



**The Potential for Nature-Based Tourism Development in
Amphur Muang,
Changwat Suratthani and Amphur Khanom,
Changwat Nakhon Srithammarat**

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ชื่อสารนิพนธ์	ศักยภาพของการพัฒนาการท่องเที่ยวเชิงธรรมชาติในเขตอำเภอเมือง จังหวัดสุราษฎร์ธานี และอำเภอขนอม จังหวัดนครศรีธรรมราช
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บทคัดย่อ

ทิศทางใหม่ของผู้บริโภค การเปลี่ยนแปลงทางการเมือง เทคโนโลยีอินเทอร์เน็ต ส่วนแบ่งทางการตลาด ยุคโลกาภิวัตน์ การบูรณาการแบบองค์รวม ประเด็นทางสิ่งแวดล้อม การบูรณาการทางเศรษฐกิจ และการพัฒนาที่สำคัญอีกมากมาย ล้วนเป็นปัจจัยอันซับซ้อนของการจัดการการท่องเที่ยว นับจากปัจจุบันและอนาคต ภาระการจัดการและการพัฒนาการท่องเที่ยวได้มีการขยายขอบเขตการดำเนินการ โดยรวมการค้นหาหรือการสร้างตลาดท่องเที่ยวใหม่ และรวมถึงผลิตภัณฑ์การท่องเที่ยวรูปแบบใหม่อีกประการหนึ่ง ผู้มีส่วนเกี่ยวข้องกับการท่องเที่ยวต้องปรับตัวให้ทันการเปลี่ยนแปลงต่างๆ เพื่อสร้างความมั่นใจต่อทรัพยากรต่างๆ ที่ลี้ภัยเข้ามาอย่างยั่งยืน และการบริการที่ส่งออกไปอย่างต่อเนื่อง ดังนั้นจึงมีการศึกษาวิจัยด้านศักยภาพการพัฒนาการท่องเที่ยวเชิงธรรมชาติ การสำรวจผลิตภัณฑ์ใหม่ของการท่องเที่ยวเชิงธรรมชาติ รวมถึงการตลาดของการท่องเที่ยวในเขตพื้นที่จังหวัดสุราษฎร์ธานี และจังหวัดนครศรีธรรมราช

โดยเฉพาะอย่างยิ่ง การวิจัยฉบับนี้มุ่งศึกษาสภาพแวดล้อมที่เป็นตัวขับเคลื่อนนี้ โดยการกำหนดรูปแบบและวิธีการดำเนินการพัฒนาการท่องเที่ยวเชิงธรรมชาติสำหรับผู้มีส่วนเกี่ยวข้องทางการท่องเที่ยว เพื่อเป็นแนวทางสำหรับภาคธุรกิจและองค์กรต่างๆ ในการขยายโอกาสและสิ่งใหม่ๆ ที่เกิดขึ้น โดยคาดว่ารูปแบบโครงสร้างที่กำหนดขึ้นจะใช้เป็นแนวทางการขยายโอกาสการเติบโตของการท่องเที่ยวในระดับภูมิภาค โดยเฉพาะในเขตพื้นที่จังหวัดสุราษฎร์ธานีและจังหวัดนครศรีธรรมราช รูปแบบ

โครงสร้างนี้ได้กำหนดแบบการวางแผนการพัฒนา และจำแนกพื้นที่ที่น่าสนใจ รวมถึง การกำหนดส่วนที่น่าสนใจของสถานที่ท่องเที่ยวที่อยู่บริเวณใกล้เคียงกัน

การศึกษาครั้งนี้มีวัตถุประสงค์หลัก 3 ประการ คือ (1) เพื่อสำรวจศักยภาพ การพัฒนาการท่องเที่ยวเชิงธรรมชาติในเขตพื้นที่อำเภอเมือง จังหวัดสุราษฎร์ธานี และอำเภอขนอม จังหวัดนครศรีธรรมราช (2) เพื่อสำรวจศักยภาพของผลิตภัณฑ์และก ิกรรมการท่องเที่ยวเชิงธรรมชาติ สำหรับการวางแผนการท่องเที่ยวในเขตพื้นที่จังหวัดสุ รราษฎร์ธานี และจังหวัดนครศรีธรรมราช (3) เพื่อกำหนดแนวทางการพัฒนาการท่องเที่ยวเชิงธรรมชาติที่สามารถเอื้อประโยชน์ต่างๆ และการพัฒนาอย่างยั่งยืนต่อชุมชน แม้ การพัฒนาการท่องเที่ยวเชิงธรรมชาติจะได้รับการพิจารณาว่าเป็นประโยชน์ในเบื้องต้น แต่การพัฒนาอาจส่งผลกระทบต่อผู้มีส่วนเกี่ยวข้อง จึงได้จำแนกผู้มีส่วนเกี่ยว ข้องไว้ 3 ลักษณะ ได้แก่ นักท่องเที่ยว ผู้ประกอบการ และเจ้าหน้าที่ภาครัฐ ดังนั้น การ ศึกษาครั้งนี้ได้เก็บรวบรวมข้อมูลโดยใช้แบบสอบถามนักท่องเที่ยวชาวไทยและชาวต่าง ชาติจำนวน 400 ตัวอย่างผู้ประกอบการที่พักจำนวน 35 ตัวอย่าง และเจ้าหน้าที่ภาครัฐที่มี ส่วนเกี่ยวข้องต่อการท่องเที่ยวจำนวน 5 ตัวอย่าง รวมทั้งสิ้นจำนวน 440 ตัวอย่าง อย่างไรก็ตาม แบบสอบถามที่สมบูรณ์ได้จาก นักท่องเที่ยวชาวไทยและชาวต่างชาติจำนวน 400 ตัวอย่าง ผู้ประกอบการที่พักจำนวน 30 ตัวอย่าง และเจ้าหน้าที่ภาครัฐที่มีส่วนเกี่ยวข้อง ต่อการท่องเที่ยวจำนวน 5 ตัวอย่าง รวมแบบสอบถามที่สมบูรณ์ทั้งสิ้นจำนวน 435 ตัว อย่าง ผู้วิจัยใช้โปรแกรม SPSS เวอร์ชัน 11 ในการวิเคราะห์ข้อมูลด้วยวิธีทางสถิติ ได้แก่ การแจกแจงความถี่ ร้อยละ ค่าเฉลี่ยเลขคณิต และค่าเบี่ยงเบนมาตรฐาน

ผลการศึกษางานวิจัย ฉบับนี้พบว่า ในเขตพื้นที่จังหวัดสุราษฎร์ ธานี และจังหวัดนครศรีธรรมราชมีศักยภาพทางการท่องเที่ยวเชิงธรรมชาติมากมาย ได้ แก่ การท่องเที่ยวเชิงอนุรักษ์ การท่องเที่ยวเชิงเกษตร และการท่องเที่ยวตามชายทะเล ซึ่ง สามารถส่งเสริมการท่องเที่ยวในภูมิภาคไปสู่ความสำเร็จได้ ที่สำคัญอีกประการหนึ่งคือ มีการท่องเที่ยวทางเลือกซึ่งสามารถส่งเสริมให้เป็นการท่องเที่ยวอย่างยั่งยืนได้ คือการ ท่องเที่ยวเชิงวัฒนธรรม ซึ่งรวมสถานที่ท่องเที่ยวและกิจกรรมต่างๆที่มีเอกลักษณ์ของ วัฒนธรรมท้องถิ่น กิจกรรมต่างๆเหล่านี้ล้วนสนับสนุนการท่องเที่ยวอย่างยั่งยืนทั้งสิ้น นอกจากนี้ การดึงดูดความสนใจของนักลงทุนในภาครัฐกิจการท่องเที่ยวสามารถกระตุ้น

อัตราการเติบโตของการท่องเที่ยว โดยเฉพาะผู้ประกอบการที่พำนักซึ่งไม่ให้บริการกิจกรรมใดๆที่เกี่ยวข้องกับการท่องเที่ยว นักท่องเที่ยวส่วนใหญ่ต้องการความหลากหลายของผลิตภัณฑ์และบริการทางการท่องเที่ยว ผลวิจัยพบว่าการตัดสินใจเดินทางมาท่องเที่ยวในภูมิภาคนี้ลดลงเนื่องจากขาดความหลากหลายของกิจกรรมทางการท่องเที่ยว ซึ่งส่งผลต่ออัตราการเติบโตทางเศรษฐกิจของท้องถิ่น ดังนั้นจึงจำเป็นต้องมีการพัฒนาผลิตภัณฑ์ใหม่ๆเพื่อส่งเสริมการเติบโตของภาคการท่องเที่ยวในภูมิภาค รวมถึงความร่วมมือระหว่างภาครัฐและภาคเอกชนจะช่วยส่งเสริมการท่องเที่ยวในภูมิภาคให้เป็นการท่องเที่ยวที่ยั่งยืน

สำหรับการกำหนดแนวทางการพัฒนาการท่องเที่ยวเชิงธรรมชาตินั้น การพัฒนาผลิตภัณฑ์ท่องเที่ยวใหม่ๆต้องสอดคล้องกับศักยภาพทางการท่องเที่ยวของทั้ง 2 พื้นที่ อีกทั้งควรให้ความสำคัญต่อความสะอาดของสิ่งแวดล้อมและสถานที่ท่องเที่ยว รวมถึงส่งเสริมการมีส่วนร่วมของประชาชนในพื้นที่ในส่วนของกิจกรรมท่องเที่ยว การพัฒนาผลิตภัณฑ์ใหม่นี้ควรตระหนักถึงการดำรงอยู่ของสถานที่ท่องเที่ยวควบคู่กับการสำรวจความเติบโตของการท่องเที่ยว โดยการสำรวจพื้นที่ที่มีศักยภาพในการพัฒนาซึ่งรวมคุณลักษณะของสิ่งแวดล้อมทางธรรมชาติ สังคมและวัฒนธรรมไว้ด้วยกัน และจัดการด้านสาธารณสุขไปทั่ว สิ่งอำนวยความสะดวก เพื่อสนองความต้องการของทั้งนักท่องเที่ยวและประชาชนในพื้นที่

นอกจากนี้ ผู้วิจัยได้เสนอแนะกระบวนการทัศน์ของการพัฒนาการท่องเที่ยวเชิงธรรมชาติ โดยกำหนดความสำคัญของการดำเนินการไว้ 2 ส่วน คือ กระบวนการวางแผนเชิงวิเคราะห์ และกระบวนการพัฒนาผลิตภัณฑ์ใหม่ ซึ่งมุ่งส่งเสริมการวางแผนการท่องเที่ยวของจังหวัดสุราษฎร์ธานีและจังหวัดนครศรีธรรมราช โดยเฉพาะการส่งเสริมการตลาดการท่องเที่ยวและพัฒนาสถานที่ท่องเที่ยวให้ได้มาตรฐานในระดับสากล และได้เสนอแนะแนวทางการร่วมมือระหว่างองค์กรด้านการท่องเที่ยวและผู้ประกอบการท่องเที่ยว เพื่อสร้างความเข้มแข็งให้กับอุตสาหกรรมการท่องเที่ยวในท้องถิ่น และช่วยส่งเสริมการพัฒนาการท่องเที่ยวเชิงธรรมชาติให้บรรลุผลสำเร็จ

คำสำคัญ: การพัฒนาการท่องเที่ยวเชิงธรรมชาติ การท่องเที่ยวเชิงธรรมชาติ การท่องเที่ยว
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ABSTRACT

New consumer trends, political changes, new technology, the fragmentation of markets, globalization, vertical, horizontal and diagonal integration, environmental concerns, economic integration and many other key developments are all adding to the complexity of corporate management in tourism. Today and in the future, the tasks of tourism management and development extend well beyond finding or creating new markets as well as new products. Tourism stakeholders must adjust to all sorts of changes to assure a sustained inflow of resources and a continuing outward flow of services. Hence, the potential for development of nature-based tourism (NBT) and also to study the potential for new NBT products and tourism destination marketing in Suratthani and Nakhon Srithammarat were examined.

More specifically, this research confronts this highly dynamic environment. It lays out an effective paradigm and approaches for expeditious NBT development for tourism stakeholders to use in tying their business or organization into the opportunities and challenges created. It is anticipated that using this tourism-potential model will help to identify new opportunities for tourism growth in the region, particularly, in Suratthani and Nakhon Srithammarat. The model has particular application in planning for NBT development and will assist in

identifying locations that are attractive and can form part of an interesting and diverse series of nature-based tourist attractions in close proximity to each other.

The research is structured in three major parts of the objectives: (1) To investigate the potential for development of NBT business in Muang, Suratthani and Khanom, Nakhon Srithammarat, (2) To investigate the potential NBT activities and products for tourism planning in Suratthani and Nakhon Srithammarat, and (3) To propose the approaches for NBT development that could create complementary advantages and sustainability of development to community. Although at the initial stage for implementation of the NBT development has already been considered to be beneficial, the development may directly affect to different types of stakeholders that were characterized into three parties: tourists, providers and regulators. Therefore, a distribution of 400 questionnaires to both domestic and international tourists, in-depth interviews with 35 accommodation entrepreneurs and 5 related officer groups were carried out in total of 440 sets. As consequences, 400 questionnaires of domestic and international tourists and 5 in-depth interviews of related officer groups were available for data analysis but only 30 in-depth interviews of accommodation entrepreneurs were obtained. The data analysis, therefore, was conducted by 435 respondents. The data was analyzed by the SPSS for WINDOWS version 11. Frequency, Percentage, Mean, and Standard Deviation were used for statistical analysis.

According to the results of this research, Suratthani and Nakhon Srithammarat have high potential tourism resources related to NBT such as ecotourism, agro-tourism and coastal tourism which can be promoted to achieve the success of local tourism. Importantly, there is another interesting tourism which can be promoted to be an alternative tourism. It is the cultural-based tourism which involves with the local cultural uniqueness destinations and activities. It is a form of tourism for visiting and studying local culture and tradition based on knowledge

gaining and responsible for environment and culture. Moreover, these activities are responsible for sustainable tourism as well.

Besides, the increasing of investor's interest in tourism business investment can encourage the growth rate of tourism. The accommodation, especially, have not provided any services to tourism related activities. Most tourists enjoy tourism choice amongst the entire range of products and services affordable to them, but the results found that the decision to visit this area was reduced by the diversity of tourism activities. These problems have affected to the growth rate of local economic development. it is essential that new products development receives attention to seek tourism growth in these regions. Collaboration between government sector and private sector are expected to improve these tourism places in order to achieve the sustainable tourism.

Regarding to NBT development approaches, the new products development must be appropriate with the potential destinations of these 2 regions. The cleanliness of tourist destination and environment, the reasonable service charge as well as the local residents' participation in tourism activities should be realized in terms of important aspects. It is essential that new products development receives attention in these regions that want to survive as destination areas and seek tourism growth. This could be conducted by investigating the potential for destination development composed with the characteristics of natural, social and cultural environments as well as infrastructures and facilities management in order to respond the tourists and local residents' demand.

Besides, the researcher also recommended the effective paradigm for NBT development by proposing the operational level in twofold: the Analytical Process and the New Product Process. This aims to support the tourism planning in Suratthani and Nakhon Srithammarat, especially, to conscientiously promote tourism marketing and tourism development to achieve the international standardization. Then,

the researcher also recommends the collaboration between tourism organizations and tourism entrepreneurs in order to strengthen the value of local tourism industry and to achieve the NBT development.

Key Words: Nature-based tourism development, nature-based tourism, non-mass tourism, new product development, Tourism Destination Marketing, Demand Factors, Supply Factors

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CHAPTER 1

INTRODUCTION

1.1 State of problem

Tourism has become one of the fastest growing industries in recent years. It is widely recognized that the growth rate of tourism has exceeded the growth rate of the other industries, both in Thailand and in other countries. In spite of this rapid growth, it is not easy to define the term, "Tourism". Generally speaking, tourism involves traveling, sightseeing, entertainment, catering and accommodation. In recent years, the popularity of tourism towards natural scenery has rapidly grown and many have said that ecotourism is the one of the fastest growing, if not 'the' fastest growing type of 'new tourism'. Trends indicate that the growth of ecotourism coupled with the larger market segment of nature tourism far surpasses that of tourism in general. While lack of differentiation between ecotourism and other forms of nature tourism makes tracking ecotourism development difficult, it is obvious that travel to natural areas is increasing at a tremendous rate. In 1996, the World Tourism Organization (WTO) predicted that there would be an 86% increase in tourism receipts, of which the majority would come from 'active, adventurous, nature and culture-related travel' (Honey, 1999).

However, nature-based tourism (NBT) is one of the most exciting sectors in the tourism industry, growing by the estimated 10 to 30 % per annum (McKercher, 1998). The most obvious characteristic of ecotourism is NBT. Valentine (1992, pp.108 as quoted in Weaver, 2001a) defined NBT as tourism 'primarily concerned with the direct enjoyment of some relatively undisturbed phenomenon of nature'. A variety of motivations for NBT has been suggested, including the desire to get back in touch with nature, a desire to escape the pressures of everyday life, seeing wildlife before it is too late, and specific

interests and activities such as trekking, bird watching, canyoning and white-water rafting and kayaking (Whelan, 1991).

Thailand has diversity in tourism resources; especially in geography, climates, biology, flora and fauna. Many famous destinations with high potential of tourism industry, especially in the South of Thailand, are full of natural resources, cultural heritage and unique local way of life. Hence, the diversity of the physical and geographical characteristics has led to the rapid growth of NBT. Global interest in environmental matters has made more and more people want to experience our unique outdoor wonders (McKercher, 1998). The market for countryside tourism is growing across the south of Thailand, turning the countryside into the key part in the recreation and tourism scene.

Based on the tourism economic inflation departed by the Research Institute for Development of Thailand, the information of WTO forecasted that the long-termed growth of world tourism during 2002 to 2020 would have the average growth rate of tourists around the world about 4.1% per year, having 1,000 million visitors in 2010 and 1.6 billion visitors in 2020. Besides, the tourism in Asia Pacific is forecasted to change its position from the third (under Europe and United States) to the second of the world in 2020. The average growth rate of tourism in Asia Pacific is expanding 6.5% per year. The World Travel & Tourism Council (WTTC) forecasted that the amount of foreigner tourists in Thailand would increase to 7.5% per year during 2000 to 2020 (WTO, 1997: 39 and 63).

In order to get more income from tourism industry, the Tourism Authority of Thailand, region 5 (Suratthani) conducted the seminar on the topic of “Roadmap for the Leader of Quality-Based Sustainable Tourism (Chumphon, Ranong, Suratthani)” on 21st December 2004 which aimed to achieve the quality of tourism resources for higher tourist’s arrivals by emphasizing on the destination development, services and

human resource improvement and marketing strategy planning. The seminar focused on new tourism products with fully sustainable resources for more new qualified group of tourists.

The roadmap indicated the number of tourists which are totally 1,751,718 travelers (846,281 tourists on Samui Island) specified by 162,037 domestic tourists and 684,244 international tourists in 2003. Tourism revenue of Suratthani on tourism industry is 12,391.22 million baht. Most tourists spend their vacation on Samui Island and other islands in spite that Suratthani town has diversity of natural resources that can be developed to providing new tourism products and activities.

Suratthani, the largest province of the south of Thailand, is covered with the diversity in geographical and physical phenomenon: mountains, plains, rivers, dazzling white sand coasts and islands. The historic remains have clearly revealed that this long historic town has been the center of transportation. The route to Suratthani is normally suitable for being a resting place of traveling to Andaman and Gulf of Thailand. Increasingly, Suratthani is ranked to be one of the eighth of major tourist destinations.

Beside the natural tourist attraction, Suan Mok, the practicing Buddha's teachings place covered with peacefully natural environment, becomes famous as nature-based classroom where attracts both Thais and foreigners to visit and make meditation. The colorful unique culture and tradition have become an annual event holding activities as Chakpra Thot Phapa and Long Boats Racing Festival (taking place the day after the full moon on the 11 lunar month, this will be followed by the procession of floats (Reau Phanom Pra), depicting events from the Lord Buddha's life (Thot Phapa). Additionally, Suratthani is well known in ecotourism which comes in form of Oyster Farm Stay that travelers are able to touch local resident's way of life. The one day trip "Teiw Klong Long Bang - Mae Num Roi Sai", traveling by long boat along the Tapee River, is

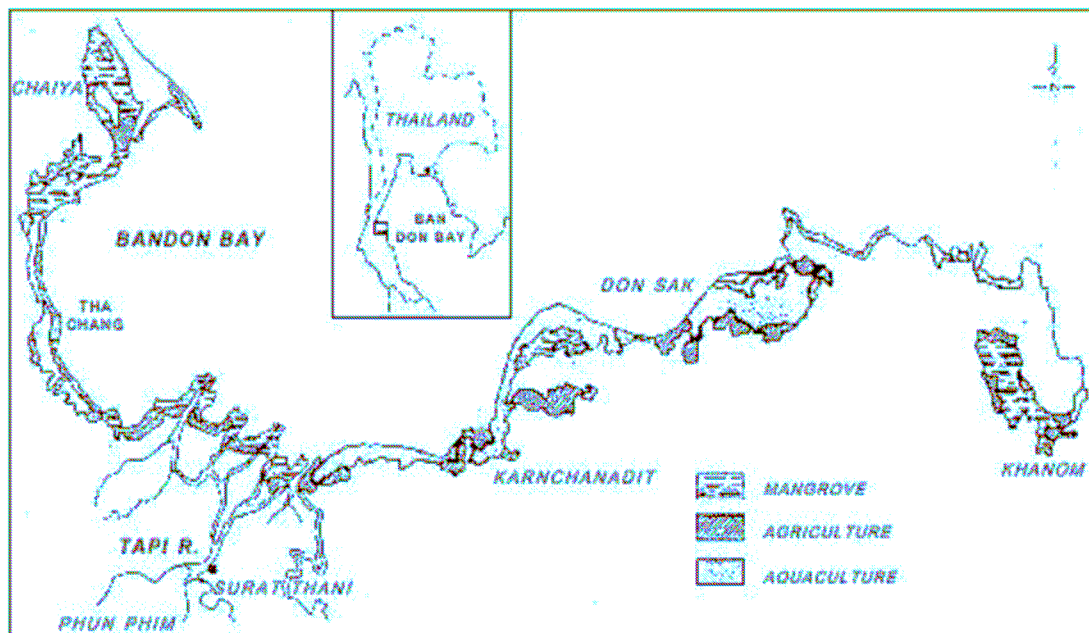
operated by local tour operator and supported by the Tourism Authority of Thailand, Region 5, Suratthani.

As the above current situation, it clearly reveals that the tourism resources of Suratthani possessed potential to develop to gain higher number of tourists by providing new tourism products and activities toward alternative agro tourism, ecotourism and recreation in the countryside. The new trend of tourism target interests the researcher to investigate the potential for NBT development in the scope of new tourism products, activities and tourism destination marketing in Muang, Suratthani through Khanom, Nakhon Srithammarat.

The way from Muang, Suratthani through Khanom, Nakhon Srithammarat is the main road to the tourist destination (Koh Samui). This is the route that the researcher needs to study about the potential and destination marketing for development of NBT because it passes the tourist attractions, such as Wipawadee Waterfall, Oyster Farm Stay, beaches and camping areas, which can be developed and promoted as alternative tourism for tourists who visit this region.

Hence, this research is to study the approach of NBT development. The outcomes are expected to effectively generate tourism planning and to attract more new group of tourists towards tourism industry in Suratthani and Nakhon Srithammarat.

Figure 1.1 Map of the study area



Source: Tingsabath, C. (2000)

These are mentioned to the questions of:

1.) Does the potential destination for NBT development emerge in constructing and reconstructing tourism places and spaces for the regions: Muang, Suratthani and Khanom, Nakhon Srithammarat?

2.) Is it possible to add the NBT activities and products to the core tourist attractions related to new products development?

3.) Could the enhancement of Suratthani and Nakhon Srithammarat as a nature-based tourist destination potentially increase a higher number of tourists' demand?

1.2 Objectives of the study

1.) To investigate the potential destination for development of NBT business in Muang, Suratthani and Khanom, Nakhon Srithammarat.

2.) To investigate the potential NBT activities and products for tourism planning in Suratthani and Nakhon Srithammarat.

3.) To propose the approaches for NBT development that could create complementary advantages and sustainability of development to community.

1.3 Scopes of research methodology

1. Research area

The potential area for this study is in Muang, Suratthani and Khanom, Nakhon Srithammarat. They can be regarded as significant new tourist destinations that have enjoyed recent substantial growth in number of tourist arrivals.

2. Population

From consideration a group of respondents for this research, the key stakeholders are people who have rights to perceive the information about the tourism development and management before the NBT development is allowed to be implemented in an event that it may affect to the tourism environment. The key stakeholders are important to give the suggestion in order to achieve the objectives. This research aims to study three major groups of stakeholders who are composed of:

- Consumer: domestic and international tourists
- Provider: accommodation enterprises
- Regulator: tourism-related officer groups

The scope of demography for this study limits three groups of samples could be justified as follows:

2.1) Both domestic tourists and international tourists who were visiting Suratthani during February to March.

2.2) Resort entrepreneurs and a multitude of farm stay owners providing accommodations, where are likely to providing new tourism products and activities as well as being developed to promote the tourism industry both in Suratthani

town and Khanom, Nakhon Srithammarat. Regarding to the research limitation, this informant is justified as a group of key stakeholders who directly related to NBT development on both gathering the benefit and the impact from the NBT management implementation, and classified by mostly within three categories:

- Premium A: outstanding
- Premium B: high potential
- Premium C: under the line closed to potential

2.3) Tourism-related officer groups who had responsibility to develop the tourism industry and played important roles related to tourism planning. The key stakeholders are also important group to express the opinion and give suggestions for tourism management including giving the comments about tourism planning. They are composed of:

- Provincial Administrative Organization (PAO)
- The Chamber of Commerce of Suratthani
- The Tourism Authority of Thailand, Region 5
- Land Department
- The expert or the professional

3. Content

According to a study for national action plan for the tourism industry in the 9th National Economic and Social Development Plans (2002-2006), there is the analysis for identifying a suitable province for tourism development. Hence, the research will emphatically investigate the potential for NBT development. The scope of content is covered with the study of the new products development in terms of the potential for alternative tourism management. This is, especially, to investigate the suggestions for NBT development involved with some specifically interesting activities and tourism marketing in the region.

The primary data gathered from questionnaires and personal in-depth interviews were grouped into categories: current circumstances, perceptions and perspectives from the key informants concerning tourism industry development and management, tourism product development, and marketing and promotion. As well, the secondary data investigated by literature review (papers, documents and tourism-related literatures) was grouped into categories: SWOT analysis and approaches used to facilitate the tourism planning in tourism product development and tourism marketing. Findings were analyzed with the intention to answer the supplementary research questions.

4. Time

The scope of research study period was conducted and attributed during January 2006 to May 2006.

1.4 Survey data analysis

1.) To investigate the secondary data sources for designing the data collecting tools, e.g. questionnaire for demand factors (both domestic and international tourists), interviewing supply factors (resort entrepreneurs, a multitude of farm stay owners and tourism-related officers), and to consult with the expert in tourism.

2.) To investigate the primary data sources towards field survey about the potential of NBT development.

3.) To evaluate the primary data by SPSS program.

4.) To analyze both primary and secondary data sources by SWOT in order to recommend the operational strategies of NBT development in this research area.

5.) To program the outcomes of SWOT analysis towards the mentioned questions with a respect to a particular set of objectives of this research in order to arrange and present the effective paradigm to expedite NBT development.

1.5 Expected benefits

The important corollary purposes of this thesis are:

1.) To be an effective paradigm presented in the scenario-based approach of NBT development with the expectation of getting higher capacity in the regions.

2.) To be a guideline for resort entrepreneurs and farm stay owners in high value-added services to their existing property to create new tourism products or differentiate their business towards tourism activities.

3.) To promote the strategic planning in tourism marketing management of the Tourism Authority of Thailand, Region5, Suratthani.

4.) To stimulate those who are involved in tourism to go beyond the outcomes investigated here and apply new approaches to the tourism planning.

1.6 Definition of key terms

Nature-based tourism development is defined as the development of the potential for NBT covered with new tourism products and activities considered on its role in the delivery of a world class tourism product. NBT development is to integrate tourism planning and management as the process of preparing for tourism development and to improve cooperative strategies for tourism management. Fridgen (1991) notes that it is also the process of creating, providing and developing infrastructure and recreation facilities for visitors and resident hosts, which will raise living standard of the people through the economic benefits of tourism as well. It is the long-term process

of readying a destination for tourists or improving a destination's attractiveness to tourists.

Nature-based tourism is defined as any form of tourism that relies primarily on the natural environment for its attractions and/or settings; incorporate ecotourism as well as substantial portions of **adventure tourism** (tourism that incorporates an element of risk, higher levels of physical exertion and a need for specialized skills to enable successful participation. The concept is subjective in that perception of risk and thresholds of physical exertion from person to person.) and **3S tourism** ('sea sand and sun' or beach resort tourism can be included in other types of tourism but is usually associated with mass tourism), neither of which are necessarily sustainable or learning-centered (Weaver, 2001). Thus, it is possible to characterize NBT as tourism in which the viewing of nature is the primary objective. Douglas (2001) said that it is sometimes perceived as synonymous with ecotourism since one of its aims is to protect natural areas but it also differs from ecotourism in its lack of overt environmental interpretation and/or education.

Non-mass tourism is defined as small-scale tourism, typically associated with 3S (sea, sand, sun) resorts and characteristics such as transnational ownership, low leakage effects, seasonality, and package tours. NBT can conceivably be a form of non-mass tourism under the logic of natural resources and environment.

New products development is defined as an operational level planning framework. Against the background of the dynamic changing macro-environment, competitive, and market environments, it is essential that new product

development receives attention in those regions that want to survive as destination areas and seek tourism growth (Heath, E. and Wall, G. 1992). It helps to improve tourism marketing by adding value, differentiation and creating new tourism products which affect tourism growth and higher capacity toward tourist attractions. To meet tourist's needs and to be competitive, tourism development must be unique, friendly in appearance and assessable to the tourists.

Tourism destination marketing is defined as the marketing involves with the investigation of new tourism products and appropriate supporting systems which are required for the regional tourism organization to carry out, and assist the tourism businesses in the region to carry out, the strategies that will achieve regional tourism goals in the dynamically changing the tourism industry environment.

Demand factors are defined as the aspects influence in the existing and potential tourist to visit the area. It is the relationship between the tourists who wish to travel and their abilities to use the tourist facilities and services. This is to study the emphasizing on domestic and international tourists' perception and perspective, interest in NBT, access to information of NBT, and factors influencing tourist's decision on selecting NBT products.

Supply factors are defined as the way in which tourism is consumed by tourists who visit NBT destination areas to consume a product, service or experience. Furthermore, it involves with the tourism facilities and resources to meet demand in an efficient and profitable manner. This helps to understand how the wide range of tourism businesses and organizations in the tourism sector. This study covers with accommodation, tourists' facilities and services, transportation, infrastructures as well as attractions and activities.

CHAPTER 2

RELATED CONCEPTS, THEORY, AND LITERATURE

This chapter introduces the main concepts and theoretical framework including the relevant researches obtained with a respect to the comprehensive literature review of NBT development. This is indicated by the development of nature tourism-related approaches as well as the availability of new products and activities toward knowledge-based philosophy that recognizes NBT as a complex system. The fundamental outlines are reviewed as:

- 2.1) Concepts and theories relevant to tourism system
- 2.2) Concepts and theories relevant to NBT destinations and resources
- 2.3) Concepts and theories relevant to marketing mix strategies
- 2.4) Concepts and theories relevant to new product planning
- 2.5) Concepts and theories relevant to accommodation management
- 2.6) Concepts and theories relevant to sustainable tourism development
- 2.7) Provincial Administrative Organization (PAO) - Local tourism planning and development policies
- 2.8) General existing circumstances in Suratthani and Nakhon Srithammarat
- 2.9) Relevant research

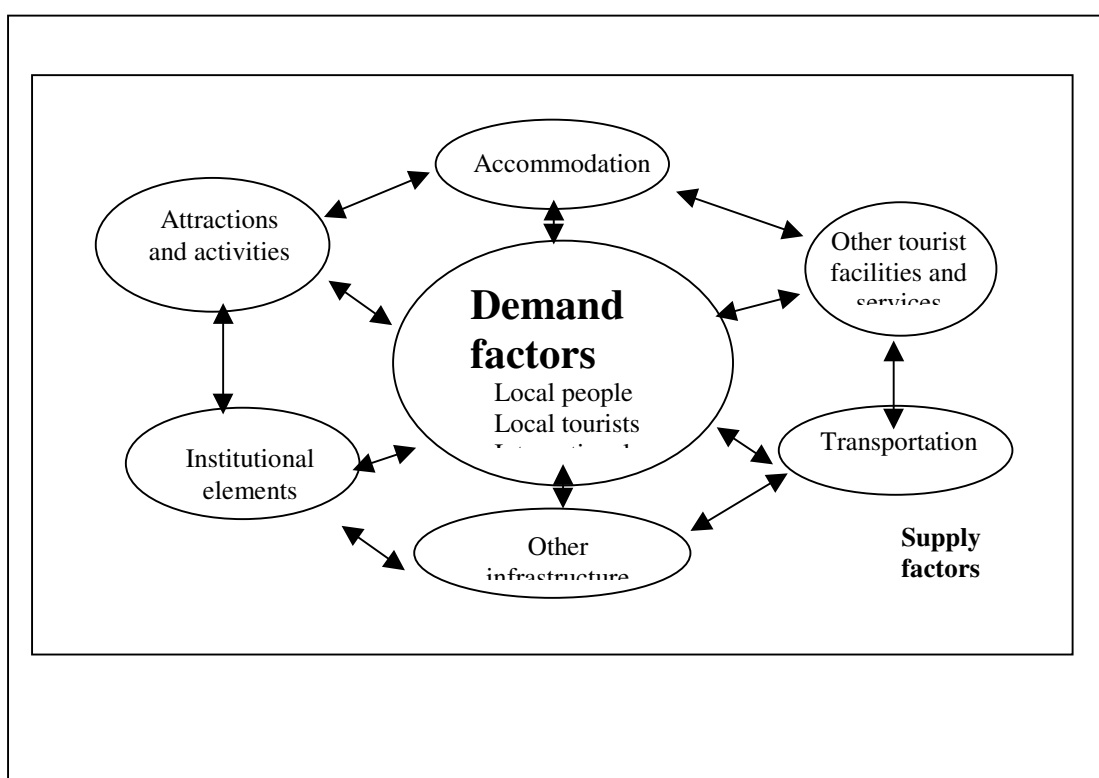
2.1 Concepts and theories relevant to tourism system

In general, the tourism system is considered as a core part of doing tourism research which involves with the investigation of both demand and supply factors. This section examined the concepts of tourism system and planning tourism in order to understand the components of tourism industry and its environment.

2.1.1 Tourism system and its environment

Tourism should be viewed as an integrated system and socio-economic sector. The functional tourism system is based on supply and demand factors as illustrated in Figure 2.1 from a policy-synthesis concept paper on “Policy and Planning for Thai Tourism Industry: a supply side approach” by Assoc. Prof. Manat Chaisawat and Guide for Local Authorities on Developing Sustainable Tourism (WTO,2001).

Figure 2.1 Tourism system and its environment



Social & Cultural Economic factors Technological

Source: Chaisawat, M. (2004)

Demand factors

Tourist markets

There must be existing or potential tourist (the tourist markets) to visit the area. These markets may be international, national (domestic) or from the local region and are often a combination of these types. Some markets may be general interest tourists while other special interests they are seeking to satisfy. Tourist markets include business travelers. Local residents' use of tourist attractions, facilities, services and infrastructure must also be considered in developing tourism.

Supply factors

Tourist attractions and activities

Attractions and activities must be available to induce tourists to visit the area. Attractions can be natural such as nature parks and beach/marine areas, archeological sites and historic places, cultural features such as arts, entertainment, crafts, traditional architectural styles, economic activities, traditional customs and ceremonies and "man-made" feature such as theme parks, casinos and special events including fairs, festivals and sport competitions. Many types of features can be developed as tourist attractions.

Thailand has tourism sources that are mostly concerned with base folk styles, e.g. natural resource, history, traditional and culture. From the past to the present, Thai tourism management was divided from that are natural tourism and culture tourism (include history and archaeology).

After that the way that requested tourism to consider increasable conservation or cultural community reservation need had begun. So, tourism in the present time is divided in four

types (Thailand Institute of Scientific and Technological Research, 1999).

1. Thailand in natural resource is the tourism for relaxation, amusement and pleased about natural tourism. All of these are main objectives of this tourism. This tourism is the natural tourism.

2. Tourism that emphasizes on art, cultural, historical, archaeological appearance and many places that were built by humans. Moreover, it concerns on social livelihood and gives knowledge to the foreigners. Consequently, it brings pride to the native.

3. Tourism that responds the deliration and satisfaction on relaxation, amusement and entertainment of tourists emphasized in appropriate services. This tourism is the sport and entertainment tourism.

4. Tourism that covers the objectives for convention and business, and may have observation and visual education is called convention tourism.

Accommodation

Hotels and resorts in which the tourists can stay overnight must be provided. Accommodation also contains restaurants and other tourist facilities.

Other tourist facilities and services

Tour and travel services are necessary to make travel arrangements for tourists and provide guide services. Other tourist facilities and services include restaurants and other types of dining and catering establishments, postal facilities and services, medical facilities and services, banking and money exchange, retail shops, souvenir shops, personal services such as hair dressing and other types. Providing adequate public safety in the tourism area is essential to protect the tourists from criminal or terrorist acts. Proper public health measures to prevent environmentally based on disease must also be maintained.

Transportation

Transportation includes both facilities and services such as aircraft, train and bus capacities, routes and schedules, and efficiency of the services provided.

Other infrastructures

Other infrastructures are required to serve in tourism. The tourist facilities include hygienic water supply, adequate electric power, proper waste management (sewage and solid waste collection, treatment and disposal) and adequate telecommunications.

Institutional elements

These include education and training of persons to work effectively in tourism (human resource development), marketing and promotion of the tourist destination, attractions, facilities, standards and regulatory mechanisms for tourist facilities, services including land use and environmental controls, and financial mechanisms to encourage investment in tourism development. Organizational structures are essential for both government tourism agencies and association of private tourism enterprises.

The term needed to define the supply side of the tourism system is the tourism product. It comprises the tourist attractions, activities, accommodations, facilities, services and infrastructures. A key concept in developing a successful tourism sector in an area is to match the tourist markets and tourism products. It determines the type of tourist market that can be attracted, and the product must be in suitable form to meet the tourist market' expectations. The tourism product, however, must not be developed to match the tourist market to the extent that it creates local environmental or social problems. Matching the tourist market and the tourism product must be carried within the framework of achieving sustainability and

balanced tourism development that optimizes benefits to the community.

2.1.2 Planning tourism as an integrated system

An underlying concept in planning tourism is that tourism should be viewed as an inter-related system of demand and supply factors. WTO (1999) illustrated the tourism system in Figure 2.2. The demand factors are international and domestic tourist markets and local residents who use the tourist attractions, facilities and services. The supply factors comprise tourist attractions and activities, accommodation and other tourist facilities and services. Attractions include natural, cultural and special types of features - such as theme parks, zoos, botanic gardens and aquariums - and the activities related to these attractions. Accommodation includes hotels, motels, guest houses and other types of places where tourists stay overnight. The category of other tourist facilities and services includes tour and travel operations, restaurants, shopping, banking and money exchange, and medical and postal facilities and services. These supply factors are called the tourism product.

Figure 2.2 The tourism system

DEMAND FACTORS	SUPPLY FACTORS
<ul style="list-style-type: none"> - International tourist markets - Domestic tourist markets - Residents' use of tourist attractions, facilities and services 	<ul style="list-style-type: none"> - Attractions and activities - Accommodation - Other tourist facilities and services - Transportation - Other infrastructure - Institutional elements

Source: WTO (1999)

Other elements also relate to supply factors. In order to make the facilities and services usable, infrastructure is required. Tourism infrastructure particularly includes transportation (air, road, rail, water, etc.), water supply, electric power, sewage and solid waste disposal, and telecommunications.

As an inter-related system, it is important that tourism planning aims for integrated development of all these parts of all system, both the demand and supply factors and the physical and institutional elements. The system will function much more effectively and bring the desired benefits if it is planned in an integrated manner, with coordinated development of all the components of the system.

2.2 Concepts and theories relevant to NBT destinations and resources

Beside of the tourism system, the important factor related to tourism industry is destinations and resources. It is useful in clarifying flashpoints where there are likely to be opportunities for improvement through good destination management and design. Middleton (1998, p.82) argued the destination as “an important common feature of destinations is that they can be marketed and planned as an identified place and most have established systems and procedures for local government purposes.” It is also important to understand the key points of destinations and resources to develop the tourism. These are described in the following sections.

2.2.1 Common characteristics of destinations

Gunn (1988) suggested that all destinations share certain common characteristics and that recognition of this would facilitate their design and development. He referred to the

work of Mathieson and Wall (1987) who listed key characteristics of destinations as:

- Natural environmental features and processes
- Economic structure and economic development
- Social structure and organization
- Political organization
- Level of tourist development

All types of destinations - by definition - have these basic elements (although their scale and significance will show individual variations) and each element of its 'anatomy' offers design and development opportunities. Gunn noted also that within the destination residents and tourist share certain characteristics and elements of the destination while others are used exclusively by one group or the other.

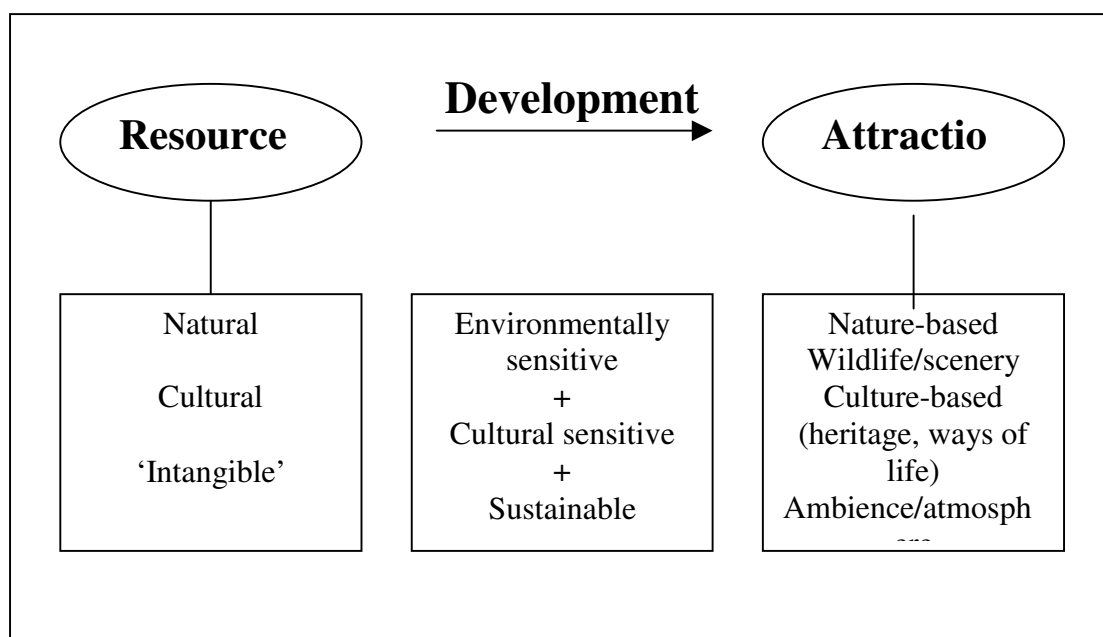
Generally, tourism resources can be defined as destination, activity and culture which reflect the uniqueness of local civilization and attract visitors to experience them. Tourism resources can be categorized in many characters. Isichaikul (2003) quoted in Ministry of Tourism and Sports (2003) identified four types of tourism resources characters:

- 1.) Natural tourism resource
- 2.) Ancient remains, historical and regional tourism resource
- 3.) Cultural and traditional tourism resource
- 4.) Man-made tourism resource

The harsh reality is that some places simply do not have what it takes to be a successful destination. Generally, however, a key in successful destination development is the realization that 'resources' are not 'attractions'. A given place may have an abundance of 'raw resources' such as beautiful scenery, historic towns and fascinating cultural remains. However, if these resources are inaccessible due to lack of adequate transport, an absence of hotels or other accommodation or perhaps political instability and a perceived

lack of security, then some form of appropriate development will be required (see Figure 2.3).

Figure 2.3 Relationship between resources, development and attractions



Source: Howie, 2005

The main source of tourism industry is tourism resources that should be kept for sustainable tourism development. Tourism resources in form of activity could help to promote the attractions as well.

2.2.2 Resources and attractions of destinations

Gunn (1998, p.37) described attractions as the fundamental reason for the tourist visit:

“Without developed attractions tourism as we know it could not exist; there would be little need for transportation, facilities, services, and information system”.

Pakprod (2003) defined the tourism resource management in sustainability as the approach the resource utilization and development involving relevant factors based on tourism. The management is responsible for the needs of economic, social and aesthetics to community at present and in the future. The tourism resource utilization offers greater uniqueness of nature and culture, less impacts and, importantly, available for a long term using.

‘Resources’ are the precious ‘raw ingredients’ of a place and to a great extent determine what it may become - and from the perspective of the residents of the (potential) destination they may be entirely satisfactory as they are. The increasingly important ‘spirit of place’ or *genius loci* of a destination is dependent on both the ‘obvious’ attractions of a place and the intangible characteristics that make it distinctive.

It must also be considered that, in certain location, it will be inappropriate to develop tourism. There may be no possibility for it to exist satisfactorily alongside existing social, cultural or economic activities; or there are simply not the resources for successful tourism development. Development and management will be essential to permit the original function to continue undisturbed - that is part of the attraction - but also to increase the understanding and enjoyment of the visitors.

In addition to the attractions that may be developed from the available physical and cultural resources, a further category must be considered. These are the *intangible elements* that contribute to the attractiveness of the destination and the visitor experience and are essential to the distinctiveness of the

destination - its spirit of place or *genius loci*. These may result from the successful integration of the attractions' interplay of resources and contribute to the good (or bad) experiences and memories that the tourist takes home and share with others. Thus the built environment includes 'heritage' features such as castles and monuments, tourist and leisure buildings such as visitor centers, museums and swimming pools, but also 'ordinary' houses, factories, office blocks and civic buildings that contribute to the general 'townscape' resulting from the 'organic' or planned layout and street pattern. Local festival, fairs, traditions, artistic works and crafts are also part of the reality of places. More subtle and more challenging to develop and manage are the elements that help create a positive image held by a place. These are intangible, but no less 'real' attributes such as a sense of friendliness, security, 'walkability', excitement, 'youthfulness', dynamism, age and history are uplift and inspiration.

2.2.3 Components of destinations

Within a destination, the sum total of what is relevant to the tourist - which is not always the same as the totality of attributes of the place as perceived by its residents - has been described as the *total tourism product* (Middleton, 1994), referring to the combination of 'resources' or the initial attraction the destination has for visitors and 'services', provided to make possible or enhance the visit. Attractions are a key element. Swarbrooke (1995 as quoted in Howie 2003:81) defines four categories of attractions:

- 1.) features in the natural environment
- 2.) man-made buildings, structures and sights designed for a purpose other than attracting visitors or tourists, which, with the passage of time, have become attractive, e.g. cathedrals
- 3.) man-made buildings, structures and sights purpose designed to attract tourists and visitors, e.g. theme parks
- 4.) special events

This is a useful and comprehensive illustration of the diversity of the tourism product, showing the roles of two sectors of the industry - attractions and accommodation. The approach also gives appropriate recognition to the essential 'intangible' elements which contribute to the atmosphere of destinations, for example 'friendliness' and 'ambience'. As Doxey (1975) notes, the 'irritation' stage in the development of a destination occurs when the essential goodwill between tourist and resident deteriorates, hastening the overall decline stage in the destination life cycle. While these elements are 'intangible', they can be purposely encouraged by destination managers and others through training and awareness schemes that target residents and tourism staff. 'Awareness raising' could, for example, explain the benefits for residents that tourism generates in a place, countering the bad publicity that it sometimes receives.

While tourists increasingly identify specific activities or interests as the reason for their choice of destination, in general their experience involves a 'bundle of products'. Thus a visitor to a city may express his/her interest in a destination as an art festival, but he/she is likely also to 'consume' several other products.

2.2.4 A profile of the NBT sector

As suggested by MacKercher (1998), NBT is one of the most exciting sectors in the tourism industry, growing by an estimated 10 to 30 per cent per annum. The scope of NBT encompasses adventure tourism, ecotourism, alternative tourism, educational tourism, sustainable tourism, responsible tourism and many other forms of outdoor-oriented and non-mass tourism. It has been normal practice to pull all these activities under the common label of “ecotourism”.

However, Weaver (2001b) argues that virtually all definitions of ecotourism refer to the naturally environment, with the prefix “eco-” generally taken to mean “ecology” or “ecosystem”. These references generally allude to perception that ecotourism should be “nature-based”; that is, its attractions should be based primarily on the natural environment or some element thereof. This latter clause recognized that ecotourism need not be based on an ecosystem or habitat (such as rainforest or wetland) in its entirety, but may also be focused on some specific components of that environment. An ecotourist, for example, may be more interested in a certain rare species of flora or fauna than in the boarder ecosystem in which it occurs. In many destinations, ecotourism activity is concentrated around specific **charismatic megafauna** such as dolphins, polar bears, pandas or manned lions. The boarder ecosystem perspective is probably preferable in that its elements are not seen in isolation, but rather as interdependent components within a single system. This holistic approach is more conducive to quality learning and sustainability outcomes and helps to explain why many definitions state that ecotourism should occur within a relatively undisturbed natural environment; that is, in a venue that provides exposure to an entire ecosystem.

Nevertheless, the concept of focusing on specific aspects of the “nature-based” environment is also valid. From a marketing perspective, many tourists wish to see particular flora and fauna that are attractive for reason of beauty, charisma and/or rarity, and are only marginally interested in the environmental context of these specific attractions. In such situations, managers should be aware of the problems that may arise in maintaining a narrow product focus, and should implement appropriate management strategies. Where the perception of “nature-based” is narrowly focused, there are also implications in terms of the setting in which ecotourism can occur. Wildlife in most cases is best observed in its natural habitat, but there are numerous examples of partial or complete species adaptation to other kinds of non-captive environments, including some, such as farmland, that have been extensively modified by human activity. This suggests considerable scope for extending ecotourism far beyond the relatively undisturbed, natural environments that many hold to be the only valid venue for this form of tourism.

“Nature-based tourism”, however, is a more all-encompassing term and has suffered less from the marketing overkill that has damaged the credibility of “ecotourism”.

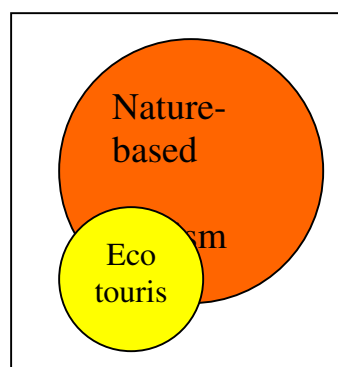
The sector is certainly diverse. The motive of participants and the experiences offered by various operators differ wildly. Some “ecotourism” operators feel superior to “adventure” tourism operators. Yet, from the perspective of practical business planning, product development, product delivery, operations and ethics, these businesses have much in common. For these reasons, the term “nature-based tourism” will be used throughout the text to cover them all.

A number of factors have led to the rapid growth of this sector. A global interest in environmental matters has made more and more people want to experience our unique outdoor wonders. A desire for a healthier lifestyle has prompted many tourists to forsake traditional sun, sand and sea holidays for

more active alternatives. Better-educated travelers are more interested in meaningful vacation activities. More sophisticated travelers expect their vacation experiences to meet higher-order personal need. Further, as society becomes more alienating, people are beginning to prefer personalized and small group holidays rather than anonymous and mass tourism experiences.

Weaver (2001b) notes that NBT is any type of tourism that relies on attractions directly related to the natural environment. Thus, ecotourism is a subset of NBT (Fennell 1999), allowing for the supplementary portion of ecotourism that focuses on the cultural attributes of a destination (Figure 2.4). Other categories of NBT include 3S tourism, adventure tourism, captive tourism (i.e. zoological parks, botanical garden, aquariums and aviaries), extractive tourism (e.g. hunting and fishing) and some types of health tourism.

Figure 2.4 Ecotourism and NBT



Source: Weaver, D. (2001b)

Additionally, MacKercher (1998) considered that NBT plays important roles in the delivery of a world-class tourism product. Firms operating in this field:

- help broaden a region's product base by providing ancillary services or experiences to complement mainstream accommodation and attractions
- provide special interest experiences for niche market
- provide low cost business opportunities for people in region centers
- can reduce adverse social and environmental impacts by providing a means of controlling tourists' activities
- provide a source of management funds for protected areas through licensing fees
- can better spread the message of environmental protection

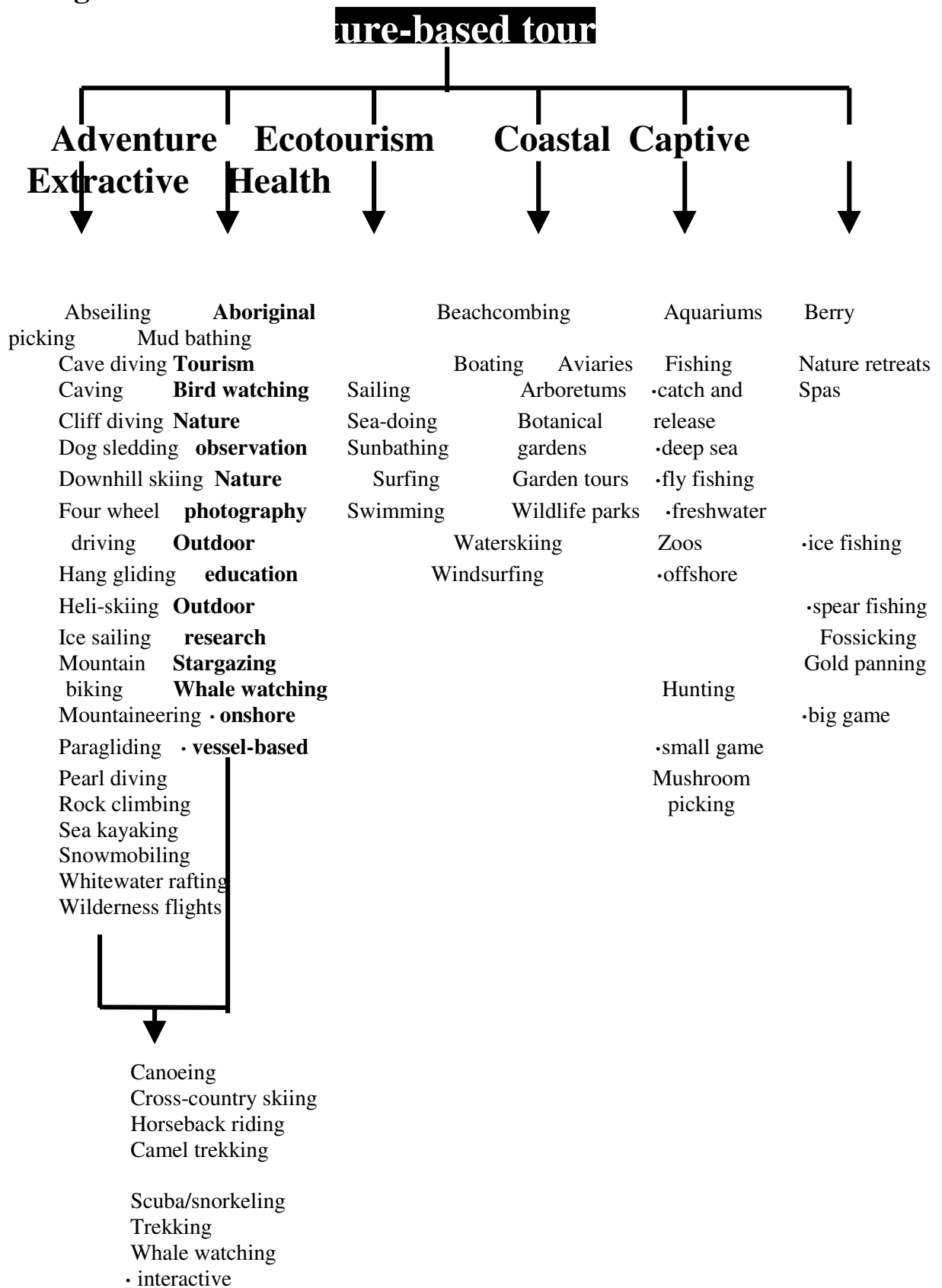
2.2.5 Types of nature-based activities

Weaver (2001b) discussed the criteria that underpin ecotourism and having investigated its relationship with other types of tourism. The specific kinds of activity that constitute ecotourism can now be outlined. These activities are listed in Figure 2.5, while not necessarily including on qualifying activities, allow comparison with other specific nature-based activities, including those that overlap with ecotourism.

The focus of ecotourism is usually on wildlife, activities that emphasize non-living natural phenomena can be classified as ecotourism. Under the category of nature observation, these activities include visits to geological features. Activities that involve captive flora and fauna are not normally associated with ecotourism, although there are many cases where the freedom afforded by wildlife parks and botanical gardens is comparable to that is available in national parks or other protected areas. Associated activities in such situations may be ecotourism-related. The broader issue as to whether

'captive' and 'non-captive' forms are converging is an intriguing area that requires further investigation.

Figure 2.5 Ecotourism activities in the context of NBT



Hiking/bushwalking

Source: Adapted from Weaver, Faulkner & Lawton, 1999

2.3 Concepts and theories relevant to marketing mix strategies

Marketing of tourism for a country or region is essential. The marketing management techniques or tools which are all commercial organizations use to manage their chosen segments of demand in relation to the product they supply at destinations. The following are the principle marketing strategies:

2.3.1 Marketing and marketing mix

Kotler et al (2003) said that “Marketing” is a social and managerial process by which individuals and group obtain what the consumer’s need and want through creating and exchanging products and value with others. He explained more on “Marketing Mix” that it means a group of marketing tool for business. The purpose is to meet target in the market. Another word is to satisfy customer needs and wants.

As aforementioned, the “Marketing Mix” is defined as the mixture of controllable marketing variables that the firm uses to pursue the sought level of sales in the target market (Kotler, 1994, p.68). Interestingly, Bovee and Thill (1992) said that “Marketing Mix” is a combination of four elements: product, price, place (distribution), and promotion.

1.) *Product*: Product is defined as anything offered for sale for the purpose of satisfying a want or need on both sides of the exchange process. This includes a tangible object that marketers refer to as a good, as well as an intangible service, an idea, a person, a place, or an organization or any combination of these. The elements that make up a product include features, branding, packaging, labeling, and supporting goods and services.

2.) *Price*: In its broadest sense, price encompasses everything that the buyer has to pay in order to obtain and use a

product. Although price is primarily a financial measure, it also includes time, frustration, and so forth.

3.) *Place*: Place refers to the method used to move products from the producer to the customer. This involves the selection of marketing channels, which are the people and organization, including wholesalers and retailers, who help get products to customers.

4.) *Promotion*: Promotion plays a vital role in the marketing mix by informing potential customers about a company and its product. The major elements of promotion are advertising, sales promotion, public relations, and personal selling.

a. Advertising is defined as paid, non-personal communication with a target market audience including televisions, radios, newspapers, magazines, billboards, and direct mail.

b. Sales promotion comes in various techniques that are used to stimulate product demand, including special events and activities such as coupons, celebrity appearance, and contests.

c. Public relations is non-paid communication, encompasses all the other communications that businesses and organizations have with their various audience.

d. Personal selling is interpersonal contact exclusively; it is one person making a sales presentation to another person or to a group of potential buyer.

Generally marketing mix for physical goods has only four elements; there are product, price, place and promotion, but marketing mix for service products is different from other products. Service products emphasize on people, service process and physical evident, which are main elements to deliver service to the consumer, so marketing mix for service product has to include 7Ps.

Booms and Bitner (1981, quoted in Cooper et al, 1993: p.263) argue that the marketing mix of 4Ps is not

comprehensive enough for the tourism and hospitality industry. The major difference is said to be the intangible element of human behavior, where quality and its control is of paramount importance.

Haksever (2000) explained that 4Ps of good marketing currently incorporated in the marketing mix need to be expanded to the 7Ps for service and the marketing mix for services consists of seven elements: product or service, price, place, physical evidence, participants, promotion, and process. Elements of the extended marketing mix and examples of related activities are shown in the Figure 2.6 “The Marketing Mix for Service”.

1.) *Product or service*: The “product or service” element of the marketing mix for service refers to the variety and depth of service offered within a particular service package. It is concerned with the matching of service to target markets. The core and supplemental services and their quality must be determined by the market demand and competitive positioning.

2.) *Price*: Pricing policy concerns such issues as the list price, discounts, allowances, payment, and credit terms and is much more complex for service than for good. For services, pricing not only affects the level of customer demand, but also sends a message to customers concerning their expectations of service. This is especially important for tangible and professional service. Because price is an indicator of value, service firms typically use factors other than the cost of service to set price.

3.) *Place*: Place basically refers to the location and distribution of service. Some services are delivered right to the home or business. Such delivery may be optional; the decision to bring a customer to a fixed service location or to take the service to the customer depends on the market for each type of service, the price, the cost, and the competition. Service may be transportable, location bound, or a combination, depending on

the degree to which the service or part of it may be separated from its production.

4.) *Physical Evidence*: Physical evidence is an important element of the marketing mix because the customer is usually in contact with least some part of the service production facilities, equipment, and personnel. In addition, because services are intangible and thus difficult to evaluate, physical evidence provides clues as to service quality. Physical evidence adds substance to the service concept.

5.) *Participants*: Participants refer to any and all people who play a role in the service encounter. This includes a particular customer, employees, and other customers. The attitudes and actions of employees can certainly affect the success of a service encounter. It is also likely that the behavior of the other customers, in a movie theater, restaurant, or classroom, can affect an individual's service.

6.) *Promotion*: Service utilizes the traditional methods of promotion, including advertising, publicity, sales promotion, and personal selling. However, because of the interactive and intangible nature of services, there are some differences in how promotions are carried out. Determining message content for a promotion is more difficult in service. Tangible clues of service quality are needed. Customer expectations have to be determined and put into word.

7.) *Process*: Process is a major objective of marketing to identify the needs and wants in the marketplace, so that the organization may design the service to fulfill these needs. This concern extends to the design of the service process and the service delivery system, which are within the domain of operations. Ultimately, the service and the process that creates it reflect how all the marketing mix elements are coordinated to create value for the customer.

Figure 2.6 The Marketing Mix for service industry

Product or Service	Physical Evidence
Target markets	External appearance of the site

Service Service level Rent, lease, or sell After-sales service Warranties	Internal appearance and ambiance Appearance of employees Credentials of employees Equipment Materials
Price Rent, lease, or sell Structure and time Discounts Payment terms Flexibility Customer's perceived value	Participation Interpersonal behavior Skills Attitudes Commitment Discretion used Frequency of customer contacts Duration of customer contacts Selling activities Training
Place Location Accessibility Channels of distribution Distribution coverage	Process Customer needs and wants Customer involvement Demand control Quality control Customer follow-up Policies and procedures Flow of activities
Promotion Advertising Publicity Public relation Selling by salespeople Selling by service providers Employee training in customer relations	

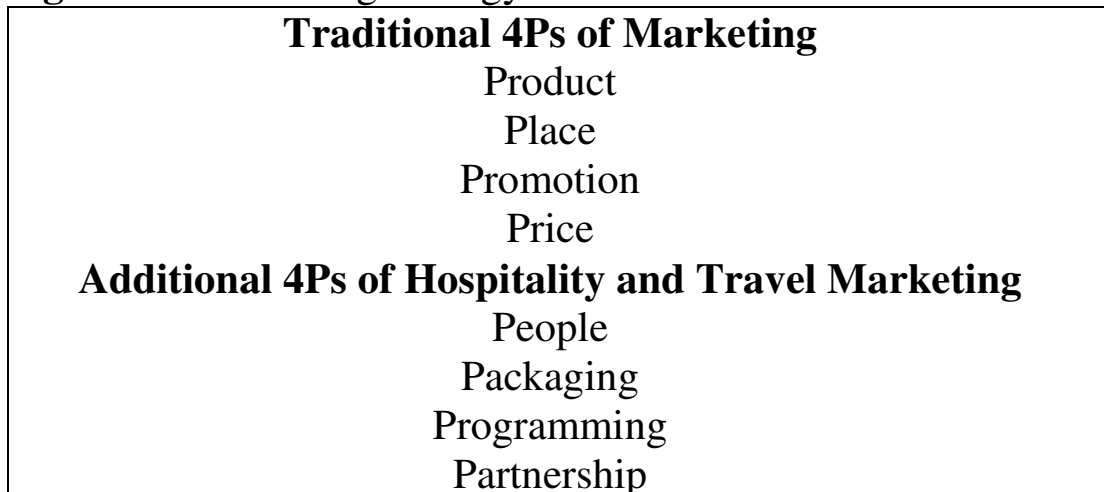
Source: Haksever (2000)

Bruke and Resnick (1999) state that the marketing mix of travel product includes all the variables a company can control in planning and implementing its marketing strategies and meeting its marketing variable. The four traditional variables know as the 4Ps are product, place (or process of delivery), price, and promotion. In recent years, some travel marketing experts have added four more Ps: physical environment, purchasing process, packaging, and participation.

They feel these additional Ps are necessary to describe the processes involved in marketing travel service. Together these variables are referred to as the 8Ps.

Morrison (2001) purposes that every organization has marketing mix. It included the marketing strategy factors (the Ps of marketing) that are used to satisfy the need of specific customer group. Traditionally, four such factors are identified. Morrison added another 4Ps that are especially important in hospitality and travel marketing: people, packaging, programming, and partnership.

Figure 2.7 Marketing strategy factors



Source: Morrison (2001)

2.3.2 The NBT market

The NBT market is a very attractive one. As marketers say, it has the right demographics. Nature-based tourist are generally affluent, independent travelers with high

disposable incomes, who eschew normal packaged tours aimed at the mass market. Many are women and many travel on their own. Moreover, they are experienced travelers who seek new adventures and keen to try things at least once. Most importantly, this market is felt to be growing by 10 to 30 per cent per annum.

However, McKercher (1998) notes that the market also has three features that sound a note of caution to people planning to enter the NBT industry. First, no one knows how big the NBT market is. What is certain is that the absolute number of purely nature-based tourists is quite small. Many existing nature-based tour operators contacted during the research phase of this text commented that they wished they have known how minuscule the market was for their product before they entered business. Some “lifestyle” operators commented that, even after seven years, the market had not grown to the point where they were making a reasonable living. At the same time, the operators commented that competition for a share of this modest market was intense. To survive, they had to broaden their market base by tailoring their products to more “mainstream” tourists.

Second, the NBT market is not a single unified market. Numerous studies have shown that different market segments are attracted to different activities. Thus, the market for one operator providing a similar service to that of another may be quite different.

The third feature is that this market is evolving rapidly. Six or seven years ago, ecotourism is a niche product that appeals to an elite, allocentric type of traveler. Today, it is much more of a main stream activity and, as such, appeals to a near-allocentric or midcentric audience. This expansion of the market has resulted in the emergence of a large group of new nature-based tourists who are seeking more mainstream, recreational experiences rather than purely educational or

adventure holidays. This new market is also more interested in shorter, high-intensity trips than in extended tours.

2.3.3 Marketing tourist destination

The key features of a marketing destination are the existence of a defined product or service which buyers are willing to pay for, and which sellers are eager to trade. Success for destination marketers depends on attracting sufficient temporary visitors to provide the economic demand needed by all the area's tourism businesses, and crucially, ensuring that visitors are satisfied with their experiences. Laws (1995) stated that most destinations try to attract a variety of clients, for a variety of services such as different levels of accommodation, sporting or cultural activities. The destination marketing plan deals with each major group in turn, identifying appropriate ways of attracting clients to each, considering ways to develop or adapt services, setting prices and creating promotional campaigns which it is hoped, will generate the visitors needed to achieve targets. The marketing plan sets subsidiary targets in terms of client numbers or value of sales for each of the destination's market segments and products, in many cases there will be gap between present performance and the future sales, revenue or growth targets set in the plan. The marketing plan itself is largely concerned with the various steps needed to bridge those gaps during the term of its operation.

The two main industries that comprise the activities we call tourism are the hospitality and travel industries. Thus, successful hospitality marketing is highly dependent on the entire travel industry. For example, many resort or hotel guests purchase travel-hospitality packages assembled by whole-

sellers, hotels effectively eliminate competitors. The significance of package holiday concept in making travel opportunities affordable and readily available to large numbers of tourists should not be underestimated. However, tour operators are highly specialized in moving clients from one origin to many destinations, and this puts destination-based businesses at a bargaining disadvantage because tour operators have obtained the initiative in persuading their clients which destination to visit.

A tourist's choice of destination reflects the relative appeal to that individual of its attractions over those offered by competing places: the scenery, the beaches, the historic buildings, the quality and variety of shopping, the region's opportunities to relax or for sporting activities. The main roles are to create a favorable impression of the destination, thereby attracting tourists, and to determine how best to develop its amenities.

For destination imaginary, consumption decisions are influenced by marketing communications (Laws, 1995). He recommended that the specific messages and images employed to stimulate consumption and to attract clients towards particular destinations at once reflect society's current values, and are the dynamic force in its development. A wide range of products are advertised by the appeal of physically attractive people displayed against the exotic attractions of distant beaches, mountains or great cities, thereby reinforcing the multiplex connections between health, tourism and general consumption decisions. A content study of current advertising campaigns will show that destinations are promoted by emphasizing a wide variety of features such as climate, scenery, welcoming people, colorful traditions, the range of activities, their exclusivity or other special attributes. The effectiveness of image management techniques depends on an understanding of potential visitors' interests and attitudes towards the destination.

Effective market segmentation depends on research to identify the characteristics of the types of visitor who seek particular benefits from the destination. A typical method is to draw up a list of primary and secondary destination attributes. People with relevant demographic characteristics are interviewed (or focus group is held) to explore their interests, opinions and recreational preferences. Wilkie (1986) explained that the technique of segmentation was the process of dividing a potential market into distinct subsets of consumers, and selecting one or more segments as a target to be reached with a distinct marketing mix.

2.3.4 Value added activities and products

In simple term, Evans *et al* (2006) define the key concept of value added to goods or service as the difference in the financial value of the finished product compared to the financial value of the inputs. Value chain analysis (Porter, 1985) seeks to provide an understanding of how much value an organization's activities add to its products and services compared to the costs of the resources used in their production. Although this concept has been applied wildly in the manufacturing sector, several writers have applied the model successfully to a service setting. Poon (1993), for example, adapted the model to the travel and tourism industry. A given product can be produced by organizing activities in a number of different ways. Value chain analysis helps managers to understand how effectively and efficiently the activities of their organization are configured and coordinated. The acid test is how much value is added in the process of turning inputs into the outputs, which are the products in the form of goods and services. Value is measured in term of the price that customers are willing to pay for the product.

Value added can be increased in two ways; including changing customer perceptions of the product so that they are willing to pay a higher price for a product than for similar products produced by other businesses; or reducing unit costs of production below those of competitors.

Similarly, an accommodation gathers together various inputs in terms of transportation, on-site services and ground handling arrangements and 'packages' them together and in so doing adds value to the customer. Efficiencies in procurement, for instance, achieved through the use of buying in bulk can be passed on to the customer.

The activities of the organization can be broken down into a sequence of activities known as the *value chain* (Porter, 1985). Poon (1993) applied Porter's value chain to the travel and tourism industry (see Table 2.1 and Table 2.2). The activities within the chain may be classified into *primary* activities and *support* activities. Primary activities are those which directly add value to the final product. Support activities do not directly add value themselves but indirectly add value by supporting the effective execution of primary activities.

Table 2.1 and Table 2.2 describe the primary and support relating to the travel and tourism industry and how they might add value.

Table 2.1 Primary activities

Activity	Description	Example of how value might be added
Transportation services	Transportation to and from the destination and at the destination	Information provision Scheduling Gate operations Ticketing Baggage handling Passenger management In flight/on board service Reservations Route and yield management Equipment age and specification Timekeeping
Services on site	Services delivered to visitors at their destination	Repair and maintenance of accommodation Age and specification of accommodation Entertainment Added services provided, e.g. car hire, excursions Accommodation locations Quality of company representatives
Wholesaling and packaging	Assembling or 'packaging' the product or service	Commission negotiations Product development Pricing Assembling, integrating and coordinating aspects of the product
Retail distribution	Distributing the product to the market	Retail locations Choice of distribution channels Commission levels Cost of sales Client database management Customer retention levels
Marketing and sales	Making the product available to the market and persuading people to buy	Brochure production and distribution Advertising Public relations Sales force management Frequent flyer programs Brochure display Point of sale materials
Customer service	Installation and after sales support	Customer complaint management Management and monitoring customer satisfaction Speed of responsiveness

		Client advice
--	--	---------------

Table 2.2 Support activities

Activity	Description	Example of how value might be added
Procurement	Purchasing, leasing or renting of services and equipment	Lower prices Better contract terms
Technology and systems development	Developing and implementing technology and systems in support of primary activities	Computer reservation systems Internet applications 'Real-time' sales reports Yield management applications
Products and services development	Developing new products, services and market opportunities	New market segments New products New destinations Developing partnerships and alliances
Human resource management	Recruitment, selection, training, reward and motivation	Quality of employees and managers Employee empowerment Team working Level of training Outsourcing
Infrastructure	General management, financial control and accounting, planning, legal affairs, quality control	Speed and quality of decision making Costs of providing infrastructure Coherent and consistent standards

Source: Adapted from Poon, 1993

2.4 Concepts and theories relevant to new product planning

Competition is strong and dynamic in most markets. Hence, it is essential for a firm to keep developing new products as well as modifying its current products to meet changing customer needs and competitors' actions. Not having an active new product development process means that consciously - or subconsciously-the firm has decided to milk its current products and go out of business. New product planning is not an optional matter. It has to be done just to survive in today's dynamic markets.

2.4.1 New product development

Cooper (1993, p.11) defines a 'new product', innovativeness, or 'newness' in two senses:

- New to company, in the sense that firm has never made or sold this type of product before, but other firms might have.
- New to the market or 'innovative': the product is the first or its kind on the market.

A product can become "new" in many ways. A fresh idea can be turned into a new product-and start a new product life cycle. In discussing the introductory stage of product life cycle, McCarthy and Perreault (1993, p.299) focused on the types of product innovations that tend to disrupt old ways of doing things. However, each year firms introduce many

products that are basically refinements of existing products. So, a new product is one that is new in any way for the company concerned.

Cooper and Kleinschmidt (1993, p.90-111) have identified the six different types or classes of new products as follows:

1.) *New-to-the-world products*: These new products are the first of their kind and create an entirely new market. This category represents only 10 percent of all new products.

2.) *New product line*: These products, although not new to the marketplace, nonetheless are quite new to the particular firm. They allow a company to enter an established market for the first time. About 20 percent of all new products fit into this category.

3.) *Additions to existing product lines*: These are new items to the firm, but fit within an existing product line the firm makes. They may also represent a fairly new product to the marketplace. Such new items are one of the largest categories of new product-about 26 percent of all new product launches.

4.) *Improvement and revisions to existing products*: These “not-so-new” products are essentially replacements of existing products in a firm’s product line. They offer improved performance or greater perceived value over the “old” product. These “new and improved” products also make up 26 percent of new product launches.

5.) *Repositionings*: These are essentially new applications for existing products, and often involve retargeting an old product to a new market segment or for a different application. Repositionings account for about 7 percent of all new products.

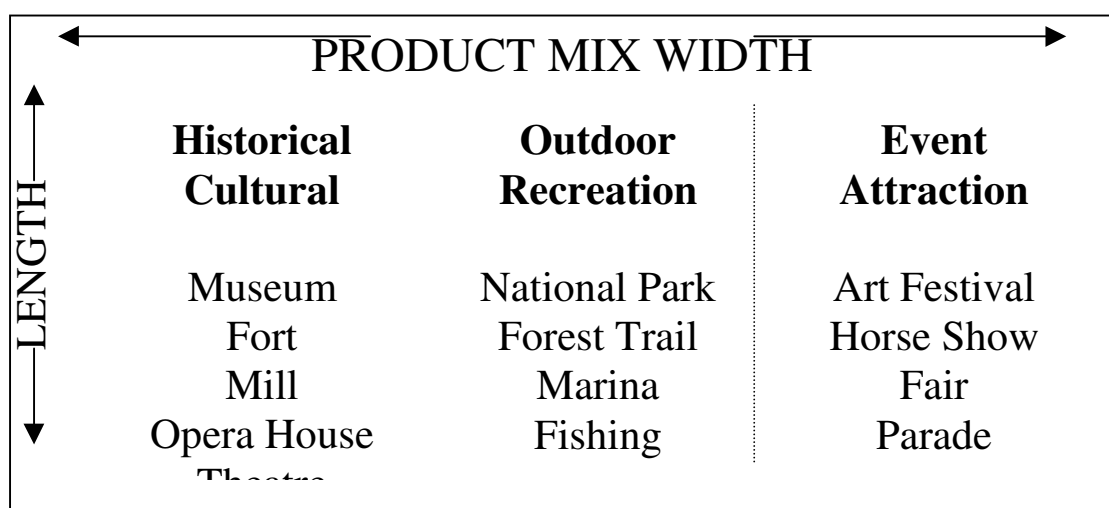
6.) *Cost reductions*: These are the least “new” of all new product categories. They are new products designed to replace existing products in the line but yield similar benefits and performance at lower cost. From a marketing standpoint, they are not new products; but from a design and production

viewpoint. They could therefore represent significant change to the firm and represent 11 percent of all new product launches.

Heath and Wall (1992, p.130) stated that it is important to distinguish between product mix, product line, and product item decisions when developing a regional product strategy. A region's tourism product mix comprises all those product lines and product items that are made available to tourists in the region. A tourism product line is a group of tourism products that are closely related, either because they offer the same benefits or are positioned to the same target markets. For example, many regions offer product lines such as cultural products, outdoor-related products, and entertainment-related products. Each of these product categories can be considered a *tourism product line*. A tourism product item is a distinct unit within a product line that is distinguishable by size, appearance, or some other attributes.

For marketing plan purposes, a region's product mix should be described in terms of width and length. These concepts are illustrated in Figure 2.8. Using the example of put forward in this figure, there are various product mix strategies that can be followed. The product mix can be widened by adding new product line. The existing regional product lines can also be lengthened, perhaps by adding major sporting events, craft festivals, or theme events to the existing product line of events and attractions. Any of existing tourism product items in the product lines can also be deepened.

Figure 2.8 Product mix characteristics



Source: Heath and Wall (1992)

McKcher (1998) also recommended the component of a product in the business of NBT that all products exist at three levels: core product, tangible product and augmented product. The *core product* represents the heart of any product and answers the question of what the consumer is really buying. To be successful, at its heart, any product must provide a range of personal benefits that satisfies the individual's needs, wants and desires. Hence, the second level of a product is defined as the *tangible product*. In the tourism industry, this task is accomplished by assembling a number of component parts into a single entity.

There is a challenge in developing the tangible component of the product when the good being sold is experiential or non-material in nature. The consumer cannot inspect the product and assess its value. New entrants into a marketplace face an additional challenge in that they must persuade clients to switch from another product to their own though they cannot conduct a direct comparison of the relative quality of each product. Making the tangible component of the product attractive will help allay concerns about the quality of the product.

Tangible products have five main characteristics that distinguish them from core products:

- They have a quality or value-adding level that makes the product as a whole more valuable than the individual component parts.

- They have distinctive features that distinguish them from other similar products.
- They have some styling that usually reflects the operator's personality.
- As the separate entity, they can be branded.
- They have some level of packaging (such as a brochure) that can be used to make the product attractive.

Heath and Wall (1992) explained that within a strategic marketing planning framework and against the background of the dynamic changing macro-environment, competitive, and market environments, it is essential that new product development receives attention in those regions that want to survive as destination areas and seek tourism growth. In the word of Foster (1985, p.277): "The search for, development and launching of new products is essential for long term survival in tourism. The slow rate of change in demand for tourism products disguises this necessity."

The new product development can begin with a survey to determine the following:

- What are the inherent natural, social, and culture characteristics of the region where the development is to occur?
- What are the characteristics and needs of the various segments of the tourism market?
- What additional infrastructure is required to satisfy the needs of a particular a market segment?

With this information on hand, alternative patterns of growth can be formulated by using the following screening criteria to select the most viable alternative:

- Is it economically viable? Are funds available for investments? What are the expected returns to the developer and the region at large?
- Is it socially compatible? Will it generate employment and foster self-improvement? How will it affect the cultural heritage and community structure?

- Is it physically attractive? Is the climate comparable to competitive areas? Are natural attractions available to stimulate tourist demand?
- Is it complementary? Can the existing infrastructure and economic base support the market?
- Is it marketable? What are the trends in the market? What are the needs of new and emerging markets? How does the market react to the existing offerings? At what market segment is the development aimed? And on what basis is the market segmented?

Opportunity identification involves identifying the regional tourism products with the most potential for future development. *Design* entails converting idea into a form that can be implemented, including a definition of the envisaged tourism product and the development of an appropriate marketing strategy. If the design stage is positive, the tourism product can be *tested* on a board level for market potential and appeal to tourists. If the testing phase is positive, the product can be *introduced* to the market.

However, the product development process being applied on a regional level can receive tourism growth by creating new products. The new products, TAT explained in Tourism Marketing Plan 2004 as quoted in Tirasatayapitak, A. (2005), can be categorized of “Unseen Products” as follows:

- 1.) Unseen Destination: Unseen attractions throughout the country, eg. Thale Waek in Krabi, Phra Thad Hua Klap in Lampang, etc.
- 2.) Unseen Paradise: Hotels, resorts and locations with unique characters and beautiful locations.
- 3.) Unseen Adventure: Adventure tourism activities, eg. Rafting along the Khek River in Phitsanulok, Cliff climbing in Kanchanaburi, Chiang Mai, Lop Buri, Uthai Thani and Prachin Buri, Canoeing and Kayaking in Phang-nga, Hong Island, Krabi and Trang.

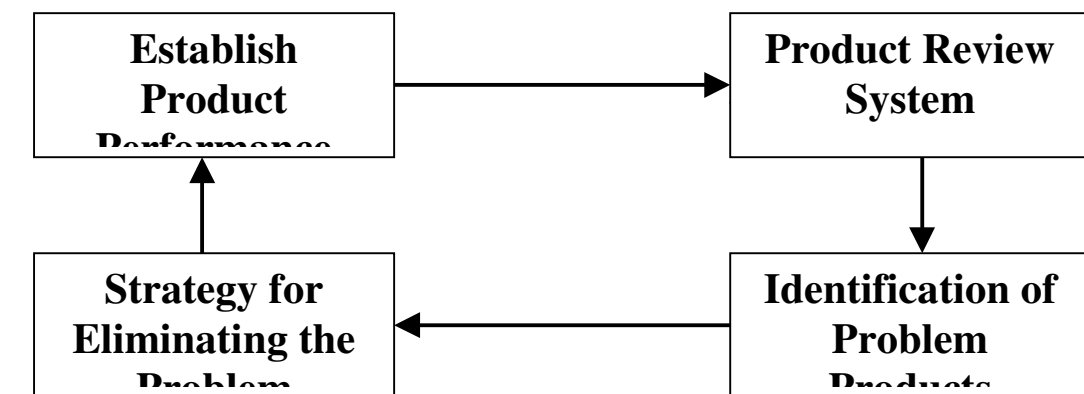
4.) Unseen Thainess: Products offered include traditional and cultural characteristics as well as sacred objects and places, e.g. Phra Non Ngai (Reclining Buddha Statue) in Suphan Buri, Phra Pud in Phuket, Satok Chang in Lampang.

2.4.2 Managing existing regional tourism products

If the reasoning of Cravens (1982, p.241) is related to regional tourism, then it can be argued that since not all regional tourism products are equally important for the future of the region as a tourist destination, the regional tourism organization should consider establishing priorities as the strategic important of each major tourism product and line.

A regional tourism organization can play a major role in guiding the management of existing regional tourism products (Heath and Wall, 1992). Performing this function requires tracing the performance of the products in the regional product mix as indicated in Figure 2.9.

Figure 2.9 Tracking regional product performance

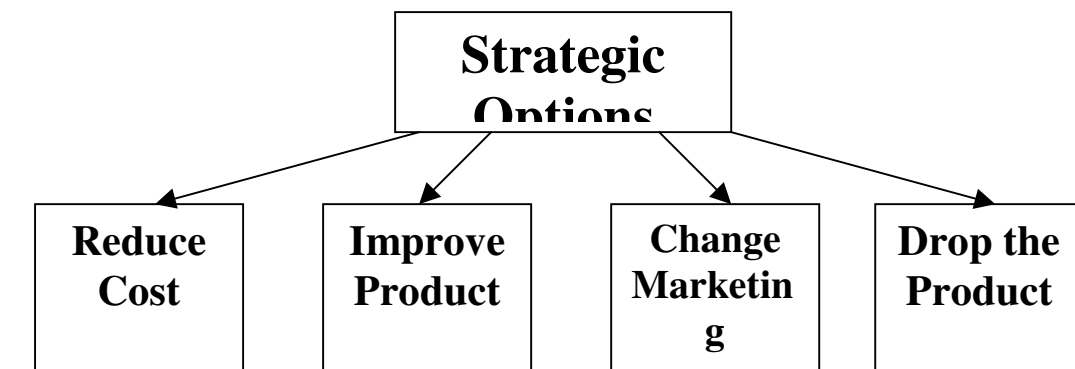


Source: After Cravens (1982, p.214)

The tourism organization can first establish the criteria and levels of performance to be used for gauging product performance. Due to the various interrelationships among tourism products, any investigation to establish how well a particular tourism product is doing require a good information system and a careful analysis by both the tourism business unit concerned and the regional tourism organization. The objective of a tracking system on a regional level should be to establish and maintain a regional product review system that will reveal problem of tourism products so that a strategy can be selected for eliminating the problems.

Once a problem has been identified, there are several options for correction as indicated in Figure 2.10. The choice of a strategy will be influenced primarily by the nature of the problem associated with the product.

Figure 2.10 Strategic options for problem tourism products



Source: After Cravens (1982, p. 254)

2.4.3 Criteria for deciding on new products

Crissy, Boewadt and Laudadio (1975, p.69-70) identified various important criteria for deciding on new products as follows:

- There should be a significant demand for at least one important market segment with the possibility of additional business from other segments of the market.

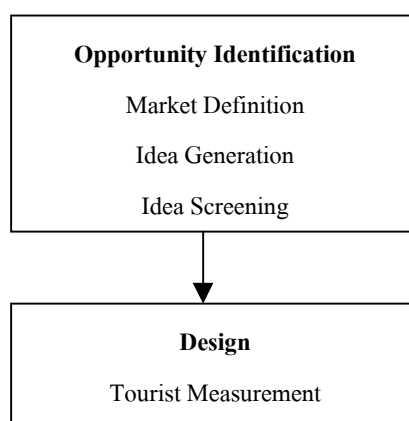
- New tourism products should fit in with the general image of the region or subregion and complement the existing offering as far as possible. In practice, this does not mean that a region or subregion must appeal to only one segment of the market and that all tourism products must meet the needs of that market segment. For example, one part of the regional tourism offering may appeal to the outdoor-oriented market, while other part may appeal to the historical-cultural interest segment of the market.

- Any new tourism offering should be proposed in keeping with the available supply of natural resources and manpower. Although new tourism offerings should exploit an advantage that a region may have, it is important that new tourism offerings will be within the ability of the region to satisfactorily provide them.

- It is necessary that any additional tourism product contributes to the growth of the entire subregion or region. For example, a botanical garden may be developed in a region, not as a revenue-producing venture, but as a necessary means to bring tourists in to spend money elsewhere in the region.

A crucial indicator of a successful development is that it should serve as a facility for both local residents and tourists. In the word of Reime and Hawkins (1979, p. 68): “The long-lived carefully conceived development does not force the whims and aspirations of multitude of strangers on a region – it uses the indigenous qualities of the region, whether social and natural, to satisfy the expressed needs of a selected clientele.”

Figure 2.11 The new product development process in regional tourism



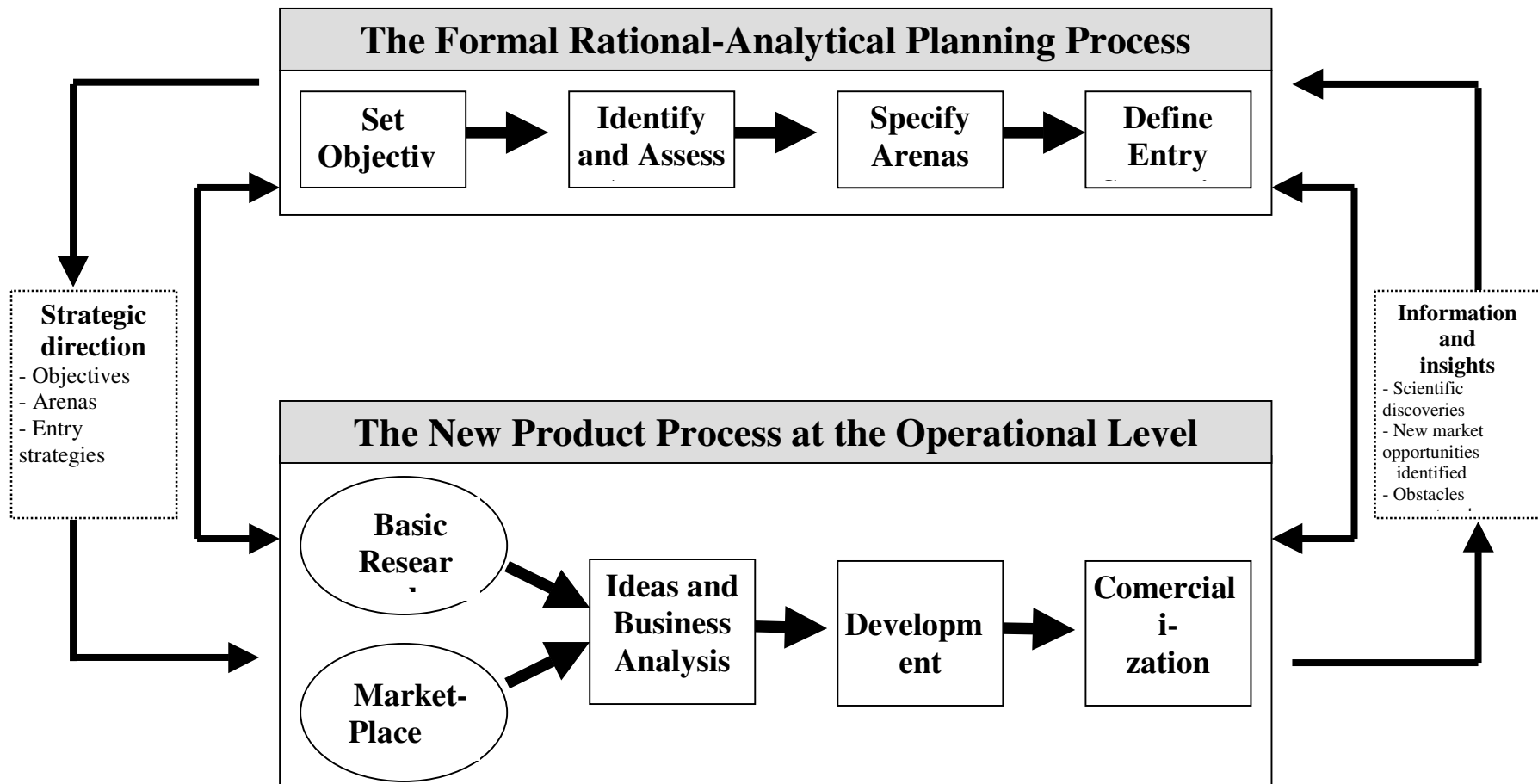
Source: After Urban and Hauser (1980, p.33)

The ideal situation, however, is to develop product improvement strategies that anticipate problems and opportunities, rather than merely respond to problems. In tourism, the implementation of the product strategies requires cooperation and coordination, especially the products of the individual tourism business units and the composite regional tourism product.

Furthermore, Cooper (1993) recommended the figure of interaction of the formal analytical process with the operational facet of product innovation for implementing the new products development and its strategies. The top part of figure 2.12 shows the planning process identification and selection of arenas and formulation of entry strategies. The bottom half shows the innovation process at the operational level, yielding new discoveries, insights, and information, which come only a result of investing in an arena, and gaining firsthand experience within arena.

In short, both processes are important to defining strategy, and as shown in Figure 2.12, they complement each other. If only the operational/implementational facet of the process (the bottom half) were in place, there would be chaos: a “ready, fire, aim” situation. Conversely, a strictly normative approach relying on the rational-analytical planning framework and assuming that we can accurately foresee that nature of each opportunity is not likely to be effective on its own either, the result a lot of aiming, some firing, and quite a few surprise.

Figure 2.12 Interaction of the Formal Rational-Analytical Planning Process (top) with the Operational Facet of Product Innovation (bottom)



From chapter 2 by Cooper, 1993 in: *The Interface of Marketing and Strategy* by Day, Weitz, Wensley, Greenwich, Conn.: JAI Press Inc., 1990

2.5 Concepts and theories relevant to accommodation management

The concept of well plan and integrated accommodation management is appreciated for less negative environmental and socio-cultural impacts and offers a much better quality of product to tourists. It is interesting that these accommodations, in addition to providing a variety of their own recreation and entertainment facilities, also serve as bases for tourists to visit attractions in their region. The concepts involve with the following:

2.5.1 Accommodation in the destination

Howie (2003) argued that a basic requirement in a destination is tourist accommodation - preferably a range of accommodation types appropriate to the place. A full range would include budget to luxury accommodation but this might not be necessary in all destinations, depending on their target markets for tourism. The integration of accommodation into the wider life of the place is a further consideration. Many of these accommodations also provide food, beverages, cleaning services, and a range of other services normally associated with travel and commonly sought by travelers.

Dittmer and Griffin (1996) explained the definition of accommodation that it covers transient and residential hotels, motels, and inns as well as resorts, college dormitories, hotels, boarding houses, condominium rentals, and other related establishments. However, the 'new tourist', the 'green tourist' and other contemporary tourist types may preferentially seek out bed-and-breakfasts or smaller guesthouses, not as cheap options but in the expectation that there will tap into local knowledge and gain a deeper insight into the 'real place' that is the destination. For this market, the changes required in accommodation are less structural than cultural and educational.

Destination-oriented organizations such as local enterprise companies and tourist boards offer training programs under such names as 'Welcome Host' (Scotland) to staff across the range of accommodation types who recognize the contemporary tourist's wider demands for tourism that is REAL - 'Rewarding, Enriching, Adventuresome and a Learning Experience' (Howie, 2003).

Additionally, Young (1983) and Miossec (1976) both indicate how the tourist attraction may change over time. Young, writing of the development of a Maltese village into a tourist resort, identifies a six-stage process. Initially, the village is in its early traditional stage, where its traditional economic functions still provide the main sources of income for the village. Secondly, it comes with the less traditional stage which is characterized by the arrival of some summer homes, and in Young's model, by the arrival of a police station. In many of those models, there is often a supposition that one is considering the arrival of foreign tourists, but this is not necessarily the case.

Indeed in many instances, tourism is first developed by nationals of the same country as the location of the tourist resort, these being the first to identify tourist potential (Ryan, 1991). A tourist resort area can be defined as a destination area that is relatively self-contained (WTO, 1999). It typically provides a wide range of tourist facilities and services including those designed for recreation and relaxation. WTO also reveals the present trend is that more tourists want to participate in recreation, sports, cultural and other activities, resort are now emphasizing the provision of a wide variety of facilities and services. In seeking to analyze the tourist resort area, the four approaches (Ryan, 1991) are recommended as follows:

a. The descriptive approach

Essentially, this approach consists of creating an inventory of facilities and assets possessed by the tourist area

and describing them. The description might also extend to a description of the tourists' perceptions of the area.

b. An explanatory approach

This considers the patterns of travel and usage rates of facilities within the area, and attempts to explain them. It notes the nodal points within the area, the route taken by tourists between these points, and the mode of travel used. It seeks to establish the patterns of tourist travel behavior within the area.

c. The predictive approach

If it becomes possible to establish patterns of usage within the tourist area, then by definition, it could become possible to make predictions as to not only future patterns of use, but also the future shape of the tourist zone. The predictive studies of an area are thus concerned with trend analysis and the special interactions within the zone.

d. The prescriptive approach

Forecasts in themselves are of little purpose unless used for management strategies in establishing priority of use. The establishment in priorities requires a series of normative judgments in the case of tourism, for the assets that are being used are habitats and social groups; possibly fragile, non-renewable assets with limited carrying capacities. In consequence, the structure plans of planning authorities contain prescriptions as to use in terms of zoning levels of activity within the tourist resort.

According to the current trend, WTO (1999) affirms that it is important for these resorts to offer facilities and services for year-round use, often catering to different types of guests during the different seasons. Most new resort areas are carefully planned to function efficiently and provide an interesting environment for tourists while not generating any serious environmental and social problems. Integrated resorts are ones which have been carefully planned as single entities,

even though larger integrated resorts are usually constructed in phases over a long period of time.

2.5.2 Camping grounds

Dittmer and Griffin (1996) explain that the national and state park systems offer excellent opportunities for camping. Camping has become an increasingly popular activity, particularly for family-partly because it is comparatively inexpensive. Camping is by no means restricted to national and state parks. There are many private campgrounds from coast to coast.

In general, there are three kinds of camping as follows:

1.) Primitive camping is normally associated with public lands-forests and large national parks. The areas set aside are normally unimproved and appeal only to dedicated backpackers who are willing to make the best of it for a very few nights.

2.) Transient camping is for those who intend to remain for no more than a very few nights. The areas set aside for transient camping are somewhat improved, with electricity, bathing facilities, and toilets available. The campsites are more or less organized, and many are privately run. This type of camping is more likely to appeal to individuals who are put off by the rigors of primitive camping.

3.) Vacation camping is for those who plan to spend a greater number of nights at a single site from four or five nights to a period of several weeks or more. Vacation camps are improved, with electricity and bathroom facilities. Some even provide cabins that can be rented by the day or the week. Improved camps commonly have stores selling basic supplies and recreational facilities for such activities as baseball, volleyball, swimming, boating, and waterskiing, among others.

Camping has also led to the growth of tourism-related business in some areas. Many of those camping trips patronize foodservice and lodging facilities of one type or another before, during, or after the camping activity. Some will stay overnight in a motel before setting out early in the morning on a trip into the wilderness; others will do so on their return. Many are especially eager to find foodservice facilities after several days of cooking over a campfire.

One interesting element in the growing popularity of camping has been the accompanying increase in the popularity of recreational vehicles, commonly known as RVs.

Recreational vehicles-wheeled vehicles with temporary living quarters-include motor homes, travel trailers, park trailers, truck campers, folding camping trailers, and van campers. They are a significant part of the American scene. About 8.5 million people in the United States own some form of recreational vehicle, and about 25 million people regularly use them on an average of about 23 times per year. About one out of ten families owns at least one RV.

When RVs first became popular in the early and mid 1970s, a large number of them were sold. However, gasoline prices increased significantly in the late 1970s and 1980s, when there was a recession, and interest rates on automobile loans were very high. This led to the dramatic drop in the number sold. In recent years, sales of RVs have not only recovered considerably but also have become to climb to new heights. Recreational vehicle sales and rentals have made this a \$14.5 billion industry in the United States today.

Recreational vehicles range in price from just a few thousand dollars to over \$100,000. There are many different types. These include fold-down trailers, very large trailers pulled behind automobiles and trucks, campers that fit into the back of pickup trucks, and self-motorized vacations vans of many sizes that are actually homes on wheels.

2.6 Concepts and theories relevant to sustainable tourism development

Arguably, the formulation of the methodologies of types of sustainability and environmental indicators has to remain a priority in the sustainability agenda as their success could exist in overcoming the current limitations facing the meaning and effectiveness of sustainability. Ideally, two different agendas should handle the discussion in tourism, that of sustainable tourism development and sustainable tourism (Knowles et al, 2004, p.154). The management tools and the principles for tourism are also important to implement to sustainable tourism development.

2.6.1 Sustainable development

The theme of sustainable development has no shortage of definitions offered to define what is meant by *sustainable*. One of the most frequently cited definitions is from *Our Common Future*, the report of the World Commission on Environment and Development (1987). It states that the sustainable development is 'development that meets the need of the present without compromising the ability of future generations to meet their own needs'. This is a value positive concept of sustainable development. The other concept, Fennel (2003) argued that the sustainable development was seen as a guide to the management of all resources in a way that it could fulfill economic, social and needs while maintain cultural identity, ecological process, biological diversity, and life support system.

The major strength of sustainable development derived from the WCDE 'short definition' is a definition of a set of objectives demonstrating that sustainability is a powerful tool for consensus (Lele, 1991).

With regard to the goals of sustainable tourism, GLOBE' 90 (1990) as quoted in Fennell (2003) interestingly guided the goals as follows:

1.) To develop greater awareness and understanding of the significant contribution that tourism could make to the environment and the economy.

2.) To promote the equity in development.

3.) To improve the quality of life of the host community.

4.) To provide a high quality of the experience for the visitors.

5.) To maintain the quality of the environment on which the foregoing objectives depend.

Interestingly, the precise concept was that sustainability principles referred to the environmental, economic, and socio-cultural aspects of tourism development, and a sustainable balance must be established between these three dimensions to guarantee its long-term sustainability (WTO, 2004). WTO also mentioned in the similar way to the components that contribute to sustainable tourism. It mentioned that the first component was sustainable tourism made optional use of environmental resources that was a key element in tourism development as well as maintained essential ecological processes and helped to conserve natural heritage and biodiversity; secondly, sustainable tourism development must respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance; the last important component was sustainable tourism must ensure possible, long-term economic operations, providing fairly distributed socio-economic benefits to all stakeholders in host community.

Additionally, the roots of sustainable development branches out into six different perspectives which assisted with the transformation from the early idealism view to the current

realism stance of the important of sustainability (Kidd, 1992; Mitlin, 1992; Pezzey, 1992):

1.) Ecological/carrying capacity view: deals with the physical phenomena and sociocultural resources and issues.

2.) Resources/environmental view: concerns the research instruments of the adequacy of resources and environmental quality.

3.) Biosphere view: focuses on the concerns over human activity and its impacts on the biosphere.

4.) Technological view: assesses the effects of the technological movement.

5.) No-growth, slow-growth view: concerns the era of growth theories, especially in term of economics, and “no-growth” philosophies in terms of resources used.

6.) Eco-development view: refers to the research in the late 1970s, especially in terms of harmonizing social and economic objectives in line with ecological management principles.

2.6.2 Sustainable tourism

Ecotourism is a subset of sustainable tourism, given that sustainability is one of the core criteria discussed earlier. Figure 2.13 can therefore be modified to include an area of sustainable tourism that accounts for all ecotourism, most (but not all) of alternative tourism and a substantial portion (but probably still a minority) of mass tourism. This structure reflects the tendency of the knowledge-based platform to view both alternative and mass tourism as either sustainable, depending on the circumstances that pertain to particular destination.

Figure 2.13 Ecotourism and sustainable tourism



Theoretically, the concept of sustainable development took place in Earth Summit in 1980. In Agenda 21, it proclaims that all types of development must be sustainable development.

Currently, there are many countries facing the pollution and the environmental decline. These problems have been affected by the rapid growth rate of economic competition and development. The untended and uncontrolled utilization of natural resources causes many problems and, especially, environmental impacts. Hence, the theoretical concept of sustainable development manifests itself to offer the suitable development.

However, the concept of sustainable tourism management can be categorized in four elements as follows:

1.) Operating tourism activities under the recognition of the capacity of community, tradition, culture and local resident's way of life.

2.) Becoming aware of tourism impacts on local community, tradition, culture and way of life.

3.) Participating of community in tourism activities to eliminate the impacts on ecological system, tradition, culture and way of life.

4.) Compromising the needs of economic, social lasting and environmental development in sustainable manner.

Regarding to the 9th National Economic and Social Development Plan (2003-2006), the sustainable tourism development is emerged as a national agenda. As a consequence, it is able to boost up the healthier tourism industry in long term development. The concept of alternative tourism development is applied to solve tourism problems. This concept is contributed to sustainable tourism development in the tourism industry. In case of environmental reservation and preservation, NBT can keep the fertilization of ecological system which leads to sustainable tourism. It is responsible for the capacity of natural and environmental resources.

As aforementioned, NBT is an alternative option of sustainable tourism. In these regions, NBT consists of ecotourism, agro-tourism, coastal tourism and cultural-based tourism.

Ecotourism

Ecotourism destination is defined as the destination where is to study, visit and impress atmosphere, environment, social, culture and local way of life based on knowledge gaining and responsible for ecological system. Generally, ecotourism is a form of tourism which helps to reserve environmental and natural resources.

Agro-tourism

Agro-tourism destination is defined as the agricultural destination for studying and participating on agriculture activities and local farmer's way of life such as farm stay.

Coastal tourism

Coastal tourism destination is defined as the tourism place where tourists can participate in any activities on the

beach. Specifically, the southern of Thailand is the outstanding destination of coastal tourism.

Cultural-based tourism

Cultural-based tourism involves the local cultural uniqueness and activities at destinations. It is a form of tourism for visiting and studying local culture and tradition based on knowledge gaining and responsible for environment and culture.

2.6.3 The five main management tools for local government

Middleton and Hawkins (1998) recommend the five tools for local destinations by the explanation of a highly complex to its principles. They present the main part of this chapter a brief resume of the five main powers available to control and manage tourism at the local destinations. Four of them are the resource-based or supply-side measures, and one focused on demand:

- Land-use planning regulations (reactive and proactive).
- Building regulations (reactive and proactive).
- Provision of infrastructure, especially access.
- Investment incentives and fiscal controls and regulations.
- Influence over demand.

2.6.4 Principles for tourism in the countryside

A set of principles for tourism in the countryside is prepared by the English Tourist Board/Countryside Commission, 1989.

Enjoyment

The promotion of tourism enjoyment in the countryside should be primarily aimed at those activities which

draw on the character of the countryside itself, its beauty, culture, history and wildlife.

Development

Tourism development in the countryside should assist the purposes of conservation and recreation. It can, for example, bring new uses to historic houses, supplement usage and incomes to farms, aid the reclamation of derelict land and open up new opportunities for access to the countryside.

Design

The planning, setting and management of new tourism developments should be in keeping with the landscape and wherever possible should seek to enhance it.

Rural economy

Investment in tourism should support the rural economy, but should seek a wider geographical spread and more off-peak visiting both to avoid congestion and damage to the resources through erosion and overuse and to spread the economic and other benefits.

Conservation

Those who benefit from tourism in the countryside should contribute to the conservation and enhancement of its most valuable asset, the countryside, through political and practical support for conservation and recreational policies and programs.

Marketing

Publicity, information and marketing initiatives of the tourism industry should deepen people's understanding of and concern for the countryside leading to fuller appreciation and enjoyment of it.

Additionally, three fundamental principles underlying management of sustainable development for tourism at local destinations as Middleton (1998, p.92) suggested are developed as follows:

- That setting sustainable goals is necessarily associated with specific aspects of demand and supply experienced locally, and that measurement is the essential basis for developing sustainable management techniques.
- That targeted groups of visitors have to be managed in relation in a supply of products, using a range of techniques mostly already available in the public and private sectors.
- That effective management cannot take place without forms of partnership between those who market products at a destination, those who produce them on the ground, and those who are responsible for the local implementation of statutory planning and regulatory powers.

2.7 Provincial Administrative Organization (PAO) - Local tourism planning and development policies

The findings of the local tourism planning and development policies were investigated and described in terms of overview of local development policies and plans and then existing tourism development plans (strategies).

2.7.1 Overview of local development policies and plans

Tourism planning is the process for tourism development including goals and objectives, plan formulation, recommendations, implementation and evaluation of tourism costs and benefits. Clearly, any form of development requires careful planning in order to achieve the objectives set associated with such development. Hence, the Provincial Administrative Organization (PAO) significantly disposes of a three-year Development Plan which is an economic and social development plan associated with development strategies.

The development strategies include with:

- 1.)The strategy of infrastructure development

- 2.)The strategy of economic development
- 3.)The strategy of education, religious and culture development
- 4.)The strategy of quality of life supporting and development
- 5.)The strategy of natural and environmental resources development
- 6.)The strategy of tourism supporting and development
- 7.)The strategy of political and social management

These strategies are systematically related to its vision, mission and objective. Remarkably, the PAO clearly specifies the vision to signify the sixth strategy as the leader of sustainable tourism. The missions and objectives are also clarified to support and develop the sustainable tourism for the strategic planning.

The PAO defines its leadership of sustainable tourism as to provide the information and skills of tourism resources reservation and conservation to the related parties, to improve and standardize the service quality in the international marketing competition, to develop opportunities and potentialities for local tourism industry in both push and pull management by adopting information technology, science and technology to tourism development, to generate income and employment through the community and then to develop, support and reserve tourism resources including with environment and local culture in order to sustain carrying capacity.

The mission of tourism is also to support and reserve tourism resources as well as destination development. The service quality is standardized to marketing competition. The opportunity and potential, moreover, is developed to achieve the sustainable tourism.

The PAO's tourism objective aims to the availability of beautiful destinations, standard management system and

tourism hub attracting both domestic and international tourists and investors as well.

Generalizing from policies and plans, it would seem plausible that the tourism is becoming a crucial strategy for sustainable growth of the region. It is also one of the most energetic socio-economic sectors that have high potential for becoming a major industry in this region. The region is facing with the challenge of harmonizing the tourism industry and careful management of tourism.

2.7.2 Existing tourism development plans (strategies)

In regard to the plan revision, the PAO has defined tourism as one key sector of the local economy because it recognizes that the development of tourism industry will bring about suitable conditions for the development of many other industries. The PAO set the approaches of Tourism Development Plan (Year 2006-2008) as shown in the Table 2.3 to support its planning strategies and the projects was authorized by the government.

Table 2.3 Tourism Development Plan (Year 2006-2008)

Strategy/Approach	Project	Budget (M.Bht.)	
		Total	2004

1. Tourism destination development	1. Broaden coastal area at Nathon beach	450. 32	180. 78
	2. Drought disintegration in Koh Samui	307. 97	252. 00
	3. Approaches of Koh Tao and Koh Tan development studies	117. 50	2.50 14.5
	4. Khun Talay swamp development	14.5 1	1
2. Service and operator development	1. Koh Samui as wellness spa of Asia	2.81 40.0	1.26 40.0
	2. One stop service	0	0
	3. Data base of tourism information searched by touch screen computer	3.60 10.0 0	3.60 10.0 0
	4. Hotel, restaurant and OTOP standardization	2.50	2.50
	5. Marina feasibility		
3. Marketing development	1. Tourism market supporting	9.50 4.00	9.50 4.00
	2. Sister city		

Source: Suratthani Provincial Administrative Organization

For the reason, the PAO considers projects based on infrastructure development, competitiveness and strength of the economy, quality of human resource, scientific and technological capability and then protection of ecological environment as a firm basis for the development of tourism and as a requirement for the tourism industry to make much greater contributions to country.

However, the development concept of the Plan is focused on the realization of tourism potential of the natural resources. The Plan realizes that the current tourism products are

in different stages of development. One of the challenges is to ensure that the product development is appropriate to the existing conditions of each place. If tourism products are well designed, they will help relieve poverty, respect and maintain the regional and local nature and satisfy the demand of international and domestic markets.

The results of the study explain that the tourism development strategy is based on the regional approach of establishing tourism zones. Each of them focuses on a cluster of different types of attractions and a unique tourism theme appropriate to each zone. However, this area has encountered some differences in the development of collaborative policy of sustainable tourism promotion between Suratthani and Nakhon Srithammarat. Some tourism plans are not available for the operation and some tourism products are needed to develop in promotion. To strengthen the tourism spaces and places are requested to reach the healthier tourism.

2.8 General existing circumstances in Suratthani and Nakhon Srithammarat

According to the review of the existing circumstances including geography, location and natural resources, culture and festivals, and attractions based on natural tourism of Suratthani and Nakhon Srithammarat, the study of all characteristic details found out that the two provinces have featured some similarities in geography, natural resources, cultural aspects and dramatic attractions. The findings can be described as follows.

2.8.1 Geography, location and natural resources

The southern part of Thailand is considered a paradise for tourists from Thailand or aboard for it offers them both the glorious beach along the coastline paralleling the

emerald green sea and the misty mountain ranges rich with fantastic caves and many magnificent waterfalls.

Geographically, the southern region of Thailand extends through the Golden Peninsula bordered to the east by the Gulf of Thailand and the west by Myanmar the Andaman Sea and the Indian Ocean and to the far South by Malaysia.

The peninsula is covered with the mountains area and the long coastline stretching from Chumpon to Narathiwat. The coastlines of the southern part of Thailand is dotted with the small islands which have gained the world wide reputation as the best tourist retreats for all year round since the weather is always warm with light sunshine.

South Thailand is rich in tourism resources, particularly the natural attractions, of sun, sand and sea. When talking of the South, most tourists think about Phuket or Koh Samui. Malaysain tourists dream of Songkhla/Hat Yai, Thailand's best known, international attractions are Bangkok, Pattaya, Chiang Mai, Phuket and Songkhla/Hat Yai, which represent but a few of Thailand's attractions. This study discloses and describes two fascinating provinces full of interesting attractions in the upper south of Thailand, i.e. Suratthani and Nakhon Srithammarat.

Suratthani: Suratthani is the southern Thailand's largest province, covers some 12,800 square kilometers, and has an extensive coastline lapped by Thai Gulf waters. The provincial capital is 685 kilometers south of Bangkok. Suratthani boasts some of Thailand's loveliest islands namely the Penang-sized Koh Samui, Thailand's third largest island, palm-fringed jewel of a sparkling archipelago that includes the stunning 250-square-kilometre Ang Thong Marine National Park. Suratthani once formed part, and may have been the centre of the Mahayana Buddhist, Srivijaya Empire which, steeped in legend and mystery, dominated the Malay Peninsula and much of Java some 1,500 years ago. Srivijaya was best described by the itinerant Chinese monk I Ching after a

pilgrimage he made to India during the late 600s. Archaeological discoveries at Chaiya indicate the former empire's splendor. It is administratively divided into 18 districts.

Nakhon Srithammarat: Nakhon Srithammarat, the second largest province of the South and the land of predominant Buddhism during the Srivijaya Period, is 780 kilometers from Bangkok. It occupies an area of 9,942 square kilometers consisting of high plateau and mountains in the west then sloping down towards the east and becoming a basin along the coastline of the Gulf of Thailand. In addition to its great history, Nakhon Srithammarat boasts pristine verdant jungles abundant with luxuriant vegetation and is also noted for picturesque beaches and beautiful waterfalls.

2.8.2 Culture and festivals

Besides having scenic areas, the southern region is subtly different from the other parts of Thailand for its unique traditions and cultures influenced by multiple socio-religious groups. They are the Thai Buddhist, Thai Muslims and Chinese Thais. They will be seen, all year round, celebrating or displaying the festivals, dances, sports, holidays according to their different faith, customs handed down to them from their ancestors. Tourists with love of art, the handicrafts as well as architecture will be astonished to eyewitness the blending of cultures of these different ethnic groups of Thai citizens.

In Suratthani, the highlight of its culture and festivals goes to Rambutan Fair, as known Ngao Rong Rien Festival and Chakpra Thot Phapa Festival. Nakhon Srithammarat shares ethnic culture consisting of Chakpra Thot Phapa Festival, Festival of the Tenth Lunar and Hae Pa Khuen That Festival.

2.8.3 Attractions related to natural tourism

Lush tropical islands, dazzling palm-fringed beaches, coral reefs teeming with colorful marine life, picturesque fishing villages with distinctive hand decorated boats, remote national parks both inland and on the sea, forested mountains, waterfalls, historic cities, ubiquitous rubber estates, scenic wildlife sanctuaries the juxtaposition of temples and mosques clearly define South Thailand.

Geographically, the main tourist attractions and its nearby destinations as described in Table 2.4 include the connecting area with Suratthani and Nakhon Srithammarat. Some geographical parts of these two provinces such as City (Muang District), Kanchanadit District, Don Sak District, Panom District, Ta Khun District and Moo Koh Samui in Suratthani and City (Muang District) and Khanom District in Nakhon Srithammarat are, in relation to the regional tourism development, defined as a connecting area with main attractions and nearby destinations. The location and physical aspects jointly share the linked NBT resources with impressive characteristics such as botanical national park, magnificent waterfall, ecological system, tropical beaches, offshore islands as well as historical and cultural attraction.

Table 2.4 Main attractions and nearby destinations in Suratthani and Nakhon Srithammarat

Suratthani	Nakhon Srithammarat
<p>1. City (Muang District) - Khao Tha Petch Nature & Wildlife Centre - Sri Surat Stupa - Tapee River Estuary</p> <p>2. Kanchanadit District - Monkey School - Oyster Farms</p> <p>3. Don Sak District - Wipawadee Waterfall - Wat Khao Suwan Pradit - Wat Suan Mokkhaphalaram - Pra Borom That Chaiya - Pum Rieng Village</p> <p>4. Panom District - Khao Sok National Park</p> <p>5. Ta Khun District - Ratchaprapa or Chiew Lan Dam</p> <p>6. Koh Samui Islands - Koh Samui - Ang Thong Marine National Park - Koh Pha-ngan - Koh Tae Nai - Koh Tao</p>	<p>1. City (Muang District) - Arts and Culture Centre of Nakhon Srithammarat Rajabhat Institute - Bang Pu - Chedi Yak - Chinese buildings at Wat Pradu and Wat Chaeng - City wall - Ho Pra Isuan - Nakhon Si Thammarat National Museum - Pra Phutthasihing - Pra Wihan Sung - Residence of Ok Ya Sena Phimuk - Shadow play house of Suchat Sapsin - Somdet Pra Sri Nakharin 84 Park - The Thai-style monks' residence of Wat Wang Tawan Tok - Wat Chai Na Meditation Centre - Wat Pra Mahathat Woramahawihan</p> <p>2. Khanom District</p>

	- Ao Khanom: Had Nai Plao Had Na Dan Had Nai Praet - Ao Thong Yi
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Interestingly, a diversity of natural, historical and cultural tourist attractions has much potential to promote a variety of tourist activities and products such as cultural tourism, ecotourism, coastal tourism, agro-tourism, and particularly, NBT in order to encourage and expand the tourism development in the area.

2.9 Relevant research

2.9.1 Evaluation of an international collaborative tourism development in the Mekong Delta: Southeast Asia

Tirasatayapitak (2005) studied the doctoral dissertation in the title “Evaluation of an International Collaborative Tourism Development in the Mekong Delta: Southeast Asia”. The study examined international collaborative tourism development in Mekong Delta, Southeast Asia. The Mekong Delta is a contiguous area within the southern coastal zone of the Greater Mekong Sub-region. The dissertation mentioned about the tourism development plans of Thailand which have adopted the principles of sustainable development in each strategy, for instance, the tourism product development strategy and marketing strategy. NEAT (nature-based tourism, eco-tourism and adventure travel) tourism and aspects of sustainability are well accepted by the Royal Thai Government in integrated planning and plan implementation. Since the competition in regional tourism has increased, the tourism policy of the Royal Thai Government seems to focus on improving competitiveness of the tourism industry at macro scales to compete with other destinations. New tourism products

have been continuously presented. Small-scale and low impact facilities and services have not seriously been encouraged. The measure to control and enhance quality of the tourism industry itself is still in the critical implementation process.

Moreover, in view of sustainable tourism development, the Tourism Authority of Thailand will avoid promoting tourism in the areas with poor management of tourism resources and inadequate services. Eco-tourism, as a subset of natural area and sustainable tourism may combine elements of both NBT and adventure tourism. It is comprised of three important factors: the promotion of public awareness about nature and conservation, tourist satisfaction and the participation of local communities who would receive a fair share of the tourism income. The policies of the Tourism Authority of Thailand cover eight important issues, three of which concern eco-tourism. They are expansion of tourism sites to more remote areas to facilitate more equitable income distribution to the people of all regions, conservation and renovation of the Thai culture heritage, natural resources and the environment so as to maintain the Thai identity and encouraging public participation in activities related to the development of tourism. Eco-tourism offers real possibilities for a new direction in Thai tourism. This offers the government the opportunity to improve its management of natural resources while also providing economic incentives to protect Thailand's natural heritage. The eco-tourism and soft adventure tourism development in Thailand now has the country being marketed in every destination regions, for example: mountains in the north, auto adventure along the Mekong river route in the north-east, culture in the central, bird watching in the west and beaches in the south.

Additionally, tourism products for domestic markets comprise of two sections which are conventional tourism products and new tourism products. There are six groups of conventional tourism products, which are spotted around the country and capture market interest as follows: Nature,

History/Culture, Special interest, Border town tourism, Man made attractions and Festival/Traditional events. There are four categories of new tourism products presented in the word “Unseen Products” as follows: Unseen destination, Unseen paradise, Unseen adventure and Unseen Thainess. Besides, tourism products for overseas markets are comprised of the major tourism products classified into four characteristic clusters (Seaside and islands, Nature areas and national forest parks, Historical and archeological sites, Tourism activities and special interests) and new products with more value added as follows: New destination, Golf, Marine activities, Wellness and spa, Eco and soft adventure, Gateway to Greater Mekong Sub-region (GMS), Historical site, Agro-tourism, Cultural and life style, MICE, Man-made, and Events/Festivals.

2.9.2 Governance models for NBT in China

Su (2006) studied the research in the title “Governance Models for NBT in China”. The result indicated that the concept of NBT reflects a global trend of tourism developing on the basis of nature. Although the development of NBT in China has been very phenomenal, the government agencies are facing a dilemma. On one hand, they can’t obtain enough funding from the central and local governments to maintain the tourism operation and environmental protection of natural scenic spots. On the other hand, if they rely too much on the income from the development of NBT, they might have to pay the price of degradation of natural environment. These government agencies are making efforts to find an innovative governance model in cooperation with the private sector/ public investor so as to attract both their financial resource and business expertise. The opinions from Chinese tourism academics and professionals exist in a debate about whether or not the governments should retain all the property rights of protected areas. Nevertheless, they do all agree that protected

areas are naturally monopolistic resources to different degrees. Such kinds of resources could and should be utilized to provide economic value for local people and aesthetic value for tourists under the condition of environmental protection.

2.9.3 The Inter-Relationship between NBT in a Community and Nearby Lodges in the Brazilian Amazon

Nelson (2000) studied the research in the title “The Inter-Relationship between NBT in a Community and Nearby Lodges in the Brazilian Amazon”. The result indicated that the NBT in the Acajatuba lake region currently involves interaction between lodges, tourists and community residents. As shown, it is a satisfactory form of tourism but there is room for improvement, which would result in benefits for all, involved. As tourism evolves from nature based to ecotourism, the community will potentially play a larger and more participatory role. To truly benefit from this industry attention first, however, needs to be directed towards social aspects such as health, education and skills training.

For ecotourism to become a viable economic alternative it needs to be carried out successfully. In order for this to occur, challenges that have been discussed will need to be met and changes take place.

2.9.4 Evaluating a special NBT event

Brunson (2002) studied the research in the title “Evaluating a Special NBT Event”. The result indicated that the first annual Great Salt Lake Bird Festival was a success, and many people feel the Festival should become an annual event. However, the event did not draw many tourists from far away, so there is considerable untapped tourism potential.

Most participants got all or most of what they wanted from their experience despite weather conditions that were less

than optimal. The Festival appears to have had at least a short-term positive effect on visitors' attitudes toward the Great Salt Lake as a recreation/tourism destination, and most people spent some money related to the Festival even though the event drew almost entirely from within a 40-mile radius of Davis County.

The secret to improving the Festival's tourist-attraction potential lies in improving the way it's promoted. Newspaper promotion of the event was useful, and the organizers may want to consider spending money on advertisements in papers that have a wider circulation, such as the two daily Salt Lake City papers. Several people said they wished they'd had more information about the Festival, and gotten it sooner. One way to do that is through the World Wide Web, for example, through links with the Utah Division of Travel Development's Utah.com site.

2.9.5 Modeling potential for NBT

Arrowsmith (as cited in NBT and Land Management, 2003) studied the research in the title "Modeling Potential for NBT". The result indicated that the diverse impacts on the environment, which could potentially diminish the overall tourism experience of the region. It is anticipated that using the tourism-potential model will help to identify new opportunities for tourism growth in the region, particularly in the south of the Grampians National Park. The model has particular application in planning in NBT and will assist in identifying locations that are attractive, environmentally resilient and can form part of an interesting and diverse series of NBT attractions in close proximity to each other.

2.9.6 Small recreational and tourist vessels in inshore coastal areas: a characterization of types of impacts

Warnken and Byrnes (as cited in NBT and Land Management, 2003) studied the research in the title “Small Recreational and Tourist Vessels in Inshore Coastal Areas: a Characterization of Types of Impacts”. The result indicated that in most parts of the world, recreational boating activity are confined to sheltered near-shore coastal waters. Increased per capita leisure time and rising disposable incomes have kept growth rates of boat registrations at levels of 4% annually in most developed countries, including Australia. In many areas, this has led to increasing levels of congestion at popular anchor sites and launch facilities and to greater chances of producing significant impacts. This chapter examines two principle types of impacts associated with small recreational and tourist vessels and highlights current management strategies to mitigate adverse effects on the environment. Where possible, technical information and simplified models, rather than quantitative field data, were used to provide some estimates about pollution loads that can be emitted at crowded mooring sites.

2.9.7 The net economic benefits of recreation and timber production in selected New South Wales native forests

Ward (as cited in NBT and Land Management, 2003) studied the research in the title “The Net Economic Benefits of Recreation and Timber Production in Selected New South Wales Native Forests”. The result indicated that the National Forest Policy Statement recognized that forests provide a multiplicity of jointly produced goods and services. The resulting Regional Forest Agreements (RFA), as a joint Commonwealth and State compliance initiative, attempt to resolve contentious and protracted debate regarding the allocation and conservation of forest resources. Proposed outcomes are designed to ensure conservation of forest diversity in concert with industry resource security.

Net economic returns of the two main direct-use economic activities of forestry and tourism in selected New South Wales (NSW) native forests for the 1997/98 financial are compared. The research analysis is based on 11 distinct sites of paired, contiguous or proximate native forests, under the management of either NSW State forests or the National Parks and Wildlife Service. The sites are located in the three RFA regions in NSW and provide a geographically dispersed sample of native forests situated on the eastern seaboard of Australia. The logging revenue and management costs derived from selected native forests were calculated from disaggregated raw data supplied by State Forests of NSW. The economic value of recreation at selected national parks was determined by the analysis of one-site survey results, using the travel-cost method.

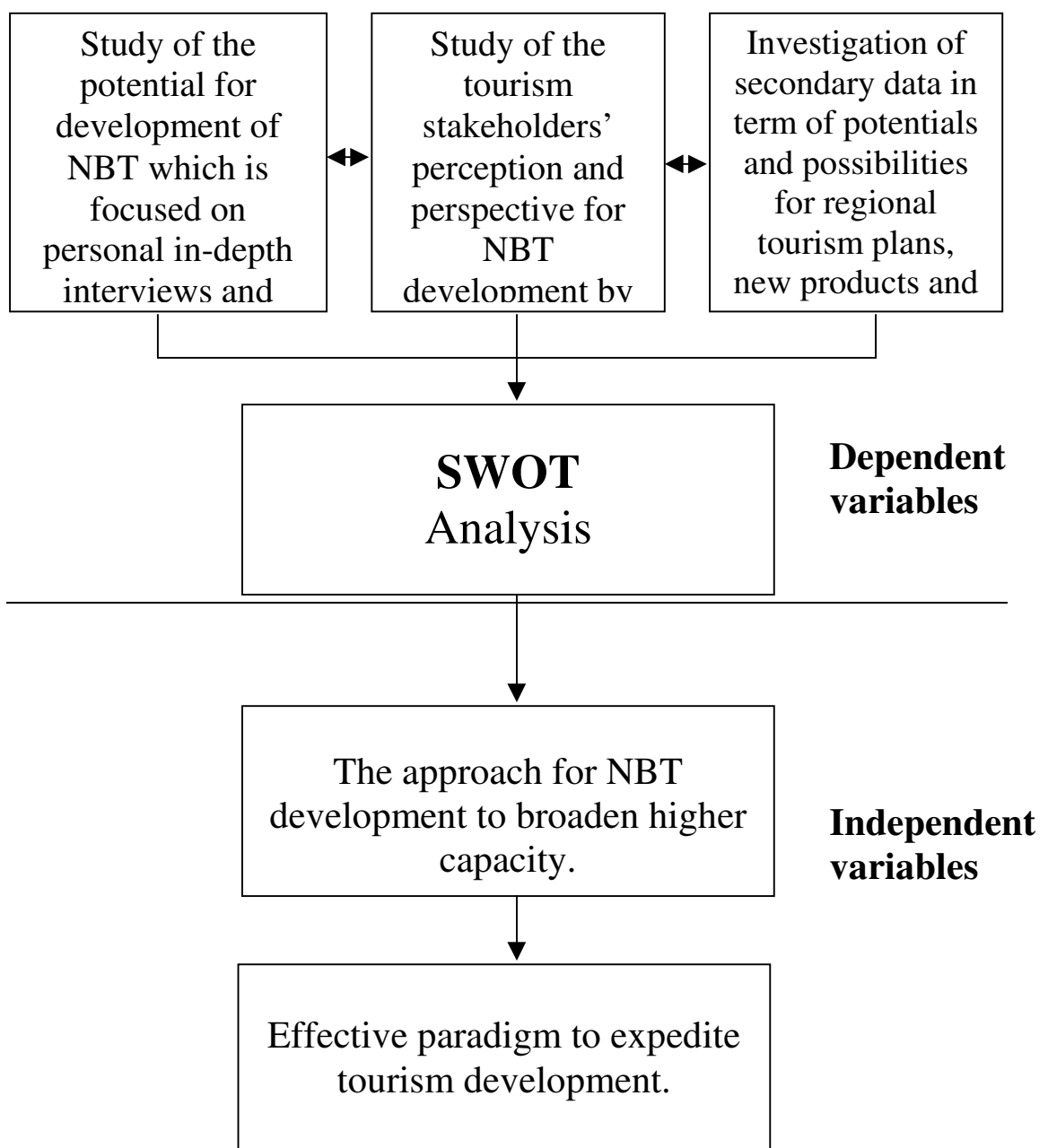
For six of the 11 research sites, recreation confers higher economic benefits than timber production, inclusive of estimated error statistics. For the remaining sites, the magnitude of estimated variance in net economic values precludes the conclusive determination of site differentials. It is of note that there is a negative net value of lodging at 12 of 17 state-forest sites. The magnitude of the estimated values for native-forest recreation established by this research challenges the conventional wisdom of the economic primacy of logging compared with alternative non-wood outputs. Modeling based on the research results indicates that the promotion of recreation in native state forests will maximize both the economic values of individual state forests and, in aggregate, the economic benefits accruing the society. In contrast, the failure to incorporate and account for the substantial value of native-forest recreation into the decision-making process breaches the codified Nation Forest Policy Statement of maximizing the economic benefits of native forests within an ecologically sustainable framework.

The main concepts and theoretical framework which are obtained with a respect to the comprehensive literature

review of NBT development guide to the approach of conceptual research framework for this research as shown in 2.10.

2.10 Conceptual research framework

The potential for NBT development



CHAPTER 3 METHODOLOGY

The research program is multi-stage and involved three separate components. Since the overall purpose of the project is to examine the potential for NBT development between potentially constituent tourist attractions in the regions (Suratthani and Nakhon Srithammarat) and accommodations in each area, the methodology is designed to investigate the potential areas where influences tourism development in various activities in the regions by developing questions and analysis formats. The research process is therefore undertaken through the research direction as follows:

- 3.1) Desk research
- 3.2) Modes of selecting
- 3.3) Research tools
- 3.4) Data collection
- 3.5) Data analysis

3.1 Desk research

The information sources used to review the tourism initiative were primarily the NBT development in Muang, Suratthani and Khanom, Nakhon Srithammarat, as well as the cooperative tourism development of new products and activities involvement themselves. The researcher also examined the secondary data sources from other documentary sources such as from tourism reports, journals, books, relevant researches and Internet.

3.2 Modes of selecting

3.2.1 Selection of field survey for study

The area selected for the field research focused mainly on Muang, Suratthani and Khanom, Nakhon Srithammarat. The reasons are as follows:

1.)The significant growth of tourism

Suratthani is considered as a nature-stage destination in its tourism development as tourism revenue by 12,391.76 million baht in 2003 (TAT, region5, 2004). Most tourists mainly traveled to spend their vacation on Samui Island and took a ferry at Khanom, Nakhon Srithammarat. It can be regarded as significant new tourism products and activities that have enjoyed recent substantial growth in number of tourist arrivals.

2.)Potential to develop tourism in the natural environment

Since Suratthani is covered with the diversity in geographical and physical characteristics, especially, there are many tourist attractions on the way from Muang, Suratthani through Khanom, Nakhon Srithammarat such as: Weepawadee waterfall, farm stay, natural areas and many beaches with peaceful atmosphere (in Nakhon Srithammarat). Related to geographical location above, these areas are very interesting as a basis for a pilot study in terms of new tourism products development and tourism as a single destination.

3.2.2 Selection of data collection periods for study

This study was considered as occurring in a single period of time during January 2006 to May 2006. This period was selected because of the diversity of the information from any tourists of those who traveled during both tourism season and non-tourism season. In order to completely analyze information, it is, of course, necessary to investigate the variety types of tourists as data sources.

3.2.3 Selection of respondents

The research aimed to examine the current circumstances, the perceptions and perspectives from the tourism industry on both privates and publics' views of the NBT development, as well as problems and barriers to tourism business. To get in-depth and precise information, the key informants were then defined in the process of data collection as follows:

Table 3.1 The description of respondents

Respondents	Description
1. Domestic and International Tourists	Tourists are defined as domestic and international tourists who travel to Suratthani for spending their time with and without staying overnight. They are expected to involve with visitors and excursionists as well.
2. Resort Entrepreneurs and Farm Stay Owners	Entrepreneurs are defined as persons who run their own accommodation business as resorts, hotels and farm stays in Muang, Suratthani through Khanom, Nakhon Srithammarat.
3. Related Officer Groups	The groups of these respondents are defined as those who act as representatives from the Provincial Administrative Organization (PAO), the Chamber of Commerce, the Tourism Authority of Thailand (TAT), region 5, the Land Department and the expert or the professional.

In order to reach the sample population, the sample size of each group of respondents separately needed the procedures of the selection process for deciding whom to study. The identification of these three groups of respondents was clarified by the criteria to use in making the selection of samples. The key informants therefore are considered the characterization to make the research project achievable.

1.) Domestic and international tourists

Based on the scope of time above, the number of domestic and international tourists came up with those who separately visited in Muang, Suratthani during February and March 2006. According to the tourist arrival statistics accumulated by TAT in 2004 (see appendix A), the **population** was **114,483 tourists**. Since the purpose of this research was followed with tourists' perspective and perception on NBT development toward domestic and international tourists, the research methodology is therefore complied by Yamane formula (1967).

With regard to the Yamane formula (1967), to find the sample size group from the statistical population formulary is:

$$n = \frac{N}{1 + Ne^2}$$

n = Sample size
 e = Confidence interval at 95% therefore,
 $e = 0.05$
 N = Number of population

The population was the number of both domestic and international tourists who traveled to Muang, Suratthani in 2004. The **sampling** was determined by using the above formula:

$$n = \frac{114.483}{1 + 114,483 (0.05)^2}$$

Thus the **sample size** was **399.99 \approx 400**.

2.)Resort entrepreneurs and farm stay owners

With a respect to a scope of area, the total number of accommodations in Muang, Suratthani was 51 (see appendix B), 2 farm stays and 18 hotel resorts in Khanom, Nakhon Srithammarat (see appendix C). The **population** of accommodations was 71 enterprises.

The key informants (see appendix D) were selected from resort entrepreneurs and farm stay owners in Muang, Suratthani and Khanom, Nakhon Srithammarat with following characteristics:

Premium A: the accommodation where has the approximate room rate at 1,001 baht up and higher outstanding space. It may be located in tourist destination by serving tourism products and activities. The two farm stays in Suratthani are considered to set in Premium A as their products and activities served.

Premium B: the accommodation where has the approximate room rate at 401-1,000 baht.

Premium C: the accommodation where has the approximate room rate at 400 baht down.

Rather, the groups of population were clearly defined to select certain-sized subsamples; **quota sampling** then generally began by setting up a matrix of the characteristics desired above. Consequently, the 35 key informants shared between groups of tourism-related enterprises in ratio of 50:50 as follows.

Table 3.2 Matrix for a quota sample of enterprises in Suratthani and Nakhon Srithammarat

Characteristics of Key Informants			53 Enterprises in Suratthani (50% : N = 26.50)		18 Enterprises in Nakhon Srithammarat (50% : N = 9)		Total N
1. Premium (35%)	A	9.27	(9) ^a	3.15	(3)	12	
2. Premium (35%)	B	9.27	(9)	3.15	(3)	12	
3. Premium (30%)	C	7.95	(8)	2.70	(3)	11	
Total 100%	N	50	26	50	9	35	

^a Rounded numbers in parentheses designate the actual number to be sampled. They must sometimes be rounded up or down to produce the needed row and column totals.

PPS was considered to be a sampling method to select clusters proportionate to size and then give the strata within the clusters a chance of selection proportionate to their number. The determination of required size in ratio of 50:50 for key informants could be equally distributed to both clusters with respect to the proportion of raw data distribution.

The percentages of the strata were found out that Premium A and B were set by 35 percent and Premium C was respectively done to 30 percent. The percentage setting came up with the study for this research. 35 percent was selected to Premium A and B as their higher outstanding spaces and 30 percent was normally drawn up with the lower potentiality for Premium C. The percentages proportionate to each premium, however, were not different from each stratum because the surveyed data was expected to regularly receive among them.

Hence, the proportion of key informants conducted in interviews in each region was shared between two groups of tourism-related enterprises by 26 enterprises in Suratthani and 9

enterprises in Nakhon Srithammarat. A total of **quota sample size** was **35**.

3.) Related officer groups

The key informants were selected from related officer groups were those who acted as representatives from the Provincial Administrative Organization (PAO), the Chamber of Commerce, the Tourism Authority of Thailand (TAT), region 5, the Land Department and the expert or the professional. Each group of key informant must have the characteristics:

1.) Have had at least three years experience in the tourism field;

2.) Have regularly participated in regional collaboration development and planning;

3.) Have had experience and participation in launching guidelines, policies and activities for tourism development and planning;

4.) Have had experience and published research related to tourism management and development and/or any tourism-related topics.

Key informants of each group of representatives followed by the characteristics above can be regarded as the Headman of Department in the process of **purposive or judgment sampling**. Hence, the **sample size** became **5 key informants**.

3.3 Research tools

According to the information from desk research reviewed and studied, the framework of research objectives was designed and described in tabular presentation. The research tools were designed as follows:

3.3.1 The researcher was responsible for conducting interviews, providing questionnaire, collecting information and analyzing all data, both primary and secondary data sources. During the process of collecting questionnaires and interviewing key informants, no theoretical concepts were used to oblige or to convince the key informants. The questionnaires focused on perspective and perception on NBT development, and the interviews did the discussion and exchange of opinions with the respondents of research and institutional elements.

3.3.2 Structured interviews and questionnaires were used as the quantitative and qualitative research tools to collect the primary data (see appendix D). Structured interviews were comprised of a mix of questions both open and closed. Questionnaires were compiled by close-ended questions. Both of them designed by using the following procedures:

1.) Information studied from review and analysis of literature was applied to construct the first draft of questions for interviews and questionnaires.

2.) Experts and professionals with anyone of the following qualifications piloted the first draft of interview and questionnaire questions.

- Specialize in tourism and/or tourism related field of knowledge
- Specialize in research methodology
- Have done research related to tourism management and development and/or any tourism-related topic
- Have at least three years of experiences in tourism business, tourism planning and development, and tourism destination marketing

3.) Comments on the pilot of the first draft were applied to improve the secondary one of interview and questionnaire questions.

4.) The second draft was approved and edited by the same group of experts and professionals.

5.) All comments and recommendations were carefully reviewed in order to establish the final sets of interview and questionnaire questions that were used for the survey instruments.

6.) The final sets of questions were established were designed differently details in three sets of each group of key informants as follows:

First set was designed for investigating domestic and international tourists' perspective and perception. The questions were comprised of three parts as follows:

(i). The **first** part was composed of 5 closed questions about key informant's experiences on traveling to the regions.

(ii). The **second** part was composed of 1 main closed question with 10 sub-questions about key informant's opinions of current circumstances of tourism in the regions. A Likert scale was used for assessing the level of thinking.

(iii). The **third** part was composed of 2 main closed questions with 13 sub-questions about factors influencing in key informant's decision making in traveling to the regions. A Likert scale was used for assessing the level of thinking.

(iv). The **forth** part was composed of 5 closed questions with 6 sub-questions about key informant's opinions of NBT development in the regions. A Likert scale was used for assessing the level of thinking.

(v). The **fifth** part was composed of 5 closed questions about key informant's personal attributes, such as gender, age, occupation, etc.

Second set was designed for interviewing the tourism-related entrepreneurs as resort hotel entrepreneurs and farm stay owners. The interviews were comprised of 4 parts as follows:

(i). The **first** part was composed of 10 closed questions and 4 open-ended questions about the key informant's tourism business.

(ii). The **second** part was composed of 2 main closed questions with 18 sub-questions about opinions of the tourism development and management in the regions. A Likert scale was used to assess the level of thinking.

(iii). The **third** part was composed of 3 open-ended questions and 1 closed question about opinions of the regional tourism development in the regions. Additionally, a spaced line is offered for recommendation. The closed question used a Likert scale to assess the level of thinking.

(iv). The **forth** part was composed of 4 closed questions about the key informant's attributes, such as gender, age, position and education.

Third set was designed for interviewing the tourism-related officer groups as representatives from the Provincial Administrative Organization (PAO), the Chamber of Commerce, the Tourism Authority of Thailand (TAT), region 5, the Tour Operator Club and the expert or the professional. The interviews were comprised of 4 parts as follows:

(i). The **first** part was composed of 2 main closed questions with 16 sub-questions about the key informant's opinions of tourism circumstances in the regions.

(ii). The **second** part was composed of 3 main closed questions with 30 sub-questions and 1 open-ended question about opinions of the tourism development and management in the regions. A Likert scale was used to assess the level of thinking.

(iii). The **third** part was composed of 5 open-ended questions and 2 closed question with 7 sub-questions about

opinions of tourism products development and destination marketing in the regions. Additionally, a spaced line is offered for recommendation. The closed questions used a Likert scale to assess the level of thinking.

(iv). The **forth** part was composed of 3 closed questions about the key informant's attributes, such as position, department and working experience.

In addition to a Likert scale being used to assess the level of thinking in the questionnaires and the interviews, the meaning for each assessed level was determined as follows:

$$\begin{aligned} \text{By the interval level} &= \frac{\text{The difference of the}}{\text{highest and the lowest points}} \\ &\quad \text{Number of levels} \\ &= (5-1)/5 \\ &= 0.8 \end{aligned}$$

Assessed Level	Weight of Answer	Meaning
Determine with Weight		
1	1.00 - 1.80	very low/ or strongly disagree
2	1.81 - 2.60	low/ or disagree
3	2.61 - 3.40	a neutral midpoint
4	3.41 - 4.20	high/ or agree
5	4.21 - 5.00	very high/ or strongly agree

Pooled ranking in the Table 4.4-39 was calculated from mean of each accessed level on assigned score as follows; 1st assigned 5 scores, 2nd assigned 4 scores, 3rd assigned 3 scores, 4th assigned 2 scores, and 5th assigned 1 score.

“Indicator” in the Table 4.4-44 was calculated from mean of accessed level by assigned scores as follows; 1.) Yes is

assigned to 100 scores, 2.) No is assigned to 0 score, and 3.) Not sure is assigned to 50 scores.

3.3.3 A note from the primary data was used to write down all primary data gathered from interviews, issues and opinions presented by the key informants.

3.4 Data collection

In summary, data collection procedures could be described as follows:

3.4.1.) **Primary data** sources were collected from personal in-depth interviews and questionnaires. Probability proportionate to size (PPS) was used for targeting the group of key informants needed for questionnaires. Quotas sampling was used for targeting the group of key informants needed for in-depth interviews towards institutional elements. In addition, purposive sampling was used for targeting the group of key informants needed for in-depth interviews towards tourism-related officer groups. Selection criteria and associated quotas were established. Judgment for inclusion was guided by the criteria mentioned above in the context of selection of information sources. 400 questionnaires and 40 individuals provided in-depth interviews for this research imposed limitations in gathering primary data.

3.4.2.) **Secondary data** sources were collected from studies of relevant documents.

3.5 Data analysis

During the study, the analyses were regularly undertaken. Questionnaires and interviews were fully considered the characteristics of questions in encouraging key informants to analyze and express their perceptions and

perspectives in relation to the study issues. Increasingly, the researcher always consulted the Director of thesis, experts and the key informants from the tourism industry. These practices greatly helped the researcher to clearly interpret data so that the conclusions can be drawn which the researcher can establish as valid and convincing.

To achieve the research objectives that aimed to establish effectiveness of process used to expedite NBT development in tourism product development and tourism destination marketing in Suratthani and Nakhon Srithammarat, there were two major methods which the researcher must accomplish as follows:

3.5.1 Categorization of general information

General information was categorized in relation to research objectives and conceptual framework. Its content was comprised of rearrangement potentials and possibilities of plans, issues of NBT, physical aspects, regional sustainability aspects, potential and readiness for tourism product and activity development and tourism destination marketing, particularly in Suratthani and Nakhon Srithammarat. All content was investigated as a means to response for the following research objectives:

- 1.) To study the potential for development of NBT business in Muang, Suratthani and Khanom, Nakhon Srithammarat.

- 2.) To study the potential demand and supply for NBT in Suratthani and Nakhon Srithammarat.

- 3.) To propose the approaches for NBT development that could create complementary advantages and sustainability of development to community.

3.5.2 Content analysis

The primary data gathered from questionnaires and interviews were grouped into categories: current circumstances, perceptions and perspectives from three groups of key informants concerning business benefits and barriers in tourism business operation, SWOT of the approaches for NBT development, issues needing urgent improvement and to be addressed by processes used to facilitate NBT development in tourism products and activities including with tourism destination marketing.

Findings were analyzed with the intention to address the supplementary research problems as follows:

1.) Does the potential for NBT development for the region: Muang, Suratthani and Khanom, Nakhon Srithammarat emerge in constructing and reconstructing tourism places and spaces?

2.) Is it possible to add the NBT activities to the core tourist attractions?

3.) Could the enhancement of Suratthani and Nakhon Srithammarat as a nature-based tourist destination potentially increase a higher number of tourists' demand?

4.) Could the development of the smaller-scale tourism business and new niche products boost up opportunities for healthier tourism management?

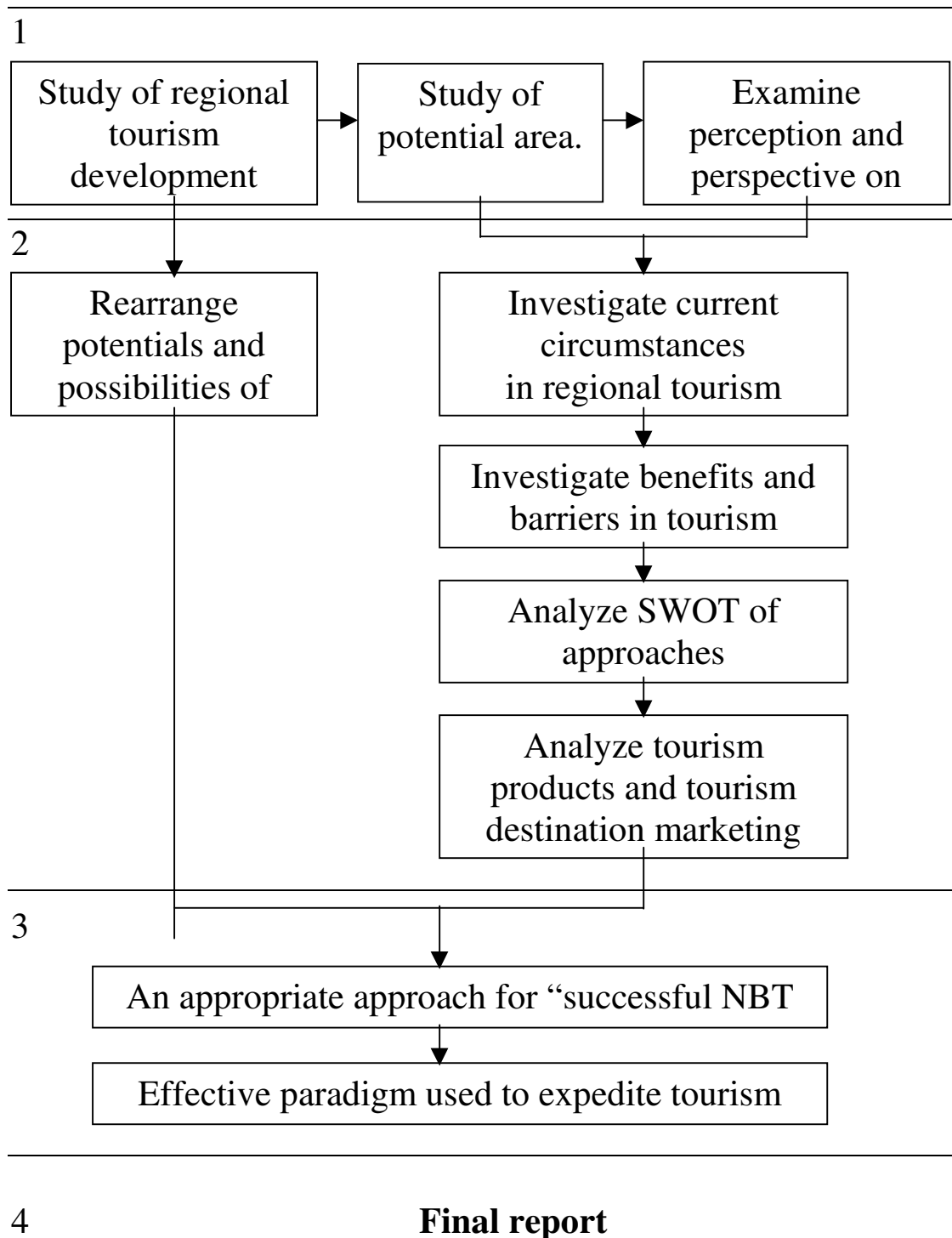
Particular outcomes of the analysis were required descriptive presentation.

To accomplish the procedure and steps of studying the evaluation of NBT development in Suratthani and Nakhon Srithammarat, the conceptual framework was determined to study and evaluate tourism development plans involved with the investigation of key informants' perception and perspective, SWOT analysis of NBT development, drawing up a proposed model of NBT development (tourism products development and

destination marketing management) and the effective process used to expedite regional tourism development as shown in the following Figure 3.1.

Figure 3.1 Procedure and steps of study - NBT Development in the Regions:

Suratthani and Nakhon Srithammarat



CHAPTER 4 RESULTS

The results of this research of “The Potential for Nature-Based Tourism Development in Amphur Muang, Changwat Suratthani and Amphur Khanom, Changwat Nakhon Srithammarat” would be presented by the descriptions and tables. Data analysis was computed by using SPSS 11.0. In accordance with the objectives of the study, the detailed evaluation of this research included two sections as follows.

4.1 A SWOT analysis of possibility and potentiality on NBT development

in both clusters (Suratthani and Nakhon Srithammarat)

4.2 The perspectives of stakeholders to NBT development

Although at the initial stage for implementation of the NBT development has already been considered to be beneficial, the development may directly affect to different types of stakeholders that were characterized into three parties: tourists, providers and regulators. Therefore, a distribution of 400 questionnaires to both domestic and international tourists, in-depth interviews with 35 accommodation entrepreneurs and 5 related officer groups were carried out in total of 440 sets. As consequences, 400 questionnaires of domestic and international tourists and 5 in-depth interviews of related officer groups were available for data analysis but only 30 in-depth interviews of accommodation entrepreneurs were obtained. The data analysis, therefore, was conducted by 435 respondents. Importantly, the data from the research instruments were divided for statistical and phenomenological analysis.

4.1 A SWOT analysis of possibility and potentiality on NBT development in Suratthani and Nakhon Srithammarat

The two clusters, Suratthani and Nakhon Srithammarat, have mutually shared the benefit exploitation of tourism resources, physically the cultural, historical and natural tourism resources that significantly provide opportunity for development of new tourism products and activities. They are evidently found to be in the different level of readiness and potential on tourism development.

The situation facing the NBT development in Suratthani and Nakhon Srithammarat can be evaluated by a detailed consideration of strengths and weaknesses of its operations and form the environmental influences for opportunities and threats. The conclusion is a SWOT analysis as detailed in Table 4.1, which reviews the possibility and potentiality for NBT development as a single destination:

Table 4.1 A SWOT analysis of possibility and potentiality on NBT

Strengths	Weaknesses
<ul style="list-style-type: none"> - Joint and multi-destination resources - Promotion of NBT circuits - Rich in historical, cultural and natural features - Gateway to other southern provinces (TAT, 2004) - Resting area to Gulf of Thailand and Andaman clusters (TAT, 2004) 	<ul style="list-style-type: none"> - Insufficient communication in collaboration - Poor marketing to support the alternative tourism on land (TAT, 2004) - Declination in some destinations - Conflict of unlimited tourism development and implementation of action plan - Poor standard of basic infrastructures and services - Poor community participation - Shortage of human resources (TAT, 2004)
Opportunities	Threats
<ul style="list-style-type: none"> - Collaboration on NBT development - High growth rate of tourism industry development - Strong governmental promotion-Southern Seaboard Development Program (TAT, 2004) - Tourism marketing trends in NBT 	<ul style="list-style-type: none"> - Unclear policy to support the multi-destination tourism - Lack of collaborative policy of two clusters - Lack of integrated tourism cooperation among the stakeholders - Crisis affecting to tourism brand image (TAT, 2004) - Competitiveness of other regional NBT destination

4.1.1 Possible and potential strengths

1. The abundant amount and high potential of joint resources, especially the natural tourism resources: attractions of regions have certain elements, which represent good points of strengths.

2. This area has high potential destinations where are able to be promoted as multi-tourism circuits linking with the same type of natural attractions.

3. The area of these clusters is rich in the diversity of cultural and historical heritages and natural phenomena. These phenomena may be characterized as an enhanced tool in the process of new products and activities development. For instance, there are certain types of tourism activities that depend on such given physical features including swimming, snorkeling, farm staying, trekking, natural park visiting as well as traditional annual events.

4. The area of Suratthani significantly acts as the gateway to other southern provinces as tourism brand image of “Green between Seas”. The image emerges itself as a fertilized area of mangrove and rain forest as well as Gulf of Thailand and Andaman Sea. With the ecological system, the outstanding image represents a good point of its diversity of destinations.

5. Suratthani is the transportation hub of the upper southern part and the resting area for tourists traveling to other attractions. This is allowed the new activity, particularly in form of camping grounds developed for a new tourism market segment.

4.1.2 Possible and potential weaknesses

1. The participation between accommodation enterprises and local authority is an inefficient approach because of insufficient communication in collaboration. Both sectors

need the sufficient participation of tourism development but the conflict of communication causes the points of weaknesses.

2. The reputation of attraction is one of the major parts of marketing mix. Most tourists know the famous attraction - namely Koh Samui which leads the other destinations, importantly on land fall in marketing promotion to support the alternative tourism.

3. Some destinations have declined in their environmental problems or deterioration of attractions, even areas with poor atmosphere.

4. Accordance to the unlimited tourism development, the implementation of action plan could not be implemented by its strategies. The tourism resources have been declined and polluted, especially water pollution and fresh water drought, by the inadequate tourism planning management.

5. The destinations face poor standard of basic infrastructures and services affect the promotion and operation of tourism in the areas, especially the lack of standard public transportation which causes tourists feel unconfident to their security and safety.

6. The low participation between local community and local officials, especially in the decision making on tourism activities and controlling the areas is very crucial.

7. Both Suratthani and Nakhon Srithammarat are facing the shortage of highly trained and qualified persons who can carry out well the cooperative marketing.

4.1.3 Possible and potential opportunities

1. Suratthani and Nakhon Srithammarat are seeking the collaboration on tourism development in order to enhance the tourism in the regions. When they have exploited the connecting tourism resources to create the multi-tourism

circuits, this will be the significant opportunity for tourism development.

2. The growth rate of tourism industry development in the nearby attractions is quite high. Therefore there is a high possibility to exchange tourist flows and develop as a single destination. Moreover, it may exceed the new niche market segment.

3. The government has a strong tourism promotion by representing tourism projects as Unseen in Thailand, Happiness on Earth and Southern Seaboard Development Program, etc. With a respect to the Southern Seaboard Development Program, most businesses concerned in this government project involved with the tourism are absolutely in Suratthani. This leads the opportunity to develop sustainable tourism related to the project.

4. The current tourism trends are mainly based on health and nature. Therefore there is a high possibility to develop and promote the NBT as a new tourism marketing trend in this area.

4.1.4 Possible and potential threats

1. The tourism policy to promote and support in the multi-destination tourism is less serious in commitment and unclear. Some tourism plans are not available for the operation.

2. The tourism-related organizations do not have the collaborative policy of sustainable tourism promotion between Suratthani and Nakhon Srithammarat.

3. To promote and solve the tourism problems can be achieved through partnership of various sectors of the society. However, the tourism development lacks of integrated tourism cooperation among the stakeholders. For instance, the Chamber of Commerce has a weak role in the integrated operation.

4. The crisis affects to the tourism brand image, e.g. bird flu crisis, terrorism in the three southernmost provinces, unstable political entities and natural disaster-Tsunami.

5. The competitiveness of other regional NBT destination around these two provinces is quite high because it has indifferent geographical phenomena. Besides, the nearby areas still have the outstanding attractions where most people have accepted them to be the well-known destinations such as Kho Samui, Kho Pha-gnan, Kho Tao and etc.

4.2 The perspectives of stakeholders to NBT development

In relation to the study of the evaluation of local tourism industry development in Suratthani and Nakhon Srithammarat, quantitative and qualitative research techniques were implemented to achieve the objectives of the study. The primary data was gathered from questionnaires and personal in-depth interviews about tourism industry's perspective towards the NBT in Suratthani and Nakhon Srithammarat. The opinions of the key informants were investigated to examine and assess the potential and readiness in tourism development of Suratthani and Nakhon Srithammarat and the effective processes that could facilitate the new tourism product development and tourism destination marketing in the regions.

The survey of primary data disclosed the evaluation of three groups of the samples of this study including tourists, providers and regulators. Respectively, the comprehensive results of data analysis were explained in descriptive presentation as follows:

4.2.1 Group of tourists

The information gathering from the tourist can be separated into domestic tourists and international tourists. The information collected from domestic tourists and international tourists by sampling especially, in Suratthani using

questionnaire in Appendix E. The detail of each point is described as follows:

4.2.1.1 Tourists' demographic characteristics profile

The demographic characteristics of tourists as shown in Table 4.2 were individually analyzed into number and percentage. General information of demographic characteristics of entrepreneurs including gender, age and education was investigated. Personal data of information sources used for the study was explained in the following details:

1.) Gender

The survey showed that most domestic tourists were male tourists - 103 in total representing 53.1% of the sample, and 91 female tourists representing 46.9%.

On the other finding, the majority of the international tourists was male, representing 56.8% or 113 respondents and followed by female making up 43.2% or 86 respondents.

2.) Age

The findings of the survey showed that the 95 respondents of 21-30 year olds were the largest group of domestic tourists who traveled to the surveyed area, representing 48.7% of the sample. The 42 respondents of 10-20 year olds were the second largest age group and amounted to 21.5%, and the smallest group was 5 respondents of 51-60 year olds who totaled 2.6% respectively.

The other findings found that the majority of the international tourists who visited the studied area were in the range of 21-30 years old, representing 57.6% or 114 respondents. The 47 respondents of 31-40 year olds were the second largest group of respondents and amounted to 23.7%, followed by the 6 respondents of over 51 year olds who totaled 3.1% respectively.

3.) Education obtained

The survey found that 97 domestic tourists or 51.3% of the sample had a level of education lower than a Bachelor degree, followed by 87 respondents or 46.1% with Bachelor degree, and 5 respondents or 2.6% with a level of education higher than a Bachelor degree.

On the other result, the majority of international tourists education obtained was Bachelor degree at 44.2% or 87 respondents and followed by 65 respondents or 33.0% with a level of education higher than a Bachelor degree, and 45 respondents or 22.8% with a level of education lower than a Bachelor degree.

Table 4.2 Tourist demographic characteristics profile

Demographic Characteristics	Domestic Tourists		International Tourists	
	Number	Percent age	Number	Percent age
1. Gender				
Male	103	53.1	113	56.8
Female	91	46.9	86	43.2
Total	194	100.0	199	100.0
2. Age				
10-20 years	42	21.5	23	11.6
21-30 years	95	48.7	114	57.6
31-40 years	39	20.0	47	23.7
41-50 years	14	7.2	8	4.0
51-60 years	5	2.6	5	2.6
More than 60 years	0	0	1	0.5
Total	195	100.0	198	100.0
3. Education obtained				
Less than bachelor's degree	97	51.3	65	33.0
Bachelor's degree	87	46.1	87	44.2
Higher than bachelor's degree	5	2.6	45	22.8
Total	189	100.0	197	100.0

Regarding residence of origin, the findings of Table 4.3 found that the majority of the domestic tourists were those who lived in the South, representing 68.4% of the sample or 134 respondents, and followed by 44 respondents who stayed in the Central, making up 22.4%.

Most of international tourists were those who came from Europe, representing 67.0% of the sample or 132 respondents. The 26 respondents who were from America were the second largest group and amounted to 13.2%, followed by the 10 respondents totaled 5.1% from Asia respectively.

Table 4.3 Residence of origin

Hometown	Number	Percentage
1. Domestic tourists		
North	7	3.6
North Eastern	11	5.6
Central	44	22.4
South	134	68.4
Total	196	100.0
2. International tourists		
Europe	132	67.0
America	26	13.2
Australia	13	6.6
Africa	12	6.1
Asia	10	5.1
Middle East	4	2.0
Total	197	100.0

According to main objective of traveling, the findings of the survey showed that most domestic tourists arrived in the surveyed area for main purpose of traveling representing 61.5% or 120 respondents. The second objective was for business operation and amounted to 15.9% or 31 respondents, and followed by 30 respondents who traveled for visiting friends/cousins, making up 15.5% respectively.

The other findings found that the majority of international tourists arrived in the studied area for traveling representing 74.5% or 146 respondents. The second objective

was for visiting friends/cousins and amounted to 13.8% or 27 respondents, and followed by 12 respondents who traveled for business operation, making up 6.1% respectively.

Table 4.4 Main objective of traveling

Main objectives of traveling	Domestic Tourists		International Tourists	
	Number	Percent age	Number	Percent age
Traveling	120	61.5	146	74.5
Visiting friends/cousins	30	15.5	27	13.8
Seminar/Conference	3	1.5	3	1.5
Business operation	31	15.9	12	6.1
Others(holiday, leisure, marriage)	11	5.6	8	4.1
Total	195	100.0	196	100.0

As stated to traveling experiences in Suratthani and Nakhon Srithammarat, the tourists' traveling experiences as shown in Table 4.5 were individually analyzed into number and percentage. Information sources of traveling experiences were investigated and explained in the following details:

1.) Staying in these regions

The finding showed that 82.0% of the domestic tourists or 164 respondents have ever been in Muang, Suratthani, and 101 respondents have ever been in Khanom, Nakhon Srithammarat, representing 50.5% of the sample. The 14 respondents have never been in Suratthani and Nakhon Srithammarat and amounted to 7.0%.

The 148 international tourists have ever been in Muang, Suratthani, representing 74.0% of the sample, and followed by the 19 respondents who have been in Khanom, Nakhon Srithammarat and amounted to 9.6%. The 44 respondents who totaled 22.0% have never been in Suratthani and Nakhon Srithammarat.

2.) Traveled accompany

The 95 domestic tourists have been in Suratthani and Nakhon Srithammarat with friends, representing 48.5% of the sample and followed by the 87 respondents who have been in these regions with family/cousin and amounted to 44.4%. The 14 respondents individually traveled to these areas, making up 7.1% respectively.

The 111 international tourists have been in Suratthani and Nakhon Srithammarat with friends, representing 61.0% of the sample and followed by the 51 respondents who have been in these regions with family/cousin and amounted to 28.0%. The 20 respondents individually traveled to these areas, making up 11.0% respectively.

3.) Destination access

Most domestic tourists traveled to these regions with their own cars, representing 70.8% of the sample or 138 respondents. The 48 respondents took the mass transportation, making up 24.6%, and then the 9 respondents took the tour agency services and amounted to 4.6% respectively.

The majority of international tourists took the mass transportation, representing 60.5% of the sample or 115 respondents, followed by the 58 respondents who took the tour agency services and amounted to 30.5%, and the 17 respondents traveled with their own cars, making up 9.0% respectively.

This finding indicated that most domestic tourists preferred to travel by their own cars, however, most international tourists preferred to travel by mass transportation.

4.) Overnight staying

Most domestic tourists have ever stayed over night in these regions, representing 61.4% of the sample or 116 respondents, followed by 73 respondents who have never stayed over night here and amounted to 38.6%.

Most international tourists have never stayed over night in these regions, representing 54.0% of the sample or 108

respondents, followed by 92 respondents who have ever stayed over night here and amounted to 46.0%.

5.) Accommodation stayed

The majority of domestic tourists stayed in town, making up 70.6% of the sample or 96 respondents, and followed by the 26 respondents who stayed in the protected area amounted to 19.1%. 3 respondents who totaled 2.2% stayed in the farm stay respectively.

The largest group of international tourists stayed in town, representing 58.4% of the sample or 59 respondents. The 21 respondents who stayed in somewhere in the natural attraction were the second largest group and amounted to 20.8%, followed by the 6 respondents who stayed in farm stay totaled 5.9% respectively.

Table 4.5 Tourists' traveling experiences in Suratthani and Nakhon Srithammarat

Traveling Experiences	Domestic Tourists		International Tourists	
	Number	Percentage	Number	Percentage
1. Staying in these regions				
No	14	7.0	44	22.0
Yes in Muang, Suratthani	164	82.0	148	74.0
Yes in Khanom, Nakhon Srithammarat	101	50.5	19	9.6
Total	278*	N/A	211*	N/A
2. Traveled accompany				
Family/Cousin	87	44.4	51	28.0
Friends	95	48.5	111	61.0
Only oneself	14	7.1	20	11.0
Total	196	100.0	182	100.0
3. Destination access				

Own car	138	70.8	17	9.0
Mass transportation	48	24.6	115	60.5
Tour agency/Tour operator	9	4.6	58	30.5
Total	195	100.0	190	100.0
4. Overnight staying				
No	73	38.6	108	54.0
Yes	116**	61.4	92**	46.0
Total	189	100.0	200	100.0
5. Accommodation stayed				
In town	96	70.6	59	58.4
Protected area	3	2.2	8	7.9
Farm stay	3	2.2	6	5.9
Somewhere in the natural attraction	26	19.1	21	20.8
On the beach	8	5.9	7	6.9
Total	136**	100.0	101**	100.0

Remarks: * The total number on the last line does exceed 200 due to each respondent

could respond more than one answer.

** The total number on the last line does exceed 116 for domestic tourists and

92 for international tourists due to each respondent could respond in multiple answers.

Regarding impression of the region destination, the findings of the survey in Table 4.6 revealed that most of the domestic tourists, i.e. 102 or 52.3% of the sample impressed their arrivals much, followed by 65 or 33.3% with the impression of neutral midpoint. The 1 respondent assumed the less impression to their arrivals, making up 0.5% respectively.

Specifically, the majority of international tourists impressed their arrivals much, representing 42.8% or 83 respondents. The two groups of international tourists who impressed their arrivals very much and neutral midpoint amounted to 21.6% or 42 respondents. The 8 respondents with very little impression totaled 4.2% respectively.

Table 4.6 Tourists' impression of the region destination

Impression of arrivals	Domestic Tourists		International Tourists	
	Number	Percent age	Number	Percent age
Very much	17	8.8	42	21.6
Much	102	52.3	83	42.8
Neutral midpoint	65	33.3	42	21.6
Little	1	0.5	17	8.8
Very little	0	0	8	4.2
No comment	10	5.1	2	1.0
Total	195	100.0	194	100.0

4.2.1.2 Tourists' perspectives towards tourism current circumstances in Suratthani

The tourism current circumstances in Suratthani as shown in Table 4.7 (domestic tourists) and Table 4.8 (international tourists) were individually analyzed into number and percentage. Information sources of accommodation and tourism environment were investigated and explained in the following details:

1.) Convenience of accommodation

The 102 domestic tourists were the largest group who considered that the convenience of accommodation in Suratthani was good, representing 56.0% of the sample. However, the 53 respondents considered that it was neutral midpoint, making up 29.1% and followed by the 6 respondents who purposed that it was poor totaled 3.4% respectively.

The majority of international tourists considered that the convenience of accommodation in Suratthani was good, representing 38.4% of the sample or 68 respondents. The 52 respondents thought that it was midpoint, making up 29.4%, and the 4 respondents who purposed that was unacceptable totaled 2.3% respectively.

2.) Room rate

The 88 domestic tourists were the largest group who considered that the room rate was neutral midpoint, representing 48.6% of the sample. The 70 respondents purposed that it was good, making up 38.7% and the 8 respondents who pointed that it was excellent totaled 4.4% respectively.

The majority of international tourists considered that the room rate was good, representing 35.6% of the sample or 63 respondents. The 58 respondents purposed that it was neutral midpoint, making up 32.8% and the 4 respondents who pointed that it was unacceptable totaled 2.3% respectively.

3.) Food and beverage price

The 87 domestic tourists were the largest group who considered that the food and beverage price was good, representing 46.8% of the sample. The 76 respondents purposed that it was neutral midpoint, making up 40.9% and the only 1 respondent who pointed that it was unacceptable made up 0.5% respectively.

The majority of international tourists considered that the food and beverage price was good, representing 37.2% of the sample or 67 respondents. The 52 respondents purposed that

it was neutral midpoint, making up 28.9% and the 2 respondents who pointed that it was unacceptable totaled 1.1% respectively.

4.) Friendliness of local people

The 69 domestic tourists were the largest group who considered that the friendliness of local people was good, representing 37.9% of the sample. The 60 respondents purposed that it was neutral midpoint, making up 33.0% and the only 1 respondent who pointed that it was unacceptable made up 0.5% respectively.

The majority of international tourists considered that the friendliness of local people was good, representing 35.6% of the sample or 64 respondents. The 55 respondents purposed that it was excellent, making up 30.5% and the 6 respondents who pointed that it was unacceptable totaled 3.3% respectively.

5.) Standard of transportation system

The 78 domestic tourists were the largest group who considered that the standard of transportation system was neutral midpoint, representing 42.4% of the sample. The 72 respondents purposed that it was good, making up 39.1%, and then the 16 respondents who pointed that it was excellent totaled 8.7% respectively.

The majority of international tourists considered that the standard of transportation system was neutral midpoint, representing 35.0% of the sample or 63 respondents. The 56 respondents pointed that it was good, making up 31.2%, and the 6 respondents who purposed that it was unacceptable totaled 3.3% respectively.

6.) Environmental and natural sources

The 83 domestic tourists were the largest group who considered that the environmental and natural sources were good, representing 45.4% of the sample. The 56 respondents purposed that they were neutral midpoint, making up 30.6% and the 8 respondents who pointed that they were poor totaled 4.4% respectively.

The majority of international tourists considered that the environmental and natural sources were neutral midpoint, representing 36.6% of the sample or 66 respondents. The 55 respondents purposed that they were good, making up 30.6% and the 9 respondents who pointed that they were unacceptable that totaled 5.0% respectively.

7.) Diversity of tourist attractions

The 77 domestic tourists were the largest group who considered that the diversity of tourist attractions were good, representing 41.8% of the sample. The 63 respondents purposed that they were neutral midpoint, making up 28.8% and the only 1 respondent who pointed that they were unacceptable made up 0.5% respectively.

The two largest groups of international tourists equally considered that the diversity of tourist attractions were good and neutral midpoint, representing 34.0% or 61 respondents in each group and then the 8 respondents who pointed that they were unacceptable totaled 4.5% respectively.

8.) Cleanliness of tourist destination

The 86 domestic tourists were the largest group who considered that the cleanliness of tourist destination was good, representing 47.0% of the sample. The 66 respondents purposed that it was neutral midpoint, making up 36.1% and then the 15 respondents who pointed that it was excellent totaled 8.2% respectively.

The majority of international tourists considered that the cleanliness of tourist destination was neutral midpoint, representing 39.4% of the sample or 71 respondents. The 52 respondents purposed that it was good, making up 28.9% and the 7 respondents pointed that it was unacceptable totaled 3.9% respectively.

9.) Security of tourist destination

The two largest groups of 74 domestic tourists equally considered that the security of tourist destination was good and neutral midpoint and amounted to 40.2% of the sample. The only 1 respondent who purposed that it was unacceptable made up 0.5%.

The majority of international tourists considered that the security of tourist destination was neutral midpoint, representing 39.3% of the sample or 70 respondents. The 61 respondents purposed that it was good, making up 34.3% and the 5 respondents pointed that it was unacceptable that totaled 2.8% respectively.

Table 4.7 Opinions of domestic tourists on tourism current circumstances in Suratthani

Accommodation and Tourism Environment	Assessed levels										Total*
	Excellent		Good		Neutral midpoint		Poor		Unacceptable		
	N	%	N	%	N	%	N	%	N	%	
1. Convenience of accommodation	21	11.5	102	56.0	53	29.1	6	3.4	0	0	182
2. Room rate	8	4.4	70	38.7	88	48.6	15	8.3	0	0	181
3. Food and beverage price	7	3.8	87	46.8	76	40.9	15	8.0	1	0.5	186
4. Friendliness of local people	35	19.3	69	37.9	60	33.0	17	9.3	1	0.5	182

5. Standard of transportation system	16	8.7	72	39.1	78	42.4	18	9.8	0	0	184
6. Environmental and natural resources	36	19.6	83	45.4	56	30.6	8	4.4	0	0	183
7. Diversity of tourist attractions	45	24.5	77	41.8	53	28.8	8	4.4	1	0.5	184
8. Cleanliness of tourist destination	15	8.2	86	47.0	66	36.1	16	8.7	0	0	183
9. Security of tourist destination	16	8.7	74	40.2	74	40.2	19	10.4	1	0.5	184

Remarks: * The total numbers on the last column do less than 200 due to some respondents have no comments on the elements.

Table 4.8 Opinions of international tourists on tourism current circumstances in Suratthani

Accommodation and Tourism Environment	Assessed levels					Total*
	Excellent	Good	Neutral midpoint	Poor	Un acceptable	

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

This study of the potential for NBT development in Amphur Muang, Changwat Suratthani and Amphur Khanom, Changwat Nakhon Srithammarat is the study to conclude with an analysis of the feasibility of NBT development approaches as proposed model, and discuss in detail the probable future of the new tourism products if it is significantly encouraged to promote within the local tourism industry. The major objectives of the study are to investigate the fundamental issues of threefold: firstly, to study the potential for development of NBT business in Muang, Suratthani and Khanom, Nakhon Srithammarat, secondly, to study the potential demand and supply for NBT in Suratthani and Nakhon Srithammarat, and finally, to propose the approaches for NBT development that could create complementary advantages and sustainability of development to community.

Theoretically, the potential for NBT development was conducted using qualitative research techniques. The research is comprised of review study of the documents concerned such as the tourism development plans and strategies of the Provincial Administrative Organization (PAO), and general existing circumstances of tourism development in Suratthani and Nakhon Srithammarat. Additionally, the primary data was collected by the structured interviews of a mix of both open and closed questions as the research tool. Content was considered in relation to the study objectives and the conceptual framework. Results of the analysis were explained in descriptive presentation.

Regarding with the major objectives and research questions, the conclusions and related findings of the study were as follows:

5.1 Conclusions

5.2 Discussions of significant findings

- 5.3 Effective paradigm for expeditious NBT development
- 5.4 Practical recommendations
- 5.5 Suggestions for further research

5.1 Conclusions

In reference to the comprehensive results of the study in the previous chapter, this was to examine the perspectives from the tourism industry on the key informants' views towards NBT development. Data analysis was computed by using SPSS 11.0. Information was sorted into headed categories.

- 5.1.1 Local tourism planning and development policies (strategies)
- 5.1.2 Destination portfolio of the clusters
- 5.1.3 The SWOT analysis of possibility and potentiality
- 5.1.4 Primary data evaluation

The following interpretations and conclusions were drawn from the data analysis as follows:

5.1.1 Local tourism planning and development policies (strategies)

Generalizing from policies and plans, it would seem plausible that the tourism is becoming a crucial strategy for sustainable growth of the region and it is also one of the most energetic socio-economic sectors that have high potential for becoming a major industry in this region. The region is facing with the challenge of harmonizing the tourism industry and careful management of tourism.

The results of the study explain that the tourism

development strategy is based on the regional approach of establishing tourism zones. Each of them focuses on the cluster of different types of attractions and a unique tourism theme appropriate to each zone. However, this area has encountered some differences in the development of collaborative policy of sustainable tourism promotion between Suratthani and Nakhon Srithammarat. Some tourism plans are not available for the operation and some tourism products are needed to develop for promotion. To strengthen the tourism spaces and places are requested to reach the healthier tourism.

5.1.2 Destination portfolio of the clusters

Geographically, the main tourist attractions and its nearby destinations as described in Table 2.4 include the connecting area with Suratthani and Nakhon Srithammarat. The location and physical aspects jointly share the linked NBT resources with impressive characteristics such as botanical national park, magnificent waterfall, ecological system, tropical beaches, offshore islands as well as historical and cultural attraction. Besides having scenic areas, the region is subtly different from the other parts of Thailand for its unique traditions and cultures influenced by multiple socio-religious groups.

1.) Suratthani portfolio

Suratthani is the southern Thailand's largest province, covers some 12,800 square kilometers, and has an extensive coastline lapped by Thai Gulf waters. The provincial capital is 685 kilometers south of Bangkok. Suratthani boasts some of Thailand's loveliest islands namely Koh Samui and Ang Thong Marine National Park. Suratthani once formed part, and may have been the centre of the Mahayana Buddhist,

Srivijaya Empire which dominated the Malay Peninsula and much of Java some 1,500 years ago. Archaeological discoveries at Chaiya indicate the former empire's splendor. The highlight of its culture and festivals goes to Rambutan Fair, as known Ngao Rong Rien Festival and Chakpra Thot Phapa Festival.

2.) Nakhon Srithammarat portfolio

Nakhon Srithammarat, the second largest province of the South and the land of predominant Buddhism during the Srivijaya Period, is 780 kilometers from Bangkok. It occupies an area of 9,942 square kilometers consisting of high plateau and mountains in the west then sloping down towards the east. In addition to its great history, Nakhon Srithammarat boasts pristine verdant jungles abundant with luxuriant vegetation and is also noted for picturesque beaches and beautiful waterfalls. Nakhon Srithammarat shares ethnic culture consisting of Chakpra Thot Phapa Festival, Festival of the Tenth Lunar and Hae Pa Khuen That Festival.

5.1.3 The SWOT analysis of possibility and potentiality

The situation facing the NBT development in Suratthani and Nakhon Srithammarat can be evaluated by a detailed consideration of strengths and weaknesses of its operations and form the environmental influences for opportunities and threats. The conclusion of SWOT analyses are reviewed the possibility and potentiality for NBT development as a single destination as follows:

1.)Strengths

- Joint and multi-destination resources
- Promotion of NBT circuits
- Rich in historical, cultural and natural features
- Gateway to other southern provinces (Green between Seas)

- Resting area to Gulf of Thailand and Andaman clusters

2.) Weaknesses

- Insufficient communication in collaboration
- Poor marketing to support the alternative tourism on land
- Declination in some destinations
- Conflict of unlimited tourism development and action plan
- Poor standard of basic infrastructures and services
- Poor community participation
- Shortage of human resources

3.) Opportunities

- Collaboration on NBT development
- High growth rate of tourism industry development
- Strong governmental promotion-Southern Seaboard Development Program
- Tourism marketing trends in NBT

4.) Threats

- Unclear policy to support the multi-destination tourism
- Lack of collaborative policy of two clusters
- Lack of integrated tourism cooperation among the stakeholders
- Crisis of tourism brand image
- Competitiveness of other regional NBT destination

5.1.4 Primary data evaluation

The opinions of the key informants were investigated to examine and assess the potential and readiness in tourism development of Suratthani and Nakhon Srithammarat and the

effective processes that could facilitate the new tourism product development and tourism destination marketing in the regions. The survey of primary data disclosed the evaluation of structure of information sources, tourism current circumstances, tourism industry development and management, tourism product development and tourism destination marketing. Respectively, the comprehensive results of data analysis were explained in descriptive presentation as follows:

5.1.4.1 Structure of information sources

General information of the respondents was investigated into three principle groups of respondent including the domestic and international tourists, entrepreneurs and tourism related officers.

1.) Domestic and international tourists

The survey showed that most domestic tourists of the 200 samples were male tourists in total representing 53.1%, and female tourists representing 46.9%. The majority of samples, who traveled to the surveyed area, was in the range of the age of 21-30 year olds and obtained a level of education lower than a Bachelor degree.

On the other findings, the majority of the international tourists was male, representing 56.8% and followed by female making up 43.2% of the 200 samples. They were found in the range of the age of 21-30 years old. Their education obtained was Bachelor degree.

Regarding to traveling experiences in Suratthani and Nakhon Srithammarat, the findings showed that the most of the domestic tourists have ever been in Muang, Suratthani, even the international tourists. The majority of domestic tourists and international tourists have been in Suratthani and Nakhon Srithammarat with friends. Most domestic tourists traveled to

these regions with their own cars but the majority of international tourists took the mass transportation. Most domestic tourists have ever stayed over night in these regions; however, most international tourists have never stayed over night in these regions. Besides, the majority of domestic tourists stayed in town as well as the international tourists. Both types of tourists impressed their arrivals very much.

2.) Entrepreneurs

The majority of the key informants from this group was male at 53.3% or and followed by female at 46.7% of the 30 samples. Most of them were in the range of the age of 36-49 years old. Their education obtained was Bachelor degree. The half of the respondents took the position of General Manager.

Regarding to business management, the majority of entrepreneurs engaged in hotel and apartment entrepreneurships. The duration of business operation was more than 6 years. Most entrepreneurs were the local residents and the type of business ownership was own proprietary. All of them were Thais entrepreneurs. Generally, the staffs' foreign language proficiency was quite high.

3.) Tourism related officers

The demographic characteristics profile of this group of respondents was explained in the following details:

1.) The representative of the Provincial Administrative Organization (PAO) who holds the position of The Care Taker Director of Planning Department with ten-year experiences.

2.) The representative of the Suratthani Chamber of Commerce who holds the position of the Head of the Chamber of Commerce with forty-year experiences.

3.) The representative of the Tourism Authority of

Thailand (TAT) who holds the position of the Director of the Office of Tourism Authority of Thailand, region 5 with twenty-one-year experiences.

4.) The representative of the Tour Operator Club who holds the position of the Head of the Tour Operator Club with fifteen-year experiences.

5.) The representative of the expert or the professional who holds the position of the Lecturer 1 of Level 5 at the International School of Tourism, Suratthani Rajabhat University with nine-year experiences.

5.1.4.2 Tourism current circumstances in Suratthani and Nakhon Srithammarat

The tourism current circumstances in Suratthani and Nakhon Srithammarat that was mentioned to the development could be classified into potential and readiness in NBT development and environmental affected to tourism growth.

1.) Potential and readiness in NBT development

The entrepreneurs' perspectives towards the potential of NBT attractions in Suratthani and Nakhon Srithammarat that could be promoted or applied to the tourism services were explained as the following details:

In Suratthani, the entrepreneurs stated to the potential areas where were Khao Sok and followed by Ratchaprapa Dam, Tapee River, Phum Rieng Beach, Khun Talay Swamp, Bang Bai Mai, Lumpoo Island, Wipawadee Waterfall, Mangrove Forest and Geyser respectively. These potential attractions could be applied tourism services and activities to promote to destinations.

In Nakhon Srithammarat, the respondents mentioned that Khao Plai Dam National Park, Southern Marine Islands National Park, Mangrove Forest, Kha Min Cave, Tong Yee Bay, Na Dan Beach and Nai Plao Beach could be applied more

tourism activities to promote the tourism industry.

Specifically, the perspectives of entrepreneurs' views on potential and readiness in Suratthani and Nakhon Srithammarat were at the fair level. However, they also mentioned to agree with the tourist's satisfaction on services that could be transformed to a part of potential and readiness of the regions.

With regard to the tourism related officer's perspectives towards NBT development and management, the respondents strongly agreed that Suratthani obtained the readiness of the tourism development. However, the respondents rather did agree with the readiness of the tourism development in Nakhon Srithammarat.

2.) Environment affected to tourism growth

With a respect to the tourist's perspectives towards environment affected to tourism growth in Suratthani, the findings of the survey showed that both domestic and international tourists purposed to the accommodation and tourism environment in Suratthani at good level. Regarding to accommodation and tourism environment in Nakhon Srithammarat, the most domestic tourists considered it at the good level when some international tourists presented it at the fair level. Surprisingly, most of international tourists absolutely have no ideas for this matter towards tourism current circumstances in Nakhon Srithammarat. As result, it could be inferred that Nakhon Srithammarat lacked the popularity even though its tourism environment positively affected to tourism growth.

With regard to the entrepreneur's perspectives towards NBT development and management, the entrepreneurs agreed with the readiness of the tourism development in the regional tourism industry. The level of readiness of tourism development was a major factor that may affect to business

operations and the growth rate of tourism in the region. The respondents strongly agreed that the increasing of investor's interest in tourism business investment had encouraged the growth rate of tourism in the region. The most popular destination and scenery was the beach. The sport and recreational tourism were activities influencing tourists to visit the area. In addition, the convenience of accessibility should be improved.

In the controversy of an entrepreneur's perspectives towards NBT development and management, the most critical factors which have discouraged the growth of tourism in the region were the lack of strong support from the government, the negative image of the region, the lack of skilled labors and the insufficient facilities in hospitality industry and economic in the region. However, the unsafe for tourist and/or belongings at tourist attraction, more competitive economic structure than supportive also fairly discourage the tourism. However, the political instability of the region and the inconvenience of traveling were not the factors that diminished the tourism industry in the regions.

Summarily, the entrepreneurs strongly agreed that the possibility for attractions could be promoted and developed as destinations.

5.1.4.3 Tourism industry development and management in Suratthani and Nakhon Srithammarat

WTO (1999) illustrated the tourism system (Figure 2.2) about an inter-related system of supply and demand factors. In order to make the facilities and services usable, the information about the tourism industry development and management is required. As an inter-related system, it is important that tourism planning aims for integrated development of all these parts of all systems, emphasizing the physical and

intuitional elements. Theoretical, the information about the tourism industry development and management could be particularly classified into fourfold: opinion on NBT development and management in this research, problems on NBT operations, marketing and promotion, and operations of tour packages.

1.) Opinion on NBT development and management

Regarding to the tourism related officers' perspectives, the respondents considerably stated that the NBT in Srithammarat and Nakhon Srithammarat has been developed and managed at the fair level. In the meanwhile, the tourists expressed their opinions on NBT development and management that there were 4 main elements which should be considered and summarized: individual factors involved with declining and less standard quality, NBT development and improvement, NBT maintained or conserved, and local authority operation.

Factors involved with declining and less standard quality: The majority of domestic tourists assumed that the local residents were the major factor of declining and lacking standard quality, when the majority of international tourists purposed that the tourists were the major factor of declining and lacking standard quality.

NBT development and improvement: The majority of domestic tourists and international tourists expected that the cleanliness of tourist destination and environment should be fundamentally improved to its NBT development.

NBT maintained or conserved: The findings showed that the beautiful beaches should be maintained or conserved to NBT development in these regions.

Local authority operation: The results of the study

indicated that the local authorities related to tourism management should promote local resident's participation in tourism activities. Moreover, the local tourism related officers should educate the philosophy of conservation of natural resources and environment to communities and tourists.

2.) Problems on NBT operations

Specifically, these two clusters had less collaboration in business promotion among the groups of entrepreneurs and governmental organizations, especially with the Provincial Administration Organization, the Sub-District Administration Organization as well as the Chamber of Commerce but the entrepreneurs had a strong collaboration with the Tourism Authority of Thailand. As the results of finding, the entrepreneurs stated that the respondents did not have any information and suggestion related to the business management and development. It seemed that the respondents highly expected to have the governmental collaboration in tourism industry. In contrast, the tourism-related officers, especially PAO, mentioned that the tourism planning was conducted the tourism industry improvement. The plan has supported the accommodation enterprise sectors implementation to gathering the benefits from tourism planning section. Importantly, the encountered problems which urgently needed consideration were human resource management and marketing development planning.

3.) Marketing and promotion

With regard to the accommodation entrepreneur's perspectives towards product and marketing development, the findings of the survey found that entrepreneurs in both Suratthani and Nakhon Srithammarat had a similar opinion on external factors. Interestingly, they also had a comparable

agreement with internal factors in Suratthani and Nakhon Srithammarat as well.

For the external factors in Suratthani, the beauty of natural attraction and the friendliness of local people were the most important factors for marketing and promoting of products, followed by the security of destination, the convenience of accessibility, the variety of activity related to NBT and alternative tourism, the historical and archeological site, the cleanness of destination, the OTOP product and souvenir shop and the art, architecture and culture respectively.

Whereas the external factors that supported marketing and promoting in Nakhon Srithammarat included the beauty of natural attraction, the friendliness of local people, the historical and archeological site, the convenience of accessibility, the security of destination, the variety of activity related to NBT and alternative tourism, the OTOP product and souvenir shop, the cleanness of destination and art and the architecture and culture respectively.

The internal factors in both Suratthani and Nakhon Srithammarat were the room rate, the food and beverage price, the security system, the architecture and environment of accommodation, the sufficient facility in the hospitality industry, the labor's foreign language proficiency and the hospitality skill and promotion.

Regarding to tourism related officers' views on marketing and promotion, the assessment of "attractive destination promotion indicators" in Suratthani and Nakhon Srithammarat were reported as follows. The highest value totaled 100% was the cleanliness of tourist destination and environment as well as the tourism uniqueness and service quality. The security system for tourists was ranked as the second aspect when the infrastructures and facilities system was ranked as the third aspect.

Observantly, the indicators disclosed the high percentage in the range of 100.0 to 70.0 which allocated the

probability to promote this area to be an attractive destination.

4.) Operation of tour packages

Summarily, the majority of accommodation entrepreneurs have not provided any services to tourism related activities. There were only 15.7% of entrepreneurs who individually operated the related tourism activities. In business collaboration, there were 8.8% of entrepreneurs who cooperated with other tourism-related businesses and only 2.2% of entrepreneur who cooperated with villagers. However, the 100% of farm stay entrepreneurs have provided the activities to tourists, even though the other accommodation entrepreneurs have not made available for the favored tourism-related programs

5.1.4.4 Tourism product development

Other elements also relate to demand factors. The demand factors are domestic and international tourist markets that use the tourist attractions, facilities and services. However, the demand factors are parts of an inter-related system. The system will function much more effectively and bring the desired benefits if it is planned in an integrated manner, with coordinated development of all the components of the system. As aforementioned, the investigation for tourism product development of this research was consisted of threefold: Influence factors on travel decision to the regions, Opinion on tourist destinations and activities and Opinion on tourism activity influencing tourists to use services in Suratthani and Nakhon Srithammarat.

1.) Influence factors on travel decision to the region

During tourism season, the distribution of tourists traveling to these regions could be explained that the numbers of tourist slightly increased from October to the peak of season in April and slowly decreased in May until July. The rest of the months were free of tourists. The tourists traveling to Suratthani and Nakhon Srithammarat were German and followed by American, British, Japanese, Chinese, Korean, Australian, Swedish, French, Russian, Canadian and Malaysian respectively.

Most domestic tourists lived in the South and more than half of international tourists were those who came from Europe and visited Suratthani and Nakhon Srithammarat for the purpose of traveling.

With regard to the tourist's perspectives towards influence factors on travel decision to the regions, the domestic tourists expressed their perspectives that the beauty of nature, the popularity of tourist destination, the convenience of accessibility, the convenience of accommodation, the uniqueness characteristics, the friendliness of local people, the quality and standard of service, the enough of infrastructures and facilities, the security of tourist destination, the security and standard of mass transportation and the diversity of tourism activities played important roles to influence them to visit areas at high level respectively. Additionally, the uniqueness characteristics, the diversity of tourism activities, the beauty of nature, the security and standard of mass transportation system, the enough of infrastructures and facilities, the convenience of accommodation, the popularity of tourist destination, the friendliness of local people, the quality and standard of service, the convenience of accessibility and the security of tourist destination highly influenced international tourists to visit the regions respectively.

2.) Opinion on tourist destinations and activities

Interestingly, the tourism related officer strongly agreed that the possibility of promoting and developing destinations in Suratthani and Nakhon Srithammarat could reach the outstanding level and the potential of natural uniqueness development and promotion as well. The respondents, however, fairly agreed with the current management of NBT, and the historical and cultural tourism, the tourism information technology system, the chances of tourism related occupation development to community members, the tourism skills and knowledge of tourism related officers and host community, the tourism information center, the numbers of guide and trainer and tourism related officers, the community participation towards tourism training, the occupation development and the monitoring destination. Observantly, the respondents disagreed that the community participation in establishing the recommendations of tourism information as well as the tourism planning could help support the tourism product development.

5.1.4.5 Marketing and promotion

The findings of the survey found that the tourism related officers and the entrepreneurs considerably strongly recommended that the factors used as a system for promoting tourism in Suratthani and Nakhon Srithammarat including the beauty of nature, the friendliness of local residents, the fertility of ecological system, the long history, the works of art, the local ways of life and the cultural prosperity.

In addition, the domestic and international tourists agreed with the factors used to maintain the tourist's interest in Suratthani and Nakhon Srithammarat, namely the friendliness of local residents, the cleanliness of environment, the reasonable

service charge pricing compared with quality and quantity, the sufficient of standard infrastructures and facilities, the neatness of building and zoning and other factors - e.g. security and transportation.

To formulate the sustainable tourism industry in Suratthani and Nakhon Srithammarat, the tourism related officers considered the reasonable service pricing compared with quality and quantity manifested itself as the most important aspect, followed by the friendliness of local residents and the qualification of providers, the cleanness of environment and the sufficient of standard infrastructures and facilities respectively to impress tourists and to evoke them traveling to this area.

5.2 Discussions of significant findings

Although the finding for implementation of NBT development in Muang, Suratthani and Khanom, Nakhon Srithammarat has already been considered to be beneficial for the marketing of healthier tourism destination, the results may still affect to the NBT development. Therefore, it is necessary to analyze the outcomes to answer the research questions that would be a part of consideration to assess the advantage of NBT development.

5.2.1 The potential for NBT development emerging in constructing and reconstructing tourism places and spaces for the region: Muang, Suratthani and Khanom, Nakhon Srithammarat

Regarding to data analysis of potential of NBT development, the perspective of potential tourism-related aspects for the two regions can be seen as involvement of destination and activity, facility and service, accommodation, transportation, and infrastructure.

1.) Destination and activity

Attractions and activities must be available to induce tourists to visit the area. Many types of features can be developed as tourist attraction. The potential of destination in the dimension of NBT development can be categorized as follows:

Table 5.1 Destination in the dimension of NBT

Suratthani	Nakhon Srithammarat
<ul style="list-style-type: none"> - Bang Bai Mai - Phum Rieng Beach - Khao Sok - Ratchaprapa Dam - Tapee River - Lumpoo Island - Khun Talay Swamp - Wipawadee Waterfall - Mangrove Forest - Geysers 	<ul style="list-style-type: none"> - Kha Min Cave - Khao Plai Dam National Park - Southern Marine Islands National Park - Tong Yee Bay - Na Dan Beach - Mangrove Forest

The potential activities which mainly support the tourism industry in these two places are as follows:

Table 5.2 Activity in the dimension of NBT

Suratthani	Nakhon Srithammarat
<ul style="list-style-type: none"> - Tiew Klong Roi Bang (traveling along Tapee River to experience the nature and the local resident's way of life) - Farm Stay 	<ul style="list-style-type: none"> - Coral Browsing - Snorkeling

2.) Facility and service

The potentiality of facility and service in Suratthani and Nakhon Srithammarat is between fair level and good level. This indicates that the clusters have quite high potential for its tourism industry. As Chaisawat (2004) mentioned to tourist facility and service are necessary to make travel arrangements for tourists and provide guide services. Other tourist facilities and services include restaurants and other types of dining and catering establishments, postal facilities and services, medical facilities and services, banking and money exchange, retail shops, souvenir shops, personal services such as hair dressing and other types.

3.) Accommodation

For tourists' perspectives towards accommodation, the respondents satisfy for the convenience of the accommodation. However, the respondents' satisfaction on room rate is between fair level and good level. The accommodation entrepreneurs are likely to reconsider the room rate pricing; otherwise, the accommodation should contain more effective and qualitative services to maintain tourists' demand.

4.) Transportation

Chaisawat (2004) explained that transportation includes both facilities and services such as aircraft, train and bus capacities, route and schedules, and efficiency of services provided. Regarding to transportation in the clusters, the tourists expressed that the satisfaction on it between fair level and good level. This could be inferred that tourists quite satisfy on this aspect, and if it is able to be improved more, the tourism industry is expected to meet higher capacity.

5.) Infrastructure

As Chaisawat (2004) stated that infrastructures are required to serve in tourism. The tourist infrastructures include hygienic water supply, adequate electric power, proper waste management (sewage and solid waste collection, treatment and disposal) and adequate telecommunications. The infrastructures in both clusters are quite high potential for domestic tourists' perspectives; however, the international tourists considered that the infrastructures were in fair level. Hence, it reflects that the infrastructures may need to meet the international standardization.

6.) Local resident

Regarding to the finding, the domestic tourists purposed that the local residents were the factors of tourism declination. However, the international tourists considered it in the controversy way. The result showed the potential of local residents at good level. It could be possible that these clusters maintain and provide the non-mass tourism. The tourists who traveled this area were educated visitors. The both sides of people (tourists and local residents) may attribute the good attitudes to each others.

As Chaisawat (2004) stated that attractions and activities which can be natural such as nature destinations, beach/marine areas, archeological sites and historic places, cultural features, man-made features and festivals can be developed as tourist attractions. The entrepreneurs' perspectives towards potential of destinations and activities shown in Table 5.1 and Table 5.2 can be explained that there are many natural places, activities and festivals which can be promoted to achieve the success of local tourism.

The tourism-related government organizations, however, have not conscientiously promoted the values of tourism industry in this area. Middleton (1998) argued the destinations as an important common feature could be marketed and planned as an identified place and most have established systems and procedures for local government purposes. It is also important to construct and reconstruct these certain common characteristics in order to facilitate their design and development as Gunn's suggestion (1988).

Generally, tourism resources can be identified as destination, activity and culture which reflect the uniqueness of local civilization and attract tourist to experience them. Observantly, Howie (2003) illustrated the relationship between resources, development and attractions in Figure 2.3, and mentioned the realization that 'resources' are not 'attractions'. Hence, if these resources are inaccessible due to lack of adequate transport, an absence of hotels or other accommodation and a perceived lack of security, then some form of appropriate NBT development will be required the construction and reconstruction of tourism places and spaces namely Suratthani and Nakhon Srithammarat.

5.2.2 The possibility of adding NBT activities to the tourist attractions

In general, tourism resources can be defined as destination, activity and culture which reflect the uniqueness of local civilization and attract visitors to experience them. Tourism resources can be categorized in many characters. Isichaikul (2003) identified four types of tourism resources characters: 1.) Natural tourism resource, 2.) Ancient remains, historical and regional tourism resource, 3.) Cultural and traditional tourism resource and 4.) Man-made tourism resource.

In regard with the entrepreneurs' perspectives, NBT products and activities should be improved for regional tourism

development. They can be identified as follows:

Table 5.3 Tourism resources in Suratthani and Nakhon Srithammarat

Provinces	Nature	History & Religious	Man-made
Suratthani	<ul style="list-style-type: none"> - Bang Bai Mai - Phum Rieng Beach - Khao Sok - Ratchaprapa Dam - Tapee River - Lumpoo Island - Khun Talay Swamp - Wipawadee Waterfall - Mangrove Forest 	<ul style="list-style-type: none"> - Wat Suan Mokkhararam - Chaiya Buddha Relics Pagoda 	<ul style="list-style-type: none"> - Farm Stay - Plantation
Nakhon Srithammarat	<ul style="list-style-type: none"> - Kha Min Cave - Khao Plai Dam National Park - Southern Marine Islands National Park - Tong Yee Bay - Na Dan Beach - Mangrove Forest 	N/A	<ul style="list-style-type: none"> - Coral Browsing - Snorkeling

In Table 5.3, the appropriate types of NBT products and activities in the regions should be ecotourism, agro-tourism and coastal tourism. In order for this to occur, challenges that

have been discussed will need to be met and chances take place.

Regarding to tourism product development, the improvement of the tourism industry is firstly proclaimed as strategic management because this area holds the high potential and variety of physical phenomena for tourism planning in the regions. The marketing is mainly considered importance to the promotion of tourism resources including the possibility of adding the NBT activities to the core tourist attractions. Within a destination, the sum total of what is relevant to the tourist has been described as the total tourism product (Middelton, 1994), referring to the combination of 'resources' or the initial attraction and the destination has for tourists and 'activities', provided to make possible or enhance the tourists. Swarbrooke (1995) quoted in Howie (2003) defines the categories of attractions: features in natural environment, man-made buildings and special events.

Moreover, Weaver (2001b) discussed the criteria that underpin ecotourism and having investigated its relationship with other types of tourism. The specific kinds of activity that constitute ecotourism can now be outlined. These activities are listed in Figure 2.5, while not necessarily including on qualifying activities, allow comparison with other specific nature-based activities, including those that overlap with ecotourism.

It must also be considered that, in certain location, it will be inappropriate to develop tourism. There may be no possibility for it to exist satisfactorily alongside existing social, cultural or economic activities; or there are simply not the resources for successful tourism development. Development and management will be essential to permit the original function to continue undisturbed - that is part of the attraction - but also to increase the understanding and enjoyment of the visitors. As the findings of this research, most of entrepreneurs did not operate any tourism activities. The entrepreneurs play a weak role in business collaboration as well as the local authority did not

promote and support the tourism industry to create and operate the activities in the attractions. Positively, the area is quite new and fresh to conduct the possibility of adding NBT activities to the tourist attractions.

5.2.3 The potential for increasing the higher number of tourists' demand and enhancing the nature-based tourist destination in Suratthani and Nakhon Srithammarat

Despite Suratthani and Nakhon Srithammarat obtained the readiness of the tourism development, the domestic tourists assumed that the local residents were the major factor of declining and lacking of standard quality, when the international tourists purposed that the tourists were the major factor of declining and lacking of standard quality. A number of factors have led to the measured growth of this sector.

However, Weaver (2001b) stated that a global interest in environmental matters has made more and more people want to experience our unique outdoor wonders. A desire for a healthier lifestyle has prompted many tourists to forsake traditional sun, sand and sea holidays for more active alternatives. Better-educated travelers are more interested in meaningful vacation activities. Most tourists traveling Suratthani and Nakhon Srithammarat, however, were those who obtained higher education in Bachelor's degree. More sophisticated travelers expect their vacation experiences to meet higher-order personal need. Further, as society becomes more alienating, people are beginning to prefer personalized and small group holidays rather than anonymous and mass tourism experiences.

With regard to the tourist's perspectives towards influence factors on travel decision to the regions, the tourists expressed that the beauty of nature, the popularity of tourist destination, the convenience of accessibility, the convenience of accommodation, the uniqueness characteristics, the friendliness

of local people, the quality and standard of service, the enough of infrastructures and facilities, the security of tourist destination, the security and standard of mass transportation and the diversity of tourism activities played important roles to influence them to visit areas. Thus, these factors are the tourism features that this market is evolving rapidly. Today, it is much more of a main stream activity and, such as, appeals to a near-alloentric or midcentric audience. As McKcher (1998) recommendation, this expansion of the market has resulted in the emergence of a large group of new nature-based tourists who are seeking more mainstream, recreational experiences rather than purely educational or adventure holidays.

Regarding to NBT development towards sustainable tourism development, the main source of tourism industry is tourism resources that should be kept for sustainable tourism development. Theoretically, the concept of sustainable development took place in Earth Summit in 1980. In Agenda 21, it proclaims that all types of development must be sustainable development. Tourism resources in form of activity could help to promote the attractions as well.

Much attention in the small-scale tourism businesses and destinations have been devoted to sustainable tourism, new niche products are more likely to positive environmental, economic and sociocultural impacts within a destination. Regarding to the 9th National Economic and Social Development Plan (2003-2006), the sustainable tourism development is emerged as a national agenda. As a consequence, it is able to boost up the healthier tourism management in long term development. The management is responsible for the needs of economic, social and aesthetics to community at present and in the future.

As aforementioned, NBT development in Suratthani and Nakhon Srithammarat could be categorized into an alternative option for sustainable tourism and could be

developed the new niche products to boost up opportunities for healthier tourism industry. As findings, NBT in these regions consists of ecotourism, agro-tourism and coastal tourism which offer greater uniqueness of nature, less impacts and, importantly, available for a long term using.

1.) Ecotourism

Ecotourism destination is defined as the destination where is to study, visit and impress atmosphere, environment, social, culture and local way of life based on knowledge gaining and responsible for ecological system. Generally, ecotourism is a form of tourism which helps to reserve environmental and natural resources.

Suratthani and Nakhon Srithammarat have diversity of destinations where are suitable for sustainable tourism promotion in the feature of new niche products. However, some places need more development and marketing promotion for small scale business. The study of the field survey was found as follows:

In Suratthani, the tourism places where urgently needs to meet the tourism standardization are Bang Bai Mai, Phum Rieng Beach, Mangrove Forest, Lum Poo Island, Khun Talay Swamp and Wipawadee Waterfall. The participatory approach is the main theme that should be launched to Bang Bai Mai and Phum Rieng Beach.

In Nakhon Srithammarat, the popularity of destination is the beach. Interestingly, there are destinations related to ecotourism in this area such as Kha Min Cave and Khao Plai Dam National Park. The weakness of tourism marketing advertisement, however, causes the unpopularity of the area. According to the field survey, the results indicated that the environmental impact occurred in Tong Yee Bay.

Specifically, to promote and solve the tourism problems can be achieved by partnership of various sectors of the society.

2.) Agro-tourism

Agro-tourism destination is defined as the agricultural destination for studying and participating on agriculture activities and local farmer's way of life such as farm stay. It is a form of community-based tourism in these regions, especially in Suratthani. Tourists can visit the plantation and oyster farm stay where provide tourism activities. The interesting oyster farm stays are Sin Mana Farm Stay and Oyster Farm Stay in Kanchanadit, Suratthani.

Collaboration between government sector and private sector are expected to improve these tourism places in order to achieve the smaller-scale tourism business and new niche products.

3.) Coastal tourism

Coastal tourism destination is defined as the tourism place where tourists can participate in any activities on the beach. Specifically, the southern of Thailand is the outstanding destination of coastal tourism.

In Suratthani, there are many islands where are very famous for coastal tourism such as Samui Island, Pha Ngan Island and Tao Island. For the scope of study area in this research, there is no place launched to this type of tourism in Suratthani town. Additionally, most tourists know the famous scenery being Samui Island but the destinations in Surrathani town are known only by niche group of travelers. Therefore, this research is to study the approach of NBT development to generate more effective tourism planning and attract more new group of tourists in Suratthani and Nakhon Srithammarat.

In Nakhon Srithammarat, the scope of area of this

research is in Khanom area. There are many beaches such as Southern Marine Islands National Park, Tong Yee Bay and Na Dan Beach. The available activities for this phenomenon are dolphin watching, coral browsing and snorkeling. Importantly, these activities are conforming to environmental reservation and conservation which leads to smaller-scale tourism business and new niche products.

McCarthy and Perreault (1993) focused on the types of product innovations that tend to disrupt old ways of doing things. In Suratthani and Nakhon Srithammarat, the entrepreneurs, however, are introduced many products that are basically refinements of existing products. So, a new product is one that is new niche products in any way for the company concerned. In the word of Foster (1985): “The search for, development and launching of new products is essential for long term survival in tourism. The slow rate of change in demand for tourism products disguises this necessity.” Hence, it is essential that new niche products development receives attention in these regions that want to survive as destination areas and seek tourism growth.

5.3 Effective paradigm for expeditious NBT development

This study was the pilot study based on the research of “The Nature-Based Tourism Development in Amphur Muang, Changwat Suratthani and Amphur Khanom, Changwat Nakhon Srithammarat”. Under the constraint of time limitation, the scope of this research was set to involve with the study of tourism products which were destinations, services and activities, marketing chances and the approaches for successful NBT development. The outcomes were considered to promote the strategic planning in tourism management in Suratthani and Nakhon Srithammarat.

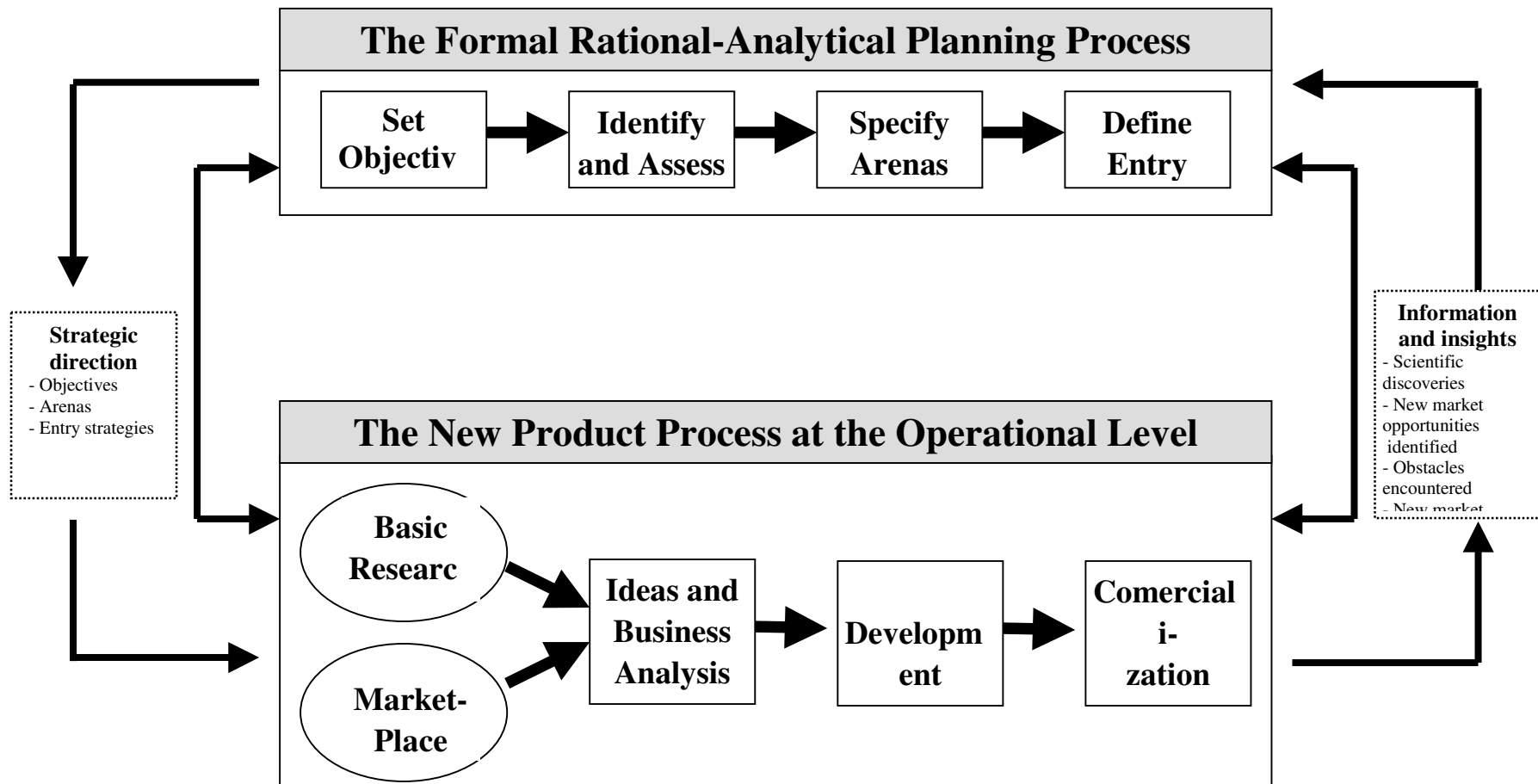
Regarding to multi-destination choice perspectives, the tourists generally purpose for traveling through seeking unique experiences and visiting diversity destinations during the trip. For this, Weaver (2001a) examined that better-educated travelers are more interested in meaningful vacation activities; more sophisticated travelers expect their vacation experiences to meet higher-order personal need.

In this study, the atmosphere of the place, which here means the area from Muang, Suratthani and Khanom, Nakhon Srithammarat; the atmosphere of collaboration and business coordination among stakeholders are two of the significant issues in developing and improving NBT development. It is important to consider the atmosphere of the regions that can be positively changed into more favorable business ventures and promotion of tourism activities. If the collaborative tourism development in regard to the tourism product development and tourism destination marketing among stakeholders in Suratthani and Nakhon Srithammarat would be successful, the beneficial concerns need to be urgently and sincerely improved.

To enhance and promote long-term regional sustainable development and multi-destination tourism under the concept of NBT development and the cohesive framework of study to such development have been divided into twofold:

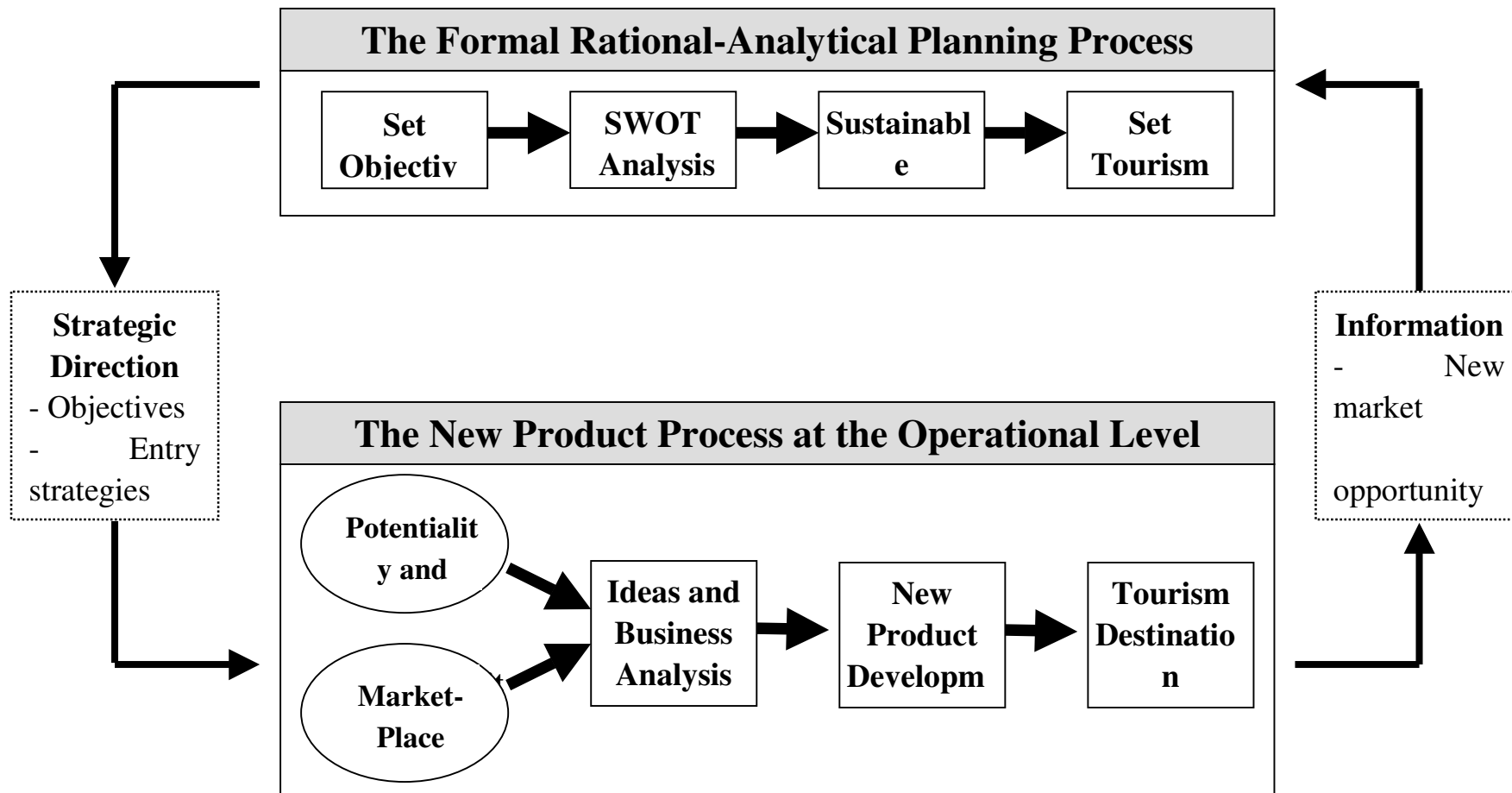
processes for developing tourism products and destination marketing as well as processes for improving and sustaining collaboration in the regions. Within the respect to the scope of study, the philosophy of proposed model for expeditious NBT development (see Figure 5.1) has been initially proposed as theoretical components of this study to establish all processes that could facilitate successful collaborative tourism development in Suratthani and Nakhon Srithammarat.

Interaction of the Formal Rational-Analytical Planning Process (top) with the Operational Facet of Product Innovation (bottom)



From Figure 2.12 by Cooper, 1993

Figure 5.1 Effective paradigm for expeditious NBT development



Adapted from Cooper, 1993 in: *The Interface of Marketing and Strategy* by Day, Weitz, Wensley, Greenwich, Conn.: JAI Press Inc., 1990

The Formal Rational-Analytical Planning Process

There are five stages of planning process in this model: setting objectives, SWOT analysis, sustainable development, setting strategies and strategic direction. All components were equally important and related to each other. An understanding the process could be explained as follows:

1. Setting objectives

This initially introductory stage sets the context for the reminder of the goal by illustrating the objectives of providing relevant information on NBT development. The scope, scale and significance of tourism make management issues highly important at every level in the system. The aim of setting objectives is to provide detailed coverage of the breadth of issues involved in the management of tourism businesses. The fundamental aim, therefore, is to consider and apply management concepts, philosophies and practices to the new tourism products.

2. SWOT analysis

The next stage in the formulation of tourism planning process is SWOT analysis. This involves consideration of the major influences affecting the ability of possibility and potentiality to fulfill its mission in term of NBT development. A SWOT analysis provides a summary of the findings of the strategic analysis and its elements that could be revisited in Table 4.1. The situation facing the NBT development in Suratthani and Nakhon Srithammarat can be evaluated by a detailed consideration of strengths and weaknesses of its operations and form the environmental influences for opportunities and threats.

Regarding to SWOT analysis, this model could

additionally recommend that the opportunities and threats summarize the external environmental factors that a tourism organization faces. The key elements of the external environment may be summarized as C-PEST factors which refer to the Competitive, Political, Economic, Socio-cultural and Technological environments. Strengths and weaknesses analysis summarizes the state of the internal resources of an organization.

2.1) Opportunities, threats and the external factors

The competitive environment of the tourism industry describes the extent of influence of tourism organizations or destinations upon one another, and that of suppliers and buyers. The competitive environment may be analyzed in two ways. First, structural analysis examines the whole industry in which a tourism organization operates for competitive pressures. Profit-maximizing tourism organizations will seek a position within an industry where competitive threats can be minimized and competitive opportunity exploited. Porter's (1980) 'five forces' aspect can be used to analyze the competitive environment. The five forces proposed by Porter are:

- the threat of new entrants
- the power of buyers
- the power of suppliers
- the threat of substitutes
- the degree of rivalry between competitors

Secondly, competitor analysis involves a more detailed look at a tourism organization's existing and potential competitors. It enables an organization to formulate a strategy in the light of an assessment of its key rivals. Porter (1980) sets out a framework for competitor analysis by deploying a response profile of competitive organizations. The profile is divided into two sections. The first section asks questions about the competitors' current and future activities. The detailed questions

that need to be addressed within the response profile include:

- product lines
- price
- quality
- differentiation
- advertising
- market segment
- marketing practices
- growth and prospects

2.2) Strengths, weaknesses and organization's resources

Analysis of nature-based resources and products or services enables a tourism organization to assess its strategic capacity - or how well it is equipped to pursue its strategy. Resources are typically classified under four headings.

1.) Physical resources, including buildings, fixtures and fittings, machinery and transport fleets.

2.) Human resources, consisting mainly of skills.

3.) Financial resources, demonstrated by an organization's liquidity and its overall debt or credit situation.

4.) Intangibles (Hall, 1992), including acquired knowledge and skills, patents and recipes, good will, brands and corporate image.

Performance monitoring analyses the way in which resources are being utilized and can include the following:

- analysis of efficiency
- financial analysis
- appraisal
- comparative analysis

Effectiveness measures how well a new product or service meets its objectives and can be measured by consumer

satisfaction surveys. In case of destination, Butler (1980) characterized the phases of destination development as exploration, involvement, development and consolidation.

3. Sustainable development

After the stage of setting objectives and doing SWOT analysis, theoretically, the concept of sustainable development should be taken place in the step of planning. In Agenda 21 at Earth Summit in 1980, it proclaims that all types of development must be sustainable development.

The two approaches to managing the tourism environment specifically described on two separate elements of tourism-environment relationship, namely, the physical environment and visitor behavior. Conversely, sustainable tourism development attempts to address collectively the needs of all the players in the tourism destination - the local community, the physical environment, the cultural environment, the tourism industry and tourists themselves - in an approach that is 'intended to reduce tensions and friction created by the complex interactions' (Bramwell and Lane, 1993). In other words, sustainable tourism development seeks to optimize the benefits of tourism to tourists (their experiences), the tourism industry (profits), and local people (their socio-economic development) while minimizing the impacts of tourism development on the environment.

Typically, the aims and objectives of sustainable tourism development are embodied in varying sets of principles. However, it is increasingly recognized that there is a lack of 'fit' between tourism as a specific developmental activity and the broader requirements of sustainable development. In particular, the diverse and fragmented character of a profit-oriented tourism production system and its inherent power relationships, plus the

meaning of tourism as a widespread form of consumption, together militate against the achievement of sustainable development. As a result, not only does the debate remain entrenched in definitional issues, in practice, sustainable policies focus principally on local, small-scale projects with broader development challenges being subordinated to environmental management issues.

The main implication, therefore, is more likely to meet local needs if the principles of sustainable tourism development which were reviewed by ETB (1991), Eber (1992), EC (1993), WTO (1993) and WTO/WTTC (1996) are implemented as follows:

- 1.) The conservation and sustainable use of natural, social and cultural resources is crucial. There fore, tourism should be planned and managed within environmental limits and with due regard for the long-term appropriate use of natural and human resources.

- 2.) Tourism planning, development and operation should be integrated into national and local sustain development strategies. In particular, consideration should be given to different types of tourism development and the way in which they link with existing land and resource uses and socio-cultural factors.

- 3.) Tourism should support a wide range of local economic activities of, taking environmental costs and benefits into account, but it should not be permitted to become an activity which dominates the economic base of an area.

- 4.) Local community should be encouraged and

expected to participate in planning, development and control of tourism with the support of government and the industry. Particular attention should be paid to involving indigenous people, women and minority groups to ensure the equitable distribution of the benefits of tourism.

5.) All organizations and individuals should respect the culture, the economy, the way of life, the environment and political structures in the destination area.

6.) All stakeholders within tourism should be educated about the need to develop more sustainable forms of tourism. This includes staff training and raising awareness, through education and marketing tourism responsibly, of sustainability issues among host communities and tourists themselves.

7.) Research should be undertaken throughout all stages of tourism development and operation to monitor impacts, to solve problems and to allow local people and others to respond to changes and to take advantage of opportunities.

8.) All agencies, organizations, businesses and individuals should cooperate and work together to avoid potential conflict and to optimize the benefits to all involved in the development and management of tourism.

4. Setting tourism strategies

Strategic planning aims to be proactive and responsive to community needs, and to incorporate implementation within a single planning process. It therefore emphasizes the process of continuous improvement as a cornerstone of organizational activity in which strategic planning is linked to management and operational decision making.

Due to the multi-sector concerning in local tourism industry (tourist, entrepreneur and tourism-related officer)

extent of the tourism delivery system, the number and type of NBT programs that are available to the tourists are quite diffuse. Tourism-related officers who may have different values than entrepreneurs may develop program strategies that are geared more towards accessibility, equity and involvement. Meanwhile, the tourism-related officers may also choose to emphasize other values and goals in the development of their programs which may reflect the profit motive.

Though this approach offers considerable potential for enhanced sustainability through community participation, there are a number of accompanying drawbacks associated with industrial immaturity. As the finding of this research in SWOT analysis (Table 4.1), there are some barriers to entry to successful tourism industry which is superficially attractive to many and, in the absence of any formal regulation of operators, new entrants are free to pursue their business operations to a frequently variable quality standard. As such, there is a dominant ethos of competition rather than cooperation among participants, and a consequent tendency towards unplanned and uncoordinated industry development.

As aforementioned, the collaboration among the tourism stakeholders must be integrated in the strategic planning. To promote and solve the tourism problems can be achieved through partnership of various sectors. Hence, the tourism-related organizations should have the collaborative policy of sustainable tourism promotion between Suratthani and Nakhon Srithammarat. Furthermore, the collaboration between the Provincial Administrative Organization and host community in planning a strategic approach to local tourism development is a better implementation to achieve the success of local tourism.

5. Strategic Direction

This stage is the principle of the outcomes of the four stages above. The strategic direction attributes the appropriate information and framework with which to implement requirements may give rise to a perception that new management and planning approaches are required. The important corollary purposes of objectives and strategies are applied to the next process and combined with the new product process respectively.

The New Product Process at the Operational Level

The new product process at the operational level is composed of six stages: potentiality and possibility, market-place needs, ideas and business analysis, new product development approach, tourism destination marketing and information. To achieve the new product process, the details could be explained as follows.

1. Potentiality and Possibility

It is necessary to survey the potentiality and possibility of the area to find out its tourism destinations and activities that could be developed to new tourism products. As the finding of this research in Table 5.1 and 5.2, there are potential of destinations and activities can be explained that there are many natural places and activities which could be promoted to achieve the success of local tourism. In conclusion, the appropriate types of NBT in the regions should be ecotourism, agro-tourism and coastal tourism.

2. Market-Place Needs

Market-place needs survey is thus a social and managerial process by which individuals and groups obtain what the tourist needs and wants through creating and exchanging products and value with others. For NBT industry in 21st century, the adage 'to be' is 'to survive' no longer holds true as a result of competition, which appears to be getting stronger and stronger, year after year. This is not to say that the small operator is doomed, but rather that there are large dominant players out there, which have an over-whelming share of the market.

With respect to the scoped area, there is always the possibility that through increased competition, the operator who

at one time had to turn away business may be confronted with challenges to fill seats. At present there are many exotic destinations that could offer good quality NBT programs. Faced with this prospect, operators must initialize creative, effective strategies in an effort to capture as much of the market as possible.

3. Ideas and Business Analysis

The step to gathering the ideas and analyzing business, it is necessary to receive the information of the survey of the two stages above. Nevertheless, Weaver (2001b) manifested that the concept of focusing on specific aspects of the “nature-based” environment is also valid. From a marketing perspective, many tourists wish to see particular flora and fauna that are attractive for reason of beauty, charisma and/or rarity, and are only marginally interested in the environmental context of these specific attractions. In such situations, managers should be aware of the problems that may arise in maintaining a narrow product focus, and should implement appropriate management strategies. Where the perception of “nature-based” is narrowly focused, there are also implications in terms of the setting in which ecotourism can occur. Wildlife in most cases is best observed in its natural habitat but there are numerous examples of partial or complete species adaptation to other kinds of non-captive environments, including some, such as farmland that have been extensively modified by human activity. This suggests considerable scope for extending ecotourism far beyond the relatively undisturbed, natural environments that many hold to be the only valid venue for this form of tourism.

Importantly, the researcher opined that destinations must determine not only the numbers of tourists they want, but also the ‘kinds’ of tourist. In this they were referring to a further

element of the established marketing approach, namely ‘market segmentation’, where current users of the product are identified but it is the target stage of the campaign that determines the market segments or the ‘types of visitor’ that destination management wishes to attract.

4. New Product Development Approaches

This section discusses new product development issues that will help in understanding what constitutes tourism products, how it evolves and how it can be analyzed.

Heath and Wall (1992) explained that within a strategic marketing planning framework and against the background of the dynamic changing macro-environment, competitive, and market environments, it is essential that new product development receives attention in those regions that want to survive as destination areas and seek tourism growth. In the word of Foster (1985, p.277): “the search for, development and launching of new products is essential for long term survival in tourism. The slow rate of change in demand for tourism products disguises this necessity.” Additionally, the product development process as it can be applied on a regional level can receive tourism growth by creating new products.

The new product development can begin with a survey to determine the following:

- 1.) What are the inherent natural, social, and culture characteristics of the region where the development is to occur?
- 2.) What are the characteristics and needs of the various segments of the tourism market?
- 3.) What additional infrastructure is required to satisfy the needs of a particular market segment?

A crucial indicator of a successful development is that it should serve as a facility for both local residents and tourists. In the word of Reime and Hawkins (1979, p. 68): “The long-lived carefully conceived development does not force the

whims and aspirations of multitude of strangers on a region”, it uses the indigenous qualities of the region, whether social and natural, to satisfy the expressed needs of a selected clientele.

5. Tourism Destination Marketing

The market-place needs analysis process emerges that the local tourism extremely needs the marketing information available for opportunities and supporting tourism industry. Moreover, a marketing strategy should also consider that as a ‘product’ a destination goes through the ‘product life cycle’ and therefore the type of customer is likely to be different at different stages. Howie (2003) recommended that there are several requirements for successful destination marketing:

- the right mix of features and services
- an image that is attractive to the target market
- the products and services must be delivered in an efficient and accessible way
- the destination’s values and image must be promoted effectively to ensure that potential users are aware of the place’s distinct advantages

Based on the finding, the entrepreneurs of both clusters need the tourism-related government sector providing them the marketing consultation and training. The weakness of advertising causes the tourism places and spaces lacking of popularity. In spite of the level of readiness of tourism development is high, the variety of activities related to NBT and alternative tourism is low. The governmental organizations, especially the Provincial Administration Organization and the Tourism Authority of Thailand should cooperate in the integrated operation. The cooperative participation among government, private and local resident sectors is important in hospitality and tourism strategic management.

As aforementioned, the approaches necessary to marketing development planning is expected to operate in the

local tourism:

1.) To survey and provide the data of destinations including new attractions from Muang, Suratthani through Khanom, Nakhon Srithammarat.

2.) To develop, improve and renovate tourism places in order to promote tourism activities. The Sub-District Administration Organizations are needed to cooperate with collaborative policy among the groups of tourism organization.

3.) To advertise the destination and to promote the tourism activity that is distinguished unique by coordinating with the Tourism Authority of Thailand.

4.) To improve tourism services and facilities, especially in tourism spaces and places, to meet the standard of tourism.

5.) To provide the collaborative policy of sustainable promotion between Suratthani and Nakhon Srithammarat.

6. Information

After launching the five stages of the new product process, the results of new market opportunity and new tourism products will be available for the implementation. As the theory of the product life cycle, the new products also meet the declination. The stakeholders may redo the process of this paradigm to find out more new products to serve the tourist's needs.

This paradigm has introduced the process of tourism planning and achieving new products while it is highlighting the findings and the scope of implementation. The problems of NBT development has been discussed, and has the scale and significance of tourism marketing. The model briefly considered the implications of nature of tourism business for management,

before outlining the recommendations of NBT development.

5.4 Practical recommendations

In order to improve and develop the more favorable atmosphere for NBT development in Suratthani and Nakhon Srithammarat, the results of the documentary and investigational analysis as well as the philosophy of the paradigm for expeditious NBT development have been used as theoretical support. All consequences are expected to provide a consideration for establishment of effective processes for MBT development in Suratthani and Nakhon Srithammarat. The practical recommendations on four approaches have respectively been projected as follows:

Approach 1: A collaborative outlook to develop single destination tourism

Approach 2: New products development

Approach 3: Tourism destination marketing

Approach 4: Sustainable tourism development

5.4.1 A collaborative outlook to develop single destination tourism

According to the SWOT analysis of weaknesses and threats in Suratthani and Nakhon Srithammarat in previous chapter, the clusters have a weak role of tourism collaboration to promote tourism industry. The situation facing the regional collaborative tourism development among the stakeholders may obstruct the potential for NBT development in this area. One of the major problems facing planners in assessing the tourism collaboration is the establishment of an appropriate baseline against which to measure the existing and future changes induced by tourism. This initiative approach as theoretical components of this research could facilitate the collaborative tourism development in Suratthani and Nakhon Srithammarat.

As aforementioned, this is a comprehensive strategic planning which integrates all the subject-specific types of planning just discussed. It is established throughout Suratthani and Nakhon Srithammarat. As well as local plans, certain other categories of planning are commonly referred to.

1.) Economic development planning has grown in recent decades as many accommodation entrepreneurs lose their economic viability. This approach is highlighting the tensions that exist in the formulation of the policies to guide the development sector, as a process of negotiation between stakeholders' groups brokered by tourism-related government sector. At a practical level, the implementation of local authorities' policies requires an understanding of how economic development planned in tourism destination. It needs the crucial to policy framework formulation which involves with:

- (1.) Defining the objectives of tourism development
- (2.) Setting growth targets for tourism
- (3.) Determining the type of tourism to be attracted
- (4.) Defining private and public responsibilities
- (5.) Minimizing negative effects of tourism

2.) Physical land use planning is the process of allocation of appropriate uses to general undeveloped land. In Suratthani and Nakhon Srithammarat, the physical land use planning is a desirable alternative to the unregulated, exploitative land development that sometimes takes place. At its most basic level land use planning is likely to involve zoning and transportation infrastructure planning. In these regions, land use planning is an important part of social policy, ensuring that land is used efficiently for the benefit of the wider economy and population as well as to protect the environment.

3.) Infrastructure planning is concerned with

transportation, power and waste disposal, etc. the encouragement of appropriate, sustainable transport to meet the needs of both tourists and residents is the objective. The infrastructure system in Suratthani including the transportation is the most advanced comparing to the nearby provinces. Therefore, Suratthani serves as an air hub for the region that helps increase the efficiency and convenience in traveling. Suratthani purposes to be the gateway to the south of Thailand as well as to Nakhon Srithammarat. These two clusters could profit and share such benefits under the framework of a regional collaboration from this capacity to distribute the tourism flows to the provinces. Hence, successful implementation of infrastructure planning needs assessment project required participation from the tourism stakeholders.

5.4.2 New products development

According to the results of this research, Suratthani and Nakhon Srithammarat are rich of tourism resources related to NBT such as ecotourism, agro-tourism and coastal tourism. As well, the activities are responsible for sustainable tourism that could be promoted the value of tourism industry. Importantly, there is another interesting tourism which can be promoted to be an alternative tourism relevant to sustainable tourism. It is the cultural-based tourism which could be classified into a form of tourism for knowledge-based philosophy relevant to the local culture and tradition as well as the responsibility of environmental implementation (see recommendation 5.4.4).

In this peripheral area, the desire to build visitor attractions is often a response to declining health of regional economies. This approach is co-dependent. The manner in which such resources are developed, marketed and sustained will be recommended later. If hasty decisions to establish tourist attractions are made, there is a strong possibility that the

fundamental economic become financial drains on sponsoring communities. A tourist attraction is a feature in and area that is a place, venue or focus of activities and does the following:

- 1.) To set out to attract tourists and visitors
- 2.) To be managed as an attraction to provide satisfaction to its customers
- 3.) To provide the appropriate facilities
- 4.) To charge for admission
- 5.) To be a fun and pleasurable experience and to be developed to realize this potential

The approach, outlined in Figure 5.1, illustrates the new product process at the operational level that is established the significant information of new market opportunity and new tourism product. In addition, a final consideration for long-term viability is the attraction's ability to reinvent itself periodically so as to attract repeat tourist and win new customers.

5.4.3 Tourism destination marketing

Regarding to the marketing development and tourism industry, the analysis process emerges that the local tourism extremely needs the marketing information available for opportunities and supporting tourism industry. The entrepreneurs of both clusters need the tourism-related government sector providing them the marketing consultation and training to increase a higher number of tourists' demand.

The weakness of advertising causes the tourism places and spaces lacking popularity. In spite of the level of readiness of tourism development is high, the variety of activities related to NBT and alternative tourism is low. The governmental organizations, especially the Provincial Administration Organization and the Tourism Authority of Thailand should cooperate in the integrated operation. The cooperative participation among government, private and local resident sectors is important in hospitality and tourism strategic

management.

Perhaps the area where collaboration can bring the most visible benefits to individual tourist attractions is that of marketing communications, advertising and promotion. Collaborative 'generic' promotional activity, which can encourage people to visit attractions in general, is not only a relatively simple task but also one which is likely to generate a relatively quick and positive response. As aforementioned, the approaches necessary to marketing development planning is expected to operate in the local tourism:

- 1.) To survey and provide the data of destinations including new attractions from Muang, Suratthani through Khanom, Nakhon Srithammarat.

- 2.) To develop, improve and renovate tourism places in order to promote tourism activities. The Sub-District Administration Organizations are needed to cooperate with collaborative policy among the groups of tourism organization.

- 3.) To advertise the destination and to promote the tourism activity that is distinguished unique by coordinating with the Tourism Authority of Thailand.

- 4.) To improve tourism services and facilities, especially in tourism spaces and places, to meet the standard of tourism.

- 5.) To provide the collaborative policy of sustainable promotion between Suratthani and Nakhon Srithammarat.

Specifically, the tourism promotion and marketing have not been disseminated in its advertisement well. Most destinations are needed to meet tourism standardization and conscientiously promoted the value of tourism industry. It is hoped that the best practice of collaboration of tourism organizations may help to develop more successful NBT at present and in the future.

5.4.4 Sustainable NBT development

Currently, there are many countries facing the pollution and the environmental decline. These problems have been affected by the rapid growth rate of economic competition and development. The untended and uncontrolled utilization of natural resources causes many problems and, especially, environmental impacts. Hence, the theoretical concept of sustainable development manifests itself to offer the suitable development. In the tourism industry, this concept is contributed to sustainable tourism development. The concept of alternative tourism development is applied to solve tourism problems. In case of environmental reservation and preservation, NBT can keep the fertilization of ecological system which leads to sustainable tourism. It is responsible for the capacity of natural and environmental resources.

However, the concept of sustainable tourism management can be categorized in four elements. They are as follows:

1.) Operating tourism activities under the recognition of the capacity of community, tradition, culture and local resident's way of life.

2.) Becoming aware of tourism impacts on local community, tradition, culture and way of life.

3.) Participating of community in tourism activities to eliminate the impacts on ecological system, tradition, culture and way of life.

4.) Compromising the needs of economic, social lasting and environmental development in sustainable manner.

Much attention in the sustainable tourism literature

has been devoted to small-scale tourism projects and destinations, on the assumption that such tourism is more likely to have positive environmental, economic and sociocultural impacts within a destination. NBT is an alternative option of sustainable tourism. In these regions, NBT consists of ecotourism, agro-tourism and coastal tourism which could be attributed to sustainable tourism (see discussion 5.2.3).

Importantly, there is another interesting tourism which can be promoted to be an alternative tourism relevant to sustainable tourism. It is the cultural-based tourism which involves with the local cultural uniqueness destinations and activities. It could be formed as knowledge-based tourism which is considered for visiting and learning local cultures as well as traditions. Furthermore, it helps reducing both natural and social environment impacts and expanding capacity.

In Suratthani, there are destinations related to cultural-based tourism such as Chaiya Buddha Relics Pagoda and Wat Suan Mokkhararam. Wat Suan Mokkhararam is the practicing Buddha's teachings place covered with peacefully natural environment and becomes famous as nature-based classroom where attracts both Thais and foreigners to visit and make meditation.

Besides, the fundamental local classical culture is Chakpra Thot Phapa and Ngao Rong Rien Festival. The colorful unique culture and tradition have become an annual event holding activities as Chakpra Thot Phapa and Long Boats Racing Festival (taking place the day after the full moon on the 11 lunar month, this will be followed by the procession of floats (Reau Phanom Pra), depicting events from the Lord Buddha's life (Thot Phapa).

In Nakhon Srithammarat, the culture is not different from Suratthani because the southern culture has its own uniqueness. Based on the Khanom's geography, the cultural-based tourism is not mentioned to promote in this area.

Observantly, no two destinations are the same and,

therefore, the choices made Suratthani and Nakhon Srithammarat taken to sustainability in various matters from destination to destination.

In order to get more effective development, the sustainable development is likely to combine with the King Bhumibhol's philosophy. His Majesty the King graciously edited and conferred his comments on the subject of "Philosophy of the Sufficiency". Sufficiency" means moderation and due consideration in all modes of conduct, as well as the need for sufficient protection from internal and external shocks. The philosophy provides guidance on appropriate conduct covering numerous aspects of life and stresses the middle path that is the basis of balanced and reasonable conduct. After the economic crisis in 1997, His Majesty reiterated and expanded on the "Sufficiency Economy" in remarks made in December 1997 and 1998. The philosophy points the way for recovery that will lead to a more resilient and sustainable economy, better able to meet the challenges arising from globalization and other changes.

For the formulation of the framework and direction of the Ninth National Economic and Social Development Plan (2002-2006), it represents a guideline for comprehensive integrated development with "man" as the center of such development. The goals are to achieve "sustainable development and proper well-being for Thai people". It is a "balanced development" which takes into account the economy, society, politics, and environment, with the aim to make people in the society happy, self-reliant, and abreast with the world, while still preserving the Thai national identity. Indeed, the sufficiency is relevant to the sustainable development.

The achievement of sustainable as balance between

environmental, social and economic aspects has to build on a set of institutional and management structure. Determining the best practice involves with understanding the unique situation facing each destination, opportunities, strengths, threats and weaknesses. Therefore, creating an analytical planning process in Figure 5.1 is a necessary condition to reach sustainability objectives.

In addition, the principles identify sustainable NBT as having established into economic, cultural and natural, and community sustainability. The stakeholders should pay particular attention to:

1.) Economic sustainability - that is profitable in both the immediate and long term.

(1.) To form partnerships throughout the entire supply chain from micro-sized local businesses to multinational organizations

(2.) To provide the training course of how to build up tourists' satisfaction and hospitality service to the local community and enterprises

(3.) To diversify the products by developing a wide range of tourist activities and attractions

(4.) To contribute some of the income generated to assist in training, destination marketing and new product development

(5.) To allocate tourism resources for businesses with respect to sustainability principles

(6.) To formulate national, regional and local tourism policies and development strategies that are consistent with overall objectives of sustainable development

2.) Cultural and natural sustainability - increase people's control over their lives and is compatible with the

nature as well as the culture and values of those affected and strengthen the community identity.

- (1.) To conserve cultural diversity
- (2.) To respect land and property rights of traditional inhabitants
- (3.) To minimize resource use and the production of waste
- (4.) To encourage the community's ability to maintain its traditional skills
- (5.) To educate tourists about desirable and acceptable behavior
- (6.) To educate tourism industries about desirable and acceptable behavior
- (7.) To establish training programs to manage cultural and natural resources

3.) Community sustainability - that is designed to benefit local communities and generate/retain income in the communities.

- (1.) To maintain control over tourism development
- (2.) To provide quality employment to community residents
- (3.) To provide financial incentives for local businesses to enter tourism
- (4.) To improve local human resource capacity
- (5.) To maintain and enhance community prosperity in the face of change
- (6.) To encourage businesses to minimize negative effects on local communities and contribute positively to them

5.5 Suggestions for further research

It is noticeable that research on the potential for NBT

development between potentially constituent tourist attractions in the regions (Suratthani and Nakhon Srithammarat) and accommodations in each area is limited. This research focuses on the study of new NBT products and its marketing that influences the potential area development. As a result, further study is considered. The local authorities and tourism related entrepreneurs face a number of challenges if the potential for NBT development is to be achieved. The findings of the study could be fostered further study discussion and future studies in this regard:

1.) Suratthani and Nakhon Srithammarat have applied principles for sustainable development in strategic planning. The alternative tourism has been promoted as a significant dimension for new NBT products development. This leads to get higher numbers of tourists and may affect to originally environmental phenomenon although the initial stage for implementation has already been considered to be beneficial. Therefore, it is considered to analyze any problems that may occur from the implementation, including the reduction of some intense impacts of both negative and positive sides.

2.) As the competitiveness and popularity of the nearby destinations, the area of Amphur Muang, Changwat Suratthani and Amphur Khanom, Changwat Nakhon Srithammarat may appear unattractive for tourism business investment image. It is necessary to study the guidelines for tourism operations and effects evaluation of various forms of business investment on tourism as well as industrial collaboration on tourism development.

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APPENDIX A

Guest Arrivals at Accommodation Establishments in Amphur Muang, Changwat Suratthani 2004

Nation ality	Total	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
Thai	621,660	49,013	49,554	59,068	55,061	56,053	44,271	50,930	54,537	53,482	50,723	49,580	49,388
Malaysi a	1,548	152	114	195	171	129	146	77	61	51	105	168	179
Singapor e	321	36	13	63	41	15	47	15	8	10	17	27	29
China	2,828	41	32	450	46	36	337	897	804	29	43	44	69
Hong Kong	13	-	-	-	-	-	-	-	13	-	-	-	-
Japan	773	51	43	99	57	49	74	61	59	56	72	86	66
Korea	111	15	7	12	17	8	9	20	7	-	5	6	5
Taiwan	200	25	19	9	28	21	7	13	6	-	15	31	26
Austria	421	110	11	28	124	12	21	11	13	10	27	11	43
Belgium	237	37	26	17	42	29	13	14	17	3	3	3	33
Denmar k	267	47	19	21	53	22	16	14	10	3	5	5	52
France	1,053	276	57	56	310	65	42	27	39	11	44	83	43
German y	4,426	957	408	340	1,075	461	255	123	100	33	164	306	204

Italy	207	27	19	16	30	21	12	13	24	3	12	9	21
Netherlands	284	53	22	33	60	25	25	9	12	2	13	8	
Sweden	511	55	34	12	62	38	9	23	12	11	12	18	233
Switzerland	3	39	24	24	44	27	18	8	18	11	53	27	61

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**Guest Arrivals at Accommodation Establishments in Amphur Muang, Changwat Suratthani
2004 (Continued)**

Nationality	Total	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
U.K.	1,122	147	99	112	165	112	84	46	48	36	90	44	139
U.S.A.	1,087	127	79	99	143	89	74	77	43	49	98	116	93
Canada	363	62	22	33	70	25	25	20	8	9	21	30	38
Middle East	1	-	-	-	-	-	-	-	1	-	-	-	-
Australia	467	59	53	43	66	60	32	25	19	15	26	28	41
New Zealand	201	29	13	25	33	15	19	13	10	9	13	5	17
India	234	23	34	33	26	38	25	19	14	-	15	-	7
Others	11,476	619	1,502	1,491	693	1,701	1,117	691	1,039	258	742	816	807
Total	650,195	52,000	52,204	62,279	58,417	59,051	46,678	53,146	56,922	54,091	52,318	51,451	51,638

Source from www.tat.or.

APPENDIX B
Accommodation in Changwat Suratthani

Name	Address	Tel. (077)	Fax. (077)	Room Rate	Total (room)
1. โรงแรม บี เจ	17/1 ถ.คอนนค ต.ตลาด อ.เมือง จ.สุราษฎร์ธานี 84000	217410-3	217414	450-600	72
2. โรงแรม บ้านคอน	268/2 ถ.หน้าเมือง ต.ตลาด อ.เมือง จ.สุราษฎร์ธานี 84000	272167	-	200-300	15
3. บ้านพักวัยได้ อพาร์ทเมนท์	67/94 ถ.ศรีวิชัย ต.มะขามเตี้ย อ.เมือง จ.สุราษฎร์ธานี 84000	264427,28532 8, 285573	285881	350-490	21
4. บี เอ็น อพาร์ทเมนท์	3/7-9 ซ.เยี่ยมวุฒิ ถ.สุราษฎร์-พุนพิน ต.วัดประคู้ อ.เมือง จ.สุราษฎร์ธานี 84000	437145-8, 220231	-	1,500-3,000 (รายเดือน)	28
5. ชนเกษม แมนชั่น	176 ถ.ชนเกษม ต.ตลาด อ.เมือง จ.สุราษฎร์ธานี 84000	216756-8, 288783	216758 ต่อ 503	250-350	40
6. ไคมอนด์ แมนชั่น	159/41-43 ถ.สุราษฎร์-นาสาร ต.มะขาม เตี้ย อ.เมือง จ.สุราษฎร์ธานี 84000	219547-9 ต่อ 101	-	350	28

7. โรงแรมโดมอนด์พ ลาซ่า	83/27 ม.2 ถ.ศรีวิชัย ต.มะขามเดี่ยว อ.เมือง จ.สุราษฎร์ธานี 84000	205333-52	205352	950-3,800	400
8. โกลดั้น เกสท์เฮ้าส์	71/3 ถ.สุราษฎร์ฯ-นครศรีฯ อ.เมือง จ.สุราษฎร์ธานี 84000	273698	-	130-300	10

Accommodation in Changwat Suratthani (Continued)

Name	Address	Tel. (077)	Fax. (077)	Room Rate	Total (room)
9. แกรนด์ ซิตี้	428/6-10 ถ.หน้าเมือง ต.ตลาด อ.เมือง จ.สุราษฎร์ธานี 84000	272960, 272560	272960	230-500	70
10. โรงแรม แกรนด์ เสาวลักษณ์	99/99 ถ.กาญจนวิถี ต.บางกุ้ง อ.เมือง จ.สุราษฎร์ธานี 84000	213700-30	213735-6	590-1,250	175
11. อินน์ ทาวน์	276/1 ถ.ตลาดใหม่ อ.เมือง จ.สุราษฎร์ธานี 84000	210145-50	210422	250-470	48
12. การ์ตูน เกสต์เฮาส์	272/1 ถ.ชนเกษม ต.ตลาด อ.เมือง จ.สุราษฎร์ธานี 84000	282377	-	200-250	16
13. เกาะกลาง บังกะโล	9/1 ถ.บางใบไม้ ต.ตลาด อ.เมือง จ.สุราษฎร์ธานี 84000	204309	-	270-320	50
14. เค อาร์ อพาร์ท เมนต์	21/7-18 ถ.การุณราษฎร์ ต.ตลาด อ.เมือง จ.สุราษฎร์ธานี 84000	217727	272005	290-500	89
15. กุลธิดา อพาร์ท เมนต์	20/7 ต.มะขามเตี้ย อ.เมือง จ.สุราษฎร์ธานี 84000	204550-1, 214932-3	217550 ต่อ105	400-650	50

16. จุฬามาศ เซ็นเตอร์ พอยต์ แมนชั่น	3/74-76 ซ.สุริย์โชค ถ.ราษฎร์อุทิศ ต.ตลาด อ.เมือง จ.สุราษฎร์ธานี 84000	289515, 287343	-	3,000-4,500 (รายเดือน)	15
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Accommodation in Changwat Suratthani (Continued)

Name	Address	Tel. (077)	Fax. (077)	Room Rate	Total (room)
17. โรงแรม แหลมทราย	54 ถ.ศรีวิชัย ต.มะขามเตี้ย อ.เมือง จ.สุราษฎร์ธานี 84000	221111	264595	390-590	76
18. ไม้เมือง เกสท์เฮ้าส์	45/288 ซ.ศรีวิชัย 51และ 59 ม.2 ต.มะขามเตี้ย อ.เมือง จ.สุราษฎร์ธานี 84000	273694 04-6251590	-	350	12
19. เมอร์รี่ไทม์ ริโซเทล	227/49 ม.4 ถ.โพลกัรัฐ ต.มะขามเตี้ย อ.เมือง จ.สุราษฎร์ธานี 84000	226212-4, 203532-3	226212	700-1,600	32
20. โรงแรมเมืองใต้	390-392 ถ.ตลาดใหม่ อ.เมือง จ.สุราษฎร์ธานี 84000	272559, 286390	217663	240-420	48
21. เอ็ม ที ริเวอร์ไซด์ รีสอร์ท	4/18 ม.1 ต.บางกุ้ง อ.เมือง จ.สุราษฎร์ธานี 84000	273093	-	280-350	8
22. ไนต์ อินน์	217/5 ม.1 ต.มะขามเตี้ย ถ.ชนเกษม อ.เมือง จ.สุราษฎร์ธานี 84000	218796	-	250-430	47

23. นิภา การ์์เคน	83/25 ม.3 ถ.เลี้ยวเมือง ต.มะขามเตี้ย อ.เมือง จ.สุราษฎร์ธานี 84000	275039	275051	390	80
24. ปาล์ม การ์์เคน รีสอร์ท	70/38 ม.3 ถ.นาเนียน ต.มะขามเตี้ย อ.เมือง จ.สุราษฎร์ธานี 84000	221375, 284213	286977	350-450	64

Accommodation in Changwat Suratthani (Continued)

Name	Address	Tel. (077)	Fax. (077)	Room Rate	Total (room)
25. พาสส์ อินน์	ถ.สุราษฎร์ฯ-นาสาร อ.เมือง จ.สุราษฎร์ธานี 84000	218121-5	-	180-450	20
26. ผ่านฟ้า	247/2-5 ถ.หน้าเมือง อ.เมือง จ.สุราษฎร์ธานี 84000	272287-8, 281905	-	150-280	58
27. โรงแรมเพลินเพชร	112/26 ม.1 ถ.คอนนง อ.เมือง จ.สุราษฎร์ธานี 84000	272910, 273297	223290	100-350	71
28. พงษ์แก้ว อพาร์ทเมนท์	126/3 ถ.ตลาดใหม่ อ.เมือง จ.สุราษฎร์ธานี 84000	223410-17	223420	400-1,200	40
29. โรงแรมราชธานี	293/96-98 ถ.ตลาดใหม่ อ.เมือง จ.สุราษฎร์ธานี 84000	273584,27214 3, 287639	283638, 286129	280-490	105
30. โรงแรมร้อยเกาะ	19/6 ม.3 ถ.เลียงเมือง อ.เมือง จ.สุราษฎร์ธานี 84000	201150-9, 264155	201159	700-1,200	110
31. รุ่งเรืองแมนชั่น	335/34-39 ถ.ชนเกษม ซ.13 อ.เมือง	273264,	286353	150-220	50

	จ.สุราษฎร์ธานี 84000	286348			
32. โรงแรมรุ่งตะวัน	44/5 ม.2 ถ.ศรีวิชัย ต.มะขามเตี้ย อ.เมือง จ.สุราษฎร์ธานี 84000	220065-7	220068	490-850	(

Accommodation in Changwat Suratthani (Continued)

Name	Address	Tel. (077)	Fax. (077)	Room Rate	Total (room)
33. เอส เอ เกสท์เฮาส์	157/8 ถ.หน้าเมือง ต.ตลาด อ.เมือง จ.สุราษฎร์ธานี 84000	210415	-	100-250	26
34. แสงรวี อพาร์ท เมนต์	7/54 ราษฎร์บำรุง ซอย 6 ต.ตลาด อ. เมือง จ.สุราษฎร์ธานี 84000	289250-1	-	200-300	33
35. โรงแรมศมาภรณ์	100-102 ถ.หน้าเมือง อ.เมือง จ.สุราษฎร์ธานี 84000	210188,21008 9, 273617	210446	700-2,300	42
36. โรงแรมเสรี	2/2-5 ถ.ตันโพธิ์ ต.ตลาด อ.เมือง จ.สุราษฎร์ธานี 84000	272279, 273192-3	281363	200-350	25
37. โรงแรมสยามธานี	108 ถ.ศรีวิชัย ต.มะขามเตี้ย อ.เมือง	273081-	282169	550-1,550	215

	จ.สุราษฎร์ธานี 84000	5,252167-8, 221551-60			
38. โรงแรมสยามธารา	1/144 ถ.คอนนง อ.เมือง จ.สุราษฎร์ธานี 84000	273740-3	282169	395-960	172
39. เซาท์ อินน์	184/24 ถ.ศรีวิชัย อ.เมือง จ.สุราษฎร์ธานี 84000	264108,27207 9,282671, 285611	282671	290-420	38

Accommodation in Changwat Suratthani (Continued)

Name	Address	Tel. (077)	Fax. (077)	Room Rate	Total (room)
40. โรงแรมเซาเทอร์น สตาร์	253 ถ.ชนเกษม อ.เมือง จ.สุราษฎร์ธานี 84000	216414-24	216427	800-2,690	112
41. โรงแรมเอส อาร์	1/69 ถ.ศรีวิชัย อ.เมือง จ.สุราษฎร์ธานี 84000	275064-5	221958	450-1,200	78
42. เศรษฐี แมนชั่น	138/111-115 ถ.ชนเกษม ซ.24 อ.เมือง จ.สุ ราษฎร์ธานี 84000	219266, 286348	286353	150-220	36
46. โรงแรมไทยรุ่งเรือง	191-199 ถ.มิตรภาพ ต.ตลาด อ.เมือง จ.สุราษฎร์ธานี 84000	273249,28 6348,2863 51-2	286353	240-400	146
47. โรงแรมไทยธานี	442/306-308 ถ.ตลาดใหม่ อ.เมือง จ.สุราษฎร์ธานี 84000	273586,27 2977, 273620	286129	240-380	120
48. โรงแรมที เอช แมน ชั่น	70/1-4 ถ.มิตรภาพ ต.ตลาด อ.เมือง จ.สุราษฎร์ธานี 84000	212701-3	288178	250-380	45
49. ท็อป อินน์	103 ถ.สุราษฎร์-ปากน้ำ อ.เมือง จ.สุราษฎร์ธานี 84000	212353	-	180-350	17
50. วี บี อพาร์ทเมนท์	8/40 ถ.ราษฎร์บำรุง อ.เมือง	223304	-	290	19

	จ.สุราษฎร์ธานี 84000				
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Accommodation in Changwat Suratthani (Continued)

Name	Address	Tel. (077)	Fax. (077)	Room Rate	Total (room)
51. โรงแรมวังใต้	1 ถ.ตลาดใหม่ อ.เมือง จ.สุราษฎร์ธานี 84000	283020-39	281007	850-2,000	233

Source from www.tat.or.th

APPENDIX C
Accommodation in Changwat Nakhon Srithammarat

Name	Address	Tel. (075)	Fax. (075)	No. of Rooms	Room rate
1. ขนอมโกลเด้นบีช รีสอร์ท	59/3 หมู่ 4 บ้านหน้าด่าน	326690	529225	80	1,200-3,000
2. สุภารอยัล บีช	51/4 หมู่ 8 หาดในเพลา	528417/528552/529237	528553	72	1,200-3,500
3. สุภา วิลล่า	หาดในเพลา ต.ขนอม	528552/529697/528417	528553	19	850-1,500
4. อลงกต รีสอร์ท	28/1 หมู่ 2 หาดหน้าด่าน ต.ขนอม	528657/529119/529492	529492	41	500-1,200
5. ในเพลาเบย์ รีสอร์ท	51/3 บ้านในเพลา หาดในเพลา ต.ขนอม	529039/529422-4	529425	45	500-700
6. ระเบียบทราย รีสอร์ท	9 ม. 7 ต.ขนอม	528910-11		28	400-1,500
7. ขนอมฮิลล์ รีสอร์ท	60/1 หมู่ 8 หาดในเพลา	01-9563101	528344	3	1,500-2,500
8. ทิพย์มนตรี รีสอร์ท	12 หมู่ 7 หาดในเปร็ด ต.ขนอม	528147		8	500-700
9. ตาลคู่ รีสอร์ท	23/9 หมู่ 2 หาดหน้าด่าน ต.ขนอม	528362-3		9	400
10. จี บี รีสอร์ท	30/1 หมู่ 8 ต.ขนอม	529253		8	500-700

11. วนิดา	23/10 หมู่ 2 หาดหน้าด่าน	326239		6	500-700
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Accommodation in Changwat Nakhon Srithammarat (Continued)

Name	Address	Tel. (075)	Fax. (075)	No. of Rooms	Room rate
12. ขนบน้ำ ไคมอนด์ คลิฟ	99 หมู่ 8 หาดโนนเพลลา ต.ขนอม	529144		6	500
13. ท้องหยี แคมป์บิงซ์	หมู่ที่ 8 ต.ขนอม	075-529474/01- 0835818		5	350
14. ท้องหยี แคมป์บิง	หมู่ที่ 8 ต.ขนอม	075-470334		ที่ พัก โฮมส เตย์	450/คน
15. ขนอม รีสอร์ท	37/2 หมู่ 2 บ้านคอเขา ต.ขนอม	326111		5	400
16. ศรีขนอม	76-77 ถ.อัครวิถิ ต.ขนอม	528347/529259		30	170-400
17. เอกไฮเต็ล	101/14 ถ.อัครวิถิ ต.ขนอม	529123		12	180-350
18. เมืองใหม่	48/3 ถ.อัครวิถิ ต.ขนอม	529024		7	160-350

Source from www.tat.or.th

APPENDIX D
Accommodations in Amphur Muang, Changwat Suratthani

Premium A	Premium B	Premium C
1. Diamond Plaza Hotel 2. Merry Time Resotel Hotel 3. Samapon Hotel 4. Siam Thani Hotel 5. Siam Thara Hotel 6. Southern Star Hotel 7. Wang Tai Hotel 8. Sin Mana Farm 9. Nang Rom Farm Stay	1. B.J Hotel 2. Grand Saowalak Hotel 3. Kulthida Apartment 4. Pong Kaew Apartment 5. Roi Kho Hotel 6. Rung Tawan Hotel 7. S.R Hotel 8. Laem Sai Hotel 9. Ban Pak Tai Apartment 10. Tapee Hotel	1. Ban Don Hotel 2. B.N Apartment 3. Chon Khasem Mansion 4. Diamond Mansion 5. Golden Guest House 6. Grande City Hotel 7. Inn Town Hotel 8. Kharoon Guesthouse 9. Kho Klang Bungalow 10. K.R Apartment 11. Juthamas Center Point Mansion 12. Mai Muang Guest House 13. Muang Tai Hotel 14. M.T River Side Resort 15. Night Inn 16. Nipa Garden Hotel 17. Palm Garden Resort

		18. Pass Inn 19. Pan Fah Hotel 20. Pleun Petch Hotel 21. Ratcha Thani Hotel 22. Rung Ruang Mansion 23. S.A Guest House 24. Saeng Rawee Apartment 25. Seree Hotel 26. South Inn
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**Accommodations in Amphur Muang, Changwat Suratthani
(Continued)**

Premium A	Premium B	Premium C
		27. Setthi Mansion 28. Surat Mansion 29. Thai Hotel 30. Thai Rung Raung Hotel 31. Thai Thani Hotel 32. T.H Mansion 33. Top Inn 34. V.B Apartment

**Accommodations in Amphur Khanom, Changwat Nakhon
Srithammarat**

Premium A	Premium B	Premium C
1. Khanom Golden Beach	1. Alongkot Resort 2. Naiplo Bay	1. Tan Khu Resort 2. Thong Yee

Resort 2. Supa Royal Beach Resort 3. Supa Villa Resort 4. Khanom Hill Resort	Resort 3. Rabieng Sai Resort 4. Thip Montri Resort 5. J.B Resort 6. Wanida Resort 7. Khanabnam Diamond Cliff 8. Thong Yee Camping Beach Resort	Camping 3. Khanom Resort 4. Sri Khanom Hotel 5. Ake Hotel 6. Muang Mai Hotel
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APPENDIX E

Questionnaire and Personal In-Depth Interview Forms



Series 1 International Tourist
The Potential for Nature-Based Tourism Development in
Amphur Muang,
Changwat Suratthani and Amphur Khanom, Changwat
Nakhon Srithammarat

This questionnaire is designed for academic research which is a part of the thesis study of Master of Business Administration in Hospitality and Tourism Management Science, Faculty of Service Industries, Prince of Songkla University, Phuket Campus. The aim is to study the tourism industry's perspective towards the nature-based tourism development in Suratthani and Nakhon Srithammarat. The information from your responses will be used as primary data in evaluating the nature-based tourism development and its consequences. The results of studies from this research will be used to create a framework to suggest effective processes that could facilitate the new tourism products development and tourism destination marketing in the regions. The questionnaire is comprised of:

Part 1: Experiences on traveling to Muang, Suratthani and
 Khanom, Nakhon
 Srithammarat

Part 2: Opinions of current circumstances of tourism in Suratthani and Nakhon

Srithammarat

Part 3: Factors influencing in tourists' decision making on traveling to Muang,

Suratthani and Khanom, Nakhon Srithammarat

Part 4: Opinions of nature-based tourism development in to Muang, Suratthani

and Khanom, Nakhon Srithammarat

Part 5: Personal Data

The contributions provided by respondents in this questionnaire will have absolutely no negative impacts on these individuals. The researcher can guarantee complete anonymity to the participants. Responses will be grouped and individual respondents will not be identified. Your assistance is critical to the advancement to the study and the researcher is extremely grateful for your assistance.

Definition of key terms

Nature-based tourism is defined as the tourism concerned on the natural environment for its attractions where the tourists are able to participate in activities such as farm stay, trekking and viewing natural atmosphere.

This region is defined as the scope of area covered from Muang, Suratthani to Khanom, Nakhon Srithammarat.

Mr. Kanthapee Thirakanon

Researcher

Instruction: Please answer these following questions honestly for academic purpose by making a mark (√) over the box , and fill your answer in the blank you feel best appropriate of what you are thinking.

Part1 Experiences on traveling to Muang, Suratthani and Khanom, Nakhon Srithammarat

1. Have you ever been in Muang, Suratthani and Khanom, Nakhon Srithammarat?

1. No
 2. Yes.....times in Muang, Suratthani
 3. Yes.....times in Khanom, Nakhon Srithammarat

2. With whom have you ever been here?

1. Family/ Cousin 2. Friends 3. Only oneself

3. How did you travel here?

1. Own car 2. Mass transportation 3. Tour agent/Tour operator

4. Have you ever stayed over night in Muang, Suratthani and/or Khanom, Nakhon Srithammarat?

1. No (**please go to part 2**)
 2. Yes.....times (Please specify the place's name).....

5. Where was the accommodation you stayed close to?

1. In town 2. Protected area
 3. Farm stays 4. Somewhere in the natural tourist attraction
 5. Others (Please specify the name).....

Part2 Opinions of current circumstances of tourism in Suratthani and Nakhon Srithammarat

6. With regard to your opinion, which level of assessments toward “accommodation and tourism environment” in Suratthani and Nakhon Srithammarat?

Please rate 1,2,3,4 or 5 for each aspect (5= excellent, 4=good, 3=neutral midpoint/fair 2= poor, 1=unacceptable)

Accommodation and Tourism Environment	Assessed level									
	Suratthani					Nakhon Srithammarat				
	5	4	3	2	1	5	4	3	2	1
6.1 Convenience of accommodation										
6.2 Room rate										
6.3 Food and beverage price										
6.4 Friendliness of local people										
6.5 Standard of transportation system										
6.6 Environmental and natural resources										
6.7 Diversity of tourist attractions										
6.8 Cleanliness of tourist destination										
6.9 Security of tourist destination										
6.10 Others (Please specify).....										

Part 3 Factors influencing in tourists’ decision making on traveling to Muang, Suratthani and Khanom, Nakhon Srithammarat

7. Which level of assessments toward factors influencing your decision making in traveling to Muang, Suratthani and/or Khanom, Nakhon Srithammarat you feel appropriate with?

Please rate 1,2,3,4 or 5 for each aspect (5= excellent, 4=good, 3=neutral midpoint/fair 2= poor, 1=unacceptable)

Factors	Assessed level				
	5	4	3	2	1
7.1 Popularity of tourists destination					
7.2 Security of tourists destination					
7.3 Diversity of tourism activities					
7.4 Beauty of nature					
7.5 Uniqueness characteristics					
7.6 Friendliness of local people					
7.7 Enough of infrastructures and facilities					
7.8 Convenience of accessibility					
7.9 Security and standard of mass transportation system					
7.10 Convenience of accommodation					
7.11 Quality and standard of service					
7.12 Others (please specify).....					

8. In general, how do you feel impress of your arrival?

1. Very much 2. Much 3. Neutral midpoint
 4. Little 5. Very little 6. No comment

Part 4 Opinions of nature-based tourism development in to Muang, Suratthani and Khanom, Nakhon Srithammarat

9. In case of your opinion about “these 2 provinces” where have been declining and lacking of standard quality of tourist destination, which factors are the fundamental involvements? (More than 1 answer is appreciated.)

1. Tourists 2. Entrepreneurs 3. Local government officers
 4. Local residents 5. Others (please specify).....

6. No declination or no comment (**please go to part 5**)

10. If “these 2 provinces” are expected to develop its nature-based tourism, what are you thinking of improvement should be taken place?

1. Cleanliness of tourist destination and environment
 2. Neatness and beauty of building

- 3. Quality and standard of accommodation service
- 4. Friendliness of local residents 5. Diversity of tourism activities
- 6. Tourists information center 7. Security system for tourists
- 8. Reasonable service charge 9. Development of tourist destinations
- 10. Advertisements 11. Infrastructures and facilities system
- 12. Quality of infrastructures and facilities

11. What is your expectation toward nature-based tourism in these 2 provinces that should be maintained or conserved the most? (Only 1 answer)

- 1. Beautiful beaches 2. Fertileness of ecological system
- 3. Good environment 4. Peaceful atmosphere
- 5. Beauty of nature 6. Ecotourism destination
- 7. Agro-tourism destination 8. Others (please specify).....

Ecotourism destination is defined as the destination where is to study, visit and impress atmosphere, environment, social, culture and local way of life based on knowledge gaining and responsible for ecological system.

Agro-tourism destination is defined as the agricultural destination for studying and participating on agriculture activities and local farmer's way of life such as farm stay.

12. What operations that the organization related to tourism should operate with the nature-based tourism in these 2 provinces? (More than 1 answer is appreciated.)

- 1. To have more consideration on the importance of natural resources and environment by tourism-related organizations.
- 2. To give knowledge of conservation of natural resources and environment to

tourists.

- 3. To promote local resident's participation in tourism activities.
- 4. To apply local resident's way of life to tourism.
- 5. To provide projects about making good performance toward tourists.
- 6. Others (please specify).....

13. In order to impress or maintain tourists and visitors' interest in tourism of these 2 provinces, what are you thinking of the assessment?

Please rate 1,2,3,4 or 5 for each aspect (5=strongly agree, 4=agree, 3=neutral midpoint 2= disagree, 1=strongly disagree)

Factors	Assessed level				
	5	4	3	2	1
13.1 Friendliness of local residents					
13.2 Keeping cleanliness of environment					
13.3 Neatness of building and zoning					
13.4 Sufficient of standard infrastructures and facilities					
13.5 Reasonable service charge pricing compared with quality and quantity					
13.6 Others (please specify).....					

Part 5 Personal data

14. Sex

- 1. Male
- 2. Female

15. Age

- 1. 10-20 years
- 2. 21-30 years
- 3. 31-40 years
- 4. 41-50 years
- 5. 51-60 years
- 6. More than 60 years

16. Education obtained

- 1. Less than bachelor's degree
- 2. Bachelor's degree
- 3. Higher than bachelor's degree

17. Main objective of this traveling (only 1 answer)

- 1. Traveling
- 2. Visiting friends/cousins
- 3. Seminar/Conference
- 4. Business operation
- 5. Others (please specify).....

18. Your hometown

- 1. Europe
- 2. America
- 3. Australia
- 4. Africa
- 5. Asia
- 6. Others (please specify).....

Thank you



แบบสอบถาม “นักท่องเที่ยวภายในประเทศ”

เรื่อง ศักยภาพการพัฒนาการท่องเที่ยวเชิงธรรมชาติ ในเขตอำเภอเมือง จังหวัดสุราษฎร์ธานี และ
อำเภอขนอม จังหวัดนครศรีธรรมราช

แบบสอบถามเชิงวิชาการฉบับนี้เป็นส่วนหนึ่งของการศึกษาวิจัยวิทยานิพนธ์ระดับบริหารธุรกิจมหาบัณฑิต สาขาการจัดการการบริการและการท่องเที่ยว มหาวิทยาลัยสงขลานครินทร์ วิทยาเขตภูเก็ต วัตถุประสงค์ของงานวิจัยฉบับนี้ เพื่อศึกษาทัศนคติด้านอุตสาหกรรมการท่องเที่ยวที่มีผลต่อการพัฒนาการท่องเที่ยวเชิงธรรมชาติของจังหวัดสุราษฎร์ธานี และจังหวัดนครศรีธรรมราช ข้อมูลที่ได้รับจะถูกนำมาประเมินการพัฒนาการท่องเที่ยวเชิงธรรมชาติโดยภาพรวมเท่านั้น ผลการศึกษาจะนำมาเป็นแนวทางการสร้างกระบวนการต้นแบบใหม่ในแนวทางการพัฒนาผลิตภัณฑ์ทางการท่องเที่ยวและการตลาดให้มีอัตลักษณ์เฉพาะสืบไป แบบสอบถามฉบับนี้ประกอบด้วย 5 ส่วน ดังนี้

ตอนที่ 1 ประสพการณ์ในการเดินทางมาท่องเที่ยวในเขตอำเภอเมือง จังหวัดสุราษฎร์ธานี และเขตอำเภอขนอม จังหวัดนครศรีธรรมราช

ตอนที่ 2 ความคิดเห็นต่อสภาวะทางการท่องเที่ยวของจังหวัดสุราษฎร์ธานี และจังหวัดนครศรีธรรมราช

ตอนที่ 3 ข้อมูลปัจจัยที่มีอิทธิพลต่อการตัดสินใจเดินทางมาท่องเที่ยวในเขตอำเภอเมือง จังหวัดสุราษฎร์ธานี และเขตอำเภอขนอม จังหวัดนครศรีธรรมราช

ตอนที่ 4 ข้อมูลเกี่ยวกับการให้ความคิดเห็นและทัศนคติของนักท่องเที่ยว ที่มีต่อแนวทางการพัฒนาการท่องเที่ยวเชิงธรรมชาติ ในเขตอำเภอเมือง จังหวัดสุราษฎร์ธานี และ/หรือเขตอำเภอขนอม จังหวัดนครศรีธรรมราช

ตอนที่ 5 ข้อมูลส่วนบุคคล

ผู้วิจัยจึงขอความร่วมมือมายังท่านขอความกรุณาใช้เวลาในการให้ข้อมูล และความคิด เห็นที่เป็นไปตามที่เป็นจริง ความร่วมมือของท่านในครั้งนี้จะเป็นผลให้ข้อมูลที่ได้รับมีความถูกต้องและจะมีคุณค่าต่อการพัฒนาการท่องเที่ยวของจังหวัดสุราษฎร์ธานี และจังหวัดนครศรีธรรมราชให้ยั่งยืนสืบต่อไป ผู้วิจัยขอให้คำมั่นว่าข้อมูลต่างๆที่ได้จากการสัมภาษณ์จะไม่มีผลกระทบต่อด้านลบใดๆทั้งสิ้นต่อผู้ให้สัมภาษณ์ และข้อมูลทั้งหมดที่ได้รับจะถูกเก็บไว้เป็นความลับ และขอขอบพระคุณในความอนุเคราะห์อย่างยิ่งมา ณ โอกาสนี้

ความหมายศัพท์เฉพาะ

การท่องเที่ยวเชิงธรรมชาติ หมายถึง สถานที่ท่องเที่ยวซึ่งมีสภาพแวดล้อมทางธรรมชาติ ซึ่งนักท่องเที่ยวสามารถร่วมทำกิจกรรมต่างๆ เช่น ฟาร์มสเตย์ การชื่นชมธรรมชาติ

เขตภูมิภาคนี้ หมายถึง พื้นที่ที่ครอบคลุมตั้งแต่เขตอำเภอเมือง จังหวัดสุราษฎร์ธานี ถึงเขตอำเภอขนอม จังหวัดนครศรีธรรมราช

นายกันตพีร์ ธีรกานน
ผู้วิจัย

คำชี้แจง โปรดทำเครื่องหมาย ✓ ลงใน และเติมค่าลงในช่องว่างที่ตรงกับความจริงของท่าน

ตอนที่ 1 ประสพการณ์ในการเดินทางมาท่องเที่ยวในเขตอำเภอเมือง จังหวัดสุราษฎร์ธานี และเขตอำเภอขนอม จังหวัดนครศรีธรรมราช

1. ท่านเคยเดินทางมาท่องเที่ยวในเขตอำเภอเมือง จังหวัดสุราษฎร์ธานี และเขตอำเภอขนอม จังหวัดนครศรีธรรมราชหรือไม่

1. ไม่เคย
2. เคย.....ครั้ง ในเขตอำเภอเมือง จังหวัดสุราษฎร์ธานี
3. เคย.....ครั้ง ในเขตอำเภอขนอม จังหวัดนครศรีธรรมราช

2. ในการเดินทางมาท่องเที่ยวครั้งที่ผ่านมา ท่านเดินทางไปกับ

1. ครอบครัว/ญาติ 2. เพื่อน/คนรู้จัก 3. คนเดียว

3. ในการเดินทางมาท่องเที่ยวครั้งที่ผ่านมา ท่านเดินทางโดย

1. รถยนต์ส่วนตัว 2. ขนส่งมวลชน 3. บริษัทนำเที่ยว

4. ท่านเคยพักแรมค้างคืนในเขตอำเภอเมือง จังหวัดสุราษฎร์ธานี และเขตอำเภอขนอม จังหวัดนครศรีธรรมราชหรือไม่

1. ไม่เคย (โปรดข้ามไปตอบ ตอนที่ 2)
2. เคย.....ครั้ง (โปรดระบุสถานที่).....

5. สถานที่พักแรมที่ท่านเคยไปพักอยู่ในพื้นที่ใดมากที่สุด

1. ในเขตอำเภอเมือง 2. อุทยาน/วนอุทยาน
3. ฟาร์มสเตย์ 4. สถานที่ที่อยู่ใกล้แหล่งท่องเที่ยวทางธรรมชาติ 5. อื่นๆ (โปรดระบุ).....

ตอนที่ 2 ความคิดเห็นต่อสถานะทางการท่องเที่ยวของจังหวัดสุราษฎร์ธานี และจังหวัดนครศรีธรรมราช

6. ในความคิดเห็นของท่าน ท่านมีความพึงพอใจต่อ “สถานที่พัก” และ “สิ่งแวดล้อมทางการท่องเที่ยว” เมื่อเดินทางท่องเที่ยวในจังหวัดสุราษฎร์ธานี และจังหวัดนครศรีธรรมราช อย่างไร

กรุณาทำเครื่องหมาย ✓ ลงในช่องที่ท่านเลือกตามระดับความพึงพอใจในสิ่งที่ได้รับ

(ระดับความพึงพอใจ 5 หมายถึง ดีมาก /4 หมายถึง ดี /3 หมายถึง พอใช้ /2 หมายถึง ยังไม่พอใช้/1 หมายถึง รับไม่ได้)

ประเภทของบริการ	ระดับความพึงพอใจในสิ่งที่ได้รับ									
	สุราษฎร์ธานี					นครศรีธรรมราช				
	5	4	3	2	1	5	4	3	2	1
6.1 ความสะดวกสบายของที่พัก										
6.2 ราคาที่พัก										
6.3 ราคาอาหารและเครื่องดื่มโดยทั่วไป										
6.4 อธิษาศัยของคนในท้องถิ่น										
6.5 มาตรฐานของระบบขนส่งมวลชน										
6.6 ทรัพยากรธรรมชาติและสิ่งแวดล้อม										
6.7 ความหลากหลายของแหล่งท่องเที่ยว										
6.8 ความสะอาดของแหล่งท่องเที่ยว										
6.9 ความปลอดภัยของแหล่งท่องเที่ยว										
6.10 อื่นๆ (โปรดระบุ).....										

ตอนที่ 3 ข้อมูลปัจจัยที่มีอิทธิพลต่อการตัดสินใจเดินทางมาท่องเที่ยวในเขตอำเภอเมือง จังหวัดสุราษฎร์ธานี และเขตอำเภอนนอม จังหวัดนครศรีธรรมราช

7. ในการตัดสินใจเดินทางมาท่องเที่ยวในเขตอำเภอเมือง จังหวัดสุราษฎร์ธานี และหรือเขตอำเภอนนอม จังหวัดนครศรีธรรมราช ท่านให้ความสำคัญกับสิ่งเหล่านี้ในระดับใด

กรุณาทำเครื่องหมาย ✓ ลงในช่องที่ท่านเลือกตามระดับความสำคัญ

ปัจจัย	ระดับความสำคัญ				
	มากที่สุด	มาก	ปานกลาง	น้อย	น้อยที่สุด
7.1 ความมีชื่อเสียงของแหล่งท่องเที่ยว					
7.2 ความปลอดภัยของแหล่งท่องเที่ยว					
7.3 ความหลากหลายของกิจกรรมท่องเที่ยว					
7.4 ความงดงามของธรรมชาติ					
7.5 ความเป็นเอกลักษณ์เฉพาะถิ่น					
7.6 อธิษาศัยไมตรีของคนในท้องถิ่น					
7.7 ความพร้อมของสาธารณูปโภคและสิ่งอำนวยความสะดวก					
7.8 ความสะดวกของการเดินทาง					

7.9 ความปลอดภัยและมาตรฐานของระบบขนส่ง					
7.10 ความสะดวกสบายของที่พัก					
7.11 คุณภาพและมาตรฐานของการให้บริการ					
7.12 อื่นๆ (โปรดระบุ).....					

8. ในภาพรวม ท่านมีความประทับใจในการเดินทางมาท่องเที่ยวครั้งนี้ในระดับใด

1. มากที่สุด 2. มาก 3. พอประมาณ
 4. น้อย 5. น้อยที่สุด 6. ไม่มีความคิดเห็น

ตอนที่ 4 ข้อมูลเกี่ยวกับความคิดเห็นของนักท่องเที่ยวเกี่ยวกับแนวทางการพัฒนาการท่องเที่ยวเชิงธรรมชาติในเขตอำเภอเมือง จังหวัดสุราษฎร์ธานี และ/หรือเขตอำเภอขนอม จังหวัดนครศรีธรรมราช

9. ในกรณีที่ท่านเห็นว่า “ทั้ง 2 จังหวัดนี้” มีลักษณะเชื่อมโยง ไม่เป็นแหล่งท่องเที่ยวระดับคุณภาพมาตรฐาน ท่านคิดว่าปัจจัยอะไรเป็นตัวการสำคัญ (ตอบได้มากกว่า 1 ข้อ)

1. นักท่องเที่ยว 2. ผู้ประกอบการ 3. เจ้าหน้าที่ท้องถิ่น
 4. ประชาชนท้องถิ่น 5. อื่นๆ (โปรดระบุ).....
 6. ไม่คิดว่าเชื่อมโยงหรือไม่เลือกข้อใดข้อหนึ่งข้างต้น (ข้ามไปตอบ ตอนที่ 5)

10. หากจะพัฒนาการท่องเที่ยวเชิงธรรมชาติ “ทั้ง 2 จังหวัดนี้” ท่านคิดว่าควรมีการพัฒนา ปรับปรุงแก้ไขอย่างไรบ้าง

1. ความสะอาดของสถานที่ท่องเที่ยวและสิ่งแวดล้อม
 2. ความเป็นระเบียบการก่อสร้างและความสวยงาม
 3. คุณภาพและมาตรฐานของการให้บริการของที่พัก
 4. อธิยาศัยไมตรีของคนในชุมชน
 5. ความหลากหลายของกิจกรรมการท่องเที่ยว
 6. หน่วยบริการการท่องเที่ยว
 7. ระบบรักษาความปลอดภัยสำหรับนักท่องเที่ยว
 8. การพัฒนาแหล่งท่องเที่ยว
 9. ระบบสาธารณูปโภคและสิ่งอำนวยความสะดวก
 10. คุณภาพของสาธารณูปโภคและสิ่งอำนวยความสะดวก
 11. การควบคุมราคาค่าบริการให้เหมาะสม

12. การโฆษณาและประชาสัมพันธ์

11. สภาพใดบ้างที่ท่านต้องการให้การท่องเที่ยวเชิงธรรมชาติของทั้ง2จังหวัดนี้ ดำรงอยู่หรือได้รับการอนุรักษ์ไว้มากที่สุด (ตอบเพียง 1 ข้อ)

- | | |
|--|---|
| <input type="checkbox"/> 1. ชายหาดที่สวยงาม | <input type="checkbox"/> 2. ป่าไม้ที่อุดมสมบูรณ์ |
| <input type="checkbox"/> 3. สภาพแวดล้อมที่ดี | <input type="checkbox"/> 4. บรรยากาศที่เงียบสงบ |
| <input type="checkbox"/> 5. ธรรมชาติที่สวยงาม | <input type="checkbox"/> 6. แหล่งท่องเที่ยวเชิงอนุรักษ์ |
| <input type="checkbox"/> 7. แหล่งท่องเที่ยวเชิงเกษตร | <input type="checkbox"/> 8. อื่นๆ (โปรดระบุ)..... |

แหล่งท่องเที่ยวเชิงอนุรักษ์ หมายถึง แหล่งท่องเที่ยวเพื่อการศึกษา ชื่นชม เพลิดเพลินกับทัศนียภาพ สภาพแวดล้อม สังคม วัฒนธรรม วิถีชีวิตของคนในท้องถิ่นบนพื้นฐานของความรู้และความรับผิดชอบ

แหล่งท่องเที่ยวเชิงเกษตร หมายถึง แหล่งท่องเที่ยวทางการเกษตรเพื่อการศึกษา และการมีส่วนร่วม ในกิจกรรมทางการเกษตร วิถีชีวิตของเกษตรกรในท้องถิ่น เช่น ฟาร์มสเตย์

12. ท่านคิดว่า หน่วยงานที่เกี่ยวข้องกับการท่องเที่ยวควรมีการดำเนินงานในลักษณะใดบ้างกับการท่องเที่ยวเชิงธรรมชาติของทั้ง2จังหวัดนี้ (ตอบได้มากกว่า 1 ข้อ)

- | |
|---|
| <input type="checkbox"/> 1. ให้องค์กรที่เกี่ยวข้องให้ความสำคัญต่อทรัพยากรและสิ่งแวดล้อมมากขึ้นกว่านี้ |
| <input type="checkbox"/> 2. ให้ความรู้เกี่ยวกับการรักษาทรัพยากรธรรมชาติและสิ่งแวดล้อมแก่นักท่องเที่ยว |
| <input type="checkbox"/> 3. ให้ประชาชนในท้องถิ่นมีส่วนร่วมในกิจกรรมการท่องเที่ยวมากขึ้น |
| <input type="checkbox"/> 4. จัดให้มีการท่องเที่ยวที่มีความกลมกลืนกับการดำรงชีวิตของชุมชนในท้องถิ่น |
| <input type="checkbox"/> 5. จัดให้มีโครงการให้ความรู้ ความเข้าใจในการปฏิบัติตนที่ดีต่อนักท่องเที่ยว |
| <input type="checkbox"/> 6. อื่นๆ (โปรดระบุ)..... |

13. การที่จะสร้างความประทับใจหรือผลคงความสนใจ ของนักท่องเที่ยวและผู้มาเยือนต่อการท่องเที่ยวของ “ทั้ง2จังหวัดนี้” ท่านคิดว่าปัจจัยใดต่อไปนี้มีระดับความสำคัญเท่าใด

ปัจจัยด้านผลิตภัณฑ์การท่องเที่ยว	ระดับความสำคัญ				
	มากที่สุด	มาก	ปานกลาง	น้อย	น้อยที่สุด
13.1 ความมีอัธยาศัยไมตรีของประชาชนในท้องถิ่น					
13.2 การรักษาความสะอาดของสิ่งแวดล้อม					
13.3 ความเป็นระเบียบของสิ่งปลูกสร้างและการจัดวางผังเมือง					
13.4 ความเพียงพอของระบบสาธารณูปโภคและสิ่งอำนวยความสะดวกที่ได้มาตรฐาน					
13.5 ความสมเหตุสมผลของการคิดค่าบริการเมื่อเทียบกับคุณภาพและปริมาณ					
13.6 อื่นๆ (โปรดระบุ).....					

ตอนที่ 5 ข้อมูลส่วนบุคคล

14. เพศ

1. ชาย 2. หญิง

15. อายุ

1. อายุ 10-20 ปี 2. อายุ 21-30 ปี 3. อายุ 31-40 ปี
 4. อายุ 41-50 ปี 5. อายุ 51-60 ปี 6. อายุสูงกว่า 60 ปี

16. ระดับการศึกษา

1. น้อยกว่าปริญญาตรี 2. ปริญญาตรี 3. สูงกว่าปริญญาตรี

17. วัตถุประสงค์ในการเดินทางมายังอำเภอเมืองจังหวัดสุราษฎร์ธานี และ/หรืออำเภอขนอมจังหวัดนครศรีธรรมราชในครั้งนี้ (ตอบได้เพียงข้อเดียว)

1. ท่องเที่ยว 2. ประกอบธุรกิจ 3. ประชุม/ สัมมนา
 4. เยี่ยมเพื่อน/ญาติ 5. อื่นๆ (ระบุ).....

18. ท่านมีภูมิลำเนาในภูมิภาคใด

1. ภาคเหนือ 2. ภาคตะวันออกเฉียงเหนือ
 3. ภาคกลาง 4. ภาคใต้

No.....



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The Potential for Nature-Based Tourism Development in Amphur Muang,
Changwat Suratthani and Amphur Khanom, Changwat Nakhon Srithammarat

This interview is designed for academic research which is a part of the thesis study of Master of Business Administration in Hospitality and Tourism Management Science, Faculty of Service Industries, Prince of Songkla University, Phuket Campus. The aim is to study the tourism industry's perspective towards the nature-based tourism development in Suratthani and Nakhon Srithammarat. The information from your responses will be used as primary data in evaluating the nature-based tourism development and its consequences. The results of studies from this research will be used to create a framework to suggest effective processes that could facilitate the regions in new tourism products development and tourism destination marketing. The interview is comprised of:

Part 1: Information about the respondent's business in tourism industry

Part 2: Opinion toward tourism development and management in Suratthani
and Nakhon Srithammarat

Part 3: Opinions of the regional tourism development in Suratthani and
Nakhon Srithammarat

Part 4: Personal Data

The contributions provided by respondents in this interview will have absolutely no negative impact on these individuals. The researcher can guarantee complete anonymity to the participants. Responses will be grouped and individual respondents will not be identified. Your assistance is critical to the advancement to the study and the researcher is extremely grateful for your assistance.

Definition of key terms

Nature-based tourism is defined as the tourism concerned on the natural environment for its attractions where the tourists are able to participate in activities such as farm stay, trekking and viewing natural atmosphere.

This region is defined as the scope of area covered from Muang, Suratthani to Khanom, Nakhon Srithammarat.

Mr. Kanthapee Thirakanon

Researcher

Instruction: Please answer these following questions honestly for academic purposes by making mark (✓) over the box next to the answer you feel best suits you are thinking and fill your ideas in the blank.

Part 1: Information about the respondent's business in tourism industry

1. Type of Business

1. Resort hotel 2. Farm stay 3. Others.....

Enterprise's name:

Address:

2. Duration of business operation

1. Less than 1 year 2. 1-3 years
 3. 4-6 years 4. More than 6 years

3. Are you a local resident in the area where you operate your business?

1. Yes 2. No

4. Type of business ownership

1. Limited company 2. Own proprietary
 3. Partnership 4. Franchise
 5. Others.....

5. Are there any alien partners in your business?

1. No 2. Yes (please specify nationality).....

6. Do any oversea travel agents send customers to your business?

1. No 2. Yes (please specify agent's name).....

7. With which governmental organizations in the region have you had your business cooperation in promotion? (More than 1 answer is appreciated.)

1. TAT 2. The Chamber of Commerce
 3. Provincial Administration Organization (PAO)
 4. Sub-District Administration Organization (SDAO)

8. In which month do tourists like to have your services the most?

.....

9. What are the nationalities of international tourists who bought services from your business?

1. 2.
 3. 4.

10. Are the staffs in your business able to communicate with any foreign languages?

1. No 2. Yes (please specify language)

11. Have you serviced the following activities?

Activities	Do not operate	Operated with villagers	Individually operate	Send customer to others tourism-related business
11.1 Sale souvenirs				
11.2 Organizing trips related nature-based tourism				
11.3 Organizing eco- tourism				
11.4 Organizing cultural and historical heritage				
11.5 Organizing soft adventure travel				
11.6 Organizing excursions in general				
11.7 Transportation service				
11.8 Ticketing and reservation				
11.9 Equipment for rent (trekking, diving, car rental)				
11.10 Current exchange service				
11.11 Entertainment				
11.12 Others				

12. What are the most favored tourism-related programs offered by your business among tourists?

1. 2.
 3. 4.

13. If you plan to propose new tour packages in the future, which attractions have potential for nature-based tourism?

1. 2.
 3. 4.

14. What problems have you encountered during your business operation?

(More than 1 answer is appreciated.)

1. Human Resource 2. Government support
 3. Funding and investment 4. Marketing development planning
 5. Laws and political policy 6. Facilitation of the location
 7. Coordination with relevant organizations
 8. Tourist attraction resources 9. Others

Part 2: Opinion toward tourism development and management in Suratthani and Nakhon Srithammarat

15. What is your thinking with regard to tourism development and management in the region in the following aspects? Please rate 1,2,3,4 or 5 for each aspect (5 = strongly agree, 4 = agree, 3 = neutral midpoint, 2 = disagree, 1 = strongly disagree)

Aspect	Assessed level				
	5	4	3	2	1
15.1 The readiness of the tourism development in the regional tourism industry					
15.2 The level of readiness of tourism development is a major factor that may cause effects of business operations					
15.3 The growth rate of tourism in the region Note: - If assessed level is 1 or 2, please go to question 15.4 - If assessed level is 3,4 or 5, please go to question 15.5					
15.4 Factors which have discouraged the growth of tourism in the region					
- Negative image of the region					
- Political instability of the region					
- Economic in the region					
- Inconvenience of traveling in the region					
- Unsafe for tourist and/or belongings at tourist attraction					
- Lack of strong support from the government					
- Lack of skilled labors and insufficient facilities in hospitality industry					

Aspect	Assessed level				
	5	4	3	2	1
- Economic structure in the region is competitive rather than supportive					
15.5 Factors which have encouraged the growth of tourism in the region					
- Increase of tourism facilities					
- Regional economic growth					
- Strong support from government					
- Increase of investors interest in tourism business investment					
- Variety of tourism product					
- Tourist' better attitude toward the region					
- More political stability in the region					
15.6 The most popular tourists destination and/or scenery in the region					
- Beach					
- Waterfall					
- Protected area					
- Agricultural farms as a destination					
15.7 Tourist activities which influences tourists to use services					
- Cultural tourism					
- Agro-tourism					
- Eco-tourism					
- Soft-adventure tourism					
- Sport and recreational tourism					
- Health tourism					
- Shopping tourism					
- Farm-stay tourism					
15.8 Convenience of accessing tourist attractions in the region					
- Convenience of the transportation					

- Adequate quality and quantities of direction signs					
- Bus services to tourist attraction					

Aspect	Assessed level				
	5	4	3	2	1
- Information service about tourist attractions					
15.9 Constraints that might diminish tourism in the region					
- Cleanness of its environment					
- Security of attractions					
- Image of tourism in the region					
- Service quality					
15.10 The possibility for tourist attractions in the region being promoted and developed as single destinations					

16. What factors mainly attract tourists to visit the following regions?

Please rate 1,2,3,4 or 5 for each aspect (5 = strongly agree, 4 = agree, 3 = neutral midpoint, 2 = disagree, 1 = strongly disagree)

External factors	Suratthani	Nakhon Srithammarat
16.1 Beauty of natural attraction		
16.2 Historical and archeological sites		
16.3 Art, architecture and culture		
16.4 Variety of activities related to natural-based tourism and alternative tourism		
16.5 OTOP products and souvenir shops		
16.6 Friendliness of local people		
16.7 Cleanness of destinations		
16.8 Security of destinations		
16.9 Convenience of accessibility		
16.10 Others (please specify).....		

Internal factors	Suratthani	Nakhon Srithammarat
16.11 Labors' skill of language proficiency and hospitality		
16.12 Sufficient facilities in the hospitality industry		
16.13 Architecture and environment of accommodation		
16.14 Room rate		
16.15 Food and beverage price		
16.16 Security systems		
16.17 Promotion		
16.18 Others (please specify).....		

Part 3: Opinions of the tourism product development in Suratthani and Nakhon Srithammarat

17. What factors should be improved for tourism planning?

.....

18. What tourism products and/or activities related to your business and destinations nearby should be improved for regional tourism development?

.....

19. What types of tourism are the most appropriate for the regions?

.....

20. Which of these factors/elements could be used as a symbol for promoting tourism in the regions as a single destination? Please rate 1,2,3,4 or 5 for each aspect

(5= strongly agree, 4 = agree, 3 = neutral midpoint, 2 = disagree, 1 = strongly disagree)

Aspects	Assessed level				
	5	4	3	2	1
20.1. Beauty of nature					
20.2. Fertileness of ecological system					

20.3. Local ways of life					
20.4. Cultural prosperity					
20.5. Works of art					
20.6. Long trance of history					
20.7. Friendliness of local residents					

Other recommendations to relevant organizations

.....

Part 4: Personal Data

21. Position of respondent

1. Business owner
 2. Partnership
 3. General Manager
 4. Others.....

22. Gender

1. Male
 2. Female

23. Age

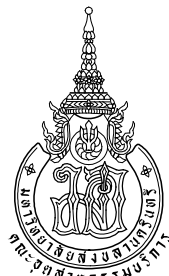
1. 20-25 years old
 2. 26-30 years old
 3. 31-35 years old
 4. 36-49 years old
 5. 41-45 years old
 6. Older than 45 years old

24. Highest education obtained

1. Lower than Bachelor
 2. Bachelor
 3. Higher than Bachelor

Thank you

ชุดที่.....



แบบสัมภาษณ์ “ผู้ประกอบการที่พัก”

เรื่อง ศักยภาพการพัฒนาการท่องเที่ยวเชิงธรรมชาติ ในเขตอำเภอเมือง จังหวัดสุราษฎร์ธานี และ
อำเภอขนอม จังหวัดนครศรีธรรมราช

แบบสอบถามเชิงวิชาการฉบับนี้เป็นส่วนหนึ่งของการศึกษาวิจัยวิทยานิพนธ์ระดับบริหารธุรกิจมหาบัณฑิต สาขาการจัดการการบริการและการท่องเที่ยว มหาวิทยาลัยสงขลานครินทร์ วิทยาเขตภูเก็ต วัตถุประสงค์ของงานวิจัยฉบับนี้ เพื่อศึกษาทัศนคติด้านอุตสาหกรรมการท่องเที่ยวที่มีผลต่อการพัฒนาการท่องเที่ยวเชิงธรรมชาติของจังหวัดสุราษฎร์ธานี และจังหวัดนครศรีธรรมราช ข้อมูลที่ได้รับจะถูกนำมาประเมินการพัฒนาการท่องเที่ยวเชิงธรรมชาติโดยภาพรวมเท่านั้น ผลการศึกษาจะนำมาเป็นแนวทางการสร้างกระบวนทัศน์ใหม่ในแนวทางของการพัฒนาผลิตภัณฑ์ทาง การท่องเที่ยวและการตลาดให้มีอัตลักษณ์เฉพาะสืบไป แบบสอบถามฉบับนี้ประกอบด้วย 4 ส่วน ดังนี้

ตอนที่ 1 ข้อมูลเกี่ยวกับธุรกิจของผู้ประกอบการในภาคอุตสาหกรรมท่องเที่ยว

ตอนที่ 2 ข้อคิดเห็นของการพัฒนาและการจัดการการท่องเที่ยวในเขตอำเภอเมือง
จังหวัดสุราษฎร์ธานี และเขตอำเภอขนอม จังหวัดนครศรีธรรมราช

ตอนที่ 3 ข้อคิดเห็นต่อการพัฒนาผลิตภัณฑ์การท่องเที่ยวในระดับภูมิภาคของ
จังหวัดสุราษฎร์ธานี และ จังหวัดนครศรีธรรมราช

ตอนที่ 4 ข้อมูลส่วนบุคคล

ผู้วิจัยจึงขอความร่วมมือมายังท่านขอความกรุณาสละเวลาในการให้ข้อมูล และ
ความคิดเห็นที่เป็นไปตามที่เป็นจริง ความร่วมมือของท่านในครั้งนี้จะเป็นผลให้ข้อมูลที่ได้รับมี

ความถูกต้องและจะมีคุณค่าต่อการพัฒนาการท่องเที่ยวของจังหวัดสุราษฎร์ธานี และจังหวัด นครศรีธรรมราชให้ยั่งยืนสืบต่อไป ผู้วิจัยขอให้คำมั่นว่าข้อมูลต่างๆที่ได้จากการสัมภาษณ์จะไม่มีผลกระทบต่อด้านลบใดๆทั้งสิ้นต่อผู้ให้สัมภาษณ์ และข้อมูลทั้งหมดที่ได้รับจะถูกเก็บไว้เป็นความลับ และขอขอบพระคุณในความอนุเคราะห์อย่างยิ่งมา ณ โอกาสนี้

ความหมายศัพท์เฉพาะ

การท่องเที่ยวเชิงธรรมชาติ หมายถึง สถานที่ท่องเที่ยวซึ่งมีสภาพแวดล้อมทางธรรมชาติ ซึ่งนักท่องเที่ยวสามารถร่วมทำกิจกรรมต่างๆ เช่น ฟาร์มสเตย์ การชื่นชมธรรมชาติ

เขตภูมิภาคนี หมายถึง พื้นที่ที่ครอบคลุมตั้งแต่เขตอำเภอเมือง จังหวัดสุราษฎร์ธานี ถึงเขตอำเภอขนอม จังหวัดนครศรีธรรมราช

นายกันตพีร์ ธีรกานน

ผู้วิจัย

1. ไม่ได้ 2. ได้ (โปรดระบุ).....

11. ธุรกิจของท่านมีบริการกิจกรรมเหล่านี้หรือไม่

กิจกรรม	ไม่ได้ดำเนินการ	ร่วมดำเนินการกับชาวบ้าน	ดำเนินการเอง	ส่งลูกค้าไปสถานที่อื่น
11.1 จำหน่ายสินค้าที่ระลึก				
11.2 ทัวร์เกี่ยวกับการท่องเที่ยวเชิงธรรมชาติ				
11.3 ทัวร์เกี่ยวกับการท่องเที่ยวเชิงอนุรักษ์				
11.4 ทัวร์เกี่ยวกับการท่องเที่ยวเชิงวัฒนธรรม				
11.5 ทัวร์เกี่ยวกับการท่องเที่ยวเชิงผจญภัย				
11.6 ทัวร์เกี่ยวกับการท่องเที่ยวประเภทไม่ค้างคืนแบบทั่วไป				
11.7 บริการรถรับ-ส่ง				
11.8 การจองและจำหน่ายตั๋ว				
11.9 ให้เช่าอุปกรณ์ เช่น เดินป่า ดำน้ำ รถยนต์				
11.10 บริการแลกเปลี่ยนเงินสกุลต่างประเทศ				
11.11 ความบันเทิง				
11.12 อื่นๆ (โปรดระบุ).....				

12. ธุรกิจของท่านจัดรายการท่องเที่ยวใดบ้าง

.....

13. หากในอนาคตท่านต้องการจัดแพคเกจทัวร์รูปแบบใหม่ สถานที่ท่องเที่ยวแห่งใดบ้างที่สามารถพัฒนาศักยภาพทางการท่องเที่ยวเชิงธรรมชาติ

.....

14. ท่านประสบปัญหาใดบ้างในการดำเนินธุรกิจ (ตอบได้มากกว่า 1 ข้อ)

1. ทรัพยากรมนุษย์ 2. การสนับสนุนจากภาครัฐ
3. การวางแผนการตลาด 4. สิ่งอำนวยความสะดวกต่างๆในพื้นที่
5. เงินทุนและการลงทุน 6. กฎหมายและนโยบายทางการเมือง
7. ความร่วมมือกับองค์กรเกี่ยวข้อง 8. ทรัพยากรแหล่งท่องเที่ยว

9. อื่นๆ (โปรดระบุ).....

ตอนที่ 2 ข้อคิดเห็นต่อการพัฒนาและการจัดการการท่องเที่ยว ในเขตอำเภอเมือง จังหวัด

สุราษฎร์ธานี และเขตอำเภอขนอม จังหวัดนครศรีธรรมราช

15. ท่านมีความคิดเห็นต่อการพัฒนาและการจัดการการท่องเที่ยว ในเขตอำเภอเมือง จังหวัด

สุราษฎร์ธานี และเขตอำเภอขนอม จังหวัดนครศรีธรรมราช โดยภาพรวมอย่างไร

กรุณาทำเครื่องหมาย ✓ ลงในช่องที่ท่านเลือกตามระดับความคิดเห็น (ระดับความคิดเห็น 5 หมายถึง เห็นด้วยอย่างมาก / 4 หมายถึง เห็นด้วย / 3 หมายถึง ค่อนข้างเห็นด้วย 2 หมายถึง ไม่เห็นด้วย / 1 หมายถึง ไม่เห็นด้วยอย่างยิ่ง)

ประเด็นในเชิงการพัฒนาและการจัดการ	ระดับของความคิดเห็น				
	5	4	3	2	1
15.1 ความพร้อมของการพัฒนาการท่องเที่ยวในภาคอุตสาหกรรมการท่องเที่ยวในเขตภูมิภาคนี้					
15.2 ระดับความพร้อมในการพัฒนาการท่องเที่ยว เช่น ปัจจัยหลักซึ่งอาจส่งผลกระทบต่อการค้าเงินธุรกิจ					
15.3 อัตราการเจริญเติบโตของการท่องเที่ยวในเขตภูมิภาคนี้ ข้อสังเกต : - หากระดับความคิดเห็นเป็น 1 หรือ 2 โปรดตอบคำถามข้อ 15.4 - หากระดับความคิดเห็นเป็น 3, 4 หรือ 5 โปรดข้ามไปตอบคำถามข้อ 15.5					
15.4 ปัจจัยที่มีผลต่อการลดอัตราการเติบโตทางการท่องเที่ยว					
- ภาพลักษณ์ด้านลบทางการท่องเที่ยวของเขตภูมิภาคนี้					
- ความไม่มั่นคงทางการเมืองในเขตภูมิภาคนี้					
- เศรษฐกิจในเขตภูมิภาคนี้					
- ความไม่สะดวกของการเดินทาง					
- ความไม่ปลอดภัยของนักท่องเที่ยวและทรัพย์สินของนักท่องเที่ยวตามแหล่งท่องเที่ยว					
- ไม่ได้ได้รับการสนับสนุนจากภาครัฐเท่าที่ควร					
- ขาดแคลนแรงงานที่มีทักษะ และสิ่งอำนวยความสะดวกในภาคอุตสาหกรรมบริการ					
- โครงสร้างทางเศรษฐกิจในระดับภูมิภาคเป็นการแข่งขันมากกว่าส่งเสริม					
15.5 ปัจจัยที่มีผลต่อการกระตุ้นการเติบโตของการท่องเที่ยว					
- เพิ่มสิ่งอำนวยความสะดวกของการท่องเที่ยว					
- การเติบโตทางเศรษฐกิจในส่วนภูมิภาค					

- การสนับสนุนจากภาครัฐ					
- การเพิ่มความสนใจของนักลงทุนในการลงทุนธุรกิจการท่องเที่ยว					
ประเด็นในเชิงการพัฒนาและการจัดการ	ระดับของความคิดเห็น				
	5	4	3	2	1
- ความหลากหลายของผลิตภัณฑ์ทางการท่องเที่ยว					
- ทักษะที่ดีขึ้นของนักท่องเที่ยวต่อเขตภูมิภาคนี้					
- ความมั่นคงทางการเมืองในเขตภูมิภาคนี้เพิ่มขึ้น					
15.6 ความนิยมสูงสุดของแหล่งท่องเที่ยวและทัศนียภาพ					
- ชายหาด					
- น้ำตก					
- เขตอนุรักษ์					
- แหล่งท่องเที่ยวประเภทฟาร์มเกษตรกรรม					
15.7 กิจกรรมทางการท่องเที่ยวที่มีอิทธิพลต่อการใช้บริการของนักท่องเที่ยว					
- การท่องเที่ยวเชิงวัฒนธรรม					
- การท่องเที่ยวเชิงนิเวศ					
- การท่องเที่ยวเชิงเกษตรกรรม					
- การท่องเที่ยวเชิงผจญภัย					
- การท่องเที่ยวเชิงสันตนาการ					
- การท่องเที่ยวเพื่อสุขภาพ					
- การท่องเที่ยวเพื่อการช้อปปิ้ง					
- การท่องเที่ยวแบบฟาร์มสเตย์					
15.8 ความสะดวกในการเดินทางไปยังแหล่งท่องเที่ยวในภูมิภาคนี้					
- ระบบคมนาคมที่สะดวก					
- ป้ายบอกทางที่มีจำนวนเพียงพอและมีคุณภาพ					
- บริการรถประจำทางไปยังแหล่งท่องเที่ยว					
- บริการข้อมูลของแหล่งท่องเที่ยว					
15.9 ชีตจำกัดที่อาจทำให้การท่องเที่ยวในเขตภูมิภาคนี้ขาดความมีชื่อเสียง					
- ความสะอาดของสภาพแวดล้อม					
- ความปลอดภัยตามแหล่งท่องเที่ยว					
- ภาพลักษณ์ของการท่องเที่ยว					
- คุณภาพของการบริการ					
15.10 ความเป็นไปได้ของแหล่งเที่ยวในเขตภูมิภาคนี้ที่สามารถส่งเสริม					

และพัฒนาให้เป็นสถานที่ท่องเที่ยวที่มีความโดดเด่น					
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16. ปัจจัยใดที่ดึงดูดนักท่องเที่ยวให้เดินทางมาในเขตภูมิภาคนี้ กรุณาระบุหมายเลข 1, 2, 3, 4 หรือ 5 (ระดับความคิดเห็น 5 หมายถึง เห็นด้วยอย่างมาก / 4 หมายถึง เห็นด้วย / 3 หมายถึง ค่อนข้างเห็นด้วย / 2 หมายถึง ไม่เห็นด้วย / 1 หมายถึง ไม่เห็นด้วยอย่างยิ่ง)

ปัจจัยภายนอก	สุราษฎร์ธานี	นครศรีธรรมราช
16.1 ความงดงามทางธรรมชาติของแหล่งท่องเที่ยว		
16.2 สถานที่ทางประวัติศาสตร์และโบราณสถาน		
16.3 ศิลปะ สถาปัตยกรรม และวัฒนธรรม		
16.4 ความหลากหลายของกิจกรรมทางการท่องเที่ยวเชิงธรรมชาติและ การท่องเที่ยวทางเลือก		
16.5 สินค้าหนึ่งตำบล หนึ่งผลิตภัณฑ์ และร้านจำหน่ายสินค้าที่ระลึก		
16.6 อุตสาหกรรมบริการของประชาชนในท้องถิ่น		
16.7 ความสะอาดของแหล่งท่องเที่ยว		
16.8 ความปลอดภัยของแหล่งท่องเที่ยว		
16.9 ความสะดวกของการเดินทางไปยังแหล่งท่องเที่ยว		
16.10 อื่นๆ (โปรดระบุ).....		
ปัจจัยภายใน	สุราษฎร์ธานี	นครศรีธรรมราช
16.11 แรงงานที่มีทักษะทางภาษาและบริการ		
16.12 สิ่งอำนวยความสะดวกที่เพียงพอในภาคอุตสาหกรรม		
16.13 สถาปัตยกรรม และสภาพแวดล้อมของสถานที่พัก		
16.14 อัตราค่าบริการห้องพัก		
16.15 ราคาอาหารและเครื่องดื่ม		
16.16 ระบบรักษาความปลอดภัย		
16.17 การส่งเสริมการขาย		
16.18 อื่นๆ (โปรดระบุ).....		

ตอนที่ 3 ข้อคิดเห็นต่อการพัฒนาผลิตภัณฑ์การท่องเที่ยวในระดับภูมิภาคของ จังหวัด

สุราษฎร์ธานี และ จังหวัดนครศรีธรรมราช

17. ปัจจัยใดบ้างที่ควรได้รับการปรับปรุงเพื่อการวางแผนการท่องเที่ยว

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18. ผลกระทบต่อการท่องเที่ยว หรือ กิจกรรมการท่องเที่ยวที่เกี่ยวข้องกับธุรกิจของท่าน และแหล่งท่องเที่ยวในระแวกใกล้เคียงใดบ้าง ที่ควรได้รับการปรับปรุงเพื่อการพัฒนาการท่องเที่ยวในระดับภูมิภาค

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19. การท่องเที่ยวแบบใดบ้างที่มีความเหมาะสมที่สุดในเขตภูมิภาคนี้

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20. ปัจจัยใดต่อไปนี่ที่สามารถใช้เป็นสัญลักษณ์ในการส่งเสริมการท่องเที่ยวในเขตภูมิภาคนี้ ให้มีความโดดเด่น กรุณาทำเครื่องหมาย ✓ ลงในช่องที่ท่านเลือกตามระดับความคิดเห็น (ระดับความคิดเห็น 5 หมายถึง เห็นด้วยอย่างมาก/4 หมายถึง เห็นด้วย/3 หมายถึง ค่อนข้างเห็นด้วย/2 หมายถึง ไม่เห็นด้วย/1 หมายถึง ไม่เห็นด้วยอย่างยิ่ง)

ประเด็นเชิงปัจจัย	ระดับของความคิดเห็น				
	5	4	3	2	1
20.1 ความงามทางธรรมชาติ					
20.2 ความอุดมสมบูรณ์ของระบบนิเวศ					
20.3 วิถีชีวิตของคนในท้องถิ่น					
20.4 ประเพณี และวัฒนธรรม					
20.5 งานศิลปะที่มีอัตลักษณ์เฉพาะถิ่น					
20.6 ประวัติศาสตร์อันยาวนาน					
20.7 อัยาศัยไมตรีของชาวบ้าน					

No



Series 3 Related Officer Groups

The Potential for Nature-Based Tourism Development in Amphur Muang, Changwat Suratthani and Amphur Khanom, Changwat Nakhon Srithammarat

This interview is designed for academic research which is a part of the thesis study of Master of Business Administration in Hospitality and Tourism Management Science, Faculty of Service Industries, Prince of Songkla University, Phuket Campus. The aim is to study the tourism industry's perspective towards the nature-based tourism development in Suratthani and Nakhon Srithammarat. The information from your responses will be used as primary data in evaluating the nature-based tourism development and its consequences. The results of studies from this research will be used to create a framework to suggest effective processes that could facilitate the regions in new tourism products development and tourism destination marketing. The interview is comprised of:

Part 1: Opinions of current circumstances of tourism in Suratthani and
Nakhon Srithammarat

Part 2: Opinion toward tourism development and management in Suratthani
and Nakhon Srithammarat

Part 3: Opinions of the tourism product development and marketing in Muang,
Suratthani and Khanom, Nakhon Srithammarat

Part 4: Personal Data

The contributions provided by respondents in this interview will have absolutely no negative impact on these individuals. The researcher can guarantee complete anonymity to the participants. Responses will be grouped and individual respondents will not be identified. Your assistance is critical to the advancement to the study and the researcher is extremely grateful for your assistance.

Definition of key terms

Nature-based tourism is defined as the tourism concerned on the natural environment for its attractions where the tourists are able to participate in activities such as farm stay, trekking and viewing natural atmosphere.

This region is defined as the scope of area covered from Muang, Suratthani to Khanom, Nakhon Srithammarat.

Mr. Kanthapee Thirakanon
Researcher

Instruction: Please answer these following questions honestly for academic purposes by making mark (✓) over the box next to the answer you feel best suits you are thinking and fill your ideas in the blank.

Part1: Opinions towards tourism current circumstances in this region

1. What is your thinking with regard to tourism phenomena in Suratthani and Nakhon Srithammarat in the following aspects? Please rate 1,2,3,4 or 5 for each aspect (5 = strongly agree, 4 = agree, 3 = neutral midpoint, 2 = disagree, 1 = strongly disagree)

Aspect	Assessed level				
	5	4	3	2	1
1.1 To be an outstanding destination as same as other outstanding destinations.					
1.2 To have high potentiality to standardize to international quality destination.					
1.3 To have declination and unpopularity.					
1.4 Lack of tourism diversity; need to promote and develop immediately.					
1.5 To need the improvement to the natural and environmental declination immediately.					

2. In your opinion, how do the tourists satisfy to services or affordable things in this region? Please rate 1,2,3,4 or 5 for each aspect (5 = excellent, 4 = good, 3 = neutral midpoint/fair, 2 = poor, 1 = need development)

Aspect	Assessed level				
	5	4	3	2	1
2.1 Accommodations					
2.2 Food price					
2.3 Service rate					
2.4 Friendliness of local people					
2.5 Environment and nature					
2.6 Accessibility					
2.7 Diversity of destinations					
2.8 Variety of tourism activities					

2.9 Cleanliness					
2.10 Security					
2.11 Others (please specify).....					

Part2: Opinion towards tourism development and management in Suratthani and Nakhon Srithammarat

3. What is your thinking with regard to tourism development and management in the region in the following aspects? Please rate 1,2,3,4 or 5 for each aspect (5 = strongly agree, 4 = agree, 3 = neutral midpoint, 2 = disagree, 1 = strongly disagree)

Development and Management Aspect	Assessed level				
	5	4	3	2	1
3.1 The readiness of the tourism development in Suratthani tourism industry					
3.2 The readiness of the tourism development in Nakhon Srithammarat tourism industry					
3.3 The possibility of promoting and developing destinations in Suratthani and Nakhon Srithammarat to reach the outstanding level					
3.4 The potential of natural uniqueness development and promotion					
3.5 Current management towards NBT in these two provinces					
3.6 Current management towards historical and cultural tourism in these two provinces					
3.7 Numbers of tourism related officers					
3.8 Tourism skills and knowledge of tourism related officers					
3.9 Tourism skills and knowledge of host community					
3.10 Tourism information center					
3.11 Tourism information technology system					
3.12 Numbers of guide and trainer					
3.13 Community participation towards recommendations of tourism information					
3.14 Community participation towards tourism training and occupation development					
3.15 Community participation towards monitoring destination					

3.16 Community participation towards tourism planning					
3.17 Chances of tourism related occupation development to community members					

4. To achieve the tourist’s impression and interest, which one is the most important factor to sustain the tourism industry in these two provinces? (Please rate the important assessed level in order)

- ___ 4.1 Friendliness of local residents
- ___ 4.2 Qualification of providers
- ___ 4.3 Cleanness of environment
- ___ 4.4 Sufficient of standard infrastructures and facilities
- ___ 4.5 Reasonable service pricing compared with quality and quantity
- ___ 4.6 Others (please specify).....

5. What is your thinking with regard to promote from Muang, Suratthani to Khanom, Nakhon Srithammarat to be an attractive destination?

Please mark (√) on your assessed level.

Aspects	Assessed level		
	YES	NO	UNSURED
5.1 Cleanliness of tourist destination and environment			
5.2 Building up the tourism uniqueness			
5.3 Service quality			
5.4 Infrastructures and facilities system			
5.5 Security system for tourists, e.g. roads			
5.6 Controlling the suitable service charge			
5.7 Others (please specify).....			

6. What is your thinking with regard to the strengths and weaknesses of tourism development in Suratthani and Nakhon Srithammarat?

Weaknesses

- 1.....
- 2.....
- 3.....

Strengths

- 1.....
- 2.....
- 3.....

Part3: Opinions towards the tourism product development and marketing in Muang, Suratthani and Khanom, Nakhon Srithammarat

7. What do you think whether the sustainable collaborative policy should be launched to Suratthani and Nakhon Srithammarat or not?

- 7.1 No (**Please go to no.9**) 7.2 Yes

8. If you agree with launching the sustainable collaborative policy, what “indicators” should be taken to prevent the declination of local resources and cultures?

- 1.....
- 2.....
- 3.....

9. According to your role of tourism management, what “indicators” should be taken to preserve natural resources and cultures?

- 1.....
- 2.....
- 3.....

10. What tourism products and marketing strategies does your organization plan to develop tourism industry in the future?

Nature-based tourism

- 1.....
- 2.....
- 3.....

Agro tourism

- 1.....
- 2.....
- 3.....

Alternative tourism

- 1.....
- 2.....
- 3.....

11. Does your organization have any policies of generating nature-based tourism income to the community?

- 1.....
- 2.....
- 3.....

12. What types of nature-based tourism product are the most appropriate for Suratthani and Nakhon Srithammarat?

- 1..... 2.....
- 3..... 4.....

13. Which of these factors/elements could be used as a symbol for promoting tourism in the regions as a single destination? Please rate 1,2,3,4 or 5 for each aspect

(5= strongly agree, 4 = agree, 3 = neutral midpoint, 2 = disagree, 1 = strongly disagree)

Aspect	Assessed level				
	5	4	3	2	1
13.1 Beauty of nature					
13.2 Fertileness of ecological system					
13.3 Local ways of life					
13.4 Cultural prosperity					
13.5 Long trance of history					
13.6 Works of art					
13.7 Friendliness of local residents					

Recommendations

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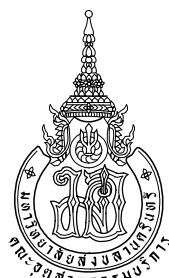
Part4: Personal Data

Position.....

Workplace.....

Working experience.....years

ชุดที่



แบบสัมภาษณ์ “เจ้าหน้าที่หน่วยงานภาครัฐ”

เรื่อง ศักยภาพการพัฒนาการท่องเที่ยวเชิงธรรมชาติ ในเขตอำเภอเมือง จังหวัดสุราษฎร์ธานี และ อำเภอขนอม จังหวัดนครศรีธรรมราช

แบบสอบถามเชิงวิชาการฉบับนี้เป็นส่วนหนึ่งของการศึกษาวิจัยวิทยานิพนธ์ระดับบริหารธุรกิจมหาบัณฑิต สาขาการจัดการการบริการและการท่องเที่ยว มหาวิทยาลัยสงขลานครินทร์ วิทยาเขตภูเก็ต วัตถุประสงค์ของงานวิจัยฉบับนี้ เพื่อศึกษาทัศนคติด้านอุตสาหกรรมการท่องเที่ยวที่มีผลต่อการพัฒนาการท่องเที่ยวเชิงธรรมชาติของจังหวัดสุราษฎร์ธานี และจังหวัดนครศรีธรรมราช ข้อมูลที่ได้รับจะถูกนำมาประเมินการพัฒนาการท่องเที่ยวเชิงธรรมชาติโดยภาพรวมเท่านั้น ผลการศึกษาจะนำมาเป็นแนวทางการสร้างกระบวนการทัศน์ใหม่ในแนวทางของการพัฒนาผลิตภัณฑ์ทาง การท่องเที่ยวและการตลาดให้มีอัตลักษณ์เฉพาะสืบไป แบบสอบถามฉบับนี้ประกอบด้วย 4 ส่วน ดังนี้

ตอนที่ 1 ความคิดเห็นสภาวะทางการท่องเที่ยวของ เขตอำเภอเมือง จังหวัดสุราษฎร์ธานี
และเขตอำเภอขนอม จังหวัดนครศรีธรรมราช

ตอนที่ 2 ข้อคิดเห็นต่อการพัฒนาและการจัดการการท่องเที่ยวในเขตอำเภอเมือง
จังหวัดสุราษฎร์ธานีและเขตอำเภอขนอม จังหวัดนครศรีธรรมราช

ตอนที่ 3 ความคิดเห็นต่อการพัฒนาผลิตภัณฑ์ทางท่องเที่ยวและการตลาดของแหล่ง
ท่องเที่ยวในเขตอำเภอเมือง จังหวัดสุราษฎร์ธานี และเขตอำเภอขนอม จังหวัด
นครศรีธรรมราช

ตอนที่ 4 ข้อมูลส่วนบุคคล

ผู้วิจัยจึงขอความร่วมมือมายังท่านขอความกรุณาสละเวลาในการให้ข้อมูล และความคิดเห็นที่เป็นไปตามที่เป็นจริง ความร่วมมือของท่านในครั้งนี้จะเป็นผลให้ข้อมูลที่ได้รับมีความถูกต้อง และจะมีคุณค่าต่อการพัฒนาการท่องเที่ยวของจังหวัดสุราษฎร์ธานี และจังหวัดนครศรีธรรมราชให้ยั่งยืนสืบต่อไป ผู้วิจัยขอให้คำมั่นว่าข้อมูลต่างๆที่ได้จากการสัมภาษณ์จะไม่มีผลกระทบต่อด้านลบใดๆทั้งสิ้นต่อผู้ให้สัมภาษณ์ และข้อมูลทั้งหมดที่ได้รับจะถูกเก็บไว้เป็นความลับ และขอขอบพระคุณในความอนุเคราะห์อย่างยิ่งมา ณ โอกาสนี้

ความหมายศัพท์เฉพาะ

การท่องเที่ยวเชิงธรรมชาติ หมายถึง สถานที่ท่องเที่ยวซึ่งมีสภาพแวดล้อมทางธรรมชาติ ซึ่งนักท่องเที่ยวสามารถร่วมทำกิจกรรมต่างๆ เช่น ฟาร์มสเตย์ การชื่นชมธรรมชาติ

เขตภูมิภาคนี หมายถึง พื้นที่ที่ครอบคลุมตั้งแต่เขตอำเภอเมือง จังหวัดสุราษฎร์ธานี ถึงเขตอำเภอขนอม จังหวัดนครศรีธรรมราช

นายกันตพีร์ ธิรگانน
ผู้วิจัย

คำชี้แจง โปรดทำเครื่องหมาย√ลงใน □ และเติมคำลงในช่องว่างที่ตรงกับความจริงของท่าน

ตอนที่ 1 ความคิดเห็นสถานะทางการท่องเที่ยวของ เขตอำเภอเมือง จังหวัดสุราษฎร์ธานี และเขต
อำเภอขนอม จังหวัดนครศรีธรรมราช

1. ในปัจจุบัน ท่านประเมินการท่องเที่ยวในภาพรวมของ “อำเภอเมือง จังหวัดสุราษฎร์ธานี และเขต
อำเภอขนอม จังหวัดนครศรีธรรมราช” ว่าเป็นแหล่งท่องเที่ยวที่มีสภาพอย่างไร
กรุณาทำเครื่องหมาย √ ลงในช่องที่ท่านเลือกตามระดับความคิดเห็น
(ระดับความคิดเห็น 5 หมายถึง เห็นด้วยอย่างมาก/4 หมายถึง เห็นด้วย/3 หมายถึง ค่อนข้างเห็น
ด้วย/2 หมายถึง ไม่เห็นด้วย/1 หมายถึง ไม่เห็นด้วยอย่างยิ่ง)

ประเด็นในเชิงการท่องเที่ยว	ระดับของความคิดเห็น				
	5	4	3	2	1
1.1 มีความโดดเด่นของการเป็นแหล่งท่องเที่ยวที่เทียบ เทียมได้ กับแหล่งท่องเที่ยวแห่งอื่นๆของประเทศ					
1.2 มีศักยภาพสูงที่จะรองรับพัฒนาให้เป็นแหล่งท่องเที่ยวที่มี คุณภาพในระดับสากล					
1.3 มีความทรูคโทรมและกำลังขาดความนิยมจากนักท่องเที่ยว					
1.4 ขาดความหลากหลายทางการท่องเที่ยว ต้องได้รับการส่งเสริม และพัฒนาโดยเร็ว					
1.5 ธรรมชาติและสิ่งแวดล้อมกำลังเสื่อมโทรม ต้องได้รับการดูแล และแก้ไขโดยเร็ว					

2. ในความคิดเห็นของท่าน ท่านคิดว่า “นักท่องเที่ยว” ที่มีความพึงพอใจต่อ “บริการ” หรือ “สิ่งที่ได้รับ” เมื่อเดินทางมาท่องเที่ยวในเขตภูมิภาคในระดับใด

กรุณาทำเครื่องหมาย ✓ ลงในช่องที่ท่านเลือกตามระดับความพึงพอใจในสิ่งที่ได้รับ

(ระดับความพึงพอใจในสิ่งที่ได้รับ 5 หมายถึง ดีมาก/4 หมายถึง ดี/3 หมายถึง ค่อนข้างดี /2 หมายถึง ไม่ดี/1 หมายถึง ต้องเร่งพัฒนา)

ประเภทของบริการ	ระดับความพึงพอใจ				
	5	4	3	2	1
2.1 สภาพโดยรวมของที่พัก					
2.2 ราคาอาหารโดยรวม					
2.3 อัตราค่าบริการโดยทั่วไป					
2.4 อธิยาศัยของคนในท้องถิ่น					
2.5 สิ่งแวดล้อมและธรรมชาติ					
2.6 ความสะดวกของการเดินทาง					
2.7 ความหลากหลายของแหล่งท่องเที่ยว					
2.8 ความหลากหลายของกิจกรรมการท่องเที่ยว					
2.9 ความสะอาดของแหล่งท่องเที่ยว					
2.10 ความปลอดภัยของแหล่งท่องเที่ยว					
2.11 อื่นๆ (โปรดระบุ).....					

ตอนที่ 2 ความคิดเห็นต่อการพัฒนาและการจัดการท่องเที่ยวในเขตอำเภอเมือง จังหวัดสุราษฎร์ธานี และเขตอำเภอนนอม จังหวัดนครศรีธรรมราช

3. ท่านคิดว่า “การพัฒนาและการจัดการการท่องเที่ยว” ในเขตอำเภอเมือง จังหวัดสุราษฎร์ธานี และเขตอำเภอนนอม จังหวัดนครศรีธรรมราช อยู่ในระดับใดบ้าง

กรุณาทำเครื่องหมาย ✓ ลงในช่องที่ท่านเลือกตามระดับความคิดเห็น

(ระดับความคิดเห็น 5 หมายถึง เห็นด้วยอย่างมาก/4 หมายถึง เห็นด้วย/3 หมายถึง ค่อนข้างเห็นด้วย/2 หมายถึง ไม่เห็นด้วย/1 หมายถึง ไม่เห็นด้วยอย่างยิ่ง)

ประเด็นในเชิงการพัฒนาและการจัดการการท่องเที่ยว	ระดับของความคิดเห็น				
	5	4	3	2	1

3.1 ความพร้อมของจังหวัดสุราษฎร์ธานีต่อการพัฒนาอุตสาหกรรมท่องเที่ยว					
3.2 ความพร้อมของจังหวัดนครศรีธรรมราชต่อการพัฒนาอุตสาหกรรมท่องเที่ยว					
3.3 ความเป็นไปได้สำหรับการส่งเสริมและพัฒนาแหล่งท่องเที่ยวของทั้ง 2 จังหวัดให้มีความโดดเด่น					
3.4 ศักยภาพของการพัฒนาและส่งเสริมอัตลักษณ์เชิงธรรมชาติของทั้ง 2 จังหวัด					
3.5 สภาพการจัดการในปัจจุบันของการท่องเที่ยวเชิงธรรมชาติของทั้ง 2 จังหวัด					
3.6 สภาพการจัดการในปัจจุบันของการท่องเที่ยวเชิงประวัติศาสตร์และวัฒนธรรมของทั้ง 2 จังหวัด					
3.7 จำนวนเจ้าหน้าที่ภาครัฐที่มีส่วนเกี่ยวข้องต่อการท่องเที่ยวในแต่ละพื้นที่					
3.8 ความรู้ความเข้าใจด้านการท่องเที่ยวของเจ้าหน้าที่ภาครัฐที่มีส่วนเกี่ยวข้องต่อการท่องเที่ยว					
3.9 ความรู้และความเข้าใจด้านการท่องเที่ยวของสมาชิกในชุมชน					
3.10 ศูนย์ข้อมูลข่าวสารและฝ่ายประชาสัมพันธ์การท่องเที่ยว					
3.11 ระบบสารสนเทศด้านการท่องเที่ยว					
3.12 จำนวนมัคคุเทศก์และผู้ฝึกอบรมมัคคุเทศก์					
3.13 การมีส่วนร่วมของชุมชนต่อการให้คำแนะนำด้านข้อมูลด้านการท่องเที่ยว					
3.14 การมีส่วนร่วมของชุมชนต่อการฝึกอบรมและพัฒนาอาชีพด้านการท่องเที่ยว					
3.15 การมีส่วนร่วมของชุมชนต่อการควบคุมดูแลสถานที่ท่องเที่ยว					
3.16 การมีส่วนร่วมของชุมชนต่อการวางแผนการท่องเที่ยว					
3.17 โอกาสของสมาชิกในชุมชนต่อการพัฒนาอาชีพด้านการท่องเที่ยว					

4. การที่จะสร้างความประทับใจหรือผลงความสนใจของนักท่องเที่ยวและผู้มาเยือนใน “เขตภูมิภาคนี้” อย่างยั่งยืน ท่านคิดว่าปัจจัยใดมีความสำคัญมากที่สุด และเป็นอันดับรองๆ ลงไป (โปรดใส่ลำดับความสำคัญหน้าข้อ)

- ___ 4.1 ความมีอัธยาศัยไมตรีอันดีของคนในชุมชน
- ___ 4.2 คุณลักษณะของผู้ให้บริการ ซึ่งเป็นผู้ที่เกี่ยวข้องประกอบธุรกิจการให้บริการต่างๆ
- ___ 4.3 การรักษาความสะอาดของสิ่งแวดล้อม
- ___ 4.4 ความเพียงพอและมีมาตรฐานของระบบสาธารณูปโภค สิ่งอำนวยความสะดวก
- ___ 4.5 ความสมเหตุสมผลของการคิดค่าบริการ (คุณภาพและปริมาณ)
- ___ 4.6 อื่นๆ (โปรดระบุ).....

5. ท่านคิดว่าสิ่งที่ได้รับการปรับปรุงและดูแลเป็นการด่วน (เฉพาะหน้า) เพื่อเสริมสร้างให้แหล่งท่องเที่ยวตั้งแต่เขตอำเภอเมือง จังหวัดสุราษฎร์ธานี จนถึงเขตอำเภอขนอม จังหวัดนครศรีธรรมราช ให้เป็นแหล่งท่องเที่ยวที่ดึงดูดนักท่องเที่ยวทั้งชาวไทยและชาวต่างประเทศ กรุณาทำเครื่องหมาย ✓ ลงในช่องที่ท่านเลือกตามระดับความคิดเห็น

ประเด็นในเชิงปรับปรุง	ระดับของความคิดเห็น		
	ใช่	ไม่ใช่	ไม่แน่ใจ
5.1 ความสะอาดของสิ่งแวดล้อมบริเวณสถานที่ท่องเที่ยว			
5.2 การสร้างจุดเด่นหรืออัตลักษณ์ทางการท่องเที่ยว			
5.3 คุณภาพของการให้บริการ			
5.4 ระบบสาธารณูปโภคและสิ่งอำนวยความสะดวก			
5.5 ความปลอดภัยของสิ่งที่ให้บริการ เช่น ถนนหนทาง			
5.6 การควบคุมราคาค่าบริการให้เหมาะสมกับสินค้าที่ให้บริการ			
5.7 อื่นๆ (โปรดระบุ).....			

6. ท่านคิดว่าจุดแข็งและจุดอ่อน ของการพัฒนาการท่องเที่ยวในเขต อำเภอเมืองจังหวัดสุราษฎร์ธานี และอำเภอขนอม จังหวัดนครศรีธรรมราช มีอะไรบ้าง

จุดอ่อน

- 1.....
- 2.....
- 3.....

จุดแข็ง

- 1.....
- 2.....

ตอนที่ 3 ความคิดเห็นต่อการพัฒนาผลิตภัณฑ์ทางท่องเที่ยว และการตลาดของแหล่งท่องเที่ยวใน
เขตอำเภอเมืองจังหวัดสุราษฎร์ธานีและเขตอำเภอนนทบุรีนครศรีธรรมราช

7. ท่านคิดว่าควรมีนโยบายความร่วมมือในการส่งเสริมการท่องเที่ยวให้ยั่งยืนระหว่าง จังหวัด
สุราษฎร์ธานี และจังหวัดนครศรีธรรมราช หรือไม่

7.1 ไม่ควรมี (กรุณาข้ามไปตอบข้อ 9) 7.2 ควรมี

8. ถ้าท่านคิดว่าควรมีนโยบายความร่วมมือในการส่งเสริมการท่องเที่ยวให้ยั่งยืน “ตัวชี้วัด” ใดบ้าง
ควรนำมาใช้ป้องกันทรัพยากรและวัฒนธรรมท้องถิ่นในเขตภูมิภาคนี้มิให้เสื่อมถอย

1.....

2.....

3.....

9. จากบทบาทด้านการท่องเที่ยวของท่าน “ตัวชี้วัด” ใดบ้างที่ท่านนำมาใช้ในการอนุรักษ์
ทรัพยากรธรรมชาติและวัฒนธรรม

1.....

2.....

3.....

10. หัวข้อการพัฒนาตลาดและผลิตภัณฑ์การท่องเที่ยวใดบ้าง ที่หน่วยงานของท่านได้มีการวางแผน
เพื่อพัฒนาประเภทของการท่องเที่ยวต่อไปนี้ในอนาคต

การท่องเที่ยวเชิงธรรมชาติ (Nature-based tourism)

1.....

2.....

3.....

การท่องเที่ยวเชิงเกษตร (Agro tourism)

1.....

2.....

3.....

การท่องเที่ยวทางเลือก (Alternative tourism)

1.....

2.....

3.....

11. หน่วยงานของท่านได้มีการกำหนดนโยบายใดบ้าง ในการกระจายรายได้จากการท่องเที่ยวเชิง
ธรรมชาติสู่ชุมชน

1.....

2.....

3.....

12. ผลกระทบทางการท่องเที่ยวเชิงธรรมชาติประเภทใดบ้าง ที่เหมาะสมกับสภาพทางภูมิศาสตร์ ตั้ง
แต่เขตอำเภอเมือง จังหวัดสุราษฎร์ธานี จนถึงเขตอำเภอนนอม จังหวัดนครศรีธรรมราช

1..... 2.....

3..... 4.....

13. ท่านมีความคิดเห็นต่อปัจจัยเหล่านี้ ที่จะนำมาใช้เป็นอัตลักษณ์ในการสร้างเสริมการท่องเที่ยว
ในเขตภูมิภาคให้เป็นแหล่งท่องเที่ยวที่โดดเด่น

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(ระดับความคิดเห็น 5 หมายถึง เห็นด้วยอย่างมาก/4 หมายถึง เห็นด้วย/3 หมายถึง ค่อนข้างเห็น
ด้วย/2 หมายถึง ไม่เห็นด้วย/1 หมายถึง ไม่เห็นด้วยอย่างยิ่ง)

ปัจจัย	ระดับของความคิดเห็น				
	5	4	3	2	1
13.1 ความงดงามของธรรมชาติ					
13.2 ความอุดมสมบูรณ์ของระบบนิเวศ					
13.3 วิถีชีวิตของคนในชุมชน					
13.4 ประเพณีและวัฒนธรรม					
13.5 ประวัติศาสตร์					
13.6 งานศิลปะของทางภาคใต้					
13.7 อัญมณีไมตรีของคนในชุมชน					

ข้อเสนอแนะเพิ่มเติม

.....
.....

ตอนที่ 4 ข้อมูลส่วนบุคคล

ตำแหน่ง.....

ชื่อหน่วยงาน.....

ประสบการณ์ในการทำงาน.....ปี

ขอขอบพระคุณอย่างยิ่ง

APPENDIX F

Action plan

Objective	Major Activity	Minor Activity	Period of time	Amount of days
1. To study the potential for NBT development in the regions: Muang, Suratthani and Khanom, Nakhon Srithammarat.	1.1 Study of the physical characteristics of areas.	1.1.1 Field surveys the potential areas as natural scenery and other environmental resources which are touted in promotion.	1-31 Mar. 06	31 days
			1-31 Mar. 06	31 days
	1.2 Study of regional tourism development plans.	1.2.1 Rearrange potentials and possibilities of plans.	1-28 Feb. 06	28 days
1.3 Collect the field survey data of both primary and secondary data sources.		1.3.1 Design questionnaires and personal in-depth interviews for field survey.	1Mar. - 30 Apr. 06	61 days
		1.3.2 Collect primary and secondary data sources to investigate and analyze by		

		research procedure in stages.		
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Action plan (Continued)

Objective	Major Activity	Minor Activity	Period of time	Amount of days
2. To study the potential demand and supply for NBT in Suratthani and Nakhon Srithammarat.	2.1 Examine perception and perspective on respondents' attitudes and opinions of NBT development.	2.1.1 Investigate current circumstances in regional tourism development.	1Mar. - 30 Apr. 06	61 days
		2.1.2 Investigate benefits and barriers in business operation.	1Mar. - 30 Apr. 06	61 days
		2.1.3 Analyze SWOT of approaches of NBT development.	1 Mar.- 31 Apr. 06	61 days
		2.1.4 Analyze tourism products and tourism	1Mar. - 30 Apr. 06	61 days

		destination marketing in the regions.		
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Action plan (Continued)

Objective	Major Activity	Minor Activity	Period of time	Amount of days
3. To propose the approach for NBT development that could create complementary advantages and sustainability of development to community.	3.1 Evaluate of both primary and secondary data sources.	3.1.1 To evaluate the primary data sources by SPSS program.	1 Apr.- 15 May 06	45 days
		3.1.2 To analyze the secondary data sources by SWOT analysis.	1 Apr.- 15 May 06	45 days
	3.2 Find the outcomes of the appropriate approaches for	3.2.1 To collect the results of both primary and secondary data sources.	1 Apr.- 15 May 06	45 days

	NBT development.	3.2.2 To make a conclusion of corollary information for a proposed model for “successful NBT development”.	1 Apr.- 15 May 06	
--	------------------	--	-------------------	--