

Project Title **The Study of Tourists' Status Management to Music Service Provision in
Tourism Industry of Hattayai District, Songkhla Province**

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Research foundation **Thaksin Univercity**

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ABSTRACT

The result of this research found that 1) most of the night clubs are one storey concrete buildings with smoking area, car park in the front or nearby and arrange the space inside to avoid congestion. The orientation of development is to standardize the services in those night clubs and to provide label to specify the standard level.

2)Type of the bands in night clubs are string bands which can be classified as follows;Pop music is performed in Blur, Thonlor, Surgar Beat, Soi 9, Bang-Rak, Red Club, Hybrid House, Hiso City, Ice Bar, Blue Kiss, West Site Saloon, Deep Wonder, Post Laser Disc, Monkey Pub, Brown Sugar, Kiss Channel Pub and Restaurant, The One Club, Bar Berry, Paragon, Hansa Café,Social Pub, Sotus Pub. Country music is performed in Nai Nung , Had Yai Laser Home , Kiss WhungDang , Klher Muang, Cowboy way store , Lhao Seng Tawan, Sae-Kug. Jass music is performed in Plean Jit Pub. Acoustic is performed in Acoustic Pub. The orientation of development is to increase potentiality in tourism business completion such as human resource.

3)Personnel Status - Most of the musicians are male between 25 – 40 years old, earning 15,000 – 30,000 baht and some of them also works in day time. The orientation of development is to establish a private organization like NGO (None Government Organization)