

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.

## THE GEOGRAPHICAL AND PHYSICAL BACKGROUND OF THAILAND

Thailand, the land which was once known as Siam, is situated in the heart of tropical Southeast Asia, bounded on the east by Laos, Cambodia, and Vietnam, on the west by Burma and the Indian Ocean, and on the south by Malaysia.

It is located approximately between the parallels  $5^{\circ}37'$  and  $20^{\circ}27'$  north latitude, and between the meridians of  $97^{\circ}22'$  and  $105^{\circ}37'$  east longitude.

It covers an area of 200,140 square miles, making it almost as large as France and about four-fifths the size of Texas. The maximum distance from north to south is 992 miles and from east to west is 495 miles. It is vital to know that it has about 950 miles of coastline on the Gulf of Thailand, where the country's main harbors and, incidentally, most of the resort beaches are located.

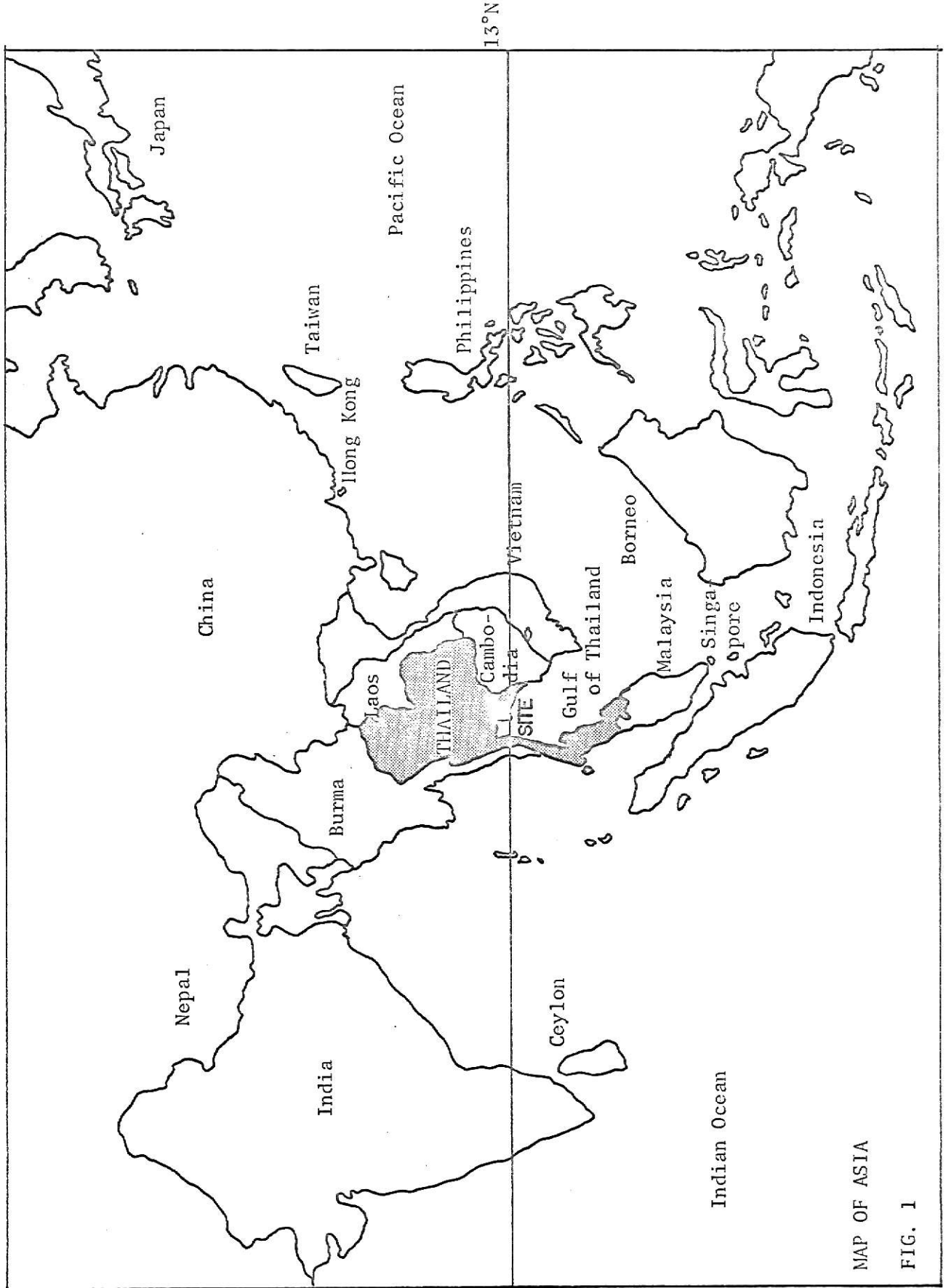
Thailand's total population is estimated at 33,000,000. Its area is divided into 71 changwads (provinces). Bangkok, the largest city, is the capital and the major sea port of Thailand.

### Regions

Thailand may be divided into five physiographic regions: the Central Plain, the Northern Region, the Northeastern Region, the Southeastern Region, and the Peninsula.

#### The Central Plain

Lying on the basin of the Chao Phraya River, it is the political and economic heart of the nation. The alluvial plain beside the Chao Phraya River contains fertile soils that makes this area the main concentration of agricultural life. This region is one of the biggest rice-growing areas in the world.



MAP OF ASIA

FIG. 1



It is also the most heavily populated section of the country. Bangkok, the nation's capital, is located in this region. It handles most of the country's foreign trade. The other important cities in this region are Ayutthaya (the former capital), Lopburi, Nakorn Pathom, Petchburi, and Rajburi. By far this region is the most vital part of the country.

#### The Northern Region

This mountainous region is marked by a series of parallel north-south mountain ridges and deep, narrow alluvial valleys. It has four main rivers flowing southward to join the Chao Phraya River. The political and commercial center of the region is Chiangmai. It has great historical interest and is considered to be the most famous among many cities in this region. Other such cities are Chiangrai, Lampang, Nan, Phrae, and Sukothai. This region has a great teak growing area. It may well be the most beautiful part of the country, but it suffers from distance for tourist purposes.

#### The Northeastern Region

A large plateau, this region is bounded on the north and east by the Mekong River which partly serves as a border line between Laos, Cambodia, and Thailand. A sparsely populated region and poor in resources, this area is swampy during the monsoon, but lacks water in the dry season. Its long dry season and relatively scarce rainfall make it the least favored region in the country. The chief cities of this region are Korat, Konkaen, Nongkai, Ubon, and Udon. It has yet to be supplemented with human creation in order to become attractive.

#### The Southeastern Region

This region is limited on the west and south by the Gulf of Thailand, and

on the east by the Banthat Mountain Range which marks the Thailand-Cambodia border. The chief cities are Chandraburi, Cholburi, Rayong, and Trad. Along the coast of this region, there are white sandy beaches. Numerous rocky and forested islands resembling the coastal areas give beautiful natural scenery. The most characteristic tree of the beach ridge and the coastal sandy areas is the slender growing seapine (*Casuarina equisetifolia*). Perhaps, this is the region where additional seaside resorts could be planned for in the immediate future.

#### The Peninsula Region

The coastal region lies immediately north of the Thai-Malaysian border. The land varies in width from 10 to 135 miles. The economy is based on mining, rubber, and other tropical crops. The chief cities are Nakorn Srithamaraj, Pattani, Puket, and Songkla. There is a great possibility for this area to become the international tourist center that embraces both Thai and Malaysian cultural attractions.

#### Bangkok

Bangkok, the capital of Thailand, has a total population of more than 2,000,000. It is a richly decorated modern city, situated on the east bank of the Chao Phraya River about 23 miles north of the Gulf of Thailand. Founded in 1782, it serves as center of the nation's cultural, financial, commercial, industrial, and educational life. It is virtually a city of temples, and in regard to tourist interest, it is considered one of the most intriguing beauty spots of the Orient. Because of its unique features of numerous canals, elegant palaces, and colorful temples and shrines, Bangkok is often referred to

by westerners as the "Venice of the East." It is one of the major sea ports in Southeast Asia and certainly the principle international air-travel center in the Far East. There are 24 international airlines offering their facilities at Bangkok Airport and 42 companies of 12 nationalities have their ocean liners dock there.

### Population

The total population of Thailand is approximately 33 million with annual growth rate of almost 3%. Between 85% and 90% of the people live in the rural villages. There are only two classified cities: Bangkok and Chiangmai. About 6% of the country's total population lives in this urban area, and its annual growth rate is in excess of 7%. Average population density in Thailand is about 114 persons per square mile. Bangkok is the most populated city whose density is obviously high but fortunately not yet among the highest of the major cities of the world. No specific figure is available at the moment.

The principle minorities are the Chinese, who make up approximately 15% of the population; the Thai-Malays of the Peninsula, forming a little over 3% of the population; and a small number of Vietnamese.

Four out of five Thai are engaged in farming. By 1990, it is estimated that the population of Thailand will be 54,600,000.

### Government

Thailand is constitutional monarchy with a centralized government. The King is the head of the country. He exercises sovereign power through the three branches of government: the executive, the legislative, and the

judicial. The Thai government is organized into 13 ministries, all headed by the prime minister. For local administration, Thailand is divided into 71 provinces (Changwads). Each province consists of districts, communes, and villages, and is ministered by a governor appointed by the minister of the Interior. Local government is controlled and financed by the central government. All officials are appointed except the village headman who is elected by the villagers.

### Religion

Buddhism is the established religion of Thailand. A very large majority of the population of Thailand is Himayana Buddhist (93.6%). Religion plays an important part of the daily life of the Thai people. More than one thousand wats (temples) are scattered throughout the country.

As for other religions of Thailand, 3.9% of the population is Islamite, 1.7% is Confucian, 0.6% is Christian, and only 3,000 persons are Hindus.

### Language

Thai is the national and official language. It is influenced by other languages such as Chinese, Khmere, Mon, Pali, and Sanskrit, with Sanskrit being the major source of intellectual and philosophical vocabulary. Linguistically it may be divided into four major dialects: central Thai (official), Northern Thai, Northeastern Thai, and Southern Thai. However, Thai speakers have little difficulty in inter-dialect communication because most know the central official language.

Various Chinese dialects are spoken by the next largest group of people

in the country. 800,000 people in the southernmost provinces of the Peninsula speak Malay. Other minority languages of Thailand are spoken by the hill tribes of northern Thailand and in the west, along the border of Burma.

English is widely known in Thailand. It is taught in schools to fulfill the compulsory foreign language requirements. Many inhabitants of the main cities speak and understand English. Many people speak French but few speak German.

#### Currency

The unit of currency is the Baht (or tical), whose smaller denominator is stang (cent). The approximate rate of exchange is maintained at about US \$1.00 to 20 bahts for the last twenty years.

## Climate

### Seasons

Thailand, like other southern Asian countries, is dominated by the monsoon, which is essentially seasonal winds blowing from one direction part of the year and the opposite direction the remainder of the year. On this basis, three seasons may be recognized in most parts of the country: the rainy season (July-October), in which the strong monsoon rains occur; winter (November-February), the mildest season of the year; and summer (March-June), a hot and humid season when tourism would be at its ebb if no extraordinary attraction is provided. Yearly temperatures normally vary about 35°F. The yearly rainfall is 45 to 55 inches over most of the country with still more in the coastal area.

### Prevailing Winds

The prevailing winds of Thailand effect the rains. In the summer and rainy season the winds come across the Indian Ocean from the southeast and southwest, bring the moisture which becomes rains when it meets by the cooler air above the land. During winter, winds come from the northeast.

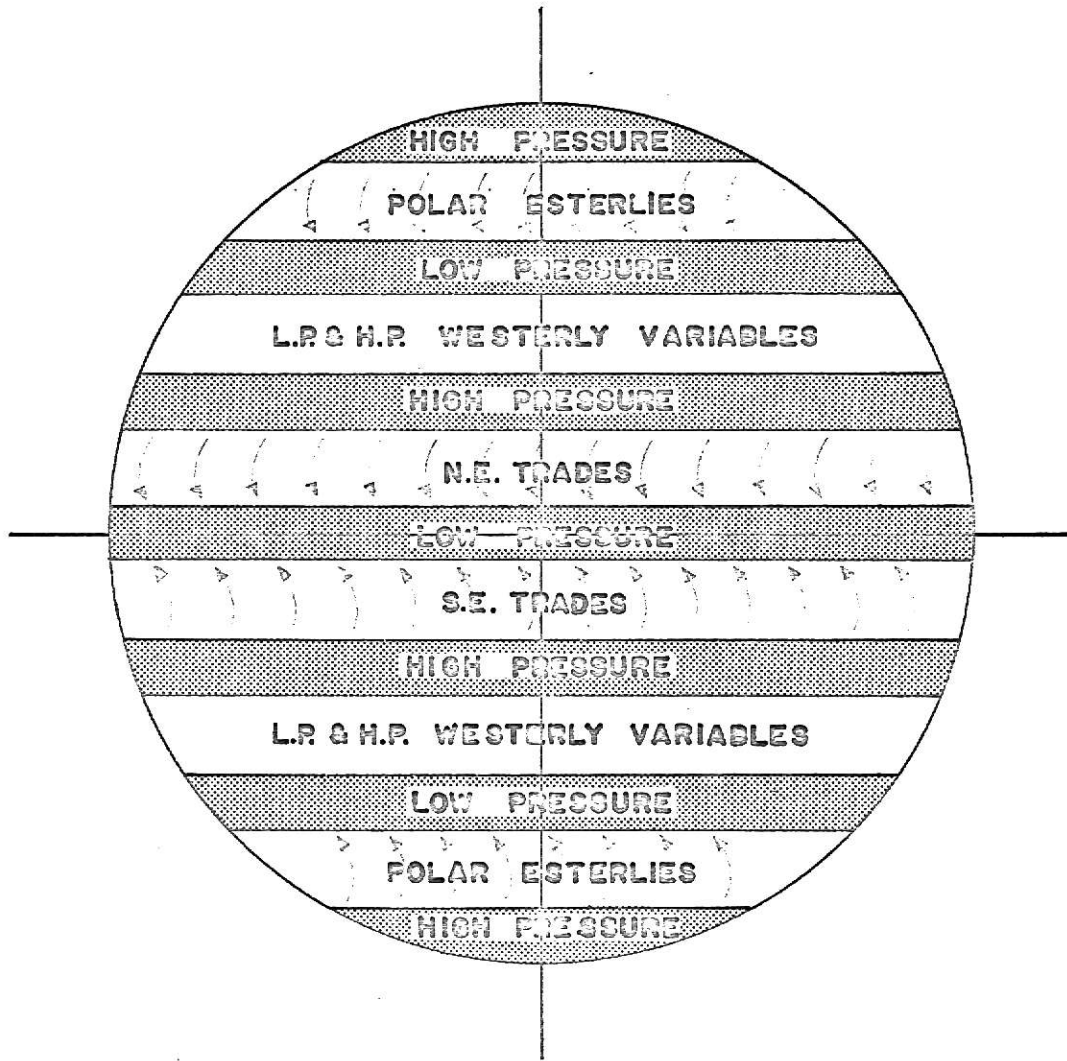
### Solar Angles

Solar altitude is the vertical angle between the horizontal plane and a line from the sun.

$$\text{Solar altitude in summer} = 90^\circ - \text{latitude} - 23 \frac{1}{2}^\circ$$

$$\text{Solar altitude in winter} = 90^\circ + \text{latitude} - 23 \frac{1}{2}^\circ$$

The difference of solar altitudes at summer solstice and winter solstice is so little. The continuity of a year round facility is obviously natural.



PLANETARY CIRCULATION OF THE WIND

Figure 2

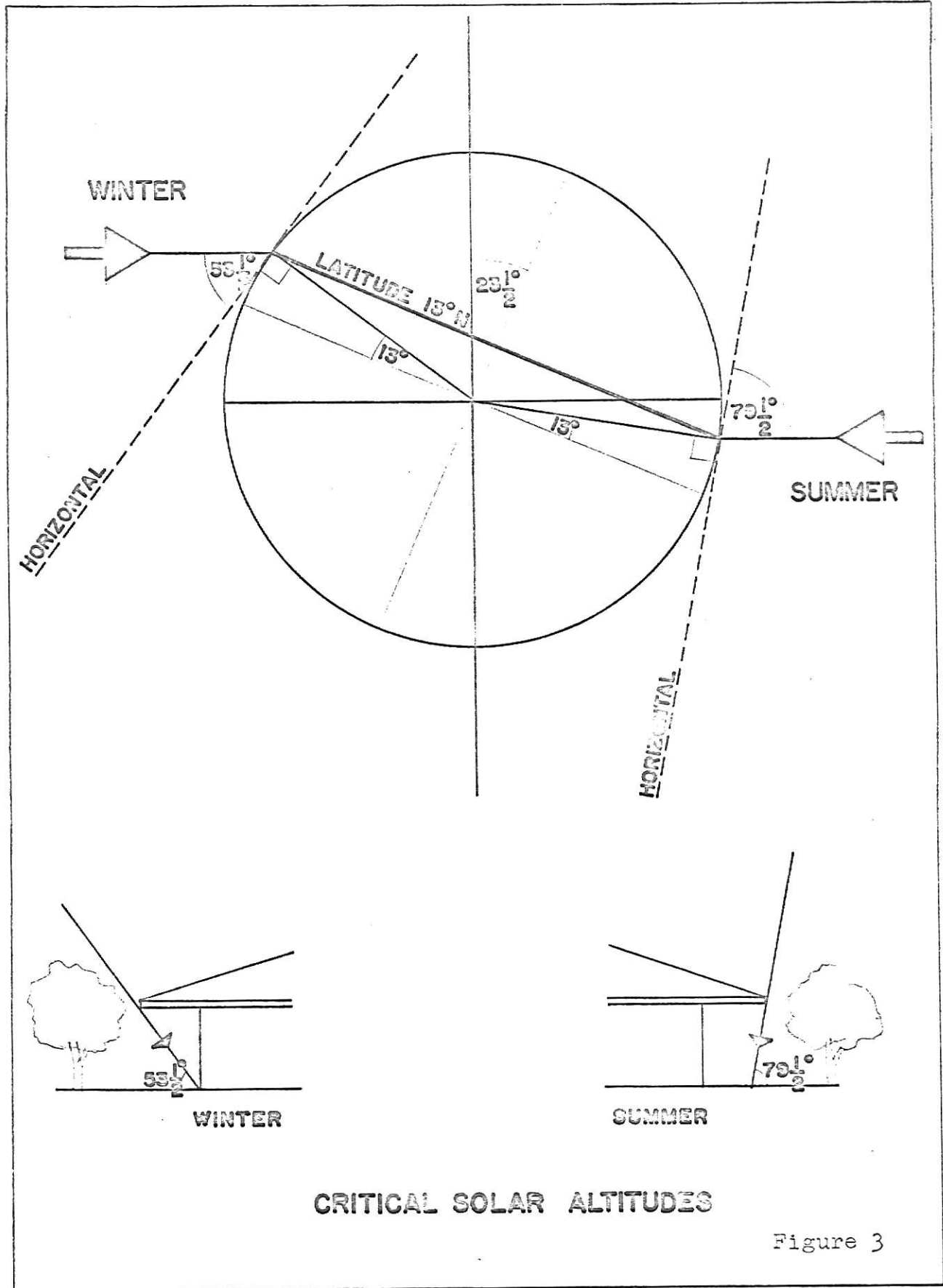


Figure 3



## SEASIDE RESORT IN GENERAL

### Basic Design of Seaside Resort

The seaside resort is intended primarily for visitors who have reached their temporary destination. It usually requires ample facilities for recreation. The success of seaside resort depends on the attraction of tourists. To reach this aim, one must plan well and design with good concept based on three criterias: good location, attractive presentation, and amenities at economical charge.

A resort must be located properly for tourists' purpose since good location is the dominant factor in attracting business. The quality and nature of the surroundings are important for the resort. Convenient transportation is the prime reason that draws tourists to the area. It is recommended that the resort should be accessible through a highway because the majority of tourists use cars. It should be located where the largest variety of recreational facilities are situated. Public utilities must be provided and availability of services rendered by the community nearby should be taken into full consideration.

A seaside resort must be attractive and helpful in creating an environment by being integrated into the landscape, and give its occupants a sense of place and peace. It should be unique and intelligible in design. The interior atmosphere must be pleasant. An efficient plan, a suitable deployment of materials to display design ingenuity, and good natural workmanship are all vital to the proper design and construction of resort buildings.

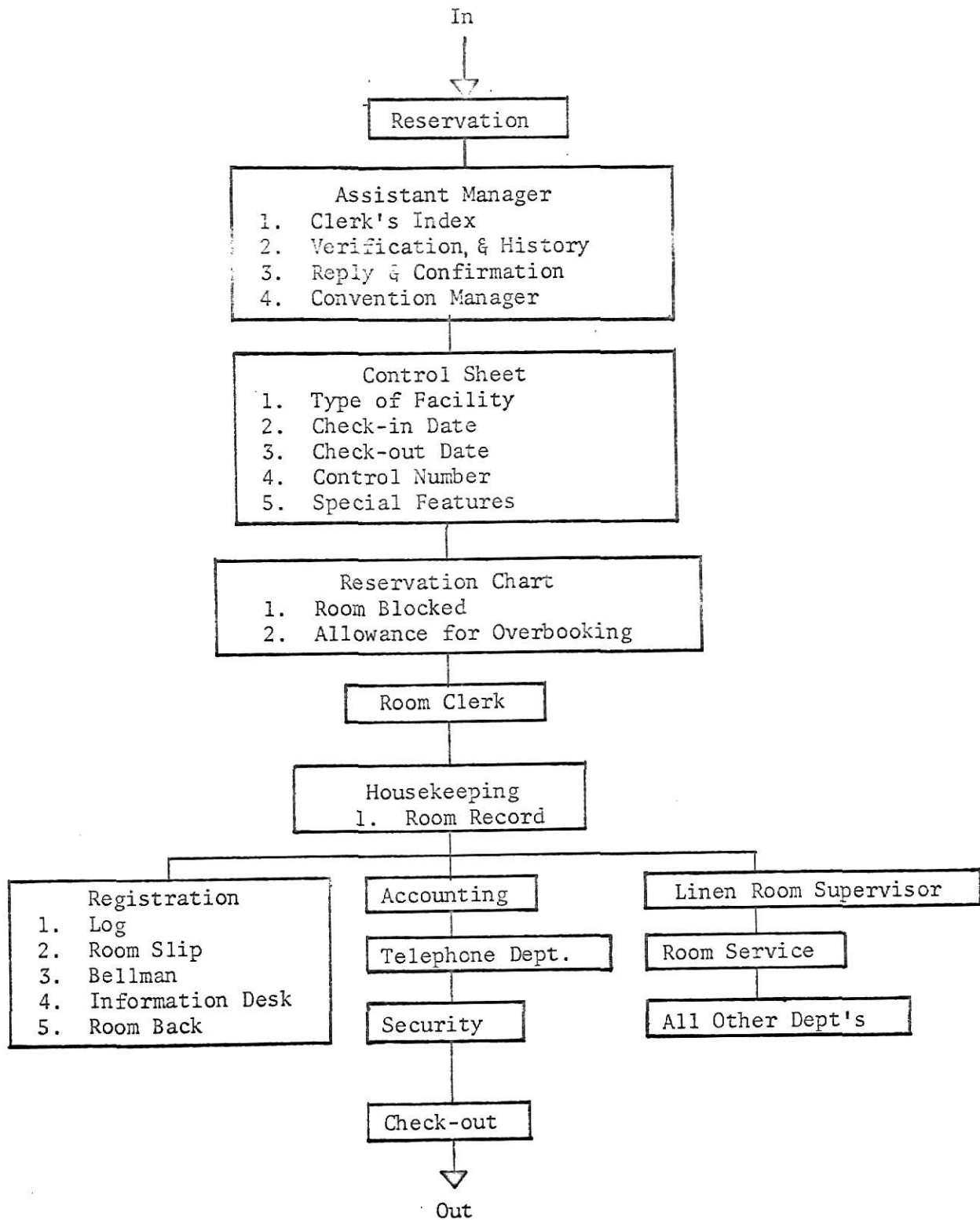
A resort must have its amenities and be essentially comfortable. It should be designed to take full advantage of the natural surroundings. Dining

room, cocktail lounge, and living units should be located so that they provide beautiful views of the area in which the hotel is located. The views of some pleasant activities, such as a swimming pool, are certainly required for the resort hotels.

To operate and maintain a resort facility, much more than for other kinds of hotels, professional management with skill and imagination is definitely needed if good functional performance is to become feasible. The manager must be educated in business law, market analysis, cost accounting, real estate development, and management in personnel and daily or festive function. Responsibility of control is sharply divided. The three major operating departments of rooms, food and beverage, and services must be independently responsible and accountable. The Front Office manager is responsible for sales and profit on all aspects of refreshments from dining rooms, bars, night club, coffee shop, and room service. Housekeeping involves services and cost control. To compensate for luxurious investment, other sources of revenue can be generated from leased concessions, shops, and services. The professional manager must watch over the integration of all of those toward the goal of overall success, satisfaction to the clients as well as profit for the total establishment. But he can only do this if he is armed with sub-section managers who know their jobs properly and understand their relation to the whole operation without any waste of time, energy, space, and material supply.

To serve the need of professional managers along the line of theoretical thinking, the University of Hawaii offers the exclusive Travel Industry Management Program in its College of Business.

## ROOM RESERVATION FLOW DIAGRAM



Source: Abraben, E., Resort Hotels.

Communication ClassificationsFront of the House

This is concerned with public service. The "Front of the House" staffs include:

Rooms Manager, Assistant Managers

Front Office

- Information and mail clerks
- Rooms clerks
- Reservation clerks
- Cashiers
- Bill clerks

Telephone Service

- Chief operator
- Operators
- Message attendants

Housekeeping Office

- Executive housekeeper
- Floor housekeepers
- Maids
- Housemen
- Cleaners
- Linen handlers
- Upholsterers
- Laundry service

### Uniformed Service

- Superintendent of services
- Securitymen
- Doormen
- Elevator operators
- Baggage porters
- Lobby porters

### The Financial Department

This may be attached to either the Front or the Back of the House. Its job is to keep all groups operating at a profit. Top man of the department is the controller or treasurer.

### The Back of the House

This is more concerned with the necessities of life. It prepares and serves foods and drinks. It also provides music and entertainment to the guests. The "Back of the House" staffs include:

Food and Beverage Manager

Food Department

- Executive chef
- Cooks
- Butcher
- Vegetable men
- Pastry makers
- Bakers
- Pot washers

### Stewarding

- Executive steward
- Assistant stewards
- Purchasers
- Storers
- Inventory men
- Pantry men
- Silvermen
- Receivers
- Dishwashers
- Kitchen cleaners

### Service (Restaurant, banquet, room service)

- Headwaiters
- Waiters
- Busboys

Partial adjustment of the above mentioned functional organization is probable since work differentiation in Thailand may be different from international conventional. The functional organization, terminology, and processes involved, however, should remain as it is in order to establish an internationally recognized identity of functional efficiency.

## TOURIST INDUSTRY IN THAILAND

### Tourist Attractions

Thailand is a land of great natural beauty. The land has been enriched by historical memories and cultural traditions which are depicted in archeological monuments and unique traditional Thai architecture. The beauty of the land and its many attractions make her seaside resorts very inviting.

To digest his rich experience in relaxation, a tourist needs only to take a two-hour drive to the coast of Pattaya from Bangkok, the main tourist center. The major road for this tourist traffic is the Sukhumvit Highway, a wide concrete "turnpike" that winds around mountains and spans over streams which occasionally also offers glimpses of the blue sea in the distance in a magnificent way.

The seaside at Pattaya is fascinating. The tropical atmosphere of deep blue sea, clear blue skies, bright sun, fine sandy beach stretching down from a background of cocoanut trees and lines of palms, green hills, brightly colored flowers, and other visual amenities make it an area of great beauty.

As the average temperature in the summer is 85°F and in the winter is 79°F, tourists can enjoy the seaside resorts at Pattaya all year round. The strong breezes from the ocean which keep the coast cool during summer and warm during winter are the reasons for this mild climate. The water is perpetually warm and pleasant in any season. Even the all powerful monsoon rains do not obstruct seaside recreation, for the rains last only one or two hours and are immediately followed by clear skies and a calm sea, perfect for many water sports.

Pattaya's seaside resorts offer ample recreation facilities such as

boating, fishing, sailing, skin diving, water-skiing, and most exceptional of all, hunting. Many seafood restaurants around the area are added attractions. Fresh marine fish, crabs, lobsters, shrimps, etc. are quite inexpensive. Other exotic sea resources such as rocks, corals, seaweeds, and shells are also available any time. Several gift shops take care of such supplies.

There are many bungalows but very few resort hotels along Pattaya Beach since hotel construction is prohibitively expensive. The five year tax incentive may help to promote more hotel construction and consequently low rental rate to popularize this resort area.

This promotion should be encouraged most fully since the inherent assets of transportation convenience and natural beauty otherwise would be unwisely wasted.



Tourist Statistics

- Table 1. Number of Visitors (1960-1967).
- Table 2. Foreign Visitors to Thailand by Nationalities and Month of Arrival 1966.
- Table 3. Foreign Visitors to Thailand 1966 by Nationalities and Means of Transportation.
- Table 4. International Air Traffic at Bangkok Airport 1966.
- Table 5. Revenue from Tourism.
- Table 6. Comparison of Tourist Expenditure and Other Export of Thailand.

Table 1

### Number of Visitors (1957-1967)

Year	Overseas Visitors	% Increase	Neighboring Visitors	% Increase
1957	44,375		—	
1958	55,210	24.4	—	
1959	61,571	11.5	—	
1960	81,340	32.1	—	
1961	107,754	32.4	—	
1962	130,809	21.3	—	
1963	134,271	2.6	60,805	
1964	158,588	18.1	53,336	— 12.2
1965	189,620	19.5	35,405	— 33.6
1966	207,111	9.2	78,006	120.0
FORECAST 1967	261,000	15.0	90,000	15.0

Source: 1957-1962 'Overseas Visitors' based a survey of hotel registration records, carried out with the cooperation of lecturers of the Mathematics Department, Faculty of Science, Chulalongkorn University.

1963-1966 Figures derived from embarkation and disembarkation records of the Department of Immigration.

Overseas visitors exclude :-

Cambodia, Malaysia, Laos, Burma and Vietnam.

Table 2

**Foreign Visitors to Thailand**  
**By Nationalities and Month of arrival 1966**

Countries of Nationality	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sept.	Oct.	Nov.	Dec.	Totals
<b>OVERSEAS VISITORS</b>													
<b>North America :</b>													
U. S. A.	4610	5157	7126	7944	8379	6815	10269	8235	5770	10093	8422	7475	90300
Canada	284	212	278	319	268	182	336	265	186	447	314	208	3299
<b>Europe :</b>													
Austria	7	14	29	5	2	5	—	5	3	11	2	8	91
Belguim	16	17	38	12	7	4	4	3	—	11	5	10	127
Denmark	16	7	17	5	13	21	7	6	6	10	17	6	131
France	384	508	720	838	451	460	650	971	462	922	935	469	7770
Germany	629	1246	203	717	625	385	455	584	670	901	1001	562	7978
Ireland	7	—	—	4	1	2	—	3	2	4	2	2	27
Italy	179	168	227	219	238	138	163	334	250	353	275	183	2727
Norway	4	3	2	7	2	—	—	—	—	1	3	1	23
Netherlands	143	184	164	210	221	141	378	137	197	189	220	171	2355
Portugal	—	—	8	1	—	3	—	—	—	7	8	—	27
Spain	1	4	—	2	2	—	1	1	2	—	—	—	13
Sweden	188	135	196	199	112	81	127	85	181	144	288	234	1970
Switzerland	401	472	562	518	220	209	271	138	132	380	429	318	4050
U. K.	1541	1255	1746	1598	1483	1302	1336	1728	1448	1511	1822	1600	18370
<b>Middle East :</b>													
Israel	3	2	15	4	11	10	3	16	—	1	2	—	67
Iran	3	—	—	—	3	2	2	4	—	—	2	2	18
<b>Pacific &amp; Asia :</b>													
Australia	707	61	695	839	749	650	719	976	755	812	761	921	9045
New Zealand	22	7	8	8	13	24	18	12	7	4	23	5	151
Ceylon	—	—	76	—	1	6	2	2	—	—	—	—	87
China	53	456	511	450	547	687	631	543	780	857	739	1871	8125
India	332	298	435	296	459	440	539	435	543	450	719	446	5392
Indonesia	164	217	186	321	245	405	425	366	536	401	307	371	3944
Japan	1403	1522	1129	1338	927	759	1156	1336	758	1542	1621	1444	14935
Korea	3	5	2	3	4	8	10	8	9	17	2	3	74
Philippines	65	255	344	414	627	646	602	479	436	294	676	1006	5844
Pakistan	1	13	13	2	13	25	24	7	6	25	27	6	162
Others	1448	455	1217	1736	1655	1012	1244	1703	1862	2732	2486	2459	20009
<b>Total</b>	<b>12614</b>	<b>13073</b>	<b>15947</b>	<b>18009</b>	<b>17278</b>	<b>14422</b>	<b>19372</b>	<b>18382</b>	<b>15001</b>	<b>22124</b>	<b>21108</b>	<b>19781</b>	<b>207111</b>
<b>Neighboring-Countries :</b>													
Malaysia	2649	2236	3258	3486	3808	3074	3736	3197	2724	3506	3618	3529	38821
Singapore	40	63	120	105	116	131	135	203	47	85	213	321	1579
Burma	40	1347	2140	606	37	1513	2093	1898	887	1584	1725	213	14083
Laos	1216	972	2086	1377	1959	2049	2477	2302	1247	2401	2508	2228	22822
Vietnam	33	15	50	45	43	59	67	49	30	44	102	164	701
<b>Total</b>	<b>3978</b>	<b>4633</b>	<b>7654</b>	<b>5619</b>	<b>5963</b>	<b>6826</b>	<b>8508</b>	<b>7649</b>	<b>4935</b>	<b>7620</b>	<b>8166</b>	<b>6455</b>	<b>78006</b>
<b>Grand Total</b>	<b>16592</b>	<b>17706</b>	<b>23601</b>	<b>23628</b>	<b>23241</b>	<b>21248</b>	<b>27880</b>	<b>26031</b>	<b>19936</b>	<b>29744</b>	<b>29274</b>	<b>26236</b>	<b>285117</b>

Source of information: Statistical Section, Tourist Organization of Thailand.

Method of collection: Frontier Check (by Immigration Division, Police Department).

Table 3

**FOREIGN VISITORS TO THAILAND 1966**  
**BY NATIONALITIES AND MEANS OF TRANSPORTATION**

Countries of Nationality	Air	Land	Sea	Total
<b>OVERSEAS VISITORS:</b>				
North America:				
U. S. A.	84,251	1,573	4,476	90,300
Canada	3,013	63	223	3,299
Europe:				
Austria	7	63	21	91
Belgium	--	101	26	127
Denmark	8	54	69	131
France	6,451	295	1,024	7,770
Germany	7,220	404	354	7,978
Ireland	9	9	9	27
Italy	2,552	43	132	2,727
Norway	1	14	8	23
Netherlands	2,152	38	165	2,355
Portugal	--	15	12	27
Spain	1	5	7	13
Sweden	1,855	46	69	1,970
Switzerland	3,589	338	123	4,050
U. K.	15,387	1,705	1,278	18,370
Middle East:				
Iran	4	3	11	18
Israel	8	27	32	67
Pacific & Asia:				
Australia	8,206	524	315	9,045
New Zealand	8	128	15	151
China	6,523	729	873	8,125
Ceylon	76	7	4	87
India	4,491	452	448	5,392
Indonesia	3,892	9	43	3,944
Japan	13,713	363	859	14,935
Korea	31	1	42	74
Pakistan	11	65	86	162
Philippines	4,940	190	714	5,844
Others	19,176	202	631	20,009
Total	187,575	7,467	12,069	207,111
<b>NEIGHBORING VISITORS:</b>				
Burma	1,420	6,183	6,480	14,083
Laos	1,579	5,614	15,629	22,822
Malaysia	4,574	33,561	686	38,821
Singapore	127	1,423	29	1,579
Vietnam	2	42	657	701
Total	7,702	46,823	23,481	78,006
<b>TOTALS</b>	<b>195,277</b>	<b>54,290</b>	<b>35,550</b>	<b>285,117</b>

Source of information: Statistical Section, Tourist Organization of Thailand.

Method of collection: Frontier Check (by Immigration Division, Police Department).