

International Academic Multidisciplinary Research Conference 2024

Proceeding of

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CONFERENCE**

*Beijing, China
18 – 20 January 2025*

ICBTS 2025



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INTRODUCTION

We would like to welcome our colleagues to the International Academic Multi disciplines Research Conference. It is the nine series in 2025 Conference on Business Education Social Sciences Tourism and Technology was held in Vienna. As always many members of the ICBTS 2025 community look forward to meeting, sharing, and exchanging their research ideas and results in both a formal and informal setting which the conference provides. Likewise, the concept of alternating the international conference every one month from January to December between Europe and the rest of the world is now well established. This year's event in Beijing (China), Oslo (Norway), Zurich (Switzerland), Madrid (Spain), Danang (Vietnam), Hokkaido (Japan), and others continues with the cultural following the very successful and productive event held in Oslo, Norway, and another in the field of various types of international academic research conference on Business Education Social Sciences Humanities and Technology. As usual, The ICBTS 2025 brings together leading academics, researchers, and practitioners to exchange ideas, views, and the latest research in the field of Business Tourism and Apply Sciences.

The theme of this event The 2025 ICBTS International Academic Multidiscipline Research Conference is "Opportunities and Development of Global Business Economics Social Sciences Humanities and Education" It also represents an emerging and highly challenging area of research and practice for both academics and practitioners alike, The current industrial context is characterized by increasing global competition, decreasing product life cycles, Global Business, Tourism Development, Social Sciences Humanities Education Apply Sciences and Technology collaborative networked organizations, higher levels of uncertainties and, above all, and customers. In our view holding this event in Lucerne represents a timely opportunity for academics and researchers to explore pertinent issues surrounding Business Economics Tourism Social Sciences Humanities Education Sciences and Technology.

Potential authors were invited to submit an abstract to the International Conference Session Chairs. All abstracts were reviewed by two experts from the international review committee and final papers were further reviewed by this volume with 60 contributing authors coming from 10 countries. This book of proceedings has been organized according to the following categories:

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19 January 2025 12.30 – 13.00	WELCOME ADDRESS Prof. Dr. Hiromi Ban, Sanjo City University, Sanjo, Niigata, Japan Assistant Prof. Dr. Kevin Wongleedee Director of Language Institute of Suan Sunandha Rajabhat University
	Session A Drawing 2 Room
13.01-14.00	
14.01-15.00	
15.01-16.00	
16.01-17.00	
17.01	Close Conference
	Session B Drawing 3 Room
13.01-14.00	
14.01-15.00	
15.01-16.00	
16.01-17.00	
17.01	Close Conference
20 January 2025 09.00 – 10.00	WELCOME ADDRESS Prof. Dr. Hiromi Ban, Sanjo City University, Japan
	Session C Drawing 2,3 Room
10.01-11.00	
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14.01-15.00	
15.01-16.00	
16.01-17.00	
17.01	Close Conference



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Integrative Interior Design for Rayong Hostel: A Sustainable Approach to Guest Experience and Social Interaction Spaces

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Abstract

This research presents the "Rayong Hostel" interior design project aimed at promoting agricultural tourism in Rayong Province, Thailand. The project focuses on sustainable and functional design that is aligned with the local community's identity and the way of life of Rayong's farmers. The research involves a qualitative approach, including behavioral studies and interviews with villagers, tourists, and interior designers. Critical methodologies include data analysis, space utilization study, and design tools like Interaction Matrix, Bubble Diagram, and Circulation Diagram. Ten case studies of hostels, cafés, and restrooms are analyzed to understand user behavior and spatial relationships, facilitating a design concept that enhances guest experience while promoting local culture. The interior design emphasizes warmth and comfort using natural materials sourced locally, such as durian and rambutan wood, and sedge—sustainable principles, including life cycle assessment and renewable energy utilization, guide material selection. The resulting design fosters physical and mental well-being, energy efficiency, and community engagement, providing a blueprint for future sustainable design in similar contexts. The research findings also offer a model for integrating sustainable practices with cultural identity in hospitality design.

Keywords: Agricultural tourism, Cultural identity, Sustainable design

1. Introduction

Rayong Province is a coastal area of Thailand with diverse landscapes and natural resources. Most of the area is suitable for farming, making Rayong a major source of economic fruits such as durian, mangosteen, and longan. In addition, there are also seafood resources and beautiful natural tourist attractions, especially agricultural tourism, which allows tourists to experience nature and local lifestyles and generates income for farmers and local communities. With the increasing popularity of agricultural tourism, especially during the fruit harvest season from April to July, accommodation businesses in Rayong Province have grown to accommodate the increasing number of tourists. However, current accommodations often lack connections with community identities and local lifestyles, leaving a gap in meeting the needs

of agricultural tourists looking for cultural experiences and local lifestyles (Marinoski & Korunovski, 2012). The interior design project of "Rayong Hostel" was presented to support agricultural tourism in Rayong Province by using the community identity and farmers' way of life as the central design concept, creating an experience that connects with the community's way of life for tourists, to be consistent with the behavior and needs of agricultural tourists (Chit-tangwatthana, 2005).

2. Objective

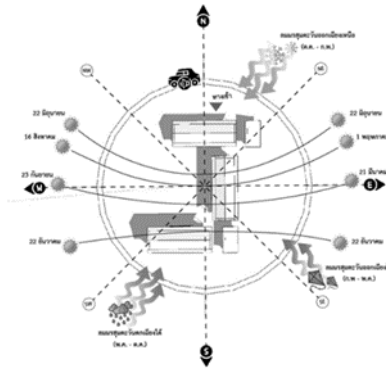
The objective is to study the unique characteristics of Rayong Province and incorporate this information into the sustainable and functional interior design of Rayong Hostel, enhancing the guest experience by reflecting the local culture and environment.

3. Methodology

The Rayong Hostel Interior Design Project is planned to promote agricultural tourism in Rayong Province, emphasizing the design consistent with the community's lifestyle and identity. This research process covers the study of specific project data, types of tourist accommodation, and hostel businesses that focus on attracting agricultural tourists. The researchers used qualitative research, studying behaviors and interviewing villagers, tourists, and interior designers. The essential data study began with the analysis of general information about Rayong Province, an agricultural area with a variety of tourism, especially agrarian tourism, which is popular (Anusorntharankul & Rungwongwan, 2021). Analysis of accommodation types and target groups. Study of various types of tourist accommodation, especially hostels that are designed to meet the needs of budget relaxation and social interaction. Study local identity designs to reflect the community's culture and way of life in decorations design to create connections with farmers and local communities and analyze usable space to lead to the design process. From a case study of 10 comparative projects divided into hostels, cafés, and Restrooms: 1) Tamni Hostel, 2) Kloem Hostel, 3) Ban Nok Khok Na Khao Yai, 4) The Wood Land Café, 5) Kha Man Ban Nok Café, 6) A Clay Ceramic, 7) Jing Jai Farmers' Market, Central World, 8) Lumpini Park public restroom, 9) Rajavithi Hospital public restroom, 10) Caltex gas station public restroom, Ban Phe.

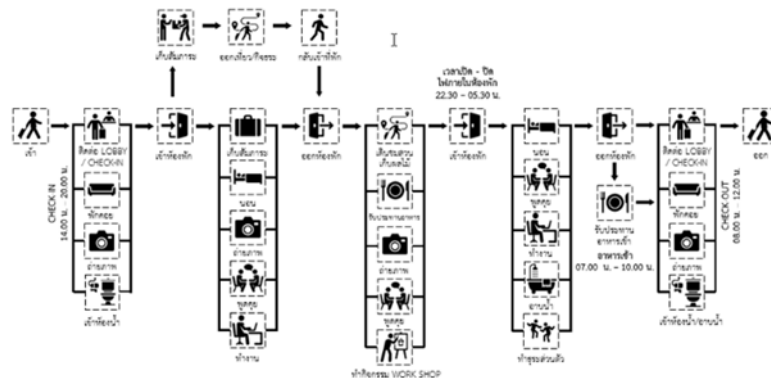
The researchers selected the location at Ban Nong Hong, Tambon Kachet, Mueang Rayong District, Rayong Province, which is in an area with a quiet rural atmosphere, suitable for those who want to experience community life and beautiful nature that is Scope of the research. The building characteristics used for designing are a one-story building, raised floor, two buildings with open space under the ground, two small shared bathroom buildings (for overnight stays), with a total internal area of approximately 981.73 square meters, the design scopes consisting of the reception area, common area, room area (Male Dormitory Room, Female Dormitory Room, Mixed Dormitory Room), café and restaurant area, workshop area, product market, restroom area (Male et al. Shared Bathroom). The impact on the building was analyzed to help with the selection of decorative materials and to solve other impacts using a computer program (as shown in Figure 1).

Figure 1: Analysis of impacts on the building



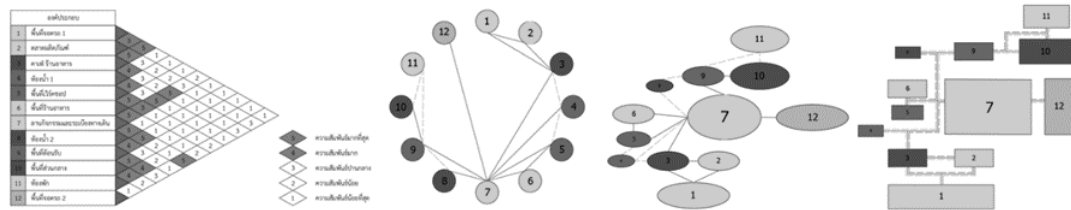
The researchers used the collected data from behavioral studies and interviews with villagers, tourists, and interior designers (Figure 2) to analyze the content and determine the usable space within the project. Then, the researchers proceeded to create design details by organizing and collecting essential data from the needs of users of the area, which are essential physical elements and other environmental elements, to lead to the interior design process of "Rayong Hostel" in the next step.

Figure 2: The study of the behavior of users



Analysis of behavior, space use activities, and relationships in space use of users to classify each activity. In this part of data analysis, the researchers use tools such as Interaction Matrix, Interaction Net, Bubble Diagram, and Circulation Diagram that can lead to the design process (Design Process). In examining behavioral patterns, spatial utilization activities, and interrelations among users within a given environment, researchers employ various analytical tools such as the Interaction Matrix, Interaction Net, Bubble Diagram, and Circulation Diagram. These tools classify each activity discerned, facilitating a comprehensive analysis of the data in this domain. The application of these methodologies can significantly inform the design process, as illustrated in Figure 3. Because they can know the distance of each area and which area is next to which area, the wayfinding and the analysis of the primary and secondary functions can be used to determine the relationship between the space design.

Figure 3: The Interaction Matrix, Interaction Net, Bubble Diagram, and Circulation Diagram



This is classified as the primary important information in the design using the Interaction Matrix format. There are criteria for assigning relationship values in order of scores of 1 to 5. Instead of a score of 1 being the most diminutive relationship or almost no relationship, up to 5 represents the highest relationship value (Anusorntharangkul & Rungwongwan, 2021).

4. Results

Studying the interior design of "Rayong Hostel" enhances the guest experience through sustainable and practical design. The researchers studied and analyzed activities to find usable space and various elements to obtain the desired usable space size. The design details are the size of the area, the surrounding elements of the area, and the facilities according to the needs of the users of the area, which are essential for the layout of the design. It can be divided into the grouping of usable areas (Zoning). The design under the concept of "Shelter" is interpreted as a place that provides a sense of safety and warmth. Therefore, the Warm and cozy Interior Design style is chosen as a warm interior design. It is a style that emphasizes creating a warm and straightforward atmosphere and a sense of safety for the area (Qazimi, 2014). Warm colors like brown, gray, green, and white are chosen. Natural materials that can be obtained locally are selected. The use of materials in the community is promoted, such as durian wood, Rambutan wood from pruning in the fruit orchard, and abundant materials, such as Sedge, fabrics, and natural materials. The selection of natural and artificial light excites the area and provides a sense of warmth from natural light (as in Figure 4).

Figure 4: The design under the concept of "Shelter"



5. Conclusion

The conclusion of this research can be used as a criterion for considering the concept of sustainable design by using efficient resource usage, such as using materials within the area to reduce pollution from transportation processes from other areas through product life cycle assessment, considering the environmental impact throughout the product life cycle, from material sourcing, production, use, to disposal or recycling, to reduce costs, using materials that are safe for health, non-toxic, and designing an environment that promotes physical and mental health, enhancing the well-being of users. Designing to increase energy efficiency, such as using renewable energy (solar power, wind power) and designing buildings with

natural ventilation, is considered a design that respects and reflects the culture and way of life of the community, including the participation of stakeholders in the design process by integrating with social and cultural contexts (Anusorntharangkul et al., 2023). The results of all designs can be used as guidelines for future design and research.

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