



THE SUITABLE MODEL OF ACCOMMODATION FOR TOURISM IN SONGKHLA OLD TOWN



By

MISS Yingrak CHAKCHAROEN

A Thesis Submitted in partial Fulfillment of Requirements
for Master of Business Administration (HOTEL AND TOURISM MANAGEMENT)

INTERNATIONAL PROGRAM

International College Silpakorn University

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This research addressed particular concerns regarding related portions of the suitable model of accommodations. The study consisted of following purposes: 1) To study tangible and intangible heritages of the Songkhla old town area that can indicate a creation of the suitable model of accommodations in the Songkhla old town. 2) To study the tourists' needs for the accommodations for tourism in the Songkhla old town area 3) To study the model of accommodations that are suitable for the Songkhla old town area. Depth interviews with people involved in the field of tourism were used as a method of collecting data. 26 sampling interviews were conducted in 3 groups of people. Every group of people was asked different questions. The sampling groups comprised 10 local people living in the Songkhla old town area, 10 tourists, and 6 professionals and government officers.

The result was analyzed by consideration factors that indicate the suitable model for accommodating tourists in the Songkhla old town. In addition, to determine that a creation of new accommodations should expand to nearby areas where are able to support the number of guests and add more facilities while an old town area should be a conservation area is a possible way. While the most suitable model is small sized accommodations or small sized boutique hotels in renovated ancient buildings, local heritage is enabled to be reserved. Furthermore, the result of this research was also used to demonstrate accommodation designs and the model as samples. On the other hand, the process of data collecting was slightly impeded to cause delays on the schedule. The result of this study can be used to develop suitable accommodations in any old town with the purpose of sustainable tourism.

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In this thesis, there is a main purpose of studying a model of accommodations for tourism in the Songkhla old town toward a development of tourism and accommodations in the future. There was a proper achievement in the study. I am sincerely thankful to all the advisors especially Dr. Sippanan Nuanla-ong, and Dr. Pichet Teeranuson, both of whom gave many useful suggestions and information during the process. Furthermore, I am very thankful to my family: my father, my mother, and my sister for inspiring me, supporting me well for information collecting, and giving some suggestions to make this study possible. Besides, I am thankful to Ms. Nopparat Rungsiyaphornratana, Academic Services Administrator, for some useful information during the study process.

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CHAPTER 1 INTRODUCTION

This study is related to the field of Hotel and Tourism. It aims to find out the suitable model of accommodations for tourism in the Songkhla old town where is the study area. Moreover, it also emphasizes on a conservation in terms of an old town to support tourism. There are many focused points to the study.

In this chapter, it concludes basic information on the study step by step as follows: Background of the study that mentions a history of the study area and general information, Significance of the study that contains the information on the important points that need to be studied, A statement of the problem that focuses on problems of the study area, Objectives of the study, Research procedures containing steps of the study including scope of the study, A research framework, Research Questions, Research Methodology containing the way to systemically analyze and find out the result, Structure of the dissertation, Glossary

1. Background

Tourism is a service industry which has important roles in terms of propelling social and economic development of a country. Tourism not only serves as means of distribution of GDP, but also creates other businesses both directly and indirectly, such as accommodations, food and beverages, souvenir shops, infrastructure enhancement, etc. According to tourism industry growth, it supports investment growth, employment, and income distribution to locals. Each year, the country can earn over a hundred million baht from this industry.

Situation to Domestic Traveler, Whole Kingdom:

2009- 2015

Item	2552	2553	2554	2555	2556	2557	2558p
	(2009)	(2010)	(2011)	(2012)	(2013)	(2014)	(2015)
Visitor	124,869,207	156,437,103	174,118,377	198,987,506	217,112,440	227,654,055	249,072,982
Thai	97,998,957	122,522,114	133,177,728	150,509,362	161,724,688	170,248,107	185,110,333
Foreigners	26,870,250	33,914,989	40,940,649	48,478,144	55,387,752	57,405,948	63,962,649
Tourist	77,235,686	96,933,869	111,574,991	128,115,561	141,849,857	147,408,632	159,191,303
Thai	54,698,887	68,463,373	75,698,416	86,413,453	94,130,688	98,902,213	106,841,284
Foreigners	22,536,799	28,470,496	35,876,575	41,702,108	47,719,169	48,506,419	52,350,019
Excursionist	47,633,521	59,503,234	62,543,386	70,871,945	75,262,583	80,245,423	89,881,679
Thai	43,300,070	54,058,741	57,479,312	64,095,909	67,594,000	71,345,894	78,269,049
Foreigners	4,333,451	5,444,493	5,064,074	6,776,036	7,668,583	8,899,529	11,612,630
Average Length of Stay (Day)	3.17	3.11	3.23	3.26	3.20	3.13	3.10
Thai	2.35	2.59	2.73	2.73	2.70	2.64	2.61
Foreigners	5.15	4.37	4.28	4.34	4.17	4.13	4.10
Average Expenditure (Baht/Person/Day)							
Visitor	2,451	2,504	2,625	2,766	2,898	2,964	3,192
Thai	1,541	1,740	1,832	1,960	2,054	2,117	2,251
Foreigners	3,752	3,865	3,944	4,056	4,212	4,311	4,677

Item	2552	2553	2554	2555	2556	2557	2558p
	(2009)	(2010)	(2011)	(2012)	(2013)	(2014)	(2015)
Tourist	2,727	2,778	2,887	3,044	3,186	3,268	3,533
Thai	1,724	1,944	2,042	2,195	2,302	2,378	2,536
Foreigners	3,839	3,967	4,022	4,152	4,314	4,428	4,828
Excursionist	1,035	1,115	1,117	1,131	1,164	1,219	1,318
Thai	997	1,073	1,076	1,094	1,120	1,162	1,235
Foreigners	1,419	1,532	1,580	1,484	1,549	1,676	1,879
Revenue (Million Baht)							
Visitor	716,105	904,376	1,109,348	1,349,793	1,531,092	1,605,701	1,861,873
Thai	264,781	402,574	483,225	588,865	660,715	703,664	803,785
Foreigners	451,324	501,802	626,124	760,928	870,378	902,038	1,058,088
Accommodation Establishments							
Rooms	366,471	454,686	530,623	528,128	540,088	550,627	650,643
Occupancy Rate (%)	36.77	39.52	43.84	48.69	56.30	58.06	65.12
Number of guest arrivals	53,385,230	67,103,929	86,240,602	101,171,395	117,351,337	123,021,835	136,006,051
Thai	33,388,571	41,555,467	52,108,757	62,423,288	71,691,922	76,427,598	85,508,120
Foreigners	19,996,659	25,548,462	34,131,845	38,748,107	45,659,415	46,594,237	50,497,931

Table 1

Source: Department of Tourism, Ministry of Tourism and Sports

<http://service.nso.go.th/nso/web/statseries/statseries23.html>

Thailand is one of the countries that have been focusing on the tourism industry for a long time. One of the important roles of the tourism industry has been an economic one. The tourism can be mentioned as the industry which can generate the highest earning. Since 2009, the Council Of Ministers has agreed that tourism is the national agenda which covers many organizations. Hence, there is the need to administer and manage it in such a way that integration between government and private organizations including the populace can be achieved. After that, policies and strategic tourism plans have been implemented under the National Tourism Development Plan of 2012-2016 (Ministry of Tourism and Sports, 2011).

The objectives of this plan revolve around reanimating and encouraging expansion of the sustainable network, thus speed-up creates opportunities to earn money from tourism.

The national tourism development plan during 2012-2016 takes into account information related to worldwide tourism situation and Thailand (Ministry of Tourism and Sports, 2011). For the worldwide tourism situation, change in tourism behavior is related to changes in the global economic situation. Due to the impact of recession, tourists feel a need to spend money carefully on tourism. They think more about the value of money. They are also more likely to consider special interest tourism, such as cultural tourism, health tourism, sports tourism, etc. Tourists would like to learn and get different travelling experiences, touch pure nature and eco-friendly activities, and choose to stay in unique hotels and resorts. Furthermore, we can notice an environmental responsibility trend, preserved tradition, architecture and original culture, all of which are popular among tourists at present. As for Thailand's prominent tourism areas, our new government is serious about promoting tourism. And as a result, the number of tourists tends to increase.

In accordance with analyses of factors impacting Thailand's tourism industry comprising an important issue of the development of Thailand's tourism industry, it was found that there were many strong points. For example, the government emphasized on tourism, so they decided to acknowledge it as the National Agenda and specify it in the national economic and social development plan issue 11 (2012-2016). Thailand has abundant natural resources, cultural art, and tradition while its

people are hospitable. These are the strong points of Thailand as a tourist destination. In addition, Thailand caters for particular attractions, such as with Thai boxing, spa treatment, service promotion, ancient knowledge, and know-how, all of which can be adapted to become remarkable and interesting tourism products.

Songkhla is the city in the southern part of Thailand. It is located next to Phatthalung and Nakhon Si Thammarat in the north; Yala, Pattani, and Malaysia in the south; gulf of Thailand in the east; and Phatthalung and Satun in the west. Furthermore, there are a lot of development project plans, such as Economic Corridor. Besides, there is readiness for infrastructure that covers transportation by land and by air. People can visit Songkhla by private cars or low cost airlines, such as Thai Smile, Air Asia, Lion Air, and Nok Air for domestic flights; and Tiger Air and Air Asia for International flights. In addition, people can use trains to Hat Yai Station or buses as transportation by land.

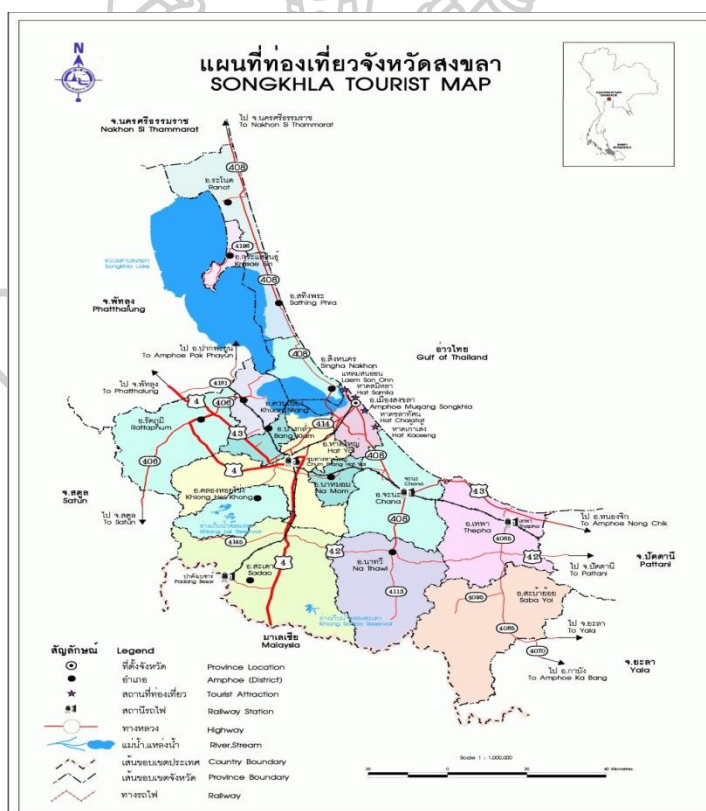


Figure 1: Songkhla Province Map

Source:<http://patricklepetit.jalburn.net/SONGKHLA/MAPROOM/00-MAPS.html>

(9 June 2017)

Songkhla is one of the cities that are able to support tourism development because it has various tourist attractions in terms of nature, culture, history, local knowledge and life styles. These tourist attractions become Songkhla's characteristics. The local government, therefore, has incorporated and specified the tourist attractions in the Songkhla development plan 2015-2021. The goal is that Songkhla will become the center of tourism in the southern part of Thailand. It also includes an international standard of service. According to the formation of a development plan and conservation of the Songkhla old town in 2002, the local government aims to increase the number of tourists who travel to Songkhla. Not only the development plan, but also the obligation of the city supports tourism in the area specified in Songkhla's obligation for "economic development, trade, tourism, and agriculture industry in the ASEAN community". In terms of policies, the administration team of Songkhla has policies on overall complete tourism development by developing its tourist attractions, accommodations, activities, safety and public relations (Songkhla Municipality Strategic Development Plan, 2015). Moreover, the analysis of problems and requirements of people in the Songkhla city, such as locations for government offices, educational institutes, financial institutions, hotels, and several tourist attractions covering culture, history, nature as well as ancient knowledge presented among its people, all of which comprise the characteristics of Songkhla, has provided opportunities for tourism.

In response to these policies, nowadays Songkhla tends to receive an increasing number of tourists, both Thais and foreigners. The statistics on the number of tourists from 2009 to 2015 showed that millions of Thai tourists and hundreds of thousands of foreign tourists traveled to Songkhla. The statistics also showed that the number of Thai and foreign tourists who travelled to Songkhla increased approximately 2.5 percent (Department of Tourism, 2015).

Situation to Domestic Traveler, Songkhla Province:

2009- 2015

Item	2552	2553	2554	2555	2556	2557	2558p
	(2009)	(2010)	(2011)	(2012)	(2013)	(2014)	(2015)
Visitor	2,609,045	2,946,470	4,024,499	4,363,808	5,763,439	6,124,972	6,524,676
Thai	1,838,353	2,074,368	2,862,201	3,407,412	3,551,191	3,831,735	4,038,146
Foreigners	770,692	872,102	1,162,298	956,396	2,212,248	2,293,237	2,486,530
Tourist	2,070,586	2,345,389	3,387,780	3,548,115	4,802,574	5,097,694	5,427,668
Thai	1,387,783	1,560,568	2,314,344	2,678,490	2,753,763	2,975,335	3,127,541
Foreigners	682,803	784,821	1,073,436	869,625	2,048,811	2,122,359	2,300,127
Excursionist	538,459	601,081	636,719	815,693	960,865	1,027,278	1,097,008
Thai	450,570	513,800	547,857	728,922	797,428	856,400	910,605
Foreigners	87,889	87,281	88,862	86,771	163,437	170,878	186,403
Average Length of Stay (Day)	2.47	2.52	2.51	2.69	2.50	2.61	2.60
Thai	2.57	2.54	2.51	2.65	2.65	2.64	2.63
Foreigners	2.25	2.49	2.52	2.81	2.30	2.57	2.56
Average Expenditure (Baht/Person/Day)							
Visitor	2,249	2,438	2,546	2,577	2,874	2,987	3,214
Thai	1,940	2,121	2,252	2,358	2,635	2,717	2,938
Foreigners	3,013	3,134	3,214	3,253	3,270	3,391	3,533

Item	2552	2553	2554	2555	2556	2557	2558p
	(2009)	(2010)	(2011)	(2012)	(2013)	(2014)	(2015)
Tourist	2,292	2,463	2,575	2,631	2,935	3,035	3,187
Thai	1,964	2,116	2,263	2,405	2,700	2,781	3,016
Foreigners	3,054	3,168	3,244	3,287	3,300	3,421	3,564
Excursionist	1,836	2,189	2,166	1,946	2,104	2,196	2,296
Thai	1,748	2,157	2,141	1,905	2,041	2,134	2,229
Foreigners	2,288	2,375	2,319	2,295	2,412	2,506	2,625
Revenue (Million Baht)							
Visitor	12,703	15,889	23,296	26,702	37,276	42,825	48,885
Thai	7,806	9,498	14,308	18,459	21,332	23,672	26,841
Foreigners	4,897	6,391	8,988	8,243	15,943	19,153	22,044
Accommodation Establishments							
Rooms	10,580	10,580	17,631	16,643	16,747	17,941	18,616
Occupancy Rate (%)	42.28	47.63	44.27	31.32	54.59	60.06	65.26
Number of guest arrivals	1,566,670	1,447,744	2,472,659	2,536,301	3,747,047	4,019,400	4,375,200
Thai	981,059	824,329	1,607,588	1,853,216	1,820,272	1,952,710	2,124,558
Foreigners	585,611	623,415	865,071	683,085	1,926,775	2,066,690	2,250,642

Table 2

Source: Department of Tourism, Ministry of Tourism and Sports

<http://service.nso.go.th/nso/web/statseries/statseries23.html> (7 June 2017)

In particular, there are a lot of tourists who visit the old town area of Songkhla for sightseeing of old architecture that still mostly remains original. For many years, enabling tourists to touch retro-ways has become popular. Besides the original architecture, there are many attractions for tourists, such as paying homage to the Guan-Yu Shrine and the shrine of the City God, buying local souvenirs, and tasting famous local meat dishes and desserts on Nang Ngam Road. This area is full of people who come and touch the way of life in our community.

The Songkhla Old Town, also known as Bo Yang, is the area where is outstanding in its landscape. In the past, many foreign merchants were attracted by the outstanding landscape, so they settled down until now. Information can be found in the Songkhla Old Town Heritage Trail handout concerning to the history of Songkhla. The handout stated that “the town has changed its location for three times from Khao Dang to Laem Son before it was established at Bo-Yang. Songkhla has a strategic advantage of its location as a center of Southeast Asia and the town situated on a peninsula flanked by the Gulf of Thailand and Songkhla Lake not far from the Andaman Sea. Besides, the location of Songkhla has been the port of maritime trade for a long time and brought foreigners to the town” (Songkhla Old Town Heritage Trail booklet, 2015, Page 4). Currently, the Songkhla old town is considered as the nation’s heritage which is soon developing to the world’s cultural heritage. The diversity of cultures assists in driving and supporting other values reflecting the uniqueness of Songkhla city to become remarkable. Therefore, Songkhla nowadays is a melting pot of various cultures, especially Thai cultures, Chinese cultures, and Muslim cultures as evidenced by the residential architecture and religious places as well as food and tradition. The Songkhla old town comprises 3 main roads which are Nakorn Nork road, Nakorn Nai road, and Nang Ngam road. (Songkhla Provincial Office for Tourism and Sports, n.d.)

Even though the current situation of tourism in Songkhla is proceeding well with the support from organizations for promoting the old town of Songkhla, there are also some threats which are barriers to tourism development in the area. The old town of Songkhla is becoming a popular tourist attraction, but there are still some problems in the area, especially lack of facilities, such as several kinds of

accommodations or convenience of infrastructure, to support the growth of tourism. In addition, the tourism trend and government support are the big motivation of tourism not only in the capital city of Thailand, but also in local areas including Songkhla. On the other hand; like the old town of Songkhla where needs some development, many areas still have to face problems.



Figure 2: The map of Muang, Songkhla

Source: <http://patricklepetit.jalbum.net/SONGKHLA/MAPROOM/00-MAPS.html> (8 June 2017)

2. Significant of the study

The importance of this study derives from the concept of tourism operation to be successful. Regarding to the study of many experts, it showed that it should have a study and a clearly understanding on tourism especially a motivation on

traveling of tourists thus we can know true needs of them. Moreover, many interesting places, many activities that related to local culture and facilities may be factors that attract them to travel.

Tourists are away from home while traveling so they need facilities during the trip which consist of 4 things (Sommart, Kunlaya refered to Mill, 1998, Page 14). First, an accommodation is an importance need while traveling. Some of them stay with their friends or relatives but some need accommodations. There are many types of accommodations such as hotel, resort, guest house, etc. Second, food and beverage are concerned as one of the importance needs of tourists. Third, service facilities are souvenir shops, laundry, recreation, etc. The last one is basic need of traveling such as communication system, transportation and public utility at tourist attractions. According to a tourism operation and accommodation concept, it can adapt with a current situation of tourism in the old town area of Songkhla where is popular and provide support from government, local organizations, and local community. Besides, the concept of accommodation is also a part of model creation that can support a variety and standard of accommodation well, including the examples of the old town area development to be sustainable tourist attractions of culture and architecture in the similar period of Songkhla such as Phuket and Penang, Malaysia where architectures are in Chinese style and Sino-Portuguese style. Both of the cities are extremely successful in tourism development and still remain the value of their heritage.

An old town area of Songkhla has many attractions in architecture obviously that combine three cultures and ethnics including Thai, Chinese and Islamic. Moreover, local food in the old town area of Songkhla is popular thing that influences the tourists to travel in the area. According to those interesting heritages, local governments and related organizations have created activities and events to attract more tourists. On the other hand, the old town area of Songkhla still has some problems on tourism facilities such as insufficient parking area or narrow roads that are not convenient for tourists to get into the area. Moreover, lacking of varied accommodation and under the standard as well as the old town area of Songkhla in

the past used to have some hotels that did not successful. Thus it becomes the importance issue that needs to improve for a current situation.

The tangible and intangible heritages of Songkhla will be the characteristic of city, thus the study of the suitable model of accommodation can help to remain all of those heritages and also being a significant of a researcher to study on this issue for adaptation and improvement of tourism at an old town area of Songkhla later on.

3. Statement of the problem

Regarding to a cultural tourism at the moment, it is becoming popular trend of tourism that the tourists want to experience the local culture of that destinations including ancient architectures. Songkhla is one of the cities that an old town still remains the original architecture as a characteristic of the area.

Nowadays, Songkhla becomes an important tourist attraction where has numerous of tourists who come to travel, thus it needs full facilities to support the tourism growth including accommodations. Facility is one of problems that can be a barrier on tourism development. The problems are infrastructure in the area of Songkhla old town where the roads are very small and there are a lot of alleys so it cause to an inconvenience for tourists. Therefore, lack of under standard accommodations becomes an important issue that affected to local tourism.

A current situation of tourism in Songkhla old town is now growing while it contrasts with the readiness of accommodations in the area and most of accommodations are hotel that located in Hat Yai city. There are not many kinds of accommodation in the old town area of Songkhla for supporting all type of tourists who visit the area. Accommodations in the area are mostly mansions and apartments that have only 8 accommodations where are Lake Inn, Smilah Mansion, Wipa Mansion, Surang Apartment, Aurai house, Lake Court, Samwai dormitory and SorSongkhl dormitory. Accordingly, it shows that there are not many opportunities of each group of tourists to choose accommodations. Some groups of tourists need convenient facilities, cleanliness and safety. While another group of tourist, especially backpackers, likes budget accommodations, located in the center of town, and near the tourist attractions. Backpacker tourists love to exchange the information with

local people. These groups of tourists are likely to sleep in simple accommodation and spend money on other parts of traveling, such as car rentals, food, souvenirs, etc. However, there are tourists who are interested in learning the way of life of hosts by staying with them. Some groups of tourists who like privacy will stay in a separated room because the main purpose is relaxation. The period of staying time is around five to seven days under the informal service.

Therefore, the researcher anticipated the necessity of study in order to obtain the suitable model of accommodation in the old town area of Songkhla. This will support the tourism in the old town area of Songkhla to be satisfied among the tourists. Thus, the researcher used the qualitative research by the in depth interview with involved people in the area in order to obtain the suitable model of accommodation that can develop the accommodation properly.

4. Objectives of the study

4.1 To study tangible and intangible heritages of the Songkhla old town area that can indicate to a creation of the suitable model of accommodation in Songkhla old town.

4.2 To study the tourists' needs on the accommodation for tourism in the Songkhla old town area

4.3 To study the model of accommodation that is suitable for the Songkhla old town area

5. Research procedures

5.1 Issuance of problem heading by come up with problems and objective of study flowing by topic's names

5.2 Setup of hypothesis by review on the theories, documents and post researches that related to the study to define meanings and set up hypothesis

5.3 Collection of data by setting population and samples then setting variables that needs to be used on doing research and create all the instruments

used in measuring on those variables. Furthermore, it needs to examine reliability of the tools and continue by collect all information and recording.

5.4 Analysis of data by analyzing and estimating data that received from collecting data and reporting

5.5 Conclusion, discussion and recommendation

Scope of study

Scope of detail

The details of this research cover the suitable model of accommodation for tourism in Songkhla old town with involved people's point of views. Songkhla old town area is located in Boyang, Maung district, Songkhla, Thailand. The research will be conducted in depth interview with involving people in the area, both in enterprises and government offices along with an observation. Moreover, the secondary data is the data that we can get from local government documents about history and architecture of Songkhla old town. Local information not only covers the study of this topic, but also the tourism information of the area. The duration of conducting research will be during 12 months.

Scope of population

The informants of this research are 26 stakeholders who involved in the old town area of Songkhla. They can be divided into: local people, local government officers and experts, and tourists to find out the result of the accommodation in Songkhla old town in their point of view. These 26 samples of informants are 10 local people, 10 tourists, 6 experts and government officers, including Chief of Songkhla Provincial office of Tourism and sports, Head of The Provincial of Tourism and Sports, Songkhla office, and experts.

Scope of area

The area for conducting this research is Songkhla old town area which is an important historical area in Songkhla Province. It is the area where still remains the original way of life. Furthermore, there is an acculturation of Thai, Chinese, groups including Western and Muslim group. This research covers the main important roads namely: Nang Ngam Road, Nakorn Nai Road, and Nakorn Nok Road.

6. Research Process framework

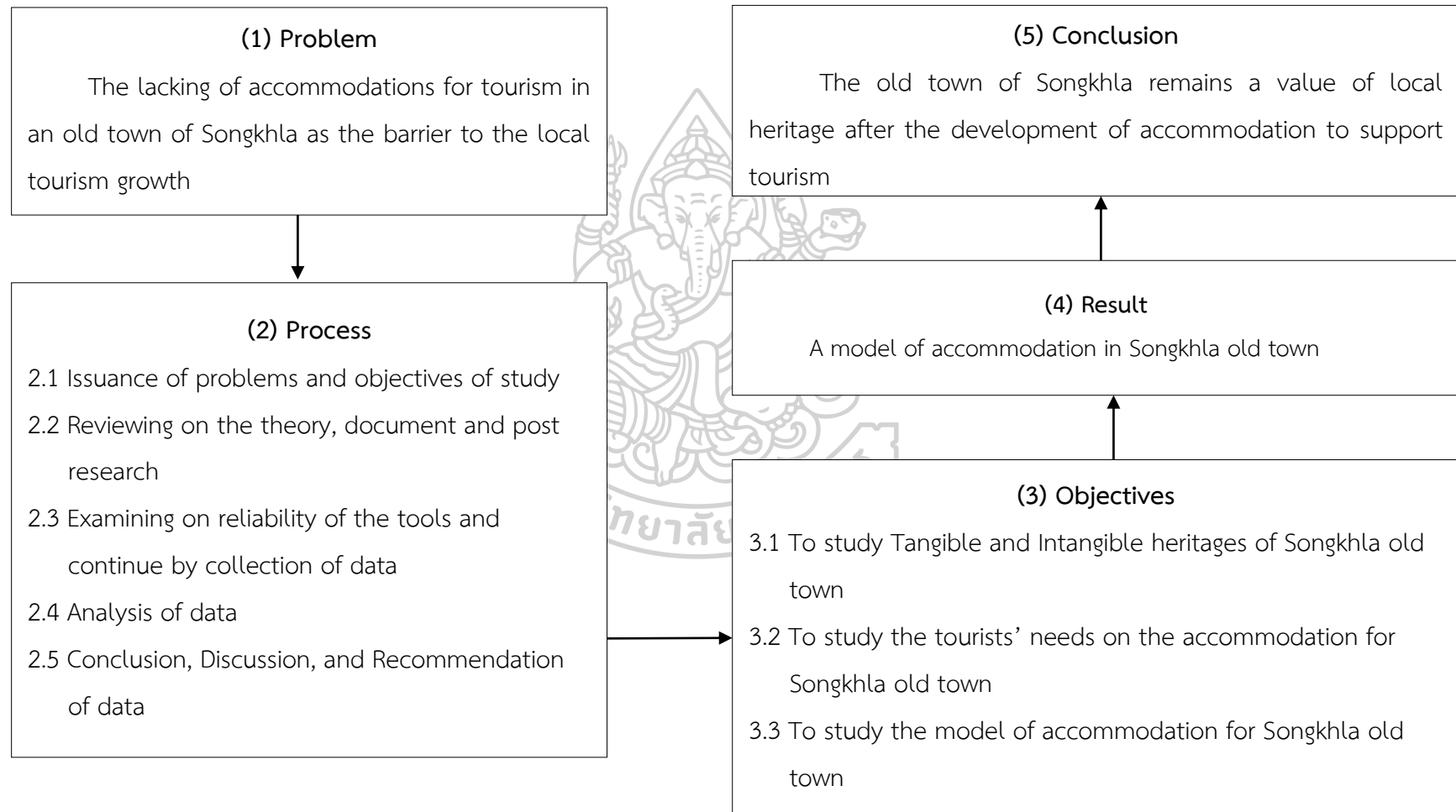


Figure 3: Research Process framework

7. Research Questions

7.1 What are tangible and intangible heritages of the Songkhla old town for developing on the model of accommodation?

7.2 What are tourists' needs on the accommodation for tourism in Songkhla old town?

7.3 How do the ways of accommodation management suitable for Songkhla old town?

8. Research Methodology

This research requires several primary and secondary data by study on heritage concept (tangible and intangible), tourist need concept and general tourism structure that influence to the study of an accommodation for tourism. The research focus on studying concepts and opinions that influence to the creation of a model of suitable accommodation of Songkhla old town area. The research is qualitative includes mappings and pictures of the study area and the related area and also the investigation of factors related to quality of a development on accommodation for tourism. Several steps in the research are following:

8.1 The investigation will be an understanding of the background of the study, significant value of accommodation development, and the importance of tourist need and a heritage concept to support on tourism in old town area of Songkhla.

8.2 A survey of heritage with community profiling will help on the area's information such as architecture, history or culture and so on. All the area's information will be support on the documentary data about the area including post research. The survey will focus on the information of heritage that related to create a model of suitable accommodation.

8.3 Observation is important way to study both tangible and intangible values of heritage. Therefore, it provides a good opportunity to interact and communicate with locals and to see the relationships between stakeholders involved in the

heritage. Observation and general interview can use as a basic information to create a model of suitable accommodation for old town area of Songkhla.

8.4 In-depth interview, it has a preparation of an interview schedule and list the names of interviewee with exact and clear research questions or themes which facilitate the process of interviewing. The sample will be 26 samples which consist of a range of groups following: first group will be local community such as Head of Kwao Hong club, Head of old town area of Songkhla community, local people, group of academicians also include as sample such as experts and professionals from the order of Songkhla lover, next group of sample will be government organizations that related to tourism such as Songkhla Provincial Office for Tourism and Sports, Mayor of Songkhla city, and the last group is tourists.

8.5 The analysis process, the results from the literature review, survey, observation and in-depth interview with the different stakeholders who have given information and opinions will be analyzed. The result will give details on local heritage and tourists need has support on creating a model of suitable accommodation in old town area of Songkhla. In this stage, the data analysis is identified by separating the classification of data as study issues, creating a conclusion in the induction way and presenting the result of research by Analytical Description.

8.6 The final stage of analysis is drawing conclusions, discussions and suggestions for community, government, and other stakeholders who has involved in tourism and accommodation development in the old town area of Songkhla to achieve on cooperation among them. This research might be found out the advantages for sustainable development on accommodation in the area to support on the growth of tourism of Songkhla.

9. Structure of the dissertation

9.1 Chapter One: Introduction

9.2 Chapter Two: Literature review

9.3 Chapter Three: Methodology

9.4 Chapter Four: Data Analysis

9.5 Finally, Chapter Five: conclusion, discussion and suggestions

10. Glossary

10.1 **Old town of Songkhla** refers to an area that located in the center of Songkhla city. It includes Nakornnok Nakornnai Road, Nang Ngam Road and Phattalung Road.

10.2 **Accommodations** for this study refer to accommodations for tourism or any temporary living places that tourists are able to stay during travel period in an old town of Songkhla area. It is considered by characteristics that tend to suite with the old town area of Songkhla most.

10.3 **Informants** refer to the people living in the area of study, the tourists visiting the Songkhla old town area. For example, Songkhla city municipal, Provincial Organization, tourism and sports office, etc.

10.4 **Heritages** consist of tangible and intangible heritage. Most of the interesting heritages are architecture and cuisine. There are many styles of architecture in the old town of Songkhla such as, original Chinese building, Chinese commerce building, modern Chinese and the origin building of Songkhla.

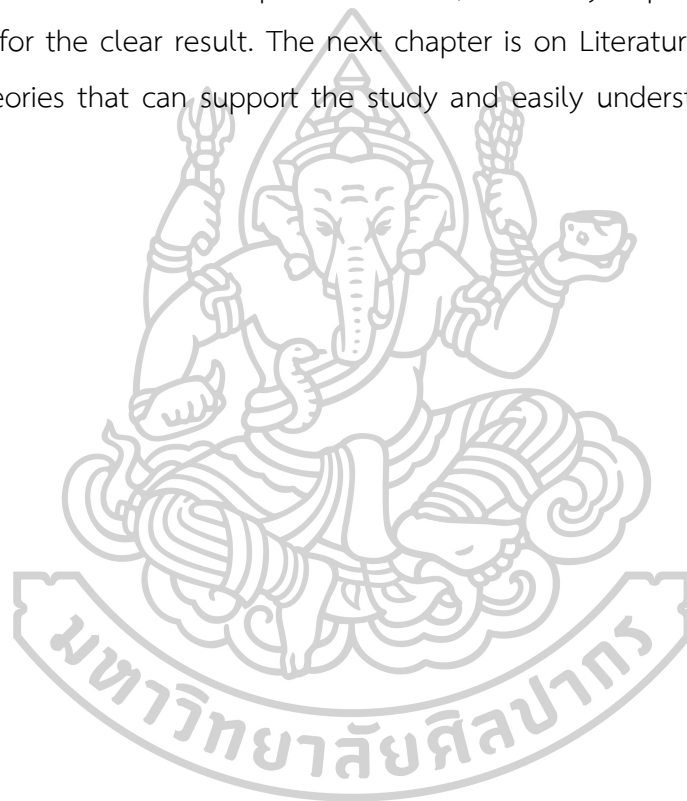
10.5 **The suitable model of accommodation** refers to findings the ideas or examples of suitable accommodations for tourism in an old town of Songkhla area to support local tourism development by considering the related fields from an observation and in depth interview such as tangible and intangible local heritages, tourists' needs, types of accommodation, readiness of local facility for tourism and accommodation, an area management and other factors that need to consider.

10.6 **Characteristic** refer to remarkable and outstanding things even it can be touchable or untouchable but it is able to show the local background such as peacefully local way of life of 3 races: Local Thai, Thai-Chinese, and Thai- Muslim in the area

10.7 **Group of samples** refer to LP represents a sampling group of Local people, TR represents a sampling group of Tourist, EG represents a sampling group of Experts and Government officers

In conclusion, the study aims to find out the suitable model of accommodation for tourism in Songkhla old town area. This chapter includes a structure of study and some basic information to be a guideline. The information

contains background of a study area (Songkhla old town area) which is one of the important nation areas and it is becoming popular cultural tourism attraction. The study also follows by the significance and problems of the study. It showed some interesting points to study thus it being able to support the growth of tourism in Songkhla old town including accommodation tourism in the future. These main purposes were included in this research, namely: tangible and intangible local heritages, tourists' needs on accommodation, and the suitable model of accommodation in the last step. Furthermore, the analysis part will use Analytical description for the clear result. The next chapter is on Literature reviews which will look for theories that can support the study and easily understand the concept of the study.



CHAPTER 2 LITERATURE REVIEW

This study has 3 objectives as follows: To study Tangible and Intangible heritages of Songkhla old town that can create a model of accommodation that is suitable for the area, to study the tourists' needs on the suitable accommodation for Songkhla old town and to study the model of accommodation that is suitable for Songkhla old town. According to the study, a researcher will investigate on related researches, hospitality and tourism information, and electronic data. All the information will lead to a suitable model of accommodation for the old town area of Songkhla follows the structure:

1. **Background** of Songkhla will contain information of History and Evolution of Songkhla Town follows by Geography of the area
2. **Heritage** will contain issues of Tangible and Intangible Heritage follows by Cultural landscape that classify in 2 subtopics are Songkhla architecture style and Architecture style among Songkhla, Phuket, and Penang
3. **Tourism** will contain overall detail of tourism follows tourism definition, tourism structure, and types of tourism
4. **Tourist's need** has topics of definition and hierarchy of human need, Tourist's need for tourism, and Type of tourists and their need consecutively
5. **Accommodation** for tourism look through information of definition of accommodation, background and history of accommodation, types of accommodation, and end with an interesting information of ASEAN Tourism standard
6. **Sustainable Tourism Development** will contain concisely detail on definition of sustainable tourism development, and sustainable standard and regulation for accommodation

Due to the structure of the chapter, it start with Songkhla information which is a primary detail that need to look through thus it will help to clarify and understand of the important of problem and the study title well. Songkhla is one of important cities of Southern Thailand because it is an administrative center, education center, and business center. Even though, Songkhla has changed a lot for

many years but an old town area of Songkhla still remains to be original and becomes a characteristic of Songkhla. According to an old town area of Songkhla still remains local characteristic hence it becomes a popular tourist attraction at present. Thus, Background of Songkhla will contain information of History and Evolution of Songkhla Town follows by Geography of the area.

1. Background of Songkhla

Songkhla had many races lived together: Local Thai, Thai-Muslim, and Thai-Chinese. Songkhla city located border on a sea and it has appearance as a peninsula that can protect ships from a storm well. Moreover, the location was suitable to be break area for ships during navigate between China and India. According to the good location, it caused of incoming of several cultures such as Chinese, Indian and Arab to Songkhla. According to historical record mentioned that in the primary period of Songkhla, Songkhla was one of 16 dominion cities (Phraya Prathetrat city) under Ayutthaya since King ramathibodi I or King Chulalongkorn. (Prapanarat, 1972)

Moreover, the record of western merchants from Sribenjapolsongkul's study (2001) showed that they called Songkhla as Singora or Singor on the other hand the record form Arab and Persia's record show that they called the city as Singkra. In around 21 century the city has called Singur or Singora. (Sribenjaplangkul, 2001)

At first, the city was located at Red mountain (khao Dang). At that time a city ruler was Muslim and information clearly showed that his name was Dato Mogul. Songkhla also was a center of international commerce thus the city could own the currency called Singora. Afterward, Ayutthaya has sent an army to suppress Songkhla where was independency at that time until Songkhla had lost the war. Following days, local people emigrated once again to Baan Lamsonaon along with a city ruler change to a Chinese leader. Besides, the several of races in Songkhla caused to architecture that integrated among 3 cultures: Thai, Chinese, and Muslim.

Regarding to Tourism and Sport of Songkhla's handout show some interesting information that Songkhla old town had known as Bo Yang. The area

where highly outstanding in geography since it's the cape that proliferated and was condemned both two sided. Many foreign merchants were attracted by the outstanding of the geography, so they have coming to make a trade and populate until now (Songkhla Provincial Office for Tourism and Sports, n.d.).

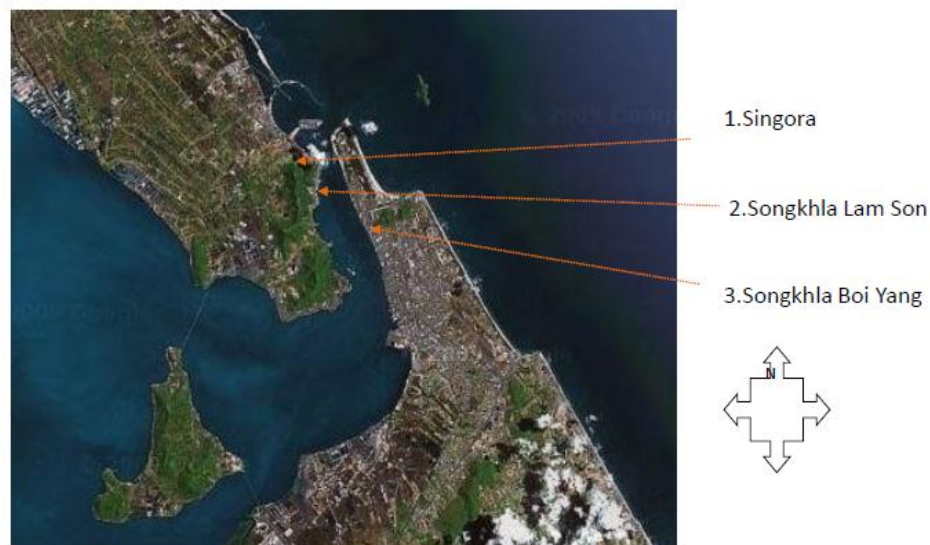


Figure 4: The historical background of Songkhla settlement

Source: Songkhla to World heritage Project Meeting document (8 June 2017)

1.1 History of Songkhla old town

Songkhla Provincial Office for Tourism and Sports explained a history of Songkhla that Songkhla old town or known as Bo Yang, the area where highly outstanding in geography since it's the cape that proliferated and was condemned both two sided. Many foreign merchants were attracted by the outstanding of the geography, so they have coming to make a trade and populate until now. Currently, Songkhla old town considered as the nation's heritage which is soon developing to the world's culture heritage. The diversity of cultures helps driving and supporting other values to become remarkable which they are all reflected the uniqueness of Songkhla city. Songkhla old town was consisted of 3 main roads which are Nakorn Nork and Nakorn Nai road, and Nang Ngam road. All of three roads used to be the center of exchanging and trading of the foreign products. The record of Pra Saritchonkorn mentioned that there were many commerce buildings and shop house along both sides of the roads. Moreover, clothes and several goods were sold in this

area. The most interesting tourist's attraction in the old town is architecture, obviously that the architecture would be remarkable in the old town because there are the combination of three cultures and ethics of Thai, Chinese and Islamic. Udomrat (2013) mentioned that nowadays the old town area of Songkhla is full of interesting evidences of history. The evidences can exactly tell the history of Songkhla are the habitation condition, the ancient building along with the architectures that still appear in the old town area especially Nakorn Nai Road, Nakorn Nork Road and Nang Ngam Road. Moreover, the origin way of life and cuisine that are passed on to another generation can imply the cultural heritage. All of these will be the value heritage that leads to the way of being important city of cultural tourism (Udomrat, Sawanporn 2013, Page 51).

1.2 History of accommodations in Songkhla

Accommodation business has been started for a longtime. Many records including Varakulvit (2015) mentioned that Thailand started for 100 years and used to be called "accommodation for traveler" which created as row houses. Hotel business started since King Rama 4 which is the same period as foreigners came to Thailand for business. Hotel business continued the development in convenience service to serve the guests including the management as follows international standard until now. The important Thai hotels in the early period were Mandarin Oriental Hotel (since King Rama 5), Royal Hotel (Since King Rama 6), and Hua Hin Hotel (Since King Rama 6).

Songkhla has a border next to Malaysia, thus it becomes a center of lower Sothern's Thailand. For this reason, Songkhla has several levels of hotels in term of type and price because this is the trading area. The accommodations in Songkhla consist of hotels, resorts and guest houses that the prices start from hundreds to thousands. Therefore, Songkhla also has an accommodation in style of conservation home stay and camping to make the customer who loves adventure or nature satisfied.

Pattaranit (2016) mentioned that Nang-ngam Road is one of the main roads in Songkhla old town area and it was known in a former name as Kao Hong because in the past this road had only 9 commercial connected houses. There are 3

assumptions of the origin name of Nang-ngam as follows: First, in the past people believed that there was a beautiful lady at Kao Hong Road who was selected to be the beautiful queen of Songkhla. Second, they believed that it from the inaccurate pronounce in Thai because this area used to be a beautiful farmland before a development to the city (Na ngam to Nang ngam). Third, it was assumed that the road used to has first hotel established in Songkhla and the hotel had many beautiful ladies to service guests, so people called “Nang Ngam”.

1.3 Geography

Songkhla had faced many situations such as a progress, war, and other changed to make Songkhla became a peaceful city at the present. The main reason is the development of infrastructure and economic of Hat Yai district where became a center of infrastructure by land and commerce instead of Songkhla.

Petchsakulvong and Akasuwan (2014), Songkhla Boyang city has derived from name of the location as Ban Bo Yang where located in the east of Songkhla lake. At first, there was a construction of a fort to protect Songkhla city from enemy since 1836 A North and South fort's length was around 400 meters and a West and East fort's length was around 1,200 meters. A city plan's characteristic was similar to rectangle figure and inside. A city' fort divided into 2 parts which were the area for government and community. The first area was the area of a city ruler' office and dwellings including government offices regard as a center of administrative for 30 percent of the city. Another 70 percent was the area of population habitations, community, and business quarter including religious places where the important place was for community.

Local people in Songkhla had 3 main groups who were Local Thai, Thai-Muslim, and Thai-Chinese. All of them usually stayed together in their group because of career and culture different hence it created many sections in the city. Characteristic of each group can separate as follows:

West area of the city was next to Songkhla's lake that convenience for transportation by water. The area itself was suitable for commerce so most of Thai-Chinese who earn a living of trade lived in this area. The characteristic of Thai-Chinese house was normally 1-2 stores building that made from lime or brick to

accord with their career. Moreover, the architecture and style of buildings in the area has possess by Chinese architecture. According to commerce, this area became a location of important market of the city and also a location of 5 Chinese joss houses.

East area of the city was a habitation of townspeople or local Thai who was Buddhist because there were a lot of temples located in this area around 5 of 6 temples. Most of temples have built before a migration from Ban Lamson to Ban Boyang so it showed that the east area of the city was a location of town people community for a long time. Songkhla people who believe in Buddha worked as an agriculturist and they built a house with thatched roof along with space under a Local Thai house following Southern architecture style.

South area of the city was a habitation of Thai-Muslim who worked as fisherman. In the area consist of Banbon's mosque where the center of community was.

1.4 Resources

Due to Preservation and Improvement of An Old Town Area of Songkhla, Songkhla has plentiful resources such as natural resources, manmade resources, and cultural resources. All resources have value to preserve and develop for supporting on the progress of Songkhla.

1.4.1 Natural resources of Songkhla were mountain, coast and beach:

1.4.1.1 Mountain: there are many mountains in Songkhla such as Roup Chang Mountain, Kwao Seng Mountain, Noi Mountain, Tangkouan Mountain, Kho Nu-Kho Maew Moutain, Hau Dang Mountain, etc. All these mountains are valuable to the city because it can be heritages which show a history of Songkhla.

1.4.1.2 Shore and beach: Songkhla has coasts and beautiful beaches consecutively for many kilometers. Along the Shore there were many beaches such as Kwao Seng beach, Simila beach, Lamsonaon beach, Khokeaw beach, etc. Furthermore, Songkhla also has the lake that can divide into 2 coasts which are municipality side and Singhanakorn district side for many kilometers. All of these are the important natural resources of Songkhla.



Figure 5: Chalatat Beach

Source: Miss Yingrak Chakcharoen (8 June, 2017)



Figure 6: Tang Kuan Hill

Source: Songkhla to World heritage Project Meeting document (8 June 2017)

1.4.2 Man-made resource

As Songkhla is a community where have a long history and being one of important center of an infrastructure and commerce in Southeast Asia. Moreover, it become a ship's rest during navigation between countries especially an estuary area that converge with gulf of Thailand thus it's suitable to be a location for community. Songkhla becomes a city that has a lot of interesting manmade resources such as architecture or history evidences that appear in some areas as follows: Huakhaodang area has ancient fortresses, pagodas from Srivichai period, and old moat, Baan Lamsonaon and close areas have an ancient city wall, temple, graveyard, and arched, Nakorn nork and Nakorn Nai have many old buildings with different architectures from different period of time that still remains as the old one, and Tangkaun Mountain has red pavilion and pagoda on the top of the mountain.



Figure 7: Old city wall of Songkhla

Source: Miss Yingrak Chakcharoen (8 June, 2017)

1.4.3 Cultural and traditional resource

Cultural resources that can show a characteristic of community well were way of life, tradition and culture. Besides, Songkhla city passed through revolution conform to other resources of locals such as a peaceful coexistence, lending a hand, not split up because of a different culture and race (Preservation and Improvement of an Old Town Area of Songkhla, 1993, Mahidol University and Silpakorn University).

Songkhla was a city for commerce business because it located next to a sea thus the city was prosperity town at that time. Many records showed that foreigners who did business in Songkhla called Songkhla as Singora or Singor in the past. At first, Songkhla was located at Red mountain (khao Dang) following days, local people emigrated once again to Baan Lamsonaon before settle down at Baan Boyang until now. Songkhla has a diversity of races include local Thai, Thai-Chinese, and Thai-Muslim so the diversity of cultures helps driving and supporting other values to become remarkable which they are all reflected the uniqueness of Songkhla city. The most interesting tourist's attraction in the old town is architecture, obviously that the architecture would be remarkable in the old town because there are the combination of three cultures and ethics. In term of resources, Songkhla has plentifully resources such as natural resource (beaches), manmade resource (local architecture design), and cultural resource (local way of life).

The follow topic is Heritage which also interesting topic that you will understand the concept and the important of heritage to an old town area and the influent to tourism or related business in the industry. An in brief information follow by 2 subtopics are Songkhla architecture style and Architecture style among Songkhla, Phuket, and Penang

2. Heritage

Many experts have concluded and defined the concept of heritage that heritage is not only manifested through tangible forms such as artifacts, buildings or landscapes but also through intangible forms. Intangible heritage includes voices, values, traditions, oral history. Popularly this is perceived through cuisine, clothing, and forms of shelter, traditional skills and technologies, religious ceremonies, performing arts, storytelling. Nowadays they consider the tangible heritage inextricably bound up with the intangible heritage. In conservation projects we aim to preserve both the tangible as well as the intangible heritage.

2.1 *Definition*

UNESCO, the important organization of heritage gave a definition of cultural heritage as 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. 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. While they gave an explanation of intangible cultural heritage as Cultural heritage does not end at monuments and collections of objects. It also includes traditions or living expressions inherited from our ancestors and passed on to our descendants, such as 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. The importance of intangible cultural heritage is not the cultural manifestation itself but rather the wealth of knowledge and skills that is transmitted

through it from one generation to the next (United Nations Educational, Scientific and Cultural Organization, n.d.)

According to Culture in Development organization defined Cultural Heritage following ICOMOS International Cultural Tourism Committee (2002) as an expression of the ways of living developed by a community and passed on from generation to generation, including customs, practices, places, objects, artistic expressions and values. Cultural Heritage is often expressed as either Intangible or Tangible Cultural Heritage (Culture in Development organization, n.d.).

As part of human activity Cultural Heritage produces tangible representations of the value systems, beliefs, traditions and lifestyles. As an essential part of culture as a whole, cultural heritage contains these visible and tangible traces from antiquity to the recent past. The interesting information of Bourdieu (1960) on concept of cultural capital refers to the collection of symbolic elements such as skills, tastes, posture, clothing, mannerisms, material belongings, credentials, etc. that one acquires through being part of a particular social class. Sharing similar forms of cultural capital with others, the same taste in movies, for example, or a degree from an Ivy League School, creates a sense of collective identity and group position. But Bourdieu also points out that cultural capital is a major source of social inequality. Certain forms of cultural capital are valued over others, and can help or hinder one's social mobility just as much as income or wealth.



Figure 8: What is heritage

Source: http://www.cultureindevelopment.nl/cultural_heritage/what_is_cultural_Heritage (May 2016)

2.2 Heritage landscape

According to Varakulvit (2003) mentioned on tourism elements, it is included in tourism resources that can be divided into 2 groups. Firstly, natural tourism resources include waterfall, mountain, sea, forest and all the natural things. Secondly, man-made tourism resources include 3 main categories but the only 2 categories were mentioned and related to cultural heritage. First category is history. It means the study of culture, way of life that inherit from the past such as archaeological site, antiques, etc. Second category is culture and social. Each local place has unique culture and social way of life both concrete object and abstract. In term of concrete object, it shows livelihood of people, language, festival, tradition, religious worship, handicraft, costume, local entertainment, habitation condition etc. In term of abstract, it shows an idea, belief, attitude, folk wisdom, including civility and warm welcome form locals.

Besides, an old town may also include in the category because it is the place that remain heritage evidences. According to Udomrat (2013), she defined the meaning of an old town that a town or an area of town where has special characteristic or special characteristic of a period in history and characteristic of local culture that carry on for a long time. All of these are value in art, archaeology and history that become important, and precious national heritages. A preservation of value and variety of culture of an old town is kind to a development for tourist attraction of cultural tourism which is a remarkable kind of tourism of the country. Constructions and elements of towns that reflect to a characteristic of an old town have high potential to support and become local learning center. Furthermore, it has ability to support a value of economic, social, and culture of provinces and the country.

2.3 Songkhla Cultural Architecture Style

For 200 years ago an old town area of Songkhla has many several of shop house styles along with the trading that was the way of life in the area. There were 4 main local architectural styles which were Traditional Chinese Shop house, Commercial Chinese Shop house, Sino-European Shop house, and Art Deco Shop house (Songkhla Old Town Heritage Trail booklet, 2015, Page 6).



Figure 9: Traditional Chinese Shop house
Source: Songkhla Old Town Heritage Trail booklet

Traditional Chinese Shop house
This type of shop house was built in 1830s, when Songkhla city was founded. The front area was used for commercial purpose while the upper part was prepared for stocking goods. Due to the length of the land which is about 30-40 meters. The court yard was designed as an open area at the back.



Figure 10: Commercial Chinese Shop house
Source: Songkhla Old Town Heritage Trail booklet

Commercial Chinese Shop house
These shop house were more than 100 years old with more modern look but kept the Chinese roof style. It commonly co-operates a shop or business premise on the ground floor while the family resides on the top floor which the front wall was changed into louver shutters for better ventilation. The ground floor was escalated toward the front with folding door to add more business space.



Figure 11: Sino- European Shop house
Source: Songkhla Old Town Heritage Trail booklet

Sino- European Shop house
These building were with Chinese and European ornament called Sino-European, which were commonly found in Phuket. However, there was no walkway, called Ngo Kha Kee. There was an open area in the middle with a well to store drinking water.



Figure 12: Art Deco Shop house or Modern Chinese Shop House

Source: Songkhla Old Town Heritage Trail booklet

Art Deco Shop house or Modern Chinese Shop House

This style is influenced by Western architecture. The year of construction was on the façade. The roof shapes are gable, hip, or flat ones. These two-to-four-stories buildings are more than 40 years old.

2.4 Architecture among Songkhla, Phuket, Penang

Sathapitanon and Mertens (2012) mentioned that many of Thailand's most distinctive shop house and townhouse are built in the Sino-Portuguese style that originated in Melaka and spread throughout the Melaka Straits. The hybrid originated in the 16th century when Portuguese traders and colonial officials introduced the European row house structure there, which was then embellished by Chinese builders. Later, the Dutch and British succeeded the Portuguese as colonists in the Straits, adding their ingredients to the mix, particularly in places like Penang and Singapore. It reached Siam in southern port town, especially Phuket, which traded heavily with Penang.

A typical Sino-Portuguese townhouse features a ground floor shop, with a living space for the family on the second floor, similar to the Chinese shop house. The upper storey projects over the lower floor to form a covered arcade, protecting it against the sun and rain. This is the so-called 'Five-Foot Way', an urban planning innovation mandate in colonial Singapore in 1822 by Sir Thomas Stamford Raffles to provide a pedestrian thoroughfare adapted to the climate.



Figure 13: Sino-Portuguese townhouse in Singapore

Source: https://en.wikipedia.org/wiki/Chinatown,_Singapore (6 June, 2017)

The floor plan is narrow and deep, with a width of perhaps just 5 in to 7 meters fronting the street, but extending several times this distance behind, Chinese influence is seen in decorative details such as frescoes and carved wooden decoration, often in auspicious motifs including clouds, flower and swastikas. The colorfully painted facade is further layered with European features Greco-Roman columns and arches, or gingerbread wooden fretwork with Victorian origins.

The style is also embodied in some courtyard houses and other free-standing structures, most grandly in the 1878 mansion of the governor of Songkhla with its Chinese-style central courtyard, red-painted timbers, curving roof and a sweeping exterior staircase showing European influence

Beyond the theories that have been mentioned above, heritage is not only manifested through tangible forms such as artifacts, buildings or landscapes but also through intangible forms. Intangible heritage includes voices, values, traditions, oral history. Moreover, landscape heritage can be divided into 2 groups as follows: natural resources and cultural resources. All of these heritages will be valuable evidence to show the local characteristics to future generations. In the case of Songkhla's heritages, it can be concluded that local resources are considered as capitals and they lead to the development of the city. Natural capital of Songkhla such as Samila beach, Chalatat beach etc. On the other hand, even Songkhla is a big city and becomes a government official center, education city, and an area for big projects but an outstanding physical capital is

architecture of an old town area. Architecture has mixture with many styles includes Thai design, Chinese design, Sino Portuguese design, and western design which value for cultural tourism and it is culture source from different cultures thus it becomes a multiculturalism. Local's multiculturalism such as several food from different culture (Thai, Chinese, and Muslim), believe and traditional especially from local festivals, and a mixture of art from different cultures which outstanding from the others especially architecture design in an old town area of Songkhla. Moreover, there is an improvement of building and interior include an old town landscape by using contemporary art thus local people will think of value and benefit from tourism.

According to the structure, it's important to understand an overall of tourism of the city so that can clarify information that support on the topic of the suitable model of accommodation in an old town area of Songkhla. Details contain of tourism definition, tourism structure, and types of tourism. Following those topics it will be an idea on scope of tourism system and how it's important and related to the study.

3. Tourism

Tourism is one of a big industry in Thailand that can gain a lot of money from any related businesses. Now a day, involved associations have support on the growing of tourism industry in Thailand by promote more identities of each local destination where are new and interesting to any types of tourist. Moreover, tourism becomes a strong industry not only domestic but also international as everyone can travel easily than the past so tourism industry play as one of an important role in the world. It is important to look through and understand tourism system.

3.1 Definition

Tourism product is not produced by a single business, nonprofit organization, or governmental agency; rather, it is defined as “a satisfying visitor experience.” This definition encompasses every activity and experience that a tourist encounters during his or her entire trip away from home. There are some experts had exposition on tourism that tourism is a travel of people to destinations away from their usual places of work and residence and the provision facilities created to cater

to their needs arising along the travel. According to the research of Chiang Mai University and referred to Macintosh and Goeldner (1986) supported on the defining tourism is that tourism is defined as a composite of activities, services, and industries that delivers a travel experience to individuals and groups traveling fifty miles or more from their homes for purposes of pleasure. Beside of the experts, UNWTO (World Tourism Organization) concluded the definition of tourism at the meeting in Rome, Italy since 1963 that it means traveling in three conditions. First, a travel was not forced or hired. Second, the travelers had to stay for short period at the destinations and travel back to the home town. Third, the objective of traveling was not for carrying out a profession or permanent staying but for others reasons, for example, taking a vacation, culture and religion, studying, sport and entertainment, visiting the heritage site and special interest, hobby, visiting the relative, business trip and convention (The study of a management of human and environment, Graduate School of Chiang Mai University and Prince Damrong Rajanuphap Institute, 1998, Page 1). In 2005-2007, World Tourism Organization tried to make a conclusion and renew the concept of tourism. The conclusion of new tourism destination could define as a social, culture, and business effect on the condition of moving people from permanent stay to other places for business or working. All of people were called “the visitor” that included tourists, backpacker, population and non-population. The activities caused expenses for tourism (UNWTO, 2011). Furthermore, some Thai academicians have mentioned about the definition by Dangrotch (2001) defined the definition of tourism that tourism is one of activities for relaxation from daily schedule. Normally, people travel from one place to another place that do not consider on the distance and staying while traveling. And also Jittangwattana (2005) mentioned that tourism is a temporary traveling with voluntary mind that is not forcing or hire, but it is the traveling for other objectives such as relaxation, entertainment, education, religious, sports, business, seminar, and visiting relative etc. Otherwise, it would be the traveling that wasn't tourism.

3.2 Tourism Structure

Following Bhandari (2009) referred to Macintosh and Goeldner concept of Tourism, it was one of the huge industries and has high growth rate, it can

say that tourism is the sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, host governments and host communities in the process of attracting and hosting these tourists and other visitors. Moreover, McIntosh and Goeldner also mentioned on the tourism structure that the business sectors comprising the tourism industry include: transportation, accommodations, eating and drinking establishments, shops, entertainment venues, activity facilities, and a variety of hospitality service providers who cater to individuals or groups traveling away from home.

According to Udomrat (2013) studied on tourism structure concept from Marapoch, Kanchit (2010) he conclude and mentioned that in term of the relationship consideration of tourism structure included with 4 elements as follow: travellers, tourism's dealer, government, and locals. On the other hand, tourism management can divide into 3 elements as follow: travellers, tourism resource, and business in tourism business. Firstly, tourist means traveller and visitor who travel from one place to another place for relaxation, education, entertainment and others. Secondly, tourism resources mean tourist attraction, activities and culture or traditional that reflects on civilization of local which can attract travellers. It can divide into 2 characters following: natural resource such as sea, mountain, forest and another character is man-made things such as way of life, tradition, house, archaeological site and so on. Thirdly, business in tourism industry is the business that related to a production and hospitality for respond to tourist's need directly only. It consist of 6 main business which are accommodation business, tour agent business, food and beverage business, product selling and souvenir business, transportation business, and recreation business.

Moreover, World Tourism Organization (UNWTO) also defined the exactly definition of tourist from the meeting in Italy as tourist can divided in to 2 categories which are tourist and Excursionists. Tourist can defined as a temporary visitor that stay at least 24 hours in the country that they had visited. Tourist must have motivations to travel for relaxation, entertainment, health, education, sport, and religious. Another motivation is for seminar or any task under the order. Chomsai, M.L. and PromYotee (2014) has defined the meaning of Domestic Tourists as tourist

who travel to anywhere by doesn't using the daily route and it is not less than 60 kilometers or travel outside their resident city. Apart from Chomsai, M.L. and PromYotee, Manenert (2009) mentioned that tourist mean the one who travel from their resident to another destination for temporary at least 24 hours. It must be their voluntary mind or travel for the reasons, in the other hand it must not travel for carry on an occupation. Tourist had considered as the most important of tourism structure and World Tourism Organization (UNWTO) recommended calling tourist as visitor.

In conclusion, tourist can defined as the one who travel away from their resident to another place for temporary at least 24 hours or over. The objectives for traveling are relaxation, entertainment, education, doing task under the order, seminar, etc.

3.3 Types of tourism

Now a day tourism industry is growing very fast and a number of tourists have increase every year. Regarding, there are a lot of new businesses that related to tourism industry has open. There are a lot of different types of tourism so that tourist can follow the objective of traveling and meet their demand. Thus, some academicians have studied through this field of types of tourism. According to tourism expanding, it causes of several kinds of tourist that can divided in to 3 categories of Varakulwit (2015) refer to Mill and Robert Christie's study in 1999.

3.3.1 Tourism base on basic characteristic of tourism has considered by objective of traveling. According to Mill (1990) reported from a conference of United Nation about tourism in Rome, Italy in 1963 has mentioned that traveling can depend on any objectives of traveler such as;

3.3.1.1 Leisure, it is a generation that technology influent to daily life a lot so it easy to get any tourism information. Hence, people tend to travel more if they are free and plan a trip in advance

3.3.1.2 Recreation is a travel for a truly relaxation

3.3.1.3 Holiday is a travel for relaxation that tourist avoid from works or daily life.

3.3.1.4 Sport tourism a travel that consist of 2 objectives following; participation interesting sport tournaments, and another one is being a sport player who has to travel for competition in any places around the world or a destination is a suitable place to play sport that tourists interested in.

3.3.1.5 Health tourism, at present health tourism is very popular among tourist because people concern more about their health. There is a well system management of health tourism such as travelers admire to go to Poland for health recovery.

3.3.1.6 Study tourism, UNWTO has resolution that student or people who travel for training, field trip, and study aboard totally considered as a study tourism.

3.3.1.7 Religion tourism is one of the oldest types of tourism because religion is an important essential that cause of tourism, in the past most people travel to another place for religion activities. For example, people travel for a ceremony of presenting yellow to the Buddhist monks at the end of the Buddhist Lent or going to pay respect to holy thing in each area.

3.3.1.8 Business tourism, it is the oldest types of tourism and it can classify in many groups such as meeting, incentive, convention, and exhibition. In the other hand it can call MICE tourism (Weaver and Oppermann, 2000)

3.3.1.9 Visiting Friends and Relatives or VTR, it is one of important kind of tourism because people always visit their relative. At present, it becomes an important kind of tourism next below recreation tourism.

3.3.1.10 Mission tourism is a travel of individual or group of people to follow by their organization's objectives such as a travel of government for diplomacy.

3.3.2 Tourism base on international standard has 4 characteristics as follows:

3.3.2.1 Domestic tourism, this kind of tourism uses many points of motivation such as beautiful demographic, convenience in travelling, safety and security, etc.

3.3.2.2 International tourism, it is a travelling to different places in different country.

3.3.2.3 Private tourism is a free style travelling of individual or family. They will take responsibilities of expenditure by themselves. Moreover, they may contact travel agent for facilities service.

3.3.2.4 Group travelling is most likely that organization provide a trip to staffs

3.3.3 Tourism base on characteristic of management that classify into 7 patterns following;

3.3.3.1 Identify by types which are Domestic Tourism and International Tourism

3.3.3.2 Identify by distance which are Long – Haul and Short – Haul

3.3.3.3 Identify by travelling of objectives such as relaxation, field trip, sport etc.

3.3.3.4 Identify by period of time that doesn't stay overnight such as visit relative, excursion, or staying Visit. Now a day, there are home stay and long stay become popular among tourists.

3.3.3.5 Identify by tourist who will be the one who decide destination and route of travelling. It can be individual or group.

3.3.3.6 Identify by method management which are independent travel and inclusive travel and visits

3.3.3.7 Identify by quantity and quality such as mass tourism, popular tourism, and social tourism.

3.4 Tourism styles

The tourism demand is now growing at the moment including the tourism situation of Thailand. Due to Tanguthaisok (2010) summarize mentioned that there were Nature Based Tourism and Cultural Based Tourism and others as a new trend of tourism.

3.4.1 Nature Based Tourism

3.4.1.1 Ecotourism: It is the travel of tourist to natural site that have specific characteristic and remain original culture

3.4.1.2 Marine Ecotourism: It's similar to ecotourism but focus on marine resources that have local specification including marine ecology such as Mangrove Forest, Fisherman village, and habitant of whales, etc.

3.4.1.3 Geotourism is the tourism for admiration of landscape from the changing of earth crust such as fossils, tunnel, cave, including the study of natural of soil, and mineral

3.4.1.4 Agrotourism is the travel to visit agriculture site such as ranchland, agricultural garden, agro forestry, etc. Tourists may experience agriculture life such as animals feeding, milk a cow, etc.

3.4.2 Cultural Based Tourism

3.4.2.1 Cultural and Tradition Tourism is not new kind of tourism of the country because the country has variety of traditions. On the other hand, the organizations should support the participation of tourists toward local traditions. Moreover, Jintangwattana (2005) defied the culture tourism as a travel of people to destinations away from their usual places to look up to identity and beauty of other culture. While Kaseartsiri's explanation (1997) also supports on the concept of culture tourism. He mentioned that it was the way to study history and culture through a travel which focus on the development of intellect, creation, culture, way of life, etc.

3.4.2.2 Historical tourism: tourists travel to historical sites and admire archaeological site and archaeological finds

3.4.2.3 Rural tourism: it is a travel of tourists to countryside villages especially the northern part of Thailand. The local way of life that simple attract tourists the most.

3.4.2.4 Ethnic tourism: it is the study of cultural, background, and specific way of life

Moreover, the worldwide situation influence to tourists behavior and a concerning of the important of environment more. Green tourism is popular among

tourists and become new tourism trend as same as the other two categories above. Furthermore, there are other kinds of tourism tend to progress well for Thailand such as Meditation Tourism, Slow Tourism, Health Tourism, Voluntourism, etc.

According to all the ideas that have mentioned above include tourism definition, Tourism structure, and types of tourism, it can conclude as follows:

Tourism means traveling with voluntary mind. It is a traveling from the present resident to another place temporarily for relaxation, entertainment, education and so on, not for carrying on an occupation in each time. While tourism structure consists of several elements but the most important is tourist that needs to look through information for both International Visitor and Domestic Visitor. Next element is tourism resource which include natural resource and manmade resource. Both kinds of resources are the things that attract tourists because of fascination. The last element is related business to tourism industry such as transportation business, facilities service, accommodation business as well as recreation business that provide activities for tourist. Another thing that essential to tourism is hospitality. In term of types of tourism can classify to several characteristics such as basic tourism characteristic or international standard on the other hand there is similarity with domestic tourism, international tourism, individual or family tourism, and tourism that depend on management characteristic. Recreation tourism becomes the most important tourism now a day follows by visiting friends and relatives.

Tourist's need is a next topic to look through and cover all the information that needs to support the study. It's important to understand target market or tourist because they have different demand for each group. The following information will clarify of tourist's need by look through hierarchy of needs theory, tourist's need for tourism, and type of tourist and their need.

4. Tourist's need

4.1 Hierarchy of needs theory

Saul McLeod (2007) had studied about the need of human by looking through Maslow study on the concept of hierarchy of need. Maslow (1943) stated

that people are motivated to achieve certain needs. When one need is fulfilled a person seeks to fulfill the next one, and so on.

The earliest and most widespread version of Maslow's (1943, 1954) hierarchy of needs includes five motivational needs, often depicted as hierarchical levels within a pyramid. This five stage model can be divided into basic (or deficiency) needs (e.g. physiological, safety, love, and esteem) and growth needs (self-actualization). The deficiency or basic needs are said to motivate people when they are unmet. Also, the need to fulfill such needs will become stronger the longer the duration they are denied. For example, the longer a person goes without food the more hungry they will become.

One must satisfy lower level basic needs before progressing on to meet higher level growth needs. Once these needs have been reasonably satisfied, one may be able to reach the highest level called self-actualization. Every person is capable and has the desire to move up the hierarchy toward a level of self-actualization. Unfortunately, progress is often disrupted by failure to meet lower level needs. Life experiences, including divorce and loss of job may cause an individual to fluctuate between levels of the hierarchy. Maslow noted only one in a hundred people become fully self-actualized because our society rewards motivation primarily based on esteem, love and other social needs.



Figure 14: Maslow's hierarchy of needs

Source: <http://www.simplypsychology.org/maslow.html> (4 May, 2016)

Samples of tourists' need

The needs	The ways to respond to the needs
Physical - relaxation - adventure - health	- travel to beaches, lakes, and mountain - roaming about the forest, riding a horse, skiing, hiking, etc. - spa, walking, health park
Cultural - Education - Historical - Politic - Science and Technology - Art - Religious - Commercial	- Field trip - visiting historical site or archaeology site - visit political organizations - Visit NASA or Hollywood Theaters - participating in music festival, performance, art exhibitions - pilgrimage in India, Mecca, and Vatican - shopping, visiting trade shows

Table 3

4.2 Tourists' need for tourism

According to Esichaikul and Songsoonthornwong (2009) referred to Pearce (1982), the study used Hierarchy of needs theory of Maslow as basic information to study on the needs on tourism. The result can summarized that the need on tourism of human classified in scales from high to low as follow: The physical need that want to relax by traveling to find excitements and new experience, The need of safety while traveling, The need on social by creating new relationships and meet new friends, and The need of life achievement by traveling which will fulfill new experience.

Besides, Pearce mentioned that “not only important of characteristics and destinations that attract tourists but also ability of destinations to respond to tourists' needs”. Additionally, Marinus and Gisolf (2014) mentioned that the needs and motivations to travel are subject to the state of mind of each individual, the position in society and the social environment. One of the most important manifestations through fast and intensive transport and communications channels is

the compression of time and space. Life seems to be faster and the resulting pressure is mostly felt on the level of the lack of self-realization and being oneself. Another consequence seems to be that rational factors have started to control the non-rational ones (emotion, bodily feelings or spontaneity) leaving too little space for the satisfaction of the latter. This has increasingly prompted a shift from the need to escape from it all to a need to search for one's true self, whereby a liminal environment is the most suitable condition. For example, Cultural tourism is based on the concept of search and it sometimes includes spiritual or religious experiences. Once the original societal pressures have been released during a holiday, tourists may indulge themselves in practices to satisfy needs that are not allowed in their own country or region as their new experience. (Marinus and Gisolf, 2014).

According to Udomrat (2013) referred on Chumsai, M.L. (2014) and many researchers define on tourism that also mentioned about tourists' needs. It said that tourism was a complete relationship and any effect on the related part with both temporary and permanent stay that can make benefit.

Attraction derived from great senses of human that was an important factor to encourage human sense on tourist attractions. Furthermore, the progress in science and technology had a part of transportation, communication, media and facility development which attracted people to travel followed 4 elements:

Tourist attractions included weather, culture which could show the local way of life in each area moreover, it could show the different of ethic. Hence, it different to entertainment attractions which serve and entertain people for relaxation

Facility, it was an important element that must provide to tourists because they were away from home and needed some necessities that could respond to their need for life. There were 4 components followed; First, accommodations where was a part of temporary stay. Second, food and beverage of international and local was an elements that tourist spent more than the other costs. Third, entertainment spots such as souvenir shops, recreation, etc. Last, basic elements of tourism such as communication, transportation, and public utility were important to created impression to tourists.

Transportation tourism was happened when people seek for others different atmospheres thus transportation was one of important tourism structure in comfortably, rapidly, and safely transferring people from one place to the other place.

Hospitality was the most important to the industry because hospitality could create an impression to tourists and loyalty guests to the destination and accommodations.

Due to Anantapark, Chatchanan study (2011), there was interesting information that deeply mentioned about behavior and tourists need in an old town of Songkhla. The result of 100 samplings showed many points as follow; in term of objectives of traveling, 81% traveled for vacation and 15% for relative visiting. In term of travelling characteristic, 51% traveled with family and 42% traveled with friends. In term of vehicles, most of tourists used private cars. In term of expenditure, most of tourists spend money less than 5000 baht. In term of frequency of travelling, 34% traveled 3 to 4 time per year and spend time in the area 1 to 2 days for 74 % as well as a popular period of travelling was during a weekend for 80%.

4.3 Type of tourist and their need

According to Esichaikul and Songsoonthornwong (2009) referred to many studies, some experts has been mentioned interesting information on categories of tourist and characteristic and the need of tourist in each category as follows:

As a sociologist's study, Cohen (1972) has categorized 4 groups of tourist that consist of

1. Organized mass tourist was tourists who are traveled by using tour companies' service to dream destinations. This group of tourists liked to travel with groups that provide advance schedules and stayed at hotel.

2. Individual mass tourist was tourists who are traveled by using tour companies' service but there was more flexible travel plan than the first group that aimed to find new experience with different places.

3. Explorer was tourists who liked to create their own travelling plan and avoid of popular destinations moreover, they liked to interact with local people as well as the needs of safety and convenience

4. Drifter was tourists who wanted to be a part of local community as well as there was no advance plan of travel thus they would choose any destinations and accommodations they wanted to visit

Furthermore, another study of Cohen (1979) also mentioned about a model of tourist behavior on a basic experience that tourists looking for. It consisted of;

1. Recreational Tourist meant tourist who focus on recreation activities or physical relaxation

2. Diversionary Tourist meant tourist who need to seek for experience to forget about monotony of daily life

3. Experiential tourist meant tourist who interesting to seek for new experience for destinations that they visit

4. Experimental tourist meant tourist who like to interact with local people and learn local way of life including an adaptation with local environment

5. Existential tourist meant tourist who want to live under the same way of life and culture of local people

The study of Perreault Dorden (1978) could support on the topic of Type of tourist and their need. The result of study from 2000 household samplings showed that there were 5 categories of tourists as follow;

1. Budget traveller was travellers who had middle level of salary but seeking for budget trips.

2. Adventurous tourist was travellers who had a good education as well as middle to high level of salary. Moreover, they liked adventure activities.

3. Homebody tourist was tourists who had deliberation in travel but they didn't talk about travel trip with others and didn't spend much time on travel planning

4. Vacationer was small groups that likely to spent time on travel planning for next trip as well as enthusiasm on travelling or sport during the weekend

Due to others studies, they also mentioned on several concepts of different needs of tourists in each groups. According to, Jittangwattana (2005) mentioned, tourists who interest in cultural tourism is one of quality tourists because they are a group of traveler that interest and want to experience in history, culture, tradition, local way of life of the destinations that they visit. Furthermore, they have responsibility and conscious in environmental and heritages conservation. In addition, they are a group of tourist that have high average of expenditure in service and product that the others. Besides, Hotel & Resort Insider (HRI) (2007) summarized on different characteristics of tourists in each groups toward their need as follow:

1. Incentive tourists: Incentives tourists are those few lucky individuals, who get a holiday package as a reward from his company, for good work or achieving targets, set by the company. Incentive tourists draw inspiration from such tours to work harder, improve work relations and focus on team bonding.

2. Health or medical tourist: Those who seek special medical treatment, which is only possible away from home, make trips to other places and are called Health or medical tourist. Some of these tourists avail medical assistance in other countries, for they may be expensive in their own country. Many health or medical tourists also make trips simply to stay for few days in healthier climate.

3. Business tourist: Tourist traveling with relation to business is known as business tourist. Business tourism is part of the business world. Most of the cities feature conference centers that cater to the needs of business tourists.

4. Education tourists: Tourists traveling to a particular place in another town, city or country for further study in order to improve his or her educational qualification are termed as education tourist. There are also group of people, who travel to attend workshops to upgrade skills.

5. Adventure tourists: Adventure tourists look for some unusual or bizarre experience. They seek adventurous activities that may be dangerous.

6. Eco-tourists: Nature loving tourists, who love to go green. They travel throughout the world in search of destinations not affected by pollution or much human intervention.

7. Leisure tourist: These tourists want to rejuvenate and revitalize with comfort, while enjoying a break from mundane routine of life.

8. Religious tourist: Religious tourist travel to sites of religious significance.

9. Sport and recreation tourist: These sorts of tourists either take active part in or just watch sports events.

10. Backpacking or youth tourist: This group of tourist is of young age and they travel with minimum luggage and on a limited budget. But they are very passionate and love excitements and adventures, while traveling. They generally have no specific travel schedules and tend to travel independently.

11. Special Interest Tourist (STI): They nurture particular passion in different things.

In respond to many idea of tourist's needs for tourism above can conclude that human need to relieve by take a rest or avoid monotony to look for some exited things in life. According to recreation tourism is the most popular among tourist so recreation tourists need a travel that focus on recreation activities or relaxation. Furthermore, safety and security is first priority demand during a travelling follow by expecting to meet new friends and experience new things so we can call this group of tourist as experiential tourist. Experiential tourist means tourist who interesting and seek for true new experience of tourism at the destination that they visit by experience local culture and way of life from local people. We can see that any types of tourist have different goal of travelling and different need which everyone expect to meet a demand during travelling.

After the study thorough tourist's need and understanding more on information, it's better to study on the other related theories to support and clarify of the study of suitable accommodation model for tourism in an old town area of Songkhla. Accommodation for tourism concept is the main detail of the study that

should look through so it will contain the information of definition and background, types of accommodation, and ASEAN tourism standard for accommodation.

5. Accommodation for tourism

Nowadays, a lot of businesses are growing including tourism industry that is not only hotel business but also accommodation business. An accommodation business is growing along with the increasing number of tourists. Moreover, several kinds of accommodations can serve the different types of tourists, so this is the reason that the business becomes popular among tourists. The accommodation is directly related to tourist's need during traveling because most tourists spend time to travel more than one day. Some experts defined the definition of accommodation with the similar explanation of accommodation.

5.1 Definition

There are many objectives for traveling such as business, politic, religious, entertainment or other objectives that happened in ancient period. Not only transportation food and beverage, safety and convenient were needed, but also the accommodation that needs to concern. The different kinds of accommodations depend on the objectives of travelling. The accommodation has been one of element for traveling since ancient period. Some kinds of accommodation may be the temporary accommodation while travelling, the relative's house, the temple or the hotel where were built for economy objective.

Jenkins had been defined an interpretive definition of the accommodation that the accommodation sector represents a vital part of the hospitality industry since the provision of accommodation, food and beverage are essential for anyone spending time away from home (Hillary Jenkins, 2010). Jenkins also mentioned that there are many different types of accommodation establishments such as hotels, motels, bed and breakfast, youth hostel, backpackers, bed and breakfast, home stay, farm stay, Marae stays, self-catering apartment, timeshare, Caravan Park, camping ground, boutique accommodation, cabins or huts in National Parks, apartments and more. There are others claim that an accommodation means the business that provides a temporary living place service

including food and beverage. Chatchakul, Nisa (2014) also mentioned on accommodation that it is the place for travelers or guests who live temporarily during their trip and the services such as food and beverage are also provided for them. And also Varakulwit, Sarunya (2015) mentioned on the meaning of accommodation that it is a hotel or an establishment where the tourists spend or stay for their temporary living while traveling. The place is opened for everyone as a business way.

According to those definitions of accommodation that mentioned before, it can conclude that the accommodation is a temporary living place service that provides for the tourist during the trip along with food and beverage service. To understand more about the accommodation, it needs to review and study on the following topics: the background of accommodation in Thailand, the important of accommodation business for tourism, and the types of accommodations.

5.2 Background

The revolution of accommodation in Thailand (Dangrotch, Pricha 1991) is not different to other country since Sukhothai period. It was started when there were a lot of oversea visitors came to Thailand for trade, diplomacy, politic, and military. When the importance visitors came, they were invited to stay at the king's palace or senior government servant's house. On the other hand, when the merchants or normal people traveled, they would stay at a temple, a governor's house, a district-chief office's house, or a friend house, etc.

As Varakulwit, Sarunya study (2015), Accommodation in Thailand began since 100 years ago. In the past, it was called the place for traveler and the structure like row houses where they can stay together. It was similar to a pavilion at a temple. Moreover, there were no separate rooms at that time. Afterwards, a number of travelers increase. Hence, it caused the development of accommodation model including facilities for travelers by separating proportion; separated a room that was different from a beginning. Separating proportion was permanent. There was only a partition. According to the development, the price was more expensive. In the next period, there was a changing of structure from a row house to 1 or 2 stores building instead but it was still called the place for traveler

Since the period of King Rama 4, the accommodation business started at the first time in 1862 for supporting the number of businessman or foreigner tourists who came from the western countries the most. This kind of accommodation was called a boarding house. In 1863, the first hotel “Union Hotel” was built and after that many western standard hotels were built such as Oriental Hotel, Royal Hotel, Wang Payathai Hotel, HuanLamPong Hotel and so on.

In conclusion, as we look from the information, the revolution of accommodation in Thailand has developed respectively as a progression and a dilatation of number of humans that impact to an accommodation business.

5.3 Type of accommodations

Experts and researchers studied the different types of accommodation for tourism and how it can be identified. Some of the theories are similar and different from each other, so we can look through it.

Many types of accommodation can divided in categories that depend on the characteristic of each accommodation. The accommodations must be clean, comfortable, safety and reasonable price. Example types of accommodation such as hotel, motel, guesthouse, resort, apartment, condominium, camp, villa, and bungalow and so on.

Khemthong (2015) referred on Timothy and Teye studied that not only hotel business but also other type of accommodations grew in tourism industry. All kinds of accommodation had the same objective which wanted to service travellers but it depended on economic, social, and culture in each region. According to the differentiation, it effected to the categorization of accommodation in each country. As the study, she divided accommodation categories in 3 groups as follow:

1. Hotel, Motel, and Resort

Most of Europe countries considered Motel and Resort as the same type as Hotel. Motel had count in the group of small business because the building only had two or three floors and 60-100 rooms. The several kinds of rooms were less than hotel but facilities of Motel were similar with hotel such as parking, restaurant etc. Resort, most of resorts located among a beautiful landscape among perfectly natural which can call hotel resort as well. Resort created for specific

objectives to serve guests as a relaxation place and basic service such as activities for entertainment and relaxation, sport, recreation etc.

2. Second Home

The identity of this type of accommodation had kitchen and kitchen equipment provide in the room for self-catering. Second Home is popular among family and traveller who has long stay (Extended) such as Service Apartment, Timeshares, and Condominium Hotels. It can be divided into 2 groups following:

2.1 At the present, extend stay hotels or all-suite hotels become a model of Service Apartment and Timeshares for a development which helps to attract guests who have long stays.

2.2 One of the extend stay accommodation has a model that was created by real estate developers such as Timeshares. In this case, investors will buy condominiums where located in tourist attractions and share rooms for a rental in the period such as 1 week or 1 month. This kind of accommodation has a limit of service that is different from the hotel.

3. Small Scale Boutique Accommodations

This category of accommodation consists of Inns, Bed and Breakfast, Guesthouse, Pensions and Homestays. It is considered as a small business but in any kind has different identities of service management and also depends on the country following;

3.1 Inns are a kind of a small hotel or a place to run a service business for tourists that often serve food and beverage. It is often located in countryside near a highway and a number of rooms are not over 100 rooms.

3.2 B&B (Bed and Breakfast) is also a kind of small business that has a limited number of rooms around 20 rooms (depend on the rule and regulation of each country). It provides a room along with breakfast service. However, there are different service type classifications of B&B in each region. For example, countries in the American region classify B&B in the same group as Inns.

3.3 Guest House is a kind of small accommodation that is popular among backpackers. The concept of a guest house is that a house owner will share

some rooms to tourists for rental and provide a breakfast along with other facilities. The number of room is around 20

3.4 Pensions is a small accommodation business that similar identity with Guest House. Pension is the word that Scandinavian uses to call guest house. The number of room is around 10-20 rooms.

3.5 Homestays is a form of accommodation under an idea of foreigner students who want to experience local language so they will live with locals. Local will share some rooms' rental for students and rooms rental are not more than 4.

Beyond, the study about hospitality business in tourism industry of Suan Sunandha Rajabhat University has mentioned more about types of accommodation information that include Bungalow, Hostel or Dormitory, Campground by giving detail following:

1. Bungalow and Cottage business that similar to a house for tourists by collect rental fee. Normally, it locates nearby tourist attraction and provides facilities to convince tourists but they have to bring equipment by themselves so the price is not expensive.

2. Dormitory is an accommodation business that group of people or institution provide for tourists by collect rental fee. Mostly it is an old building which has adapted for supporting on accommodation standard. Some dormitory my provide meals or kitchen that every can use together.

3. Camp is kind of business that provide areas for tourists who want to rent an area to camp or park caravans. A caravan is kind of a big car that can be accommodation so camping area will provide a sanitation facility including restaurant and gas station. This kind of business has a lower price of rental area than the other.

Chatchakul, Nisa (2014) also supported on the types of accommodation that they will be the different capacity depending on the objectives such as the policies for investment or tourism supporting. It can conclude as follows:

1. Identify by the convenience that looks at the quality of equipment, size of service, and prize such as five stars or four stars hotel.

2. Identify by the period of opening business that looks at the period of season such as temporary hotel and apartment.

3. Identify by objectives of traveling such as the accommodation in a forest or near the beach.

4. Identify by the price that will calculate the ratio of room rate from an investment fund and number of all rooms.

5. Identify by the different types of tourist.

6. Identify by the types of asset such as a personal accommodation or an accommodation of administrative agency.

7. Identify by the type of building such as a permanent construction or a temporary construction.

8. Identify by the number of establishments or an amount of accommodation in that area.

Furthermore, Varakulwit, Sarunya (2015) studied and divided the type of accommodation for tourist into 3 categories as follows:

1. First category is a hotel. It is the business that provides an accommodation and facility services including food and beverage depending on the size and the management of hotel.

2. Second category is a special hotel. It is the accommodation that includes some but it isn't covers all services like a standard hotel. For example,

2.1 Motel is the place for tourists who travel by car, so every motel has a room along with a car parking.

2.2 Hotel Garni is the type of hotel where provides only room and breakfast include in a room rate.

2.3 Palace or old castle where mostly located in Europe.

2.4 Hotel Pensione is a kind of small size hotel. A character is similar to a house share or guest house in Thailand.

2.5 Home Stay is an accommodation where guests can be a part of family. For example, they can have meals with the owners or exchange culture or language.

3. Third category, an administrative and private agency's hospice is the kind of accommodation for facilitating guests who officially visit the agency such as hospice of EGAT (dam).

Suan Sunandha Rajabhat University' study also showed similar information with others that there were many different types of accommodations such as hotel, motel, guesthouse, resort, apartment, mansion, condominium, camping, hospice, bungalow, etc. The accommodation should concern about cleanliness, convenience, safety, and a valuable price for each type of accommodation. For example,

1. Hotel means the place for tourist or traveler to stay during their trip and many services will be provided depending on a level of service and facilities that have several form as follows:

1.1 Commercial or city hotel is the type of accommodation that mostly located in the town or business area. Most of the guests are business men who come for a seminar.

1.2 Residential Hotel is the type of accommodation that traveler rents for a long period, so it need to make a contract.

1.3 Airport Hotel is the type of accommodation where located nearby the airport for the travelers who wait for a flight.

1.4 Resort Hotel is the type of accommodation that located at a vacate area such as beach, mountain, forest, etc. According to the locations, the tourists can also take adventure activities or play sports.

1.5 Casino Hotel focuses on the guests who come to a casino and it is a luxury hotel.

1.6 Suite Hotel is the type of hotel that is developed recently and become the most popular hotel at this moment. The hotel has a suite room that includes all facilities such as a drawing room, a separate bed room and a little kitchen.

1.7 Convention Hotel is the hotel that provides a full service and facilities of MICE. This kind of hotel is growing now and it is bigger than the other kinds of hotel in order to support a big convention.

1.8 Boutique Hotel is the small hotel that doesn't spend large amounts of fund for an investment. The hotel is different from the others because of a creativity design that stands out to respond to traveler in a new generation.

2. Motel is the small size of accommodation that has around 50 rooms and a location is near a public highway along with a parking area.

3. Guest House is the type of accommodation that the owner shares a room in the house for the tourists with a low price.

4. Home stay or farm stay is the business that the owner adapts the rooms for rental. Most of the tourists who love to stay at home stay or farm stay because they like to experience the local way of life.

5. Bungalow is the accommodation business of an individual house and mostly located near the tourist attractions.

6. Hostel is the accommodation businesses that group of people invest for serving tourists along with a share kitchen, food and beverage.

All information mentioned above show that there are many types of accommodations that are different in rule or image of business, pattern of service, size or objective. For example, a hotel provides a full service to the traveler. On the other hand, the limit facilities of special hotel is less than a standard hotel such as a home stay, a guesthouse, a dormitory, etc. Moreover, a hospice of administrative agency is kind of accommodation to welcome a guest for visiting agency.

5.4 ASEAN Tourism Standard

Since 2016 South East Asia region becomes the community, Hospitality and tourism industry is one of the industries that have to follow the same standard. According to Association of Southeast Asian Nations website had created the booklet to gather the development process of the ASEAN Tourism Standard, the criteria and requirements for six ASEAN Tourism Standards agreed upon by the ASEAN National Tourism Organization. There are some interesting elements standard that involve with accommodation and heritage which are green hotel standard, home stay standard, and tourism heritage.

The tables below are some parts of an ASEAN Tourism Standard (2007) that focuses on standard of accommodation which relate to the study topic. A complete time table can look at www.asean-tourism.com or an appendix.

5.4.1 Green hotel standard

Major Criteria

- 5.4.1.1 Environmental policy and actions for hotel operation
- 5.4.1.2 Use of Green products
- 5.4.1.3 Collaboration with the community and local organizations
- 5.4.1.4 Human resource development
- 5.4.1.5 Solid waste management
- 5.4.1.6 Energy efficiency
- 5.4.1.7 Water efficiency
- 5.4.1.8 Air quality management (indoor and outdoor)
- 5.4.1.9 Noise pollution control
- 5.4.1.10 Wastewater treatment and management
- 5.4.1.11 toxic and chemical substance disposal management

5.4.2 Home Stay Standard

Major Criteria

- 5.4.2.1 Accommodation
- 5.4.2.2 Food and beverage
- 5.4.2.3 Safety and security
- 5.4.2.4 Activities offered to visitors as part of home stay program
- 5.4.2.5 Environmental conditions
- 5.4.2.6 Local benefits
- 5.4.2.7 Marketing and promotion

5.4.3 Tourism Heritage

Major Criteria

- 5.4.3.1 Uniqueness and characteristics of heritage
- 5.4.3.2 Site protection and conservation
- 5.4.3.3 Tourism and site management
- 5.4.3.4 Environmental management

5.4.3.5 Accessibility

5.4.3.6 Support facilities

In conclusion, as we look from the information the revolution of accommodation in Thailand has developed respectively following a progression and a dilatation of number of human that impact to an accommodation business. According to those definitions of accommodation that has mentioned before, it can conclude that accommodation is a temporary living place service that provide for tourist during the trip along with food and beverage service.

Besides all information that has mentioned above show that there are many types of accommodation and it depend on rule or image of business, pattern of service, size or objective. For example, a hotel provides full service to traveler. On the other hand a special hotel has limit facilities that less than standard hotel such as home stay, guesthouse, dormitory etc. Moreover, a hospice of administrative agency is kind of accommodation to welcome a guest for visiting agency.

Nowadays, Sustainable becomes an important issue of every business same as Tourism industry so Sustainability Tourism Development is a topic that need to study more especially for accommodation. An accommodation business is growing very fast even people interested in small size of accommodation more but it can't say that there are not impacts to environment. Thus, the topic of Sustainability Tourism Development will contain 3 subtopics information follow by definition of sustainable tourism development, and sustainable standard and regulation for accommodation

6. Sustainability Tourism Development

There are some academicians mentioned about the definition of development for sustainable. According to Pongsabuth (2001), he gave the definition of development for sustainable that it is a suitable preservation and using resources for benefit of long term using and explanation to most people. It also includes a cooperation of involved and doesn't involve people. Prathammatok (1996) also gave an idea of definition of development for sustainable means the development that responds to need of people in present generation in the other hand it doesn't affect

to capability of the next generation to respond on their need. Jongwuthiwate (2006) also supported that the definition of development for sustainable is the development to respond to basic need of human in both present period and next periods. It also creates a balance among the development of economic, social, human, and environment.

Sustainable development is important to any industries as the world is facing a greenhouse effect problem. In tourism business, there is also look through a sustainable development in term of tourism. Many experts in tourism field have gave several ideas of definition of tourism development for sustainable.

According to theory and concept of tourism development (2013) mentioned that sustainable Tourism Development means the development of tourism that focus on economic along with social, culture and environmental. While, local community also participates and gets benefit in term of economic equally (Department of Strategy Development of Group of Andaman Provinces, 2013). Furthermore, there is an information of principle of management for sustainable tourism refer to PATA and APEC that sustainable tourism development has defined as the development of tourism resource to meet the demand in economic, social, culture and aesthetics by using value resources cleverly and it can preserve the identity of nature and local culture for a long time and less effect to resources. (Principle of management for sustainable tourism, n.d.)

6.1 Sustainable standard

Department of Strategy Development of Group of Andaman Provinces (2013) mentioned that at present the concept of travelling is that tourist will not only think about a value for money and social but also value in term of environmental preservation and local culture. Therefore, they will decided to go to the different destination in each time depend on several of cultures and activities for a new experience. According to UNWTO (United Nation World Tourism Organization), created a concept of tourism development for sustainable that concern about environmental thus all tourism developments lead to focus on principle and concept of UNWTO as follows:

1. Tourism needs to concern of using of natural resource or biodiversity properly and capitalize
2. Local culture and social respect include adapting and understanding of the different of each community's culture and tradition.
3. A creation of sustainable growth of economic for tourism should cause of an income expanding justly and thoroughly. Beyond, it should cause of employment and generating revenue to local community includes being a key in decreasing poverty in the area.

Wongsawat (2015) conducted a research about tourism development for sustainable on above provinces of northern region to find out 1 policy for practice. In the part of determinant policy of tourism development for sustainable found that the policy concerning the tourist resources factor was that there should be plans for improving tourist resources to be in good conditions with the allocation of budgets for their appropriate improvement and maintenance: the policy concerning the tourism development management factor was that there should be the formulation of operational plans for public relations with the tourists and the communities in order to persuade them to refrain from destroying natural and cultural eco-systems; the policy concerning the environment quality factor was that there should be operational plans for conservation and restoration of tourist resources and increasing green areas to create the more pleasant tourist environment: the policy concerning the tourist's satisfaction factor was that each tourist resources should create its own distinguished characteristic to be different from other tourist destinations: and the policy concerning the benefits for members of community factor was that there should be training programs for people and students in the community to enable them to accommodate the needs for tourist attractions in their community. Furthermore, it was found that the proposal for the policy of sustainable tourism development of UNPC1 would achieve its aims only if executives of tourist resources strictly enforce and follow the guidelines for sustainable tourism development.

6.2 Accommodation practice

According to Oongkleab (2014) has mentioned on Characteristics of Ecotourism that it can consider as follows:

1. A construction should concern about local identity and accord with local environment such as pattern, size, and composition in the area. A reflection of original condition in the area is also important and need to be concern such as architecture characteristic, landscape architecture, interior decoration, and other elements. Moreover, location selecting should be in a suitable area and doesn't damage environment.

2. Well Environmental management system in using energy, water, wastewater treatment, solid waste management. Activity and service are also important because it help on educating people to think of environment including a cleanliness of accommodation will satisfy guests.

3. Investment should have a consideration of joint venture along with local decision. Moreover, return on investment should support local and creation of employment in the area.

According to the case study about a consideration of accommodation design of Forestry Research Center (2001), it helps in protection any effects to tourist attractions and safety of tourists during traveling. The detail can conclude that;

1. Single House

1.1 Single house is a facility for tarry that focus on utility of group of middle level user such as group of friend, middle or small size family. A single house design in tourist attractions has different detail in the other hand it has similar basic principles following;

1.2 The overall of building design has to focus on light, ventilation and accord with nature condition.

1.3 A location shouldn't locate in a crowed area in the other hand it also shouldn't locate in a desolate area because of safety. A location should locate in plain and avoid a place where is a position of big trees. Moreover, a direction of surface water flow needs to be concern and also a set of building following direction of west and east.

1.4 A Single house should support capacity that not over 6 people per house (3 bed rooms) and it should has an living area including restroom inside. All equipment should suitable following climate condition and ecosystem element in

destinations and use of local equipment that easy find in the area. Besides, it shouldn't cause of maintenance problem in long term.

1.5 A single house may has a car park in each house or a car park for only group who stay in single houses.

2. Row House

Row house is an accommodation that one building has many units. In each unit may have a rest room inside or share bathroom so it is suitable for group. Moreover, it is a suitable accommodation for nature tourist attraction area. There are some details that need to be concern;

2.1 The important of energy saving and accord to environment around as the same with the other building design.

2.2 A suitable location for row house should similar to a single house

2.3 An accommodation should have free area that big enough for guest to relax together and it should locates among a beautiful landscape.

6.3 Concept of Eco-lodge

Tourism Authority of Thailand and Thailand Institute of Scientific and Technology Research work together to set up a project to study on a guideline, pattern of tourism, and management of tourism pattern to preserve ecosystem in tourist attractions and a guideline can be a model to other tourist attractions. As the study, there is an idea about eco lodge service by consider from:

1. Characteristic of accommodation that think of local and accord with environment such as

1.1 A reflection of original condition in the area (architecture appearance, landscape architecture, interior decoration, and other elements of facilities) can look through a local original condition, a mixture between original and new accord one or a new characteristic.

1.2 An accord with surrounding (pattern, size, and composition in the area) can look through an accord with the area or there is a mixture of elements, or mixture by facilities that doesn't damage the area.

1.3 A location should locate in a suitable area that will not damage natures. If there are some adaptations, it should not cause an effect or locate in the area that will have less effect to environment.

2. Environmental management such as measure of water using, measure of energy using, wastewater treatment properly, and measure of solid waste disposal.

3. Arrange activities and services such as activity for guest to learn about environment preserving.

4. Communicate with guest about environment around the area.

5. Accommodation should provide a good service especially cleanliness, and sanitarian facilities. Moreover, an investment of accommodation should share investment with local and return of investment should return to local.

On the other hand, there are several ideas of destination management for sustainable from many experts in different countries. It can use to be a guideline for adaptation with each types of tourism. Furthermore, Tourism Authority of Thailand raised the Nation Eco tourism act that focused on the concept of eco-lodge. It include in the development and facility designs in eco tourist attractions manual that is conducted by Forestry Research Center (2001). The concept of eco-lodge has mentioned in the Second International Eco-lodge conference about accommodation management for preservation of ecosystem at Cost Arica on October, 1995. The details conclude as follows:

1. Accommodation should be small size along with small elements and including cleanliness, safety, and be shady

2. The design should use local material and architecture pattern accord with local architecture

3. Using suitable technology for adaptation and focus on energy saving

4. Accommodation should manage by local or being a community business

5. It should have environmental management to preserve environment, waste management, and focus on recycle.

Besides, concepts that have mentioned before along with definition of sustainable development, tourism development for sustainable, and accommodation rule. It can conclude that sustainable development is the development or the ability

“to meet the needs of the present, without compromising the ability of future generations to meet their needs.”

A tourism development for sustainable means a tourism development that respond to demand in economic, social, culture and environment altogether due to a participation of community in preserving identity of local nature and culture for a long time and less effect to social. The part of sustainable standard composed of 3 main points follows; First, tourism must use local natural resource properly and usefulness. Second, respect to local culture and traditional including sustainable tourism. Third, it should be equitable on income distribution and thoroughly to people who gain and loss for tourism.

Another emphasis point is a concept of sustainable accommodation. A concept of accommodation of setting up policies for eco-tourism contain several points such as characteristic of accommodation pattern, a construction should concern about local being and accord with local environment, the design should use local equipment and accord with local architecture, unity alone with locals due to service facilities is outstanding while having less effect to the area, location should locates at a suitable area and doesn't affect to nature, well environmental management, provide activities and services to tourist, and the important thing is a self-management by locals.

In conclusion, the chapter contains many interesting theories and information that become guidelines of the study. Songkhla has a long history and contain many tangible and intangible heritages. The information includes background of Songkhla as well as accommodation history. Not only Songkhla information but also other related topic to the study such as type of accommodation, scope of tourism, the need and tourists' needs concept, and theory of heritage. Furthermore, a conservation of heritages and environmental become a concern topic at the moment thus the information of sustainable development along with an ASEAN Tourism Standard that focuses on standard of accommodation will support the study. All of the theory and details that has mentioned above will help to understand scope of the study well. Next chapter will be a methodology that will look through the detail of research procedure step by step.

CHAPTER 3 RESEARCH METHODOLOGY

This study consists of 3 objectives as follows: To study Tangible and Intangible heritages of Songkhla old town area that can indicate to a creation of the models of accommodation that suitable for the area, to study the tourists' needs on the accommodation for tourism in Songkhla old town area, and to study the model of accommodation that suitable for Songkhla old town. According to the study, the researcher investigated on related researches, general and particular of hospitality and tourism information, and electronic data. All the information will lead to the models of accommodation for tourism in the old town area of Songkhla as follows: the selection of study area, samples, research instrument, measurement design-table of specification, collection of data, and analysis of data.

The selection of study area

The target area of this study is one of interesting sites for tourism because there is a rapid growth and development for cultural tourism. There are some information and past researches that serve objectives of study as well. Furthermore, the site observation helps in information collection that may support the objectives of study.

Due to the above processes, the researcher selects an old town of Songkhla area as an area of study because this area is one of the nation important heritage sites. It also has complete tourism resources which consist of natural resources and cultural resources. At the present time, the old town of Songkhla becomes a new tourist attraction landmark of Songkhla because of the outstanding of cultural resources. For the past 5 years the old town of Songkhla area has developed in tourism by local associations, thus numbers of tourists who visit the old town are increasing every year.

Though the observation of the site, it showed that there were no variety kinds of accommodation for tourism to support the tourism growth and increasing numbers of tourists in an area. Moreover, an old town Songkhla area is aimed to be world heritage site hence a local tourism development and creations of accommodation for tourism need to accord with a conservation of local tangible and intangible heritages. Therefore, an old town of Songkhla is an interesting site to study and find out the suitable model of accommodations for tourism in an area.

Samplings

According to the research questions, samples of study were separated in 3 groups to find out the result of the study. The first group is a group of local people who live in an old town area of Songkhla. The second group is tourists who visit the area. The last group of samples is experts and government officers relating to support tourism in an area.

There are 10 local people from different careers and positions as follows: merchants, self-employed, government officers, pharmacists, the Leader of Kao Hong community, Leader of Songkhla old town community. There were 10 tourists from different careers and habitual residences as follows: government officers, self-employed, students, housewife, workers of university, etc.

There are 6 experts and government officers from different organisations as follows: the Head of Songkhla Provincial Office for Tourism and Sports, Songkhla City Mayor, the Head of Songkhla Forum, and lecturers involving in tourism of Songkhla old town area.

Research Instruments

The qualitative includes mapping and picture of the area of study and the related area. Furthermore, the study also has the investigation on factors that related to a development on accommodation for tourism in the area. There are several steps in the research as follows:

1. The investigation will be an understanding of the background of the study, significant value of accommodation development, and the importance of tourist need and heritage concept to support on tourism in old town area of Songkhla.

2. Observation provides a good opportunity to see the relationships between stakeholders involved in the heritage. Observation and general interview were used as basic information of the study. According to the objectives of study, there are many related aspect through the observation process.

2.1 Tangible and intangible local heritages (architecture styles, culture, way of life, etc.)

2.2 Types of accommodation and accommodation characteristics in an area of study

2.3 Types of tourists

2.4 Tourism facility

2.5 Area management

3. In-depth interview, it has a preparation for an interview schedule and lists of names of interviewees with exact and clear research questions. The samplings will be 26 samplings which consist of a range of groups following: first group will be 10 people from local community such as Head of Kwao Hong club, Head of an old town area of Songkhla community, local people, 4 academicians also include as sampling such as experts and professionals from the order of Songkhla lover, next group of sample will be 2 government officers that related to tourism such as such as Songkhla Provincial of Tourism and Sports office, Mayor of Songkhla city, and the last group is 10 tourists.

4. The analysis process use theories that refer to literature reviews, survey and observation, and in-depth interview with the different stakeholders who have given information and opinions will be analyzed. The result will show details on local heritage and tourists' need that support on creating a model of suitable accommodation in old town area of Songkhla. In this stage, the data analysis is identified by separating the classification of data as study issues and factors.

Moreover, creating a conclusion in the induction way and presenting the result of research by Analytical description.

5. The final stage of analysis is drawing conclusions, discussions and suggestions for community, government, and other stakeholders who has involved in tourism and accommodation development in the old town area of Songkhla to achieve on cooperation among them.

Data Collecting

The data were collected from 2 sources: first source is from a primary data in the area of study. It can do an observation by site survey. Moreover, a researcher visits an area of study as tourist. The information can use in others method as a basic detail. Another category is in depth interview from samplings of interviewers. The interviewees were divided into 3 groups as follows; Local people, Tourists, and experts and government officers. There were 10 local people, 10 tourists, and 6 experts and government officers consist of 6 samplings such as Mayor of Muang district, Vice Mayor of Muang district (Tourism Development Department), Head of Songkhla forum, 3 local experts in related field and the study. The questions related to objectives of the study and contain around 20 to 25 questions depend on the different group of samplings. Another category to collect data is an observation in the area of study. Moreover, the researcher visited the area of study as a tourist.

The secondary source was from the review that related to objectives of the study which focus in three mains field to find out the result of the study. It was composes of local tangible and intangible heritages, tourist's need, and models of accommodation in the area of case study. The reviews are not only from the past researches about an old town area of Songkhla or tourism, but also from general information relating to tourism field including accommodation service.

Analysis of Data

The data of sampling during in depth interview were acknowledged. Moreover, the information from observations and any opinions were also used in a

description and analysis process of an overall picture of an old town area of Songkhla as well. The data were classified.

In the final stage, there are conclusion, discussion, and suggestions that can clarify and find out the advantages for sustainable development on accommodation in the area to support the growth of tourism of Songkhla in the future.

However, the researcher had collected the important data that related with the objective of this research such as: local heritages, tourists' needs, general information of tourism field include accommodation service. For example:

1. The study on tangible and intangible heritages of Songkhla old town that can indicate models of accommodation in the target area.
2. Several theories can use as a basic guideline to understand of the different types and needs of tourists.
3. Not only information from document, but also an observation in study area can use to define related factors that can create model of accommodation that is suitable for Songkhla old town. An observation is a good way to get information which can clarify the research questions especially taking photo of the study area and short interviews.

In conclusion, this chapter contains the details of selection the study area (Songkhla Old Town area) description and a group of samplings. A group of samplings of study have separate in 3 groups with 26 samplings to find out the result of the study. It consists of local people, tourists, and experts and government officers. Besides, the detail also includes Research Instrument that mentioned a step of the study. The study is qualitative which includes mapping and picture of the area of study and the related area. Furthermore, the study also has the investigation on factors that related to a development on accommodation for tourism in the area. There are separate questions follow The Measurement Design- Table of Specification. A collection of data uses in depth interview as primary and literature reviews and observation (short interview, and site survey) as secondary data. Next chapter will be analysis method that uses all the data to analyze and find out the way to create the suitable model of accommodation for tourism in an area.

CHAPTER 4 A DATA ANALYSIS AND FINDINGS

This study is the qualitative research that uses both observation and in-depth interviews to collect data. The analysis processes and the findings of the study were analyzed and identified by separating the classification into study issues, creating a conclusion in the inductive way and presenting the result of the research by an analytic description. The data analyzed were collected from 26 samples in 3 different groups: 10 local people, 10 tourists, and 6 experts including government officers. The findings followed 3 objectives of the study which were: to study the tangible and intangible heritage indicating a creation of the model of accommodations that are suitable for the Songkhla old town area, to study the tourists' needs for the suitable accommodations for tourism in the Songkhla old town, and to study the model of accommodations that are suitable for the Songkhla old town area. Moreover, the researcher investigated related information on documents to clarify findings of the study.

All the analysis processes of the study leading to find out the result of the study of the suitable model of accommodations for the old town area of Songkhla were as follows: the data analysis consisting of 2 parts that were a data analytic description and findings containing all results of the data analytic description, summaries of findings in tables of the conclusion of the study in factors indicating the creation of the suitable model of accommodations in the Songkhla old town, and a case study of accommodations comparisons among Korea, Penang, and Songkhla.

A Researcher defines issues in an analysis of the findings as follows:

Part I: A data analysis of the suitable model of accommodations in the Songkhla old town area

LP represents a sampling group of local people

TR represents a sampling group of tourists

EG represents a sampling group of experts and government officers

1. To study both tangible and intangible heritage of the Songkhla old town to obtain important information and sources to develop a suitable model of accommodations in the area

1.1 Local people

LP 1

According to LP 1's answers, it can be concluded that both tangible and intangible heritage of the old town area of Songkhla consists of 5 main factors as follows:

1. Local food: local food is the most outstanding heritage. Famous local foods are Sato rice, Tae Chinese food, Tao Kua, Tong Ake, etc.
2. Ways of life: the old town area of Songkhla is a habitation of 3 races including Thai, Chinese, and Muslim.
3. Local architecture styles: in the area, there are various architecture styles, such as Shino European, Original Chinese, Chinese Commercial, Modern Chinese, Traditional Songkhla building, etc.
4. Local ancient remains and religious places: in the old town area, there are a lot of important religious places, especially shrines, temples, and a mosque.
5. Local Tradition: the important tradition is the shrine of City God celebration.

Local architecture is the most proud characteristic. Some local architecture around the old town of Songkhla still remains original, so it becomes a fascination of the town. Apart from that, Hub Ho Hin, the old mill, has been developed to become a learning center and an important symbol of the old town of Songkhla. Currently, there are developments of several issues, especially the municipal law that focuses on the construction and restored buildings in the old town area, to support tourism.

In the area, a popular characteristic that can attract a lot of tourists is an art street. The art street shows pictures of a story, a way of life, a culture, and architecture of the Songkhla town in the past. Moreover, there is also retention of some local architecture that attracts tourists.

LP 2

LP 2 mentioned that there were several factors as follows:

1. Local tradition, such as Chinese New Year, and the shrine of City God celebration

2. Careers: the old town area of Songkhla is an important commercial area of Songkhla, so trading is the main career for local people. There are a lot of shops, such as fabric shops, restaurants, and electric appliance shops, in the area. Nang Ngam Road is famous for local foods, such as Auan noodle, Tae Chinese restaurant's food, Ko Yao Satu rice, steamed stuffed bun, Nam Dao restaurant's food, and Nakorn Nai Thai-style sukiyaki. Most of the restaurants in the area are Chinese ones. Some restaurants are Muslim and Thai ones.

3. Ways of life: there has been peaceful cohabitation of the Thais, the Chinese, and Muslims.

Local tradition is the most proud heritage, especially the shrine of City God celebration at Nang Ngam Road. There is a Chinese opera performance, a shadow show (Nang Talung) and a variety of local foods that are hardly seen at present.

In the area, the characteristic that can attract tourists might be local foods. The varieties and local architecture such as Hub Ho Hin and street art still remain original. On the other hand, local tradition is not really outstanding to attract tourists.

LP 3

LP 3 mentioned that there are 3 main factors consisting of these as follows:

1. Houses remain as original style ones. Some houses are two-storied wood houses, or one-storied houses or houses with a cellar or a square shape. Most of the building styles are Shino European and Traditional Songkhla styles. A traditional Songkhla building style uses earthenware for decoration and construction. Currently, there is no earthenware shop in the town, so it is hard for restoration.

2. Careers: trading, especially restaurant businesses, is the main occupation in the old town. There was midnight street food that was popular in the past. Well-known local foods are Satu rice, Tae Chinese food, stirred millet and black sticky rice, Karorjee, etc. While some local foods have disappeared.

3. The way of life: there has been peaceful cohabitation of the Thais, the Chinese, and Muslims. Moreover, people kindly exchange their different cultures to each other.

Local tradition, especially the shrine of City God celebration, is the most proud heritage. The tradition has operated for a long time. Moreover, there are many local performances such as a Chinese opera, fire walking, etc. on the celebration. The tradition can attract people from other areas to visit Songkhla and it is a cultural promotion at the same time.

In the area, a characteristic that can attract tourists may be local foods because they cannot be found in the other places. For example, there are stirred millet and black sticky rice, Karorjee, etc. Besides, a variety of local architecture styles is counted as a popular identity and a choice of making a decision to travel as a tourist. LP 3 also participated in local community events by selling a local food (stirred millet and black sticky rice).

LP 4

LP 4 mentioned that there are some important factors of heritage as follows:

1. The way of life: there is peaceful cohabitation of the Thais, the Chinese, and Muslims. Baan Bon is a Muslim community located in the north of the Songkhla old town. Paed Hong and Kaow Hong are Thai and Chinese communities next to Baan Bon.

2. There are many famous restaurants where sell local foods in the old town. For example, Nam Dao Chinese restaurant is a famous restaurant where most of patricians often go there. Moreover, there are other famous restaurants such as Mae Chahwi Thai dessert, Bumjee dessert, Auan noodle, Tae Chinese Restaurant, etc.

In the area, a characteristic that can attract tourists is local tradition. The Shrine of City God celebration on Nang Gyam Road is a famous local tradition that has operated for a long time. In the event, there are local street foods and local performances, so the tradition is popular among visitors while local foods as well as ancient local architecture might be the most attractive.

LP 5

LP 5 mentioned that there are 4 important factors of heritage as follows:

1. Careers: Most of local people in the area do trading, especially restaurant businesses, such as Bumjee dessert, pigtail noodle, Satu rice, Nam Dao restaurant, etc.
2. There is peaceful cohabitation of the Thais, the Chinese, and Muslims. The Thais and the Chinese live in the Kaow Hong area while Muslims live in the Baan Bon and Paed Hong area. Most of the Muslims do fishing.
3. Language: most people speak Thai with a local southern accent or a Boyang accent
4. Local Tradition, especially the Shrine of City God celebration that started in the reign of King Rama V and has operated until present time.

LP 5 is proud of every local heritage, but the most remarkable one is culture, the way of life, and local food. It might be good that the next generation inherits the heritage. In LP 5's opinion, local heritage that can attract tourists most consists of 3 factors as follows: local architecture, the way of life, and local food.

LP 6

LP 6 mentioned that there is some important Songkhla heritage, such as house designs (a two or one-storied wood house), local foods, etc. In the past, local people often cooked meals for their own families and had the meals together. Moreover, children always inherited knowledge and culture from old people. On the other hand, some local foods are inheritance, so they are likely to disappear.

LP 6's impressive, both tangible and intangible heritage of the old town of Songkhla is local foods, local architecture styles (houses), and outstanding landscapes (the lake, the sea, and the mountains). All the factors are suitable to support tourism and attract visitors.

Remarkable heritage of the old town of Songkhla might be local foods as well as local tradition and activities. Nonetheless, the heritage is not interesting and outstanding enough to attract tourists to stay overnight in the old town of Songkhla.

LP 7

LP 7 answered that there is some important heritage of the Songkhla old town. It consists of what as follows:

1. Old wood two-storied row houses and one-storied single houses.
2. Career: most of local people do trading and run a restaurant business (local food style). Nang Gyam Road is popular and well-known for local foods of Songkhla. In the past, people and governors loved to visit the coffee house on Nang Ngam Road. Moreover, popular local foods were Satu rice, KhaMoo rice, steamed stuffed bun with egg custard, Tao Khua, Khanum Tong Ake, and Kha Nom Bork (famous Muslim dessert).
3. The way of life: there is peaceful cohabitation of the Thais, the Chinese, and Muslims.

LP 7 is proud of the way of life of the Songkhla old town because there is peaceful cohabitation of the Thais, the Chinese, and Muslims. Moreover, local foods are popular among tourists as well. LP 7 also participates in local activities like “keep house clean”.

LP 8

LP 8 mentioned that formerly, local heritage consisted of designing houses mostly made of wood, trading, fishing, and living of several races in one community. On the other hand, fishing is not as popular as the former one and

most of local people in the area only do trading. Moreover, some famous restaurants are disappearing and closing down.

He is proud of local tradition most, especially the Shrine of City God celebration which has operated since King Rama V. The Shrine of City God is very sacrosanct to local people. Moreover, local foods may be the most popular heritage that can attract tourists because of its variety.

LP 9

Local food is an outstanding heritage among other varieties of local heritage. Popular local foods are Tae Chinese restaurant's food, Ko Yao steamed stuffed bun, Fu Jao coffee house's beverages, etc. In the past, we could exchange foods or desserts in a community. Currently, some old restaurants are closed down.

LP 9 is very proud of local tradition, especially the Shrine of City God celebration, because it is ancient tradition of Songkhla. Not only government but also local people cooperate in the event. There are also a Chinese opera and local performances to perform in the event. Besides, local architecture styles such as wood house styles, combination of cement and wood house styles, etc. remain original.

The local characteristic that can attract tourists most may be local foods because of their origins and varieties. Moreover, shrines and temples can also attract tourists to visit the old town of Songkhla and pay respect for holy things. Local architecture may be counted as one of factors as well because of the familiarity with China town atmosphere.

LP 10

In the past, the Hokkien Chinese have emigrated to Songkhla, Phuket, and Penang for making a living and started to do trading business. Songkhla has an abundance of natural resources and landscapes, thus the Hokkien Chinese decided to populate in the area and built Chinese commercial buildings in the current old town of Songkhla. During World War II, there were incoming Europeans, so Shino European houses were built in that period. After that Bangladeshis and Muslims moved into the area. Nakorn Noak Road, Nakorn Nai Road, and Nang Ngam

Road were built at the same time. Thus, it was the beginning of peaceful cohabitation of various races in one community. According to various races, there were local performances which consisted of a classical Thai tune, a Chinese Opera, and a Holu musical folk drama including local foods counted as outstanding heritage of the old town of Songkhla.

On the other hand, the remarkable cultures, local foods, local performances, etc. are not managed well. There is only an open house activity that can support tourism and conserve heritage at the same time. Currently, there is a municipal law that approves of construction and restoration of over 50 year buildings. Some old houses (Baan Tanon Nang Ngam, Baan Nang Ngam, and Nang Ngam Hotel) are removed by a government in order to create a Chinese learning center in the original Chinese building style. In terms of costume, most Muslims wore loincloth or Sarong while the number of people who wear this costume has declined at present. For language, It can be seen that most of new generations cannot speak local language (the southern or Boyang accent), so it is important to conscientiously concern and conserve this heritage.

LP 10 is proud of local tradition, especially the Shrine of City God celebration including the religious ceremony because it is the ancient tradition of Songkhla and has been operated for a long time. Ancient characteristics of the old town of Songkhla, beautiful landscapes, ways of life, and local foods and desserts are identities of the old town to attract tourists.

In conclusion, local people had same aspects of local heritage. There was a lot of both tangible and intangible local heritage, but only 5 kinds of heritage had been mentioned most. Several local foods; local architecture and important religious places of the Thais, the Chinese, and Muslims; and art streets were main tangible heritage of the old town of Songkhla. Art streets were a new attraction that showed history and culture of natives on drawings. Meanwhile, the peaceful way of life of the Thais, the Chinese, and Muslims; and local tradition, especially the Shrine of City God celebration, were main intangible heritage of the old town of Songkhla. Moreover, another interesting heritage was trading as a main

local career. All of the main local heritage attracted people to visit the old town of Songkhla and became identities of the area.

1.2 Experts and government officers

EG 1

EG 1 mentioned about the pride in both tangible and intangible local heritage that local food is more outstanding and valuable to preserve than other heritage. While the custom to wear Sarong is not a local way because Songkhla is a coastal trade town with many nationalities, so the local costume has several styles.

A weak point of the old town of Songkhla is an incomplete multicultural town. Even the old town community consists of 3 races that are Thai, Chinese, and Muslim; but there is main encouragement to Chinese culture more than one to the others. At the moment, some Muslim and Thai foods such as Khanom Bork, Mae Chahwi Thai dessert, etc. are restored.

In addition, the old culture of the old town is remarkable heritage if it is seen open-mindedly. Currently, new generations of local people try to keep their remarkable culture and emphasize nature and culture by creating a cultural street every Saturday night. The restoration of buildings and the creation of art streets can only be supportive objects following the trend of tourism. On the other hand, culture and helpfulness of local people are the core value of the old town and they will be the point to attract tourists.

EG 2

EG 2 told that tangible and intangible heritage of the old town of Songkhla nearly disappears even though the local heritage is popular and characteristic of the area to attract tourists and visitors. Local foods are outstanding heritage among the other kinds of heritage and some of them still remain original. On the other hand, the original recipes for local foods such as Moo Kong almost disappear.

In terms of intangible heritage, especially local tradition, there are only the shrine of City God celebration and a Chinese Vegetarian Festival that still continue to exist. Furthermore, local performances shown in the celebration are not

local performances such as a Chinese Opera. Meanwhile, the purpose of usability of local architecture is changed and local repairers or local artists who take care of architecture maintenance are missing.

EG 2 is proud of both tangible and intangible local heritage, especially the more outstanding landscape of the old town of Songkhla. The old town of Songkhla locates in a good location that is next to Songkhla Lake, so it is an advantageous point because tourists can enjoy the beautiful nature along with the beauty of old architecture.

Characteristics that can attract tourists may be the way of life and liveliness of the town including hospitality of local people. At present, there is an organization of the community (the Songkhla old town area) to support tourism by emphasizing safety and security.

EG 3

EG 3 had an opinion of the past and current heritage of the old town of Songkhla. It is started with culture of Hokkien people, Teochew people, and Hainan people consecutively. The Hokkien people played a key role of the city pillar founder. After that, there were the combinations of cultures that influenced the construction of several building styles. According to the construction, it was a cause of building accommodations in the area. At that period, there were many motels in the area especially on Nang Ngam Road.

Afterwards, there was a transformation of trading into fisheries that impacted on the environment in the old town of Songkhla. According to the transformation, it caused decadence of Nakorn Nai and Nakorn Nork areas. Moreover, the lineages of local people moved to other cities, so the area became shelter for laborers, machine shops, fish market business, restaurants, and budget accommodations. Recently, fish market business moved to Pattani, thus the business was depressed. Hence, there was a composition of local people, academicians, government sectors, and private sectors to restore and develop the old town of Songkhla for a five-year tourism purpose. Currently, cultural tourism plays a key role in tourism in Songkhla, especially in the old town of Songkhla area. Furthermore,

local architectural academicians also receive the budget to support the development of compilation of the city plan of the old town of Songkhla.

Characteristics that can attract tourists are the outstanding local heritage, especially the lively town; various and delicious local foods; and safety and security.

EG 4

EP 4 had an idea of tangible and intangible heritage of the old town of Songkhla that the heritage in the area both in the past and the present has changed. The prominent point was the architecture of buildings in Shino European style, Kho Noi Palace in European style, the city wall, and the turret at Lam Sai. In terms of local tradition, bullfighting was the popular tradition at that time as well as various local foods that were famous heritage. Meanwhile, local careers, religions, and costumes were not remarkable.

Currently, the municipality of Songkhla tries to restore local heritage of Songkhla, such as the train station, the old city wall, etc. Not only the restoration but also the development of the learning center accords with tourism. Songkhla has a variety of cultures that cause notions of the local identity. Thus, the preservation of the old culture is important to the town because it reflects the old town image instead of modern culture. Furthermore, local foods need to be developed into packaging because the packaging has increasing value and attracts tourists. According to incoming tourism in the town, local institutions try to create and restore the original recipes of local foods such as Kha nom Som, PanNee, TainSod, etc. to support the preservation of local characteristics.

EG 4 mentioned that he is proud of 3 kinds of heritage as follows: architecture, local foods and local performances. According to the architecture in the old town of Songkhla, Songkhla aims to be a world heritage soon. On the other hand, only heritage evidence in the old town is not sufficient to be a world heritage, so it is needed to include heritage from Satingphra such as TangKuan Temple, Kho Noi Palace, etc. in the old town. Kho Noi Palace is the important place in the history of Songkhla because King Rama 6, King Rama 7, and King Rama 9 used

to reside when they visited Songkhla, so it can be developed to be the learning center of the town.

The characteristic of the old town of Songkhla is cultures, especially Chinese culture that can attract a lot of Malaysian tourists. Moreover, tourists can enjoy a beautiful view of Samila Beach.

EG 5

EG 5 had an opinion of tangible and intangible heritage of the old town of Songkhla that the interesting heritage is the way of life of local people that consist of the Thais, the Chinese, and Muslims. An area of Phattalung Road or Baan Bon is a Muslim community and it is known as Halal Food Street. While local architecture is restored by the government and academicians in terms of buildings and value of heritage to support tourism. Currently, the art street at the old town of Songkhla is a new landmark of Songkhla, especially a picture of an old coffee house, instead of Mermaid statue. Therefore, another famous place for tourists in the old town of Songkhla is Hub Ho Hin (Red mill).

At present, lineages of local people in the area foresee an opportunity and added value after tourism plays a key role in the old town of Songkhla, so they are awakened to restore and modify their old buildings to be more modern and suitable for tourism along with the retention of an old atmosphere of the old town of Songkhla. Moreover, the government also has the projects to support tourism, especially facilities such as an underground cable, etc.

The characteristic of the old town may be local foods along Nang Ngam Road because of a variety and popularity among tourists and visitors.

EG 6

EG 6 had the same ideas as other experts and government officers. EG 6 mentioned that the past heritage and the current heritage of Songkhla vary in foods, cultures, costumes and architecture due to influence from Chinese culture. Chinese culture also influences architecture styles as follows: Commercial Chinese style (trading), Modern Chinese, Shino European, etc. The way of life in the old town of Songkhla is a multicultural society divided into zones and consisting of temples and one mosque. Furthermore, there is local tradition such as the tradition

of making a sacrifice to gods, the Shrine of the City God celebration, and the way of life that still remains.

Local characteristics that can attract tourists are value of the history, the beauty of architecture, social value of a peaceful cohabitation of races in the old town of Songkhla.

In conclusion, experts and government officers have agreed on local heritage of the old town of Songkhla in the same direction. There are 3 remarkable kinds of heritage that became characteristics and attracted tourists to visit Songkhla as follows: local foods, local architecture, and ancient tradition. Furthermore, art streets are a new characteristic that is very popular among tourists. Other important heritage that attracts tourists is liveliness of the town and local people including their ways of life. The other remarkable heritage is social value of a peaceful life of three races in the area as well as hospitality of local people. All of these are the modesty of both tangible and intangible heritage and landscape including the beauty of nature because the old town of Songkhla is located next to Songkhla Lake, thus people can enjoy the view. On the other hand, it is important to consider conservation of local heritage even though there are some transformations and disappearances of heritage, such as local foods and local performances. The important thing is to continue local culture and children inherit knowledge of the old town of Songkhla, thus it will become a tourist attraction for cultural tourism and an important learning center of the country where heritage and history still remain.

2. To study the tourists' needs for the accommodations for the Songkhla old town

TR 1

TR 1 came from Phatthalung and traveled to the old town of Songkhla with TR 1's family by car. The reason to visit the old town of Songkhla is the variety and attraction of the local culture. The needs of accommodations are basic facilities for accommodations, an outstanding decoration that preserves the value of the local culture, simple style, and a reasonable price at 800-1200 baht. Meanwhile, the first consideration is safety and security. On the other hand, sanitation and location management should be developed. For example, the cars

should be prohibited and bicycle or three-wheeled bicycle service should be provided instead because the service is a good activity for energy saving, local people's income and preservation of local culture.

TR 2

TR 2 came from Trang with TR 2's family and friends by car. TR 2 visited the old town of Songkhla because it is a popular destination at this moment. TR 2's needs of accommodations are a reasonable price that should be around 500 baht or upper, cleanliness, a nice atmosphere, safety, good service, and hospitality of local people. Facilities needed are convenience of transportation in the area, souvenir shops, and local events.

TR 3

TR3 came from Bangkok with friends by car. The needs of accommodations for tourism are a nice atmosphere, good service, friendly staff, a reasonable price (around 500 baht), and enough parking lots for visitors.

TR 4

TR 4 is a student from Ranot, Songkhla. TR 4 often visits the old town of Songkhla with friends because TR 4 can touch the old town atmosphere that has existed for a long time. Moreover, the old structure and the beauty of the town including the delicious local foods such as ancient dessert still remain, so they become identities that attract tourists. The old town of Songkhla is more than a popular tourist attraction among tourists at this moment. The needs of accommodations are safety as the first concern, cleanliness, decorations in local architecture styles, a reasonable price around 400-800 baht. Food and beverage services are not necessary because tourists can enjoy local foods and sightseeing.

TR 4 mentioned that a homestay should be good and suitable for the old town of Songkhla. The homestay should provide activities that the tourists can experience local cultures, such as cooking local foods with the host as well as an expectation of hospitality of the host. TR 4 also recommended the old town of Songkhla needs to improve and develop parking lots as the first consideration because they cannot support tourists that come in groups. Furthermore, because the roads in the old town are narrow, parking lots along the footpaths make them

narrower and tourists may not enjoy sightseeing of the town. According to the stated reasons, the government should manage proportion of parking lots in order to improve a better image of the old town. Besides, the government should emphasize cleanliness and underground cables.

TR 5

TR 5 visited the old town of Songkhla with TR 5's family and friends on a day trip because of want of knowing about the history of the old town of Songkhla. The needs of accommodations are the decorations in local architecture styles, safety, convenience, and a reasonable price (500-700 baht). Furthermore, enough parking and minimarts are the facilities that should be provided in the old town area.

TR 6

TR 6 came from Yala to visit the relatives in Songkhla and also wanted to visit the old town of Songkhla because there are several famous local foods and hospitality of local people. The needs of facilities for accommodations are safety, simple decorations, a reasonable price (not over 1,000 baht), and a good location that is easy to visit the attractions. On the other hand, lack of enough parking and narrow streets are only two problems that should be resolved.

TR 7

TR 7 is a tourist that is interested in visiting Songkhla and continually follows all news of the old town of Songkhla from TR 7's nephew. TR 7 needs accommodations in a homestay style because the tourist can learn and experience local cultures, such as making local dessert and local noodle, both of which have sentimental value and benefit to the local community. The needs of facilities for accommodations are cleanliness, safety, a location in the old town area, decorations in local styles and a reasonable price at 500 baht. TR 7's recommendations are as follows: lack of parking lots, narrow streets that are a problem that should be solved by a policy, local transportation (three-wheeled bicycle) should be continually used, should add more local trams that tourists can take them anytime, and should add more information signs.

TR 8

TR 8 visited the old town of Songkhla with TR 8's friend by car. TR 8 often stayed with TR 8's friend when TR 8 visited the old town of Songkhla because TR 8's friend lives nearby the area. If TR 8 stays at the old town, TR 8 will choose accommodations that have safety along with a reasonable price around 500-600 baht. A facility that accommodations in the area should provide is a public transportation service or local transportation that is easy to reach accommodations because there is no public transportation, so it is hard to reach the area. Moreover, there is no variety of accommodations in the old town of Songkhla.

TR 9

TR 9 visited the relatives in Songkhla with TR 9's family and had a chance to visit the old town of Songkhla including Lad Song Lay, a local event. The needs of accommodations are the location that should be in the area of the Songkhla old town for convenient sightseeing, cleanliness, safety, good service, friendly staff, decorations in local architecture styles to preserve value of heritage, and a reasonable price at 500-600 baht. Lack of enough parking is the main problem in the old town of Songkhla because of small roads and a lot of vehicles in the area. On Nang Ngam Road, there is some interesting local heritage, especially local foods, the Shrine of the City Pillar, etc. So, transportation service should be provided in the area if parking lots are not sufficient.

TR 10

TR 10 traveled to the old town of Songkhla with TR 10's friends by car. The needs for accommodations are convenient facilities along with good service, cleanliness of rooms, a location in the old town, and convenience to people who have cars. The price of accommodations should be around 500-1200 Baht. On the other hand, some facilities such as enough parking, sanitation, and cleanliness need to be developed.

In conclusion, there are several needs of accommodations for tourism in the old town of Songkhla. Safety followed by cleanliness of rooms is the first concern for tourists. Most of the tourists need Homestays to stay as accommodations because they can directly experience and absorb the way of life of

a local. Besides, homestay service is the way that can make benefit from existing houses in the area instead of a creation of new buildings. The other idea of accommodations is small sized accommodations that have been renovated from old buildings, thus it is also the way to conserve local architecture and local characteristics. Accommodations should have reasonable prices around 400-1200 Baht. Moreover, friendly staff is one of points that can impress tourists and be a choice of considerations. Apart from that, a location is also one point that will be considered by tourists because the location should be convenient to travel around the old town, be located among beautiful views, and be near restaurants. However, tourists agreed that there are some facilities for tourism to need improvement and become a part of decision making to stay at the old town. Lack of parking lots along with narrow streets in an area is the main problem because tourists' needs are not fulfilled enough. According to a large quantity of vehicles in the area, the landscapes and tourism activities especially sightseeing tour are blocked. Moreover, accommodations should provide interesting activities, such as bicycle service, an old town sightseeing tour, etc., that can attract tourists to stay at the accommodations. It is a good way to support tourism in order to help locals to benefit from it, and conserve the environment.

3. To study the model of accommodations that is suitable for the Songkhla old town

3.1 Local People

LP 1

LP 1 delicately adverted on a creation of accommodations for tourism that both tangible and intangible heritage of an old town of Songkhla definitely influent to a creation of accommodations in an old town of Songkhla. Moreover, cultural tourism trend causes a popularity of Songkhla old town among tourists, thus it is a part of decision making of tourists who want to stay longer and experience local culture. At the moment, there is Baan Nai Nakorn Boutique hotel that is renovated from an old building and consists of 8 rooms. In term of joint venture of local people in accommodation may be difficult because most of

buildings in an area had the owners who expect to create the accommodations for tourism.

The suitable model of accommodation may be a small size accommodation that will not impact to environmental and landscape in an area. Most of tourists admire to stay at accommodation nearby an old town, thus the accommodations in an old town should be enough. There is a possibility of preservation of architecture by renovating old buildings to accommodations for tourism because local people are awakened to restore their house. Besides, it is a preservation of old buildings that can open for visiting and learning of local culture.

In term of perception, sustainable and global warming are important to tourism and creation of accommodations. Local people are already aware of preservation of local heritage but it may be difficult that there are no harmful effects to global warming. Even though the accommodations have small size but the tourists admire to use facilities for their convenience. However, there are both advantages and disadvantages of the increasing numbers of tourists in an old town of Songkhla. Local economic growth, a better situation of trading and a publicizing have cause to the popularity of an old town. Meanwhile, environmental problem is a main issue such as an increasing of wastes, blocked ditch and lacking of enough parking.

LP 2

LP 2 gave an idea on a creation of accommodation in an old town that an original of building architecture styles should be influent to a creation of accommodation for tourism in an area. Because an old town of Songkhla is a preservation zone, the suitable model of accommodation is important. Renovation of old building should be the most possible model of accommodation for tourism in an area. Furthermore, it will not affect to scenery as well as preserve the old buildings at the same time. She also thought that the tourist tend to like this model of accommodation because they can experience local heritage especially architecture. On the other hand, a joint venture of local people is difficult because of a limit space in an old town and most of buildings had owners who also expect to create accommodations. Moreover, a guest house may be a possible model because it uses

a small space, the rooms are not much, and we can look for the old buildings to renovate. There are both advantages and disadvantages after an incoming of tourism. A development of culture and a preservation of tradition including local foods, generating revenue to locals and underground cable are advantages to an old town. Meanwhile, a problem of small roads in an old town is that it cannot support a great number of cars.

LP 3

LP 3 commented on a creation of accommodation in an old town of Songkhla that a local architecture influent to a creation of accommodation because it can attract tourists who are interested in an ancient architecture. The suitable model of accommodation of an old town should be small, simple, convenience, and good location that is easy to find some foods. On the other hand, there are enough accommodations at the moment because most of tourists visit an old town of Songkhla for one day trip and accommodations for tourism are not various. However, if there is a creation of accommodation for tourism, the suitable model of accommodation should be similar to Baan Nai Nakorn Boutique Hotel. A creation of accommodations for tourism in an area should help in generating revenue of local people, economic growth and restoration of local culture. Meanwhile, there are problem of pollution and environmental impact because of an incoming of tourism.

LP 4

LP 4 mentioned that the local heritages were part of decision making on choosing accommodation of tourist. At the moment, the tourists tend to look for the budget accommodations, convenience and value for money. Moreover, the accommodations that locate in a local community should be safe because everyone in a community knows each other well. In term of joint venture of local people in accommodation may be impossible because of economic crisis at this moment. The suitable model of accommodation for tourism in an old town of Songkhla should be as follows: small, simple, comfortable in transportation, safety, and a good location that is easy to find some foods. However, it should remain the old buildings, architecture and be eco-friendly to community because a small size

accommodation has less impact to environment and landscape of an old town, thus it is an interesting model. She thought that the accommodations are not enough and various in an area. Most of them are the apartments or dormitories for monthly rental. Moreover, the development plans of accommodation for tourism of government are not managed as expected. According to a support on cultural tourism, an old town of Songkhla becomes the popular tourist attraction, hence it causes both advantages and disadvantages to an old town. Economic growth and generating revenue to a locality are the advantage while a robbery is the disadvantage when tourism plays role in an area.

LP 5

LP 5 thought that cultural tourism trend and local heritages especially architecture influent to a creation of accommodation and decision making of tourists on choosing accommodation. A model of suitable accommodation in an area may be homestay because children of some families leave their hometown, thus there are some rooms that can open for rent. Tourists who stay at homestay can experience the way of life, cookery of local foods and attraction information from locality. Besides, homotel may be the suitable model of accommodation because it is a midway between home and hotel that the house owners can renovate their house to be an accommodation along with reception service provide. In term of tourism, the numbers of accommodations in an area are not enough because most of accommodations are apartment for monthly rental. On the other hand, most of tourists visit an old town of Songkhla for only one day trip and won't stay overnight. A joint venture of local people is possible because Songkhla Municipal is supported by an inspection of successful old town cities. According to cultural tourism trend, an old town of Songkhla becomes famous among tourists. Moreover, local people are awakened to support tourism by opening their house for people who are interested in Songkhla culture.

LP 6

LP 6 mentioned that it is difficult to create accommodations in an old town of Songkhla because the limit of space and most of local heritages are not remarkable yet. Local food is only one heritage that is more popular than the

others. If there is a creation of accommodation for tourism, a small size accommodation may be suitable to an old town of Songkhla the most because of the limit of space. Even if the numbers of apartments in an area is enough but accommodation for tourism may help in generating revenue to local people as well. When tourism plays role in an area, a preservation of local heritages such as culture, tradition, buildings, architecture and so on are important. Thus, an accommodation for tourism that suitable for an old town area is important for cultural tourism and an old town of Songkhla at the moment. Furthermore, it is the way to carry on the local characteristic for children in the future.

LP 7

LP 7 had an idea on accommodation in an old town of Songkhla that the suitable model of accommodation may be a guest house or small size accommodation by renovating old buildings in an area. Accommodations in an old town are not variety to support tourism, there are few hotels and some apartments. In the past, there was a hotel named Nang Ngam Hotel (latterly changed to Hawaii Hotel) in an old town of Songkhla but it was not popular and latterly went out of business. At present, there is a renovation of old buildings. Some owners expect to create accommodations for tourism and some owners open their house that the tourists can go sightseeing during Lard Song Lay Event. According to an incoming of tourism and popularity of an old town of Songkhla, there are both advantages and disadvantages. Better trading, economic growth and restoration of society and culture including old buildings support tourism in an area. Meanwhile, there is an environmental impact because of a great numbers of cars that come to an area, hence it causes pollution. Furthermore, little numbers of garbage pails in an area cause a large amount of wastes so a good management of location is important.

LP 8

LP 8 commented on local heritages that it may influent to a decision making of choosing accommodation of tourist. Most of accommodations in an old town of Songkhla area are apartments and dormitories, while Lake Inn is only hotel in an area. At the moment, houses owners in an area expect to create accommodation by renovating their house. Only Baan Nai Nakorn Boutique hotel has

recently opened. All in all, the numbers of accommodations for tourism in an area is not enough. Moreover, it is difficult for local people to be jointly own business because all buildings have owners. Currently, tourists don't intend to stay overnight at an old town of Songkhla because there are not variety of attractions and outstanding enough to stay longer. Even if a tourism trend of an old town of Songkhla was popular in past few years however most of tourists visited an old town only one day trip. In his opinion, a small size accommodation in Nakorn Nork Road area is the suitable model of accommodation in an area of Songkhla old town. Because Nakorn Nork Road locates next to Songkhla Lake, the guests will be able to enjoy a beautiful view of Songkhla Lake. When tourism plays a key role, there are many advantages to locality as follows: better trading, economic growth, development of community and preservation and dissemination of local culture to tourists.

LP 9

LP 9 thought that local characteristics of an old town of Songkhla such as the way of life, houses and buildings, architecture, and etc. may be the part of decision making of invertors and tourists on crating accommodation. It may be difficult for joint venture of local people to create accommodation together. Moreover, all of old buildings in an old town already had owners. According to the reasons, the owner of building can create accommodation for tourism by themselves may be the most possible way. LP 9 mentioned that the number of accommodations in an old town is enough even if there are only apartments. A creation of new buildings or accommodations is difficult because of a limit of space. When tourism plays role in an area, it is good in economic growth. On the other hand, lacking of parking lots is the main problem of an old town of Songkhla at this moment.

LP 10

LP 10 said that the heritages influent to a creation of accommodation especially old buildings, architecture, and the way of life. Currently, there is a creation of accommodation in Europe style by renovating old buildings and decorating in Europe style such as Baan Nai Nakorn Boutique Hotel. Furthermore,

there is also a creation of homestay that uses old wood house at Nakorn Nai Road. It may be difficult of local people to jointly own business of a creation of accommodation for tourism because most of buildings are the inheritance. Moreover, children in locality expect to create accommodation for tourism as well. Hence, it probably depends on the owners of buildings. In his opinion, a renovation of old buildings may be a model of suitable accommodations of an old town area. Besides, the model also accordance with the numbers of tourists who tend to stay at an old town because most of tourists will stay nearby the accommodation such as Samila Hotel where locates next to Samila Beach. The numbers of rooms for accommodations in an old town of Songkhla should be around 150 rooms, thus it should support the needs follow numbers of tourists. Advantages of an incoming of tourism cause a popular of an old town of Songkhla, attentiveness of local people to restore their houses and houses opening to be a culture street. Disadvantage may be a concern of buildings restoration. For example, the height of construction of Baan Nai Nakorn Museum is over than settled regulation but a construction had built in Sino European style before a regulation released. It is important to concern on a creation of sustainable accommodation as follows: cleanliness, hospitality of staff and local people, being ecofriendly to community and not impact to local landscape.

In conclusion, local people agreed through the same direction on accommodation in an old town of Songkhla while there were some local people had different ideas as follow;

A small sized of accommodations can be the model of accommodation for tourism that may create in an old town area. According to a limit of area, it is difficult to create new buildings in an area. An accommodation should be simple, convenience, good location, and few rooms. A suitable location is Nakorn Nork Street because there is a beautiful view of Songkhla Lake as well as safety and convenience transportation. Accommodations can renovate from old building in an area because it will not affect to local landscape along with a preservation of local architecture as well. It is difficult for local to be joint venture in accommodation business because most of buildings in an old town are inherited assets thus owner

may develop building by themselves. On the other hand, it may possible of joint venture by local people if there is a support from local government. At the moment, Songkhla city municipal is supported tourism by taking local people to inspect successful tourism city thus they can develop their community.

There are not enough accommodations for tourism in an old town area because most of accommodations are apartments and dormitories. On the other hand, some local people thought that there are enough of accommodations in an area because most of tourists visit an old town for one day trip only. Moreover, an old town of Songkhla is not outstanding enough to make tourists stay longer and some of tourists visit an old town while they stay at accommodation nearby. The development of accommodation has advantage to local community especially economic, a preservation of local architecture, alertness of local people to tourism, and a promotion of local people. Meanwhile, there are also disadvantages that affect to an old town. Big problems in an area are environmental issue and lack of parking lots. It is important to consider on a sustainable issue that should not to damage local landscape and concern on cleanliness including hospitable of staffs and local people.

3.2 Tourist

TR 1

TR 1 thought that there is no variety of accommodations as following different need of tourists at this moment. TR 1 also commented that an old town of Songkhla may be a preservation zone thus the accommodations should be created nearby the areas. Moreover, she thought that there are enough accommodations in an area because most of tourists visit an old town for only one day trip and stay nearby the accommodation. If there are the creations of accommodations in an area, the homestay may be the most suitable model of accommodation for an old town of Songkhla.

TR 2

TR 2 thought that the suitable model of accommodation in an old town of Songkhla is hostel or homestay. Currently, there are no variety kinds of

accommodations and not enough to support tourism in an old town of Songkhla. Most of accommodations in an old town are the apartments and the old hotels.

TR 3

TR 3 mentioned that the need of the suitable model of accommodation is located among nice atmosphere. Currently, there are no variety kinds of accommodations and not enough to serve tourists because of the different needs of tourist. It is a good idea to renovate and develop the old buildings to be the accommodations, thus the tourists can truly experience the locals atmosphere.

TR 4

TR 4 thought that the suitable model of accommodation is a homestay. According to an observation, most of accommodations in an old town are only apartments and some dormitories that may not be tourists' needs. However, the homestay should be the suitable model of accommodation in an old town of Songkhla because it can adapt and renovate the old buildings. Moreover, the tourists can learn the local culture and the way of life from the hosts. Not only the tourists get benefit but also hosts because it may be generating revenue for locals apart from trading. Thus, renovation of old buildings to be accommodation for tourism will make the tourists have more experience in local heritages.

TR 5

TR 5 mentioned that the need on accommodation for tourism is an accommodation that decorates in retro style. It may inform the culture from the past as well. There are no variety kinds of accommodations and the numbers of accommodations in an area is not enough. A suitable model of accommodation in an old town of Songkhla may be a renovation of old buildings to hostel. It will become an identity that bases on history of an old town of Songkhla, thus it may impress the tourists.

TR 6

TR 6 commented that simple homestay is a need for the accommodation. However, there are no variety kinds and enough rooms of accommodation for tourism. The suitable model of accommodation in an old town

of Songkhla should be the renovated old buildings to remain the architectures as original.

TR 7

TR 7 mentioned that the suitable model of accommodation in an old town of Songkhla is a homestay because it can remain the old buildings and is unnecessary to create the new buildings. Hence, the homestay is suitable to an old town of Songkhla because it uses only houses spaces. Furthermore, the tourists can experience the way of life from local people such as ancient dessert making, local noodle making, and etc. which are the sentimental value. Currently, there are no varieties of accommodations in an old town: it has only apartments, dormitories and mansion. Moreover, TR 7 does not expect for accommodation service in an area because the way of life and most of local people were the rich in former times. According to the past, local people were not popular to open the houses for visiting and local government also did not support. At the moment, local government try to support and develop an old town of Songkhla for tourism and local people are awakened to support local activities such as opening their houses for visiting of tourists and selling local foods.

TR 8

TR 8 said that the need of accommodation for tourism in an old town is a type of guest house that adapt the old buildings to be the accommodation. Moreover, this kind of accommodation is a small size accommodation, the tourists are able to admire the ancient local architecture, and differentiate the decoration. On the other hand, there are no variety kinds and enough accommodations as following tourists need.

TR 9

TR 9 need an accommodation in boutique hotel that is similar to Baan Nai Nakorn Boutique Hotel because it is in accordance with local atmosphere and locates in a community, hence it is convenient for sightseeing. There are no variety kinds of accommodation and may have not enough rooms. It is only apartments and dormitories are the accommodations in an area. The suitable

model of accommodation for tourism in an area should be a renovation of old buildings to make them more interesting and accord with local atmosphere.

TR 10

TR 10 need and thought that the suitable model of accommodation in an old town of Songkhla is a simple accommodation that is more suitable than a luxury accommodation. Moreover, there are no variety kinds of accommodations in an old town to support tourism yet.

In conclusion, tourists had several opinions on accommodations in an old town of Songkhla. Guest House, Boutique Hotel, and Boutique Hostel were types of accommodations that tourists need. While most of tourists agreed that homestay was a type of accommodation that they need the most because it have not to damage old local architecture thus homestay may suitable to an old town of Songkhla. Besides, Homestay can also use only one empty room in a house and renovate it to welcome tourists.

3.3 experts and government

EG 1

EG 1 expressed one's opinion that it might difficult to do homestays in an old town of Songkhla because local people are not really hospitable. A management of accommodation for tourism should be outer area or nearby area of an old town because there is a limit area in an old town. Moreover, renovation of old hotel where located at nearby area might be a good idea and ability to support tourists need. Besides, lack of numbers of parking lots is the problem of accommodation in an old town area and well location management should be considered. Currently, there are creating of a small hotel next to Songkhla Lake contain 6 to 7 rooms. Not only tourism management in an old town but also ecotourism promotion needs encouragement to support tourism in Songkhla. It is important to make people awaken of local heritage preservation in both tangible and intangible.

EG 2

EG 2 mentioned that visitor is a type of people who visit Songkhla the most. Visitor is not a real tourist because it is a group of people who come for a

day and did not spend much time in that destination compare to tourist. According to a creation of accommodation for tourism, it is important to have activities that attract to tourists to spend more time in that destination such as town sightseeing, good restaurants along with good view of Songkhla Lake, etc. Thus people can stay overnight at an old town. Homestay is not kind of accommodations that suitable to an old town of Songkhla because most of Southern people are not welcome strangers to their houses. There is a new accommodation in style of boutique hotel (Baan Nai Nakorn) at Nang Ngam Road at the moment. Numbers of accommodations in an old town might not enough yet if there are creations of accommodations to support tourism, it should create at nearby areas. Some problems cause to an old town of Songkhla after an incoming of tourism especially lack of parking lots issue. On the other hand, the best way to solve problems is revision of management and stakeholders need a communication. Furthermore, not only a development of landscape but also attractions and accommodations including souvenir are important to support entire tourism in an old town of Songkhla.

Currently, there is a group of new generation of local people who create a culture street that show ancient subjects in a form of gallery. According to an activity, an old town of Songkhla becomes a lively town again. There are development and conservation plans in environmental and landscape of an old town of Songkhla from many local associations. However, there is an observation on administrator team of Songkhla that should be local people instead of an administrator who assume for a period. Local people might understand problems in an area and be able to develop and adjust those problems.

EG 3

EG 3 commented on a creation of accommodation in an old town that new generation engage in management of tourism in an area. Moreover, there is a group of people called Yip Inn Soi who also engage in accommodation businesses that decorate in Boutique hotel style with a high standard of service. It has a possibility of local people gather together in a creation of accommodation and establish an association for accommodation standard keeping. In the future some tourists tend to experience local culture by staying in a community while numbers of

accommodations in an old town may not accept all tourists. A target group of tourist is a special tourist who interest in local heritages.

Boutique hotel and city hotel are 2 possible of the models of accommodation for tourism in an area. Boutique hotel is a kind of accommodation that outstanding in image and decoration so guests can experience local atmosphere. While, city hotel may has a creation in the future because it is a kind of accommodation that contain full facility service. In the future, it may not have many of creations of accommodations according with high competition and development in accommodation business. Moreover, accommodations need differentiate and outstanding for selling point which is important at the moment. The suitable model of accommodation for tourism in an old town should consider of conservation of local heritages and global warming. Furthermore, it should consider of using minimal of resources, a group of special tourists may a target group, etc.

When tourism play role in an area, it is an advantage to locals especially a generating revenue and local people awaken on conservation of local heritages. Meanwhile, high living cost and traffic jam are problems.

There are 4 different groups that engage in conservation plans of an old town of Songkhla. Firstly, a group of Songkhla Lovers Party is a group of academicians who focus on site and environmental conservation. Secondly, a group of new generation (NAS) who work with a provincial governor that focuses on local art and creative activities. Thirdly, a group of people who work for Historical Park of General Prem Tinnasulanonda Foundation and focus on any activities that can attract a lot of tourist. The last group, Yip Inn Soi is a underexpose group that focus on luxury accommodations for aristocracy.

EG 4

EG 4 looked on a creation of accommodation in an old town of Songkhla that local heritages influent to a creation of accommodation in several models. If tourists want to experience local culture, we can adapt old buildings to create guest houses. Moreover, it should not create and add more buildings in an area, thus guest house or small boutique hotel might be possible way because it can use old buildings for creation. The development of accommodation in an old town

of Songkhla should consider on privacy, convenience, good location that can feel of locals, and use only small space because of limit space. Currently, there are not many to tourist expect to stay at an old town of Songkhla, most of tourist visited Songkhla only one day trip. It might difficult for local people to be joint ventures and invest in accommodation business together because local people are the rich who are able to do it by themselves. Homestay is also a good idea but indigenious of Southern people are unpopular to welcome strangers to the house, thus it will depend on a readiness of owner. Local Municipal might take a serious action on location management especially a development of parking lots and dropping point of transportation service that are under standard. There are advantages of an incoming of tourism in an area especially perception of value of local heritages. It should have a sightseeing activity provide, ability of staffs of accommodations to descript history of town, and several activities and programs for selection if there is a creation of accommodation for sustainable. He is also participant with local associations in tour guides educate as an instructor.

EG 5

EG 5 commented on a creation of accommodation in an old town of Songkhla that local heritages influent to a creation of accommodation in an old town area. There is a creation of accommodation in boutique hotel style that uses an old house and renovate to accommodation for accepting group of special tourists. While, Lake Inn is one of accommodations in an old town can accept general tourists who need facility service. A creation of accommodation for tourism in boutique style is the suitable model because it is small sized accommodations, focused on local atmosphere and convenience instead of luxury style. At the moment, many people are starting of creation of accommodation. On the other hand, it is difficult that local people will be joint ventures and invest in a creation of accommodation in an area because most of local people are the rich and expect to run family businesses. Muang Songkhla is a city that full of natural resources and cultures thus most of tourists only come to have meals and sightseeing while they stay at Hat Yai. A promotion of Muang Songkhla and create more activities such as sightseeing around an old town and Yor Island, travel on a raft for sightseeing

Songkhla Lake, convenience, and safety are the important points to create value added of locals and attract more tourists to stay longer.

Cultural tourism is a selling of the way of life. A selling of folk wisdom will help local people alive, if they have abilities to bring their knowledge and adapt with local resources to create products. For example, Yindee shop and Adulphun shop open their houses for people who interest in a processing of dry seafood.

EG 6

EG 6 had an opinion on a creation of accommodation in an old town of Songkhla that local heritages influent to a creation of accommodation and become an interesting point on supporting tourism. Currently, there is a municipal law that control of construction in an area. A municipal law of construction mentioned that the height must not over 12 meters and the adaptations of buildings must under a municipal law including style, color and material. There is a creation of accommodation in an old town by renovate old buildings and consider of a municipal law before an expectation to a creation nearby area of an old town. At the moment, some tourists are interesting in staying overnight at an old town because of nice atmosphere. However, lacking of insufficient parking lots issue is a weak point of an old town of Songkhla including lacking of numbers of toilets. On the other hand, there is an advantage in local economic growth after an incoming of tourism. It is difficult that local people cooperate in accommodation investment because most of local people want to run business by themselves while it might possible if there is a mainstay. In term of support of local government, there are any projects which consist of basic elements, underground cables, promotions, tourism documents, events, and tour guide instructing. A creation of accommodation for sustainable must consider on economic, environment and society and culture which should be consistent and do not affect from either side.

In conclusion, experts and government officers agreed on accommodations for tourism in the same direction as follow;

Most of experts and government officers thought about the models of ideal accommodation for tourism that the small sized accommodations may be the most appropriate model for the old town area of Songkhla. Small sized accommodations use only small space that corresponds to a limit area in the old town area. Moreover, it can use old buildings and renovate them to accommodation for tourism such as boutique hotels. Thus, tourists will be able to experience local atmosphere along with architecture. The important point is in accordance with locals. There are a new boutique hotel and 5 accommodations of Yip In Soi Group in an old town area at the moment.

On the other hand, it is difficult to create Homestay in an old town area because it is unusual for Southern people to invite strangers into their houses. It is difficult for local people to join ventures in creation of accommodation because most of them are rich people and prefer to run their own family business.

Apart from boutique hotels, accommodation should be created at the area around an old town because of limited space and a controllable on building creation by municipal law. A restoration of old hotels where located near an old town may be enough and be able to accept numbers of tourist who visit Songkhla old town. The lack of insufficient parking lots is the main issue and become a weak point for an old town area of Songkhla and creation of accommodations in the area including other facilities. They are all the problems that can be solved if there is a good location management.

Creation of sustainable accommodations must concern on variety of activities and attractive destinations such as good restaurants with beautiful views, and sightseeing tours. A selling point of cultural tourism is the way of life, if local people consider of their heritages and are able to adapt to tourism products thus they can sell local intellects instead of luxury things.

Songkhla city is plenty of natural and cultural resources, tourists often visit Songkhla to enjoy local heritages especially local food however they will go back to stay at Hat Yai city. All involve local organizations for tourism need to consider on a creation of value added, hence it will help to attract more tourists to stay longer in an area. Travel on a raft around Songkhla Lake and old

town sightseeing tour may act to support on the value added to tourism in an area. Meanwhile, safety, convenience facilities, infrastructure, public relation, events, and tour guides training are also important elements to consider. A generating revenue from locals to locals appreciate on their heritage are advantages when tourism play role in an area. On the other hand, an old town becomes bustling community, transportation, and high costs of living are effects when tourism plays roles in an area.

Part II: Finding

1. To study both tangible and intangible heritage of Songkhla old town area that can indicate to a creation of the suitable model of accommodation for tourism in the area.

1.1 Local People

Concisely, the data showed that most of the aspects of local people to tangible and intangible heritages of Songkhla old town area had the same direction. Tangible and Intangible heritages of Songkhla old town area consisted of 5 mains tangible and intangible heritages as follows:

1. Remarkable local food such as khao satu Keart Fung, Salapao Ko Yao, Tae Chinese food, Nam Dao Restaurant, black sticky rice stir, Karawjee, etc.



Figure 15: Satu Rice

Source: Miss Yingrak Chakcharoen (February, 2013)

2. The way of life of 3 races: Thai, Chinese, and Muslim that peacefully live together in the community.

3. Several local architecture styles such as Sino European style, Chinese style which was a two-story wood house combined with cement. Moreover, there was architecture that showed a local culture such as the red mill or Hub Ho Hin. Recently, Hub Ho Hin is renovated for a local learning center to support tourism.



Figure 16: Local architectures

Source: Miss Yingrak Chakcharoen (May, 2017)

4. Tradition such as a shrine of the city-god celebration that has been carried on for a long time including Chinese operas performance.

5. Art Street was the pride for the community at the moment. It was also the thing that could attract tourists the most because the drawing informed and showed the local cultural from the past hence it was continuously interesting among the tourists.



Figure 17: Art Street around the old town area of Songkhla

Source: Ms. Yingrak Chakcharoen (August 2016)

1.2 Experts and government officers

In addition, the aspects of experts to cultural heritages of Songkhla are not different too much from group of local people. Most of opinions showed that the characteristic of local cultural, being a local special pride, and attract tourists are

1. Local food of Songkhla was different from the other places because there was a combination of 3 races: Thai, Chinese, and Muslim that have been lived together in the area of old town. According to the outstanding of food, thus it was important to preserve this characteristic. Moreover, it should enforce one of local food for welcoming tourists such as Neaw Bork (Muslim's dessert), Tao Khua, Khao satu and so on.

2. Local architecture, Songkhla used to be a port for commerce so it was influent to local architecture style especially Chinese culture along with the others heritages. Local architecture styles consisted of traditional Chinese shop house, commercial Chinese shop house, Sino-European shop house, and art deco shop house. Apart from that, there were other archaeological sites that should preserve for being a learning center to support tourism such as Khao noi palace, Lam sai turret, ancient wall, Red mill (Hub Ho Hin). Those were important tourist attractions that not only showed about the building but also the culture. At the present time, there was not only old houses around the old town but also Art Street that being a new characteristic and attract tourists to travel at the old town area of Songkhla.



Figure 18: Local architecture of Songkhla old town

Source: Songkhla to World heritage Project Meeting document

3. Local traditions, some of local traditions of the old town still remain activities until the present time. Local tradition that well known and a pride of community was shrine of the city-god celebration. However, there were also performances that almost disappear which are Chinese opera, classical Thai tune, and fighting bull. All of them were very popular in the past.

Other important heritages that impressed tourists were the way of life, lively town, and people. Songkhla old town had a social value that Thai, Chinese, and Muslim have been lived together peacefully in one community and welcoming, thus this is the identity of the town. Then, Songkhla old town can be regards as a divisibly town of natural resources and cultural resources because it located next to a beautiful view that everyone can enjoy the moment

In conclusion, experts and government officers have agreed on local heritages of an old town of Songkhla in the same direction. There are 3 remarkable heritages that became characteristics and attracted tourists to visit Songkhla as follows: local foods, local architecture, and ancient traditions. Furthermore, art streets are new characteristic that very popular among tourists. Other important heritages that attract tourists are lively of town and local people including the way of life. The other remarkable heritages are social value of a peaceful live of three races in an area including hospitable of local people. All of these are the modesty of heritages and landscape in both tangible and intangible and the beauty of natural because an old town of Songkhla located next to Songkhla Lake thus people can enjoy with the view. On the other hand, it is important to consider on a conservation of those local heritages even though there are some transformations and disappeared of heritages such as local foods and local performances. The important thing is to continue local culture and pass on knowledge of an old town of Songkhla to children thus it will become a tourist attraction for cultural tourism and an important learning center of country where still remains heritages and histories.

2. To study the tourists' needs on the accommodation for tourism in Songkhla old town area

Tourists

Usually, most of tourists have several needs especially when they travel and look for an accommodation. According to data, there were some of considerations on choosing accommodation. The first concerned issue was safety and security follow by convenient transportation service, located nearby tourist attraction, nice atmosphere, friendly staff, warm feeling, reasonable price that should be over 500 baht. The data showed that all of these were reasonable because most of people who will stay are the special groups of tourist so it has a lot of factors in consideration.

Nonetheless, both tourists and visitors agreed that they didn't want a luxury accommodation but they just wanted to enjoy with local heritages, cleanliness of room, nice atmosphere, decoration that focus on an original style, 24 hours minimart, warm welcoming and friendship of local people. The importance point was to remain all of the value of local heritages.

On the other hand, there was a problem of parking lots that did not enough. Moreover, an old town had a limit of space, thus all roads in the area were too narrow to accept all of vehicles that got into the area. According to the problem, it became a destination weakness that tourist cannot really enjoy the sightseeing.

3. To study the model of accommodation that suitable for Songkhla old town

There were several opinions of local people, experts, and tourists through the suitable model of accommodation in Songkhla old town that can divide in to 4 types as follows;

3.1 Kinds of accommodation for Songkhla old town area

3.1.1 A small sized accommodation

Local people have agreed that the model of accommodation that more feasible is a small sized accommodation with less than 10 rooms, the decoration should be simple, located in a good location that easy to

find something to eat. Apart from that, it should be easy to access by a convenient public transportation service. The suitable location to create an accommodation is Nakorn Nork Road because it locates next to a beautiful Songkhla lake. Other than these, the most important thing that samplings concerned for accommodation was safety and security. According to all reasons above, the renovation of an old house must be the main point to concern because an old town area of Songkhla should be an area for conservation. Moreover, the owners of the house have ability to create and manage an accommodation by themselves. The reasonable price should be 500 baht or more.

3.1.2 Boutique Hotel

All of experts and some of tourists have agreed that a small sized boutique hotel is a kind of accommodation that suits with an old town the most. Boutique hotel is suitable for Songkhla old town because it is a small accommodation that locates among an old town atmosphere. Apart from that, it is not a luxury accommodation but focuses on a convenient and outstanding image from each other. A small sized boutique hotel uses a small area to build while it focus more on the differentiation image and decoration, thus a renovation of an old building is a good idea and the way to conserve local heritage of an old town. The renovation will be also the advantage because guests can experience and enjoy a local decoration style, private time, and a beautiful view.



Figure 19: Baan Nai Nakorn, First boutique hotel in the Songkhla old town area

Source: Ms. Yingrak Chakcharoen, October 2016

3.1.3 Homestay

Most of tourists have supported on this concept. Homestay focuses on service or decoration but tourists will look for friendly hosts, can experience local culture from local people. It is also a small accommodation that definitely has less effect to environment and old local heritages including generating revenue to local people aside from commerce.

3.1.4 Modern Guesthouse

Some samples have mentioned about modern guesthouse. Guesthouse would be one of types of accommodation that tourists need because there is an identity of decoration that is different from each other. According to that, it can decorate in an old style that may be suitable for Songkhla old town along with a budget price.

In summation, a creation of accommodation for tourism need to consider about cleanliness, service mind, and being a good host as main issue because it attracts not only the guests but also creates a sustainable tourism in an old town area of Songkhla.

3.2 Affectations and recommendations to a creation of accommodation in Songkhla old town

There is a problem of insufficient parking lots. Moreover, an old town has a limit of space, thus all roads in the area are too narrow to accept vehicles that get into the area. According to the problem, it becomes a destination weakness that tourist cannot really enjoy the sightseeing. There are many ways to solve the problem such as provided public transportation service, proportion of parking zone setting, policy of parking in odd days or even days, local transportation (three wheels bicycle) can be used, set drop points that can take public transportation any time, and set direction signs. Not only the development of facility is important but also the surrounding atmosphere such as taking of cables down to the ground can make a road bigger and nice atmosphere.

3.3 Advantages after an incoming of cultural tourism

According to an incoming of cultural tourism has advantages in term of economic to locals and also cause them to appreciate their heritages more.

Besides, it is also old architecture conservation includes a publicity of culture and tradition. There are several ways that local people can get advantages from an incoming of cultural tourism as follow: creations of accommodations for tourism, selling old town sightseeing tours, souvenir shops, a promotion of culture through tourism, an awareness of architecture and facility development in an old town, the pride on local heritages of local people, and etc. All of these activities can help in generating revenue to locals and a stimulation of tourism development in an old town of Songkhla.

Finding Summery

The conclusions of main factors of both tangible and intangible heritages of Songkhla old town that are important information and sources to develop the suitable model of accommodation in the area are illustrated as follows:

Local People

Factors	Interviewee									
	LP 1	LP 2	LP 3	LP 4	LP 5	LP 6	LP 7	LP 8	LP 9	LP 10
Tangible Heritages										
1. Local food	✓	✓	✓	✓	✓	✓			✓	✓
2. Local architecture styles	✓		✓			✓	✓	✓	✓	✓
3. Art street										
Intangible Heritages										
4. Local Career		✓	✓		✓		✓	✓		
5. Way of life	✓	✓	✓	✓	✓		✓	✓		✓
6. Local tradition	✓	✓	✓	✓	✓	✓			✓	✓
7. Lively town										

Table 4

Expert and Government

Factors	Interviewee					
	EG 1	EG 2	EG 3	EG 4	EG 5	EG 6
Tangible Heritages						
1.Local food	✓	✓	✓	✓		
2.Local architecture styles	✓	✓	✓	✓	✓	✓
3.Art Street	✓				✓	
Intangible Heritages						
4.Local tradition		✓		✓		✓
5.Way of life					✓	✓
6.Lively town		✓				
7.Local Career						✓

Table 5

According to a classification of main factors of both tangible and intangible heritages of Songkhla old town that are important information and sources to develop a suitable model of accommodation in the area, it showed that local people have supported on local food, way of life, and local tradition as 3 outstanding factors the most. Meanwhile, experts and government have strongly supported on local architecture and local food as outstanding factors of tangible and intangible heritages of Songkhla old town area the most.

The conclusion of main factors of the tourists' needs on an accommodation in Songkhla old town area

Tourist

Factor	Interviewee									
	TR	TR	TR	TR	TR	TR	TR	TR	TR	TR
	1	2	3	4	5	6	7	8	9	10
1. safety and security	✓	✓		✓	✓		✓	✓	✓	
2. convenient transportation service		✓	✓	✓	✓	✓	✓	✓	✓	
3. cleanliness of room		✓		✓			✓		✓	✓
4. located nearby tourist attraction and restaurants				✓			✓		✓	✓

Factor	Interviewee									
	TR 1	TR 2	TR 3	TR 4	TR 5	TR 6	TR 7	TR 8	TR 9	TR 10
5. nice atmosphere			✓	✓		✓				
6. friendly staff and good service		✓	✓						✓	✓
7. hospitable of local people		✓		✓		✓				
8. reasonable price 400-1200 Baht	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
9. decoration in an original style	✓			✓	✓				✓	
10. basic needed facility for accommodation	✓				✓					✓
11. remaining of the value of architecture and other heritages	✓			✓	✓		✓			
12. variety of activities in an old town		✓		✓		✓	✓		✓	

Table 6

According to a classification of factors on tourists' needs on accommodation in an old town of Songkhla, it showed that there were outstanding internal and external factors. Most of tourists have strongly agreed that convenient transportation service and variety of activities in an old town were 2 outstanding external factors the most. On the other hand, they also have strongly supported on safety and security as the first consideration follow by reasonable price were 2 outstanding internal factors of a creation of accommodation. While, cleanliness of rooms, atmosphere, and value of architecture and other heritages were the next external and internal factors that should be considered.

The conclusion of main factors that include opportunity and threat that influent to the suitable model of accommodation for tourism in Songkhla old town area

Local People

Factor	Interviewee									
	LP 1	LP 2	LP 3	LP 4	LP 5	LP 6	LP 7	LP 8	LP 9	LP 10
1. Local heritages have a part of decision making to stay in an old town of tourists and influent to a creation of accommodation in an old town of Songkhla	✓	✓	✓	✓	✓			✓	✓	✓
2. Limit space of an old town that cannot expand						✓			✓	
3. There is Municipal Law that control of construction and elaborate buildings										✓
4. There are no variety kinds of accommodation in an old town of Songkhla			✓	✓	✓		✓	✓	✓	
5. An old town should be conservation and accommodation for tourism should create at the nearby area									✓	
6. Small sized accommodation that renovate from old buildings is suitable for an old town of Songkhla	✓	✓	✓	✓	✓	✓	✓			✓
7. It difficult for local people to be joint ventures on a creation of accommodation	✓	✓						✓	✓	✓
8. An awareness of sustainable and global warming is important to a creation of accommodation and tourism	✓			✓		✓				✓

Table 7

Tourist

Factor	Interviewee									
	TR 1	TR 2	TR 3	TR 4	TR 5	TR 6	TR 7	TR 8	TR 9	TR 10
1. Local heritages have a part of decision making to stay in an old town of tourists and influent to a creation of accommodation in an old town of Songkhla							✓			
2. Creations of accommodations in area should benefit to locals such as local people earned income				✓			✓			
3. There are no variety kinds of accommodation in an old town of Songkhla	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
4. An old town should be conservation and accommodation for tourism should create at the nearby area	✓									
5. Small sized accommodation that renovate from old buildings is suitable for an old town of Songkhla			✓		✓	✓		✓	✓	
6. Tourists need to experience local culture by staying with local hosts or homestay		✓		✓			✓			
7. It is important for creations of accommodations that should consider on local heritages conservations			✓	✓	✓		✓			✓
8. Local government should support on a creation of accommodation for tourism in an area							✓			

Table 8

Experts and Government officers

Factor	Interviewee					
	EG 1	EG 2	EG 3	EG 4	EG 5	EG 6
1. Limit space of an old town that cannot expand	✓			✓		✓
2. There are no full facility services of tourism in an area yet	✓	✓		✓		✓
3. There is Municipal Law that control of construction and elaborate buildings						✓
4. An old town of Songkhla loss identity because of the influent of other familiar culture		✓			✓	
5. Local heritages have a part of decision making to stay in an old town of tourists and influent to a creation of accommodation in an old town of Songkhla				✓	✓	✓
6. There are no varied of attractions and activities in an old town that cannot attract tourists to stay longer		✓		✓	✓	
7. Small sized accommodation is suitable to an old town		✓	✓	✓	✓	✓
8. An old town should be conservation area and accommodation for tourism should create at the nearby area	✓					
9. Some local people are not hospitable and support tourism	✓	✓		✓		
10. It difficult for local people to be joint ventures on a creation of accommodation				✓	✓	✓
11. An awareness of sustainable and global warming is important to a creation of accommodation and tourism	✓	✓		✓	✓	✓

Table 9

According to a classification of main factors on the model of accommodation that suitable for Songkhla old town, it showed that all of 3 sampling groups have strongly agreed with a factor of “Small sized accommodation that renovate from old buildings is suitable for an old town of Songkhla” as a factor that influent to a suitable model of accommodation in an old town of Songkhla. Moreover, local people and some experts and government officers have also supported on a factor of “local heritages have a part of decision making to stay in an old town of tourists and influent to a creation of accommodation in an old town of Songkhla” that may one of factors that influent to the suitable model of accommodation in an area. Meanwhile, experts and government officers have strongly considered on a factor of “an awareness of sustainable and global warming is important to a creation of accommodation and tourism” along with an above factor that has mentioned before. The important point to support an idea of sustainable is that a creation of accommodation for sustainable must consider on economic, environment, and social and culture which should be consistent and do not affect from either side. However, most of experts and government officers thought that it difficult for local people to be joint ventures on a creation of accommodation. On the other hand, most of tourists have considered more about a factor of “There are no variety kinds of accommodation in an old town of Songkhla” that may not accept their needs. In addition, the finding summary show that there were different considerations and all agreed in a factor among group of samples on a suitable model of accommodation.

A sample of accommodations in Songkhla old town area and A Comparison of accommodations (*Case study of Songkhla, Penang, Korea*)

1. Songkhla old town area and culture landscape

Songkhla old town area is one out of ten of the most important old town in Thailand. In the past the old town use to be a commercial area where consists of three main roads follows Nang Gyam, Nakorn Nai, and Nakorn Nork. In particular, Nang Ngam road is very famous among three roads in the area because

along the road is full of the important places for religious such as shrine of the city-god, Tang Seng Ong shire, Guan Yu Shrine, and Yang Tong temple.



Figure 20: Guan Yu Shrine

Source: Ms. Yingrak Chakcharoen
(July 2016)



Figure 21: Nang Ngam Road

Source: Ms. Yingrak Chakcharoen
(July 2016)

Besides, it is the center of local food from the past until now because there are several types of food along the road sold over 30 restaurants. Not only enjoying food and pay homage to holy things, but also sightseeing is fascinating because Songkhla old town has a beautiful culture landscape especially old architecture Sino-European design, Chinese Commercial, and Traditional Chinese, and Art Deco.



Figure 22: The old town sign at Nang Ngam Road

Source: Ms. Yingrak Chakcharoen (July 2016)



Figure 23: The famous local food restaurant (Satoo rice) on Nang Ngam Road

Source: Ms. Yingrak Chakcharoen (July 2016)



Figure 24: Famous local dessertes sold along Nang Ngam Road

Source: Ms. Yingrak Chakcharoen (July 2016)

Moreover, nowadays tourist can enjoy Art Streets that show on the wall of old buildings and each pictures show a history, local culture, or activities of Songkhla thus tourists will understand the story of Songkhla through art street art. Apart from that Nakorn Nook road is also popular among tourists because it located next to Songkhla lake along with a location of Hub Ho Hin that use to be an old mill hence it is interesting for tourists with beautiful view of natural beauty and architecture.



Figure 25: Art Street around the old town area of Songkhla (tricycle bike)
Source: Ms. Yingrak Chakcharoen
(July 2016)



Figure 26: Art Street around the old town area of Songkhla (coffee shop)
Source: Ms. Yingrak Chakcharoen
(July 2016)



Figure 27: Art Street around the old town area of Songkhla (the way of life)
Source: Ms. Yingrak Chakcharoen
(July 2016)



Figure 28: Hub Ho Hin (rice mill)

Source: Ms. Yingrak

Chakcharoen

(July 2016)



Figure 29: Decoration and drawings inside Hub Ho Hin

Source: Ms. Yingrak

Chakcharoen

(July 2016)



Figure 30: Hub Ho Hin's sign

Source: Ms. Yingrak

Chakcharoen

(July 2016)



Figure 31: The old machine
inside of Hub Ho Hin (rice mill)

Source: Ms. Yingrak

Chakcharoen

(July 2016)



Figure 32: The inside views of
Hub Ho Hin (rice mill)

Source: Ms. Yingrak

Chakcharoen

(July 2016)



Figure 33: Local transportation
by tricycle

Source: Ms. Yingrak

Chakcharoen

(July 2016)



Figure 34: Old building design in an old town area
Source: Ms. Yingrak Chakcharoen
(July 2016)



Figure 35: Old building design in the old town area
Source: Ms. Yingrak Chakcharoen
(July 2016)



Figure 36: Old building since world war II design in an old town area
Source: Ms. Yingrak Chakcharoen
(July 2016)



Figure 37: Old buildings design in the old town area
Source: Ms. Yingrak Chakcharoen
(July 2016)



Figure 38: Old building design in the old town area
Source: Ms. Yingrak Chakcharoen
(July 2016)



Figure 39: Old building design in the old town area
Source: Ms. Yingrak Chakcharoen
(July 2016)



Figure 40: The city gate of Songkhla located between Nakorn Nook and Nakorn Nai Road

Source: Ms. Saichon Chakcharoen
(July 2016)



Figure 41: Old building design in the old town area

Source: Ms. Yingrak Chakcharoen
(July 2016)



Figure 42: Old building design in an old town area

Source: Ms. Yingrak Chakcharoen
(July 2016)






Figure 43: Songkhla's old wall
in the old town area
Source: Ms. Yingrak
Chakcharoen
(July 2016)



Figure 44: Local Museum, Baan
Nakorn Nai
Source: Ms. Yingrak
Chakcharoen
(July 2016)



Figure 45: Inside of Baan Nakorn
Nai design
Source: Ms. Yingrak
Chakcharoen
(July 2016)

	<p>Figure 46: Famous local food Shop (Satoo rice), Kiet Fang restaurant</p> <p>Source: Ms. Yingrak Chakcharoen (July 2016)</p>
	<p>Figure 47: Nakorn Nork Road located next to Songkhla lake</p> <p>Source: Ms. Yingrak Chakcharoen (July 2016)</p>
	<p>Figure 48: Nakorn Nork Road located next to Songkhla lake</p> <p>Source: Ms. Yingrak Chakcharoen (July 2016)</p>

According to those activities in the pictures tourists can enjoy those activities during visit the old town area of Songkhla, a fascinating city in culture. For example, tasting local food, paying homage to local holy things or sightseeing local landscape including street art around the area

Cultural Mapping

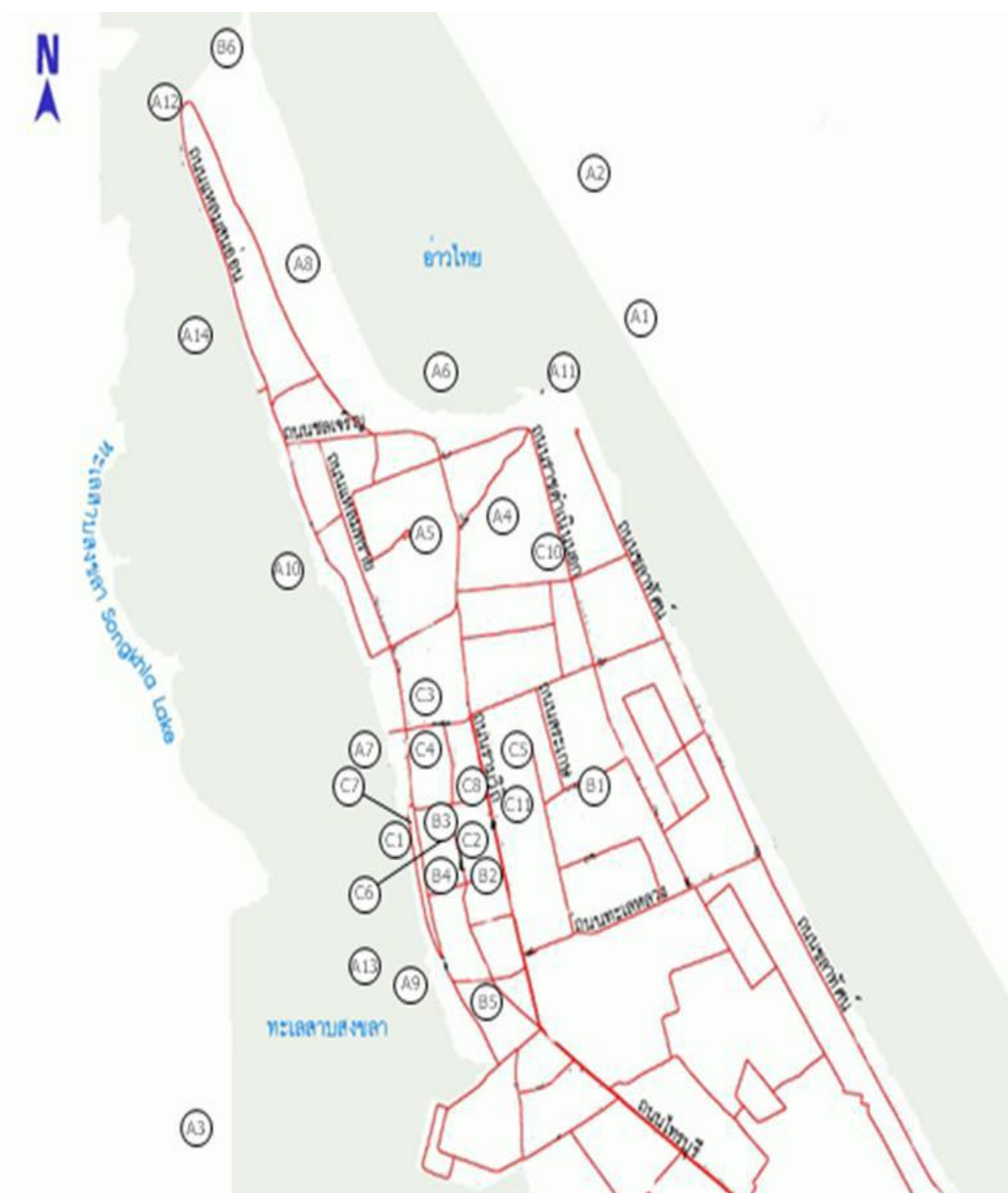


Figure 49: The overall cultural landscape and associate in Songkhla

Source: Songkhla to World heritage Project Meeting document (8 June,2017)

Natural Environment

- A1 Nu Island
- A2 MaewIsland
- A3 YorIsland
- A4 Noihill
- A5 Tang Kuanhill
- A6 Samilabeach
- A7 Chalatasbeach
- A8 Son on beach
- A9 Waterfront at lakeside
- A10 Waterfront
- A11 Mermaid sculpture
- A12 SongkhlaLake mouth
- A13 Waterfront at Nakornnork
- A14 Boat trip

Cultural places

- B1 Stupa at the top of Tang Kuanhill
- B2 MachimavasTemple
- B3 City pillar shrine
- B4 Chinese Shrines
- B5 Mosque at Muslim district
- B6 Sacred sculpture
- B7 Stone inscription written in three languages, Thai, Chinese and Arabic

Cultural places

- C1 Nakorn-nork, Nakorn-nai, The Architectural heritage district
- C2 Nang-ngamroad
- C3 Old governor mansion
- C4 Old city wall
- C5 Sunday market
- C6 Chinese Opera Theater
- C7 Hub Ho Hin, the rice mill

C8 Japanese spy's house

C9 The house was bomb in WWII

C10 Mahavachirawut school

C11 Songkhlatrain station

2. Accommodation in Songkhla old town area

In term of accommodation in an old town area of Songkhla, there are some of accommodations and most of it is apartment or dormitory. Accommodations in an area of Songkhla old town are Lake Inn, Samilah Mansion, Wipa Mansion, Surang Apartment, Aurairat house, Lake Court, Sarnwai dormitory and Sor Songkhla dormitory.

Because of the limit of area in the old town where cannot expand more so most accommodations have a small size until medium size. According to that reason, it may not support to the criteria of hotel standard to build a big size hotel. Even Lake Inn, the biggest accommodation in the area has to locate in the end of an old town zone where enough spaces to build medium size of accommodations have. In accordance with an observation can describe that most of accommodation in an old town area of Songkhla are located in Nakorn Nook road and Nakorn Nai road because along Nang Gyam road is a location of local food restaurants and local important places of worship. Another notice point can mention that Nakorn nork road is located next to Songkhla lake thus it is a beautiful view for accommodation, on the other hand there are some of engine garages and ports that may not suitable to build an accommodation for tourism. Apart from the location, there are positive and negative to create an accommodation for tourism in an old town area of Songkhla.

Pictures



Figure 50: Lake Inn Hotel

Source: Ms. Yingrak

Chakcharoen

(July 2016)



Figure 51: Samilah Mansion

Source: Mrs. Saichon

Chakcharoen

(July 2016)



Figure 52: Wipa Mansion

Source: Ms. Yingrak

Chakcharoen

(July 2016)



Figure 53: Surang Apartment
Source: Ms. Yingrak
Chakcharoen
(July 2016)



Figure 54: Aurairat House
Source: Ms. Yingrak
Chakcharoen
(July 2016)



Figure 55: Lake Court
Source: Ms. Yingrak
Chakcharoen
(July 2016)



Figure 56: Sarmwai dormitory

Source: Ms. Yingrak

Chakcharoen

(July 2016)

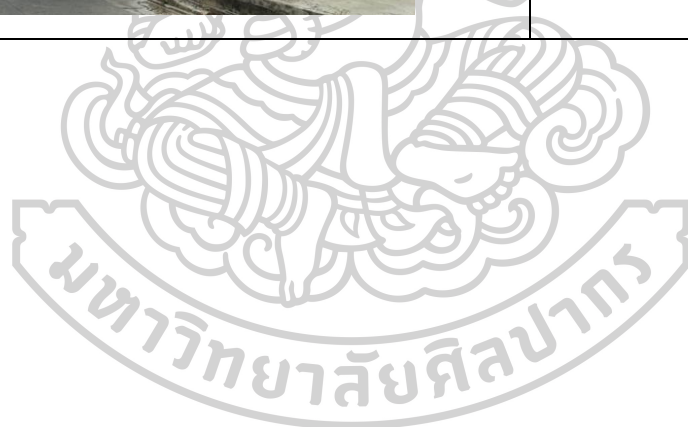


Figure 57: Sor Songkhla

Source: Mrs. Saichon

Chakcharoen

(July 2016)



Accommodation Mapping

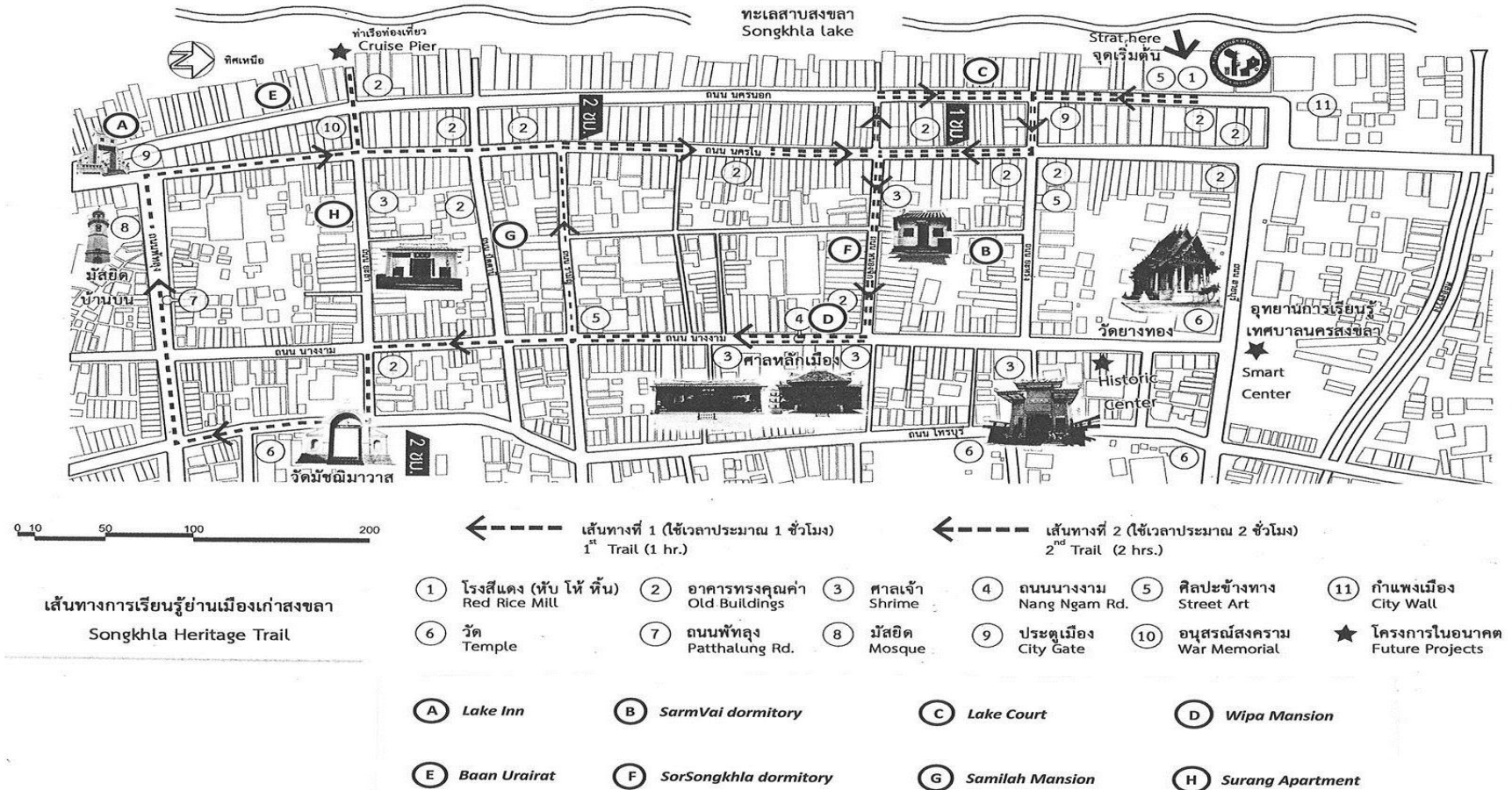


Figure 58: Map of accommodation in Songkhla Old Town

Source: adapted from Songkhla old town hand out by Songkhla Provincial Office for Tourism and Sports

3. Tourism Structures and Tourism resources in Songkhla

Following tourism structures, it consist of tour agent or tour operator, accommodation, food and beverage, transportation, and souvenir as well as tourism resource that consist of natural resources and cultural resources. There are a lot of tourism structures and tourism resources in Songkhla that can support a tourism growth. Apart from that, it supports Songkhla to become a new popular tourist attraction along with a readiness of tourism facility.

3.1 Tour agent and Tour operator

Following tourism structure, there are some of tour companies in Meuang distric where an old town of Songkhla located. On the other hand, there are a lot of tour companies in Hat Yai where is a business center of Songkhla. In an old town area used to have one tour agent which is Intra Tour while there is no tour company in an area at the moment.

3.2 Accommodation

Around Muang district of Songkhla province, there are many kinds of accommodations such as hotels, apartments, dormitories, guesthouses, etc. On the other hand there are no variety kinds of accommodations in an old town area where only has 8 apartments and dormitories.

3.3 Food and Beverage

The outstanding component in an old town of Songkhla following tourism structure is food and beverage because the area has many local restaurants that sell local food which is one of the most popular among tourists when they visited Songkhla old town. According to information, it showed that the prominent point of Songkhla is local food that tourists can easily find in an old town area.

3.4 Transportation

Moreover, there is a town sight-seeing tour service from government provide to tourists who want to sightseeing the town by local guide so that tourists can get to know more about Songkhla town. Moreover, tourists can take tricycle bike to travel around an old town as it is an old way for transportation in the area.

3.5 Souvenir

According to local food is a famous heritage of Songkhla. There are many local restaurants that not only sell meal but also local food as a souvenir. A famous local souvenir is dry seafood of Yin Dee shop and Siladulpun shop moreover local dessert is also a popular souvenir of Songkhla such as stir millet, stir black sticky rice, Tong Ake, etc.

3.6 Natural Resource

Songkhla is a peaceful city that surround by natural resources. According to topography, the city is located among beaches and Songkhla Lake. Furthermore, the city has hills and mountains as one of natural resources. According to variety of natural resources, Songkhla becomes a city where has beautiful landscape. Famous natural resources consist of Samilah beach, Calatat beach, Songkhla Lake, Tang Guan Hill, Hua Khao Dang Mountain, etc.

3.7 Cultural Resource

Local culture and local architecture styles are one of the important of Songkhla's tourism resources except from the others natural resource such as beaches, lake and so on. At present culture tourism is becoming popular among tourists so an old town area of Songkhla is also a good choice and interesting for tourists because Songkhla is one of the most important old towns of Thailand and the characteristics of the town that still remain as original. Moreover, traditional and local festivals include as one of the prominent points of Songkhla. There are interesting local events that show a fascination of the town. For example, shrine of the city-god festival or Song Lae market fair where local food and local product has sold. Apart from that, nowadays it also becomes art street area where a lot of pictures are drew on the wall thus Songkhla becomes more attractive town for tourists. In addition, Thai, Chinese, and Muslim live peacefully in one community where surround by each religious place hence it include as one of a remarkable culture resource of an old town of Songkhla.

4. A comparison of accommodation in different countries: a case study of Songkhla, Seoul, and Penang

4.1 accommodations information and analysis

According to my travelling and a present condition of accommodation in Songkhla especially in an old town area can lead to a comparison of accommodation in different areas that related to a creation of suitable accommodation in an old town area of Songkhla. The comparison will show information of each places: Kimchi Guest House, Old Penang Guest House, Chulia Heritage hotel, and accommodations in an old town area of Songkhla.

4.1.1 Kimchi Guest House (Sinchon), Seoul, South Korea



Figure 59: A map of Kimchi Guest House (Sinchon), Seoul, South Korea

Source: <https://kimcheeguesthouse.com/sinchon/find/> (10 March, 2017)

Kimchi Guest House has many branches where located among popular place in Seoul, South Korea. In this case I will descript about Hong Dae brance, it is a middle size guest house where locates in Hong Dae, one of the most popular place among tourists in Seoul. Most of tourists who stay here are teenage foreigner especially western and rarely Asian. The room types include private room, six people per room, and eight people per room. Moreover, there are female only' room and mix between man and woman' room. There are not only rooms but also

public area including kitchen that everyone can share it together. Kimchi Guest House in Hong Dae has a special rule that if guests help staff clean up rooms then they will get one night free accommodation.

Pictures




 <p>A photograph of the lobby area of Kimchee Guest House. A prominent red sign with white text reads 'ONLY 我爱你 @ KIMCHEE GUESTHOUSE'. The lobby is a narrow hallway with a tiled floor, a reception desk on the right, and various items like water bottles and bags on the floor.</p>	<p>Figure 60: Lobby of Kimchee Guest House Source: Ms. Nareerat Pooklan (22 August 2016)</p>
 <p>A photograph showing two souvenir shirts hanging on a metal rack in a lobby. One is a black long-sleeved shirt and the other is a white t-shirt with 'KIMCHEE' printed on it. The background shows a wall with a small framed picture and a door.</p>	<p>Figure 61: Souvenir shirts sold at a lobby of Kimchee Guest House Source: Ms. Nareerat Pooklan (22 August 2016)</p>
 <p>A photograph of the interior of a female room dormitory. It shows a metal bunk bed with blue bedding and a purple patterned blanket. The room has light-colored walls, a window with a view of the outdoors, and a small table with a chair.</p>	<p>Figure 62: The inside views of the female room dormitory of Kimchee Guest House Source: Ms. Nareerat Pooklan (22 August 2016)</p>



Figure 63: Locker of Kimchee Guest House

Source: Ms. Nareerat Pooklan
(22 August 2016)



Figure 64: A kitchen of Kimchee Guest House

Source: Ms. Nareerat Pooklan
(22 August 2016)



Figure 65: Shelves that we can keep our food

Source: Ms. Nareerat Pooklan
(22 August 2016)



Figure 66: Laundry area
Source: Ms. Nareerat Pooklan
(22 August 2016)



Figure 67: Public area where everyone can do activities
Source: Ms. Nareerat Pooklan
(22 August 2016)



Figure 68: Baskets for used bed sheet
Source: Ms. Nareerat Pooklan
(22 August 2016)

Shower room hygiene checklist								
	11am	1pm	3pm	5pm	7pm	9pm	11pm	
Trash								
Body gel & Shampoo								
Water Filter								
Mirror								
Door Lock								
Floor								
Seage								
Light								

Figure 69: Time table for cleaning guest house
Source: Ms. Nareerat Pooklan
(22 August 2016)

4.1.2 Old Penang Guest House, Penang, Malaysia

Old Penang Guest House is a small size accommodation where is located on Love Lane Road and near by a heritage side of Penang. Around the area, there are a lot of accommodations and most of it is small guest houses. The guest house has two floors, first floor is for share rooms and the second floor is for private rooms with share bath room. Most of tourists who stay at Old Penang Guest House is western backpacker while a little of Asian or Thai tourists. Old Penang Guest house is an old house for a hundred year that still remains as the origin so there is one rule that guest must follow is to walk slowly because the house and wood floor is too old. Moreover, staffs are so welcome and give any important recommends to tourist. They also provide an easy breakfast if guest choose the room along with breakfast.



Figure 70: A map of Old Penang Guest House in Penang, Malaysia

Source: <http://topicstock.pantip.com/blueplanet/topicstock/2010/07/E9430105/E9430105.html> (10 March, 2017)

Pictures



Figure 71: The front of Old Penang Guest House

Source: Ms. Yingrak Chakcharoen (7 April 2016)



Figure 72: Lobby the Old Penang Guest House

Source: Ms. Yingrak Chakcharoen (7 April 2016)



Figure 73: Public Area inside of Old Penang Guest House

Source: Ms. Yingrak Chakcharoen (7 April 2016)



Figure 74: The design of Old Penang Guest House that still remain as original

Source: Ms. Yingrak Chakcharoen
(7 April 2016)



Figure 75: The design of Old Penang Guest House that still remain as original

Source: Ms. Yingrak Chakcharoen
(7 April 2016)

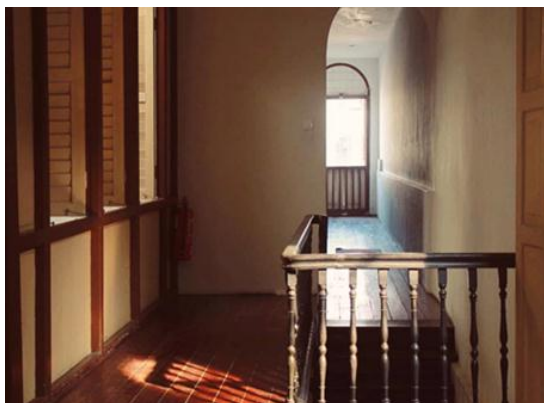


Figure 76: Up stair of Old Penang Guest House that still remain as original

Source: Ms. Yingrak Chakcharoen
(7 April 2016)

4.1.3 Chulia Heritage Hotel, Penang, Malaysia

Chulia Heritage Hotel is located on Chulia Road that popular for accommodation among tourists. The hotel is not big and it separate in to two floors. First floor is a full service as hotel while the second floor there is share bathrooms. On the second floor, the wood floor still remains as original and it became an open space. Most of guests who stay in the hotel are Asian, family or older. This kind of tourists need full facility and service to fulfill their experience during travel.



Figure 77: A map of Chulia Heritage Hotel in Penang, Malaysia

Source: <http://www.travel-penang-malaysia.com/chulia-heritage-hotel.html>

(10 March, 2017)

Pictures



Figure 78: In front of Chulia Heritage Hotel

Source: Calvin6869,
<http://cforum1.cari.com.my/portal.php?mod=view&aid=19613>
 (June 2016)



Figure 79: The entrance of Chulia Heritage Hotel

Source:
http://www.pandatraveler.com/malaysia/penang/chulia_heritage_hotel/
 (June 2016)



Figure 80: A Lobby area of Chulia Heritage Hotel

Source: Calvin6869,
<http://cforum1.cari.com.my/portal.php?mod=view&aid=19613>
 (June 2016)



Figure 81: A room with bathroom inside

Source:

http://www.laterooms.com.au/en/hotel-reservations/233511_chulia-heritage-hotel-penang.aspx

(June 2016)



Figure 82: A private bathroom inside the room

Source: Calvin6869,

<http://cforum1.cari.com.my/portal.php?mod=view&aid=19613>

(June 2016)



Figure 83: Second floor of Chulia Heritage Hotel, a room with share bathroom

Source: Walaiporn,

<http://www.oknation.net/blog/Walaiporn/2016/06/16/entry-1>

(June 2016)



Figure 84: Share bathroom on the second floor

Source:

http://www.laterooms.com.au/en/hotel-reservations/233511_chulia-heritage-hotel-penang.aspx

(June 2016)

4.2 SWOT

4.2.1 Korea and Penang (guest house)

Strengths	Weakness
<ol style="list-style-type: none"> 1. Flexible of rules and service 2. Experience local 3. Make new friends 4. Old architecture or design of building can attract tourists 5. Reasonable price 	<ol style="list-style-type: none"> 1. Little number of rooms 2. Small space 3. Can support only some group of guests
Threats	Opportunities
<ol style="list-style-type: none"> 1. The growth of small accommodation business so it tend to have a lot of competitors 	<ol style="list-style-type: none"> 1. Good location that locate nearby public transportation and tourist attraction 2. World economic get down so tourists tend to look for lower price for accommodation instead of luxury accommodation

Table 10

4.2.2 Penang (hotel)

Strengths	Weakness
1. Full service facility 2. Private 3. High level of Safety and Security	1. Number of staffs are unsuitable with numbers of rooms
Threats	Opportunities
1. The growing of small accommodation business so it tend to lose some customers 2. World economic crisis affected to a spending of tourists on tourism especially high price accommodation	1. Group of tourists who stay in hotel have high expenditure and stay for a long period 2. Well location that located at tourist attraction area

Table 11

4.2.3 Songkhla (apartment and dormitory)

Strengths	Weakness
1. Flexible rules and service 2. Number of rooms 3. Reasonable price	1. Most for monthly rental 2. No service provider like the other kind of accommodation
Threats	Opportunities
1. There is no plan for development of accommodation or improve of accommodation in an old town area of Songkhla	1. The growing of tourism and support from organizations on tourism in an old town area of Songkhla 2. Good location that locate at tourist attraction area

Table 12

4.3 Analysis

According to a case study of accommodation comparison, we can see many different things depending on the different type of accommodation and places. As the observation from the two types between small hotels and guest houses showed that number of rooms and lack of numbers of staffs can affected to service as

sometime rooms isn't ready for guest on time. Moreover, staffs are tactless on making decision while guests have high expectation. On the other hand, the guest houses where located in the heritage area with old style building, but with little rooms and friendly staffs who thoroughly take care of guests well. This group of tourist expects to have more experience to local characteristic (culture, architecture, food, etc.) than accommodation or convenience. Besides, their characteristic is sharing experience to the other and making new friends.

While most guest houses in a city like Seoul, South Korea will focus more on facility but is not too luxury. The design is not being an old style of Korea but it is more modern and located in the center of city where easy to access and comfortable to take a public transportation. The prominent points of guest house are that there is an open space where guests can do activities, chatting, and cooking together. Apart from, there is more enchantment of guest house that share bed rooms and bath rooms so guest can make new friend and share their experience. According to the analysis, facility, comfortable and luxury, service, location, architecture, group of guests are considered as clearly different points of two type of accommodation.

For example of both accommodations in Penang (Old Penang Guest House and Chulia Heritage Hotel) show that even the location of both accommodation located in the same area but most of Asian tourists, family, or older people are prefer to stay in a hotel while western tourists or backpackers prefer to stay in a guest house where is smaller and cheaper as they don't have high expectation on accommodation but want to experience local characteristic and find new friends.

As information of accommodation of an old town area that have mentioned before, it showed that accommodation condition and types in an old town area is totally different from the other places because most of accommodations are apartment and dormitory for monthly rental. Therefore, it is not a kind of accommodation that can support for a growing of tourism in the area well enough. The important thing is a support from any organizations and locals that should not only focus on attraction development but also accommodation. As accommodation is one of the most

important tourism structures thus it should support tourism along together with other structures to being a good destination.

A Sample model of an accommodation for tourism in Songkhla old town

1. Location and Local architecture designs

According to the data, it's important to consider on a location because sampling agreed that the first concern was safety and convenience along with a good view thus finding of a good location in an old town of Songkhla is a factor to consider. There are 3 main streets in an old town of Songkhla consist of Nang Ngam, Nakorn Nai, and Nakorn Nork.

1.1 Nang Ngam Street

Site synopsis

Nang Ngam street is well known as local food street where full of restaurants along the street thus it easy to find foods. Moreover, it is the busiest among three streets because a lot of people come to have a meal. Not only people but also a narrow street cause to a traffic to Nang Ngam Street. Most of old buildings and architectures in Nang Ngam Street are Commercial Chinese shop houses style.



Figure 85: Commercial Chinese shop houses style

Source: Miss Yingrak

Chakcharoen

(4 February 2017)

	<p>Figure 86: Commercial Chinese shop houses style</p> <p>Source: Miss Yingrak Chakcharoen (4 February 2017)</p>
	<p>Figure 87: Sino European style</p> <p>Source: Miss Yingrak Chakcharoen (4 February 2017)</p>

1.2 Nakorn Nai Street

Site synopsis

Nakorn Nai is the street that still has original architecture buildings the most. Furthermore, there is open house activity that people can experience and enjoy local culture in every Saturday. On the other hand, this street is quite a quietly street and there is no problem of parking lots much compare to Nang Ngam Street. Most of old buildings and architectures in Nakorn Nai Street are Chino European and Traditional Chinese shop houses style.



Figure 88: The atmosphere of Nakorn Nai Street

Source: Miss Yingrak Chakcharoen
(6 February 2017)



Figure 89: Sino European style

Source: Miss Yingrak Chakcharoen
(4 February 2017)



Figure 90: Commercial Chinese shop house style

Source: Miss Yingrak Chakcharoen
(4 February 2017)



Figure 91: Traditional Chinese shop house style

Source: Miss Yingrak Chakcharoen
(4 February 2017)

	<p>Figure 92: Traditional Chinese shop house style</p> <p>Source: Miss Yingrak Chakcharoen (4 February 2017)</p>
	<p>Figure 93: Traditional Chinese shop house style</p> <p>Source: Miss Yingrak Chakcharoen (July 2016)</p>

1.3 Nakorn Nork Street

Site synopsis

Nakorn Nork Street is located next to Songkhla Lake, it has advantage over other 2 streets in landscape because people can admire with a beautiful view. Besides, there is an event (Lard Song Lay) that people can enjoy local products. Not only a beautiful view and an event but also conveniences for parking because Nakorn Nork Street has a bigger size of street than the other two. Most of old buildings and architectures in Nakorn Nork Street are Modern Chinese Shop house.



Figure 94: The atmosphere of
Nakorn Nork Street
Source: Miss Yingrak
Chakcharoen
(6 February 2017)



Figure 95: Modern Chinese
Shophouse
Source: Miss Yingrak
Chakcharoen
(4 February 2017)



Figure 96: Modern Chinese
Shophouse
Source: Miss Yingrak
Chakcharoen
(4 February 2017)



Figure 97: Modern Chinese Shophouse
Source: Miss Yingrak Chakcharoen (July 2016)



Figure 98: Modern Chinese Shophouse
Source: Miss Yingrak Chakcharoen (4 February 2017)

2. Concept and Conservation

There are some interesting information and a post research that related to an old town of Songkhla that supported and mentioned on a conservation of an old town thus it became an important guideline to people to emphasize on a value of local heritage. Since 2009 the office of policy and natural resource and environmental plan, Ministry of Natural Resources and Environment has set a boundary of an old town of Songkhla. Moreover, a committee of conservation and development of an old town of Songkhla gave a briefly suggestion that *the main* area of an old town of Songkhla had a value in architecture and elements of an old town such as buildings in Traditional Chinese shop houses and Chino European

including Thai and Muslim style combine in the area (Suwanporn, 2013 referred to Ministry of Natural Resources and Environment 2011).

Furthermore, ICOMOS Thailand Association used to mention and support a conservation of an old town of Songkhla as a heritage site in ICOMOS Thailand and International Conference 2009-2010 (ICOMOS Thailand Association, 2010). A briefly detail is mentioned that “according to an old town of Songkhla was able to carry on culture and the way of life for a long time, hence local people were aware of a value of their wealthy on culture at the moment. Moreover, it was influent to awaken local people to look after heritages and created local characteristic which will support a livable town and pride of local people. In accordance with the purpose, it might achieve the goal if all governments, private sector, and individuals associations worked together. We hope that this purpose led to an understanding and awareness of a value of culture which was able to create a conscious in sustainable for conservation of the town” (Suwanporn, 2013 referred to ICOMOS Thailand Association, 2010).

Not only plan and policies from the government but also a case study of Sriyapai House that can be an example of a conservation of architecture heritage through sustainable development. Due to Nuanla-ong study, she set plans and policies for a conservation which will useful to an old town of Songkhla. The plans and policies consist of many points as follows; educate people to understand the value of the heritage, control the height of buildings in the heritage site, prevent direct touching of sensitive points by tourists, develop site management to conserve historical buildings and architecture interests by creating a buffer zone, create awareness and interest of people on the heritage site, monitor the impact of structural stability for new construction, and continue research in the area to conserve the value of heritages (Nuanla-ong, 2010)

According to the finding summary data, most of sampling supported the concept of small sized accommodation that suitable with an old town of Songkhla the most. Moreover, accommodations should renovate from old buildings in an area because it is the way to preserve local heritages especially architecture as well as cultural tourism support. On the other hand, there is an obligation of local municipal

on creation and adaptation of buildings in an area. The main detail of a municipal law mentioned on a building height that should not over 9 meters exclude roof and 12 meters include roof. Other details are mentioned about a design of buildings before creation or adaptation that should be under the old design of architecture including colors. Besides, it needs an approval from municipal office before creation of buildings in an area.

There are some remarkable threats that may influent to a creation of accommodation in an old town.

1. Lack of tourism facility and landscape management: street, transportation, parking lots, Art Streets, etc.

2. Lack of Sustainable tourism management because most of organization only focus on the benefit in income

3. Different goals of different groups that support tourism and accommodation in an old town of Songkhla

3.1 A group of Songkhla Lovers Party is a group of academicians who focus on site and environmental conservation

3.2 A group of new generation (NAS) who work with a provincial governor that focuses on local art and creative activities

3.3 A group of people who work for Historical Park of General Prem Tinnasulanonda Foundation and focus on any activities that can attract a lot of tourists

3.4 Yip Inn Soi is a underexpose group that focus on luxury accommodations for aristocracy.

4. Local people likely to not hospitable enough as tourists expect thus it may cause to impression of guests because most of them focus on friendly staffs and hospitable of local people to stay at accommodations

At the moment, it is important to consider on environmental management even small sized accommodations for tourism. Not only environmental management but also sustainable concern is important thus a design and any activities should support on this point. According to the data combine with the researcher idea, the suitable model accommodation is small sized accommodations that need only basic

electric facility to save energy. Furthermore, activities that provide to guest should support local tourism and create a conscious on local heritages conservation. Another interesting point to consider is a beneficial of using and management accommodation spaces because there are different spaces in each local architecture styles which are able to help in an energy saving as well. As everyone concern on environmental and sustainable for tourism, there are some ideas that small sized accommodations can support the concept as follows:

1. No meals provide according to variety of local foods that guests can easy find restaurants all day long by walking around an old town area thus it can reduce a using of unnecessary material as well as cost. It is also an increasing income and generating revenue to local people.

2. Only provide basic elements and facilities that truly need to serve guests because a structure and design of old houses in an area are kind to living that rely on natural

3. Friendly staffs may create an impression to guests thus service mind and ability to inform local information are important to human resource in accommodation for tourism hence guests will conscious and understand the important of local heritage

4. Renovation and Adaptation of old building or using original design of building to create an accommodation are not only the best way to impress to tourists but also the way to support sustainable of tourism that appreciate the value of local heritages in term of architecture

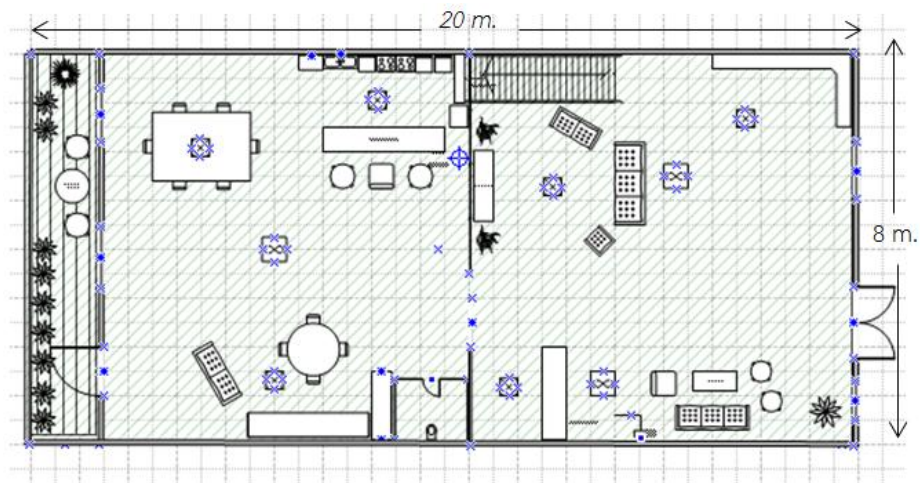
5. Provide some activities that guest can experience local culture as well as environmental conservation such as old town sightseeing tour, provide bicycle that tourists can look around an old town instead of using cars, recommend tourists to use three wheel bicycle as it is a local transportation, etc.

6. Reasonable price should be at approximately 500 to 1,000 Baht depending on the quality of each accommodation.

3. Accommodation Design

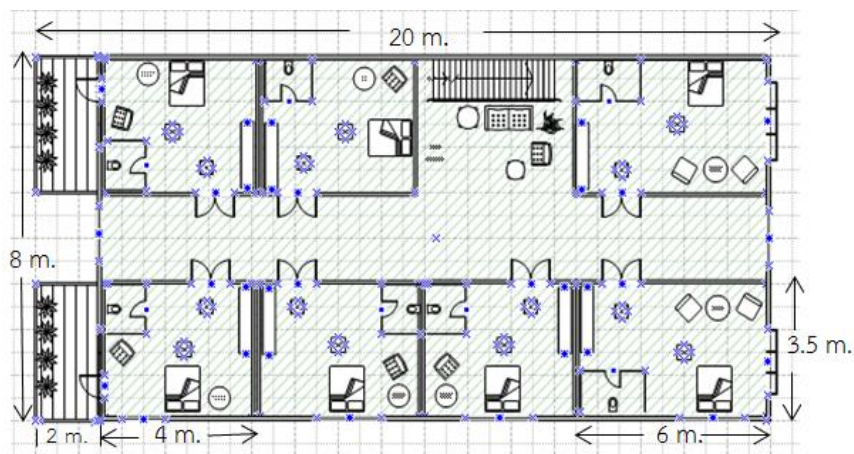
3.1 Accommodation Design 1 (Modern Chinese)

1st Floor



This architecture style is a length building pattern (approximately width 4 to 8 meters and length 15 to 20 meters). A building will divide into two parts. First part is a reception and entertainment area. Second part is a kitchen area that everyone can use and it will be an activities area such as local food cooking lesson, local souvenir making, etc. Moreover there is an information area that related information to local detail will be providing to guests. At the back of the house there is a small balcony that everyone can enjoy with a decoration of home-grown vegetable along with a view of Songkhla Lake as most of this building style located at Nakorn Nork Street where is next to Songkhla Lake.

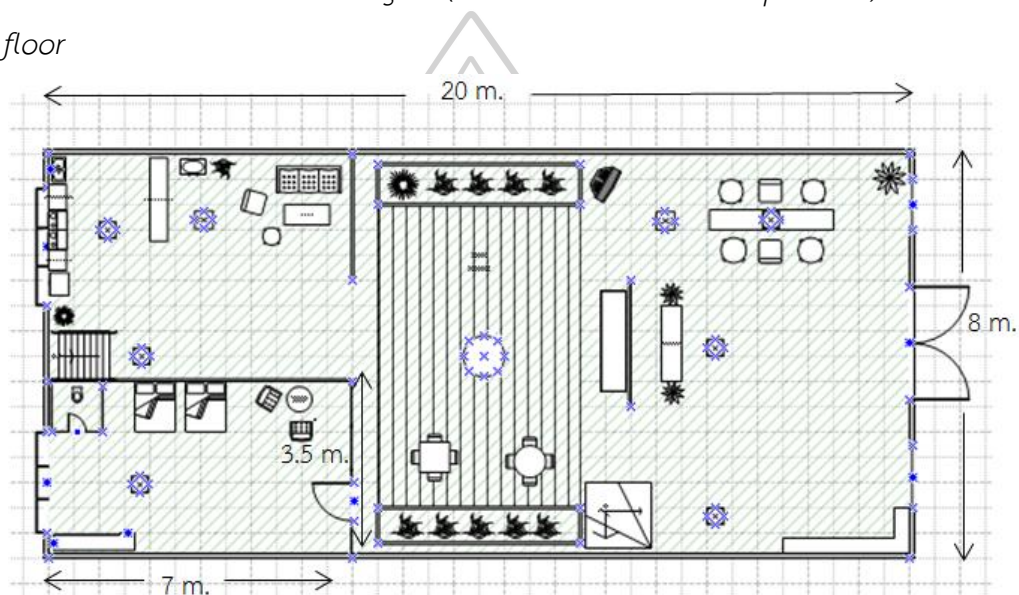
2nd floor



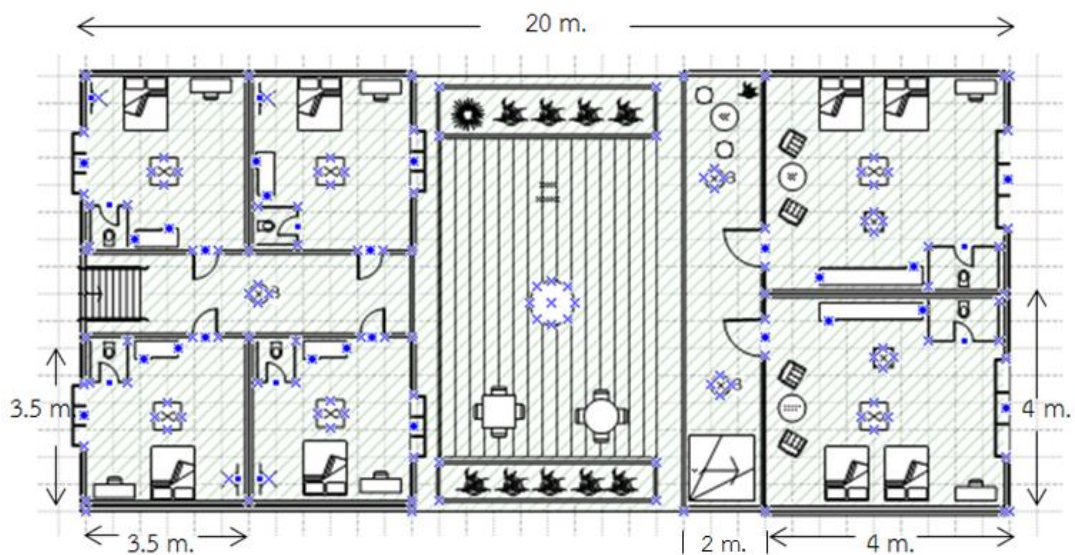
The second floor of the house will have five small rooms and two big rooms. Two small rooms at the back of the house include small balconies to enjoy the view of Songkhla Lake. 3.50 meters width and 6 meters length are the size of big rooms whiel 3.50 meters width and 4 meters length are the size of small rooms. Moreover, there is a small relaxation zone at a spacious space. In each room will provide only basic element that can convince guests. The price of rooms will be different depend on sizes and view from rooms.

3.2 Accommodation Design 2 (Traditional Chinese Shop House)

1st floor



This architecture style has a large area (approximately width 4 to 8 meters and length 20 to 25 meters) which can separate into three parts. First, a reception area where include a waiting area that provide entertainment zone. Second part, it is an open area follows the architecture pattern in this style hence it can be relaxation or activities zone that everyone can also enjoy with a garden. Moreover, we can plant home-grown vegetables to support activities such as local food cooking lesson, etc. Besides, it will have books and related information of Songkhla provide thus everyone can acknowledge local detail while enjoy with a nice atmosphere of garden and architecture of the house. Third, it will be a kitchen area that everyone can cook along with one big room. 3.50 meters width and 7 meters length are the size of room. The important point, accommodation will provide only on television in a public area of the house to save energy.

2nd floor

The second floor separate into a front part and behind part. A front part will have two big rooms with 4 meters width and 4 meters length and a balcony pathway with 2 meters width in front a room. A behind part consist of four rooms which smaller than a front part rooms. 3.5 meters width and 3.5 meters length are the size of rooms. In each room will provide only basic element that can convince guests. The price of rooms will be different depend on sizes and view from rooms.

In conclusion, the analysis part consists of interviewees' information and data from the interview that classify by objectives. The finding part includes a result from each group of sampling along with positive and negative factors that influent to a creation of accommodations in an old town of Songkhla. The result showed that people considered on a conservation of tangible and intangible local heritages due to the reason small sized accommodations that decorate with local styles may suitable with the area the most. Moreover, there is a comparison of varied accommodations along with SWOT analysis of accommodations in different areas that make the result clearly. The final state is a sample of accommodation that can use for a model of accommodations in Songkhla old town that follow the local architecture design. Besides, mapping of an area and landscape pictures can help to understand a landscape well. Next chapter will be the last state that goes through the conclusion of the study follow by a discussion and some recommendations.

CHAPTER 5 CONCLUSION

The data were analyzed based on the objectives of study. The analysis of data can be useful to see models of accommodations for tourism of an old town of Songkhla area. Besides, it will be a guideline of tourism development in the area for the future.

Objective 1: To study tangible and intangible heritages of the Songkhla old town area that can indicate to a creation of the suitable model of accommodation in Songkhla old town

It is important to understand the overall site of study. Furthermore, it will clarify on an area of study and the other effects that influence to a creation of accommodation for tourism in the area. The old town area of Songkhla becomes the popular destination for cultural tourism, thus it is important to conserve the local heritages as well as develop it. There are remarkable tangible and intangible local heritages given by all research samples. According to the analysis of data from both the local people and experts and government officers, local food, local architecture styles, and Art Street are factors that local people perceive as tangible heritages. On the other hand, they also claimed that local careers, ways of life, local tradition, and lively town are remarkable intangible heritages. The analysis showed that local people have perceived on local food, way of life, and local tradition as the most 3 outstanding factors. Meanwhile, experts and government officers have strongly supported on local architecture and local food as the most outstanding factors of tangible and intangible heritages of Songkhla old town area.

Tangible Heritages

1. Local food: local food was remarkable heritages among others because of their variety such as Satu rice, Tong Ake, Keit Fung Chinese food restaurant, Karojee, Auo noodle, etc.

2. Buildings in Songkhla old town area are also remarkable, such as Traditional Chinese Shop House, Modern Chinese, Sino-European, and Commercial Chinese Shop House

3. Art Street: most of drawings showed the past ways of life of local people, such as trading, fisherman, local food restaurants, tricycle and local transportation

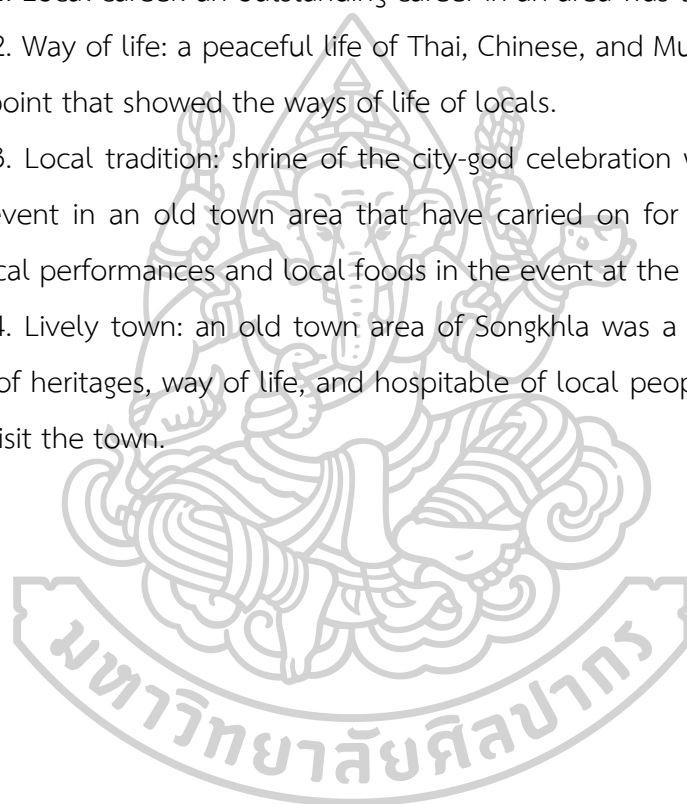
Intangible Heritages

1. Local career: an outstanding career in an area was trading.

2. Way of life: a peaceful life of Thai, Chinese, and Muslim in the area was the strong point that showed the ways of life of locals.

3. Local tradition: shrine of the city-god celebration was the famous and important event in an old town area that have carried on for a long time, thus it included local performances and local foods in the event at the along the time.

4. Lively town: an old town area of Songkhla was a lively town because the variety of heritages, way of life, and hospitable of local people can attract many people to visit the town.



Tourism Map of Songkhla Old Town

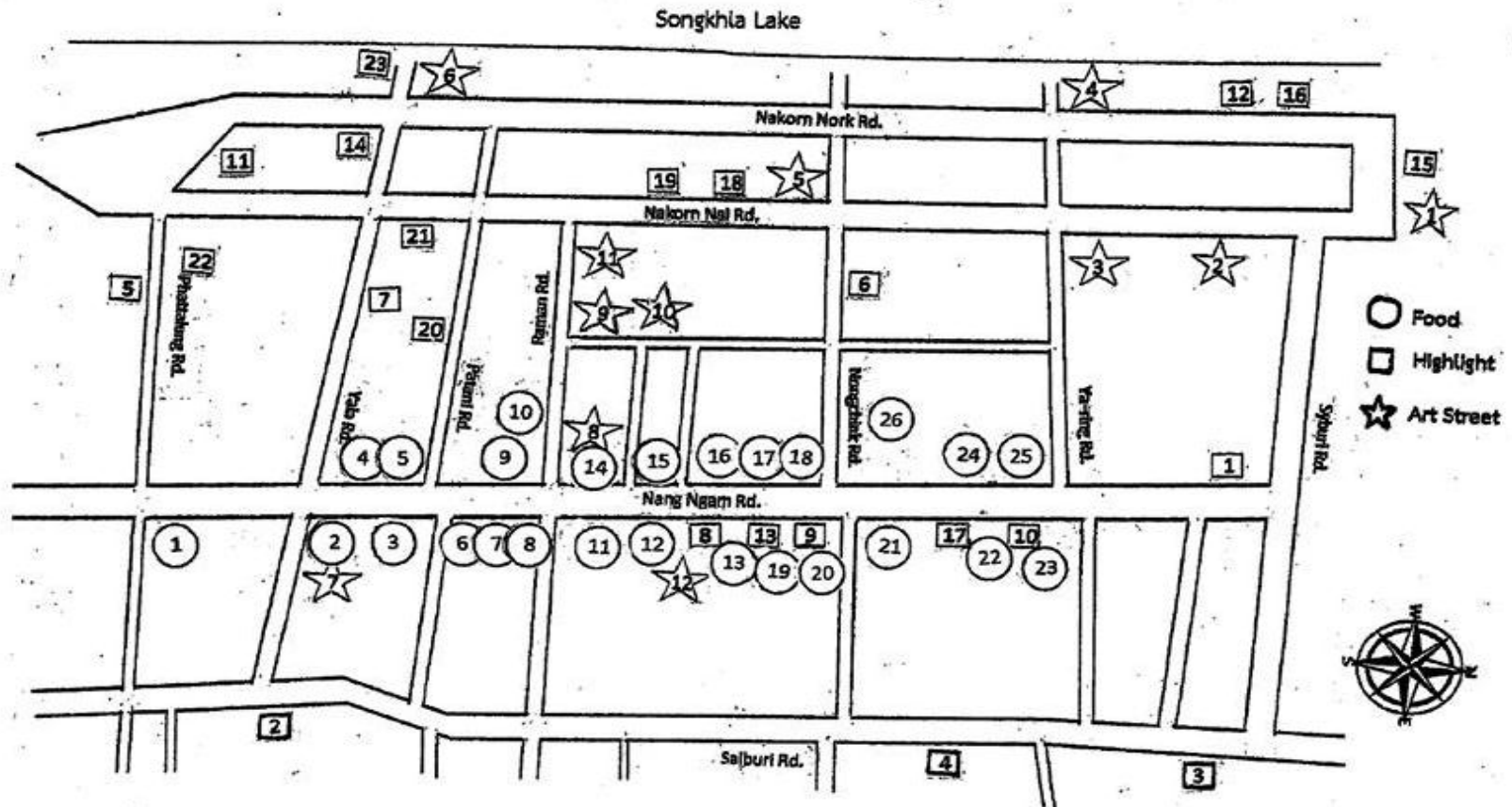


Figure 99: Tourism Map of Songkhla Old Town

○ Food	□ Highlight	☆ Art Street
1. Kanom Bork	1. Yangthong temple	Art Street 1
2. J Noi Crunchy Pork Soup (Guoy Jub)	2. Machimavas temple	Art Street 2
3. Pig Tail Noodle (Hangmo)	3. Leab temple	Art Street 3
4. Payom dimsum	4. Don Yae temple	Art Street 4
5. Jiw Ice-cream	5. Banbon Mosque	Art Street 5
6. Yiw Ice-cream	6. Pun Tao Gong Shire	Art Street 6
7. Baan Bueng Noodle	7. Po An Tian shire	Art Street 7
8. Congee Kho Thai	8. City Pillar Shire	Art Street 8
9. J Nee Pork Noodle	9. Guan Yu Shire	Art Street 9
10. J Ni Porridge with fish	10. Tang Seng Ong Shire	Art Street 10
11. Mae Chaway Thai dessert	11. City Gate	Art Street 11
12. Songsang Thai dessert	12. Hub Ho Hin	Art Street 12
13. Kao Hong Chinese bun	13. Chinese Quarter (Kao Hong)	
14. Tae Hieng Eiw Restaurant	14. WW II Memorial	
15. Kulprakong Thai dessert	15. Old City Wall	
16. Ha Hieng Noodle	16. TK Park	
17. Aong Ice-cream	17. Historical Center	
18. Kanom Karowjee	18. Baan Nakorn Nai Museum	
19. Rong Ngiew Noodle	19. The Chinese Shop house	
20. Kiet Fung Satu rice	20. Misiem's Yipinsoi	

○ Food	□ Highlight	☆ Art Street
21. Kao Hong Crunchy Pork Soup (Guoy Jub) and rice porridge	21. 238 Inspiration House	
22. Kanom Kang Kao	22. Saha Cinema	
23. millet and black sticky rice stir	23. Saksitpitak Pier	
24. Sway pickled bean curd		
25. NamLi Cafe		
26. Jong Dee (tong Ake)		

Table 13

Objective 2: To study the tourists' needs on the accommodation for tourism in the Songkhla old town area

A creation of accommodation needs to focus and consider with several internal and external factors especially tourists' needs. Tourists' needs are important to the creation of accommodation for tourism because tourists have different needs and styles. Moreover, it should conform to ASEAN accommodation standard as a procedure. According to the analysis of data from the tourists samples, it showed that safety and security, convenient transportation service, cleanliness of room, accommodation location nearby tourist attraction and restaurants, nice atmosphere, friendly staff and good service, hospitable of local people, reasonable price (400-1200 Baht) of accommodations, decoration in an original style, basic need facility for accommodation, remain all of the value of architecture and other heritages, and variety of activities in an old town that they considered on accommodation for tourism. Most of tourists have strongly agreed that convenient transportation service and variety of activities in an old town were the 2 most external outstanding factors.

On the other hand, they also have strongly supported on safety and security as the first consideration followed by reasonable price. They were 2 outstanding internal factors of accommodation creation. While, cleanliness of rooms,

atmosphere, and value of architecture and other heritages were the next external and internal factors that should be considered.

Internal Factors	External Factors
1. Safety and security: the factors became tourists first consideration and has been include in one of AEC accommodation standard requirements	1. Nice atmosphere: this factor has strong influent to decision makings of tourists and it also create an impression on accommodation and local area to tourists
2. Clean of room: it was the second consideration after safety and security for tourists and also included in AEC accommodation standard requirements	2. Hospitality of local people: local people were external factors that can create an impression of tourists because they can experience local culture through local people.
3. Friendly staffs and good service: service was also important to create an impression of tourists and become a loyalty guest in the future	3. Variety of activities in an old town: this may attract many people if there are varieties of activities or attraction around the area.
4. Reasonable price: reasonable price that suitable to accommodations in an old town area should be at 400-1200 baht	4. Accommodation location that nearby tourist attraction and restaurants: location of an accommodation was one of external factors that tourists consider, it should be in a good location where connect to the other facilities easily
5. Decoration in an original style: it was included in one of ASEAN accommodation standard requirements to consider of a decoration in local because accommodations should be in harmony with community especially accommodations in an old town	5. Convenient transportation service: convenient transportation was important to accommodation in an old town because there was an issue of small streets in an area so tourists looking for a convenient service

Internal Factors	External Factors
6. Basic need facility for accommodation: not only bedding but also some important electricity for daily life	
7. Value of architecture and other heritages: not only using of an old building, but also other local cultures or activities need a support and should be provided in an accommodation or recommend to guests	

Table 14

Objective 3: To study the model of accommodation that is suitable for Songkhla old town

It is important to find out the best models of accommodation that are suitable to a tourism area especially a destination which is one of the nation important heritage sites, hence there are many factors to consider on a creation to support tourism. According to the summary of data from local people, tourists, and experts and governments, there were not only positive, but also negative factors that influenced creation of models of accommodation in an old town area of Songkhla. *It was found that suitable model of accommodation in an area should principally consider of heritages value and a conservation of local characteristic. Furthermore, small sized accommodations, sustainable of tourism and accommodation as well as facility follow tourists' needs which should be next consideration points.* The factors below show interesting information on creation of accommodations in an area that may be useful and follow the expectation model above.

Information given by *local people* on classification factors showed several factors as follow:

Positive factors	Negative factors
1. Local heritages have a part of decision making to stay in an old town of tourists and influent to a creation of accommodation in an old town of Songkhla	1. Limit space of an old town that cannot expand
2. There is Municipal Law that control of construction and elaborate buildings	2. There are no variety kinds of accommodation in an old town of Songkhla
3. An old town should be conservation area and accommodation for tourism should create at the nearby area	3. It difficult for local people to be joint ventures on a creation of accommodation
4. Small sized accommodation that renovate from old buildings is suitable for an old town of Songkhla	
5. An awareness of sustainable and global warming is important to a creation of accommodation and tourism	

Table 15

Information from *tourists* on classification factors showed several factors as follow:

Positive factors	Negative factors
1. Local heritages have a part of decision making to stay in an old town of tourists and influent to a creation of accommodation in an old town of Songkhla	1. There are no variety kinds of accommodation in an old town of Songkhla
2. Creations of accommodations in area should benefit to locals such as local people earned income	

Positive factors	Negative factors
3. An old town should be conservation area and accommodation for tourism should create at the nearby area	
4. Small sized accommodation that renovate from old buildings is suitable for an old town of Songkhla	
5. Tourists need to experience local culture by staying with local hosts or homestay	
6. It is important for creations of accommodations that should consider on local heritages conservations	
7. Local government should support on a creation of accommodation for tourism in an area	

Table 16

Information from *experts and government officers* on classification factors showed several factors as follows:

Positive factors	Negative factors
1. There is Municipal Law that control of construction and elaborate buildings	1. Limit space of an old town that cannot expand
2. Local heritages have a part of decision making to stay in an old town of tourists and influent to a creation of accommodation in an old town of Songkhla	2. There are no full facility services of tourism in an area yet
3. Small sized accommodation is suitable to an old town	3. An old town of Songkhla loss their characteristic because of the influent of other familiar culture

Positive factors	Negative factors
4. An old town should be conservation area and accommodation for tourism should create at the nearby area	4. There are no varied of attractions and activities in an old town that cannot attract tourists to stay longer
5. An awareness of sustainable and global warming is important to a creation of accommodation and tourism	5. Some local people are not hospitable and support tourism
	6. It difficult for local people to be joint ventures on a creation of accommodation

Table 17

The summary of the data showed that all of 3 sampling groups have strongly agreed with the factor of “Small sized accommodation that was renovated from old buildings. This factor was needed for an old town of Songkhla area. Moreover, local people and some experts and government officers have also supported on “local heritages as a part of decision to stay in the old town area of tourists and influenced to the suitable model of accommodation in an old town area of Songkhla”. This may one of factors that influent to the suitable model of accommodation in an area. Meanwhile, experts and government officers have strongly considered on the factor of “awareness of sustainable and global warming is important to a creation of accommodation and tourism” along with an above factor. On the other hand, there were some factors in terms of facility on tourism and the outstanding of heritages that might be barriers and need a development to support local tourism. Most of experts and government officers thought that it was difficult for local people to be joint ventures on a creation of accommodation. Most of tourists have considered more about a factor of “There are no variety kinds of accommodation in an old town of Songkhla” that may not accept their needs. All the different positive and negative factors from different group of samplings showed the guideline to people who looking for information to support a creation of accommodations in an area including similar background sites to an old town of Songkhla.

According to the data, it was found that a concept of small sized accommodation that an old building in the area can be renovated to be accommodation. A small sized accommodation should not have many rooms, be able to accept a group of special tourist who want to experience local culture. Another important point that was also found along with opinion of experts, small sized boutique hotel may suitable to Songkhla old town more than guest house because there are different target groups of guest. A group of special tourist has deeply interest to experience the different of culture in that destination than backpacker who is a main target group of guest house. Besides, a group of special tourist has high purchasing power than backpacker who rarely spends money for other services. Consequently, there are obviously difference of characteristics between both groups of tourist to the benefit of community and society.

Another way is in regard to a current condition of Songkhla old town that is not become the real tourism yet because most of tourists prefer to travel for one day trip. Furthermore, Songkhla old town is supported to be the world heritage site, the inner area of old town that is compared as egg yolk is not appropriate to build the accommodation for the tourism or the accommodation that offers the complete facilities. The good way is to find the suitable outside area to build the expanded accommodation for supporting the tourism and the tourists who come in groups.

Based on the data analysis, it was found that the proper ways to create the suitable model of accommodation for tourism in Songkhla old town area are all possible as mentioned above. The small sized accommodations where are renovated from old buildings or use nearby areas of an old town to build the new accommodation that have more space thus it is able to support the number of guests and more facilities. It's evident that both of these ways have low percentage of effect to society and culture. Moreover, the size of accommodation is proper to the need due to the municipal law of building creation in the inner old town area to be the regulation. Hence, these proper ways are more possible.

Above all, when the tourism plays a role, the development begins. The important thing is to conserve the value of tangible and intangible local

heritages that are the indicator of a background of old town. Thus, it should have a development of human resource and instill in conservation because human resource is the importance element in propelling of tourism permanently. Summarily, buildings are only temporary things but local tangible and intangible heritages will be the identity of the community that remains forever.

Due to the information and data, it can create the model of accommodation for tourism in Songkhla old town area as follows this model:



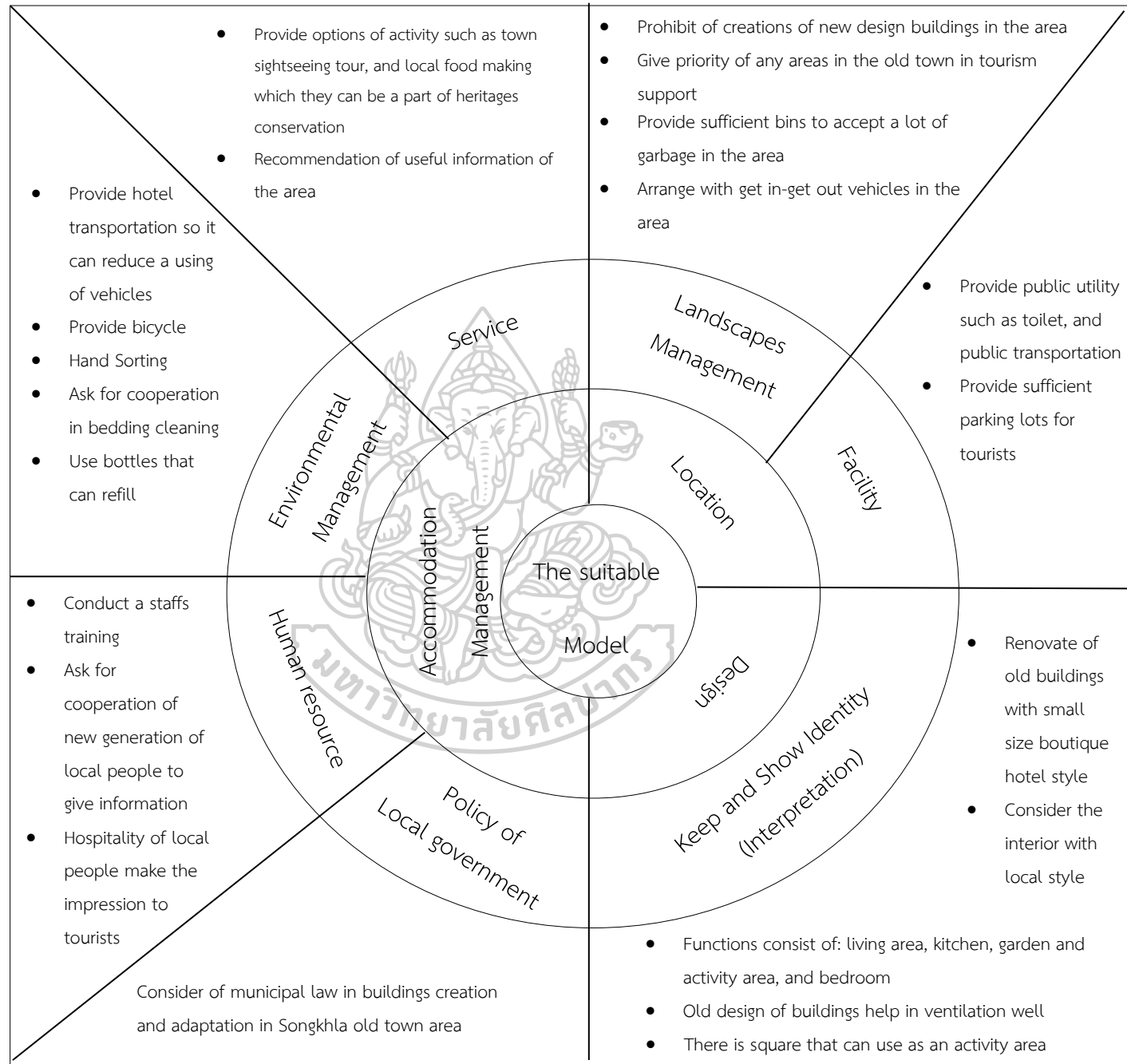


Figure 100: The suitable model of accommodation

Source: Miss Yingrak Chakcharoen

Discussion

At present, a cultural tourism is very popular especially Thailand where has several heritage sites. Some places have been developed and became popular tourist attractions to tourists. For example, Amphoe Chiangkhan, Loei Province and Chantaboon Old Town in Chanthaburi Province were cultural sites that the culture and original way of life are existed and widely known among the tourists. The houses that located in these areas still remain the primitiveness nearly 100 percent. For this reason, the tourists are impressive quite a bit.

At the moment, Songkhla is the province where abundance of natural resources and cultural resources. It became the accepted origin and culture, thus the province is more famous as tourist attraction for traveling. A prominent point that increase Songkhla popularity is Songkhla old town where is improved and developed for making Songkhla turn to be jolly again. Moreover, important characteristics may be ancient buildings, local food, original way of life, and Art Street that get much attention from the tourists. Architecture of Songkhla old town is similar to architectures of Penang and Malacca in Malaysia, including Phuket old town in Thailand. It's evident that all of these following cities can be developed to cultural site for tourism of the world distinctly. As the following achievement, Songkhla begins to foresee an important of old town in developing to be the tourist attraction. Hence, the old town is developed and restored continuously through 4 to 5 years. For this reason, it becomes the popular tourist attraction at this time and Songkhla is also one of ten old towns that have historical value of country.

When the tourism begins to play a role, it often benefit to that community. For Songkhla old town, it's evident that people in local area have more income and income distribution to community is begun that are different to the old town area for many years ago because it was alone. Another important thing that benefits to local culture conserving is people in community, public sectors and private sectors are awakened to develop and restore the country to be better. Awakening to cultural conserving of oneself is a good thing because the culture

won't disappear and shows the background of oneself in order that the lineage can learn and inherit. Furthermore, it is the way to publicize and spread the culture to others as well.

However, when the tourism begins to play a role, a bad result often come after as well that can be seen the cities as mentioned above are all affected. The development of old town to be the tourist attraction together with cultural heritage conserving is very important. When the tourism begins to play a role, the growth of facilities or businesses related to the tourism, for example, an accommodation, a restaurant, a tour company and so on. Hence, local resource usage, capitalist incoming and temptation to build the building or new culture in order to conceal the original culture are all the following main problems.

Nowadays, culture and the way of travel change a lot because of an influence of social media in daily life. By the time, an ancient culture and antique still popular among tourists as well. Hence, it is not different to see a creation of new things along with an ancient concept for responding to tourists' needs. There are many places that art street or wall drawing are conspicuous things that very famous and attract a lot of tourists at this moment. A favor of this kind of travel in Songkhla or Phuket old town might influence from Penang, Malaysia where it similar both tangible and intangible heritages especially architecture. Conversely, Songkhla has loss their own characteristic and cannot be able to identify their real value because locals only focus on the way to attract tourists and number of tourists instead of the value of tourism. At this point it becomes a suspense issue to concern because it will only be a temporality tourist attraction that tourists enjoy taking photo for a while and will not revisit the destination. At the end, it can be compared as two-edged sword.

According to a researcher opinion, Songkhla old town can be developed to a sustainable tourism because there are readiness of geography and culture. Songkhla old town located next to Songkhla Lake, moreover local food is a popular characteristic among tourists. In term of tourism facility, it should be provided properly follow tourists' needs and be useful to community and tourism

development. All of those elements can support tourism in Songkhla old town to become a sustainable tourism.

The aspect of tourism development, any facilities are considered as important elements especially transportation, sanitation, and accommodation service. However, it becomes a problem of any new destinations that usually face. At present, Songkhla old town is also facing this situation and many problems have occurred. The principle problem originates in the limit of space that cannot respond to an increasing number of vehicles in an old town because of a lack of management. Even though there was a policy of car parking in odd days and even days from local government but it was unable to enforce in the area because everyone thought only personal benefit and convenient or a car parking has provided nearby the area but it is inconsistent. According to a problem, the main cause that was an obstacle of development are people who are the important resource and element in tourism so the cooperation of locals and the understanding of each other are the best way solve the problem. Furthermore, local government should provide a suitable parking lot area for tourists and local people because neatness will make a better atmosphere and suitable for sightseeing. Another way, public transportation should be added follow an increasing need along with an allocation of public transportation dropping points that tourists can get on and get off anytime. It will be advantage to guests who stay in the area and be able to solve a problem.

The important element to support a comprehensive tourism development is accommodation service. There are a lot of ideas to create an accommodation but the most suitable types of accommodation need to be considered follows any factors of a destination as Songkhla old town is a new famous destination. A researcher has an opinion that a conservation of local heritages and less effect to environment are the most importance factors to consider on a creation of accommodation in Songkhla old town. Moreover, accommodation quantity control is also important because an old town should not have much new buildings. It can be seen from other destinations that there were capitalists have invested in accommodation business, at the end the numbers of accommodation in

that area was over demands of a market and local heritages was damaged. Fortunately, there is a new generation of local people get back to Songkhla because they alert and interesting in development of their heritages so it can reduce a chance of capitalists for investment.

Recommendation

The study aims to find out the suitable model of accommodation for tourism in Songkhla old town. According to the result of the study, it showed that there were many positive and negative points that influent to a creation of accommodation in an area. Apart from that it possible to create an accommodation in an area whiles some facilities of tourism need a development. Songkhla old town was one of nation important heritage sites thus a development of tourism should conform to conservation of local heritages. The result showed varied useful information that was able to not only support the way of creation accommodation for tourism but also sustainable tourism. There were external and internal problems in an area especially human resource and a landscape of the town that were not able to support tourism in an area. The interesting point was a destination management that did not good enough because there were many different local groups promote tourism in an area with the different goals. Another important point was local characteristics that did not outstanding as well as local characteristic losing. All of those summery factors need improvement thus the understanding of an area of study is important.

1. **Human resource** and local people are the most important factors to not only a power of local tourism development but also tourists appeal. Furthermore, they are an important variable in local heritages conservation thus local people need to have hospitable mind and consider of common interest while working together. Moreover, staffs who service guests should be train properly.

2. Any associations should bring back **the real characteristic of an old town** of Songkhla instead of a development of substances in tourism such as Art Street. This kind of attractions will not be lasting substances but the background of

town and local heritages can be forever and outstanding from the others. Furthermore, it is also the way to preserve local culture and support sustainable of cultural tourism in an area thus it influent people awakened to local heritages conservation hence it is better to promote the local heritages both tangible and intangible. The important point to support the sustainable model is a creation of accommodation for sustainable that must consider on economic, environment, and social and culture which should be consistent and do not affect from either side.

3. There are *two possible ways of the suitable models accommodation for tourism* in an old town of Songkhla. First, small sized accommodations that renovate from old buildings in area thus tourists can directly experience local architecture as well as a conservation of a local heritage. Another way is creation of new accommodations at an area nearby an old town of Songkhla that can put more facilities moreover it is the way to preserve a heritage site. The interesting point is a quality control of tourism and accommodations after a tourism growth in an area. Even though there is a municipal law of building creation control but local government should also focus and create regulation to support a tourism growth and number of accommodations in an area as an old town of Songkhla is the nation important heritage site.

4. *The researches* of related field may helpful to understand the readiness in term of tourism in an old town of Songkhla area because there are still lack in a sustainable landscape management and facility for cultural tourism thus the studies can find out directly problems and the ways of improvement. Moreover, the problem cause to a few number of tourists who want stay in an old town of Songkhla because there are no variety of activities in an area to attract tourists to stay longer. The important point is an improvement from efficient causes that influent to a creation of accommodation in an area.

In conclusion, information and some summary guidelines above may useful for any future researches that related to an old town of Songkhla or similar area of study whether it be accommodations for tourism in an old town, preparation and development of cultural tourism in an old town, a conservation of local heritages, and sustainable of tourism. Besides, any related association can use the

data and information from the study to create tourism policies to support a local tourism growth and emphasize on the important of local heritages along with the world tourism development. The objectives of study aim to find out the suitable model of accommodation for tourism in an old town of Songkhla in order to remain the value of heritages and a sustainable development of tourism in Songkhla old town that becomes a pride of Songkhla.



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APPENDIX A

1. To study Tangible and Intangible heritages of Songkhla old town that can create a model of accommodation that is suitable for the area

Questions	Items	Number of Items
1.1 To study tangible and intangible heritages of Songkhla old town		
1.1.1 How architectures or culture landscapes of Songkhla old town in the past were?	Local people, Experts and Government officers	10 Local people, 6 Experts and Government officers
1.1.2 How local foods of Songkhla old town in the past were?	Local people, Experts and Government officers	10 Local people, 6 Experts and Government officers
1.1.3 How religions of Songkhla old town in the past were?	Local people, Experts and Government officers	10 Local people, 6 Experts and Government officers
1.1.4 How occupations of Songkhla old town in the past were?	Local people, Experts and Government officers	10 Local people, 6 Experts and Government officers
1.1.5 How cultures and traditions of Songkhla old town in the past were?	Local people, Experts and Government officers	10 Local people, 6 Experts and Government officers
1.1.6 How art works of Songkhla old town in the past were?	Local people, Experts and Government officers	10 Local people, 6 Experts and Government officers
1.1.7 How language of Songkhla old town in the past was?	Local people, Experts and Government officers	10 Local people, 6 Experts and Government officers
1.1.8 How architectures and culture landscapes of Songkhla old town at present are?	Local people, Experts and Government officers	10 Local people, 6 Experts and Government officers

Questions	Items	Number of Items
1.1.9 How local foods of Songkhla old town at present are?	Local people, Experts and Government officers	10 Local people, 6 Experts and Government officers
1.1.10 How religions at present of Songkhla old town at present are?	Local people, Experts and Government officers	10 Local people, 6 Experts and Government officers
1.1.11 How occupations at present of Songkhla old town at present are?	Local people, Experts and Government officers	10 Local people, 6 Experts and Government officers
1.1.12 How cultures and traditions of your Songkhla old town at present are?	Local people, Experts and Government officers	10 Local people, 6 Experts and Government officers
1.1.13 How art works of Songkhla old town at present are?	Local people, Experts and Government officers	10 Local people, 6 Experts and Government officers
1.1.14 How customs and decorations of Songkhla old town at present are?	Local people, Experts and Government officers	10 Local people, 6 Experts and Government officers
1.1.15 How language of Songkhla old town at present is?	Local people, Experts and Government officers	10 Local people, 6 Experts and Government officers
1.1.16 As your notice, Does it have any changing of ways of life from the past until now of your Songkhla old town?	Local people, Experts and Government officers	10 Local people, 6 Experts and Government officers
1.1.17 What do you proud of your heritage	Local people, Experts and Government officers	10 Local people, 6 Experts and Government officers

Questions	Items	Number of Items
1.1.18 Do you think, what are the identity and heritages of Songkhla that attract to tourists?	Local people, Tourists, Experts and Government officers	10 Local people, 10 Tourists, 6 Experts and Government officers
1.2 To study Tangible and Intangible heritages of Songkhla old town that can create a model of accommodation that is suitable for the area		
1.2.1 Do you think, how heritages influent to a creation of model of accommodation for tourism?	Experts and Government officers, Local people	6 Experts and Government officers, and 10 Local people
1.2.2 How do you participate and support the tourism in your community?	Local people	10 Local people
1.2.3 As the trend of cultural tourism and capital, do you think cultural tourism and heritages have a part in decision of accommodation choosing of tourists? How?	Local people, Tourists, Experts and Government officers	10 Local people, 10 Tourists, 6 Experts and Government officers
1.2.4 How does the trend of cultural tourism at present influent to advantages and disadvantages of community and yourself?	Local people, Tourists, Experts and Government officers	10 Local people, 10 Tourists, 6 Experts and Government officers

2. To study the tourists' needs on the suitable accommodation for Songkhla old town

Questions	Items	Number of Items
2.1 What are characteristics of tourists that visit an old town area of Songkhla the most?	Experts and Government officers	6 Experts and Government officers
2.2 What are the reasons that you travel in Songkhla old town?	Tourists	10 Tourists

Questions	Items	Number of Items
2.3 Who do you travel with during visit an old town area of Songkhla? (Friends, family, colleagues, etc.)	Tourists	10 Tourists
2.4 How do you travel in Songkhla old town? What kind of vehicle? Is it important to have a parking area? (Car, motorbike, public transportation, etc.)	Tourists	10 Tourists
2.5 How long do you travel?	Tourists	10 Tourists
2.6 What kind of accommodation do you need to stay while traveling in Songkhla old town most?	Tourists	10 Tourists
2.7 Does Songkhla old town have enough kind of accommodations for the tourists to choose?	Tourists, Experts and Government officers	10 Tourists, 6 Experts and Government officers
2.8 Does the trend of cultural tourism make the old town area of Songkhla more needed? How?	Local people, Tourists, Experts and Government officers	10 Local people, 10 Tourists, 6 Experts and Government officers
2.9 Do you think, what is a reasonable price of accommodation if you want to stay at an old town area of Songkhla?	Tourists	10 Tourists
2.10 If you want to stay overnight at an old town area of Songkhla, what facilities of accommodation that you need?	Tourists	10 Tourists

Questions	Items	Number of Items
2.11 Do you think, it is important for accommodation that should be easy to access if it locate in an old town area of Songkhla? How?	Tourists	10 Tourists
2.12 What levels of service that you expect from an accommodation?	Tourists	10 Tourists
2.13 Do there are any concept or issue that you concern during stay at an accommodation? How? (security, sustainable concept, etc.)	Tourists	10 Tourists
2.14 Do green hotel concept influent you on choosing accommodation? How?	Tourists	10 Tourists
2.15 Do you think, what are the developments of an old town area of Songkhla to support tourism and accommodation in the area (parking area, sanitation, facility, etc.)	Tourists	10 Tourists

3. To study the model of accommodation that is suitable for Songkhla old town

Questions	Items	Number of Items
3.1 Do you think what kind of accommodation is suitable for Songkhla old town and is pleasing among people in community that still remain historic value of Songkhla ole town? Why?	Local people, Tourists, Experts and Government officers	10 Local people, 10 Tourists, 6 Experts and Government officers

Questions	Items	Number of Items
3.2 Does Songkhla old town have enough number of accommodations follows tourists need?	Local people, Tourists, Experts and Government officers	10 Local people, 10 Tourists, 6 Experts and Government officers
3.3 At present, do local and private associations create projects to support the accommodation development for tourist? How?	Local people, Tourists, Experts and Government officers	10 Local people, 10 Tourists, 6 Experts and Government officers
3.4 If there is a development of accommodation at an old town area of Songkhla for tourism, do you think it may have advantage or disadvantage impact in term of economic to you and your community? How?	Local people, Tourists, Experts and Government officers	10 Local people, 10 Tourists, 6 Experts and government officers
3.5 If there is a development of accommodation at an old town area of Songkhla for tourism, do you think it may have advantage or disadvantage impact in term of environment to you and your community? How?	Local people, Tourists, Experts and Government officers	10 Local people, 10 Tourists, 6 Experts and Government officers
3.6 If there is a development of accommodation at an old town area of Songkhla for tourism, do you think it may have advantage or disadvantage impact in term of socio cultural to you and your community? How?	Local people, Tourists, Experts and Government officers	10 Local people, 10 Tourists, 6 Experts and Government officers

Questions	Items	Number of Items
3.7 What do you think about possibility of being accommodation owner of people in community or sharing investment for supporting tourism growth and increasing numbers of tourists?	Local people, Tourists, Experts and Government officers	10 Local people, 10 Tourists, 6 Experts and Government officers
3.8 Do you suggest people in community to participate on tourism and accommodation?	Local people, Tourists, Experts and Government officers	10 Local people, 10 tourists, 6 Experts and Government officers
3.9 How do the ways of doing sustainable accommodation business make money on people in community?	Local people, Tourists, Experts and Government officers	10 Local people, 10Tourists, 6 Experts and Government officers
3.10 Does government or community itself have any plan on preserving local identity (culture or architecture) after an expansion of tourism in an old town area of Songkhla? How?	Local people, Tourists, Experts and Government officers	10 Local people, 10 Tourists, 6 Experts and Government officers
3.11 Does government or community itself have any plan on preserving local identity (culture or architecture) after an expansion of tourism in an old town area of Songkhla? How?	Local people, Tourists, Experts and Government officers	10 Local people, 10 Tourists, 6 Experts and Government officers
3.12 Does government or community itself have any plan on preserving local identity (culture or architecture) after an expansion of tourism in an old town area of Songkhla? How?	Local people, Tourists, Experts and Government officers	10 Local people, 10 Tourists, 6 Experts and Government officers

Questions	Items	Number of Items
3.13 Is it possible to preserve an old architecture in an old town by adapting it to an accommodation for supporting tourism? Do there are positive or /and negative points that can be cause to others factors? How?	Local people, Tourists, Experts and Government officers	10 Local people, 10 Tourists, 6 Experts and Government officers
3.14 At present, How it is important of creation any accommodations that have to concern or focus on sustainable regulation and standard?	Local people, Tourists, Experts and Government officers	10 Local people, 10 Tourists, 6 Experts and Government officers
3.15 Do you think the awareness of global warming and sustainable of tourists toward tourism influence to a creation of new accommodation? How?	Local people, Tourists, Experts and Government officers	10 Local people, 10 Tourists, 6 Experts and Government officers
3.116 Do you any plan for environmental Management of accommodation in term of policies? How?	Experts and Government officers	6 Experts and Government officers

APPENDIX B

Interviewees' information in brief

LP represents a sampling group of Local people

TR represents a sampling group of Tourist

EG represents a sampling group of Experts and Government officers

Code	Group of Sample	Name, Career, Position
LP 01	Local People	Head of Songkhla old town community, Trading (Witwat Nuanprapakul)
LP 02	Local People	Trading (Jongdee Aongpaibol)
LP 03	Local People	Trading (Kamolwan Ngaorangri)
LP 04	Local People	Government officer (Amolmanee Aiedpetch)
LP 05	Local People	Trading (Kasemsri Tongsongsang)
LP 06	Local People	Self-employed business (Aumpai Chernsawat)
LP 07	Local People	Retired Government Official (Sirinart Phurisrisak)
LP 08	Local People	Pharmacist and trading (Somchai Tunrattapong)
LP 09	Local People	Trading (Sawate TeeraTumwong)
LP 10	Local People	Leader of Kao Hong club, self-employed (Jakkrit Pattaranit)
EG 1	Expert and Government officer	Head of Songkhla Forum (Punnipa Sodtipun)

Code	Group of Sample	Name, Career, Position
EG 2	Expert and Government officer	Lecturer. Dr. (Dr.Jaray Suwannachart)
EG 3	Expert and Government officer	Lecturer, Dr. (Dr. Sansak Siripanit)
EG 4	Expert and Government officer	Lecturer, Dr. (Dr. Pongsak Tongnuekang)
EG 5	Expert and Government officer	Head of Songkhla Provincial Office for Tourism and Sports (Mr. Buayan Suwanmanee)
EG 6	Expert and Government officer	Mayor of Songkhla City (Mr. Somsak Tantiseranee)
TR 01	Tourist	Casual worker of university (Juthatip Kaewpijit)
TR 02	Tourist	Lecturer (Trisil Waitcho)
TR 03	Tourist	Government officer (Uthen Kanjananukul)
TR 04	Tourist	Student (Sitapa Rotchana-aksorn)
TR 05	Tourist	Self-employed business (Nichanan Srinil)
TR 06	Tourist	Self-employed business (Suwadee Maneeprom)
TR 07	Tourist	Government officer (Mala Chuenwisait)
TR 08	Tourist	Government employee (Chanoknart Boonkaew)
TR 09	Tourist	Housewife (Patcharee Narkkerd)
TR 10	Tourist	Self-employed business (Sudthivit Sriyapan)

APPENDIX C

Picture of interviewees



Mrs. Amolmanee Aiedpetch



Mr. Jakkrit Pattaranit, Leader of Kao Hong club



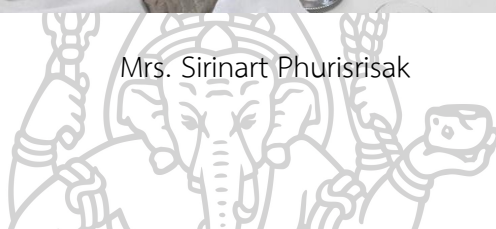
Mrs. Kamolwan Mgaorangsri



Mrs. Jongdee Aongpaibol



Mrs. Sirinart Phuririsak



Mrs. Aumpai Chersawat



Mr. Witwat Nuanprapakul



Mr. Sawate TeeraTumwong



Mr. Somchai Tunrattapong



Mrs. Kasemsri Tongsongsang



Mr. Somsak Tantiseranee, Mayor of Songkhla City



Mr. Buayan Suwanmanee, Head of Songkhla Provincial Office for Tourism and Sports



Dr. Jaray Suwannachart



Mrs. Punnipa Sordtipun, Head of Songkhla Forum

APPENDIX D

AEC Standard for hotels and accommodation (Full detail)



Chapter 2

ASEAN Tourism Standards

Major Criteria and Requirements

1. Green Hotel

Green Hotel is a hotel which is environmentally-friendly and adopts energy conservation measures.

2. Food & Beverage Services

Local Food and Beverage Service is a form of service where traditional and typical food and beverages are produced and / or sold by local people in food stalls, local restaurants or other similar outlets.

3. Public Restroom

Public Restroom is a room or booth shared by all people for urination and defecation consisting of at least a bowl fitted with or without a seat and connected to a waste pipe and a flushing apparatus.

4. Home Stay

Home Stay is an alternative form of family furnished accommodation generally located in a house, providing guests opportunities to experience family / community lifestyle as well as tourist attractions.

5. Ecotourism

Ecotourism is responsible travel to destinations with ecological diversity that involves in activities, environmental and cultural conservation measures, and community participation providing benefits for the local people and the country.

6. Tourism Heritage

Tourism Heritage is an outstanding cultural or heritage area of a country that is protected, conserved and managed in a sustainable manner provided with easy access and support facilities for the enjoyment of visiting tourists.

* Cultural Heritage refers to outstanding monuments and groups of buildings in a country that have authentic, historical, archaeological, scientific, anthropological and ethnic value.

* Natural Heritage refers to outstanding physical, biological and geological formations including its habitat and species that may be threatened and endangered.



1. ASEAN GREEN HOTEL STANDARD

Major Criteria	Requirements - Hotels
1.1 Environmental policy and actions for hotel operation	<p>1.1.1 Promotion of environmental activities in order to encourage the involvement of hotel staff, clients and suppliers to participate in environmental management practices.</p> <p>1.1.2 Existence of plan for raising staff to be aware of environment i.e. training.</p> <p>1.1.3 Existence of environmental management plan for hotel operation.</p> <p>1.1.4 Existence of monitoring program for environmental management of hotels.</p>
1.2 Use of Green products	<p>1.2.1 Encouragement for the use of local products for hotel operation i.e. food and handicrafts.</p> <p>1.2.2 Encouragement for the use of environmentally friendly products.</p>
1.3 Collaboration with the community and local organizations	<p>1.3.1 Existence of plans/activities to help improve quality of life of the community.</p> <p>1.3.2 Existence of awareness raising programs for local community on environmental protection.</p> <p>1.3.3 Creation of activities in promoting culture and traditional performance and local ways of life.</p>
1.4 Human resource development	<p>1.4.1 Provision of training programs for operation and management staff on environmental management.</p>
1.5 Solid waste management	<p>1.5.1 Introduction of waste management techniques e.g. waste reduction, reuse, recycling, waste separation and composting.</p> <p>1.5.2 Encouragement of the involvement of hotel staff in waste reduction, reuse, recycling, waste separation and composting program.</p>



Major Criteria	Requirements - Hotels
1.6 Energy efficiency	1.6.1 Introduction of energy saving techniques and / or energy-saving technology and equipment for hotel to reduce energy consumption. 1.6.2 Installation of meters/equipment to monitor energy consumption.
1.7 Water efficiency	1.7.1 Introduction of water saving techniques and / or use of water-saving technology and equipment to reduce water consumption. 1.7.2 Regular maintenance for water saving equipment.
1.8 Air quality management (indoor and outdoor)	1.8.1 Designation of smoking and non-smoking area. 1.8.2 Regular monitoring and maintenance for equipment and hotel facilities to ensure the air quality i.e. air conditioning.
1.9 Noise pollution control	1.9.1 Existence of noise control program from hotel operation.
1.10 Wastewater treatment and management	1.10.1 The use of mechanisms to prevent water contamination and reduce wastewater generation. 1.10.2 Promotion of the use of recyclable/grey water in operation i.e. watering trees. 1.10.3 Encouragement for an appropriate use of waste water treatment.
1.11 Toxic and chemical substance disposal management	1.11.1 Provision of clear signs for toxic substance. 1.11.2 Appropriate hazardous waste disposal management. 1.11.3 Regular inspection, cleaning and maintenance for storage in order to avoid leakage of gas or toxic chemical substance.



2. ASEAN FOOD AND BEVERAGE SERVICES STANDARD

Major Criteria	Requirements - F&B
2.1 Design and construction of food premises	2.1.1 Floors, walls and ceilings must be able to be effectively cleaned and unable to absorb grease, food particles or water. 2.1.2 Sufficient ventilation system to effectively remove fumes, smoke, steam and vapours from the food premises. 2.1.3 Implementation of measures to keeping the area free from animals and pests.
2.2 Facilities	2.2.1 Adequate water supply. 2.2.2 Effective sewage and wastewater disposal system. 2.2.3 Adequate storage to contain the volume and type of garbage and recyclable matter. 2.2.4 Adequate toilet facilities which are maintained in a nuisance-free manner, away from food service.
2.3 Food and utensils storage	2.3.1 Clean food storage to minimize the opportunity for dirt and contamination. 2.3.2 Storage for raw food should be separated from ready-to-eat food storage. 2.3.3 The use of appropriate containers to store the food. 2.3.4 Temperature of refrigerators and freezers for food that need to be stored frozen (e.g. meat, seafood, milk products, fish) should be maintained properly in order to preserve product quality. 2.3.5 Storage should be provided off the ground for all single service articles (e.g. paper plates, cups, napkins, plastic utensils).
2.4 Food processing	2.4.1 The practicable measures should be implemented to process only safe and suitable food. 2.4.2 Provision of adequate hand washing facilities, including soap and paper towels. 2.4.3 The use of clean utensils (e.g. scoops, spatulas or other food dispensing devices) and/or plastic gloves to minimize direct hand contact with food.



Major Criteria	Requirements - F&B
2.5 Food disposal	2.5.1 Clear identification of food expiry. 2.5.2 Clear separation of the food for disposal.
2.6 Health and hygiene of food handlers	2.6.1 Food handlers should be free from opened-wounds or communicable diseases. 2.6.2 Maintain of personal hygiene of food handlers. 2.6.3 Provision of training for staff on cleanliness and hygiene for food operation.
2.7 Cleanliness	2.7.1 Maintain food premises to a standard of cleanliness. 2.7.2 Clean and sanitized eating and drinking utensils before use. 2.7.3 Regular maintenance for cleaning equipment to a standard of cleanliness. 2.7.4 Label all toxic items (e.g. detergents, bleach) and store away from food. Insecticides must be properly labeled and stored separately from detergents/ sanitizers as well as food.
2.8 Maintenance	2.8.1 Regular maintenance for fixtures, fittings and equipment to be in good condition. 2.8.2 Eating or drinking utensils should be in good condition.
2.9 Quality Level	2.9.1 Provide the mechanism or platform for visitors to feedback on service quality.





3. ASEAN PUBLIC RESTROOM FOR TOURISM STANDARD

Criteria	Requirements - Public Restroom for Tourism
3.1 Design and environmental management system	3.1.1 Good waste water management system and standardized water treatment system 3.1.2 Environmental harmonized design with the surrounding environment. 3.1.3 Pleasant landscape 3.1.4 Clear public restroom signboards and cleanliness keeping notice. 3.1.5 Encourage the appropriate use of toilet.
3.2 Amenities and - facilities	3.2.1 Appropriate space for each unit. 3.2.2 Provision of adequate facilities for disabled and elderly. 3.2.3 Provision of adequate units/cubicles for ladies and men. 3.2.4 Sufficient amenities provisions such as tissue, soap, etc.
3.3 Cleanliness	3.3.1 Adequate air circulation and ventilation system 3.3.2 Good smell and no dirty slough 3.3.3 Clean and adequate water 3.3.4 Floor should be kept clean and dry 3.3.5 Practice sanitation and hygiene principles 3.3.6 Trained personnel on facility maintenance and cleanliness keeping 3.3.7 Customers' suggestion box 3.3.8 Regular maintenance of the toilet premises
3.4 Safety	3.4.1 Firm construction 3.4.2 Public location 3.4.3 Adequate lighting within and outside building 3.4.4 Good maintenance of facilities for safety reason 3.4.5 No slippery ground



4. ASEAN HOME STAY STANDARD

Major Criteria	Requirements - Home Stay
4.1 Accommodation	<p>4.1.1 The use of local design and materials for accommodation, furniture and interior decoration.</p> <p>4.1.2 Regular monitoring and maintenance of accommodation (including the lock of doors and windows) to ensure high safety for visitors.</p> <p>4.1.3 Good ventilation system to avoid any smell.</p> <p>4.1.4 Clean bedroom and accessories.</p> <p>4.1.5 Clean washroom and toilet</p> <p>4.1.6 Regular check for insects and nuisance animals (i.e. house-rats, mosquitoes, cockroaches, ants and etc.)</p>
4.2 Food and beverage	<p>4.2.1 Clean and safe food and beverage.</p> <p>4.2.2 Clean and safe kitchen and kitchenware.</p> <p>4.2.3 Clean and safe fresh water.</p> <p>4.2.4 Maintain good hygiene and sanitation in food and beverage preparation and handling.</p>
4.3 Safety and security	<p>4.3.1 Regular monitoring for safety in the area.</p> <p>4.3.2 Provision of training on safety and security.</p> <p>4.3.3 Availability of emergency guidelines or measures.</p> <p>4.3.4 Provision of necessary/updated information to ensure the safety and security of visitors.</p> <p>4.3.5 Regular maintenance of home appliances to avoid any accident.</p> <p>4.3.6 Accessibility to public facilities i.e. hospital and clinic, public telephones, post office, police station.</p>
4.4 Activities offered to visitors as part of home stay program	<p>4.4.1 Provision of environmentally friendly activities that do not create any negative impacts to the area.</p> <p>4.4.2 Involvement of visitors in local activities e.g. handicrafts, arts, language, traditional dance, traditional events and festivals.</p> <p>4.4.3 Provision of necessary information about cultural activities to visitors.</p>



Major Criteria	Requirements - Home stay
4.5 Environmental conditions	4.5.1 Appropriate number of visitors, scale and type of tourism activities and visitation period at each natural/cultural attraction that does not exceed carrying capacity of the sites. 4.5.2 Sufficient capacity for collecting solid waste. 4.5.3 Appropriate waste disposal practices. 4.5.4 Adequate waste collecting bins around the site. 4.5.5 Appropriate waste water drainage treatment. 4.5.6 Appropriate parking area to avoid air and noise pollution from vehicles to the area and community. 4.5.7 Community involvement in solid waste management such as waste separation, waste reuse and recycling. 4.5.8 Regular monitoring for environmental condition of the attractions.
4.6 Local benefits	4.6.1 Involvement of local community in Home Stay service. 4.6.2 Provision of education and training program for local residents on various aspects of home stay management and entrepreneurship. 4.6.3 Maintaining and enhancing local culture, natural environment and authenticity of the community and the area 4.6.4 The use of codes of conduct/ëdo & donítí guidelines to control visitorsí behavior. 4.6.5 Availability of interpretation plan/program that helps increase understanding of visitors and local people on the significance and authenticity of the place. 4.6.6 Provide the mechanism or platform for visitors to feedback on service standard.
4.7 Marketing and promotion	4.7.1 Availability of marketing and promotion plan/ activities including: <ol style="list-style-type: none"> 1) Clear target visitors and their needs. 2) Availability of promotional materials e.g. brochure, interpretative and directional signage, panels about the program and community. 3) Cooperation with local government and tour operators for marketing.



5. ASEAN ECOTOURISM STANDARD

Major Criteria	Requirements
5.1 Ecotourism potential	5.1.1 Nature as the focus of tourism attraction 5.1.2 Diversity of ecological resources/natural habitats. 5.1.3 Undisturbed environments or environments demonstrating natural process at work i.e. wetlands, wilderness areas, or coastal areas. 5.1.4 The site is a habitat for rare and/or unique species. 5.1.5 Authenticity of culture of local community lived or living in the natural site. 5.1.6 Authenticity of cultural resources found in the area.
5.2 Accessibility	5.2.1 Appropriate and sufficient access to the site. 5.2.2 Adequacy of clear directional signage to the site. 5.2.3 Safe for visitors to travel to the site.
5.3 Tourism activities	5.3.1 Planned and controlled activities, subject to the guidelines of the relevant authorities, conducted in high natural significant area or sensitive/fragile area to minimize the negative impact on the environment. 5.3.2 Appropriate tourism activities compatible with local heritage, values and character. 5.3.3 Tourism activities are planned so that tourists follow specific path to minimize the negative impact on the environment.





Major Criteria	Requirements
5.4 Environmental management	5.4.1 Determination of the carrying capacity of the site. 5.4.2 Existence of management control/measures to ensure that tourism activities do not exceed carrying capacity of the site. 5.4.3 Availability of environmental planning and impact assessment, which includes but may not be limited to: <ol style="list-style-type: none"> 1) Appropriate design and materials used for infrastructure at site which is compatible with the local environment. 2) Minimum site disturbance in constructing new facilities/product 3) Promoting energy conservation policy 4) Availability of energy conservation program 5) Promoting solid waste reuse and recycling 6) Appropriate waste disposal that does not create any negative impacts to the environment. 7) Minimize environmental impact caused by disposal of wastewater 8) Minimum noise impacts to a level equal to or lower than background noise in the local setting 9) Minimum disturbance to wildlife 10) Minimum impact on local air quality 11) Availability of clean restrooms
5.5 Site management	5.5.1 Provide monitoring program in place to assess satisfaction of local people and tourists. 5.5.2 Availability of training programs for staff on monitoring the carrying capacity, which includes but may not be limited to the understanding of natural and cultural values of the area, measures which are to be taken to prevent environmental degradation, and to respond to an emergency. 5.5.3 Mechanism to ensure that visitors do not stray into fragile or sensitive area of the eco system. 5.5.4 Existence of database on tourist statistics. 5.5.5 Availability of a tangible contribution to conservation.



Major Criteria	Requirements
	5.5.6 Provide ongoing contributions to the local community to generate people empowerment. 5.5.7 Demonstrate respect for and sensitivity of local cultures in both its development and operation phases. 5.5.8 Ecotourism products meet or exceed customers expectation 5.5.9 Provide accurate and responsible information about the product that leads to realistic expectations.
5.6 Safety and security	5.6.1 Availability of officials/ local guards to take care of safety and security for visitors. 5.6.2 Availability of trained staff to deal with disaster/ emergency. 5.6.3 Availability of communication tools/system and emergency plan 5.6.4 Adequacy of medical facilities and emergency response. 5.6.5 Availability of emergency plan. 5.6.6 Provision of information about the area (e.g. prohibited area, dangerous areas and animals) for visitors before entering the site.
5.7 Interpretation and educational program	5.7.1 Provision of brief introduction on natural environment of the site as well as ecotourism activities. 5.7.2 Creation of appropriate ecotourism trail. 5.7.3 Existence of visitor center or information booth to provide updated and accurate information. 5.7.4 Availability of well-trained local guides/interpreters serving visitors. 5.7.5 Availability of diverse interpretation media e.g.: electronic, printed or verbal guides on flora and fauna found in the habitat. 5.7.6 Introduction of codes of conduct to educate visitors on what should or should not do when visiting the site. 5.7.7 Promoting ASEAN Traveler's Code.



6. ASEAN TOURISM HERITAGE STANDARD

Criteria	Requirements - Heritage
6.1 Uniqueness and characteristics of heritage	<p><u>Natural Heritage</u></p> <ol style="list-style-type: none"> 1) Significance of ecological systems and natural habitats. 2) Undisturbed environments or environments demonstrating natural process at work i.e. wetlands, wilderness areas, or coastal areas. 3) Existence of rare and unique species present at the site. <p><u>Cultural Heritage</u></p> <ol style="list-style-type: none"> 1) Significance of the existing cultural and historical resources. 2) Authenticity and integrity. 3) Degree of survival of the archaeological remains, human values, ways of life, customs, land use, events and living traditions.
6.2 Site protection and conservation	<p>6.2.1 Existence of management control/measures to ensure that the site capacity (in terms of resources and facilities) can absorb tourism activities.</p> <p>6.2.2 Implementation of preventive measures/management mechanisms to minimize degradation of resources.</p>
6.3 Tourism and site management	<p>6.3.1 Appropriate tourism activities compatible with local heritage, values and character.</p> <p>6.3.2 Involvement of local communities in the development and the management of the cultural and the natural heritage site</p> <p>6.3.3 Creation of jobs that encourage the use of local knowledge, skills and traditions.</p> <p>6.3.4 The use of appropriate off-site and on-site interpretive media to educate visitors such as:</p> <ul style="list-style-type: none"> - Signage /panel - Brochure - Visual/ audio presentation - Guide book - Special events



Criteria	Requirements - Heritage
	<p>6.3.5 Availability of well-trained local guides/ interpreters to serve visitors.</p> <p>6.3.6 Introduction of codes of conduct to educate visitors on what should or should not do when visiting the site.</p> <p>6.3.7 Monitoring program in place to assess tourism impacts on the site.</p>
6.4 Environmental management	<p>6.4.1 Provision of appropriate and sufficient waste management system.</p> <p>6.4.2 Put in place waste water treatment.</p> <p>6.4.3 Zoning parking area for the site.</p> <p>6.4.4 Control and regulate the entry of objects, materials and vehicles to the site.</p>
6.5 Accessibility	<p>6.5.1 Sufficient infrastructure and facilities to enable easy and safe access to the site.</p> <p>6.5.2 Adequate and clear directional signage to the site.</p>
6.6 Support facilities	<p>6.6.1 Adequacy of facilities such as medical care, F&B outlets, electricity, water supply, restrooms, communication tools.</p> <p>6.6.2 Availability of skilled staff, officials/ local guards and other measures to take care of safety and security for visitors.</p>



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AWARD RECEIVED I had experience in the field of hospitality and tourism especially events and recreation before. I worked as a recreation attendant at JW Marriott Resort and Spa. During my bachelor degree I also trained as event coordinator of PICO Event Marketing Company and Royal Paragon Hall. I was an Exchange student of MIT (Government project to support relationship among ASEAN students) at Universitas Pendidikan Indonesia or UPI in Tourism Marketing. Due to the experiences, I am interesting to gain more knowledge through MBA in hotel and tourism Program. This research is very useful and being able to support my business goal in the future.