

**Research Title** Creation Economic Interior Environmental Design in Small Hotel  
for Promoting the Standard of Thailand Tourism

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**Type of research** : applied research

**Subject** : **Architecture**

**Abstract**

This research aims to fulfill some interesting points of study and research on factors that affect the formation and service of small hotel based on creation economic concept together with promoting the Thailand tourism potential. The research procedure is used as a tool to prove the information discovered in order to design the interior environment of small hotel in the countryside. All data are collected from stakeholders, such as guests, service providers and designers based on both quantity and quality researches then concludes and presents the design criteria and transfers the design result and knowledge to sustainable knowledge and development. The successful of design that leads to the successful investment is to be able to create the inspiration of guests to return to the hotel are good service, impressed environment, uniqueness and local identity blended together perfectly with environment, reasonable price together with other factors, for example, surrounding environment, interior design materials, convenience bathroom and water supply, pillow and mattress. It is to conclude that the factors of successful design and management of the hotel can lead to facilities that attract the tourists. The designs help promoting the Thailand tourism potential based on creative economy.

**Key words:** Creation Economic, Interior Environmental Design in Small Hotel, and Promoting the Standard of Thailand Tourism