

**Development of Phuket Beaches for Sustainable Tourism:
A Case Study of Patong, Kata, Karon**

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ชื่อวิทยานิพนธ์	การพัฒนาแหล่งท่องเที่ยวประเภทชายหาดในจังหวัดภูเก็ต เพื่อการท่องเที่ยวอย่างยั่งยืน กรณีศึกษา หาดป่าตอง หาดกะตะ หาดกะรน
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บทคัดย่อ

การวิจัยครั้งนี้มีวัตถุประสงค์เพื่อ (1) ศึกษาองค์ประกอบของสิ่งอำนวยความสะดวกด้านการท่องเที่ยวชายหาด การจัดการสิ่งแวดล้อมและแผนพัฒนาการท่องเที่ยวของ 3 ชายหาดหลักของจังหวัดภูเก็ต กล่าวคือ หาดป่าตอง หาดกะตะและหาดกะรน (2) เพื่อหาจุดดีและจุดด้อยของแต่ละหาด โดยพิจารณาจากปัจจัยภายในและปัจจัยภายนอก และ (3) เพื่อเสนอแนะการพัฒนาการท่องเที่ยวบนชายหาดเพื่อการท่องเที่ยวอย่างยั่งยืน เพื่อเป็นประโยชน์ต่อเทศบาลป่าตองและเทศบาลกะรน

ผู้วิจัยใช้การเก็บข้อมูลเชิงปริมาณจากผู้ตอบแบบสอบถาม 3 กลุ่ม ซึ่งแบ่งออกเป็นกลุ่มนักท่องเที่ยว 400 ชุด กลุ่มคนในชุมชนและผู้ประกอบการบนชายหาด 380 ชุด และ ตัวแทนจากเทศบาล 20 ชุด ผู้วิจัยทำการเก็บข้อมูลตั้งแต่วันที่ 15 กันยายน จนถึง วันที่ 15 ตุลาคม 2548

จากการศึกษาพบว่าความคิดเห็นระหว่างกลุ่มตัวอย่างของนักท่องเที่ยวและกลุ่มตัวอย่างของคนในชุมชนและผู้ประกอบการบนชายหาดต่อการจัดการการท่องเที่ยวบนชายหาด มีความแตกต่างกัน โดยกลุ่มนักท่องเที่ยวส่วนใหญ่มีความคิดเห็นต่อการจัดการการท่องเที่ยวบนชายหาดอยู่ในเกณฑ์ดี (Mean 3.64-4.23) ในขณะที่กลุ่มคนในชุมชนและผู้ประกอบการเห็นว่าการจัดการการท่องเที่ยวบนชายหาดอยู่ในเกณฑ์ปานกลาง (Mean 2.81-3.36) ดังนั้นความคิดเห็นของบุคคลต่อการจัดการการท่องเที่ยวบนชายหาดระหว่างกลุ่มตัวอย่างทั้งสองกลุ่มมีความแตกต่างกันอย่างมีนัยสำคัญทางสถิติที่ระดับ 0.05 โดยกลุ่มนักท่องเที่ยวต่างชาติมีความคิดเห็นต่างจากกลุ่มนักท่องเที่ยวชาวไทยในเรื่องการบริการทางการท่องเที่ยว กลุ่มคนในชุมชนมีความคิดเห็นต่างจากกลุ่มผู้ประกอบการในเรื่องผลประโยชน์จากการท่องเที่ยวบนชายหาดและ ระดับการมีส่วนร่วมในการจัดการสิ่งแวดล้อมและระดับการมีส่วนร่วมในการวางแผนการท่องเที่ยว ผลการศึกษาบ่งชี้ว่ากลุ่มผู้ประกอบการได้รับผลประโยชน์จากการท่องเที่ยวบนชายหาดมากกว่ากลุ่มคนในชุมชน ในขณะที่กลุ่มคนในชุมชนมีส่วนร่วมในการจัดการสิ่งแวดล้อมและการวางแผนการท่องเที่ยวมากกว่ากลุ่มผู้ประกอบการ

การวางแผนพัฒนาการท่องเที่ยวบนหาดป่าตอง กะตะ และกะรนมุ่งประเด็นไปที่สิ่งแวดล้อมทางธรรมชาติมากขึ้น รวมทั้งมีการระบุถึงการพัฒนาการท่องเที่ยวอย่างยั่งยืนไว้ในแผนการพัฒนาการท่องเที่ยวด้วยเช่นกัน ผลการศึกษาบ่งชี้ว่าแต่ละหาดต่างมีลักษณะเฉพาะที่สามารถดึงดูดความสนใจของนักท่องเที่ยว เช่น หาดป่าตองมีการบริการด้านการท่องเที่ยวที่สามารถตอบสนองความต้องการของนักท่องเที่ยวได้เป็นอย่างดี ส่วนหาดกะรนมีลักษณะเด่นด้านสิ่งแวดล้อมและหาดกะตะซึ่งเป็นหาดที่กลุ่มตัวอย่างส่วนใหญ่เห็นว่าเป็นหาดที่ชอบมากที่สุด เนื่องจากมีความสงบและเป็นส่วนตัว นักท่องเที่ยวชาวต่างชาติส่วนใหญ่ชอบหาดที่สงบและเป็นส่วนตัว ในขณะที่นักท่องเที่ยวชาวไทยส่วนใหญ่ชอบหาดที่มีลักษณะทางกายภาพสวยงาม

กลุ่มตัวอย่างได้กล่าวถึงปัญหาของการจัดการการท่องเที่ยวบนชายหาดว่าปัญหาหลักในปัจจุบันคือห้องน้ำและห้องอาบน้ำมีจำนวนไม่เพียงพอ นอกจากนี้กลุ่มตัวอย่างยังมีความกังวลต่อเรื่องสิ่งแวดล้อม โดยเฉพาะความไม่เป็นระเบียบของสภาพแวดล้อมและปัญหาที่เกี่ยวข้องกับการกำจัดขยะ อย่างไรก็ตาม ปัญหาที่พบเกี่ยวข้องกับการพัฒนาการท่องเที่ยวอย่างยั่งยืน คือการมีส่วนร่วมในการจัดการสิ่งแวดล้อมและการมีส่วนร่วมในการวางแผนการท่องเที่ยว กลุ่มคนในชุมชนและกลุ่มผู้ประกอบการมีส่วนร่วมในการจัดการสิ่งแวดล้อมในระดับปานกลาง (Mean 2.81) และมีส่วนร่วมในการวางแผนการท่องเที่ยวในระดับต่ำ (Mean 2.34) ทั้งนี้ ชุมชนป่าตองมีส่วนร่วมมากที่สุด รองลงมาคือชุมชนกะตะ และ ชุมชนกะรน ซึ่งชี้ให้เห็นว่าการมีส่วนร่วมแปรผกผันกับสภาพแวดล้อมปัจจุบัน และหาดป่าตองมีปัญหามากที่สุด

การท่องเที่ยวอย่างยั่งยืนจะประสบผลสำเร็จได้ โดยการให้ความรู้และการฝึกอบรม เรื่องการพัฒนาการท่องเที่ยวอย่างยั่งยืน ให้แก่บุคคลที่มีส่วนเกี่ยวข้องกับการท่องเที่ยวทั้ง 5 ฝ่าย กล่าวคือภาครัฐบาล ภาคเอกชน ข้าราชการส่วนท้องถิ่น คนในชุมชนและนักท่องเที่ยว การกระตุ้นให้เกิดการมีส่วนร่วมในการจัดการสิ่งแวดล้อมและการจัดการบริการด้านการท่องเที่ยว รวมทั้งสิ่งอำนวยความสะดวกขั้นพื้นฐานให้เหมาะสมกับความต้องการของนักท่องเที่ยวก็ต่างเป็นสิ่งจำเป็น นอกจากนี้ ทางเทศบาลควรมั่นตรวสอบคุณภาพสิ่งแวดล้อม ควบคุมและติดตามผล ให้ตรงกับแผนงานและนโยบายที่วางไว้อย่างสม่ำเสมอ ผู้ประกอบการควรปฏิบัติตนเป็นเจ้าบ้านที่ดีและคงไว้ซึ่งลักษณะความเป็นไทย ส่วนผู้มาเยือนก็ควรปฏิบัติตนเป็นผู้มาเยือนที่ดี โดยการศึกษาข้อมูลเบื้องต้นของแหล่งท่องเที่ยวและวัฒนธรรมไทยก่อนมาเยือน และช่วยดูแลรักษาสิ่งแวดล้อมบนชายหาดด้วย อย่างไรก็ตาม ความร่วมมือจากทุกฝ่ายเป็นสิ่งสำคัญที่สุดที่จะนำไปสู่การพัฒนาการท่องเที่ยว อย่างยั่งยืนและมีประสิทธิภาพ

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ABSTRACT

The objectives of “Development of Phuket Beaches for Sustainable Tourism: A Case study of Patong, Kata, Karon” were (1) to study the destination facilities, environmental management and tourism development plan of 3 main famous beaches in Phuket; Patong, Kata and Karon, (2) to determine strength, weaknesses, opportunities and threats of a certain beach, from people who use beaches, both tourists and the beach stakeholders (communities and businesses) and (3) to propose beach development approaches for sustainable tourism to Patong and Karon municipality.

The study was done by quantitative analysis of 3 groups of respondents, classified into 400 cases of tourists’ sample respondents, 380 cases of the beach stakeholders’ sample respondents and 20 cases of municipality officers’ samples’ respondents and collected data from September 15 to October 15, 2005.

The study has shown that there are different opinions on the beach tourism management, between tourists and beach stakeholders. Tourists’ opinion on the beach tourism management was found to be good (Mean 3.64-4.23), while beach stakeholders’ opinion on the beach tourism management was found to be fair (Mean 2.81-3.36). The results of the independent sample t-test indicated that opinions indexes of the beach tourism management among groups of sample respondents are differences. The result showed statistically significant differences

between international and domestic tourists. They had different opinions on tourism services and, communities and businesses had different opinions on benefits of the beach tourism and level of environmental and tourism planning participation, at a 5% significance level. The result indicated that businesses got more benefits from beach tourism than communities did, and communities had more participation in environmental management and tourism plans than businesses did.

Tourism development plans of Patong, Kata and Karon beaches are more focusing on natural environment-based than the past, sustainability is also mentioned in the plan. Considering the physical character among Patong, Kata and Karon beaches, the study indicated that the unique character of each beach is attractive to most tourists. For instance, there was sufficient tourism services at Patong beach, Karon beach had the most outstanding environment, while Kata beach acclaimed by the sample respondents as their favorite beach because of the peacefulness and privacy. Physical beauty however was crucial factor to domestic tourists, while peacefulness and privacy are important to international tourists.

The group of sample respondents took the issues of improper beach management into consideration. The current major problems of the beach is the lack of toilets and showers areas provided around the beach area, sample respondents also expressed their concerns toward environment issues; improper garbage and landscape management. However, the problem related to sustainable tourism relied heavily on cooperation on environmental management and tourism plan. It was found that there was fair participation from communities and businesses toward environmental management (Mean 2.81) and they had poor participation toward tourism plan (Mean 2.34). Given that Patong beach received higher participation than Kata and Karon beach. From the study, it addressed negative relations between degree of participation and current environment of each beach, which appear to be more of a problem at Patong beach.

Sustainable tourism, however, can be achieved by educating and training 5 parties, which include government, private sectors, provincial government and communities as well as tourists. Encouragements to take part in managing tourism environments and management of tourism services and infrastructures to suit with tourists' demand are needed. Moreover, the municipality should inspect the environmental quality, regularly control and follow up all plans and policies. The beach stakeholders should be a good host and maintain Thai ways'

characteristic. The visitors should also be a good visitor by acquiring knowledge of Thai cultures and basic information on the destination before visiting and take care of the beach resorts. Last but not least, collaborations among all parties will be most necessary to provide effective sustainable tourism.

Key Words: Sustainable tourism, Tourism Development, Destination facility, Beach stakeholder

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CHAPTER 1

INTRODUCTION

1.1 Statement of the Problem

Thailand Development Research Institute (1997) concluded that Thailand has totally 2,637 tourist attractions, comprising of 1,200 natural attractions, 993 historical and religious and 444 cultural, traditional attractions and activities. At present, Thailand's tourist attractions are increasing by about 100 attractions each year since 1997; however each destination has a difference of importance.

Phuket is one of the leading tourist destinations in Thailand, which has high potentiality of basic qualification of tourist attractions and the readiness of local people to support tourism activities. Phuket is high in demand as a supply for the tourism industry; therefore it has high tourism potentiality.

Tin mining has been a major source of income of the island since the 16th century. Many Chinese workers were employed in the mines, and their influence on Phuket culture can still be felt today. With falling tin prices, the mining has now all but ceased. Nowadays, Phuket's economy rests on two pillars: rubber tree plantations and tourism. Since 1980, Phuket has become one of the major tourist attractions of Thailand moreover; most of the sandy beaches on the western coast of the island have been developed into tourist centers, Patong, Karon and Kata being the most popular ones (Columbia University Press, 2003).

Tourism Authority of Thailand (2004) stated that Phuket's beaches are very well known among tourists around the world and are still the major destinations to attract the visitors. The 10 famous tourist destinations of Phuket, ranged by TAT Region 4, showed that 5 of 10 famous tourist destinations are the beaches as follows: Patong, Kata, Karon, Rawai and Naiyang (See Appendix A). Beach and seaside in Phuket is a cluster of major tourism products. Tourism Authority of Thailand has planned to promote beaches and seascides, which are the main market to international tourists (See Appendix B).

Songsuntornwong (2003) mentioned that tourism is the industry that was more concerned with various kinds of environment such as physical environment, ecological, social, cultural environment and etc. When tourism grows, it means we use more environments. If the environment were destroyed, it would also affect to tourism industry. In order to sustain Thailand's tourism with non- environmental problems, Thailand should build up awareness to all concerned in the tourism industry.

Phuket Provincial Office (2005) showed the result of Phuket's environmental analysis (SWOT) that the outstanding strength of Phuket has beautiful and wide variety of tourist resources. Unfortunately the degradation of resources and environment is one of the main weaknesses of tourist destinations in Phuket, hence Phuket needs to have suitable plans for decreasing environmental damage to tourist sites and natural settings as well.

Unfortunately Tsunami, the gigantic wave that severely hit Thailand on December 26, 2004, caused so much tragedy in many areas, including 6 provinces in Thailand, also. It was the greatest natural disaster that Thailand has ever experienced.

Suphamongkhon (2005) clarified after the Tsunami, the situation at the Private Sector Summit on Post-Tsunami Rehabilitation and Reconstruction at Washington, DC that the tsunami also hurt the environment, severely damaged marine and coastal national parks. Coral reefs were destroyed; agricultural land became unusable due to salt-water intrusion. Such damage has affected the tourism and fishery industries with serious consequences for the people's livelihoods. Immediately after the disaster, the Thai Government, in close collaboration with the private sector and non-governmental organizations, moved quickly to provide immediate relieves and temporary shelters for displaced victims. They undertook various projects during the first stage of rehabilitation and reconstruction work to help those that were affected. The Thai government quickly developed a strategic plan for integrating coastal management. This included the clean up of the environment and the rehabilitation of affected areas.

From the above efforts, some affected areas have already started to recover. Phuket, one of the six provinces was hit by the tsunami, is now almost back to normal.

The researcher is interested in tourist attractions in Phuket, especially beaches because the beaches are one of the outstanding tourist attractions in Phuket. The perception and image of Phuket is sun, sand, seas and other abundant natural attractions. Most tourists come to Phuket to visit the beaches; however the Tsunami had a negative impact to the tourism industry of Phuket. There were many tourists canceling bookings and there were many visitors losing confidence to visit Phuket. At present, many organizations including Tourism Authority of Thailand have launched campaigns to encourage tourism of Andaman area emphasizing to international tourists. These campaigns support marketing strategies; however the researcher thinks that apart from marketing tools we should be concerned about quality of our environmental resources as well. The tourism components on the beach have changed after Tsunami, with in both of negative and minor positive sides (See Appendix C). These negative impacts should be resolved to recover and bring tourism back to Phuket. As previously told, there are many organizations that cooperated to recover the beachsides however the researcher thinks that the tourists are also a group of people who realize the actual situation, apart from the authorities and people who make a living on the beach. Therefore, to make an inquiry to the tourists' opinions should be one of the better ways to understand what they want and also what should be improved for long term tourism development. The results provide benefits to physical planning in order to be sustainable tourism and also the guideline for tourism marketing plan. Accordingly, the researcher is interested in studying the development of Phuket beaches for sustainable tourism and select Patong, Kata and Karon beaches as a case study.

The use of beaches without concern for environmental damage should be avoided. Especially, after Tsunami the physical character of the beaches were changed, it was a good opportunity to improve and adapt some ineffective tourism management on the beach, simultaneously stimulating environmental awareness to tourists' mind as well as authorities and people who makes a living on the beach. Therefore, the researcher thinks that the study of destination facilities and the environmental management plan is required in order to encourage beaches to be sustainable tourist attractions.

1.2 Objectives

1.2.1 To study the destination facilities, environmental management and tourism development plan of 3 main famous beaches in Phuket; Patong, Kata and Karon.

1.2.2 To determine strengths, weaknesses, opportunities and threats of Patong, Kata and Karon beaches, analyzed from people who use the beaches both tourists and the beach stakeholders (communities and businesses).

1.2.3 To propose beach development for sustainable tourism development to Patong and Karon municipalities.

1.3 Hypotheses

1.3.1 **Hypothesis 1:** There is no difference in opinion between international and domestic tourists regarding tourism management of the beaches.

1.3.2 **Hypothesis 2:** There is no difference in opinion between communities and businesses regarding tourism management of the beaches.

1.3.3 **Hypothesis 3:** There is no difference in opinion on tourism management of the beaches among international tourists from various zones of residence.

1.4 Significance of the Study

1.4.1 To be guidelines with information and suggestions for a particular municipality in long-term beach development's plan for sustainable tourism.

1.4.2 To develop beach management's plan to meet the quality and requirement of targeted tourists.

1.4.3 To identify problems and get ready to develop, improve, change, support and enhance quality of beaches.

1.4.4 To be guidelines for developing other beaches management.

1.5 Scope of the Study

1.5.1 **Scope of population:** This research studied from two groups of sample respondents. The first group is tourists, both domestic tourists and international tourists who travel on Patong, Kata and Karon beaches and the second group is the beach stakeholders (communities and businesses) who lived and made a living on Patong, Kata and Karon beaches.

1.5.2 **Scope of area:** This research is specified on Patong, Kata and Karon beaches, Phuket Province.

1.5.3 **Scope of time:** This research collected data from September to October 2005.

1.6 Definition of Key terms

1.6.1 **Domestic Tourist:** Any person, involving residents of Thailand, who visited Patong, Kata and Karon beaches.

1.6.2 **International Tourist:** Any person, involving non-residents of Thailand, who visited Patong, Kata and Karon beaches.

1.6.3 **The beach stakeholder:** For this research, the beach stakeholder referred to local communities and the business providers who are relevant to the beach tourism on Patong, Kata and Karon beach such as vendors, taxi drivers, etc.

1.6.4 **Municipality officer:** Involving Patong and Karon municipality officers since they took direct responsibility to organize Patong, Kata and Karon beach tourism management.

1.6.5 **Sustainable Tourism:** Sustainable beach tourism responds to tourists and local communities by protecting and conserving its natural environments, maintaining stable employment and income and also respecting to socio- cultural. However, this research focuses on the beach destination therefore sustainable tourism for this research emphasizes on environmental management as its main purpose.

1.6.6 **Destination facilities or Tourism service:** The elements within the destination, which make it possible for visitors to stay and to enjoy the beach for instance; food & beverage, shopping, safety and security, toilets and showers areas, etc.

1.6.7 **Environmental Management:** The managing of environments on the beach, including the cleanliness, attractiveness, and maintenance of the beach; air quality, congestion, noise, sea quality and so on.

CHAPTER 2

RELATED LITERATURE

Development of Phuket Beaches for Sustainable Tourism: A Case Study of Patong, Kata, Karon starts with reviewing literature, idea, theory, plan and policy, and related research to meet the objectives of this study as follows:

2.1 Introduction to Phuket Tourism:

2.1.1 Phuket tourism's situation

2.1.2 Introduction to Phuket beaches

2.1.3 Recovery plans after Tsunami

2.2 Concepts and theories relevant to sustainable tourism:

2.2.1 Definition of sustainable tourism

2.2.2 Identified concept and principles of sustainable tourism

2.2.3 Sustainable development relevant to coastal tourism

2.2.4 Sustainable tourism relevant to Thailand

2.2.5 Sustainable tourism for this research

2.2.6 Phuket beaches tourism relevant to sustainable tourism

2.3 Concepts and theories relevant to tourism development:

2.3.1 Goals and components of tourism development

2.3.2 Importance of tourism development

2.3.3 Tourism development policies and plans of Patong, Kata, Karon beaches

2.4 Concepts and theories relevant to environmental impacts from tourism:

2.4.1 Relationship between tourism and the environment

2.4.2 Environmental impacts associated with tourism

2.5 Concepts and theories relevant to the destination stakeholders:

2.5.1 Definition of the destination stakeholders

2.5.2 Concepts and theories relevant to the stakeholders' role in tourism development

2.6 Related research

2.1 Introduction to Phuket tourism

2.1.1 Phuket tourism's situation

The summary of tourism statistics showed that Phuket tourism is continuing to grow because it is a beautiful tourist destination, has plenty of accommodation, together with tourism services, shopping centers and entertainment. Moreover, Phuket has other supporting factors such as the opening of low cost Airline, spa tourism promotions, and Phuket shopping paradise campaigns. All these important factors encourage tourists to travel to Phuket. The numbers of tourists increased by 18.35 percent, the average length of stay decreased to 4.86 days but the average expenditures increased by 0.92 percent (see Table 2.1). The visitor's spending is around 3,670 Baht a day; the revenues from tourists are 85,670.63 Million Baht.

Table 2.1 Summary of Phuket Tourism Statistic

Year	Visitor		Average	Average Expenditure		Revenue	
	Number	Change	Length	/person/day	Change	Million	Change
	(Million)	(%)	(Days)	(Baht)	(%)	(Baht)	(%)
2001	3,789,660	N/A	4.96	3,671.42	N/A	69,669.34	N/A
2002	3,990,702	+ 5.31	4.95	3,641.74	- 0.81	72,599.42	+ 4.21
2003	4,050,077	+ 1.49	4.93	3,635.63	- 0.17	73,263.70	+ 0.91
2004	4,793,252	+ 18.35	4.86	3,669.17	+ 0.92	85,670.63	+ 16.93

Source: Tourism Authority of Thailand (2005)

Table 2.1 (continued)

Type of Data	Year		Change (%)
	2004	2003	
Visitor	4,793,252	4,050,077	+ 5.31
Thai	1,295,653	1,303,291	- 0.59
Foreigners	3,497,599	2,746,786	+ 27.33
A c c o m m o d a t i o n	579	549	+ 5.46
Establishment			
Rooms	32,076	31,302	+ 2.47
Occupancy Rate (%)	65.47	57.40	+ 8.07
Average Length of Stay (Day)	3.63	3.74	-
Number of Guest Arrivals	4,234,982	3,508,950	+ 20.69
Thai	964,523	988,299	- 2.41
Foreigners	3,270,459	2,520,651	+ 29.75

Source: Tourism Authority of Thailand (2005)

The growth rate of international tourists is 27.33 percent; almost all of them come from European countries, especially England and Germany. Almost all tourists will travel by cars, airplanes, and buses, these being the most popular transportation.

For accommodations, total room numbers are increasing from previous year to 32,076 rooms, or a 2.47 percent increase. The average occupancy is 65.47 percent; increasing from last year 8.07 percent and the average length of stay in accommodation is 3.63 days (TAT, 2005).

2.1.2 Introduction to Phuket Beaches

Phuket Island comprises of many beaches, which provides a variety of landscapes, such as Patong, Kata, Karon, Rawai, Naiyang, Surin, etc. Phuket beaches are very famous among both international tourists and domestic tourists (TAT, 2004) and the top three famous Phuket beaches are Patong, Kata and Karon.

1.) Patong Beach

Patong is the most famous beach of Phuket. The beach is 4 kilometers length. It is a tourist's center and a nighttime entertainment. There are complex entertainments and tourists facilities. All types of accommodation are provided, from budget to five stars, abundant restaurants and shopping opportunities. There are also travel agencies, car and motorbike rental and a full range of beach activities in Patong.

2.) Kata Beach

Kata is the smallest and the most peaceful beach of Phuket's three main beaches. Kata was divided into 2 beaches; Kata Noi and Kata Yai. Kata Yai is around 2 kilometers length. It has outstanding landscape, different from Patong and Karon. There is not as much entertainment, general facilities, and beach activities as Patong.

3.) Karon Beach

Karon is the second famous beach, which is proud of its environment consciousness. Therefore, it is the most up scale of Phuket's beaches. Karon is 4-5 kilometers length and it is the finest sand on Phuket (Further information, see appendix D).

2.1.3 Recovery plans after Tsunami

The Andaman coast was severely damaged from Tsunami on December 26, 2004. There were lots of losses and damage to properties and human life in a wide area penetrating to 6 provinces: Phuket, Phang-nga, Krabi, Ranong, Trang and Satun. This Tsunami affected directly the beaches along the coast in these provinces and the damages were put at about 50,000 Million Baht. Many organizations, both public and private try to put right these damages and local communities also participated in recovering their area of living.

Andaman cluster organization; Phuket, Phang-nga and Krabi held the meeting to find out ways to recover and solve problems from the Tsunami damage. These are summary, ideas and suggestions for Phuket tourism, as follows:

Even though the Andaman coast was affected from the Tsunami, the benefit is clearer sea and cleaner beaches. The government should take this chance to improve the beach management therefore Phuket will be a “World Class Destination”. Furthermore, Phuket needs the beach management programme from the government such as keeping tidy the beach and uses the same colored umbrellas.

If the government wants to boot up Thailand tourism 20 percent, it needs to exactly measurement things such as the Carrying Capacity; for instance Patong can accept 4.5 million tourists a year. The study of the Carrying Capacity in each areas and zoning are needed. The upgrade of tourism destination’s standard has some points that should be a concern. Tambon (District) Administration Organization and Provincial Organization Administration have the authority to do it. They are free to allocate budgets for tourism development but they do not know the government’s plan. Moreover, Phuket does not have proper standards and systems to train human resources so it is an obstruction to upgrade human resources in the tourism industry. It should have training programs provided to everyone, including drivers and vendors. Furthermore, Phuket should have a standard of safety and limit the amount of all vehicles e.g. boat and car. The government should study the relationship between the demand and supply of tourism and Tambon (District) Administration Organization and Provincial Organization Administration should update and obtain policies and strategies from the government.

Everyone knows problems but there is no serious problem solving. Every province wants to develop tourism but it has a different potentiality. Within the Andaman cluster, the province does not have unique and are forced to compete with each other. Each province needs to discover its unique factor. The government should issue regulations to control the Carrying Capacity, as in some other countries, and control the number of rooms and support human resources training. The core product of the Andaman cluster is the beach; therefore the budget should put emphasis to the beach (Office of Tourism Development, 2005).

In summary, most provincial authorities know the problems. The beach management is the first issue to handle and needs the carrying capacity. Training programs are also in need to develop human resources. However, the government and provincial organizations must coordinate to solve these problems.

At the same time, The Thai government (2005) declared the new strategy about the measures for recovery and development of tourism resources on Patong Beach that the government has planned Patong beach as a safe beach with recreational activities. The idea is to restore Patong as a safe beach for recreational and entertainment activities of locals and tourists alike, giving it the feel of a modern beach city. This plan is being more of a preventative nature, construction of new facilities such as hotels, restaurants, pubs and other tourist amenities should be set back from the beachfront in accordance with the new safety plan.

The safety measures, to begin with, there will be lifeguard posts and more security regarding marine tourism. "The Safer Beach" design concept will be applied on all post-tsunami reconstruction. It focuses on the design and development of natural landscapes and physical infrastructure to withstand natural forces of a tsunami, while ensuring the integrity of natural coastal and marine landscapes. This careful planning is a priority so as to ensure that the rebuilding efforts conform to the principles of sustainable development.

Furthermore, beach guards and Andaman Safety Patrols will be established in association with local administrations, National Marine Parks and the Royal Thai Navy to assist tourists in terms of first aid treatment, emergency evacuation, as well as other lifesaving assistance.

Kititornkul (2005) suggested the recovery steps emphasis on environmental resources that one of the more salient facts is that the tourism industry of the Andaman coast suffers enormously from this circumstance. The longer the time taken for the recovery means more

and more loss of income. Many departments including the Office of Natural Resources and Environment are in a hurry to see the recovery of natural resources to pick up the region's reputation for visitors to see. Things which are needed to be done are as follows: Clean up all areas hit by the tsunami, recover damaged natural resources and environment of community, set up zones of operating i.e. restrict areas, service areas and also to establish models of suitable infrastructure system by majoring on prevention from natural disaster, architecture, city plan and quality of environment.

Recovery steps must start from cleaning up the area, prioritizing and the zoning of high risk coastal areas, determining the risk of soil collapse in order to restrict danger areas and setting up a warning system, improving water resources for consuming, renovating the waste water treatment system of Patong and Karon, inspecting coastal water to make sure that it is safe for swimming, controlling origin of waste water released, the recovery of damaged coral reefs, improving the quality of soil for growing plants, recovery beaches and environment to be ready to serve need of visitors again and garbage management. These plans will proceed until the year 2006 when all damaged areas are expected to back to normal.

Before the tidal wave hit, government officials and organizations tried to create zoning and a city plan to protect negative environmental impact. But until the present there were not many solutions, especially regarding beach regulations. The major obstacle has been that enforcement has not been effective regarding business operators such as beach front business operators, owners of constructions that trespass on public areas too close to the beach. Governmental departments were slow in terms of proceeding serious regulations compared to the rapid growth of tourism businesses, construction and population growth.

Kata and Karon after the Tsunami, following the losses, this made Karon coastal cleaner and clearer. Karon municipality began to put in order Kata and Karon beach since the day after Tsunami attacked and accomplished it, before the New Year by cooperating with community. Not only cleaner and clearer was the beach, but Karon municipality also has plans to restore the beach landscape as well as other necessary tourism services such as improved buildings, restrooms and shopping centers around the beach, decorating public park, restoring electricity lines, building more shopping center and parking lots and others landscape improvement to bring courage to the community because their major occupation is the tourism business Karon courtyard and Public

Park are complete. These are a common interest to tourists and community, giving benefits to the community and also promoting tourism as well (Karon magazine, 2005a).

2.2 Concepts and theories relevant to sustainable tourism

2.2.1 Definition of sustainable tourism

Sustainability

Robert et al (1995) said that sustainability is impossible to define or measure with precision, sustainability implies a state of equilibrium in which the activities of the human population coexist in broad harmony with their natural, social and cultural environment. Generally attributed to the Brundtland Report, sustainability in tourism is generally an aspiration and a goal rather than a measurable or achievable objective. In nature, of course, the environment is in a constant state of change and evolution and sustainability cannot, therefore, logically be identified with attempts to prevent change.

Donald (2003) defined sustainability that it takes on several meanings for the tourism planner; it not only refers to the community and its social and physical environment, but also to the competitiveness and longevity of the tourism enterprise itself. The sustainability of a tourism product must be considered from a holistic perspective, and not just measured in terms of one or only a few indicators.

As with all forms of tourism, the planning and management of nature-based tourism is increasingly mediated by paradigm of sustainability. Blamey (2001) referred in Buckley et al (2003) that the goal of sustainability is especially imperative in nature-based tourism sector. Indeed, the attempt to operate in a sustainable manner is universally acknowledged as one of the core criteria of ecotourism.

Sustainable development

McIntosh et al (1995) explained that the concept of sustainable development has achieved prominence and acceptance in recent years and it will permeate all levels of tourism development, from local to global in the future. It has become popular because it is an approach that holds out the promise of maintaining a standard of living, which we possess today while recognizing that we cannot continue to exploit the global environment as we have in the past.

Sustainable development means development that 'meets the needs of the present without compromising the ability of future generations to meet their own needs', by the world Commission on Environment and Development (1987), also known as Brundtland Commission. A concept endorsed as Principle Three of the Rio Declaration, it implies improving the quality of human life for the entire world's population while living within the overall renewable carrying capacity of supporting ecosystems. At least in theory, if an activity is sustainable, for all practical purpose, it can continue indefinitely.

Hagerhall (1988) quoted in Aronsson (2000) about the content of Brundtland report for sustainable development as follows;

- 1) People themselves have the capacity to achieve sustainable development.
- 2) A long-term perspective is necessary; there must be sufficient resources and a good environment for coming generations as well.
- 3) There must be a balance between rich and poor countries; everybody's basic needs must be provided for.
- 4) We must all, in rich world in particular, change our attitudes and lifestyles to favour sustainable ecologically adapted development.
- 5) Development is a process that can be steered towards sustainability.

Sustainable Tourism is applying the logic of the previous two terms.

The term sustainable tourism became popular in the late 1980s (France, 1997 and Holden, 2000). Logically, if it is accepted that alternative interpretations of sustainable development are inevitable and that sustainable tourism should be about trying to contribute to the wider goals of sustainable development, then it must surely be recognized that sustainable tourism cannot be seen as a rigid code. Rather, sustainable tourism should be seen as a flexible or adaptive paradigm, whereby different tourism development pathways may be appropriate according to local condition (Hunter, 1997).

Besides, WTO (2004) gave a conceptual definition for sustainable tourism development guidelines and management practices that sustainable tourism are applicable to all forms of tourism in all type of destinations, including mass tourism and various niche tourism segments. Sustainability principles refer to environmental, economic and socio-cultural aspects of tourism development and a suitable balance must be established between these three dimensions to guarantee its long term sustainability.

Middleton and Hawkins (1998) defined sustainable tourism that achieving a particular combination of numbers and types of visitors, the cumulative effect of whose activities at a given destination, together with the actions of the servicing businesses, can continue into the foreseeable future without damaging the quality of the environment on which the activities are based.

Swarbrooke (1999) concluded sustainable tourism defined in Globe 90 conference in Canada that it is tourism that respond tourist's requirement and also respond deliration of the owner of the areas. It had protection and conservation on many occasions of future humans. This tourism means the resource management in order to respond economic, social and beautiful scene necessary. At the same time, it can preserve the cultural, identity, and the ecosystem.

2.2.2 Identified concepts and principles of sustainable tourism

Jamieson et al (2002) identified Principles of Sustainable Tourism as follows:

1) Sustainable tourism is informative. Travelers not only learn about the destination, they learn how to help sustain its character while deepening their own travel experiences. Residents learn that the ordinary and familiar may be of interest and value to outsiders.

2) It supports integrity of place. Destination-savvy travelers seek out businesses that emphasize the character of the locale in terms of architecture, cuisine, heritage, aesthetics, and ecology. Tourism revenues in turn raise local perceived value of those assets.

3) It must give benefits to residents. Travel businesses do their best to employ and train local people, buy local supplies, and use local services.

4) It conserves resources. Environmentally aware travelers favor businesses that minimize pollution, waste, energy consumption, water usage, landscaping chemicals, and unnecessary nighttime lighting.

5) It respects local culture and tradition. International visitors learn about and observe local etiquette; including using at least a few courtesy words in the local language. Residents learn how to deal with international expectations that may differ from their own.

6) It does not abuse its product. Stakeholders anticipate development pressures and apply limits and management techniques to prevent the "loved to death" syndrome. Businesses cooperate to sustain natural habitats, heritage sites, scenic appeal, and local culture.

7) It strives for quality, not quantity. Communities measure tourism success not by numbers of visitors, but by length of stay, money spent, and quality of experience.

8) It means great trips. Satisfied, excited visitors bring new knowledge home and send friends off to experience the same thing - which provides continuing business for the destination.

WTO (2004) identified that sustainability tourism should make optimal uses of environmental resources that constitute a key element in tourism development, maintain essential ecological processes and helping to conserve natural heritage and biodiversity. It should respect to

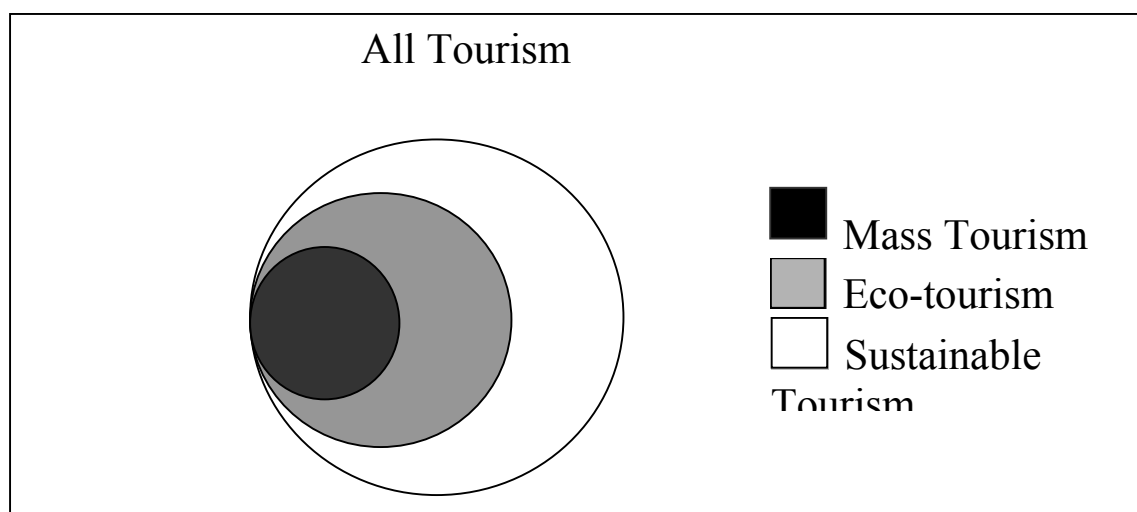
socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute into inter-cultural understanding and tolerance. Furthermore, it must ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income earning opportunities and social services to host community and contributing to poverty alleviation.

Sustainable tourism development requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building. Achieving sustainable tourism is a continuous process and it requires constant monitoring of impacts, introducing the necessary preventive and/or corrective measures whenever necessary.

Sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them.

Figure 2.1, Weaver (2001) identified that it can be modified to include an area of sustainable tourism that accounts for all ecotourism, most of alternative tourism and substantial portion of mass tourism. The structure reflects the tendency of the knowledge-based platform to view both alternative and mass tourism as either sustainable or unsustainable, depending on the circumstances that pertain to a particular destination.

Figure 2.1 Ecotourism and Sustainable tourism



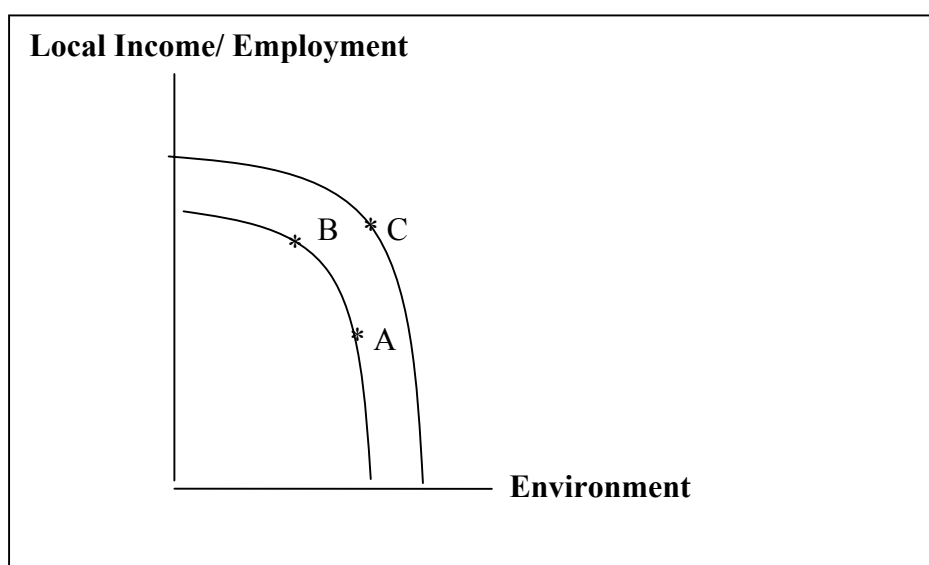
Source: Weaver (2001)

Archer (1993) quoted in Weaver (2001) that in its most basic form, the concept of sustainability draws in the environment as an issue for the economics of tourism.

Wanhill (1997) showed the concept of sustainable development in figure 2.2, suppose that in the initial situation the local economy is at *A* and the desire is to increase employment and local income. The adverse position is where such a policy can only be accomplished by a move from *A* to *B* which trades off employment against environmental quality. The concept of sustainable tourism development argues that economic growth and environmental quality should not be and are not mutually exclusive events.

Cooper (1990) referred in Wanhill (1997) how they go hand in hand by reviewing the environmental consequences of resorts in economic decline. By changes in technology to improve the use of resources in the production process and controlling waste it is possible to reach a position such as *C*. Going green can build a platform for long-term growth by offering a better product, saving money, and raising the public image of the industry. Sustainable development thus offering a mechanism to escape the 'limits to growth' syndrome illustrated by a move from *A* to *B*.

Figure 2.2 The concept of sustainable development



Source: Wanhill (1997)

English Tourist Board and the Employment Department Group (1991) gave the principles of sustainable tourism development have been accepted by the British government and the way forward has been well laid out in the report by the appointed task force on tourism and the environment as follows;

1) The environment has an intrinsic value, which outweighs its value as a tourism asset. Its enjoyment by future generations and its long-term survival must not be prejudiced by short-term considerations.

2) Tourism should be recognized as a positive activity with the potential to benefit the community and the place as well as the visitors.

3) The relationship between tourism and the environment must be managed so that it is sustainable in the long term.

4) Tourism must not be allowed to damage the resource, prejudice its future enjoyment or bring unacceptable impacts;

5) Tourism activities and developments should respect the scale, nature and character of the place in which they are sited; and

6) In any location, harmony must be sought between the needs of the visitor, the place and the host community.

Walter and Noble (2000) also showed some of the most important principles of sustainable tourism development that tourism should be initiated with the help of broad-based community-inputs and the community should maintain control of tourism development. Tourism should provide quality employment to its community residents and a linkage between the local businesses and tourism should be established. A code of practice should be established for tourism at all levels - national, regional, and local - based on internationally accepted standards. Guidelines for tourism operations, impact assessment, monitoring of cumulative impacts, and limits to

acceptable change should be established. The last one is education and training programs to improve and manage heritage and natural resources should be established.

Fennell (1999) concluded the goals of sustainable tourism from the Globe'90 conference in British Columbia, Canada. There, representatives from the tourism industry, government, non-governmental organizations (NGOs), and academia discussed the importance of the environment in sustaining the tourism industry, and how poorly planned tourism developments often erode the very qualities of the natural and human environment that attract visitors. To develop greater awareness and understanding of the significant contributions that tourism can make to environment and economy. The conference delegates suggested that

1. To promote equity and development
2. To improve the quality of life of the host community
3. To provide a high quality of experience of the visitor
4. To maintain the quality of the environment on which the foregoing objective depend.

2.2.3 Sustainable development relevant to coastal tourism

Of all the activities that take place in coastal zones and the near-shore coastal ocean, none is increasing in both volume and diversity more than coastal tourism and recreation. Both the dynamic nature of this sector and its magnitude demand that it be actively taken into account in government plans, policies, and programs related to the coasts and ocean. Clean water, healthy coastal habitats, and safe, secure, and enjoyable environment are clearly fundamental to success coastal tourism. Similarly, bountiful living marine resources are of critical importance to most recreational experiences. Security from risks associated with natural coastal hazards such as storms, hurricanes, tsunamis, and the like is a requisite for coastal tourism to be sustainable over the long term (National Oceanic and Atmosphere Administration, 1997).

ESCAP (1995) quoted in Hall and Page (2001) about sustainable development of coastal tourism that sustainable forms of coastal development in Asia and the Pacific is recognized as being dependent on the followings;

- 1) Good coastal management practices (particularly regarding proper siting of tourism infrastructure and the provision of public access;
- 2) Clean water and air, and healthy coastal ecosystems;
- 3) Maintaining a safe and secure recreational environment through the management of coastal hazards and the provision of adequate levels of safety for boaters, swimmers, and other water users;
- 4) Beach restoration efforts that maintain the recreational and
- 5) Amenity values of beaches and sound politics for wildlife and habitat protection (National Oceanic and Atmosphere Administration, 1997).

2.2.4 Sustainable development relevant to Thailand

The rapid economic growth in Thailand has contributed to a drastic decline of natural resource stock and environmental quality. Environmental control and natural resource protections have not been sufficient to cope with the impacts from the rapid growth of economy. Thailand tries to balance a more equitable social and economic development with resource and environmental stability and make efforts regarding sustainable development in the 21st century.

In general, the development plans of Thailand have been consistent with the guidelines of the Commission for Sustainable Development-Agenda21. The conservation of natural resources and the environment has been part of the National Plans since the 1960s. Even so, control over natural resource exploitation and environmental protections have not been sufficient. However, the efforts in development of natural resources and environmental policy have made major stride towards sustainable development. The Environmental Quality Act promulgated in 1992 has been the main instrument to deal with environmental condition. Also long term natural resource and environmental policy has been approved in Thailand National Economic and Social Development Plan to achieve the policy targets.

The 8th National Plan (1997- 2001) called for a concentration of national efforts in human resources development, with the ultimate goal of improving the quality of people's lives. Protection of natural resources and environment through local participation and decentralization of

authority is stressed (Office of Environmental Policy and Planning, Ministry of Science, Technology and Environment, 1994).

2.2.5 Sustainable tourism for this research

Regarding sustainable tourism, this has no precise definition. It was broadened and involved with many aspects: economic, socio-cultural, environmental and so on. All aspects should get along well, and benefit all concerned while maintaining the originality of things.

Sustainable tourism for this research is tourism that responds to tourists' requirement and local communities by protecting and conserving its natural environments for the next generation. In order to expand the contents, when tourism takes place, socio-cultural and environments should be protected and conserved as originality as its host country. The visitors should be brought to satisfaction. Also, it should benefit to the local communities such as a source of income, support infrastructures' development and brings others good things to communities. However, as this research focuses on the beaches, the sustainable tourism for this research is directed to the environmental management as an aim.

However, there are some parts regarding local culture and economies. There are not many cultural issues because the uniqueness of the beach as a tourist destination is why the tourists visit, for relaxing and enjoying the natural environment, rather than seeking traditional and local culture. Therefore, the cultural issues are about local cuisine, souvenirs and experiences involving the local culture. These questions were used with tourists only.

The economy is also a significant issue to study because sustainable tourism not only responds to tourists' requirement, but also to local communities. The economic issues were used with local communities to see how well tourism benefits the host country residents.

2.2.6 Patong, Kata and Karon beaches tourism relevant to sustainable tourism

The cluster competitiveness in Phuket Island, Patong area seems to attract nightlife activities. The beach is cramped and runs parallel to the commercial and residential buildings, with no demarcation except for a line of stunted trees, and with the very noticeable smell from vehicles (motorcycles, cars, buses, tuk-tuk, etc.) Nevertheless, there were people on the beach- swimming, sun bathing, and drinking beer. The main street immediately adjacent to the beach had its fair share of noise and traffic, but relatively few tourists were observed walking and shopping in the afternoon. By evening, however, the bars, restaurants, etc., were full, many more tourists were either eating or walking (shopping, browsing, or in the company of locals.)

There may be something of a mutual standoff with respect to the environment, the local officials claim that the beach owners and users do not follow the rules, while the latter in turn claim that the local government does not enforce the rules.

Kata and Karon municipality is the most promising in terms of a sustainable environment and a developing cluster. The local leader does not want his area to become like Patong. The beach is cleaner and less crowded and there is no significant bar life. Tourists who stay at Patong hotels will go to Kata and Karon for the beach during the day and then return to Patong for the night life. The opposite transfers presumably also take place. The local leader also has organized several committees and is seeking cooperation for improving management by using the local university (Thailand Competitiveness Initiative, 2003).

2.3 Concepts and theories relevant to tourism development

2.3.1 Goals and components of tourism development

McIntosh et al (1986) concluded the goals of tourism development that tourism development should aim at providing a framework for raising the living standard of the people through the economic benefits of tourism. It should develop an infrastructure and provide recreation facilities for visitors and residents alike and should ensure types of development within visitor centers and resorts that are appropriate to the purposes of those areas. The tourism development should also establish a development program consistent with the cultural, social and economic philosophy of the government and the people of the host country or area and optimize visitor satisfaction.

Inskeep (1991) mentioned the components of tourism development that the knowledge of the components of tourism development and their interrelationship are the basic to understand the planning of tourism. The components of tourism development are classified as follows:

- 1) **Tourist attractions and activities:** All those natural, cultural, and special features and related activities of an area that attract tourists to visit it.
- 2) **Accommodation:** Hotels and other types of facilities and their related services where tourists stay overnight during their travels.
- 3) **Other tourists facilities and services:** Other facilities and services necessary for tourism development, including tour and travel operations, restaurants and other types of eating establishments, retail outlets for handicraft, souvenir, specialty, and convenience goods, banks, money exchange, tourist information offices, personal services, public safety facilities and services, etc.
- 4) **Transportation facilities and services:** Transportation access into the destinations.

Lundberg (1990) explained the development of a destination that the development may include long- range plans for all facilities needed for a tourist destination: water supply, roads, police protection, health care, tourist reception and accommodations, tourist attractions, and other entertainment. Destination development must consider the ecological effects of a development and the factors that will least upset the ecological balance in the destination area.

When proceeding with tourism development, those in the destination area will find it necessary to first establish overall development guidelines to ensure that when development occurs it complies with the area's economic, social/ cultural, and environmental policies and goals. It may also be prudent for those in the destination to draft more specific guidelines describing the basic characteristics of the scale, quality, and types of development that it wishes to encourage. Tourism development encompasses many elements. Some of these include projects that involve building construction (such as superstructure); others require only human resources and equipment (such as guided canoe trips, under the category of programming). Some projects, such as hotels and commercial attractions, are inherent profit generators, while others, such as travel information centers and infrastructure facilities, are usually not. Although the latter facilities may not generate any direct revenues or may only break even in a financial sense, they are nevertheless often essential components of the destination area's tourism product (all categories of development opportunities, both commercial and noncommercial (Mill, 1985).

2.3.2 Importance of tourism development

Goeldner and Ritchie (2003) explained that the success of tourism depends on the competence and ability of all operating sectors (for instance: transportation, accommodation, food services, attractions, recreation, etc.) to deliver a quality experience to each tourist. However, there is another hidden component of tourism that is equally important in determining the success of a tourism destination. It is know by the name of planning, development, promotion and catalyst organization. It is increasingly a determinant of successful tourism. It means simply that policymakers need to ensure that their destination offers the kind of travel experiences that are most appropriate to the visitor, always keeping in mind any limitations imposed by the resources of the destination.

In tourism terms, the degradation of resort destinations and beaches has been the result of poor planning in combination with overwhelming rates of growth (Cohen, 1996). Lundberg (1990) also mentioned about an unplanned beachfront around the world that the long stretches of coastline are completely blocked from view by contiguous residences and hotels. On the island of Maui, one condominium after another, each accommodating only a limited number of people, effectively blocks from view some of the loveliest beaches in the world. The Costa del Sol of Spain is another example of lacking planning, resulting in jumble of buildings and lack of open space. Parts of Cape Cod have developed into what might be called resort slum.

Coltman (1989) suggested that the controlled tourism development can help avoid the problems of damaging the natural environment and the people living in it: poor water supply, inadequate sanitation and sewage, and other problems that created sickness and disease. If tourism is planned properly, then the problems of uncontrolled modernization may be avoided, and tourism can provide the motive to preserve natural settings and historical buildings, as well as provide the economic benefits. Controlled tourism can also make the local population appreciate their environment, their culture, and their historical buildings.

Undoubtedly, unplanned and poorly managed tourism development can damage the natural environment, but the overall understanding of the interaction between tourism and the environment is quite poor, with debates over the impacts of tourism development often dealing in generalities rather than in the outcomes of scientific research on tourist impacts on a specific environment or on a specific species (Hall, 1997). Therefore, tourism development and planning must be studied on particular types of destination.

Tourism development and planning are necessary. Many advocates look at tourism as a panacea for solving areas' development problems. This view is unrealistic because benefits may be accompanied by detrimental consequences. Tourism development benefits to in providing employment opportunities, generating a supply needed foreign exchange, increasing incomes and gross national product, justifying environmental protection and improvement, and providing tourists and recreational facilities that may be used by a local population who could not otherwise afford developing facilities and so on. However, tourism is not always a panacea. On the contrary, overdevelopment can generate soil and water pollution and even people pollution, if there are too many visitors at the same place at the same time. The overdevelopment cause developing

excess demand, degrading the natural and cultural environment, creating social problems and diverting funds from more promising forms of economic development, etc. therefore, the decision to develop tourism or expand present tourism development in a community, a region, or a country must be studied carefully (McIntosh et al, 1986).

The quality of tourism development will determine the ultimate success and longevity of any destination area. Tourism development should be a part of the overall regional or urban land-use development plan. Tourism developments almost always involve both government and private developers. Each sector can best contribute certain parts of a project. Government typically provides the infrastructure, such as roads, water supply, sewers, public transportation terminals, and parks. Private developers supply superstructure, such as hotels, restaurants, recreation facilities, and shopping areas. Therefore, tourism development will be success with all stakeholders' involvement (McIntosh et al, 1995).

Woodley (1993) also concluded the ways to achieve tourism development that tourism, like other industries, is an agent of development and change and must be recognized as such. It is consumptive like any other industry and the level of consumption is determined by the scale and style of tourism development. At low levels and with careful design, tourism may be able to operate at a sustainable level. However, controlling the level and style of development over the long term presents challenges. Because of its potentially high impact, tourism should be considered in the same manner as any other industry and should be subjected to the same environmental and social impact assessment processes during the planning stages.

2.3.3 Tourism development policies and plans of Patong, Kata and Karon beaches

1) Tourism development strategies of Patong Municipality

Patong magazine (2005b) showed that Patong's Mayor, Pian Keesin clarified economic and tourism development strategies. The aims of these strategies are to support employment, stimulate income distribution to the community, facilitate the community to earn a living and especially encourage businesses associated with tourism. Their main approaches are supporting employment and increasing income in community by providing short-term training and

supporting tourism activities, adding value to tourism destinations. The recent projects are improving landscape and launching festivals on Patong beach.

The Thai government has ordered Tourism Authority of Thailand to be responsible for Patong's big project to rehabilitate Landscape Park. There are two main components; which are the warning system and the landscape park.

Johnstone (2005) reported that there are three existing Tsunami warning towers along Patong beach had been tested in conjunction with the National Disaster Warning Center (NDWC) with others 15 operational Tsunami warning towers. Installation of three siren towers on Patong beach is located at Phuket Cabana Hotel, near the Seaview Patong Hotel and atop the Sunset Beach Hotel. Besides, the province should have 27 towers operational by the end of year 2005. In addition, evacuation drills would be held on Patong beach and Bang Tao-Le Phang beach. The towers test and drill were expected to create more public confidence in the system.

Phuket has a warning system, controlled from the National disaster Warning Center (NDWC) in Nonthaburi, and the infrastructure and mechanisms are in place. The well publicized drill conducted in Patong, which around 200 people take part, was declared a success.

The landscape parks are planning to dismantle and improve destroyed landscape 70,000 Square Meters. Additional landscape improvement and improve streets and surface, expand trail, car park both left and right side of the road and merge the drains. Food and Beverage shops with showers and toilets 8 points will be built. Garbians 2,000 Square Meters, 400 electric posts and rubble mound 5 points are also in the plans. These projects were designed and built to the most suitability of environment as well as Patong ways of life. When it success, Patong will be the quality tourism destination, standardization, unique and management to conform to natural environment.

Besides the long run project, Patong magazine (2005a) also referred that the immediate action on Patong beach is to support the host community who was damaged by the Tsunami, to dismantle the ruins and to clean the beach. Therefore, Patong beach returns to its more natural beauty because the municipality controls entrepreneurs around the beach. The mayor said that it should have laws to control the beach management however; it should be based on the host community's ways of life, safety and naturally based tourism. The municipality had planned for the

beach management before the Tsunami hit but there was no serious management. Many people thought it is a good opportunity to redesign Patong beach.

Thailand authority, especially Thailand government, cooperated with Tourism Authority of Thailand and Municipality to create plans, policies and strategies to make Patong beach more orderly.

Kolesnikov (2006) mentioned that the director for the TAT southern office said that the government has assigned TAT to take care of the zoning of Patong beach and they have just finished the master plan to improve the beach area and make it more beauty. The master plans are including of these issues; some buildings, which had blocked the scenic view of the beach, will be demolishes and new buildings will not be permitted within 15 meters of the beach. The road system will be redesigned as a one-way street to ease traffic congestion in the busy area. The unsightly electricity cables lining the road will be put underground. Car parks will be further away from the beach. The electric rail system will be built to services tourists who want to travel around Patong area. The number of umbrellas on the beach will be cut down from 7,000 to 2,000 umbrellas. The beach vendors will be relocated in a specific set up area and zoning the relocation of beach chair rentals, food and drinks stalls, massage booths. These plans still divided in local people's views. Some welcome the ideas, saying that only a small numbers of vendors will be affected but the beach vendors themselves do not think so. While the government has pledged to compensate around 5,000 beachside stallholders whose businesses were lost with 20,000 Baht each and promise to provide new sources of employment. But many stall holders in Soi Bangla thought they can make this amount just in a single day during high season. Furthermore, local vendors around Patong are also unlikely to let go of that source of income easily. In addition, Interior Minister Bhokin Bhalakula added that restaurants setting up illegally on the beach would be demolished.

Phuket Gazette (2006) reported the moves to make Patong Beach more orderly that the there are many parts of authorities joined the plan. For instance: the Vice-Governor Worapot Ratthasima was appointed chairman of a committee charged with cleaning up Patong Beach and ensuring that beach operators is regulated. The 55 renters of beach chairs and umbrellas have to tidy up the layout of their 2,300 odd umbrellas and beach chairs so that the beach can be cleared of people quickly in case of another tsunami. In addition, each beach chair and umbrella

renter, as well as every masseuse working on the beach, must register with Patong Municipality and obtain a license. Patong Municipality will allocate a zone for each to operate within, and the license will have to be renewed each year.

There are some difficulties controlling the problems at Patong Beach because the police cannot continually check the beach, and the operators move back each time after they check. Furthermore, there would be polices lecture the drivers on ethical behavior, too. Besides, Phuket Marine Office will set up restricted areas for riding jet-skis, and for loading and unloading them from trailers, in order to avert accidents.

Many plans and policies are added up to manage Patong beach. Most plans are aim at beautifying and sustaining Patong beach tourism. The Thai government and other related organizations collaborate together to achieve these plans by using the decentralization. More strict rules are applied to control all stakeholders however; it needs continually control and needs collaboration from all parties.

2) Tourism development strategies of Karon Municipality

Karon's Mayor's determined the vision to develop the Karon community, and said that the development should not only satisfy the communities needs but also that of consecutive tourism development as follows: maintenance of street, bridge and trail, increase superstructure, improve traffic control, and also facilitate Karon's community (Karon Magazine, 2005b). The traffic system and the beaches should be developed to facilitate and to increase the revenues to the Karon's community.

Furthermore, the Mayor stated that Karon is one of the important tourism destinations in Phuket, it comprises of a beautiful environment therefore the main policy is not to do things that destroy the natural resources but that will cooperate to develop and maintain the environment. The municipality has 2 projects, to build Bangla Dam and to improve Karon's landscape. The improvement of the landscape is aimed at restoring and developing the tourism destination and is not destroying the environment. The Mayor believes that if Karon was developed, it will enhance the quality of life and will increase revenues to the community. Besides

the development of tourism and traffic systems, the municipality should not ignore the Tsunami's evacuation plan to protect lives and properties.

2.4 Concepts and theories relevant to Environmental Impacts from Tourism

2.4.1 Relationship between tourism and the environment

The tourism sector relies on the management of natural environment more than most industries. The connection between tourism and the state of environment is one of interdependence (Tisdell, 1998). Environment comprises all the natural and cultural surroundings of people. The close relationship of tourism and the environment are classified into three aspects, which are many features of the physical environment are attractions for tourists, tourist facilities and infrastructure constitute one aspect of the built environment and tourism development and tourist use of an area generate environmental impacts (Inskeep, 1991).

Cooper et al (1998) concluded the relationship between tourism and environment that the environment, whether it is natural or artificial, is the most fundamental ingredient of the tourism product. However, as soon as tourism activity takes place, the environment is inevitably changed or modified either to facilitate tourism or during the tourism process.

Tisdell (1939) mentioned that tourism based on the attractiveness of natural resources can be an important source of foreign income earnings and may provide incentive to countries to encourage nature conservation. It should be recognized that, while tourism can help to promote nature conservation, unless adequately controlled or regulated it can lead to the destruction of nature. Overcrowding by humans, buildings and other man-made works associated with tourism can lead to the destruction or deterioration of a natural resource that is a drawcard for tourists.

Newsome et al (2002) argued that with the increasing numbers in natural area tourism and the increasing of people visiting and continually degraded natural world there is much scope for negative impact. However, it is important to realize that not all tourism has the potential to cause problems. Indeed there are many examples of sustainable tourism operations and positive impact occurring. Degraded and disturbed areas are repaired; nature reserves created and national

parks expanded as a result of actual and anticipated interests in natural area tourism. However, impacts do occur in complex and variable degree of impact depending on the situation. Impact significance can depend on the type and source of impact, environmental sensitivity, other cumulative pressures and the effectiveness of management.

2.4.2 Environmental impacts associated with tourism

The environmental impacts associated with tourism development can also be considered in terms of their direct, indirect and induced effects. The impacts can be positive or negative. It is not possible to develop tourism without incurring environmental impacts, but it is possible, with correct planning, to manage tourism development in order to minimize the negative impacts (Cooper et al, 1998).

The United Nations (2003) mentioned the positive side of environmental impacts associated with tourism that parks and nature preservation may be created and ecological preservation supports as a necessity for nature based tourism. The improvement of waste management can be achieved and it increases in awareness and concern for the environment can result from nature-based tourism activities and development.

Cooper et al (1998) supported that tourism creates the preservation and restoration of ancient sites and historical buildings. Also, the tourism enhances the creation of national parks and the protection of beaches, and the maintenance of forest. On the other hand, Cooper et al (1998) also mentioned about the negative side of environmental impacts associated with tourism that the negative sides of both natural and built environments are the hunting and fishing has obvious impacts on the wildlife environment. The sand dunes can be damaged and eroded by over-use and the vegetation can be destroyed by walkers. The construction of tourism superstructure utilizes real estate and may detract from the aesthetics and the improper disposal of litter can detract from the aesthetic quality of the environment and harm wildlife.

Cook et al (2001) said that obviously, the development of infrastructure and superstructure necessary for tourism will have an impact on the environment of an area. An increase in the number of people using an area's resources is likely to have a detrimental impact on the environment. This impact may simply be annoying, such as increased traffic or crowded sites.

The impact may be severe enough to cause harm to a fragile natural area. Air pollution can become a problem with the increase level of vehicle traffic in an area, along with other activities that cause air-quality problems. In addition to air pollution, noise pollution is becoming a new problem in many communities.

Ward (1997) identified the main concerns regarding negative impacts on the environment in many part of the world as follows: Tourism causes pollution of the sea through extra sewage, chemicals and water sports. It may cause the excessive demands on resources for light, heat and water. It may destruct the wildlife habitats. It may increase of the litter on the beaches and erode of coastlines and footpaths. It may cause traffic congestion, overcrowding, transport noise and inappropriate development, etc.

Tourism may creates negative changes in the physical integrity of the area, the rapid development and overcrowding can forever change the physical environment and ecosystem of the area, and degradation of parks, preserves and other attractions such as beaches may occur through over-use and poor management (The United Nations, 2003).

Coltman (1989) summarized the environmental costs of tourism that it increases levels of general congestion and pollution and the costs of controlling them. It affects to the changes in the natural environment and ecological balance. It lessens the environment's natural attraction and even the loss of wilderness areas and it results costs of creating new conservation or other environmental enhancement areas and costs of taking retroactive measures, if it is not too late, to preserve historic and cultural site.

2.5 Concepts and theories relevant to destination stakeholders

2.5.1 Definition of the destination stakeholders

Cooper et al (1998) defined the term stakeholders that the stakeholders comprise of different groups of people in a tourism destination. A truly sustainable destination will recognize that it must be satisfy all of its stakeholders in the long term. In every destination there are several stakeholders which have a wide range of both compatible and conflicting interests. The stakeholders are classified into a group as the following:

1) **Indigenous people** are the most important stakeholders as they live and work at the destination and provide the local resources to visitors. It is therefore important to consider to involve the local community in decision-taking and to ensure that tourism does not bring unacceptable impacts upon the local people and their home.

2) **Tourists** are looking for a satisfying experience, through properly segmented and developed products. They seek a high quality of service and a well- managed and organized destination.

3) **The tourism industry** is to a large extent responsible for the existing development of tourism and seeks adequate return on investment. The industry can be thought of as polarizing between global and niche players. The global players tend to be multinational, well-resourced with capital, expertise and power. Often they have limited interest and commitment to destinations. Niche players are traditionally small, family-based enterprises lacking capital, expertise, qualified human resources and influence at the destination.

4) **The public sector** sees tourism as a means to increase incomes, stimulate regional development and generate employment. The public sector is an important stakeholder, often taking a leadership or coordinating role.

5) There is also a range of **other stakeholders** which includes pressure groups, chambers of commerce and other power brokers within the local, regional or national community.

2.5.2 Concepts and theories relevant to stakeholders' role in tourism development

Krippendorf (1999) proposed the concept of a balanced tourism development that it presupposes strict adherence to a hierarchy of objectives; the objectives of the first level-the interests of the host population and travelers- must be given priority over the objectives of the other levels. Over the interests of the various professional groups, efforts must be made on this first level to co-ordinate the needs of the locals and tourists and to plan development in such away as to make the result useful for both parties. These are various needs and interests of three levels as follows:

1) **First level** is the aims and wishes of those who are directly involved in tourism and have a vested interest in it. There are two sides to this: on the one is the host area and their population in the preservation of their cultural heritage and the environment while at the same time using the possibilities of tourism for economic and social advancement. On the other side is the interest of generating areas and their population in changing the scene, in discovering and exploring.

2) **Second level** is the aims and interests of people, enterprises and institutions who are professionally interested in the tourist system and in the tourist area itself. On this level also go the intermediaries, who act between supply and demand, such as travel agencies, tourist organizations and the like. Finally, those enterprises whose income does not remain in the destination area such as manufacturers and suppliers of leisure and others.

3) **Third level** is the interest of person and group who appear only occasionally and accidentally in the tourist system- real estate dealers and promoters, who only occasionally do business in the tourist trade.

Thailand promoted the role of local authorities, rather than the central government alone, to manage resources and the environment. Provincial environmental management action plans are now being prepared annually. The legal framework for local community participation in resource control and environmental management has been strengthened with the establishment of the local district councils as legal entities. In many cases, local communities have cooperated with NGOs to enhance their resource and environmental management capabilities. Aside from preparation of environmental assessment, public hearings have been introduced for all major investment projects to ensure greater transparency in decision-making (Office of Environmental Policy and Planning, 1994).

Tourism development process stresses the role of community as foundation must be constructed if it is to achieve, the results proponents suggest are important to society. Individual living in communities that choose tourism as an economic generator become part of that destination's attraction, whether they want to be or not. What makes a tourism destination attractive in many cases is the unique culture and lifestyle of the people living in the area (Newsome et al, 2002).

McIntosh et al (1995) mentioned about the concept of share responsibility to tourism development that all questions related to the nature and extent of tourism development must be supported by the community at large. This means that whatever direction tourism development takes in a community, region, or country, it must have the support of the majority citizens who are affected by it. This means very simply that the perceived benefits from tourism must be seen to outweigh the total costs (economic, cultural, social, and environmental) associated with it.

McIntosh et al (1995) also proposed an operational allocation of responsibility that remains true to the democratic model and concept of resident responsive tourism as shows in Table 2.2.

Table 2.2 Sustainable Development in Tourism: A Possible Allocation of Responsibility

Level/Organization	Responsibilities
Host community/region	Defining the tourism philosophy and vision for the community/region
	Establishing social, physical, and cultural carrying capacity for the host community/region
Destination management/ community organization	Coordination of implementation of community sustainable development plan for tourism
	Monitoring of levels and impact of tourism in the community/region
Individual tourism firms and operators	Fair contribution to implementation of sustainable development plan for tourism
Host community/region	Encouragement/acceptance of tourism within parameters of sustainable development plan
Visitors/tourists	Acceptance of responsibility for minimal self education with respect to values of host region
	Acceptance and observance of terms and conditions of host community sustainable development plan for tourism

Source: McIntosh et al (1995)

The ESCAP Intergovernmental Meeting on Tourism Development recommended that for sustainable tourism development, countries in the region should give more attention to planning, coordination and monitoring by government agencies and should create awareness in the mass media, with the general public and with international tourist about protecting and preserving the environment (ESCAP, 1996).

Mill (1985) mentioned the reasons for public sector involvement in tourism that the public sector should be involved in tourism, with several reasons. The first are politic reasons. Tourism by its nature involves travel across national boundaries. Government must get involved in terms of policies relating to the procedures regarding the entry and exit of travelers and nationals. The encouragement of tourism can be used for politic purpose, as a means of furthering international relations between two countries. The second are environmental reason; Tourism sells things as the scenery, history, and cultural heritage of a region. One of the dangers of tourism is that in attempting to make the national environment more acceptable to a foreign market, the true nature of that environment, physical or cultural, may be lost. The last are economic reason. Tourism is an export industry. In order to maximize economic advantages to the host country, the government must get involved.

There are many benefits from private and public sectors involvement to tourism. Conlin and Baum (1995) stated the five major benefits of private and public sector co-operation that it reduces antagonism because they bring all stakeholders together to make key strategic decisions, policies, which are decided upon, meet significantly less controversy and opposition. The second is avoiding duplication because all of the various tourism industry stakeholder organizations (e.g. hotels, restaurants, attractions etc.) are ideally represented on the board of directors for the tourism authority, channels of communication between these organizations are enhanced. The third benefit is combined areas of expertise. The key benefits from bringing together private and public partners are the creation of a powerful expertise. The private sector brings a sound understanding of market and customer needs, while the public sector is best suited for matters such as guiding infrastructure development and ensuring that economic benefits to the country as a whole are maximized. The forth is increasing in funding potential. The reduction in duplication of effort among tourism stakeholders ensures that existing resources will be spent more effectively and as the private sector gains a voice in how money is spent to benefit their tourism industry, it will be more willing to contribute taxes. The last, it creates a win/win situation. Both parties win through more effective investment. The private sector wins through more profits and public sector wins through increased tax revenue and stronger economy.

Krippendorf (1999) argued that the local population must play the leading role in the struggle for control over the means of production- land, labour and capital. In order to reduce the gaps between travelers and locals, the following two principles must be taken into account. The luxury character of tourism, for instance tourist facilities must be reduced. Possibilities for more simplicity without loss of quality are to be investigated and priority must be given to investment and facilities which equally benefit travelers and locals and can be used by both sides, such as infrastructure and leisure facilities.

Successful tourism development needs the stakeholders' cooperation. The tourists also have important roles to sustain the tourism. If ecological sustainable tourism is to become a reality, it will require efforts by all the players in the tourism arena, attracting with the tourists. Tourists have responsibilities and must be educated as to their obligations and responsibilities to contribute to socially and environmentally responsible tourism. Tourists must first be brought into the process as clients for the tourist destination and second as person co-responsible for maintaining the destination (McIntosh et al, 1995).

The stakeholders or the beach stakeholders, for this research, mean the host community and the private sector. The researcher classifies a group of the host community and the private sector from a group of tourists because the research needs to compare the results between the tourists and the beach stakeholders.

2.6 Related Research

Suttinun and Aisuwan (2002) studied the effects of tourism development on the quality of life and the community in Patong sub-district, Phuket Province. It was found that Phuket was transformed from a tin mining town into a tourist town. Patong was rapidly transformed from a small rural town into a bustling urban city. Patong residents earned more incomes and enjoyed conveniences due to complete infrastructure, but they had to face with pollution, drugs, urban city and water shortage problems, which resulted from an intense use of resources and lack of discipline of certain entrepreneurs. Although positive effects of tourism development and promotion outweighed negative effects, it was time that Patong residents and all stakeholders were aware of the effects of development and jointly helped to make Patong a sustainable tourist town.

Chaisawat et al (2003) studied the potential of Phuket to be developed as a world class destination with sustainability. It was founded that to achieve sustainable tourism development, the implementation, evaluation and control of development plans are also very important. The implementation organizations, local government organizations, were evaluated in terms of resource allocation to support sustainable development. Phuket has an average compatibility with the objectives of sustainable development and must be improved. The accommodation survey confirmed economic and social benefits from tourism in terms of creating of direct and indirect jobs to local man power, the positive trend to environmental management, cultural promotion activities, more access to information technology, but not to provide equally opportunities to vulnerable groups. The evaluation of resource allocation of local governments, it indicated that a lot of funds were spent on purchasing equipment and construction works. The activities relating to develop skills and competencies of local people and activities to strengthen community were received low priority in funding.

Group of resort and hotel in Patong (2004) did survey about tourists' satisfaction on Patong beach. There are more than 1,000 tourists responding to this survey. This is the 3rd survey during November 2003 to February 2004 conducted by 8 resorts; Novotel Coralia, Horizon Beach, Patong Merlin Resort, Merlin Beach Resort, Holiday Inn Resort Phuket, Burasari Resort, Phuket Grande Tropicana Hotel and Impiana Phuket Cabana Resort . They asked their guests to fill in this survey about Patong Beach. The purpose of this survey is to know what do tourists like or dislike about Patong Beach (See Appendix E).

It was clearly identify that almost of tourists like Patong due to the friendliness of people, shopping and variety entertainment, beach and atmosphere of leisure holiday. However, this survey pointed out problems and things the tourists dislike. These problems were occurred more than 3 years before and have no changed at all. The problems are as following:

1. Street vendors are not friendliness.
2. Tuk-tuk and taxi driver ask for excessive fare.
3. Low quality of water and dirty beach.

Jujinda (2002) studied the International Tourists' Opinion on Tourism Promotion Factors at Kata, Karon and Patong Beaches. It was founded that

1. Most of tourists' opinion towards accommodation, transportation, natural resources, service, safety, service providers, souvenir, restaurants and overall satisfaction were between fair and good level.

2. There were strong correlations between tourists' sexes, ages, marital status, birthplaces, and education. Occupations, income, length of stay, times of visit, channel that make the tourists know Phuket and the level of tourists' opinion at the statistical significance level of 0.05.

3. The most outstanding problem was traffic situation that need to be more control by the government and the surface of the road that need to be improved immediately. Moreover, there must be more campaign on Thai culture practices and expression.

Wongpanta (2001) studied the potential assessment of ecotourism development in Hua-Hin District, Prachuap Khiri Khan Province. The results showed that the potential of ecotourism in Hua-hin district in promotion the value of culture, historical places, and natural attractions was high. However, the samples valued the Hua-Hin's beaches and seawater, the accessibility, and the safety at a moderate level. There was a need to develop the carrying capacity relying on the external factors, the Tourism Authority of Thailand (Cha-am branch) and the local organization. Those were clubs, educational sectors, private sectors, and travel agencies. Those factors should promote eco-tourism through words of mouth advertisement in order to increase the amount of tourists. In addition, the local community should involve in tourism planning. More education and the cooperation among government, private sectors and local community are also needed. It was suggested that eco-tourism in Hua-Hin should emphasis on peacefulness and environment of the coastline.

Tangtrakul (1990) studied about tourists' satisfaction towards physical environment of Hua-Hin beach. It founded that the physical environment of Hua-Hin is in warning stage. The environmental components lacked of standard and out of control to capability and quality of physical environment, both natural and mad-made tourism. However, almost of tourists is satisfied Hua-Hin physical environment while the difference of age, education, marital status, occupation, place of living and experience on the beaches make them having different satisfaction.

CHAPTER 3

METHODOLOGY

This research is aimed at studying “Development of Phuket Beaches for Sustainable Tourism: A Case study of Patong, Kata and Karon” The research methodology is as the followings:

3.1 Sample Selection

3.1.1 Population

The Population was divided into three groups of respondents. The first group is potential respondents who are tourists that visit Patong, Kata and Karon. The group of tourists is divided into 2 groups: (1) group of international tourists and (2) group of domestic tourists. The second group is the beach stakeholder which is divided into 2 groups: (1) group of local community and (2) group of business providers. The third group is the authority which is divided into 2 groups: (1) Patong municipality officers and (2) Karon municipality officers.

3.1.2 Sample

The researcher determined sample size from total guest arrivals at Patong, Kata and Karon beach by Tourism Authority of Thailand statistic, Year 2004 as follow:

Table 3.1 Guest Arrivals at Patong, Kata and Karon (TAT, 2004)

The Beach	Tourists (person) Year 2004	Percent
Patong		
- Domestic tourists	196,610	9.00
- International tourists	986,159	45.17
Total Arrivals	1,182,769	54.17
Karon		
- Domestic tourists	77,996	3.57
- International tourists	559,970	25.65
Total Arrivals	637,966	29.22
Kata		
- Domestic tourists	61,848	2.83
- International tourists	300,936	13.78
Total Arrivals	362,784	16.61
Total	2,183,519	100.00

3.1.3 Sampling Method

The researcher has used multi-stage sampling to calculate a sample size of target group from the total number of tourists who visit a particular beach. After that, the researcher used the Yamane formula (1973) to identify appropriate total tourists in each beach. This formula is reliable to 95% and less than 5% deviation factor.

$$n = N / [1 + Ne^2]$$

e = Deviation of sampling

N = Size of population

n = Size of sampling

Formulation $n = 2,183,519 / [1 + 2,183,519 (0.05)^2]$

$n = 399.926$

Therefore, the sampling size is 400 samples.

The First group, the researcher uses probability sampling and cluster sampling by divided into three sample groups; tourists who visit Patong, Kata and Karon Beach.

From 400 samples, the researcher divides sampling size in each beach by ratio of tourists as follows:

Table 3.2 Total sampling sizes of international and domestic tourists, classified by beaches (Patong, Kata, Karon)

The Beach	Tourists (person) Year 2004	Sampling sizes
Patong		
- Domestic tourists	196,610	40
- International tourists	986,159	175
Total Arrivals	1,182,769	215
Karon		
- Domestic tourists	77,996	30*
- International tourists	559,970	85
Total Arrivals	637,966	115
Kata		
- Domestic tourists	61,848	30*
- International tourists	300,936	40
Total Arrivals	362,784	70
Total	2,183,519	400

Remark: * Adjusted for “Least sample size” group

The second group is the beach stakeholders which are divided into 2 groups as follows:

- (1) Residents (one family represent to a resident)
- (2) people who do business on/around the beach (one business represent to a people)

In **Patong municipality area**, there are totally 3,350 families and 271 businesses are in the following table:

Table 3.3 Total communities and businesses in Patong area

Street	Type of businesses			
	Foods & Beverages businesses		Other businesses	
	Registered businesses	Unregistered businesses	Registered businesses	Unregistered businesses
Taweewong (faced with Patong Beach)	51 (41.18%)	71 (58.82%)	80 (66.25%)	69 (33.75%)
Total	122 (45%)		149 (55%)	
	271			

Source: Patong Municipality office

From this table, the researcher selects populations on Taweewong Street only because it faced to Patong beach, so these people seems to know the situation on the beach better than others. The researcher calculates the actual number of all businesses on Taweewong Street which is 271 businesses, comprising of 122 foods & beverages businesses and 149 for others.

Karon municipality area covers both Kata and Karon beach. There are totally 3,873 families and 311 businesses (See Appendix F).

Therefore, total businesses in Patong, Kata and Karon are $271 + 311 = 582$ businesses, total families are $3,350 + 3,873 = 7,223$.

Then the researcher uses Yamane formula (1973) to identify appropriate total businesses' sample as follows:

$$n = N / [1 + Ne^2]$$

e = Deviation of sampling

N = Size of population

n = Size of sampling

Formulation

$$n = 582 / [1 + 582 (0.05)^2]$$

$$n = 236$$

Therefore, the sampling size is 236 samples.

From 236 samples, the researcher computes by the ratio of businesses in the following table:

Table 3.4 Ratio of businesses sampling size

Municipality	Total businesses	Sampling size	Actual Sample*
Patong	271	110	30
Kata	311	63	30
Karon		63	30
Total	582	236	90

Remark: * Due to time limitation, the researcher reduced the sample to the least sample size of 30 businesses per beach.

The researcher also uses Yamane formula (1973) to identify appropriate total communities' sample as follows:

$$n = N / [1 + Ne^2]$$

e = Deviation of sampling

N = Size of population

n = Size of sampling

Formulation

$$n = 7,223 / [1 + 7,223 (0.05)^2]$$

$$n = 379$$

Therefore, the sampling size is 379 samples.

From 379 samples, the researcher computes by the ratio of communities in the following table:

Table 3.4 Ratio of communities sampling size

Municipality	Total communities	Sampling size	Actual Sample*
Patong	3,350	175	148
Kata	3,873	102	71
Karon		102	71
Total	7,223	379	290

Remark: * Due to time limitation, the researcher reduced the sample but it is sufficient for the purposes of statistical research

The third group is government officer those are Patong municipality officers and Karon municipality officers. The researcher will use direct interview as a tool to ask an officer who responds to tourism activities on a particular beach.

3.2 Research Design

Firstly, the researcher defined required information and study principle, theory and related researches and literatures which relevant to sustainable tourism development and the tourism management on the beach. After that, the researcher collected secondary data and study general information of the beach management from the authorities; Patong and Karon municipality. After collected and reviewed secondary data, the researcher surveyed the beach destination and designed question lists for municipality officers, first. Then the researcher did pre-test the question lists with the authority and revised and tested again. After

collected data from municipality officers, the researcher applied the results of municipality officers to questionnaires for tourists and the beach stakeholders (communities and businesses). Then, the researcher corrected details and content validity of all questions and pre-test questionnaires to international tourists, domestic tourists, communities and businesses, and revised and tested again. After that, distribution all questionnaires to respondents on Patong, Kata and Karon beach and collected all primary data and analyzed.

3.3 Research Instrument

1) The questionnaire, which was designed according to sustainable tourism theories and sustainable tourism indicator book issued by World Tourism Organization. There are 3 types of questionnaire to study tourists' opinions, the beach stakeholders' opinions and the authorities' opinions on the beach tourism management. There are 4 types of question, which are dichotomous (2choices), multiple choices, open-ended and rating.

The questionnaires that used to analyze this research were adapted from the questionnaire model of a guidebook: Indicators of Sustainable Development for Tourism Destination by WTO. There were including of exit questionnaires used for visitors and another was local questionnaire model. The exit questionnaires undertaken in several destinations in a number of countries and are designed to quantify and clarify the components of visitor satisfaction.

The model of local or resident questionnaire is designed to provide information on the attitudes and concerns of the community with respect to the key issues from their perspective. The questions are generally structures as statements with which the respondent can agree or disagree. A five point scale is used, from strongly agree, to agree, neutral, disagree to strongly disagree. Indicators are used to determine the level of engagement and understanding of sustainable tourism practices by operators as well as the implementation of these in their operations. Results can feed back into the awareness building process and inform on opportunities to improve communication systems (WTO, 2004).

The questionnaires are used in this research were adjust to fit with Patong, Kata and Karon beaches. Therefore, the major questions concerned to the environmental management on

the beach; cleanliness, sea quality, noise, congestion, garbage management, etc. However, to be out for sustainability it had some questions about local culture and economic as well.

The questionnaire for tourists was divided into 3 parts

Part 1: The beach experience

Part 2: Tourists' opinion to tourism management on the beach

Part 3: Personal Information

The questionnaire for the beach stakeholders was divided into 3 parts as follows:

Part 1: The opinion to tourism components and environmental management on the beach.

Part 2: The opinion to the beach tourism impact on community

Part3: Personal Information

2) The questions for interviewing were designed according to sustainable tourism theories and Guide for Local Authorities on developing sustainable tourism issued by World Tourism Organization. The researcher interviewed the municipality officers whose have responsibility or concern with the beach tourism management. The questions are about the opinion to develop the beach for sustainable tourism.

3.4 Data Collection

The researcher uses cross-sectional approach for collecting data which is September- October, 2005. The questionnaires were used for asking 400 tourists; classified into 300 samples for international tourists and 100 samples for domestic tourists. The others 380 questionnaires were used for asking the beach stakeholders; classified into 290 samples for local communities and 90 samples for businesses providers on the beach.

The questionnaires were handed out to tourists on Patong, Kata and Karon beach during 10 a.m. to 6 p.m. everyday. Potential tourists' respondents were asked for sure that they were tourists and stayed at least one night on a particular beach. All questionnaires were filled in by tourists themselves and the average time of answering questions was approximately 10 -15 minutes per one sample.

The questionnaires were also handed out to the beach stakeholders on Patong, Kata and Karon beach during 10 a.m. to 6 p.m. everyday. Questionnaires for businesses providers were handed out to them at their work place and potential communities' respondents were asked for sure that they did not business providers on or around the beach. Each respondent spent approximately 10 minutes for answering questions.

3.4.1 Primary Data

- 1) Questionnaires distributed to international and domestic tourists who visit Patong, Kata and Karon beach.
- 2) Questionnaires distributed to the beach stakeholders on Patong, Kata and Karon beach.
- 3) Questions for interviewing authorities who take part of the beach tourism management.

The questions were asking for opinions to tourism components on the beach as follows; Landscape management, Basic structure, Accessibility, Convenience of communication, Transportation and Destination facilities (Food & Beverage, Shopping, Safety and Security), Attitudes of tourists and Tourists' opinions. Furthermore, asking for opinion to problems and obstacles of environmental management on the beach and suggestions and recommendations for sustainable tourism development on the beach

3.4.2 Secondary Data

The researcher studied already planned physical development of destination facilities from (1) Patong Municipality and (2) Karon Municipality and studied from others sources as the followings:

- Tourism Authority of Thailand (TAT): General information and Statistic of tourist arrival in Phuket (2005), Tourism Marketing Plan 2005
- Related research
- Text Books

- Articles and Journal
- Local Newspaper
- Internet
- Etc.

3.5 Data Analysis

The data was analyzed by using SPSS program version 13 as a tool. There was sample frequency analysis that showed basic features of data collection in every variable. The manual tabulation analysis was used for variable of open-ended questions, for instance; suggestion and recommendations, to obtain essential information. Furthermore, the hypothesis testing was analyzed by using the t-test and one-way ANOVA to measure the differences of opinions to tourism management on the beach between international and domestic tourists and between communities and businesses. The results from direct interview municipality officers were analyzed by using content analysis.

CHAPTER 4 RESULT

4.1 Introduction

This research is a quantitative study. There are three types of questionnaires. The first is questionnaires for analyzing the community and businesses' opinions towards the beach management and the beach tourism impacts to local communities. The second is questionnaires for analyzing tourists' opinions to tourism management on the beach and the third is questions to interview the municipality officers. The study was analyzed by using SPSS program version 13 and the direct interview 20 municipality officers will be presented by conclusion.

4.2 Research finding

4.2.1 Local communities and businesses

There were 380 questionnaires used to analyze local communities and businesses (See Appendix G), collected from sample group of Patong, Kata and Karon, from September 15 to October 15, 2005 as shown on the table below:

Table 4.1 Total sampling size of communities and businesses' sample group

Area	Sampling size			
	Number		Percent	
	Communiti es	Businesses	Communiti es	Businesses
Patong	148	30	52	33.33
Kata	71	30	24	33.33
Karon	71	30	24	33.33
Total	290	90	100	100

4.2.1.1 Characteristic of sample group

The purpose of these questions was to examine the basic information of individual sample group in order to analyze the relationship between characteristic of people and opinion to the beach management and the beach tourism impact in Patong, Kata and Karon beaches.

Sample group divided equally between male and female as showed in table 4.2, most sample group, around 70% were teenagers to Middle Ages who were between 20 and 40 years old. There was no sample group of business people whose age was over 60 years. Half of sample group were Phuket residents whereas a half were non-Phuket residents and 70% were from southern part of Thailand. However, out of the 70% there were about 50% of them were Phuket residents and the others 20% came from other Southern provinces. The majority of communities and businesses' sample group lived in Phuket for less than 10 years.

Most communities' sample group, 30% had Bachelor degree whereas businesses' sample group, 35% had diploma.

For occupation, most communities' sample group, around 35% were hired and employed whereas businesses' sample group, around 30% had private businesses.

The majority of them had monthly income from 5,000 -15,000 Baht.

Table 4.2 Percentage distribution of personal characteristic, comparison between communities and businesses' sample group (3 beaches combined)

	Characteristic Com.* Biz* Total		Characteristic Com.* Biz* Total
Gender		Education	
	100.00		100.00
	100.00		100.00
	100.00		100.00
Male		Junior high School	
	50.34		15.60
	50.00		26.67
	50.17		21.14
Female		High School	
	49.66		27.22
	50.00		22.22
	49.83		24.72
Age		Diploma	
	100.00		25.20
	100.00		34.45
	100.00		29.83
< 20 years		Bachelor Degree	
	2.78		30.81
	4.48		15.55
	3.63		23.18
20- 40 years		Graduate Degree	
	66.83		1.17
	80.96		1.11
	73.90		1.14
41 -60 years		Occupation	
	23.59		100.00
	14.56		100.00

	19.07		100.00
> 60 years		Hired/ Employed	
	6.80		35.62
-			17.78
	3.40		26.70
Hometown		Private Business	
	100.00		18.35
	100.00		31.11
	100.00		24.73
Phuket		Vendor	
	40.97		18.83
	47.78		14.44
	44.37		16.64
Other provinces		Student	
	59.03		5.31
	52.22		1.12
	55.63		3.21
Region		Street Vendor	
	100.00		3.24
	100.00		14.44
	100.00		8.84
- Northern		Company Worker	
	2.56		1.60
	5.56		1.11
	4.05		1.36
- Central		Tuk-tuk/ taxi driver	
	9.42		6.77
	6.67		17.78
	8.05		12.28
- North Eastern		Government Officer	
	16.35		7.72
	12.22	-	
	14.29		3.85
- Eastern		Others	
	2.33		2.56
	1.11		2.22
	1.72		2.39

	Monthly Income (Baht)	
- Western	0.68	100.00
	2.22	100.00
	1.45	100.00
- Southern	< 5,000	
	68.66	8.23
	72.22	4.56
	70.44	6.40
Period of living in Phuket	5,001-10,000	
	100.00	34.87
	100.00	36.98
	100.00	35.93
< 10 years	10,001-15,000	
	44.62	32.96
	28.05	34.60
	36.34	33.80
10 - 20 years	15,001-20,000	
	14.36	11.40
	19.35	6.82
	16.85	9.12
21 - 30 years	20,001-25,000	
	15.45	6.08
	16.74	4.43
	16.10	5.26
31 - 40 years	25,001-30,000	
	17.60	2.79
	30.30	1.11
	23.95	1.97
41 - 50 years	30,001-35,000	
	6.57	1.15
	5.56	4.60
	6.06	2.88
>50 years	35,001-40,000	
	1.40	0.23
	-	1.15
	0.70	0.69
	40,001-45,000	
		0.23

	1.15
	0.69
45,001-50,000	1.38
-	0.69
>50,000	0.68
	4.60
	2.30

Remark: Com.* indicates local communities of Patong, Kata and Karon

Biz* indicates businesses in Patong, Kata and Karon

“Bold numbers” indicate the highest percent within the group

Considering individual community and business, there were some differences between them as shows in table 4.3 below.

Period of living in Phuket for each community was in line, the majority of respondents lived in Phuket for less than 10 years. There were some different periods of living in Phuket of each business as 40% of Karon businesses lived in Phuket 31-40 years, Patong business lived for 10-20 years and Kata businesses lived in Phuket for less than 10 years, respectively.

Kata and Karon respondents had similar education characteristic, most communities had Bachelor degree and most businesses had Junior high school while Patong were exclusive. Most Patong communities had high school and businesses had diploma.

However, if considering individual group of samples, the majority of Patong businesses' sample group had private businesses. Kata businesses were street vendors and Karon businesses were drivers.

Table 4.3 Percentage distribution of personal characteristic, comparison between communities and businesses' sample group, classified by beaches (Patong, Kata, Karon)

Characteristic	Patong		Kata		Karon	
	Com.*	Biz*	Com.*	Biz*	Com.*	Biz*
Gender	100.0 0	100.00	100.00	100.0 0	100.0 0	100.00
Male	42.57	46.67	61.97	43.33	46.48	60.00
Female	57.43	53.33	38.03	56.67	53.52	40.00
Age	100.0 0	100.00	100.00	100.0 0	100.0 0	100.00
< 20 years	4.11	3.45	1.41	3.33	2.82	6.67
20- 40 years	82.20	86.21	43.66	83.34	74.65	73.33
41 -60 years	13.01	10.34	38.03	13.33	19.71	20.00
> 60 years	0.68	-	16.90	-	2.82	-
Hometown	100.0 0	100.00	100.00	100.0 0	100.0 0	100.00
Phuket	24.32	33.33	46.48	50.00	52.11	60.00
Other provinces	75.68	66.67	53.52	50.00	47.89	40.00
Region	100.0 0	100.00	100.00	100.0 0	100.0 0	100.00
- Northern	2.03	3.33	4.23	13.33	1.41	-
- Central	14.19	6.67	5.63	6.66	8.45	6.67
- North Eastern	22.30	20.00	18.31	13.33	8.45	3.33
- Eastern	1.34	-	2.82	3.33	2.82	-
- Western	2.03	3.33	-	3.33	-	-
- Southern	58.11	66.67	69.01	60.00	78.87	90.00
Period of living in Phuket	100.0 0	100.00	100.00	100.0 0	100.0 0	100.00
<10 years	58.78	24.14	45.07	46.67	30.00	13.33
10 - 20 years	18.92	41.38	8.45	6.67	15.71	10.00

21 - 30 years	9.46	6.89	18.31	16.67	18.57	26.67
31 - 40 years	8.78	27.59	18.31	23.32	25.71	40.00
41 - 50 years	2.71	-	9.86	6.67	7.14	10.00
>50 years	1.35	-	-	-	2.87	-

Remark: Com.* indicates local communities of Patong, Kata and Karon

Biz* indicates businesses in Patong, Kata and Karon

“Bold numbers” indicate the highest percent within the group

Table 4.3 (continued)

Characteristic	Patong		Kata		Karon	
	Com.*	Biz*	Com.*	Biz*	Com.*	Biz*
Education	100.00	100.00	100.00	100.00	100.00	100.00
Junior high School	17.24	10.00	14.09	33.33	15.49	36.67
High School	35.17	26.67	25.35	23.34	21.13	16.66
Diploma	22.07	40.00	28.17	26.67	25.35	36.67
Bachelor Degree	24.83	23.33	32.39	13.33	35.21	10.00
Graduate Degree	0.69	-	-	3.33	2.82	-
Occupation	100.00	100.00	100.00	100.00	100.00	100.00
Hired/ Employed	44.90	10.00	25.35	20.00	36.62	23.33
Private Business	17.01	66.67	16.90	16.67	21.12	10.00
Vendor	15.65	13.34	21.13	16.67	19.72	13.33
Student	7.48	3.33	5.63	-	2.82	-
Street Vendor	4.08	3.33	5.63	23.33	-	16.67
Company Worker	3.40	-	1.42	3.33	-	-
Driver (tuk-tuk, taxi, etc.)	3.40	-	8.45	16.67	8.45	36.67
Government Officer	2.04	-	14.08	-	7.04	-

Others	2.04	3.33	1.41	3.33	4.23	-
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Remark: Com.* indicates local communities of Patong, Kata and Karon

Biz* indicates businesses in Patong, Kata and Karon

“Bold numbers” indicate the highest percent within the group

Monthly income of communities, for sample group of Patong and Karon were similar, while Kata was exclusive as shows in figure 4.1. Most Patong and Karon communities had monthly income of around 5,000 - 10,000 Baht while most Kata communities had 10,001-15,000 Baht. However, businesses' sample group of Kata and Karon were similar as showed in figure 4.2 that 40 %of Kata and 50 %of Karon businesses' sample group had 10,001-15,000 Baht per month whereas the majority of Patong businesses' sample group had 5,000 - 10,000 Baht per month.

Figure 4.1 Percentage distribution of monthly income, comparison among three beach communities

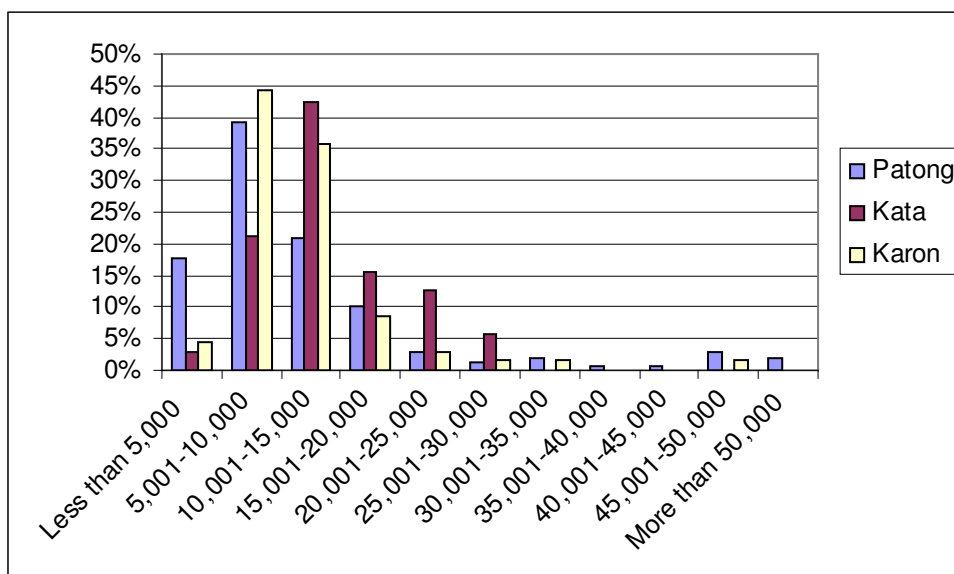
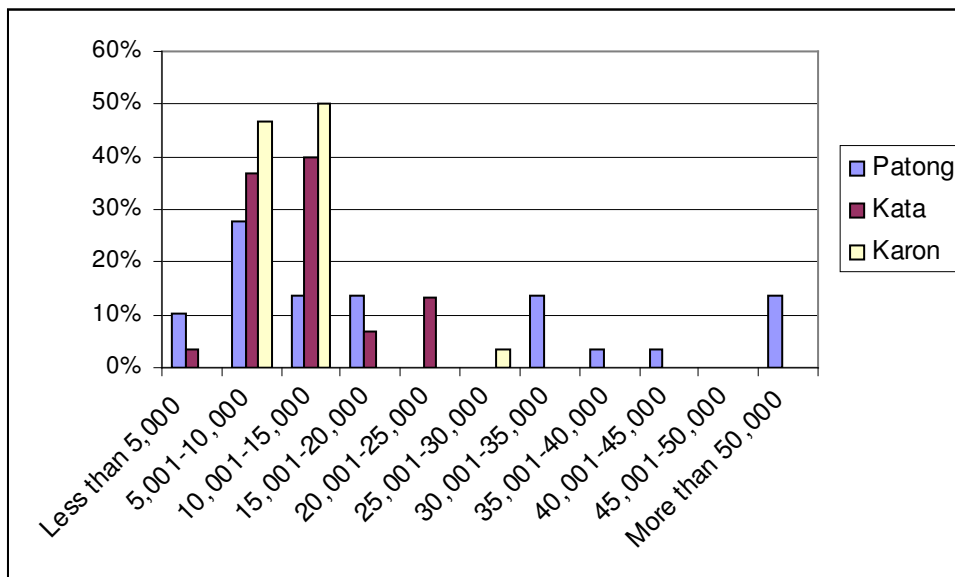


Figure 4.2 Percentage distribution of monthly income, comparison among three beach businesses



4.2.1.2 Opinions on the beach tourism management

Analyzing opinions of communities and businesses towards the beach tourism management, the questionnaire was divided into two parts, which are opinions to the beach tourism components and opinions to environmental management. However, opinions to tourism components (Table 4.4) were divided into 2 major issues which were land use plan emphasizing on physical beauty and basic structures.

1) Opinions on the beach tourism components

1.1) Land Use Plan

Land use plan was classified into four issues: Natural environment, parking lots, garbage cans position and landscape. All issues concerned with land use in terms of physical beauty, the results were fair to good as following: 50% of respondents thought natural environment and the beach's landscape were beautiful, parking lots and garbage can's position were fair. The results of these two sample groups were quite similar for all issues.

1.2) Basic structures

Basic structures were classified into four issues: entrance/exit to the beach, public telephone, electricity/water tap system and toilets/showers. Three of four issues were fair, 50 % of respondents thought entrance/exit to the beach and public telephone were fair and 40 % of them thought electricity and water tap system were fair. However, 30% of businesses thought toilets/showers were fair whereas, 40% of communities thought it was poor and fair.

Table 4.4 Percentage distribution of opinions on the beach tourism components, comparison between communities and businesses (3 beaches combined)

Attribute	Community	Business	Total
Environment	100.00	100.00	100.00
Very good	7.10	11.11	9.11
Good	51.01	51.11	51.06
Fair	38.94	33.33	36.13

Poor	2.05	4.45	3.25
Very poor	0.90	-	0.45
Parking Lots	100.00	100.00	100.00
Very good	1.63	2.22	1.92
Good	22.08	23.33	22.70
Fair	49.06	46.67	47.87
Poor	18.60	13.34	15.97
Very poor	8.63	14.44	11.54
Garbage can's position	100.00	100.00	100.00
Very good	3.19	1.11	2.15
Good	18.51	13.33	15.93
Fair	45.16	48.89	47.02
Poor	28.39	31.11	29.75
Very poor	4.75	5.56	5.15
Landscape	100.00	100.00	100.00
Very good	7.34	6.67	7.00
Good	43.84	43.33	43.59
Fair	38.46	40.00	39.23
Poor	8.54	10.00	9.27
Very Poor	1.82	-	0.91

Remark: “**Bold numbers**” indicate the highest percent within the group

Table 4.4(continued)

Attribute	Communit y	Business	Total
Entrance / Exit to the beach	100.00	100.00	100.00
Very good	2.97	5.56	4.26
Good	25.14	27.78	26.46
Fair	44.80	47.77	46.29
Poor	24.82	16.67	20.74

Very poor	2.27	2.22	2.25
Public Telephone	100.00	100.00	100.00
Very good	1.82	1.11	1.46
Good	20.82	27.78	24.30
Fair	48.73	51.11	49.92
Poor	25.44	18.89	22.17
Very poor	3.19	1.11	2.15
Electricity / Water tap system	100.00	100.00	100.00
Very good	2.99	2.22	2.60
Good	25.18	34.44	29.81
Fair	42.97	35.56	39.27
Poor	19.81	21.11	20.46
Very poor	9.05	6.67	7.86
Toilets/ Showers	100.00	100.00	100.00
Very good	1.15	5.56	3.35
Good	6.50	45.56	26.03
Fair	38.04	33.32	35.68
Poor	38.22	15.56	26.89
Very Poor	16.09	-	8.05

Remark: “**Bold numbers**” indicate the highest percent within the group

Considering individual issue of land use plan (Table 4.5), sample groups in all areas thought the beach had very good natural environment and landscape, especially Kata beach since there was no respondent ticked on poor or very poor. These are the influence from Tsunami made the water clearer and the sand was brighter. However, Kata and Karon beach had better environment than Patong and there was no respondents thought it was very poor. Most of Kata and Karon communities and

businesses' sample groups, 50-60 % thought parking lots were fair whereas most of Patong communities thought it was fair and poor. Sample group of businesses were obviously thought parking lots were very poor. There were messy car rentals, parked along Patong beach hence there were not ample parking lots. Garbage can's position around Kata and Karon beach were fair whereas Patong were fair and poor.

Table 4.5 Percentage distribution of opinions on land use plan (physical beauty), comparison between communities and businesses, classified by beaches (Patong, Kata, Karon)

Attribute	Patong		Kata		Karon	
	Communi-ty	Busine-ss	Communi-ty	Busi-ness	Communi-ty	Busine-ss
Environment	100.00	100.00	100.00	100.00	100.00	100.00
Very good	12.84	23.33	-	-	8.45	10.00
Good	44.59	26.67	49.30	56.67	59.15	70.00
Fair	35.14	36.67	50.70	43.33	30.99	20.00
Poor	4.73	13.33	-	-	1.41	-
Very poor	2.70	-	-	-	-	-
Parking Lots	100.00	100.00	100.00	100.00	100.00	100.00
Very good	2.03	3.33	-	-	2.82	3.33
Good	15.54	10.00	30.99	30.00	19.72	30.00
Fair	33.11	16.67	59.15	63.33	54.93	60.00
Poor	29.05	26.67	9.86	6.67	16.90	6.67
Very poor	20.27	43.33	-	-	5.63	-
Garbage can's position	100.00	100.00	100.00	100.00	100.00	100.00
Very good	6.76	3.33	-	-	2.82	-
Good	18.92	10.00	15.49	6.67	21.13	23.33
Fair	27.03	36.67	56.34	56.66	52.10	53.34
Poor	34.45	33.33	28.17	36.67	22.54	23.33
Very poor	12.84	16.67	-	-	1.41	-
Landscaping	100.00	100.00	100.00	100.00	100.00	100.00
Very good	12.16	13.33	-	-	9.86	6.67
Good	37.16	36.67	52.11	50.00	42.25	43.33
Fair	36.49	33.33	38.03	36.67	40.85	50.00
Poor	10.14	16.67	9.86	13.33	5.63	-
Very Poor	4.05	-	-	-	1.41	-

Remark: “**Bold numbers**” indicate the highest percent within the group

Opinions to basic structures on Patong, Kata and Karon beach (Table4.6) were the entrance and exit to the beach was fair for all beaches. Public telephones were also fair of all areas from 40-50% since there were sufficient public telephones provided.

The quality of electricity and water tap system in each area was differences. On Kata beach, 50% of communities and businesses thought it was fair similar to Karon. The results of Patong spread about between fair to very poor. There were problems of electricity and water tap system in Patong. Furthermore, it looked untidy and unpleasant. The majority of respondents on Kata and Karon thought that toilets and showers were fair to poor, whereas on Patong beach, 40-50 % of respondents thought they were very poor.

Table 4.6 Percentage distribution of opinions on basic structures, comparison between communities and businesses, classified by beaches (Patong, Kata, Karon)

Attribute	Patong		Kata		Karon	
	Community	Business	Community	Business	Community	Business
Entrance/Exit to the beach	100.00	100.00	100.00	100.00	100.00	100.00
Very good	6.08	16.67	-	-	2.82	-
Good	31.76	26.66	21.13	23.34	22.54	33.33
Fair	35.80	36.67	50.70	63.33	47.88	43.34
Poor	20.95	16.67	28.17	13.33	25.35	20.00
Very poor	5.41	3.33	-	-	1.41	3.33
Public Telephone	100.00	100.00	100.00	100.00	100.00	100.00
Very good	4.05	-	-	-	1.41	3.33
Good	21.62	23.33	18.31	26.67	22.54	33.33
Fair	40.54	43.34	49.30	56.66	56.33	53.34
Poor	27.03	30.00	32.39	16.67	16.90	10.00
Very poor	6.76	3.33	-	-	2.82	-
Electricity / Water tap system	100.00	100.00	100.00	100.00	100.00	100.00
Very good	4.73	3.33	-	-	4.23	3.33
Good	12.16	13.33	19.72	20.00	43.66	70.00
Fair	31.76	30.00	52.11	50.00	45.06	26.67
Poor	27.03	33.34	28.17	30.00	4.23	-
Very poor	24.32	20.00	-	-	2.82	-
Toilets/ Showers	100.00	100.00	100.00	100.00	100.00	100.00
Very good	2.03	-	1.41	-	-	-
Good	5.41	-	5.63	6.66	8.45	10.00
Fair	15.54	20.00	49.30	46.67	49.30	70.00
Poor	35.81	33.33	42.25	46.67	36.62	20.00
Very Poor	41.21	46.67	1.41	-	5.63	-

Remark: “**Bold numbers**” indicate the highest percent within the group

2) Opinions on the beach environmental management

Almost of communities and businesses’ sample groups thought environmental management were fair to good. There were 50% of respondents thought environment were clean at fair level and around 40% thought the beaches had attractive environment.

Garbage management on the beach and in the sea of all beaches was fair and seemed to be well managed. According to sample groups thought the garbage management in the sea was fair to good so they also thought that the sea quality was fair and tended to good especially, the sea quality of Kata beach. Most respondents thought the beaches were not crowded around 80% since the data collections took place during September to October which was an off-peak season. However, on November and December will be a peak season so it will be a little crowded on Kata and Karon beach and more crowded on Patong beach.

The maintenance of buildings and maintenance of the beaches were fair, however the differences were maintenance of the beach were better than the buildings around the beach. The airs of all beaches were very fresh and pure since the beach was not crowded at that moment. Besides, there was not noises interrupted them on the beach. The amount of beach trees as well as the beach activities was fair. Most sample group thought the beach activities were not destroyed natural environment.

Table 4.7 Percentage distribution of opinions on environmental management, comparison between communities and businesses (3 beaches combined)

	Attribute Community Business Total	Attribute Community Business Total
Cleanliness		Sea Quality
	100.00	100.00
	100.00	100.00
	100.00	100.00
Very good		Very good
	7.79	5.26
	6.67	3.33
	7.23	4.29
Good		Good
	39.99	35.66
	35.56	42.22
	37.77	38.94
Fair		Fair
	45.83	49.85
	53.34	43.33
	49.58	46.59
Poor		Poor
	5.26	9.01
	4.43	11.11
	4.86	10.06
Very poor		Very Poor
	1.13	0.22
-	-	-
	0.56	0.11

		Congestion	
Attractiveness			100.00
		100.00	100.00
		100.00	100.00
		100.00	
Very good		Very good	7.77
			4.44
			6.10
Good		Good	36.91
			38.89
			37.90
Fair		Fair	43.85
			44.45
			44.15
Poor		Poor	10.79
			8.89
			9.84
Very poor		Very Poor	0.68
			3.33
			2.01
		Maintenance of buildings	
Garbage Management on the beach			100.00
			100.00
			100.00
Very good		Very good	3.21
			2.22
			2.71
		Good	
			16.88

			18.89
Good			17.88
	25.91		
	33.33	Fair	
	29.62		54.26
			55.56
Fair			54.92
	52.97		
	44.44	Poor	
	48.70		23.15
			21.11
Poor			22.13
	13.59		
	13.00	Very Poor	
	13.47		2.50
			2.22
			2.36
Very poor			
	0.90		
	2.22	Maintenance of the beach	
	1.56		100.00
			100.00
			100.00
Garbage management in the sea			
	100.00	Very good	
	100.00		5.26
	100.00		6.67
			5.96
Very good			
	5.48	Good	
	3.33		32.85
	4.40		25.56
			29.21
Good			
	27.60	Fair	
	41.11		49.20
	34.36		52.22
			50.71
Fair			
	48.76	Poor	
	37.78		11.79
	43.27		12.22
			12.00

Poor	16.58	Very Poor	
	16.66		0.90
	16.62		3.33
			2.12
Very Poor	1.58		
	1.11	Remark: “Bold numbers”	
	1.35	indicate the highest percent	
		within the group	

Table 4.7 (continued)

	Attribute Community Business Total	
Air		100.00
		100.00
		100.00
Very good		22.48
		27.78
		25.13
Good		43.82
		41.11
		42.46
Fair		24.93
		23.33
		24.13
Poor		7.64

		7.78
		7.71
Very Poor		1.13
	-	0.57
Noise		100.00
		100.00
		100.00
Very good		12.97
		18.89
		15.93
Good		40.22
		35.56
		37.89
Fair		31.72
		31.11
		31.41
Poor		13.74
		12.22
		12.98
Very Poor		1.35
		2.22
		1.79
Beach Trees		100.00
		100.00

		100.00
Very good		3.68
		4.45
		4.06
Good		22.08
		25.56
		23.82
Fair		53.10
		55.56
		54.33
Poor		18.44
		14.43
		16.44
Very Poor		2.70
	-	1.35
Beach activities towards environment		100.00
		100.00
		100.00
Very good		8.39
	-	4.20
Good		27.51
		28.89
		28.20

Fair	49.96
	57.78
	53.87
Poor	13.01
	10.00
	11.50
Very Poor	1.13
	3.33
	2.23

Remark: “**Bold numbers**” indicate the highest percent within the group

Considering individual issue about environmental management from communities and businesses’ opinions (Table 4.8) were as follows:

Karon was the cleanest beach among these three beaches. Karon beach was different from the other two beaches as most sample group thought Karon had very clean environment. Patong and Kata had fair environment in terms of cleanliness however, Kata beach had cleaner environment than Patong since 35-40% of Kata sample group thought the environment were clean and around 20-30 %of Patong sample

group thought Patong environment were clean. All beaches had good attractive environment.

Garbage management on the beach was fair for all beaches; however Karon businesses' sample group thought it was good. For garbage management in the sea, most communities thought it was fair, whereas businesses thought differently due to Patong and Karon businesses' sample group thought it was well managed. However, the overall garbage management on Kata and Karon beach was better than Patong because there was no respondents thought the garbage management on Kata and Karon was very poor. The garbage management on Patong beach was less effective management that might because there were much more people on Patong beach.

The sea quality was related to garbage management in the sea therefore, most sample group of Patong and Kata thought the sea was fair to good while sample group of Karon thought Karon beach had good sea quality.

After the Tsunami, the water in Patong bay was tested by researchers from the Pollution Control Department (PCD). The water seemed to be the clearest it had been in years, the bacteria detected in Patong had fallen from about 1,000 before the Tsunami to just two after it. The water quality samplings were also rated of one to five stars, the ratings would be based on such factors as the amount of garbage, heavy metal and levels of bacteria. Before, the Tsunami, Patong beach received a three star rating. For Patong beach, the samplings will take place six times a year, twice during high season and four times in low season. In addition, they would have billboard to show water quality sampling results and providing the public tips on how to protect the beach. They work hard to raise public awareness especially among children about the need to maintain good water quality at beaches. Part of the effort includes increasing the frequency of water quality sampling at selected beaches around the country. The monitoring program is being expanded from 14 beaches nationwide in 2002 - 2004 to double that number this year. From

2006, 80 beaches will be in the program and she believed that these will encourage more tourists to visit the beach.

The result of the beach congestion was similar to the results of clean environment and the sea quality. For those two issues on Patong and Kata, they were fair and Karon beach was good. Therefore, the congestion issue, Patong and Kata had fair congestion on the beach while Karon beach was not crowded (Good). As the results of cleanliness of environment, sea quality and congestion were in line as showed in table 4.8, it implied that there was lesser amount of tourists visited Karon beach since during times of data collection Karon was under construction to improve its landscape so it made the beach was not crowded, sea quality and environment were cleaner than other two beaches.

Maintenance of buildings around the beach and maintenance of the beach, most sample group thought they were fair.

Sample group in Patong and Kata thought the air was good to very good however Kata beach was better than Patong. The majority of Karon sample group thought the air was good to very good around 80%. The results of noise on each beach was differences, sample group of Patong beach was rated all attributes approximately 20% from very good to poor. However, the results tended to be positive therefore, it implied that the sample group was not interrupted by noise on Patong beach. Besides, most sample group on Kata beach up to 80-90% thought that it was fair to good, whereas Karon beach sample group around 80-90% thought it was good to very good.

Kata had plentiful beach trees. Most sample group thought amount of beach trees were fair to good up to 90% on Karon beach, up to 80 %on Kata beach and 60 %of sample group on Patong beach. Most sample group thought the beach activities were not destroyed environment. Therefore, the results were between fair to good. However, the best result was Karon beach, secondly was Kata beach and thirdly was Patong beach; up to 90% of Karon sample group, up to 80% of Kata sample group

and up to 70% of Patong sample group thought beach activities were fair to very good. It implied that overall activities were not destroyed environment. Kata and Karon's beach activities had better results than Patong. There were some respondents thought beach activities on Patong were very poor. Nevertheless, the results were depended upon amount of beach activities on the beach since Patong beach contained of alternatives beach activities than other two beaches.

The overall results implied that Kata and Karon environmental management on the beach was in the middle between very good, fair and poor. There were two obvious issues that sample group thought they were very good; quality of air and they were not interrupted by noise. Patong beach, the results were dispersing to all attributes. Patong sample group ticked on very poor up to 10% but they ticked on very good up to 20%. However, the majority of results were positive hence Patong also had good environmental management.

In summary, the overall environmental management on Patong, Kata and Karon beach was fair to good, whereas Karon was being the best environmental management. Nevertheless, the results were variable to many factors such as the popularity of tourists' destination, amount of tourists, beach activities as well as participation of all concerned: authorities, tourists, communities and businesses, etc.

Table 4.8 Percentage distribution of opinions on environmental management, comparison between communities and businesses, classified by beaches (Patong, Kata, Karon)

Attribute	Patong		Kata		Karon	
	Community	Business	Community	Business	Community	Business
Cleanlines	100.00	100.00	100.00	100.00	100.00	100.00
Very good	13.51	6.67	-	-	9.86	13.33
Good	27.02	16.66	35.21	40.00	57.75	50.00
Fair	45.95	66.67	60.56	56.67	30.98	36.67
Poor	10.14	10.00	4.23	3.33	1.41	-
Very poor	3.38	-	-	-	-	-
Attractiveness	100.00	100.00	100.00	100.00	100.00	100.00
Very good	19.59	16.67	-	-	5.63	10.00
Good	37.16	36.66	45.07	36.67	47.89	53.33
Fair	35.14	30.00	47.89	60.00	45.07	36.67
Poor	6.08	10.00	7.04	3.33	1.41	-
Very poor	2.03	6.67	-	-	-	-
Garbage Management on the beach	100.00	100.00	100.00	100.00	100.00	100.00
Very good	12.84	3.33	-	-	7.04	16.67
good	27.03	30.00	22.54	23.33	28.17	46.66
Fair	39.19	43.33	66.20	60.00	53.52	30.00
Poor	18.24	16.67	11.26	16.67	11.27	6.67
Very poor	2.7	6.67	-	-	-	-
Garbage Management in the sea	100.00	100.00	100.00	100.00	100.00	100.00
Very good	10.81	3.33	-	-	5.63	6.67
Good	23.65	36.67	23.94	30.00	35.21	56.67

Fair	37.84	23.34	56.34	56.67	52.12	33.33
Poor	22.97	33.33	19.72	13.33	7.04	3.33
Very Poor	4.73	3.33	-	-	-	-

Remark: “**Bold numbers**” indicate the highest percent within the group

Table 4.8 (continued)

Attribute	Patong		Kata		Karon	
	Community	Business	Community	Business	Community	Business
Sea Quality	100.00	100.00	100.00	100.00	100.00	100.00
Very good	10.13	10.00	-	-	5.63	-
Good	35.14	33.33	25.35	33.33	46.48	60.00
Fair	43.92	40.00	60.57	50.00	45.07	40.00
Poor	10.13	16.67	14.08	16.67	2.82	-
Very Poor	0.68	-	-	-	-	-
Congestion	100.00	100.00	100.00	100.00	100.00	100.00
Very good	14.86	6.67	-	3.33	8.45	3.33
Good	29.05	23.33	33.81	26.67	47.89	66.67
Fair	37.17	50.00	52.11	53.33	42.25	30.00
Poor	16.89	10.00	14.08	16.67	1.41	-
Very Poor	2.03	10.00	-	-	-	-
Maintenance of buildings	100.00	100.00	100.00	100.00	100.00	100.00
Very good	5.41	3.33	-	-	4.23	3.33
Good	18.24	13.33	14.08	16.67	18.31	26.67
Fair	47.30	46.67	66.20	60.00	49.30	60.00
Poor	22.97	30.00	19.72	23.33	26.75	10.00
Very poor	6.08	6.67	-	-	1.41	-
Maintenance of the beach	100.00	100.00	100.00	100.00	100.00	100.00
Very good	10.14	6.67	-	-	5.63	13.33
Good	33.78	13.33	26.76	33.33	38.03	30.00
Fair	40.54	43.33	57.75	60.00	49.30	53.34
Poor	12.84	26.67	15.49	6.67	7.04	3.33
Very poor	2.70	10.00	-	-	-	-

Total	100.00	100.00	100.00	100.00	100.00	100.00
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Remark: “**Bold numbers**” indicate the highest percent within the group

Table 4.8 (continued)

Attribute	Patong		Kata		Karon	
	Community	Business	Community	Business	Community	Business
Air	100.00	100.00	100.00	100.00	100.00	100.00
Very good	20.95	26.67	4.23	3.33	42.25	53.33
Good	38.51	30.00	50.70	56.67	42.25	36.67
Fair	29.73	26.67	35.21	33.33	9.87	10.00
Poor	7.43	16.66	9.86	6.67	5.63	-
Very poor	3.38	-	-	-	-	-
Noise	100.00	100.00	100.00	100.00	100.00	100.00
Very good	12.16	20.00	1.41	3.33	25.35	33.33
Good	27.70	20.00	54.93	40.00	38.03	46.67
Fair	31.77	30.00	33.80	46.67	29.58	16.67
Poor	24.32	23.33	9.86	10.00	7.04	3.33
Very Poor	4.05	6.67	-	-	-	-
Beach Trees	100.00	100.00	100.00	100.00	100.00	100.00
Very good	5.41	6.67	-	6.67	5.63	-
Good	15.54	16.67	28.17	30.00	22.54	30.00
Fair	46.62	46.66	54.93	53.33	57.75	66.67
Poor	24.32	30.00	16.90	10.00	14.08	3.33
Very Poor	8.11	-	-	-	-	-
Beach activities towards environment	100.00	100.00	100.00	100.00	100.00	100.00
Very good	20.95	-	-	-	4.23	-

Good	30.41	26.67	23.94	23.33	28.17	36.67
Fair	35.81	43.33	54.93	66.67	59.15	63.33
Poor	9.46	20.00	21.13	10.00	8.45	-
Very Poor	3.37	10.00	-	-	-	-

Remark: “**Bold numbers**” indicate the highest percent within the group

The comparison of opinions on the beach management between communities and businesses were also analyzed by mean analysis as follows:

The data was analyzed in an individual opinion. It was divided into three major issues concerned with the beach tourism management; land use plan (physical beauty), basic structure and environmental management. The researcher used the method of interpretation, referred in Silpajaru (2004) as follows:

Score 4.50 - 5.00 points = Very Good

Score 3.50 - 4.49 points = Good

Score 2.50 - 3.49 points = Fair

Score 1.50 - 2.49 points = Poor

Score 1.00 - 1.49 points = Very poor

Table 4.9, most communities and businesses’ sample group thought the beach management was fair; the means ranged from 2.87 to 3.34. Both sample groups had similar opinions to all issues. From three major issues, environmental management was the most satisfied and basic structures were the least satisfied. In addition, among all land use plan, most respondents thought natural environment were the best however they also concerned about environment as showed in table 4.15 (Environment was the most concern issue for local community). Toilets and showers were the only one basic structure which was poor, it also in the line with the result in table 4.4 (Communities

thought toilets and showers were poor). The other basic structures had similar results at fair level.

Three best results of environmental management were quality of air, they were not interrupted by noise and environment was attractive, while the others were fair. The five least satisfied which had scores less than 3.30, was the plentiful of beach trees, beach activities toward environment, garbage management in the sea, maintenance of the beach and buildings, and garbage management in the sea. The results implied that there was lots of garbage with ineffective maintenance. There were not sufficient beach trees and some beach activities destroyed the beauty of the beach while some made loud noise such as jet-ski. All problems affected the beach's scenery. Some activities which destroyed environment should be inspected by authority, set up suitable zones for using beach activities since people had various desires.

Table 4.9 Mean of opinions on the beach management, comparison between communities and businesses (3 beaches combined)

Factors	Community		Business		Total	
	Mean	Category	Mean	Category	Mean	Category
Land Use Plan	3.20	Fair	3.17	Fair	3.18	Fair
- Natural Environment	3.52	Good	3.69	Good	3.60	Good
- Parking lots	2.89	Fair	2.85	Fair	2.87	Fair
- Landscape	3.42	Fair	3.42	Fair	3.42	Fair
- Garbage can's position	2.87	Fair	2.73	Fair	2.80	Fair
Basic Structure	2.84	Fair	2.89	Fair	2.87	Fair
- Entrance/Exit to the beach	3.02	Fair	3.00	Fair	3.01	Fair
- Public telephone	2.93	Fair	3.09	Fair	3.01	Fair
- Electricity/water tap	2.93	Fair	3.05	Fair		Fair

system					2.99	
- Toilets/Showers	2.38	Fair	2.44	Fair	2.41	Fair
Overall Environment	3.34	Fair	3.35	Fair	3.34	Fair
- Fresh/Pure air	3.79	Good	3.89	Good	3.84	Good
- Noise	3.50	Good	3.57	Good	3.53	Good
- Attractive environment	3.54	Good	3.51	Good	3.52	Good
- Clean environment	3.48	Fair	3.45	Fair	3.46	Fair
- Sea quality	3.37	Fair	3.40	Fair	3.38	Fair
- Congestion	3.40	Fair	3.32	Fair	3.36	Fair
- Garbage Management on the beach	3.24	Fair	3.29	Fair	3.26	Fair
- Maintenance of the beach	3.30	Fair	3.20	Fair	3.25	Fair
- Garbage Management in the sea	3.19	Fair	3.29	Fair	3.24	Fair
- Beach activities to environment	3.29	Fair	3.12	Fair	20	Fair
- Plentiful of trees	3.06	Fair	3.20	Fair	3.13	Fair
- Maintenance of buildings	2.95	Fair	3.02	Fair	2.98	Fair

Table 4.10 shows that all three major factors; land use plan, basic structure and overall environment, were rated by Patong and Kata communities as higher level than businesses sample group, in contrast with Karon results. However, the most beautiful land use plan and best basic structures was Karon beach, the second was Kata beach. In addition, Karon beach had the best environment as well. Though, Karon was the most satisfied basic structure but most Karon communities thought that basic structures were not enough and it was the most concerned issue as showed in table 4.16 while other

communities (Patong and Kata) concerned with ineffective garbage management.

Considering individual factors, starting from land use plan, parking lots on Patong beach were poor because they were always reserved by car rental, tuk-tuk and taxi drivers along the street since they were not orderly in suitable zone. Therefore, there were not ample parking spaces for communities and businesses. Kata and Karon sample group thought garbage management was the least satisfied land use plan. For basic structure, sample group in every beach gave toilets and showers at the lowest scores however Kata and Karon sample group was quite satisfied them but Patong was obviously thought toilets and showers were poor. The overall environment on Patong beach, the maintenance of buildings and amount of beach trees were the least satisfied.

Table 4.10 Mean of opinions on the beach management, comparison between communities and businesses, classified by beaches

Factors	Patong				Kata				Karon			
	Community		Business		Community		Business		Community		Business	
	Mean	Category	Mean	Category	Mean	Category	Mean	Category	Mean	Category	Mean	Category
Land Use Plan	3.06	Fair	2.90	Fair	3.21	Fair	3.18	Fair	3.32	Fair	3.44	Fair
Natural Environment	3.32	Fair	3.60	Good	3.49	Fair	3.57	Good	3.75	Good	3.90	Good
Parking lots	2.50	Fair	2.03	Fair	3.21	Fair	3.23	Fair	2.97	Fair	3.30	Fair
Landscape	3.43	Fair	3.47	Fair	3.28	Fair	3.23	Fair	3.54	Good	3.57	Good
Garbage can's position	2.72	Fair	2.50	Fair	2.87	Fair	2.70	Fair	3.01	Fair	3.00	Fair
Basic Structure	2.59	Fair	2.47	Fair	2.93	Fair	2.93	Fair	3.01	Fair	3.26	Fair
Entrance/Exit to the beach	3.12	Fair	2.83	Fair	2.93	Fair	3.10	Fair	3.00	Fair	3.07	Fair
Public telephone	2.89	Fair	2.87	Fair	2.86	Fair	3.10	Fair	3.03	Fair	3.30	Fair
Electricity/water tap system	2.46	Fair	2.47	Fair	2.92	Fair	2.90	Fair	3.42	Fair	3.77	Good
Toilets/showers	1.91	Fair	1.83	Fair	2.63	Fair	2.60	Fair	2.61	Fair	2.90	Fair
Overall Environment	3.32	Fair	3.14	Fair	3.19	Fair	3.24	Fair	3.51	Good	3.68	Good
Clean environment	3.37	Fair	3.20	Fair	3.31	Fair	3.37	Fair	3.76	Good	3.77	Good
Attractive environment	3.66	Good	3.47	Fair	3.38	Fair	3.33	Fair	3.58	Good	3.73	Good
Garbage management on the beach	3.29	Fair	3.07	Fair	3.11	Fair	3.07	Fair	3.31	Fair	3.73	Good
Garbage management in the sea	3.13	Fair	3.03	Fair	3.04	Fair	3.17	Fair	3.39	Fair	3.67	Good
Sea quality	3.44	Fair	3.43	Fair	3.11	Fair	3.17	Fair	3.55	Good	3.60	Good
Congestion	3.38	Fair	3.07	Fair	3.20	Fair	3.17	Fair	3.63	Good	3.73	Good
Maintenance of buildings	2.94	Fair	2.90	Fair	2.94	Fair	2.93	Fair	2.97	Fair	3.23	Fair
Maintenance of the beach	3.36	Fair	2.80	Fair	3.11	Fair	3.27	Fair	3.42	Fair	3.53	Good
Fresh/Pure air	3.66	Good	3.67	Good	3.49	Fair	3.57	Good	4.21	Good	4.43	Good
Noise	3.20	Fair	3.23	Fair	3.48	Fair	3.37	Fair	3.82	Good	4.10	Good
Plentiful of trees	2.86	Fair	3.00	Fair	3.11	Fair	3.33	Fair	3.20	Fair	3.27	Fair
Beach activities to environment	3.56	Fair	2.87	Fair	3.03	Fair	3.13	Fair	3.28	Fair	3.37	Fair

4.2.1.3 The beach tourism impacts

The beach tourism impacts were classified into five issues: overall opinions to the beach management, benefits from the beach tourism, the desire of more or less beach tourism and participation to environmental management and tourism plan.

The beach is one of the important tourism destination in Phuket, especially Patong, Kata and Karon. The beach tourism is a source of income for communities and businesses in the area. Therefore, most communities and businesses' sample group thought the overall beach tourism was fair to good around 80-90%. They got good benefits from the beach tourism, not only increase of income and employment but also infrastructures' improvement and bring prosperity to community, etc. As they have been got many good benefits from the beach tourism but after Tsunami, there were lesser amount of tourists visited the beach hence they faced with economic problems therefore the results showed that the majority of them wanted much more beach tourism up to 66% as shows in Table 4.11.

It was quite regrettable that their participations to environmental management and tourism plan were poor. As we know that core product of the beach tourism which could not be kept off is natural environment. If local communities and all concerned avoided joining in environmental management, at some day we will lose all our natural resources and the beach tourism will not be sustainable tourism. However, communities had a little more participation than businesses but actually businesses were closely to the beach more than local communities because they made a living there, it would be better if they acted as a representative of communities to look after and protect environment therefore it is important to increase environmental protection awareness and make them know the importance of tourism planning participation.

Table 4.11 Percentage distribution of opinions on the beach tourism impacts, comparison between communities and businesses (3 beaches combined)

Attribute	Community	Business	Total
Overall opinions on beach tourism	100.00	100.00	100.00
Very good	5.58	8.89	7.23
Good	51.55	53.33	52.44
Fair	39.67	34.45	37.06
Poor	2.52	2.22	2.37
Very poor	0.68	1.11	0.90
Benefits from the beach tourism	100.00	100.00	100.00
Very good	16.94	21.11	19.02
Good	44.35	51.11	47.73
Fair	34.61	25.56	30.09
Poor	3.42	2.22	2.82
Very poor	0.68	-	0.34
The desire of more or less beach tourism	100.00	100.00	100.00
Much more	66.52	65.55	66.04
More	27.01	27.78	27.40
Same	4.85	5.56	5.20
Less	1.62	1.11	1.36
Much less	-	-	-
Participation to Environmental Management	100.00	100.00	100.00
Very good	4.32	5.56	4.94
Good	12.52	10.00	11.26
Fair	41.34	33.33	37.33
Poor	34.14	43.33	38.74
Very Poor	7.68	7.78	7.73
Participation to Tourism Plan	100.00	100.00	100.00
Very good	2.48	1.11	1.80
Good	7.27	7.78	7.52
Fair	26.67	15.56	21.11

Poor	42.42	52.22	47.32
Very Poor	21.16	23.33	22.25

Remark: “**Bold numbers**” indicate the highest percent within the group

Table 4.12 shows the results of the mean analysis of the beach tourism impacts. It was in line with the results of table 4.11. It shows that the overall opinions on the beach management and benefits from the beach tourism were good. However, communities and businesses wanted much more tourism but they had fair participation to the environmental management and poor participation to tourism plan. However, communities had higher level of participation than businesses.

Table 4.12 Mean of opinions on the beach tourism impacts, comparison between communities and businesses (3 beaches combined)

Factors	Community		Business		Total	
	Mean	Category	Mean	Category	Mean	Category
Overall opinions on beach tourism	3.53	Good	3.67	Good	3.57	Good
Benefits from the beach tourism	3.68	Good	3.91	Good	3.73	Good
The desire of more or less beach tourism	4.56	Much more	4.58	Much more	4.57	Much more
Participation to Environmental Management	2.87	Fair	2.62	Fair	2.81	Fair
Participation to Tourism Plan	2.42	Poor	2.09	Poor	2.34	Poor

Considering individual opinion on the beach tourism impacts from communities and businesses on Patong, Kata and Karon (Table 4.13) are as the following:

Most sample groups thought overall opinions on beach tourism were fair to good around 90-100%. Kata and Karon sample group thought the beach tourism was good more than Patong. In fact, tourists visited Patong more than Kata and Karon so the environmental management on Patong beach might have more problems. Therefore, it implied to the results of overall opinions to Patong beach tourism. The benefits from the beach tourism in Kata and Karon were very good at 50-60%, whereas Patong thought the benefits were fair around 40%. Patong had many problems of infrastructures such as street, electricity, water tap system and others basic structures because there were lots of business providers around Patong beach as well as tourists since Patong is the most popular beach. According to high demands of beach tourism on Patong beach which did not go together with supply so they thought the benefits were fair. Most sample groups wanted much more beach tourism, 40-60% of Patong, 60-70% of Kata and 70-100% of Karon sample group wanted much more beach tourism.

Even though most sample groups wanted much more beach tourism but they had low level of participation to environmental management as well as tourism plan. As local communities and businesses had low participation to tourism environment and planning, the tourism destination will not sustain since communities ignored to protect and conserve its natural environment.

Patong communities and businesses had the highest degree of participation to environmental management, Kata was the second, and most sample groups' participation were fair, whereas Karon communities and businesses had lowest degree of participation to environmental management especially businesses, 100% had poor to very poor participation. The participation to tourism plan was in line with the environmental problems. Patong had the highest degree of participation while Karon had the lowest because of Patong had more problems in overall issues of the beach tourism than Karon and Kata hence it implied that the more problems, the more participation.

Table 4.13 Percentage distribution of opinions on the beach tourism impacts, comparison between communities and businesses, classified by beaches (Patong, Kata, Karon)

Attribute	Patong		Kata		Karon	
	Community	Business	Community	Business	Community	Business
Overall opinions on the beach tourism	100.00	100.00	100.00	100.00	100.00	100.00
Very good	4.05	-	2.82	-	9.86	26.67
Good	39.19	30.00	56.34	73.33	59.15	56.67
Fair	50.00	60.00	38.02	26.67	30.99	16.66
Poor	4.73	6.67	2.82	-	-	-
Very poor	2.03	3.33	-	-	-	-
Benefits from the beach tourism	100.00	100.00	100.00	100.00	100.00	100.00
Very good	14.19	20.00	9.86	10.00	26.76	33.33
Good	34.46	30.00	49.30	60.00	49.30	63.34
Fair	41.89	43.33	38.02	30.00	23.94	3.33
Poor	7.43	6.67	2.82	-	-	-
Very poor	2.03	-	-	-	-	-
The desire of more/less tourism	100.00	100.00	100.00	100.00	100.00	100.00
Much more	60.14	40.00	67.61	60.00	71.82	96.67
More	31.76	40.00	28.17	40.00	21.13	3.33
Same	6.07	16.67	4.22	-	4.23	-
Less	2.03	3.33	-	-	2.82	-
Much less	-	-	-	-	-	-

Remark: “**Bold numbers**” indicate the highest percent within the group

Table 4.13 (continued)

Attribute	Patong		Kata		Karon	
	Community	Business	Community	Business	Community	Business
Participation to Environmental Management	100.00	100.00	100.00	100.00	100.00	100.00
Very good	10.14	16.67	1.41	-	1.41	-
Good	27.70	23.33	1.41	6.67	8.45	-
Fair	47.97	40.00	53.52	53.33	22.53	6.67
Poor	9.46	16.67	36.62	40.00	56.34	73.33
Very Poor	4.73	3.33	7.04	-	11.27	20.00
Participation to Tourism Plan	100.00	100.00	100.00	100.00	100.00	100.00
Very good	7.43	3.33	-	-	-	-
Good	17.57	16.67	-	6.67	4.23	-
Fair	39.19	30.00	23.94	16.66	16.90	-
Poor	21.62	20.00	53.52	70.00	52.11	66.67
Very Poor	14.19	30.00	22.54	6.67	26.76	33.33

Remark: “**Bold numbers**” indicate the highest percent within the group

Table 4.14 shows the mean analysis of the beach tourism impacts on Patong, Kata and Karon beaches. Most respondents thought overall opinions and the benefits from the beach tourism were good. The majority wanted much more beach tourism. Karon communities and businesses had the poorest participation to environmental management and tourism plan. All results were in line with table 4.13.

In summary, most sample groups for all areas had low participations to environmental management and tourism plan. It implied that they had low environmental protection awareness and not yet perceives the importance of tourism planning participation.

Table 4.14 Mean of opinions on the beach tourism impacts, comparison between communities and businesses, classified by beaches (Patong, Kata, Karon)

Factors	Patong				Kata				Karon			
	Community		Business		Community		Business		Community		Business	
	Mean	Category	Mean	Category	Mean	Category	Mean	Category	Mean	Category	Mean	Category
Overall opinions to beach tourism	3.39	Good	3.17	Fair	3.59	Good	3.73	Good	3.79	Good	4.10	Good
Benefits from the beach tourism	3.51	Good	3.63	Good	3.66	Good	3.80	Good	4.03	Good	4.30	Good
The desire of more or less beach tourism	4.50	Much More	4.17	More	4.63	Much More	4.60	Much More	4.62	Much More	4.97	Much more
Participation to Environmental Management	3.29	Fair	3.33	Fair	2.54	Fair	2.67	Fair	2.32	Poor	1.87	Poor
Participation to Tourism Plan	2.82	Fair	2.37	Poor	2.01	Poor	2.23	Poor	1.99	Poor	1.67	Poor

From the results of participations to environmental management and tourism plan shows that most communities and businesses of all beaches had low degree of participations, which was an issue, should be concerned. However, the most concerned issues in their opinions (Table 4.15) are as follows:

The communities had higher degree of participation on environmental management (40% of them had fair participation). The majority of them were concerned of environmental protection, whereas the majority of businesses concerned with the lesser amount of tourists visited the beach since they suffered from economic problems after Tsunami. However, the majority percent of most concerned issue was the lesser amount of tourists because it affected to most people in communities due to the majority of people in Phuket relevant to tourism industry.

The second concern was ineffective garbage management and the third was the shortage of some basic infrastructures and improper infrastructures. The fourth was environmental concerned and the fifth was improper landscape because it was destroyed from Tsunami however, the landscapes were under construction to improve and beautify by a particular authority; Patong and Karon municipality. Nevertheless, within top five most concerned issues, there were three issues concerned with environment therefore it meant community and businesses perceived that environment were important to the beach tourism but they had low participation. There were some people still concerned about Tsunami and some worried about the return of Tsunami while some worried the safety to Tsunami warning system and the others were misinformation about Tsunami to tourists. The Tsunami, not only scared people in community, destroyed landscape and environment but also affected to economy since after the Tsunami there were more thieves around the beaches which was one of the most concerned issue. Too much car rentals and shortage of parking lots are still long time problem. In addition, as tourism grows,

there are more people joining in this industry as we saw an increasing number of restaurants and shops nearby the beach as well as street vendors. Therefore, there were crowded buildings and vendors' manner problems due to some vendors were impolite to tourists, they pull arms, attach very close to tourists or say impolite words to tourists, etc. Some communities concerned with the terrorism and also on the image of Phuket, they want to maintain traditional culture and unique custom of Phuket and they thought Phuket image should be emphasized as a natural environment tourism destination rather than entertainment tourism destination.

Table 4.15 Percentage distribution of most concerned issues to the beach tourism, comparison between communities and businesses (3 beaches combined)

The most concerned issue	Community	Business	Total
Amount of tourists	11.59	23.68	17.63
Ineffective Garbage Management	14.65	12.25	13.45
Lack of Basic infrastructure	13.77	7.14	10.45
Environmental concerned	14.99	4.32	9.65
Improper landscape	4.80	6.78	5.79
Return of Tsunami	6.99	3.44	5.21
Security to tourists' properties	3.92	5.87	4.89
Car rental	0.93	4.93	2.93
Authority/Budget	0.47	3.44	1.95
Safety of Tsunami warning system	-	3.44	1.72
Parking lots	0.93	2.30	1.61
Misinformation about Tsunami	0.47	1.15	0.81
Vendors' manner	0.47	1.15	0.81
Terrorism	1.40	-	0.70
Crowded buildings	0.47	-	0.23
Image of Phuket	0.47	-	0.23
None	23.68	20.11	21.94

Total	100.00	100.00	100.00
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Remark: “**Bold numbers**” indicate the highest percent within the group

Considering on Patong, Kata and Karon beach (Table 4.16), the most concerned issues were different among sample groups. Most businesses concerned with the lesser amount of tourists because it was direct effects to their income. Over 90% of sample groups were affected by loosing of tourists during its high season. Hotels and restaurants are starving for customers as occupancy rates plummeted from 90 in December to only 9 after the Tsunami (Gregory, 2005). The majority of Patong communities concerned with the return of Tsunami, they scared of Tsunami because Patong communities and businesses is not remote from front of the beach and Patong was one of four key travel destinations which were damaged from the Tsunami besides Phi Phi Island, Khao Lak and Kamala beach.

Kata communities concerned with an ineffective garbage management while Karon concerned with insufficient basic infrastructures. There was higher percent of communities concerned with environment than businesses; these results supported and in line with the participation of environmental management’s result as stated above. Some people in all areas concerned with an ineffective garbage management. There were some Kata and Karon respondents concerned with the shortage of infrastructures, whereas Patong hardly concerned with these. Some were concerned with improper landscape however; during these data collection was construction time to beautify and rehabilitate landscapes. Many businesses on Patong concerned with amount of car rentals and influential car rentals along the beach. These problems needed authority to order them.

Only Patong businesses concerned with safety of Tsunami warning system, it was linkage to the return of Tsunami which was the most concerned issue among them. They needed to restore morale and it would be better when the warning system

was attached successfully, the authority should inform local communities to understand the effectiveness of warning system to increase their confidence. However, at currently three existing Tsunami warning towers along Patong beach had been tested on December 2005, which saw around 200 people take part, in conjunction with the National Disaster Warning Center (NDWC) with others 15 operational Tsunami warning towers. The towers test and drill were expected to create more public confidence in the system. The others concern issues were stated in table 4.16 below.

Table 4.16 Percentage distribution of the most concerned issues on the beach tourism, comparison between communities and businesses, classified by beaches (Patong, Kata, Karon)

Issue	Patong		Kata		Karon	
	Com*	Biz*	Com*	Biz*	Com*	Biz*
Return of Tsunami	19.58	10.34	-	-	1.41	-
Environmental concerned	16.78	3.45	12.70	9.52	15.49	-
Amount of tourists	12.59	17.24	9.52	23.81	12.68	30.00
Ineffective Garbage Management	11.89	17.24	22.22	9.52	9.86	10.00
Lack of Basic infrastructure	9.09	-	11.11	4.76	21.12	16.67
Security to tourists' properties	6.99	-	4.77	14.29	-	3.33
Improper landscape	4.19	10.34	3.17	-	7.04	10.00
Terrorism	4.19	-	-	-	-	-
Take advantages from tourists	3.50	3.45	-	-	-	-

Parking lots	2.80	6.90	-	-	-	-
Car rental	2.80	14.79	-	-	-	-
Crowded buildings	1.40	-	-	-	-	-
Misinformation about Tsunami	1.40	3.45	-	-	-	-
Vendors' manner	1.40	3.45	-	-	-	-
Authority/Budget	1.40	10.34	-	-	-	-
Safety of warning system	-	10.34	-	-	-	-
Image of Phuket	-	-	-	-	1.41	-
None	-	-	36.51	38.10	30.99	30.00
Total	100.0	100.0	100.0	100.0	100.0	100.0
	0	0	0	0	0	0

Remark: Com.* indicates local communities of Patong, Kata and Karon

Biz* indicates businesses in Patong, Kata and Karon

“Bold numbers” indicate the highest percent within the group

Table 4.17 shows the suggestions and recommendations on the beach tourism (3 beaches combined). Even though toilets and showers did not the most concerned issue on the beach tourism (Table 4.15) but most people in communities thought toilets and showers should be urgent improved. Toilets and showers were hard to find or remote from the beach which did not convenient to facilitate tourists. In a particular beach had one to two points including charge of service and all were not clean and hygienic and toilets and showers on Patong beach were the poorest however, more toilets and showers will be built up to eight points as stated in beautification plan. For Kata and Karon was also improve its landscape including toilets and showers. However, it would be very good to disperse toilets and showers to many points to facilitate tourists all areas.

The garbage management was ineffective, although most people thought garbage cans' positions were fair, but up to

30% thought it was poor (Table 4.4) and it was shortage of garbage cans. Lots of garbage destroyed the landscapes however the most effective way was to encourage people to become aware of throwing garbage at right place and built ideology that it not only municipality task but also everyone who visited the beach.

Basic infrastructures, including of electricity, water tap system, streets, public telephones, etc., are the important factors to facilitate tourists especially tourism destination like Phuket. Though, communities and businesses accepted that they derived many good benefits from the beach tourism such as infrastructures' improvement however, there were lack of some basic infrastructures. Patong had many problems with the shortage of water and electricity as well as terrible street surface in front of the beach. Moreover, the traffic jammed always occurred on the street faced to the beach and difficult to find parking lots which was inconvenient to get to the beach and brought air pollution in this area. It might hard to extend the street in front of Patong beach because of area limitation, however if the authority order car rental, tuk-tuk and taxi in proper place and reconstruct streets' surface, the traffic will become uncomplicated. The street and parking lots in front of Kata beach were also narrow but it did not jammed since there were not many tourists like Patong and almost of tourists who visited Kata beach were international tourists who stayed nearby accommodations. The Tourism Authority of Thailand and the Phuket provincial authorities planed to redesign the road to ease traffic congestion in the busiest area. Car park and electric rail system will also be built to service tourists who want to travel around Patong area.

Kata and Karon sample group worried about safety and security to tourists during nighttime since it lacked of lights along the beach. Patong respondents were also worry about safety and security of tourists. Therefore, the authority should

consider beach guard for facilitating tourists in every beach and provided more lights on Kata and Karon beach for safety reason.

According to most people concerned with the lesser amount of tourists so they wanted the authority to increase public relation to tourists. Actually, after Tsunami there were fewer tourists visited Phuket beach while many organizations that responded to promote tourism such as Tourism Authority of Thailand tried to promote and pull back tourists to visit Andaman. They launched many campaign to attract tourists such as special packages, tourism exhibition inbound and outbound. For example, Phuket governor visited Japan to promote Phuket as safe holiday destination and verified that Phuket's tsunami warning system was operational and ready to protect tourists.

From interviewing with Patong businesses, they thought amount of tourists were lesser than previous year, whereas businesses on Kata beach thought the situations were similar to previous year, they did not think it was different, whereas there were lesser tourists on Karon beach because of the constructions. The result from table 4.12 shows that the majority of them wanted much more beach tourism. The promotions were an effective way that influenced the returning of tourists however, it should cooperate with all concerned including communities and businesses who are host. The ways Thai host reacted to tourists, hospitality and service mind were also important to sustain the return of tourists. There were lots of shops and restaurants nearby the beach and some vendors were impolite to tourists when selling items, whereas some take advantage of tourists by charging high price or lure for money. The authority should inspect and must have training the right manner and order vendors and street vendors.

The landscape was relevant to the beauty of the beach. After Tsunami, every beach improved its landscapes and was under construction therefore there was some construction materials nearby entrance and exit to the beach and unpleasant.

However, after finished it would be more beautiful, in order and clean. In addition, communities and businesses commented that sun deck should be in the same color. Moreover, the beautification plan would be fewer beach chairs to reduce overcrowding and the chairs would be arranged into groups at least 40 meters apart to enable evacuation. The other important component was environment, which all parts should cooperate to improve, conserve and protect environment.

Table 4.17 Percentage distribution of suggestions & recommendations on the beach tourism, comparison between communities and businesses (3 beaches combined)

Suggestions & Recommendations	Communit y	Business	Total
Toilets / Showers	17.87	16.75	17.31
Garbage Management	14.06	19.44	16.75
Electricity/Water Tap system	10.84	15.06	12.95
Parking lots	9.17	8.05	8.61
Public Relation	3.06	10.68	6.87
Entrance/Exit to the beach	6.86	6.19	6.53
Landscape	7.01	5.16	6.08
Shops / buildings nearby	6.68	2.09	4.38
Natural environment	5.64	2.70	4.17
Safety / Security	1.49	2.74	2.11
Street	2.44	1.40	1.92
Car rental	1.99	1.75	1.87
Tsunami	1.65	1.73	1.69
Cleanliness	1.63	1.40	1.51
Public telephone	2.91	-	1.45
Authority	1.08	1.75	1.42
Vendors' manner	0.55	1.05	0.81
Beach activities	1.35	-	0.68
Street vendor	0.69	0.67	0.68
Traffic	0.95	-	0.48
Good host	0.68	-	0.34
Noise	0.55	-	0.27

Miscellaneous	0.85	1.39	1.12
Total	100.00	100.00	100.00

Table 4.18 is divided percentage of suggestions and recommendations on Patong, Kata and Karon beaches. The full detail of suggestions and recommendations by communities and businesses will be presented in table 4.19 for Patong beach, 4.20 for Kata beach and 4.21 for Karon beach.

**Table 4.18 Percentage distribution of suggestions & recommendations to the beach
tourism, comparison between communities and
businesses, classified by beaches
(Patong, Kata, Karon)**

Issue	Patong		Kata		Karon	
	Com. *	Biz*	Com. *	Biz*	Com. *	Biz*
Parking lots	13.41	20.00	3.59	-	10.52	4.16
Toilets & Showers	9.75	13.68	20.14	22.00	23.68	14.58
Electricity/Water Tap system	8.58	10.52	10.79	18.00	13.15	16.67
Public telephone	0.82	-	7.92	-	-	-
Garbage Management	8.04	11.57	22.30	28.00	11.84	18.75
Entrance/Exit to the beach	-	-	10.07	4.00	10.52	14.58
Shops / buildings nearby	7.72	-	5.75	-	6.58	6.25
Street	7.32	4.21	-	-	-	-
Cleanliness	4.88	4.21	-	-	-	-
Landscape	4.48	9.47	8.64	6.00	7.90	-
Safety / Security	4.48	2.10	-	4.00	-	2.08
Beach activities	4.06	-	-	-	-	-
Tsunami	3.66	3.15	-	2.00	1.32	-
Public Relation	3.66	7.36	2.88	8.00	2.64	16.67
Authority	3.25	5.26	-	-	-	-
Traffic	2.84	-	-	-	-	-
Natural environment	2.44	-	7.92	6.00	6.58	2.09
Street vendor	2.04	-	-	2.00	-	-

Good host	2.04	-	-	-	-	-
Car rental	2.04	5.27	-	-	3.95	-
Vendors' manner	1.63	3.16	-	-	-	-
Noise	1.63	-	-	-	-	-
Miscellaneous	1.21	-	-	-	1.32	4.17
Total	100.0	100.0	100.0	100.0	100.0	100.0
	0	0	0	0	0	0

Remark: Com.* indicates local communities of Patong, Kata and Karon

Biz* indicates businesses in Patong, Kata and Karon

“Bold numbers” indicate the highest percent within the group

Table 4.19 Percentage distribution of suggestions & recommendations to Patong Beach, comparison between communities and businesses

Problems	Communi	Business	Suggestions & Recommendations
(1) Parking lot	13.41	20.00	- Increase parking lots since there are not enough. - Rearrange parking lots since it is not orderly.
(2) Toilets/ Showers	9.75	13.68	- Increase number of toilets/ showers - Keep clean toilets/showers. - Provide toilets/ showers in many points and divided zone for business agents and tourists.
(3) Electricity Water tap system	8.53	10.52	- More effective water tap system management since the water is always shortage. - Improve electricity system, should keep an electric wire underground.
(4) Garbage Management	8.03	11.57	- Increase amount of bins. - The garbage should be collected at night - Increase awareness of garbage management.

			- Have “Big Cleaning Day” and cooperate of all parties.
(5) Order businesses at the beach	7.72	-	- Appoint authority to manage all businesses around the beach, not exceeding to trail since tourists are inconvenience to pass by.
(6) Street	7.32	4.21	- Improve street surface and broader street
(7) Cleanline	4.88	4.21	- Appoint authority to take care the cleanness on the beach. - Encourage community’s participation to clean the beach.
(8) Landscap	4.47	9.47	- There are few seats for tourists, should set up seats for them. - Improve entrance / exit to the beach due to it was destroyed by Tsunami, it is dangerous to tourists. - The umbrella should be the same color since it looks untidy. - Keep beach chairs in proper place, in the same line so it will be in order. - Improve the beach’s congestion. - Zoning proper area for community and business agent.

Table 4.19(continued)

Problems	Community	Business	Suggestions & Recommendations
(9) Safety & Security	4.47	2.10	- Increase security system to protect loss of tourists' properties, when they had sun bathing.
(10) Beach activities	4.06	-	- Increase frequency of beach activities, not just once a year and increase sport activities on the beach.
(11) Tsunami	3.65	3.15	- Need efficiency Tsunami warning system
(12) Public Relations	3.65	7.36	- More public relation of Patong beach tourists and more public relation to community who has activities. - Propose fact and public relation in bilingual. - Need cooperation between public and private sectors. - Improve Phuket image to be natural based tourism
(13) Government Municipality	3.25	5.25	- Need more attention from municipality for development. - Do research and public opinion before planning tourism policy.
(14) Traffic	2.84	-	- Improve traffic system especially the beachfront.
(15) Beach trees	2.44	-	- Plant more beach trees.
(16) Street Vendors	2.03	-	- Do not let them sell things on the beach since it has interrupted tourists and set up proper places for them.
(17) Host	2.03	-	- The community should be a good host. - The businesses should not take advantages from tourists.
(18) Car rental	2.03	5.26	- Control the influential car rental, avoid them parking at the entrance of the street since it may cause the accident.
(19) Vendors' manner	1.62	3.15	- Control and train vendors' manner since there are some vendors who are

			impolite with tourists.
(20) Noise	1.62	-	- Control noise on the beach made by business. - Zoning non-commercial area to satisfied tourists who want privacy.

Table 4.20 Percentage distribution of suggestions & recommendations to Kata Beach, comparison between communities and businesses

Problems	Communit	usines	Suggestions & Recommendations
(1) Garbage Management	22.30	28.00	- Increase amount of bins. - Put more attention to garbage management the sea. - Improve garbage management by authorities. - All concerned should take care of garbage management.
(2) Toilets/ Showers	20.14	22.00	- Increase number of toilets/ showers. - Keep clean toilets/showers.
(3) Electricity Water tap sys	10.79	18.00	- Need more lights on the street in front of the beach, since during night time it is too dark that may cause accidents and insecure to tourists.
(4) Entrance/Exit to the beach	10.07	4.00	- Improve entrance /exit to the beach to be properly as there are slivers of construction around the beach.
(5) Landscap	8.63	8.00	- Rehabilitate Kata beach's landscape. - Keep vendors orderly and limited point for them.
(6) Natural Environment	7.91	6.00	- Plant more beach trees - Improve and develop natural environme help each others to preserve them.
(7) Telephone	7.91	-	- More public telephones because there

			are not enough.
(8) Buildings	5.75	-	- Since the buildings around the beach were ruined and it looked unsightly therefore the authorities should take care of them.
(9) Parking lot	3.59	-	- Arrange suitable parking lots since it is not enough and not orderly.
(10) Amount Tourists	2.87	8.00	- More public relation and promote Phuket through media to increase tourists.
(11) Safety/ Security		4.00	- Improve safety and security system to protect tourists' lost of properties and accidents.
(12) Tsunami Warning system	-	2.00	- Need efficiency Tsunami warning system.
(13) Street Vendors	-	2.00	- Control and order street vendors on the beach not to interrupt tourists.

Table 4.21 Percentage distribution of suggestions & recommendations to Karon Beach, comparison between communities and businesses

Problems	Communities	Businesses	Suggestions & Recommendations
(1) Toilets/ Showers	23.68	14.58	- Increase number of toilets/ showers. - Keep clean toilets/showers.
(2) Infrastructures	13.15	16.67	- Improve infrastructures to serve tourists communities. - Need more lights on the street in front beach. - More public telephones because there are not enough. - Broaden the streets since it was too narrow.
(3) Garbage Management	11.84	18.75	- Increase amount of bins. - Improve effective of garbage management. - Pay more attention to garbage management the sea.

(4) Parking lots	10.52	4.16	- Parking lots are too narrow, it should be broadened.
(5) Entrance/Exit to the beach	10.52	14.58	- Improve entrance /exit to the beach to be properly as there are lots of constructions around the beach.
(6) Buildings	6.57	6.25	- The authorities should take care of unplan buildings.
(7) Natural Environment	6.57	2.08	- Plant more beach trees -Concentrate to natural environment more.
(8) Beautify the beach	5.26	-	- There are too many shops overflow to streets so the authorities should issue rules to beautify them. - Limit point of sun decks to be beauty and tidy.
(9) Car rental	3.94	-	- The authorities should limit amount of car rentals, change point of car rentals' parking.
(10) Landscaping	2.63	-	- Decorate Karon beach's landscape.
(11) Amount of Tourists	2.63	16.67	- More public relation and promotion. - Launch the beach festival, regularly.
(12) Tsunami Warning system	1.31	-	- Need efficiency Tsunami warning system.
(13) The invasion	1.31	-	- The authorities should pay more attention and take actions.
(14) Air pollution	-	4.16	- There is too much dust on the street.
(15) Safety/Security	-	2.08	- Should have authority taking care of tourists during night time.

The first questionnaire was analyzed the opinions of communities and businesses towards the beach tourism management on Patong, Kata and Karon beaches. The purpose of the second questionnaire was to analyzed the differences between international and domestic tourists' opinions to tourism management on the beach, including of past and present tourists' experiences to the beaches (See Appendix H) because sustainable tourism must respond to tourists' requirement as well as local

communities and these are the results of the second questionnaire.

4.2.2 International tourists and domestic tourists

The questionnaires used to analyze tourists' respondents were totally 400 samples, divided into 215 of Patong respondents, 70 of Kata respondents and 115 of Karon respondents as mentioned in Chapter 3. Time duration of collecting data was from September 15 - October 15, 2005. The sample size was divided into international and domestic tourists as follows:

Table 4.22 Total sampling size of international and domestic tourists' sample group

Area	Sampling size			
	Number		Percent	
	International Tourist	Domestic Tourist	International Tourist	Domestic Tourist
Patong	175	40*	43.75	10.00
Kata	40	30*	10.00	7.50
Karon	85	30*	21.25	7.50
Total	300	100	75.00	25.00
	400		100	

Remark: * Adjusted for "Least sample size" group

4.2.2.1 Characteristic of sample group

Sample group divided into male and female in similar proportion as shows in table 4.23, most sample groups were between 20 and 40 years old. The majority of international tourists came from Europe, in line with the statistic of Tourism Authority (Total international visitors classified by region year 2004, See table 4.26). The majority of domestic tourists, up to 40%, came from southern part of Thailand and secondly was from central due to the convenient of traveling. For education level, most international tourists had graduate degree while domestic had Bachelor degree. The majority of international tourists were hired / employed, whereas domestic had private businesses and self- employed.

The majority of international tourists had 30,000-50,000 US\$ per annum or equivalent to around 1,200,000-2,000,000 Baht (Calculate from 1US\$ = 40 Baht) or 100,000 - 166,667 Baht per month where as the majority of domestic tourists had 5,001-15,000 Baht per month.

Table 4.23 Percentage distribution of personal characteristic, comparison between international and domestic tourists (3 beaches combined)

Characteristic	International Tourist	Domestic Tourist	Total
Gender	100.00	100.00	100.00
Male	51.58	41.40	46.49
Female	48.42	58.60	53.51
Age	100.00	100.00	100.00
< 20 years	3.32	12.23	7.77
20- 40 years	65.22	61.39	63.30
41 -60 years	26.99	24.44	25.73
> 60 years	4.47	1.94	3.20
Region (International)	100.00	100.00	100.00
- Asia	14.67		14.67
- Europe	53.67	N/A	53.67
- America	8.36		8.36
- Oceania& Australia	18.48		18.48
- Middle East & Africa	4.82		4.82
Region (Domestic)	100.00	100.00	100.00
- Northern		8.61	8.61
- Central		33.61	33.61
- North Eastern	N/A	8.61	8.61
- Eastern		5.56	5.56
- Western		3.33	3.33
- Southern		40.28	40.28
Education	100.00	100.00	100.00
Junior high School	18.91	6.67	12.80
High School	1.31	17.78	9.55
Diploma	22.23	15.84	19.03
Bachelor Degree	27.93	43.32	35.62
Graduate Degree	29.62	16.39	23.00

Remark: “Bold numbers” indicate the highest percent within the group

Table 4.23 (continued)

Characteristic	International Tourist	Domestic Tourist	Total
Occupation	100.00	100.00	100.00
Hired/ Employed	41.67	18.32	30.00
Self employed	10.83	25.00	17.91
Private Business	12.02	27.79	19.90
Student	11.76	15.01	13.39
Retired	5.19	1.10	3.15
Government Officer	8.57	9.17	8.87
Educators	6.94	1.11	4.02
Others	3.02	2.50	2.76
Annual Income (US \$)	100.00	100.00	100.00
Less than 10,000	8.06		8.06
10,000 -20,000	9.42		9.42
20,001-30,000	11.76		11.76
30,001-40,000	14.92	N/A	14.92
40,001-50,000	15.92		15.92
50,001-60,000	12.70		12.70
60,001 -100,000	0.00		0.00
More than 100,001	2.62		2.62
Prefer not to answer	24.60		24.60
Monthly Income (Baht)	100.00	100.00	100.00
Less than 5,000		10.29	10.29
5,001-10,000		21.95	21.95
10,001-15,000		14.72	14.72
15,001-20,000		8.05	8.05
20,001-25,000	N/A	11.94	11.94
25,001-30,000		8.61	8.61
30,001-35,000		1.94	1.94
35,001-40,000		4.72	4.72
40,001-45,000		5.28	5.28
45,001-50,000		7.22	7.22

More than 50,000		5.28	5.28
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Remark: “Bold numbers” indicate the highest percent within the group

Table 4.24, considering sample groups on Patong, Kata and Karon beaches, the majority of domestic tourists who visited Patong and Karon came from Southern region, while the majority of domestic tourists who visited Kata beach were from central part of Thailand. The majority of international tourists visited Kata beach had graduate degree, Karon had Bachelor degree, whereas Patong had dispersed education level. The majority of international tourists’ occupations were hired / employed, domestic tourists had private businesses and self employed for all beaches and students were also the majority of domestic tourists who visited Patong beach. Most of results were in line with table 4.23.

Table 4.24 Percentage distribution of personal characteristic, comparison between international and domestic tourists, classified by beaches (Patong, Kata, Karon)

Characteristic	Patong		Kata		Karon	
	International Tourist	Domestic Tourist	International Tourist	Domestic Tourist	International Tourist	Domestic Tourist
Gender	100.00	100.00	100.00	100.00	100.00	100.00
Male	59.43	27.50	40.00	36.70	55.32	60.00
Female	40.57	72.50	60.00	63.30	44.68	40.00
Age	100.00	100.00	100.00	100.00	100.00	100.00
< 20 years	2.50	10.00	5.26	10.00	2.17	16.67
20- 40 years	67.90	67.50	65.79	63.30	61.96	53.33
41 -60 years	24.70	20.00	23.68	23.30	32.61	30.00

> 60 years	4.90	2.50	5.26	3.30	3.26	-
Region	100.00	100.00	100.00	100.00	100.00	100.00
- Northern		12.50		6.67		6.67
- Central		37.50		53.33		10.00
- North Eastern	N/A	2.50	N/A	3.33	N/A	20.00
- Eastern		-		-		16.67
- Western		-		6.67		3.33
- Southern		47.50		30.00		43.33

Remark: “Bold numbers” indicate the highest percent within the group

Table 4.24 (continued)

Characteristic	Patong		Kata		Karon	
	International Tourist	Domestic Tourist	International Tourist	Domestic Tourist	International Tourist	Domestic Tourist
Education	100.00	100.00	100.00	100.00	100.00	100.00
Junior high School	26.63	10.00	8.60	-	21.51	10.00
High School	1.78	20.00	-	10.00	2.15	23.33
Diploma	24.85	17.50	17.10	6.70	24.73	23.33
Bachelor Degree	20.12	40.00	31.40	63.30	32.26	26.67
Graduate Degree	26.63	12.50	42.90	20.00	19.35	16.67
Occupation	100.00	100.00	100.00	100.00	100.00	100.00
Employed	46.24	15.00	36.80	20.00	41.94	20.00
Self employed	12.72	25.00	7.90	26.70	11.83	23.33
Private Business	11.56	20.00	10.50	26.70	13.98	36.67
Student	10.40	25.00	18.40	16.70	6.45	3.33

Retired	8.67	-	2.60	3.30	4.30	-
Government Officer	7.51	7.50	5.30	6.70	12.90	13.33
Educators	1.73	-	10.50	-	8.60	3.33
Others	1.16	7.50	7.90	-	-	-

Remark: “Bold numbers” indicate the highest percent within the group

Table 4.25 shows that the majority of tourists were from Europe up to 50%, second were from Oceania and Australia nearly 20%, third were from Asia, America and Middle east & Africa were the forth and the fifth, respectively. The ratio of sample group was quite relevant to the total of international tourists visit Phuket as showed in table 4.26.

The majority of Asia tourists visited Karon and Patong beach, whereas European and American visited Kata beach. The majority of Asia tourists were Singaporean, the majority of European tourists were from United Kingdom. Oceania & Australia tourists, almost all were from Australia and dispersed of Middle East & Africa tourists.

Table 4.25 Comparison of percentage distribution of International tourists from various zones of residence, classified by beaches (Patong, Kata, Karon)

Region & Country of Residence	Patong	Kata	Karon	Total
<i>Asia</i>	<i>17.71</i>	<i>5.00</i>	<i>21.28</i>	<i>14.66</i>
- Japan	7.43	-	4.26	3.89
- Singapore	5.14	2.50	10.64	6.09
- India	2.29	-	-	0.76
- Malaysia	1.71	-	2.13	1.28
- China	1.14	2.50	-	1.21
- Hong Kong	1.14	-	-	0.38

- Korea	-	-	2.13	0.71
- Nepal	-	-	1.06	0.35
<i>Europe</i>	<i>47.43</i>	<i>62.50</i>	<i>51.06</i>	<i>53.66</i>
- UK.	13.71	25.00	13.83	17.51
- Ireland	-	10.00	4.26	4.75
- Sweden	6.29	-	10.64	5.64
- Germany	3.43	10.00	8.51	7.31
- Belgium	2.86	-	-	0.95
- Switzerland	2.86	-	-	0.95
- Norway	2.29	-	1.06	1.12
- Holland	2.29	7.50	1.06	3.61
- Denmark	2.29	2.50	1.06	1.95
- Spain	2.29	-	-	0.76
- Italy	2.29	-	1.06	1.11
- Scotland	1.71	-	1.06	0.92
- France	0.57	-	3.19	1.25
- Portugal	0.57	-	-	0.19
- Austria	0.57	-	-	0.19
- Slovak Republic	0.57	-	-	0.19
- Finland	-	2.50	1.06	1.18
- Switzerland	-	-	1.06	0.35
<i>America</i>	<i>5.14</i>	<i>12.50</i>	<i>7.45</i>	<i>8.36</i>
- Canada	2.29	7.50	3.19	4.32
- America	2.29	5.00	4.26	3.85

Table 4.25 (continued)

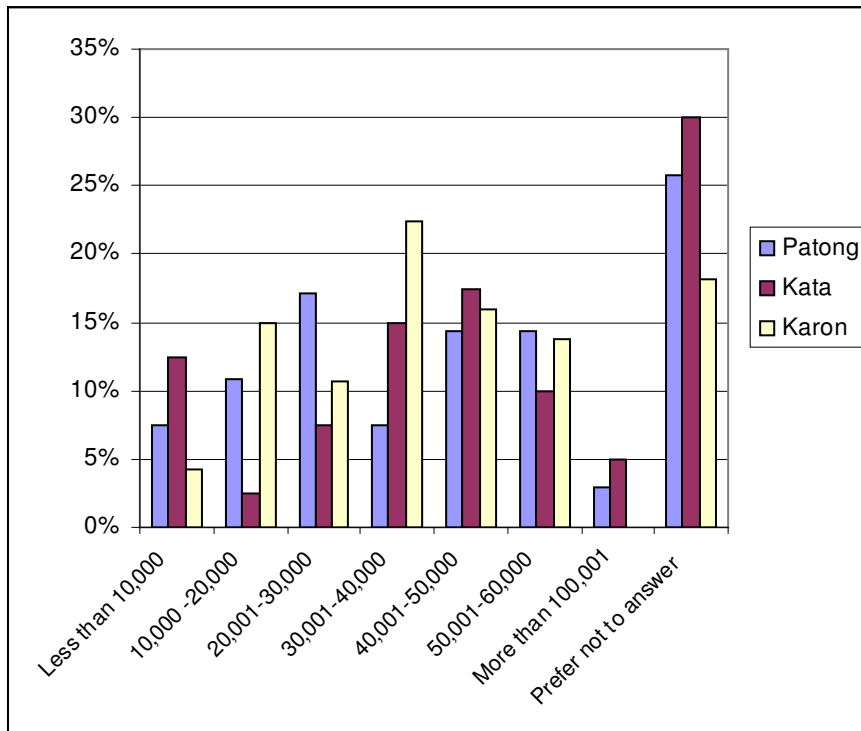
Region & Country of residence	Patong	Kata	Karon	Total
<i>Oceania & Australia</i>	<i>23.43</i>	<i>15.00</i>	<i>17.02</i>	<i>18.48</i>
- Australia	23.43	15.00	12.77	17.06
- New Zealand	-	-	5.32	1.77
<i>Middle East & Africa</i>	<i>6.29</i>	<i>5.00</i>	<i>3.19</i>	<i>4.82</i>
- South Africa	3.43	2.50	2.13	2.68
- Israel	1.71	-	1.06	0.92
- Saudi Arabia	0.57	-	-	0.19
- Tanzania	-	2.50	-	0.83
Total	100.00	100.00	100.00	100.00

**Table 4.26 Total international tourists visited Phuket
classified by region from Tourism
Authority of Thailand, Year 2004**

Region	Tourists		Visitor		Total	
	Total	Percent	Total	Percent	Total	Percent
1. America	188,742	5.50	5,451	8.40	194,193	5.55
2. Europe	1,516,310	44.17	38,081	58.71	1,554,391	44.45
3. Oceania	296,406	8.63	8,151	12.57	304,557	8.71
4. Asia	1,273,006	37.08	9,514	14.67	1,282,520	36.66
5. Middle East	104,498	3.04	3,043	4.69	107,541	3.07
6. Africa	53,779	1.58	618	0.96	54,397	1.56
Total	3,432,741	100.00	64,858	100.00	3,497,599	100.00

Annual income of international tourists is presented in figure 4.3, most international tourists who visited Patong had annual income 20,001-30,000 US\$ or around 66,670 - 100,000 Baht per month. Most tourists who visited Karon beach had annual income 30,001- 40,000 US\$ or 100,000-133,333 Baht per month, whereas most international tourists who visited Kata beach had annual income at 40,001-50,000 US\$ or 133,337-166,667 Baht per month (Calculate from 1US\$ = 40 Baht).

Figure 4.3 Percentage distribution of annual income, comparison among international tourists, classified by beaches (Patong, Kata, Karon)



Domestic tourists' monthly income is presented in figure 4.4, the majority of domestic tourists who visited Patong and Karon beach had monthly income 5,001-10,000 Baht, whereas the majority of domestic tourists who visited Kata beach had monthly income 21,000 - 25,000 Baht. The results implied that the majority of tourists visited Kata beach had the highest income.

Figure 4.4 Percentage distribution of monthly income, comparison among domestic tourists, classified by beaches (Patong, Kata, Karon)

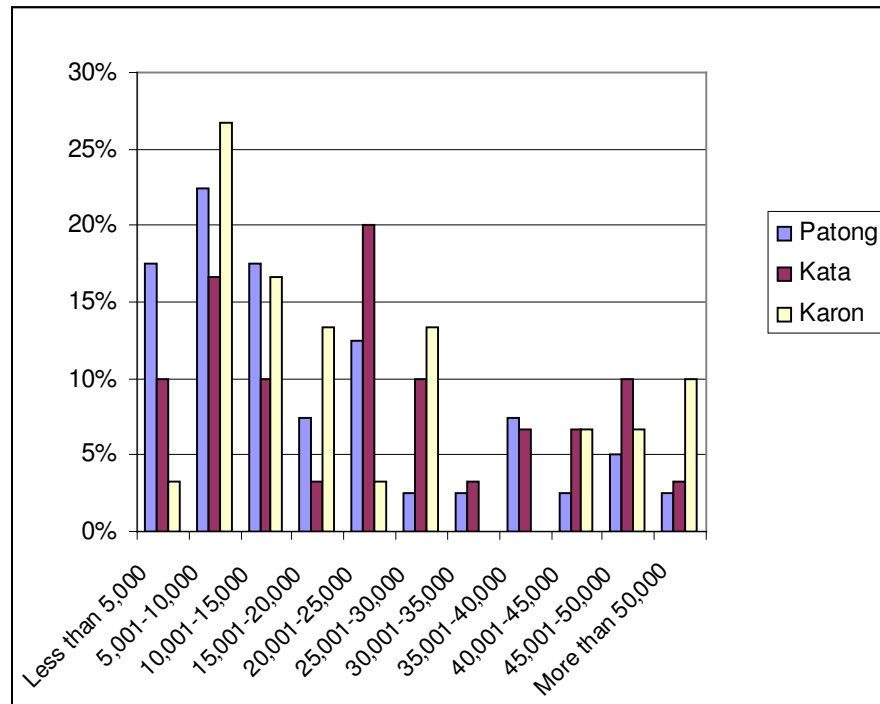


Table 4.27 presents the beach experience of tourists (3 beaches combined). Both of internationals and domestic tourists' primary reason of visited Phuket was visit a beach up to 60%, second were to visited friends and relatives.

Most international tourists had visited Patong and domestic tourists had visited Kata beach. However, Patong, Karon and Kata were the most popular beaches that tourists had visited. The result was in line with Tourism Authority of

Thailand statistic, 2004. The tourists agreed that Kata beach was the favorite beach in Phuket up to 37%, Patong and Karon beach was the secondly and thirdly, respectively. The difference was international tourists preferred Karon than Patong vice versa to domestic tourists.

The beauty of the beach was primary reason of favorite to tourists. However, international tourists preferred peaceful and private beaches, whereas the beauty of the beach was the favorite beach for domestic tourists. The differences between them were domestic tourists considered to plentiful of trees as one of favorite factor since they did not prefer sun lighting like international tourists. International tourists considered to big waves, good to swim, friendly people and safety as one of the reason of favorite but domestic did not figure them. It related to the preferred activities on the beach that the majority of domestic tourists preferred going for a walk while international tourists preferred swimming, sun bathing, and water sports therefore, international tourists considered to the waves and good to swim. In addition, normally when people went abroad, they might worry about safety and security during journey so that some international tourists care for their safety.

Table 4.27 Percentage distribution of the beach experiences, comparison between international and domestic tourists (3 beaches combined)

Characteristic	International Tourist	Domestic Tourist	Total
Primary Reason	100.00	100.00	100.00
Visit a beach	61.85	54.89	58.37
Visit friends and relatives	5.75	10.48	8.12
Relax	2.19	-	1.1
Walk on natural trail	3.79	5.83	4.81
Celebration	1.69	-	0.84
Shopping	4.01	0.83	2.42
Take a cruise	4.55	2.79	3.67
Visit cultural site	3.22	2.25	2.73
Conduct business	0.93	11.7	6.31
Diving & Surfing	5.15	1.94	3.55
Visit Phuket town	2.79	5.93	4.36
Others	4.08	3.36	3.72
Visited Beach	100.00	100.00	100.00
Patong	27.65	19.44	23.55
Kata	20.95	22.66	21.8
Karon	23.53	19.20	21.37
Rawai	5.40	9.75	7.58
Naiyang	2.75	4.61	3.68
Kamala	6.05	6.21	6.13
Surin	5.10	6.22	5.66
Naiharn	4.54	7.19	5.86
Bangtao	2.03	2.27	2.15
Maikhao	0.72	2.08	1.4
Others	1.28	0.37	0.82

Remark: “Bold numbers” indicate the highest percent within the group

Table 4.27(continued)

Characteristic	Internationa l Tourist	Domestic Tourist	Total
Favorite Beach	100.00	100.00	100.00
Patong	24.2	25.81	25.01
Kata	37.00	37.86	37.43
Karon	25.81	17.01	21.41
Surin	2.47	6.93	4.7
Rawai	0.75	1.11	0.93
Naiharn	3.06	4.09	3.58
Naiyang	0.76	2.14	1.45
Kamala	0.42	0.85	0.63
Bangtao	0.79	1.12	0.96
Maikhao	-	2.23	1.11
Laem Sing	1.64	-	0.82
Nui	0.85	0.85	0.85
None of these	2.25	-	1.12
Reason of favorite	100.00	100.00	100.00
Peacefulness/Privacy	25.27	14.41	19.84
Beauty	13.00	39.39	26.19
Close to accommodation	1.87	6.46	4.17
Cleanliness	8.61	3.48	6.05
Tourism facilities	1.31	0.99	1.15
Atmosphere	1.87	1.98	1.93
Lots of activities	0.75	2.28	1.52
Friendly people	2.91	-	1.46
Size/Length	0.56	3.28	1.92
White sand	2.25	-	1.13
Good to swim	2.62	-	1.31
I like it	6.51	13.52	10.01
Never visit others	24.85	4.77	14.81
Lots of trees	-	5.96	4.84
Big waves	3.71	-	1.16
Not commercial	2.33	1.49	1.53
Safety	1.56	-	-

Clear water	-	1.98	0.99
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Table 4.28 shows a primary reason of visited Phuket, divided in Patong, Kata and Karon beaches. The majority of tourists came for visiting the beach, 45-55% of Patong tourists, 40-50% of Karon tourists and up to 75% of Kata tourists. Kata beach was also well known as the best place for surfing and diving so there were up to 10% came for surfing and diving there.

Table 4.28 Percentage distribution of primary reason of visit Phuket, comparison between international and domestic tourists, classified by beaches (Patong, Kata, Karon)

Primary reason	Patong		Kata		Karon	
	International Tourist	Domestic Tourist	International Tourist	Domestic Tourist	International Tourist	Domestic Tourist
Visit a beach	55.43	45.00	75.50	73.33	51.61	43.33
Visit friends and relatives	7.43	17.50	2.50	10.00	4.30	3.33
Relax	6.29	-	-	-	6.45	-
Walk on natural trail	4.57	7.50	2.50	3.33	4.30	6.67
Celebration	4.00	-	-	-	1.08	-
Shopping	3.43	2.50	-	-	8.60	-
Take a cruise	5.14	5.00	-	-	5.38	3.33
Visit cultural site	2.86	-	2.50	-	4.30	6.67
Conduct business	1.71	5.00	-	13.33	1.08	16.67
Diving & Surfing	1.14	2.50	10.00	-	4.30	3.33
Visit Phuket town	-	7.50	-	-	5.38	10.00
Others	5.14	2.50	5.00	-	2.15	6.67

Total	100.00	100.00	100.00	100.00	100.00	100.00
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Remark: “Bold numbers” indicate the highest percent within the group

Table 4.29 presents the most visited beaches in Phuket and the favorite beach on Patong, Kata and Karon beaches. The results show that when tourists visited a certain beach, the majority of them thought the beach they have visited was the favorite beach. For example, tourists who visited Patong beach thought Patong beach was the favorite beach, these result was similar to Kata and Karon beach as well. However, Kata beach had the highest percentage of favorite, accepted by tourists who visited Kata beach and there were many percentages of tourists who visited Patong and Karon beach thought Kata was the favorite beach.

Patong had the least percentage of favorites among these three popular Phuket beach in tourists’ opinion that visited Patong. It was generally accepted that Patong was the most reputation beach and contained of the highest amount of tourists every year. It had the most completely tourism services and nightlife entertainment. However, Patong was not favored by tourists who visited Patong beach, this issue needed to clarify and find out problems as if we ignore it, Patong beach will not be sustainable tourism destination.

Table 4.29 Percentage distribution of the beaches that tourists had visited and the favorite beach, comparison between international and domestic tourists, classified by beaches (Patong, Kata, Karon)

Visited Beach	Patong		Kata		Karon	
	International Tourist	Domestic Tourist	International Tourist	Domestic Tourist	International Tourist	Domestic Tourist
Patong	43.03	22.10	20.00	17.98	19.92	18.25
Kata	13.93	16.02	32.50	33.71	16.41	18.25
Karon	15.92	15.47	18.33	20.22	36.33	21.90
Rawai	3.98	12.71	7.50	5.62	4.69	10.95
Naiyang	2.24	6.08	2.50	3.37	3.52	4.38
Kamala	6.47	8.29	5.83	4.49	5.86	5.84
Surin	5.97	6.08	5.83	6.74	3.52	5.84
Naiharn	3.48	6.08	5.83	6.74	4.30	8.76
Bangtao	1.74	2.76	0.83	1.12	3.52	2.92
Maikhao	1.00	3.31	-	-	1.17	2.92
Others	2.24	1.10	0.83	-	0.78	-
Total	100.00	100.00	100.00	100.00	100.00	100.00
Favorite Beach	International Tourist	Domestic Tourist	International Tourist	Domestic Tourist	International Tourist	Domestic Tourist
Patong	68.10	56.41	-	7.69	4.49	13.33
Kata	9.20	12.82	87.20	80.77	14.61	20.00
Karon	5.52	7.70	-	-	71.91	43.33
Surin	4.91	10.26	2.56	3.85	-	6.67
Rawai	-	-	-	-	2.25	3.33
Naiharn	1.84	5.10	5.10	3.85	2.25	3.33
Naiyang	-	2.56	-	3.85	2.25	-
Kamala	1.23	2.56	-	-	-	-
Bangtao	1.23	-	-	-	1.12	3.33
Maikhao	-	-	-	-	-	6.70
Laem Sing Nui	1.23	-	2.55	-	1.12	-
None of	-	2.56	2.55	-	-	-
	6.75	-	-	-	-	-

these						
Total	100.00	100.00	100.00	100.00	100.00	100.00

Remark: “Bold numbers” indicate the highest percent within the group

Table 4.30 shows the reason of favorite on Patong, Kata and Karon beaches. Most international tourists who visited Patong beach thought Patong beach was the favorite beach because they never visited other beaches. The result implied that most tourists selected Patong beach as the first choice of all Phuket beach because of its reputation and convenient to access. The other reason was Patong beach closed to accommodation. Patong beach contained of full tourism services and alternative accommodations, many accommodations were opposite to the beach so that tourists could walk passing the street to the beach within 5 minutes and these were very convenient for them.

Domestic tourists who visited Patong thought Patong was the favorite beach, 20% thought because Patong has beautiful surroundings. Nevertheless, some domestic tourists who visited Kata and had visited Patong thought Patong was the favorite beach because there are lots of shops and restaurants nearby Patong beach. There were 10% of domestic tourists who visited Karon thought they preferred Patong than Karon because there were a lot of activities. Most international tourists who visited Kata beach, nearly 40% thought Kata beach was the favorite beach because it had peacefulness and privacy while domestic tourists, nearly 40% thought Kata beach was beautiful beach. There were some tourists who visited Patong and Karon but thought Kata was the favorite beach because it had peacefulness and was beauty. The reasons that tourists thought Karon beach was the favorite were similar to result of Kata beach. The majority of international tourists favored the peacefulness and privacy, whereas domestic favored the beauty of Karon beach.

The other small beaches, the major reasons of favorite, were peacefulness and privacy and were beauty.

The opinion on the beach between international and domestic tourists was difference. International tourists considered on peacefulness of the beach while domestic considered on the beauty of the beach. Most domestic tourists preferred lively atmosphere, while international tourists preferred privacy. Tourists favored Patong because it located near accommodation, beauty, clean and lots of shops and restaurants, whereas tourists favored Kata since it was privacy and peacefulness, beauty, cleanliness, lots of trees and had big waves, and tourists favored Karon because Karon beach was privacy and beauty.

Table 4.30 Percentage distribution of reason of favorite beach, comparison between international and domestic tourists, classified by beaches (Patong, Kata, Karon)

Beach	Patong		Kata		Karon	
	International Tourist	Domestic Tourist	International Tourist	Domestic Tourist	International Tourist	Domestic Tourist
Patong	68.10	56.41	0.00	7.69	4.49	13.33
Close to hotel	6.13	12.82	-	-	-	-
Cleanliness	4.91	2.56	-	-	-	-
Lots of shops	4.29	2.56	-	7.69	-	-
Atmosphere	3.68	-	-	-	-	-
Lots of activities	2.45	2.56	-	-	-	3.33
Friendly people	2.45	-	-	-	-	-
Privacy	0.61	-	-	-	-	-
Beauty	-	20.51	-	-	-	-
Lively	-	7.69	-	-	-	-

Length/Size	1.84	2.56	-	-	-	-
White sand	-	-	-	-	1.12	-
Good for swim	-	-	-	-	1.12	-
I like it	-	-	-	-	2.25	10.00
Never visit others	41.72	5.13	-	-	-	-
Kata	9.20	12.82	87.20	80.77	14.61	20.00
Privacy	4.29	5.13	38.46	-	2.25	3.33
Nice water for swim	1.23	-	5.13	-	-	-
Cleanliness	1.84	-	12.82	3.85	-	-
Atmosphere	1.84	-	-	-	-	-
Beauty	-	7.69	2.56	38.46	5.62	16.67
Lots of trees	-	-	-	15.38	-	-
The favorite	-	-	-	11.54	5.62	-
Big waves	-	-	7.69	-	1.12	-
Close to hotels	-	-	-	3.85	-	-
Not commercial	-	-	2.56	3.85	-	-
Safety	-	-	5.13	-	-	-
White sand	-	-	5.13	-	-	-
Never visit others	-	-	7.69	3.85	-	-

Table 4.30 (continued)

Beach	Patong		Kata		Karon	
	International Tourist	Domestic Tourist	International Tourist	Domestic Tourist	International Tourist	Domestic Tourist
Karon	5.52	7.70	0.00	0.00	71.91	43.33
Privacy	4.91	5.13	-	-	16.85	3.33
Atmosphere	0.61	-	-	-	-	-
Cleanliness	-	2.56	-	-	5.62	-
I like it	-	-	-	-	12.36	10.00

Beauty	-	-	-	-	7.87	23.33
Big waves	-	-	-	-	3.37	-
White sand	-	-	-	-	1.12	-
Size/Length	-	-	-	-	-	3.33
Never visit others	-	-	-	-	24.72	3.33
Kamala	1.23	2.56	0.00	0.00	0.00	0.00
Privacy	0.61	-	-	-	-	-
Cleanliness	0.61	-	-	-	-	-
Romantic	-	2.56	-	-	-	-
Surin	4.91	10.26	2.56	3.85	0.00	6.67
Privacy	2.45	-	2.56	3.85	-	-
Cleanliness	1.84	-	-	-	-	-
Beauty	-	2.56	-	-	-	3.33
Clear water	-	5.13	-	-	-	-
Length/Size	-	2.56	-	-	-	-
Never visit others	0.61	-	-	-	-	-
I like it	-	-	-	-	-	3.33
Naiharn	1.84	5.10	5.10	3.85	2.25	3.33
Privacy	1.84	2.56	5.10	3.85	-	3.33
Beauty	-	2.56	-	-	1.12	-
I like it	-	-	-	-	1.12	-

Table 4.30 (continued)

Beach	Patong		Kata		Karon	
	International Tourist	Domestic Tourist	International Tourist	Domestic Tourist	International Tourist	Domestic Tourist
Bangtao	1.23	0.00	0.00	0.00	1.12	3.33
Privacy	1.23	-	-	-	-	-
Beauty	-	-	-	-	1.12	3.33
Naiyang	0.00	2.56	0.00	3.85	2.25	0.00
Beauty	-	2.56	-	3.85	1.12	-
I like it	-	-	-	-	1.12	-
Rawai	0.00	0.00	0.00	0.00	2.25	3.33
Privacy	-	-	-	-	1.12	3.33
I like it	-	-	-	-	1.12	-
Maikhao	0.00	0.00	0.00	0.00	0.00	6.70
Privacy	-	-	-	-	-	3.33
I like it	-	-	-	-	-	3.33
Laem Sing	1.23	0.00	2.55	0.00	1.12	0.00
Privacy	0.61	-	-	-	-	-
Cleanliness	0.61	-	-	-	-	-
Not commercial	-	-	2.55	-	-	-
Good for swim	-	-	-	-	1.12	-
Nui	0.00	2.56	2.55	0.00	0.00	0.00
Romantic	-	2.56	-	-	-	-
Not commercial	-	-	2.55	-	-	-
None of these	6.75	-	-	-	-	-
Never visit others	6.75	-	-	-	-	-
Total	6.75	0.00	0.00	0.00	0.00	0.00

Table 4.31 shows the world's most impressive beaches (3 beaches combined). The majority of international tourists thought beaches in West Australia were the most impressive in

the world. Patong beach came second, Kata beach and Thailand's beaches ranked third.

In summary, there were many beaches in Australia that international tourists thought were most impressive, such as White Heaven beach, beaches on the Gold Coast and in Queensland State. However, many international tourists thought beaches in Thailand were also impressive, ranking as 9 of the 23 most impressive beaches.

In addition, the domestic sample group thought Phuket beaches were the most impressive beaches (25%). In second place, they placed Patong beach and Kata beach was third. Furthermore, nearly Thailand's beaches impressed 100% of the domestic sample groups. The results implied that Thailand's domestic tourists are proud of their country's beaches, just as many Australians find the beaches in their own nation to be the most impressive.

Table 4.31 Percentage distribution of the world's most impressive beaches according to international and domestic tourists (3 beaches combined)

International Tourist		Domestic Tourist	
(1) Beaches of West Australia	8.24	(1) Phuket Beach	25.00
(2) Patong Beach/Thailand	7.45	(2) Patong Beach	17.50
(3) Kata Beach/Thailand	5.49	(3) Kata Beach	11.25
(3) Beaches of Thailand	5.49	(4) Samui	8.75
(4) Phi-Phi/Thailand	4.31	(5) Karon Beach	7.50
(4) White heaven beach/AUS.	4.31	(6) Samed	6.25
(5) Maldives	3.92	(7) Phi-Phi	5.00
(6) Karon Beach/Thailand	3.53	(8) Hua-hin	3.75
(7) Samui / Thailand	3.14	(9) Others	15.00
(7) Gold Coast/ Australia	3.14	Total	100.00
(8) Bali/ Indonesia	2.35		
(9) Veradero/ Cuba	1.96		
(10)Queensland/Australia	1.57		
(10) Pangan Island/Thailand	1.57		
(10) Phuket	1.57		
(10) Cancun/Mexico	1.57		
(10) Guatery/France	1.57		
(11) Fiji	1.18		

(11) Jamaica	1.18		
(11) Goa/India	1.18		
(11) Daytona	1.18		
(11) Railey/Krabi Thailand	1.18		
(11) Shingoville/ Cambodia	1.18		
(12) Others	31.76		
Total	100.00		

Figures 4.5 and 4.6 show the reasons for the selection of impressive beaches by international and domestic tourists. Most international tourists were impressed by the beaches in West Australia because they have white sand and are beautiful and clean, whereas the majority of domestic tourists thought Phuket beaches were the most impressive because Phuket beaches are beautiful, have pleasant natural environment and are clean. The results imply that impressive beaches must be beautiful and clean. The environment is the most important factor in impressing tourists.

Figure 4.5 Percentage distribution of reasons for being impressed beaches among international tourists (3 beaches combined)

West Australia Beaches

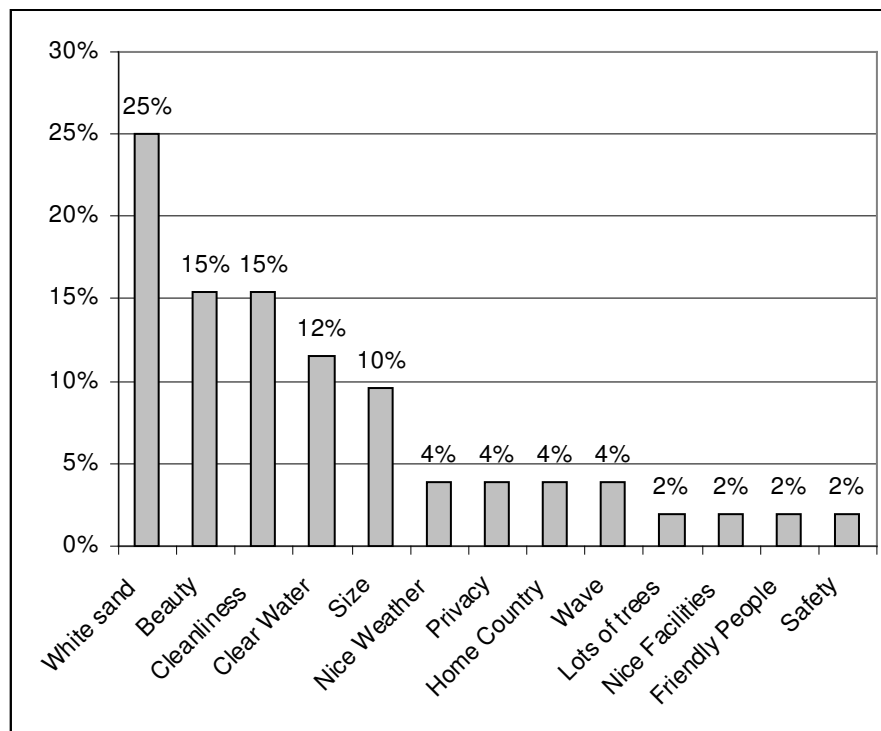
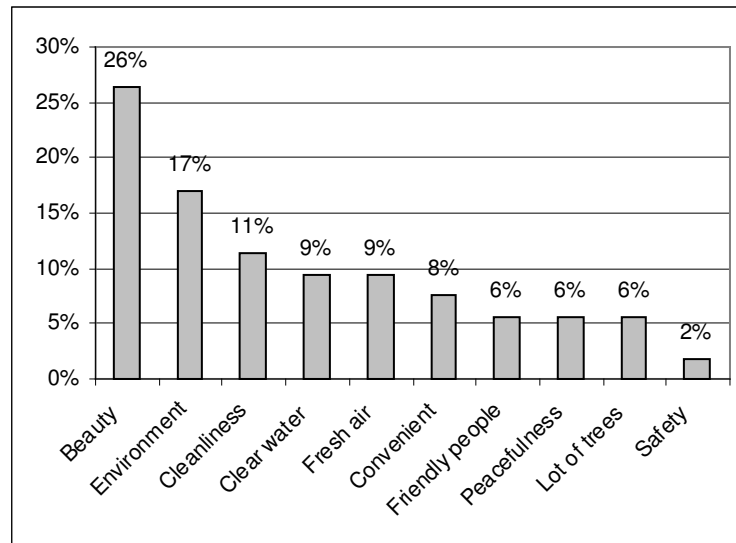


Figure 4.6 Percentage distribution of reasons for being impressed beaches among domestic tourists (3 beaches combined)

Phuket Beach

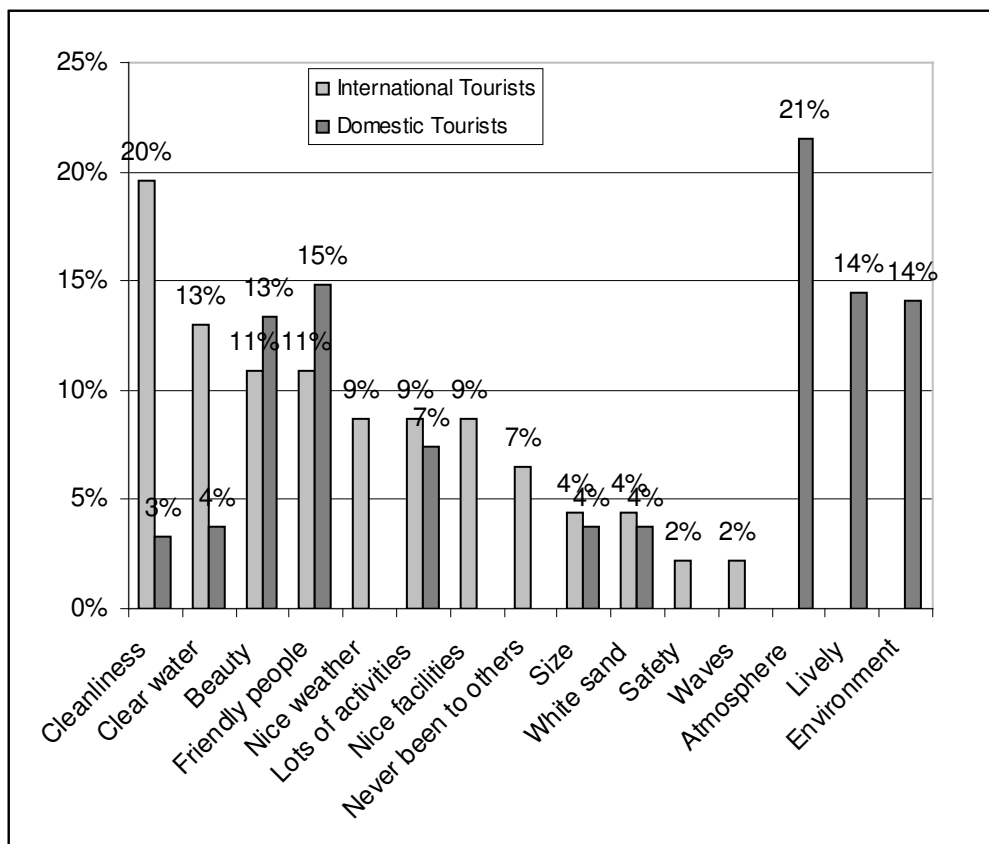


However, the most impressive beach for both international and domestic tourists was Patong beach. The majority of international tourists, nearly 20%, were impressed by Patong because the beach was clean, whereas domestic tourists, around 20 %, were impressed by Patong because of its ambience. International tourists also thought Patong beach had clear water

while domestic tourists thought Patong was impressive since it had friendly people and was lively.

Figure 4.7 Percentage distribution of reasons for being impressed beach among the tourists' sample group (3 beaches combined)

Patong Beach



Tables 4.32, 4.33 and 4.34 shows the world's most impressive beaches as rated by tourists who visited Patong, Kata and Karon beaches, respectively.

Table 4.32 Percentage distribution of the world's most impressive beaches according to international and domestic tourists who visited Patong beach

Beach International Tourist		Beach Domestic Tourist	
(1) Patong	12.84	(1) Patong	27.78
(1) West Australia	12.84	(2) Samed Island	13.89
(3) Maldives	4.73	(2) Phuket	13.89
(3) Thailand	4.73	(3) Phi-Phi	5.56
(3) Phi-Phi	4.73	(3) Trang	5.56
(4) White heaven /Australia	3.38	(3) Krabi	5.56
(5) Phuket	2.70	(4) Others	27.80
(5) Bali/Indonesia	2.70	Total	100.00
(5) Cancun/Mexico	2.70		
(6) Spain	2.03		
(6) Queensland/Australia	2.03		

(6) Guetary/France	2.03
(6) Gold Coast Beach/Australia	2.03
(6) Lamai Beach/Samui	2.03
(6) Chaweng/Samui	2.03
(6) Daytona Beach	2.03
(6) Railey/Krabi	2.03
(7) Cuba	1.35
(7) Borocay/Philippines	1.35
(7) Koh Pangan	1.35
(7) Rhodos/Greece	1.35
(7) Racha Yau Beach	1.35
(7) Jamaica	1.35
(7) Puerto Vallarta/Mexico	1.35
(7) Capetown	

	1.35
(7) Canary Island	1.35
(7) Goa	1.35
(8) Others	18.91
Total	100.00

Table 4.33 Percentage distribution of the world's most impressive beaches according to

international and domestic tourists who visited Kata beach

	Beach International Tourist		Beach Domestic Tourist
(1) Kata Beach	27.78	(1) Phuket Beach	48.28
(2) Manly/Sydney	5.56	(2) Kata Beach	24.24
(2) Varadero/Cuba	5.56	(3) Surin Island	10.34
(2) Trincomalee/ Srilanka	5.56	(4) Chaweng/Samui	6.90
(3) Others	55.60	(4) Phi-Phi Island	6.90
Total	100.00	(5) Patong Beach	3.45

Table 4.34 Percentage distribution of the world's most impressive beaches according to

international and domestic tourists who visited Karon beach

	Beach International Tourist		Beach Domestic Tourist
(1) Karon	11.84	(1) Karon	28.57
(2) Thailand	9.21	(2) Samui	19.05
(3) Gold coast/Australia			

	6.58	(3) Patong	
(3) Australia			14.09
	6.58	(4) Hua-hin	
(4) Kata			9.52
	5.26	(5) Others	
(5) Maldives			28.56
	3.95	Total	
(5) Phi-Phi			100.00
	3.95		
(5) Shingon Ville/ Cambodia			
	3.95		
(6) Broome/West Australia			
	2.63		
(6) Pangan Island			
	2.63		
(6) Plantation Island/Fiji			
	2.63		
(6) Samui Island			
	2.63		
(6) Manando/Indonesia			
	2.63		
(6) Hawaii			
	2.63		
(6) Bali			
	2.63		
(7) Others			
	30.33		

Total

100.00

The reasons given for the selection of the most impressive beaches were presented in table 4.35. Most international tourists thought a beach with clear water was the most impressive while domestic tourists valued the beauty of the beach. The other important factors considered by international tourists were cleanliness of the beach, beauty and privacy and peacefulness. On the other hand, domestic tourists considered clear water in second place, although atmosphere and cleanliness were also important factors. The differences between them were that international tourists also considered the waves and suitability for swimming as well as the number of vendors on the beach, since some tourists require privacy and relaxation.

Table 4.35 Percentage distribution of reasons for being impressed by beaches among international and domestic tourists (3 beaches combined)

Reason	International Tourists	Domestic Tourists	Total
Beauty	12.68	21.21	16.95
Clear water	15.00	13.53	14.27
Clean beach	14.09	8.25	11.17
Peacefulness & Privacy	11.07	5.80	8.44
White sand	9.71	4.37	7.04
Not developed/ Natural	3.23	8.74	5.99
Atmosphere	2.99	8.48	5.74
Nice weather	3.60	0.31	3.91
Friendly people	4.22	5.00	2.50
Convenient	0.84	3.33	2.09
Nice facilities	2.66	1.50	2.08
Waves for surfing	4.00	-	2.00
Size/Length	3.02	0.84	1.93
Lots of trees	0.65	3.09	1.87
Lively/Fun	0.52	2.89	1.71
Lots of activities	0.75	2.53	1.64
Good for swim	2.37	-	1.19
Fresh Air	-	2.12	1.06
Beautiful sea life	2.89	1.79	0.90
Safety	1.17	0.58	0.88
Never been to others	0.63	1.06	0.85
Close to accommodation	-	1.57	0.79
Home country	1.21	-	0.61
Reasonable price	0.86	0.31	0.59

No vendors on the beach	1.03	-	0.52
Home country	0.44	0.32	0.38
My Favorite	-	0.38	0.19
Total	100.00	100.00	100.00

Remark: “Bold numbers” indicate the highest percent within the group

The most important factors that encourage tourists to visit a beach are presented in table 4.36. The five most important factors that encourage tourists to visit a general beach were **quality, peaceful and private, convenient, safety and close to accommodation**. There were different opinions between them, as follows: domestic tourists rated the convenience higher than international tourists. International tourists considered proximity to accommodation more important than domestic tourists did. More international tourists want to try out a beach they never visited than domestic tourists do, and many domestic tourists thought the reputation of a beach was a more important factor that encouraged them to visit a beach than international tourists did.

Moreover, international tourists thought alternative beach activities were also a more important factor that encouraged them to visit a beach than domestic tourists, since more international tourists used beach activities services on the beach; domestic tourists preferred to walk on the beach.

Up to 25% of the tourists knew Patong, Kata and Karon beaches because friends and relatives recommended them. However, the majority of domestic tourists, nearly 30%, had visited Patong, Kata and Karon before. Many more international tourists knew these three beaches from reading magazines and brochures (up to 20%) and searching the Internet (more than 10%) and they knew of these beaches because they are close to accommodations.

Domestic tourists were more aware of these three beaches from tourism authority of Thailand’s public relations

efforts than international tourists were. In summary, tourists knew these three beaches from the following five most important factors: **friends' and relatives' recommendations, prior visits, magazines and brochures, searching from the Internet and travel agents' recommendations.**

Most of them said they chose to visit these three beaches due to the quality of the beaches. However, there were a higher percentage of domestic tourists visited these beaches because of the beaches' reputations. In summary, the five most important factors which encouraged tourists to visit Patong, Kata and Karon were: **quality, proximity to accommodation, reputation, convenient to access and privacy.** These results are similar to the five most important factors that encourage tourists to visit a general beach, except for reputation.

Table 4.36 Percentage distribution of factors that encourage tourists to visit a beach, comparison between international and domestic tourists (3 beaches combined)

Factor	International Tourist	Domestic Tourist	Total
Factors that encourage tourists to visit a general beach	100.00	100.00	100.00
Quality (Beautiful, clean, etc.)	18.74	18.00	18.37
Peaceful and private	16.75	15.47	16.11
Safety and security	10.99	11.33	11.16
Close to accommodation	10.02	7.97	9.00
Convenient to go	8.02	15.06	11.54
Quality of tourism services	6.10	6.87	6.49
Want to try out	7.17	3.81	5.49
Friends and relatives recommended	5.96	6.03	6.00
Alternative beach activities	4.16	1.37	2.76
Reputation	4.31	10.11	7.21
Advertising on media	3.22	4.98	4.10
Factors that made tourists aware of these beaches	100.00	100.00	100.00
Friends and relatives recommended	24.08	26.89	25.49
Have visited	19.60	28.06	23.83
Magazines/brochures		9.33	14.91
Searching from the internet	20.48	12.33	10.71
Travel Agent recommended	10.28	6.93	8.61
Travel exhibition in their country	3.14	5.27	4.21
Tourism Authority of Thailand	3.26	9.82	6.54
Corporate arrangement	2.17	3.17	2.67
Close to accommodation	4.42	0.68	2.55
Others	0.24	0.78	0.51
Factors that encourage tourists to visit these beaches	100.00	100.00	100.00
Close to accommodation	16.27	14.55	15.41
Quality	17.20	14.70	15.95

Convenient to go	10.38	12.00	11.19
Complete tourism services	6.11	5.64	5.88
Reputation	9.25	14.74	12.00
Want to try out	11.09	4.10	7.60
Friends and relatives recommended	7.25	9.45	8.35
Alternatives beach activities	2.64	1.71	2.18
Safety and security	4.33	5.34	4.84
See from media	4.02	1.88	2.95
Peaceful and private	8.82	12.55	10.69
Including in tour program	1.13	2.85	1.99
Others	1.53	0.48	1.00

Remark: “Bold numbers” indicate the highest percent within the group

Table 4.37 presents the important factors that encourage international tourists to visit a general beach. Most of them thought that the most important factor was quality of a beach, whereas many domestic tourists who visited Karon thought convenient to access was also an important factor.

Table 4.37 Percentage distribution of factors that encourage tourists to visit a general beach, comparison between international and domestic tourists, classified by beaches (Patong, Kata, Karon)

Factor	Patong		Kata		Karon	
	Int'l Tourist	Domestic Tourist	Int'l Tourist	Domestic Tourist	Int'l Tourist	Domestic Tourist
Quality	18.28	15.16	19.02	18.00	18.93	20.85
Peacefulness & Privacy	14.33	13.19	17.53	15.32	18.38	17.93
Safety and security	11.60	10.59	9.97	9.40	11.39	14.04
Close to accommodation	10.92	6.03	11.02	14.90	8.11	2.97
Convenient to go	8.76	12.41	6.78	10.64	8.51	22.16
Quality of tourism services	7.72	7.42	1.11	6.85	9.48	6.36
Want to try out	7.11	4.08	9.77	4.05	4.64	3.33
Friends and relatives recommended	6.04	6.78	5.90	8.67	5.93	2.66
Alternative beach activities	5.74	3.43	3.18	0.69	3.57	-

Reputation	5.71	13.00	-	9.33	7.23	8.00
Advertising on media	3.79	9.81	2.06	2.14	3.81	2.99
Total	100.00	100.00	100.00	100.00	100.00	100.00

Remark: “Int’l” indicates International Tourist

“Bold numbers” indicate the highest percent within the group

Table 4.38 presents the important factors that made tourists aware of Patong, Kata and Karon beaches. Most international and domestic tourists who visited Patong beach knew Patong because of their friends’ and relatives’ recommendations, some domestic tourists (nearly 30%) had visited Patong beach before. Secondly, international tourists had visited Patong previously, and, thirdly, they read about it in magazines and brochures.

In summary, the five most important factors to make tourists aware of Patong beach were **friends and relatives recommended, had visited it before, reading about it in magazines and brochures, travel agents’ recommendations and searching the Internet.**

For Kata beach, international tourists knew the beach because they read about it in magazines and brochures, whereas domestic tourists knew Kata from friends’ and relatives’ recommendations. In summary, the five most important factors to make tourists aware of Kata beach were **friends’ and relatives’ recommendations, had visited it before, read about it in magazines and brochures, searching the Internet and travel agents’ recommendations.**

For Karon beach, the majority of international tourists knew the beach from friends’ and relatives’ recommendations. Domestic tourists knew Karon beach because they had visited it before. In summary, the five most important factors to make

tourists aware of Kata beach were: **they had visited it before, friends' and relatives' recommendations, magazines and brochures, searching the Internet and travel agents' recommendations.**

There were some differences in the results concerning the five most important factors. However, it could be summarized that the five most important factors allowing tourists to be aware of Patong, Kata and Karon beaches were **friends' and relatives' recommendations, had visited it before, reading about it in from magazines and brochures, searching the Internet and travel agents' recommendations,** along the same lines as the results indicated in table 4.36.

Table 4.38 Percentage distribution of factors that make tourists aware of these three beaches, comparison between international and domestic tourists, classified by beaches (Patong, Kata, Karon)

Factor	Patong		Kata		Karon	
	Int'l Tourist	Domestic Tourist	Int'l Tourist	Domestic Tourist	Int'l Tourist	Domestic Tourist
Friends and Relatives recommended	28.89	29.73	23.21	32.56	20.14	18.37
Have visited	22.96	29.73	17.86	27.91	17.99	26.53
Magazines/brochures	16.67	10.81	26.79	6.98	17.99	10.20

Search from the internet	11.85	5.41	7.14	11.63	17.99	10.20
Travel Agent recommended	11.48	9.46	7.14	9.30	12.23	2.04
Travel exhibition in their country	2.96	2.70	3.57	6.98	2.88	6.12
Tourism Authority of Thailand	2.22	10.81	1.79	2.33	5.76	16.33
Corporate arrangement	2.22	1.35	3.57	-	0.72	8.16
Close to accommodation	-	-	8.93	-	4.32	2.04
Others	0.74	-	-	2.33	-	-
Total	100.0	100.00	100.00	100.00	100.00	100.00

Remark: “Int’l” indicates International Tourist

“Bold numbers” indicate the highest percent within the group

Table 4.39 presents the important factors that encourage tourists to visit Patong, Kata and Karon beaches. The most important factor that encouraged international tourists to visit Patong beach was its proximity to accommodations, whereas the majority of domestic tourists thought reputation was the most important factor. In summary, the five most important factors that encourage tourists to visit Patong beach were **reputation, proximity to accommodations, quality, convenient access and complete tourism services.**

For Kata beach, the majority of international tourists thought the quality of the beach was the most important factor whereas the majority of domestic tourists thought Kata beach was close to accommodation so it encouraged them to visit the beach. In summary, the five most important factors that encourage

tourists to visit Kata beach are **proximity to accommodations, quality, peacefulness, convenient access and reputation.**

For Karon beach, the majority of tourists, both international and domestic thought the quality of Karon beach was the most important factor that encouraged them to visit. In summary, the five most important factors that encourage tourists to visit Karon beach were: **quality, proximity to accommodations, peacefulness, convenient access and wanting to try it out.**

Tourists who visited Kata and Karon beaches wanted peaceful and private beaches, whereas Patong tourists wanted complete tourism services. Apart from quality, proximity to accommodations, convenient access and reputation of the beach were also among the five most important factors that encouraged tourists to visit the beach. Kata and Karon beaches had similar results. However the different factors were reputation and wanting to try them out. The results imply that reputation also encouraged tourists to try out the beach.

Table 4.39 Percentage distribution of factors that encourage tourists to visit these three beaches, comparison between international and domestic tourists, classified by beaches (Patong, Kata, Karon)

Reason	Patong		Kata		Karon	
	Int'l Tourist	Domes tic Touris t	Int'l Tourist	Domes tic Touris t	Int'l Touri st	Dome stic Touri st
Close to accommodation	16.89	9.17	13.89	20.00	18.02	14.49
Quality	14.64	11.01	17.59	15.71	19.37	17.39
Convenient to go	12.39	10.09	10.19	11.43	8.56	14.49
Complete tourism services	10.59	8.26	2.78	2.86	4.95	5.80
Reputation	9.46	28.44	10.19	10.00	8.11	5.80
Want to try out	9.46	3.67	13.89	4.29	9.91	4.35
Friends and Relatives recommended	9.01	8.26	4.63	14.29	8.11	5.80
Alternatives activities	4.73	3.67	0.93	-	2.25	1.45
Safety and security	4.28	7.34	5.56	1.43	3.15	7.25
See from media	3.83	2.75	4.63	-	3.60	2.90
Peaceful and private	2.70	4.59	12.04	18.57	11.71	14.49
Including in tour program	1.58	2.75	-	-	1.80	5.80
Others	0.45	-	3.70	1.43	0.45	-
Total	100.00	100.00	100.00	100.00	100.00	100.00

Remark: “Int’l” indicates International Tourist
“Bold numbers” indicate the highest percent within the group

Table 4.40 presents activities preferred by international and domestic tourists when they visit the beach. The majority of international tourists said they enjoyed sun bathing as well as swimming, whereas the majority of domestic tourists enjoyed going for a walk. However, in the three beaches' combined results, both groups of tourists enjoyed going for a walk and swimming the most.

The majority of the tourists sample group thought there were no further activities they expected to find on these three beaches. However, the most expected activities were beach sports such as beach volleyball and beach football. Some international tourists wanted more shops, cafes and restaurants nearby Kata and Karon beaches since there were not many shops and restaurants nearby. However, if there were too many restaurants nearby, the beaches would not look as tidy and as natural as it they do.

Some domestic tourists wanted environmental preservation activities such as a big cleaning day on the beach to preserve the natural environment and keep clean the beaches. It was very good idea to conserve and preserve the environment and build sustainable environmental awareness among children as well as all concerned. Furthermore, many tourists expected beach guards to take care of them.

At present, there are no toilets and showers or lockers on the beach, hence many tourists wanted more toilets and showers and lockers for personal items to safeguard their property. As tourists had to rent sun beds and chairs on the beach if they wanted to enjoyed sun bathing, therefore some of them

wanted more of these free of charge. Some international tourists wanted topless sun bathing but this affects to Thai tradition and sustainable tourism.

According to the majority, up to 70% of tourists wanted no more activities on the beaches. It implies that the beach activities that exist are good. Furthermore, it was good for sustainable tourism because less development on the beaches could conserve the natural environment and still satisfy tourists.

Table 4.40 Percentage distribution of preferred activities and new activities, comparison between international and domestic tourists (3 beaches combined)

Factor	International Tourist	Domestic Tourist	Total
Preferred Activity	100.00	100.00	100.00
Sun bathing	37.39	6.39	21.89
Swimming	37.20	22.50	29.85
Enjoying water sports	10.93	10.28	10.60
Going for a walk	9.25	58.61	33.93
Massage	2.92	2.22	2.57
Reading books	2.31	-	1.16
New Activity	100.00	100.00	100.00
None	79.48	61.19	70.34
More beach sports	2.38	21.09	11.73
More water sports	8.21	7.75	7.98
Environmental preservation	-	2.56	1.28
More shops and restaurants	4.08	1.23	2.65
More toilets/showers	3.35	-	1.68
Recall of Tsunami ceremony	-	0.85	0.43

Locker for personal items	0.83	-	0.42
Topless Sunbathing	0.47	-	0.24
Snorkeling	0.47	-	0.24
Boating	1.68	2.09	1.89
Baywatch Guard	0.47	4.19	2.33
More lawn under trees/seats	0.24	1.11	0.68

Remark: “Bold numbers” indicate the highest percent within the group

Table 4.41 shows preferred activities to do on Patong, Kata and Karon, respectively. The majority of international tourists who visited Patong beach preferred sun bathing, whereas the majority of domestic tourists preferred going for a walk.

On Kata beach, the most preferred activities for international tourists were swimming as well as sun bathing (up to 40%, per activity). Domestic tourists who visited Kata beach preferred going for a walk (up to 50%) and second place was swimming as there were many tourists who thought Kata beach had clear water and was good for swimming.

On Karon beach, the majority of international tourists enjoyed swimming and secondly, enjoyed sun bathing, while most domestic tourists who visited Karon beach enjoyed going for a walk.

In summary, the majority of international tourists preferred sun bathing as well as swimming, whereas the majority of domestic tourists preferred going for a walk. However, domestic tourists who visited Kata and Karon preferred swimming to domestic tourists who visited Patong. The highest percentage of tourists preferred enjoying water sports at Patong beach since there were more water sports available on Patong than Karon and Kata. Only international tourists preferred reading books on the beach.

Table 4.41 Percentage distribution of preferred activities, comparison between

**international and domestic tourists, classified by
beaches
(Patong, Kata, Karon)**

Activity	Patong		Kata		Karon	
	Internat ional Tourist	Domes tic Touris t	Internat ional Tourist	Domes tic Touris t	Internatic onal Tourist	Dome stic Touri st
Sun bathing	38.86	2.50	42.50	3.33	30.85	13.33
Swimming	26.86	7.50	47.50	33.33	37.23	26.67
Enjoying water sports	17.14	7.50	5.00	6.67	10.64	16.67
Going for a walk	11.43	82.50	2.50	53.33	13.83	40.00
Massage	3.43	-	-	3.33	5.32	3.33
Reading books	2.29	-	2.50	-	2.13	-
Total	100.00	100.00	100.00	100.00	100.00	100.0 0

Remark: “**Bold numbers**” indicate the highest percent within the group

Table 4.42 shows new activities tourists wanted to find on Patong, Kata and Karon beaches. Almost all thought they needed no other activities on the beach, except domestic tourists who visited Kata beach, who wanted more beach sports such as volleyball and football matches on the beach. The majority of international tourists who visited Kata were satisfied with the

activities as well as the peacefulness and private atmosphere on the beach.

Only international tourists wanted more toilets, showers and lockers for personal items since the majority of them preferred sun bathing and swimming. The highest percentage of international tourists who wanted more toilets and showers on Kata beach since there was only one location of toilets and showers to facilitate the tourists. This was inconvenient. Some tourists wanted more shops and restaurants near the beach, more on Kata and Karon beaches than Patong. However, there are crowded shops and restaurants nearby Patong beach.

Some domestic tourists on Patong beach wanted more activities concerned with environmental preservation. They thought it would sustain the beach's cleanliness since many tourists visit Patong beach and it has more garbage management problems than other beaches. Therefore, if the authorities set up traditional activities to conserve and preserve environment, it would be a great benefit to the beach.

Table 4.42 Percentage distribution of desired new activities to find on a beach, comparison

**between international and domestic tourists,
classified by beaches
(Patong, Kata, Karon)**

Expected Activity	Patong		Kata		Karon	
	Int'l Tourist	Domes tic Touris t	Int'l Tour ist	Domes tic Touris t	Int'l Tour ist	Domes tic Touris t
None	78.72	76.92	77.50	33.33	82.22	73.33
More beach sports	3.55	5.12	2.50	48.15	1.11	10.00
More water sports	8.50	5.12	5.00	14.81	11.11	3.33
Environmental preservation	-	7.69	-	-	-	-
More shops/ Cafe/Restaurants	1.42	-	7.50	3.70	3.33	-
More toilets/showers /Lockers	2.84	-	7.50	-	2.22	-
Recall of Tsunami ceremony	-	2.56	-	-	-	-
Topless Sunbathing	1.42	-	-	-	-	-
Snorkeling	1.42	-	-	-	-	-
Baywatch Guard	1.42	2.56	-	-	-	10.00
More lawn under trees/seats	0.71	-	-	-	-	3.33
Total	100.00	100.00	100.00	100.00	100.00	100.00

Remark: “Int’l” indicates International Tourist

“Bold numbers” indicate the highest percent within the group

Table 4.43 shows visits, intention of revisit and things to be done to improve tourists’ next vacations. The majority of

international tourists visited these three beaches for the first time, while the majority of domestic tourists had visited them more than five times. In total, most of them visited the beaches 1 - 3 times (up to 60%). Domestic tourists visited more frequently than international tourists due to the shorter distance and greater convenience in visiting.

The majority of tourists, nearly 90%, would like to visit these beaches again, whereas only 1 -2% would not, and around 10 % were not sure.

Most tourists had a good time on these beaches because these beaches were beautiful. Some international tourists said they would like to visit these beaches again because they were attracted by the friendly people and lots of activities. A higher percentage of international tourists were fond of the cleanliness and privacy of the beach than domestic tourists was. Domestic tourists wanted to take family and others people to visit the beach because they thought the environment was very nice. Few tourists said they would not like to visit again because it was not the nicest beach they had been to. Some thought the beach was dirty and some were disturbed by noise so they wanted to find a quieter beach. Some tourists were not sure to visit these beaches again because the majority of international tourists wanted to try other beaches. The majority of domestic tourists would be back if they could, (up to 20%).

Table 4.43 Percentage distribution of visits and intention of revisit, comparison between international and domestic tourists (3 beaches combined)

	International Tourist	Domestic Tourist	Total
Times of visited	100.00	100.00	100.00
First time	42.55	23.33	32.94
2-3 times	31.20	33.06	32.13
4-5 times	7.27	8.61	7.94
More than 5 times	18.98	35.00	26.99
Intention of revisit	100.00	100.00	100.00
Yes	89.02	86.75	87.89
No	1.88	2.22	2.05
Not sure	9.10	11.03	10.07
“Yes”	100.00	100.00	100.00
I like it/Have a good time	23.64	41.94	32.79
Beauty	21.36	18.04	19.70
Lots of activities	5.89	-	2.95
Friendly people	3.57	-	1.79
Convenient to go	3.25	8.88	6.07
Take others to this beach	-	3.66	1.83
Cleanliness	11.85	4.85	8.35
Good to swim	2.32	-	1.16
Privacy	11.59	-	5.80
Natural environment	-	9.52	4.76
Nice weather	0.58	2.38	1.48
If I could come back	1.01	1.19	1.10
Others	2.93	-	1.47
“No”	100.00	100.00	100.00
It was dirty	0.60	-	0.30
Find other peaceful beach	0.30	-	0.15
Not the nicest beach have visited	2.06	-	1.03
Try other beaches	0.30	-	0.15
Too far from home country	0.30	-	0.15
“Not Sure”	100.00	100.00	100.00

Try other beaches	2.66	3.57	3.12
Not the nicest beach have visited	1.48	-	0.74
Not beautiful like old time	-	3.57	1.79
Find other peaceful beach	1.90	-	0.95
If I could come back	2.60	21.43	12.02

Remark: “Bold numbers” indicate the highest percent within the group

Table 4.44 shows numbers of times of tourists’ visits to Patong, Kata and Karon beaches. The majority of international tourists were visiting Patong and Karon for the first time, whereas the majority of domestic tourists had visited Patong and Karon more than 5 times. However, the majority of international and domestic tourists had visited Kata beach 2-3 times in all.

Table 4.44 Percentage distribution of visits, comparison between international and domestic tourists, classified by beaches (Patong, Kata, Karon)

Time of visited	Patong		Kata		Karon	
	Internat ional Tourist	Domes tic Touris t	Internat ional Tourist	Domes tic Touris t	Internatic onal Tourist	Dome stic Touri st
First time	41.95	30.00	32.50	23.33	53.19	16.67
2-3 times	24.14	22.50	45.00	40.00	24.47	36.67
4-5 times	11.49	12.50	5.00	10.00	5.32	3.33
More than 5 times	22.41	35.00	17.50	26.67	17.02	43.33
Total	100.0	100.00	100.0	100.00	100.0	100.0 0

Remark: “Bold numbers” indicate the highest percent within the group

Table 4.45 shows that most of the tourists at all three beaches would like to visit the beach again, (up to 90%). No tourists thought they would not visit Kata beach again.

Table 4.45 Percentage distribution of intention of revisit, comparison between international and domestic tourists, classified by beaches (Patong, Kata, Karon)

	Patong		Kata		Karon	
	International Tourist	Domestic Tourist	International Tourist	Domestic Tourist	International Tourist	Domestic Tourist
Yes	83.43	76.92	90.00	90.00	93.62	93.33
No	4.57	-	-	-	1.06	6.67
Not sure	12.00	23.08	10.00	10.00	5.32	-
Total	100.00	100.00	100.00	100.00	100.00	100.00

Remark: “Bold numbers” indicate the highest percent within the group

Table 4.46 shows that most tourists who visited Patong beach would like to return because they had a good time and they liked Patong beach. Many international tourists would like to come back again because Patong had lots of beach activities and friendly people.

Most international tourists who visited Kata beach said they would like to come back because of the cleanliness and private atmosphere, whereas most domestic tourists who visited Kata beach wanted to come back because of its beauty and good natural environment.

The majority of international tourists who visited Karon beach wanted to come back because they had a good time

on Karon beach and they thought Karon beach was beautiful. Domestic tourists wanted to return because they had a good time and it was convenient to go to Karon beach.

There were no tourist respondents who visited Kata beach and did not want to visit again. However there were a few international tourists who did not want to visit Patong and Karon beaches again. They thought Patong and Karon were not the nicest beaches they had visited. Furthermore, some international tourists thought Patong beach was too dirty. Noise and vendors on the beach disturbed them. Therefore they wanted to find a more private beach for their next holiday.

Evidently, some tourists hesitated to visit these beaches again. International tourists who visited Patong were not sure to return because they wanted to try other beaches, find more peaceful beaches and because Patong was not the nicest beach they had visited. However, most domestic tourists thought they would return if they could; others wanted to try other beaches and some thought Patong was not as beautiful as it once was. Kata tourists thought they would come back if they could and Karon tourists thought they wanted to try out other beaches.

Table 4.46 Percentage distribution of reasons to revisit, comparison between international and domestic tourists, classified by beaches (Patong, Kata, Karon)

Yes/No/Not sure		Patong		Kata		Karon	
		International Tourist	Domestic Tourist	International Tourist	Domestic Tourist	International Tourist	Domestic Tourist
Yes	Have a good time	35.71	42.86	3.03	21.43	31.58	61.54
	Beautiful	16.07	17.86	18.18	28.57	29.82	7.69
	Lots of activities	11.61	-	6.06	-	-	-
	Friendly people	10.71	-	-	-	-	-
	Convenient to go	6.25	3.57	-	-	3.51	23.08
	Take others to this beach	-	7.14	-	-	-	3.85
	Clean	-	3.57	30.30	7.14	5.26	3.85
	Good to swim	0.89	-	6.06	-	-	-
	Private	-	-	24.24	-	10.53	-
	Natural environment	-	-	-	28.57	-	-
	Nice weather	-	-	-	7.14	1.75	-
	If I could come back	-	3.57	3.03	-	-	-
	Others	1.78	-	-	-	7.02	-
No	It was too dirty	1.79	-	-	-	-	-
	Find other peaceful	0.89	-	-	-	-	-
	Not the nicest beach	2.68	-	-	-	3.51	-
	Try other beaches	0.89	-	-	-	-	-
	Too far from home country	0.89	-	-	-	-	-
Not Sure	Try other beaches	4.46	3.57	-	-	3.51	-

CHAPTER 5

CONCLUSION AND SUGGESTION

5.1 Conclusion

This research collected data from 2 population groups, within a group it was divided into 2 types of respondents. The first group is the beach stakeholder; local communities and businesses and the second group is tourist; international and domestic tourists.

5.1.1 Conclusion of local communities and businesses' results

All 380 questionnaires were collected from Patong, Kata and Karon communities and businesses, from September 15 to October 15, 2005. The sample group was divided in approximately 50% of male and female, the majority of respondents were between 20-40 years, a half of respondents were Phuket residents and a half were non-Phuket. Almost of respondents were from southern region and lived in Phuket less than 10 years. The majority of respondents had diploma and bachelor's degree. The majority of communities were hired and employed whereas businesses had private businesses. They had monthly incomes between 5,000 - 15,000 Baht.

The questionnaire for local communities and businesses were divided into 4 major factors; the physical beauty of land use plan, basic structures, environmental management and tourism impacts of the beach tourism.

Table 5.1, the majority of sample groups thought the physical beauty of parking lots and garbage can's position were fair whereas natural environment and landscape were good.

Table 5.2, all basic structures: the entrance/exit to the beach, public telephone, electricity /water taps system and toilet/showers were fair. Only basic structures on Patong beach tended to be poor.

Table 5.1 Conclusion of the beach stakeholders' opinions on the physical beauty of land use plan, classified by beaches (Patong, Kata, Karon)

Beach	Factors	Very good	Good	Fair	Poor	Very poor
Patong Kata Karon	Natural environment		<input type="checkbox"/> X <input type="checkbox"/> X	X <input type="checkbox"/>		
Patong Kata Karon	Parking lots			<input type="checkbox"/> <input type="checkbox"/> X <input type="checkbox"/> X		X
Patong Kata Karon	Garbage can's position			X <input type="checkbox"/> X <input type="checkbox"/> X	<input type="checkbox"/>	
Patong Kata Karon	Landscape		<input type="checkbox"/> X <input type="checkbox"/> X <input type="checkbox"/>			

Table 5.2 Conclusion of the beach stakeholders' opinions on the basic structures among the beach stakeholders' sample group, classified by beaches (Patong, Kata, Karon)

Beach	Factors	Very good	Good	Fair	Poor	Very poor
Patong Kata Karon	Entrance /exit to the beach			<input type="checkbox"/> X <input type="checkbox"/> X <input type="checkbox"/> X		
Patong Kata Karon	Public Telephone			<input type="checkbox"/> X <input type="checkbox"/> X <input type="checkbox"/> X		
Patong Kata	Electricity/water tap system			<input type="checkbox"/> <input type="checkbox"/> X	X	

Karon			X	<input type="checkbox"/>		
Patong	Toilets/showers					<input type="checkbox"/> X
Kata				<input type="checkbox"/> X		
Karon				<input type="checkbox"/> X		

Remark: indicates communities, X indicates businesses

The majority of environmental management was fair and there were 3 factors which were good as follows: attractive environment, fresh air and it was not disturbed by noise. Patong beach had quite poor garbage management in the sea, and there was disturbed by the beach whereas Karon beach was the most outstanding environment since it was the most cleanliness beach, it had best quality of sea, not crowded and the air was very fresh.

Table 5.3 Conclusion of the beach stakeholders' opinions on the environmental management, classified by beaches (Patong, Kata, Karon)

Beach	Factors	Very good	Good	Fair	Poor	Very poor
Patong	Clean Environment			<input type="checkbox"/> X		
Kata				<input type="checkbox"/> X		
Karon			<input type="checkbox"/> X			
Patong	Attractive Environment		<input type="checkbox"/> X			
Kata				<input type="checkbox"/> X		
Karon			<input type="checkbox"/> X			
Patong	Garbage Management on the beach			<input type="checkbox"/> X		
Kata				<input type="checkbox"/> X		
Karon			X	<input type="checkbox"/>		
Patong	Garbage Management in the sea			<input type="checkbox"/>	X	
Kata				<input type="checkbox"/> X		
Karon			X	<input type="checkbox"/>		
Patong	Sea Quality			<input type="checkbox"/> X		

Kata				<input type="checkbox"/> X		
Karon			<input type="checkbox"/> X			
Patong	Congestion			<input type="checkbox"/> X		
Kata				<input type="checkbox"/> X		
Karon			<input type="checkbox"/> X			
Patong	Maintenance of buildings			<input type="checkbox"/> X		
Kata				<input type="checkbox"/> X		
Karon				<input type="checkbox"/> X		

Remark: indicates communities, X indicates businesses

Table 5.3 (continued)

Beach	Factors	Very good	Good	Fair	Poor	Very poor
Patong Kata Karon	Maintenance of the beach			<input type="checkbox"/> X <input type="checkbox"/> X <input type="checkbox"/> X		
Patong Kata Karon	Air		<input type="checkbox"/> X <input type="checkbox"/> X			
		<input type="checkbox"/> X				
Patong Kata Karon	Noise		<input type="checkbox"/> <input type="checkbox"/> X	<input type="checkbox"/> X X		
Patong Kata Karon	Beach Trees			<input type="checkbox"/> X <input type="checkbox"/> X <input type="checkbox"/> X		
Patong Kata Karon	Beach activities were not destroyed environment			<input type="checkbox"/> X <input type="checkbox"/> X <input type="checkbox"/> X		

Remark: indicates communities, X indicates businesses

The beach tourism impacts to the beach stakeholders were classified into 5 major issues. (1) The overall opinions to the beach tourism, (2) Benefits from the beach tourism, (3) The desire of more or less beach tourism, (4) Participation to environmental management and (5) Participation to tourism plan.

The majority of respondents thought the beach tourism was good and they got good benefits from the beach tourism. Most respondents wanted much more beach tourism but they had fair to poor participation to environmental management and tourism plan. There was significant result that only Patong respondents thought the overall beach tourism and the benefits from the beach tourism were fair. Karon respondents had the lowest level of participation whereas Patong had the highest participation to environmental management and tourism plan.

Table 5.4 Conclusion of the beach stakeholders' opinions on the beach tourism impacts, classified by beaches (Patong, Kata, Karon)

Beach	Factors	Very good	Good	Fair	Poor	Very poor
Patong Kata Karon	Overall opinions to the beach tourism		<input type="checkbox"/> X <input type="checkbox"/> X	<input type="checkbox"/> X		
Patong Kata Karon	Benefits from the beach Tourism		<input type="checkbox"/> X <input type="checkbox"/> X	<input type="checkbox"/> X		
Patong Kata Karon	The desire of more/less beach tourism	<input type="checkbox"/> X <input type="checkbox"/> X <input type="checkbox"/> X				
Patong Kata	Participation to Environmental management			<input type="checkbox"/> X <input type="checkbox"/> X		

Karon					<input type="checkbox"/> X	
Patong	Participation to tourism			<input type="checkbox"/> X		
Kata	Plan				<input type="checkbox"/> X	
Karon					<input type="checkbox"/> X	

Remark: indicates communities, X indicates businesses

The majority of respondents, both communities and businesses thought that the most concerned issue to the beach tourism was the lesser amount of tourists since the majority of them were relevant to tourism industry. The majority of communities concerned with environment whereas businesses concerned with the lesser amount of tourists which directly affected their income. Five most concerned issues were (1) the lesser amount of tourists (2) ineffective garbage management (3) lack of basic infrastructure (4) environmental concerns and (5) improper landscape. There were three issues concerned with environment therefore it implied that some respondents knew environmental problems and knew that the environment was destroyed because of the beach tourism and afraid that they will lose them. Even though, they perceived the value of environment to the beach tourism but not yet perceived the importance of tourism planning and environmental managements' participations since they had low degree of participations. However, communities seemed to have more participations than businesses. Actually, businesses made a living on the beaches; they were probably know the exact problems on a certain beach therefore if they have more awareness to look after the beach and had more participation to the tourism planning it would be great benefits to the beach tourism development.

Considering the most concerned issue on Patong, Kata and Karon beach, the businesses group had same viewpoint; they concerned with the lesser amount of tourists but communities group had different viewpoints. The majority of Patong communities concerned with the return of the Tsunami because they faced with the enormous loss of properties and encouragement, Kata communities concerned with ineffective garbage management and Karon communities concerned with the lacking of basic infrastructures.

The majority of respondents suggested that toilets and showers should be improved in urgent, especially on Patong beach, secondly were the ineffective garbage management and the shortage of garbage cans. Thirdly were ineffective and shortage of basic infrastructures.

Considering on Patong, Kata and Karon beach, the majority of Patong respondents gave suggestions and recommendations on parking lots. Secondly were toilets and showers and thirdly were electricity and water tap system. The majority of Karon sample group also gave suggestions and recommendations on toilets and showers as well. Secondly and thirdly were infrastructures and garbage management whereas the majority of Kata respondents suggested on garbage management, toilets/showers and electricity/water tap system was secondly and thirdly, respectively.

Table 5.5 Conclusion of the beach stakeholders' opinions on suggestions & recommendations, classified by beaches (Patong, Kata, Karon)

Beach	Problems	Suggestions & Recommendations
Patong	(1) Parking lots	- Increase parking lots since there are not enough parking lots - Rearrange parking lots since it is not orderly.
	(2) Toilets/ Showers	- Increase amount of toilets/ showers since there are not enough. - Keep clean toilets/showers. - Provide toilets/ showers in many points and divided zone.
	(3) Electricity/ Water tap system	- More effective Water taps system management. - Improve electricity system, should keep an electric wire underground.
Kata	(1) Garbage Management	- Increase amount of bins. - Pay more attention to garbage management in the sea. - Improve effective of garbage management by authorities. - All concerned should help taking care of garbage management.
	(2) Toilets/ Showers	- Increase amount of toilets/ showers since there are not enough. - Keep clean toilets/showers.

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Appendix A: Top Ten Famous Tourists Attraction in Phuket (2004)

Source: Tourism Authority of Thailand Statistic, Year 2004

Table A: Top Ten Famous Tourists Attraction in Phuket (2004)

Tourist Attractions	Percentage of visitors		
	Thai	Foreigner	Total
1. Phromthep Cape	37.17	6.79	15.00
2. Patong Beach	56.07	47.92	50.13
3. Chalong Temple	16.44	5.53	8.48
4. Kata Beach	24.98	24.44	24.58
5. Karon Beach	22.16	19.58	20.28
6. Phuket Town	16.44	29.47	25.95
7. Rawai Beach	19.28	5.91	9.52
8. Rang Hill	12.12	3.12	5.55
9. Phuket Fantasea	9.36	4.99	6.17
10. Naiyang Beach	5.92	1.75	2.87

Appendix B: Tourism Marketing Plan 2005

Source: Tourism Authority of Thailand, Tourism Marketing Plan 2005

Vision of Thai Tourism Industry

Tourism Capital of Asia **Quality -Sustainability - Competitiveness**

Develop and promote tourism industry of the country towards quality standard and sustainable tourism which can be competed in the world tourism market and leading the way to become the Tourism Capital of Asia.

Thailand Image

Happiness on Earth

Strategic Position / (Direction)

Quality & Value

- a. Aiming for more quality tourists
 - b. Offering quality and best value for money products
- Quality = Valuable products with good service impression.
Value = Quality product at reasonable price.

Objective

- (1) To earn more foreign exchange by means of:
 - c. Increasing tourist average spending and length of stay.
 - d. Maintaining the growth rate of tourist according to the trend.
- (2) Accelerate the cash flow within the country and distribute income to the region by encourage more domestic traveling by Thais.

Marketing Target

	Overseas Markets	Domestic Markets
Tourist Number	13.38 Million Tourists	76.25 Million Trips
Revenue	450,000 Million Baht	347,300 Million Baht

Tourism Products for Overseas Markets**1. Four cluster of major tourism products:**

Cluster I: Beach and Seaside: Chonburi (Pattaya), **Phuket**, Phangnga, Krabi, Ko Samui, Prachuab Khiri Khan (Hua Hin), Phetchaburi (Cha-am)

Cluster II: Park, Nature, Forest, and Mountain: Chiang Mai, Kanchanaburi, P h e t c h a b u r i

Cluster III: History and Culture: Bangkok, Chiang Mai, Chiang Rai, Sukhothai, Kanchanaburi, Phra Nakhon Si Ayutthaya

Cluster IV: Special Interest: Shopping, Food, MICE, Golf, Wellness and Spa

2. New products to be offered:

(1) Tourism routes linking with neighboring countries:

- e. Tourism routes linking with the Greater Mekong Subregion (GMS) by Air
- f. Tourism routes linking with the Greater Mekong Subregion (GMS) by Road
- g. Tourism routes linking within IMT-GT (Indonesia, Malaysia, Thailand Growth Triangle) By Road & Air

(2) Thematic Tourism Routes within the country

- World Heritage Routes
- Khmer Cultural Routes
- One Tambon One Product (OTOP) Routes

(3) New Destination:

- Beach and Seaside: Chang Island, Trat/ Trang/ Khao Lak, Phang-nga/ Khao Lanta, Krabi

- National Parks and Mountain: Khao Luang National Park, Nakoon Sri Thammarat/ Khao Sok National Park, Surat Thani/ Thale Ban National Park, Satun

- History and Culture: Wiang Kumkam, Chiang Mai

(4) Special Interest Product:

- Wellness & Spa/ Medical Tourism, Golf, MICE, Ecotourism & Soft Adventure, Cultural & Life style, Diving, Shopping, Wedding& Honeymoon, Agro tourism, Religious Tourism, Man made, Litho Tourism

(5) Tourism Events

- World Events: Bangkok International Film Festival, Yaowaraj Chinese New Year, Pattaya Music Festival, Songkran Festival, Amazing Thailand Grand Sale, Loy Kratong Festival, New Year Countdown.

- Special International Events: 2005 International Trumpet Guild Chiang Mai International Art & Culture Festival, Pattaya Queen's Cup Marathon, the 4th Bhumibol Dam Invitation International Mountain bike and Thailand's International and Traditional Long Boat Race.

Key Success Factors

1. Sufficient and promptness of budget allocation from the government
2. Increase marketing personnel in high potential areas especially China, India, Indonesia, Vietnam, Netherlands, Russia, Canada, Dubai and South Africa.
3. **Improvement of tourism products and services as well as ensuring that there are new products to attract visitors.**
4. No crisis incident that might create an impact on traveling both locally and internationally. (Domestic and outbound markets)
5. Both government and private sector must be united and implement their operational plans towards the same direction to ensure the maximum benefit for the country.

Appendix C: After Tsunami

Source: Phuket Bulletin, February 2005

After the tsunami catastrophe hit 6 Andaman coastal provinces of Thailand there was a horrible toll of human life. Loss and damage to properties of residents and visitors covered a wide area. Phuket Provincial Natural Resources and Environment has been in cooperation with several survey organizations reporting the conclusion of this natural disaster as following.

Soil Resources Agriculture area of Moo 2 and 3 Tambon Chalong, Moo 3 Tambon Sakoo and Moo 4 Tambon Mai Khao has been affected. The total area is 22 rai.

Surface Water Resources Shallow wells are contaminated with salt water and are damaged thus need to be replaced. The tap water system has been destroyed and will need a new system. These surface water resources are Nong Num Pru Yao and Nong Num Pru Tung Tian in Moo 4 Tambon Mai Khao, Thalang. Another two water supplies in Nong Harn Moo 1 Tambon Karon, Amphur Muang are waiting to be resuscitated. These two places are Nong Num Pru Yao and Nong Harn. For Nong Num Tong Tian was originally brackish water not meant for consumption, but it needs to be developed with the surrounding ecosystem.

Artesian Water Resources Public and private artesian wells suffered minimal damage.

Marine and Coastal Resources. This is the most affected area and after the survey there the conclusions are:

Mangrove it was found that 10 rai of mangroves in the Amphur Muang Phuket around Klong Mudong was affected. This is beyond the National Park area.

Seagrasses only minor effects were found in Phuket. Only some lines of sea grasses at Leam Sai and the neighboring area were eroded and soil sediment covered some sea grass fields in Baan Ta Chat Chai - Bann Pak Klong Yid area.

Coral Reef damage was considerably less than anticipated in Phuket and its neighboring islands. The most seriously affected area is in the south of Patong Bay, with around 10-50% of coral reefs suffering mostly caused by objects such as broken trees or bricks.

Beach Forest Trees, beachside forest on public and private land drying up and wilting.

Coastal Sea Water Suitable and safe for swimming.

Beaches; Nai Yang Beach still needs a massive clean up while other beaches like Patong, Karon, Kata and Kamala have already been cleaned up.

Waste Water Treatment System; Patong and Municipality and Tambon Karon's pipe lines are clogged because of sand, and the electrical system has problems. Waste and water systems from household and hotels are released directly to natural resources.

Garbage Collection Powerful waves swept an enormous amount of concrete construction, boats, cars, garbage ashore with the total amount estimated as 10,000 cubic meters. At first local organizations were responsible for moving the rubbish out of their own area. However, with the capacity of eliminating only 400 tons of waste daily, there is not the means to eradicate all the waste immediately. Most of it is solid waste such as building parts, office accessories, concrete, plastic, logs, beach umbrella and chairs, which can be selected and reused again. Apart from this there will be more garbage from demolished and destroyed construction. A spare area is needed to cater for this enormous amount of garbage.

Appendix D: General Information of Patong, Kata and Karon Beach

Source: <http://www.katakaron.com/01/08/05>

Patong Beach

This is Phuket's central tourist and night time entertainment district. Over the years, Patong has turned from a fishing village into one of the island's two cities. The famous bay and 4 km. beach remain as they were, with development limited to the area back of the beach road. There, however, virtually every kind of entertainment imaginable awaits visitors, with bar catering to every nationality. Live music can be found in many places, and there are also discotheques. Accommodations range from budget to five-star. Shopping opportunities appear to be endless. Whatever one's culinary disposition, a restaurant catering to it will be found. In addition, there are many tour companies waiting to help visitors plan their vacations.

Originally a fishing village, currently Patong is Phuket's most developed beach offering virtually every kind of entertainment imaginable. Exuberant nightlife and numerous leisure, sporting, shopping, and recreational options flourish along its three kms of beach. The beer bars cater to every interest and nationality with charming hostesses to entertain, and all play video movies and music so loud that when several are clustered together it can be deafening. There are also massage parlors, travel agencies, car and motorcycle rental agencies, coffee shops, discos, nightclubs, cocktail bars, and virtually every other form of enterprise designed to separate tourists from their baht. For those determined to party until the water buffalo come home there are few better spots than Patong Beach.

Haphazard modern development doesn't take anything away from Patong's delightful natural setting. The beach is lovely and excellent for watersports including sailboarding, parasailing and snorkeling (best at the south end) as well as for relaxation, sunbathing and strolling. Fine accommodation abounds in all categories, from the most exclusive and luxurious hotels to bungalows and guesthouses offering simple facilities.

Eating out in Patong can be a truly international experience. Scandinavian, Italian, German, Swiss, Mexican and French restaurants compete with the usual array of fast food joints.

Thai cuisine concentrates on seafood cooked Thai-style, which means very spicy with lots of garlic, lemon grass, chillies, shrimp paste and herbs.

Shopping opportunities appear to be endless. Fine modern jewelry can be found at shops in Patong offering rubies, sapphires, pearls, emeralds and gold pieces. Other shops sell silk, bronze ware, porcelain, ceramics and benjarong pottery.

Patong has a full range of outdoor activities such as yachting, deep-sea fishing, snorkeling, windsurfing and water skiing, horseback and elephant riding, mountain biking, sea canoeing and more.

Kata Beach

The smallest of Phuket's three main tourist beaches, Kata is different in appearance and style from Karon or Patong. The beach itself is broad and curving, and structures bordering it are low-rise. The waters are perfect for swimming, and at the north end is a coral reef with many varied corals and fishes which stretches out toward Poo Island. Facilities for every price range include hotels, bungalows, tour companies, restaurants, bars and clubs. There is regular bus service to and from Phuket town during daytime.

Kata has two beaches: Kata Yai (Big) and Kata Noi (Small). Kata Yai is about two kilometres long and is of outstanding beauty. Palms and rocket trees line the beachside road, providing shade and on the beach itself, lines of sun beds are for hire. There's good swimming during high season, from November to April and the snorkeling is excellent at low tide off the southern reef and also off Poo Island towards the north. Further north, between Kata and Karon, the snorkeling is absolutely epic. Paragliding is possible, although not highly recommended, as there have been a number of accidents. Kata is swimmer friendly, in that one can splash around in the shallows for quite a way out before being in any danger. The middle section of the beach is the most prone to riptides in low season so should be approached with care.

Kata hosts a yearly surf competition in June/July. Even though the surfing on Phuket isn't exactly Kelly Slater stuff, a lot of surfers of varying standards can be seen going at it almost daily during the rainy season, when storm-generated waves crash into the western coast. In

the high season, windsurfing at Kata can be positively electrifying, although the ever-present fishing boats should be taken into consideration. At both ends of the beach you'll find a plethora of restaurants, bars and souvenir shops.

Things to Do: Kata

With a town centre totally independent of the beach, Kata still retains a village atmosphere yet can cater to most visitors quite easily. Shopping-wise, the town has everything you need. There are boutiques, tailors, delis, beach toy stores and supermarkets to shop in and, of course, the ubiquitous street stalls, making a nighttime stroll reminiscent of a walk through a bazaar. Dive shops abound, making trips out into the azure Andaman a daily possibility even in the rainy season. One can also hike in the jungle above the beaches or rent a motorbike (usually from 150 to 250 baht a day) to explore Phuket. There is a bank, a post office and several exchange booths in the area, as well as a rather unusual but popular chemist. Kata also has a large selection of accommodation. From top end hotels down to simple guesthouses you will find whatever suits your wallet and tastes. There are two excellent and cheap second hand bookstores and numerous cyber cafes. At night, Kata is exciting, fun, and possesses more of a family atmosphere than neighboring Patong. Several bars have good live music acts, with no cover charge to enter and ethnic restaurants abound. You'll soon find out that finding good food in Thailand is the least of your problems. Kata's nightlife carries on as long as you can.

Karon Beach

Head north from Kata along the beach road and, two hundred metres on the left is the start of Karon Beach. This is a long three to four kilometre strand with undoubtedly the finest sand on Phuket. It positively squeaks beneath your feet on the walk from the road down to the water. Karon beach offers little in the way of shade except a few palms and rented parasols, so precaution against sunburn should be taken before spending extended time on it. There's also quite a steep underwater cant dropping off into the ocean, so weaker swimmers are advised to either stay out of the water or head south to safer Kata Beach. The beach itself is a marvelous place for an invigorating morning or evening walk, and, with hundreds of small shops and eateries dotting the road between Karon and Kata, the beach road is also a well-frequented walking route. At the

southern end of the beach you can snorkel around the rocks and gradually make your way around the headland. Further north, past the village of Karon, there is better snorkeling. Karon Beach is the place to go if you desire an uninterrupted view of the ocean. Karon has been developed with a number of mid-range resorts, most set well back from the shore. Escalating construction of beer bars, nightclubs and discos, as well as new high-rise hotels, tarnishes Karon's once proud reputation for environmental consciousness, and as a haven for families and couples who wanted nothing more than to relax on the beach and eat Phuket lobster. But it still has a slower pace than Patong, and local fishermen still cast their nets in a charming lagoon at the north end of the beach.

Things to Do: Karon

Different flavor from Kata. There's a Buddhist temple overlooking the road leading down to the beach, several up market hotels only a few hundred metres from the sea, and a town centre that is friendly by day and downright cheeky by night. The beach road itself, following the curving banana-shaped coast is dotted with shops, eateries and a good selection of tailors. Karon is expanding, but with caution. Building projects are kept well away from the beach and the byword is 'discretion'. Like Kata, there are many dive shops to choose from if you wish to explore the extraordinarily beautiful underwater world of the Andaman Sea. By night, Karon's bars compete for the visitor's attention in various ways: Loud music, atmospheric beach bars, haute cuisine, expat haunts, and they're all there to draw you in if you feel like it. Some visitors opt for the stroll along the beach road to Kata and back.

How to get there

Kata and Karon are, roughly 45 kilometers away from the airport, depending on the route your driver chooses. This trip will take an hour and costs 500 baht by taxi. If you wish to take a taxi to Phuket Town, then clamber aboard a local bus at the fresh market. (A Song Taeuw, so called because of the "two bench" arrangement used to seat passengers) The fare from Phuket will be 20 baht. Hiring a car from the airport is also possible and, once arrived, you may want to rent a motorcycle in Kata or Karon itself. There are many beautiful viewpoints above Kata and Karon that are only accessible to either the extremely fit or to people who have their own locomobile.

Appendix E: Patong Beach Survey's Result

Source: Group of resort and hotel in Patong (2004)

Table B : What do tourists like about Patong?

Year 2002 1 st Survey	Year 2003 2 nd Survey	Year 2004 3 rd Survey
1. Friendliness and generosity of local people, always grin with delight	1. Friendliness and generosity of local people, always grin with delight	1. Friendliness and generosity of local people (lessen of grin with delight)
2. Fun and comfortable atmosphere. Have various restaurants, bars and shopping	2. Fun and comfortable atmosphere. Have various restaurants, bars and shopping	2. Fun and comfortable atmosphere. Have various restaurants, bars and shopping
3. Feel safety	3. Feel safety	3. Adoration of money

Table C: Top 3 problems must be urgently improved

Year 2002 1 st Survey	Year 2003 2 nd Survey	Year 2004 3 rd Survey
1. Bad smell from drains, should improve drainage system.	1. Walkways are very terrible, need urgently restoration.	1. Beach and streets are dirty and bad smell from drainage system.
2. Dangerous walkways	2. Tailors, street vendors and tuk-tuk drivers are impolite.	2. Tailors and street vendors are impolite. There is too much tuk-tuk and taxi.
3. Street vendors are impolite and too much tuk-tuk and taxi.	3. Beach and streets are dirty, full of disgusting rubbishes	3. Exceeding transportation fare should be fixed or provide taxi meters.

Table D: The second urgently problems must be improved

Year 2002 1st Survey	Year 2003 2nd Survey	Year 2004 3rd Survey
1. Dirty beach and poor garbage management	1. Walkways are very terrible, need urgently restoration.	1. Quality of water is worsening. The beach is fully of plastic bags and rubbishes.
2. Lack of tourist facilities, lack of baht room and toilet. Too much street vendors	2. Tailors, street vendors and tuk-tuk drivers are impolite.	2. Lack of tourist facilities, lack of baht room and toilet. The boundary between swimmer and jet-ski is not suitable.
3. Time Share sales person are impolite. Not enough parking lots	3. Beach and streets are dirty, full of disgusting rubbishes	3. Walkways are very terrible, tourists cannot pass by during night time because tuk-tuk and street vendors always occupied.

Table E: The third urgently problems must be improved

Year 2002 1st Survey	Year 2003 2nd Survey	Year 2004 3rd Survey
1. Pay more attention to safety of parasailing and Jet-Ski	1. Bad smell and black smoke from open wide garbage burning.	1. Too much goods and prostitutes after midnight.
2. No parking lots	2. Vendors are impolite when they cannot sell goods.	2. People especially vendors are not friendliness anymore. They are not smile like Thai ways.
3. Too much vagabond dogs	3. There is too much time share sales person.	3. Should improve walkways nearby beach and border between pedestrian and

		vendors.
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Table F: Summary of the most important reaction and suggestion

Transportation fare	<ul style="list-style-type: none"> - Taxi Meter, Tuk-tuk Meter or fix fares for Tuk-tuk - Open bus route between beaches
Water Quality	<ul style="list-style-type: none"> - Build up Water remedy plant and make sure that the plant is 100% effectiveness. - Clean up the canal that release polluted water into the beach
Tourist Facilities	<ul style="list-style-type: none"> - Build up Bathroom and toilets on the beach (acceptance from local people before) - Collect fees from customers - Set up boundary and rules for Jet-Ski - Set up boundary for parasailing to protect accident
R e s t o r a t i o n walkways	<ul style="list-style-type: none"> - Restore walkways on Taweewong Road - Expand walkways twice as much - Make Taweewong and Bangla as a walking street - Fixing broken lighting bulb - Set up team for checking streets every week and immediate restoration. - Bury all cables beneath underground for better Patong view
Dirty of Patong	<ul style="list-style-type: none"> - Increase dustbins along the beach and streets, clean and get rid of them twice a day - Outsource team to clean the beach before 9.00 a.m. everyday - Prohibit shops and restaurant throw away rubbish on walkways - Ask every businesses deep clean in front of their shop once a week - Deep clean walkways with special equipment once a week - Introduce Beach beatify campaign to all concerned, encourage every businesses cooperate in planting and maintain the trees on the beach
Street vendors, Taxi	<ul style="list-style-type: none"> - Prohibit tailors who persuade customers in front of their shops and time

and Tuk-tuk drivers are impolite	share sales person on the street <ul style="list-style-type: none">- Issue law to control non-registered taxi drivers- Find out way to fix fare of Tuk-tuk or attach meter to Tuk-tuk- Handle all 300 Tuk-tuk to park during day and night time- Consider the purchase of large land at the entrance of Patong for parking car rental then expand the street in front of the beach as walking street
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Appendix F : General Information of Karon Municipality

Source: www.karoncity.com, 25/02/05

1. General condition and basic information

1.1 General condition

1.1.1 Karon Municipality is located far from Muang Phuket to the southern for 19 kilometers. Karon's area consists of 20 kilometers. Major areas are mountain and plain attached to Andaman Sea and comprise of 5 communities as follows;

1. Karon Community
2. Kata Community
3. Bangla Community
4. Kok Chang Community
5. Kok Tanod - Kata Noi Community

Location

Attached Muang Patong in the North

Attached Rawai Provincial Organization in the South

Attached Chalong Provincial Organization in the East

Attached Andaman Sea in the West

1.1.2 Population

There are 6,377 people. (2004) the density is 319 people per a kilometer. There are 4,380 families, the average members in a family is 1.5 people.

Total population 6,377 people comprising of;

Male	3,328 people
Female	3,049 people

Source: Office of residence registration, Karon municipality, 01/09/04

1.2 Basic Structure

1.2.1 Transportation system

It is convenience to go into Phuket town. Almost of streets around municipal area are in good condition, they are concrete all routes except around mountains. Most of streets around mountains are not standardization. In rainy season, they always damage and need continuous development.

1.2.2 Electricity

The electricity reaches to almost of population except some families who live scatter around the mountain. Public electricity was lacked in some point.

1.2.3 Water

Almost of Karon population have tap water except some families who live scatter around the mountain.

1.2.4 Telecommunication

There is 1 postal office in Karon.

1.2.5 Traffic

It is hardly traffic jam in workaday both before and after work.

1.2.6 Land Used

Almost of land used is for living, business, tourism, hotel business and entertainment. Even though, on the mountain area is agriculture.

1.3 Economy

1.3.1 Economic structure

Almost of people do tourism businesses divided into a group as follows;

- Hotel business
- Long tail boat
- Beach Chair
- Masseur
- Jet-Ski
- Speed Boat
- Small truck
- Food stall

Most of tourism businesses provide revenues to communities.

1.3.2 Industry

There is a water plant comprises of 10 employees

1.3.3 Services and Commerce

43	Hotels	3,706 Rooms
46	Guest Houses	287 Rooms
10	Resorts	919 Rooms
1	Condo	38 Rooms
27	Other Accommodations	531 Rooms
180	Restaurants	
1	Gas Station	
3	Banks	
9	Currency Exchanges	

1.3.4 Tourism

Tourist attraction in Karon are beaches, consisting of 6 beaches; Nui, Mai Ngao, Kata, Kata Noi , Karon and Karon Noi beach. The other destination is view point (Sam Had Mountain), at this point we can see 3 beaches' view.

1.4 Environment and natural resources

1.4.1 Weather

The weather is warm all year round. There are 2 seasons that are summer and rainy season. Summer starts from November to April. Rainy season starts from May to October. The highest temperature is around 30.3 C and the lowest is 24 C . The average rain water is 2,550.3 cubic meters per year.

1.4.2 Reservoir

There are 3 natural reservoirs; 2 creeks and 1 swamp. It uses for fire extinguished. Moreover, there are 2 wells for tap water.

1.4.3 Polluted water

Polluted water 7,000 cubic meters a day. This polluted water was eliminated 5,000 cubic meters a day.

1.4.4 Garbage

The amount of garbage is 30 tons per day. Karon occupies 5 garbage cars and all 30 tons of garbage was eliminated by embed in rental areas from Muang Phuket Municipality. The rental fee is 1,097,974 Baht per year.

No. _____

Appendix G: (English and Thai version)**QUESTIONNAIRE****Development of Phuket beaches for sustainable tourism:****A case study of Patong, Kata, Karon**

By Miss Tunyaporn Pongprayoon

Master of Business Administration in Hospitality Tourism

Prince of Songkhla University, Phuket Campus

The purpose of this questionnaire is to determine the development of Phuket beaches for sustainable tourism: A case study of Patong, Kata, Karon. **Sustainable Tourism** is “tourism that responds to tourists and local communities by protecting and conserving of its natural environments for the next generation.”

The data collected is a part of thesis and for academic purposes only. Your opinion will be the most usefulness for the study as the guideline to develop and improve our beach for sustainable tourism.

The researcher would like to thank you with appreciation for your kind cooperation and spending your valuable time on this questionnaire.

The structure of this questionnaire is following;

Part 1: Your opinion to tourism components and environmental management on the beach

Part 2: Your opinion to the beach tourism impact on community

Part 3: Personal Information

Part 1: Your opinion to tourism components and environmental management on the beach

Part 1.1: Your opinion to tourism components on the beach

Note: Please rate your satisfactions by checking ✓ and use on the following attribute on a scale of 1 to 5 from 1= Excellent to 5 = Very Poor

	5 Very Good	4 Good	3 Fair	2 Poor	1 Very Poor
Land use Plan (Physical beauty)					
1. Natural Environment					
2. Parking lots' location					
3. Landscape					
4. Garbage Management and garbage can's position					
Basic structures					
5. Entrance and exit to/ from the beach					
6. Public telephones					
7. Electricity and water tap services					
8. Toilets & showers					

Part 1.2: Your opinion to environmental management on the beach

Note: Please rate your reasons by checking ✓ and use on the following attribute on a scale of 1 to 5 from 1= Excellent to 5 = Very Poor

	5 Very Good	4 Good	3 Fair	2 Poor	1 Very Poor
The efficiency of environmental management on the beach					
1. Cleanliness of environment					
2. Attractiveness of environment					
3. Garbage management in general					
4. Garbage management in the sea					

5. Water's quality management (in the sea)					
6. This beach was not crowded					
7. Maintenance of buildings & public spaces					
8. The beach handling and maintenance					
9. Pureness of fresh air					
10. Noise controlled					
11. Amount of beach trees					
12. The beach activities to environment					

Part 2: Your opinion to the beach tourism impacts on community

1. Overall, what is your opinion of the beach tourism in your community?

Very Good _____ Good _____ Fair _____ Poor _____ Very Poor
5 4 3 2 1

2. Overall, how are the benefits from the beach tourism in your community?

(For examples: creates jobs, more income, better infrastructures, etc.)

Very Good _____ Good _____ Fair _____ Poor _____ Very Poor
5 4 3 2 1

3. Would you want more or less the beach tourism in future in your community?

Much More _____ More _____ Same _____ Less _____ Much Less
5 4 3 2 1

4. Level of your participation in managing, maintaining and developing environments of the beach tourism in your community.

Very Good _____ Good _____ Fair _____ Poor _____ Very Poor
5 4 3 2 1

5. Level of your participation of beach tourism planning in your community.

Very Good _____ Good _____ Fair _____ Poor _____ Very Poor
5 4 3 2 1

6. What is your main concern regarding the beach tourism in your community?

7. What could be done to improve the beach tourism in your community?

8. Other Comments

Part 3: Personal Information

1. Gender

1. Male 2. Female

2. I am _____ years old.

3. My region is in..... part of Thailand

1. Northern 2. Eastern 3. Central
 4. North Eastern 5. Western 6. Southern

4. My hometown is in _____

5. I live in Phuket for _____ years.

6. Education

1. High School or less 2. Secondary school 3. Diploma
 4. Bachelor Degree 5. Graduate Degree

7. Occupation

1. Hired/ Employed 2. Government Officer 3. Private Business
 4. Vendor 5. Street vendor 6. Driver (tuk-tuk, taxi, etc.)
 7. Student 8. Others (Please specify) _____

8. Earned Incomes (Bath/ Month)

- | | | |
|---------------------------------------------|---------------------------------------------|---------------------------------------------|
| <input type="checkbox"/> 1.<5,000 | <input type="checkbox"/> 2. 5,001 - 10,000 | <input type="checkbox"/> 3. 10,001- 15,000 |
| <input type="checkbox"/> 4.15,001- 20,000 | <input type="checkbox"/> 5. 20,001- 25,000 | <input type="checkbox"/> 6. 25,001- 30,000 |
| <input type="checkbox"/> 7. 30,001 - 35,000 | <input type="checkbox"/> 8. 35,001 - 40,000 | <input type="checkbox"/> 9. 40,001 - 45,000 |
| <input type="checkbox"/> 10.45,001 -50,000 | <input type="checkbox"/> 11. >50,000 | |

*****Thank you very much for your cooperation*****

No. _____



แบบสอบถาม

เรื่อง “การพัฒนาแหล่งท่องเที่ยวประเภทชายหาดในจังหวัดภูเก็ตเพื่อการท่องเที่ยวอย่างยั่งยืน”

กรณีศึกษา หาดป่าตอง หาดกะตะ หาดกะรน

โดย นางสาวชญพร พงษ์ประยูร

นักศึกษาปริญญาโท บริหารธุรกิจมหาบัณฑิต ภาควิชาการจัดการการบริการและการท่องเที่ยว
มหาวิทยาลัยสงขลานครินทร์ วิทยาเขตภูเก็ต

แบบสอบถามนี้จัดทำขึ้นเพื่อศึกษาแนวทางการพัฒนาแหล่งท่องเที่ยวประเภทชายหาดใน
จังหวัดภูเก็ตเพื่อการท่องเที่ยวอย่างยั่งยืน โดยใช้กรณีศึกษาของหาดป่าตอง หาดกะตะ หาดกะรน

การท่องเที่ยวยั่งยืน คือ “การท่องเที่ยวที่ตอบสนองความต้องการของนักท่องเที่ยวรวมถึงผู้เป็นเจ้าของท้องถิ่น โดยมีการป้องกันและสงวนรักษาทรัพยากรเพื่ออนุชนรุ่นหลังด้วย” ข้อมูลที่ผู้วิจัยเก็บรวบรวมนั้นเป็นส่วนหนึ่งของงานวิทยานิพนธ์และมีวัตถุประสงค์เพื่อใช้ในการศึกษาเท่านั้น ความคิดเห็นของท่านจะเป็นประโยชน์อย่างมากต่อการศึกษาแนวทางการพัฒนาชายหาดเพื่อการท่องเที่ยวที่ยั่งยืน

ผู้วิจัยขอขอบคุณในความกรุณาของท่านเป็นอย่างสูง ที่สละเวลาอันมีค่าเพื่อร่วมตอบแบบสอบถามชุดนี้
แบบสอบถามชุดนี้ถูกแบ่งเป็น 3 ตอน ดังต่อไปนี้

ตอนที่ 1 ความคิดเห็นของท่านต่อบริบททางการท่องเที่ยว และการจัดการสิ่งแวดล้อมบริเวณชายหาด

ตอนที่ 2 ความคิดเห็นของท่านในเรื่อง ผลกระทบของการท่องเที่ยวบริเวณชายหาดที่มีต่อชุมชน

ตอนที่ 3 ข้อมูลพื้นฐานของผู้ตอบแบบสอบถาม

สถานที่ หาดป่าตอง หาดกะตะ หาดกะรน

ตอนที่ 1 ความคิดเห็นของท่านต่อบริบททางการท่องเที่ยว และการจัดการสิ่งแวดล้อมบริเวณชายหาด

ตอนที่ 1.1 ความคิดเห็นของท่านที่มีต่อบริบททางการท่องเที่ยวบริเวณชายหาด

คำชี้แจง โปรดทำเครื่องหมาย ✓ ลงในช่องว่างที่ตรงกับความคิดเห็นและความรู้สึกของท่านมากที่สุด พร้อมเสนอข้อคิดเห็นเพิ่มเติมลงในช่องหมายเหตุ ในประเด็นที่ท่านคิดว่าไม่เหมาะสม โดยกำหนดค่าของตัวเลขดังต่อไปนี้

5 = มากที่สุด 4 = มาก 3 = ปานกลาง 2 = น้อย 1 = น้อยที่สุด

บริบททางการท่องเที่ยวบริเวณชายหาด (ด้านความสวยงาม)	ระดับความเหมาะสม					หมายเหตุ
	5	4	3	2	1	
1. สิ่งแวดล้อมทางธรรมชาติ						
2. ตำแหน่งที่จอดรถ						
3. สภาพภูมิทัศน์โดยรอบ						
4. การจัดวางถังขยะ						
โครงสร้างพื้นฐานของแหล่งท่องเที่ยว						
5. ทางขึ้น-ลง ชายหาด						

6. โทรศัพท์สาธารณะ						
7. ระบบไฟฟ้าและน้ำประปา						
8. ห้องน้ำและห้องอาบน้ำ						

ตอนที่ 1.2 ความคิดเห็นของท่านที่มีต่อการจัดการสิ่งแวดล้อมบริเวณชายหาด

คำชี้แจง โปรดทำเครื่องหมาย ✓ ลงในช่องว่างที่ตรงกับความคิดเห็นและความรู้สึกของท่านมากที่สุด พร้อมเสนอข้อคิดเห็นเพิ่มเติมลงในช่องหมายเหตุ ในประเด็นที่ท่านคิดว่าไม่เหมาะสม โดยกำหนดค่าของตัวเลขดังต่อไปนี้ 5 = มากที่สุด 4 = มาก 3 = ปานกลาง 2 = น้อย 1 = น้อยที่สุด

การจัดการสิ่งแวดล้อมบริเวณชายหาด	ระดับความเหมาะสม					หมายเหตุ
	5	4	3	2	1	
9. สภาพแวดล้อมทางธรรมชาติ มีความสะอาด						
10. สภาพแวดล้อมทางธรรมชาติ มีความดึงดูดใจ						
11. การจัดเก็บขยะโดยรอบบริเวณหาด มีประสิทธิภาพดี						
12. การจัดเก็บขยะในทะเล มีประสิทธิภาพดี						
13. คุณภาพของน้ำทะเล อยู่ในเกณฑ์ดี						
14. บนชายหาดไม่แออัด						
15. มีการดูแลเด็ก/สถานที่สาธารณะโดยรอบเป็นอย่างดี						
16. มีการจัดการดูแล รักษาชายหาดเป็นอย่างดี						
17. อากาศบริสุทธิ์ (ไม่มีมลพิษทางอากาศ)						
18. ไม่มีมลพิษทางเสียง						
19. มีต้นไม้บริเวณชายหาดเป็นจำนวนมาก						
20. กิจกรรมบนชายหาดมีความเหมาะสม (ไม่ทำลายธรรมชาติ)						

ตอนที่ 2 ความคิดเห็นของท่านในเรื่อง ผลกระทบของการท่องเที่ยวบริเวณชายหาดที่มีต่อชุมชน

คำชี้แจง โปรดทำเครื่องหมาย วงกลม ล้อมรอบตัวเลข และ/หรือ เติมข้อความลงในช่องว่างที่ตรงกับความคิดเห็นและความรู้สึกของท่านมากที่สุด

1. ความคิดเห็นของท่านต่อการท่องเที่ยวบริเวณชายหาดในชุมชนของท่าน โดยทั่วไป ดีที่สุด _____ ดี _____ ปานกลาง _____ ไม่ดี _____ แย่ที่สุด _____

52. ท่านได้รับผลประโยชน์โดยรวม จากการท่องเที่ยวบริเวณชายหาดในชุมชนของท่านมากน้อยเพียงใด?
(เช่น มีงานทำ, มีรายได้เพิ่มขึ้น, โครงสร้างพื้นฐานที่จำเป็น(ถนน, ไฟฟ้า, ระบบขนส่ง, ฯลฯ) ดีขึ้น)

มากที่สุด _____ มาก _____ ปานกลาง _____ น้อย _____ น้อยที่สุด _____
5 4 3 2 1

3. ในอนาคต ท่านต้องการให้การท่องเที่ยวบริเวณชายหาดในชุมชนของท่านมีมากขึ้นหรือน้อยลง?

ต้องการให้มีมากที่สุด _____ ต้องการให้มีมากขึ้น _____ ต้องการให้มีเท่าเดิม _____ ต้องการให้มีน้อยลง _____
ต้องการให้มีน้อยที่สุด _____

5 4 3 2 1

4. ระดับการมีส่วนร่วมของท่านในการจัดการ/บำรุงรักษา/พัฒนาทรัพยากรธรรมชาติและสิ่งแวดล้อม
ต่อการท่องเที่ยวบริเวณชายหาดในชุมชนของท่าน

มากที่สุด _____ มาก _____ ปานกลาง _____ น้อย _____ น้อยที่สุด _____
5 4 3 2 1

5. ระดับการมีส่วนร่วมของท่านในการวางแผนพัฒนาการท่องเที่ยวบริเวณชายหาดในชุมชนของท่าน

มากที่สุด _____ มาก _____ ปานกลาง _____ น้อย _____ น้อยที่สุด _____
5 4 3 2 1

6. ในความเห็นของท่าน สิ่งที่ท่านเป็นกังวลที่สุดเกี่ยวกับการท่องเที่ยวบริเวณชายหาดต่อชุมชนของ
ท่านคืออะไร?

7. ท่านต้องการให้มีการเปลี่ยนแปลง /ปรับปรุงในเรื่องใดบ้าง ที่เกี่ยวข้องกับการท่องเที่ยวบริเวณชายหาด เพื่อประโยชน์โดยรวมต่อชุมชนของท่าน

8. ข้อเสนอแนะอื่นๆ

ตอนที่ 3 ข้อมูลพื้นฐานของผู้ตอบแบบสอบถาม

1. เพศ 1.ชาย 2. หญิง
2. อายุ _____ ปี
3. เป็นคนจังหวัด 1. กรุงเทพฯ 2. จังหวัดอื่น ๆ
4. ภูมิภาค 1. ภาคเหนือ 2. ภาคกลาง 3. ภาคตะวันออก
 4. ภาคตะวันออกเฉียงเหนือ 5. ภาคตะวันตก 6. ภาคใต้
5. อาศัยอยู่ในภูมิก่เกิดเป็นเวลา _____ ปี
6. ระดับวุฒิการศึกษา
 1. ประถมศึกษา 2. มัธยมศึกษา 3. อนุปริญญา / ปวส.
 4. ปริญญาตรี 5. สูงกว่าปริญญาตรี
7. อาชีพ
 1. รับจ้าง 2. ข้าราชการ/ รัฐวิสาหกิจ 3. ธุรกิจส่วนตัว
 4. ค้าขาย 5. คนขายของบนถนน 6. คนขับรถ (แท็กซี่, ตุ๊กตุ๊ก, อื่นๆ)
 7. นักเรียน/ นักศึกษา 8. อื่นๆ (กรุณาระบุ) _____
8. รายรับ (บาทต่อเดือน)
 1. <5,000 2. 5,001 - 10,000 3. 10,001- 15,000
 4. 15,001- 20,000 5. 20,001- 25,000 6. 25,001- 30,000
 7. 30,001- 35,000 8. 35,001 - 40,000 9. 40,001 - 45,000

10.45,001 - 50,000 11. >50,000

*****ขอขอบพระคุณทุกท่านที่กรุณาให้ความร่วมมือในการตอบแบบสอบถาม*****

Appendix H: (English and Thai version)

No. _____



QUESTIONNAIRE

Development of Phuket beaches for sustainable tourism:

A case study of Patong, Kata, Karon

Dear Respondents,

I am a graduate MBA student in Hospitality and Tourism, Prince of Songkla University, Phuket Campus. I currently do the data collection for my Thesis titled “**Development of Phuket beaches for sustainable tourism: A case study of Patong, Kata Karon.**”

Sustainable Tourism is “tourism that responds to tourists and local communities by protecting and conserving of its natural environments for the next generation.”

The data collected will be used **for academic purposes only**. I would be grateful if you could spend a few minutes to answer the attached questionnaire.

Thank you very much for your kind cooperation.

The structure of this questionnaire is following;

Part1: Your Beach Experience

Part2: Your opinion to tourism management on the beach

Part3: Personal Information

Miss Tunyaporn Pongprayoon

Researcher

Part1: Your beach experience

Note: Please mark and/or fill in the blanks which most likely to your actual information.

Location 1.Patong 2.Kata 3.Karon

1. Which was your primary reason for the visit to Phuket?

- | | |
|---------------------------------------------------------|---------------------------------------------------|
| <input type="checkbox"/> 1. Visit a beach | <input type="checkbox"/> 2.Walk on natural trails |
| <input type="checkbox"/> 3. Attend a conference | <input type="checkbox"/> 4.Shopping |
| <input type="checkbox"/> 5. Visit Friends and Relatives | <input type="checkbox"/> 6.Take a cruise |
| <input type="checkbox"/> 7. Conduct Business | <input type="checkbox"/> 8.Visit cultural sites |
| <input type="checkbox"/> 9. Visit Phuket town | <input type="checkbox"/> 10.Others _____ |

2. Which beaches in Phuket have you ever visited? (Please select all that apply)

- | | | | |
|--------------------------------------|-------------------------------------|-------------------------------------------|------------------------------------|
| <input type="checkbox"/> 1. Patong | <input type="checkbox"/> 2.Kata | <input type="checkbox"/> 3.Karon | <input type="checkbox"/> 4.Rawai |
| <input type="checkbox"/> 5. Nai Yang | <input type="checkbox"/> 6.Kamala | <input type="checkbox"/> 7.Surin | <input type="checkbox"/> 8.Naiharn |
| <input type="checkbox"/> 9. Bangtao | <input type="checkbox"/> 10.Maikhao | <input type="checkbox"/> 11. Others _____ | |

3. What is your most favorite beach in Phuket?

- | | | | |
|--------------------------------------|-------------------------------------|-------------------------------------------|------------------------------------|
| <input type="checkbox"/> 1. Patong | <input type="checkbox"/> 2.Kata | <input type="checkbox"/> 3.Karon | <input type="checkbox"/> 4.Rawai |
| <input type="checkbox"/> 5. Nai Yang | <input type="checkbox"/> 6.Kamala | <input type="checkbox"/> 7.Surin | <input type="checkbox"/> 8.Naiharn |
| <input type="checkbox"/> 9. Bangtao | <input type="checkbox"/> 10.Maikhao | <input type="checkbox"/> 11. Others _____ | |

Why? _____

4. Where the most impressive beach **in the world** you have ever visited?

Why?

(1) _____

(2) _____

(3) _____

5. What are the most important factors that encourage you to visit a beach? (Please select the 5 most important factors)

- | | |
|------------------------------------------------------------------------------------------------|--------------------------------------------------------------|
| <input type="checkbox"/> 1. Reputation | <input type="checkbox"/> 2. Quality (Beautiful, clean, etc.) |
| <input type="checkbox"/> 3. My friends and relatives recommended | <input type="checkbox"/> 4. Want to try out (First visit) |
| <input type="checkbox"/> 5. Close to accommodation | <input type="checkbox"/> 6. Safety and security |
| <input type="checkbox"/> 7. Quality of tourism services | <input type="checkbox"/> 8. Alternatives of beach activities |
| <input type="checkbox"/> 9. Peaceful and private | <input type="checkbox"/> 10. Convenient to go |
| <input type="checkbox"/> 11. Advertising on media (Brochures, Magazines, T.V. Newspaper, etc.) | |
| <input type="checkbox"/> 12. Others _____ | |

6. How do you know “this beach”? (Please select all that apply)

- | | |
|------------------------------------------------------------------|------------------------------------------------------------------|
| <input type="checkbox"/> 1. My friends and relatives recommended | <input type="checkbox"/> 2. Travel Agent recommended |
| <input type="checkbox"/> 3. Have visited | <input type="checkbox"/> 4. Tourism Authority of Thailand |
| <input type="checkbox"/> 5. Searching from the internet | <input type="checkbox"/> 6. From travel exhibition in my country |
| <input type="checkbox"/> 7. Read from magazine, brochure | <input type="checkbox"/> 8. My corporate arrangement |
| <input type="checkbox"/> 9. Others _____ | |

7. Why did you visit “this beach”? (Please select all that apply)

- | | |
|-----------------------------------------------------------------------------------------------------|---------------------------------------------------------------|
| <input type="checkbox"/> 1. Reputation | <input type="checkbox"/> 2. Quality (Beautiful, clean, etc.) |
| <input type="checkbox"/> 3. Close to accommodation | <input type="checkbox"/> 4. including in programmed tour |
| <input type="checkbox"/> 5. My friends and relatives recommended | <input type="checkbox"/> 6. Want to try out (First visit) |
| <input type="checkbox"/> 7. Convenient to go | <input type="checkbox"/> 8. Safety and security |
| <input type="checkbox"/> 9. Peaceful and private beach | <input type="checkbox"/> 10. Alternatives of beach activities |
| <input type="checkbox"/> 11. Complete tourism services (Restaurants, Entertainment, Shopping, etc.) | |
| <input type="checkbox"/> 12. See from media (Brochures, Magazines, T.V. Newspaper, etc.) | |
| <input type="checkbox"/> 13. Others _____ | |

8. How many times have you visited “this beach”? (Including this time)

- | | | | |
|-----------------------------------------|---------------------------------------|---------------------------------------|-----------------------------------------------|
| <input type="checkbox"/> 1. First visit | <input type="checkbox"/> 2. 2-3 times | <input type="checkbox"/> 3. 4-5 times | <input type="checkbox"/> 4. More than 5 times |
|-----------------------------------------|---------------------------------------|---------------------------------------|-----------------------------------------------|

9. What activity would you prefer to do on “this beach”?

- | | | |
|----------------------------------------------|-----------------------------------------|--------------------------------------------------------------------------------------|
| <input type="checkbox"/> 1. Swimming | <input type="checkbox"/> 2. Sun Bathing | <input type="checkbox"/> 3. Enjoying Water sports
(Jet-skiing, windsurfing, etc.) |
| <input type="checkbox"/> 4. Going for a walk | <input type="checkbox"/> 5. Massage | <input type="checkbox"/> 6. Others _____ |

10. Would you like to visit “this beach” again?

1. Yes. 2. No. 3. I am not sure.

Why? _____

11. Were there any activities which you expected to find in “this beach” which were missing?

12. What could be done to improve your vacation next time on “this beach”? (Please select all that apply)

1. More parking lots 2. More activities on the beach
3. More toilets and showers 4. Control the amount of vendors on the beach
5. Improve the landscape 6. Improve vendors’ manners
7. Improve the beach’s cleanliness 8. Improve safety of water sports
9. Improve garbage management on the beach
10. Improve water’s quality management in the sea
11. Others _____

Part2: Your opinion to tourism management on “this beach”

Note: Please respond to the following questions by on the attribute on a scale of 1 to 5.

5 = Strongly Agree

4 = Agree

3 = Fair

2 = Disagree

1 = Strongly Disagree

	Agree			Disagree	
	5	4	3	2	1
Mark ✓ with most likely to your actual information					
1. I enjoy my experience in “this beach”					

2. I feel I received good value for money					
3. I found “this beach” to be good quality					
4. “This beach” provided a good variety of activities					
5. “This beach” has an interesting and varied landscape					
6. It was easy to get to “this beach” for my visit					
7. I felt safe and secure during my visit					
8. It was easy to find tourist information center					
9. I had a good experience involving the local culture					
10. Good souvenirs and crafts were available					
11. I had good opportunities to enjoy local cuisine					
12. The quality of food & beverage was good					
13. Service staff were competent and helpful					
14. The level of service provided was good					
15. Toilets and showers were available					
16. Toilets and showers were clean					
17. “This beach” was clean					
18. The state of the natural environment was good					
19. There are plentiful trees on the beach					
20. “This beach” was not crowded					
21. The air was fresh & pure					
22. I was not bothered by garbage in public areas					
23. I was not bothered by noise					
24. I was not bothered by messy appearance of built areas					
25. I would recommend “this beach” to my friends					

Part3: Personal Information

Note: Please mark and/or fill in the blanks which most likely to your actual information.

13. Gender

1. Male

2. Female

14. Age_____

15. Region

1. Asia 2. Europe
 3. America 4. Oceania & Australia
 5. Middle East & Africa

16. My country of residence is_____

17. Education

1. High School or less 2. Vocational school
 3. Diploma 4. Bachelor Degree
 5. Graduate Degree

18. Occupation

1. Hired/ Employed 2. Civil Servant 3. Private Business
 4. Self- employed 5. Retired 6. Student
 7. Others (Please specify) _____

19. Annual Income

1. <10,000 US\$ 2. 10,001- 20,000 US\$ 3. 20,001 - 30,000 US\$
 4. 30,001 - 40,000 US\$ 5. 40,001 - 50,000 US\$ 6. 50,001- 100,000 US\$
 7. >100,001 US\$ 8. I prefer not to answer this question.

*****Thank you very much for your cooperation*****

No. _____



แบบสอบถาม

เรื่อง “การพัฒนาแหล่งท่องเที่ยวประเภทชายหาดในจังหวัดภูเก็ตเพื่อการท่องเที่ยวอย่างยั่งยืน”
กรณีศึกษา หาดป่าตอง หาดกะตะ หาดกะรน

แบบสอบถามนี้จัดทำขึ้นเพื่อศึกษาการพัฒนาแหล่งท่องเที่ยวประเภทชายหาดในจังหวัดภูเก็ตเพื่อการท่องเที่ยวอย่างยั่งยืน โดยใช้กรณีศึกษาของหาดป่าตอง หาดกะตะ หาดกะรน

การท่องเที่ยวอย่างยั่งยืน คือ “การท่องเที่ยวที่ตอบสนองความต้องการของนักท่องเที่ยวรวมถึงผู้เป็นเจ้าของท้องถิ่น โดยมีการป้องกันและสงวนรักษาทรัพยากรเพื่ออนุชนรุ่นหลังด้วย”

ข้อมูลที่ผู้วิจัยเก็บรวบรวมนั้นเป็นส่วนหนึ่งของงานวิทยานิพนธ์และมีจุดประสงค์เพื่อใช้ในการศึกษาเท่านั้น โปรดตอบแบบสอบถามให้ครบทุกข้อ ความคิดเห็นของท่านจะเป็นประโยชน์อย่างมากต่อการศึกษาแนวทางการพัฒนาชายหาดเพื่อการท่องเที่ยวอย่างยั่งยืน

ผู้วิจัยขอขอบคุณในความกรุณาของท่านเป็นอย่างสูงที่สละเวลาอันมีค่าเพื่อร่วมตอบแบบสอบถามชุดนี้

นางสาวธัญพร พงษ์ประยูร

นักศึกษาระดับปริญญาโท บริหารธุรกิจมหาบัณฑิต
ภาควิชาการจัดการบริการและการท่องเที่ยว
มหาวิทยาลัยสงขลานครินทร์ วิทยาเขตภูเก็ต

ตอนที่ 1 ประสพการณ์การท่องเที่ยวของท่าน

คำชี้แจง โปรดทำเครื่องหมาย และ/หรือ เติมข้อความลงในช่องว่างที่ตรงกับความเห็นของท่านมากที่สุด

สถานที่ หาดป่าตอง หาดกะตะ หาดกะรน

1. จุดประสงค์หลักของท่านในการเดินทางมาท่องเที่ยวจังหวัดภูเก็ตในครั้งนี้คืออะไร?

- | | |
|-----------------------------------------------------------|-----------------------------------------------|
| <input type="checkbox"/> 1. เพื่อเที่ยวชายหาด | <input type="checkbox"/> 2. ศึกษาธรรมชาติ |
| <input type="checkbox"/> 3. เพื่อเข้าร่วมการประชุม | <input type="checkbox"/> 4. ชอปปี้ง |
| <input type="checkbox"/> 5. เยี่ยมเพื่อนฝูงและญาติพี่น้อง | <input type="checkbox"/> 6. ล่องเรือสำราญ |
| <input type="checkbox"/> 7. เพื่อประกอบธุรกิจ | <input type="checkbox"/> 8. ศึกษาศิลปวัฒนธรรม |
| <input type="checkbox"/> 9. เยี่ยมชมตัวเมืองภูเก็ต | <input type="checkbox"/> 10. อื่นๆ _____ |

2. ท่านเคยไปเที่ยวสถานที่ท่องเที่ยวประเภทชายหาดในจังหวัดภูเก็ต หาดใดบ้าง? (เลือกตอบได้มากกว่า 1 ข้อ)

- | | | | |
|------------------------------------|-------------------------------------|------------------------------------------|------------------------------------|
| <input type="checkbox"/> 1. ป่าตอง | <input type="checkbox"/> 2. กะตะ | <input type="checkbox"/> 3. กะรน | <input type="checkbox"/> 4. ราไวย์ |
| <input type="checkbox"/> 5. ในยาง | <input type="checkbox"/> 6. กมลา | <input type="checkbox"/> 7. สุรินทร์ | <input type="checkbox"/> 8. ในหาน |
| <input type="checkbox"/> 9. บางเทา | <input type="checkbox"/> 10. ไม้ขาว | <input type="checkbox"/> 11. อื่นๆ _____ | |

3. สถานที่ท่องเที่ยวประเภทชายหาดในจังหวัดภูเก็ตแห่งใดที่ท่านชอบ/ประทับใจมากที่สุด?

- | | | | |
|------------------------------------|-------------------------------------|------------------------------------------|------------------------------------|
| <input type="checkbox"/> 1. ป่าตอง | <input type="checkbox"/> 2. กะตะ | <input type="checkbox"/> 3. กะรน | <input type="checkbox"/> 4. ราไวย์ |
| <input type="checkbox"/> 5. ในยาง | <input type="checkbox"/> 6. กมลา | <input type="checkbox"/> 7. สุรินทร์ | <input type="checkbox"/> 8. ในหาน |
| <input type="checkbox"/> 9. บางเทา | <input type="checkbox"/> 10. ไม้ขาว | <input type="checkbox"/> 11. อื่นๆ _____ | |

เพราะเหตุใด? _____

4. สถานที่ท่องเที่ยวประเภทชายหาดที่ท่านเคยมีประสบการณ์ท่องเที่ยวแห่งใดในโลกที่ท่านชอบ/ประทับใจมากที่สุด? _____

เพราะเหตุใด?

(1) _____

(2) _____

(3) _____

5. ปัจจัยใดเป็นปัจจัยสำคัญที่ท่านคำนึงถึงเป็น 5 อันดับแรก ในการเดินทางมายังแหล่งท่องเที่ยวประเภทชายหาด?

- 1.ระดับความมีชื่อเสียงของชายหาด 2.คุณภาพ (เช่นความสะอาด, ความสวยงาม, ฯลฯ)
- 3.ได้รับคำแนะนำจากเพื่อนฝูง/ญาติพี่น้อง 4.ต้องการทดลอง
5. อยู่ใกล้สถานที่พักอาศัย 6.ความปลอดภัยในการท่องเที่ยว
7. คุณภาพของสิ่งอำนวยความสะดวกทางการท่องเที่ยว
8. มีกิจกรรมบนชายหาดหลากหลาย ให้เลือกปฏิบัติ
9. ความสงบและความเป็นส่วนตัว
10. การเดินทางสะดวก
11. เห็นจากสื่อโฆษณาต่างๆ (แผ่นพับ, นิตยสาร, โทรทัศน์, หนังสือพิมพ์, ฯลฯ)
12. อื่นๆ _____

6. ท่านรู้จัก “ชายหาดแห่งนี้” ได้อย่างไร? (เลือกตอบได้มากกว่า 1 ข้อ)

1. เพื่อนฝูงและญาติพี่น้องแนะนำ 2. คำแนะนำจากบริษัทท่องเที่ยว
3. เคยมีประสบการณ์ท่องเที่ยวและรู้สึกประทับใจ 4. การท่องเที่ยวแห่งประเทศไทย
5. ค้นหาจากเครือข่ายการสื่อสาร (Internet) 6. งานแสดงนิทรรศการการท่องเที่ยว
7. อ่านจากแผ่นพับ, นิตยสาร และหนังสือพิมพ์ 8. สถานที่ทำงานจัดให้มีการท่องเที่ยว
9. อื่นๆ _____

7. ทำไมท่านเลือกมาเที่ยว “ชายหาดแห่งนี้”? (เลือกตอบได้มากกว่า 1 ข้อ)

1. ความมีชื่อเสียงของชายหาด 2. คุณภาพ (เช่นความสะอาด, ความสวยงาม, ฯลฯ)
3. อยู่ใกล้สถานที่พักอาศัย 4. เป็นสถานที่ที่รวมอยู่ใน โปรแกรมทัวร์
5. ได้รับคำแนะนำจากเพื่อนฝูงและญาติพี่น้อง 6. ต้องการมาทดลอง (เป็นการท่องเที่ยวครั้งแรก)
7. มีความสะดวกในการเดินทาง 8. มีความปลอดภัยในการท่องเที่ยว
9. เป็นหาดที่สงบและความเป็นส่วนตัว 10. มีกิจกรรมบนชายหาดหลากหลายให้เลือก
11. มีสิ่งอำนวยความสะดวกทางการท่องเที่ยวครบครัน (ร้านอาหาร, แหล่งช้อปปิ้ง, ฯลฯ)
12. เห็นจากสื่อโฆษณาต่างๆ (แผ่นพับ, นิตยสาร, โทรทัศน์, หนังสือพิมพ์, ฯลฯ)
13. อื่นๆ _____

8. ท่านมาเที่ยวที่ “ชายหาดแห่งนี้” แล้วกี่ครั้ง? (โปรดนับรวมถึงครั้งนี้)

1. ครั้งแรก 2. 2-3 ครั้ง 3. 4-5 ครั้ง 4. มากกว่า 5 ครั้ง

9. กิจกรรมใดที่ท่านชอบปฏิบัติมากที่สุด ณ “ชายหาดแห่งนี้”?

1. วายน้ำ 2. อาบแดด 3. เล่นกีฬาทางน้ำ(เช่น Jet-ski, windsurf, ฯลฯ)

4. เดินเล่นบนชายหาด 5. รับประทานอาหาร 6. อื่นๆ _____

10. ท่านจะกลับมาเที่ยวที่ “ชายหาดแห่งนี้” อีกหรือไม่?

1. กลับมาอย่างแน่นอน 2. ไม่กลับมาอย่างแน่นอน 3. ไม่แน่ใจ

เพราะเหตุใด? _____

11. มีกิจกรรมอื่นใดบนชายหาดบ้าง ที่ท่านต้องการให้มีเพิ่มเติมจากกิจกรรมที่มีอยู่ ณ ชายหาดแห่งนี้?

12. สิ่งใดควรได้รับการแก้ไขหรือเปลี่ยนแปลง เพื่อวันหยุดพักผ่อนที่น่าประทับใจยิ่งขึ้น ในการเดินทางมาเที่ยวชายหาดแห่งนี้ ของท่านในครั้งหน้า (เลือกตอบได้มากกว่า 1 ข้อ)

- | | |
|--------------------------------------------------------------------------|------------------------------------------------------------------|
| <input type="checkbox"/> 1. เพิ่มที่จอดรถให้มากขึ้น | <input type="checkbox"/> 2. เพิ่มกิจกรรมบนชายหาดให้มากกว่านี้ |
| <input type="checkbox"/> 3. เพิ่มจำนวนห้องน้ำและห้องอาบน้ำ | <input type="checkbox"/> 4. ควบคุมจำนวนคนขายของบนชายหาด |
| <input type="checkbox"/> 5. ปรับปรุงสภาพภูมิทัศน์โดยรอบ | <input type="checkbox"/> 6. ควรฝึกอบรมเรื่องมารยาทให้แก่คนขายของ |
| <input type="checkbox"/> 7. ปรับปรุงเรื่องการรักษาความสะอาดบริเวณชายหาด | |
| <input type="checkbox"/> 8. เพิ่มมาตรการรักษาความปลอดภัยสำหรับกีฬาทางน้ำ | |
| <input type="checkbox"/> 9. ปรับปรุงการจัดเก็บขยะ | |
| <input type="checkbox"/> 10. ปรับปรุงคุณภาพน้ำทะเล | |
| <input type="checkbox"/> 11. อื่นๆ _____ | |

ตอนที่ 2 ความคิดเห็นของท่านต่อบริบททางการท่องเที่ยว และการจัดการสิ่งแวดล้อมบริเวณชายหาด

คำชี้แจง กรุณาเลือกตอบคำถามดังต่อไปนี้ให้ตรงกับความคิดเห็นและความรู้สึกของท่านมากที่สุด

โดยกำหนดค่าของตัวเลขดังต่อไปนี้

5 = เห็นด้วยเป็นอย่างยิ่ง

4 = เห็นด้วย

3 = เฉยๆ

2 = ไม่เห็นด้วย

1 = ไม่เห็นด้วยเป็นอย่างยิ่ง

เห็นด้วย

ไม่เห็นด้วย

โปรดทำเครื่องหมาย ✓ บนค่าของตัวเลขที่ตรงกับความเห็นของท่านมากที่สุด	5	4	3	2	1
1. ฉันได้รับประสบการณ์ที่ดีจาก “ชายหาดแห่งนี้”					
2. ฉันรู้สึกว่าการมาเที่ยวที่ “ชายหาดแห่งนี้” ค่ำค่ากับเงินที่จ่ายไป					
3. คุณภาพของ “ชายหาดแห่งนี้” อยู่ในเกณฑ์ดี					
4. “ชายหาดแห่งนี้” มีกิจกรรมดีๆ มากมาย ให้เลือกปฏิบัติ					
5. “ชายหาดแห่งนี้” มีสภาพภูมิทัศน์ที่น่าดึงดูดใจเป็นอย่างยิ่ง					
6. ฉันสามารถเดินทางมายัง “ชายหาดแห่งนี้” ได้โดยง่าย					
7. ฉันรู้สึกปลอดภัยตลอดเวลาที่มาเที่ยว “ชายหาดแห่งนี้”					
8. ฉันสามารถหา ศูนย์บริการข้อมูลข่าวสารด้านการท่องเที่ยวได้ง่าย					
9. ฉันได้รับประสบการณ์ดี ๆ จากการร่วมศึกษาวัฒนธรรมท้องถิ่น					
10. มีของที่ระลึกและงานฝีมือดีๆ ให้เลือกมากมาย					
11. ฉันมีโอกาสได้ลิ้มลองอาหารท้องถิ่น					
12. คุณภาพอาหารและเครื่องดื่มอยู่ในเกณฑ์ดี					
13. พนักงานบริการมีจำนวนเพียงพอและให้ความช่วยเหลือเป็นอย่างดี					
14. คุณภาพของการบริการอยู่ในเกณฑ์ดี					
15. มีจำนวนห้องน้ำ/ห้องอาบน้ำเพียงพอต่อความต้องการของนักท่องเที่ยว					
16. ห้องน้ำ/ห้องอาบน้ำสะอาด					
17. บริเวณโดยรอบ “ชายหาดแห่งนี้” สะอาด					
18. สภาพสิ่งแวดล้อมทางธรรมชาติอยู่ในเกณฑ์ดี					
19. มีจำนวนต้นไม้มากมายบน “ชายหาดแห่งนี้”					
20. “ชายหาดแห่งนี้” ไม่แออัด					
21. ฉันได้สูดอากาศสะอาด/สดชื่น					
22. ฉันไม่ถูกรบกวนจากขยะในบริเวณสถานที่สาธารณะ					
23. ฉันไม่ถูกรบกวนจากมลพิษทางเสียง					
24. ฉันไม่ถูกรบกวนจากสิ่งก่อสร้างบริเวณ “ชายหาดแห่งนี้”					
25. ฉันจะแนะนำคนอื่นๆ ให้มาเที่ยว “ชายหาดแห่งนี้”					

ตอนที่ 3 ข้อมูลพื้นฐานของผู้ตอบแบบสอบถาม

คำชี้แจง โปรดทำเครื่องหมาย และ/หรือ เติมข้อความลงในช่องว่างที่ตรงกับความเห็นของท่านมากที่สุด

13. เพศ 1.ชาย 2. หญิง

14. อายุ _____ ปี

15. ภูมิภาค

1. ภาคเหนือ 2. ภาคตะวันออก 3. ภาคกลาง
 4. ภาคตะวันออกเฉียงเหนือ 5. ภาคตะวันตก 6. ภาคใต้

16. เป็นคนจังหวัด _____

17. ระดับวุฒิการศึกษา

1. ประถมศึกษา 2. มัธยมศึกษา 3.อนุปริญญา / ป.ว.ส.
 4.ปริญญาตรี 5.สูงกว่าปริญญาตรี

18.อาชีพ

- 1.รับจ้าง 2.รับราชการ 3.ธุรกิจส่วนตัว
 4. อาชีพอิสระ 5.ปลดเกษียณ 6.นักเรียน/นักศึกษา
 7. อื่นๆ (โปรดระบุ) _____

19. รายได้ (บาทต่อเดือน)

1. < 5,000 2. 5,000 -10, 000 3. 10,001- 15,000
 4. 15, 001- 20,000 5. 20,001- 25,000 6. 25,001- 30,000
 7. 30,001-35, 000 8. 35,001 - 40,000 9. 40,001 - 45,000
 10. 45,000 -50,000 11. > 50,000

*****ขอขอบพระคุณทุกท่านที่กรุณาให้ความร่วมมือในการตอบแบบสอบถาม*****

Appendix I: (English and Thai version)

No. _____



QUESTION LISTS

Development of Phuket beaches for sustainable tourism:

A case study of Patong, Kata, Karon

By Miss Tanyaporn Pongprayoon

Master of Business Administration in Hospitality Tourism

Prince of Songkhla University, Phuket Campus

The purpose of this question lists is to determine the development of Phuket beaches for sustainable tourism: A case study of Patong, Kata, Karon. **Sustainable Tourism** is “tourism that responds to tourist and local communities by protecting and conserving of its natural environments for the next generation.”

The data collected is a part of thesis and for academic purposes only. Your opinion will be the most usefulness for the study as the guideline to develop and improve our beach for sustainable tourism.

The researcher would like to thank you with appreciation for your kind cooperation and spending your valuable time on this question lists.

Municipality Office

Patong

Karon

1. How important of “Tourism Industry” towards “Phuket” from your viewpoint?

2. What is “sustainable tourism development” in your point of view?

3. From your point of view, what are the methods or strategies to develop Phuket Beach for “sustainable tourism”?

4. Please describe the post-Tsunami changes of the beach.

5. In your opinion, what are the most seriously problems related to sustainability that needs to be improved, urgently?

(1.) _____

(2.) _____

(3.) _____

6. What should be done to solve those problems, if you were authorized as a tourism planning officer?

7. Other suggestions

*****Thank you very much for your cooperation*****

No. _____



รายการถาม

เรื่อง “การพัฒนาแหล่งท่องเที่ยวประเภทชายหาดในจังหวัดภูเก็ตเพื่อการท่องเที่ยวอย่างยั่งยืน”
กรณีศึกษา หาดป่าตอง หาดกะตะ หาดกะรน

โดย นางสาวรัชฎพร พงษ์ประยูร

นักศึกษาปริญญาโท บริหารธุรกิจมหาบัณฑิต ภาควิชาการจัดการบริการและการท่องเที่ยว
มหาวิทยาลัยสงขลานครินทร์ วิทยาเขตภูเก็ต

รายการถามชุดนี้จัดทำขึ้นเพื่อศึกษาแนวทางการพัฒนาแหล่งท่องเที่ยวประเภทชายหาดใน
จังหวัดภูเก็ตเพื่อการท่องเที่ยวอย่างยั่งยืน โดยใช้กรณีศึกษาของหาดป่าตอง หาดกะตะ หาดกะรน

การท่องเที่ยวยั่งยืน คือ “การท่องเที่ยวที่ตอบสนองความต้องการของนักท่องเที่ยวรวมถึงผู้
เป็นเจ้าของท้องถิ่น โดยมีการป้องกันและสงวนรักษาทรัพยากรเพื่ออนุชนรุ่นหลังด้วย” ข้อมูลที่ผู้วิจัย

เก็บรวบรวมนั้นเป็นส่วนหนึ่งของงานวิทยานิพนธ์และมีจุดประสงค์เพื่อใช้ในการศึกษาเท่านั้น ความคิดเห็นของท่านจะเป็นประโยชน์อย่างมากต่อการศึกษาแนวทางการพัฒนาชายหาดเพื่อการท่องเที่ยวที่ยั่งยืน

ผู้วิจัยขอขอบคุณในความกรุณาของท่านเป็นอย่างสูงที่สละเวลาอันมีค่าเพื่อร่วมตอบรายการถามชุดนี้

เทศบาล

ป่าตอง

กระรน

หน้าที่รับผิดชอบของผู้ตอบแบบสอบถาม _____

1. ท่านคิดว่า “อุตสาหกรรมท่องเที่ยว” มีความสำคัญอย่างไรต่อ “จังหวัดภูเก็ต”?

2. “การพัฒนาการท่องเที่ยวอย่างยั่งยืน” ในความหมายของท่านเป็นอย่างไร?

3. ในความคิดเห็นของท่าน คิดว่าวิธีการใดหรือ กลยุทธ์ใด สมควรนำมาใช้ “พัฒนาแหล่งท่องเที่ยวประเภทชายหาด เพื่อการท่องเที่ยวอย่างยั่งยืน”?

4. ภายหลังเหตุการณ์ “คลื่นยักษ์ซึนามิ” สภาพแวดล้อมโดยทั่วไปบริเวณชายหาดในเขตปกครองของท่าน มีความเปลี่ยนแปลงอย่างไรบ้าง?

5. ในความคิดเห็นของท่าน คิดว่าปัญหาที่เกี่ยวข้องกับ การพัฒนาการท่องเที่ยวประเภทชายหาด อย่างยั่งยืนในเรื่องใด ควรได้รับการแก้ไขอย่างเร่งด่วน?

(1.) _____

(2.) _____

(3.) _____

6. หากท่านเป็นผู้มีอำนาจในการ วางแผนพัฒนาการท่องเที่ยว ท่านจะแก้ปัญหาที่ท่านได้กล่าวไว้ข้างต้น โดยวิธีใด?

7. ข้อเสนอแนะอื่นๆ

*****ขอขอบพระคุณทุกท่านที่
กรุณาให้ความร่วมมือในการตอบรายการถาม ผู้วิจัยหวังเป็นอย่างยิ่งว่าจะสามารถนำประโยชน์ที่
ได้จากการตอบรายการถามของท่านครั้งนี้ มาใช้เป็นแนวทางในการพัฒนาแหล่งท่องเที่ยว
ประเภทชายหาดในจังหวัดภูเก็ต เพื่อการท่องเที่ยวอย่างยั่งยืน ต่อไป