
Designing creative tourism destinations through community needs: A five-zone development model in Saraburi Province, Thailand

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Abstract Result revealed that landowners and their families strongly wanted to create a learning space, established a restaurant and a cafe, and offered overnight accommodation for tourists. They also expressed a need for event spaces suitable for tourists of all ages, as well as an agricultural area to support these businesses. This analysis produced the design concept of "English Play, Learn and Relax," with the region divided into five distinct zones: A) Parking and Restaurant Area, B) Learning Center and Reception Building, C) Mini Zoo, D) Cafe and Activity Building, and E) Outdoor Accommodation Area. The evaluation assessed the design's effectiveness using a 5-point satisfaction scale. The results indicated that landowners and their families expressed the highest satisfaction with Zones A, B, and E (mean = 5.0). They also demonstrated high satisfaction with Zones C and D (mean = 4.8). The results of the evaluation involving people in the nearby area revealed that the participants' satisfaction with the design work of Zones A, B, C, D, and E found to be the good range, with mean scores of 4.85, 4.94, 4.83, 4.94, and 4.93, respectively.

Keywords: Creative tourism, Landscape design, Learning and recreation space design

Introduction

Thailand is renowned for its diverse cultural heritage and local wisdom, contributing to its multi-dimensional tourism potential. Currently, tourism styles are diversifying due to the increasing demand for tourism. Tourists often want more than just relaxation or sightseeing, and are also seeking new experiences, such as relaxation and learning, or tourism that fosters authentic relationships with local communities (Dean *et al.*, 2019). This popularity has forced tourism operators to adapt and change to reflect the leisure consumption trends of all

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tourist groups, resulting in rural villages becoming popular destinations for tourists seeking a getaway from the hustle and bustle of urban life. Therefore, to meet this demand, entrepreneurs must seek business opportunities to develop areas with beautiful, natural atmospheres and diverse activities. With the current popularity of tourism, beautifully designed tourist attractions with photogenic spots where tourists can relax, take photos, and post them on social media to showcase their lifestyles (Istriyani, 2021) are becoming highly popular.

Creative tourism allows tourists to interact with the symbolic value of a destination, including activities related to the production and consumption of unique local products and services. Tourists have the opportunity to closely experience and participate in that uniqueness (Richards and Raymond, 2000). This definition leads to the development of creative tourism, which emphasizes small-scale community activities with enhanced marketing to reach more tourists. This creative tourism has subsequently developed into three concepts: “creative spectacles, creative spaces, and creative tourism” (Richards and Wilson, 2006). In 2006, the United Nations Educational, Scientific, and Cultural Organization (UNESCO) defined cities with a relationship between tourism and creative experiences as “creative cities,” and these have impacted the economy and related businesses, with many cities starting to pay attention to developing this type of tourism (Duxbury and Richards, 2019). Until 2012, the concept of creative tourism combined “relational tourism” and “networking,” emphasizing the role of local communities and artisans in creating activities to encourage greater tourist participation. Consequently, creative tourism makes a valuable contribution to the development of small towns and remote rural areas (Richards, 2014).

Creative tourism has led many cities with unique lifestyles and cultures to develop their areas into tourist attractions, with the aim of allowing tourists to directly experience and learn from the local people (Li and Kovacs, 2022). Saraburi Province has high tourism potential and is conveniently accessible, being located approximately 100 kilometers from Bangkok. It is an area with high potential for natural, ecological, and cultural tourism, as well as a wide variety of tourism activities. Consequently, over three million Thai and international tourists visit the province annually. Therefore, Saraburi Province has a multi-dimensional tourism development plan to enhance its potential.

The objectives were to investigate the demand for land use in creative tourism, to design a creative tourism destination and to evaluate the satisfaction of participants with the final design.

Materials and methods

Study area and research instruments

The study area is in Cha-om Subdistrict, Kaeng Khoi District, Saraburi Province. It covered a total area of approximately 18 rai. The geographical coordinates of the area are latitude 14.40861 degrees north and longitude 101.11056 degrees east. The area has a mountainous, flat terrain. The study was conducted between April 2024 and June 2025.

The following equipment was used for the study as survey equipment and data recording: smartphones, notebooks, laptop computers, pens, Google Earth, and the LDD on Farm application. Interview equipment and data recording: smartphones, laptop computers, notebooks, and pens. Area measurement equipment: smartphones, Google Earth, and the Ling Maps application. Laptop computers and software for data recording and drafting: AutoCAD, SketchUp, Enscape, and Adobe Photoshop.

Site analysis and landscape design process

The research methodology consisted of a systematic, seven-step approach to landscape design development, integrating quantitative site assessment with qualitative stakeholder engagement to ensure comprehensive analysis and stakeholder-centered design outcomes.

Step 1: Site survey and analysis

The initial phase involved a comprehensive site characterization through systematic field surveys. Standard surveying protocols established precise boundary limits and dimensions, while the topographical assessment documented slope characteristics and drainage patterns. Solar exposure and wind direction studies informed microclimate considerations through directional measurements and seasonal observations. Existing vegetation was cataloged through botanical surveys documenting species composition and spatial distribution. Land use patterns were assessed through direct observation and structured stakeholder interviews to understand current and historical site utilization.

Step 2: Stakeholder needs assessment

Semi-structured interviews were conducted with landowners and their families to identify functional requirements and preferences. The interview

protocol addressed three primary domains: creative and recreational activities, educational and agricultural programming needs, and facility requirements.

Step 3: Design concept development

Site analysis data and stakeholder input were synthesized through comparative analysis to identify spatial opportunities and constraints. Zoning strategies were developed based on the integration of environmental factors, access patterns, and programmatic requirements. Design concepts were formulated to optimize site potential while addressing identified user needs and site limitations.

Step 4: Design development process

The design development phase employed a sequential methodology progressing from conceptual to detailed design.

Conceptual Design: Bubble diagrams were used for initial spatial organization with circular symbols representing functional zones and relationships, facilitating the iterative exploration of programmatic adjacencies and circulation patterns.

Hardscape Design: Built environment elements, including structures, circulation systems, and infrastructure, were specified with material, dimensional, and spatial requirements documented according to industry standards.

Softscape Design: Plant selection was based on site conditions, maintenance requirements, and aesthetic objectives, with schedules consisting of botanical nomenclature, quantities, and placement specifications.

Master Plan Integration: Hardscape and softscape elements were synthesized into a comprehensive master plan, refined through stakeholder consultation until design approval was achieved.

Step 5: Elevation development

Vertical design communication was achieved through systematic elevation drawings, providing orthographic projections of major design elements. The elevations illustrated spatial relationships, material applications, and proportional characteristics from multiple viewing angles.

Step 6: Sectional analysis

Cross-sectional drawings were developed to communicate vertical spatial relationships and underground infrastructure elements. Section locations were strategically selected to illustrate critical design relationships and construction details, with clear identification of the cutting planes in plan view.

Step 7: Visualization and communication

Design communication employed both 2D and 3D visualization techniques. The 2D drawings provided realistic viewpoint representations of key design areas (Adib, 2012), while 3D modelling and animation created immersive representations to facilitate stakeholder understanding of the proposed spatial experiences.

Stakeholder satisfaction assessment

Upon design completion, stakeholder satisfaction was evaluated using questionnaire surveys administered to landowners and their families (n = 5) and local residents interested in creative tourism (n = 40). The satisfaction assessment utilized design blueprints, 2D renderings, and 3D visualizations as evaluation materials.

Data collection employed a five-point Likert scale (1 = dissatisfied to 5 = extremely satisfied), selected based on the reliability and validity demonstrated in contemporary research (Jebb *et al.*, 2021). Zone-specific evaluation criteria were developed based on functional requirements and established research frameworks:

Zone A (Parking and Food Court): The assessment focused on shade provision, plant selection appropriateness, and service convenience, adapted from thermal comfort research principles (Adib, 2012).

Zone B (Learning Center): Evaluation criteria included shade quality, user experience, and spatial management effectiveness for learning environments (Başaran and Safarkhani, 2025).

Zone C (Mini Zoo): The assessment addressed shade positioning for odor control, visitor-animal safety, and enclosure placement suitability, incorporating landscape immersion principles (Coe, 1985).

Zone D (Cafe and Activity Building): The evaluation focused on accessibility, walkway aesthetics, and fountain viewpoint quality.

Zone E (Outdoor Accommodation): The assessment criteria included garden design quality, relaxation atmosphere, and area accessibility (Başaran and Safarkhani, 2025).

Results

Land use demand assessment for creative tourism

The site analysis revealed a rectangular study area encompassing 18 rai (28,800 m²) with northwest-oriented access routes (Figure 1). Solar exposure

follows an east-to-west diurnal pattern, while prevailing winds originate from the northeast, southwest, and south. These environmental characteristics informed subsequent land use planning and zoning strategies for creative tourism development.



Figure 1. Location and scope of the study area: Cha-om Subdistrict, Kaeng Khoi District, Saraburi Province
Source: Google Earth (May 2024)

Slope surveys revealed that most of the area was relatively flat to slightly undulating, with a slope of 1–5%. The topography is characterized by a waterway with good drainage. The surrounding area is cultivated year-round. The characteristics of the area can be described as follows (Figure 2).



Figure 2. Contour lines of the study area
Source: Google Earth and <https://contourmapgenerator.com> (May 2024)

Area A is flat with high afternoon temperatures due to direct western sunlight and south-westerly winds that blow dust from the road into the area, causing problems with dust, smoke, and heat accumulation. A shrub border should be designed to act as a windbreak and dust filter, providing shade during the afternoon. Area B is an open, flat area that receives sunlight throughout the day and is primarily exposed to southerly winds, which help dissipate heat. This area is therefore suitable for outdoor activities and growing plants that require full sun. Area C is a flat area that receives morning sun and cools down in the afternoon, receiving cold northeasterly winds. Area D is a lowland area prone to flooding during the rainy season due to its basin-like topography. This area receives full sunlight throughout the day.

Currently, the area is being used for placing large trees waiting to be sold, including *Carallia brachiata* (Lour.) Merr., *Azadirachta indica* A. Juss. var. *siamensis* Valetton, *Tectona grandis* L.f., *Jacaranda filicifolia* (Anderson) D. Don, *Melodorum fruticosum* Lour., *Fagraea fragrans* Roxb., *Barringtonia acutangula* (L.) Gaertn., *Alocasia cucullata* (Lour.) G. Don, *Dipterocarpus alatus* Roxb. ex G. Don, *Tabebuia rosea* (Bertol.) DC., *Melaleuca cajuputi* Powell subsp. *cajuputi*, *Mimusops elengi* L., *Mesua ferrea* L., *Homalium tomentosum* (Vent.) Benth., *Dolichandrone serrulata* (Wall. ex DC.) Seem., *Diospyros buxifolia* (Blume) Hiern, *Dendrolobium umbellatum* (L.) Benth. 'Aurea', *Barringtonia macrocarpa* Hassk., *Swietenia macrophylla* King, *Hopea odorata* Roxb., *Shorea roxburghii* G. Don, and *Barringtonia reticulata* (Blume) Miq. Some trees have been planted in the area, such as *Swietenia macrophylla* King, *Barringtonia acutangula* (L.) Gaertn., *Saraca thaipingensis* Cantley ex Prain, *Fagraea fragrans* Roxb., *Barringtonia racemosa* (L.) Spreng., and *Diospyros siamensis* (Hochr.) Bakh.

Stakeholder analysis identified comprehensive programming requirements for creative tourism development, including agricultural education spaces (vegetable, herb, and fruit cultivation), experiential learning facilities (food and craft workshops), commercial amenities (coffee shop, photography areas), aesthetic features (color-themed flower gardens), alternative accommodations (caravan and tent facilities), and interactive educational attractions (mini zoo with visitor engagement opportunities) (Table 1). These requirements informed the design concept, "English Play, Learn and Relax," utilizing English garden landscape principles as the framework for integrative design. The conceptual design encompasses multiple functional zones, including visitor services (a restaurant, information center, and restrooms), agricultural demonstration areas, recreational amenities (a fountain viewpoint with a landscaped cafe environment), workshop facilities for experiential programming, and outdoor accommodation areas for nature-based tourism experiences.

This integrated approach addressed the diverse needs of various stakeholders while creating a cohesive creative tourism destination that balances educational, recreational, and accommodation functions within a unified landscape design concept.

Table 1. Stakeholder needs assessment: Thematic analysis of the interview results

Functional Category	Specific Requirements	Respondents
Accommodation Facilities	Caravan-style accommodation	Mr. Saman (landowner) Ms. Choi (family member)
	Tent-style accommodation	Ms. Mingkwan (family member) Mr. Chananarong (Family member)
	Outdoor tourist accommodation	Ms. Ubonrat (family member)
Commercial/Service Facilities	Coffee shop	Ms. Ubonrat Ms. Mingkwan
	Rest stop facilities	Mr. Saman
	Workshop space	Ms. Choi
Educational/Agricultural Programming	Learning center	Mr. Saman, Ms. Choi
	Vegetable cultivation space	Mr. Saman, Ms. Choi
	Herb and fruit tree cultivation	Mr. Saman, Ms. Choi
	Mini zoo	Mr. Chananarong
Landscape/Aesthetic Features	English-style garden	Mr. Saman
	Color-themed flower garden (purple, white, pink)	Ms. Mingkwan
	Photogenic spaces	Ms. Ubonrat
	Relaxing garden atmosphere	Ms. Mingkwan
	Outdoor resting area	Mr. Chananarong

Design development for creative tourism

The design process commenced with zonal delineation using circular balloon diagrams (Figure 3). The site was partitioned into five functional zones: Zone A (Parking and Food Court), Zone B (Learning Center and Reception), Zone C (Mini Zoo), Zone D (Cafe and Activities), and Zone E (Outdoor Accommodation). The existing bamboo forest remained unmodified, designated

for genetic conservation purposes. Zonal allocation considered prevailing wind patterns and solar orientation.



Figure 3. Circular balloon diagrams for zonal delineation
Source: Google Earth (May 2024)

The hardscape plan design included buildings, pavilions, resting areas, fences, stone floors, roads, walkways, etc., with their location and scale specified according to the plan, as well as the routes connecting each area following the Rhythmic Design Model. It created beautiful and efficient unification, from the layout of buildings, components, roads, and walkways to connecting various parts of the project, ensuring convenient access to all areas (Figure 4).



Figure 4. Hardscape plan

Softscape plan: This vegetation plan showed the location and samples of plant species used in the design. The plant types are separated into different plans to make them easier to understand including plans for trees and shrubs, vegetable plants, herbs and fruit trees, as well as ornamental plants (Figures 5–8).



Figure 5. Softscape plan I

Examples of plant species used in the tree and shrub categories include: *Lagerstroemia speciosa*, *Lagerstroemia loudonii*, *Lagerstroemia floribunda*, *Tabebuia rosea*, *Barringtonia acutangula*, *Lagerstroemia speciosa*, *Lagerstroemia loudonii*, *Lagerstroemia floribunda*, *Tabebuia rosea*, *Barringtonia acutangula*, *Shorea roxburghii*, *Irvingia malayana*, *Syzygium antisepticum*, *Diospyros buxifolia*, and *Carallia brachiata*, etc. (Figure 5).



Figure 6. Softscape plan II

Examples of vegetable plants include: *Ocimum tenuiflorum*, *Abelmoschus esculentus*, *Citrus hystrix*, *Citrus × aurantiifolia*, *Mentha cordifolia*, *Solanum melongena*, *Solanum virginianum*, *Luffa sp.*, *Camellia sinensis*, *Ocimum basilicum*, *Brassica oleracea*, *Vigna sesquipedalis*, *Momordica charantia*, *Capsicum frutescens*, and *Boesenbergia rotunda*, etc. (Figure 6).

Examples of herb and fruit trees include: *Clitoria ternatea*, *Piper nigrum*, *Piper sarmentosum*, *Pandanus amaryllifolius*, *Senegalia pennata*, *Tiliacora triandra*, *Syzygium aromaticum*, *Cymbopogon citratus*, *Garcinia mangostana*, *Durio zibethinus*, *Bouea macrophylla*, *Manilkara zapota*, *Annona squamosa*, *Mangifera indica*, and *Artocarpus heterophyllus*, etc. (Figure 7).



Figure 7. Softscape plan III

Examples of ornamental plant types include: *Ruellia simplex*, *Plumbago auriculata*, *Evolvulus glomeratus*, *Salvia rosmarinus*, *Strobilanthes dyerianus*, *Turnera subulata*, *Hibiscus mutabilis*, *Turnera ulmifolia*, *Thuja orientalis* 'Aurea Nana', *Iris pseudacorus*, *Pennisetum setaceum* (Forssk.) Chiov., *Asystasia gangetica*, *Torenia fournieri*, *Nerium oleander*, and *Lantana montevidensis*, etc. (Figure 8)

All suggested plant types are selected as the examples of those appropriated for the lighting conditions in the area. The two design plans are then combined into Master Plan (Figure 9). This is shown to be the most complete and detailed plan available.



Figure 8. Softscape plan IV



Figure 9. Master plan

The zonal specifications comprised Zone A, which featured vehicular parking, food court facilities, information services, and visitor amenities. Zone B incorporates reception facilities, retail space for souvenirs and agricultural products, demonstration plots for vegetable cultivation, herb gardens, fruit orchards, and educational facilities. Zone C encompassed grassland habitats, livestock grazing areas, animal enclosures, ornamental gardens, and multipurpose structures. Zone D contained an English-style cafe, dual activity

buildings, and associated formal gardens. Zone E provided tent camping facilities and recreational vehicle accommodations for overnight visitors. Design documentation included elevation and sectional drawings (Figures 10 and 11) and 2D/3D perspective renderings (Figure 12) to communicate the design concepts to stakeholders.



Figure 10. Section and elevation view A, B



Figure 11. Section and elevation view C, D

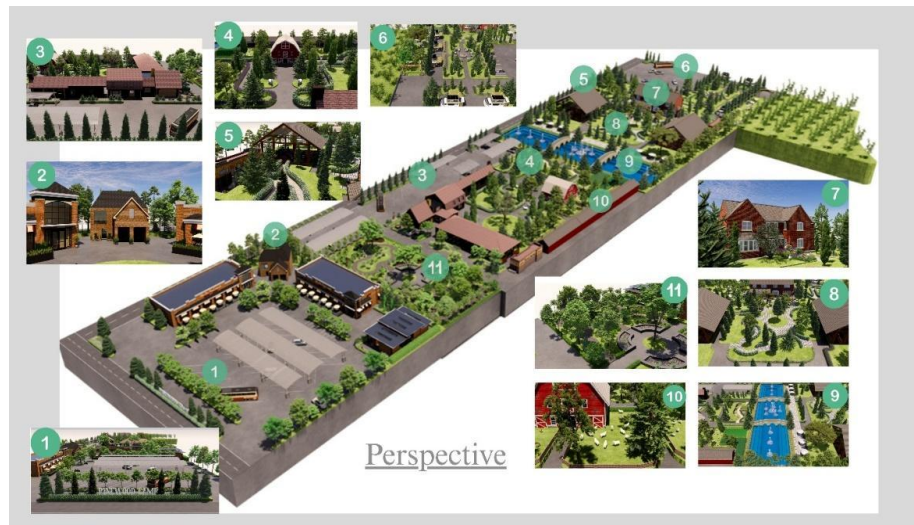


Figure 12. Perspective view

Design satisfaction evaluation

The satisfaction assessment from landowners and families yielded uniformly high ratings across all evaluated zones. Zone A (Parking and Food Court) received maximum scores (5.0) for shade provision (A1), plant selection appropriateness (A2), and service convenience (A3). Zone B (Learning Center) achieved excellent ratings for shade quality (B1), user experience comfort (B2), and educational space management (B3). Zone E (Outdoor Accommodation) similarly scored maximum ratings for relaxation atmosphere (E1), comfort ambiance (E2), and accessibility (E3). All nine evaluation criteria received scores of 5.0, indicating “excellent” design outcomes for the stakeholder assessment across functional and experiential parameters (Figures 13–15).

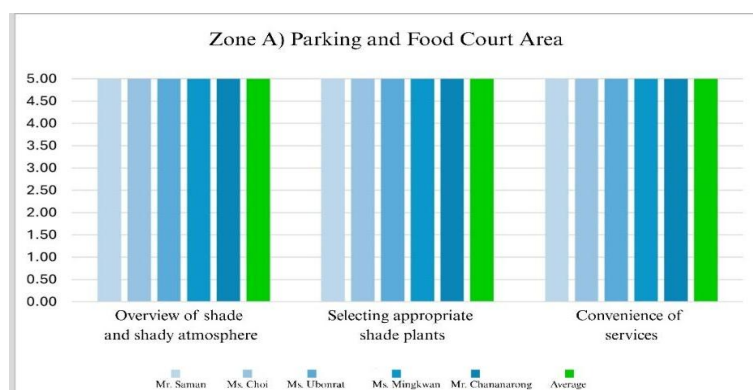


Figure 13. Evaluation of design satisfaction with Zone A

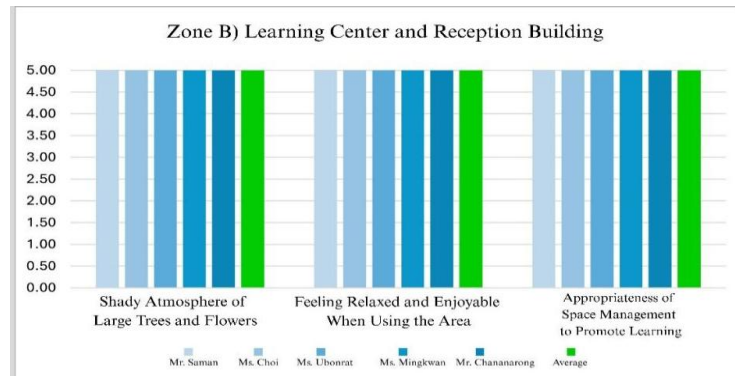


Figure 14. Evaluation of design satisfaction with Zone B

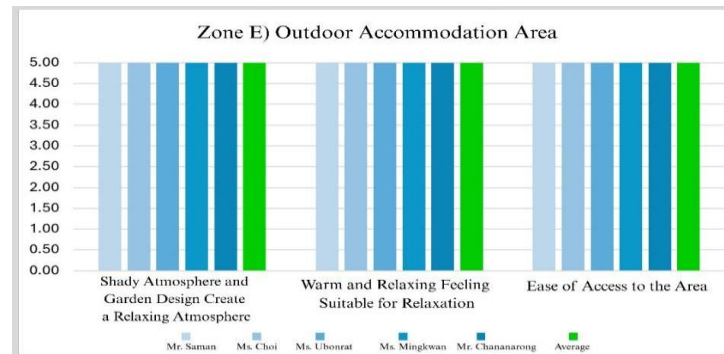


Figure 15. Evaluation of design satisfaction with Zone E

The satisfaction assessment of landowners and families regarding the design of Zone C (Mini Zoo) was assessed with C1) Position of Shade Trees and Odor Reduction, with an average satisfaction score of 4.8 points which considered to be good; C2) Safety of Visitors and Animal Contact, with an average satisfaction score of 4.8 points, considered good; and C3) Suitability of Animal Enclosure Locations, with an average score of 5.0 points, considered very good (Figure 16).

The satisfaction assessment of landowners and families regarding the design of Zone D (Cafe and Activity Building) was assessed with D1 Accessibility of the Cafe and Nearby Areas and D3. The beauty of the Fountain Viewpoint and the Surrounding Atmosphere, with an average score of 5.0 points, considered very good for both assessment items. The assessment of D2 Shady Trees and Gardens Along the Garden Walkways, with an average score of 4.6 points, was considered to be good (Figure 17).

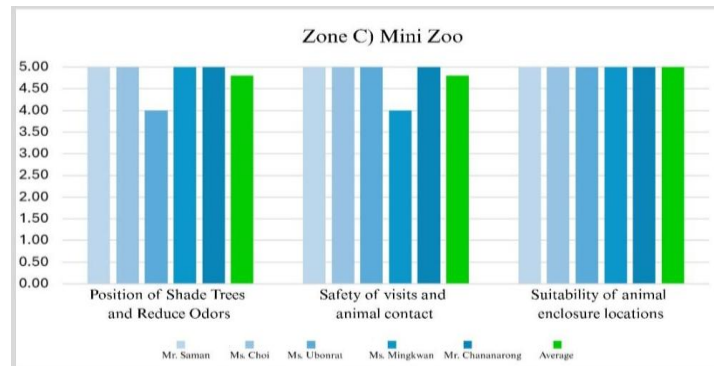


Figure 16. Evaluation of design satisfaction with Zone C

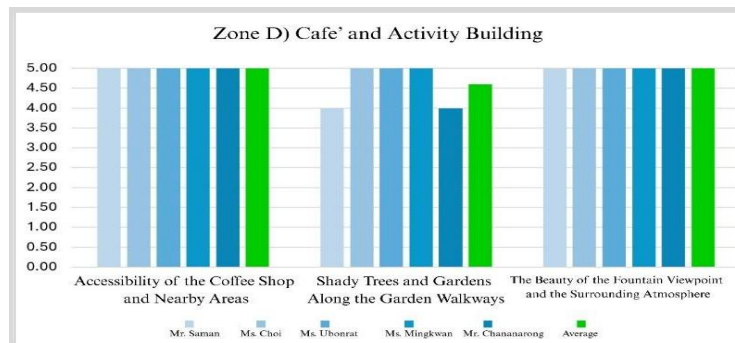


Figure 17. Evaluation of design satisfaction with Zone D

The results of the satisfaction assessment conducted with the landowners and their families regarding the design of Zone E (Outdoor Accommodation Area), assessed with E1 Shady Atmosphere and Garden Design: Create a Relaxing Atmosphere, E2 Warm and Relaxing Feeling: Suitable for Relaxation, and E3) Ease of Access to the Area, yielded an average score of 5.0 points, considered to be a very good for all three assessment categories (Figure 18).

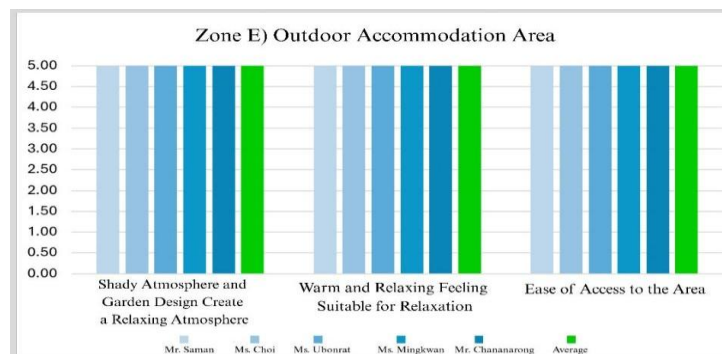


Figure 18. Evaluation of design satisfaction with Zone E

The evaluations conducted on the surrounding residents consistently demonstrated high satisfaction across all zones. Zone A (Parking and Food Court) achieved individual criterion scores of 4.75 and overall satisfaction of 4.85. Zone B (Learning Center) recorded scores of 4.95 for shade atmosphere and 4.93 for user experience and educational management, with an overall satisfaction rating of 4.94. Zone C (Mini Zoo) exhibited a varying performance across shade/odor control (4.73), visitor safety (4.90), and enclosure placement (4.85), resulting in an overall satisfaction rating of 4.83. Zone D (Cafe and Activity Building) achieved a perfect accessibility score (5.00), with walkway aesthetics (4.88) and fountain viewpoint quality (4.93) contributing to an overall satisfaction rating of 4.94. Zone E (Outdoor Accommodation) demonstrated an excellent performance, with a relaxing atmosphere and comfort, both scoring 4.98, accessibility of 4.83, and overall satisfaction of 4.93 (Figure 19).

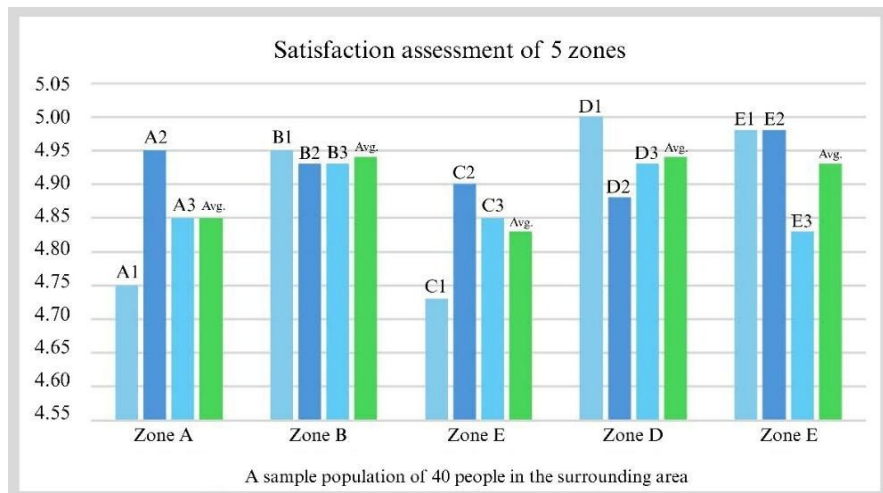


Figure 19. Evaluation of design satisfaction with five zones

Discussion

The study involved a five-zone design for a creative tourism planning area, focusing on meeting the needs of landowners and their families, as well as the satisfaction of nearby communities. The design concept was “English Play, Learn and Relax,” grounded on the creative tourist development framework (Duxbury *et al.*, 2021) and the participatory landscape planning model (Zhao and Ibrahim, 2024). The land use demand for creative tourism was assessed. This information was used as the basis for the final design, based on a spatial breakdown to show different uses (Claessens *et al.*, 2020), which comprised five

zones: 1) Zone A: Parking and Food Court Area, 2) Zone B: Learning Center and Reception Building, 3) Zone C: Mini Zoo, 4) Zone D: Cafe and Activity Building, and 5) Zone E: Outdoor Accommodation Area, as well as other facilities. This design was considered to comprehensively meet the needs of the landowners while aligning with the potential of the area, ensuring efficient land utilization.

A creative tourism destination involving various activities was designed. The design was divided into five zones to accommodate different activities: an agricultural learning area, a workshop area, a zoo for children and animal lovers, and a camping area. These areas were designed to create a comprehensive and engaging experience for tourists and those interested in learning, interacting, and relaxing to the fullest. This diversity of activities would also allow the destination to cater to a diverse group of visitors, the core of the tourism industry (Shahraki, 2021).

The participants were found to be satisfaction with the final design. The satisfaction assessment resulted from the landowners, their families, and residents of the surrounding community clearly demonstrated the potential of each zone's design.

Zone A (Parking Lot and Restaurant) was evaluated for satisfaction under three dimensions: 1) Overview of a Shaded and Shady Atmosphere, 2) Selection of Appropriate Shade Plants, and 3) Convenience of Services, receiving the highest satisfaction scores (average 4.93). This is confirmed the research finding of Adib (2012), who found that shade design is affected the user comfort. Similarly, Başaran and Safarkhani (2025) stated that facilities, including parking and shaded areas, influenced user satisfaction, supporting the research of Hao *et al.* (2021), who found that the convenience of facilities also affected area satisfaction.

Zone B (Learning Center) showed satisfaction with the shady atmosphere of large trees and flowers, feeling relaxed and enjoying the area, and the appropriateness of space management to promote learning, receiving the highest satisfaction scores (average 4.97).

These results align with the research by Dean *et al.* (2019), which stated that learning is another key component of the expected quality of visitor experiences, and activity design contributes to visitors' feelings of relaxation and happiness.

Meanwhile, Zone C (Mini Zoo) was evaluated for satisfaction with position of shade trees and reduced odors, safety of visitor and animal contact, and suitability of animal enclosure locations, receiving the highest satisfaction scores of averaged 4.92. This aligns with the research by Coe (1985) who stated the designing naturalistic environments and creating landscape immersion made

visitors feel comfortable as in natural environment of the animals. Balancing for safety with subtle unsettling thrills, such as touching and feeding animals, creating a more memorable experience.

Zone D (Cafe and Event Building) showed satisfaction with accessibility of the coffee shop and nearby areas, shady trees and gardens along the garden walkways, and the beauty of the fountain viewpoint and the surrounding atmosphere, also receiving high satisfaction scores (average 4.78). This demonstrates the acceptance of the concept of incorporating various recreational activities into the area design. This is consistent with the research of Carvache-Franco *et al.* (2024) who stated that creating various activities is important for meeting the needs of different target groups. A beautiful and functional space were found such as a cafe amidst a beautiful garden, would attract tourists, consistent with the research of Zhao and Ibrahim (2024).

Zone E (Outdoor Accommodation) found satisfaction with a shady atmosphere and Garden Design, creating a Relaxing Atmosphere, Warm and Relaxing Feeling, Suitable for Relaxation, and Ease of Access to the Area, receiving the highest satisfaction scores (average 5.0). These results support the research of Başaran and Safarkhani (2025), who stated that factors contributing to relaxation satisfaction include accessibility and warmth. This outdoor accommodation design is also consistent with Dean *et al.* (2019), who stated that one of the key elements of a quality experience desired by tourists is an escape from monotony.

In summary, the results of this spatial design study aligned with existing knowledge on creative tourism, landscape design, and satisfaction. This is indicated that the design was well-accepted and met the expectations of key stakeholders. This positive result confirmed the success of the study in creating a potential and attractive creative tourism prototype and demonstrated that the project is found to be ready for future development and being a high chance of achieving its goal of the area becoming a successful and sustainable tourist destination (Arora, 2024).

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Conflicts of interest

The authors declare no conflict of interest.

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