

A DESIGN OF TROPICAL SEASIDE RESORT
FOR THAILAND

by 1264

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INTRODUCTION

When people have to engage in their serious business for too long, they need relaxation to relieve their strain and a change of experience in order to revitalize themselves and become capable of continuing their work more actively and more productively. Resorts are one of the major solutions for this purpose. They generally serve three functions: relaxation, enjoyment, and most vitally the stimulation provided by change of atmosphere. Resorts are expected to emerge much more rapidly since population is growing, economy is expanding, and the average income for individual is rising. The trend is for an even larger sector of the public to allocate a large proportion of their income for travel and vacationing. The amount spent for travel increases at a rate quite comparable to income increase. This means that more tourists shall spend more time in their vacation. Resort business consequently tends to become bigger and more progressive.

As Thailand becomes more accessible to tourists, its tropical nature with the oriental atmosphere and magnificent cultural assets make it famous throughout the world. Thus Pattaya becomes one of the most attractive seashores in Southeast Asia. With the beautiful landscape, ample recreational facilities, and ideal location, Pattaya Beach is nearly an unbeatable seaside recreational area. It is only 94 miles from the capital city of Bangkok, the center of all the tourist activities. It is not only ideal for serving foreign tourists and citizens in Bangkok, but also is convenient for the large number of local people in this region whose participation would add the flavor of nativity to make the whole thing uniquely colorful.

The recreational area at Pattaya is growing extensively in proportion to the greatly increasing number of tourists. There are quite a few hotels,

motels, series of bungalows, and recreational facilities provided in the area, but still more resort accommodations are needed. It is no doubt interesting and inspiring to deal with the development program in Pattaya. "A Design of Tropical Seaside Resort for Thailand" certainly will serve the needs of tourists and provide them with much pleasure, and of course help the national economy. For such purposes, it is seriously designed as an indigenous architecture of unique character, at the same time is capable of furnishing the atmosphere of relief and fun. The design is based on the following considerations:

- The geographical and physical background of the country.
- The essence of seaside resorts in general.
- Integration with tourism in Thailand.
- The particulars of seaside resorts in Thailand.
- Content in context with Pattaya Community, Choburi, Thailand.
- Factors affecting Design.
- Design consideration for tropical environment.

It is well understood that recreation is one of the basic elements of better living of all people, and resorts are symbolic of economic progress which, to say the least, provides jobs for local people and indirectly promotes economic growth of the country.