

**1.4.3 DEVELOPMENT GUIDELINE FOR
SONGKHLA/HAT YAI CLUSTER**

1. POTENTIAL AND CONSTRAINTS

1.1 SONGKHLA/HAT YAI

TAT has included 6 groups of tourist attractions in this cluster, i.e., (1) beaches, (2) Songkhla Lake, (3) offshore islands, (4) Hat Yai, (5) inland attractions, and (6) Tarutao island, Satun province. As for Groups (1) to (4) and (6), they are regarded as having high development potentials to merit establishment of a new tourism estate.

The Songkhla beach is wedged between the Gulf of Thailand and Songkhla Lake. The distance from Bangkok is 1,280 km by car, almost 1,000 km by train and 725 km by sea. This area is located about 80 km north of the Thai-Malaysian border. The beaches around Songkhla are among the best in the region, with unique scenic spots, land rows of pine trees lining the beach front. The sea is clean, but rough, and known to be dangerous during the monsoons.

Songkhla Lake area, the largest lake in Southeast Asia, covering almost 1,300 sq. km, has an appeal which rests on its undisturbed setting with islands on the lake, of which only a few have permanent residents and the rest are still virgin. Some of the islands are used as tourist attractions. The lake is very popular among the nature lovers, being a wildbirds sanctuary area with various water birds, wild ducks and geese. It is also peaceful, quiet and suitable for year-round participation, especially for water sports and sight-seeing activities.

Another movement for Songkhla Lake is the lake revitalization and industrialization project under considering, so called "Songkhla Lake Basin Project". This is also very important for tourism development policy.

The commercial town of Hat Yai, which is less than 30 km south from the Songkhla. Hat Yai city is at present the most important tourist site in the lower Southern Region, from the viewpoint of both local and foreign tourists. This is due to many factors, the most important of which is that Hat Yai is the transportation and commercial center of Southern Region. Traveling to and from Hat Yai is convenient by all means, including road, rail as well as by air. Air flights to the other southern provinces and neighboring countries have regular scheduled. Hat Yai Airport is only 11 km from the city while the Malaysian border is located only about 60 km from the city center resulting in convenient road transport.

TABLE 1-46 DISTANCE FROM MAJOR SETTLEMENTS TO MAJOR ATTRACTIONS

| | | | |
|---|--------|-------------------------------|-------|
| Sathingphra Beach | | Pak Bang Na Thab Beach | |
| Amphoe Sathingphra | 0.5 km | Songkhla city | 26 km |
| Songkhla city | 35 km | Hat Yai city | 40 km |
| Hat Yai city | 65 km | Amphoe Chana | 25 km |
| Muang Ngam Beach | | Pak Bang Sa Kom Beach | |
| Amphoe Sathingphra | 16 km | Songkhla city | 53 km |
| Songkhla city | 20 km | Hat Yai city | 58 km |
| Hat Yai city | 50 km | Amphoe Chana | 15 km |
| Samila Beach | | | |
| Edge of Songkhla city | - | | |
| Hat Yai city | 30 km | | |
| Hat Yai | | | |
| Songkhla city | 30 km | | |
| Malaysia border along Highway No. 4 | 60 km | | |
| Satun province center | 97 km | | |
| Bang Pak Bara (the most convenient boarding site to Tarutao island) | 130 km | | |
| Hat Yai Airport | 11 km | | |

* The Hat Yai municipality covers a total area of 21.6 sq. km, with the city center covering an area of about 1.6 sq. km. The topography of the municipality is a flat plain which is frequently flooded during the wet season.

1.2 TARUTAO ISLAND

Tarutao National Park is actually an archipelago in the Andaman Sea, along the western coast of Thailand in the area called the strait of Malacca. Tarutao island is approximately 30 km away from the most convenient landing site at Ban Pak Bara, Amphoe Langu, Satun Province. The archipelago is located in the jurisdiction of Tambon Ko Sarai, Amphoe Muang, Satun Province.

Geographically, Tarutao island lies between latitudes 6°28'10"N - 6°43'21"N and longitudes 99°8'7"E - 99°43'21"E. The southern boundary of the park lies on the Malaysia-Thailand border. The island is located only 4.8 km from Langkawi island of Malaysia.

Tarutao National Park is composed of 61 islands, 7 of which are relatively big including Tarutao, Adang, Rawi, Lipe, Klang, Dong, Lek islands, and the rest are small islands scattered on the east coast of Tarutao and the surrounding Adang-Rawi islands. Therefore, the park could be divided geographically into two main parts, i.e., the Tarutao and Adang-Rawi archipelagos.

This is the biggest island in the marine park covering an area of about 94,375 rai (151 sq. km), the maximum width and length being 11 and 24 km, respectively. The topography of the island is mainly mountainous with the highest point being about 708 m MSL. Only a few small plains exist, either as strips of valleys or long big bays. Important beaches are generally located on the island western coast including the most famous at Ao Phante, Ao Chak and Ao Son.

The island layout shows that the island's coast is decorated with many small bays formed by small perennial streams flowing from the inland mountainous areas. In the northern part, there is Khlong Phante Malacca which is the biggest watercourse flowing west from the east, with its origin located in the mid-island. At present the flow directions of the tributaries of this canal are not yet fully known because the areas are occupied by limestone mountains under which sub-surface flows may exist.

At some parts, the streams may continue underground as far as a kilometer. The environment along Khlong Phante Malacca consists mainly of mangrove forests influenced by sea water. These forests and the natural beauty could be appreciated by tourists.

The head office of the park is located at Ao (Bay) Phante Malacca on Ko Tarutao. The inhabitants who originally settled on this island have been moved out by the government so that the park can be properly preserved.

2. MAJOR PLANS AND PROJECTS TO BE IMPLEMENTED

2.1 PLANS AND PROJECTS FOR SONGKHLA/HAT YAI IN PHASE-I (1987-1991)

TABLE 1-47 PLANS AND PROJECTS TO BE IMPLEMENTED FOR SONGKHLA/HAT YAI CLUSTER IN PHASE-I (1987-1991)

| | TYPE OF PROJECTS | AGENCIES RESPONSIBLE | BRIEF DESCRIPTIONS | BUDGET (mil.baht) | FISCAL YEARS (mil.baht) | | | | | REMARKS | SOURCE OF FUND (mil. baht) | IMPLEMENTATION PERIOD |
|------------------|---|-----------------------|--|-------------------|-------------------------|------|------|------|------|--|----------------------------|-----------------------|
| | | | | | 1987 | 1988 | 1989 | 1990 | 1991 | | | |
| INFRASTRUCTURE | 1. National Highway No. 407 Muang, Songkhla Province | D.O.H. | SD Standard 25.0 km long | 100.0 | — | 30.0 | 30.0 | 40.0 | — | | OECF (100.00) | 1989-'91 |
| | 2. Byroad to Pak Bang Sakom Beach Muang, Songkhla Province | Songkhla Province | F4 Standard 1.5 km long | 3.24 | — | — | 3.24 | — | — | | OECF (3.24) | 1989-'90 |
| | 3. Electricity Supply to Tong Nga Chang, Hat Yai, Songkhla Province | R.F.D. | 4.0 km electrical line from R.E.A. | 1.02 | — | 1.02 | — | — | — | TAT + RFD | OECF (1.02) | 1989-'90 |
| | 4. Pan Te Malaka Bay Pier Ko Tarutao, Satun Province | R.F.D. | Small concrete pier 3 m x 4 m long | 5.76 | — | — | 5.76 | — | — | TAT + RFD | OECF (5.76) | 1989-'90 |
| | 5. Adang island Pier Ko Adang, Satun Province | R.F.D. | Wood & concrete pier 2 m x 100 m long | 0.60 | — | — | — | 0.60 | — | TAT + RFD | OECF (0.60) | 1990-'91 |
| | 6. National Highway No. 4 Hat Yai, Songkhla Province | D.O.H. | P1 Standard 31.0 km long | 72.00 | 36.0 | 36.0 | — | — | — | | | 6th Plan (86-88) |
| | 7. Hat Yai Bypass Road Hat Yai, Songkhla Province | D.O.H. | SD Standard 4.0 km long | 43.00 | — | — | 20.0 | 23.0 | — | | | 6th Plan (88-90) |
| | 8. Pak Bara Pier and Multi-Hall Langu, Satun Province | R.F.D. | 400 m concrete pier | 5.76 | — | 5.76 | — | — | — | TAT + RFD | | 6th Plan (87-88) |
| | 9. Access Road to Sathing Phra Beach Songkhla Province | D.O.H. | F4 Standard 3.0 km long | 6.00*1) | — | — | — | — | — | | | M/P Phase-I |
| | 10. Access Road to Tong Nga Chang Waterfall, Hat Yai Songkhla Prov. | R.F.D. | F4 Standard 12.0 km long | 26.00*1) | — | — | — | — | — | | | M/P Phase-I |
| PUBLIC FACILITY | 1. Songkhla Old Fortress Muang, Songkhla Province | F.A.D. | Excavation/Restoration and tourist service | 3.00 | — | 1.0 | 1.0 | 1.0 | — | TAT + RFD | OECF (3.00) | 1988-'91 |
| | 2. Khao Hua Daeng Fortress Muang, Songkhla Province | F.A.D. | Excavation/Restoration and tourist service | 3.00 | — | 1.0 | 1.0 | 1.0 | — | TAT + RFD | OECF (3.00) | 1988-'91 |
| | 3. Samila Beach-Laem Son On Muang, Songkhla Province | Songkhla Municipality | Parking area and tourist service | 16.40 | — | 16.4 | — | — | — | | OECF (16.40) | 1989-'90 |
| | 4. Tong Nga Chang Games Conservation Area, Hat Yai, Songkhla Province | R.F.D. | Parking area and tourist service | 4.62 | — | — | 4.62 | — | — | TAT + RFD | OECF (4.62) | 1989-'90 |
| | 5. Paku Bara in Tarutao National Park, Langu, Satun Province | R.F.D. | Multi-purpose building | 0.36 | — | — | 0.36 | — | — | TAT + RFD | OECF (0.36) | 1989-'91 |
| | 6. Pak Bang Sakom Beach Muang, Songkhla Province | Songkhla Province | Parking area and tourist service | 2.46 | — | — | — | 2.46 | — | TAT + RFD | OECF (2.46) | 1990-'91 |
| | 7. Khu Khut Bird Sanctuary Sathing Phra, Songkhla Province | R.F.D. | Parking area and tourist service | 3.94 | — | 3.94 | — | — | — | TAT + RFD | | 6th Plan (87-88) |
| | 8. Ko Adang in Tarutao National Park Ko Adang, Satun Province | R.F.D. | Public relation center | 0.42 | — | — | — | 0.42 | — | TAT + RFD | | 6th Plan (88-90) |
| | 9. Pak Bang Na Tub Beach Muang, Songkhla Province | Songkhla Province | Parking area and tourist service | 0.10*1) | — | — | — | — | — | | | M/P Phase-I |
| HOTEL | 1. Hotel Expansion in Hat Yai Songkhla Province | Private | _____ rooms _____ class | | — | — | — | — | — | | | M/P Phase-I |
| | 2. Samila Beach Hotel Muang, Songkhla Province | Private | _____ rooms _____ class | | — | — | — | — | — | | | M/P Phase-I |
| | 3. Laem Son On Beach Hotel Muang, Songkhla Province | Private | _____ rooms _____ class | | — | — | — | — | — | | | M/P Phase-I |
| | 4. Museum & Night Lodge at Khu Khut Bird Sanctuary, Songkhla Province | Private | _____ rooms _____ class | | — | — | — | — | — | | | M/P Phase-I |
| STUDY | 1. Town Planning for Songkhla and Hat Yai, Songkhla Province | DTCP | | 16.00*1) | — | — | — | — | — | DTCP + TAT | | M/P Phase-I |
| | 2. Tourism Projects Studies and Research | TAT | | 16.00*1) | — | — | — | — | — | | | M/P Phase-I |
| | 3. Preparation of Management Plan of Ton Nga Chang Wildlife Sanctuary | R.F.D. | | | — | — | — | — | — | TAT + RFD | | |
| RELATED REGIONAL | 1. Hat Yai International Airport Hat Yai, Songkhla Province | D.O.A. | | | — | — | — | — | — | Songkhla Lake Basin Development Programs | | Priority -I |
| | 2. Songkhla Deep Sea Port Muang, Songkhla Province | | | | — | — | — | — | — | Songkhla Lake Basin Development Programs | | Priority -I |
| | 3. Songkhla Fish Port | | | | — | — | — | — | — | Songkhla Lake Basin Development Programs | | Priority -I |
| | 4. Songkhla/Hat Yai Water Supply | | | | — | — | — | — | — | Songkhla Lake Basin Development Programs | | Priority -I |
| | 5. Sanitary Barrier, Hat Yai and Lake Side Sanitation | | | | — | — | — | — | — | Songkhla Lake Basin Development Programs | | Priority -I |
| | 6. Environmental Monitoring | | | | — | — | — | — | — | Songkhla Lake Basin Development Programs | | Priority -I |
| | 8. | | | | — | — | — | — | — | Songkhla Lake Basin Development Programs | | Priority -I |

2.2 PLANS AND PROJECTS FOR SONGKHLA/HAT YAI IN PHASE-II (1992-1996) AND PHASE-III (1997-2001)

TABLE 1-48 PLANS AND PROJECTS TO BE IMPLEMENTED FOR SONGKHLA/HAT YAI CLUSTER IN PHASE-II (1992-1996) AND PHASE-III(1997-2001)

| TYPE OF PLANS/PROJECTS | | AGENCIES RESPONSIBLE | ROUGH COST (mil.baht) | PHASING PRIORITY | PROPOSED BY |
|---|---|--|-----------------------|------------------|-------------|
| I N F R A S T R U C T U R E | 1. Improvement of Hat Yai Airport -Installation of Rader System -Airport Surrounding Area Development -Increase in Flight Movement b/w Phuket and Hat Yai -Improvement of Air Operation b/w Hat Yai and Surat Thani | DOA | | Phase-II | Study Team |
| | 2. Maintenance of Asia Highway No.2 and No.18 | DOH | | Phase-II | Study Team |
| | 3. Asian Express Railway Operation | SRT | | Phase-II | Study Team |
| | 4. Develop the Alternative Access Road from Malaysia via Betong- Yala-Pattani to Songkhla/Hat Yai | | | Phase-II | Study Team |
| | 5. Shuttle Bus Service from Hat Yai Airport to Hat Yai and Songkhla Cities | | | Phase-II | Study Team |
| | 6. Access Road to Pak Bang Na Tab Beach | | 45.00 | Phase-III | M/P |
| | 7. Bus/Train Tour to Pattani, Yala and Narathiwat | | | Phase-II | Study Team |
| P U L I C F I N L I T Y | 1. Improvement and Beautification of Hat Yai Shopping/entertainment streets/squares | MP | | Phase-III | Study Team |
| | 2. Improvement and Landscaping of the Highway No.4 between Hat Yai to the way to Penang | DOH | | Phase-II | Study Team |
| | 3. Development of "Asian Food and Culture Center" in Hat Yai | MP/LG/Private | | Phase-II | Study Team |
| | 4. Improvement the Sight-seeing Tour Boat on Songkhla Lake to Provide Half Day Trip | | | Phase-II | Study Team |
| | 6. Provision of Infrastructure and Landscaping of Pan Bang Na Tab Beach | MP/LG/Private/Infra Agencies | 15.00 | Phase-III | M/P |
| | 7. Provision of Infrastructure and Landscaping of Pak Bang Sakom Beach | MP/LG/Private/Infra Agencies | 5.00 | Phase-III | M/P |
| | S O N G K H L A H O T E L P A T T A N I Y A L A N A R A T H I W A T | 1. Hat Yai -High class: 1,000 (add) or 1,000 (in total) -Low class : 1,000 (add) or 1,000 (in total) | Private | | Phase-II |
| 2. Hat Yai -High class: 1,000 (add) or 1,000 (in total) -Low class : 1,000 (add) or 1,000 (in total) | | Private | | Phase-II | Study Team |
| 3. Songkhla Beach Resort including Samila, Pak Ban Sokom, Pak Ban Na Tab and Khu Khud -High class: 1,000 (add) or 1,000 (in total) -Low class : 1,000 (add) or 1,000 (in total) | | Private | | Phase-II/III | M/P |
| 4. Songkhla Beach Resort including Samila, Pak Ban Sokom, Pak Ban Na Tab and Khu Khud -High class: 1,000 (add) or 1,000 (in total) -Low class : 1,000 (add) or 1,000 (in total) | | Private | | Phase-II/III | M/P |
| 5. Satun Province including Tarutao Marine National Park -High class: 1,000 (add) or 1,000 (in total) -Low class : 1,000 (add) or 1,000 (in total) | | Private | | Phase-II/III | M/P |
| 6. Satun Province including Tarutao Marine National Park -High class: 1,000 (add) or 1,000 (in total) -Low class : 1,000 (add) or 1,000 (in total) | | Private | | Phase-II/III | M/P |
| 7. Pattani Province -High class: 1,000 (add) or 1,000 (in total) -Low class : 1,000 (add) or 1,000 (in total) | | Private | | Phase- | M/P |
| 8. Pattani Province -High class: 1,000 (add) or 1,000 (in total) -Low class : 1,000 (add) or 1,000 (in total) | | Private | | Phase- | M/P |
| 9. Yala Province -High class: 1,000 (add) or 1,000 (in total) -Low class : 1,000 (add) or 1,000 (in total) | | Private | | Phase- | M/P |
| 10. Yala Province -High class: 1,000 (add) or 1,000 (in total) -Low class : 1,000 (add) or 1,000 (in total) | | Private | | Phase- | M/P |
| 11. Narathiwat Province -High class: 1,000 (add) or 1,000 (in total) -Low class : 1,000 (add) or 1,000 (in total) | | Private | | Phase- | M/P |
| 12. Narathiwat Province -High class: 1,000 (add) or 1,000 (in total) -Low class : 1,000 (add) or 1,000 (in total) | | Private | | Phase- | M/P |

| | | | | | | |
|--|--|---|------|----------|------------|-----|
| T R A N G | 13. Trang Province -High class: 1,000(add) or 1,000 (in total) -Low class : 1,000(add) or 1,000 (in total) | Private | | Phase- | M/P | |
| | 14. Trang Province -High class: 1,000(add) or 1,000 (in total) -Low class : 1,000(add) or 1,000 (in total) | Private | | Phase- | M/P | |
| U D Y | 1. Preparation of Management Plan and Tourism Development Plan for the National Parks -Taleban -Mo Ko Phetra -Proposed Khao Nam Khang Nat'l Parks | RFD/TAT | | Phase-II | Study Team | |
| | 2. Conservation and Tourism Development Plan for the Historical Buildings in Songkhla City | DFA | | Phase-II | Study Team | |
| | 4. Study and Development of World Trade Center in Hat Yai | Private | | Phase-II | Study Team | |
| | 5. Study and Research of the Birds in Songkhla Museum, Photo Contest, Garden etc., | | | Phase-II | Study Team | |
| | 6. Study of Local Festivals such as Buggy Racing, Kick Ball, Floating Restaurant and shows on Boat, etc., | | | Phase-II | Study Team | |
| A T E D R E G I O N A L D E V E L O P M | S O N G K H L A | 1. Forest Management | RFD | | Phase-II | SLB |
| | | 2. Vegetation and Wildlife Research and Management Plan for the Protected Areas | RFD | | Phase-II | SLB |
| | | 3. Expansion of the Southern Region Industrial Estate in Songkhla | IEAT | | Phase-II | SLB |
| | | 4. Songkhla/Hat Yai Water Supply | PWA | | Phase-II | SLB |
| | | 5. Study on Environmental Standard | NEB | | Phase-II | SLB |
| | | 6. Agro-processing, Agriculture/Livestock, Research of alternative Crops and Other Agricultural Development | MOAC | | Phase-II | SLB |
| | | 7. Khlong Pa Phayom Reservoir, Basin Ground Water Resources and Other Water Resources Development | RID | | Phase-II | SLB |