retaining traditional life style, gaining opportunities for stakeholders and expanding experiences for visitor.

It can be said that the southern railway construction brought about tourism in various places along railroad and only high ranking people, nobles and high commissioners were able to visit those places at first. Among the places, there was a small fishing village with a beautiful nature and landscape, clear sky, blue water, clean white sand beach decorated with group of stones, latter this place was renamed as Hua Hin by Krompra Nraes Vorarit (brother of King Rama V) and was selected to be a seaside resort for high ranking and came to be a well-known tourist destination respectively.

The characteristic of the beach together with the beauty and serenity of the place turned it into a unique seaside destination for royalty and commoner in that order. Even when the time has gone by, Hua Hin is still one of the most popular places and tourist destinations for both Thais and foreigners because of its charms; beach, tourism activities and the sense of historic town.

However, tourism is not bringing only economic growth to the place but also resulting in various negative impacts. According to marketing database of Tourism Authority of Thailand (T.A.T.), the number of visitors in Hua Hin increased rapidly over the past few years. A huge demand of visitors shaped the historic town into a messy touristic town suddenly. As a consequence of that, there are impacts revealed in social, economic, cultural, environmental and physical aspect.

Obviously, the economy of Hua Hin (one of the fishing grounds for mackerel in Gulf of Thailand) in the past based on fishery while in the present the fishery profession is extinct (but there are some small fishing boats for coastal fisheries remain) and has been replaced with tourism.

These matters are caused by rapid tourism, thus Hua Hin necessability needs a new paradigm to manage its sustainability, exceptionally to retain the significant values of historic town as well as tangible and intangible heritage values before they are forgotten and disappeared. It is challenging to develop and preserve the old at the same time because tourism and heritage have a close relationship, but it is often difficult to balance the aims of both and Hua Hin provides an excellent test case for doing so.

In the past, there are some heritage tourism studies and impact on urbanism in various places but not Hua Hin. The heritage buildings and houses together with its history demonstrate the glory days of Hua Hin well. The sense of historic town will be meaningless if visitors are unawareness its value of the place, future generation will never understand the significant of authenticity and its values; therefore, the researcher is interested to do this study.

Finally, to address the challenges, this study will present impacts which cause the disappearance of tangible and intangible heritage values of historic town and provide a new paradigm for sustainable tourism in Hua Hin as well as to be a benefit to a similar site with similar problems.

Research Questions

1. How did Hua Hin become a famous tourist destination?
2. What heritage Hua Hin has and what are its values?
3. How does tourism impacts effect on the urbanism?
4. How can tourism and heritage in Hua Hin give balance and sustainability?

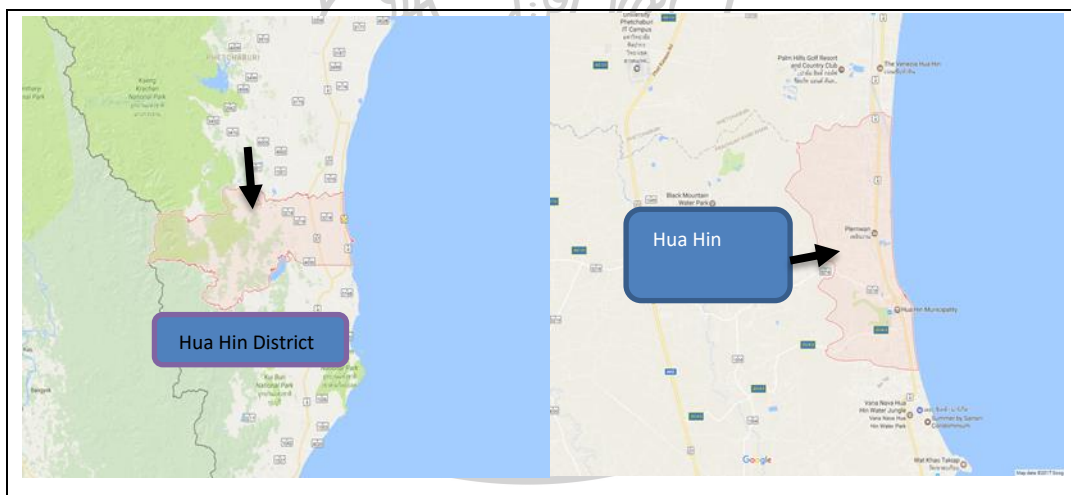
The objectives

1. To understand background, identity, the uniqueness of Hua Hin
2. To analyze the heritage and assess its values
3. To analyze tourism impacts on urbanism in Hua Hin
4. To provide a new paradigm for tourism management in order to sustain the heritage and tourism in Hua Hin

Scope of the study

Scope of Area

This study concentrates on the area of Hua Hin sub-district, tourist center, is part of Hua Hin Municipality which occupied 86.36 square kilometers. Hua Hin sub-district, has 45,905 people and 31,776 household,¹ is located in Hua Hin district, Prachuap Khiri Khan Province the southernmost of central region*.



(A)

(B)

Figure 2 (A): Hua Hin district, (B): Hua Hin sub-district

Source: Adopted from Google map

¹ Central Registration Bureau Department of Government The Ministry of the Interior. The population in Prachuap Khiri Khan Retrieved from www.pcko.moph.go.th/download/Demographic/58/2.xls [Accessed by 7 June 2017]

*according to tourism promotion plan of T.A.T., Prachuap Khiri Khan is part of the central region while the National Development plan consider from the topography thus Prachuap Khiri Khan is a member of western region

Scope of Context

This research will focus on tourism impacts that effects on urbanism in Hua Hin sub-district. It also emphasizes on Hua Hin's heritage both tangible and intangible including their values. Then propose a provision of a new paradigm to balance heritage and tourism in sustainable level.

Research Methodology

To achieve the goals and objectives, this study will focus on documentation research and the researcher will present data from primary and secondary sources such as archives, documents, journals, articles, pictures, maps, text books, theses, brochures, reports, statistics and using the survey research to obtain data from local government agencies, local community, visitors and stakeholders by interview and onsite observation. Then all the collected data is categorized, analyzed, and evaluated by qualitative method.

Research instrument

This study is using interview, questionnaire and documentary as a research instrument.

Collection of data

1. Collection of data from local governmental agents, local communities, and stakeholders
2. Collection of data from tourists and visitors

Analysis of data

After gathering all collected data from documents and interviews, data is categorized, analyzed, interpreted to determine the most accurate and reliable data to generate the appropriate plan to achieve the goals and objectives of the study.

Time frame

Site survey and data collection were collected during high season (Oct-Feb) and low season for international tourist as well as during weekend, long weekend for domestic tourist from 2014-2016.

Sources of data

1. Site survey
2. Silpakorn University Library
3. Chulalongkorn University Library
4. The National Archive
5. Local government agents such as Hua Hin Municipality, T.A.T. Prachuap Khiri Khan, Prachuap Khiri Khan Cultural Office and Office of Tourism and Sports of Prachuap Khiri Khan, Local communities, visitors, stakeholders such as travel agents, transportation agents, restaurants and souvenir shops
6. Designated Areas Sustainable Tourism Administration (Public Organization)
7. Website

Summary of chapters

This study will be organized as follows

Chapter 1: Introduction

This chapter will present statement and significance of problem, research goal and objectives, scope of the study, method of study and research instrument, and organization of the dissertation.

Chapter 2: Research Methodology

Chapter 3: Literature Review

This chapter will illustrate general review of relevant literatures, specific topic directly relating to the issue under investigation.

Chapter 4: Hua Hin

This chapter will explore general information including history, identity and uniqueness of the site.

Chapter 5: Exploring and Assessing

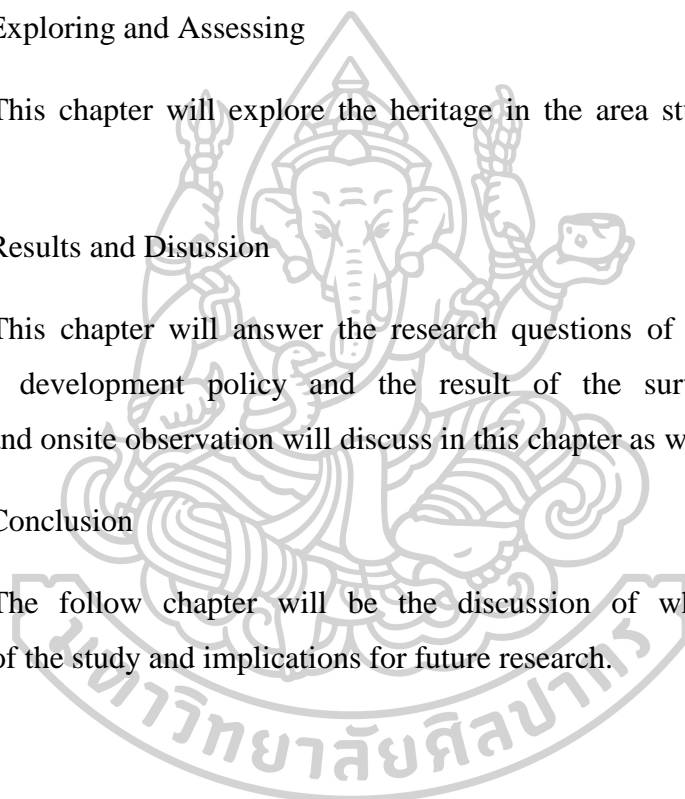
This chapter will explore the heritage in the area study and assess their values

Chapter 6: Results and Disussion

This chapter will answer the research questions of this study including government development policy and the result of the survey; questionnaires, interviews and onsite observation will discuss in this chapter as well.

Chapter 7: Conclusion

The follow chapter will be the discussion of what was found and limitations of the study and implications for future research.



Chapter 2 Research Methodology

This research aims to explore history and analyses tourism impacts which effects on urbanism of Hua Hin. It also discovers both tangible and intangible values in order to design a provision of a new paradigm to balance heritage and tourism in sustainable level. This chapter also presents research questions, research framework, and research design.

Research questions

To drive the objectives to achieve the goal which led to relevant questions as follows:-

1. How did Hua Hin become a famous tourist destination?
2. What heritage Hua Hin has and what are its values?
3. How does tourism impacts effect on the urbanism?
4. How can tourism and heritage in Hua Hin give balance and sustainability?

What is the qualitative research?

“...qualitative research is, more often than not, the end product of research within a substantive area beyond which few research sociologists are motivated to move; and because qualitative research is often the most “adequate” and “efficient” way to obtain the type of information required and to contend with the difficulties of an empirical situation.”¹

Research framework

This study is based on qualitative research and it focuses on documentation research together with interviewing, surveying by questionnaires, and onsite observation. The research is using interview (for the key informants of the communities) and local government agents, questionnaire (for domestic visitor), and observation as a research instrument.

¹Glaser, Barney G. and Strauss, Anselm L. **The Discovery of Grounded theory: Strategies for Qualitative Research.** (New York: Aldine, 1967). p.18

Research design

To assess the precise tourism impact on the urbanism of local thus in this paper selected a depth-interview by using a semi-structure questions to interview the chief of Samor Reang, Chai Talay (Naresdamri) communities included locals from Samor Reang, Praephan, Dachanuchit and Poonsuk communities.

Survey questionnaire is open-ended questions and random sampling was undertaken for this part.

The sampling size of this research was a maximum size of 60 or until the data reach to empirical saturation point. Purposive sampling* used for interview whilst random sampling used for questionnaire. The questionnaire was designated according to the objectives of the research.

Data collection

Gathering the data from documentary, local government agents, local communities, stakeholders and collecting the survey data from visitors.

Site survey and observation data collection collected during high season (Oct-Feb) and low season (Mar-Sep) for international tourist as well as during weekends, long weekends for domestic tourist from 2014-2016.

What is the survey?

“...surveys are more like a research strategy ... than a tactic or specific method. ...doing a survey is not so much with questions of overall strategic design as with highly practical and tactical matters to do with the detailed design of the instrument to be used (almost always a questionnaire, largely or wholly composed of fixed choice questions)...”¹

*Purposive Sampling is precisely what the name suggests who are chosen with a purpose - to represent a type in relation to key criterion.

¹Colin, Robson. **Real World Research: A Resource for Social Scientists and Practitioner-Researcher**. (2ed). (Oxford: Blackwell, 2002). p 228-229.

Qualitative sampling

The sampling size depends on the nature of your research and the shape and form of the data you intend to collect.¹ However, the qualitative samples are usually small scale, for a single study involving individual interviews usually lie at under 50² while Patricia A. Adler and Peter Adler recommends between 12 and 60³ depends on the project. According to the experience of Lincoln and Guba, they generally found that the saturation point is reached at sampling size minimum of 12 or maximum of 20⁴ as well as J. D. Douglas estimated from deep-interviewed at 25 informants.⁵

The sample is not intended to be statistically representative: the chance of selection for each member of the population is unknown but, instead, the characteristics of the population are used as the basis of selection.”⁶

Data analysis

Data analysis refers to refining data from the first survey then modifying the set of survey form to develop the second survey form. Data from the survey, interviews, and documents will be classified then interpret the data to determine the most accurate and reliable in order to generate the appropriate plan to achieve the goals and objective of the study. The results will be discussed in the next chapter.

¹Zina O’Leary. **The essential Guide to Doing Research**. (London: SAGE, 2007). p. 104.

²Jane Ritchie, Jane lewis, Carol Mc.Naughton Nicholls and Rachel Ormston. **Qualitative Research practice: A guide for social science students & researchers**, 2nd ed. (London: SAGE, 2014). p.118.

³Sarah Elsie Baker and Rosalind Edwards. **How many qualitative interviews is enough?** Retrieved from http://eprints.ncrm.ac.uk/2273/4/how_many_interviews.pdf [Accessed by 25 Jun 2017]

⁴Yvonna S. Lincoln and Egon G.Guba. **Naturalistic Inquiry**. (Beverly Hills, California: SAGE, 1985).

⁵J. D. Douglas. **Creative Interviewing**. (Beverly Hills, CA: SAGE, 1985). in Wandee Suthinarakorn. (2013). **Qualitative Research: research of Alternative Paradigm**. (BKK: Siam Parithat. p.60

⁶Jane Ritchie, Jane lewis, Carol Mc.Naughton Nicholls and Rachel Ormston. (2014). **Qualitative Research practice: A guide for social science students & researchers**. 2nd ed. p113.

Paradigm that use for this research

A new paradigm which use for this research consist of the Burra Charter, and International Cultural Tourism Charter including sustainable tourism together with community-based tourism (CBT). **The Burra Charter** uses for assessing the value of site in order to know its values. This assessment will be a guideline for a suitable management plan to manipulate the site's sustainability. The four values of cultural significance are as following:

1. Significant in Aesthetic value
2. History value
3. Scientific value
4. Social value or spiritual value

ICOMOS International Cultural Tourism Charter

This charter uses for managing the site and local community include stakeholders in systematic. The principle are as following:

Principle 1: Encourage Public Awareness of Heritage

Principle 2: Manage the Dynamic Relationship

Principle 3: Ensure a Worthwhile Visitor Experience

Principle 4: Involve Host and Indigenous Communities

Principle 5: Provide Benefit for the Local community

The tools of sustainability

1. Area protection
2. Industry regulation
3. Visitor management techniques
4. Environmental impact assessment (EIA)
5. Carrying capacity calculations
6. Consultation/participation techniques
7. Codes of conduct
8. Sustainability indicators

Principle of ASEAN Community-Based Tourism (CBT)

These tools are able to apply for community-based tourism in order to manage local community by the people in the community. Thus CBT is selected as part of the management paradigm for this research.

1. Involve and empower community to ensure ownership and transparent management
2. Establish partnerships with relevant stakeholders
3. Gain recognized standing with relevant authorities
4. Improve social well-being and maintenance of human dignity
5. Include a fair and transparent benefit sharing mechanism
6. Enhance linkages to local and regional economies
7. Respect local culture and tradition
8. Contribute to natural resource conservation
9. Improve the quality of visitor experiences by strengthening meaningful host and guest interaction
10. Work towards financial self-sufficiency

In the next chapter, will be presented most of related features to this research in different topics.



Chapter 3 Literature Review

To understand the concept of this paper thus in this chapter will review relevant literatures outlined below:-

3.1 Theoretical on Tourism Development

3.2 International Charters and Declarations related

3.2.1 ICOMOS International Cultural Tourism Charter

3.2.2 Burra Charter

3.3 Tourism

3.3.1 Cultural Tourism

3.3.2 Mass Tourism

3.3.3 Sustainable Tourism

3.3.4 Community-Based tourism

3.3.5 Tourism Trends

3.4 Tourism Impact

3.4.1 Social and Cultural Impacts

3.4.2 Economics Impacts

3.4.3 Environment Impacts

3.4.4 Physical Impacts

3.5 Related features

3.6.1 The study for the conservation concept of Hua Hin Beach houses built in 1911-1945

3.6.2 The study for conservation guidelines of Hua Hin old town: case study Naresdamri Street area

3.6.3 Socio-economic: impact of the development of tourism in Cha-am and Hua Hin

3.6.4 A study of development pattern of Hua Hin community due to tourism

Theoretical on tourism development

There are various theories on tourism but these selected tourism theories which help to understand of how destinations have emerged, grown and declined in some cases.¹

Christaller's ideas

These ideas were influential on some theorists of tourism planning and management and can be summarized as follows.

- 1) Destinations develop and change over time.
- 2) There are different types of visitors at different times.
- 3) The tourist experience (the tourism product) changes over time.
- 4) The involvement of locals in tourism destinations changes over time.
- 5) New cycles involving new tourist destinations will occur.²

Plog's theory

Plog developed ideas on the psychology of tourists which based on a study of the attitudes to travel of New York residents. He argued that particular psychological types like psycho-centric does not like unfamiliar environments or cultures, this type of tourists would not travel far from the local environment while allo-centric types did opposite things. As the great majority of tourists were fall in between those two types hence he suggested that majority of tourists seek the familiar and prefer to travel short distances. Thus the destination close to major town will be developed and grow more quickly than those distance one.³

Cohen theory

Cohen developed a typology of tourists into 4 categories as follows:

- 1) Organized mass tourists: travel together in group with full arrangement in advance by a travel agent or tour operator.

¹Peter Mason. **Tourism impacts, planning and management**. 2nd ed. (Oxford: Butterworth-Heinemann, 2010). p.25.

²Ibid. p.26.

³Ibid. p.26-27.

- 2) Individual mass tourists: did the same as organized mass tourists but individually based on their activities.
- 3) Explorers: arrange their own trip, wish to meet locals and still use facilities of the mass tourist.
- 4) Drifters: evade contact with other tourists, stay with locals and stay longer than most tourists and not regards themselves as a tourist. ¹

Doxey's theory

Doxey's theory suggests the premise that destinations will develop and grow over a period of time but that destinations may not have the ability to grow without check. In addition, Doxey's Irridex, short form of Irritation Index that considered the relationship between tourists and locals, suggests that locals become more opposed to visitors while number of tourists will not continue to grow at the same rate like before and may actually decline. Doxey's Irridex was based on evaluation at a time. ²

Doxey's Irritation Index

Euphoria	Visitors are welcome and there is little planning.
Apathy	Visitors are taken for granted and contact becomes more formal.
Annoyance	Saturation is approached and the local people have misgivings. Planners attempt to control via increasing infrastructure rather than limiting growth.
Antagonism	Open expression of irritation and planning is remedial, yet promotion is increased to offset the deterioration reputation of the resort.

Butler's theory

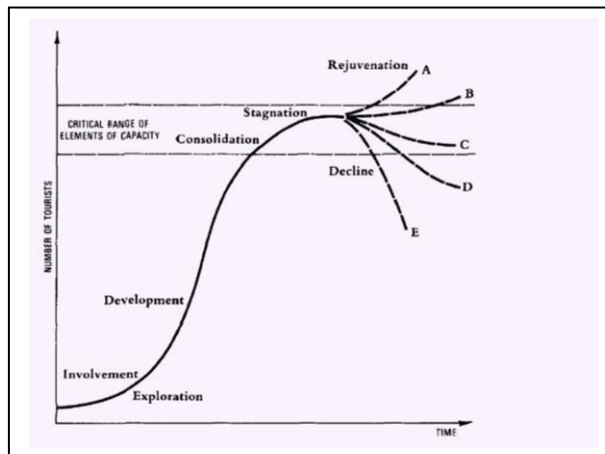
This model found in 1980 which inspired by Christaller, Plog and Doxey theories. At first, he indicated that this theory was based on the concept of product life cycle in which applied to tourism destinations, the model suggests the site develop

¹Peter Mason. **Tourism impacts, planning and management**, 2nd ed. p.27-28.

²Ibid.. p.28-29.

and change over time. This model comprises of exploration, involvement, development and consolidation stage and these stages, the number of tourists has been increased. Whilst stagnation stage is no movement, neither rise nor fall in number but it could be 'decline' or 'rejuvenate'.¹

Figure 3: Butler model



Source: Google

Life cycle stage

Exploration is few adventurous tourists who visit sites with no public facilities.

Involvement is limited interaction between local residents and the developing tourism industry. A definable pattern of seasonal variation was induced by increasing the advertisement while market area starts to emerge.

Development is development of additional tourist facilities and increased promotional efforts and outsiders are control overall the tourist trade.

Consolidation is tourism has become a major part of the local economy but growth rates have begun to touch down and a well-defined business district has taken shape.

Stagnation is high numbers of tourists and capacity levels are reached and the accommodation stock is steadily eroded and property turnover rates are high.

¹Peter Mason. **Tourism impacts, planning and management**, 2nd ed. p. 29-31.

Post-stagnation is all above which reflecting a range of options that may be followed, depending partly on the success of local management decisions either extremely rejuvenation or decline.

International Charters and Declarations related

There are charters and a protocol which can apply to Hua Hin's case so as to make the site sustainability in the future. The relevant charters and protocol are as follows.

ICOMOS International Cultural Tourism Charter

This charter is principles and guidelines for managing tourism at places of cultural and heritage significance which created by ICOMOS International Cultural Tourism Committee in 1999. According to dynamic interaction between tourism and cultural heritage “tourism can capture the economic characteristics of the heritage and harness these for conservation by generating funding, educating the community and influencing policy.”¹

The key charter concepts

- Management of heritage places, the intangible heritage and collections is to make their significance physically and/or intellectually accessible to the host community and to visitors.
- Reasonable and well managed access to cultural development and cultural heritage is both a human right and a privilege.
- Cultural heritage is a dynamic reference point for daily life, social growth and change.
- Domestic and international tourism is one of the foremost vehicles of cultural exchange, providing personal experience of that which has survived form the past as well as the contemporary life and society of others.

¹ICOMOS International Cultural Tourism Committee. **ICOMOS International Cultural Tourism Charter: Principles and Guidelines For Managing Tourism At Places Of Cultural And Heritage Significance.** (Vitoria: ICOMOS International Cultural Tourism Committee, 2002).

- The charter include the interaction between tourism and all forms of the cultural heritage.
- The charter can be applied to a broad range of places and situations.¹

Charter Principles

Principle 1 Encourage public awareness of heritage

For cultural exchange, conservation should provide responsible and well managed opportunities for members of the host community and visitors to have a direct experience and understand that community's heritage and culture.

-The programs for the protection and conservation of the physical attributes, tangible aspect, contemporary cultural expression and broad context and facilitate the heritage significance by the host community and the visitor, in an equitable and affordable manner.

-Interpretation programs should present that significance in a relevant and accessible manner to the host community and the visitor, with appropriate, stimulating and contemporary forms of education, media, technology and personal explanation of historical, environmental and cultural information.

-Interpretation and presentation programs should facilitate and encourage the high level of public awareness and support necessary for the long term survival of the natural and cultural heritage.

-Interpretation programs should present the significance of heritage places, traditions and cultural practices within the past experience and present diversities of the area and the host community, minority cultural or linguistic groups. The visitor should always be informed of the differing cultural values.

¹ICOMOS International Cultural Tourism Committee. **ICOMOS International Cultural Tourism Charter: Principles and Guidelines For Managing Tourism At Places Of Cultural And Heritage Significance.** p.2.

Principle 2 Manage the dynamic relationship

The relationship between Heritage Places and Tourism is dynamic and may involve conflicting values. It should be managed in a sustainable way for present and future generations.

-The long term protection and conservation of living cultures, heritage places, collections, their physical and ecological integrity and their environmental context, should be an essential component of social, economic, political, legislative, cultural and tourism development policies.

-Tourism projects, activities and developments should achieve positive outcomes and minimize adverse impacts on the heritage and lifestyles of the host community, while responding to the needs and aspirations of the visitor.

-Conservation, interpretation and tourism development programs should be based on a comprehensive understanding of the specific.

-The retention of the authenticity of heritage places and collections is important.

-Tourism development an infrastructure project should take account of the aesthetic, social and cultural dimensions, natural and cultural landscapes, bio-diversity characteristics and the broader visual context of heritage places as well as using local materials and local architectural styles or vernacular traditions.

-Assess the natural and cultural values of the resource before promoting or developing the heritage places and establish appropriate limits of acceptable change.

-There should be on-going programs of evaluation to assess the progressive impacts of tourism activities and development on the particular place or community.

Principle 3 Ensure a worthwhile visitor experience

To ensure that the visitor experience will be worthwhile, satisfying and enjoyable.

-Conservation and tourism programs should present high quality information to optimize the visitor's understanding of the significant heritage characteristics and of the need for their protection and visitor to enjoy the place in an appropriate manner.

-Visitors should be able to experience the heritage place at their own pace in order to minimize impacts on the integrity and physical fabric of a place, its natural and cultural characteristics.

-Visitors should be encouraged to behave as welcomed guests, respecting the values and lifestyles of the host community with conducting themselves in a responsible manner which would generate a renewed welcome.

-Planning for tourism activities should provide appropriate facilities for the comfort, safety and well-being of the visitor but not have a negative impact on the significant features or ecological characteristics.

Principle 4 Involve host and indigenous communities

Local, property owners and stakeholders should be involved in planning for conservation and tourism.

-The host community, property owners and relevant indigenous people should be respected and involved in establishing goals, strategies, policies and protocols for the identification, conservation, management, presentation and interpretation of their heritage resources, cultural practices and contemporary cultural expressions, in the tourism context.

-The needs and wishes of some communities or indigenous peoples to access to certain cultural practices, knowledge, beliefs, activities, artefacts or sites should be respected.

Principle 5 Provide benefit for the local community

Tourism and conservation activities should benefit the host community.

-Policy makers should promote measure for the benefits of tourism to be shared across countries or regions, improving levels of socio-economic development and contributing.

-Conservation management and tourism activities should provide equitable economic, social and cultural benefits to host or local community, at all level, through education, training and employment opportunities.

-A specific revenue distribute to heritage places and should be shared to the protection, conservation and presentation of those places.

-Tourism programs should encourage the training and employment of guides and site interpreters from the host community.

-The people of the host community should encourage the involvement of local sited interpreters so as to take a direct interest in its care and conservation.

-Conservation management and tourism programs should include education and training opportunities for policy makers, planners, researchers, designers, architects, interpreters, conservators and tourism operators.

Principle 6 Responsible promotion programs

Tourism promotion programs should protect and enhance Natural and Cultural Heritage characteristics.

-Tourism promotion programs should create realistic expectations and responsibly inform potential visitors of the specific heritage characteristics of a place or host community with recommendation to behave appropriately.

-Places and collections of heritage significance should be managed with protecting their authenticity by minimizing fluctuations in arrivals and avoiding excessive numbers of visitors at any time.

-Relieve the pressures on more popular places by encouraging visitors to experience the wider cultural and natural heritage characteristics of the region or locality.

-Sale of local crafts and other products should provide a reasonable social and economic return to the host community.¹

Burra Charter the Australia ICOMOS Charter for Places of Cultural Significance

The Burra Charter provides guideline for the conservation and management of places of cultural significance (cultural heritage places). In this study the Burra Charter uses for assessing the heritage¹ of Hua Hin in Chapter 5.

¹ICOMOS International Cultural Tourism Committee. **ICOMOS International Cultural Tourism Charter: Principles and Guidelines For Managing Tourism At Places Of Cultural And Heritage Significance.** p.7-13.

The Burra Charter Process²

Understand Significance

1. Understand the place
 - Define the place and its extent
 - Investigate the place: its history, use, associations, fabric
 2. Assess culture significance
 - Assess all value using relevant criteria
 - Develop a statement of significance
 3. Identify all factors and issues
 - Identify obligations arising from significance
 - Identify future needs, resources, opportunities and constraints, and condition
 4. Develop policy
 5. Prepare a management plan
 - Define priorities, resources, responsibilities and timing
 - Develop implementation actions
- Manage in accordance with policy
6. Implement the management plan
 7. Monitor the results and review the plan

The Concept of Cultural Significance

To gain the better understanding of Cultural significance, in the Charter on Cultural significance means “aesthetic, historic, scientific or social or spiritual value for past, present or future generations.”³ The meaning of terms are given as follows.

- 1) Aesthetic value

¹Australia ICOMOS International Council of Monuments and Sites. **The Burra Charter: The Australia ICOMOS Charter for Places of Cultural Significance 2013.** (Victoria: Australia ICOMOS Incorporated, 2013)

²Australia. **ICOMOS. International Council of Monuments and Sites. The Burra Charter: The Australia ICOMOS Charter for Places of Cultural Significance 2013.** p.10

³Ibid.

Aesthetic value covers aspects of sensory perception which include consideration of the form, scale, colour, texture and material of the fabric; the smells and sounds associated with the place and its use.

2) Historic value

Historic value includes the history of aesthetics, science and society. A place may have historic value because it has influenced, or have been influenced by, an historic figure, event, phase or activity.

3) Scientific value

Scientific value depends on the importance of data involved, on its rarity, quality or representativeness.

4) Social value

Social value comprises the qualities for a spiritual, political, national or other cultural sentiment to a majority or minority group.

Hoi An Protocols* for best conservation practice in Asia: Professional Guidelines for Assuring and Preserving the Authenticity of Heritage Sites in the Context of the Cultures of Asia.

Hoi An Ancient town was classified as a National Cultural Heritage Site in 1985. It is located in Central of Vietnam on the north bank near the mouth of the Thu Bon River. It is an example of a small-scale trading port which active between 15-19th centuries and its decline in the later 19th century. The survival of wooden structures and street plan are well preserved and unique in the region and the living heritage reflecting the diverse communities of indigenous inhabitants and foreigners. These original cultural and historic features present the town's outstanding universal value. Because of the economic decline in 19th century, it has not suffered from the development included not pressure to replace the older wooden buildings with modern materials.¹

In the guideline of Hoi An Protocols mentions that threats from development and modernization have very often result in negative outcome. Unclear

*Hoi An Protocols was a set of practical guidelines for the conservation of cultural landscapes, archaeological sites, monuments and historic towns.

¹United Nations Educational, Scientific and Cultural Organisation (UNESCO). Hoi An Ancient Town. Retrieved from <http://whc.unesco.org/en/list/948> [Accessed by 23 Nov 2017]

definitions of what heritage, lack of supervisory controls, inadequate financing and incentives. These are symptomatic of the most danger to longer-term safeguarding of the heritage in Asia, which is insufficient public understanding of the need to conserve heritage and inadequate responsibility over heritage resources. Likewise the effective guidelines need to apply for political leaders and planners in the protection and management of the heritage and to establish standards of best conservation practice to guide the conservation, restoration and adaptive reuse of heritage properties.¹

Tourism

Tourism was found in about 4000 B.C. era (the beginning of the modern era of travel) when the Sumerians (Babylonians) invented money and wheel and used it in business transactions.² At that time travelers did not aim clearly for holiday or leisure because there were mainly three groups who travel: the military, government officials, and caravans. Therefore, they did travel because of migration, war, and trade. In addition, the wheel that they invented it led to the development of a heavy wagon that could be drawn by teams of oxen or onagers-a type of wild ass which later adapted to use as a transportation for travelers. Later on, the Assyrians (811-722 B.C.)³ realized that roads were basic to moving their war chariots efficiently hence he improved the roads, largely for military use.⁴

As Charles and J.R. explain that the Roman started building roads in about 150 B.C. era, some of them are still in use, and from 98-117c, the roman roads comprised a network of some 50,000 miles which they could travel as much as 100 miles a day using of horses furnished from rest posts 5 to 6 miles apart in order to see famous temples in the Mediterranean area, pyramids and monument of Egypt. Greece and Asia Minor were popular destinations because

¹United Nations Educational, Scientific and Cultural Organisation (UNESCO). **Hoi An Protocols for best conservation practice in Asia: Professional Guidelines for Assuring and Preserving the Authenticity of Heritage Sites in the Context of the Cultures of Asia.** (Bangkok: UNESCO Bangkok, 2009). p. 3.

²Charles R. Goeldner and J.R. Brent Ritchie. **Tourism: principles, practices, philosophies.** p.41.

³Middle East Kingdoms and Ancient Mesopotamia
<http://www.historyfiles.co.uk/KingListsMiddEast/MesopotamiaAssyria.htm> [Accessed by 2 Sep 2017]

⁴Charles R. Goeldner and J.R. Brent Ritchie. **Tourism: principles, practices, philosophies.** p.43.

they offered the Olympic Games, medicinal bathes and seaside resort and other forms of amusement and entertainment etc. As a result of the desire for travel, the accommodations and other tourist services, an early form of tourism were created and Roman tourists used guide books, employed guides, left graffiti everywhere, and bought souvenirs much like tourists nowadays.¹

Whilst John Swarbrooke and Susan Horner said that the earliest recorded tourism in Europe dates back to the time of Ancient Greece. People visited religious festivals and consulted oracles as well as visited sporting events like the Olympic Games but in the aspect of a religious significance. Furthermore, they state that the Roman introduced the idea of tourism for pleasure, hedonistic and sensual tradition in tourism. Not only that, they were perhaps the first purpose-built tourism resort, both at the coast and inland. Under the Roman, tourism had been developed based on sightseeing within the Empire by utilizing the roads which had been built for troop and trade. The idea of hedonistic tourism was an elitist activity and it distinguishes from today's mass tourism. To the end, tourism in Europe was halted by the Dark Ages that associated with the end of the Roman Empire came to the end of most tourism in Europe. Nonetheless, pilgrimage was the earliest form of mass tourism was born in Europe during this time.² Furthermore, the end of the middle ages, Italy was the favored destination for Grand Tour (educational tourism-preserve of the wealthy and well-educated), people travelled to see great paintings and buildings, meet famous artists and learn and language and culture which different from the pilgrimages.³

John Swarbrooke and Susan Horner also mentioned that the development of modern tourism foundation began together with the introduction of the railways in the nineteenth century. The results of the Industrial Revolution in Britain and some European countries affected the seaside resort particularly in Britain where the industrial revolution happened first. The urbanized and industrialized people had some leisure time and disposable income to spend on their travel for pleasure. For

¹Charles R. Goeldner and J.R. Brent Ritchie. **Tourism: principles, practices, philosophies.** p. 44.

²John Swarbrooke and Susan Horner. **Consumer Behaviour in Tourism,** 4th ed. p.14-15.

³Ibid. p.15.

instance Blackpool catered for Lancashire, Scarborough for Yorkshire and Margate and Brighton provided for Londoner. A part from Britain, the rise of seaside resorts was also seen in Europe like France, Belgium, Holland and Germany including the North Sea to the Atlantic shores of Brittany. In the past, resorts developed by the upper classed became favored by the middle classes and came to be fashionable places like Nice and Biarritz. Thomas Cook started business in 1841, organized local rail excursions to Leicestershire, took British tourists to Egypt as well as arranged tour from many others countries. Because of that Thomas Cook was the founder for modern package tourism. The rapid growth of mass tourism had begun since the late 1940s due to the increasing of disposable income, advances in aircraft technology, the greater availability of motor cars, further increases in leisure time, education and the growth of tour operators and the package holiday.¹

In the present, revenue from tourism industry and related business help in raising the national GDP, and not only that but also creating jobs and related business including infrastructure and tourism attraction development. According to The World Tourism Organization (UNWTO) reported as below:

In 2016 International tourism (overnight visitors) arrivals US\$ 1,235 million (grew 3.9%) and International tourism receipts US\$ 1,220 billion and International tourism arrivals Asia Pacific US\$ 308 million (25%) and receipts US\$ 367 billion (30%). Tourism revenue also generates 10% of world's GDP and creates 1 in 10 jobs. The UNWTO forecast that there will be US\$ 1.8 billion international tourist arrivals worldwide between 2010 till 2030. Overall, Thailand held the 3rd rank of international tourist arrivals last year following by US and Spain.²

Considering from the figures, tourism is continually growing and Thailand, as the 3rd rank country that tourist visited in South East Asia, still a destination for International tourist as well as Asean tourist. It can be said that

¹John Swarbrooke and Susan Horner. **Consumer Behaviour in Tourism**, 4th ed. p. 16-18.

²The World Tourism Organization (UNWTO) tourism statistic reported <http://www.unwto.org/doi/book/10.18111/9789284419029>. p.2-3. [Accessed by 23 Aug 2017]

tourism is one of the key factors that drove and enhance the national economy especially when the world economic crisis happened.

To understand terms which been used in this study. Here are the definition that defined by different sources:

Mass Tourism

ICOMOS states about management of mass tourism impacts as follows.

The pressures of mass tourism are perhaps more theoretically manageable threats to heritage places, where the impacts of visitor behaviour, pressure for site infrastructure and intrusive interpretative or reconstruction can be clearly assessed and managed within a framework for sustainability.¹

Dallen J. Timothy has said “... mass tourism long being fingered as the primary culprit for the ecological and social damage by tourism ...”²

John Swarbrooke and Susan Horner mentioned that modern tourism first found in the 19th century when railway was introduced. As a result of the Industrial Revelation in Britain and European countries. The seaside resort in Britain became known such as Blackpool, Scarborough, Margate and Brighton.

However mass tourism in Europe grown since the late 1940s, due to number of interrelated factors occurring at the same time, including below:

- Increases in disposable income
- Advances in aircraft technology
- The greater availability of motor cars
- Further increases in leisure time
- Education
- The growth of tour operators and the package holiday.

¹ICOMOS Heritage at Risk report. Retrieved from <https://www.icomos.org/risk/2001/synthesis.htm> [Accessed by 27 Nov 2017]

²Dallen J. Timothy. **Cultural Heritage and Tourism: An Introduction.** p.150.

By the way, “the first wave of mass tourism in Europe consisted of annual migrations to the Mediterranean, in search of sun, by the residents of Northern Europe.”¹

Cultural and aesthetic were significance of economics of mass tourism in Mediterranean. In addition, mass tourism is one of the most sensational cultural phenomena of our times and is a central feature of the contemporary everyday in Western Europe.²

Pau Obrador Pons, Mike Crang and Penny Travlou have explained that “...the rise of mass tourism has been the subject much attention, the focus has tended to be on the impact it has upon local people, local economics or local environments as well as on economic and managerial issues.”³

J. Urry stated that mass tourism occurred amongst the industrial working class in Britain and always selective and a marker for social status. The growth of this represented a democratisation of travel. Mass tourism by rail was expanded in the second half of the nineteenth century, while in the twentieth century the car and the plane democratised geographical movement. A resort hierarchy developed and some such a working-class resorts quickly developed as symbols of mass tourism.⁴ He also mentioned that the first spa in England appears to have been in Scarborough. In the eighteenth century, sea bathing was increased because of the belief in its medicinal properties. Thus dips in the sea were structured and ritualized and were prescribed only to treat serious medical conditions. The beach was a place of medicine rather than pleasure.⁵

¹John Swarbrooke and Susan Horner. **Consumer Behaviour in Tourism**, 2nd ed. p.16-18.

²Pau Obrador Pons, Mike Crang and Penny Travlou (edited). **Cultures of Mass Tourism: doing the Mediterranean in the age of banal mobilities**. (Surrey: Ashgate, 2009) p.1.

³Ibid. p.1.

⁴J Urry. **Mass tourism and the rise and fall of the seaside resort**. (London: SAGE, 2010). p. 100.

⁵Ibid. p. 101.

In Thailand, foreigner doctors in Siamese court also introduced the ideal of rehabilitation by seaside city to Royal family members; therefore, no doubt that Hua Hin became a popular place for Royalty.

Cultural Tourism / Heritage Tourism

Cultural tourism and heritage tourism are often mentioned due to the similarity of the concepts. However, to gain a better understanding, the Australia Heritage Commission and Tourism Council Australia, scholars and organization defined terms which concern in this study as below:

Cultural heritage refers to “the ways of living developed by a community and passed on from generation to generation, including customs, practice, places, objects artistic expressions and values.”

Cultural tourism is “tourism that focuses on the cultural of the destinations, the lifestyles, heritage, arts, industries and leisure pursuits of the local population. It can include attendance at cultural events, visits to museums and heritage places and mixing with local people including Indigenous tourism.”¹

Burra Charter defined “Cultural significance” as “aesthetic, historic, scientific, social or spiritual value for past, present or future generation. Cultural significance is embodied in the place itself, its fabric, setting, use, associations, meanings, records, related places and related objects.”

Heritage defined as “our natural, Indigenous and historic inheritance.”

Heritage tourism concerns about “activates and services which provide visitors with opportunity to experience, understand and enjoy the special values of natural and cultural heritage.”²

¹ICOMOS International Cultural Tourism Committee. ICOMOS International Cultural Tourism Charter: Principles and Guidelines For Managing Tourism At Places Of Cultural And Heritage Significance. p.21.

²Hall Nicholas and Testoni Lisa. Steps to sustainable tourism: planning a sustainable future for tourism, heritage and the environment. p.62. Retrieved from <http://www.environment.gov.au/system/files/resources/9c8f5084-3565-4f26-8801-77da3458f497/files/steps.pdf> [Accessed by 3 Aug 2017]

Heritage place is “a site, area, landscape, building or other structure, together with associated contents and surroundings that has heritage significance.”¹

Heritage significance defined as “the aesthetic, historic, research, social, spiritual or other special values a place may have for present or future generations and recognizes both the natural and cultural sites.”²

The International Council on Monuments and Sites (ICOMOS) defined **heritage** as “a broad concept that includes tangible assets, for example natural and cultural environments, encompassing landscapes, historic place.”

Tourism defined by UNWTO as “the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.”³

Tourism defined as “the processes, activities, and outcomes arising from the relationships and the interactions among tourists, tourism suppliers, host governments, host communities, and surrounding environments that are involved in the attracting and hosting of visitors.”⁴

A visitor is “a traveler taking a trip to a main destination outside his/her usual environment, for less than a year, for any main purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in the country or place visited.”⁵

¹Finance Building Management and works, Government of western Australia. Heritage Manual for State Government. p.19 Retrieved from https://www.finance.wa.gov.au/cms/uploadedFiles/Building_Management_and_Works/About_Us/BMW_Heritage_Manual.pdf?n=5272 [Accessed by 3 Aug 2017]

² ICOMOS International Cultural Tourism Committee. ICOMOS International Cultural Tourism Charter: Principles and Guidelines For Managing Tourism At Places Of Cultural And Heritage Significance. p.22

³Tugberk Ugurlu. **Definition of Tourism (UNWTO definition of tourism)** Retrieved from <http://www.tugberkugurlu.com/archive/definintion-of-tourism-unwto-definition-of-tourism-what-is-tourism> [Accessed by 2 Aug 2017]

⁴Charles R. Goeldner and J.R. Brent Ritchie. **Tourism: principles, practices, philosophies.** p. 5.

⁵UNWTO World Tourism Organization. Definition. Retrieved from <http://cf.cdn.unwto.org/sites/all/files/Glossary-of-terms.pdf> [Accessed by 2 Aug 2017]

A tourist is “a (domestic, inbound or outbound) visitor (or overnight visitor), if his/her trip includes an overnight stay.”¹

A tourist is “a person who travels from place to place for nonworking reasons. By U.N. definition, a tourist is someone who stays for more than one night and less than a year. Business and convention travel is included while military personnel, diplomats, immigrants, and resident students are not counted as tourists.”²

An excursionist is “a visitor who take a same-day trip.”³

Apart from that, there are scholars who share ideas of cultural tourism and heritage tourism as below.

Ken Taylor states in “Cultural Heritage Management” A Possible Role for Charters and Principles in Asia as “the growth in popular heritage consciousness relates to the values people put on knowing about the history of events, places, and people through time, and not just distant history but the present.”⁴

Robert Shepherd argues that “an acceptance of a cause and effect relationship between tourism and cultural commodification requires an acceptance of a problematic notion of ‘authenticity’ because of ... once there was a pristine and natural place outside the West then tourism arrived; now what was once pure and authentic has become spoiled and commodities.”⁵

Dallen J. Timothy explains that “Cultural tourism involving cultural products, and contemporary culture”⁶and “...special interest travel, many argue, is

¹Ibid.

²Charles R. Goeldner and J.R. Brent Ritchie. **Tourism: principles, practices, philosophies.** p 582.

³UNWTO World Tourism Organization. Definition. Retrieved from <http://cf.cdn.unwto.org/sites/all/files/Glossary-of-terms.pdf> [Accessed by 2 Aug 2017]

⁴ Ken Taylor. **Cultural Heritage Management: a possible role for Charters and principles in Asia.** International Journal of Heritage Studies, Vol.10, No.5, Dec 2004, pp.417-433.

⁵Robert Shepherd. The study in commodification, culture and tourism. *Tourist Studies*. Vol. 2(2) Aug 2002. p 183-201. Retrieved from <http://tou.sagepub.com/cgi/content/abstract/2/2/183> [Accessed by 3 Aug 2017]

⁶Dallen J.Timothy. **Cultural Heritage and Tourism: An Introduction.** (Bristol: Channel view publications, 2011). p.5.

more ecologically and culturally sensitive, with smaller numbers of better-educated travelers visiting with fewer harmful outcomes”.

In addition, “heritage is selective and not all heritages are what society values; what is desirable to keep are selections from the past. The society filters heritage through a value system that undoubtedly changes over time and space, and across society”.¹

Mike Robinson argues “... , most tourism and cultural heritage management stakeholders acknowledge the mutual benefits that can accrue from such a partnership.”²

Alastair Kerr was referred by Bob McKercher and Hilary du Cros that “what is good for conservation is not necessarily good for tourism and what is good for tourism is rarely good for conservation.”³

Cultural Mapping

Ken Taylor explains that cultural mapping is a way of defining what culture means to the community, identifying the elements of culture that add value (both social and economic), recording, preserving or building on those elements in new and creative ways.⁴

¹Ibid. p.150.

²Mike Robinson “Collaboration and cultural consent: Refocusing sustainable tourism” **Journal of Sustainable Tourism** 7(3/4) (1999): 379-397 in Bob McKercher and Hilary du Cros. “Cultural tourism: the partnership between tourism and cultural heritage management”. (New York, London, Oxford: the Haworth Hospitality Press, 2002). p.11.

³Bob McKercher and Hilary du Cros. **Cultural tourism: the partnership between tourism and cultural heritage management**. (New York, London, Oxford: the Haworth Hospitality Press, 2002). p.12.

⁴Ken Taylor. Cultural Mapping: Intangible Values and Engaging with Communities with some reference to Asia. p. 4 Retrieved from <https://pdfs.semanticscholar.org/2cdf/06ffaeb52aa8c142e59e88ad8ea72a1a1b1b.pdf> [Accessed by 2 Aug 2017]

Sustainable Tourism

All type of tourism can be sustainable if local community, stakeholders, local government and tourists participate and strictly comply the rule. The definition of sustainable tourism were given by differences organization as follows.

Sustainable was “first used in 1972 in the context of man’s future, in a British book blueprint and in 1978 by United Nations as a normative concepts, encapsulated in the term ‘ecodevelopment’. Then in 1987, it began to use in policy documents culminating of the summit meeting report of G 7*.”¹

The International Council on Monuments and Sites (ICOMOS) launched International Cultural Tourism Charter in 1999 to manage tourism at places of heritage significance and also concerns about sustainable tourism as below:

Tourism should bring benefit to host communities and provide important means and motivation for them to care for and maintain their heritage and cultural practices. The involvement and co-operation of local and/or indigenous community representatives, conservationists, tourism operators, property owners, policy makers, those preparing national development plans and site managers is necessary to achieve a sustainable tourism industry and enhance the protection of heritage resources for future generations.²

United Nation has designated the International Year of Sustainable Tourism for Development in 2017.

In the UNESCO website, sustainable tourism is defined as “tourism that respects both local people and the traveler, cultural heritage and the environment”³.

*The Group of Seven (G7) is an informal association of industrialized democracies which included Canada, France, Germany, Italy, Japan, the United Kingdom, and the United States in order to coordinate such as global economic governance, international security, and energy policy.

¹Kidd Charles V. The evolution of sustainability. 1992 Retrieved from <https://link.springer.com/article/10.1007/BF01965413> 5 [Accessed by 2 Sep 2017]

²The International Council on Monuments and Sites (ICOMOS). International Cultural Tourism Charter in 1999. Retrieved from http://www.icomos.org/charter/tourism_e.pdf [Accessed by 2 Sep 2017]

³United Nations Educational, Scientific and Cultural Organisation (UNESCO). The Benefits and Problems of Mass Tourism. Retrieved from http://www.unesco.org/education/tlsf/mods/theme_c/mod16.html?panel=2#top [Accessed by 2 Aug 2017]

Sustainable tourism would be successful if local, government and stakeholders cooperate and support it through appropriate policies and regulation as follows:

- Tourism development projects can be required to include local representatives on planning teams.
- Tourism development projects should be compatible with the needs and practices of local communities.
- Planning controls can be designed to ensure regional dispersal of tourism development to avoid over-concentration and regional inequality.
- Good agricultural land can be made off limits for tourism.
- Hotels can be required to install effluent treatment plants.
- Environmental safeguards can be rigidly applied in the development approval process.
- Minimum levels of local employment and resources should be enforced.
- Minimum wage levels approved by independent labor unions should be enforced.
- Levies can be imposed on the tourist industry to fund the teaching and development of traditional skills and art forms.
- Codes of conduct can be formulated and distributed at tourist outlets.¹

The UNWTO defined sustainable tourism as: "Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities". Therefore, sustainable tourism should:

- Make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity.

¹United Nations Educational, Scientific and Cultural Organisation (UNESCO). The Benefits and Problems of Mass Tourism. Retrieved from http://www.unesco.org/education/tlsf/mods/theme_c/mod16.html?panel=2#top [Accessed by 2 Aug 2017]

- Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.
- Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation.¹

Sustainable development is implied by World Commission on Environment and Development in 1987 as “a process to meet the needs of the present without compromising the ability of future generations to meet their own needs.”²

The World Tourism Organization defines sustainable tourism as “tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities.”³

In Thailand eco-tourism was first initiated in 1996 by Tourism Authority of Thailand (T.A.T.) and the National Ecotourism Policy was launched in order to develop the sustainable tourism in Thailand. This policy became part of the National Economic and Social Plan 8 (1997-2001) in the Improving Natural Resource and Environmental Management chapter with details as follows.

Designate and demarcate local ecosystem zones, taking into account any cultural and traditional diversity within the zones so that local people’s existing lifestyles can contribute to the sustainable management of natural resources and the environment...

¹UNWTO. World Tourism Organization. Definition. Retrieved from <http://sdt.unwto.org/content/about-us-5> [Accessed by 2 Aug 2017]

²World Commission on Environment and Development. Sustainable development. Retrieved from <http://www.unep.fr/shared/publications/pdf/dtix0592xpa-tourismpolicyen.pdf> [Accessed by 20 Nov 2017]

³World Commission on Environment and Development. Sustainable development. Retrieved from <http://www.unep.fr/shared/publications/pdf/dtix0592xpa-tourismpolicyen.pdf> [Accessed by 20 Nov 2017]

Conserve Natural and Heritage Sites by formulating managerial and conservation guidelines; for example the registration and declaration of area of natural beauty and heritage sites. The development potential of these areas should be upgraded in such a way as to enhance economic activity and promote eco-tourism ...¹

In 2007 the Global Sustainable Tourism Council (GSTC) was established by 32 organizations and aim to encourage all over the world to understand the practical which lead to tourism sustainability. Designated Areas for Sustainable Tourism Administration (DASTA) has defined sustainable tourism that enhances GSTC criteria in order to bring up tourism development for sustainability in tourism management.²

Tools for sustainable tourism development by DASTA

1. Economic development: generate income, stimulate local economic, and create jobs in local community
2. Social development: revive way of life, exchange knowledge by learning through tourism activities in community
3. Cultural development: revive culture, tradition for cultural tourism
4. Environment development: preserve environment as a tourism resources and create the motivation for environmental preservation e.g. ecotourism

Global Sustainable Tourism Council (GSTC) criteria³

1. Sustainable management: efficiency sustainable management
2. Socioeconomic impacts: maximize benefit and minimize negative socioeconomic impacts to communities
3. Cultural impacts: maximize benefit and minimize negative cultural impacts to communities and tourists

¹National Economic and Social Development Board Office of the Prime Minister. The Eight National Economic and Social Development Plan Retrieved from http://www.nesdb.go.th/nesdb_en/ewt_dl_link.php?nid=3783. [Accessed by 20 Nov2017] p.117-118

²Designated Areas for Sustainable Tourism Administration (DASTA).

Sustainable Tourism. Bangkok: DASTA. Pamphlet.

³Global Sustainable Tourism Council. GSTC Criteria. Retrieved from <https://www.gstccouncil.org/gstc-criteria/> [Accessed by 20 Nov 2017]

4. Environmental impacts (including consumption of resources, reducing pollution, and conserving biodiversity and landscapes): maximize benefit and minimize environmental impacts.

Dr. Donald Ellsmore mentions as follow:

Sustainable means able to be carried out without damaging the long-term health and integrity of natural and culture environments, while providing for present and future economic and social wellbeing. Sustainability should take care of ecological, economic, cultural and political aspects of development by improving the living conditions of people, ranging from non-material to physical requirements.¹

The tools of sustainability by Mowforth and Munt

1. Area protection

- national Parks
- wildlife refuges/reserves
- biosphere reserves
- country parks
- biological reserves
- areas of outstanding natural beauty
- sites of special scientific interest

There are various types of protected area status. Thus protected areas should be designated in appropriate level. Otherwise there will be no capital resources to pay for land protection.

2. Industry regulation

- government legislation
- professional association regulations
- international regulation and control
- voluntary self-regulation

¹Donald Ellsmore. **Course notes for Architecture Conservation Practice**. (Bangkok: Silpakorn University, 2015).

- corporate social responsibility

Regulation can come from local governments in various form as above.

The regulation allows specific group to take control of the industry.

3. Visitor management techniques

- zoning
- honeypots
- visitor dispersion
- channeled visitor flows
- restricted entry
- vehicle restriction
- differential pricing structures

This technique is to control the movements of tourists.

4. Environmental impact assessment (EIA)

- cost-benefit analysis
- the materials balance model
- the planning balance sheet
- rapid rural appraisal
- geographic information system (GIS)
- environment auditing
- ecolabelling and certification

EIA has been described as one of a crucial tool to national decision makers to prevent further environmental deterioration.

5. Carrying capacity calculations

- physical carrying capacity
- ecological carrying capacity
- social carrying capacity
- environmental carrying capacity
- real carrying capacity
- effective or permissible carrying capacity
- limits of acceptable change

The management of the carrying capacity of a particular national park or other protected area gives considerable power to those who have that control.

6. Consultation/participation techniques

- meetings
- public attitude surveys
- stated preference surveys
- contingent valuation method

Sustainability development needs the commitment and active participation of local communities. Participation is one of principle of sustainability.

7. Codes of conduct

- for the tourist
- for the industry
- for the hosts
 - host governments
 - host communities
- best practice examples

Codes of conduct create for the tourist, industry, hosts (host government and host communities).

8. Sustainability indicators:

- resource use
- waste
- pollution
- local production
- access to basic human needs
- access to facilities
- freedom from violence and oppression
- access to the decision-making process
- diversity of natural and cultural life
- holiday footprinting

The indicators using for measuring tourism sustainability.¹

Pearce (2011) states that tourists' footprints is considered in three ways as follows.

A first meaning will consist of exploring the symbolic value of the expression with a focus on how tourists follow the routes of other. A second area of interest will lie in empirical approaches to tracking tourists as they move through spaces. A third approach to considering the tourists' footprints will lie in the dissection of the term ecological footprint.²

While Martin Mowforth and Ian Munt state that the "holiday footprinting quantifies the area used by a given holiday and also opportunities for cost savings".³

In addition Susan M Gyvette mentions that to be sustainable "the host community must educate the visitor and the visitor must also enter a community with openness and awareness".⁴

In addition Susan refers to guiding principles for sustainability reflecting the ecology, economy and equity which outlined by Andres Edwards are valuable for integrating cultural associated with social concerns.

1. Stewardship: maintain integrity and biodiversity
2. Respect for limits: live within nature's means.
3. Interdependence: respect ecological relationships as well as economic and cultural ties at local, regional and international levels.
4. Economic restructuring: expand employment opportunities while safeguarding ecosystems.
5. Fair distribution: integrate social justice and equity in areas such as employment, education and healthcare.

¹Martin Mowforth and Ian Munt. **Tourism and sustainability**. (London, New York: Routledge, 2006). p.107-112.

²Philip L. Pearce. **Tourist Behaviours and the Contemporary World**. (Bristol: Channel view, 2011). p.83.

³Martin Mowforth and Ian Munt. **Tourism and sustainability**. 2nd ed. p.112

⁴Sussan M. Guyette. **Sustainable Cultural Tourism: Small-Scale Solutions**. (New Mexico: Bear Path Press, 2013). p.16.

6. International perspective: use a long-term rather than a short-term view to guide the critical choices facing society.
7. Nature as a model and teacher: acknowledge the 3.5 billion years of evolution of living systems and the rights of all species.¹

Table 1: WTO indicators of sustainable tourism

WTO Indicator	WTO Specific Measures	Additional Cultural Factors
1.Sites protection	Category of site protection	Sacredness of site, Boundaries needed for cultural privacy
2.Stress	Tourist numbers visiting site	Interference with cultural activities, culturally perceived crowding
3.Use intensity	Intensity of use in peak period	Needs for community closing or limiting visitation for cultural practice
4.Social impact	Ratio of tourists to locals	Equity in benefits, continuance of traditional earned livelihood
5.Development control	Existence of an environmental review procedure	Equity in benefits, continuance of traditional earned livelihood

¹ Edwards, Andres. **The Sustainability Revolution: Portrait of a Paradigm Shift.** (Gabriola Island, Can; New Society Publishers, 2005) In Sussan M. Guyette. **Sustainable Cultural Tourism: Small-Scale Solutions.** (New Mexico: Bear Path Press, 2013). p.292.

WTO Indicator	WTO Specific Measures	Additional Cultural Factors
6.Waste management	Percentage of sewage from site receiving treatment	Costs to community absorbed by those who profit
7.Planning process	Existence of an organized regional plan	Traditional planning processes considered, intergenerational interaction
8.Critical ecosystems	Number of rare/endangered species	Access to plants and animals protected for traditional subsistence and sacred practice
9.Consumer satisfaction	Level of satisfaction by visitors (questionnaire-based)	Verbal interaction with visitors to elicit suggestions/use of traditional hospitality methods
10.Local satisfaction	Level of satisfaction by locals (questionnaire-based)	Community talking circles to assess satisfaction and gather suggestions for improvement/consensus building
11.Tourism contribution to local economy	Proportion of total economic activity generated by tourism only	Equitable return for participation in tourism/retention of traditional economy/increase in retention of cultural practice

Source: Adapted from Susan M. Guyette¹

¹Susan M. Guyette. (2013). Sustainable Cultural Tourism: Small-Scale Solutions. New Mexico: Bear Path Press. p.294.

Buffer zones

According to Operation Guidelines for the Implementation of the World Heritage Convention by the UNESCO, “wherever necessary for the proper protection of the property, an adequate buffer zone should be provided.” Apart from that “a clear explanation of how the buffer zone protects the property should also be provided.”¹

Community-Based Tourism (CBT)

“CBT is tourism that takes environmental, social and cultural sustainability into account. It is managed and owned by the community, for the community, with the purpose of enabling visitors to increase their awareness and learn about the community and local ways of life.”²

In eTAT journal stated that CBT in Japan, “people are our most valuable assets” and the key of CBT is to let the people in the community using sufficiency economy in order to develop the economy and society in sustainability. People in the community don’t need to change anything for tourist because they want tourist to learn about their way of life and tourism generates an extra income for the community. CBT creates mental value, people will proud of their community. CBT also letting the community member participate in all activities and all idea are counted.³

The ASEAN community-based tourism standard defines Community-Based Tourism as follows.

“Community-Based Tourism (CBT) is tourism activity, community owned and operated, and managed or coordinated at the community level that contributes to the well-being of communities through supporting sustainable

¹United Nations Educational, Scientific and Cultural Organisation (UNESCO). (2012). Operation Guidelines for the Implementation of the World Heritage Convention. Paris: UNESCO World Heritage Centre. p.26.

²CBTNCC Thailand Community Based Tourism Network Coordination Center. CBT concept. Retrieved from .http://cbtnetwork.org/?page_id=28 [Accessed by 2 Aug 2017]

³Community-Based Tourism between Japanese-Thai community Retrieved from <http://www.etatjournal.com/mobile/index.php/menu-read-tat/menu-2013/munu-2013-jan-mar/25-12556-japan> [Accessed by 3 Aug 2017]

livelihoods and protecting valued socio-cultural traditions and natural and cultural heritage resources.”¹

Principles of ASEAN community-based tourism (CBT) standard are

1. Involve and empower community to ensure ownership and transparent management
2. Establish partnerships with relevant stakeholders
3. Gain recognized standing with relevant authorities
4. Improve social well-being and maintenance of human dignity
5. Include a fair and transparent benefit sharing mechanism
6. Enhance linkages to local and regional economies
7. Respect local culture and tradition
8. Contribute to natural resource conservation
9. Improve the quality of visitor experiences by strengthening meaningful host and guest interaction
10. Work towards financial self-sufficiency²

Tourism trends

Tourism trends are an important factor for tour operators, site managers, and stakeholders, including local government and the T.A.T., in order to know the tourism direction to create a marketing plan, especially to plan the management paradigm. Trends are indicated by tourists’ behaviors, technology, and hot issues, which effect all over such like environment issue and it can be changed when tourist behaviors and circumstances change. This topic consists of global tourism trends and tourism trends in Thailand.

¹The ASEAN Secretariat. ASEAN Community Based Tourism Standard. Retrieved from <http://www.asean.org/wp-content/uploads/2012/05/ASEAN-Community-Based-Tourism-Standard.pdf> [Accessed by 20 Nov 2017]

²The ASEAN Secretariat. ASEAN Community Based Tourism Standard. Retrieved from <http://www.asean.org/wp-content/uploads/2012/05/ASEAN-Community-Based-Tourism-Standard.pdf> [Accessed by 20 Nov 2017]

Global Tourism Trend

This year, 2017, has been marked by the United Nations (UN) as the International Year of Sustainable Tourism for Development¹ so they promote tourism's role in the following five key area.²

1. Inclusive and sustainable economic growth
2. Social inclusiveness, employment and poverty reduction
3. Resource efficiency, environment protection and climate change
4. Cultural values, diversity and heritage
5. Mutual understanding, peace and security

In addition, food tour or gastronomy tourism is fast growing in the global tourism trend and the most dynamic and creative among others. The Global Report on Food Tourism by the UNWTO explains:

Food tourism is an experiential trip to a gastronomic region, for recreational or entertainment purposes... and ... this experiential journey is related to a particular lifestyle that includes experimentation, learning from different cultures, the acquisition of knowledge and understanding of the qualities or attributes related to tourism products, as well as culinary specialities produced in that region through its consumption.³

¹UNWTO World Tourism Organization. Sustained growth in international tourism despite challenges Retrieved from <http://www2.unwto.org/press-release/2017-01-17/sustained-growth-international-tourism-despite-challenges> [Accessed by 14 Jun 2017]

²United Nations (UN). International Year of Sustainable Tourism for Development Retrieved from https://www.slovenia.info/uploads/dokumenti/raziskave/unwto_barom17_01_january.pdf [Accessed by 14 Jun 2017]

³UNWTO World Tourism Organization. Global Report for food tourism. Retrieved from <http://cf.cdn.unwto.org/sites/all/files/docpdf/amreports4-foodtourism.pdf> [Accessed by 14 Jun 2017]

It indicates further that:

“The world is increasingly open; however, tourists seek experiences based on local identity and culture.”¹ Not only that but also “the cuisine of the destination is an aspect of utmost importance in the quality of the holiday experience.”²

In the travel website, Trekk Soft, blogger said “What was successful on year might not work as well in the next one,” and pointed out 7 travel trends for 2017 that will drive the global tourism industry³ as below:

1. Millennials

This is the youngest generation, was born after 1994,⁴ and the largest market in travel (in 2017) with disposable income, they are the leader in travel and tourism.

2. Active and Adventure trips

According to the trend in 2017, safaris, hiking and cycling are expected to be the outstanding choice.

3. Female Solo Travel

The majority of decision maker was done by women and today’s female travel are more, independent and searching to explore new and first hand experiences.

4. Food tourism

Food tourism becomes an emerging trend among travelers everywhere.

5. Responsible Tourism

In present, there is more travelers concern about tourism impact which reflex from the travelling especially in environmental, economic and social where they visited and probably support companies that incorporate this value.

6. Mobile Photography

This is the way that travelers document their travel by using modern mobile phone cameras to capture the memorable moments.

¹Ibid

²Ibid

³Trekk Soft. 7 travel trends for 2017. Retrieved from <http://www.trekksoft.com/en/blog/7-trends-for-2017-that-will-drive-the-global-tourism-industry> [Accessed by 11 Sep 2017]

⁴Del I. Hawkins, Roger J Best, Kenneth A. Coney. **Consumer Behavior: building marketing strategy**. (New York: McGraw, 2004). p.130.

7. Business and Leisure Travel

This type of travel is high profitable trend for tour operator or travel agency in 2017.

Thailand tourism trends

In 2016, Thailand had received tourist arrivals of 32.6 million, which include international and regional tourist arrival. The figure increased 8.9% from a year before. Thai tourists travel in Thailand 149 million times (one person travel more than one time), increased 7.3% from 2015 and overall, foreigner and Thai tourist, generated income 2.51 billion baht (+11.1% from 2015).¹

This year, 2017, under the framework of the National Economic and Social Development Plan (NESD plan), Strategies Plan of Tourism (2015-2017) and the Tourism Authority of Thailand (TAT) Enterprise Plan (2017-2011), Thailand is promoting under the theme of “Thailand as a preferred destination”. To compete the foreign market, TAT is using “Unique Local Experience” under campaign of “Discover Amazing Stories in Amazing Thailand” for foreigner tourists who would like to appreciate “authenticity” – a mean to emphasize Thainess in the city and in rural areas. For Thai market, T.A.T. uses a different promotion at effort based region at differences, such as “dream north,” “million inspiration;” “amazing Isan,” “happiness in the heart,” “near to reach,” “colorful east;” “pin down”, and “stop the time”.²

The Thailand Tourism Economic Review in 2016 summarized tourist arrival figures and revenue from tourism in 2013-2016³ as shown in the table below.

¹Kasikorn Research Center. Tourism Growth. Retrieved from <https://www.kasikornbank.com/th/business/sme/KSMEKnowledge/article/KSMEAnalysis/Documents/HotelTourGrowthTourismTrend.pdf> [Accessed by 11 Sep 2017]

²Tourism Authority of Thailand (T.A.T.). Tourism Theme Retrieved from <http://www.tatreviewmagazine.com/web/menu-read-tat/menu-/2016menu--42016-745/42016th2560> [Accessed by 10 Sep 2017]

³Tourism Economic Review. Retrieved from http://www.mots.go.th/ewt_dl_link.php?nid=8265 [Accessed by 1 Sep 2017]

Table 2: Tourist arrival Thailand and tourism revenue from 2013-2016

	Arrival tourist (million)	Change (-/+) %	Revenue (billion)	Change (-/+)
2013	26.5	+18.76	1.21	+22.69
2014	24.8	-6.54	1.17	-2.85
2015	29.9	+20.61	1.46	+24.25
2016 ¹	32.6	+8.91	2.51	+11.09

Source: Department of Tourism and Research Center of Kasikorn bank

The table demonstrates that the number of tourists increased gradually between 2014 and 2016, after it dropped from 2013-2014 due to internal political issues. Last year, international tourist arrival generates 2.51 billion baht, which rose up 11.1%.

Despite the political unrest that took place several years ago, Thailand is still a top regional destination (+9%, second year) for international tourists.²

However, for the domestic market in April 2017, the T.A.T proclaimed ten tourism trends³ in Thainess and Localism so as to encourage domestic tourists to travel in Thailand and focusing on new generation who seek for different types of travel as well as participation in activities. The follow are new travel trends.

1. Dress like local
2. Stay with local and get hand dirty
3. Take picture and share to all
4. Shop local products
5. Eat local food
6. Have a local drink and dessert which raw material come from local
7. Participate the local festival
8. Take local transport

¹Kasikorn Research Center. Tourism Growth. Retrieved from <https://www.kasikornbank.com/th/business/sme/KSMEKnowledge/article/KSMEAnalysis/Documents/HotelTourGrowthTourismTrend.pdf> [Accessed by 10 Sep 2017]

²UNWTO World Tourism Organization. Tourism Highlights 2017 Retrieved from <http://www.e-unwto.org/doi/pdf/10.18111/9789284419029> [Accessed by 10 Sep 2017]

³10 Travel Trends in Thailand. Retrieved from <http://www.thaiticketmajor.com/variety/travel/5971/> [Accessed by 13 Sep 2017]

9. Speak local language and talk with local expertise who know the area better than others

10. Travel with heart; share your goodwill to local including help caring Thailand

Table 3: Internal Tourism in whole Kingdom, 2015-2016

Type	2015	2016	%Change
Visitor	249,074,211	265,387,106	+6.50
Thai	185,110,333	198,787,598	+7.39
Foreigners	63,963,878	66,599,508	+4.12
Tourist	159,191,352	168,971,647	+6.14
Thai	106,841,284	114,552,814	+7.22
Foreigners	52,350,068	54,418,833	+3.95
Excursionist	89,882,859	96,415,459	+7.27
Thai	78,269,049	84,234,784	+7.62
Foreigners	11,613,810	12,180,675	+4.88
Average Expenditure (baht/Person/Day)			
Visitor	3,183.23	3,431.38	+7.80
Thai	2,248.72	2,329.96	+3.61
Foreigners	4,658.31	5,103.23	+9.55
Tourist	3,523.78	3,805.50	+7.99
Thai	2,534.77	2,631.46	+3.81
Foreigners	4,808.71	5,262.22	+9.43
Excursionist	1,313.46	1,368.45	+4.19
Thai	1,229.58	1,276.23	+3.79
Foreigners	1,878.65	2,006.19	+6.79
Revenue (Million Baht)			
Visitor	1,857,010.98	2,155,188.96	+16.06

Thai	803,073.31	882,204.76	+9.85
Foreigners	1,053,937.67	1,272,984.20	+20.78

Source: Department of Tourism¹

Tourism in Hua Hin

Hua Hin was a small quiet fishing village before the arrival of the railroad during King Rama VI's reign. It then suddenly turned into a seaside resort for the aristocracy after the railway construction was done (from Bangkok Noi to Hua Hin). Before that Hua Hin was a famous for health rehabilitation because of the sea breezes. Getting fresh air and bathing in sea water was a popular activity for rehabilitation that the English and often Europeans and spread out to Siam by foreigner doctors. At that time, it was easily accessed by sea but after the southern railway passed through the town, more people traveled by rail and many of them also disembarked at Hua Hin.

Hotel Hua Hin was built to serve travelers and also Siamese elites which in turn, was promoted by the Siamese Railway. Advertising for Hua Hin as the most popular seaside resort in the region was combined with the southern line from Bangkok to Malaysia and from the other direction by the Siamese Railway. Since then tourism in Hua Hin started and kept the seaside resort place engaged. King Rama VI stayed at Mrigadayavan Palace in Cha-Am where the royal family came to stay during the summer time. Due to the beauty of the place, Hua Hin became an iconic of holiday resort place for the aristocracy and nobles from the early part of and until the end of absolute monarchy.

Hua Hin quickly became recognized and popular among elites and expatriates and the town developed rapidly until political circumstances changed in 1932 during the reign of King Rama VII. However, tourism in Hua Hin prospered under reign of King Rama VII and after World War II. Hua Hin developed, further Klai Kang Won palace was built, and secondly the royal golf course and Hotel Hua Hin were expanded as was the first modern market, Chat Chai. When the Rama VI bridge was completed and people could take the train from Hua Lumpong station

¹Ministry of Tourism and Sports . Regional and provincial Tourist Statistic 2017. Retrieved from http://www.mots.go.th/more_news.php?cid=438&filename=index [Accessed by 16 Jun 2017]

cross over Chaophraya River, tourism increased rapidly. Prior to this the rail had increased arrivals from 10,000 to 30,000 people in 1927-1928.¹

The purpose of people going to Hua Hin was at first to rehabilitate their health, enjoy the sea breezes and to follow the King and royal family (before year 1932). Often they stayed for a month or even longer. The increasing number of residents in Hua Hin led to water shortages and electricity problems. The Western Seaside Resorts Development Act was launched in 1926 to generate revenue for being well-organized city, utilities, and infrastructure investment in Hua Hin.

After the political shift of 1932 Hua Hin remained a fashionable destination and, besides elite, commoners also traveled there. At that time, most of them stayed at their own beach houses, friends' beach houses and hotels. No longer limited to the elite class, but including ordinary people, the classes mixed in the same trains. During World War II, many people moved to Hua Hin. Under Field Marshal Plaek Pibulsongkram, who was a Prime Minister in 1941, Hua Hin was promoted by a travel guide book in Thai language that invited visitors to relax at Hotel Hua Hin. Before the war time, Japanese traveled there but there were more westerners after the war ended.

Infrastructure and utilities were rebuilt while the rail was improved and hotels were reconstructed and extended accordingly. The popularity of Hua Hin was reflected through novel such as Prinsana, Nij, etc. Even though there were new seaside resorts or beach towns such as Bangpoo, Bangsane, Pattaya, and Phuket, Hua Hin was still recognized as a serene seaside resort, famous for its fine white sand beach and clear sea water. That was a characteristic of the town in that time and continues until today.

Local people feel that tourism caused rapid growth, beginning around 15-20 years ago. Hotels in different scales were built. These included guesthouses which were modified from houses in order to fulfill tourists' demand at that time. Typical businesses were replaced by businesses related to tourism, such as bars, restaurants, souvenir shops, massage parlors, and costume tailor shops, etc. New

¹Sukanya Chaiphasi. **Teaw Hua Hin Thin Phu Dee: 100 Years Siam Seaside Resort Town.** p.126-127.

tourist attractions were added to Hua Hin's list, for example Plearn Wan, Cicada, Venetian, Black Mountain Water Park, and Vana Nava Water Park. This was probably the turning point of Hua Hin tourism, beginning with the private or niche, attraction with the purpose of rehabilitation and relaxation, then transformation to mass tourism after the arrival of southern rails. Motivation changed too, from relaxation to eating, taking photos and sharing social media.

Tourism Impacts

Tourism impacts have affected economic, socio-cultural, environment and the physical character of the town. Peter Mason states that "tourism impacts can be positive or beneficial, but also negative or detrimental, depending on the value position and judgment of the observer of the impacts".¹

The definition of tourism impacts and urbanism are as follows:

In Cambridge dictionary **impact** is a powerful effect that something, especially something new, has on a situation or person.²

In Collins dictionary **impact** means the impact that something has on a situation, process, or person is a sudden and powerful effect that it has on them.³

Tourism impact means any activities or situations in which tourists are involved that may be negative or positive situation or process those impacts on urbanism (Researcher).

The Merriam-Webster dictionary refers to **urbanism** as the characteristic way of life of city dwellers⁴ similarly in Wikipedia **urbanism** is the study of the

¹Peter Mason. **Tourism impacts, planning and management**. 2ed. p.36.

²Cambridge dictionary. Definition. Retrieved from <http://dictionary.cambridge.org/dictionary/english/impact> [Accessed by 2 Aug 2017]

³Collins dictionary. Definition. Retrieved from <https://www.collinsdictionary.com/dictionary/english/impact> [Accessed by 2 Aug 2017]

⁴Merriam-websters. Definition. Retrieved from <http://www.merriam-webster.com/dictionary/urbanism> [Accessed by 2 Aug 2017]

characteristic ways of interaction of inhabitants of towns and cities (urban area) with built environment.¹

Charles R. Goeldner and J.R. Brent Ritchie mentioned that “large numbers of international tourist visitors interacting with residents may be beneficial or harmful or both.”² They argue that there is no question that tourism delivers benefits, but tourism is not perfect if having improperly planned and developed tourism can create problems and conflict with the need and wishes of local residents.³

Charles R. Goeldner and J.R. Brent Ritchie⁴ mentioned what tourism benefits to the host communities as below:

- Provide skilled and unskilled employment opportunities
- Generated a supply of needed foreign exchange
- Increase incomes and government revenues
- Creates increased gross national product
- Spreads development and develops an infrastructure that will also help stimulate local commerce and industry
- Can be developed with local products and resources
- Helps to diversify the economy
- Broadens educational and cultural horizons and improves feeling of self-worth
- Improves the quality of life related to a higher level of income and improved standards of living
- Reinforces preservation of heritage and tradition
- Justifies environmental protection and improvement

¹Wikipedia. Definition. Retrieved from <http://en.wikipedia.org/wiki/Urbanism> [Accessed by 2 Aug 2017]

²Charles R. Goeldner and J.R. Brent Ritchie. **Tourism: principles, practices, philosophies.** p 5.

³Ibid. p 31.

⁴Ibid. p 5.

- Provides employment for artists, musicians and other performing artists to enhance the cultural heritage
- Provides tourist and recreational facilities that may be used by a local population
- Creates a favorable worldwide image for a destination
- Promotes a global community
- Promotes international understanding and peace

In contrast, Charles R. Goeldner and J.R. Brent Ritchie¹ state that tourism may create problems for the host communities as below:

- Develops excess demand for resources
- Creates the difficulties of seasonality
- Causes inflation
- Can result in unbalanced economic development
- Creates social problems
- Degrades the natural physical environment and creates pollution
- Degrades the cultural environment
- Increases the incidence of crime, prostitution and gambling
- Increases vulnerability to economic and political changes
- Threatens family structure
- Commercializes culture, religion, and the arts
- Creates misunderstanding
- Creates conflicts in the host society
- Contributes to disease, economic fluctuation, and transportation problems

In similarity, Bob McKercher and Hilary du Cros¹ state that the negative impacts concern as bellows.

¹Charles R. Goeldner and J.R. Brent Ritchie. **Tourism: principles, practices, philosophies.**
p 5.

- Overuse by tourist
- Tourism dependency
- Tourism behavior
- Unplanned tourism infrastructure development
- Limited beneficiaries
- Loss of control over cultural property
- Physical deterioration of assets

On the other hand, these are positive impacts Bob McKercher and Hilary du Cros suggest for following

- The need for the conservation and retention of significant cultural heritage asset will be understandable if there is the appropriate presentation.
- The development of local economics is possible to increase entrepreneurial and self-reliant.
- Local infrastructure improvement is able to support directly from tourism revenue.
- Traditional culture can revive.
- The greater tolerance of cultural differences in multicultural societies can be led by cultural exchange with tourists.
- Reinvestment in documentation, planning, and management of heritage assets

grant from tourism revenue which is important for sustainability of sites.²

Dallen J. Timothy describes about human impacts on heritage resources that “the communities desire most is jobs, but ... fear most about ... the negative social and cultural elements... major negative effects can be listed.”¹

¹McKercher, Bob and Du Cros, Hilary. **Cultural tourism: the partnership between tourism and cultural heritage management**. (New York, London, Oxford: the Haworth Hospitality Press, 2002). p.60-61.

²McKercher, Bob and Du Cros, Hilary. **Cultural tourism: the partnership between tourism and cultural heritage management**. p.61-62.

Social and Cultural Impacts

- **Conflicting use of social space**

When thousands of tourists' arrive at small towns and villages and historic sites, overcrowding becomes a serious problem as well as deteriorates the social environment where heritage is located. Due to this, local in the communities have little access to public space such as markets, restaurants etc. especially at the peak time.

- **Cultural change**

Tourists bring their own values and behaviours with them; they influence the values and behaviours of destination residents. At the same time local people in tourist destinations observe the leisure lifestyles, wealth and materialism of the foreigners and desire to emulate it which implies as the good life.

- **Cultural commodification**

This occurs when tourist demand for tangible and intangible culture drives the production and packaging of heritage for tourist consumption. The traditional values such a music, dance, ceremonies, handicrafts and other artworks are lost as they are perform or assembled as merchandise for mass consumption which made according to tourist' taste rather than traditional design. This reflects souvenirs that have little original significance and are inexpensive, hastily made and easy to bring home.

- **Cultural theft**

There are two perspectives: the literal stealing of historic artifacts and the misappropriation of culture form indigenous people by outsiders. Tourists may find artifacts on the ground or conduct their own digs at historic places while the misappropriation of living culture is where outsiders come in and borrow aspects of culture without permission or with permission but with a lost control by the natives (lost ownership).

- **Forced displacement**

This occurs very often that the villages and neighborhoods are moved to make way for tourism development.

¹Dallen J.Timothy.. **Cultural Heritage and Tourism: An Introduction.** p. 151-157.

- Disharmonious resident-tourist or destination-tourism relations

All negative condition such as crowdedness, cultural change, cultural commodification, cultural theft, force migration, etc together built the relation of disharmonious resident-tourist and community-tourism.

Economic Impacts

Economics has one of the most evident impacts on local and communities.

These too, there are positive and negative as follows.¹

Positive impacts:

- Contribution to foreign exchange earnings
- Contribution to government revenues
- Generation of employment
- Contribution to regional development

Negative impacts:

- Inflation
- Opportunity costs
- Over-dependence on tourism

Government policies through the National Economic and Social Development plans also result in positive and negative impacts to people and the physical character of the town. In 1950, there were the infrastructure development projects throughout the country, these included Hua Hin. The first plan was launched in 1961. This First Economic Development Plan was launched in order to serve as a central framework for Thailand covered for 6 years while the second plan until present, the twelfth, are covered for 5 years.

¹Peter Mason. **Tourism impacts, planning and management**. 2ed. p. 45-46.

The National Development Plan during Field Marshal Plaek Pibulsongkram's government.

Before the First Economic Development Plan was launched, under Field Marshal Plaek Pibulsongkram government, in 1950, Petchkasem Road, the first southern road, was built and passed through Hua Hin. This became the main road to get to the town and is the most popular way up to the present time.

When the National Economic and Social Development Board (NESDB) was established in 1950, there was a series of development projects for infrastructure, utilities, industries including tourism, people and the environment, etc.

Often plans that had impacted to Hua Hin include:

The National Economic and Social Development Plan (the National Development Plan)

The National Development Plan 1 (1961-1966)

The first plan focused on the basic infrastructure facilities. The government played an important role in making agricultural and industrial credits available to support the growth of private investment. In the past six years the transportation sector has developed especially road transportation, while railroad, air transport and ports were greatly improved to meet the need for increasing mobility as a result of the fact growing economy.¹

The National Development Plan 2 (1967-1971)

The second plan concentrated on economic and social activities that were not incorporated or clearly identified in the first plan. There were a regional and urban development, improvement of airport and the construction of main transportation system, tourism promotion in the form of advertising to motivate foreigners to visit Thailand.²

¹National Economic and Social Development Board Office of the Prime Minister. The First National Economic and Social Development Plan Retrieved from http://www.nesdb.go.th/nesdb_en/ewt_dl_link.php?nid=3776 [Accessed by 18 Nov 2015]

²National Economic and Social Development Board Office of the Prime Minister. The Second National Economic and Social Development Plan Retrieved from http://www.nesdb.go.th/nesdb_en/ewt_dl_link.php?nid=3777 [Accessed by 18 Nov 2015]

The National Development Plan 3 (1972-1976)

The third plan covered in social sector including economic sectorial activities for improving the productive structure in a manner consistent with local and foreign market requirements. This plan also focused on regional improvements, including provincial level development. For the first time, policies concerning population and employment were included. The government promoted the role of the private sector in Thailand's economic development. For tourism, private firms were encouraged to expand their advertising programs.¹

The National Development Plan 4 (1977-1981)

In this plan the strategies and measure of tourism that emphasized domestic tourism, development of various locations as tourist areas, regulating the tourist industry, and upgrading manpower in the tourist industry as well.²

The National Development Plan 5 (1982-1986)

In this plan focuses on the development of the western region, included Prachuap Khiri Khan) which has a high potential for development according to economic structure and its physical characteristics. The plan concentrated on agriculture as well as the tourism industry along the west coast.³

The National Development Plan 8 (1997-2001)

The objectives of this plan are to promote stable and sustainable economic growth and to empower the people to play an important role in the development

¹National Economic and Social Development Board Office of the Prime Minister. The Third National Economic and Social Development Plan Retrieved from http://www.nesdb.go.th/nesdb_en/ewt_dl_link.php?nid=3778 [Accessed by 18 Nov 2015]

²National Economic and Social Development Board Office of the Prime Minister. The Fourth National Economic and Social Development Plan Retrieved from http://www.nesdb.go.th/nesdb_en/ewt_dl_link.php?nid=3779 [Accessed by 18 Nov 2015]

³National Economic and Social Development Board Office of the Prime Minister. The Fifth National Economic and Social Development Plan Retrieved from http://www.nesdb.go.th/nesdb_en/ewt_dl_link.php?nid=3780 [Accessed by 18 Nov 2015]

process and receive a fair share of the benefits of growth. In addition, to focus of the plan is to reform the system of public administration in order to permit majority participation by non-governmental organizations, stockholders, communities, and the general public in the process of national development. Under this plan there were projects that concerned with this research as follows:¹

High Speed Rail (H.S.R.) Bangkok-Hua Hin project

This development project aims to enhance tourism as well as to develop a transportation network to connect Bangkok with other regions and possibly to link Thailand with neighboring countries in the future. The Hua Hin High Speed Rail project represents the development of 225 kilometers of rail from Bangkok. In this project, Hua Hin was designated as a moderate-sized town with a full development plan in the project area and nearby, i.e. a new train station in Bor Fai, infrastructure, utilities, commercial buildings, and a transportation network from H.S.R. station to Hua Hin town, tourist sites etc. There will be four stations: Nakorn Prathom, Ratchaburi, Petchaburi and Hua Hin.²

This project was suspended in 2016 because the train will pass through mangrove forest areas resulting in a naggative Environmental Impact Assessment. The project is now under consideration. This project will take 3 years to build. It would transport 13,000 people per day at a speed of 250 kilometer per hour and would take only one hour to get to Hua Hin from Bangkok.³ This project would generate jobs, new business, economic activity, income, infrastructure, and utility development. Being part of such a transportation network would lead to Hua Hin becoming a larger town. However, the rail project would also have negative impacts, such as overcrowding, traffic congestion, increasing costs of living, high tax rates, utility shortages, rising land cost, a high rate of migration, rising crime rates, air, noise, water pollution, excessive wastewater, and garbage and trespassing in public areas.

¹National Economic and Social Development Board Office of the Prime Minister. The Eight National Economic and Social Development Plan Retrieved from http://www.nesdb.go.th/nesdb_en/ewt_dl_link.php?nid=3783 [Accessed by 22 Oct 2017]

²High Speed Rail. Retrieved from <http://www.thansettakij.com/content/88462> [Accessed by 22 Oct 2017]

³High Speed Rail Retrieved from http://www.realist.co.th/blog/รถไฟความเร็วสูง/?gclid=EAIaIQobChMI7teE3JX41gIVEwRoCh07fA7TEAAYASAAEgILR_D_BwE [Accessed by 1 Oct 2017]

This project is now under a reconsideration process and it is possible that it will be approved in the near future.



Figure 4: High Speed Rail Bangkok-Hua Hin project¹

Source: <http://www.realist.co.th>

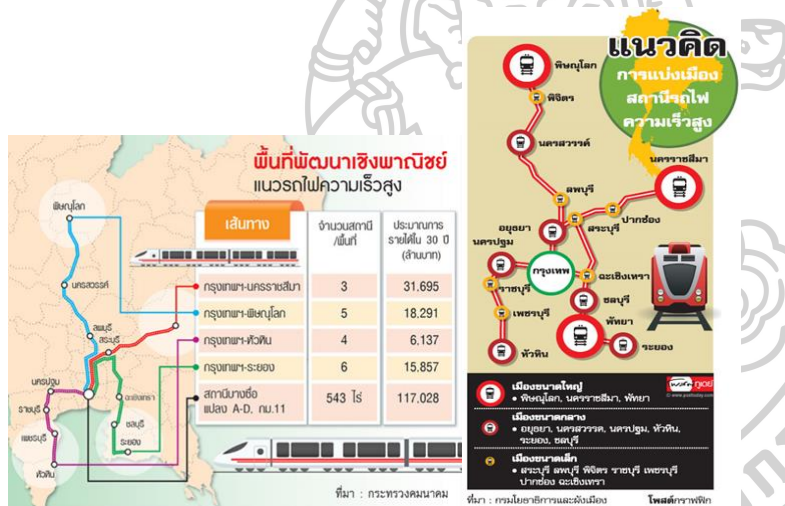


Figure 5: Development area along High Speed Rail and ideal of town scale²

Source: <http://www.thansettakij.com/content/88462> and Department of Public Works and Town & Country Planning

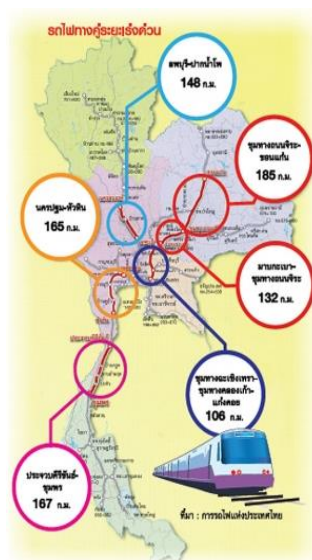
Double rail tracks

For the benefit of rail travelers and goods transportation, the double rail tracks project has been proposed to improve the rail system throughout the country. The project is from Nakhon Pathom to Hua Hin with a distance of 165 kilometers.

¹High Speed Rail. Retrieved from http://www.realist.co.th/blog/รถไฟความเร็วสูง/?gclid=EAIaIQobChMI7teE3JX41gIVewRoCh07faA7TEAAYASAAEgILR_D_BwE [Accessed by 1 Oct 2017]

²High Speed Rail Retrieved from <http://www.thansettakij.com/content/88462> and High Speed Rail Retrieved from http://eservices.dpt.go.th/eservice_6/ejournal/41/41-01.pdf?journal_edition=41 [Accessed by 23 Oct 2017]

On the one hand, the double rail tracks is a broad gauge track that will be added to run parallel to the existing track with separate tracks for incoming and outgoing traffic which will benefit capacity, decrease travel time, save energy, reduce pollution, increase public transportation efficiency in the countryside, city and internationally, and motivate people to use rails system to reduce accidents on the roads. It will also build tourism potential along the rail lines.¹ On the other hand, this project will also impact residents who reside in the railway area so that they may have to relocate. In addition, enhanced rail services will help to reduce traffic congestion during the tourist season and holidays. At present, this project is ongoing but has not been finished yet.²



Source: https://www.prachachat.net/news_detail.php?newsid=1416917935

Figure 6: Double rail tracks projects

¹Rail project progress. Retrieved from <http://www.huahintoday.com/thailand-news/rail-projects-progress/> [Accessed by 1 Oct 2011]

²Double Rail Tracks. Retrieved from https://www.prachachat.net/news_detail.php?newsid=1416917935 [Accessed by 22 Oct 2017]

The National Development Plan 9 (2002-2006)

This was a mega project to brand the upper part of the southern coast that included Petchburi, Prachuap Khiri Khan, Chumporn, and Ranong in a similar way to the Riviera in France. The cabinet voted in favor of it in 2006, but there was a coup d'état before it was carried out. Therefore, the projects were suspended but part of it was resurrected and renamed the Royal Coast Project in 2008.¹ Because of political fluctuations, the project is considered pending until the project can be revived.²

Thailand Riviera-Royal Coast project

This project was proposed under the Taksin government and the cabinet already voted in favor for this plan in 2005, but it was suspended and then brought back under the Samak Government in 2008. This mega project has a value of more than 30,000 million baht. It aims to develop four provinces in the upper coastal provinces to be a luxury tourism beach town like Riviera in France and draw investment and upgrade tourism to international tourism.

The name of the project has been changed to Royal Coast. It creates more development projects, such as the west coast road, piers for yachts, viewpoints, boutique resorts, and an international diving center. This group consists of Petchburi, Prachuap Khiri Khan, Chumporn and Ranong. It aims to be a leading rehabilitation zone and Hua Hin is designated as a "high-end" destination.

¹Riviera Project. Retrieved from

https://www.prachachat.net/news_detail.php?newsid=1256548606 [Accessed by 18 Nov 2015]

²National Economic and Social Development Board Office of the Prime Minister. The ninth National Economic and Social Development Plan Retrieved from http://www.nesdb.go.th/nesdb_en/ewt_dl_link.php?nid=3784 [Accessed by 18 Nov 2015]

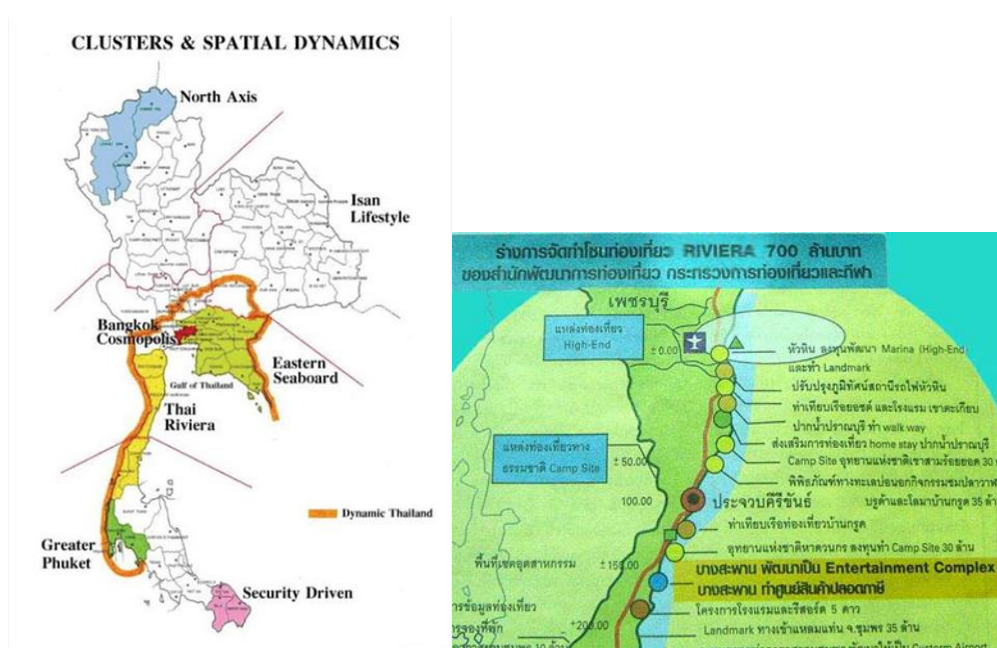


Figure 7: Thai Riviera project

Source: Supporting Sustainable Development in Thailand: A Geographic Clusters Approach¹ and PR board at the Provincial office

Environmental Impacts

At present, the environment is increasingly recognized as a major resource for tourism. Tourism benefits from being a good quality environment and the sector should benefit from measures aimed at protecting and maintaining its value as a tourist resource. However, there is growing evidence of conflict between tourism activity and the wish to conserve landscapes and habitats.²

Positive impacts

- Tourism may stimulate measures to protect the environment and/or landscape and /or wildlife
- Tourism can help to promote the establishment of National Parks and /or Wildlife Reserves
- Tourism can promote the preservation of buildings/monuments

¹NESDB - World Bank Geographic Clusters Project. Supporting Sustainable Development in Thailand. Retrieved from <http://econ.tu.ac.th/archan/RANGSUN/EC%20460/EC%20460%20Readings/Thai%20Economy/Development%20Strategy/Supporting%20Sustainable%20Development%20in%20Thailand.pdf> [Accessed by 18 Nov 2015]

²Peter Mason. **Tourism impacts, planning and management**. 2nded. p.70.

- Tourism may provide the money via entrance charges, to maintain historic buildings, heritage sites and wildlife habitats.¹

Negative impacts

- Tourists are likely to drop litter
- Tourism can contribute to congestion in terms of overcrowding and traffic congestion
- Tourism can contribute to the pollution of water courses and beaches
- Tourism may result in footpath erosion
- Tourism can lead to the creation of unsightly human structures such as building that not associate with vernacular architecture
- Tourism may lead to damage and /or disturbance to wildlife habitats²

Physical Impacts

Physical impacts affect two kinds of resources: the physical fabric of places and physical character of the city.

Physical impacts are the impacts of heritage tourists on physical fabric of the environment. Ironically, visitors deteriorate the way things they have come to see by themselves.

Wear and tear results from millions of clambering feet or probing fingers on stone or surfaces.

Erosion and soil compaction are associated with people stepping on the green space around historic monuments. This is a problem found in national parks and protected areas. However, erosion can also danger the built environment in the form of mudslides and flooding.

Vandalism causes irreparable damage to historic environments. Vandalism is when someone wants to leave their mark when they visit interesting and meaningful places, which the deceases the cultural significance of these places.

¹I Peter Mason. Tourism impacts, planning and management. 2nded. p.73.

²Ibid. p.73-74.

Pollution and litter

Litter can be a major problem at historical monuments from. Resulting can cause a number of visitors, litter can damage the physical appearance of the site and places become unsightly. A ritual litter found at sites of spiritual or religious importance such as flowers, papers, candles, dyes, incense and bottles in their ritual performances which cause pollution and scar the landscapes where they warship. ¹

Comprehensive Town Planning

To prepare for a rapid growth of tourism development including increasing of tourism, the latest Comprehensive Town Planning initiative has expanded from 87.20 square kilometers to 171.78 square kilometers, with 97.73 sq.km added. To accomplish its goals Hua Hin will experience the expansion of its non-municipal area to include mega projects, part of government policy, such as Thailand Riviera, High Speed Rail, double rail tracks, and ferry from/to Pattaya. ²



Figure 8: The Comprehensive town planning

Source: https://www.prachachat.net/news_detail.php?newsid=1377248797

Tourism Policy

Tourism development policy evolved with the National Economic and Social Development Plan through a series of separate plans including various projects. Tourism has been promoted through a series of campaigns, such as Visit Thailand

¹Dallen J.Timothy. **Cultural Heritage and Tourism: An Introduction.** p.150-163.

²High Speed Rail. Retrieved from https://www.prachachat.net/news_detail.php?newsid=1377248797 [Accessed by 18 Nov 2015]

Year in 1987, the World Our Guest in 1992, Amazing Thailand in 1998-1999, Happiness on Earth, 2002 Visiting Thai in every month, Unseen Thailand, 2015 Discover Thainess, and more campaign.

East-West Ferry

The East-West Ferry is one of the projects resulting from the National Economic and Social Development Plan 9. This is an alternative for guests to access Hua Hin as well as the opportunity to increase tourism in both Hua Hin and Pattaya.

To link the east and west coasts was first attempted by the Marine Department, in 2004 but it was not successful due to the lack of demand, high fares and the lack of interesting activities on the way, and was only used by foreigners.

In 2017, the Royal Passenger Liner Co., Ltd. started to operate a ferry (foot passengers only), from Hua Hin to Pattaya, once a day. It takes almost 2 hours (depending on the weather) by air-conditioned high speed passenger ferry.¹ In Hua Hin at present, the ferry pier is located at Ban Hua Don, Kao Takiab and in Pattaya it docks at Bali Hai pier.² In the future, there will be an additional larger ferry to transport vehicles along with passengers. This will attract more tourists to use this service because it will save travel time, reduce accidents on the road, save energy, and would be convenient.

For the time being, high seas during the monsoon season, (Oct-Dec), are a threat which may impact the ferry schedule. Furthermore, there is nothing interesting along the route. In addition, the ferry project may impact the environment and coastal fisheries if they use a larger ferry without studying the impact.

¹Ferry Timetable. Retrieved from https://www.royalferrygroup.com/page_a.php?cid=3
[Accessed by 25 Oct 2017]

²East-West Ferry from Pattaya to Hua Hin. Retrieved from
http://www.posttoday.com/local/east/480548_[Accessed by 28 May 2017]



Figure 9: East-West Ferry

Source: <http://www.realist.co.th/blog>

Related features

The study for the conservation concept of Hua Hin Beach houses built in 1911-1945 by Yuwarat Hemasilpin

This paper Yuwarat proposed the conservation concept of Hua Hin beach houses built in 1911-1945. Processing a significant set of assign values to Hua Hin beach houses make them worth conserving as an evidence of history during the cultural change in Thailand and as a source of pride in the country's architectural heritage. Adversely, some houses have been destroyed by natural decay or from neglect. Some are inappropriately restored. According to an inconvenience of building use, some have been disturbed by environmental changes, especially high-rise condominiums and new housing projects. These factors have caused a loss of architectural style and have contributed to a deteriorating environment.

It is hoped that, people will increasingly value these houses, giving them a potential of conservation and development which will enhance Hua Hin tourism growth.¹

¹ Yuwarat Hemasilpin. "The study for the conservation concept of Hua Hin Beachhouses built in 1911-1945" (Master dissertation, Faculty of Architecture, Chulalongkorn University, 1999)

The study for conservation guidelines of Hua Hin old town: case study Naresdamri Street area by Thitiwoot Chaisawataree

The study aims to create guidelines for the preservation of the Hua Hin community focusing on Naresdamri Street. The study set out the physical development of the area and identities problems and impacts that can be divided into four major parts:

- Zone 1 from Naresdamri and Damnoenkasem intersection to Melia Hotel. The most physical change was made to this area, with the landscape disturbed by many large buildings.
- Zone 2 from Melia Hotel to Naresdamri to Dechanuchit intersection. Old buildings were modified and remodeled for tourism business purpose, impacting architectural structure of the buildings and community order.
- Zone 3 from Dechanuchit to seafood restaurant platform. Several old houses in the historical atmosphere can still be found in this area. However, food shops were built out into the sea, causing environmental impacts.
- Zone 4 from the seafood restaurant platform to the intersection of a pier and Chomsin Street. This is an open area used for car parking. Some restaurants trespass on the beach, preventing comfortable use of the beach area and harming the environment.

Thitiwoot's study also found that relevant governmental policies have placed a greater focus on conservation-oriented land development. The development plans that take more account of local identity promotion, historical place rehabilitation, and preservation, including sustainable tourism¹

Socio-economic: impact of the development of tourism in Cha-am and Hua Hin by Wisoot Wiseschinda and Orawan Sukasaem

This research was conducted in 1992 and aimed to assess problems involved in tourism development in Hua Hin and Cha-Am. It included the surrounding area by

¹Thitiwoot Chaisawataree, "The study for conservation guidelines of Hua Hin old town case study Naresdamri street area" (Master dissertation, Faculty of Architecture, Chulalongkorn University, 1999).

focusing on economic, social, and environmental aspects related to tourism development in the area. The results found that the Chai Talay community, in Hua Hin municipality, experienced population increase due to immigration from Prachuap Khiri Khan in order to join in tourism business. It also found major changes in employment structure due to the fact that during weekends, fishermen in their spare time would engage in tourism activities such as selling snacks, fruits, and drinks to tourists. Some of them also change from fishing to engage permanently in tourism industries such as making souvenirs, sea shell ornaments, etc.

In 1985, there was a rapid development of tourism in this area, with improvement in, Hua Hin Railway Hotel, operated by private company. Since then the people in the community switched their career from fisheries to business-related to tourism, such as food shops, beer bars, hotels, and guesthouses. At the same time, many fishermen converted their boats to tourist boats since they could not compete with the larger boats, lacked better technology, less experience, and less fishery resources in the sea.

There were also major changes in social structure due to higher incomes. Overall, peoples' standards of living improved. Traditional crafts of the community at that time were sea shell ornaments and souvenirs such as lamp, dolls. These have been made for a long time and at present, there are some items available in shops near the beach.

A last section of the study focused on the fishing community which had 100 households that still maintain their fishery activities. Their type of wooden houses are unique.¹

A study of development pattern of Hua Hin community due to tourism by Sunisa Photia²

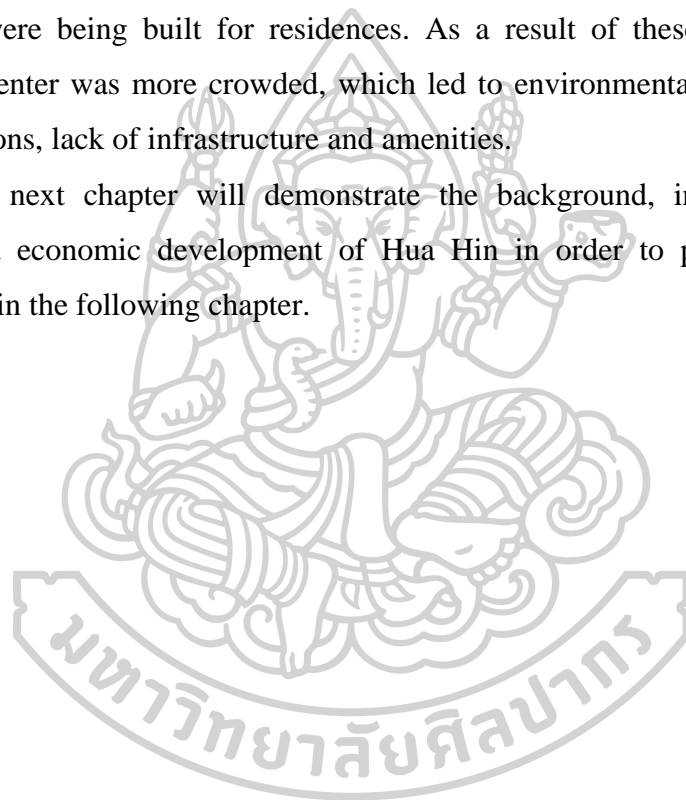
This thesis studies the role and relation of tourism to the development of the Hua Hin community. The result indicated that Hua Hin community played an

¹ Wisoot Wiseschinda and Orawan Sukasaem. Socio-economic: impact of the development of tourism in Cha-am and Hua Hin. (Bangkok: Chulalongkorn university, Social Research Institut, 1995).

² Sunisa Photia. "A Study of Development Pattern of Hua Hin Community due to Tourism" (Master dissertation, Faculty of Architecture, Chulalongkorn University, 1991).

important tourism role after the southern rail line passed through Hua Hin during the reign of King Rama VI. At the beginning, the community tied together nearby sea and railway station and then spread out along the shore. The old community was an agriculture community, and there was a market center at Don Makham (Selakam alley) before Chatchai Market was built. Later, the community was expanded towards Petchkasem road and the trade center shifted to Chatchai market. Sunisa also found that Hua Hin still grows and plays an important role in tourism. She also noted that there was a rapid change in land use, especially in the beach area where high-rise buildings were being built for residences. As a result of these developments, the economic center was more crowded, which led to environmental problems and land use confusions, lack of infrastructure and amenities.

The next chapter will demonstrate the background, including geography, people, and economic development of Hua Hin in order to prepare data for the assessment in the following chapter.



Chapter 4 Hua Hin

Background

Geography

Hua Hin District is located in the northernmost area of the Prachuap Khiri Khan Province. The district occupies 911 square kilometers, which consists of Hua Hin Municipality and Nong Plub Municipality with 7 sub districts; Hua Hin, Nong Kae, Hin

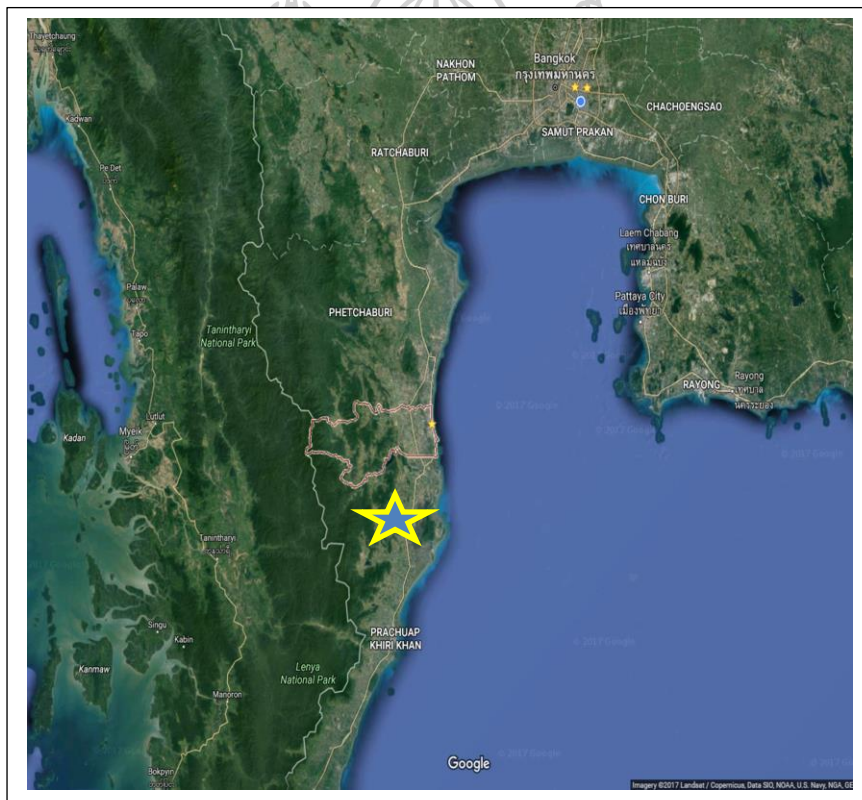


Figure 10: Hua Hin district

Source: Google maps

Lek Fai, Nong Phlap, Thap Tai, Huai Sat Yai, and Bueng Nakhon. Hua Hin municipality was established in 1937 and today covers 86.36 square kilometers.

It is situated about 195 kilometers southward of Bangkok and 90 kilometers northward to the province.¹

The area in the north is connected with Petchburi Province, Pranburi district to the south, the sea (western coast of Gulf of Thailand) to the east, and Tanaosri Mountain Range (Tenasserim), Myanmar to the west. The district is located between Tanaosri Mountain Range in the west, the Myanmar boarder, and the Gulf of Thailand in the east, whereas the widest part of the province, the width from west to east is about 60 kilometers.² The mountain range is rolling and inclines to the plain of the seashore. The seashore, a 22-kilometer long³, area is composed of a long white and soft sand beach with a cluster of rocks lay in the deep blue sea, especially in Hua Hin. The hill and islands in the area are also a spectacular landscape. In general, this area is appropriate for agriculture and fishery and cattle.

Hua Hin has a similar weather to the central region but with more influence of the sea breeze which gives nice weather throughout the year. The average temperature all year is around 27.5 centigrade.⁴

A small unknown fishing village transformed dramatically to a well-known seaside resort town of Bangkok elite after the southern railway passed through and linked to British Malay rail. Not only that but the construction of the seaside palace of King Rama VI in Cha-Am (Petchburi Province), Hua Hin Hotel, and a Royal Golf Course, including the Palace of King Rama VII in Hua Hin also accelerated the rapid change to the site.

Hua Hin has long been serving as a nice and calm seaside resort town for both Thais and foreigners and is often crowded in summer season. On the other hand, the continued growth of a huge number of visitors makes Hua Hin an active beach town that generates various negative impacts nowadays.

¹Hua Hin Municipality. Three Year Development Plan (2013-2015). p.5.

²Ibid. p 6.

³Department of Public Works and Town & Country Planning. Facts about Prachuap Khiri Khan Retrieved from http://www.dpt.go.th/prachuapkhirikhan/main/group_2/data/cityplan_huahin_02.files/HUAHIN_MOD_EL_1.pdf [Accessed by 10 Jan 2015]

⁴Marine Meteorological Center. Weather forecast in Hua Hin Retrieved from http://www.marine.tmd.go.th/thai/tus_type/huahin.html [Accessed by 10 Jan 2015]

The development of Hua Hin

Archeologist have found that Hua Hin was a part of a prehistoric site of village farming society that dated back to 4000-1800 years. The early settlement was around the valley and caves in western Hua Hin district. They also found the dregs of iron ore, pieces of pottery and stove scatter around, polished stone axes, stone bangle, and color glass beads that mixed with the ground in the area. ¹

These archeological sites are not outstanding and are not developed to link with Hua Hin attractions or even nearby; maybe, because they are scattered around in cultivation area which belonged to local people, who probably destroyed those sites accidentally and also in caves, which are not easy to access and are situated a distance from Hua Hin downtown. This might be the reason why archeological sites in Hua Hin are not promoted as other sites.

Dating back to Ayuthaya, the Kings of Ayuthaya sailed to Cha-Am and nearby Hua Hin for a pleasure, a fact that demonstrates that this area was long valued for its beautiful scenery and cooling breezes suitable for relaxation.

During the Thonburi and Rattankosin periods, the area of Hua Hin was combined with Pranburi until in 1834, when a group of people from Bang Chan and Bang Kaew (sub district in Petchaburi Province) migrated into Baan Hua Kroud, later called Baan Leam Hin (Rock Point Village) and Samor Rieng (present Hua Hin), where they sought a better life. The fertility of the area attracted people to move in and engage with farming and fishing.² Because of that, Baan Samor Rieng or Baan Leam Hin, was fully occupied by local people and neighbors.

Before the cancellation of the outdated law in the reign of King Rama IV, neither officials nor for illness were not allowed to leave the capital for personal reasons. But after the King had an agreement signed, the Bowring Treaty (commercial and political aims), with Britain in 1855³ foreigners and high-ranking noblemen had an opportunity to travel and take a leave for holiday outside the capital.

¹Fine Art Department. **The Cave Art of Sam Roi Yod Hill.** p..35-56.

²Hua Hin Temple. **Lung Por Hua Hin.** The Memorial book of the funeral ceremony of the former chief monk on 24 April, 2010. p.10-11.

³Fine Art Department). **The Kingdom and People of Siam** vol 2, Nantana Tantives, trans., (Bangkok: Fine Art Department, 1989). p.6-8

Requesting a leave of absence due to poor health and a change of air both nobles and foreigners went to the east and west coasts. Two specially indicated a desire to sail to Hua Hin for a month and 45 days respectively, thanks to seascape, atmosphere, and fresh air, which attracted them to spend time there.¹

A change of holiday-making was influenced by western culture, where rich people were long expected to go to resorts in order to relax and rehabilitate their health; in Europe and Britain they mostly travel to seaside resort towns because of the benefit of fresh air and sea water result such as Brighton and Blackpool in Great Britain, a Swiss Riviera and the French Riviera for Continental Europe. In Siam, royal family members and expatriates were the earliest to travel by sea and often stayed on board because residences were not build yet. Later, some seaside towns, such as Koh Sichang, Had Chao Samran, Cha-Am, and Hua Hin developed into the royal seaside residences in order to facilitate their stay. Noblemen also have an opportunity to take a holiday by sailing along the sea shore.

The Arrival of the train & a royal seaside resort

In the reign of King Rama V (1868-1910), the first railway was introduced to the country and the first line was constructed in 1891 from Bangkok to Samutprakan² The southern line began from Bangkok Noi (Thonburi) leading to Petchaburi in 1899. The construction was finished in 1903 and later it extended to Cha-Am and Hua Hin, beginning in 1911³.

The southern line, which used the same width railway track (one meter) as British Malaya, was the result of a secret agreement of Apr 1897 (to prevent interference in politics and economics of Siam especially in the southern area) that Siam will not allow anyone rights over the peninsula from Bangsapan, Prachup Khiri Khan down to the south without British approval and, in return, the British would

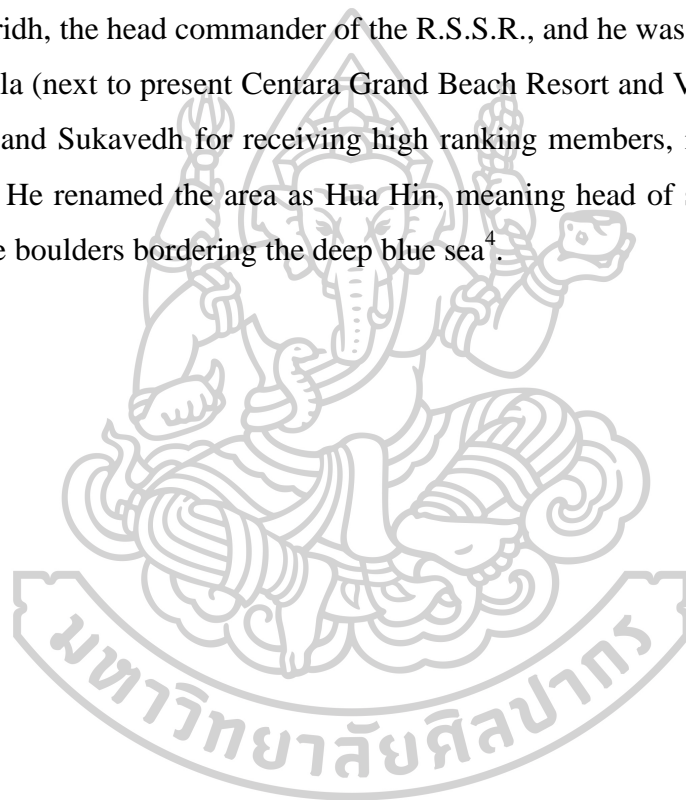
¹Pinphet Champa. “**Thai Tourism Culture, AD1851-2001**”. p.74-76.

²The Thai Encyclopedias for youth. The history of rail in Thailand Retrieved <http://kanchanapisek.or.th/kp6/sub/book/book.php?book=4&chap=7&page=t4-7-infodetail03.html> [Accessed by 10 Jan 2015]

³Pinphet Champa, “**Thai Tourism Culture, AD1851-2001**” p.86.

protect and support Siam from any third-power.¹ To retain the sovereignty, King Rama V permitted the construction of the southern line to link with British Malaya railway and accepted a loan from the Malaya State.

In 1909, Henry Gittins, an English Controlling Engineer of the Royal Southern State Railway² (R.S.S.R.), surveyed the lay of the land for the railway from Petchaburi to Cha Am and Hua Hin³. He discovered a stunning landscape; scenic rocks lining in a clear sea, with a fine white sand beach, which was known by local residents as Baan Leam Hin. He immediately reported his impressions to Prince Nares Voraridh, the head commander of the R.S.S.R., and he was the first one to build a private villa (next to present Centara Grand Beach Resort and Villas), Sane Samran, for himself and Sukavedh for receiving high ranking members, in the south of Baan Leam Hin. He renamed the area as Hua Hin, meaning head of stone, named for the large granite boulders bordering the deep blue sea⁴.



¹D. Legge. **The Writing of Southeast Asian History** in “The Cambridge History of Southeast Asia” vol.2 (Cambridge: Cambridge University Press, 1999). p.48.

²Orawan Sriudom. “**The Study of Tourism in the Reign of King Vajiravudh 1910-1925**”. p.62.

³Bangkok Post. **A Century of Hua Hin**. p. 9.

⁴Eileen Hunter and Narisa Chakrabongse. **Katya & The Prince of Siam**. p.24.



(A)

(B)

Figure 11 (A) (B): Model of Bungalow in the past and present

Source (A): National Archive, (B): Researcher

Gradually, a several other bungalows were added to the area so as to accommodate those who followed the King (King Rama VI) and Queen Saowabha Phongsri (the mother of King Rama VI & VII). At that time in Europe, people mostly went to a seaside resort town to retreat and relax and it became a custom in Siam to do the same. Both the King and his mother were advised by foreigner doctors such as Dr. Malcolm Smith, to stay in a tranquil and cool place in order to recover from sickness.

The unique landscape and fresh air befitted the retreat in particular during summer season; therefore, when the first train approached Hua Hin in 1911¹, it was full of nobles and aristocrats, notably King Rama VI and his mother (Queen Saowabha Phongsri). At first, she and her followers stayed at Sukavedh beach house (south of the Railway Hotel), but later the Queen and royal family bought beach-front lands nearby in order to build private villas and beach houses. Her villa was later merged into the area of the Railway Hotel (the present Centara Grand Beach Resort and Villas).

¹Orawan Sriudom. "The Study of Tourism in the Reign of King Vajiravudh, 1910-1925". p 62.

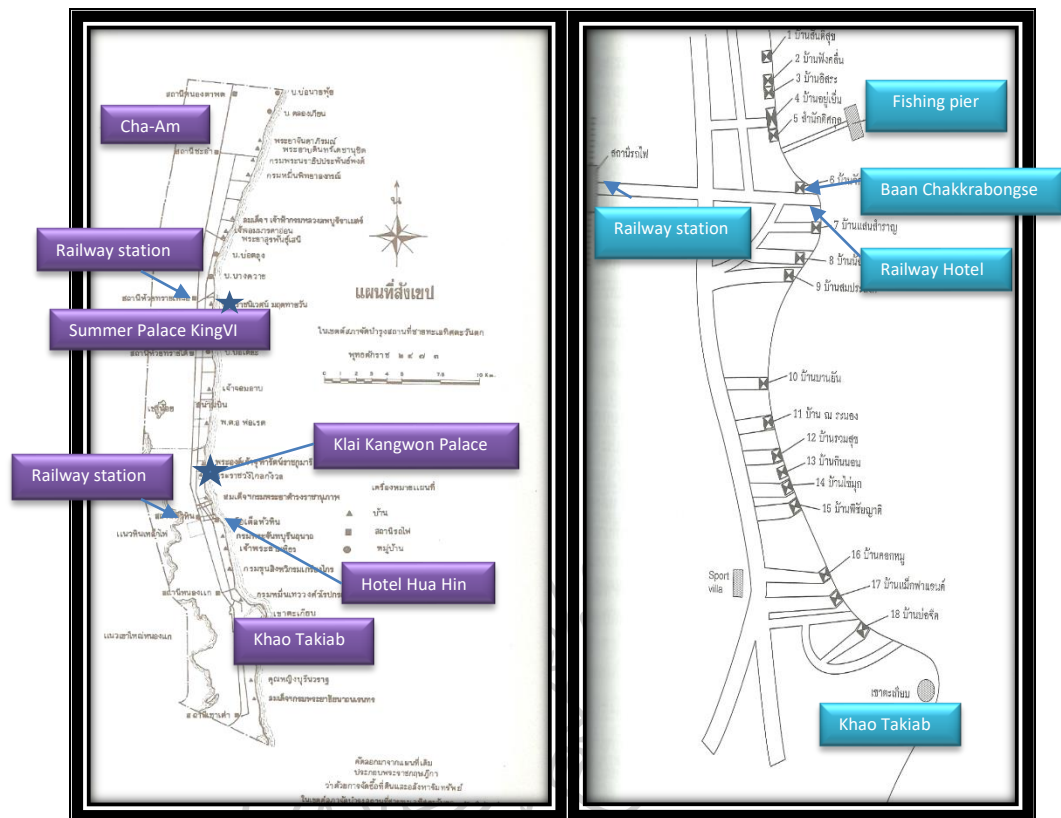


Figure 12: Name of villas, palaces and beach houses in Cha-Am and Hua Hin

Source: Adapted from Teaw Hua Hin Thin Phu Dee: 100 Years Siam Seaside Resort Town¹

Going to Hua Hin in those days, travelers had to bring most of needed-provisions and servants along with them. It was like a move into a new house, because the bungalows did not provide any amenities owing to the fact that they always had a long stay up to a month or more. Some visitors sent their servants ahead of time if the house was not assigned to care of by local people.

Eventually, when the northern and southern lines beginning merged in 1917 and entirely connected in 1926², travelers were able to take a train directly from Hua Lumpong station-Am, which was more convenient than before when they had to take a

¹Sukanya Chaiphasi, Teaw Hua Hin Thin Phu Dee: 100 Years Siam Seaside Resort Town. (Bangkok: Deewrite, 2008).

²Pinphet Champa. "Thai Tourism Culture, AD1851-2001". p.92.

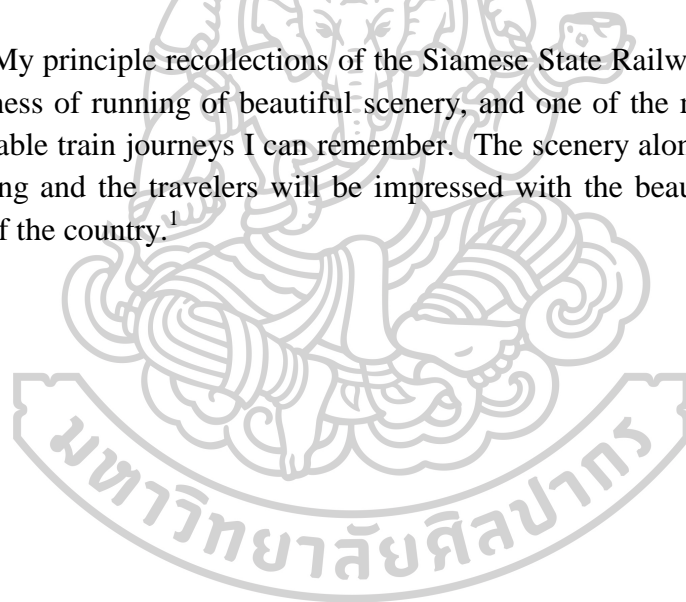
ferry across the Chao Praya River to Thonburi city to board the train at Bangkok Noi station.

The Royal State Railways (R.S.R.) * and first seaside resort hotel

In 1921, the southern line linked with British Malay Railway which passed through Hua Hin and which became known, among the elite society, as the first seaside resort town along the way from Bangkok to Penang and Singapore. The Royal Siamese Railway (R.S.R.) need foreseen the opportunity of Hua Hin of becoming a leading international seaside resort town. Thus, the railway's bungalow was provided to receive travelers, who did not have private accommodation, including no sleeping coach or restaurant car for long-journey travelers.

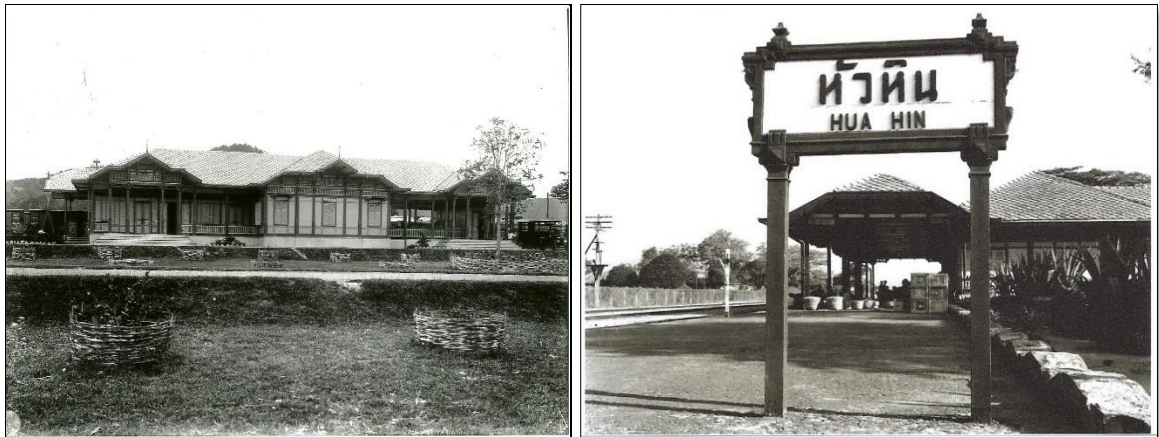
Travel by train, the scenery along the rail road was mentioned in Guide to Bangkok with Notes on Siam by Erick Seidenfaden as

My principle recollections of the Siamese State Railways are wonderful smoothness of running of beautiful scenery, and one of the most peaceful and comfortable train journeys I can remember. The scenery along the line is most interesting and the travelers will be impressed with the beauty of the tropical nature of the country.¹



* the Royal Southern State Railway was renamed after the merging of Northern line and Southern line department to the Royal Siamese Railway (R.S.R.) and 1951 changed to the State Railway of Thailand

¹Erik Seidenfaden. Guide to Bangkok. 2nd ed. p.18.



(A)

(B)

Figure 13 (A)(B): Hua Hin Railway Station in the past

Source (A): National Archive, (B): Samaisilp Photo Center

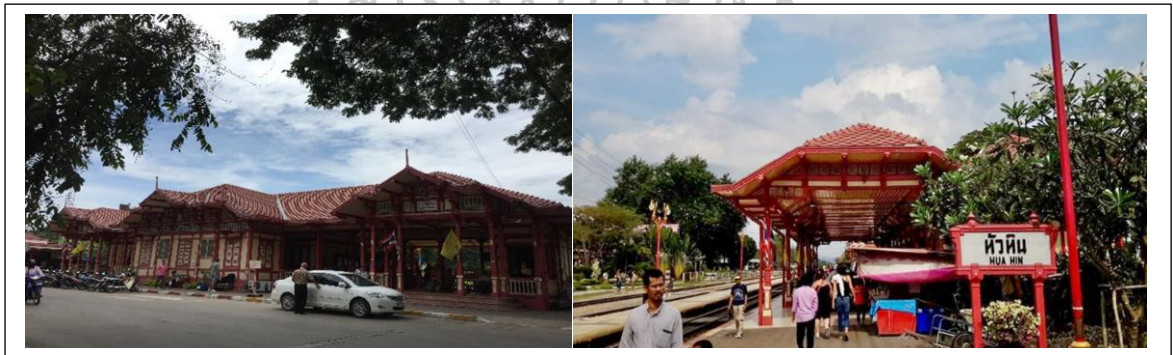


Figure 14: Hua Hin Railway Station in 27 Sep 2016

Source: Researcher

A year later, the R.S.R. added a modern fast train, a seater and a sleeping coach, which saved time and gave more comfort to travel from Bangkok to Penang and Singapore and on the other way round. Travelers had a special privilege to stopover anywhere en route, including Hua Hin. As Erik Seidenfaden said in his *“Guide to Bangkok”* “The privilege of breaking journey at various interesting points makes it more advantage to travel by rail...”¹

¹Erik Seidenfaden, *Guide to Bangkok*, 2nd ed. p.18.

The Royal State Railways (R.S.R.) of Siam operated two express trains between Singapore and Bangkok via Kuala Lumpur and Prai and also there were two express trains leaving daily for Penang and between Penang and Bangkok. Leaving Prai, there were two trains in a week (see table 4). Travelers would have choices of either the express day train or night coaches with comfort and convenience compartments as well as excellent cuisine served in the restaurant car by the R.S.R.. While there were two express daily trains from Bangkok to Penang via Padang Besar and Prai, (see table 5) there were three types of the ticket: first class, second class and third class and the fare depended on where they departed from (see table 6).

Table 4 Schedule from Penang to Bangkok¹

Dep./Arr. Station	Day/Time	Day/Time
Dep. Penang	Mon/07:15 hr	Fri /08:50 hr
Arr. Prai	Mon/07:41 hr	Fri/09:16 hr
Dep. Prai	Mon/08:00 hr	Fri/09:36 hr
Arr. Padang Besar	Mon/13:19 hr	Fri/13:50 hr
Dep. Padang Besar	Mon/14:25 hr	Fri/14:25 hr
Arr. Bangkok	Tue/19:00 hr	Sat/19:00 hr

Source: Guide to Bangkok

¹Erik Seidenfaden. **Guide to Bangkok**. 2nd ed. p.17.

Table 5 Schedule from Bangkok to Penang¹

Dep./Arr. Station	Day/Time
Dep. Bangkok	Wed, Sun/07:00 hr
Arr. Padang Besar	Thu, Mon/11:40 hr
Dep. Padang Besar	Thu, Mon/12:15 hr
Arr. Prai	Thu, Mon/16:26 hr
Dep. Prai	Thu, Mon/16:39 hr
Arr. Penang	Thu, Mon/17:05 hr

Source: Guide to Bangkok

Table 6 International Fare to Bangkok²

Type	Fare from Penang	Fare from Singapore
1 st class	60.28 baht/\$47.62	99.59 baht/\$78.68
2 nd class	35.22 baht/\$27.82	54.28 baht/\$42.88
3 rd class	23.38 baht/\$18.47	36.05 baht/\$28.48

Source: Guide to Bangkok

During that time, travelling by rail was a new experience for Thais. The royal family rode at first and there were followed by the Bangkok elite. Similarly, the alternative of a stopover along the railroad persuaded high commissionaire Europeans in British Malay to get on the southern line up to Bangkok attracted by the fact that of the R.S.R. that allowed travelers to disembark maximum for 3 days every 200 km.³ Erik Seidenfaden described the trip from British alay to Bangkok via Hua Hin and activities one could do in “Guide to Bangkok with Notes on Siam”:

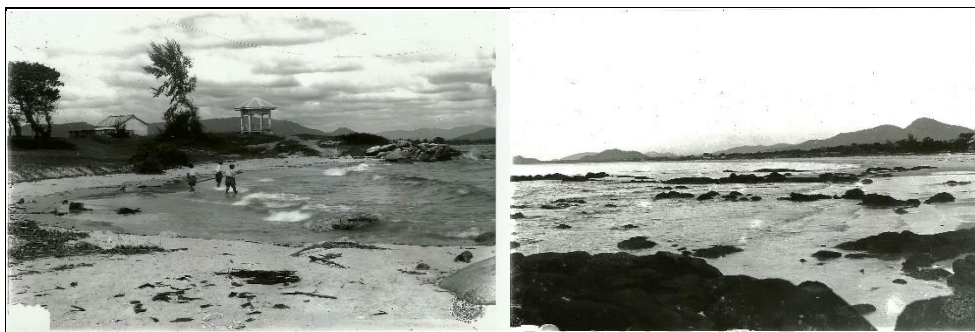
¹Erik Seidenfaden. **Guide to Bangkok**, 2nd ed. p.17.

²Ibid. p.13, 17.

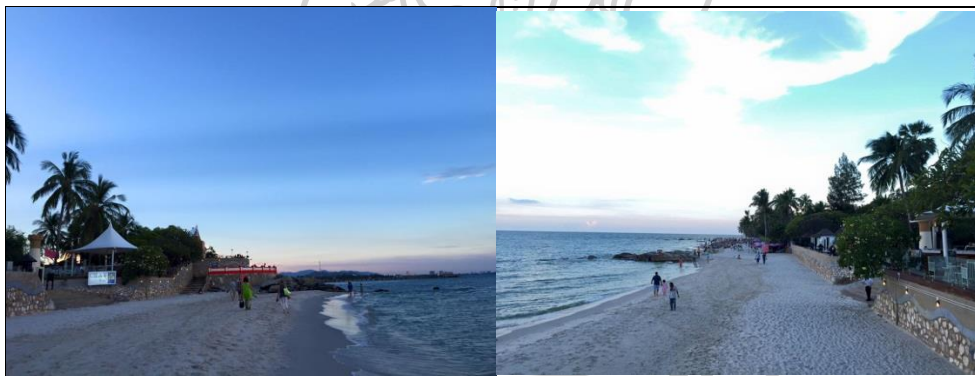
³Sornsun Pangasapha. **Ratree Pradab Dao Ti Hua Hin**, 2nd ed. p.51.

...Hua Hin-on-sea in Siamese territory is one of the finest seaside resorts east of Suez and possesses one of the best golf courses in the Orient...

...Hua Hin-on-sea, the famous seaside resort of Siam, ...The Hua Hin Hotel carries a stock of golf requisities and loans are often made to visiting golfers. Swimming, Shooting and Fishing are among the popular sports at Hua Hin...¹



(A)



(B)

Figure 15 (A)(B): Hua Hin beach past and present (25 Sep 2016)

Source (A): National Archive, (B): Research

Besides that the advertisement in “Guide Book of Siam” of the R.S.R. indicated Hua Hin as following

...Hua Hin, which is the seaside resort is soon reached and if one has the time it should be favourite with a visit. The sea is some 10 minutes quiet

¹Erik Seidenfaden. **Guide to Bangkok**. 2nd ed. p.14, 18.

walk from the railway station and situated right on the beach are furnished bungalows which can be rented by applying to the Traffic Superintendent at Bangkok. Here in addition to excellent sea bathing, one may shoot leopards, deers, hares and doves, but except for the latter, guides must be obtained...¹

These guidebooks and the comfortable rail transportation helped not only draw to foreigner tourists but also domestic tourists to visit to Hua Hin. The Railway Hotel catered to a number of European and Bangkok elite because its convenience, due to the beauty of the site and onshore breezes, and the comfortable accommodation, emphasized in advertisement of the R.S.R. that convinced most Europeans and Thai to travel by rail. The popularity of the town is shown by the rise of travelers from 10,000 to 30,000 people, who took the train to the first seaside resort, in 1927-1928.² The R.S.R. also launched the return ticket available for 5 days around to the journey performed to Hua Hin-on-sea³ to motivate travelers to engage with the place. As a result of accommodation shortage, Bangkok elites were induced to build private bungalows in Hua Hin. Most of them occupied beach front land. For this reason, there is no beach road in Hua Hin as in other beach towns.

Hotel Hua Hin /the Railway Hotel

King Rama VI wanted Hua Hin to be the leading seaside resort of the country and a world-class hotel. This is why he authorized the Railway Hotel in 1922. Hotel Hua Hin known as Railway Hotel, was constructed and the facilities were installed in the area in order to comfort and entertain European travelers in the way they were in European Hotels at that time. The Royal Golf Course was planned between Hua Hin railway station and Hin Lek Fai Hill.

¹The National Archive of Thailand. ๓๗๓. 1/3. ๕๓๑ **Guide Book of Siam.**

²Sukanya Chaiphasi. **Teaw Hua Hin Thin Phu Dee: 100 Years Siam Seaside Resort Town.** p.126-127.

³Sornsun Pangaph. **Ratree Pradab Dao Ti Hua Hin.** 2nd ed. p.97.



Figure16: Hotel Hua Hin/Railway Hotel

Source: National Archive

Hotel Hua Hin was designed by Mr. A. Rigazzi, an Italian architect attached to the R.S.R. It was a two-storey colonial style building connected with verandahs on either side, which suited the tropical climate. The budget was 128,366.75 baht. Mr. A.O. Robins, a Scottish engineer attached to the R.S.R., supervised the landscaping of the nine holes golf course.¹ This will be the first international standard golf course and was known as Royal Hua Hin Golf Course. The hotel had only 14 rooms and 28 beds, including facilities such as a lobby, restaurant, bar, billiards room, wine cellar. All rooms had electricity, fans and toilet in the bathroom.² The hotel and the golf course opened on 26 October 1922, with the grand opening ceremony held on 1 January 1923 presided over by King Rama VI.³



Figure 17: Royal Hua Hin Golf Course

Source: National Archive

¹Bangkok Post. **A Century of Hua Hin**. p.14-15

²Bandith Julasai. **Hotel Hua Hin of Siam**. (Bangkok: Chulalongkorn University Press, 1998). p.29.

³Saranmit Prachansit. "**Hotel Business in Thailand, 1863-1935**" p.69.

The R.S.R. did not only operate and manage the train, royal golf course, and supply travelers the accommodation but in 1924 the Department of Advertisement was founded by Prince Burachatra Chaiyakorn (the former R.S.R. director) so as to advertise and promote tourism in the town and along the way including Hua Hin. As a result, the uniqueness of the seaside resort of Hua Hin was fast recognized.

European expatriates and high ranking figures followed the King Rama VI to the summer palace, Mrigadayavan, in Cha-Am (about 19 km. north of Hua Hin). They stayed and met up at Hotel Hua Hin or private villas and bungalows in Hua Hin.

After the end of the reign of King Rama VI, Hotel Hua Hin continued serving as a popular seaside resort for aristocrats and expatriates, as well as local people.

The rise of Hua Hin

The two glory period of Hua Hin began under the reign of King VII after Klai Kang Wol Palace (Without Care Palace) was built in 1926, the royal golf course expanded to 18 holes. So did the Hotel Hua Hin, which was reloaded by the replacement of the old train by a new model. Hua Hin became crowded as well. It had a high demand of lodging. Soon, the Hotel Hua Hin added 13 more rooms and replaced 19 small villas on Queen Saowabha Phongsri (the King's mother) villa area. The construction was completed in 1928 and the Hotel Hua Hin renamed the Railway Hotel.¹



Figure 18: Klai Kang Won Palace
Source: National Archive

¹Sukanya Chaiphasi. Teaw Hua Hin Thin Phu Dee: 100 Years Siam Seaside Resort Town. p.143.



Figure 19: Hotel Hua Hin/Railway Hotel in recently year (7 Nov 2014)

Source: Researcher

This first seaside resort was fully developed and welcomed the holiday-makers. The King and Royal family especially enjoyed staying here; it seemed like Bangkok shifted to Hua Hin during the time His and Her Majesties were there. The seaside resort was the destination and the Railway Hotel was the meeting place for high ranking, expatriates, and elites during afternoon tea. Sea bathing, hunting, playing tennis, playing golf, or relaxing at home were the most popular activities for all holiday-makers.

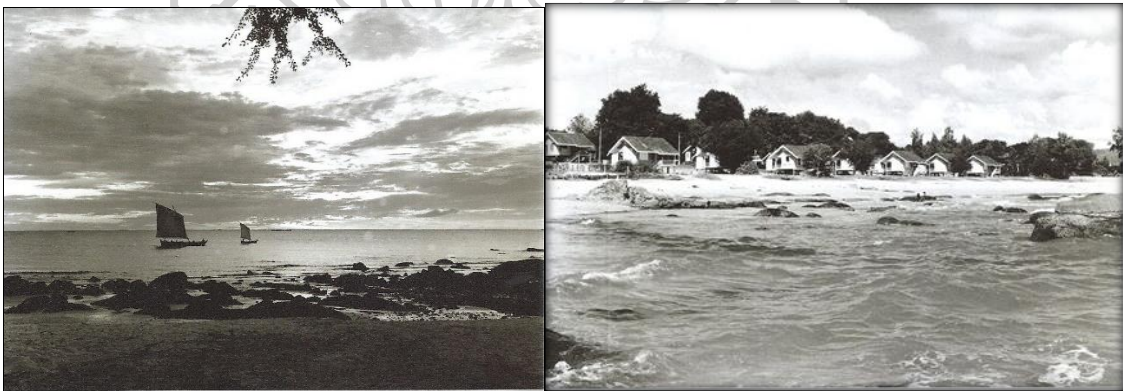


Figure 20: Hua Hin beach and bungalow in the old day

Source: Samaisilp Photo Center

Hua Hin, was similar to British seaside resort such as Brighton¹ and Blackpool,² where holiday-makers enjoyed a fresh sea breeze and sea bathing with comfortable weather. These were the most popular activities for all and for Thai elites, a visit to Hua Hin was fashionable serving a high class of people who went there.



Figure 21: Brighton, United Kingdom

Source: Google 18 Aug 2017

¹Gilbert, E.W. “The Growth of Brighton”, in **Tourism Volume I: The Evolution of the Subject of Sudy.**” (London: SAGE, 2010). p.112.

²Urry, J. “Mass Tourism and the Rise and Fall of the Seaside Resort”, in **“Tourism Volume II: The Development of Tourism as a Social Science Subject,”** (London: SAGE, 2010). p.105.



figure 22: Blackpool, United Kingdom

Source: Google 18 Aug 2017

During the summer time, there was a high demand of travelers and visitors who took a train down to Hua Hin. The R.S.R. provided the rapid train from Bangkok to Hua Hin. There were probably up to 14 cars which composed of two cars of first class, three cars of second and seven cars of third class and also one restaurant and another for storage. Car during low season, the train was shortened up to 7 cars. The rapid growth of the seaside resort influenced on the number of beach houses and shop houses; therefore, these were built in different locations but most of new beach houses were occupied in beach front area. Meanwhile shop houses or commercial blocks were developed gradually along the Petchkasem (main road) construction. Due to these developments, Hua Hin switched from being a quiet town to a lively and crowded town. As a result, food, water, and electricity were insufficient and holiday-makers usually brought food, vegetables, meats and water from Bangkok, or otherwise from neighboring areas such as Petchaburi and Ratchburi province by train.

Hua Hin received regularly visitors, both European and Thai elites, and it became congested, which resulted in many of the impacts of urbanism. In order to be

better manage the situation, the Western Seaside Resorts Development Act was proclaimed in 1926 and Hua Hin municipality was set up. It was promulgated in 1933 after the 1932 coup. All projects transferred to municipality after the political shifted changed. It can be said that Hua Hin was one of the earliest municipalities of the time.

As a result of the Act, property owners in the municipality had to pay taxes, which ended from surcharge collection on rail passengers, to advocate the town development projects, while the council improved transportation, water supply, and electricity including a focus on town planning as well as designated restricted areas for the use of the Council. Piped water, roads and proper sanitation¹ included the construction of buildings and other civil works that were needed.²

To facilitate the Queen and Royal family to her and their villas comfortably, a road, for the laying of a small railway track, was constructed to link from railway station to the beach, where Queen Saowabha Phongsri's villa was located. After the Queen passed away in 1919, the small railway from the train station to the beach was removed and officials named the road Damnoenkasem to commemorate Her Majesty.

According to the increase of visitors in Hua Hin, under the reign of King Rama VII, Damnoenkasem Road was reconstructed and expanded a new road link from railway station to the palace and extended to Cha-Am respectively. Not only the necessity of infrastructure and accommodation but also food; Chatchai Market, the cleanest and most modern market in the country, and a health station were built in the center of the town. This market was built by Prince Burachatra Chaiyakorn (Krom Phra Kamphaengphet Akrayothin) the son of King Rama V.

¹Bangkok Post. **A Century of Hua Hin**. p. 22.

²Ibid. 19.



(A)

(B)

Figure 23(A)(B): Chatchai market past and present (29 April 2014)

Source (A): Samaisilp Photo Center, (B): Researcher

As the infrastructures and utilities system were established, the feasibility study of distilled sea water into fresh water was proposed by the King. Unfortunately, in 1932 coup happened, and all projects had to be stopped, including the ambition plan to turn distilled sea water into fresh water. The road project had been granted loan from the Privy Purse was later was pursued.

The decline of Hua Hin

The 1932 coup took place during the King and Queens stay in Hua Hin on the day they went for golfing, 24 June 1932. Soon after that, the King and Queen went back to Chitlada Palace in Bangkok. Suddenly, Hua Hin turned to silence is to face of crucial change. The political fluctuation directly affected the future of the town and its residents. Aristocrats and elites did not travel to the seaside resort in Hua Hin as usual. However, some of them stayed at their beach houses rather than go back to Bangkok. As a result of this stressful situation, everything, including town planning development projects, stopped for a while and all were transferred from the Council to Hua Hin Municipality. Nonetheless, the King and Queen and elites returned to Hua Hin a few times after circumstance settled. The ambiance was not like when it was before. Under this change, Hua Hin was half empty, and foreigners mainly stayed at Hotel Hua Hin.

To bring travelers back to travel, the ticket price from Bangkok to Hua Hin was reduced as shown in the table below. In 1937 the R.S.R. reduced the ticket fare in order to motivate them to travel by rail again.

It can be said that the decline of the first seaside resort happened not only because of political changes but it because of new road development, when an expanded Sukhumvit road, from Bangkok to the eastern region was built in 1957 providing an alternative resort destination.

Table 7 Fare from Bangkok to Hua Hin in 1930, 1937, 1957¹

Type/Year	Ticket fare (baht)		
	1930	1937	1957
1 st class	13.80	10.35	64.50
2 nd class	8.30	6.24	33.00
3 rd class	5.50	4.45	17.00

Source: Ratre Pradab Dao Ti Hua Hin

The Greater East Asia War and the rebirth of the first seaside resort

During World War II (1939-1945), in 1941 the Greater East Asia War (called by Japanese, the aggressor in the war) extended to the South East Asia (1941-1945), Japanese strategic areas in the south and west included Bangkok and Japanese authorities selected Bangkok Noi Station as a main commander site. Avoiding wartime strife, Bangkokians looked for a new secure shelter and one of their options was Hua Hin. Although the journey from Bangkok was not as smooth as usual and it took an hour longer to get there, they made an effort to do so. Hence hotel, bungalows, and many beach houses were occupied before time. Life during that time was reflected in famous Thai novels such as *Nij* and *Prisana*, as well as the memorial dairy of Mrs. Lee Rhodes², a German horse riding teacher who temporary resided at the missionary's house in Nong Kae, and the book "Katya & the Prince of Siam"³. They all mentioned that Hua Hin was crowded because of people from Bangkok and they had met each other by chance there.

Coming after the war ended, Hua Hin returned to be a fashionable and popular seaside resort town much like it was before. Some of the visitors decided not to move back to Bangkok while many people traveled to Hua Hin for relaxation although it was difficult to get there. The seaside resort came back to life again not

¹Sornsun Pangasapha. **Ratre Pradab Dao Ti Hua Hin**. 2nd ed. p.173-174.

²Lee Rhodes. **Katcha**. Sumalee Slac, trans. p. 206-207.

³Eileen Hunter and Narisa Chakrabongse. **Katya & The Prince of Siam**. p.124-125.

beautiful only it was a high class holiday place for high ranking and elites but also as a lavish place for society.

In the summer time, the train was full and the town was filled with elites and particularly a new young generation of travelers¹. Those came to rehabilitate and also to present their wealthy and their lifestyle. Due to the demand of accommodation, the Railway Hotel had expanded and the number of new hotels and bungalows increased as well.

Table 8 Hotel Hua Hin room price in 1941²

Type	Dec-May (Baht)	Jun-Nov (Baht)
Single room	10	6
Double room	18	11
Suite room	24	14
Bungalow A,B,C	12	7
Bungalow D	30	20

Source: Hotel Hua Hin of Siam

From the data of table above it is evident that the price was different according to high demand during peak season from December to May. Guests received a discount for long stays and low season from Jun to Nov.

In 1950, when highway number 4 (Petchkasem Road), which passes through Hua Hin town, was built, people had more alternatives to get to Hua Hin. Nonetheless, taking a train to Hua Hin was still a popular and the choice for ordinary visitors, because automobiles were limited to elites.

Bangpoo, a new seaside resort along Sukhumvit Road without beach like Hua Hin, had a fresh air and was not too far from Bangkok. This resort had accommodations and a club house and it could be accessed by car.³ Hence there was an alternative for modern and class people to consider. Since the car was extensively used among Bangkok elites because they were comfortable and modern and because

¹Pinphet Champa, "Thai Tourism Culture, AD1851-2001". p.127.

²Bandith Julasai, **Hotel Hua Hin of Siam**. p. 68-69. and Sornsun Pangsapha, **Ratree Pradab Dao Ti Hua Hin**, 2nd ed. p.180.

³Pinphet Champa. "Thai Tourism Culture, AD1851-2001". p.133.

they loved to drive around to show off their cars in public. It seemed to be the most favorite vehicle in the capital and vicinity, although the train still not out of date for a long distance travel. Nevertheless, even though quite a distance, the nostalgia of Hua Hin always drew people there to enjoy taking the train there.

In 1960, the Office of National Economic and Social Development Board (NESDB) was formed. The National Economic and Social Development Plan (or the Development Plan) included funding for basic infrastructure as well as improvements to the transportation system and regional economic development. The first Development Plan was the 6-year plan and the rest were 5-year plans each; the present is under Development Plan 12 (2017-2022).¹ Infrastructure, tourism, and regional development of the Development Plan which concern, Hua Hin are considered in this study.

One of the outcomes of the Development Plan, was the opening up seaside towns in eastern region, including Bangsaen, Sriracha, and Pattaya. Bangsaen and Sriracha were suitable for local travelers, while Pattaya accommodated for foreigners, as today.

Most important for the Development Plan 3, highway no.35 (Thonburi-Pakthor or Rama II Road), running on distance of 75 kilometers, was developed and opened in 1973. This soon became the choice way to travel to Hua Hin faster than Petchkasem Road, 40 kilometers from Bangkok.

Development Plan 5 contains the Development of Western Region that had a policy in regional economic development in which Prachuap Khiri Khan Province was included.

Tourism promotion similarly braced up that region and it seemed to substitute the seaside resort in western region because it can be reached by car and was near to Bangkok. Inevitably, during the Vietnam War (1955-1975), Pattaya was converted into a chaotic site and filled with beer bars and night entertainments, resulting in increased migration which originated various problems which still affect the town.

Holiday-makers, who did not enjoy the messy life of Pattaya, reconsidered a return to the first seaside resort town again. Hua Hin rebounded from its decline and its reappearance as a peaceful beach town associated series of tourism campaign by Tourism Authority of Thailand (T.A.T.) that supported the rejuvenation of Hua Hin and its continuance as a passive beach destination. The policy on tourism

¹Office of the National Economic and Social Development Board. The National Economic and Social Development Plan Retrieved from http://www.nesdb.go.th/main.php?filename=develop_issue [Accessed by 29 Mar 201]

promotion and infrastructure development project also included the modification of the railway operation in National Development Plan, which brought back a number of visitors.

For the present, the land on the east of the town or beachfront land are mostly private property much of the property has been revitalized as restaurants, boutique hotels, and B&Bs. Some properties have been sold and replaced with sky-high condominiums and various scales of hotel development. The remained of properties are still functioning as private beach houses. The land on the west of the town was a commercial area, market and houses. The shortage of accommodation in the municipal area made many local people adapt their houses to guesthouses and homestay facility to meet the need especially during long weekends, national holidays, and particular events such as the jazz festival. Nowadays, hardly can one find available land in the municipal as well as the non-municipal area.

Adversely, the arrival of huge travelers in all seasons has accumulated a high demand of accommodations, restaurants, and parking lots. This has granted locals, property developers, including foreigner investors, to invest in Hua Hin. The town has experienced significant change, which strongly affects local life in different aspects; beaches are noisy and unclean, there is a high cost of living, there are rising of land costs, on overcrowded towns, pollution, etc. Still, foreigner travelers are still going to Hua Hin to rest and delight in the sun, sand, and sea while the majority are Thai travelers who are drawn to food tasting, visiting new tourism creation sites such as Plearnwan (Hua Hin nostalgia), the Cicada (market) and floating market, vineyards and the Black Mountain Water Park, Vana Nava Hua Hin Water Park, Venezia a lot than the authentic site. The disappearance of the authenticity little affects Thai visitors and more tourists do not care about the authenticity.

Population

In the early years of Hua Hin history, two groups of people from Bangchan and Bangkaew, sub district in Petchaburi Province, searched for good location with fertility land. Finally, they occupied the area in the north (present Tabol Bor Fai) and expanded to the east, facing to the sea. After they found the area in Hua Hin had a good condition to make a living, they decided to grow water melon at first, and during free time, they also went fishing in the sea. At the beginning, after harvest season was over, they moved back to their origins. The fertility of the soil together with resources from the sea caused this farming community emigrated to Leam Hin (present Hua Hin) permanently. There was also a village in the south (present Kao Takiab village) whose population where preexisted.

In 1884, the southern town's report presented to the King Rama V mentioned that Leam Hin was part of Muang Pranburi and there were about 100 houses and about 50 houses in Takiab village. The report also stated that there were around 20 Chinese¹ living there.

The arrival of the southern railway line was one of the main reasons that town's population suddenly rose especially after the first seaside resort had been developed in the southern part of Ban Leam Hin and it was given its new name of Hua Hin by Prince Nares. Not only were the Prince Nares's houses and bungalows and the royal seaside resort but also beach houses of aristocrats. Most of beach houses were second houses and they were only occupied sometimes. The owners of the houses might send or assign someone to look after their property. The number of arrival tourist drew people and vendors from nearby to move into Hua Hin, which caused the town's population to increase.

The reign of the King Rama VII was the glory period of Hua Hin. More people came to seaside resort and the number of new beach houses continually increased because of the popularity of the place and the King's favorable view. It can be said that the seaside resort town became crowded because of the continuous growth of beach houses. Prior to the expansion of the town, the King proclaimed the Western Seaside Resort Development Act in 1926² in order to manage all the infrastructure and facilities installed to solve problems.

When the Greater East Asia War occurred Bangkok was attacked by air. Many Bangkokians moved to the seaside resort town for the reason of security concerns, which caused Hua Hin congestion as it shown in Thai novels such as Nij and Prisana as well as the memorial dairy of Mrs. Lee Rhodes³ and a book of "Katya & The Prince of Siam."⁴ People were able to meet friends and socialize with one another. When the war ended some of them decided to stay in the seaside resort town much as after the 1932 coup when many nobles became residents of the town.

After the Hua Hin municipality was set up, records indicate that there were about 4,000 people and 500 houses in 1937. According to the first census in 1960, there were 21,015 people living in the Hua Hin municipality, and in 2014, there were 58,000 people. Although not official to Hua Hin, about 100,000 people and include

¹Prince Phanuphanwongworadej. **Shivivat**. (Bangkok: Krurusapha, 1961). p.28-29.

²Prudhisan Jumbala. Hua Hin and Seaside Resort Development in Siam Retrieved from http://www.thaiworld.org/enn/thailand_monitor/answera.php?question_id=853 [Accessed by 14 Mar 2015]

³Lee Rhodes. **Katcha**. Sumalee Slac trans. p.206-207.

⁴Eileen Hunter and Narisa Chakrabongse. **Katya & The Prince of Siam**. p. 124-125.

legal immigrants amounting to 3,708 people, lived in Hua Hin in 2013¹. In addition, persons came for work and from other provinces including legal and illegal immigrant labors from Myanmar, Cambodia, and Laos; legal laborer are allowed to work but they have to register with local government labor office.

As a consequence of potential tourism development town; the town was expanding with a high density within the municipal area, particularly along Petchkasem road (the main road which parallel to the sea), along the railroad, and by the sea or beachfront land.

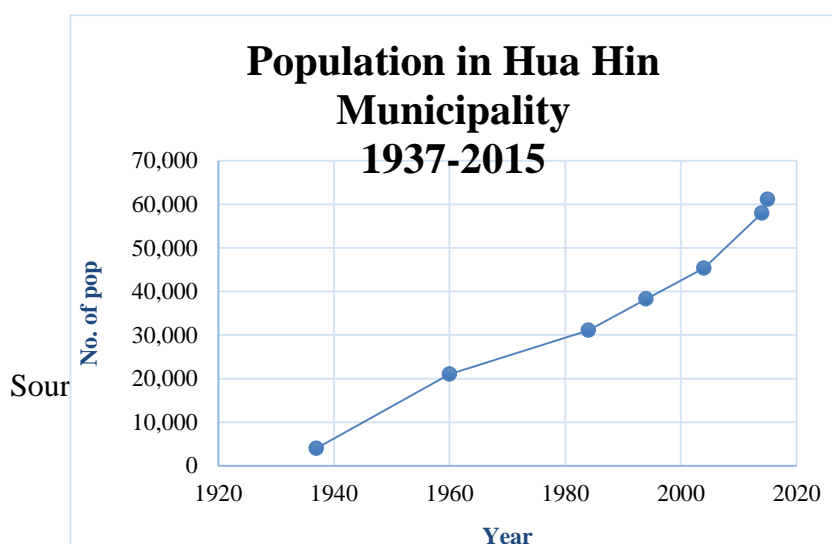
Table 9 Population in Hua Hin Municipality in 1937-2014

Year	Population
1937	4,000
1960	21,015
1984	31,068
1994	38,296
2004	45,365
2014	58,000
2015	61,191

Source: Hua Hin Municipality

¹Municipality of Hua Hin. Water shortage in Hua Hin news Retrieved from http://www.huahin.go.th/huahin/news_view.php?idnews=2581 [Accessed by 15 Mar 2015]

Diagram 1: Population in Hua Hin Municipality, 1937-2015



Before the political change and before World War II took place, there were only 1,000 people and there were 500 households in Hua Hin. Notably, the number of population grew gradually, especially when the southern highway passed through Hua Hin in 1950, associated with the series of National Development Plan, which was launched by the Office of National Economic and Social Development Board (NESDB) beginning in 1960. Later, the size of the population rose dramatically, especially in 2014.

As a result of the government policy in tourism and infrastructure development related to the Asean Economic Community (AEC), which will participated in late of 2015, for area attracted not only outsiders from other regions but also foreigners.

Table 10 Alien population* registered in Hua Hin municipality 2009-2013¹

Description	2009	2010	2011	2012	2013

*Alien labors are Cabodian, Laos and Myanmar

¹Hua Hin Municipality. Hua Hin 3 years (2015-29017) Development Plan Retrieved from <http://www.huahin.go.th/huahin/document/planall58-60.pdf> [Accessed by 16 Jun 2015]

Alien population (person)	968	1,047	1,115	2,459	3,708
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Source: Hua Hin Municipality

Table 10 demonstrates that there was a little change in the number of laborers from 2009 to 2011, but the number of laborers fluctuated suddenly from 2011 to 2012 and it continually rose up in 2013. In recently years, the number of alien labor has increased rapidly, as well as a new influx of habitants and investors. Because of this Hua Hin has become crowded and chaotic, which produces impacts on urbanism and townscape. As tourism growth and AEC policy, became the reason why, the influx of domestic from different region and alien labors added to Hua Hin's number of inhabitants.

The Department of Employment of Prachuap Khiri Khan reported out in the provincial labor situation of 2012-2015¹ that the legal labor including the alien labors were 17,914, 59,727, 54,090 and 40,090 respectively and in 2016², there were 18,190 alien labors in Prachuap Khiri Khan. The number of alien labors has increased from the past, dropping down from 2014 to 2016.

Alien labors mostly work in agriculture field, fishery, housework, the tourism business, trading, and restaurants. Many domestic laborers move to work in Hua Hin, and the majority did not report to local government because they have freedom to roam unless they have their own businesses. Likewise, the population and labor statistic is not clear due to the fact that the hidden figure is not shown.

Table 11 Province Population in year 2016³

¹Provincial Labor Office. Provincial labor situation Retrieved from <http://prachuapkhirikhan.mol.go.th/situation> [Accessed by 11 Jun 2017]

²Department of Employment. Statistic of Alien permitted to work in Thailand Retrieved from https://www.doe.go.th/prd/assets/upload/files/alien_th/9543df52b3c6627a674841501f323738.pdf [Accessed by 11 Jun 2017]

³Central Registration Bureau Department of Government The Ministry of the Interior. The population in Prachuap Khiri Khan Retrieved from <http://www.pcko.moph.go.th/download/Demographic/58/2.xls> [Accessed by 7 Jun 2017]

Province/Amphoe(District)	Total population	Household
Prachuap Khiri Khan	534,719	241,921
Hua Hin	110,157	74,136
Pranburi	76,049	36,085
Sam Roi Yod	45,541	16,940
Kruiburi	44,613	14,676
Amphoe Muang	90,749	36,739
Thapsakae	49,577	16,724
Bangsaphan	75,727	30,881
Bangsaphan Noi	39,306	15,740

Source: Provincial Health Office

As shown in table 11, Hua Hin is the most crowded of different areas and was more households than other districts because of tourism together with the rapid growth which has affected the overall population. Pranburi was an old town and used to be the administration center of the province but later the center was shifted to Koh Lak (Amphoe Muang). Out of that, Pranburi has a huge pineapple plantation; thus both towns have more residents. Bangsaphan is a heavy industrial town (steel industrial)¹ that draws workers to relocate and work there. The agricultural areas are mostly less crowded. These include Sam Roi Yod, Kruiburi, Thapsakae, and Bangsaphan Noi.

Table 12 Population of Amphoe Hua Hin by district in year 2000² and 2015³

¹Sahaviriya Steel Industries. Retrieved <http://www.ssi-steel.com/index.php/en/ssi-family/domestic/domestic-ssi> [Accessed by 18 Jun 2015]

²The National Statistic Office. Population in Prachuap Khiri Khan in 2010 Retrieved from <http://service.nso.go.th/nso/nsopublish/districtList/S010107/th/27.htm> [Accessed by 23 Apr 2015]

³Central Registration Bureau Department of Government The Ministry of the Interior. The population in Prachuap Khiri Khan Retrieved from www.pcko.moph.go.th/download/Demographic/58/2.xls [Accessed by 7 Jun 2017]

Amphoe(District)/Tambol (Sub-distict)	2000		2015	
	Total pop.	Household	Total pop.	Household
Amphoe Hua Hin	97,787	56,510	110,157	74,136
Hua Hin	40,875	25,942	45,905	31,776
Nong Kae	14,852	12,914	15,286	18,763
Hin Lek Fai	10,637	5,558	13,638	8,377
Nong Plab	9,966	3,915	10,758	4,597
Tab Tai	11,003	3,998	12,765	5,946
Huay Sat Yai	6,077	2,109	7,053	2,448
Bung Nakorn	4,377	2,074	4,752	2,229

Source: National Statistic Office and Provincial Health Office

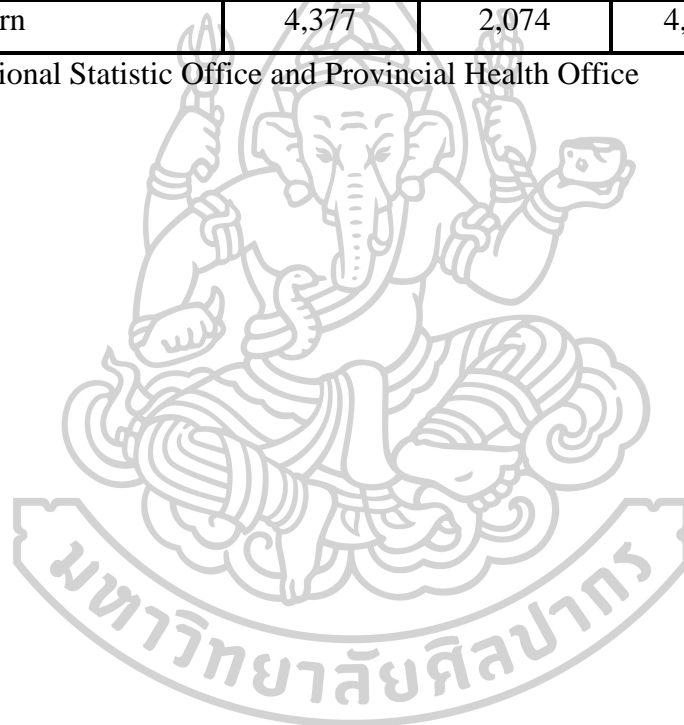
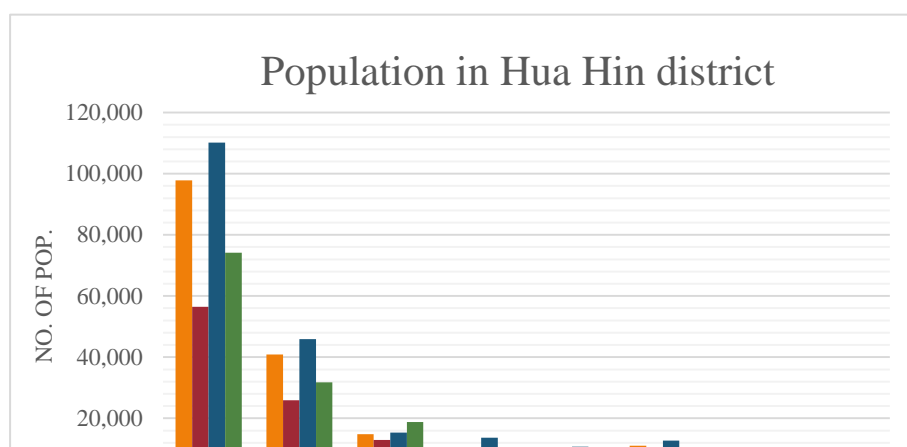


Diagram 2: Population in Hua Hin district 2000 and 2015



Source: Adopted from National Statistic Office

As show in table 12 and diagram 2, from 2000-2015 the population of Amphoe Hua Hin has gone up to 110,157 inhabitants and 74,136 households and in Hua Hin sub district increased 5,030 people from 2001-2015, which is the most among the towns. Hua Hin municipality is located in the north of the province and the most populated of Amphoe Hua Hin. There are 45,905 inhabitants and 31,776 households, the hidden population not taken into account. The neighborhood of Nong Kae was first found as a small fishing village and had agriculture crops similar to Hua Hin, but it is located farther to the south of the town. Nong Kae was also an old community and only 15 minutes away from Hua Hin downtown. It's no wonder a many people reside there besides Hua Hin.

Economic

Farming

As the topography of Hua Hin is connected to the sea on the east from north to south and the first group, who migrated to this area, was made up of agricultural families who grew watermelon and rice, including fishing when the farming season off. There were more families from neighborhoods who moved and

settled in Hua Hin after they heard about fertility of the place. In the town's report in the reign of King Rama V stated that people in Hua Hin and Takiab (a village in Nong Kae sub district) grew rice and watermelon respectively, but it did not mention fishing. It is possible that farming was their routine but fishing was occasional.

Table 13: Provincial Land Utilization 2009-2014¹

Year	Total land (Rai)	Agricultural landuse (Rai)
2009	3,979,762	2,067,505
2010	3,979,762	2,091,612
2011	3,979,762	2,107,701
2012	3,979,762	2,108,811
2013	3,979,762	2,109,210
2014	3,979,762	2,108,484

Source: Office of Agricultural Economics

The rapid growth of tourism caused vast agriculture area to be replaced by modern tall condominiums, especially in the Hua Hin municipal area. According to the report of agriculture census in 2013², Hua Hin district has 4,346 agriculture land holders or 9.1% (whole province 47,608) and the area of holding is 126,824 rai (202.92 square kilometers) or 13.3% (955,506 rai). Agriculture landuse is mostly located in the non-municipal area. There is an 89.3% of a single activity of agriculture. Of this 83% is cultivating crops, 6.2% in livestock and 0.1% in cultivation in fresh water.³ In 2014, Prachuap Khiri Khan has 1,913,967 rai of agricultural area and Hua Hin agricultural landuse is 267,632 rai.

In the west of municipality, there are 85 households of farmers who grew economic crops such as pineapple covering 2,810 rai (4.50 square kilometers) and

¹Provincial Statistic Office. Provincial Statistic from 2013-2017 Retrieved from http://pchkkhan.nso.go.th/index.php?option=com_content&view=category&id=102&Itemid=507 [Accessed by 12 Jun 2017]

²Provincial Statistic Office. Provincial Statistic in 2013 Retrieved from http://pchkkhan.nso.go.th/index.php?option=com_content&view=article&id=181:2556&catid=102&Itemid=507 [Accessed by 17 Jun 2015]

³Ibid

producing 14,050 tons a year.¹ In the present, besides pineapple, farmers plant coconuts, mangos and jackfruit. The empty area was wholly developed to commercialized properties, such as hotels, condominiums, restaurants, and souvenir shops; their way of life has been changed by becoming a shop sellers or working in the hotel or restaurants.

Fishing

Fishing is one of the main careers for natives who live in the Samor Rieng community and nearby. The table below shows that Hua Hin in one of the least, registered, which means households as well. Pranburi and Bangsapan Noi have most number of registered boats, respectively, in the province.

There were different types of boats. These included small boats with or without engines, moderate and fishing boats with the engine inside. Nowadays, the fishery situation is continuing to decline; there is now only small fishing boats remaining in Hua Hin and Takiab. This is not because of the reduction of sea resources but also from other factors, such as rising fuel costs and expensive fishing tools, which have led to a decrease in the number of fishermen, especially the small ones, in particular town development which caused from tourism rapid growth. Nonetheless, in Hua Hin district there are 237 boats² registered at the Department of Fisheries, while some small nonregistered boats which are uncountable.

Table 14 Number of fishing boats registration yearly according to register place³

District	2004	2005	2006	2007	2008	2009	Total
Hua Hin	226	11	0	0	0	0	237
Pranburi	442	67	0	0	0	0	509
Sam Roi Yod	246	0	0	0	0	0	246

¹Hua Hin Municipality. Hua Hin statistic Retrieved from <http://www.huahin.go.th> [Accessed by 17 Jun 2015]

²Fisheries Provincial Office. Fisheries Statistic in Prachuap Khiri Khan Retrieved from http://www.fisheries.go.th/fpo-prachuap/index.php?option=com_content&view=frontpage&Itemid=103

³Ibid.

Krui Buri	195	7	0	0	19	0	221
Muang	339	18	0	0	0	0	357
Thubsakae	306	20	0	0	0	0	326
Bangsaphan	303	15	7	0	13	0	338
Bangsaphan Noi	394	2	8	0	0	0	404
District	2004	2005	2006	2007	2008	2009	Total
Total	2,451	140	15	0	32	0	2,638

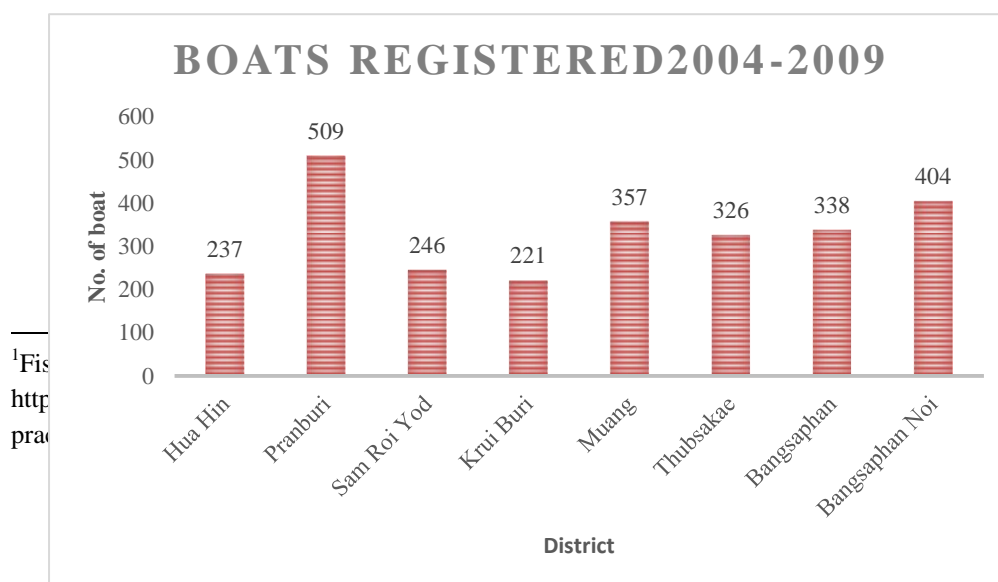
Source: Fisheries Provincial Office

Table 15 Number of boat registration by length¹

The length of the boat	No. of boats
Lesser than 8 meters	1,126
8-14 meters	1,333
14-20 meters	156
Over than 20 meters	23

Source: Fisheries Provincial Office

Diagram 3 Boats registration from 2004-2009



Source: Adopted from Fisheries Provincial Office

Source: Adopted from Fisheries Provincial Office

As shown in table 15, there were only 23 boats out of 2,638 over 20 meters in length, while the majority had the length of 8-14 meters and less than 8 meters. This demonstrates that there were less than 10 percent of total boats registered that are fishing in the deep sea or offshore, while the rest were small boats with and without engine outside the boat, which many fishing along the seashore. In general, annually between 15 February - 15 May is the season of sea resources laying eggs; therefore, most of fishing boats longer than 14 and 16 meters are not allowed to fishing whilst the lesser lengths are permitted to do so.

However, fishing is one of the major provincial revenues besides industrial, agriculture, and tourism. Fishing is part of fishery apart from fish farms but for this study, only fishing by boats are considered. The replacement of rapid growth of tourism caused the fishery profession to decline, which was the reason why the registration of the boat was not seen to increase in some districts for years, including Hua Hin and neighbors like Pranburi and Sam Roi Yod too. As already mentioned, tourism development was not the only factor but also the reduction of natural marine resources, the high expenditure of investment (affected by the world economy), lack of laborers, and lack of financial investment supported by the government. Nevertheless, there are still a number of small boats for the fishery along the seashore in Hua Hin nowadays.



Figure24: Fishery by the shore

Source: National Archive



Figure 25 Fishery by shore

Source: Samaisilp photo center



Figure26: Fishery by shore

Source: Researcher, 25 Sep 2016

Tourism

Hua Hin became a popular and well known among visitor as a serene seaside resort town with a beautiful landscape, first after the arrival of the railway outstandingly the southern line link with the British Malay train in 1921. The southern line not only took people from Singapore and Malaysia but it also sbrought people who wanted to board ships to Europe. Those passengers had the right to disembark at Hua Hin, the ticket already included, stop for few days and then to embark to continue their trip at the same station.



(A)

(B)

Figure27(A)(B): Hua Hin beach

Source (A): Samaisilp Photo Center, (B): Researcher, photo taken by 2014

Suitable weather, fine white sand beaches, and the serenity were the reason why Hua Hin was selected by high-ranking officials to stay during summer time so as to rehabilitate and relax. In Europe during the 18 and 19 centuries travelers preferred to go to the beach to relax and swim in the sea. Doctors also recommended patients to drink and bath sea water; therefore, going to seaside resort was a trend in western countries and influenced to Siam as well. The advice of foreigner doctors associated with the view of the King and royal families, who studied in western countries, was related to the holidaymaking by the sea and the founding of the first seaside hotel.

Hua Hin originally was a royal seaside resort for the royal family and Hotel Hua Hin has been developed to be a world class seaside resort limited among elites, high commissioners, and expatriates (expat) during the monarchy period, then followed by common people after the political change. For the alternative of accommodation and to fulfill the needs of a high-class travelers, Hua Hin Hotel added more rooms and bungalows and other small scale hotels were built as well. The shortage of lodging was the main reasons that made the local population switch to provide their houses as a guest houses. During this time, the government promoted domestic tourism so as to encourage people to travel in the country. This resulted in various types of accommodations lower prices and no controls with increasing number. Similarly, nowadays in Hua Hin there are a variety of accommodations including hotels, bungalows, guest houses and even homestays and hostels in every corner of downtown Hua Hin.

The town was further developed through the series of National Plans. The Tourism Authority of Thailand (T.A.T.) launched many campaigns to promote Domestic and the International tourism for Thais and the International market. Hua Hin was promoted as a passive beach because of the character of the seaside town and its quiet, clear sea water, long white sand beach, and no beach road, on the other hand, there are no sport activities like Jet Ski, banana boat, parachute so on, but riding on the horseback is one of the unique activities that started during World War II and is still available on beach. As a result, Hua Hin is a fully developed tourist destination and is one of the most popular excursion places.

The past over 20 years, the town was less crowded; European travelers enjoyed walking on a straight white sand beach, unlike today where the beach is

occupied by beach chairs and many guest houses and restaurants are trespassing on the beach so that the traveler cannot continue walking through as in the past. Still, travelers could enjoy more with sitting on a bicycle around the town where this can be arranged in advance. Today not only Scandinavians, English, and Americans but Chinese, Indian, Malaysia, Indonesian now come to Hua Hin as well. Asian travelers stay shorter times than Europeans. Scandinavians mostly will stay long period of time during their summer (Aug-Sep). Many of them have bought a house in Hua Hin; otherwise in neighboring like Cha-am towns. Nevertheless, foreigner travelers average spending more than Thai and stay longer.

Thai travelers come for pleasure or to visit family or friends and stay with them for a period of time in beach house or bungalow. Mostly they come during school holiday. These days, domestic travelers have more alternatives to get to Hua Hin by train or automobile. In the present, they are able to go to Hua Hin by public bus, minivan, air, and train. Buses will take about 3-4 hours, while the train takes 5 hours and air takes 45 minutes.

T.A.T. position is that Hua Hin in a niche market for the international market. It works well because this market usually uses 4-5 stars hotel and the room prices are rather high, which is the opposite to domestic market. Regarding the variety of accommodation types in Hua Hin and nearby, a difference range of prices suit domestic tourist, Thais and foreigners, especially budget tourists.

For the domestic market it can be said that Hua Hin is a mass market for Thai visitors because they come by big bus mostly, they spend a short time at the site and enjoy visiting man-made sites rather than cultural sites and the majority is excursionist. In general, there will be no season for local visitors, but Hua Hin will be crowded during a long weekend, which always impacts residents and visitors.

No matter what, tourism growth is a benefit and a support for the local economy. It creates jobs, businesses, and infrastructure, and improves living standard of all. As a tourism town, almost all natives work in the service industry or related businesses, while outside labors come to work as a hotel staff, restaurants, shops, salon, etc.

Considering the number of the hotel and room, from the Provincial National Statistic Office, in 1999 and 2000 Hua Hin has only 70 hotels and 3,038

rooms and has increased rapidly. From the table below, in 2012 and 2013 there was significant growth compared to 2006, when there were only 141 hotels and 4,434 rooms,* while in 2012 and 2013 there were 306 and 309 hotels and there were 10,152 and 10,133 rooms respectively. In 2014 and 2015 number of accommodation and room declined, because of the economic recession, which caused from the reflection of the politic situation during that time. However, the number of total guests has still gone up.¹

Table 16 Internal Tourism of whole Kingdom in 2014-2015

Type	2015	2014	%Change
Visitor	249,074,211	227,226,499	10
Thai	185,110,333	169,903,946	9
Foreigners	63,963,878	57,322,553	12
Tourist	159,191,352	145,578,269	9
Thai	106,841,284	98,396,128	9
Foreigners	52,350,068	47,182,141	11
Excursionist	89,882,859	81,648,230	10
Thai	78,269,049	71,507,818	9
Foreigners	11,613,810	10,140,412	15

*Tourism Authority of Thailand, Central Office: Region 2 office

¹The Provincial Statistic Office. Hotel Statistic in Hua Hin District. Retrieved from http://pchkkhan.nso.go.th/index.php?option=com_content&view=article&id=

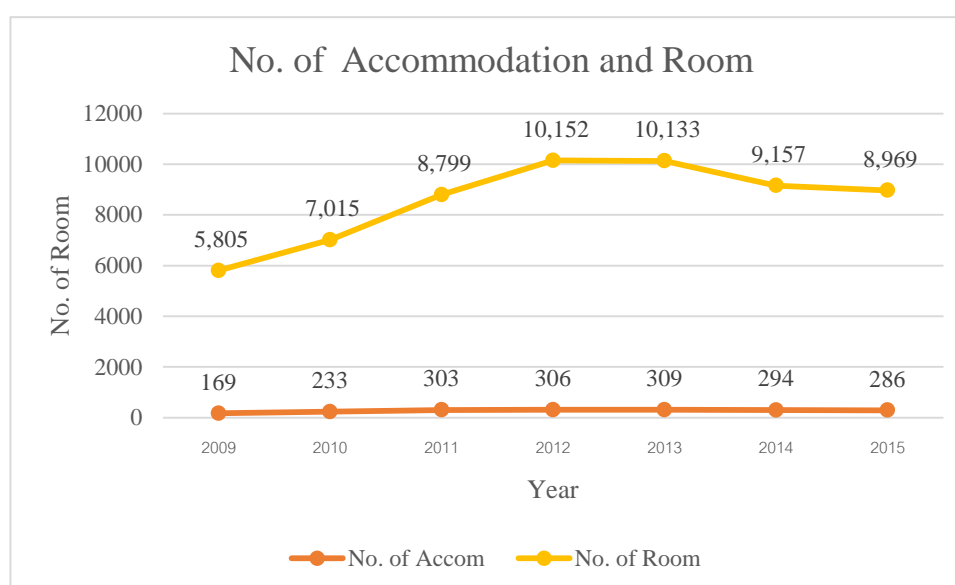
196:huahin&catid=114&Itemid=598 [Accessed by 15 Jun 2015]

No. of Accom	169	233	303	306	309	294	286
No. of Room	5,805	7,015	8,799	10,152	10,133	9,157	8,969
Thai	671,591	714,605	1,055,182	1,710,292	1,850,525	2,019,277	2,085,313
Foreigners	318,372	329,302	559,082	684,248	749,881	763,864	794,383
Total guest arrival	989,963	1,043,907	1,614,264	2,300,788	2,600,406	2,783,141	2,879,696

Source: Department of Tourism

In 2008-2011, there was political unrest and rallies in Bangkok, which effected to all type of businesses especially tourism. In 2013-2014, there was a demonstration and in May 22, 2014, there was a coup d'état. Hua Hin also impacted by the politics but this did not affect the number of guests. Actually, Hua Hin has more Thais than foreigners and being not too far from Bangkok meant people still went there. From the table above, it shows that number of accommodations increased from 2009-2013 and decreased in 2014-2015 as well as the number of rooms. On the other hand, the number of Thais arriving in Hua Hin (table 17) rose slightly from 2009-2010 but grew suddenly from 2011-2012 and had a steady rise from 2013-2014. While the number of foreigners increased slightly from 2009-2010 the figure rose sharply from 2011-2012 and has had growth from 2013-2014.

Diagram 4 Accommodation and Room in 2009-2015



Source: Department of Tourism

From diagram 4, the number of rooms increased rapidly from 2009-2012 but had a sharp drop from 2013-2014. As can be seen, there was new big-scale accommodations in 2011-2013. Some might have been closed for renovation or reconstruction and also possibly the effects from the political situation during that time all are factors.

Diagram 5 Tourist arrival at Accommodation from 2009-2015



Source: Department of Tourism

Diagram 5 demonstrates that there was a big gap between Thai guest and foreigner arrival at accommodation in Hua Hin from 2009-2015, which contrasts to the number of rooms that fell in 2013-2015. It can be assumed that might be the reason the change of tourist behavior is associated with the political situation.

Table 18 Internal Tourism in Hua Hin 2010-2015¹

Type	2010	2011	2012	2013	2014	2015
Visitor	2,448,176	3,080,614	4,115,740	4,417,025	4,660,994	4,835,371
Thai	1,967,294	2,396,825	3,249,413	3,500,499	3,730,557	3,868,173
Foreigner	480,882	683,789	866,327	916,526	930,437	967,198
Tourist	1,465,631	1,931,581	2,603,308	2,770,413	2,954,914	3,045,229
Thai	1,062,609	1,345,210	1,860,449	1,984,043	2,161,675	2,223,244
Foreigner	403,022	586,371	742,859	786,370	793,239	821,985
Excursionist	982,545	1,149,033	1,512,432	1,646,612	1,706,080	1,790,142
Thai	904,685	1,051,615	1,388,964	1,516,456	1,568,882	1,644,929

¹Tourism Authority of Thailand. Statistic of Internal Tourism in Hua Hin. Retrieved from http://www.marketingdatabase.tat.or.th/ewt_news.php?nid=1621&filename=index&c_id=155 [Accessed by 17 Mar 2015] and the Department of Tourism

Foreigner	77,860	97,418	123,468	130,156	137,198	145,213
Revenue (Million Baht)						
Visitor	10,580.56	17,318.07	20,860.52	24,317.29	25,905.56	28,165.71
Thai	6,269.58	11,355.89	13,372.76	15,834.35	17,125.33	18,600.49
Foreigner	4,310.98	5,962.18	7,487.76	8,482.94	8,780.23	9,565.22

Source: Adopted from the Department of Tourism

The table above provides the number of internal tourists in Hua Hin from 2010-2015. This demonstrates that Hua Hin has more visitors than tourists and excursionists and there were more Thai tourists rather than foreigners. Thais spent more on foods and souvenirs while foreigners spent more on accommodation and transportation and food respectively. Thais average stay overnight was shorter than that of foreigners. Even though foreigners average stay was longer they spent more than Thai but overall. Still, the Thai generated more income. Therefore, these data tells the future trend which is useful to investor, and owners of businesses to take into account for their future plans.

Diagram 6 No. of Tourist Arrivals Hua Hin, 2010-2015



Source: Department of Tourism

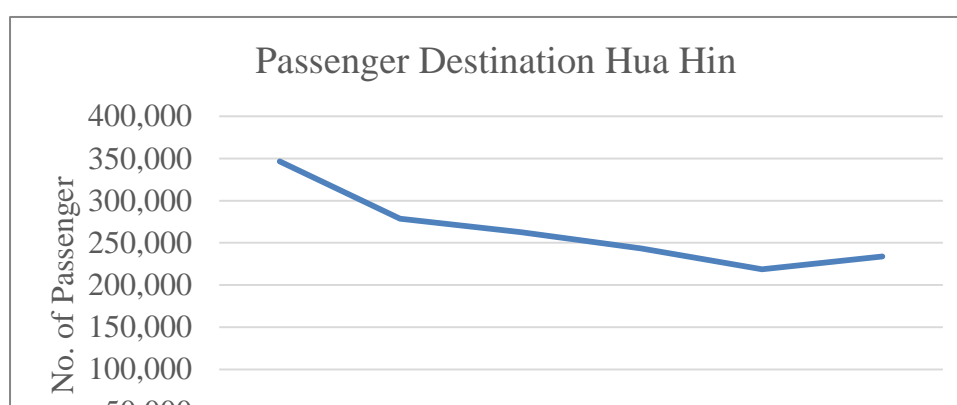
As shown in the diagram above, the number of all type of guests in 2010-2011 rose up gradually, even though Thailand faced political unrest in 2009-2010 and an unpredictable (political) situation during 2011-2014 and the coup d'état in 2014. But people still travel. The number of visitors increased slowly from 2010-2011 and had a gradual rise in 2011-2012. In 2013-2015, there was a slow growth in all type of guests.

Table 19 Statistic of passenger destination Hua Hin travel by train

Month	2010	2011	2012	2013	2014	2015
Jan	24,163	25,217	23,467	22,384	20,299	20,510
Feb	67,020	22,070	19,560	20,013	17,543	17,515
Mar	56,194	29,398	26,028	24,751	22,485	22,685
Apr	28,380	24,976	26,289	23,805	21,337	22,587
May	28,174	29,024	23,471	22,355	20,322	21,281
Jun	18,501	18,748	18,723	15,769	15,583	16,493
Month	2010	2011	2012	2013	2014	2015
Jul	23,020	23,360	22,833	18,507	17,410	20,165
Aug	21,201	21,231	19,271	18,111	16,582	17,733
Sep	19,320	21,100	17,210	15,415	14,037	14,971
Oct	27,830	24,729	25,049	22,073	18,322	21,990
Nov	7,574	15,799	18,497	16,321	14,806	15,973
Dec	24,861	22,835	22,364	23,860	19,766	21,721
Total	346,420	278,487	262,762	243,364	218,492	233,624

Source: Department of Transport, the State Railway Authority of Thailand

Diagram7 passenger Destination Hua Hin by train, 2010-2015



Source: Department of Transport, the State Railway Authority of Thailand

Regarding the political unrest that happened in 2010 till the mid of 2012 and 2013 to 22 May 2014, there was a significant decline in the number of passenger arrivals by train but a steady rise in 2015. Passengers mostly visited Hua Hin during Jan-May, October and December.

In summary, the number of tourists shown in all of the above tables and diagrams tell the future trend of tourism in Hua Hin with high potential in tourism associated with the heritage that scatter around in Hua Hin town, such as the colonial architecture at the Railway Hotel and railway station, some wood houses in which are identified as “identity house” by the municipality and beach houses.

Unfortunately, Hua Hin’s identity is being forgotten and if all remains unchanged, it will be vanish soon. Hua Hin still has cultural material such as temple, colonial buildings, traditional Thai-style and wood houses, a traditional way of life, believes, culture, and traditions, which have high value and significance to residents and the community that we should preserve for our future generations.

In the next chapter, I will discuss the value of the heritage found in Hua Hin, so as to increase the community’s awareness about those values.



Chapter 5

Exploring and Assessing

To gain more understanding about the value of the site in order to design the suitable management plan, this chapter will explore outstanding tourism attractions in Hua Hin Municipality, including tangible and intangible heritage. Heritage building will be assessed according to cultural significance set out in the Burra Charter, whereas tourism impacts on urbanism in Hua Hin Municipality will be explored in the last part of the chapter.

5.1 Tourism Attraction in Hua Hin Municipality

Hua Hin was well known as the first seaside resort for the Royal family and then developed into the most popular tourist destination when the southern railways were laid through the town. At present, Hua Hin is still a famous place both for Thais and foreigners, because of the serenity and beauty of its beach, its convenience, and choices of tourism attractions. Tourism attractions in Hua Hin Municipality are not limited to natural heritage sites but also include cultural heritage and manmade heritage attractions as in the following:

Tourism Attraction

Hua Hin Beach

The beach is in the east of the town. It is a 5-kilometer long¹ white fine sand beach with a rocky promontory flanked on both sides by curving bays. The most popular area for swimming, horseback riding, relaxing on the beach begins from the front of Hilton Hotel and extends to the Centara Grand Beach Resort & Villas. It has now expanded further to the south from the Centara Grand Beach Resort & Villas to Takiab village. Today Hua Hin beach can be accessed mainly by Damnoenkasem Road. Many souvenir shops are along the way to the beach. Besides that there are a number of permitted vendors providing beach-chairs and food services on the beach. In addition, a music festival is one of activities that is held on the beach every year.



Figure28:Hua Hin Beach in January 2013

Source: Researcher

Khao Hin Lek Fai

The panoramic view point of the town, as well as the sunrise and sunset viewing point, is located 3 kilometers to the west of the town. It is 162 meters above sea level. In addition to the view point, there are a statue of King Rama VII, a local handicraft center, a restaurant, activity spaces and various kinds of rare trees at the peak of the hill.² Usually this view point is used for jogging, exercise, and pleasure of the community. As a beautiful scenery view point in the center of the town, Khao Hin Lek Fai became one of the most popular tourist-a “must-see” place. It can be reached easily by Chomsin Road.

¹Tourism Authority of Thailand (T.A.T.). **Prachuap Khiri Khan**. p.10.

²Tourism Authority of Thailand (T.A.T.). **Prachuap Khiri Khan**. p. 11.

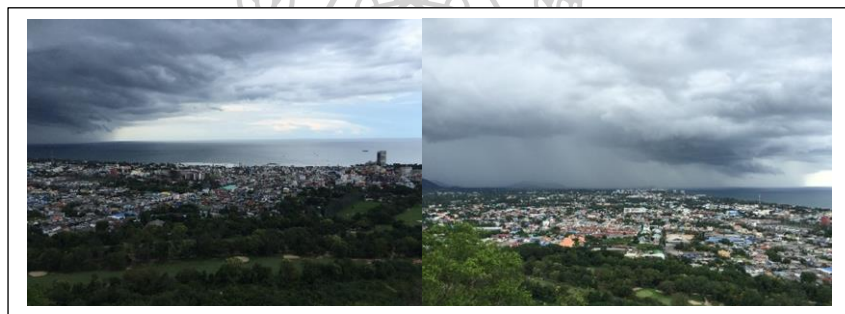


Figure 29: Khao Hin Lek Fai View Point

Source: Researcher

Khao Takiab

The old fishing village is located 14 kilometers to the south of Hua Hin. TaKiab beach is 1.5 kilometers long. At the end of the beach, there is a cliff-hanging rock mountain over the sea and its summit is occupied by a temple. This attraction has a large standing Buddha image in the attitude of pacifying the ocean facing to the sea as a symbolic of Khao Takiab and view point the top.¹



Figure 30: Khao Takiab & beach

Source: www.google.com

Koh Singto (Lion Island)

The small island is about 800 meters on opposite of Suan Son beach. It has the shape of a lion crouching and facing to the north. Fishing is the most challenging activity there and visitor can rent a boat at Takiab Village. It will take about 45 minutes to get to the island.¹

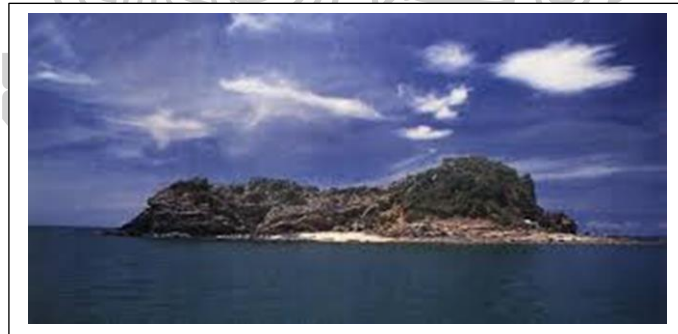


Figure 31: Koh Singto

Source: www.google.com

Khao Tao Village

Khao Tao fishing and farming villages is located at Nongkae sub district, about 13 kilometers to the south of Hua Hin. The attractions in Khao Tao are: Khao

¹Tourism Authority of Thailand (T.A.T.). **Prachuap Khiri Khan**. p. 15.

Tao Temple cave and the first development of the King's royal project of reservoir (1962). In addition, there is Had Sai Noi, a small quiet beach in the south, next to Had Sai Yai where the royal project of forest park is located. Finally, there is a handicraft center, which was the idea of Her Majesty the Queen to assist local people. Cotton is the most famous product from this village.



Figure 32: Handicraft center

Figure 33: Beach

Source: www.google.com

Source: www.google.com



Figure 34: Khao Tao reservoir

Figure 35: Boat racing in Khao Tao reservoir

Source: www.google.com

Source: www.google.com

Amparam Temple or Wat Hua Hin

Wat Amparam, was known as Wat Hua Hin, was built in 1896 by the chief monk, Luang Phor Nak (หลวงพ่อนาค) a native of Hua Hin. Wat Hua Hin is an ordinary temple located in the center of the community. In the past, this temple used to be sponsored by Queen Saowapongsri of King Rama VI, an involved in Royal family during the times they made a visit to Hua Hin. The temple has been developed through several generations until the present day; the temple achieved the reward of “model of developed temple.”¹

In Thailand’s modern history, this temple played a very important part, being appointed as the election venue for the first Hua Hin Municipality system in 1938.²



Figure 36: Vihara Luang Phor Nak

Source: www.google.com

¹Wat Amparam Hua Hin. **History of Pra Kru Viriyathikari** (ประวัติพระครูวิริยธิดาธิ). (Hua Hin: n.d). p 2,4,7,9.

²**Luang Por Wat Hua Hin**. Printing for the commemoration of the cremation ceremony of Pra Kru Pitakvorakan (Chamras Sukhitoh) at Wat Hua Hin Amphore Hua Hin Prachuap Khiri Khan Province on Saturday 24 April 2010. Hua Hin: Hua Hin Sarn. p. 53.

Chinese shrine

A Chinese shrine, known as San Chao Mae Tamtim Chao Phor Somboon (ศาลเจ้าแม่ทับทิม เจ้าพ่อสมบูรณ), is located in the east of Naresdamri road, on the way to the beach and next to Prince Chakabongse's former residence (present Hilton hotel). This Chinese shrine is highly respected by Thai-Chinese residents, specially fishermen in the village. They believe that the Chinese god and goddess will protect them from bad spirits or even bad storms and save journey when they take the boats down to the sea. ¹



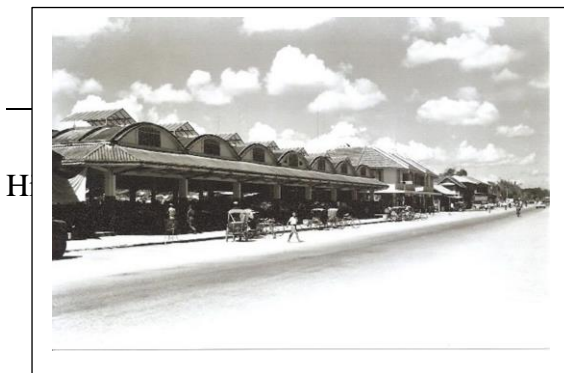
Figure 37: Chinese Shrine

Source: Researcher www.google.com

Chatchai market

It was built in the reign of King Rama VII (1926) under the supervision of Prince Burachatra Chaiyakorn. The market is covered with a 7-curved roof designating the King Rama VII's reign and well ventilated; it is the cleanest market in the country. Here is one of the significant sites of the seaside resort town. This market was named Chatchai in order to honor the founder, Prince Burachatra Chaiyakorn.

Nowadays, fresh seafood products, vegetables, dried salted seafood products, sweets, and Thai desserts as well as clothing are available here.



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Figure 38: Chatchai Market in the past

Source: Samaisilp Photo center

Figure 39: Market in 2014

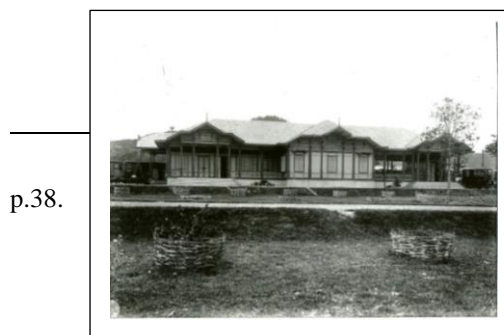
Source: Researcher

Railway station

The Hua Hin railway station was founded in 1911. It is located at the beginning of Damnoenkasem road. It was built with wood and concrete in a Victorian or Colonial-influenced style. The current building was reconstructed in 1926 and painted in red and cream colors. It is located opposite to Royal Hua Hin Golf Course, and nearby there is a head of a steam train, which had been used before World War II.

When Hua Hin could be reached by train, the Royal family first took the train to this railway station, then continued by oxcart to their resort¹ and a short railroad from railway station to Queen Saowabapngsri's villa was added. However, it was removed after the queen passed away.

As the present, travel by train to Hua Hin is still a choice for visitors, excursionist, domestic travelers, and foreigner travelers because of Hua Hin's nostalgic, beautiful scenery. It is also inexpensive. The Hua Hin railway station has received the King, the Queen and Royal family, nobles, expatriates, local people, travelers, holiday makers and excursionists from generations to generations. This unique station has become the symbol of Hua Hin, and most of visitors and tourists never miss a chance to take a picture at this spot.



ab Da



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Figure 40: Railway station in the past Figure 41: Railway station in 2015

Source: National Archive

Source: Researcher

King Rama VI's pavilion

The King's pavilion is located next to the railway station. It was first built in Sanamchan Palace, Nakhon Prathom Province in order for the King to watch the Wild Tiger Corps and Civil Boy Scout during the annual training. When the reign ended, this pavilion was removed and in 1968 the Fine Arts Department put it back again in Hua Hin next to railway station. It is in a square building with a 4 side gables and 2 tier roofs. In the present reign, this building is used as resting or waiting room for their Majesties.



Figure 42: King Rama VI Pavilion

Source: Researcher



Figure 43: King Rama IX's birthday in 2015

Source: Researcher

Suan Son Pradiphat

Suan Son Pradiphat, or the army rehabilitation and recreation center, is under the supervision of the Infantry Training Command, Pranburi. It is located 7 kilometers along Petchkasem road to the south of Hua Hin. In the past, this place was

a favorite place for someone who likes to dance; they will come every Fridays night to enjoy dancing in different tempos.

The beach here is peaceful and less crowded, and visitors, especially foreigners, prefer to come here. Today, Suan Son Pradiphat receives more overnight visitors because it has a hotel, bungalows, row houses, and houses provided not only for military member but also the public.



Figure 44: Suan Son Praditphat

Source: www.google.com

Plearnwan

Plearnwan was established in 2009. It is situated on Petchkasem road before the approach to Hua Hin downtown. “Plearnwan” is a combination of English words ‘Play and Learn’ with ‘Wan’, a Thai word which means yesterday. Here is a living museum and exhibits about Hua Hin in the past. Visitors enjoy playing and learning the history, ritual, culture and arts. They imitate the lifestyle, shops, architecture, and atmosphere of the past. There are many photo opportunities at this place which is the theme of the site in an effort is draw more domestic visitors than foreigners. Plearnwan also has accommodations for someone who would like to recall and experience yesterday lifestyle. It is opened daily from 9:00 hr. - 21:00 hr.



Figure 45: Plearnwan
Source: Researcher

Cicada/Suan Sri

Cicada was begun in 2010. It is located in Takiab on an old land cover with old trees in the tropical garden atmosphere together with old beach houses. The founder would like Cicada to be an alternative for visitors who come to Hua Hin very often as well as new generation. At this place, there is a market for clothes, art works and souvenirs; there is also a food court, bar, amphitheatre, and street performances. Cicada is different from the other places. That Hua Hin did not have before thus this place became one of the most popular sites which you should not miss it. Cicada is open on Fridays to Sundays from 16:00 hr. – 23:00 hrs. Visitors can take Song Tew (pickup truck taxi) Hua Hin airport – Takiab from Hua Hin town and get off at Cicada. It will take about 15 minutes.



Figure 46: Cicada/Suan Sri

Source: Researcher

Rajabhakti Park (อุทยานราชภักดิ์)

The newest tourist attraction was opened in 2015. This site is located 4 kilometers south of Hua Hin in the area of Royal Thai Army Hua Hin on Petchkasem road. Rajabhakti Park was built for the admiration of Thai King in the past as well as a tourist attraction and a history learning center. There are the 7 Kings Monument, and an exhibition hall and history learning center, at the base of the King monument. It is open daily from 08:00 hrs. – 18:00 hrs.



(A)

(B)

Figure 47: Rajabhakti Park

Source: Researcher

Hua Hin Night Market

Hua Hin night market is one of highlights that all tourists do not want to miss to visit. In fact, it was like the other night market, where one can find only food stalls. Due the rapid growth of tourism, Hua Hin night market has changed from a food market to a touristic market, where there are more souvenirs shops, massage, and spas for tourists rather than food stalls.



Figure 48: Night Market
Source: Researcher

Exploring Heritage in Hua Hin

“**What does Heritage mean?**” Heritage means all inherited resources that people value for reasons beyond more utility.¹ It is composed of tangible places, such as buildings houses and places, and intangible heritages such as language, food, ways of life, beliefs, rituals and traditions.

The International Council on Monuments and Sites (ICOMOS) International Cultural tourism Charter states that:

“**Cultural Heritage** is seen as a dynamic reference point for daily life, social growth and change... and **Cultural Heritage** is an expression of the ways of living developed by a community and passed on from generation to generation, including customs, practices, places, objects, artistic expression and values and it is often expressed as **Intangible** or **Tangible Cultural Heritage**.”²

The website of UNESCO states that “Cultural heritage is the legacy of physical artifacts and intangible attributes of a group or society that are inherited from past generations, maintained in the present and bestowed for the benefit of future generations.”³

¹Donald Ellsmore. **Course notes for Cultural Tourism: Impacts, Planning and Management**. (Bangkok: Silpakorn University, 2015). p. 12.

²International Council on Monuments and Sites (ICOMOS). **International Cultural Tourism Charter**. p. 2 and 21.

³United Nations Educational, Scientific and Cultural Organisation, Cairo Office(UNESCO). Intangible cultural heritage. Retrieved from <http://www.unesco.org/new/en/cairo/culture/intangible-cultural-heritage/> [Accessed by 14 Jun 2016]

Tangible Cultural Heritage

“Tangible heritage includes buildings and historic places, monuments, artifacts, etc., which are considered worthy of preservation for the future. These include objects significant to the archaeology, architecture, science or technology of a specific culture.”¹

“Tangible cultural heritage refers to physical artifacts produced, maintained and transmitted intergenerationally in a society. It includes artistic creations, built heritage such as buildings and monuments, and other physical or tangible products of human creativity that are invested with cultural significance in a society.”²

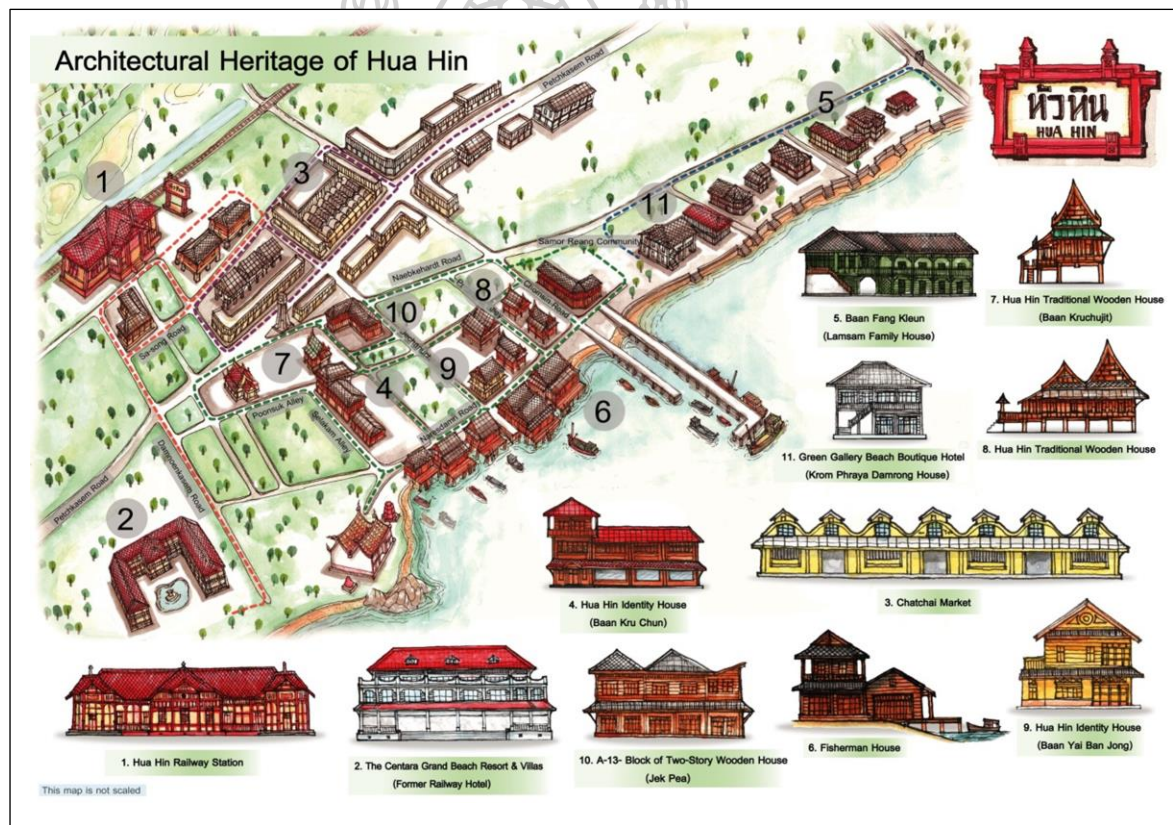


Figure 49: Architecture Heritage of Hua Hin

Source: Illustrated by Panjawetch Boonrod

¹Ibid.

²United Nations Educational, Scientific and Cultural Organisation UNESCO. **Convention for the Safeguarding of the Intangible Cultural Heritage**. (Paris: UNESCO, 2003).

By the survey, it found that the tangible heritage in Hua Hin is located both on the east and west of Petchkasem Road. There are some samples of old houses and buildings in the town as following:

The Railway hotel or present Centara Grand Beach Resort & Villas and Topiary garden

This heritage building was built in the reign of King Rama VI in Colonial style by an Italian architect who worked for the Royal Railway in 1922. The hotel building has been extended, especially after World War II when the topiary garden were added. Besides the colonial building, the garden became the symbol of the railway hotel as well.

In 1986, this property was developed from the Railway Hotel to a luxury hotel and resort by Central Hotel and Resort group and renamed the hotel as Sofitel Central and Villas. Now the hotel is operated by Thais under Centara Hotel & Resort group.

The original building embraces a nostalgic theme. To evoke this atmosphere-when this place was the Railway Hotel. The first floor of the heritage building provides an afternoon tea place where guests can appreciate the old-time atmosphere of the hotel through old pictures and furniture. The lobby of the new building also have a display where guests can see Railway Hotel's utensils and dishes in showcases.

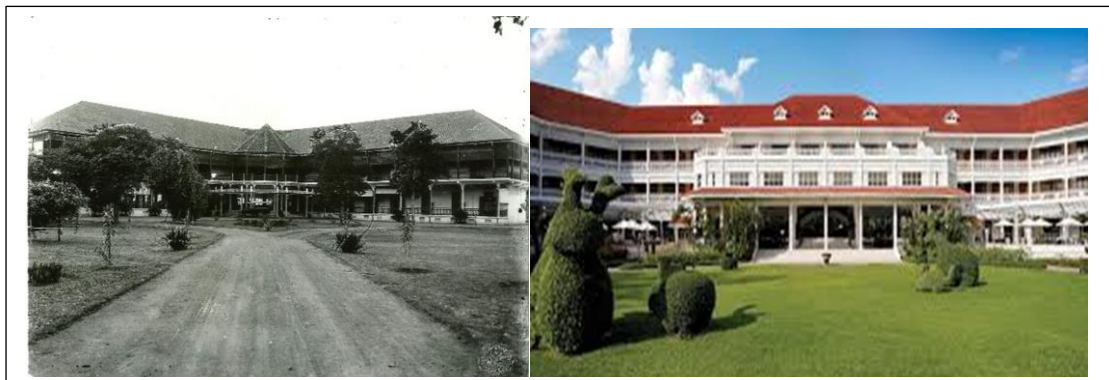


Figure 50: Railway Hotel/Hotel Hua Hin Past and Present

(Centara Grand Beach Resort & Villas)

Source: National Archive and www.google.com

Beach houses

A number of beach houses were built in the reign of King Rama VI to provide comfort and convenience to the Royal family and nobility who followed the King. The number of the houses highly increased after the southern line link with the British Malaya train.

Yuwarat's survey of 1999 and provide an excellent advice of these houses and the researcher concluded from her survey that "In the east of Phetchkasem Road from the south of airport to Chivasom hotel at the junction of south Takiab, there were 127 beach houses and in 1911-1945. There were 45 beach houses and 54 of them in 1946-1986 and 28 of them in 1987-1999. "Yuwarat also added that the early beach houses were airy wood houses and with raise floors with hip roofs that covered the verandas with sunshade, connected to the indoors. There were also many windows and ventilators on the walls. Beach houses have raised floors in order to release the humidity and the empty ground under the house was used for multi-purpose activities. Beach houses were mostly painted with pastel colors and designed to associate with environment, the weather, and activities as well. Most of beach houses were built on beach front and main entrance faced the sea." ¹

A good example is the private beach houses, figure 51 (A)(B), a group of beach houses located next to the night market; this place can be accessed by either the night market or Petchkasem Rroad. This property is well preserved and demonstrates beach houses in the old day.



Figure 51: Beach houses embraced with the market

Source: Researcher

Beach houses were built in the style of English bungalows associate with the tropical weather, which were owned by royal family and nobles. They mostly were located on Naebkehardt Road, Naresdamri Road, and Petchkasem Road. The later villa of Prince Chakrabongse on Naresdamri Road was replaced by the Melia Hotel, currently the Hilton Hotel as well as the villa of Queen Saowabha Phongsri. I is occupied by the Centara Grand Beach Resort & Villas and resort, next to is Sukavedh (สุขเวศม์) where the first group of beach houses or bungalow was established. Nowadays, one of the houses has been renovated and in use by the fourth generation of the property's owners.

Traditional houses

Traditional houses were built of wood or half brick and concrete with clay tiles, wood tiles and tin roofs. There are a number of traditional houses which now becoming rare to find in Hua Hin. Some can be seen in Praephan (แพร่งพันธุ์) Alley, Naebkehardt (แนบเคหาสน์) Road, Poonsuk (พูลสุข) Alley, Naresdamri (นเรศดำริห์) Road, Damnoenkasem (ดำเนินเกษม) Road, Chomsin (ชมสินธุ์) Road, Dachanuchit (เดชาบุชิต) Road, and Samor Reang (สมอเรียง) community. The vernacular houses that were found in the center or core zone* belong to private individuals are almost always in use.

Praephan, a small alley in the town connected Naebkehardt and Naresdamri Road, has houses being typical and rare¹ most are used as residences,

* Core zone includes protected area, as they act as referenced points on the natural state of the ecosystems represented by the biosphere reserves. Information from these core areas may be used to assess the sustainability of activities, or the maintenance of environmental quality, in surrounding areas.

¹Yongtanit Pimonsathean. **Urban Revitalization and Urban Conservation**. (Bangkok: Thammasat University Press, 2013). p.67.

which remain in moderate state. Some need to be restored owing to this poor condition. Some are abandoned (figure 46). Many houses have retail and spaces. Others rent part of the space to the entrepreneurs (mostly foreigners, from outside the community). Poonsuk Alley is connected with Damnoenkasem Road to the south and Dechanuchit Road to the north; wood houses associated with several low rise buildings especially from the opposite temple up to the end of Damnoenkasem Road intersection are found along this road. Once seeing, a residency, this community has been transformed to commercial use and many local residents have moved out and to be replaced by outsiders. One of the heritage houses (figure 53) in the community belongs to a retired couple who are local. This house is very well maintained and the owner and family are still living in it. Another three-storey wood house is located on Poonsuk Alley and Selakam (เสลาคาม) Alley intersection. This private property was slightly modified on the first and second floor as massage and spa rooms whereas on the third floor remained original. However, both houses are exemplary.* In an area, where many traditional houses have been modified for various types of business relating to tourism, these remain unspoiled.



Figure 52: Identity Hua Hin house on Poonsuk Alley

Source: Researcher

*To be a master type for others or the best in the same type of house adapted from Yongtanit Pimonsathean. **Urban Revitalization and Urban Conservation**. p.67.

Hua Hin has many types of houses individual examples where entire houses made of wood and others that have a mixture of concrete wall on ground floor and wood above. Some houses used to be covered with terra cotta tiles, which is now transformed to zinc or concrete tile in the present day. The same is true if zinc or concrete fences. Many houses, which face to the road, have been modified for commercial purposes such as restaurants, costume tailors, travel agencies, massage parlors and spas, etc. In the small alleys, it is found that the owners are still living, whereas some properties are for rented as residencies.

Houses figure 53, are houses for rent, while house figures 52 still have owners living in there.



Figure 53: Traditional house in Praephan Alley

Source: Researcher



years from the Municipality and it has been open as a coffee house and a breakfast place until t

The present, several other older buildings are still being use as residences or open as shops.



Figure 57: House on Dechanuchit and Naresdamri intersection

Source: Researcher



Figure58: House on Dechanuchit and Naebkehardt intersection

Source: Researcher

Naresdamri, a long straight alley is connected to Damnoenkasem Road to the south and fishing pier to the north. According to “the study for conservation guidelines of Hua Hin old town case study Naresdamri Street area” in 1999 by Thitiwot Chaisawataree, this was the Hua Hin’s first community and the area has been developed in different ways.¹ At present, several old houses remain but most have been modified and remodeled for the purpose of tourism business and only a few houses are still used as dwellings. Unfortunately, some wood houses that Thitiwot

¹Thitiwot Chaisawataree, “ **The study for conservation guidelines of Hua Hin old town case study Naresdamri street area**” (Master dissertation, Faculty of Architecture, Chulalongkorn University, 1999).

recommended to conserve in this area have been removed and replaced by concrete buildings or otherwise have changed for tourism business purpose. In effect, the entire alley is also one of tourism precinct.



Figure 59: Restaurant & houses & business offices on Naresdamri Road

Source: Researcher



Figure 60: Houses & tailor shop on Naresdamri Road

Source: Researcher

Damnoenkasem Road was the first modern road that was directed straight from railway station to the beach after the railway and the Railway hotel were built. The first government office in wood was built nearby the railway station which is

occupied by the Hua Hin fire station today. Moreover, some wooden houses still can be seen at the Damnoenkasem and Sa-song (สระสง) intersection and in the area between the Poonsuk intersection and the Naresdamri intersection. Furthermore, various sizes of hotels and guesthouses including commercial buildings are in this alley. Most of these buildings were adjusted for a rapid tourism growth. This alley is still a main road, which leads all tourists to the beach from the railway station.



Figure 61: The first Municipality office Figure 62: House on Sa-song road

Source: Researcher

Source: Researcher



Figure63: Wooden houses on Damnoenkasem Road

Source: Researcher

Chomsin Road leads straight from Hin Lek Fai Hill to the fishing pier. From observation on site, there are still many wood houses in the area with many of them in the spirit of typical or traditional design. Modifications have often been made on the first floor. Usually, the investor or tenant will develop a property related to a tourism-related business.



Figure64: Wood houses on Chomsin Road

Source: Researcher

Some houses are simply rare. Only a few such houses remain in the community. Good examples can be seen in figure 55 and 65 which are the best examples of houses in this community. These include fishermen's houses, typical of the fishing community, in Samor Reang and Naresdamri, which reflect their way of life very well.



Figure 65: House on Chomsin and Naresdamri Intersection

Source: Researcher

Samor Reang was the first settlement in Hua Hin. This community is quite crowded and there is an alley straight through the community. In the past, this was the fishing community but at present we can hardly find fishermen in this community because they changed their profession to be owners of small businesses such as souvenir shops, restaurants, salons, and so on. However, there are still a few fishermen in Samor Reang. Mostly reside close by the beach where they dock their small fishing boats. In this community, various wood houses are found inside the alley and majority of them have been renovated to some degree.

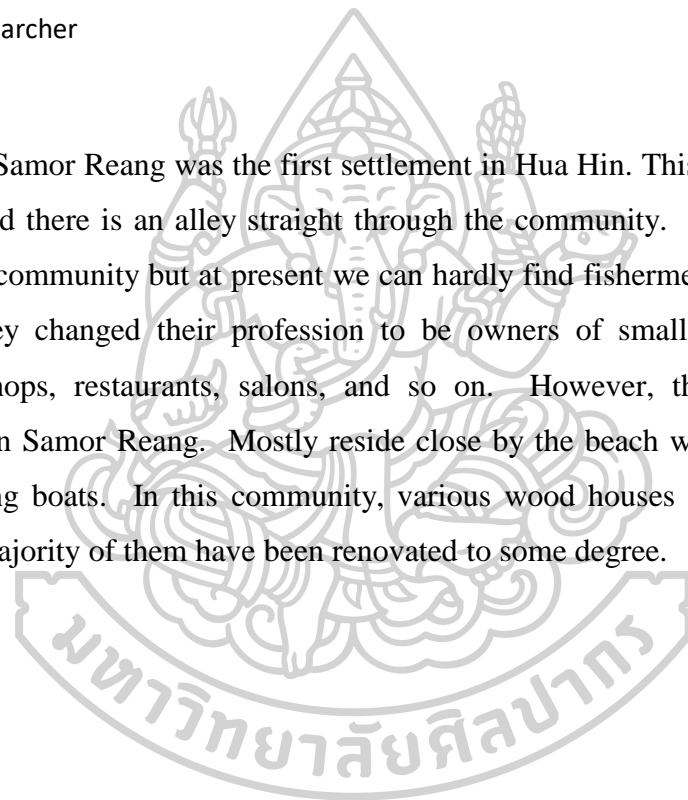




Figure 66: Wood houses in Samor Reang community

Source: Researcher

Railway house

The railway house, bearing similarity in architectural style with other State Railway houses, was first built for their staff and was used as an office building in the early part of the reign of King Rama VII. All of the houses are located next to Hua Hin Railway Station and they still function as offices and staff's residences.



Figure 67: Railway house

Source: Researcher

As seen above, it can be said that the tangible heritage especially at wood houses, is dispersed throughout Hua Hin's downtown and neighborhoods. The majority of these houses are used for commercial purposes if they are in tourist precincts, while the rest continue being used as residences. These tangible heritages have different values and they will be assessed in the cultural significance topic.

Intangible cultural heritage

In “What is Intangible Cultural Heritage?” UNESCO indicated that “Intangible cultural heritage is an important factor in maintaining cultural diversity in the face of growing globalization. Besides those Intangible cultural heritage includes oral traditions, performing arts, social practices, rituals, festive events, knowledge and practices concerning nature and the universe or the knowledge and skills to produce traditional crafts.”¹

According to this, the uniqueness of Hua Hin is at risk of fading away. This includes ritual festivals and indigenous beliefs. This is a result of the replacement of the local population by outsiders that has caused change in the community.

Native speech in Hua Hin an accent that is a rural accents that differ from that other or districts in the same province. The rural accent will disappear if there are more immigrants to Hua Hin. Because outsiders will practice their daily life using their dialects, except for those newly born in Hua Hin when they grow up, they may be influenced by the environment.

Ritual festivals in Hua Hin held at Hua Hin Temple by local residents are still going on as usual but are less crowded than before. This might be caused by increasing numbers of new immigrants to town and by the fact that local people are busy with earning a living. Some local residents have moved out from the community have decided to go to temple nearby their new place rather than who is coming back to Hua Hin Temple because of the distance involved.

Indigenous beliefs and ceremonies involving local peoples’ way of life relating to the sea and the earth also continue to the present. The annual merit making ceremony at Tab Tim Shrine (ทำบุญประจำปีศาลเจ้าแม่ทับทิม) and Song Khor Tang Talay (ส่งเคราะห์ทางทะเล) –the floating bad luck away to the sea - happen in the last weekend of every September. People donate money and they will get a plaster doll. They will then put their name on this and leave it on the boat, which will sink into the sea. This will not only take their bad luck away and bless them and their families, but this is

¹United Nations Educational, Scientific and Cultural Organisation UNESCO. Intangible Cultural Heritage. Retrieved from <http://www.unesco.org/culture/ich/doc/src/01851-EN.pdf> [Accessed by 14 Jun 2016] 4, 8.

figurines, corresponding to the number of the members in the family, some rice, ingredients for chili paste, and seasoning. The monks chant overall and sprinkle holy water before the ceremony ends. The end of the ceremony, all bamboo ox carts will be removed to the forest or field edge where nobody passes by. After that they will walk straight back home.



Figure71: Tamboon Tung, Takiab community

Source: Oknation blog

The Pee Poog Tai (ผีพุ่งไต้) is a traditional play of Petchaburi and Prachuap Khiri Khan, especially in Hua Hin, which is usually played during Songkran or Thai New Year so as to exorcise and keep away bad fortune. This play includes 10-20 people or even more standing hand-in-hand in a single line. The first and the last hold a torch. The line runs along the main roads of Hua Hin singing a traditional songs. They will stop at several points. The last person will lead the rest to run through the arms of the first couple. Usually this play will end at the sea because people believe that the sea will flush all bad fortune away. Nowadays it ends at Hua Hin Temple.

This play is hardly seen nowadays but has been recently revived by local people who are concerned about the disappearance of the play and the loss of their identity. Many would like to encourage the new generation to know the value of the play and why they have to bring it back.



Figure 72: Pee Poog Tai (ผีพุ่งใต้)

Source: Google

In merit-making for the fishing boat (ทำบุญเรือ), fishermen will offer food and fruit including sweets, to insure in support of the fishing boat's spiritual goddess (ไหว้แม่ย่านางเรือ). It is the belief of owners of the fishing boat that they must do it for a respect and good fortune in fishing. This kind of offering nearly vanished after most of fishermen went out of business.

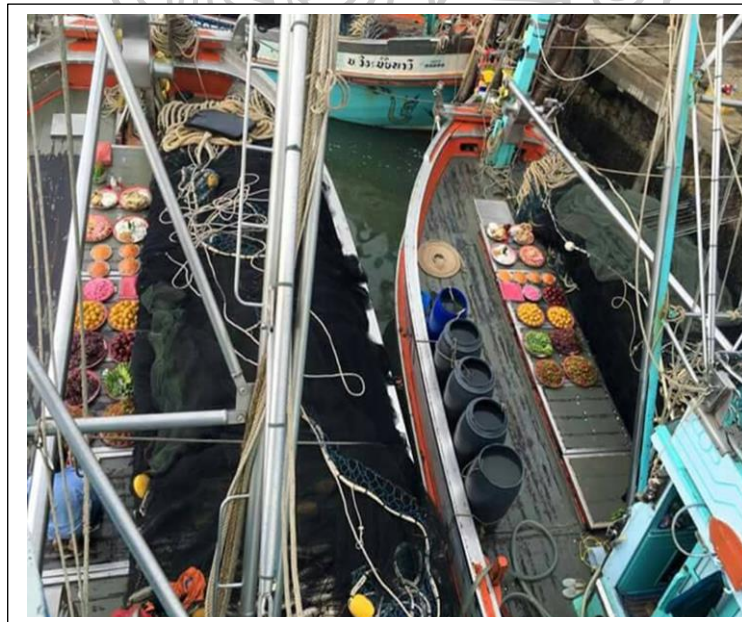


Figure 73: The offering for fishing boat's spiritual in Pranburi

Source: Jareerat Makmee

In addition fishermen will make offerings after the boat is repaired and becomes seaworthy again. When they put the boat to sea, they will make a big offering of food, fruit, sweets, flowers and firecrackers as well as holding a merit-making ceremony. Monks are also invited to preside over this ceremony on the boat.

In general the boat owner will carry flowers on every Buddhist holy day and provide an offering food, fruit, sweets, and flowers once a month. At present, there are 377 boats registered¹ but seldom are to be seen in Hua Hin except for small fishing boats for the coastal fishery. Equipped with boats are often in other areas such as Pranburi and Prachuap Khiri Khan.

Natives who reside near the sea still make a living by coastal fishing using small boats equipped with small outboard engines. The coastal fishery is not only a career of the people who live by the shore but is often an extra job for people in the Chai Talay community (community by the sea). Reflection the same beliefs, these fishermen also offer a flowers, food, fruit and firecrackers during special occasions such as Chinese New Year, Songkran, and New Year to the spirit of the boat.

Assessing Cultural Significance

All heritage has different states of value; “some values can be appreciated simply as a spontaneous, although culturally influenced, response, but people’s experience of all heritage values tends to be enhanced by specific knowledge about the place.”² It can be said that if heritage will have a value or not, depends on an individual’s appreciation, experience, and background.

¹Hua Hin Municipality. Facts about Hua Hin. Retrieved from http://www.huahin.go.th/site/index.php?option=com_content&view=article&id=82&Itemid=281 [Accessed by 25 Oct 2014]

²Donald Ellsmore. Course notes for Architecture Conservation Practice. p.25.

The value of places, which will help an understanding of the past or enrich the present and value to future generation¹, will be assessed according to the Burra Charter*. In the Burra Charter, cultural significance means “aesthetic, historic, scientific or social value for past, present or future generations.”²

As out of a tourist destination, heritage places in Hua Hin should be assessed in order to know their values that those places possess advocacy value and determine which one worth conserving. This assessment will be a guideline for a suitable management plan to manipulate the site’s sustainability. The four values of cultural significance are as following:

Aesthetic value

Aesthetic value involves architecture and sensory perception. Form, scale, colour, texture, and materials, the smells and sounds associated with the place and its use³ will be considered. In addition, places may demonstrate a high degree of creative or technical accomplishment and crucial design or visual qualities.⁴

History value

“Historic value encompasses the history of aesthetics, science and society. A place may have historic value because it has influenced, or has been influenced by, an historic figure, event, phase or activity.”

Scientific value

¹Australia ICOMOS. The Burra Charter. p.12.

*The Burra Charter is the Australia ICOMOS Charter for Places of Cultural Significance and

the Burra Charter provides guidance for the conservation and management of places of cultural significance (cultural heritage places). The Burra Charter was first adopted in 1979 at the historic South Australian mining town of Burra.

²Australia ICOMOS. The Burra Charter. p.12.

³Ibid. p. 12.

⁴Donald Ellsmore. **Course notes for Architecture Conservation Practice.** p. 25.

“The scientific or research value of a place will depend on the importance of the data involved, on its rarity, quality or representativeness, and on the degree to which the place may contribute further substantial information.”

Social value or spiritual value

“Social value embraces the qualities for which a place has become a focus of spiritual, political, national or other cultural sentiment to a majority or minority group.”

According to data collection and the onsite observation, it found that there are list of places which have 4 values as following:

The Centara Grand Beach Resort and Villas

The former Railway Hotel was the first building in the Centara Grand Beach Resort and Villas. The topiary garden was added later. The hotel was designed by Italian architect, and today it is connected with a new building in the same colonial style. Since it became the Centara Grand Beach Resort and Villas, which is managed by private company, there are many things that have been built, added and renovated but the hotel management still preserves the atmosphere of the old hotel. The hotel has **aesthetic value** because of its colonial architecture and landscape. The garden is well organized and the atmosphere is retained like as it was in the past.

Furthermore, this place was first built in the reign of King Rama VI and renovated in the reign of King Rama VII and the hotel architecture still remains much as original. Because of its long history, it also has **history value** as it was built on the first seaside resort of the aristocrat and became a famous travelers' holiday place after the development of the southern railway line.

In addition, the architect designed the hotel to suit the tropical weather. The architecture itself has **scientific value** because of colonial architecture and now is rare to find. It remains to be one of the best samples of colonial buildings in Thailand.

The hotel also has **social value**. In the early year of the hotel, it was a meeting place among high ranking officers, high commissioners and expatriates. It has been a symbol of high society from then until now.



Figure 74: The Centara Grand Beach Resort and Villas and its topiary garden
Source: Researcher



Figure 75: Landscape & the topiary garden
Source: Researcher

The Railway Station and King Rama VI Pavilion

The railway station and King Rama VI pavilion have **aesthetic value** and **historic value** because of the beauty and the specific design and the associated long history. Among the architecture of all railway stations in Thailand, Hua Hin Railway Station is outstanding because it has a colonial architectural design that blends with the tropical climate. Hence this place has **scientific value** as does the King Rama VI's pavilion. Even though it was built in the reign of King Rama VI and it can be seen as representative of the wood architecture in that reign. Both properties, as well as the Royal Hua Hin Golf Course have **social value** because they

were significant displays of modernised society and are symbolic of Hua Hin town since that time until the present.

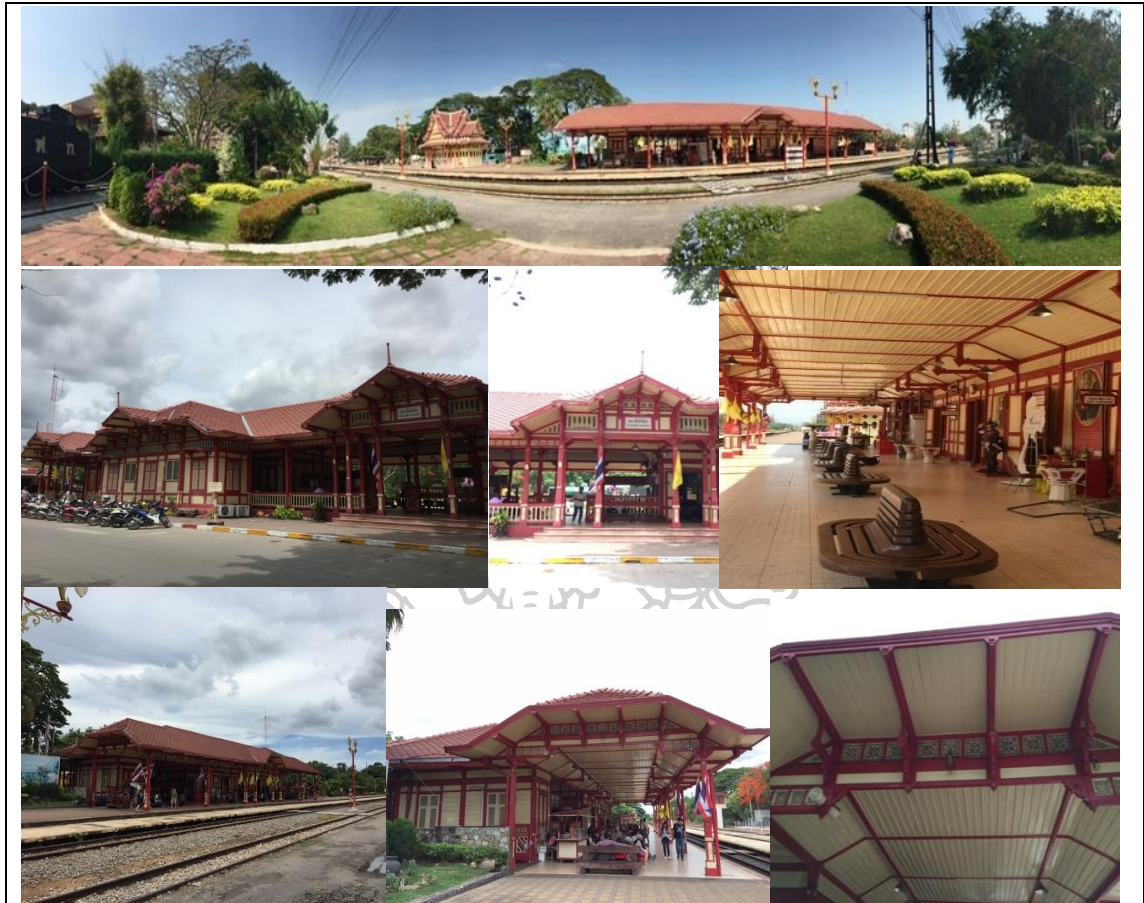


Figure 76: Hua Hin Railway Station

Source: Researcher



Figure 77 King Rama VI Pavilion and Royal Hua Hin Golf Course

Source: Researcher

Bungalows or beach houses

Some of the former bungalows and beach houses were modified to become boutique hotels such as Ban Bayan and also Bed & Breakfast like Prince Damrong's beach house. Others are in good condition embracing *aesthetic value* even now.

In Yuwarat's study she found that Hua Hin beachhouses in 1911-1945 have "Emotional value: authenticity value, history and culture value, architecture and environment value and Physical value: social and economic value"¹



Figure 78: Baan Bayan Boutique Hotel

Source: Google, Access by 5 Mar 2017

¹Yuwarat Hemasilpin, "The study for the conservation concept of Hua Hin beachhouses built in 1911-1945". p.170.



Figure 79: Green Gallery Bed & Breakfast and Living Room Bistro & Wine Bar

Source: Google, Accessed by 5 Mar 2017

As tourism is growing fast in Hua Hin, many old properties including bungalows or beach houses, have been modified to B&Bs, restaurants or have been removed and replaced by skyscraper condominium or hotel or torn down to make way for land, houses, and other needs development.



Figure 80: Railway houses

Source: Researcher



Figure 81: Wood houses/Traditional houses

Source: Researcher

These properties are not only endowed with **aesthetic value**, **history value** but also **scientific value**. Taking in consideration types and designs of rare architecture, and techniques that are used for building.

Pone Kingpetch's statue

Hua Hin is the birth place of the Thai local's first World Champion in Flyweight boxing, Pone Kingpetch or Mana Si-dokboub (โผน กิ่งเพชร หรือ มานะ สีดอกบวบ). There is a statue of him in the mini park next to the Red Cross Station to remind us of his victory. This statue has **history value** and **social value**. He is an icon of Hua Hin town and his story is a lasting memory for local people and Thais generally.



Figure 82: Pone Kingpetch

Source: Researcher

Hua Hin Tricycle

This authentic local transportation which has social value because they were used as in common lift and are now rare due to the rapid growth of economic and town development. Causing the service to be replaced by motorcycles and tuk tuks. Today there are a few of them waiting for passengers by the railway station.



Figure83: Tricycle in the south of Thailand Figure 84: Hua Hin Tricycle

Source: Google

Source: Researcher

As Hua Hin not only has a long history with the beauty of the beach and its serenity but it also still has outstanding wood houses (in different conditions) and last group of tricycles. The intangible heritage such as traditional plays and traditional ceremonies related to the community bear different values, which enhance the significant entity of Hua Hin town and its tourism as well.

These outstanding sites and tangible and intangible heritage values can draw quality tourists to visit Hua Hin but success depends upon the management plan for site. In the next chapter we will discuss the consequences of tourism and its impacts on urbanism in Hua Hin. This includes tourism trends in order to design the suitable management plan for Hua Hin.

Chapter 6 Results and Discussion

The results of the research and the discussion will be presented in this chapter. The first part will include the results of the study and discussion. An appropriate management plan for a new paradigm to balance tourism and heritage in a sustainable level will then be discussed.

The research questions are as follows:

1) How did Hua Hin become a famous tourist destination?

The results from the survey reveal that Hua Hin was known as a seaside resort for aristocrats and then became a tourist town for commoners and many foreign tourists. It is a serene town suitable for relaxation and a favorite place for locals. The majority of respondents agreed that the atmosphere, the unique beach with crystal clear seawater, the summer palace of the King (Klai Kangwon Palace), the former residence of King IX, the Hua Hin railway station, and Thai novels, such as Prisana (ปริศนา), Nij (นิจ), Pol Nikorn Kim Ngon (พล นิกร กิมหงวน), have made Hua Hin well-known destination.

Nowadays Hua Hin is a choice for families, friends, honeymooners, and golfers. It is suitable for excursions and short and long stays. Respondents enjoy food, e.g. seafood and local food, including sweets, the most, as well as the accommodation, night markets, malls and new tourist attractions, e.g. Plernwan, Cicada, Vana Nava, Black Mountain waterpark, Venetian and Santorini (Cha-am). They mostly spend money on food and accommodation.

As it is not far from Bangkok, most guest arrivals are on weekends and long weekends. The frequency of guests traveling to Hua Hin was more than 2 times per year, once in a while, once in a year, two times in their life, 2-3 times per month,

very often (7-10 times), every month, every week and once in 2-3 months, respectively.



Traveling by road was the most popular and convenient method to reach Hua Hin, and many people travel there by bus, public minibus, or train. Hua Hin used to have a flight to/from Bangkok and Chiang Mai, but now these services are not available because they could not compete with land transportation in terms of time, distance, and expense. Thus, there were not so many people that traveled by air.

Guests feel that Hua Hin town has changed as a result of rapid growth, and many property development projects like high rise condominiums, villages, hotels and new tourism attractions were uncontrolled. Nevertheless, the atmosphere of Hua Hin is characterized by nostalgia, the sea, the food, leisure activities, serenity, distance and nature, which draw guests back to revisit Hua Hin.

The figure in table 20 shows that guests still go to Hua Hin, even though the town and atmosphere have changed. Thais usually visit on weekends, long holidays, and school holidays, while foreigners generally come during their vacations, summer holidays, school holidays, and the high season (Nov-Feb). Tourism has positive and negative impacts and also generates high revenue, which supports Gross Provincial Product (GPP) and Gross Domestic Product (GDP).

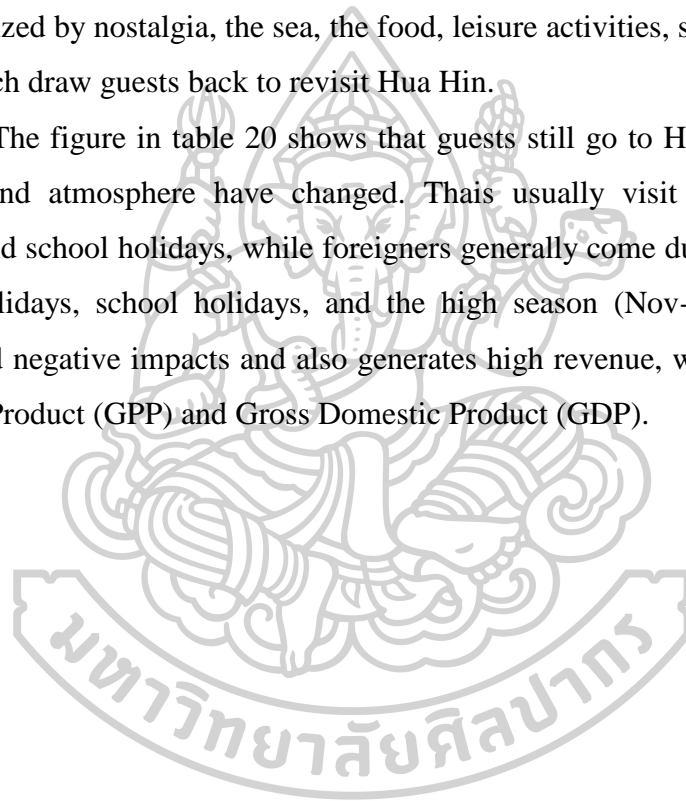


Table 20 Internal Tourism in Prachuap Khiri Khan (Hua Hin), 2015-2016

Type	2015	2016	%Change
Visitor	4,835,371	4,979,804	+2.99
Thai	3,868,173	4,015,323	+3.80
Foreigners	967,198	964,481	-0.28
Tourist	3,045,229	3,108,886	+2.09
Thai	2,223,244	2,289,813	+2.99
Foreigners	821,985	819,073	-0.35
Excursionist	1,790,142	1,870,918	+4.51
Thai	1,644,929	1,725,510	+4.90
Foreigners	145,213	145,408	+0.13
Average Expenditure (baht/Person/Day)			
Visitor	2,521.16	2,623.91	+4.08
Thai	2,265.25	2,360.57	+4.21
Foreigners	3,233.06	4,885.19	+5.10
Tourist	2,741.27	2,864.13	+4.48
Thai	2,495.61	2,612.41	+4.68
Foreigners	3,316.62	3,460.23	+4.33
Excursionist	1,362.46	1,419.65	+4.20
Thai	1,340.52	1,398.10	+4.30
Foreigners	1,610.79	1,675.43	+4.01
Revenue (Million Baht)			
Visitor	28,268.48	29,520.16	+4.43
Thai	18,683.64	19,640.36	+5.12
Foreigners	9,584.84	9,879.80	+3.08

Source: Department of Tourism²¹⁹

²¹⁹Ministry of Tourism and Sports. Statistic of Tourist in Western region in 2016 Retrieved from http://www.mots.go.th/more_news.php?cid=438&filename=index [Accessed by 16 Jun 2017]

Discussion

Hua Hin's tourism background has already been mentioned in chapter 3, however, the data in table 20 will be used to clarify and answer the research questions.

Table 21 shows that the number of tourists who traveled to Hua Hin and stayed at hotels between 2010 and 2016 increased continually and the number of rooms rose from 2010 until 2012 and then fell gradually. Because of political problems, the investment in and expansion of the hotel business declined, but got back on track in 2016. The total number of guest arrivals continually grew from 2010 to 2016, even though in 2016 the number of foreigners dropped slightly. More Thais than foreigners visited Hua Hin because of the short distance from Bangkok, and because Hua Hin has most things that Thais like while foreigners mostly go there for the beach. Tourists can be separated into two groups: Thais and foreigners. Thais like to relax, enjoy eating, taking photos, and visiting new tourist attractions on short breaks. In general, foreigners behave differently; they come for holidays to relax, they spend more time at the hotel, they lie by the pool and the beach, enjoy a slow life and are interested in cultural heritage etc.



Table 21 Guest arrivals at accommodation in Hua Hin from 2010-2016

Year	2010	2011	2012	2013	2014	2015	2016
No. of Accom	233	303	306	309	294	286	299
No. of Room	7,015	8,799	10,152	10,133	9,157	8,969	9,327
Thai	714,605	1,055,182	1,710,292	1,850,525	2,019,277	2,085,313	2,152,976
Foreigners	329,302	559,082	684,248	749,881	763,864	794,383	784,882
Total guest arrival	1,043,907	1,614,264	2,300,788	2,600,406	2,783,141	2,879,696	2,937,858

Source: Department of Tourism²²⁰

Nowadays, Hua Hin is still mainly accessed by road and rail. Hua Hin used to have flights operated by Thai Air (1957) during the summer.²²¹ The Siam General Aviation Company Limited (SGA) closed in 2014, Bangkok Airways used to travel to Hua Hin via the Samui route. Since 1984 and it has stopped several years due to few passengers and in 2017 all the flights of Kan Air were suspended owing to technical difficulties. Nonetheless, the reason why airlines stopped operating flights to/from Hua Hin was because of concerns about the number of passengers, the type of aircraft, the high ticket price, and internal operational problems for the airlines including the limitations of airport runways.

The table below demonstrates that, the number of passengers who took the train to Hua Hin from 2010 until 2015, decreased steadily from 2011-2014 but rose gradually in 2015.

²²⁰Ministry of Tourism and Sports. Statistic of Tourist in Western region in 2016 Retrieved from http://www.mots.go.th/more_news.php?cid=438&filename=index [Accessed by 16 Jun 2017]

²²¹ Sornsun Pangsapha. **Ratree Pradab Dao Ti Hua Hin**, 2nd ed. p.221.

Table 22 Statistics on passengers traveling to Hua Hin by train (2010-2015)

Month	2010	2011	2012	2013	2014	2015
Jan	24,163	25,217	23,467	22,384	20,299	20,510
Feb	67,020	22,070	19,560	20,013	17,543	17,515
Mar	56,194	29,398	26,028	24,751	22,485	22,685
Apr	28,380	24,976	26,289	23,805	21,337	22,587
May	28,174	29,024	23,471	22,355	20,322	21,281
Jun	18,501	18,748	18,723	15,769	15,583	16,493
Jul	23,020	23,360	22,833	18,507	17,410	20,165
Aug	21,201	21,231	19,271	18,111	16,582	17,733
Sep	19,320	21,100	17,210	15,415	14,037	14,971
Oct	27,830	24,729	25,049	22,073	18,322	21,990
Nov	7,574	15,799	18,497	16,321	14,806	15,973
Dec	24,861	22,835	22,364	23,860	19,766	21,721
Total	346,420	278,487	262,762	243,364	218,492	233,624

Source: Department of Transport, the State Railway Authority of Thailand

The trend of traveling by train has declined because people prefer to drive or travel by road, which is faster and more convenient because time is not a major issue and they can stop along the way. In general, Hua Hin will receive more Thais during summer time or school holidays, such as in March and April, while foreign visitors prefer the winter time from December to February.

However, in 2008, the government had a policy of free transportation including 3rd class train carriages to subsidize the cost of travel for low income groups, which caused the figure to rise. There were also groups of people who still preferred to take a train to Hua Hin like teenagers, families, and foreigners who would like to have the experience or save some money.

From table 20, the majority of guest arrivals in Hua Hin consisted of tourists and excursionists, respectively, Thais represented the largest proportion in all categories. In 2016, there were 32.6 million foreign tourists who traveled to Thailand

but there were 149 million domestic tourists (more than one time per person) which together generated revenue of 2.51 billion baht, which had risen 11.1% from 2015.²²²

From these observations, Thai excursionists mostly visited significant and famous places in Hua Hin, such as the railway station, Huay Mongkol temple, Sam Pan Nam floating market (outside Hua Hin Municipality), and the night market. They come every day, but more come on weekends. Overnight guests can roughly be separated into 3 categories: those staying at hotels or guesthouses, homestays, hostels, and relative's or friend's homes. Bus and private transportation were the main types of transportation that took them there. They often came with friends from the work place.

Locals people from the community not involved in tourism agreed that tourism impacted their daily lives and resulted in a high cost of living, traffic congestion, pollution, migration, and crime, while stakeholders who were involved in tourism felt that some issue like traffic congestion was not a tourism impact but was just a problem that happened occasionally.

Tourism affects both people and physical aspects of the city as follows:

People

In the early days, until the end of King Rama VII's reign, tourism did not affect urbanism largely because Hua Hin was for the elite, nobility, high commissioners, and common people after the southern rail line began to operate. The local people were fishermen and farmers and there was no great migration connected to tourism. Infrastructure was limited the supply of water. The main careers and sources of income derived from fisheries and farming. Life was inexpensive and safe and everyone knew each other in the community. Hua Hin was a fashionable place for Bangkokians and best known as a seaside resort. In the early years, visitors mostly took a train, which was the favorite, most convenient and main transportation to get there.

²²²Tourism Growth Retrieved from <https://www.kasikornbank.com/th/business/sme/KSMEKnowledge/article/KSMEAnalysis/Documents/HotelTourGrowthTourismTrend.pdf> [Accessed by 10 Sep 2017]

In the transformation period, after the political changes of the 1930s until 1987 (Visit Thailand Year) tourism brought about changes to life, urbanism, migration, and local people lives (property owners and tenants). To respond to tourist demand, houses were converted into guesthouses. The number of fishing boats decreased owing to the lack of natural resources. Under the influence of the tourism boom, people moved into the tourism business. The way of life started to change. As a result of the tourism campaign “Visit Thailand Year” by the Tourism Authority of Thailand (T.A.T.), more visitors, both Thai and foreign tourists, including excursionists, came to Hua Hin. Since the southern highway, Petchkasem was built, which passes through the town, people prefer to drive to Hua Hin because of more convenience, comfort and the possibility to stop along the way.

At present, after the “Visit Thailand Year” campaigns, tourism has strongly influenced the economy of Hua Hin. The tourist influx to Hua Hin began 15-20 years ago and at that time, outsiders moved into the town while locals moved out to reside in non-municipal areas due to the effect of tourism, such as the high cost of living, busy streets and crime. Tourism is the main industry and generates the most income while fisheries and farming have declined as a result of tourism and the quantity of agricultural land has decreased. Hence, more people in the community work in jobs directly or indirectly related to the tourism industry.

Furthermore, the town is overcrowded on weekends and long weekends. Nowadays, tourists comprise Thais, foreign tourists, and foreign pensioners. There are choices to access to Hua Hin by car, bus, minivan and train. The population is increasing and there is also a hidden population (see the facts on population in Chapter 4) including foreign pensioners who reside and spend the end of their lives in Hua Hin because Hua Hin is not far from Bangkok and also has facilities like Bangkok. Thus, Thai and foreigners who own property as a second home still come to this place for their vacations. As a result, Hua Hin is busy during high season.

Lastly, it can be said that the local way of life has been influenced and changed by tourism.

Physical aspects of the city

In the early years, Hua Hin was a small fishing village and occupied a small area from Bo Fai to the Chinese shrine included Samor Reang as the center. It then expanded to the south. The community then expanded from the Chinese shrine to Takiab and along the main roads, especially Petchkasem Road. The rapid growth in tourism affected the physical aspects of the city owing to high demand for land uses related to tourism. From figure 85, the town grew from north to south and the seaside area was developed first but the greatest density of development is around Hua Hin downtown where the town expanded both to the east and the west of Petchkasem Road.

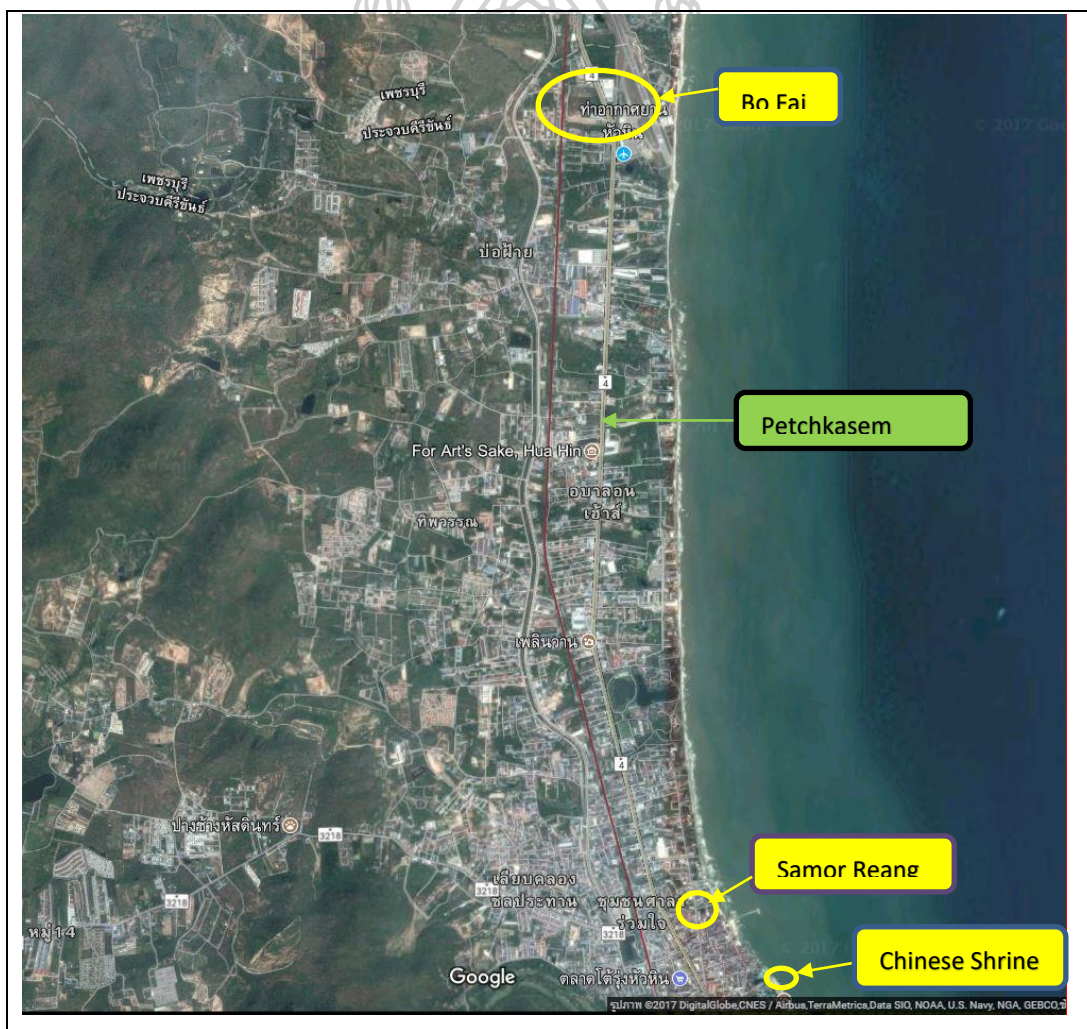


Figure 85: Early community of Hua Hin.

Source: Google Earth, 2017

It has affected town planning, and the municipal area increased from 72 sq.km. to 86.36 sq.km. In the latest Comprehensive Town Planning* for Hua Hin municipality, an area of 327 sq.km. will be occupied, which is 4 times larger than before.

The old town was packed and it is hard to find any empty space so new development began along the coast from north to south and also along the railroad. On the east of Petchkasem, early communities are located, including the former villas and bungalows of the aristocracy. The following figures (86-89) present the physical changes of Hua Hin town from 1967 to 2017. Figure 90 is the Comprehensive Town Planning from 2004 together with the latest version.



Figure 86: Hua Hin in 1967

Source: Royal Thai Survey Department, Royal Thai Armed Forces Headquarter

*Waiting to proclaim in a royal decree



Figure 87: Hua Hin in 1976

Source: Royal Thai Survey Department, Royal Thai Armed Forces Headquarter

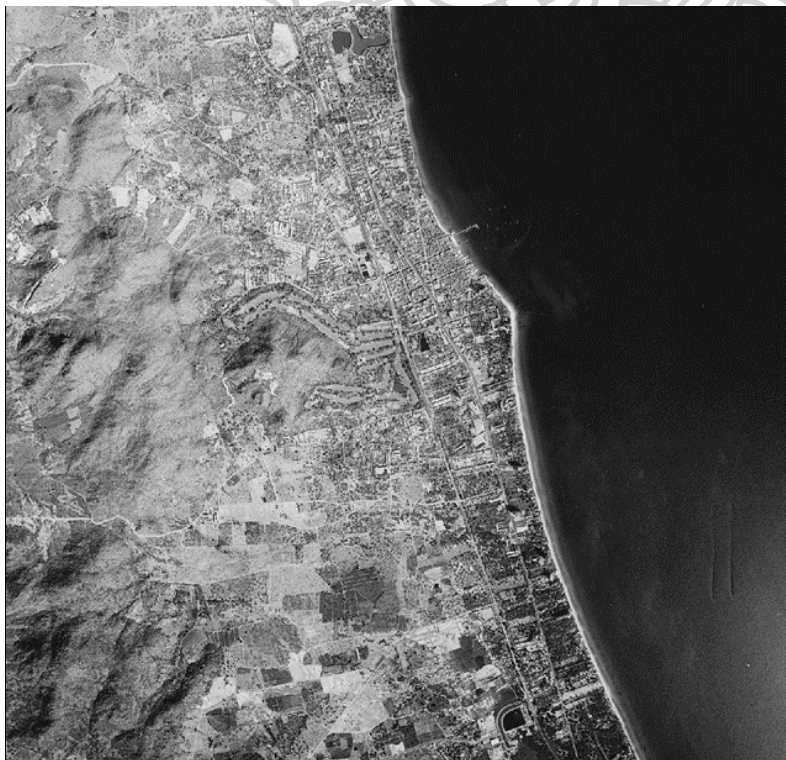


Figure 88: Hua Hin in 1995

Source: Royal Thai Survey Department, Royal Thai Armed Forces Headquarter

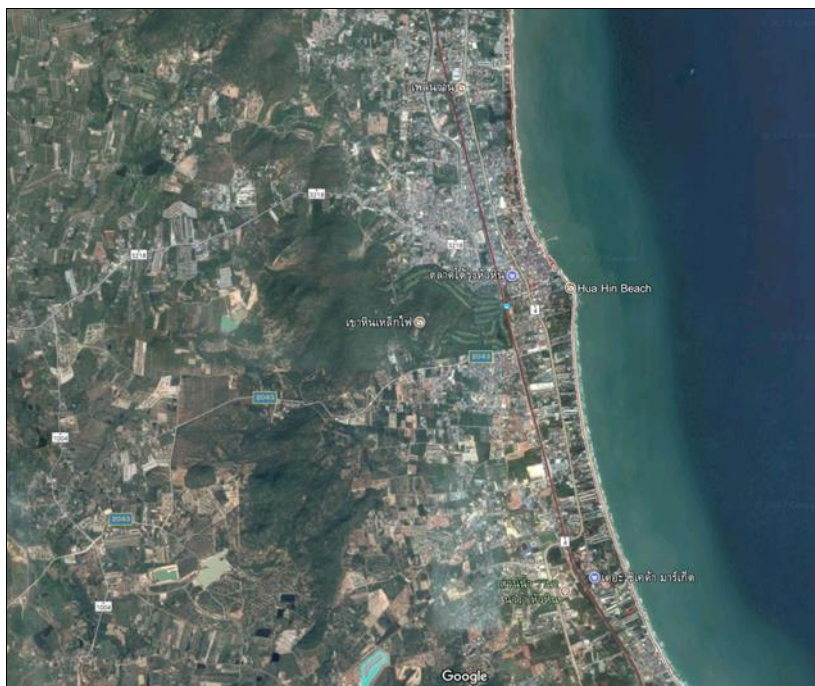


Figure 89: Hua Hin in 2017

Source: Google Earth, 2017



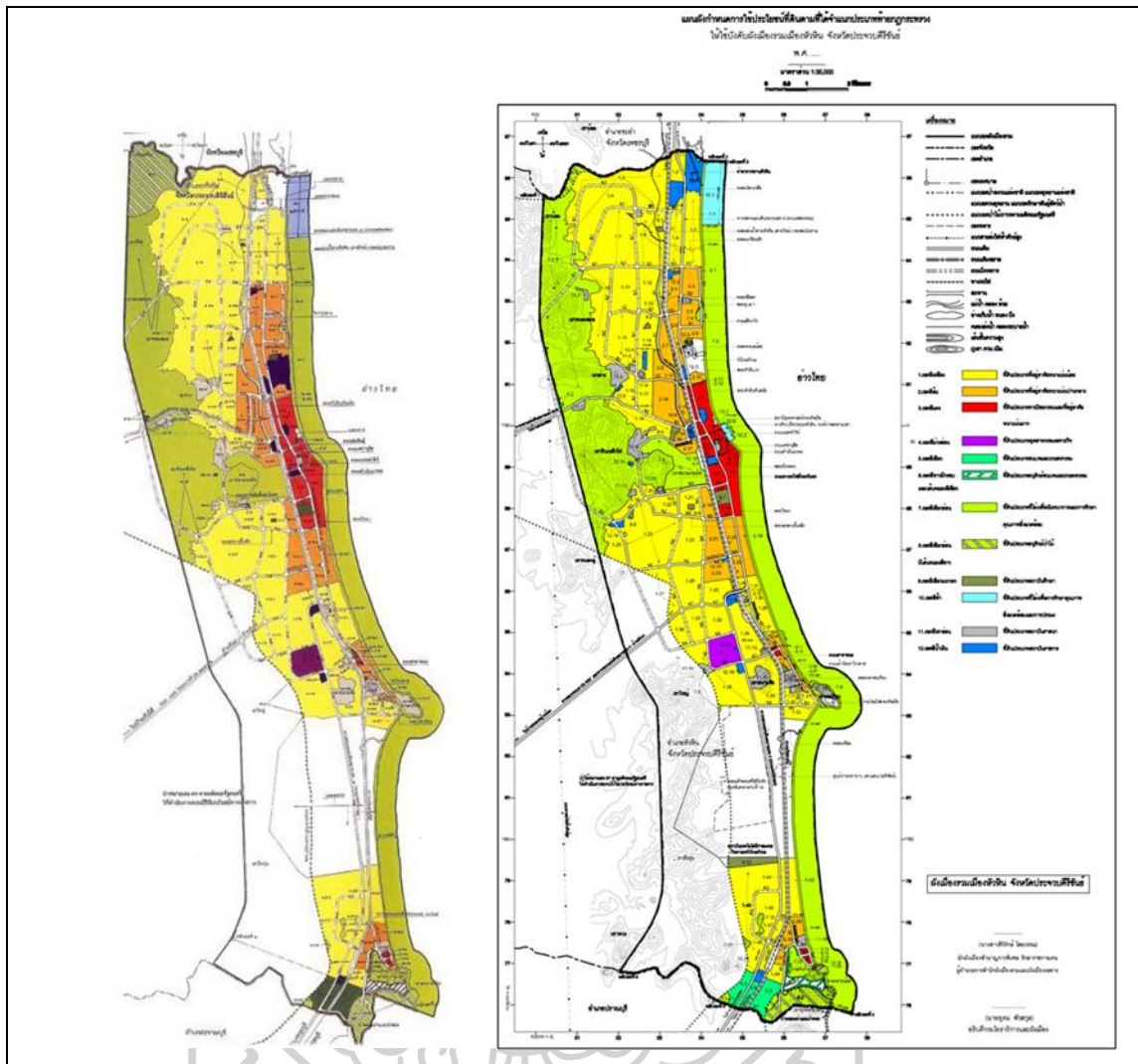


Figure 90: Comprehensive Town Planning of Hua Hin, 2004 and latest version

Source: 3 years development plan, 2014-2016 and Department of Public Works & Town & Country Planning

After Hua Hin became more well-known, the town expanded and developed, which began from where the aristocracy stayed and in other areas nearby. It started from Damnoerkasem Road, which leads to the villas and bungalows of the Royal family. In Nabkehard Road and south of Petchkasem Road, seaside properties were converted to private beach houses which belonged to the royal family and other nobleman. Naresdamri road links the elite villas to the fishing village, Samor Reang, and Chomsin road, where there are many houses, Dechanuchit Road, and Poonsuk alley.

The pictures below (figure91-92) are townscapes viewed from viewpoints and the city center at various times. Nothing much has changed from 2014 and 2016 because there are no more empty spaces unless old property is removed and new ones are built on the same site. The downtown view shows an untidy skyline owing to the rapid growth of tourism because the Building Control Act²²³ has not enforced and there is no law to protect the old town.

The city looks untidy because the owners of the property do not consider the significance of the old town and there is no law to control it; so properties have been changed or built in various styles. This is why most properties (built before 1992) are not associated with the older buildings in the same precinct.



Figure 91: Townscape view from Khao Hin Lek Fai

Source: Researcher, 26 Apr 2014 & 27 Sep 2016



Figure 92: Townscape view from downtown

Source: Researcher, 26 Apr 2014

²²³Building control Act year 2000 Retrieved from <http://download.asa.or.th/03media/04law/cba/mr/mr43-55r-bm.pdf> [Accessed by 10 Oct 2017]

Onsite observation revealed that the impact of tourism development can be divided into 4 areas as follows:-

(1) Former villas of the aristocracy (now the Centara Grand Beach Resort & Villas)

Occupy Sukhavedh to the Hua Hin Hotel, the Chakrabongse residence and the railway station area. After the southern railway was built through the town, Hua Hin was designated a royal seaside resort for the Royal family. When the town developed, private villas, railway bungalows, and the Hua Hin Hotel were built. After the Queen (the mother of King Rama VI & Rama VII) had passed away, Her Majesty's villa became part of the Hua Hin Hotel. After Klai Kangwon was built and King Rama VII stayed there, even for short periods of time, it was a peak time for Hua Hin. Because Hua Hin grew, the Western Seaside Resorts Development Act was developed and proclaimed in 1926 to manage the town in a systematic and orderly manner. As a result, several infrastructure projects such as roads, water supply (distilled from seawater), markets, transportation, and taxation were launched. In addition, the majority of beach houses (for the elite) were built under King Rama VII's reign.

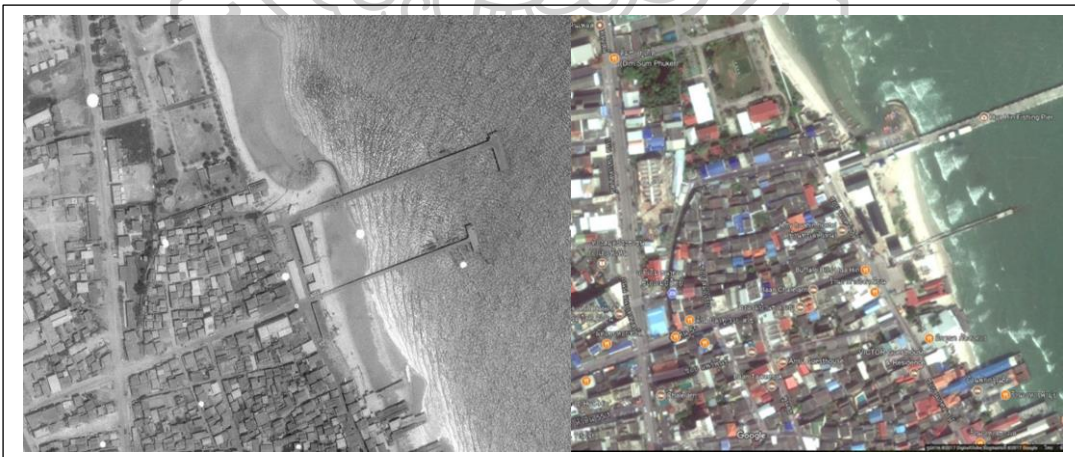


Figure 93: Samor Reang community, 1976 & 2017

Source: Royal Thai Survey Department, Royal Thai Armed Forces Headquarter & Google Earth, 2017

(2) Naresdamri Road

Along this road, the former summer residence of Prince Chakrabongse and his family (now the Hilton Hua Hin hotel, next to the former villas of the Royal family, which are now the Centara Grand) are evident alongside local houses. The summer residence of the Prince has been replaced by the Melia Hotel (built in 1989 and finished in 1991, occupying 40,000 sq.m.²²⁴). It was the largest hotel in Hua Hin at that time and the property was later renamed the Hua Hin Hilton. Huge buildings were built at the time when there were no building regulations to control the height of new buildings by the beach. The townscape began to change after the town was influenced by tourism development. Unavoidably, wood houses became restaurants, massage parlours, and shops, while some blocks were removed and a hotel and modern buildings were built. In comparison with others, this core zone is one of high gentrification areas.



Figure 94: Naresdamri road, 1976 & 1995 & 2017

Source: Royal Thai Survey Department, Royal Thai Armed Forces Headquarter & Google Earth, 2017

²²⁴Melia Hotel construction Retrieved from <http://www.eptg-acsc.co.th/consultant/sd/past-experiences.php?page=3> [Accessed by 17 Nov 2017]

(3) Naebkehardt Road

Some beach houses on Naebkehardt Road were built in King Rama VI's reign but the majority was built in King Rama VII's reign. This road is connected to Klai Kangwon Palace, so it was convenient for members of the royal family and other noblemen who worked for the king to meet His Majesty. This area is not in the core zone but there was small scale housing, properties, and businesses development so there are also local restaurants, companies, hotels, and villages. More buildings were built on the west side of the road whilst on the east, on the beach side, little changed.



Figure 95: Naebkehardt, 1976 & 1995 & 2017

Source: Royal Thai Survey Department, Royal Thai Armed Forces Headquarter & Google Earth, 2017

(4) Chatchai market and Petchkasem Road (early commercial building & beach houses)

Hua Hin town did not begin to developed until 1926. Chatchai market and the local roads were built and in 1950, the first road, Petchkasem, linking Bangkok to the south of Thailand became the only main road to pass through downtown Hua Hin. Because of that, commercial buildings were built along the main road and around the

market. The properties around the market belonged to the Municipality, but on the opposite side of the market, and the part along the main road, it is now privately owned.

The turning point for Hua Hin was after the campaign “Visit Thailand Year” in 1987. There was high demand for hotel rooms and land for new investments to supply the needs of tourism, and many houses were converted into guesthouses, restaurants, shops, and tourism-related businesses. As land prices increased, many land owners sold properties to land developers and investors in order to build condominiums, hotels and malls. As a result, there are few empty spaces downtown, especially north to south along the main road and land prices are very high. It can be said that this zone is a vibrant downtown area as there are many condominium and hotel projects.



Figure 96: Around Chait Chai market, 1976 & 1995 & 2017

Source: Royal Thai Survey Department, Royal Thai Armed Forces Headquarter & Google Earth, 2017

The gentrification of beach houses is divided into 4 clusters on Naebkehardt road.

(1) Liveliness Beach houses

The beach houses are still in good condition and are still used as holiday homes by the owners. The beach houses are well-maintained by the owners and have housekeepers or gardeners to look after the property while the owners only visit periodically.



Figure 97: Liveliness beach houses

Source: Researcher, 2017

(2) Liveless Beach houses

This cluster is small and some beach houses are in poor condition, while others are taken care of by housekeepers or gardeners who live next door or in the area. Properties belong to big families and have been passed on to the present generation who are busy with family business and are not concerned about their legacy. Thus the owners rarely visit.



Figure 98: Liveless Beach houses

Source: Reasearcher, 2017

(3) Beachhouses that gentrify to restaurants and accommodations on Naebkehardt road.

The properties in this group have modified functions without changing their identity (as a beach house). Properties gentrified to restaurants and accommodations are Baan Gli Wang, Youyen Balcony, Coco51 Restaurant and Bar, Baan Itsara and Green Gallery Beach Boutique and Living Room Bistro & Wine Bar. Mostly, the owners are still involved with their properties like being a partnerships, rent with conditions or owning by themselves. This cluster is will enhance heritage and tourism very well because the owners of the property need to have income to conserve their property.



Figure 99: Baan Gli Wang

Source: Researcher, 3 Feb 2013 & 2017



Figure 100: Green Gallery Beach Boutique and Living Room Bristro & Wine Bar & Baan Itsara

Source: Researcher, 6 Aug 2017

(4) Beach houses on the east of Petchkasem Road

From the research, it is apparent that many properties were sold to property developers or are owned privately while others have been converted into boutique hotels like Laksasubha Hua Hin Resort, Baan Bayan, and Baan Rajdamnern. The changes that have taken place can be seen in figures 103 and 104. Nonetheless, there are some beach houses that have remained on their original sites and still function as beach houses. In addition, the land price in this area is quite high because of the location and the potential; therefore, this attracts property developers to the area. Unlike in Naebkehardt road, the area does not have any big scale projects because it is located within the area of Klai Kangwon Palace and has been protected by law.

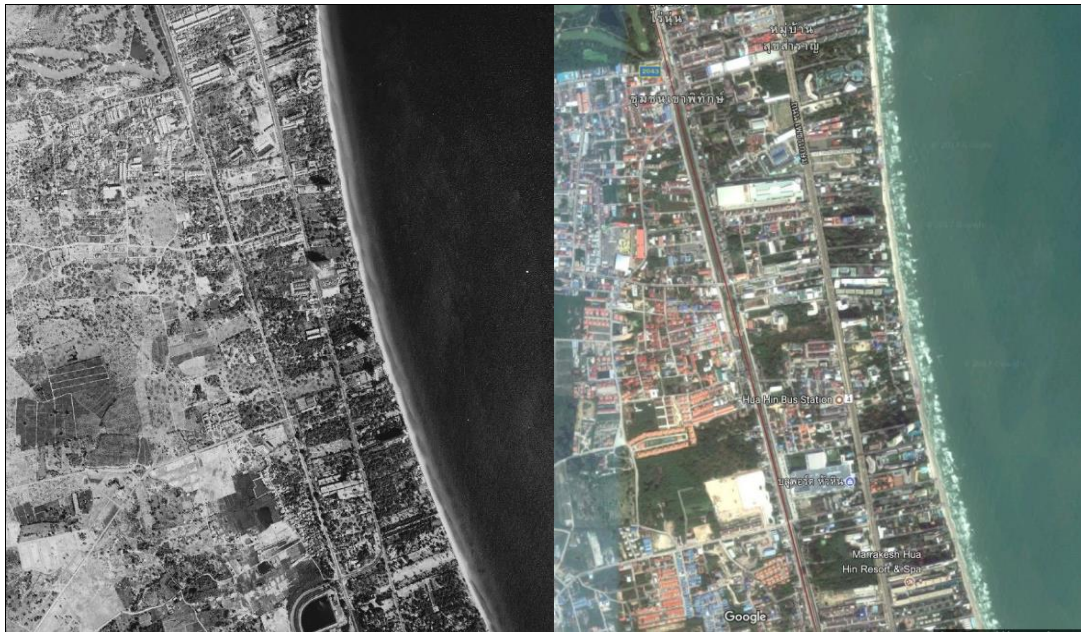


Figure 101: Land development in the east of Petchkasem Road, 1995 & 2017

Source: Royal Thai Survey Department, Royal Thai Armed Forces Headquarter & Google map



Figure 102: Laksasubha & Baan Bayan & Baan Rajdamnern

Source: Google, 2017

As the town has thoroughly changed, the major role of Hua Hin still remains as a seaside resort or a holiday place. Tourism in Hua Hin began as a mass tourism, since the southern rail lines have been operated and passed through Hua Hin.

2) What heritage does Hua Hin have and what is its value?

More than half of the respondents understood that the heritage has value and uniqueness, which attracts tourists and makes it worth conserving to increase the value of the property and to make the owners proud. The heritage, for instance the Railway Hotel (now the Centara Grand, Hua Hin), the Hua Hin Railway station, Chatchai market, the beach houses, the traditional wooden houses including commercial buildings around Chatchai market, which were build early in the 20th century, and the former municipality office buildings, are possible to develop as cultural attractions as well as learning sites. Some of the property owners have already converted or modified their properties into restaurants, shops, spas and massage places, and boutique hotels while the rest remain in their original form. Some have been replaced by modern condominiums. For adaptive reuse of the heritage, respondents agreed that this is the way that heritage buildings can be preserved to protect their identity and uniqueness.

The majority of respondents supported having laws to protect the old precinct especially in the old part of the city, where the early community and building and houses that characterize the identity of Hua Hin are located. They have value in various ways according to the Burra Charter; they have aesthetic, historical, scientific, and social or spiritual value for the past, present and future generations and create sense of place and a sense of belonging. These are alternatives for guests who are interested in new sites and are eager to know about the place.

Discussion

The survey revealed that respondents did not know much about Hua Hin's heritage, but that they support the promotion of Hua Hin as a cultural heritage site. The study area that has been impacted by tourism is divided into 7 areas: the railway station, Naebkehardt road, Naresdamri road, Dechanuchit road, Poonsuk and Selakam alley, Prephan alley, and Petchkasem Road. In addition, the modification and gentrification of heritage houses can be seen in these areas as well.

Onsite observation revealed that traditional houses are scattered around the old town so this research will present only the selected areas as mentioned above.

From an interview with a local architect*, it was found that the town has been changed in 3 periods; in the first period (before 1957), most of the houses were built of wood e.g. 13 two-storey wooden houses on Dechanuchit road, and a three-storey wood house on the corner of Selakam alley. The second period (1957) was half concrete/ half wood including commercial buildings around Chaitchai market. Most commercial buildings were built (between 1980s and 1990s), e.g. the commercial buildings along Petchkasem Road.

These buildings have cultural significance according to the Burra Charter i.e. aesthetic, history, scientific and social value that local government and the community should take into account.

1) The railway station and the nearby area

In the early years of Hua Hin, the railway station was an important place as the main transportation hub of the town. However, after Hua Hin became accessible by road, the bus terminal replaced the train station as the communication centre. Nevertheless, the railway station became the icon and symbol of Hua Hin. Around the area used to be railway accommodation for rail travelers and a small hotel was established next door. Besides that, railway houses were built for railway staff.

The value of Hua Hin railway station has already been described in chapter 4 but what heritage can be seen in this area will be discussed. Close to the railway station, railway houses were located for members of staff and were also used as the Hua Hin Permanent Way Maintenance Division office and the Hua Hin railway police office. All of them were built in the same style as railway houses all over the country. However, Hua Hin railway house is unique, as is the station.

Nearby, the first Municipality office building is located, built at the end of King Rama VII's reign and now used as Hua Hin Fire Station. In the past, the Department of Public Works and Town & Country Planning had a plan to renovate

*Mr.Rewat Meekaruna, local architect interviewed at Hua Hin on 2016

this heritage building and convert it into the Hua Hin museum. This plan would be of benefit to the town as there is no museum where the story of Hua Hin can be told. However, this plan has never been carried out. Furthermore, it may only be a rumor that this heritage building will be replaced by a parking space for tourist owing to the lack of parking for tourists, but locals, stakeholders and respondents would be happier if there were a museum there. If it were completed, it would directly impact the heritage buildings, and would mean the valuable buildings would disappear.



Figure 103: Heritage railway station and nearby

Source: Researcher, 28 Dec 2014

2) Beach houses on Naebkehardt road (from Junction of Soi Hua Hin51 to the end of the road)

Beach houses which were first built in the early part of King Rama VI and King Rama VII's reign in order to function as residences when nobleman or members of the royal family visited King Rama VI & King Rama VII at the Mrigadayavan Palace or the Klai Kang Won Palace as well as serving as holiday homes for their family after Hua Hin became a popular seaside resort town. This area is next to Klai Kang Won Palace, so new construction was protected and controlled. It is not surprising that this area is less busy and properties did not change much, as already stated in the section on the gentrification of beach houses. Nevertheless, the rapid growth of tourism made the town expand, which impacted this area as well. The physical characteristics of the area did not change much but old properties have been adapted to become restaurants and accommodation as already mentioned. Over time, some beach houses have been converted from holiday homes into tourism related buildings.

With high tourist demand, this area is now a new property development zone, and there are villages, minivan stations, restaurants, and accommodations.



Figure 104: Beach houses on Naebkehardt Road

Source: Researcher, 7 Aug 2017

3) Traditional houses on Naresdamri Road

From the interviews and on-site observations, it was found that the area was busy with fishing and related businesses, but when the tourism boom started around 30 years ago, local people adapted to the changes in order to benefit from the rapid growth and most found work in the hospitality industry whilst a few are still engaged in fishing. Furthermore, many business units in this area are run by outsiders. Properties were rented by investors from outside the community at the same time the owners of the properties moved out from the core zone. This is related to the hidden population figure, which increases yearly.

In this area (the core zone), valuable traditional houses are scattered along the road. Naresdamri Road runs from Sukhaved bungalow passing through Centara Grand Beach Resort and Villas and what used to be the fishing village to Samor Reang community (fishing pier) and en route there are ways to get to the beach (today only by Centara Grand Beach Resort and Villas, which is the main path beside the Chinese shrine). Considering the increasing number of guest arrivals in Hua Hin, and the high level of commodification, many properties were modified into business units and the first small scale local run hotels, Fresh Inn, was established more than 30 years ago opposite the Melia Hotel (now the Hilton Hua Hin).

In this area, locals were usually employed to make classic souvenirs, like local hats made from palm leaves with embroidery (not now available) and souvenirs made from seashells, which are still available on the main way to the beach.

In addition, traditional houses and row houses were transformed into commercial premises, while other properties were demolished and replaced with modern buildings which are not associated with their neighbors. The appearance is confused not only there, but also in other parts of the core zone.



Figure 105: Classic souvenir from Hua Hin

Source: Researcher, 11 May 2014

At present, this area is another vibrant area away from Petchkasem Road with hotels, restaurants, shops and businesses related to tourism. Along the road, there are some houses, including fishing villages, near the sea where houses of a specific type can be found. Among them, there are at least 2 houses, house no. 5 and no.7 that were certified as valuable buildings because of their architecture.



Figure 106: Valuable building in (former) fishing village

Source: Researcher, 25 Sep 2016

4) Traditional houses on Dechanuchit Road

This area is also part of the core zone for tourists because it is close to hotels, the city clock tower, the train and bus stations, Petchkasem Road, Chatchai Market, the night market, temples, the beach, and the fishing pier. There also used to be an air-conditioned bus terminal on this road, but as the number of tourists increased along with traffic congestion, it was moved to its current location. This is another area where there has been much gentrification. Residences were rented out when the owners left the community. The majority of dwellers are new residents from other places.

As this area is in the city center with links to all of the places mentioned above, small scale investors are interested in investing in hospitality and service businesses, e.g. shops, restaurants, spas & massage, travel agencies and accommodation. Fluctuations in the number of guest arrival in Hua Hin are the reason why the number of unoccupied rental properties is quite high. This is because of the downturn in the economy which has affected tourist destinations all over Thailand.

Actually in this area, 20-30 years ago, there were many authentic traditional houses, but when Hua Hin tourism was promoted, businesses started and expanded, and old houses were renovated to meet the needs of investors. Consequently, most of the properties look mixed and do not blend in with their neighbours in terms of style. In the last 10 years, new tourist attractions in Hua Hin and nearby e.g. Black Mountain Waterpark, Plearnwan, Cicada market, Santorini, Venetian, Sam Pan Nam floating market and Vana Nava were opened for tourists. These new sites enhance Hua Hin tourism quite well but as people travel only on weekends, long weekends, national holidays and school and summer holidays, they are sometimes under-utilized.

Nevertheless, there is outstanding heritage on this road. For instance there are 13 wood houses (some units have been replaced by modern buildings), which are the property of the municipality. There are also private half concrete and half wood houses. Many houses have been modified since the tourist boom and some houses

function in the same way as before, like the famous coffee house, Jek Pea (เจ๊กเปี้ยะ), and other shops and residences (figure 107).



Figure 107: Traditional houses on Dechanuchit Road

Source: Researcher, 26 Sep 2016

5) Traditional houses in Poonsuk Alley

This narrow alley is in a residential area but it was developed into beer bars, restaurants, spas & massages and shops. People who live in this area are mostly immigrants from other places, or have rented a property to do business. However, there are still some families who live there and do not want to move.

In this area, heritage buildings can be found behind the road, at the junction of Selakam Alley and along the alley. The 3-storey wooden house is the most outstanding house that has been converted into a spa & massage place with is well maintained by the owner of the property. The property nearby (a residence) is also typical of houses built in the reign of King Rama VI. Furthermore, traditional houses in Poonsuk Alley can be found behind the road and all still function as houses.

As the owners of the properties agreed that the authentic style should be preserved. One of the houses was classified as a valuable building and an identity house of Hua Hin by the Municipality.



Figure 108: Hidden heritage on Poonsuk and Selakam alleys

Source: Researcher, 28 Sep 2016 & 11 May 2014

6) Traditional houses on Prephan Alley

The heritage in this area has value and should be conserved before high gentrification occurs. They are good examples of the architecture in different periods in Hua Hin. Some houses were not changed because the properties still owned and lived in by local while some were rented and neglected.



Figure 109: Hidden heritage on Prephan Alley

Source: Researcher, 25 Jun 2015

Nevertheless, many houses have already been modified either entirely or in part so they have lost some authenticity and integrity. They look messy and do not blend in with their neighbors.



Figure 110: Modified houses

Source: Researcher, 28 Sep 2016 and 14 Sep 2015

7) Buildings around Chatchai Market and nearby

A row of two-storey commercial buildings near Chatchai Market, which was founded in 1926 and was rebuilt in 1957. The property belonged to the municipality but was rented out on long term contracts mostly to Chinese businesses who opened shop houses. These buildings have cultural significance and have value in every sense. However, in 1982, some properties were rebuilt and renovated as modern commercial buildings and consequently contrast with the neighborhood.



Figure 111: Commercial buildings around Chatchai Market on 26 Sep 2016

Source: Researcher



Figure 112: Commercial buildings around Chatchai Market on 26 Sep 2016

Source: Researcher



Figure 113: Beach house gentrification, Chatsila Market on 26 Sep 2017

Source: Researcher

Finally, heritage houses in the old part of the city have been removed, modified, and gentrified to meet tourism demand. Some traditional wood houses in Hua Hin have been classified as valuable heritage buildings because of their uniqueness, while others have not. Thus, government agents and the owners of these properties should pay more attention to heritage in the community as this makes it possible to retain the community legacy despite development. In addition, the heritage can be promoted as a new attraction in Hua Hin, which will encourage visitors to stay longer.

3) How does tourism affect urbanism?

The result of the survey revealed that respondents agreed that Hua Hin has impacts from the growth of tourism that affect the people, the town, and the environment. In addition, they mostly stated that garbage is one of the greatest concerns followed by the town being messy, the lack of cleanliness, traffic congestion, theft, air pollution, waste water problems, and water shortages.

Traffic congestion has become a big issue, especially downtown on long weekends, and at tourist sites and popular places which are recommended on social media like Facebook and Instagram. Respondents stated that traffic congestion is a reason why they would not visit the sites because it produces air and noise pollution which will impact locals and the community. It also impacts the way of life. The growth in tourism has also increased the cost of living, with vendors taking advantage of tourists, and has led to tourist sites being overcrowded with both tourist and vendors.

In addition, there are inefficient management plans and the cultural identity of Hua Hin has been lost. Furthermore, tourism not only affects the local community and urbanism, but also affects town planning. There is overcrowding in the city, and along the main roads like Petchkasem Road; more hotels and condominium have been built.

Respondents also admitted that on the one hand, tourism development has a negative impact on urbanism, but on the other hand, it increases local income and provides more opportunities to get a job and more economic activities.

As a result of tourism, the town has expanded and has become overcrowded, Growth has caused migration, has increased the cost of living, has caused water shortages, has increased the cost of land and property, has caused traffic congestion and pollution (noise, air, waste water, and garbage), and has led to trespassing on public and private land.

Discussion

The beneficial and detrimental impacts of tourism have already been discussed in Chapter 3. The impacts of tourism on urbanism in Hua Hin are also as follows.

People

People who are not connected to the tourism industry feel that tourism has disturbed and changed their lives as well as that of the community. With the rapid growth of tourism in Hua Hin, many locals have changed their careers to work in tourism. Houses have been modified to accommodate tourists, while others have been adapted to become restaurants and related businesses. Farmland has been reduced and the fishery business has declined. It was also found that residents moved house to reside in non-municipal areas that are less busy and less expensive.

Migration can cause culture to fade or disappear because outsiders bring their own culture and do not pay attention or participate in local cultural ceremonies. The more strangers there are in the community, the more loose the relationship between people becomes. Tourists often wear improper dress, such as sexy or two-piece clothes, and inappropriate behavior can be seen downtown. This may encourage the younger generation to imitate them.

Furthermore, there is a rising cost of living which affects the daily life. The land prices are also rising. Most land is fully developed in Hua Hin municipality and

the land cost is extremely expensive. Beachfront land costs 80 million baht per rai (1,600 square meters).²²⁵ As the result, local people have relocated and downtown land is mostly sold to property developers and investors.

Before tourism boomed, the town was quiet and crime (drugs and theft) rarely happened. However, as it was the King's town and a historic town, security and crime became of greater importance, especially while King Rama IX stayed in Hua Hin. Consequently, many foreigners (retirees) decided to move to Hua Hin.

Career change

Tricycle services are significant for the seaside resort town of Hua Hin but nowadays it is in decline in Hua Hin because it is old fashioned, slow, and has limited capacity and distance. Consequently, tricycle services have been impacted by tourism development as well.



Figure 114: Tricycle in Hua Hin on 2 Mar 2013

Source: Researcher

²²⁵High speed rail and development in Hua Hin Retrieved from http://www.prachachat.net/news_detail.php?newsid=1377248797 [Accessed by 15 Jun 2017]

The tricycle was invented in 1933 in Nakornrachasima Province and was a modification of the Chinese rickshaw and the bicycle²²⁶. It became the model for tricycles everywhere. In Hua Hin, it used to be a popular mode of transport around the town but after the tourism boom, the motorcycle taxi became an alternative and now they are on every corner. Tricycles used to be everywhere in town, but now there are only few left and you can only find them by the railway station. A tricycle driver said that “riding a tricycle is his life” because this has been his only job since he was young and he did not want to begin a new job at his old age.

It is unfortunate that local government did not support the preservation of the tricycle because it is part of Hua Hin’s history and was popular for many decades. Even now there are still quite a few of them by the railway station.

As a result of the growth in tourism, tricycle driver could not adapt to the rapid change and consequently many of them have left the profession. Unless local government values this heritage, the tricycle services in Hua Hin will not exist for future generations and tourists to experience.

Lastly, local government should promote tricycle tours around the old town or follow the cultural routes to the old precincts to preserve this attraction. Travel agents could support tricycle tours like in Sukhothai, or the horse carriages in Lampang and Wiang Kum Kam, Chaing Mai and in Malacca, Malaysia.

Offensive behavior

Many workers of beer bars and masseuses in the community wear sexy dresses and, misbehave and it is possible that the younger generation may imitate them. In addition, the relationships between old and new residents are not evident. Because of this, some families decided to move out to find a better environment. Locals are sometimes embarrassed that tourists wear two piece clothes while walked through the community. Although it does not happened often, it should not happen in public spaces.

²²⁶History of Tricycle in Thailand Retrieved from <https://th.wikisource.org/wiki/เมืองไทยในอดีต/ประวัติรถสามล้อ> [Accessed by 10 Mar 2013]

Trespassing in public areas

Naresdamri Road area

In the past long open bamboo terraces with stove houses on stilts were built over the beach and sea. Most bamboo terrace houses have been gentrified and converted into restaurants, guesthouses, tailor shops, souvenir shops and spa & massage service units while other properties have been rented by outsiders and opened as a souvenir shops, massage service places and restaurants.

The use of public areas is one of the hottest issues and local government has tried to solve this problem, but has not succeeded because of political influence. As result of the policy of central government, they were recently prosecuted by the municipality.

The aerial pictures (figure 31) in different years show that trespassers have occupied part of Hua Hin beach for more than 50 years. Most of the constructions were built over the sea and many of them have been further extended in the past 15-20 years and now block the area. This area was a residential area in the past and has become a problem since the tourism boom in Hua Hin. On the other hand, there were other groups who have a house in the beach area and have been residing there for many generations.



Figure 115: Hua Hin aerial photos in 1967 & 1976 & 1995 & 2017

Source: Royal Thai Survey Department, Royal Thai Armed Forces Headquarter & Google Earth 2017

It is very challenging for local government to handle this case because people were allowed to be there for long time even though they knew that it was illegal. The trespassers should think of the overall benefit, not only for themselves and should be more concerned about the townscape and the environment. The constructions over in the sea block the drainage when there is heavy rain and the wastewater will pollute the sea if there is no wastewater treatment.



(A)

(B)

(C)

(D)

Figure 116: (A)(B)(C)(D) Trespassers on the beach

Source: (A), (B), (C) Researcher, 3 Feb 2013, (D) Google, 2016

In front of Hua Hin temple

Entrepreneurs have also occupied the public space in front of Hua Hin temple for several years with restaurants and motorcycle renting, which is not an appropriate service around a temple. Alcohol should not be sold there too. According to the social order policy of the government to organize the city, they were moved out in May 2017.

Notably, the entrepreneurs took over this place in the last 10-15 years and there are not so many of them so it is easier to manage. Unlike the first case, they had been living there for a long time, and there are many people involved.

As the frontage in this alley is rather small, most of the entrepreneurs in this area make full use of their frontage and park their cars and motorcycles on the roadside. This reduces the width of the lane and often causes accidents. It will be better for the local and the community if they can enforce the law to stop people parking motorcycles and cars in the alley.



Figure 117: Trespassing on public spaces on 11 May 2014

Source: Researcher & <http://www.krobkruakao.com/local/45755>

Hua Hin beach

Hua Hin beach is of great tourism significance. Before the ‘Visit Thailand Year’ in 1987, the campaign by the Tourism Authority of Thailand (T.A.T.), the beach was quiet, peaceful and less crowded. However, when Hua Hin became overcrowded, the beach became disorganization. In 2014, beach management became part of the social order policy of the government.

The result of this policy was that the beach is better organized with a limited number of vendors and control service times, prices and the area for beach chairs. Visitors enjoy the scenery without anything to block their view, and it is more relaxed and comfortable.



Figure 117: Hua Hin beach before and after beach management policy

Source: Researcher, 3 Feb 2013 & 11 May 2014 & 13 Jun 2017

In summary, for residents in Hua Hin, tourism has affected their daily lives. It has led to career changes, increased population, which has made the town crowded, a higher cost of living, including land cost, and changes to the culture. However, stakeholders disagree with local residents.

Environment

The environment is one of the greatest concerns for tourism and Hua Hin is also facing to those problems.

Traffic congestion

Hua Hin can be accessed by road and rail, but visitors prefer to drive there. Petchkasem Road takes visitors directly to downtown Hua Hin while bypass is on the other side (western side) of the town. Traffic congestion usually happens on long weekends, national holidays, summer and school holidays, and special events like the jazz music festival. Traffic is concentrated on the main road to the downtown area. This does not include unusual situations like the impact of war, e.g. political unrest and the floods in 2014.



Figure 118: Traffic on Petchkasem Road in front of night market on 5 Dec 2015

Source: Researcher

Traffic congestion is not caused by people arriving at the same time, but because some visitors park the car and cross the road near the night market where most of the traffic congestion is. To minimize this problem, visitors should not be allowed to drop off and park cars in that area. A parking lot and shuttle bus (with or without charge) should be provided for visitors, together with announcements in advance. In addition, staff should assist people to cross the road.

Garbage/waste disposal/wastewater system

In the report on the waste disposal situation in 2014, it was stated that the municipality managed 119.36 tons of waste per day, or 43,566 tons per year. Regarding the increasing number of residents and guests, which will affect the waste disposal in the near future if there are no measures to control or reduce the waste.²²⁷

To improve the situation, there should be a campaign to reduce the amount of trash and use bio-degradable containers and have recycle bins on and around the beach. A handbook should be published for a 'green beach' 'green tourist' campaign which should be distributed to visitors or broadcast through the media. Moreover, there should be trash-free activities once a week, in order to keep the beach clean.

In addition, locals and guests generate 24,000-30,000 cubic meters of wastewater per day but only 17,000 cubic meters is processed. It is unclear what happens to the rest. Therefore, locals and guests have to help to save water and to recycle wastewater while local government should control the quantity of wastewater and invest in an efficient wastewater treatment system with adequate capacity. Likewise, a progressive tax rate should be used for wastewater quantity (for all businesses related to tourism) to reduce the production of wastewater.

²²⁷Situation of solid waste in Prachuap Khiri Khan Retrieved from http://prachuapkhirikhan.mnre.go.th/download/pan59/pre_3.pdf [Accessed by 29 Oct 2017]



Figure 119: Hua Hin beach on 26 Sep 2016

Source: Researcher

Air/noise/water pollution

As a touristic town, Hua Hin faces air, noise and water pollution which impacts urbanism. Traffic congestion causes air pollution which is harmful to people's health, and tourists create noise pollution which disturbs serenity, and wastewater without treatment causes water pollution, which affects coastal fisheries and locals. In addition, tourism business units like beer bars, massage parlours, and restaurants also create noise pollution for neighbors.

Flooding

Hua Hin is a seaside town, and during the monsoon season (Oct-Dec), tropical storms that produce heavy rain and can lead to floods, affect the area. In the past, floods did not last long and often occurred because the water flowed to the sea in many directions. In 1999, there was a heavy flood in Hua Hin particularly in the low land areas. After that, the King initiated a project to protect Hua Hin from flooding by draining water faster to the sea through Klai Kangwon Palace. Since that time, there were no heavy floods except in 2010, 2013, 2015 and 2017.

The rapid growth of tourism created increased demand for hotel rooms, business units for investors and residences for locals and migrants. Hence, Hua Hin has grown rapidly, and many properties development projects have been completed especially in the beachfront area. Furthermore, the opposite site (west of Petchkasem Road) has developed as a residential area. Many projects were built over drainage canals because land developers lacked corporate social responsibility.

Hua Hin floods very often and takes time to drain because the drainage is often blocked by the increased quantity of wastewater from the many new villages as well as large quantities of rubbish that also results from tourism as mentioned above.

To minimize the flood problem, local government should enforce the Control Building Act strictly for new constructions. Property developers and local communities should also co-operate with government agents to comply with the Act seriously. Investors and stakeholders should be ethical in business and not exploit public land.

In addition, local government should clean all drainage areas before the monsoon season arrives. The young generation should be taught how to be responsible, such as by not littering in public places, keeping the area clean and not staying silent when see someone breaks the law. The pictures below show the floods in various years.



Figure 120: Floods in Hua Hin Town, Nov 2013²²⁸ & 26 May 2017²²⁹

Source: Manager news and Khaosod news

²²⁸Heavy rain and flood in Hua Hin Retrieved from <http://www.manager.co.th/Local/ViewNews.aspx?NewsID=9560000139397> [Accessed by Mar 8 2017]

²²⁹Flood in Hua Hin 26 May 2017 Retrieved from https://www.khaosod.co.th/around-thailand/news_368263 & Flood in Hua Hin 26 May 2017 Retrieved from <http://www.manager.co.th/Local/ViewNews.aspx?NewsID=9600000053793> [Accessed 23 Oct 2017]

Subsequently, in Hua Hin, locals and communities have faced several problems caused by tourism that impact urbanism and physical aspects of the city as mentioned above. Tourism development has caused the town to change significantly change from a fishing village to a tourism destination. It not only impacts urbanism but also creates various problems such as trespassing in public areas, a badly organized town and beach, pollution and flooding.

4) How can tourism and heritage in Hua Hin be maintained sustainably?

In regard to sustainable tourism, the respondents mentioned conservation, being friendly to the environment, authentic local life, maintaining tourism resources, respecting locals, generating income for locals, not creating social and environmental problems, building good relationships between the host community and tourists, bring the benefits of tourism to all and being a part of tourism management.

The majority of respondents acknowledged that everyone has a duty to make tourism sustainable. They agree that if Hua Hin's identity is promoted as cultural tourism, the heritage and environment should be preserved and tourism resource disaster can be minimized. It would also be possible to build up the cultural tourism awareness. This will encourage culturally-aware tourists to spend more time and enjoy more things in Hua Hin.

The respondents stated that they were interested in local history and if there were a cultural route tour in Hua Hin, they would attend it in order to gain knowledge about the history and details of the site. Owing to the need for parking lots, respondents disagreed with the municipality about removing the heritage building (the former Municipality office) for that purpose. The Department of Public Works and Town and Country Planning had a plan to transform this heritage building into a museum, but it has not been carried out. Nevertheless, most of the respondents would like to see a museum in Hua Hin and some of them stated that both projects can be combined to build a museum with a parking space in the area.

In the future, Hua Hin will still be prosperous and continue being a popular beach town with more tourists. The town will grow in size, and will look like Pattaya with the convenience of Bangkok. The respondents also mentioned that tourism will bring more negative impacts to Hua Hin as well. For instance, more traffic congestion, high rise buildings which will occupy the whole town, higher prices and cost of living, and local property owner will be replaced by speculators.

Government policy will enhance tourism sustainability but it must be practical and the laws must be enforced. In addition, the state has to launch orders or codes of conduct for each place as well as well-organized tourism attractions. They should also encourage local co-operation. There should be clear identity zoning, limited construction and increased social and environmental awareness. These are samples of the reactions of respondents.

Discussion

Local residents do not understand much about heritage and its value. Local government agent discontinued the Identity Value Building project which rewarded old, well- preserved houses. The owner of identity house did not see the benefit of being rewarded. Most of the heritage has not been a concern for locals who lack interest because the local government did not designate or identify the significance of such things to the owners or the tourists. Even though there was an Identity Value Building project to reward valuable heritage houses by the Municipality in 2012, this project has been discontinued without any reason and there was no follow-up project. This did not motivate the property owners to retain the authenticity of the local heritage in their efforts to conserve it.

At the same time, all projects which are part of government policies to enhance town development also need to be balanced in terms of the heritage of the community.

The following are projects that distribute both positive and negative impacts to Hua Hin from the past to the present.

- **The Western Seaside Resorts Development Act, 1926.**

This Act was written at the end of King Rama VII's reign and proclaimed before political change occurred. After the political change, all of the projects under this Act were transferred to the Municipality.

Because the growth of the population and the number of visitors caused the town to become overcrowded, the infrastructure and utilities need to be enhanced by the Municipality to manage the town appropriately. The proposed projects comprise road construction, public transportation, taxes on property ownership on and the distillation of seawater into fresh water, but the political changes occurred before King Rama VII approved them. Some projects were not carried out, such as taxes on property ownership (like a city tax) and distilling seawater into fresh water.

- **The National Development Plan during Field Marshal Plaek Pibulsongkram's government.**

Under the National Development Policy under Field Marshal Plaek Pibulsongkram government in 1950, Petchkasem Road, the first southern road, was built and passed through Hua Hin. This became the main road to get downtown and is the most popular way up to the present time.

When the National Economic and Social Development Board (NESDB) was established in 1950, there was a series of development projects for infrastructure, utilities, industries including tourism, people and the environment etc. There were some plans that were related to the development of Hua Hin as described below:

The National Economic and Social Development Plan (the National Development Plan)

The National Development Plan 1 (1961-1966)

In the first plan, the first southern highway from Bangkok to Chumporn was built and the old southern road was renovated from Nakornprathom to Chumporn. In addition, steam engines were replaced by diesel engines and a public fishing pier was built. Furthermore, the Tourism Promotion Organization and Commercial Aviation were founded under this plan.

The National Development Plan 2 (1967-1971)

There was a tourism promotion in the form of advertising to motivate foreigners to visit Thailand.

The National Development Plan 3 (1972-1976)

The government encouraged people to establish businesses and supported businesses related to tourism, including tourism promotion. However, the majority of tourism problems were related to the environment.

In addition, highway no.35 (Thonburi-Pak Tor road or Rama II road) was built as the main road to the south and was 40 kilometers shorter than Petchkasem Road (the old road).

The National Development Plan 4 (1977-1981)

This plan aimed to support Thai people to travel within the country. The Comprehensive Town Planning and Building Control Act was also established in 1979.

The National Development Plan 5 (1982-1986)

The development of the western region was part of this plan to encourage and persuade foreign tourists to stay longer and spend more money and to encourage Thais to travel in Thailand. It also encouraged the private sector to invest in tourism service businesses in addition to government investment. Last, land by the sea was developed to attract more tourists to visit Hua Hin and to improve infrastructure.

The National Development Plan 8 (1997-2001)

The revitalization of natural resources management and the promotion of cultural tourism were the main concerns of this plan. In addition, it involved the development of telecommunications and transportation from east to west to link economic centers together. There were projects that concerned Hua Hin as follows:-

High Speed Rail (H.S.R.) Bangkok-Hua Hin project

The development project aimed to enhance tourism as well as to develop the transportation network to connect Bangkok with other regions and possibly to link Thailand with neighboring countries in the future. The Hua Hin High Speed Rail project represents the development of 225 kilometers of rail from Bangkok. In this project, Hua Hin was appointed as a moderate-sized town with a full development plan in the project area and nearby i.e. a new train station in Bor Fai, infrastructure, utilities, commercial buildings and a transportation network from H.S.R. station to Hua Hin town, tourist sites etc.²³⁰

Because this project would transport 13,000 people per day at a speed of 250 kilometer per hour, it would take only one hour to get to Hua Hin from Bangkok.²³¹ This project would generate jobs, new business, economic activity,

²³⁰High Speed Rail Retrieved from <http://www.thansettakij.com/content/88462> [Accessed by 22 Oct 2017]

²³¹High Speed Rail Thai-China-Japan Retrieved from http://www.realist.co.th/blog/รถไฟความเร็วสูง/?gclid=EAIaIQobChMI7teE3JX41gIVEwRoCh07fA7TEAAYASAAEgILR_D_BwE [Accessed by 1 Oct 2017]

income, infrastructure and utility development, a transportation network and would lead to Hua Hin becoming a larger town. However, it would also have negative impacts such as overcrowding, traffic congestion, high cost of living, high tax rates, utility shortages, rising land cost, a high rate of migration, rising crime rates, air, noise, water pollution, excessive wastewater and garbage and trespassing in public areas.

This project is now under a reconsideration process and it is possible that it will be approved in the near future.

Double rail tracks

For the benefit of rail travelers and goods transportation, the double rail tracks project has been proposed to improve the rail system throughout the country. The project is from Nakhon Pathom to Hua Hin with a distance of 165 kilometers.

On the one hand, the double rail tracks is a broad gauge track that will be added to run parallel to the existing track with separate tracks for incoming and outgoing traffic which will benefit capacity, decrease travel time, save energy, reduce pollution, increase public transportation efficiency in the countryside, city and internationally, and motivate people to use rails system to reduce accidents on the roads. It will also build tourism potential along the rail lines.²³² On the other hand, this project also impact residents who reside in the railway area so that they may have to relocate.²³³

In addition enhanced rail services will help to reduce traffic congestion during the tourist season and holidays. At present, this project is ongoing but has not been finished yet.

²³²Rail project progress Retrieved from <http://www.huahintoday.com/thailand-news/rail-projects-progress/> [Accessed by 1 Oct 2017]

²³³Double rail tracks from Nakorn Prathom to Hua Hin Retrieved from <http://www.thansettakij.com/content/204774> [Accessed by 22 Oct 2017]

The National Development Plan 9 (2002-2006)

There was a mega project to brand the upper part of the southern coast which included Petchburi, Prachuap Khiri Khan, Chumporn and Ranong in a similar way to the Riviera in France. The cabinet voted in favor of it in 2006, but there was a coup d'état before it was carried out. Therefore, the projects were suspended but part of it was resurrected²³⁴ and renamed the Royal Coast Project in 2008.

Thailand Riviera-Royal Coast project

The uniqueness of each province leads to high tourism potential for the cluster that became the mega development project "Thailand Riviera or Royal Coast". This is part of the coastal development in the upper part of the southern coast. In accordance with the characteristics of Hua Hin, which is suitable for being a high-end destination, it was selected to be a landmark for high-end guests and for further projects like ferry transport to the eastern coast and roads from Malaysia to Hua Hin.

Various development projects were included but all were related to tourism. This would not only connect regions in the country, but also neighboring countries.

When this project is completed, it will enrich not only Hua Hin town but also the area around Hua Hin and other areas. The project will bring benefits and will also have negative impacts both for people and communities.²³⁵

²³⁴Riviera project Retrieved from https://www.prachachat.net/news_detail.php?newsid=1256548606 [Accessed by 18 Nov 2015]

²³⁵Thailand Riviera-Royal Coast Retrieved from <http://oknation.nationtv.tv/blog/akom/2012/03/16> [Accessed by 18 Nov 2015]



Figure 122: Draft of Riviera Project

Source: News on the PR board at the Provincial government center,
photo taken by researcher in 2014

East-West Ferry

The East-West Ferry is one of the projects resulting from the National Economic and Social Development Plan 9. This is an alternative for guests to access Hua Hin as well as the opportunity to increase tourism in both Hua Hin and Pattaya.

To link the east and west coasts was first attempted by the Department of Marine, in 2004 but it did not succeed due to the lack of demand, high fares with no interesting activities on the way, and was only used by foreigners.

In 2017, the Royal Passenger Liner Co., Ltd. started to operate a ferry (foot passengers only), from Hua Hin to Pattaya, once a day. It takes almost 2 hours (depending on the weather) by air-conditioned high speed passenger ferry.²³⁶ In Hua Hin at present, the ferry pier is located at Ban Hua Don, Kao Takiab and in Pattaya it docks at Bali Hai pier.²³⁷ In the future, there will be an additional bigger ferry to

²³⁶Ferry timetable Retrieved from https://www.royalferrygroup.com/page_a.php?cid=3
[Accessed by 25 Oct 2017]

²³⁷East-West Ferry from Pattaya to Hua Hin Retrieved from
<http://www.posttoday.com/local/east/480548> [Accessed by 28 May 2017]

transport vehicles along with passengers.²³⁸ This will attract more tourists to use this service because it will save travel time, reduce accidents on the road, save energy and would be convenient.

For the time being, high seas during the monsoon season, (Oct-Dec), are a threat which may impact the ferry schedule. Furthermore, there is nothing interesting along the route. In addition, the ferry project may impact the environment and coastal fisheries if they use a larger ferry without studying the impact.



Figure 123: Ferry from Hua Hin to Pattaya

Source: Post Today news²³⁹, 28 May 2017

• The Building Control Act 1979

The Building Control Act is used to control the physical changes and new construction in the town. This Act was passed in 1979 but the Municipality has used it to control building construction, in terms of height and distance from public space, since 1992.²⁴⁰

²³⁸Ferry Pattaya-Hua Hin –Bang Poo Retrieved from http://www.realist.co.th/blog/เฟอร์รี่พัทยา-หัวหิน/?gclid=Cj0KEQjwx6TJBRCWtsiXpI7bhOYBEiQA1en3F-MO_5LZ1Yvqr4IT_HrbSUNHIQ_J2mYyCJU13cSL9GQaAmKO8P8HAQ [Accessed by 28 May 2017]

²³⁹East-West Ferry began Retrieved from <http://www.posttoday.com/local/east/480548> [Accessed by 28 May 2017]

²⁴⁰Building Control Act http://planning.pn.psu.ac.th/town_plan/procedure/docs_procedure/200_1301681175.pdf [Accessed by 3 Oct 2017]

Before this Act was enforced, the townscape and skyline was messy and local and land developers trespassed on public land. However, as a result of this Act, there are no extremely high rise buildings in the municipality and the skyline looks tidier. However, this Act may have to be revised if the Comprehensive Town Planning is officially enforced as high rise building will be permitted.

- **Comprehensive Town Planning**

Tourism is not only affected the people, public areas, including the beaches, but also the physical aspects of the city. Hua Hin town has been shaped by tourism over time. The town has expanded at various times. This can be seen from the latest Comprehensive Town Planning.²⁴¹

The new Comprehensive Town Planning is waiting to be proclaimed by Royal Decree, and a rapid growth in tourism development is expected, increasing the number of tourists (figure 6), with the area of development expanding by 97.73 sq.km from 87.20 square kilometers to 171.78 square kilometers. To accompany Hua Hin's rapid growth and the expansion of the non-municipal area, mega projects, as a part of government policy, such as Thailand Riviera-the Royal Coast, High Speed Rail, double rail tracks and ferries from/to Pattaya are in operation or are being planned.

In the past, the space and height of buildings were controlled. Buildings were not allowed to exceed 2,000 square meters and could not be more than 23 meters in height. While the Comprehensive Town Planning will allow high rise buildings of more than 10,000 square meters in floor area, the height limit has not yet been approved. This is because of land is limited and extremely expensive so Hua Hin will promote high rise building projects. In 2012, there were 57 condominium projects with 19,115 units with many more to come.²⁴²

²⁴¹High Speed Train Retrieved from https://www.prachachat.net/news_detail.php?newsid=1377248797 [Accessed 23 Oct 2017]

²⁴²Ibid.

The latest Comprehensive Town Planning aims to control the growth in land use and to generate wealth. Nevertheless, this new Comprehensive Town Planning will allow high rise buildings to be built in Hua Hin. As a result, the townscape will be changed, the landscape and skyline will be blocked with high rise buildings, and there will be insufficient infrastructure and utilities i.e. water and electricity shortages, a high cost of living, culture loss, traffic congestion and pollution. Hence, local government should consider the capacity of the city rather than the investment value because such development can create various negative impacts for residents and guests as stated above.

- **Free trains**

This government policy subsidized the cost of living by providing free train rides, notably for the laboring class with low income. 3rd class train travel was free of charge from 15 Jul, 2008 to 30 Apr, 2017 and it has been extended until 31 Oct 2017.²⁴³

Because most of the free trains are non-air-conditioned trains with a fan, it may not be comfortable elderly travelers and children. Table 3 presents the number of train travelers, which fluctuated from 2010 to 2016.

Nevertheless, free train ride provide an experience with no ticket cost for guests and it is only 4.15 hrs. from Bangkok. It is therefore possible to visit Hua Hin for a day trip. This will attract young travelers, friends, backpackers, and foreign tourists. It could be said that this policy enhances tourism growth in Hua Hin because it is easily accessed.

Unfortunately, with government policies that developed into the National Economic and Social Development plans, most projects focus on infrastructure and utility systems and tourism promotion, to encourage domestic and foreign tourists to

²⁴³Free train government policy Retrieved from <https://www.thairath.co.th/content/927594>
[Accessed by 22 Oct 2017]

visit Thailand. Most of the high value projects, such as the High Speed Rail (H.S.R.), Double Rail Tracks, Thailand Riviera or Royal Coast project and the East-West Ferry are related to tourism.

Such projects have both positive and negative impacts on locals and communities. The positive impacts are that the development brings prosperity to the people and the city, so people have a better life with a better chance to get a job, and new businesses related to tourism have been set up. However, the negative impact that affected people are overcrowding, the high cost of living, high tax rates, utilities shortages, rising land cost, relocation of residents, a high rate of migration, culture loss, career changes, rising crime rate, air, noise, and water pollution, excess wastewater and garbage, trespassing in public areas and traffic congestion. Other than that, it also impacts physical aspects of the city, which is expanding in accordance with tourism growth. That is why Hua Hin has become larger as a result of the latest Comprehensive Town Planning.

However, it is a great challenge to balance tourism and heritage if the stakeholders, including locals, government agents and entrepreneurs do not understand the value and significance of heritage in the community at a time in which there is so much development.

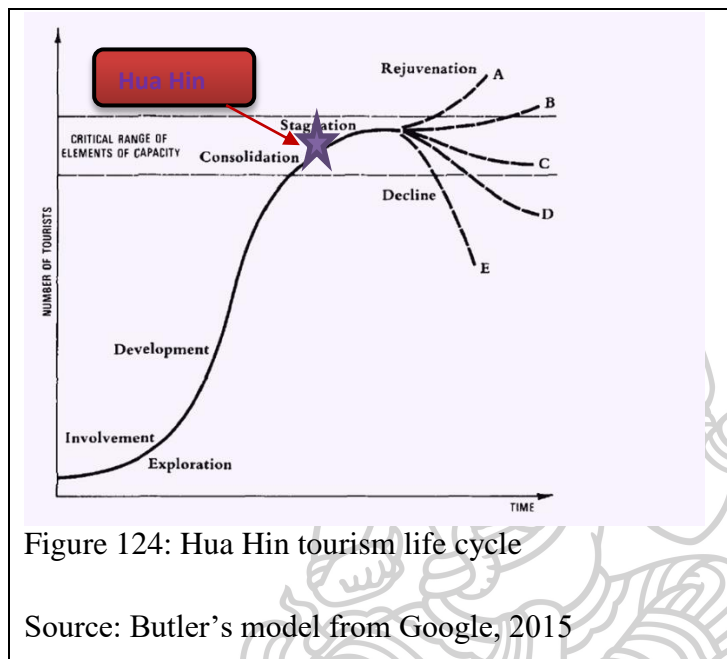
Therefore, to balance tourism and heritage in a sustainable level, local government needs to combine tourism development projects and heritage. Paying attention to both sides will help to enhance the city. This includes educating people about the significance of heritage and sustainable tourism so that the heritage will be preserved and developed.

Tourism Life Cycle

At present, Hua Hin is always overcrowded on long weekends, festival times, high season (Oct-Feb) and summer holidays. In the tourism life cycle, Hua Hin is between the consolidation and the stagnation stage because tourism has become a major part of the local economy, but the growth rates have started to settle and the number of tourists and capacity level has reached the maximum. Last year, Hua Hin

has almost 5 million visitors (Table 1). The town is at a critical level of capacity, and it is a challenge to plan for such a capacity and to protect it from deterioration.

Therefore, a management plan with a new paradigm will be proposed in order to rejuvenate Hua Hin, and this will be presented next.



A new paradigm to balance heritage and sustainable tourism

Hua Hin has been shaped by tourism for a century. It was founded as a fishing village and then developed into a seaside resort for aristocrats and later converted into a mass tourism destination. Hua Hin has significantly changed over time, especially recently. Tourism's rapid growth generates many development projects which may challenge Hua Hin. Notably, Hua Hin has faced fluctuating numbers of visitors, over capacity and traffic congestion during holidays while being quiet on weekdays since the tourism boom. Hence, the ICOMOS Charter is proposed. According to the potential of Hua Hin in terms of cultural heritage tourism, the ICOMOS charter, which focuses on cultural tourism, will be mainly used to manage this site. In addition principle of ASEAN Community-Based Tourism also will apply for this case.

ICOMOS International Cultural Tourism Charter

Principle 1: Encourage Public Awareness of Heritage

As the majority of locals, stakeholders and visitors do not understand the value and significance of heritage in communities, which leads to heritage carelessness. Knowledge about the significance of heritage and sustainable tourism should be taught to all concerned.

In Hua Hin there are still unique buildings, so they should be regarded as cultural heritage tourism sites. Tricycles should be included in this program to take tourists to the sites or to sightsee around the town. This will attract cultural heritage tourists and provide alternative activities for visitors as well.

Principle 2: Manage the Dynamic Relationship

It is quite a challenge because “the relationship between heritage places and tourism is dynamic and may involve conflicting values.”²⁴⁴ Local government therefore, when planning mega projects such as the Thailand Riviera, High Speed Rail, the double rail tracks, East-West ferry etc, should consider the positive outcomes and minimize the impacts on the heritage and lifestyles of the host community²⁴⁵ as well as meet visitors’ expectations.

Nonetheless, all tourism development and infrastructure projects should involve social and cultural elements, the aesthetics, the townscape and the cultural landscapes and material used, including the architectural styles. In addition, it should limit the level of change, the high rise building development areas, residential zones and entertainment zones because this will bring back the aesthetics of the town and help the preservation and authenticity of heritage.

²⁴⁴ICOMOS International Cultural Tourism Committee. ICOMOS International Cultural Tourism Charter: Principles and Guidelines For Managing Tourism At Places Of Cultural And Heritage Significance. p.8.

²⁴⁵Ibid.

Principle 3: Ensure a Worthwhile Visitor Experience

There should be high quality information and codes of conduct for each place that is regarded as a cultural heritage site to encourage appropriate behaviour for visitors and to protect the heritage itself.

For a long time, Hua Hin has not had any specific cultural heritage sites supported by local government such as identity value buildings, museums, or cultural heritage routes. If historic buildings were designated to be part of a cultural heritage route, “visitors would be encouraged to behave as welcomed guests, respecting the values and lifestyles of the host community including conducting themselves in a responsible manner, which would generate a renewed welcome.”²⁴⁶ However, the host community should be trained as welcoming hosts too. Visitors should visit at their own pace, but still have time to have a worthwhile visitor experience.

Principle 4: Involve Host and Indigenous Communities

Nobody understands the needs and problems concerned with tourism in the community better than locals, property owners and stakeholders, i.e. travel agencies, hotels, restaurants, tricycle drivers, local guides, and transportation association representatives; thus the municipality should invite all those to participate in planning for conservation and tourism. The community can develop a better sense of belonging and feel proud of their community, which will help to preserve the heritage in the community.

Principle 5: Provide Benefit for the Local community²⁴⁷

²⁴⁶ICOMOS International Cultural Tourism Committee. ICOMOS International Cultural Tourism Charter: Principles and Guidelines For Managing Tourism At Places Of Cultural And Heritage Significance. p.10

²⁴⁷Ibid. p.12

The municipality should distribute part of the tourism revenue to support conservation management and tourism activities through education, training and the creation of full time employment opportunities.

Government officials should point out the benefits of conserving their property as a part of a cultural heritage site. Property owners should be convinced to participate in this program in old precincts, such as Naresdamri, Dechanuchit, Poonsuk, Prephan, Samor Reang, Petchkasem and around the railway station. Furthermore, the conservation of heritage buildings should be conducted by local government, in the form of funding, technical knowledge on conservation or tax benefits if the property is part of a cultural heritage site.

Lastly, encourage locals from old precincts should be trained to be community guides and site interpreters to receive visitors. This will make locals take a direct interest in care and conservation. In addition, even government agents who are policy makers, planners, architects, interpreters, and tourism operators should also receive training in conservation management and sustainable tourism

Principle 6: Responsible Promotion Programs²⁴⁸

Local government should inform “visitors about the specific heritage characteristics of a place or host community, thereby encouraging them to behave appropriately”²⁴⁹ when they visit the site.

The municipality should co-operate with heritage owners to retain the authenticity of the property as well as to get permission for visitors to visit their property.

Visitors should be recommended to experience in the old precincts and communities as it will redirect and disperse tourists to experience the wider cultural

²⁴⁸ICOMOS International Cultural Tourism Committee. ICOMOS International Cultural Tourism Charter: Principles and Guidelines For Managing Tourism At Places Of Cultural And Heritage Significance. p.13

²⁴⁹Ibid.

heritage of the locality.²⁵⁰ Moreover, the local community should receive returns from the promotion, distribution and sale of local crafts and other products.

The tools of sustainability

Furthermore, for sustainable tourism in Hua Hin, government legislation and regulations should be enacted and should encourage corporate social responsibility.²⁵¹

By identifying old precincts, and by designating protected areas, the cultural significance (in Burra Charter) which was described in chapter 5, such as Naresdamri, Damnoenkasem, Railway station area, Poonsuk, Praephan, Dechanuchit, Phetkasem, Nebkehardt and Samor Reang community, can be sustained. Bicycles should be provided at an economical rate by the railway station and at tourist information centers downtown and different activities and alternatives like cycling routes, tricycle tours or walking tours with route suggestions should be available.

To protect the environment, all tourism, infrastructure and land development projects must be examined and approved by strictly applying Environmental Impact Assessment (EIA).

The carrying capacity is uncontrolled in open spaces, unless they are redirected. If a cultural heritage route is organized, it should have a suitable time frame to limit the chance of going beyond the carrying capacity. For the future, if a Hua Hin museum is established, by renovating the former municipality office building, the physical carrying capacity and limits of acceptable change should be taken into account.

However, the ecological and environment carrying capacity should be of concern in the case of the beach during high season. Tourists should be encouraged to

²⁵⁰ Ibid.

²⁵¹ Martin Mowforth and Ian Munt. **Tourism and sustainability** p.107.

visit other beaches nearby, such as Kao Takieb, Kao Tao, Had Sai Noi, Pranburi or Sam Roi Yod. In regard to the night market, the physical, social, environment, real, effective or permissible limits of acceptable change and carrying capacity should be considered because it was found that only the main street of night market was crowded whilst the markets (Chatsila) nearby was less busy.

Locals, stakeholders and the municipality should meet up to plan sustainability including surveys and evaluations of the plan.

Host governments, the host community, stakeholders, guests (visitors, tourists, and excursionists) should be informed about the code of conduct.

Lastly, to assure that Hua Hin tourism is sustainable, there are indicators to take into account as well: resource use, waste, pollution, local production, access to basic human needs, access to facilities, freedom from violence and oppression, access to the decision-making process, diversity of natural and cultural life, and holiday foot-printing.²⁵²

However, as a tourism attraction, it was found that the signage is inadequate. Generally tourism signage was found only in some tourist spots such as at Hua Hin railway station, the memorial park of King Rama VII on the top of Hin Lek Fai viewpoint, the Clock Tower and at Chatchai market. Furthermore, as a historic town, Hua Hin still has historically valuable buildings or heritage sites, a hero statue (Pone Kingphetch-Thais' first world championship), and old precincts, but these sites do not have any signage to identify them yet; therefore, local government should take these things into account in order to facilitate and give comfort to visitors as welcoming hosts.

²⁵²Martin Mowforth and Ian Munt. **Tourism and sustainability**. p.107.



Figure 125: Tourism board information near the railway station

Source: Researcher, 16 Aug 2015

Community-Based Tourism (CBT)

Coeli Barry stated that “community rights and responsible to manage cultural heritage resources ...”²⁵³ While CBT takes environmental, social and cultural sustainability into account. It is managed and owned by the community, for the community, with the purpose of enabling visitors to increase their awareness and learn about the community and local ways of life.²⁵⁴ The key of CBT is to let the people in the community using sufficiency economy in order to develop the economy and society in sustainability. People in the community don’t need to change anything for tourist because they want tourist to learn about their way of life and tourism generates an extra income for the community. CBT creates mental value, people will proud of their community. CBT also letting the community member participate in all activities and all idea are counted.²⁵⁵

²⁵³Coeli Barry. edited. Rights to culture: Heritage, Language, and Community in Thailand. (Bangkok: Silkworm, 2013). p. 28.

²⁵⁴Thailand Community Based Tourism Network Coordination Center (CBTNCC). CBT concept Retrieved from http://cbtnetwork.org/?page_id=28 [Accessed by 2 Aug 2017]

²⁵⁵Community-Based Tourism between Japanese-Thai community Retrieved from <http://www.etatjournal.com/mobile/index.php/menu-read-tat/menu-2013/munu-2013-jan-mar/25-12556-japan> [Accessed by 3 Aug 2017]

As Hua Hin fully developed to touristic town and majority of local communities concern with tourism industry. Therefore, to make their careers and income sustainable, local should manipulate tourists who visit their village. They also should understand the significant of their communities, including heritages and know how to balance tourism and conservation in order to create management plan.

CBT is a new tourism trends not only in Thailand but even ASEAN recently launched the principle of ASEAN CBT with details as follows.

Principle of ASEAN Community-Based Tourism (CBT)

1. Involve and empower community to ensure ownership and transparent management
2. Establish partnerships with relevant stakeholders
3. Gain recognized standing with relevant authorities
4. Improve social well-being and maintenance of human dignity
5. Include a fair and transparent benefit sharing mechanism
6. Enhance linkages to local and regional economies
7. Respect local culture and tradition
8. Contribute to natural resource conservation
9. Improve the quality of visitor experiences by strengthening meaningful host and guest interaction
10. Work towards financial self-sufficiency

At present, Hua Hin does not have a museum, yet since it has been serving as a seaside resort for more than a century initially for aristocrats, and has changed over time. Thus a Hua Hin museum should be established by using the significant buildings and it should be located in the old precinct, which is a part of its history.

Dallen J. Timothy asserted that "... museum can provide an important experience for locals to which outsiders may not be able to relate and ... community museums attempt to demonstrate their heritage."²⁵⁶

Finally, the result of the questionnaire together with interviews of the leaders and locals from communities relevant to tourism, and by onsite observation by the researcher, all of the research questions were answered as already stated.

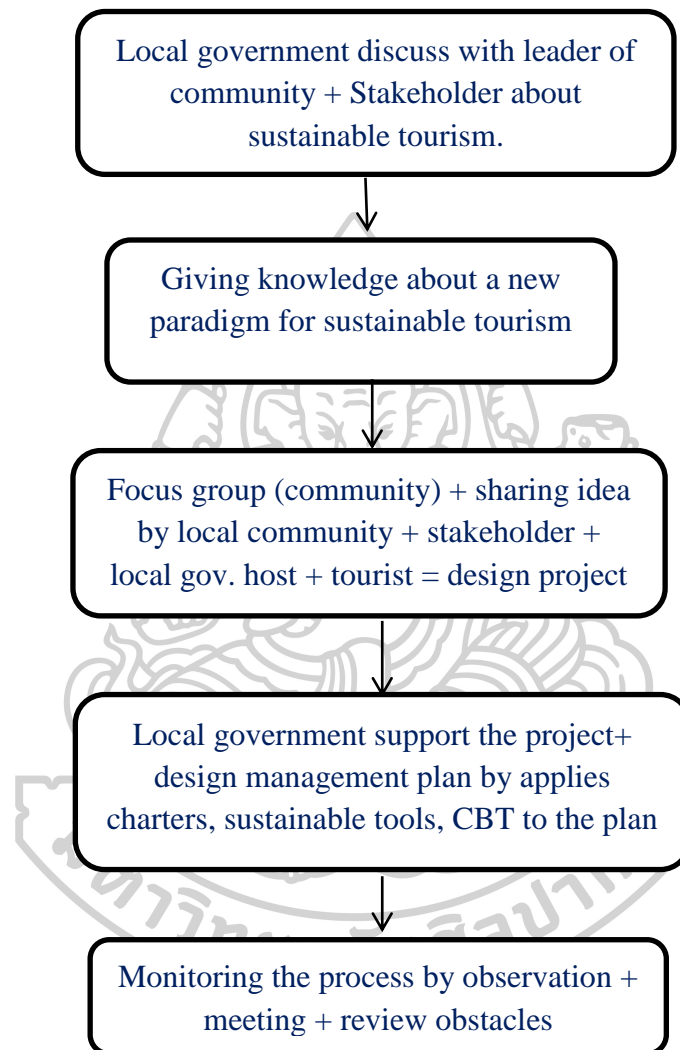
In summary, non stakeholders feel annoyed and disturbed by the impacts of tourism on their daily lives in contrast to the stakeholders. However, most of the tourism development and infrastructure projects by government have both positive and negative impacts. To balance heritage and tourism, the ICOMOS International Cultural Tourism Charter, Burra Charter and sustainability tools enhance with ASEAN CBT's principle are proposed to manage tourism sustainability in Hua Hin.

Besides that the creativity of events especially during low season such as commemoration day of Hua Hin relates to railway, afternoon tea at the heritage hotel with traditional dress (during Reign of King Rama VI and King Rama VII) and continues former event such as drive heritage car to Hua Hin, which will draw visitors attention as well as to disperse tourists all the year.

²⁵⁶Dallen J. Timothy. (Heritage Tourism. Essex: Pearson, 2003). p.16.

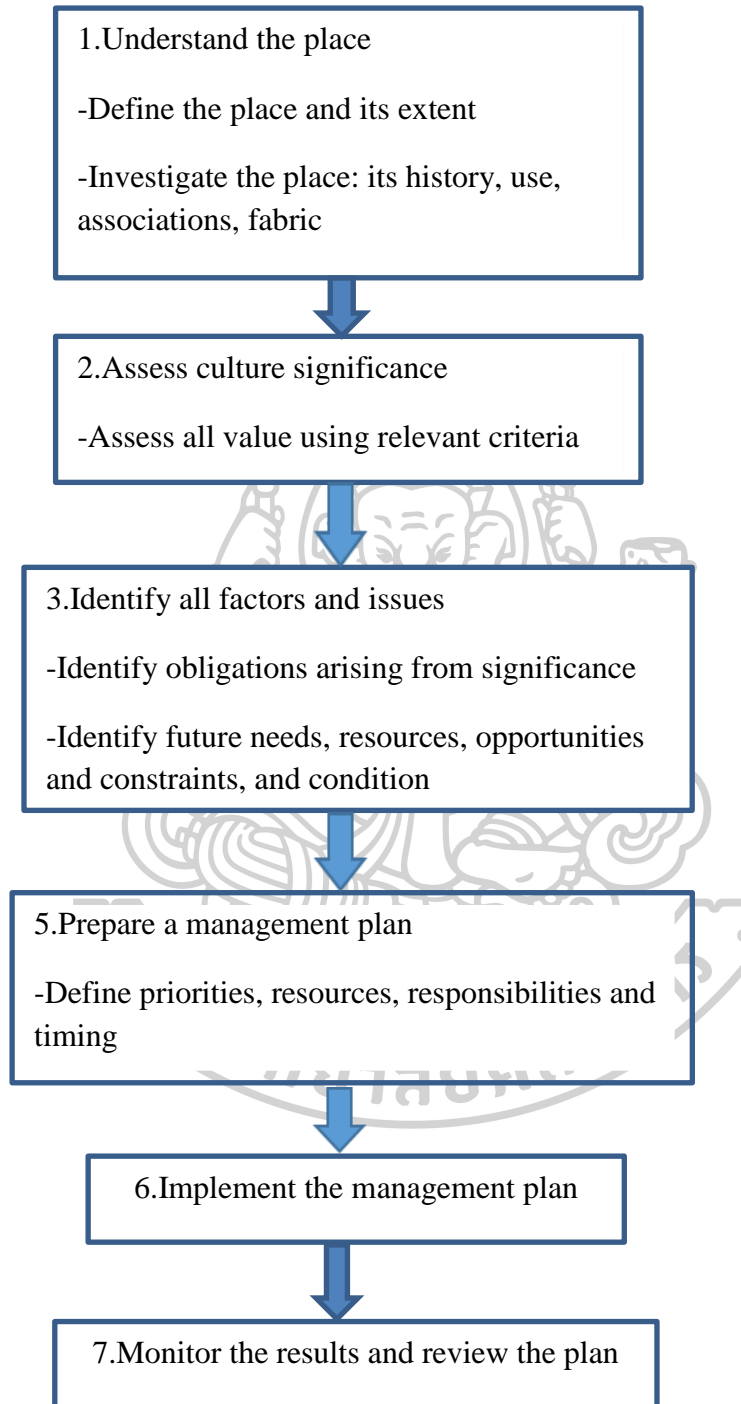
The Diagram below is the process for applying the management plan of a new paradigm for sustainable tourism.

Diagram 8 The Process of Applying a New Paradigm



Source: Researcher

Diagram 9 The Burra Charter Process for assessing the architecture heritage in Hua Hin



Source: Adapted from Burra Charter



Figure 126: Architectural Heritage of Hua Hin Map

Illustrated by Panjawetch Boonrod

This map shows the architectural heritage in Hua Hin which can categorize into 4 groups with walking or cycling routes as below:

Zone A: Railway Community

This area where visitors can see the earliest group of buildings which had built after the railway and Royal family arrived

Zone B: Fishermen Community

This area where visitors can observe the typical fishermen houses: wood houses traditional style, along the road in Chai Talay, Poonsuk, Selakam, Dechanuchit and Samor Reang community.

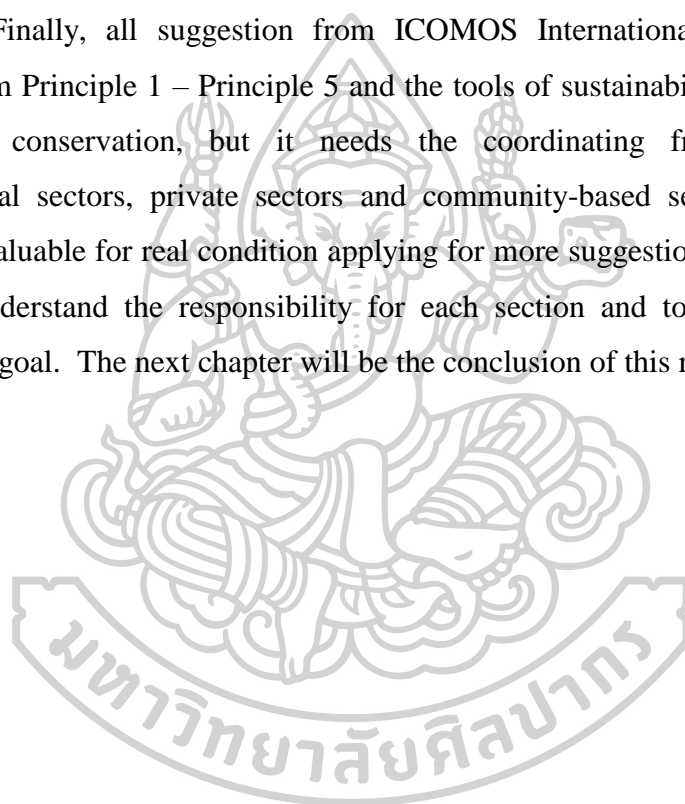
Zone C: Chatchai Market Community

This area where visitors can see the development of the commercial block which been built since 1950s include a group of bungalow.

Zone D: Beach Houses

Beach Houses which had been built since reign of King Rama VI and King Rama VII were remained especially on Naebkehardt Road.

Finally, all suggestion from ICOMOS International Cultural Tourism Charter from Principle 1 – Principle 5 and the tools of sustainability are valuable and useful for conservation, but it needs the coordinating from many sectors: governmental sectors, private sectors and community-based sector. Therefore, it should be valuable for real condition applying for more suggestion as in Diagram 8 in order to understand the responsibility for each section and to co-working and to achieve the goal. The next chapter will be the conclusion of this research.



Chapter 7

Conclusions

This chapter will be the discussions of what was found and the limitation of the study and implication for future research, including a proposal for an alternative a new paradigm for heritage and sustainable tourism.

This study is based on qualitative research, with quantitative input and it focuses on documentation research together with interviewing, surveying by questionnaires, and onsite observation. This research uses interview (for the key informants of the communities) and local government agents, questionnaire (for domestic visitors), and observation as a research instrument. The criteria of this study are as follows.

1. To understand background, identity, the uniqueness of Hua Hin
2. To analyze the heritage and assess its values
3. To analyze tourism impacts on urbanism in Hua Hin
4. To provide a new paradigm for tourism management in order to sustain the heritage and tourism in Hua Hin

This paper selected an in depth-interview to interview head of the Samor Reang, and Chai Talay (Naresdamri) communities, as well as community members from Samor Reang, Praephan, Dachanuchit, and Poonsuk communities. The survey questionnaire was composed of ended questions.

The process included refining data from the first survey then modifying the set of survey form to develop the second survey form. Data from the survey, interviews and documents, were classified then interpret the data to determine the most accurate and reliable in order to generate the appropriate plan to achieve the goals and objectives of the study

The results

The results of this dissertation reveal that Hua Hin was first a fishing village and developed when the rail arrived and the town became the first Royal resort for Royal Family. Suddenly Hua Hin converted to an elite's town. Travel by rail or having a holiday at seaside resort in the 19th century was a popular activity in western countries. The rail was the most modern transportation during that time, much as in Thailand in early 20th century. Thus when Hua Hin had its first railway, there were many people who took the rail to Hua Hin. However, it was limited only elites at first. As the same time, there were also expatriates who traveled by rail to Hua Hin after the southern railway connected with British Malaya rail, which enhanced Hua Hin mutuality.

Hua Hin changed after the political happened in 1932, and Hua Hin was critically changed after the World War II. Foreigners started coming to Hua Hin especially after the T.A.T campaign "Amazing Thailand," which called upon more tourists to visit. As a result of that, many houses were converted to guesthouses, new hotels were built, and businesses related to tourism industry were set up including local people as well. Many local residents changed their career; some were willing to change, while some were force to.

The findings also show that Hua Hin not only has a long history with the beauty of the beach and the serenity but it also still has outstanding wood houses (in different conditions), the colonial architecture at the Railway Hotel, the railway station and the last group of tricycles. Besides that, the intangible culture, such as traditional plays and traditional ceremonies related to the community and livelihood, contain different values that enhance the significant entity of Hua Hin town and its tourism as well.

The rapid tourism growth caused Hua Hin to be overdeveloped and grow faster than it should. This is reflected in infrastructure development, mega projects such as High Speed Rail, the Thailand Riviera project and in tourism, which came from national and local policies, together with tourism promotion by T.A.T. These all contribute both benefit and detriment, to local people and the community as a whole.

The impacts found in various aspects e.g. socio-cultural, economic, environment, and physical of this research emphasize the development that has affected people and the physical character of the city.

Finally, non stakeholders are angered and disturbed by the impacts of tourism on their daily lives, in contrast to the stakeholders. To balance heritage and tourism, the ICOMOS International Cultural Tourism Charter and sustainability tools enhance with CBT are proposed as a new paradigm for sustainable tourism management in Hua Hin.

In addition, the creativity of events, especially during low season, will help to balance and disperse tourists as well.

The limitation of this study

The limitation of this study occurred during data collection. The researcher found that the availability of heritage or identity houses data from the local government is not available and there is a lack of documents related to the city. In addition, people who live in the community are mostly not originally from Hua Hin and thus they did not have a local perception and participation. As to the fluctuation of tourism, there were more Chinese than Europeans visiting Hua Hin and quite a few of foreigners who responded to this survey Europeans, who like to spend most of the time to relax at the hotel, while Chinese tourists have language problem, so they did not understand the questions well. Since the analyst number of visitors to Hua Hin are Thais or domestic tourists the survey or questionnaire was answered by Thais or domestic tourists more completely.

Further feasible research

Hua Hin still has a hidden heritage and outstanding wood houses (in different conditions) scattered around old town. Hence, the city maybe interest of a studying places typical wood houses, and beach houses including fishermen houses. These bear different values that together enhance the significant entity of Hua Hin town and its tourism as well as its preservation.

REFERENCES



Appendix A Questionnaires

This survey will be divided into 5 parts, there will be choices and short including long answer as following:

Part I: Personal information

1. Gender
 - 1) Male
 - 2) Female
2. Age
 - 1) 20-29 years
 - 2) 30-39 years
 - 3) 40-49 years
 - 4) 50 years up
3. Profession
4. Where do you live?
5. Have you ever been to Hua Hin and how often?
6. How do you get to Hua Hin? Why do you decide to take that mean?
7. If you never been to Hua Hin before what does that obstruct you not to come?
8. What is the reason why you visit Hua Hin?
 - 1) Leisure
 - 2) Sightseeing
 - 3) Visiting family
 - 4) Business/Working
 - 5) other.....
9. How long for your visit in each time?
 - 1) return within one day
 - 2) 2-3 days
 - 3) 4-7 days
 - 4) more than one week
10. In case stay overnight, where did/do you stay?
 - 1) Hotel
 - 2) Guest House/Homestay/Hostel
 - 3) Relative's house/friend's house
11. How do you find the accommodation?
 - 1) Website
 - 2) Tour operator/travel agency
 - 3) Direct contact
 - 4) Knowing someone or relative there
 - 5) Recommendation
 - 6) Other.....
12. What did/do your favorite activities when you visit Hua Hin?
13. What did/do your most spending on when you come to Hua Hin?

14. From past to present, how Hua Hin has been developing?
15. What is the reason that would bring you back to Hua Hin again when you have an opportunity?

Part II: History background

1. In your point of view, how is Hua Hin as you know?
2. Do you ever heard about background of Hua Hin? Can you tell in brief about that?
3. If never been before, how is Hua Hin in your imagination?
4. Who can tell you about the history of Hua Hin? Why do you think that?
5. What make Hua Hin become well known tourism town?
6. What the train concerns about Hua Hin's background?

Part III: Hua Hin heritage-value of architecture heritage in Hua Hin

1. What is architecture heritage?
2. How is the value or benefit of architecture heritage to tourism?
3. There are value architecture heritage in Hua Hin which they should be preserved, where are they?
 - 1) Railway station, former Railway Hotel, Chatchai market
 - 2) Villa or beach houses of elites and nobleman, railway staff's house
 - 3) Traditional wooden house in Hua Hin
 - 4) Building in 2500 B.E. along Petchkasem road (main road) and around Chatchai market
 - 5) Former Hua Hin district office (wooden building, in present use as the fire station)
 - 6) All above 7) other.....
4. Do you think that all those architecture heritage should be conserved so as to make use in tourism or not? Why they should be used in tourism?
5. What do you think if heritage houses and beach houses adapt to be used as accommodation, restaurant or museum?
6. What do you think about old zoning identification and the registration of Hua Hin identity's house?

7. What is the benefit that the identity's house owner should get from the project if they decided to participate the outstanding identity house project?
8. What do you think if the architecture heritage in the area were brought to be a highlight of cultural tourism in Hua Hin?

Part IV: Tourism impact (positive & negative)

1. What is the tourism impact on Hua Hin?
2. Do you think the traffic is the result of tourism? How is it?
3. In addition to traffic, what do you think is impact on tourists?
4. In your idea, what tourism impact on local people?
5. How tourism effects on the urban planning?
6. The improvement of the railway from the single track to double gauge, how this impact on tourism in Hua Hin?
7. How the ferry service from Hua Hin to Pattaya and vice versa impact on tourism?
8. How tourism development effects to Hua Hin urbanism?

Part V: Sustainable tourism

1. In your understanding, what is sustainable tourism?
2. Do you think whose duty to make tourism sustainability?
 - 1) Tourist
 - 2) Local and community
 - 3) Stakeholder i.e. travel agency, tourist guide, driver, restaurant owner, etc.
 - 4) Government agent
 - 5) All together
 - 6) other.....
3. What do you think if Hua Hin identity house would be promoted as cultural tourism?
4. Do you interest or not if there is an arrangement of tour to appreciate the architecture heritage in Hua Hin? If yes, could you tell why?
5. If there is an adaptive reuse for former District office (Fire station office), what is your preference between Hua Hin museum and parking building? Why is that?
6. In your opinion, how Hua Hin tourism will be in the future?
7. How can the government policy enhance tourism sustainability?

Appendix B Criteria Value Building in Hua Hin

โครงการจัดทำฐานข้อมูลอาคารที่ควรค่าแก่การอนุรักษ์ภายในเขตเมืองเฉพาะเมืองหัวหิน จังหวัดประจวบคีรีขันธ์
The Study for Making Database of Valuable Building for Conservation in Hua Hin Specific Plan Area



เกณฑ์สำคัญในการคัดเลือกอาคารอายุ 35 ปีขึ้นไป (อาคารสีแดง)

1. อาคารและบริบทแวดล้อมที่มีคุณค่าทางสถาปัตยกรรมและศิลปกรรม โดยไม่จำกัดว่าจะมีรูปแบบของชนชาติใดโดยเฉพาะ
 - ลักษณะทางสถาปัตยกรรม / วิศวกรรม มีเอกลักษณ์
 - คงรูปแบบทางศิลปกรรม / เทคนิคก่อสร้าง
 - มีเอกลักษณ์รูปแบบเฉพาะ (ยุค ร.5 ตอนปลาย – ร.9 ตอนต้น)
 - หาได้ยาก ไม่ค่อยหลงเหลือในบริเวณนี้
2. อาคารและบริบทแวดล้อมที่มีคุณค่าทางประวัติศาสตร์ หรือโบราณคดีหรือสังคมโดยรวม
 - อาคารที่เกี่ยวข้องกับบุคคลสำคัญ
 - เกี่ยวข้องกับเหตุการณ์สำคัญ
 - อาคารที่ผลต่อความเป็นย่านประวัติศาสตร์
 - คนในพื้นที่ที่มีความผูกพัน / เป็นที่ยอมรับ
3. อาคารที่มีความเสี่ยงต่อการเสื่อมสภาพ ทั้งโดยปัจจัยทางธรรมชาติหรือโดยมนุษย์ซึ่งอาจมีผลต่อการใช้สอยในปัจจุบัน
 - อาคารที่อยู่ในพื้นที่ที่สำคัญ และกำลังอยู่ในสภาวะเสี่ยงต่อการเสื่อมสภาพ ถูกคุกคาม หรือขาดการดูแล
 - สภาพอาคาร ส่วนประกอบของอาคารมีความเสี่ยงในการเสื่อมโทรม
 - การจัดการอาคารที่ไม่เหมาะสม
 - ประเภทของกิจกรรมปัจจุบันที่ส่งผลกระทบต่ออาคาร

In 2012 Hua Hin the Identity House Program sponsored by Hua Hin municipality which has criteria as follows.

More than 35 years old buildings and divided into 3 categories.

1. Building and environment context which have architecture and art value with any style and no specific type.

- Architecture/engineer with identity
- Remained the form of the fine arts/built technical
- Have a special identity (end of King V-early of King IX period)
- Rare to find, not so many of them remain in the area

2. Building and environment context which have history value or archeology or overall social

- Building concerns with important person
- Related to important event
- Building that effected to historical precinct

- Relationship of local in the area /acceptable

3. Building which at risk of deteriorate by natural factor or human that may affected to present usages.

- Located in an important area and at risk of deteriorate threatened and lack of care
- Building condition, building component at risk
- Building management is not suitable
- Type of activity in present which impact on the building



Appendix C Hua Hin Timelines

HUA HIN TIMELINES	
1834	People from Bang Chan, Petchaburi migrated to Samor Leang.
1868	Tambol Hua Krod was appeared in Koh Chan poetry book which composed during King IV visited Wa Kor for seeing the eclipse.
1884	Community and people in Leam Hin was mentioned in southern official report
1891	The first rail, Bangkok- Nakornrachasima, was built in the reign of King V
1898-1903	Southern line from Bangkok Noi-Petchaburi was constructed.
1906	Mr. Henry Grittin explored the area of Hua Hin South of Petchaburi.
1911	The southern rail line form Petchaburi-Cha-Am-Hua Hin was completed and Hua Hin railway station was built included the first road (Kamnoerdvithee road). The railway from Bangkok Noi-Hua Hin was operated.
1913	Hua Hin-Nong Kae-Khao Tao-Wang Pong was operated, the town was expanded to Khao Tao.
1914	Leam Hin was appointed to Minor District Hua Hin.
1915	Prince Nares Voraridh built Sukavedh and named the area as Hua Hin
1916	The railway station was relocated slightly to the south and Damnoenkasem was built.
1919	Queen Saowabha Phongsri passed away, King VI allowed her villa to be part of Hotel Hua Hin.

1921-1924	Mrigadayavan Palace (in Houy Sai Nue, Cha-am) was constructed.
1921	Siamese Railway connected with British Malaya railway.
1922	HOTEL HUA HIN AND ROYAL GOLF COURSE WERE BUILT AND FINISHED.
1923	Hotel Hua Hin was officially operated.
1926	Klai Kangwon Palace, Chatchai market and a new road from the palace to market were constructed under reign of King VII.
1924	The advertising department was found and guide book of Siam was published.
1926	The Western Seaside Resort Development Act was created and proclaimed by King VII.
1927	Rama VI bridge was completed which commuted more people to go Hua Hin by rail. There were 10,000 passengers went to Hua Hin.
1926-1928	Hotel Hua Hin expanded and renamed as Railway hotel and small bungalow were built included royal golf course. The Railway department order Diesel railcar to replace Steam Locomotive for faster moving and there were up to 30,000 passengers using this.
1932	The political changed in Thailand during the King VII stayed in Hua Hin
1911-1945	The first group of beachhouses were built.
1938-1945	Under Field Marshal Plaek Pibulsongkram government, Cultural development and national infrastructure improvement.
1938	Giving up the Western Seaside Resort Development Act council and Hua Hin municipality was found and transfer all properties to the municipality.

1941	Travel book about Hua Hin in Thai was published.
1942	During World War II, Royal family and wealthy moved to live in here. The Railway department was developed and also bungalow was built.

1946-1986 THE SECOND GROUP OF BEACHHOUSES WERE BULT.

1947-1949	Modern buildings were built around the market along Petchkasem road.
1949	Minor District Hua Hin was shifted to District Hua Hin. The Memorial Bridge was restored and reopened after affected from W.W. II.
1950	Highway no.4 was constructed included Petchkasem road.
1951	The Siamese Railway was renamed to State Railway of Thailand.
1953	Bridge Rama VI was reopened after damaged during W.W. II
1957	Bang Poo, Bang Sean, Pattaya were introduced as a new seaside resort while construction of Sukhumvit road was completed.
1950	The Nation Economic Council (NEC) was established.
1957-1967	Commercial buildings (concrete mix wood) around Chatchai market were built.
1960	Pone Kingphet was the first World Boxing Champion of Thailand.
1961	Tourism Promotion Organization was found. The first Economic Development Plan was launched.
1967	Bungalow was replaced by a new building.
1967	Royal Thai Survey Department took an aerial picture

1968	Sanamchan Pavilion was rebuilt near to Hua Hin railway station to receive the King & Queen.
1973	Highway no.35, Thonburi-Pak-Tor or Rama II road, part of the Nation Economic and Social and Development Plan 3, was constructed.
1974	The Railways hotel was expanded again.
1977	COMMERCIAL BUILDINGS, HIGH RISE: CONDOMINIUM AND HOTEL WERE BUILT. THE BUILDING CONTROL ACT WAS ESTABLISHED.
1980	World Oil Crisis.
1982-1984	New commercial building (Samaisil photo center) were built.
1982-1986	Thailand Riviera project was proposed part of the Nation Economic and Social and Development Plan 5: Development of Western region.
1985	The Railway hotel was renamed as Sofitel central Hua Hin and operated by private company.
1986	Royal Thai Survey Department took an aerial picture.
1986-1987	Economic boom in Hua Hin: the third condominium was built.
1987	Visit Thailand Year, rapid growth of land used.
1987-1999	The third group of beachhouses were built.

1989 CHAKABONGSE PALACE WAS REPLACED BY MELIA HOTEL, FINISHED IN 1991 AND RENAMED TO HILTON IN 2000.

1991	Persian Gulf War.
1992	Coup d'état (Black May), Enforce Ministerial Regulations of building (height) control. Tourism campaign "The World Our Guest".
1995	Royal Thai Survey Department took an aerial picture.
1997	Financial meltdown. "Amazing Thailand campaign" was launched.
1999	More houses were permitted to build in Hua Hin. Heavy flood in Hua Hin.
2002	Foreigners tourist visit Hua Hin.
2003	Economic recovery, real estate, condominium and condominium i.e. San Siri
2006	COUP D'ÉTAT
2010	Flood in Hua Hin
2011	Dissolve the parliament, the expansion of small scale apartment were developed.
2013	Flood in Hua Hin
2014	Coup d'état
2015	Flood in Hua Hin
2017	Flood in Hua Hin

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