

Title : Investment in the Hotel Industry in Thailand  
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25 / July / 1994

This thesis is a study of investment in the hotel industry in Thailand. The objective is to study whether the gain is worth the investment. The study is based on past business in order to predict future investment and to decide what kind of hotels tourists need. All factors influencing the hotel industry business are here considered.

They are divided into two groups: internal factors and external factors. The internal factors are the number of hotel rooms and the prices. The external ones are the number of tourists, the occupancy rate in a hotel, the period of occupancy, the amount of money tourists spend during their visits, the estimate of the number of prospective tourists and hotel rooms they stay in, and the criteria for investment in the hotel industry.

The data used in this thesis can be divided into two classes, the preliminary data which was gathered from

300 questionnaires and the secondary data which was gathered from journals and printed matter issued by governmental units, state enterprises, and research studies, as well as data from interviews and observations.

The collect data has shown that people interested in investing in the industry should build second-class hotels in Bangkok, the price range of which hotel should be 1,500-2,499 baht and which has 400 rooms or more. This is because the growth rate of such rooms is the highest and because they are the most popular among tourists. According to the analysis of the gain to be expected from investing in the industry, the net present value and the internal rate of return to recieves the gain is worth the investment, with in a payback period of for 4 years and 7 months.

Apart from studying the expected gain from investmen in the industry, prospective investors should study the criteria to find good locations for their hotels so that they can most attract guests as the location affects the rate of selling rooms and the profit. Another factor which should be taken into consideration is the quality of the service rendered, which keeps the hotel in business.

In addition, the design and decoration of the hotel should be indicative of beautiful national culture and should provide some knowledge on this matter. The decore, along with the amcritics, appliance will attract tourists and impress them so much so that they will visit Thailand again and again.