

Abstract

At present, the budget hotel facility management in upcountry lacks standards and guidelines in physical facility management. The concepts and theories of facility management and environmental psychology are examined to determine the guidelines.

The researcher collected information from 3 groups consisting of entrepreneurs' staff, the customers of budget hotel and the architects that are experienced in northeast region budget hotel business. For the entrepreneurs, researchers have interviewed 10 entrepreneurs selected by using the stratified random sampling method. For the architects, the information was given by questionnaires from 3 architects selected by using the purposive sampling method and using another questionnaire for 200 budget hotel customers.

The results show that the factors affecting facility management are in terms of operation and maintenance and facility support services. There are many budget hotel business developments around north and south suburbs and future development tendencies are separated in 2 ways. In case of an old building, the developments tend to be of 3 varieties: revitalization, renovation and conservation. The new projects will develop into 4 - star hotels, daily rental apartments and budget 2 - 3 star hotels.

The customers of budget hotels are mostly merchants, businessmen, salesmen and state employees. Their objectives of touring are travelling in Mukdahan and neighboring countries, participating in organizational seminars and some other businesses. Average income of customers is approximately 15,000 – 20,000 Baht. The results of room styles that provided best customer satisfaction are double bedrooms, which cost 300-500 Baht per night. The factors that customers consider the most are price, hygiene, location, security, services, hotel facilities, room size and decoration, respectively. The most satisfaction in architecture is contemporary Thai Architecture style applying local materials to express the vernacular; natural ventilation and natural

materials. The common facilities that customers consider the most important are: dining, convenience store, travel service, swimming pool, Thai massage and conference room.

The conclusions for construction management are to design by considering local craftsman skills and construction technology. The construction of a hotel with 80 rooms or less should not exceed 6 months. Contractors should be careful in water, electrical and sanitary system construction, because errors in one of these areas can cause cascading delays in other sections.

This study can be applied to budget hotel business development, as a form of Small and Medium Enterprises (SMEs) and support the hotel industry of Mukdahan, and East-West Economic Corridor (EWEC) of the Greater Mekong Subregion (GMS).