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KEY WORD: MODERN THAI CHARACTER

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Hotels and resort complexes are public buildings with modern functions for tourists and general people. Mostly, these buildings are created for commercial purpose. In fact, the basis and the development of Thai character are still undefined. And the development for modern Thai character still faces significant barriers and limitations. Nowadays, people are concerned about the importance and development of modern Thai character. The awarded designs such as those receiving the "ASA Gold Medal Award" display such Thai characteristics.

Theoretically, the research comprised with the result of related researches and theories, the survey of accomplished building environment, the opinion of the architects and building dwellers, the leading architects who are member of the award committee of the ASA, and experienced architects of modern Thai character buildings in order to elaborate a questionnaire for dissecting the awareness of Thai character for hotels and resort complexes and the development of modern Thai character. The questionnaire will be delivered to 100 subjects for each group of general architects and general people.

According to the findings of research, most of the subjects believe that modern Thai character in architecture came from the adaptation of traditional Thai architecture and the modern technology. The preeminent tangible modern Thai character such as building grouping, the roof profile, material and colour of roof, free standing columns, outer space, wall, proportion and the arrangement of void, baluster, floor pattern, flooring, gable end pattern, bracket, and landscape. The abstract modern Thai character reveals such factors as lightness, transparency, and shadiness. Therefore, for the future development of modern Thai character, architects should be concerned with the accommodation of environment, atmosphere, materials, technology, and energy conservation. At the same time, both architects and general people have expressed different points of views on the questionnaires which are due to the differentiation on perceptions and personal experiences. Accordingly, the perception of general people is necessary for architects' creation.

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