

The Historic town of Hua Hin: development under the umbrella of tourism*

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Abstract

This article aims to study on 3 topics. 1) to understand the background of Hua Hin, 2) to study tourism development in Hua Hin and 3) to propose an appropriate management plan for sustainable tourism.

The research method is based on documentation and site observation to explore history and a rapid growth of tourism in Hua Hin.

The result of the study revealed that the community in Hua Hin was founded as a community in the reign of King Rama III and grew further during the construction of the southern railways, which was at the end of the reign of King Rama V and the beginning of the reign of King Rama VI. The prosperity of the community went along with the development of the southern railway and Hua Hin became a well-known town. Tourism development by the government from the past until present has developed the transportation system to be more comfortable, which led to an increase in the number of visitors. Hua Hin may face congestion and overcrowded along with other problems such as economic, social and environmental problems including the change of physical of the town, if there is not an appropriate management and sustainability plan.

Keywords: Hua Hin, Tourism Growth, Tourism Development

Introduction:

In Thailand, the tourism industry strongly influences the economic success of the country; it generates good economic value for locals all over country such as creating jobs, transforming the local economy with good returns, accelerating new investment including infrastructure, revitalizing old communities, retaining traditional lifestyles, gaining opportunities for stakeholders and expanding the range of experiences for visitors.

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Hua Hin municipality was established in 1937 and today covers 86.36 square kilometers. It is located in the southernmost part of the Prachuap Khiri Khan Province. It is situated about 195 kilometers south of Bangkok and 90 kilometers north of the provincial capital.¹

A small unknown fishing village was transformed dramatically into a well-known seaside resort town for the Bangkok elite after the southern railway passed through and linked it to the British Malay rail. The construction of the seaside palace of King Rama VI in Cha-Am (Petchburi Province), Hua Hin Hotel and the Royal Golf Course and the Palace of King Rama VII in Hua Hin also accelerated rapid change in and around the town. On the other hand, the continued growth in the number of visitors has turned Hua Hin into a chaotic beach town and has generated various negative impacts.

As shown in table 1 above, it can be said that number of tourist continued growing from 2010 to 2015 and Thai was the most in all type of guests. There were more tourist rather than excursionist in both types of tourist, Thai spent more on foods and souvenirs while foreigners spent more on accommodations, transportations and foods respectively. Thai average stayed overnight shorter than foreigners.

Table 1 Internal Tourism in Hua Hin 2010-2015²

Type	2010	2011	2012	2013	2014	2015
Visitor	2,448,176	3,080,614	4,115,740	4,417,025	4,660,994	4,835,371
Thai	1,967,294	2,396,825	3,249,413	3,500,499	3,730,557	3,868,173
Foreigner	480,882	683,789	866,327	916,526	930,437	967,198
Tourist	1,465,631	1,931,581	2,603,308	2,770,413	2,954,914	3,045,229
Thai	1,062,609	1,345,210	1,860,449	1,984,043	2,161,675	2,223,244
Foreigner	403,022	586,371	742,859	786,370	793,239	821,985
Excursionist	982,545	1,149,033	1,512,432	1,646,612	1,706,080	1,790,142
Thai	904,685	1,051,615	1,388,964	1,516,456	1,568,882	1,644,929
Foreigner	77,860	97,418	123,468	130,156	137,198	145,213
Revenue (Million Baht)						
Visitor	10,580.56	17,318.07	20,860.52	24,317.29	25,905.56	28,165.71
Thai	6,269.58	11,355.89	13,372.76	15,834.35	17,125.33	18,600.49
Foreigner	4,310.98	5,962.18	7,487.76	8,482.94	8,780.23	9,565.22

Source: Adopted from T.A.T. and Department of Tourism

¹ Tourism Authority of Thailand. Internal Tourism in Hua Hin Statistic 2010-2015 (Online)

² Hua Hin Municipality. (2012). *Three Year Development Plan (2013-2015)*. p. 5.

As a tourist destination facing a new era of tourism, Hua Hin town has been changed in various ways such as the physical, social, cultural, economic and environmental characteristics of the town. The town has rapidly developed because of the rapid growth of tourism, which has also created many problems.

However, this study will propose an appropriate management plan as well as present the background of Hua Hin and tourism development for further study of the tourism impacts of urbanism.

Research Methodology

This study focuses on documentation research and the researcher has collected data from primary and secondary sources such as archives, documents, journals, articles, pictures, maps, text books, theses, brochures, reports, and statistics by interview, questionnaire and site observation. All of the collected data will then be categorized, analyzed and evaluated by employing a qualitative method.

Literature Reviews

To understand the concept of this paper thus the relevant literatures outlined as follows.

Plog's theory¹

Plog developed ideas on the psychology of tourists which based on a study of the attitudes to travel of New York residents. He argued that particular psychological types like psycho-centric does not like unfamiliar environments or cultures, this type of tourists would not travel far from the local environment while allo-centric types did opposite things. As the great majority of tourists were fall in between those two types hence he suggested that majority of tourists seek the familiar and prefer to travel short distances. Thus the destination close to major town will be developed and grow more quickly than those distance one.

Cohen theory²

Cohen developed a typology of tourists into 4 categories as follows:

- 1) Organized mass tourists: travel together in group with full arrangement in advance by a travel agent or tour operator.
- 2) Individual mass tourists: did the same as organized mass tourists but individually based on their activities.
- 3) Explorers: arrange their own trip, wish to meet locals and still use facilities of the mass tourist.
- 4) Drifters: evade contact with other tourists, stay with locals and stay longer than most tourists and not regards themselves as a tourist.

¹ Peter Mason. (2010). *Tourism impacts, planning and management*. 2ed. p.26-27.

² Ibid. p.27-28.

Doxey's theory¹

Doxey's theory suggests the premise that destinations will develop and grow over a period of time but that destinations may not have the ability to grow without check. In addition, Doxey's Irridex, short form of Irritation Index that considered the relationship between tourists and locals, suggests that locals become more opposed to visitors while number of tourists will not continue to grow at the same rate like before and may actually decline. Doxey's Irridex was based on evaluation at a time.

Doxey's Irritation Index

Euphoria Visitors are welcome and there is little planning.

Apathy Visitors are taken for granted and contact becomes more formal.

Annoyance Saturation is approached and the local people have misgivings. Planners attempt to control via increasing infrastructure rather than limiting growth.

Antagonism Open expression of irritation and planning is remedial, yet promotion is increased to offset the deterioration reputation of the resort.

Butler's theory²

This model found in 1980 which inspired by Christaller, Plog and Doxey theories. At first, he indicated that this theory was based on the concept of product life cycle in which applied to tourism destinations, the model suggests the site develop and change over time. This model comprises of exploration, involvement, development and consolidation stage and these stages, the number of tourists has been increased. Whilst stagnation stage is no movement, neither rise nor fall in number but it could be 'decline' or 'rejuvenate'.

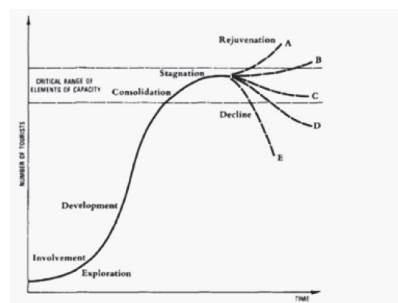


Figure 1: Butler model³

Source: www.google.co.th

¹ Ibid. p.28-29.

² Peter Mason. (2010). *Tourism impacts, planning and management*. 2ed. Oxford: Butterworth-Heinemann. p.29-31.

³ Butler model (Online)

Life cycle stage

Exploration is few adventurous tourists who visit sites with no public facilities.

Involvement is limited interaction between local residents and the developing tourism industry. A definable pattern of seasonal variation was induced by increasing the advertisement while market area starts to emerge.

Development is development of additional tourist facilities and increased promotional efforts and outsiders are control overall the tourist trade.

Consolidation is tourism has become a major part of the local economy but growth rates have begun to touch down and a well-defined business district has taken shape.

Stagnation is high numbers of tourists and capacity levels are reached and the accommodation stock is steadily eroded and property turnover rates are high.

Post-stagnation is all above which reflecting a range of options that may be followed, depending partly on the success of local management decisions either extremely rejuvenation or decline.

Results

In order to reach the objective of the research,

1) to understand the background of Hua Hin will be studied in this part.

The early settlement

Archeologists found that Hua Hin was a part of a prehistoric village farming society. The early settlement was in the valley and caves in western Hua Hin. They also found iron ore slag, pieces of pottery, polished stone axes, stone bangles and colored glass beads in the area.¹

These archeological sites are not outstanding and are not developed enough to be Hua Hin attractions. This may be because they are scattered around cultivated areas where belong to locals who may have accidently damaged the sites and some are in caves which are not easy to access and are too far from downtown Hua Hin. This might be the reason why the archeological sites in Hua Hin are not promoted.

Dating back to Ayuthaya, there were Kings of Ayuthaya who sailed to Cha-Am and nearby Hua Hin for pleasure, which demonstrates that this area had beautiful scenery and a cooling breeze suitable for relaxation.

During the Thonburi and Rattankosin periods, Hua Hin was part of Pranburi until in 1834, a group of people from Bang Chan and Bang Kaew (sub districts of Petchaburi Province) migrated to Baan Hua Kroud, later called Baan Leam Hin (Rock Point Village) and Samor Reang (present Hua Hin),

¹ Fine Art Department. (2004). *The Cave Art of Sam Roi Yod Hill*. p. 35-56.

where they believed they would have a better life. The fertility and location of the area had attracted people to move in and engage in farming and fishing.¹ Because of that, Baan Samor Reang or Baan Leam Hin was fully occupied by locals.

Holiday making was influenced by western culture which placed importance on relaxation and rehabilitation. In Europe and Britain, people mostly travel to seaside resort towns because of the benefits of fresh air and sea water such like Brighton, Blackpool in Britain, and the French Riviera. In Siam, royal family members were the early group who traveled by sea and stayed on board because residences had not yet been built. Later some seaside towns, for instance Koh Sichang, Had Chao Samran, Cha-Am and Hua Hin were developed to be royal seaside residences in order to facilitate their staying. Noblemen also had an opportunity to take a holiday by sailing along the coast.

The Arrival of the train & a royal seaside resort

In the reign of King Rama V (1868-1910), the first railway was introduced to the country by the King and the first line was constructed in 1891 from Bangkok to Samutprakan² and the southern line began from Bangkok Noi (Thonburi) to Petchaburi in 1899. The construction finished in 1903 and later it was extended to Cha-Am and Hua Hin. The service began in 1911³.

In 1909, Mr. Henry Gittins, an English Controlling Engineer of the Royal Southern State Railway⁴ (R.S.S.R.), surveyed the land for the railway from Petchaburi to Cha Am and Hua Hin⁵. He discovered a marvelous landscape; a scenic rock line in clear sea water with a fine white sandy beach which is known by locals as Baan Leam Hin. Prince Nares Voraridh, the head commander of the R.S.S.R was the first to build a private villa and bungalows (next to the present Centara Grand Beach Resort and Villas), at Sane Samran, for himself and Sukavedh to receive high ranking members of society, to the south of Baan Leam Hin. The area was renamed Hua Hin, meaning head of stone, so-called because of the large granite boulders bordering the deep blue sea⁶.

¹ Hua Hin Temple. (2010). *Luang Por Wat Hua Hin: The Memorial book of the funeral ceremony of the former chief monk on 24 April, 2010*. p. 10-11.

² The Thai Encyclopedias for youth. The history of rail in Thailand (Online)

³ Pinphet Champa (2002). *Thai Tourism Culture, AD1851-2001*. Dissertation, Master (History). Bangkok: Thammasart University. Photocopied p. 86.

⁴ Orawan Sriudom. (2002). *The Study of Tourism in the Reign of King Vajiravudh 1910-1925*. Dissertation, Master (History) Bangkok: Srinakharinwirot University. Photocopied p. 62.

⁵ Bangkok Post. (2012). *A Century of Hua Hin*. p. 9.

⁶ Eileen, Hunter and Narisa Chakrabongse. (1994). *Katya & The Prince of Siam*. p. 24.



(A)

(B)

Figure 1 (A), (B): Bungalows in the past

Source (A): National Archive, (B): Researcher (8 Jun 2017)

Later, a number of bungalows was added in the area to accommodate those who followed the King (King Rama VI) and Queen Saowabha Phongsri (the mother of King Rama VI & VII). At that time in Europe, people mostly visited seaside resort towns to retreat and relax and it also became a custom in Siam to do so. Both the King and his mother were advised by foreign doctors like Dr. Malcolm Smith for instance, to stay in a nice cool place in order to recover from their sickness.

Eventually, when the northern and southern lines were planned to merge in 1917 and were connected in 1926¹, travelers were able to take a train directly from Hua Lumpong station, which was more convenient than before when they had to take a ferry across the Chao Phraya River to Thonburi city to board the train at Bangkok Noi station.

The Royal State Railways (R.S.R.) * and the first seaside resort hotel

In 1921, the southern line linked with British Malay railway which passed through Hua Hin which became known, among the elite society, as the first seaside resort town along the way from Bangkok to Penang and Singapore. The Royal Siamese Railway (R.S.R.) together with the King had foreseen the opportunity of Hua Hin to be a leading international seaside resort town. Thus railway bungalows were provided to receive travelers who did not have private accommodation. There were no sleeping coaches or restaurant cars for long journey travelers at first.

When travelling by train, the scenery along the rail road was mentioned in Guide to Bangkok with Notes on Siam by Erick Seidenfaden as follows:

My principle recollections of the Siamese State Railways are the wonderful smoothness of

¹ Pinphet Champa. (2002). *Thai Tourism Culture, AD1851-2001*. Dissertation, Master (History). Bangkok: Thammasart University. Photocopied p. 92.

* The Royal Southern State Railway was renamed after the merging of Northern line and Southern line department to the Royal Siamese Railway (R.S.R.) and 1951 changed to the State Railway of Thailand

running, the beautiful scenery, one of the most peaceful and comfortable train journeys I can remember. The scenery along the line is most interesting and the travelers will be impressed with the beauty of the tropical nature of the country.¹

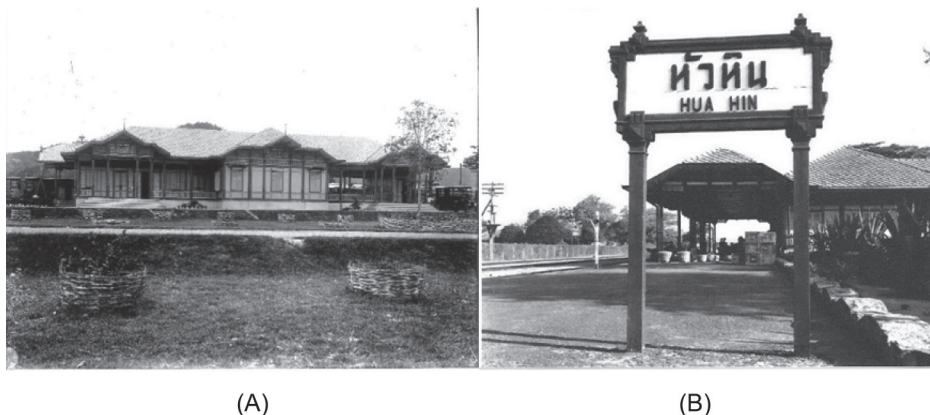


Figure 2 (A), (B): Hua Hin Railway station in the past
Source (A): National Archive, (B): Samaisilp Photo Center



Figure 3: Hua Hin Railway Station at present

Source: Researcher (27 September 2016)

The popularity of the town is evident from the rise in the number of travelers who took the train to the first seaside resort in 1927–1928. Passengers rose from 10,000 to 30,000 people,² As a result of the accommodation shortage, members of the Bangkok elite were encouraged to build private bungalows in Hua Hin and most of them occupied beach front land. For this reason, there is no beach road in Hua Hin like other beach towns.

¹ Erik, Seidenfaden. (1984). *Guide to Bangkok*. 2nd ed. p. 18.

² Sukanya Chaiphasi. (2008). *Teaw Hua Hin Thin Phu Dee: 100 Years Siam Seaside Resort Town*. p. 126–127.

Hotel Hua Hin /the Railway Hotel

King Rama VI wanted Hua Hin to be the leading seaside resort of the country with a world-class hotel. That is why he authorized the building of the Railway Hotel in 1922. Hotel Hua Hin, known as the Railway Hotel, was constructed and the facilities were installed in the area to facilitate European travelers as though they were in a European hotel. The Royal Golf Course was built between Hua Hin railway station and Hin Lek Fai hill.



Figure 4: Hotel Hua Hin/Railway Hotel

Source: National Archive



Figure 5: Royal Golf Course

Source: National Archive

The Greater East Asia War and the rebirth of the first seaside resort

During World War II (1939–1945), in 1941 the Greater East Asia War (so-called by the Japanese) happened in Asia (1941–1945), The Japanese conquered strategic areas in the south and west including Bangkok, and they selected Bangkok Noi Station as a main command site. Avoiding the bombs, Bangkokians looked for a new secure shelter and one of their options was Hua Hin. Although the journey from Bangkok was not as smooth as before, and it took longer to get there, visitors still made the trip. Hence hotels, bungalows and many beach houses were occupied again. Life during 1941–1945 was reflected in famous Thai novels like *Nij* and *Prisana* as well as the memorial diary of Mrs. Lee Rhodes¹, a German horse riding teacher who temporarily resided at the missionary house in Nong Kae, and the book “*Katya & the Prince of Siam*”². They all mentioned that Hua Hin was crowded because of people coming from Bangkok and they had met each other by chance there.

After the war ended, Hua Hin returned to be a fashionable and popular seaside resort town like it was before. Some people decided not to move back to Bangkok while many people traveled to Hua Hin for relaxation although it was difficult to get there. The seaside resort was brought back to

¹ Lee, Rhodes. (1981). *Katcha*. Sumalee Slac, trans. p. 206–207.

² Eileen, Hunter and Narisa Chakrabongse. (1994). *Katya & The Prince of Siam*. p. 124–125.

life again not only as a high class holiday place for high ranking and elite members of society, but also as a lavish lifestyle place for society.

In the summer, the train was full and the town was filled with members of the elite and new young generation travelers¹. They came to rehabilitate and went there often merely to present their wealthy and tasteful lifestyle. In line with increased demand for accommodation, the Railway Hotel was expanded and the number of new hotels and bungalows increased as well.

The rise of Hua Hin Town

As the ideal of King Rama VI would like Hua Hin to be a world class seaside resort; therefore, the Railway Hotel and the royal golf course were built. The glorious age of Hua Hin began under the reign of King Rama VII after Klai Kangwon Palace (Without Care Palace) was built in 1926, and the royal golf course was expanded to 18 holes. The Hotel Hua Hin was expanded and the old trains were replaced by modern trains. Hua Hin then became crowded and there was greater demand for lodgings. Soon Hotel Hua Hin added 13 more rooms and replaced 19 small villas in the area of Queen Saowabha Phongsri (the King's mother)'s villa. The construction was completed in 1928 and Hotel Hua Hin was renamed the Railway Hotel.²



Figure 5: Klai Kangwon Palace

Source: National Archive

The first seaside resort was fully developed and welcomed holiday-makers. The seaside resort was the destination and the Railway Hotel was the meeting place for high ranking, expatriates and members of the elite for afternoon tea. Sea bathing, hunting, playing tennis, playing golf or relaxing at home were the most popular activities for holiday-makers.

¹ Pinphet Champa. (2002). *Thai Tourism Culture, AD1851-2001*. Dissertation, Master (History). Bangkok: Thammasart University. Photocopied. p. 127.

² Sukanya Chaiphasi. (2008). *Teaw Hua Hin Thin Phu Dee: 100 Years Siam Seaside Resort Town*. p. 143.

During the summer time, there was high demand from travelers and visitors who took a train to Hua Hin. The R.S.R. provided rapid trains from Bangkok to Hua Hin, and there were up to 14 bogies which comprised two first class bogies, three second class bogies and seven third class bogies. There was also a restaurant and a storage car whilst in the low season the train was shortened to 7 bogies. The rapid growth of the seaside resort influenced the number of beach houses and shop houses, which were built in different locations. However, most of new beach houses were in the beach front area while shop houses or commercial blocks were developed along the Petchkasem (main road) construction. As a result, Hua Hin changed from being a quiet town to a lively and crowded town so the supply of food, water, electricity was insufficient so holiday-makers usually brought food, vegetables, meat and water from Bangkok or from neighboring areas like Petchaburi and Ratchburi province.

Without doubt, the place received regular visitors, both European and members of the Thai elite, and it became congested and had greater impacts resulting from urbanism. In order to manage it more efficiently, the Western Seaside Resorts Development Act was passed in 1926 and Hua Hin municipality was set up, but it was promulgated in 1933 after the 1932 coup. Nevertheless, all projects were transferred to the municipality after the political change. It can be said that Hua Hin was one of the earliest municipalities.

Regarding the Act, property owners in the municipality had to pay taxes to finance the town development projects while the council improved transportation, water supply, and electricity and began to focus on town planning as well as designating areas for the use of the Council, for instance piped water, roads and proper sanitation¹ and the construction of buildings and other civil works as deemed necessary².

To facilitate the comfortable travel of the Queen and the royal family to their villas, the road and a small railway track were constructed to link from railway station to the beach, where Queen Saowabha Phongsri's villa was. After the Queen passed away in 1919, the small railway from the train station to the beach was then removed and named Damnoenkasem Road to commemorate Her Majesty.

As a result of the increasing number of visitors to Hua Hin, under the reign of King Rama VII, Damnoenkasem road was reconstruction and a new road link was built from the railway station to the palace and was then extended to Cha-Am. Not only was the necessary infrastructure and accommodation constructed, but a market was also added. Chatchai market, the cleanest and most modern market in the country, and a health station were built in the center of the town. This market was built by Prince Burachatra Chaiyakorn (Krom Phra Kamphaengphet Akrayothin) the son of King Rama V.

¹ Bangkok Post. (2012). *A Century of Hua Hin*. p. 22.

² *Ibid.* p.19.



(A)



(B)

Figure 6 (A), (B): Chatchai market past and present

Source (A): Samaisilp Photo Center, (B): Researcher (29 Apr 2014)

As the infrastructure and utility systems were established, on the issue of water shortage, the feasibility study for distilling sea water to make fresh water was proposed to the King. Unfortunately in 1932, a coup happened, and all projects were stopped including the project to distill sea water. The road project, however, was later granted a loan from the Privy Purse.

The decline of Hua Hin

The 1932 coup took place while the King Rama VII and the Queen were staying in Hua Hin on the day they played golf, on the 24 June 1932. Soon after that, the King and Queen went back to Chitlada Palace in Bangkok. Suddenly, Hua Hin became silent and faced a crucial change. The political fluctuation directly affected the future of the town as well as the residents, aristocrats and elite, who did not travel to the seaside resort of Hua Hin as usual.

However, some of them stayed at their beach houses rather than go back to Bangkok. As a result of the stressful situation, everything including town planning development projects stopped for a while and were transferred from the Council to the Hua Hin Municipality.

The King and Queen and members of the elite returned to Hua Hin a few times after the situation settled. The ambiance was not like it was before. Under this change, Hua Hin was half empty and foreigners mainly stayed at Hotel Hua Hin.

In summary, it can be said that the decline of the first seaside resort happened not only because of the political change, but also because of a new road development, Sukhumvit road, which was built from Bangkok to the eastern region in 1957.

2) To study tourism development in Hua Hin is can be found as follows.

Development under the umbrella of tourism

Regarding the National Development policy of Field Marshal Pleak Pibulsongkhram's government, in 1950, highway number 4 (Petchkasem road), which passed through Hua Hin town,

was built, so people had more alternatives to get to Hua Hin.

Bangpoo, a new seaside resort along Sukhumvit road but without a beach like Hua Hin, had fresh air and was not too far from Bangkok. It had accommodation together with a club house and it could be accessed by car¹. Hence, there was an alternative for modern and wealthy people to consider. The car was extensively used by members of the Bangkok elite because travel was comfortable and modern and they particularly liked to drive around to show their cars off in public. It seemed to be the most favorite vehicle in the capital and its vicinity but the train was still popular for long distances. Nevertheless, even though quite a distance, nostalgia encouraged people to take the train there.

In 1959, the Office of National Economic and Social Development Board (NESDB) was formed and delivered a series of National Economic and Social Development Plans (or Development Plans) in various parts including basic infrastructure facilities, the improvement of the transportation system and regional economic development. In addition, the first Development Plan was a 6 year plan and the rest were 5 year plans and the present year is under Development Plan 12 (2017-2022).² Nevertheless, infrastructure, tourism and regional development in the development plan which concerns Hua Hin are considered in this study.

One of the outcomes of the development plan was that seaside towns in the eastern region like Bangsaen, Sriracha and Pattaya opened. The characteristics of Bangsaen and Sriracha were suitable for local travelers while Pattaya accommodated foreigners.

Regarding Development Plan 3, the highway no.35 (Thonburi-Pakthor or Rama II road) at a distance of 75 kilometers, was developed under this plan and opened in 1973. This was a choice to travel to Hua Hin that was shorter than Petchkasem road by 40 kilometers from Bangkok.

Development Plan 5 includes the Development of the Western Region that have policy on regional economic development in which Prachuap Khiri Khan Province was a part.

Furthermore, tourism promotion boosted the region and it seemed to substitute the seaside resorts in the western region because it could be reached by car and is near Bangkok. During the Vietnam War (1955-1975), Pattaya became chaotic and was dominated by beer bars and night entertainment, There was significant migration which caused various problems such as social and environmental problems which are still evident.

The holiday-makers, who did not enjoy Pattaya, considered returning to the first seaside resort town. Hua Hin rebounded from its decline and reappeared as a peaceful beach town. A series of tourism campaigns by the Tourism Authority of Thailand (T.A.T.) that supported the rejuvenation of

¹ Pinphet Champa. (2002). *Thai Tourism Culture, AD1851-2001*. Dissertation, Master (History). Bangkok: Thammasart University. Photocopied. p 133.

² National Economic and Social Development Board Office of the Prime Minister. The National Economic and Social Development Plan (Online)

Hua Hin. The policy of tourism promotion and infrastructure development including the modification of the railway operation in the National Development Plan brought back the visitors.

Hua Hin at present, and the land on the east of the town and beachfront land are mostly private properties which have been revitalized as restaurants, boutique hotels and B&Bs. Some properties were sold and replaced by sky-high condominiums and various hotel developments. The rest of the properties still function as private beach houses. The land on the west of the town was a commercial area, with a market and residences. The shortage of accommodation in the municipality made many local people adapt their houses to become guest houses and homestays to meet the demand especially on long weekends, national holidays and particular events like the jazz festival. Nowadays, there is hardly any available land in the municipality or in non-municipal areas.

Table 1 shows the arrivals of travelers from 2010–2016 in all seasons, the number of tourist continued growing in all type of guests. Thai average stayed overnight shorter than foreigners which created high demand for accommodation, restaurants, and parking lots. This encouraged local property developers and foreign investors to invest in Hua Hin. The impressive town has entirely changed, which strongly affected locals' way of life. The beach is noisy and dirty, and there is a high cost of living, rising land prices, overcrowding, pollution etc.

The rapid growth of tourism caused vast agriculture areas to be replaced by modern tall condominiums especially in Hua Hin municipality. Agricultural land use is mostly located in non-municipal areas. The available land has been developed into commercial properties such as hotels, condominiums, restaurants, souvenir shops and so on. People's way of life has changed and they have become shop sellers or hotel or restaurant workers and so on.

Table 1 Guest arrivals at accommodation in Hua Hin from 2010-2016

Year	2010	2011	2012	2013	2014	2015	2016
No. of Accom	233	303	306	309	294	286	299
No. of Rooms	7,015	8,799	10,152	10,133	9,157	8,969	9,327
Thais	714,605	1,055,182	1,710,292	1,850,525	2,019,277	2,085,313	2,152,976
Foreigners	329,302	559,082	684,248	749,881	763,864	794,383	784,882
Total guest arrivals	1,043,907	1,614,264	2,300,788	2,600,406	2,783,141	2,879,696	2,937,858

Source: Department of Tourism¹

¹ Department of Tourism. (2017, January). Regional and Provincial Tourist Statistic 2017 (Online)

In addition, as a result of the policy of the government, there have been several mega projects that have enhanced Hua Hin's tourism development such as the Thai Riviera under Taksin Shinwatra's government although this project has since been suspended. Ferry services from Hua Hin to Pattaya and Bangpoo have started (operating only to/from Pattaya), and a double rail track is under construction while a high speed rail project is also in the consideration process.

3) To propose an appropriate management plan for sustainable tourism will discuss as follows.

A new paradigm to balance heritage and sustainable tourism

Hua Hin has been shaped by tourism for a century. It was founded as a fishing village and then developed into a seaside resort for aristocrats and later converted into a mass tourism destination. Hua Hin has significantly changed over time, especially recently. Tourism's rapid growth generates many development projects which may challenge Hua Hin. Notably, Hua Hin has faced fluctuating numbers of visitors, over capacity and traffic congestion during holidays while being quiet on weekdays since the tourism boom. Hence, the ICOMOS Charter is proposed. According to the potential of Hua Hin in terms of cultural heritage tourism, the ICOMOS charter, which focuses on cultural tourism, will be mainly used to manage this site. In this part, which concern with policy and plan, should be managed by the local government.

ICOMOS International Cultural Tourism Charter¹

- Principle 1 : Encourage Public Awareness of Heritage
- Principle 2 : Manage the Dynamic Relationship
- Principle 3 : Ensure a Worthwhile Visitor Experience
- Principle 4 : Involve Host and Indigenous Communities
- Principle 5 : Provide Benefit for the Local community
- Principle 6 : Responsible Promotion Programs

In addition principle of ASEAN Community-Based Tourism also will apply for this case. In term of sustainability, the community should manage their own community by following of CBT principle with local government and stakeholder support.

¹ ICOMOS International Cultural Tourism Committee. (2002). *ICOMOS International Cultural Tourism Charter: Principles and Guidelines For Managing Tourism At Places Of Cultural And Heritage Significance*. Vitoria: ICOMOS International Cultural Tourism Committee.

Principles of ASEAN Community–Based Tourism (CBT)¹

1. Involve and empower community to ensure ownership and transparent management
2. Establish partnerships with relevant stakeholders
3. Gain recognized standing with relevant authorities
4. Improve social well-being and maintenance of human dignity
5. Include a fair and transparent benefit sharing mechanism
6. Enhance linkages to local and regional economies
7. Respect local culture and tradition
8. Contribute to natural resource conservation
9. Improve the quality of visitor experiences by strengthening meaningful host and guest interaction
10. Work towards financial self-sufficiency

Conclusion

Hua Hin is a significant seaside resort with a long history. The community progressed with the development of the southern railway and Hua Hin is still well-known today.

With the rapid growth of the tourism industry, many projects have been undertaken in and around Hua Hin and some important projects have not started yet. High value investment in mega project will generate high revenue when the projects are completed. The high speed rail service also will deliver 13,000 people per day to Hua Hin within an hour.

Without doubt, when all of the projects are complete, tourism will increase to Hua Hin. In the future, the people in the community will face more problems and the physical characteristics of the city will be affected. Hence central government and the municipality should take these factors into account.

Finally, most of the tourism development and infrastructure projects conducted by government have both positive and negative impacts. Therefore, the International Cultural Tourism Charter and the ASEAN Community–Based Tourism Principle should be considered to maintain and promote its heritage and to encourage sustainable tourism in Hua Hin.

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