



**SKYLODGE: A SOLVING PROJECT OF LACKING NEW
ATTRACTION PLACE**

BY

MR. HIRUN SAWADDIKIATTIKUL

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR
THE DEGREE OF MASTER OF BUSINESS ADMINISTRATION
(GLOBAL ENTREPRENEURSHIP) INTERNATIONAL MASTER
IN BUSINESS ADMINISTRATION**

FACULTY OF COMMERCE AND ACCOUNTANCY

THAMMASAT UNIVERSITY

ACADEMIC YEAR 2016

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INDEPENDENT STUDY

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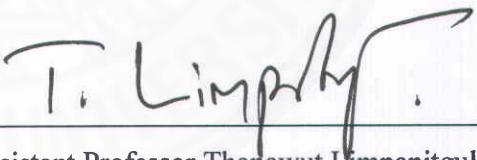
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SKYLODGE: A SOLVING PROJECT OF LACKING NEW ATTRACTION PLACE

was approved as partial fulfillment of the requirements for
the degree of Master of Business Administration (Global Entrepreneurship)

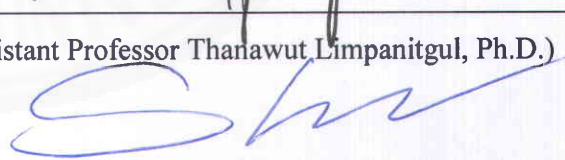
on November 7, 2016

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ABSTRACT

Due to gradually increasing in number of tourist in Thailand, Thailand's tourist industry now facing problems of:

- 1.Undistributed tourist visitors
- 2.Lacking new attraction places

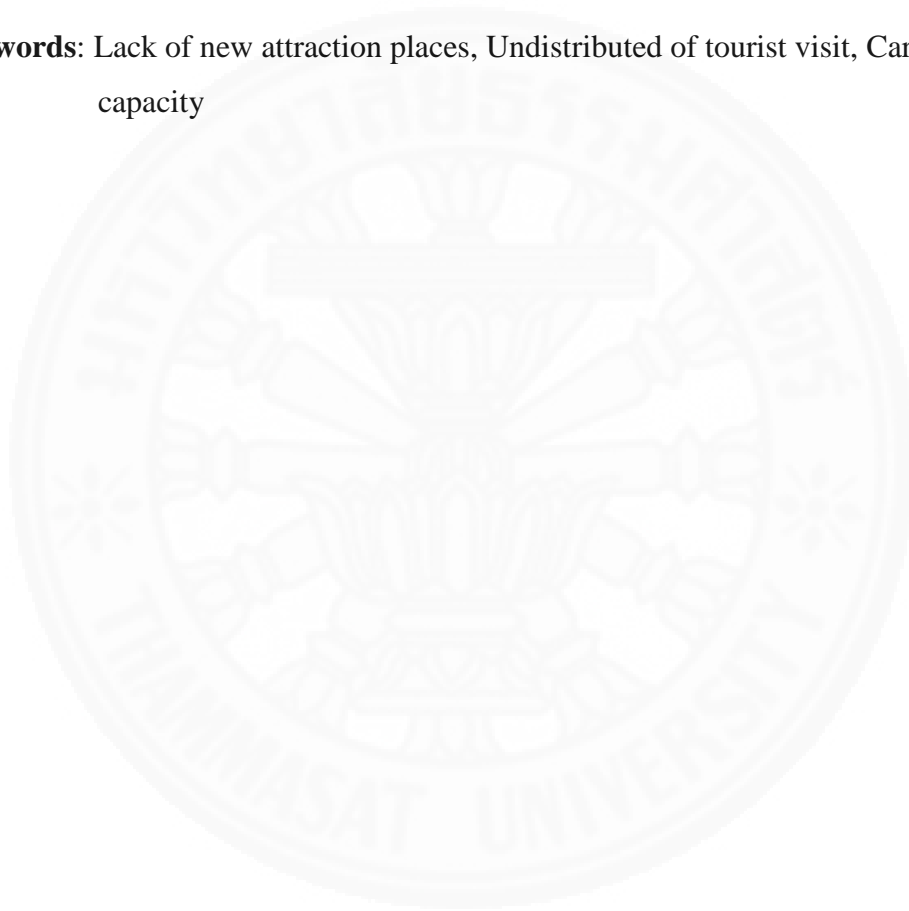
Thailand has well-know 10 main cities for tourism which are 1) Bangkok, 2) Phra Nakhon Si Ayutthaya, 3) Chaing Mai, 4) Chaing Rai, 5) Nakhon Ratchasima 6) Udon Thani, 7) Chonburi, 8) Prachuap Khiri Khan, 9) Phuket and 10) Surat Thani. ⁽¹⁾

Following the plan “Thailand Strategy 2015 – 2017” in the section of support and develop new attraction places. Government has come up and promoted a campaign “12 cities cannot...miss (12 เมืองต้องห้าม...พลาด)” by drawing out 12 potential cities which has their own identities which locate near top 10 cities, aiming to distribute number of tourist to these cities from top 10 cities. These cities become a new attraction place after the campaign has been promoted.

The purpose of this business research is mainly to solve the same problem of lacking new attraction place but in different approach. The approach is to create a new innovation attraction place by human-made instead of promoting what is already existed.

Researcher himself was searching for ideas which could be applied in Thailand to solve lacking new attraction place problem. Skylodge seem to be an interested idea as a one solution of human-made for solving this problem. In brief Skylodge is an accommodation which installed on a mountain cliff with outdoor activity “VIA FERRATA” and “Zipline”

Keywords: Lack of new attraction places, Undistributed of tourist visit, Carrying capacity



ACKNOWLEDGEMENTS

This research will not be success if there is no support from Dr. Suthikorn Kingkaew for his guidance and encouragement to moving forward on the project. Whenever I came across problem with his guidance always help and give another direction to approach.

I also take this opportunity to thank all the people from each place that I have visited including all interviewers for answering questions and also their value opinion which become into this useful result data.

Lastly, I deeply thank to my parents, IMBA teacher and friend for providing their full support and warm encouragement until this paper finally successful.

Mr..Hirun Sawaddikiattikul

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CHAPTER 1

INTRODUCTION

1.1 Overview

Tourism industry in Thailand is one of the major sectors that generate grate revenue for Thailand. The industry is continuously growing but still there are problems to be solved. One of the major problems is the lack of new attraction places even Thailand has many attraction places to attract foreigner and also its citizen. But still the number of attraction places cannot handle an incredibly growing tourist number.

In the end of the year 2015, a report “Situation of tourist in December 2015” by Ministry of Tourism and Sports indicates number of tourist and revenue is 29,881,091 people and 1,447,158.05 million baht which increase from the exact time in 2015 by 20.44% and 23.39% respectively. For the number of Thai people travel in domestic is 138.8 million people and generate around 790,000 million baht (all number represent whole year 2015 from January to December).

Ranking top 10 tourist are from: 1) China, 2) Malaysia, 3) Japan, 4) Korea, 5) Laos, 6) India 7) United Kingdom, 8) Singapore, 9) Russia and 10) USA



Figure 1.1 Top 10 Tourist Countries

As the number of the tourist is gradually increasing and in order to distribute tourist to other area. Department of Tourism, Ministry of Tourism and Sports has announced Tourism Strategy for Year 2015-2017. The section of increasing competitiveness in the plan has pointed out on “supporting and develop new attraction place”. The idea of this strategy is to:

1) Dividing attraction place into 3 levels:

1.1 Global

1.2 Regional

1.3 Local

Each Amphur must have at least one level of mentioned above

2) Grouping the attraction places into Cluster model based on identities and cultural.

3) Supporting investment for develop and create human-made attraction, especially in the area which has few tourist

1.2 Research scope

As human-made attraction is considered to be an option for solving lack of new attraction places. Feasibility of Skylodge needs to be proved. The scope will divide type of people into two categories:

1) Rock climber

2) General people

1.2.1 Social Media

- Phantip community
- Thetrippacker page,
- PATH WILD fan page (outdoor equipment seller) page
- เดินป่า.....Trekking Adventure

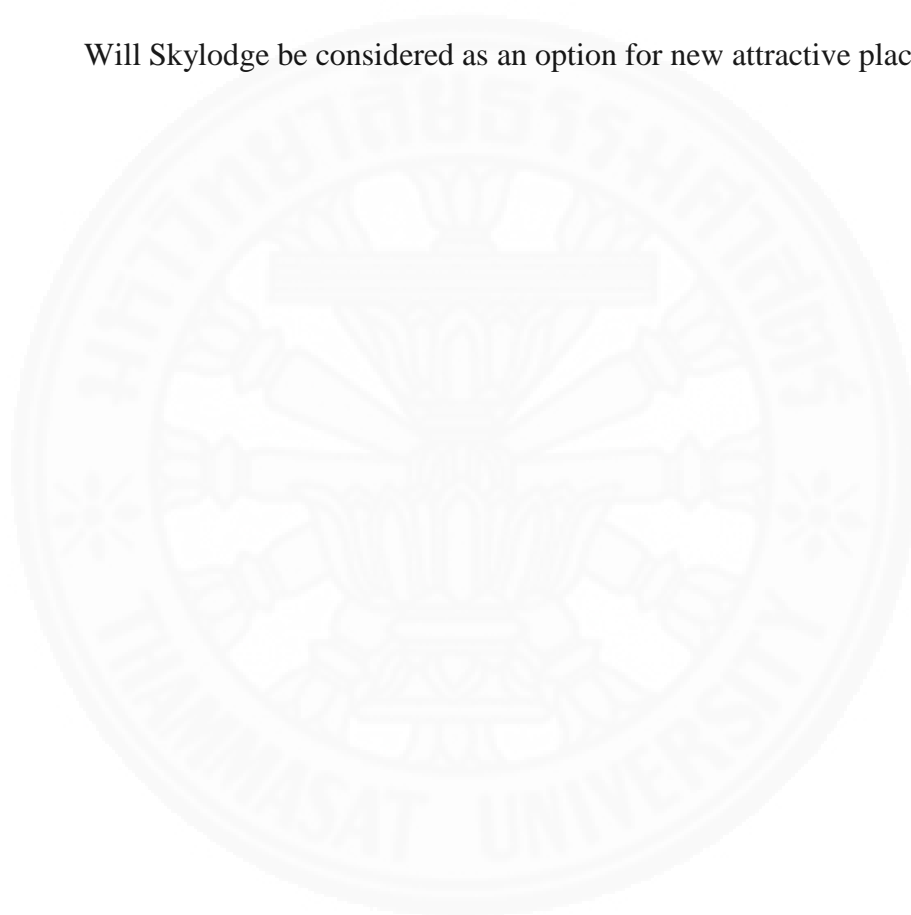
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1.2.2 On field

- Rock Domain (Bangna)

1.3 Research Question

Will Skylodge be considered as an option for new attractive place?



CHAPTER 2

SITUATION AND KEY PROBLEM

2.1 Situation

Thailand has well-know 10 main cities for tourism which are 1) Bangkok, 2) Phra Nakhon Si Ayutthaya, 3) Chaing Mai, 4) Chaing Rai, 5) Nakhon Ratchasima 6) Udon Thani, 7) Chonburi, 8) Prachuap Khiri Khan, 9) Phuket and 10) Surat Thani

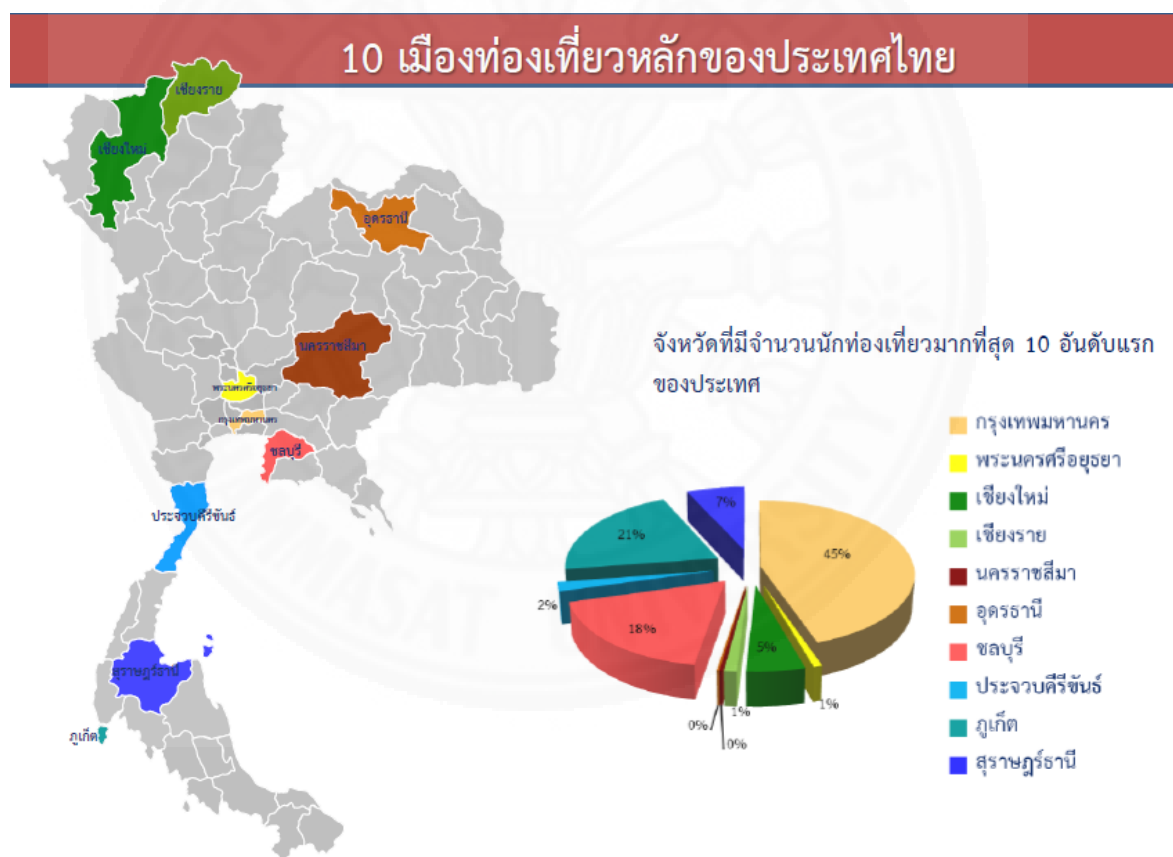


Figure 2.1 Top 10 Main Thailand's tourist city

At the moment government has worked on the developing area strategy plan by dividing and promoting the potential cities which has their own identities and cultural for distributing number of tourist away from this main 10 cities.

- Campaign of “12 cities cannot....miss (12 เมืองต้องห้าม...พลาด)” by introducing 12 potential cities which has their own identities and potential



Figure 2.2 12 cities cannot....miss (12 เมืองต้องห้าม...พลาด)

- Introducing again the same campaign in the name of “12 cities cannot....miss PLUS (12 เมืองต้องห้าม...พลาด PLUS)”



Figure 2.3 12 cities cannot....miss PLUS (12 เมืองต้องห้าม...พลาด PLUS)

2.1.1 Cluster model, divided area into 8 area

2.1.1.1 Lanna civilization travel group and northern

- Province: Chiang Mai, Chiang Rai, Lamphoon, Lampang, Phayao, Phare, Nan

2.1.1.2 World heritage travel group connect to ecotourism

- Province: Tak, Sukhothai, Kamphaeng Phet, Phichit, Phitsanulok, Nakhon Sawan, Uthai Thani, Phra Nakhon Si Ayutthay

2.1.1.3 Southern isan civilization travel group

- Province: Nakhon Ratchasima, Buriram, Surin, Sisaket, Chaiyaphum, Ubon Ratchathani

2.1.1.4 Mekong way of life tourism

- Province: Loei, Nong Khai, Nakhon Phanom, Mukdahan, Amnat Charoen, Ubon Ratchathani

2.1.1.5 Central river basin way of life travel group

- Province: Chainat, Sing Buri, Angthong, Phra Nakhon Si Ayutthaya, Lopburi, Nakhon Pathom, Nonthaburi, Pathum Thani, Samut Prakarn, Samut Sakhon, Samut Songkram, Ratchaburi, Bangkok

2.1.1.6 Active beach travel group

- Province: Chonburi, Rayong, Chanthaburi, Trat

2.1.1.7 Royal coast travel group

- Province: Phetchaburi, Prachuap Khiri Khan, Chumphon, Ranong

2.1.1.8 Two wonderful oceans travel group

- Province: Surat Thani, Nakhon Si Thammarat, Phang Nga, Phuket, Krabi, Trang, Satun, Phthalung, Songkla, Pattani, Yala, Narathiwat

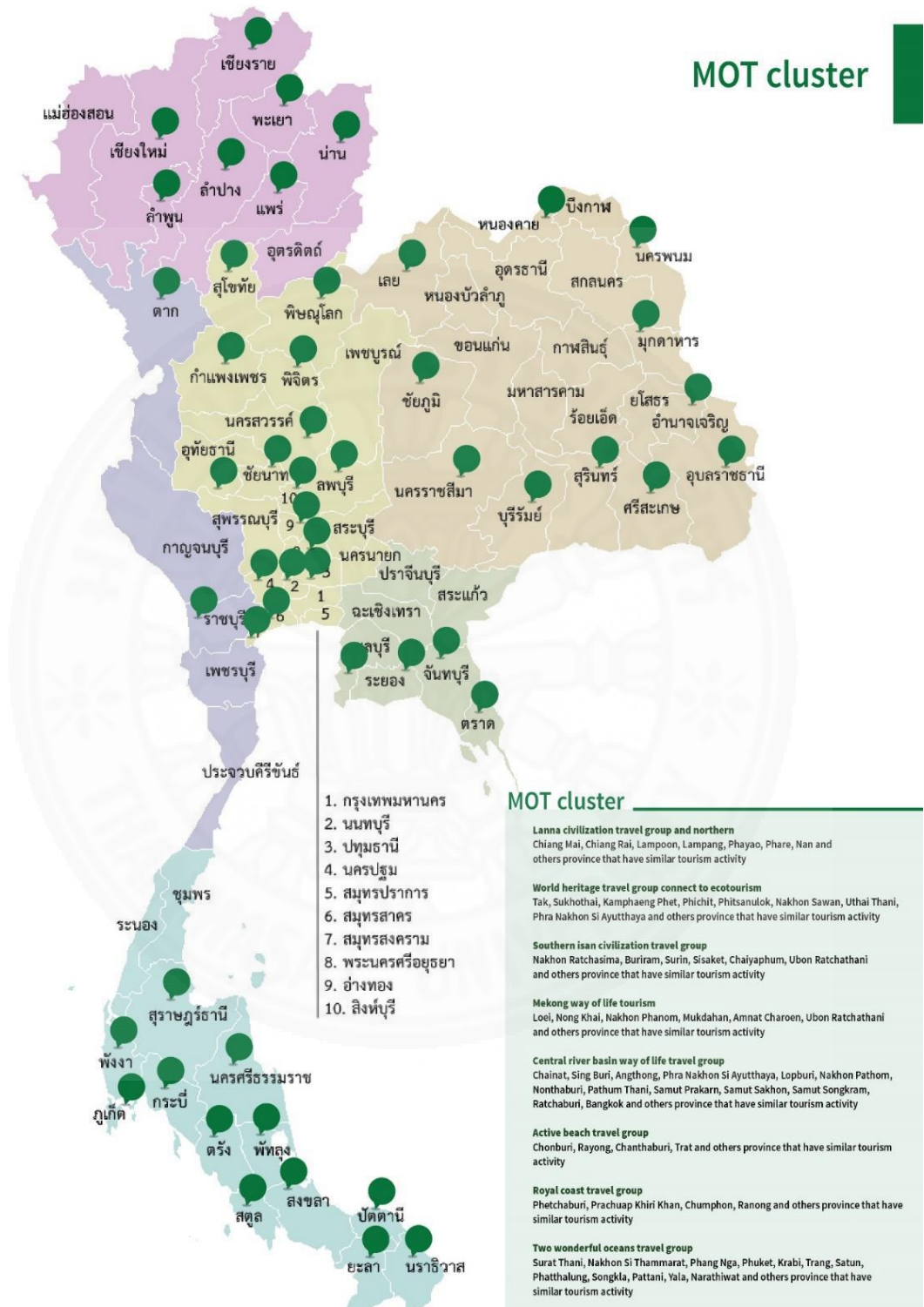


Figure 2.4 MOT cluster

2.2 Key problem

Increasing in number of tourist in Thailand is not corresponding to the amount of attraction places that is already existed which lead to a problem of lacking new attraction place in Thailand's tourism industry. This problem creating a chain impact to other problems such as:

1. Undistributed income
2. Limited in carry capacity
3. Declining of existed attraction places
 - a. Image of Thailand tourism
 - b. Tourist move to other country

Thus solving the problem of lacking new attraction place will help to solve other chain problems.

CHAPTER 3

METHODOLOGIES

3.1 Research Method

3.1.1. Secondary research

(1) From study of Department of Tourism has indicated that there are 6 main structure problems on tourism industry structure.

1. Not enough attractive place and lack of efficient of management for declining existed attraction place
2. Lack in quality and standard of logistic and accessing to the attractive place
3. Not enough standard facility in tourism industry
4. Lack of standard, illegal and price trap for tourism service sector.
5. Not enough tourism personnel in term of quality, quantity and low income.
6. Safety issue and deceiving tourist

(2) Department of Nation Parks, Wildlife and Plant Conservation

There are 3 tourism business categories that have been allowed to do inside the national park:

1. Food, beverage and souvenir
 - Not more than 3 years for area below 20 m²
 - Not more than 5 years for area 20 m² – 200 m²
 - Not more than 10 years for area 200 m² – 500 m²

2. Shelter or necessary tourism activity

- Not more than 5 years for area below 2,000 m²
- Not more than 15 years for area 2,000 m² – 8,000 m²
- Not more than 30 years for area 8,000 m² – 32,000 m²

3. Touring inside National park (not more than 3 years)

(3) Department of Tourism, Ministry of Tourism and Sports

Support investment in private section for develop and create human-made attraction place in order to increase the competition level's ability for the country

(4) Possibility of material for construction:

1. For structure:

- Construction Aluminum Alloy 6061-T6
- Aircraft Aluminum Alloy 7075-T6

2. For window:

- Polycarbonate, product offering:
 - Polycarbonate clear sheet
 - Lexan Margard
 - Polycarbonate mirror sheet

(5) Cost estimation

1. For structure:

- Estimate total area needed (mm²) = 44.65 x 10⁶
- Estimate total bar length (meter) = 58 meter

Aluminum Alloy 6061 – T6

Sheet weight (ranging of thickness 30mm – 50mm):

- 0.0000825 to 0.0001397 (kg/ mm²)

Bar weight (ranging of diameter 25.4mm – 44.45mm)

- 1.39 to 4.27 (kg/meter)

Price range \$2,500 – \$3,500 per ton

Minimum estimation: \$ 9,675

Maximum estimation: \$ 22,698

Aluminum Alloy 7075 – T6

Sheet weight (ranging of thickness 30mm – 50mm):

- 0.0000846 to 0.0001433 (kg/ mm²)

Bar weight (ranging of diameter 25.4mm – 44.45mm)

- 1.43 to 4.37 (kg/meter)

Price range \$4,200 – \$4,500 per ton

Minimum estimation: \$ 16,215

Maximum estimation: \$ 29,935,

2. For window:

- Estimate total area needed (mm²) = 56×10^6

Polycarbonate clear sheet

Maximum available size

- Area 3,050mm x 2,000mm
- Thickness 6mm – 12mm
- Unit cost \$ 765 - \$ 1,530

Minimum estimation: \$ 7,650

Maximum estimation: \$ 15,300

Lexan Margard

Maximum available size

- Area 3,050mm x 2,000mm
- Thickness 6mm – 12mm
- Unit cost \$ 1,537 - \$ 3,080

Minimum estimation: \$ 15,370

Maximum estimation: \$ 30,800

Polycarbonate mirror sheet

Maximum available size

- Area 3,000mm x 2,000mm
- Thickness 3mm – 6mm
- Unit cost \$ 884.5 - \$ 1,769

Minimum estimation: \$ 8,845

Maximum estimation: \$ 17,690

3.1.2 Primary research

1. In order to let people feel like they are staying inside Skylodge.
Filming a potential view which could be a place to install skylodge by using drone will
2. Introducing to public how Skylodge is looks like and why it is different than other accommodation place.
3. Posting and reaching out to the population of study

- Pantip community

- 1st attempt


Create a pole in Pantip to see the reaction of people by posting a video of the Skylodge and showing drone's view filming



Figure 3.1 Pantip Pole (1)



Figure 3.2 Pantip Pole (2)



*** ปิดโหวต วันที่ 23 พฤษภาคม พ.ศ.2559 เวลา 20:20:21 น.

1. รบกวนเพื่อนๆตอบคำถามให้ชัดเจนนะครับ ว่าเพื่อนๆสนใจอยากจะทำไหมครับ

<input type="checkbox"/>	สนใจ อยากทำ
<input type="checkbox"/>	สนใจ แต่ไม่อยากทำ
<input type="checkbox"/>	ไม่สนใจ

Figure 3.3 Pantip Pole (3)

ความคิดเห็นที่ 1

กลัวใจคนไทย ถ้าทำที่ปักแบบนี้ธรรมชาติคงพัง เพราะคนไทยไม่ค่อยสนใจจะอนุรักษ์ธรรมชาติกันเท่าไร ดูอย่างทุ่งเบญจที่ค่อนข้างและไปแล้ว มันน่าสนใจแต่ก็ไม่อยากให้ทำครับ


0 + 0  Spaghetification 🤔 23 เมษายน เวลา 20:59 น. ตอบกลับ

Figure 3.4 Pantip Pole (4)

2nd attempt

Creating a post instead of pole also changing channel for answering directly in Pantip to answer in link survey instead



Figure 3.5 Pantip Post (1)

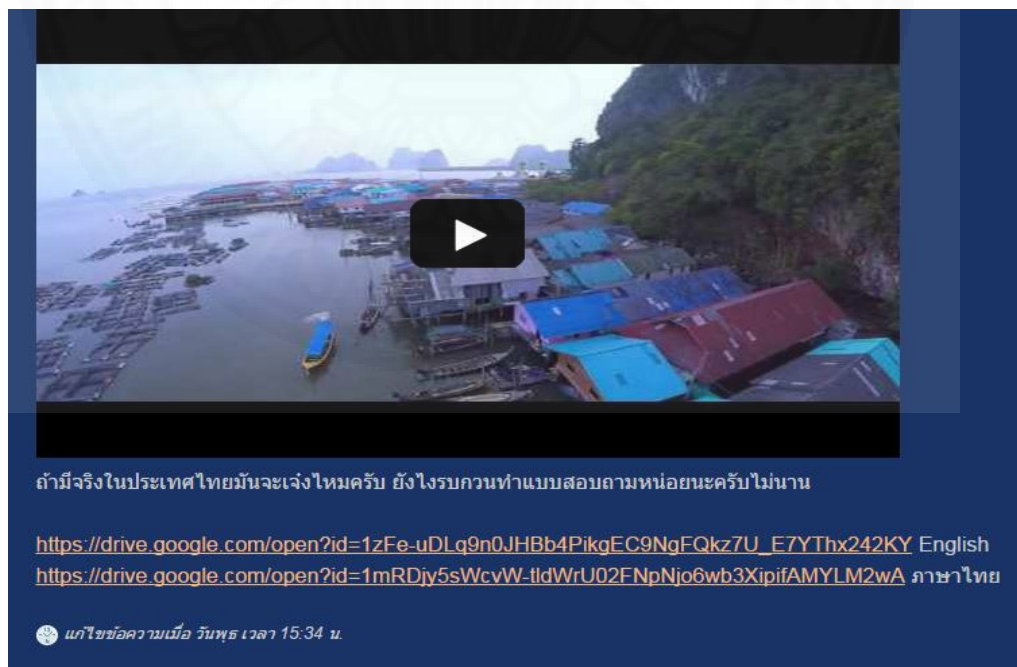


Figure 3.6 Pantip Post (2)

- Thetrippacker page,
Posting travel trip review and also insert the link survey
at bottom of the review.



Figure 3.7 Thetrippacker Post

3.1.3 On field data collection

3.1.3.1 Ao Phang Nga National Park

They don't have plan for gaining more revenue because their priority is to maintain the environment than create more revenue.

3.1.3.2 Noppharatthara Beach-Pee Pee Islands National Park

Currently only four business can be done on the national park's properties 1)Tourism service 2)Rock climbing 3) Kayak and 4)Snorkeling. Rock climbing business doesn't need concession, only register the business is enough (more than 10 companies are doing this business and they are sharing mountain spot)

3.1.3.3 Department of Nation Parks, Wildlife and Plant Conservation

Private sector cannot do business related to the accommodation inside the National Park due to there is no policy for allowing private sector to do so.

3.1.3.4 Rock domain (Bangna)

Most of the customer usually comes once a week.

Interview feedback:

1. Concern about time to come down, is it flexible? Or have schedule
2. Suggest to have many difficulty level route to climb up
3. Concern about nearby culture will be changed if install the Skylodge
4. How easily public transportation can go to the Skylodge

3.2 Result

Gender	Total
Female	46
Male	25

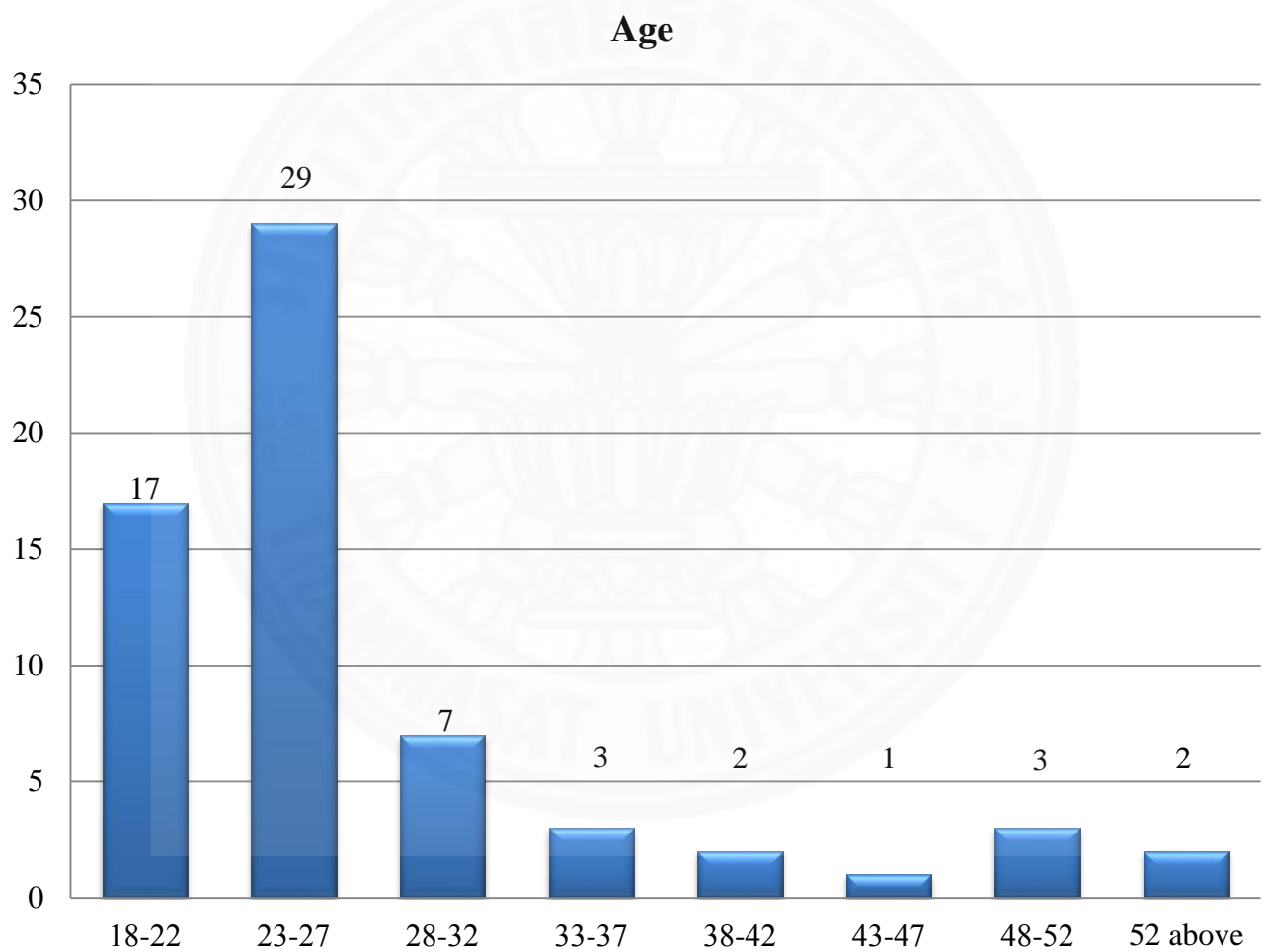


Figure 4.1 Age result

If Skylodge exist in Thailand, would you be interested and spend a night?

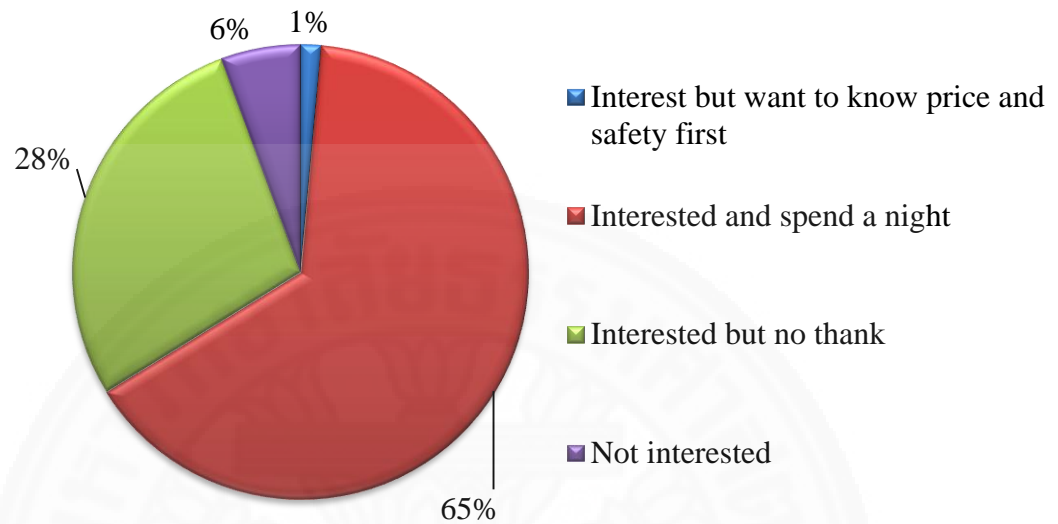


Figure 4.2

Result of If Skylodge exist in Thailand, would you be interested and spend a night?

What is the interested part of Skylodge to you?

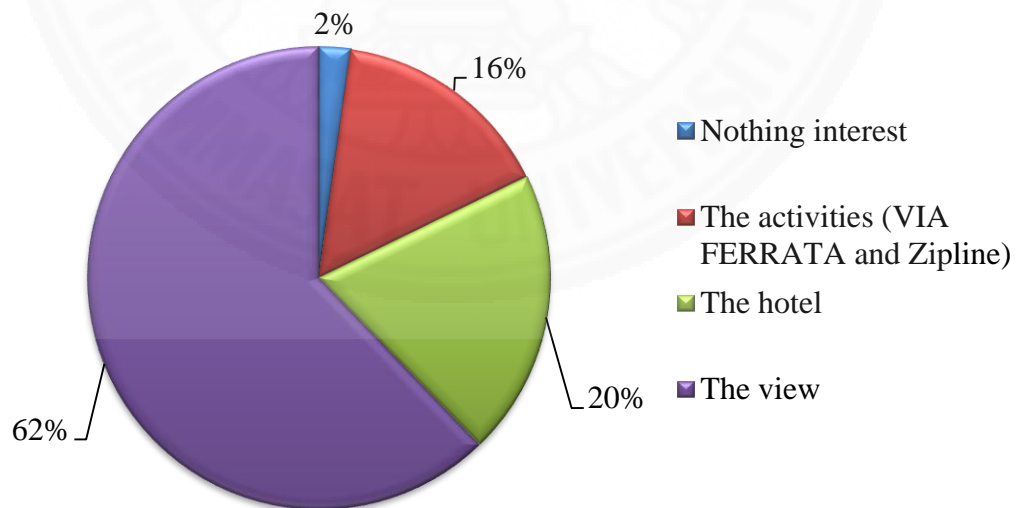


Figure 4.3 Result of What is the interested part of Skylodge to you?

Is a "nearby attraction place" one of your factor selecting Skylodge?

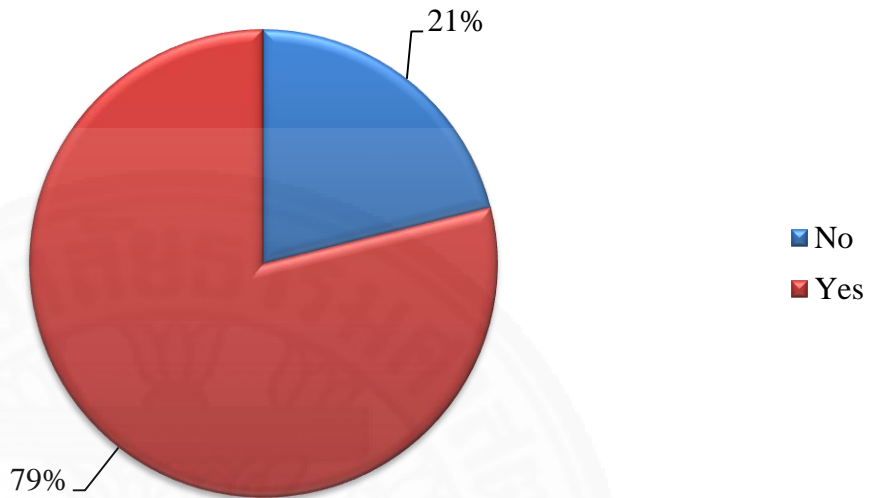


Figure 4.4 Result of Is a "nearby attraction place" one of your factor selecting Skylodge?

What is the main purpose of your travel?

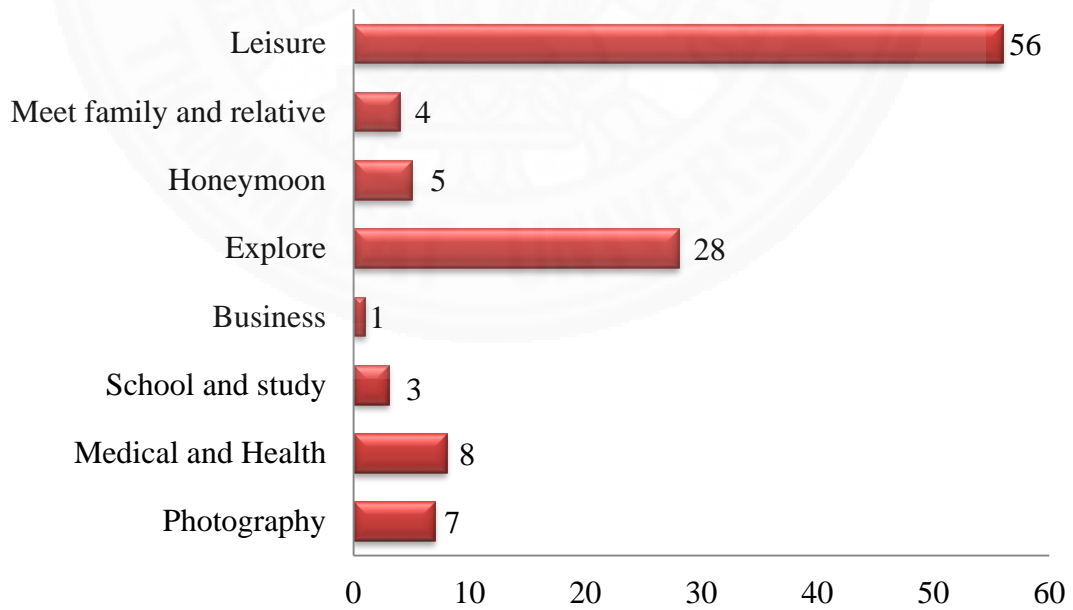


Figure 4.5 Result of What is the main purpose of your travel?

Which type of traveller are you?

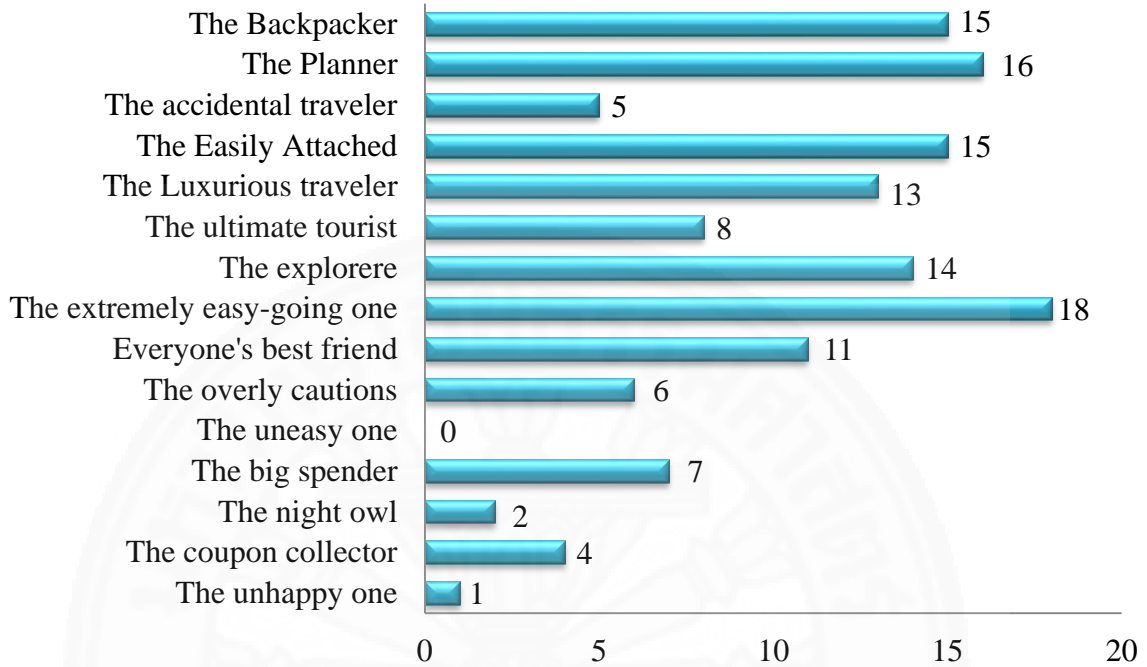


Figure 4.6 Result of Which type of traveler are you?

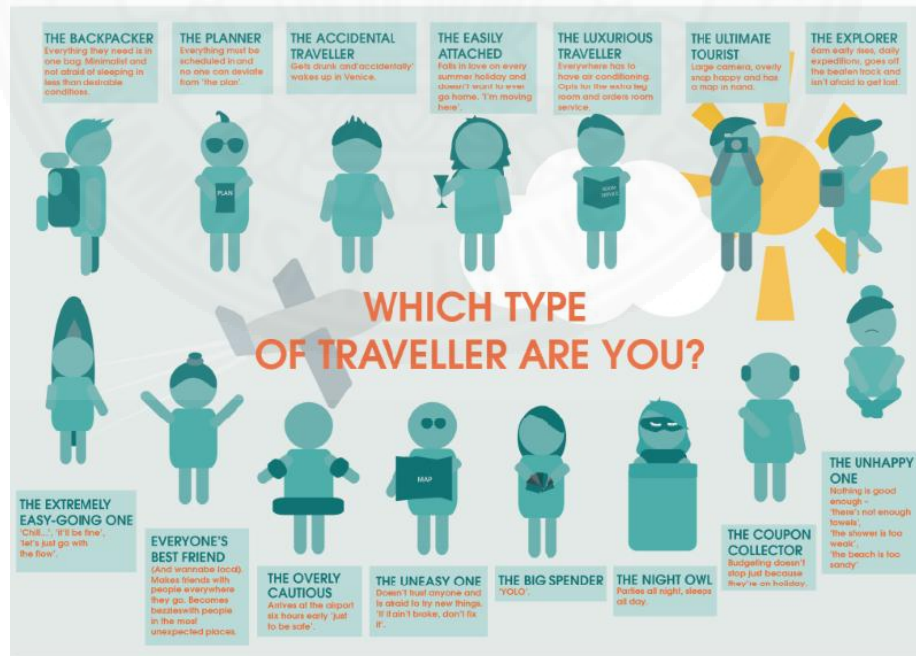


Figure 4.7 Diagram - Which type of traveler are you?

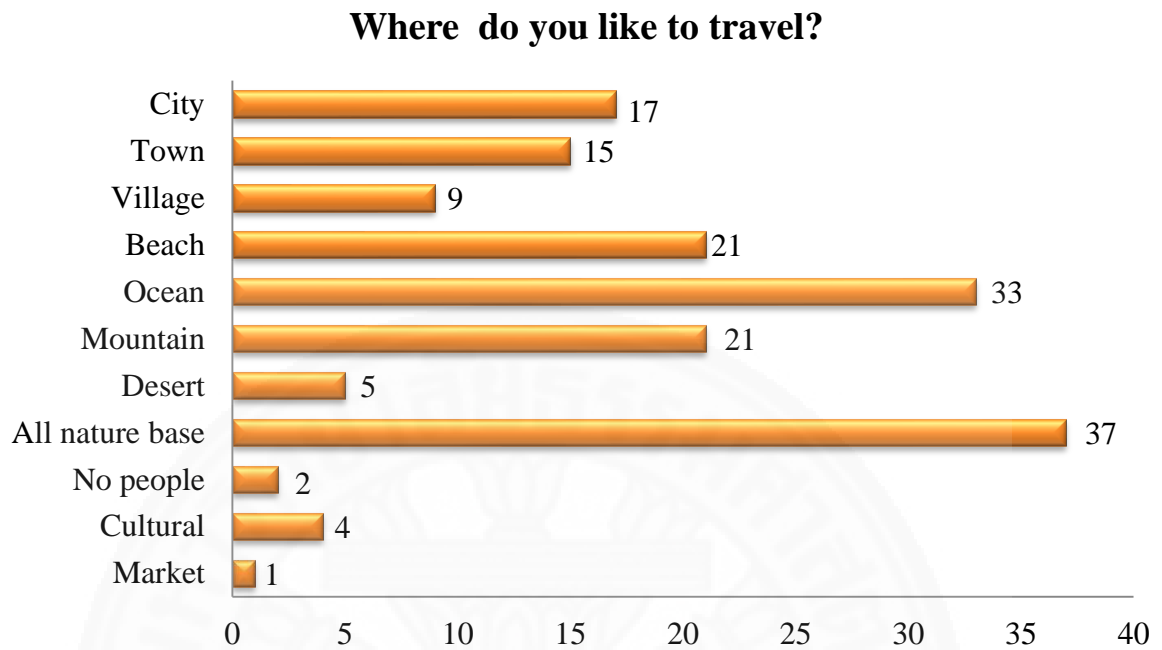


Figure 4.8 Result of Where do you like to travel?

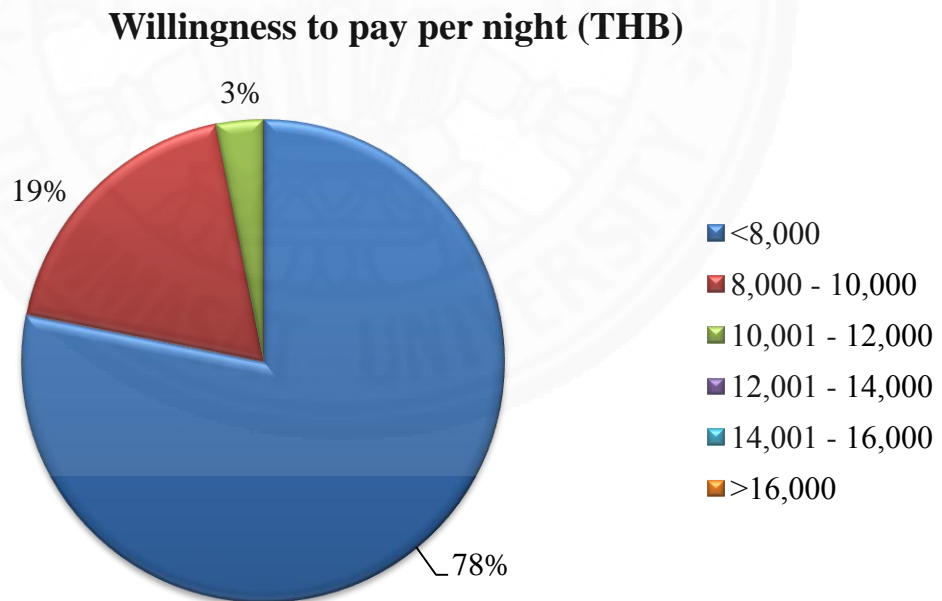


Figure 4.9 Willingness to pay

Comment from the survey

- Safety issue is the first factor to be concerned because constructing on mountain cliff seems to be dangerous.
- Require the expertise to instruct and safe equipment.
- Worry about room rate



CHAPTER 4

CONCLUSION AND RECOMMENDATION

There are regulations which allow building a man-made construction within the National Park but no policy for private sector at the moment only the officer can do so. The possible way of this project to be executed is to discuss and convince with Department of Tourism, Ministry of Tourism and Sports showing that the project's concept has a potential which can be considered as new attraction place. Apparently, the project's concept is interested to people with more than 90% from the survey result.

Almost 70% are willing to spend a night in the Skylodge. In order to capture target customer below category are the characteristic:

- The extremely easy-going one
- The planner
- The Backpacker
- The Easily Attached
- The explorer
- The Luxurious traveler

Estimation cost for main construction is ranging from \$ 17,325 - \$60,735 per unit which means 3 units will be \$51,975 - \$182,205. Moreover, the safety factor of overall estimation cost and some foreseen cost must be considered. General foreseen cost:

- 1.Detail engineering and architect design
- 2.Cost of facility inside
- 3.Fabrication and assembly cost
- 4.Installation accessory component (cable sling, screw, nut, bolt...)
- 5.Lifting cost

Safety factor for overall estimation cost is varying in different industry and type of project plus depending on estimator experience. In order to minimize cost, the safety factor should not be high.

- Assuming that fabrication and assembly cost, installation accessory component and lifting cost will be equal to maximum of material cost alone, \$182,205
- Assuming that for the detail engineering and architect design and Cost of facility inside will be half of maximum of material cost alone \$91,102.5

For overall estimation cost will be $[\$182,205 + (\$182,205 + \$91,102.5)] = \$455,512.5$. Considering the majority of willingness to pay is at maximum 8,000 Baht or equivalent to \$250. Roughly for break-even point, taking into account for 2 factors of operation plan:

- Per night will gain \$500 (base on 1 lodge will be for the staff for support customer in 2 lodges)
- Assuming that minimum booking is 182 days (half year)

Therefore, it will take around 5 years to reach break-even point.

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