

#C435453 : MAJOR URBAN PLANNING

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PRASARN PUNLIMA : THE DEVELOPMENT COORDINATION OF HUA HIN -
CHA AM TOURIST RESORT. THESIS ADVISOR :

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Hua Hin-Cha Am are renowned beach resorts having continuous development for a long time. Their geographical homogeneity divided by provincial and local administrations requires development coordination so that the objectives of this study are to analyse policies plans and projects of public sector comparing to the needs of tourists and local people especially the entrepreneurs of tourist business, and to recommend the coordination for the efficient development of Hua Hin-Cha Am beach resorts.

The policies consist of the Master Plan for Tourism Development of Phetchaburi and Prachuap Khiri Khan Province by the Tourist Authority of Thailand, the Western Regional Plan and the Structure Plans of the two Provinces by the Department of Town and Country Planning (DTCP). These Policies are carried out by various plans such as : the General Plans of Hua Hin and Cha Am by DTCP, and local authorities as well as public enterprises. However, the private development alongside with the mentioned public guidance will be controlled by DTCP's city planning measures and by building control regulations of the Department of Public Work and of both municipalities.

The study of the policies, plans and control measures together with the interview of government officers, entrepreneurs and tourists shows the inconsistency among the various levels of the planning administrations, nor the coordination between the provincial and local authorities having conjoining boundaries. This development and control also does not reflect the development by private sector and the needs of tourists.

The development coordination of Hua Hin-Cha Am beach resorts should therefore be strengthen by the vertical connection through the policies, plans and projects by various central, provincial and local authorities as well as public enterprises, in relation to the horizontal connection between the authorities in the equal levels, with considering the needs of tourists and the responses by private development.