

Abstract

Reading is essential in expanding knowledge in information and learning society. According to the National Statistical office, Thai people read two books per year which is lower than in other countries; for example, a Singaporean reads 40-50 books per year and 60 books per year for a Vietnamese. Thus, the Publishers and Booksellers Association of Thailand pushed reading to be the new Bangkok Metropolitan Authority policy and become one of the national agenda. The Bangkok reading policy aimed at promoting Bangkok as a city of learning and reading. So, the Bangkok Book Center is a place to promote the reading which provides many books, learning activity spaces and supporting publishers and writer to present their books.

This research, "The Feasibility Study of Bangkok Book Center," aims to provide a preliminary study to determine a Bangkok Book Center project's viability. The study includes economic analysis, market study, management and finance of the Bangkok Book Center.

This research has been conducted through; 1) literature reviews on bookstore design criteria and project feasibility study; 2) 11 case studies of large scale bookstores in Bangkok and overseas; 3) interview of 10 investors and questionnaire surveys among 425 customers.

The results lead to primary feasibility study of the Bangkok Book Center. The project should be set up and operated through a Public Private Partnerships (PPPs). The appropriate site is around Mochit BTS Station and the approximate total area is 12,319 square meters. The budget of this project is approximately 301,038,789 Baht with the return in 9 years. The Feasibility Study of Bangkok Book Center is a primary study that will benefit both investors and government sector to develop this project in the near future.