



Guidelines for Accommodation Designs to Promote Community-Based Tourism in Takua Pa Old Town

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Abstract

The objective of this qualitative study was to find out guidelines for accommodation designs to promote community-based tourism in Takua Pa Old Town, Phang-nga Province. Data were collected from seven informants consisting of owners of old residential buildings who lived in the community and members of organizations involved in old town conservation through in-depth interviews and non-participant observations. For data analysis, the data were categorized, interpreted and concluded using descriptive analysis. The results of the study were that designing accommodations for Takua Pa Old Town began from investigating the conditions, architecture and uses of old buildings. After that the results of the investigations were used in designing an accommodation in the category of “homotel” with two storeys based on the old architectural style in the area. Thus, the homotel was designed to have a space for doing activities, recreation and get togethers. This design of accommodation in the community would promote tourists to learn and understand the community’s way of life and this type of accommodation could be used as guidelines for development and promotion of another way for making income in the community.

Keywords: Community accommodation design; Community-based tourism; Takua Pa Old Town; Phang-nga Province; Homotel.



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1. Introduction

“Takua Pa” is presently a district in Phang-nga Province. However, it used to have a status of province as it was a large economic town rich in a black mineral locally called “Takua” referring to tin which is part of its present name. In the past, especially in 1957, Takua Pa was not only at its utmost prosperity but also made the Southern part of the country prosperous. It was called a sleepless town because it was active all the time. Even though Takua Pa has socio-economically become less and less active and less prosperous, the variety of architecture of the old buildings on the two sides of the roads remains intact and illustrate its history and development in each of the periods telling stories about people who used to live in them (Suchachaya, 2018). Presently, even though Takua Pa is quiet, it has been revived for tourism.

The town’s economic expansion through tourism management allows people in the community to manage and develop groups and organizations to promote local income which is an important principle of tourism. According to Henkel and Stirrat (2001), as the hosts to welcome tourists, community participation requires a bottom up process of management. Thus, tourism involves the benefits of idea exchange as one form of recreational activities, and the outcomes are relationships as a result of interactions between tourists and businesses as well as services (McIntosh and Goeldner, 1986). Designing accommodations in the community, as found by several studies, is to find out suitable accommodation styles for tourists who visit the town, the number of tourists, and additional facilities while keeping in mind the importance of old town conservation (Chackcharoen, 2016). In the past, accommodations in Thailand were simply places for travelers to stay, and most of them were row houses that people could stay together in one large hall without separate rooms; they were similar to pavilions in Buddhist temples. Afterward when the number of tourists increased, this type of accommodations was developed with design and facilities for tourists; rooms were separated. Accommodations in a community should be proportional to and supported by the community without damaging its identities (Warakulawit, 2003).

The focus of this study is on guidelines for accommodation designs for Takua Pa Old Town, Phang-nga Province to promote tourism in terms of accommodations in the area so that tourists can learn the community’s way of life from mingling with the traditional lifestyle in old architecture buildings. Future economic distribution is taken into consideration in finding suitable areas to build and manage accommodations. Moreover, these accommodations should contribute to tours that are complete with all tourism components. Therefore, accommodation designs for the community should be able to stimulate community-based tourism. The true travel industry involves not only expansion of hotel business but also community accommodation business that needs to grow along with the number of tourists visiting the community. Thus, accommodation designs specifically for Takua Pa and its environment and

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context must contribute to making it a good quality tourist town that is complete with all components of tourism. This article to investigate for guidelines of accommodation designs to promote community-based tourism in the area of Takua Pa Old Town.

2. Material and Method

This research article is quality research which aims to investigate guidelines for community accommodation designs to promote tourism. The investigation was on potential of the area employing the interdisciplinary research method to combine social sciences with designs for the trend of arranging the floor plan of accommodation. The focus is on investment in old buildings with traditional styles. Data collection was based on participation including observation and in-depth interviews with interview form constructed to cover the objectives of the research emphasizing resource bases concerning old buildings. The seven informants consisted of owners of old houses, owners of old buildings, members of Talat Yai community committee and members of Senanut Rangsang community committee. The topics were on development of old buildings for community accommodation designs. The data were categorized and presented through descriptive analysis to meet the objectives of this research. Related literature was reviewed to describe and offer guidelines for community accommodation designs covering the following two concepts: 1) accommodation for tourism, and 2) community-based tourism. The followings are summaries of the review.

2.1. Accommodation for Tourism

This type of accommodation should create neighborhood identities because awareness of the place and characteristics of neighboring communities that are different from other places is the pride of the community that encourages landscapes conservation. According to [Bhatia \(1978\)](#), accommodation business began during the ancient Greek empire when people traveled to other places for trading and visiting relatives. However, at the beginning they had to sleep in the street or in public places. [Jenkins \(2010\)](#), states that accommodation design is an important part of the service industry which involves provision of accommodation, and food and beverage while people spend their time away from home. [Timothy and Teye \(2009\)](#), classify accommodations into three categories. 1) The first category consists of hotels, motels, and resorts. The accommodation business in European countries consider motels and resorts to be in the same group and most are 2-3-story buildings with less diversity of rooms than hotels. However, they have similar facilities for their guests and the emphasis is on conveniences and comfort for the guests. 2) The second category of accommodation is “second homes”—The characteristics of accommodation in this category is that each room has a kitchen with cooking utensils for self-catering. This type of accommodation is popular among people travelling with their family and usually have an extended stay. Most of the accommodations are serviced apartments, timeshares and condominium hotels which are popular in Europe. 3) The third category of accommodation is small scale boutique accommodations—This category of accommodations consists of inns, bed and breakfast, guesthouses, pensions and homestays. The services of these accommodations are different from country to country. Most of the accommodation designs make use of former identities of the area with some modifications but retain the traditional conditions and way of life.

2.2. Community-Based Tourism

Co-creation is important for the community; it is for them to participate in planning, doing, responsibility and receiving benefits. People in the community must join hands to reinforce the community’s potential in sharing benefits and to earn extra income in accordance with the Designated Areas for Sustainable Tourism Administration ([Designated Areas for Sustainable Tourism Administration, 2015](#)). It also states that community-based tourism can lead the community to economic, environmental, social and cultural development. Other organizations in the government sector, educational institutions, tour operators and mass communication are mechanisms that can encourage surrounding communities that are not directly involved in tourism to supply their resources as raw materials or products to sell to tourists visiting the community. This is also co-creation of tourism to the community.

According to DASTA’s concept, there are three Cs in the DASTA 3C Model: CBT (Community-Based Tourism), CT (Creative Tourism), and CBTT (Community Benefitting Through Tourism). Community-based tourism (CBT) adds value to the community’s existing resources but retains its traditional identities which leads to creative tourism (CT) that presents local culture with its value reflecting the way of life and identities of the community that bring benefits to the community, in other words, community benefitting through tourism (CBTT) which distributes income to the surrounding communities. [Fennell \(1999\)](#), states that tourism must not exploit the community’s environment, society and culture in order to respond to the needs of local people, so technology is used only as necessary. Planning should involve the community to develop and promote the economy to reduce and solve problems relating to poverty, and the community should be able to depend on the power and policy structures ([Giampiccoli and Kalis, 2012](#)). For [Chanthaphan and Ritthima \(2013\)](#), creating a learning process is planning for community-based tourism. Resources management and power distribution, joint decision-making and receiving benefits together with community-based tourism management are considered tools for community development.

3. Results

The results of the study showed that the context of Takua Pa Old Town of Phang-nga Province is related to cultural heritage both tangible and intangible. Feasibility was found for Takua Pa Old Town to build community accommodations for tourists because Takua Pa Old Town is outstanding in its buildings, food, community markets,

souvenirs and way of life that can be included in accommodation designs. Tourists can learn the locals' traditional way of life when staying there. Because of its outstanding area, "hometel" was found to be a suitable type of accommodation for Takua Pa Old Town in terms of community-based tourism. Thus, it is imperative for the accommodation design to meet the needs of tourists who would like to stay in the community as if they were at home to learn about the community. Nuanla-ong (2010), specifies that the community accommodation designer must understand the value of the heritage for conservation of historical structures and architecture of the community.

Regarding the community accommodation design, two aspects concerning history and architecture of Takua Pa Old Town were investigated and the findings were as follows.

3.1. Old Buildings and Architecture in Takua Pa Old Town

The old communities in Takua Pa were influenced by Buddhism, Hinduism and Islam and there are many ancient sites and Buddhist temples that have buildings and architecture showing influences that brought in with trading by foreigners in the past. These buildings can be classified into three categories. 1) Religious buildings—These are Buddhist buildings in Theravada and Mahayana styles influenced by Chinese who migrated in the area. 2) Buildings with bearing walls to support weight with the front in a European style. The top of the column is decorated with stuccowork and the walls as well as the windowpanes have no decorative patterns; and 3) Applied Sino-Portuguese style buildings—The structure of the buildings is reinforced concrete. Parts of these buildings are decorated with Chinese and European patterns and contemporary styles making them very outstanding in the area.

Additionally, there are commercial buildings and residential buildings in Takua Pa with remarkable architecture. Some are with mixed Chinese and European decorations and the roof in Panya style which is a Thai style of construction of a house without the gable. This is similar to another style called Sino-European. The styles of houses were derived from prosperity of the town as a result of mining. One common feature of old houses is an open space in the middle area of the house with a well. Another feature is covered walkways or arcades in front of commercial buildings along the street called "Ngo Ka Ki". The word is made up of a Hokkian Chinese word "Ngo" meaning five, and "Ka Ki" is a Malay word meaning a foot or feet. Thus, the width of the walkway in front of each building is five feet. These features are remained to be seen. Trading in the past with groups of traders entering the area had influence on building styles and architecture. These are significant characteristics of Takua Pa reflecting value of the buildings and the architecture. Moreover, the aesthetic value of the buildings illustrates the prosperity of the area in the past, especially its economic characteristics that are similar to those of Phuket. The valuable architecture of the building clusters indicates the prosperity of the town in a period in the past.

From the field survey, it was found that old buildings and houses including their architecture have been well preserved. The traditional way of life in terms of conditions of the houses and how they were used can be seen through buildings and various structures along Sri Takua Pa Road, Klan Kaeo Road, Montri 2 Road, and Udom Thara Road. These traditional style buildings have a space or hall, a well inside the house, a covered walkway in front of the house and spaces for various uses. The buildings are in a townhouse style built adjacent to each other with a covered walkway in front. The covered walkway can be used for sitting to relax or display of goods for sale. Therefore, the guidelines for community accommodation designs to promote tourism in Takua Pa Old Town should be based on the traditional style of the house including the front and the inside of the two-story building so that the design could be as guidelines for accommodations in Takua Pa Old Town.

3.2. Guidelines for Community Accommodation Designs to Support Community-Based Tourism in Takua Pa Old Town

The accommodation design presented in this study is in the "hometel" style, for tourists and people in the community to have opportunities to mingle and learn each other's way of life including livelihood, lifestyle, food and practices. The design is called "Takuapa Hometel" which is a two-story building with the first floor that has an open space for doing activities or a common room for recreation, a living room, an internal garden, a coffee area with local coffee available, and a reception area. On the second floor, there is a hall to show the esthetic of Sino-European architecture, a sitting room or a living room, and three bedrooms with a balcony. The modification or design of the building must maintain the traditional characteristics as much as possible.

Figure-1. Floor Plans of Floor 1 and Floor 2

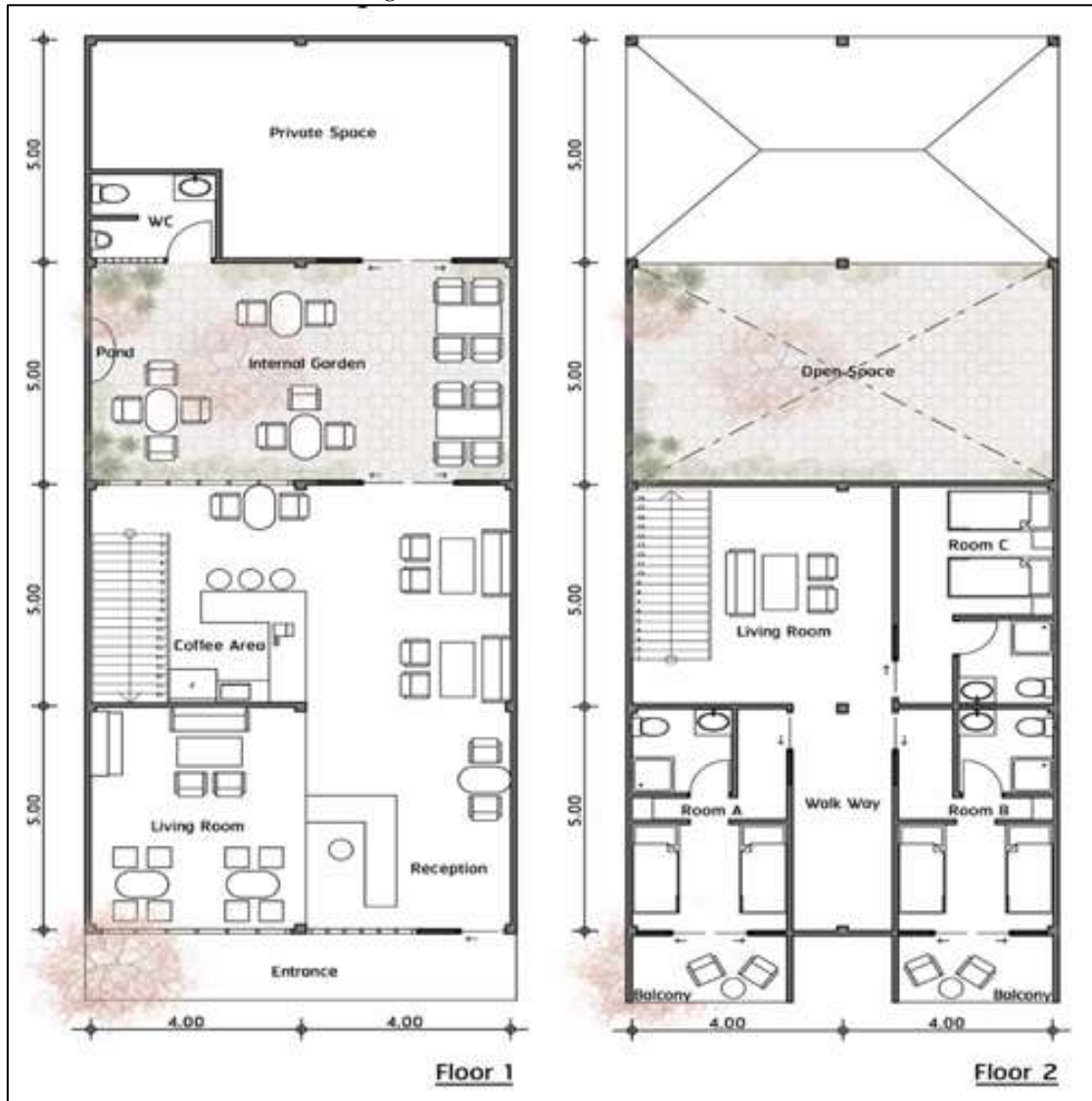


Figure-2. The front part of "Takuapa Homotel"



Figure-3. Recreation area



Figure-4. Bedroom on Floor 2



The community accommodation design above is based on the identity of the community to promote tourism and for tourists to feel like staying in a home. The major concept of the design is feeling impressed, gaining knowledge, and learning the way of life rather than relaxation. It is a tour that links the historical way of life with the area making the history of the community return to the present through learning the way of life the community. The design of community accommodations also restores the past of the area that has been lost. The return of the past is considered important and it can make the community realize the importance and thus manage the community in a self-management style. Nevertheless, the study found that there was a major problem in the community. That is migration of youth to work in large cities. Regarding management, one principle of tourism management is linkage between realization of the importance of conservation of the old section of the town and buildings improvement. Local history refers to revival of knowledge in the past to represent historical value, and therefore, tourism is practically only a by-product. The aesthetic value of local identities is for tourists to learn about while setting the direction for old town tourism for the future.

4. Discussion

This research is an integrated science study that presents a production of body of knowledge on community accommodation designs. In social sciences, community accommodation designs focus on accommodations that blend with the community's way of life and raise awareness or perception of collective memories and sense of belonging which is of great importance. The discussion is divided into two aspects as follows.

1. The buildings in Takua Pa Old Town of Phang-nga Province are old and with outstanding architecture. Diversity in the area with civilization resulting from mining in the past gave Takua Pa the resource base of tin and outstanding culture, especially the way of life that can be seen through the buildings. Therefore, in modifying the buildings which are considered a type of capital and making them into accommodations, it is imperative to consider the traditional way of life. According to Yotsurang (2015), mixed cultural and natural heritage link the relationship between humans and nature, and they must help and depend on each other. In the same way, the relationship between people in the community and the design of the building is significant because the result of their relationship illustrates civilization of local architecture. Furthermore, Osiri (2008), in his study, revealed that history and beliefs and adaptation of human beings are related. The concept of cultural landscape as Sinsaengkaeo (2009) found is that activities in the community's way of life must show concrete uniqueness through expressions which refer to structures and buildings that are accommodations. This is because they can indicate physical limitations, social drive, culture and economy to be considered for community development in the future.
2. The guidelines for community accommodation designs are part of resources management in tourism promotion that balance the needs for community development and the economy of the country related to the needs for conservation. It is management of the community's ability to support and to manage tourism in such a way that maintains the quality of the experience that tourists will have (Sakunaphat *et al.*, 2011). In providing services, the service industry must take into consideration recreational activities. Khemthong and Ngamvichaikit (2019), claims that nowadays only hotel business alone is not enough to serve the needs of some groups of tourists who do not pay much attention to conveniences and comfort but to the community's way of life. There are other types of accommodations that are growing in the tourism industry and all types aim at the same objective of serving tourists. However, they all depend on local socio-economic and cultural conditions. Therefore, it is important for the local community to have participation in designing accommodations so that they respond to the needs of the community.

5. Conclusion

The results of this study can be used by the community in tourism management and in adding more choices of accommodation in the area. In designing the accommodation for the area based on the characteristics of old buildings and the Sino-European architecture, community identities that were influenced by the prosperity of mining in the past are included in the buildings. The reason is for them to reflect the way of life in the past whether they are commercial buildings, religious building or residential buildings even though they are different in their uses and in some of their characteristics. Nevertheless, they are all well-restored and conserved. This study presents a design of a homotel that is rare in the Southern part of Thailand. The homotel can offer tourists a feeling of staying in a home in the neighborhood of Takua Pa Old Town. Floor 1 and Floor 2 of the homotel have a hall for recreation which is a common space for guests. As the homotel, is in located in the community, and it is part of tourism promotion for the community.

The study of community accommodation designs can be beneficial to related organizations inside and outside the community as the design can be used in developing an accommodation that is specifically for the area. Moreover, the results of the analysis can be used in forming policy on tourism promotion at the provincial level. For the practical level, tourists who will visit the community in the future will be able to learn about the local history. Tourism in the area can be developed into different types such as nostalgia tourism, creative tourism, cultural heritage tourism, rural tourism, alternative tourism, etc. for the community to manage in the future.

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