

4.3 SONGKHLA/HAT YAI CLUSTER

- Town Tourism in Hat Yai and Beach Resort Potential in Songkhla

Hat Yai city has attracted a tremendous number of both international tourists mainly from Malaysia and domestic tourists from Bangkok. However, the potential for beach resorts in Songkhla is assessed to be comparatively low from an international tourism development point of view. Accordingly, this cluster is based mainly on town tourism supported by neighboring countries' tourists, and this characteristic should be promoted in future as well. Since the city is potential enough to grow to be the second largest business center in Thailand, with commercial, trading, financial and industrial functions, it is important to improve tourism facilities so as to meet the requirements of business people as well as tourists. The beaches stretching over the eastern area of the Songkhla city should also be developed and maintained in good condition as a recreational park mainly for domestic tourists and local people. The Tarutao National Park, a beautiful archipelago in the Andaman Sea, has a lot of potential for ocean resorts or recreational places and needs a good transportation system from the major tourism centers such as Phuket and Hat Yai. Development should be carefully undertaken from a long term perspective linked with the natural conservation / management policies.

- Tarutao National Park

4.3.1 POTENTIAL AND CONSTRAINTS

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.

I) GENERAL

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 the best among the region, with unique scenic spot and rows of pine trees lining the beach front. The sea is clean, but known to be dangerous during monsoons.

a. Songkhla and Hat Yai

Songkhla Lake, 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 nature lovers, because it is a wildbird sanctuary 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 Songkhla Lake development is the lake revitalization and industrialization project under consideration, so called "Songkhla Lake Basin Project". This is also very important for making tourism development policy.

The commercial town of Hat Yai with a population of about 200,000, is about 30 km south of the Songkhla. The Hat Yai municipality covers a total area of 21.6 sq.km., with the 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. 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 transport means, including road, rail as well as by air. The regular flight services to the other southern provinces and neighboring countries are available. Hat Yai Airport is only 11 km from the city. The Malaysian border is only about 60 km from the city center resulting in convenient road transport. Table 4-3-1 shows the proximity of major attractions to the urban centers.

- Songkhla Lake Wildbirds Sanctuary

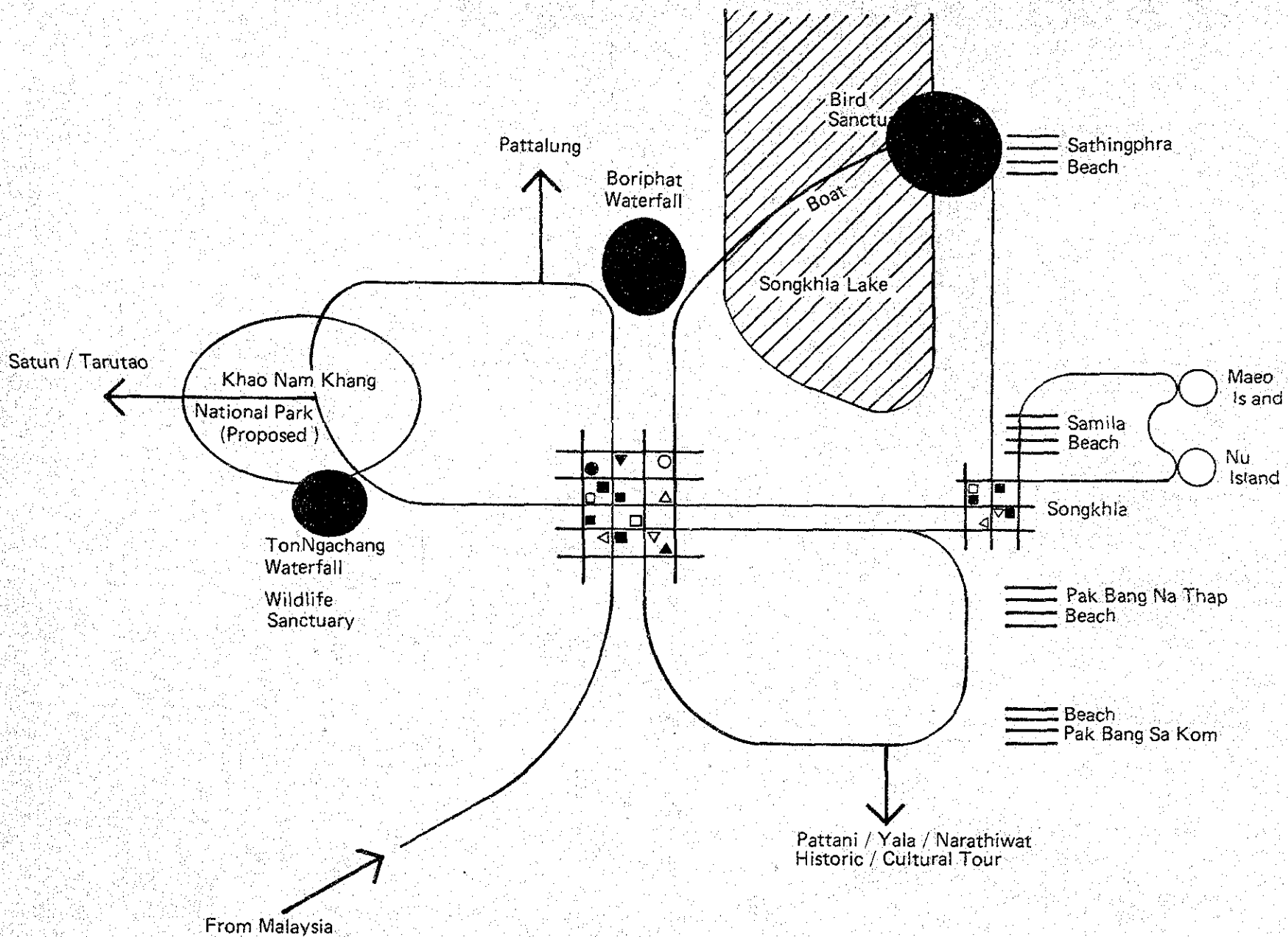
- "Songkhla Lake Basin Project"

- Hat Yai-The Most Attractive Place in The Lower Southern Region at Present

TABLE 4-3-1 DISTANCE FROM MAJOR ATTRACTIONS TO THE URBAN CENTERS

	(km)		
	HAT YAI	SONGKHLA	AMPHO CHANA
Hat Yai Airport	11	41	-
Songkhla City	30	0	-
Samila Beach	30	0	-
Pak Bang Na Thap Beach	40	26	25
Muang Ngam Beach	50	20	-
Sathingphra Beach	65	35	-
Pak Bang Sakom Beach	58	53	15
Malaysia Border along Hwy. No. 4	60	90	-
Satun City	97	127	-
Bang Pak Bara (Boading Site to Tarutao)	130	160	-

FIG. 4-3-1 TOURISM STRUCTURE OF SONGKHLA/HAT YAI



b. Tarutao Island

Tarutao National Park is actually an archipelago in the Andaman Sea, along the west coast of Thailand. Tarutao island is approximately 30 km away from the most convenient landing sites at Ban Pak Bara, Ampho Langu, Satun Province. The archipelago is located within the jurisdiction of Tambon Ko Sarai, Ampho Muang, Satun Province. Geographically, Tarutao island lies between latitudes 6 28'10" N - 6 43'21" and longitudes 99 8'7"E - 99 43'21"E. The southern boundary of the park lies on the Thailand-Malaysia border. The island is located only 4.8 km from Langkawi Island, Malaysia.

Tarutao National Park is composed of 61 islands, 7 of which are relatively large and include Tarutao, Adang, Rawi, Lipe, Klang, Dong, Lek islands; the rest are small islands scattered along 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 archipelagoes.

Tarutao 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, as either strips of valleys or long big bays. important beaches are generally located on the west coast including the most famous Ao Phante, Ao Chak and Ao Son.

The island layout shows that the coast is decorated with many small bays formed by small perennial streams flowing from the mountainous inland 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 mid-island. At present, the directions of flow of the tributaries of this canal are not yet fully known because the areas consist of limestone mountains under which sub-surface flows may exist. In some parts, 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 are not likely to be appreciated by tourists.

The head office of the park is located at Ao (Bay) Phante Malacca on 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) PHYSICAL POTENTIAL OUTLOOK

a. Songkhla/Hat Yai

Hat Yai, the second largest city in Thailand, is a bustling commercial center in Southern Region, and has attracted about 778,000 tourists annually (in 1986), mainly from Malaysia and Bangkok. Songkhla is an administrative center with a number of historic buildings and streets which are scattered over the city. Songkhla will be an attractive tourism spot, if these historical legacies are kept in good condition. Despite Songkhla's great potential for tourism growth, the development of the tourism resources has not been carried out actively. Several beaches, which have the potential to be a major recreational park for the local people rather than an international resort, are left without sufficient care. Generally, since there is a definite distinction in urban functions between Songkhla and Hat Yai, it is recommended that the two cities be used in such a manner that they may make fully use of their particular characteristics to create outstanding tourism destinations, by strengthening the transport system between them.

b. The Tarutao islands have the most beautiful beaches in the Lower Southern Region. This group of islands is designated as a National Park where preservation of nature is given high priority and disorderly development or use of the park for tourism is restricted. Tarutao Islands attracted nearly 50,000 tourists in 1987. The visitor center, managed by the public sector, provides several amenities such as accommodations, restaurants, a seminar house and library. However, these facilities are small and low standard, thereby hardly inviting international tourists. Tarutao island, once a place of exile for criminals, retains ruins which are located just opposite the visitor center, but it is hard to gain access by land.

3) ENVIRONMENTAL ASPECTS

The main environmental issue of this area is water pollution of Songkhla Lake by an inflow of industrial effluent, community sewage and agricultural discharge. The establishment of factories is not permitted on the northern part of the trunk highway to Hat Yai. However, a deep seaport is under construction at the southern end of the lake, and a large industrial complex will be built. In Hat Yai, the main environmental issue seems to be water pollution of river which receives industrial discharge and community sewage. The water of Songkhla Lake contains relatively high concentrations of phosphorus, which is likely to cause eutrophication of the lake. The river water from the south carries silt and is causing sedimentation problems in the lake.

Solid waste management in Songkhla is conducted effectively, and no major problem was seen in the region except on a part of a beach, where squatters were settled. The principal problem in Hat Yai is seen along the river, where the solid waste is thrown and polluted effluent is discharged into it. The river in Hat Yai is contaminated by the solid waste that is illegally dumped into it.

Like the other clusters, in order to resolve the above problems, effective measures should be taken with attention to the following aspects:

- Conduct a detailed study for the impact of the deep seaport and industrial complex on the water quality of Songkhla Lake. Water quality during and after construction should be monitored, and measures should also be studied regarding the sedimentation problem caused by the rivers flowing into the lake.
- Set up community effluent standards to control water pollution of the river in accordance with NEB regulations.

FIG. 4-3-2 MAJOR TOURIST AREAS AROUND SONGKHLA CITY

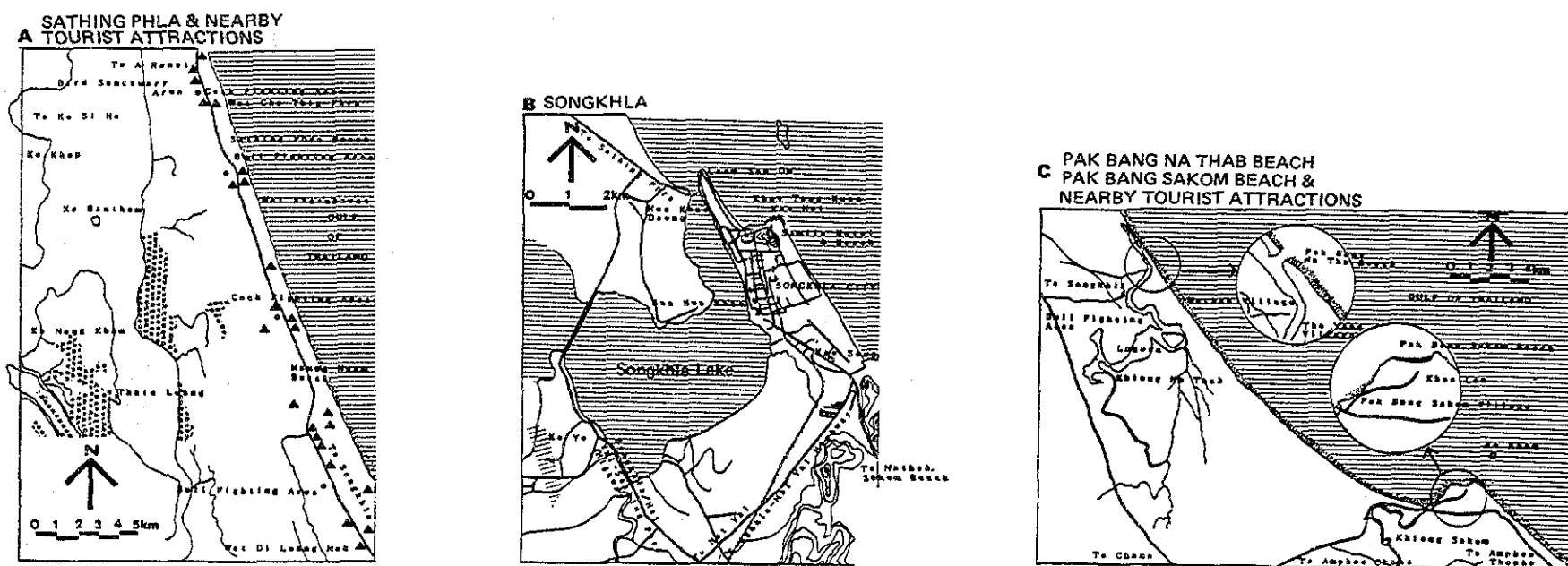


FIG. 4-3-3 TOURIST ATTRACTIONS OF SONGKHLA/SATUN

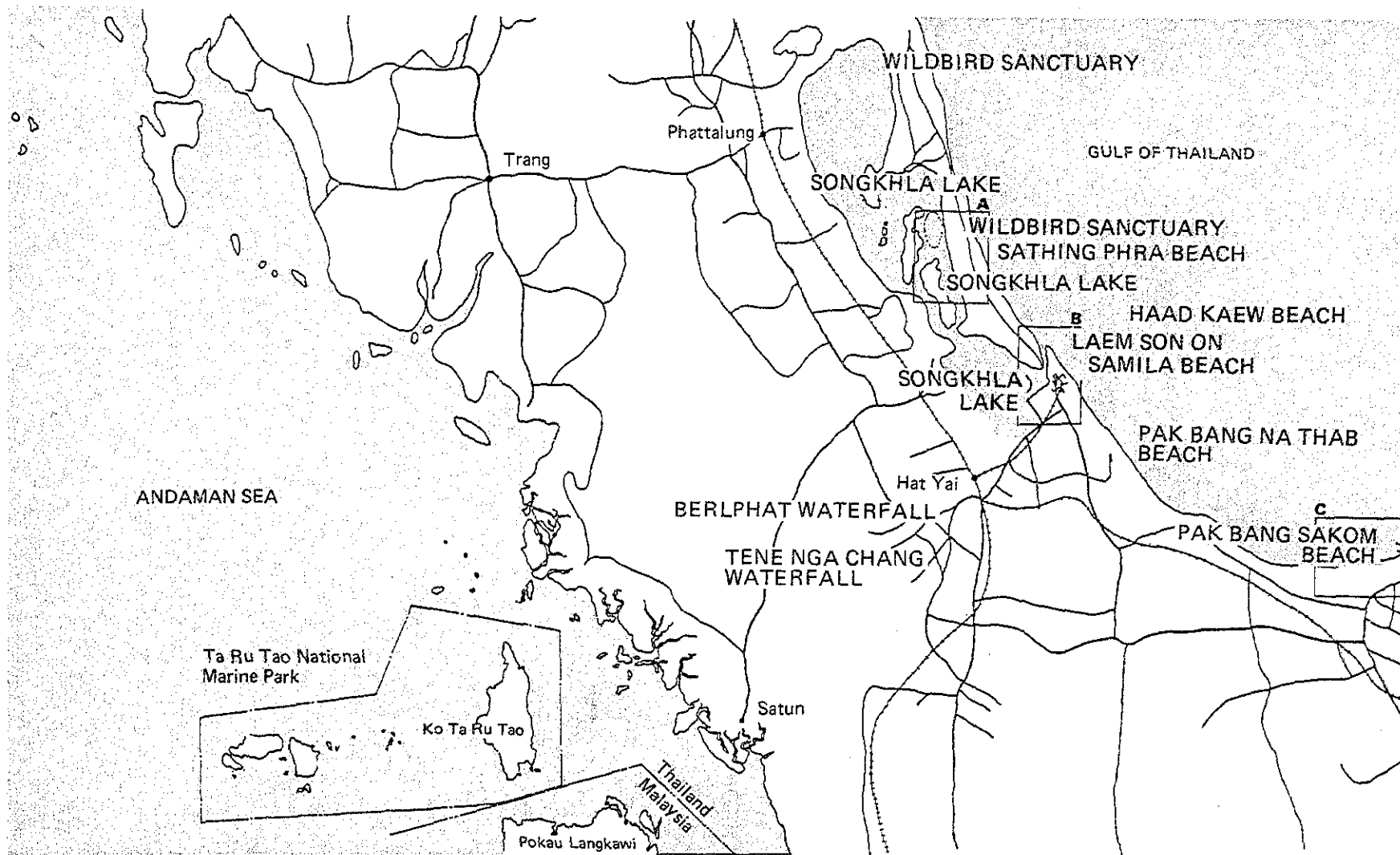
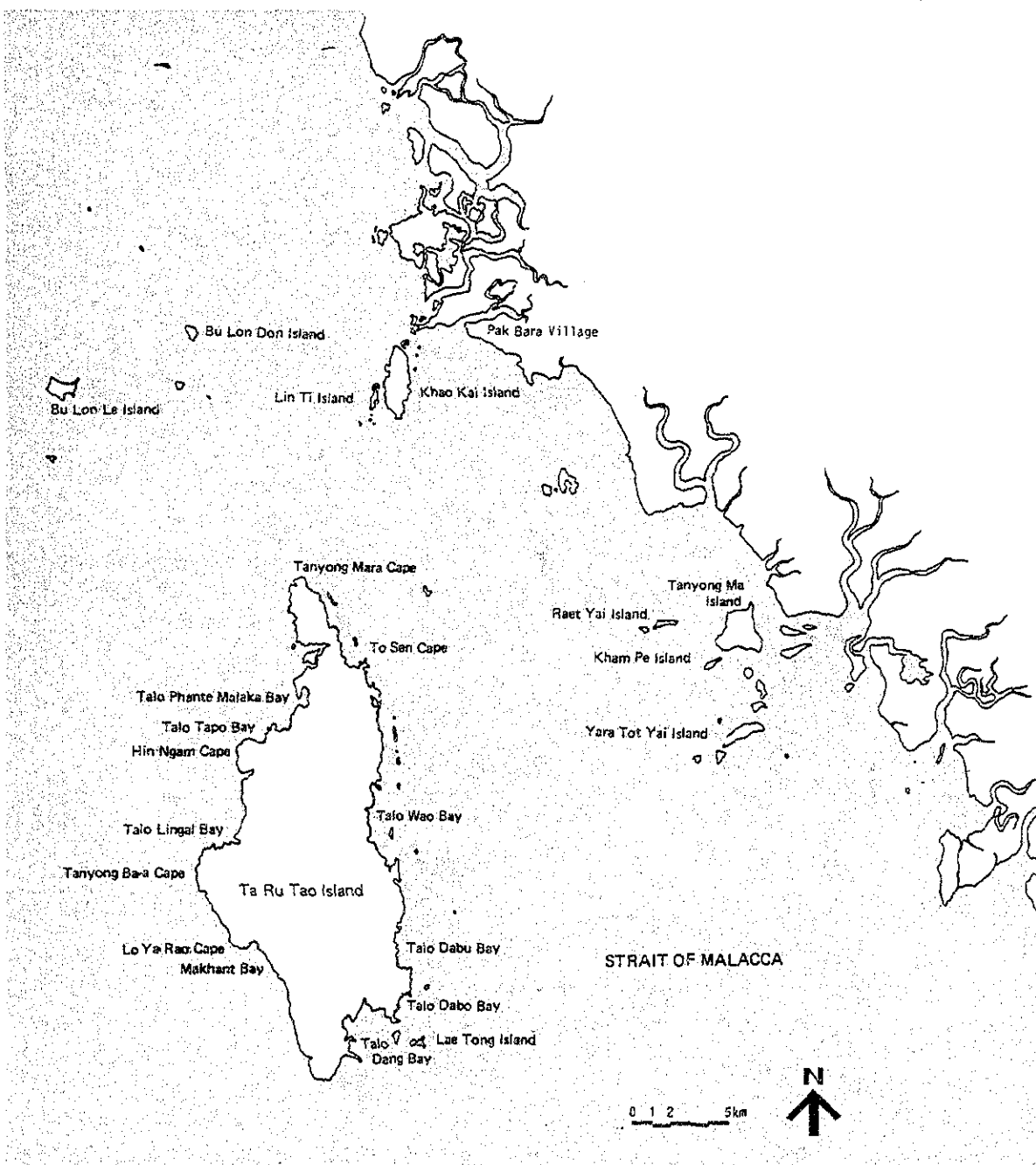


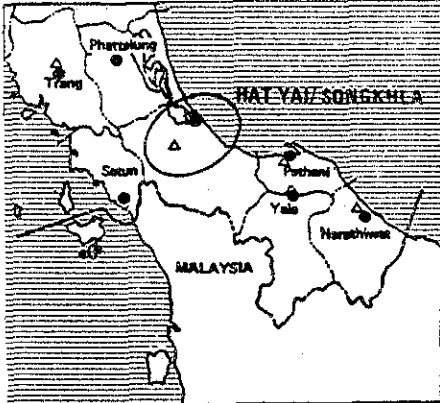
FIG. 4-3-4 MAP OF TARUTAO MARINE NATIONAL PARK



4.3.2 SPECIFIC TOURISM AREA DEVELOPMENT GUIDELINES

Seven potential tourism sub-regions are identified in this cluster. The following are the guidelines for tourism development in each area.

SONGKHLA/HAT YAI TOURISM DEVELOPMENT AREA



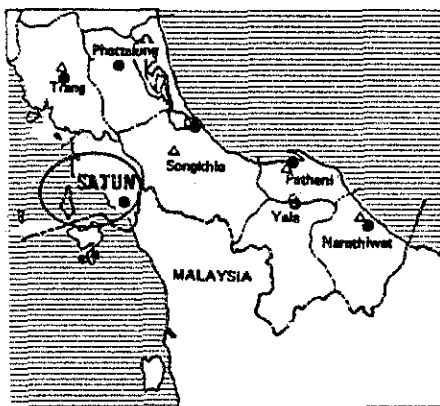
1. Location:
 - 1) 22:00 hrs by bus/train or 01:15 hrs by air from Bangkok (950 km)
 - 2) 08:00 hrs by bus or 01:00 hrs by air from Phuket
 - 3) 04:30 hrs by bus/train from Surat Thani (329 km)
2. Area:

The whole of Songkhla Province
3. Function:
 - 1) Major international tourist destination in the Southern Region
 - 2) The primary center of the Songkhla/Hat Yai cluster
4. Gateway:
 - 1) International gateway at Hat Yai International Airport
 - 2) Regional gateway at Hat Yai and Songkhla cities on Highways Nos.4, 407, 408 and 4083.
5. Attractions:

"Asian shopping and entertainment center"

 - 1) Hat Yai shopping and entertainment city
 - 2) Samila and other beaches in Songkhla
 - 3) Khu Khut Bird Sanctuary and Songkhla Lake
 - 4) Ton Nga Chang waterfall and Wildlife Sanctuary
6. Urgent Action/Programs:
 - 1) Completion of on-going projects and the OECF loan projects by 1991
7. Guidelines for Planning and Development:
 - 1) Planning Studies are recommended to be undertaken with:
 - a. Improvement and beautification of the shopping/entertainment street/square in the city of Hat Yai.
 - b. Reviewing the Master Plan for Songkhla/Hat Yai Tourism Development, and undertaking the feasibility study of the projects recommended by the master plan in close coordination with the Songkhla Lake Basin Development project.
 - c. Preparation of the management plan for Ton Nga Chang Wildlife Sanctuary and the possibility of tourism development of the proposed Khao Nam Khang National Park by RFD and TAT.
 - 2) Accommodation and other tourist facilities developments should be examined, taking into account:
 - a. Expansion and upgrading of the existing Samila beach resort hotel with up to about 200 rooms.
 - b. Development of a new high class hotel with a trade center and a shopping plaza in Hat Yai and resort hotel in Khu Khud and Pak Bang Sa Kom beaches.
 - c. Development of an ASIAN FOOD AND CULTURE CENTER in Hat Yai
 - d. Development of recreational facilities in Ton Nga Chang.
 - 3) Transportation and other tourist facilities development involve:
 - a. Improvement of the sight-seeing tour boats at Songkhla Lake.
 - b. Landscape improvement on the road between Hat Yai and Butterworth (Malaysia) as the tourist corridor.
 - c. Promotion of the planned water supply scheme implemented by the PWA
 - d. Development of appropriate sewage systems
8. Major Development Centers:
 - 1) Improvement of shopping and entertainment facilities in Hat Yai city
 - 2) Beach resort development in Songkhla including Samila, Laem Sui, Kao Seng, Yo, Nu, Maeo islands and the ancient city of Khao Daenge.
 - 3) Khu Khud Bird Sanctuary and Sathingphra beach.
 - 4) Landscaping and the tourist service facilities development in Ton Nga Chang
 - 5) Beach resort development at Pak Bang Na Thab and Pak Bang Sa Kom

SATUN/TARUTAO DEVELOPMENT AREA



1. Location:
 - 1) 02:00 hrs by bus from Hat Yai/Songkhla (97 km)
 - 2) 04:30 hrs by bus from Surat Thani (372 km)
2. Area:

The whole of Satun province including the Tarutao islands
3. Function:

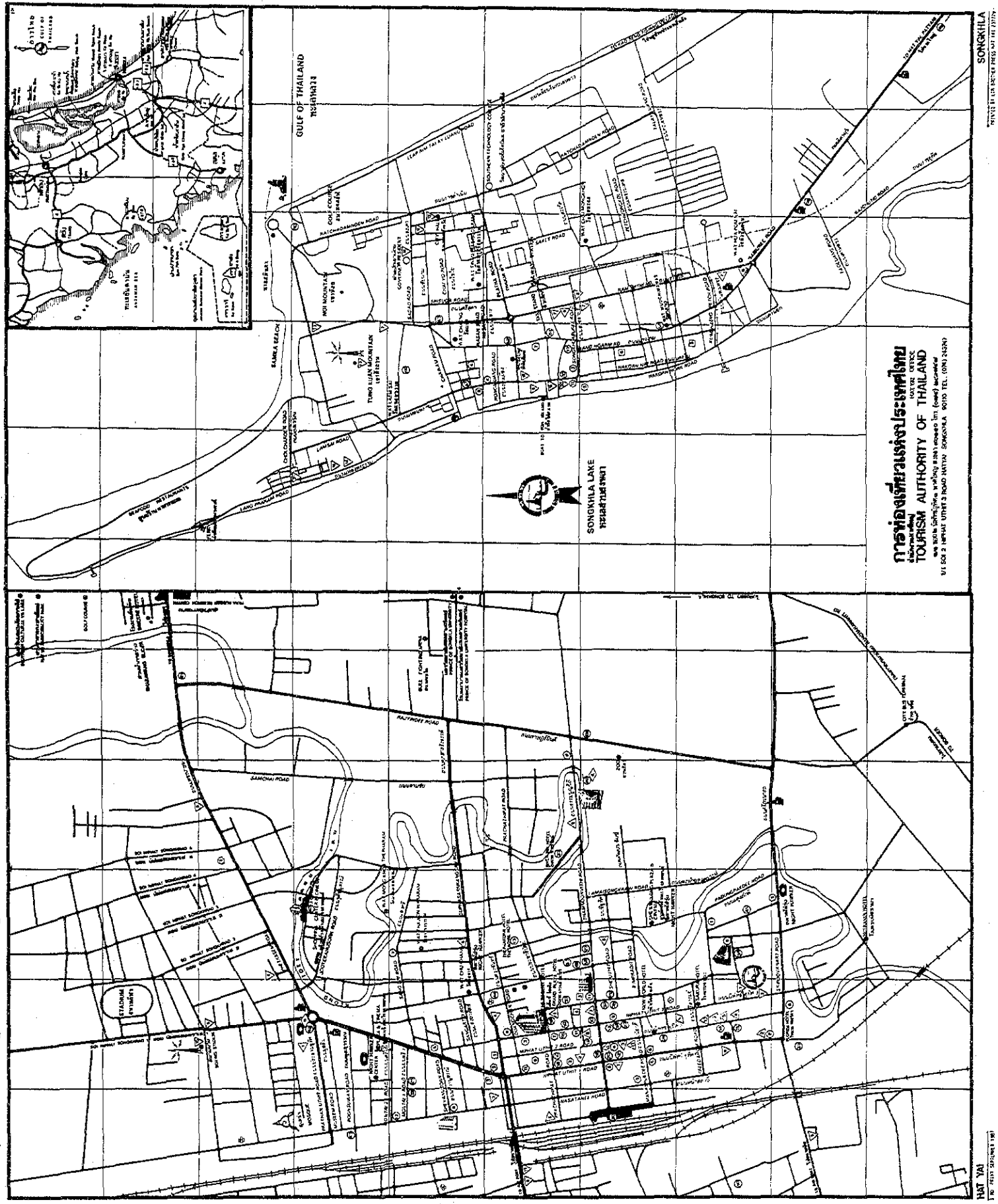
Tourist destination in the Songkhla/Hat Yai cluster
4. Gateway:

Regional gateway at Satun City on Highway No. 406
5. Attractions:

"Tarutao Marine National Park and Marine Resorts in Satun"

 - 1) Tarutao Island National Park (Adang-Rawi islands)
 - 2) Thaleban Marine National Park in Muang
 - 3) Phetra island Marine National Park in Langu

FIG. 4-3-5 MAP OF SONGKHLA TOWN



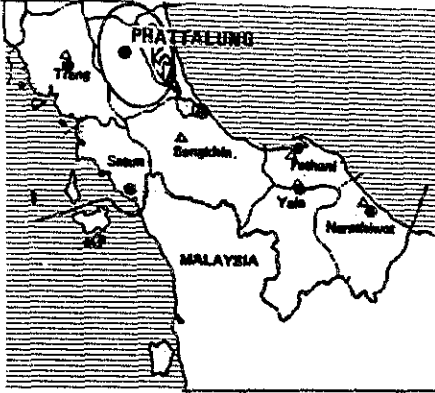
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| <p>SONGKHLA</p> <p>HOTEL</p> <p>1 ANISSAMOR H2
2 ANON H2
3 ASUN F2 G2
4 CATHAY H3
5 FLORIDA H2
6 HAT YAI HAT YAI E1
7 HAT YAI HAT YAI E1
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54 HAT YAI HAT YAI E1</p> | <p>TAXI STAND</p> <p>1 TO SONGKHLA-SUKHASADAO D2
2 TO PRAWN G2
3 TO YALA G2
4 TO FAKONG BESAR F2
5 TO PATTAN G3
6 TO NAPHON SITHAMWAT E3
7 TO NAPHON SITHAMWAT G2, G3, F9
8 TO HAT YAI F9
9 TO SUKHANOK-LOK G8</p> |
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FIG. 4-3-6 MAP OF HAT YAI TOWN

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| <p>GOVERNMENT OFFICE</p> <p>1 TOURISM AUTHORITY OF THAILAND H2
2 TOURIST POLICE F1
3 IMMIGRATION OFFICE C3
4 MUNICIPAL OFFICE F1
5 PORT OFFICE F1
6 INLAND DEPARTMENT OF ENTRY D8
7 SONGKHLA IMMIGRATION OFFICE D8
8 TELEPHONE EXCHANGE OFFICE C4
9 RADIO & TELEVISION OF THAILAND C2
10 APPROXIMATE SONGKHLA OFFICE E9
11 MALAYSIAN CONSULATE D9
12 MALAYSIAN POLICE HEADQUARTERS D7, F1
13 POLICE STATION D7
14 FIRE STATION D8
15 VHS RADIO STATION D8
16 AMERICAN CONSULATE E9
17 CUSTOMS OFFICE F8
18 EMERGENCY POLICE F8
19 POLICE STATION D7</p> <p>BANK</p> <p>1 BANK OF THAILAND C4
2 BANK OF AUSTRALIA F2
3 THE GOVERNMENT BANKING BANK G2
4 THE BANK OF COMMERCIAL BANK F8, E2, G2
5 THE THAI FARMERS BANK G8, F2, H3
6 THE ASA TRUST BANK F2, G2
7 THE Siam COMMERCIAL BANK F8, F2
8 THE Siam CITY BANK G2
9 THE LION BANK OF BANOK F8, G2
10 BANOK BANK F8, F2
11 THE RONG THAI BANK F8, F2</p> <p>HOSPITAL</p> <p>1 DESHUTE HOSPITAL G2
2 DUN CHONG HOSPITAL F2
3 HAT YAI HOSPITAL C1
4 MISSION HOSPITAL E1
5 HAT YAI RAILWAY MEDICAL OFFICE G2
6 SONGKHLA HOSPITAL G9</p> <p>CINEMA</p> <p>1 CHALEAN THAI THEATER F2
2 HAT YAI RAMA D2
3 RIFA THEATER G2
4 SAM THEATER H2
5 SAHA PAPHAYON THEATER F2
6 LUXUMANG THEATER G8</p> <p>AIRLINE OFFICE</p> <p>1 THAI AIRWAYS H2
2 CATHAY PACIFIC G4
3 MALAYSIAN AIRLINE G4
4 THAI AIRWAYS INTERNATIONAL D2</p> <p>TRAVEL AGENTS</p> <p>1 ARCH TRAVEL & TOUR F2
2 ANAPRI TOUR H2
3 HAT YAI TRAVEL SERVICE H2
4 INTERNATIONAL TOURS H2
5 LUK TOUR H2
6 LAI TRADING & TOURS H2
7 SOUTH EAST ASIA TRAVEL SERVICE G2
8 SUNNY TOURS G2
9 SUNNY TOURS F4
10 TANGSI TOURS H2
11 LUMPHAI TOUR H2
12 UNTHAI TRAVEL & TRADE G2</p> |
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6. Urgent Action/Programs:
 - 1) Completion of on-going projects and the OECF loan projects by 1991
7. Guidelines for Planning and Development:
 - 1) Planning Studies are recommended to be undertaken with:
 - a. Conservation and the up-grading of the tourist facilities on Tarutao island and the possibility of developing the Adang and Rawi islands as tourist destinations.
 - b. Conservation and the tourism development of the natural attractions in the Thale Ban and Phetra Islands National Parks.
 - 2) Accommodation and Other Tourist Facilities Development should include the development of new high class hotels with about 350 rooms.
8. Major Development Centers:
 - 1) Tourism facilities development on Tarutao island
 - 2) Beach/Marine development in Langu
 - 3) Beach/Marine development in the Satun Municipality
 - 4) Highland resort development in the Taleban National Park

PHATTALUNG DEVELOPMENT AREA (PHASE-III)



1. Location:
 - 1) 2:00 hrs by bus/train from Hat Yai (92 km)
2. Area:

The whole of Phatthalung Province
3. Function:

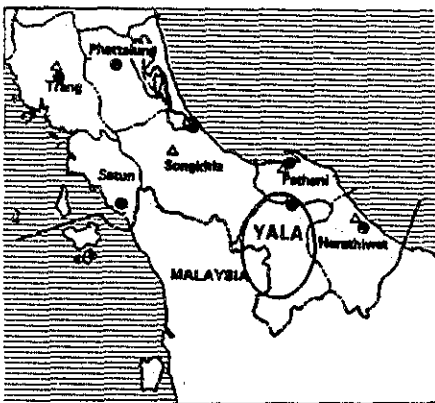
Transit point and stop-over to other clusters
4. Gateway:

Regional gateway at Phatthalung city on highway No. 4 and 41
5. Attractions:

Local Culture and Lake Side Recreation

 - 1) Rangnok Island in Songkhla Lake
 - 2) Nangtalung (performance) and local products (Krachoo + Mat) in Phatthalung Municipality
6. Urgent Action/Programs:
 - 1) Completion of the ongoing tourism related projects in the 6th Five-year Plan
7. Guidelines for Planning and Development:
 - 1) Planning Study including a detailed survey of the tourism attractions of the area should be conducted.
 - 2) Accommodation and Other Tourist Facilities Development should be based on expanding and upgrading the existing hotels
 - 3) Transportation and Other Technical Infrastructure Development should be associated with the other facilities.
8. Major Development Centers:
 - 1) Conservation and tourism development of the cultural attractions in the city of Phatthalung
 - 2) Beach resort development on Rangnok island
 - 3) Landscaping and the tourist service facilities development in the Khao Son Chai hot and cold water springs area

YALA DEVELOPMENT AREA



1. Location:
 - 1) 3:00 hrs by bus/train from Hat Yai
2. Area:

The whole of Yala Province
3. Function:

Transit point and stop-over to the Songkhla/Hat Yai cluster
4. Gateway:

Regional gateway at Yala Airport and the city, and Betong (border town near Malaysia) on highway No. 410
5. Attractions:

Culture and History of Southern Region

 - 1) Wat Khuha Phimuk (Wat Na Tham)
 - 2) Tourism villages in Bannang Star and Betong
 - 3) Harirayau festival
6. Urgent Action/Programs:
 - 1) Completion of on-going tourism related projects in the 6th Five-year Plan
7. Guidelines for Planning and Development:
 - 1) Planning Studies should be conducted with a detailed tourism survey of the cultural and natural attractions in the area by TAT
 - 2) Accommodation and Other Tourist Facilities Development should be explored with a target of building new high class hotels with about 400 rooms in Phase III
8. Major Development Centers:
 - 1) Yala municipality
 - 2) Corridor development between Bannang Star and Betong

PATTANI DEVELOPMENT AREA

1. Location:
 - 1) 02:30 hrs by bus/train or 00:30 by air from Hat Yai (114 km)
2. Area:

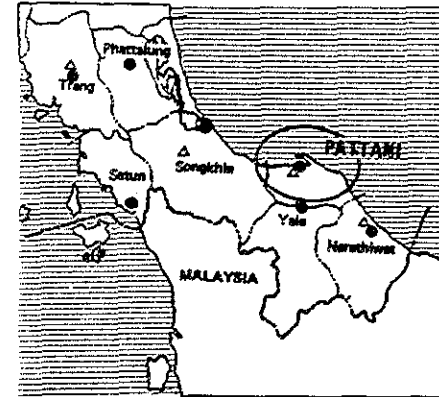
The whole of Pattani Province
3. Function:

Transit point and stop-over to the Songkhla/Hat Yai cluster
4. Gateway:

Regional gateway at Pattani Airport and the city, on Highway No. 410
5. Attractions:

"Culture and History of Southern Region"

 - 1) Tourism villages in Pase Yawaw
 - 2) Harirayau festival
 - 3) Pattani central mosque and the old mosque in Kru Se
6. Urgent Action/Programs:
 - 1) Completion of on-going tourism related projects in the 6th Five-year Plan
7. Guidelines for Planning and Development:
 - 1) Planning Studies should be made, with a detailed tourism survey of the cultural and natural attractions in the area by TAT
 - 2) Accommodation and Other Tourist Facilities Development should be explored with a target of build new high class hotel rooms with about 350 rooms
8. Major Development Centers:
 - 1) Pattani Municipality



NARATHIWAT DEVELOPMENT AREA

1. Location:
 - 1) 03:00 hrs by bus/train or 00:25 by air from Hat Yai to Narathiwat (220 km)
2. Area:

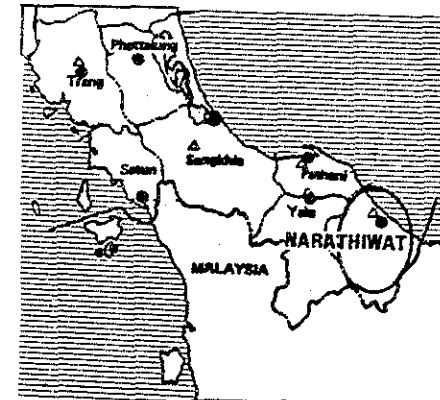
The whole of Narathiwat Province
3. Function:

Transit point and stop-over to the Songkhla/Hat Yai cluster
4. Gateway:

Regional gateway at the Narathiwat Airport, and the city on Highway No. 42/4084 and Sungai Kolok (border town near Malaysia)
5. Attractions:

"Local Culture and Beaches, Especially for the Malaysian Tourists"

 - 1) Sungai Kolok
 - 2) Narathiwat beach
 - 3) Tourism village at Bang Nara
 - 4) Phras, Palace and Pagoda
6. Urgent Action/Programs:
 - 1) Completion of on-going tourism related projects in the 6th Five-year Plan
7. Guidelines for Planning and Development:
 - 1) Planning Studies should be conducted with a detailed tourism survey of the cultural and natural attractions in Sungai Kolok and Narathiwat cities
 - 2) Accommodation and Other Tourist Facilities Development with the target of building a new high class hotel with about 250 rooms.
8. Major Development Centers:
 - 1) Shopping and entertainment at Sungai Kolok
 - 2) Beach resorts at Narathiwat and Tak Bai
 - 3) Sungai Padi (Proposed National Park)



TRANG DEVELOPMENT AREA (PHASE-III)

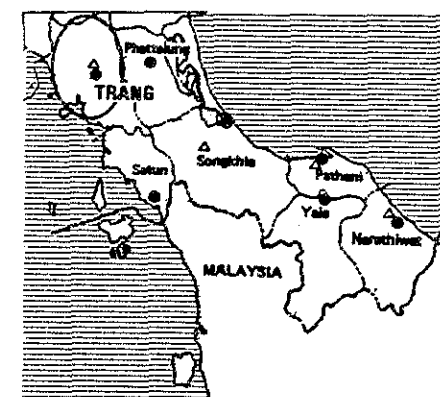
1. Location:
 - 1) 03:00 hrs by bus from Hat Yai (152 km)
 - 2) 03:00 hrs by bus from Surat Thai (184 km)
2. Area:

The whole of Trang Province
3. Function:

Transit point and stop-over to Southern Region
4. Gateway:

Regional gateway at Trang Airport and the city on highway Nos. 4 and 41
5. Attractions:

"Local Beach Resort and Natural Beauty"



- 1) Kantang, Pak Meng and Song Hong beach resorts
 - 2) Hat Chaomai National Park (mangrove)
 - 3) Local products (hand woven cloth, coffee) and tourism village (Palian)
6. Urgent Action/Programs:
- 1) Completion of on-going tourism related on-going projects in the 6th Five-year Plan
7. Guidelines for Planning and Development:
- 1) Planning Studies should be conducted with a preliminary tourism survey of the Trang Development Area focusing on the possibility of beach building resorts in the west coast zone including Kantang
 - 2) Accommodation and Other Tourist Facilities Development should be explored with a target of building a new high class hotel with about 200 rooms.
 - 3) Transportation and Other Technical Infrastructure Development includes;
 - a. Promotion of the planned highway by-passing Trang Municipality and No. 4078 (Palian to Satun).
 - b. Promotion of the planned sea network from Kantang to Phuket port and the port in Kantang.
8. Major Development Centers:
- 1) Trang Municipality
 - 2) Beach resort at Kantang
 - 3) Hat Chaomai National Park at Sikao

4.3.3 MAJOR PLANS AND PROJECTS TO BE IMPLEMENTED

1) PHASE-I (1987-1991: 6TH NATIONAL PLAN)

The following are the major tourism developments to be implemented during the first phase :

- Development of the tourism circuits centering on Hat Yai city, providing easy and various tours to the nearby tourist attractions such as the Khu Khud Bird's Sanctuary, the Tong Nga Chang Wildlife Sanctuary and the beaches in Pak Ban Na Tab and Pak Bang Sa Kom;
- Development of sea transportation from Pak Bara Bang (Langu District, Satun) to the Tarutao, Adang and Rawi Islands;
- Expansion and up-grading of the existing hotels in Hat Yai and development of a new lodges and the other tourist facilities in the Khu Khud/Sathingphra area; and
- Promotion and encouragement of the series of development projects for the Songkhla Lake Basin such as the airport, seaport, water resources and distribution, agriculture and fisheries, environmental and sanitary facilities, and industrial estates. Most of these are to be continued to the next phase

2) PHASE-II (1992-1996: 7TH NATIONAL PLAN)

- Development of the beach resorts in Samila, Pak Ban Na Tab and Pak Bang Sa Kom, providing technical infrastructure and hotel accommodations and other tourist facilities;
- Improvement and beautification of the town facilities in Hat Yai city including up-grading shopping streets and entertainment squares, encouraging private investors to develop high class hotel accommodations facilitating shopping, entertainment, convention and trade show facilities;
- Expanding and up-grading existing lodges into an international class hotel in the Tarutao island and development of the lodge in the Adang/Rawi islands;
- Conservation and tourism development of the Thale Ban and the Phetra island Marine National Parks in Satun province; and
- Improvement of the existing Hat Yai-Pattani-Yala-Betong highway as an alternative access route from Malaysia and the improvement of the cultural and historical attractions along the highway.

3) PHASE-III (1997-2001: 8TH NATIONAL PLAN)

- Development of an "Asian Food and Culture Center" featuring Thai, Chinese, seafood, Malaysian, Vietnamese, Philippines, Korean, and Japanese restaurants etc., and an exhibition museum of the history of those foods for example, in Hat Yai city, to encourage and improve the image of the slogan "Asian Shopping and Entertainment City";
- Development of the cultural and historical tourist attractions in the deep south of Pattani, Yala and Narathiwat and improvement of tourist routes to connect those attractions including the cities of Pattani, Yala and Narathiwat, and tourism villages in Bannang Star, Betong, Pase Yawam and Bang Nara;
- Development of the tourist attractions in Phatthalung province including Rangnok island, Nangtalung (performance) and local products (Krachoo and mat) in the Phatthalung city, and the hot-water/cold-water spring at Khao Son Chai; and
- Development of tourist attractions in Trang Province including the Kantang, Pak Meng and Song Hong beaches, Hat Chaomai National Park and the tourism village development in the Palian district.

ANNEX

- 1 : Minutes of Meeting on Inception Report
- 2 : Minutes of Meeting on Interim I Report
- 3 : Study Staff

MINUTES OF MEETING ON INCEPTION REPORT FOR THE STUDY ON POTENTIAL
TOURISM AREA DEVELOPMENT FOR THE SOUTHERN REGION IN THAILAND

November, 1987 Bangkok, The Kingdom of Thailand

Minutes of Meeting
on
Inception Report
for
The Study on Potential Tourism Area
Development for The Southern Region
in Thailand

1. Japan International Cooperation Agency (hereinafter referred to as JICA) dispatched the Advisory Committee headed by Mr. T. Hirano and the Study Team headed by Mr. S. Yamada to The Kingdom of Thailand for the purpose of discussing and advising on the contents of the Inception Report of the Study. The Advisory Committee will be stayed in Thailand from November 19 to 27 and The Study Team will be stayed as said in the Inception Report.
2. JICA submitted 30 copies of the Inception Report in English to Tourism Authority of Thailand (hereinafter referred to as TAT) on 20th November, 1987 in accordance with the Scope of Work.
3. The major subject of the discussions on Inception Report are as follows:
 - 1) Acceptance of the Inception Report

The Study Team held a series of explanatory meeting on 20th, 23rd, and 24th November with the officers of TAT and other authorities concerned. The Inception Report was accepted by TAT and the study approach and methodology for the base of the studies were also accepted by TAT.
 - 2) Organization of Steering Committee

In respect of study, about 15 number of steering committee members consisting of representatives from related organizations will be assigned as follows:

 - 1) Chairman : Governor of TAT
 - 2) Member : NESDB
 - 3) " : Ministry of Interior
 - 4) " : Royal Forestry Dept.
 - 5) " : Environmental Dept.

According to the stage and progress of the study, mainly in the part II, the number of steering committee will be modified by the chairman in order to cope with adequate policy decision.

3) The Final Report

According to S/W, the final report will be prepared 50 copies by JICA but TAT strongly requested to have 200 copies of the Main Report. The Study Team took note and agreed to convey its request to JICA head quarter.

4) Additional field reconnaissance survey

Detaild on the field reconnaissance survey is discussed and additional areas suggested by TAT are as follows:

- 1) Similan Island in Phuket
- 2) Surin Island in Phuket

Bangkok, November 26, 1987

Juthamas Siriwan

Ms. Juthamas Siriwan
Asst. Director Tourism Investment
Tourism Authority of Thailand

Sohiko Yamada

Mr. Sohiko Yamada
Project Manager
Japanese Study Team, JICA

Witness by

Tadakuni Hirano

Mr. Tadakuni Hirano
Chairman of the Advisory Committee
Japan International
Cooperation Agency

MINUTES OF MEETING ON INTERIM REPORT I FOR THE STUDY ON POTENTIAL
TOURISM DEVELOPMENT FOR THE SOUTHERN REGION IN THAILAND

March 24, 1988 Bangkok, The Kingdom of Thailand

1. Japan International Cooperation Agency (hereinafter referred to JICA) dispatched the Advisory committee headed by Mr. T. Hirano and the Study Team headed by Mr. S. Yamada to the Kingdom of Thailand for the purpose of discussing the outcomes of the part I of the Study with the Thai Government.

2. JICA Study Team submitted 30 copies of the Interim Report (I) in English comprising Summary-Key Issues, Main Report, and Appendices, to Tourism Authority of Thailand (hereinafter referred to TAT) on March 18, 1988, prior to having the Steering Committee.

3. The Steering Committee chaired by the Governor of TAT, Mr. Dharmnoon Prachuabmoh was held at TAT on March 23, 1988 with attendance of the Steering Committee members, the JICA Advisory Committee members, the Study Team members, and the relevant members as shown in the attendants list attached herewith.

4. The overall direction of the Interim Report (I), which is in conformity with the Terms of Reference, was accepted by the Steering Committee of the Thai Government. The guidelines and recommendations for tourism development in Southern Region as a whole presented by the study team were principally accepted with several comments and suggestions by the Steering Committee as well.

John 5. It was agreed that the Phuket cluster was assessed to be the priority area where the government strategic intervention is required, and that the Phuket cluster, as an international tourism center/gateway of Southern Region, is to be taken up for further detailed studies in the part II of the Study, based on the concept of tourism development explained by the study team. *45* *28*


6. The matters outlined below were discussed at the meeting:


6.1. A detailed study of marine tourism is needed in the part II study, taking into account especially marine transport systems for remote islands and utilization of the private sector in a proper manner.

6.2. Limitation of future development is a matter of concerns. Environmental and carrying capacities are factors to be considered in depth. It is also an important argument whether the development should be, mass-tourists oriented or limited quality

tourists oriented. As for the environmental aspect, the study team is requested to have a coordination with the study members of the Coastal Resources Management Study which is underway in cooperation with the USAID.

6.3. JICA's furthermore assistance is requested for establishing management plans of the national marine parks and a marine management training center in the Phuket cluster

Further 6.4. As the conservation of the historical buildings and districts in the Phuket township was recognized to be important, it will be considered in the part II study. 

6.5. In the sense of boosting regional handicraft industries, Nakhon Si Thammarat may be taken note in line of policies being discussed at the Handicraft Industry Promotion Committee. 

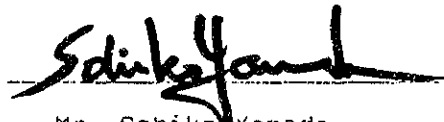
6.6. For an implementation scheme, a clear picture on responsibilities of public and private sectors is requested to be delineated in the part II study.

6.7. A restructuring scheme of organization ensuring an effective implementation of tourism development including some legislative matters is requested to be studied in the part II study.

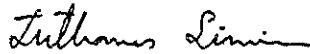
Bangkok, Thailand on March 24, 1988



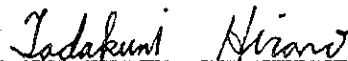
Mr. Dharmnoon Prachuabmoh
Chairman of the Steering Committee,
Governor, Tourism Authority of
Thailand



Mr. Sohiko Yamada
Project Manger,
JICA Study Team



Ms. Juthamas Siriwan
Asst. Director, Tourism Investment,
Tourism Authority of Thailand



Mr. Tadakuni Hirano
Chairman of the Advisory
Committee,
Japan International
Cooperation Agency

Attendants List

at

The Steering Committee, on March 23, 1988

A. Steering Committee

1. Mr. Dharmnoon Prachusabmoh	Governor TAT
2. Mr. Seree Wangpaichitr	Deputy Governor
3. Mr. Kovit Kuvanonda	Ministry of Communication
4. Ms. Nualnapa Tiancharoen	Ministry of Communication
5. Ms. Wilaiporn Liwgasemsan	NESDB
6. Mr. Suchai Piyapatkarn	NESDB
7. Ms. Srisopa Petchsuwan	Office of Policy and Planning, MOI
8. Mr. Palakorn Suwanarat	Office of Policy and Planning, MOI
9. Mr. Seri Watchabootsakorn	NDP. RFD
10. Mr. Suthat Wannalert	NDP. RFD
11. Dr. Chumphon Suckaseam	NDP. RFD
12. Mr. Weera Sakultab	NEB

B. JICA Advisory Committee

1. Mr. Tadakuni Hirano	Ministry of Transport
2. Mr. Ryuhei Maeda	Ministry of Transport
3. Mr. Shinichi Yoshizawa	Japan National Tourist Organization

C. JICA Study Team

1. Mr. Sohiko Yamada	Team Leader
2. Mr. Goro Hirata	
3. Mr. Kiyooki Takakuwa	
4. Mr. Tadahiko Yoshino	
5. Mr. Katsuhide Nagayama	

D. JICA Staff

1. Mr. Kiyoshi Hirakawa

E. Counterparts

1. Mrs. Jutamas Siriwan	TAT
2. Mr. Kamron Chalermroj	TAT
3. Mrs. Shujitt Poe-Tong	TAT
4. Mrs. Chureerat Kongtrakul	TAT
5. Mr. Nikom Musigakama	Fine Arts Department
6. Dr. Thavivongse Sriburi	Chulalongkorn University
7. Ms. Thada Sutthithum	Fine Arts Department

ANNEX-3: Study Team

1. JACA'S STUDY TEAM

- | | | |
|---|---|-----------------|
| 1) Project Manager/Tourism Promotion/Administration | : | Mr. S. Yamada |
| 2) Tourism Facilities | : | Mr. G. Hirata |
| 3) Regional/Land Use | : | Mr. H. Matsuo |
| 4) Tourism Infrastructure | : | Mr. K. Seki |
| 5) Market Analysis | : | Mr. K. Kokubo |
| 6) Demand Forecast | : | Mr. K. Takakuwa |
| 7) Economic and Social Analysis | : | Mr. T. Yoshino |
| 8) Finance and Implementation | : | Mr. H. Shimizu |
| 9) Transportation | : | Mr. K. Nagayama |
| 10) Sewerage | : | Mr. N. Gonohe |
| 11) Airport | : | Mr. H. Sugiura |
| 12) Waste Disposal/Environment | : | Mr. M. Hattori |

2. JAPANESE ADVISORY COMMITTEE

- | | | |
|-------------|---|------------------|
| 1) Chairman | : | Mr. T. Hirano |
| 2) Member | : | Mr. R. Maeda |
| 3) Member | : | Mr. M. Koseki |
| 4) Member | : | Mr. S. Yoshizawa |

3. JICA STAFF

- | | | |
|-----------------|---|--------------|
| Project Officer | : | Mr. T. Hirai |
|-----------------|---|--------------|

4. TAT COUNTERPARTS STAFF

- | | | |
|----------------------------------|---|---------------------------|
| TAT | | |
| 1) General Coordinator | : | Mrs. Jutamas Siriwan |
| 2) Administrative Coordinator | : | Mr. Kamron Chalermroj |
| 3) TAT Marketing Specialist | : | Mrs. Chureerat Kongtrakul |
| 4) TAT Socio-economic Specialist | : | Mrs. Shujitt Potong |
| 5) TAT Tourism Specialist | : | Mr. Amnuay Thiamkeerakul |
| 6) TAT Resource Specialist | : | - |
| Chulalongkorn University | | |
| 7) Culture & History Specialist | : | Mr. Chunhade Promseranee |
| 8) Infrastructure Specialist | : | Dr. Thavivongse Sriburi |



Beautiful Sand Beach in Ko Samui, Surat Thani Source; 'Thailand from the air'

JICA