

## **Association of Location and Accessibility of Small Adaptively Reused Hotels from Heritage Buildings in Bangkok with the hotels' rating**

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**Abstract:** Urbanization, advances in information technology, and Thailand's participation in the ASEAN community have led to better opportunities for Adaptive Reuse Heritage Buildings converted to the Hotel Buildings (AR-HB-hotels). AR-HB-hotels in Bangkok located in anywhere such as the inner heritage area or the outer Bangkok. This study aimed to find out the association of the locations of AR-HB-hotels in Bangkok and means of accessibility to them with the hotels' location ratings. Data were mainly collected from secondary sources and on-site surveys. The thirty-two target hotels were adaptively reused from 50-year-old-or-over heritage buildings throughout Bangkok. The analysis results indicated that most of the AR-HB-hotels were located in the inner Bangkok zone. Location rating was associated significantly with neighboring community surrounding the AR-HB-hotels. Not only the urban zone aspect and distance from bus stop were significantly related, both of them were related to the means of accessibility.

*Keywords:* Heritage Building, Small Hotel, Location Context, Mean of Accessibility, Rating

### **1. INTRODUCTION**

One of the methods of heritage building preservation called 'Adaptive reuse' (AR) is the only one conservation approach that deals with all three main issues of sustainability development: the environment, economy, and society (Giddings, 2002). There have been many types of AR patterns such as old houses converted into office buildings, museums, boutique hotels or restaurants as well as shops (Pongsermpol, 2011). For this research, we focused on a kind of adaptive reuse of heritage buildings converted into hotels (AR-HB-hotel).

Nowadays, urbanization, advances in information technology, and Thailand's participation in the ASEAN community have led to better opportunities for adaptively reusing heritage buildings in cities as small hotels. The locations for this kind of small hotels in Bangkok can be anywhere such as the heritage area in the inner Bangkok or uniquely charming areas in the outer Bangkok. The inner Bangkok area where there were several historical buildings located at, especially, had more chance for AR-HB-hotel projects at places such as Rattanakosin Island, historic Thonburi area and Central Business District (CBD). Furthermore, the facilitation of Hotel Act-2008 and the wide coverage of modern mass transit system helped support adaptive reuse building converted to various kinds of hotel buildings (AR-hotel) such as boutique hotel, hostel, budget hotel, and homestay. For this research, we focused on the hotels that were adapted from heritage buildings over 50 years old that had no more than four rooms and could not accommodate more than 20 guests allowed by the Hotel Act – 2008 (Regulations, 2008). Moreover, the awareness of heritage conservation was the significant reasons for AR-HB-hotel projects. These all were main reasons supporting

AR-HB-hotels which could be occurred everywhere throughout Bangkok (Pongsermpol, 2017).

The AR-HB-hotels were located in many places around Bangkok. Although most AR-HB-hotels were situated on inner Bangkok like Rattanakosin Island, there still was some possibility for some kinds of AR-HB-hotels located in suburb area or outer zone of Bangkok. These small hotels could be renovated and adjusted into hotel because the hotel owner realized the values inside these buildings. For example, a heritage row house named 'Here Hostel' located in Rattanakosin Island (inner Bangkok) was adapted into small boutique hostels while an old timber waterfront house in Ladkrabang district (Eastern Bangkok) named 'Si Yak Huatakhe café and Guesthouse' was converted to small boutique accommodation and coffee shop. In addition, a private Italian-style mansion along the banks of the Chao Phraya River (middle zone of Bangkok) named 'Praya Palazzo' was a turned to a luxury riverside boutique hotel of Bangkok ([www.prayapalazzo.com](http://www.prayapalazzo.com)). Moreover, there was location rating score considered by costumers or tourists visiting to these small hostels. There were many types of costumer's rating that lead the newcomer could review for hotel reservation such as cleanliness, comfort, location, facilities, staff, value for money, free Wi-Fi, and overall ([www.booking.com](http://www.booking.com)). For this study, location rating score was focused to analyze with location and accessibility contexts of AR-HB-hotels. This led to doubt whether the different location and accessibility contexts effected to hotel's location rating from the consumers or not? For the location context, there were three issues of concern: urban zone, neighboring community, and distance from a mass transit station, i.e., bus stop. For the accessibility context, means of accessibility were considered.

From literature review concerning the location context, urban zone of Bangkok with 50 administrative districts has been classified into three main zones: the inner, the middle, and the outer zones (BMA GIS Center). Neighboring community types were referred from land use type such as residential, commercial or mixed-use area (Regulations, 2013). Distance from mass transit were considered as from bus stop where tourists could walk through to the AR-HB-hotels at the very least. For walking distance, we considered distance in terms of walking time, e.g., 400-meter distance is 5-minute walk, and 800-meter distance is 10-minute walk (Diyannah Inani Azmi, 2012). Lastly, for the accessibility context, means of accessibility that were considered were such as by private car, taxi, or public van as well as by boat and by foot.

#### Nomenclature

AR	Adaptive Reuse
AR-hotel	Adaptive Reuse building converted to the Hotel Building
AR-HB-hotel	Adaptive Reuse Heritage Building converted to the Hotel Building

## 2. OBJECTIVES AND SCOPE

This study aimed to investigate all listed AR-HB-hotels in Bangkok Metropolis, to analyze the association of location and accessibility contexts of AR-HB-hotels in Bangkok with the hotels' location rating, and to recommend hotel owners for exact understanding of location rating and suitable guideline. In addition, we studied the relationship between location ratings from OTA (On-line Travel Agency) and urban zone, neighboring community and distance from bus stop means of accessibility. Cases of our study were over-50-year-old heritage buildings such as single or row houses converted to hotels or small hotels.

### 3. METHODOLOGY

#### 3.1 Target Area

The target area was in Bangkok metropolis. There were many AR-hotels distributed throughout Bangkok especially in the inner zone. This study was focused on Adaptive Reuse Heritage Building converted to Hotel Building (AR-HB-hotel).

There were thirty-two investigated AR-HB-hotels which are shown as black dots in the Bangkok map in Fig. 1. The three main urban zones were colored with different colors: the inner, middle, and outer zone. Most AR-HB-hotels were located on the inner Bangkok, especially in Pra Nakhon district where a significant historical area and famous travelling destination named ‘Rattanakosin Island’ was located in. (see fig.2).

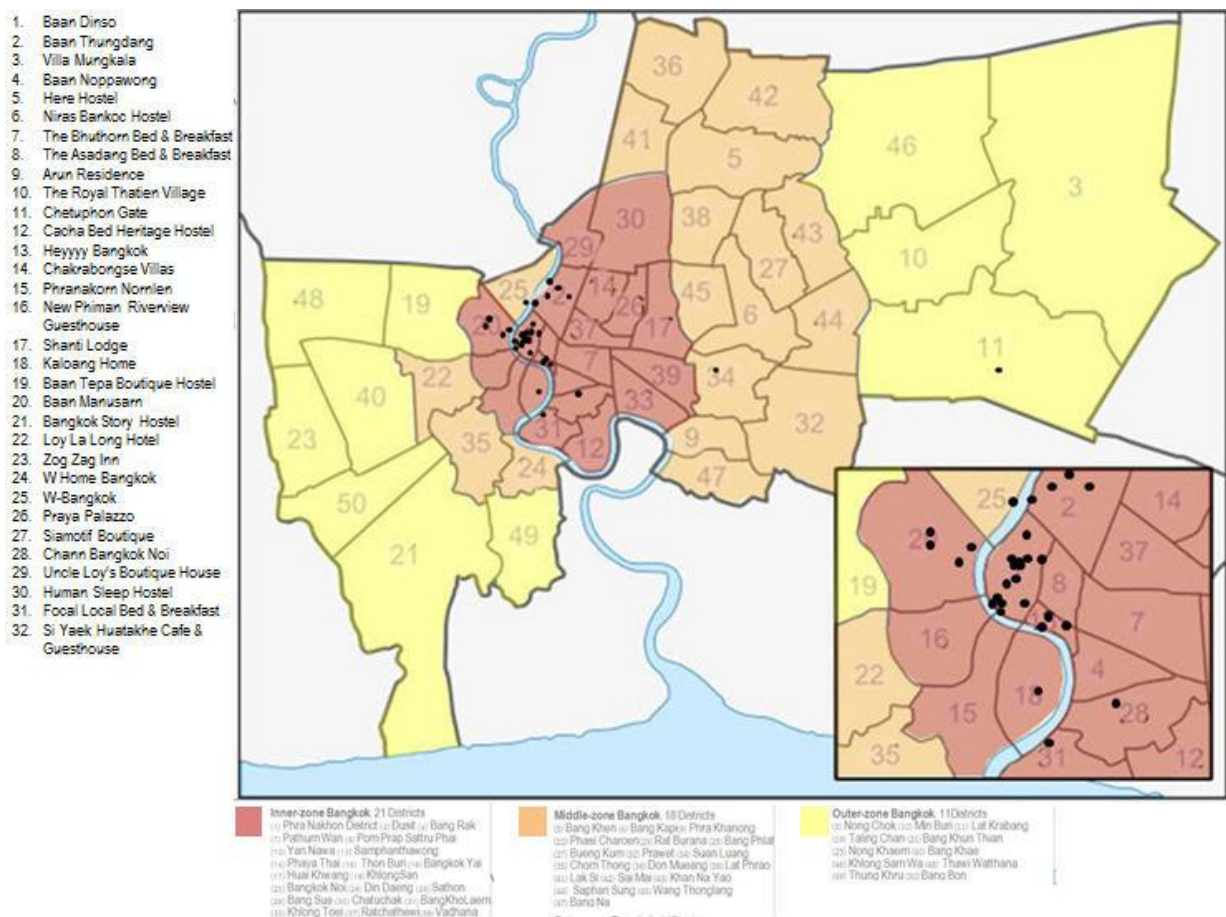


Figure 1. Map of Bangkok Metropolis showing its fifty districts and the locations of the thirty-two AR-HB-hotels studied

#### 3.2 Data Collection

All case studies were located in various districts of Bangkok. The information about them were mainly obtained from on-line secondary data such as Google Map—<https://maps.google.com>—and On-line Travel Agency (OTA) websites—[www.booking.com](http://www.booking.com), [www.agoda.com](http://www.agoda.com), and [www.airbnb.com](http://www.airbnb.com). In addition, more than half of them were investigated by on-site surveys.

For the location context, the locations of the hotels in particular urban zones were taken from secondary data source and location maps while the locations of the corresponding neighboring community and the distance to a bus stop were estimated from satellite and transportation maps. For the accessibility context, the data relating to means of accessibility to every hotel investigated were gleaned from location maps, transportation maps and field surveys. Pictures of the AR-HB-hotels in this paper were obtained either from actual surveys or on-line secondary source (see Fig.3).



Figure 2. Map of Rattanakosin Island where some significant travelling destinations of Bangkok were located. < Source: [https://en.wikipedia.org/wiki/Rattanakosin\\_Island](https://en.wikipedia.org/wiki/Rattanakosin_Island), searched 14 Feb.2017 >

## 4. RESULTS AND DISCUSSION

### 4.1 RESULTS

Regarding location context, we found that most AR-HB-hotels were situated in the inner zone of Bangkok (91%), followed by the middle zone for two case studies (6%), and the outer zone for one case study (3%). Regarding type of neighboring communities, almost half of the AR-HB-hotels were located in residential area (47%), followed by mixed-use area (31%) and commercial area (22%). Next, regarding the distance to bus stop, most AR-HB-hotels (81%) were basically not far from bus stop, a five-minute walk, (19%) are farther than 400 meters but not more than 800 meters, a ten-minute walk (see fig.4).

For accessibility context, there were four means of accessibility to AR-HB-hotels: (1) by car and foot, (2) only by foot, (3) by foot and boat, and (4) only by boat. We found that most AR-HB-hotels could be reached both by car and by foot (81%), followed by access by foot and boat (9%), access only by foot (6%) for two case studies—New Phiman Riverview Guesthouse and Siamotif Boutique—and access only by boat (3%) for one case study—Praya Palasso (see fig.5).

For hotels' location rating relating to urban zone, we found that the rating scores of the hotels in a particular urban zone were at the same level: at 8.8, 8.6, and 8.4 points for outer, -



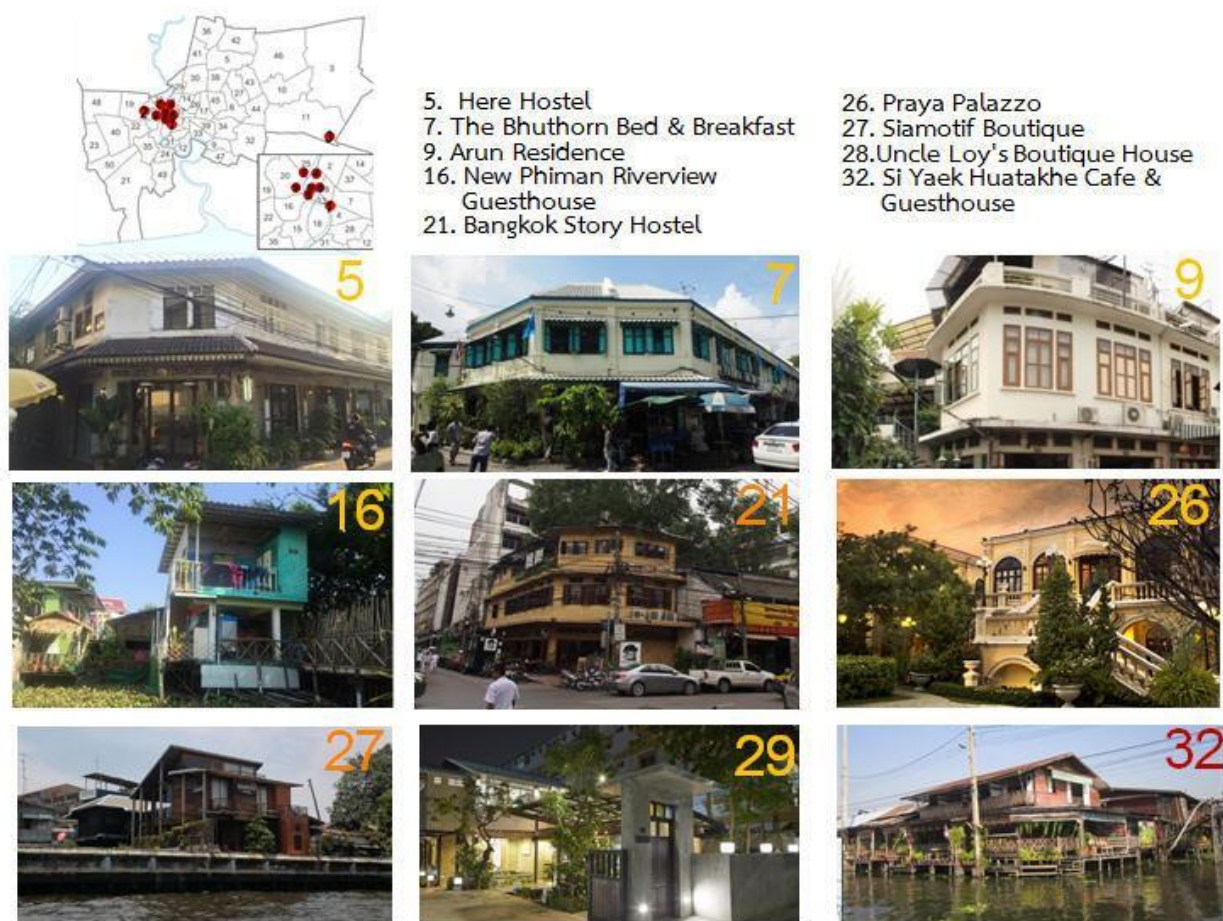


Figure 3. Exterior perspectives of some AR-HB-hotels studied

Source: Picture no.26 < [www.booking.com/hotel/th/praya-palazzo.en-gb.html](http://www.booking.com/hotel/th/praya-palazzo.en-gb.html) >

Picture no.29 < [www.booking.com/hotel/th/uncle-loy-39-s-boutique-house.en-gb.html](http://www.booking.com/hotel/th/uncle-loy-39-s-boutique-house.en-gb.html) >

Picture no.32 < <https://web.facebook.com/pg/siyaekhautakhe/reviews> >

inner, and middle zone, respectively. Location rating trended to be associated with neighboring community with the highest score at 8.9 for mixed-use area, followed closely by commercial area at 8.8, and ended with residential area at 8.3. This rating had a close relation to distance from bus stop. The rating scores were 8.6 for really close distance, less than 400 meters from the bus stop, followed by a farther distance, between 400 - 800 meters, at 8.3. Moreover, regarding the means of accessibility, the location rating had the highest score at 8.7 for accessibility by car in combination with by foot, followed by accessibility by foot and boat, only by boat, and the lowest score was for only by foot, at 8.6, 8.5, and 7.7 respectively (see fig.6)

## 4.2 DISCUSSION

There were thirty-two AR-HB-hotels recorded for case studies in 2017. The trend of AR-hotels and AR-HB-hotels was constantly increasing because of several reasons: urbanization, advances in information technology, Thailand's participation in the ASEAN community, the facilitation from Hotel Act-2008, modern mass transit development, and awareness in heritage preservation. Most of the AR-HB-hotels were located in the inner zone of Bangkok. Just three case studies were in the middle and outer zone.

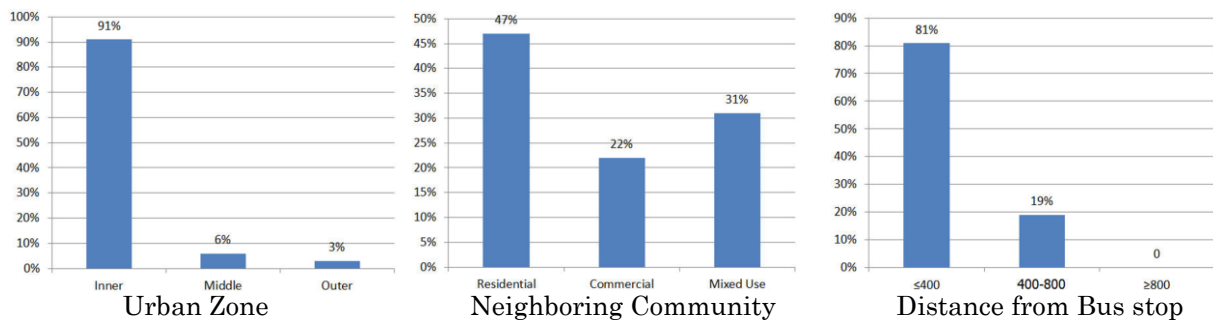


Figure 4. Bar charts illustrate results from analyses of urban zone, neighboring community, and distance from bus stop.

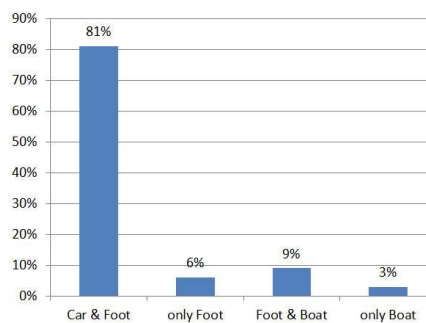


Figure 5. Bar charts illustrate results from analysis of means of accessibility

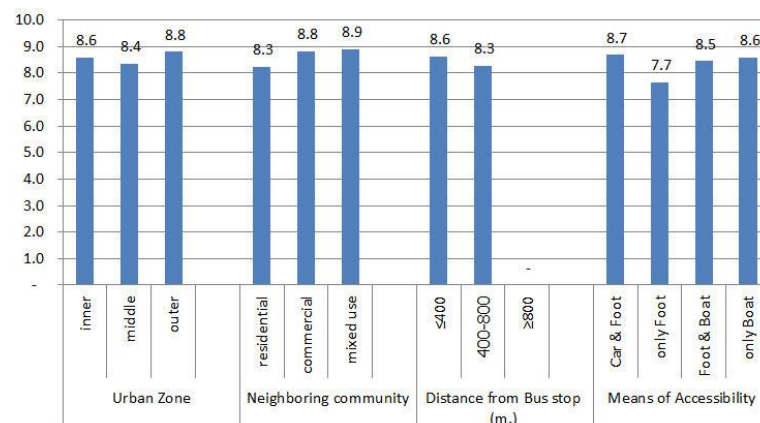


Figure 6. Bar chart illustrates results from analysis of location rating in terms of 4 topics

Some criteria were formulated from the authors' own judgment, for example, distance from bus stop. This topic and criterion was brought up because even though travelling by car or taxi was the easiest means of transport, travelling by bus was the cheapest trip with wide coverage throughout Bangkok, and distance from bus stop implied the distance from a main street which can be used for comparison purpose of means of accessibility between hotels.

For advanced analysis of the relations between location and accessibility variables, all data (shown in the appendices) were calculated with SPSS software. Pearson's correlation method was used to analyze the association between the urban context-urban zone, neighboring community, and distance from bus stop as well as between the means of accessibility context and location rating (see fig.7).

We found that the location rating was associated significantly with the neighboring community surrounding the AR-HB-hotels. It would mean that tourists preferred to stay in

mixed-use community mostly. Anyway, comparatively scoring for residential and commercial, they still considered in the same range of location rating. For association between location rating and urban zone, they are not related significantly as well as the location rating and the distance from bus stop. In my point of view, tourists accepted to stay in AR-HB-hotels in shorter distance than the longer one. They did not be worried for longer distance if the hotels provided other facilities or impression as compensation. Most AR-HB-hotels were in the inner zone and was less-than-400-meter from the nearest bus stop while some in the middle and outer zone were more-than-400-meter from the nearest bus stop; for example, Praya Palasso and Si Yaek Huatakhe Cafe & Guesthouse were in the middle and outer zone, respectively.

Moreover, the association of location rating did not relate to means of accessibility significantly. It could be imply whichever means of accessibility were, these were not affected to tourists' consideration relatively. They scored the location rating for accessibility only by foot the lowest. This might mean that it was inconvenient for them to carry their luggage only by foot. Anyway, the score still were in moderate level so they could accept this mean of accessibility as compensation to the atmosphere and experience they got. For other means of accessibility; by car and by foot, by boat and by foot, and only by boat, they scored in the higher rating. People normally satisfied the accessibility by car and by foot mostly while approaches to AR-HB-hotels by boat and by foot as well as only by boat which were exciting and enjoyable were accepted also.

Not only the urban zone aspect and distance from bus stop were significantly related, both of them were related to the means of accessibility context as well (see fig.7). Most AR-HB-hotels were located in inner zone of Bangkok and the distance from the bus stop was less than 400 meters. In addition, most of them have accessibility both by car and by foot. Furthermore, some in the middle and outer zone could be accessed both by foot and by boat or only by boat; for example, Si Yaek Huatakhe Cafe & Guesthouse could be accessed both by boat and by foot but Praya Palasso could be accessed only by boat.

Although location rating was expressed to tourists' perception to each hotel, there actually were different issues in details such as location and accessibility context. Different patterns or means of them could result the same level of location ratings. Similarly, same level of overall rating could result from different detailed issues—facility, cleanliness, location, comfort, Wi-Fi, breakfast—depended on customer groups, hotel class, room price or even the location. The results of this study might be guideline for small hotels' owner to determine and manage their service about location rating. For example, owner of the hotel which mean of accessibility only by foot should provide local shutter saloon or motorcycle for the tourists. Thus, hotel owner should know who their own target groups were, what their own sale points were, and what inconvenience in their own hotel's accessibility was.

## **5. CONCLUSION**

In this study in 2017, there have been thirty-two adaptive reused heritage buildings converted to hotel buildings (AR-HB-hotels) in Bangkok especially in the inner zone. For the context of location, three issues were considered; urban zone, neighboring community, and distance from bus stop. For accessibility context, means of accessibility was considered. For the hotel rating from On-line Travel Agency (OTA), we focused on the rating of location.

We found that location rating was associated significantly with neighboring community surrounding the AR-HB-hotels. Not only the urban zone aspect and distance from bus stop were significantly related, both of them were related to the means of accessibility as well. Although location rating was expressed to tourists' perception to each hotel, there actually -

**Correlations**

		Location Rating	Urban Zone	Neighboring Community	Distance from Busstop	Means of Accessibility
Location Rating	Pearson Correlation	1	-.004	.494**	-.212	-.178
	Sig. (2-tailed)		.982	.006	.261	.347
	N	30	30	30	30	30
Urban Zone	Pearson Correlation	-.004	1	.227	.435*	.547**
	Sig. (2-tailed)	.982		.211	.013	.001
	N	30	32	32	32	32
Neighboring Community	Pearson Correlation	.494**	.227	1	-.098	-.245
	Sig. (2-tailed)	.006	.211		.594	.177
	N	30	32	32	32	32
Distance from Busstop	Pearson Correlation	-.212	.435*	-.098	1	.717**
	Sig. (2-tailed)	.261	.013	.594		.000
	N	30	32	32	32	32
Means of Accessibility	Pearson Correlation	-.178	.547**	-.245	.717**	1
	Sig. (2-tailed)	.347	.001	.177	.000	
	N	30	32	32	32	32

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\*. Correlation is significant at the 0.05 level (2-tailed).

Figure 7. SPSS results showing the correlations between all variables: location rating, urban zone, neighboring community, distance from bus stop, and means of accessibility. ('N' refers to the number of the AR-HB-hotels)

were different issues in details such as location and accessibility context which were urban zone, neighboring community, distance from bus stop, and means of accessibility. So the hotel owner should know who their own target groups were, what their own sale points were, and what inconvenience in their own hotel's accessibility was.

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**APPENDICES,**

**Table A1. Raw data of location variables**

No.	AR-HB-hotel Name	Urban Zone				Neighboring Community			Distance from Bus Stop		
		District	Inner	Middle	Outer	Residential	Commercial	Mixed Use	≤400	401-799	≥800
1	Baan Dinso	Pra Nakhon	●			●			●		
2	Baan Thungdang	Pra Nakhon	●			●			●		
3	Villa Mungkala	Pra Nakhon	●			●			●		
4	Baan Noppawong	Pra Nakhon	●					●	●		
5	Here Hostel	Pra Nakhon	●					●	●		
6	Niras Bankoc Hostel	Pra Nakhon	●				●		●		
7	The Bhuthorn B & B	Pra Nakhon	●					●	●		
8	The Asadang B & B	Pra Nakhon	●				●		●		
9	Arun Residence	Pra Nakhon	●			●			●		
10	The Royal Thatien Village	Pra Nakhon	●				●		●		
11	Chetuphon Gate	Pra Nakhon	●				●		●		
12	Cacha Bed Heritage Hostel	Pra Nakhon	●				●		●		
13	Chakrabongse Villas	Pra Nakhon	●					●	●		
14	Phranakorn Nornlen	Pra Nakhon	●			●			●		
15	Heyyyy Bangkok	Phatthanakan		●				●	●		
16	New Phiman Riverview Guesthouse	Dusit	●			●				●	
17	Shanti Lodge	Dusit	●			●			●		
18	Kaloang Home	Dusit	●			●			●		
19	Baan Tapa Boutique Hostel	Dusit	●			●			●		
20	Baan Manusarn	Dusit	●					●		●	
21	Bangkok Story Hostel	Samphanthawong	●				●		●		
22	Loy La Long Hotel	Samphanthawong	●			●			●		
23	Zog Zag Inn	Samphanthawong	●					●	●		
24	W Home Bangkok	Bang Khor Laem	●					●	●		
25	W-Bangkok	Sathorn	●				●		●		
26	Praya Palazzo	BangPhat		●		●				●	
27	Siamotif Boutique	Bangkok Noi	●			●				●	
28	Chann Bangkok Noi	Bangkok Noi	●			●				●	
29	Uncle Loy's Boutique House	Bangkok Noi	●			●			●		
30	Human Sleep Hostel	Bangkok Noi	●			●			●		
31	Focal Local B & B	Khlong San	●					●	●		
32	Si Yaek Huatakhe Cafe & Guesthouse	Lat Krabang			●			●		●	
Total			29	2	1	15	7	10	26	6	0
Percentage (%)			91	6	3	47	22	31	81	19	0

Table A2. Raw data of Means of accessibility and Rating variables

No.	AR-HB-hotel Name	Means of Accessibility				Rating			Remark
		By car & foot	Only by foot	By foot & boat	Only by boat	Overall	Location	source	
1	Baan Dinso	●				8.4	8.7	b	
2	Baan Thungdang	●				7.7	8.6	a	
3	Villa Mungkala	●				9.3	8.8	a	
4	Baan Noppawong	●				8.8	9.1	a	
5	Here Hostel	●				8.9	8.8	a	
6	Niras Bankoc Hostel	●				8.9	8.8	a	
7	The Bhuthorn B & B	●				9.1	9.7	a	
8	The Asadang B & B	●				8.6	8.9	a	
9	Arun Residence	●				8.1	8.9	a	
10	The Royal Thatien Village	●				9	9.3	a	
11	Chetuphon Gate	●				8	8.8	a	
12	Cacha Bed Heritage Hostel	●				8.8	8.7	a	
13	Chakrabongse Villas	●				9.4	9.7	a	
14	Phranakorn Nornlen	●				9	9	e	
15	Heyyyy Bangkok	●				9.2	8.1	a	
16	New Phiman Riverview Guesthouse		●			6.6	7.4	a	
17	Shanti Lodge	●				7.5	7.8	a	
18	Kaloang Home	●				8.3	7.8	a	
19	Baan Tapa Boutique Hostel	●				7.7	7.9	a	
20	Baan Manusarn	●				8.8	8.8	a	
21	Bangkok Story Hostel	●				9	8.8	a	
22	Loy La Long Hotel			●		8.4	8.1	b	
23	Zog Zag Inn	●				-	-	a	
24	W Home Bangkok	●				9.2	8.6	a	
25	W-Bangkok	●				8.9	8.5	a	
26	Praya Palazzo				●	8.3	8.6	a	
27	Siamotif Boutique		●			9.2	7.9	a	
28	Chann Bangkok Noi			●		-	-	a	
29	Uncle Loy's Boutique House	●				9.6	9	a	a= booking.com
30	Human Sleep Hostel	●				9.3	7	a	b= www.agoda.com
31	Focal Local Bed & Breakfast	●				9.5	8.6	a	c= www.airbnb.com
32	Si Yaek Huatakhe Cafe & Guesthouse			●		9.2	8.8	c,d	d= web.facebook.com
Total		26	2	3	1				
Percentage (%)		81	6	9	3				

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