



**Tourism Promotion in Green Season:
A Case Study of Khao Lak, Phang-Nga Province**

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**A Thesis Submitted in Partial Fulfillment of the Requirements for the Degree of
Master of Business Administration in Hospitality and Tourism Management
(International Program)**

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ชื่อวิทยานิพนธ์	การส่งเสริมการท่องเที่ยวในช่วงนอกฤดูกาลท่องเที่ยว กรณีศึกษา พื้นที่เขาหลัก จังหวัดพังงา
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บทคัดย่อ

งานวิจัยนี้มีวัตถุประสงค์เพื่อเสนอแนวทางการส่งเสริมการท่องเที่ยวที่มีประสิทธิภาพในพื้นที่เขาหลักช่วงนอกฤดูกาลท่องเที่ยว เพื่อเชิญชวนให้นักท่องเที่ยวเดินทางมาเที่ยวเขาหลักในช่วงนี้เพิ่มมากขึ้น งานวิจัยนี้ใช้การเก็บข้อมูลทั้งเชิงปริมาณและเชิงคุณภาพ ซึ่งเชิงปริมาณนั้นกลุ่มตัวอย่างที่กรอกแบบสอบถามได้แก่ นักท่องเที่ยวชาวไทยและชาวต่างชาติที่มาท่องเที่ยวทั้งในช่วงเทศกาลและนอกฤดูกาลท่องเที่ยว จำนวน 400 คน และเชิงคุณภาพนั้นกลุ่มตัวอย่างที่สัมภาษณ์ได้แก่ ผู้ที่มีส่วนเกี่ยวข้องกับการท่องเที่ยวในพื้นที่เขาหลักทั้งภาครัฐและภาคเอกชน

ผลการศึกษาพบว่าลักษณะของนักท่องเที่ยวส่วนใหญ่เป็นชาวยุโรปที่เดินทางมาเที่ยวเขาหลักด้วยปัจจัยที่แตกต่างกันในแต่ละฤดูกาล ปัจจัยหลักที่มีผลต่อนักท่องเที่ยวที่เดินทางมาเที่ยวในช่วงฤดูกาลท่องเที่ยวคือ เดินทางมาพักผ่อนในช่วงวันหยุด และปัจจัยหลักที่มีผลต่อนักท่องเที่ยวที่เดินทางมาเที่ยวในช่วงนอกฤดูกาลท่องเที่ยวคือ ราคาถูก นอกจากนี้ปัจจัยด้านทรัพยากรทางการท่องเที่ยวที่ดึงดูดนักท่องเที่ยวมากที่สุดคือ แหล่งท่องเที่ยวประเภทเกาะได้แก่ หมู่เกาะสิมิลัน, หมู่เกาะสุรินทร์ และเกาะตาชัย ซึ่งสอดคล้องกับกิจกรรมทางการท่องเที่ยวที่เป็นที่นิยมคือ การผ่อนคลายและการดำน้ำตื้น โดยกลยุทธ์ทางการตลาดที่ใช้ในการส่งเสริมการท่องเที่ยวในพื้นที่เขาหลักในช่วงนอกฤดูกาลท่องเที่ยวคือกลยุทธ์ด้านราคาและการสื่อสารกับกลุ่มเป้าหมาย

แนวทางการส่งเสริมการท่องเที่ยวที่มีประสิทธิภาพในช่วงนอกฤดูกาลท่องเที่ยวของพื้นที่เขาหลักนั้น จะต้องเน้นการประชาสัมพันธ์ที่มีประสิทธิภาพ เข้าถึงกลุ่มเป้าหมายในวงกว้าง, กลยุทธ์ด้านการกำหนดราคาที่ถูกแต่ยังคงไว้ซึ่งคุณภาพของสินค้าและบริการ รวมไปถึงกำหนดกิจกรรมทางการท่องเที่ยวที่สัมพันธ์กับทรัพยากรทางการท่องเที่ยวที่มีอยู่และสอดคล้องกับฤดูกาลทางธรรมชาติ

คำสำคัญ: การส่งเสริมการท่องเที่ยว, ฤดูกาลท่องเที่ยว, นอกฤดูกาลท่องเที่ยว, เขาหลัก

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ABSTRACT

This study aims to propose the effective tourism promotion that would promote Khao Lak tourism in green seasons in order to persuade more tourists visit Khao Lak in this period of time. Data collection was carried out by using both qualitative and quantitative research methods. The questionnaire was conducted included Thai and international tourists who visited Khao Lak both in peak and green season with totally 400 people and semi-structured interview was included Government sector and Private tourism sector that concern with Khao Lak tourism.

The findings indicated the characteristics of Khao Lak tourists were European people that had different motive factors in order to visit Khao Lak in each season. The most key factor influencing tourists visit Khao Lak in peak season was leisure and the most key factor influencing tourists visit Khao Lak in green season was low price. Furthermore, tourism resources factor that attracted more tourists were the group of Islands. The most popular islands were Similan Islands, Surin Islands, and Tachai Island which related with the most popular tourism activities as *'Relaxing and Snorkeling'*. The marketing strategies that uses promote Khao Lak in green season were price and communications strategies.

In terms of proposed the effective tourism promotion that would promote Khao Lak tourism in green seasons. It should be more focus on communications as public relation that access to the wider markets and best-cost provider strategy that concern in lower price but remained in quality of product and service as well as create tourism activities that relate with tourism resources and natural season.

Keyword: Tourism Promotion, Peak Season, Green Season, Khao Lak

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Mr. Fungkiat Mahiphan

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CHAPTER 1

INTRODUCTION

1.1 Statement of the Problem

Over the past years, tourism has become one of the largest industries in the world, to a point of being considered one of the largest engines of investment and job creation in many countries. In 2010, the industry's gross output generated 9.2% of the world's Gross Domestic Product (GDP) and employed more than 235 million people around the world (WTTC, 2010). Tourism however is also an industry that is heavily dependent on the right promotion at the right time and targeting the right people, as Faulkner, (2005) states "the emergence and continuation of tourism as a dynamic and viable industry is dependent on the adoption of a strategic approach to destination planning and marketing".

There are so many elements in marketing to promote the destinations. Of these, marketing mix is the most important and is made up of four elements; Product, Place, Promotion and Price as popularized by McCarthy (Goeldner and Ritchie, 2006). This research focuses on tourism promotion as one important element of marketing in order to satisfy and communicate with visitors. In 2010, many countries try to promote their destination to increase a number of visitors (WTTC, 2010)

Thailand is one of the Southeast Asian countries which the government has implemented some policies in promoting tourism development to attract more international tourists to visit Thailand. As quoted from Tourism Authority of Thailand (TAT) website (<http://www.tourismthailand.org/about-tat-page/about-tat/policy-marketing-plan/>) refer to the policy and marketing plan of Thailand tourism 2007-2011 as follows:

- 1) Promote the tourism industry to be an important instrument in tackling the country's economic problem, creating jobs for people as well as increasing income for the country. Moreover, promotion should be done to make tourism play a vital role in the development of the quality of life in all regions of Thailand as per the policy of the government.

- 2) Promote and develop the operation on proactive marketing strategies for increasing the new markets as well as the niche markets. This is in order to attract more quality

tourists to visit Thailand. At the same time, domestic travel for Thais should be vigorously encouraged. The positioning of Thailand is to be drawn out clearly, too.

3) Promote cooperation in all levels domestically and internationally on promotion for the development of tourism markets. This aims to get rid of all hindrances in the tourism industry and pave the way for Thailand to be the tourism hub of Southeast Asia.

4) Aim at organization and management development as well as development of the human resources' ability to create a capable driving force in the operation. Moreover, this aims at strengthening the potentiality on international competition under the good governance as well as developing the strength of the organization on its technical roles as well as knowledge on marketing.

5) Accelerate the development of a tourism technological system for accommodating business activities information (E-Tourism) on the Internet. Included here is also the carrying out of electronic commerce as well as applying information technology in marketing. The necessary mechanisms on controlling and protection have to be in place to ensure prevention of problems. (TAT, n.d.).

Tourism destinations in the southern part of Thailand are more greatly promoted than ever by Tourism Authority of Thailand (TAT), especially the Andaman cluster includes Phang-Nga, Phuket and Krabi province. Those groups of provinces are famous for natural tourism attractions. Many fascinating areas are protected by the development of National Parks. Khao Lak is located in the National park of "Khao Lak Lam Ru" Takua Pa district, Phang-Nga province. It is popular as a seaside resort area and a departure point for live aboard scuba diving and snorkeling trips to the island groups of Similan and Surin.

Khao Lak has some of the most beautiful natural resources, secluded and upscale coastal resorts and beaches. The environment is attractive for families, elderly and tourists seeking a peaceful tourism destination. To maintain this scenery, the Provincial Council has passed laws that prohibit any constructor to construct buildings beyond a certain height specifically beyond the height of a coconut palm tree in order to preserve Khao Lak pristine image. Khao Lak derives its financial benefits from tourists and tourist based activities like hotels, local shops restaurants and the diving trade. Most of the foreign tourists are European, many from Scandinavia, Germany and the United Kingdom. Most of the tourists who come to Phang Nga have to visit Khao Lak.

The wider area produces some rubber and palm oil; there is also a small amount of subsistence agriculture.

Tourism has a down-side, and like many socio-economic activity, Khao Lak spread over two different seasons. The period of peak season runs from November to April and green season runs from May to October. The seasonality in Khao Lak tourism has traditionally been regarded as a major problem, which needs to be overcome and has been held responsible for creating or exacerbating a number of difficulties faced by the industry, including problems in gaining access to the capital, in obtaining and holding full-time staff, for low returns on investment causing subsequent high risk in operation and for problems relating to peak and overuse of facilities. Conversely, it has also been blamed for the viable economic activities in the area. In the season of 2010-2011 the number of tourist indicate that is a difference between peak and green season. In peak season the number of tourists who visit Phang Nga are 341,858 but only 91,296 visitors in green season or only 26.7 percent of visitors (Phang Nga Province Office of Tourism and Sport, 2011).

Khao Lak has been impacted by climate change. It modifies the attractiveness of particular tourism destinations in several ways such as more or less comfortable to travel as well as changed natural features such as coastlines and coral reefs. Khao Lak in green season is similar with the raining season which is occurred between May-October. This season is not convenient for most of visitors to enjoy the beach, sun, and islands. Consequently, this impact has changed tourist behavior to avoid traveling to Khao Lak during green season. Furthermore, the climate now has change. In fact, there are so many hot more days in the raining season. In peak season (November-April) between the seasons of 2010-2011 there are 95 rainy days. It has increased more than hundreds percent if compare to the year 2009-2010 which only has 45 rainy days as see in table 1.1.

Table 1.1 The number of rainy days in Khao Lak area

Period of time	Peak Season(November-April)	Off-peak Season(May-October)
2007 - 2008	67 Days	122 Days
2008 - 2009	59 Days	138 Days
2009 - 2010	45 Days	138 Days
2010 - 2011	95 Days	136 Days

Source: Thai Meteorological Department, Southern Meteorological Center, Takua Pa Station (2011)

1.2 Aim and Objectives of Study

Aim

The aim of this research is to study and propose the effective promotion that would promote Khao Lak tourism in green season.

Objectives

The researcher has established the objectives of this study as follows.

- 1) To identify the characteristics of tourist arrivals at Khao Lak in peak and green seasons.
- 2) To study key factors that influence tourist to travel in Khao Lak in peak and green seasons.
- 3) To study marketing strategies to promote Khao Lak tourism in green season.

1.3 Significance of the Study

The study will be deemed significant in government, private tourism sector in Khao Lak and academics as follows.

- 1) The findings of the study will be beneficial to the government of Khao Lak tourism for improving the promotional destination policy.
- 2) The findings of the study will be beneficial to the private tourism sector for improving and developing their product and service appropriate for tourist needs.

3) The finding of the study will also show the general information of Khao Lak tourist behavior, the characteristic of Khao Lak tourist and the reason why tourists visit Khao Lak in peak and green season.

1.4 Scope of the Study

1.4.1 Scope of Time

The primary data collection was conducted in July 2011. The total research study period was finished in February 2012.

1.4.2 Scope of Geography

The case study was conducted in Khao Lak tourism destination, Phang-Nga Province, Thailand.

1.4.3 Scope of Demography

Demography of this study consists of some stakeholders' representative in Khao Lak tourism destination as follows:

- 1) Government official (Phang Nga province office of tourism and sport and Tourism coordination centre, Phang Nga province)
- 2) Private tourism sector (Phang Nga tourism association, hotel, tour operator and travel agency), and
- 3) Thai and international tourist.

1.4.4 Area of research

This research can be considered as a marketing research area especially to improve tourism promotion strategies in Khao Lak. This research will make a contribution for all stakeholders related to promote destination in establishing Khao Lak especially as a best practice of promoting tourism destination in Thailand.

1.5 Definition of Key Terms

1.5.1 Tourism Promotion

Tourism Promotion is defined as devising and implementing promotional and integrated communications programmers, and targeting potential visitors segment with branding,

images and key messages. The objectives are typically to make customer awareness, motivate their interest, encourage them to surf the Internet, send for product brochures, call direct or go to travel agents in their area.

1.5.2 Marketing Mix

Marketing Mix is defined as the set of controllable, tactical marketing tools that the firm blends to produce the response it wants in the target market.

1.5.3 Peak season

Peak season is defined as the time of year when travel is most active and rates are highest.

1.5.4 Green season

Green season is defined as the time of year when visitors do arrive the surrounding landscape becomes very lush and green as the plants and trees begin to grow after the long dry period. The place receives the fewest visitors, and fares and holiday accommodation are often cheaper.

1.5.5 Climate Change

Climate Change is defined as a change of climate which is attributed directly or indirectly to human activity that alters the composition of the global atmosphere and which is in addition to natural climate variability observed over comparable time periods.

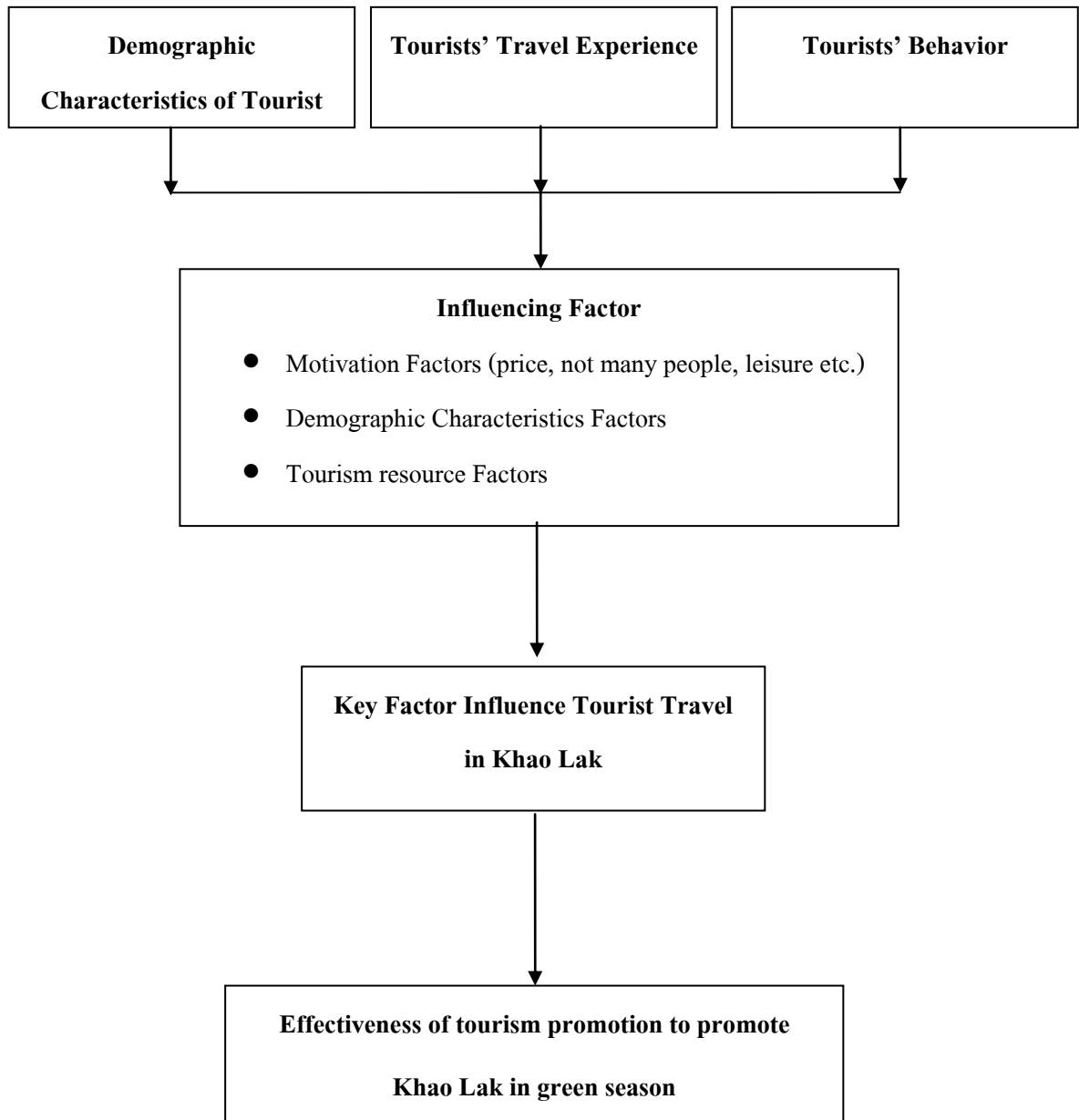
1.5.6 Tourist Behavior

Tourist behavior is defined as the consumers display in selecting, purchasing, using, and evaluating products, services, ideas, and experiences that they expect will satisfy their need and desires.

1.5.7 Motivation

Motivation is defined as the set of needs which predispose a person to participate in tourist activity thus it is useful and important to ascertain these motivations so that consumer 'need' can be fulfilled.

1.6 Study Framework



CHAPTER 2

RELATED LITERATURE

The researcher was reviewed related literature concerning to the research objective. The relate literatures were identified as follows:

- 2.1 Tourism Marketing
 - 2.1.1 Marketing Strategies
 - 2.1.2 Marketing Mix
 - 2.1.3 Tourism Promotion
 - 2.1.4 Promotional Activities and Materials
 - 2.1.5 Market Segmentation and Target Market
- 2.2 Demography
- 2.3 Tourist Behavior
- 2.4 Motivation
- 2.5 Seasonal Tourism
- 2.6 Climate Change
- 2.7 Profile of Khao Lak as Coastal Tourism Destination
 - 2.7.1 Geography of Khao Lak Coastal Area
 - 2.7.2 Khao Lak Coastal Tourism Activities

2.1 Tourism Marketing

Marketing refered to the activity have set for institutions and processes for creating, communicating, delivering and exchanging offerings and have value for customers, clients, partners and society at large (AMA, 2007). Marketing related group of business activities that have proposed of satisfying demands for goods and services for consumers, business and government (Chon and Maier 2010).

Middleton et al., (2009) defined marketing in travel and tourism as shaped and determined by the nature of the demand for tourism and the operating characteristics of supplying industries and also classified marketing in travel and tourism reflects five aspects of demand and supply as follows.

- 1) Inseparability and intangibility of services that are performed rather than produced.
- 2) Perish ability based on a fixed capacity in the short run and inability to create stocks of product that makes tourism business highly vulnerable to short-run fluctuations in demand.
- 3) Seasonality.
- 4) High fixed cost determining many of the short-run marketing methods used in travel and tourism to manage demand, especially the widespread use of price discounting to achieve last minute sales.
- 5) Interdependence and collaborative marketing, including the public sector.

In this research, marketing tourism destination has a crucial role in developing Khao Lak as a tourist destination to increase the visitation levels in a marketing context during off-peak season. Meanwhile, Khao Lak tourism destination also represents an amalgam of tourism products offering an integrated experience to tourists.

2.1.1 Marketing Strategy

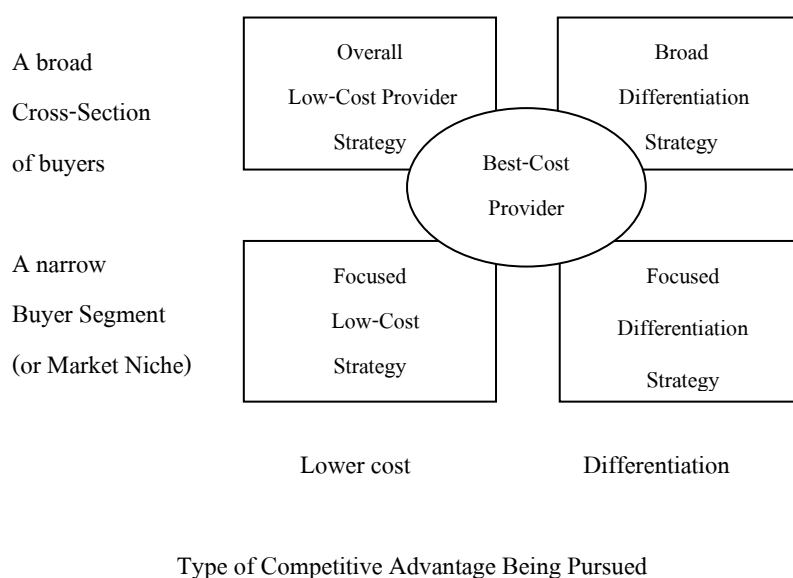
Marketing strategies are defined by the overall corporate vision of an organization and constitute the actions taken to satisfy customers and their needs (Ranchhod, 2004). Marketing strategy involves directing all of a company's resources to meet customers' needs (Middleton et al., 2009). Marketing strategy is marketing logic by which the company hopes to create this customer value and achieve these profitable relationships (Kotler and Armstrong, 2008). Strategy in marketing involves harnessing an organization's resources to meet customers' needs through market analysis, an understanding of competitor actions, government action and globalization, together with consideration of technological and other environmental changes (Thompson et al., 2010).

Kotler and Armstrong (2008) expressed guided by marketing strategy that the company designs an integrated marketing mix made up of factors under its control product, price, place, and promotion (the four Ps). To find the best marketing strategy and mix, the company engages in marketing analysis, planning, implementation, and control. Through these activities, the company watches and adapts to the actors and forces in the marketing environment. Service products differ from tangible products thus service firms establish their positions through

traditional marketing mix activities and other additional marketing approaches (Kotler, 2003). The product, price, promotion and place concept has helped, and continues to help, marketers to develop appropriate strategies for their products by taking into account the various elements of the marketing mix (Ranchhod, 2004).

Thompson et al., (2010) referred to five generic competitive strategies that there are countless variations in the competitive strategies. The biggest and most important differences among competitive strategies boil down to (1) whether a company's market target is broad or narrow, and (2) whether the company is pursuing a competitive advantage linked to low costs or product differentiation. Five distinct competitive strategy approaches stand out as follows:

Figure 2.1 The five generic competitive strategies: each stakes out a different market position



Source: Adapted from Thompson et al., (2010)

Each of these five generic competitive approaches stakes out a different market position, as shown in Figure 2.1. Each involves distinctively different approaches to competing and operating the business to explore the ins and outs of the five generic competitive strategies and how they differ.

1) A low-cost provider strategy-striving to achieve lower overall costs than rivals and appealing to a broad spectrum of customers, usually by under pricing rivals.

2) A broad differentiation strategy-seeking to differentiate the company's product offering from rivals' in ways that will appeal to a broad spectrum of buyers.

3) A best-cost provider strategy-giving customers more value for their money by incorporating good-to-excellent product attributes at a lower cost than rivals; the target is to have the lowest (best) costs and prices compared to rivals offering products with comparable attributes.

4) A focused (or market niche) strategy based on low costs--concentrating on a narrow buyer segment and outcompeting rivals by having lower costs than rivals and thus being able to serve niche members at a lower price.

5) A focused (or market niche) strategy based on differentiation-concentrating on a narrow buyer segment and outcompeting rivals by offering niche members customized attributes that meet their tastes and requirements better than rivals' products.

2.1.2 Marketing Mix

The marketing mix is composed of every factor that influences the marketing effort such as timing, brands, packaging, pricing, channel of distribution, product, image, advertising, selling, public relations, service quality and research (William, 2002). Goeldner and Ritchie (2006) expressed that most researchers accept many elements in the marketing mix have been defined most frequently as “the four Ps”. The four Ps are product, price place, and promotion which explained in detail as follows:

- **Product** includes not only the actual physical attributes of product but also product planning, product development, breadth of the line, branding, and packaging.

- **Place** is really concerned with distribution. What agencies, channels and institutions can be linked together most effectively to give the customer easy access to the purchase of your product.

- **Promotion** communicates the benefits of the product to the potential customer and includes not only advertising but also sales promotion, public relations and personal selling.

- **Price** is a critical variable in the marketing mix. The “right” price must both satisfy customers and meet your profit objectives.

In addition to the traditional four Ps, it is now customary to add some more Ps to the mix to give Seven Ps. The additional Ps has been added because today marketing is far more customer oriented than ever before. These three extra Ps are particularly relevant to this new extended service mix as follows:

- **People** are an essential ingredient to any service provision with the use of appropriate staff and people. Consumers make judgments and deliver perceptions of the service based on the employees they interact with. Otherwise, staff should have the appropriate interpersonal skills, attitude, and service knowledge to provide the service that consumers are paying for.

- **Processes** refer to the systems used to assist the organization in delivering the services. An efficient service will foster consumer loyalty and confidence in the company.

- **Physical Evidence** is the element of the service mix which allows the consumer again to make judgments on the organization and an essential ingredient of the service mix, consumers will make perceptions based on their sight of the service provision which will have an impact on the organizations perceptual plan of the services (Learn Marketing. Net, n.d.).

2.1.3 Tourism Promotion

Promotions referred to a particular activity that not only intended to promote the business, products or services but also stimulate and create consumer interest in a products or services and the activities may include special events, offers, exhibits or discounts (Chon and Sparrowe, 2000). Darrell, Z. (2011) defined promotional marketing as a business marketing strategy designed to stimulate a customer to take action towards a buying decision and also like a technique that includes various incentives to buy such as contests, coupons and sampling.

Middleton et al., (2009) supported that promotional strategy means devising and implementing promotional and integrated communications program, and targeting potential visitors segments with branding, images and key messages. The objectives are typically to make customers aware, motivate their interest, encourage them to surf the internet, send for product brochures, call direct or go to travel agents in their area.

Kotler (2003) identified abroad terms of four forms for promotion are advertising, personal selling, public relations and publicity, and sales promotion (such as familiarization tours, giveaways, trade shows, point of purchase and store displays). Supported by

Kotler and Armstrong (2008) which is explained that promotion consists of the specific blend of advertising, sales promotion, public relations, personal selling, and direct-marketing tools that used to persuasively communicate customer value and build customer relationships, five major promotion tools have been defined as following.

1) Advertising

Shimp (2000) identified that advertising is non-personal communication that is paid for by an identified sponsors and involves either mass communication via newspapers, magazines, radio, television and other media or direct to customer communication via direct mail. Etzel, Walker, and Stanton (2004) supported that advertising is non-personal communication paid for by a clearly identified sponsor promoting ideas; organization or products but the most familiar outlets for ads are the broadcast and print media. Most researchers accept that advertising as public messages are designed to describe or present a destination area in such a way as to attract customers. Goeldner and Ritchie (2006) identified that advertising is ideally suited to attract attention and create interest in the products and services and also advertising is even more effective when supplemented by publicity and sales promotion activities.

2) Personal selling

Shimp (2000) identified that personal selling is person-to-person communication in which a seller informs and educates prospective customers and attempts to influence their purchase choices. Faulkner (2005) agreed that personal selling is direct person-to-person communication designed to explain how an individual's or ideas fit the need of one or more prospective customers. Kotler (2003) expressed that personal selling is the most effective tool at later stages of the buying process, particularly in building up buyer preference, conviction and action. Goeldner and Ritchie (2006) supported that personal selling is best suited to creating desire and conviction on the part of the customer and to closing the sale and personal selling is even more effective when supplemented by publicity and sales promotion activities.

3) Public relations and Publicity

Etzel, Walker, and Stanton (2004) identified that public relations encompass a wide variety of communication efforts to contribute to generally favorable attitudes and opinions toward an organization and its products but publicity is a special form of public

relations that involves news stories about an organization or its products. Kotler and Armstrong (2008) expressed that building good relations with the company's various publics by obtaining favorable publicity, building up good corporate image, and handling or heading off unfavorable rumors, stories, and events.

4) Sale promotion

Etzel, Walker, and Stanton (2004) defined sale promotion as a sponsor funded, demand stimulating activity designed to supplement advertising and facilitate personal selling. Sales promotion can be used for short-run effect such as to dramatize product offers and boost sagging sales (Kotler 2003). Sale promotion consists of all marketing activities that attempt to stimulate quick buyer action or in other words, attempt to promote immediate sales of a product (Shimp, 2000).

5) Direct marketing

Kotler and Armstrong (2008) explained direct marketing as direct connections with carefully targeted individual consumers to both obtain an immediate response and cultivate lasting customer relationships the use of direct mail, the telephone, direct-response television, e-mail, the internet, and other tools to communicate directly with specific consumer.

2.1.4 Promotional Activities and Materials

Redman (2009) referred to promotional activities as a huge range of activities that organizations can choose from. Factors such the size marketing budget, the type of product or service to be promoted or the target audience determine which strategy is chosen. Redman classifies seven promotional activities benefit for marketing as follows.

1) Media Announcements

Newspapers, television or radio are often used to announce new products or services. To use the media, information about the products and service must be worthwhile and timely. When preparing a press release, the information should be kept brief, clear and straightforward and highlight only 1 or 2 areas of interest. The media is more likely to publish the story if there is an opportunity for a photograph to be included.

2) Client Functions

Show customers the organization values them and would like to offer them something. It could be a breakfast session, an evening of drinks and nibbles. Larger organizations might offer tickets to major events at which managers can network to market what they offer.

3) Product and Service Launches

Provide a perfect opportunity to market not only the products and services but all the organization's products and services. It can be launch with invited celebrities and media coverage to a less formal gathering of existing and potential clients. To encourage attendance, plan well in advance and provide accurate, informative material with the invitation. At the launch order forms should be available to encourage immediate response.

4) Advertisements

Advertisements can be effective but expensive. Make sure the target audience is identified. Research whether print or media is the best medium. Cost very according to the medium and level of exposure. Can include: Radio programs, Local, state or national newspapers, Newspaper supplements (education news, epicure), Trade journals or magazines and Industry newsletters

5) Mail-outs

Posting information to customers is a cost and time efficient way of informing people about your organizations products and services. A large audience can be contacted by a promotional letter, a brochure, and an information flyer.

6) Website

Many organizations use websites to promote their existing products and services, activities and future developments. Price lists, product descriptions, provide opportunities for customer comment, suggestions and ideas. A web page is a great way to promote your organization internationally. The organization's website address should always be promoted on business card, brochures, vehicles etc.

7) Trade Fairs

These events attract a large audience of interested people and an opportunity to display products and services to an audience who may not have heard of the organization previously.

In terms of Promotional materials, Middleton et al., (2009) defined the promotional materials as comprising any form of printed or electronic information materials, paid for out of marketing budgets and designed to create awareness among existing and prospective customers, stimulate interest in and demand for specified products. Fletcher and Cooper (1996) emphasized that different promotional material was required for the various market segments. The products and services should be matched with the relevant promotional materials and new service may appropriately advertised by way of a letter to customer or if the organization is considering advertising its services interstate or overseas, sending a presentation pack to prospective customers might prove every effective. The commonly produced materials includes Flyers, Brochures, Order forms, Promotional letters, Catalogues, Newsletters, Presentation packs etc (Redman 2009).

Redman (2009) also evaluated promotional materials needs to be done as soon as possible after the event and may involve:

- Analyzing customer feedback forms, telephone discussion, face-to-face conversations, and website comments.
- Monitoring the number of visits to an organization's website.
- A review of achievements increased sales, increased knowledge of the organization.
- Employee feedback comments from observation, discussion with customers.

2.1.5 Market Segmentation and Target Market

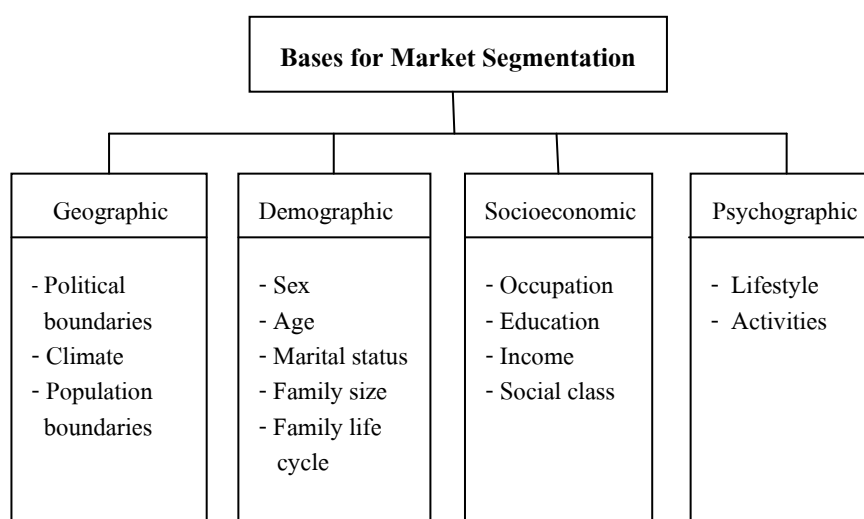
The market consists of many types of customers, products, and needs. Kotler and Armstrong (2008) referred to market segmentation as dividing a market into distinct groups of buyers who have distinct needs, characteristics, or behavior and who might require separate products or market programs. Goeldner and Ritchie (2006) expressed that every tourism attraction can appeal to a multitude of market segments, and market segment can overlap a great deal.

Middleton et al., (2009) listed below an indication of the wide range of consumer segments destination attraction sector as follows:

- Local residents in the area.
- Day visitors from outside local area.
- Domestic tourists.
- Foreign tourists.
- School parties.

Kotler and Armstrong (2008) expressed that after a company has defined market segments, it can enter one or many of these segments. Market targeting involves evaluating each market segment's attractiveness and selecting one or more segments to enter. Goeldner and Ritchie (2006) agreed that the target market is segment of a total potential market to which the tourism attraction would be most salable. Moreover, target markets are defined geographically, demographically (age, income, education, race, nationality, family size, family life cycle, gender, religion, occupation, or psycho-graphically (values, motivations, interest, attitudes, desires) as see in figure 2.2

Figure 2.2 Typical bases for market segmentation



Source: Adapted from Goeldner and Ritchie (2006)

2.2 Demography

Demography is studies of the characteristics of human populations in general, or at micro level, which looks at the characteristics of specific populations either for identified locations or communities or for defined sample populations (Buhalis and Costa, 2006). The demographic segmentation divides the market into groups based on variables such as age, gender family size, family life cycle, income, occupation, education, religion, race and nationality (Goeldner and Ritchie, 2006; Kotler and Armstrong, 2008; Beerli and Martin, 2004).

Demographic factors are the most popular bases for segmenting customer groups and those variables are easier to measure than most other types of variables. Even when market segments are first defined using other bases such as benefits sought or behavior, their demographic characteristics much be known in order to assess the size of the target market and to reach it efficiently (Kotler and Armstrong, 2008).

2.3 Tourist Behavior

Yvette (2009) defined the concept of consumer behavior as the consumers display in selecting, purchasing, using, and evaluating products, services, ideas, and experiences that they expect will satisfy their need and desires. In the same way consumer behavior is the behavior that consumer display in the decision-making process when facing several alternatives or choices. Page (2011) agreed that consumer behavior concerns the way tourists as purchasers of products and services behave in terms of spending, their attitude and values towards what they buy as well as age, sex, marital status, educational, background, amount of disposable income, where they live and other factors such as their interest in travel directly affect this.

Tourism behavior studies attempt to understand and explain how tourists make decisions to spend available resources, such as time, money, and effort, on travel related products and service. The study of tourist behavior can classified as followed:

- 1) Tourist mind: comprising cognition (thinking, knowing, understanding, perceiving, storing, processing and retrieving information from the environment), affect (feelings, emotions, attitudes, predisposition) and conation (intention to act and behave in a specific way, reasons for doing things, willingness and volition).
- 2) Body in term of overt behavior.

- 3) Spirit
- 4) Environment, which influences tourist behavior
- 5) Feedback, what a tourist receives from the environment.

Pizam and Sussmann (1995) expressed that tourist of different nationalities behave in different ways. For example Japan traveler have been described by the trade press as always traveling in groups and marching in steps and Koreans have been portrayed as having implacable loyalty to their socio-cultural identity and unwilling to accept anything that has little in common with the Korean way of living. Pizam and Sussmann (1996) also found that tourist behavior is perceived to differ by nationality and its 'nationality cultures' has stronger moderating effect on tourist behavior than 'tourist cultures'.

Tourism behavior also refers to the consumer buying behavior. Yvette (2009) expressed that buyers can obtain product information from internal and external sources. They can search for information in an active or passive way. Buyers see products or destinations as bundles of features and evaluations according to the importance of these features to buyers. Buyers can play various roles in a buying decision.

2.4 Motivation

Motivations referred to a need that drives an individual to act in a certain way to achieve to the desired satisfaction. When individuals take the decision to travel for leisure, they do so for different reasons or motives, understood as forces that reduce the state of tension (Martin and Beerli, 2004). The motivations to travel refer to the set of needs which predispose a person to participate in tourist activity thus it is useful and important to ascertain these motivations so that consumer 'need' can be fulfilled (Pizam, et al., 1978). Maslow (1943) was the first to attempt to do the theory of motivation is the concept of need. Needs are seen as the force that arouses motivation, it is necessary to discover what needs people have and how they can be fulfilled.

Kozak (2002) mentioned that different factors may have an influence on destination choice, i.e. age, income, personality, cost, distance, risk and motivation. Of these, tourism literature emphasize the importance of both push and pull factors in shaping tourist motivations and in choosing vacation destination. Dann (1977) explained the basically two factors in a decision to travel as push and pull motivation factors. The push factors are those that make you

want to travel and the pull factors are those that affect where you travel and identifies seven categories of travel motivation as follow:

- 1) Travel as a response to what is lacking yet desired.
- 2) Destination pulls in response to motivational push.
- 3) Motivation as a fantasy.
- 4) Motivation as a classified purpose.
- 5) Motivational typologies.
- 6) Motivation and tourist experiences.
- 7) Motivation as auto-definition and meaning.

It is obvious that most tourists would be motivated by a combination of the above approaches. ‘Push’ factors are origin-related and refer to the intangible, intrinsic desires of the individual traveler, health or prestige, while ‘Pull’ factors are mainly related to the attractiveness of a given destination and tangible characteristics such as beaches, accommodation and recreation facilities and cultural and historical resources (Kozak, 2002). Page (2011) explained the difference of push and pull factors thus ‘push’ factors that motivate individuals to seek a holiday while ‘pull’ factors were promotion by tourist resorts, which act as attractors as showed in Table 2.1

Table 2.1 Push and pull factors used to explain holiday taking

Push factors	Pull factors
Escape	Ease of access
Socializing	Cost of travel
Fun/excitement	Promotional images of destination
Relaxation	Tourist attractions/events
Prestige	Sun, sea, sand
Educational motives	

Source: Adapted from Page (2011)

2.5 Seasonal Tourism

Seasonality can be defined as a concern, impacts on all aspects of supply-side behavior in tourism, including marketing (packaging, distribution, pricing); the labor market (nature and quality of employment, skill availability, sustainability of employment); business finance (cash flow, pricing, attracting investment); stakeholder management (suppliers, intermediaries) and all aspects of operations (Baum and Lundtorup, 2001). The general accepted of tourism seasonality that can be attributed to two basic groups of factors were natural and institutional. Natural seasonality refers to regular temporal variations in natural phenomena, particularly those associated with cyclical climatic changes throughout the year, such as temperature, precipitation, wind and daylight (Hinch and Higham, 2002). Institutional factors reflect the social norms and practices of society which typically based on religious, cultural, ethnic, social, and economic considerations, epitomized by religious, school, and industrial holidays.

Seasonality in tourism demand is one of the most consistently vexing policy issues. The impact of seasonal demand variation is one of the dominant policy and operational concerns of tourism interests in both the public and private sectors. Distinguish different causes of seasonality in tourism as natural causes, which are beyond the control of decision-makers (climatic factors such as temperature, sunlight, rainfall), and institutional causes, a combination of regions, social and cultural factors, which are partially under the control of the decision makers (the schedule of school holidays, the planning and scheduling of festivals or cultural events in tourism destination, the planning of the urban public and private services supply) (Cuccia and Rizzo, 2011). The seasonal pattern or seasonality is due to climate and weather, social customs and holiday, business customs, and the calendar, all relate specifically to tourism demand as classifies in table 2.2 (Frechtling, 2002).

Table 2.2 Causes of seasonality in tourism demand

Cause of seasonality	Tourism examples
Climate/weather	Summer vacations, snow-skiing, fall foliage tours, popularity of tropical destinations in the winter, cruise line departures, ocean resort demand
Social customs/holidays	Christmas/new year holidays, school breaks, travel to visit friends and relatives, fairs and festivals, religious observances, pilgrimages
Business customs	Conventions and trade shows, government assemblies, political campaign tours, sport events
Calendar effect	Number of days in the month; number of weekends in the month, quarter, season or year

Source: Adapted from Frechtling (2002)

Seasonal applies to what depends on or is controlled by the season of the year a seasonal rise in employment Mifflin (2009). On the other hand, seasonal has economic effects in terms of private and social cost that usually largely exceed the few benefits. The private costs are paid by each of the agents' involved private producers, final consumers and workers. Private products (hotel, restaurants) yield a lower return on the capital invested if their investment are tailored to the peak season demand, suffering from a high level of under-exploited capacity and fixed costs in the off-peak season (Cuccia and Rizzo, 2011). The common perspective adopted is that seasonality presents business challenges to a destination and to individual operators (Baum and Lundtorup, 2001). On the basis of this form of analysis, the downside of major variation in seasonal demand as follows:

- Short business operating season with major periods of closure or reduced level of operation.
- The consequent need to generate a full year's revenue within a short operating season while servicing fixed costs over a twelve month period.
- Under utilization of capital assets which are inflexible and, generally, do not have obvious alternative uses.
- The consequent problems of attracting inward investment in tourism.
- Problems in maintaining the supply chain on the basis of a short operating season.

- Problems in ensuring sustained support from transport providers such as airlines and shipping companies who are reluctant to maintain commitment and invest in highly seasonal operations.
- Short-term employment rather than sustainable long-term jobs creating high levels of either off-season unemployment or temporary outward migration and
- Problems of maintaining service and product quality standards in the absence of permanent, long-term employees.

2.6 Climate Change

UNEP (2011) defined climate change as the major, overriding environmental issue of our time and the single greatest challenge facing environmental regulators. It is a growing crisis with economic, health and safety, food production, security, and other dimensions. Shifting weather patterns, for example, threaten food production through increased unpredictability of precipitation, rising sea levels contaminate coastal freshwater reserves and increase the risk of catastrophic flooding, and a warming atmosphere aids the pole-ward spread of pests and diseases once limited to the tropics. Buckley (2010) expressed that climate change is unlike most other human impacts on the natural environment, because the physical mechanism of impact operates both at a global scale and with time lags measured in decades or longer. The basic component which is influenced the state of the Earth's climatic system (Pidwirny, 2006). Changes in the state of this system can occur externally (from extraterrestrial systems) or internally (from ocean, atmosphere and land systems) through any one of the described components.

UNEP (2011) referred to the climate change that related to natural disasters include earthquakes, volcanic eruption, fires, floods, hurricanes, tropical storms, cyclones, landslides and other events that cause loss of life and livelihoods. Some natural disasters such as earthquakes, volcanoes and tsunamis are a consequence of seismic activity. However, the others are a product of climate, and therefore are likely to be influenced in their frequency by climate change.

Tourism was related adaptation to climate change is likely to involve changes in both the temporal and the spatial distribution of tourism patterns, with various shifts in both the location of destinations and the activities typically engaged in at tourism sites. At the site level, adaptation might take the form of various infrastructural alterations in architectural design, for example,

exterior landscaping, water supply and conservation and energy efficiency. Successful adaptation will require a shift in the short-term planning horizon typical of most tourism providers. However, small tourism business tend to engage primarily in adaptive decision-making, made in response to environmental contingencies or circumstances that have already occurred, rather than marking long-term or strategically-oriented decisions (Viner and Nicholls, 2006).

This research area has one particular subsector of the tourism industry whose vulnerability to climate change has been apparent for islands and coastal resort industry which is potentially vulnerable to rising sea levels and increased storm.

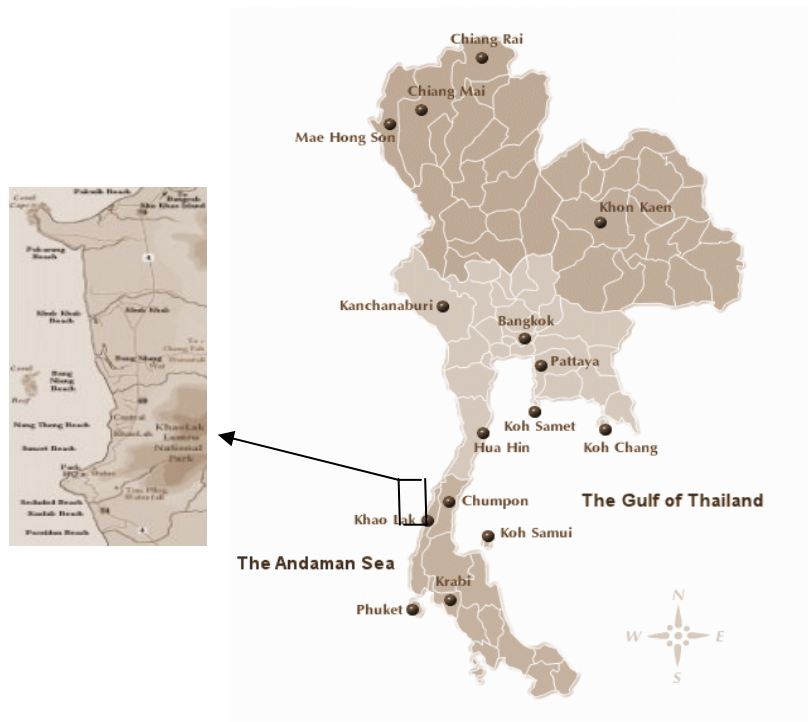
2.7 Profile of Khao Lak as Coastal Tourism Destination

2.7.1 Geography of Khao Lak Coastal Area

Geography is about the study of the environment, people and the coexistence of people with the environment at different scales, ranging from the international through the national and regional to the local level (Page, 2011). Coastal geography is the study of the dynamic interface between the ocean and the land, incorporating both the physical geography (coastal geomorphology, geology and oceanography) and the human geography (sociology and history) of the coast. It involves an understanding of coastal weathering processes, particularly wave action, sediment movement and weather, and also the ways in which humans interact with the coast. Coastal geography is that branch of geography, incorporating physical and human geography, which deals with the study of the dynamic interface between ocean and land (Cordington 2005).

This research uses the dynamic interface of geography tourism in terms of coastal tourism area that relates with the ocean and land as mentioned. In this regard, Khao Lak is located in the coastal area is a vital element of the tourism product. Which is coastal tourism resource has a direct importance to the coastal resort and tourism activities which invests large amounts in coastal protection.

Figure 2.3 Khao Lak Location Map



Source: Khaoak.net

Figure 2.4 Map of Khao Lak Study Area



Source: KhaoLak.net

According to Figure 2.3 and 2.4 Khao Lak located on southern part of Thailand in Andaman Coast Sea. The long coastal strip which is now casually and generally called Khao Lak is mainly in Amphoe Takua Pa, but also partly in Amphoe Thai Muang. Khao Lak means Lak Mountain, which is one of the hilly peaks within the Khao Lak Lam Ru National Park. The generalization of the name for the several kilometer long beach areas both the coastline and its human occupancy in this research area between Poseidon beaches in the south until Bang Sak beach in the north are very complex (Figure 2.2). There are seven major beaches illustrious: Khao Lak beach, Nang Thong beach, Bang Niang beach, Khuk Khak beach, Pakarang cape, Pakweep beach and Bangsak beach. Hospitalities as hotel and tourism occur in all the coastal towns.

2.7.2 Khao Lak Coastal Tourism Activities

UNEP (2009) explained that coastal recreation activities, which have been increasing both in volume and in number during the last decade, occupy a unique place in coastal tourism. They take in two main types of recreational uses of coastal zones: consumptive and non-consumptive ones. Activities such as fishing, shell fishing and shell collection, etc. belong in the first category while activities in the second include swimming, diving, boating, surfing, wind-surfing, jet skiing, bird watching, snorkeling, etc.

Coastal tourism is strongly dependent upon natural (climate, landscape, ecosystems) and cultural (historic and cultural heritage, arts and crafts, traditions, etc.) resources. It encompasses activities that can only be carried out in particular areas and in specific conditions. Therefore, certain areas are considered to be particularly suited to specific types of tourism activities.

Khao Lak coastal tourism activities based on the tourism resources. Those types of activities have the various roles in the business concepts of the coastal tourism firms or organizations in terms of the tourism service package conceptualization, seasonal turnover, market segmentation, and market communication due to the nature of the resources as classifies in table 2.3.

Table 2.3 Classification of the coastal tourism activities in Khao Lak

Resource element of a coastal	Activities	Services offered
Animal	Safaris	Animal show, tracking
Beach	Beach ball games	Beach volleyball ground
	Camping	Camping places
	Spending time near the shore	Outdoor cooking places
	Sunbathing on the beach	Showers
Birds & wet land	Bird watching / Studying	Bird watching tower
		Walking routes
Fish	Angling with hook and line	Boat rent
	Fishing competition	Cultural events
	Fishing trips	Fish harbor
	Fly-fishing	Fishing competitions
	Outing fishing	Fishing ground or spot
	Spinning lure fishing	Fishing permission
		Guided fishing
		Lodging
History	Historical event	Cafe, restaurant
		Art gallery
		Historical place
		Lodging
		Memorial
Coastal national park	Multiple activities	Boat harbor
		Guidance
		Natural tourism
		Place for going on shore
Sea	Boating trips	Boat renting
	Canoeing	Boat restaurants
	Sailing	Boating trips
		Canoeing & kayaking route

Table 2.3 Continued

Resource element of a coastal	Activities	Services offered
Sea and Beach	Diving	Guided diving and snorkeling
	Snorkeling	Lodging
	Swimming for pleasure	Harbor services for boats
		Boat renting
		Boating trips

Source: Adapted from Tikkanen (2003)

According to table 2.3 the empirical data consists of 20 different kinds of the coastal tourism activities that were found in Khao Lak tourism destination, in the website, and advertisements etc. The activities of Khao Lak tourism in peak season, the most popular one can be diving and snorkeling based on most well-known of diving and snorkeling site in Thailand and creating service offered such as boating trips, harbor services for boats, guided diving and snorkeling, and lodging. On the other hand safaris, beach, camping and historical memorial can be created service offer such as animal show, tracking, historical place, art gallery to attract more tourist in off-peak season.

The value of the classification for the coastal tourism service providers is that e.g. they are able to build their business concept so that the offered services are run all round the year during the two tourism seasons (peak & green season). The public tourism promotion organizations can benefit from the classification so that they are able to plan and build the supporting resources for activities and services to the firms in order to that the activities can be offered all round the year (Tikkanen, 2003).

CHAPTER 3

METHODOLOGY

This chapter explains the methodology used in the research from the approach of the study and the instrument used for collecting and analyzing data. The research methodology in this study is described as follows.

3.1 Population, Sampling Size and Sampling Method

3.1.1 Population

The population of the research consists of tourism stakeholders in Khao Lak tourism destination which can be classified into three groups as follows.

Table 3.1 Classification of Stakeholders

No.	Group of Population	Descriptions	Population size
1.	Government Official	Government official in Phang-Nga province related to tourism development in Khao Lak.	2 government official. (Phang Nga province tourism and sport, and Tourism coordination center, Phang Nga province).
2.	Tourism private sector	Phang-Nga Tourism association, hotel, tour operator and tour agency.	1 Phang-Nga Tourism association. 63 hotels. 67 travel companies.
3.	Tourist	Domestic and International tourist who visit Khao Lak.	433,154 tourists (2010 - 2011)

3.1.2 Sampling Size and Sampling Method

Sampling method which is used to determine respondent in this research is probability sampling with a different kind of technique for each group of the population as follows.

1) Government Official

The semi-structured interview was conducted to get appropriate and information of the marketing promotion of Khao Lak tourism area, the researcher will use convenient and purposive sampling technique in which an experienced individual selects the sample based upon some appropriate characteristic of the sample members (Zikmund, 2003).

The criteria's of government official informants are as follows.

- Head or senior official of Phang Nga Province office of Tourism and Sport.
- Head or senior official of Tourism Coordination Centre, Phang Nga Province, Tourism Authority of Thailand.

2) Tourism private sector

The semi-structured interview was conducted to get data and information from private tourism sector representative by purposive sampling and convenient with criteria's as following.

- Head or senior representative of Phang-Nga Tourism Association.
- Owner or sale and marketing manager of leading travel companies as 10 companies (tour operators and travel agencies)
- Owner or sale and marketing manager of hotel business as 10 hotels (simple hotel to five star hotels).

3) Tourist

Convenience sampling was applied in determining tourist information by filling in a questionnaire. The convenience sampling refers to the sampling by obtaining units or people who are most conveniently available (Zikmund, 2003). The researcher used this sampling technique to collect data from some tourists who visit Khao Lak tourism destination.

- Domestic tourism both men and women 18 years and above.
- International tourist both men and women 18 years and above

The sample size of tourists calculated by the formula proposed by Yamane (1967) was used for collecting data from tourists as following.

$$n = \frac{N}{[1 + ne^2]}$$

$$n = \frac{433154}{[1 + 433154(0.5)^2]}$$

$$n = 399.98$$

$$n = 400$$

Where n = Size of the sample group

N = Size of target group (the population of Khao Lak tourist in 2010-2011)

e = the level of precision at the rate of (+ or – 5 percent)

The convenience method was applied for this group.

3.2 Type of Research

This research was descriptive type for the areas of tourist and destination profiles of the survey and it was some part of explanatory research for marketing promotion issues. The research was a mixed method by using both the quantitative and qualitative methods.

3.3 Research Instruments

3.3.1 Semi-Structured Interview

The semi-structured interview was conducted in order to achieve the objective 3 of this research. The interview carried out the data related to their effectiveness of marketing strategies, current marketing strategies, their future plan as well as any opinion about the tourism promotion in Khao Lak tourism destination.

In conducting semi-structured interviews, the researcher has a list of themes and questions to be covered with open-format questions for the interviewee free to answer in their own words and style (Walliman, 2006)

3.3.2 Questionnaire

The questionnaire was conducted in order to achieve the objective 1, 2 and 3 of this research. The questionnaire carried out the data related to their personal information, tourism behavior, tourism resource and tourism suggestions and recommendations regarding tourism promotion in Khao Lak tourism destination.

In conducting the questionnaire, the researcher used a personal approach to help respondents to overcome difficulties with the questions, and personal persuasion and reminders to ensure and find out the reason why some people refuse to answer the questionnaire (Walliman, 2006).

3.4 Data Collection

3.4.1 Primary Data

The primary data was collected at two different periods of time; these are peak season and green season. In this regard, there were 200 respondent of visitors surveyed for each period. On the other hand, semi-structured interviews were conducted with 23 respondents including 2 government officials and 21 private tourism sectors. These different types of data collection will be conducted in Khao Lak tourism destination during July 2011 to December 2011.

3.4.2 Secondary Data

The main sources of secondary data for the study were collected from articles in press, journal, textbook, previous thesis and dissertation from library and internet. The secondary data which are collected relate to theories, profile of Khao Lak tourism destination and previous research on marketing strategies. The secondary data was collected from January 2011 to July 2011.

3.5 Data Analysis

3.5.1 Content Analysis

Qualitative content analysis was used to analyze and interpret semi-structured interviews that will be categorized based on research question and objectives.

3.5.2 Statistical Analysis

Quantitative Statistical analysis was used to analyze and interpret by using descriptive statistics, samples T-Tests and One-Way analysis of variance (One-Way ANOVA) tests.

3.6 Conclusion of Research Methods

As conclusion, the relationship between research objectives, target group, and research methods that can be simplified as seen in table 3.2 as follows.

Table 3.2 The relationship between research objective, target group, and research methods

Objectives	Target Group	Research Methods
Objective 1: To identify the characteristics of tourist arrivals at Khao Lak in peak and green seasons.	1) Tourist	1) Questionnaire
Objective 2: To study key factors that influence tourist to travel in Khao Lak in peak and green seasons.	1) Tourist	1) Questionnaire
Objective 3: To study marketing strategies to promoting Khao Lak tourism in green season.	1) Government official 2) Tourism private sector	1) Questionnaire 2) Semi-structured interview

CHAPTER 4

RESULTS

This chapter concentrates on the results of both quantitative and qualitative research study carried out for the fulfillment of the objectives of research. The findings derived from the questionnaire survey to domestic and international visitors visited Khao Lak, Thailand in the period of peak and green season as well as the outcomes of the semi-structured interview with government sector and private tourism sector representative. The Government official was conducted with Director of Phang Nga office of Tourism and sport, while interview with the Head of Tourism Coordination Centre Phang Nga Province (Tourism Authority of Thailand). Private tourism sector were conducted with Head of Phang Nga Tourism Association, 10 travel company owners and 10 accommodation managers.

4.1 The Findings of the Questionnaire Survey of Tourist visited Khao Lak in Peak Season

Among the questionnaires collected from the 200 tourists who visited Khao Lak during peak season. The quantitative findings of the questionnaires survey were analyzed and presented by using descriptive statistics, independent samples T-Tests and One-Way analysis of variance (One-Way ANOVA) tests. The details of the analyses were described by the following subtitles:

4.1.1 Demographic Characteristics of Respondents

4.1.2 Tourists' Travel Experience

4.1.3 Tourists' Behavior

4.1.4 Factors Influencing Tourist Decision Making to Travel in Khao Lak

4.1.5 Comparison Factors Influencing Decision Making on Tourism Resource and Characteristics of Respondents

- Factors Influencing Decision Making on Tourism Resource to Gender
- Factors Influencing Decision Making on Tourism Resource and Age
- Factors Influencing Decision Making on Tourism Resource and Occupation
- Factors Influencing Decision Making on Tourism Resource and Income

4.1.1 Demographic Characteristics of Respondents

The demographic characteristics of respondents were analyzed by using descriptive statistics (frequency and percentage). This part shows gender, age group, marital status, religion, education, occupation, annual household income and nationality. Table 4.1 and 4.2 indicates the detailed demographic characteristics information of the respondents.

Table 4.1 Demographic Characteristics of Respondents

Demographic Characteristics		Frequency	Percentage
1) Gender			
Male		103	52.5
Female		93	47.5
(N=197)	Total	197	100.0
2) Age Group			
Under 20 years old		11	5.5
20-29 years old		62	31.0
30-39 years old		45	22.5
40-49 years old		35	17.5
50-59 years old		34	17.0
Over 60 years old		13	6.5
(N=200)	Total	200	100.0
3) Marital status			
Married		106	53.5
Single		77	38.9
Widowed		10	5.1
Divorced		5	2.5
(N=198)	Total	198	100.0
4) Religion			
Christianity		149	78.0
Islam		19	9.9
Buddhism		8	4.2
Hinduism		4	2.1
None		11	5.8
(N=191)	Total	191	100.0

Table 4.1 Continued

Demographic Characteristics	Frequency	Percentage
5) Education		
High school or lower	59	29.6
Bachelor degree	105	52.8
Master degree and above	35	17.6
(N=199)	Total	199
		100.0
6) Occupation		
Business employee	69	34.7
Business owner	52	26.1
Government officer	26	13.1
Student	19	9.5
Retired	16	8.0
Unemployed	8	4.0
Other	9	4.5
(N=199)	Total	199
		100.0
7) Annual Household Income		
USD 20,000 or less	58	30.2
USD 20,001 – 40,000	58	30.2
USD 40,001 – 60,000	34	17.7
USD 60,001 – 80,000	25	13.0
USD 80,001 – 100,000	11	5.7
Over USD 100,000	6	3.1
(N=192)	Total	192
		100.0

According to Table 4.1 show the demographic characteristics of the respondents could be described as follows:

1) Gender: There were more male respondents rather than females 52.5% and 47.5% respectively.

2) Age Group: The single largest age group was between 20 – 29 years old at 31.0% followed by 30-39 years old representing 38.9%.

3) Marital status: The entire respondent, 53.5% were married and 38.9% were single.

4) Religion: The majority of respondents were Christians (78.0%), followed by Islam (9.9%), while none religion group accounted for 5.8%.

5) Education: All of the respondents were educated. The majority of respondents which accounted 52.8% held at least one bachelor degree. While 29.6% were high school or lower and 17.6% were highly educated with master degree and above.

6) Occupation: The majority of the respondents were business employees (34.7%), followed by business owner (24.5%). Of the total tourist, 191 persons or 95.9% were currently employed.

7) Annual Household Income: The most frequent level of income reported was USD 20,000 or less together with USD 20,001 – 40,000 which presenting 30.2%, followed by USD 40,001 – 60,000 representing 28.8%.

Table 4.2 Nationality of Tourist in Peak Season

Nationality	Frequency	Percentage
Swedish	36	21.05
German	31	18.13
Thai	16	9.36
Danish	13	7.60
British	10	5.83
Other	65	38.01
Total	171	100.0

In terms of nationality of respondents in peak season, there were 26 nationalities participated in this survey. According to the Table 4.2 are shown the top five nationalities of tourist who visit Khao Lak in peak season thus Swedish tourist were the largest market segments that contributed 21.05%, followed by German tourist 18.13% and Thai tourist 9.36% respectively.

4.1.2 Tourists' Travel Experience

According to Table 4.3 show the tourist travel experiences in Thailand as well as in Khao Lak and the following result were found out:

1) Visit to Thailand: The majority of respondent were repeat visitors that contributed 59.5% while 40.5% never come to Thailand before.

2) Visit to Khao Lak: Among the respondents, 64.2% were first time visitors to Khao Lak rather than repeat visitors which accounted 35.8%.

3) Length of stay in Thailand: In terms of tourist length of stay, 47.3% of total respondent had stayed in Thailand for 11 days or more, followed by four days to one week which accounted 19.1%.

4) Length of stay Khao Lak: In terms of tourist length of stay, 55.4% of respondent had stayed for four days to one week, followed by stayed for 11 days to two week representing 15.3% and three days or less (13.4%) respectively.

Table 4.3 Tourists' Travel Experience in Thailand and Khao Lak

	Tourist Travel Experience	Frequency	Percentage
1) Visit to Thailand	First time	79	40.5
	Repeat visit	116	59.5
	(N=195) Total	195	100.0
2) Visit to Khao Lak	First time	124	64.2
	Repeat visit	69	35.8
	(N=193) Total	193	100.0
3) Length of stay in Thailand	3 day or less	4	2.1
	4 to one week	36	19.1
	8 to 10 days	21	11.2
	11 to two weeks	73	38.9
	More than two weeks up to 19 days	16	8.4
	20 days or more	38	20.2
	(N=188) Total	188	100.0
4) Length of stay in Khao Lak	3 days or less	26	13.4
	4 to one week	108	55.4
	8 to 10 days	15	7.7
	11 to two weeks	30	15.3
	More than two weeks up to 19 days	6	3.1
	20 days or more	10	5.2
	(N=195) Total	195	100.0

4.1.3 Tourists' Behavior

According to Table 4.4 that shows the recognition of tourists who visited Khao Lak in peak season on the periods of Khao Lak tourism, peak season run from November – April and off-peak season run from May – October in each year. The majority of respondents were known which accounted 77.0%. While only 23.0% didn't know.

Table 4.4 Tourist Recognition the Periods of Khao Lak Seasonal Tourism

Tourist Recognition	Frequency	Percentage
I know	154	77.0
I didn't know	46	23.0
Total	200	100.0

According to Table 4.5 as shown the following results can be observed regarding the tourists behavior:

1) Travel Arrangement: The majority of respondents arranged their visit with own arrangement by internet which accounted for 40.9% of the total tourists and 30.3% used travel arrangement with travel agency in their country, while 23.7% used Travel agency in Thailand.

2) Travel with whom: Among the entire respondents, 38.2% was the single largest group who travel with their family or relative, followed by those who travelled with their friend or colleague sharing 26.6% and 13.6% preferred to travel alone.

3) Main Purpose of visit: The majority of respondents were 81.9% come to Khao Lak for holiday or pleasure, followed by those who visiting friend or relative sharing 8.8%.

Table 4.5 Tourists' Behavior

Tourists Behavior		Frequency	Percentage
1) Travel Arrangement	Own arrangement by internet	81	40.9
	Travel agency in your country	60	30.3
	Travel agency in Thailand	47	23.7
	Other	10	5.1
	(N=198) Total	198	100.0
2) Travel with whom	Family / Relative	76	38.2
	Friend / Colleague	53	26.6
	Alone	27	13.6
	Spouse or Girlfriend / Boyfriend	26	13.1
	Group (Package Tour)	16	8.0
	Other	1	0.5
	(N=199) Total	199	100.0
3) Main Purpose of visit	Holiday / Pleasure	167	81.9
	Visiting Friends or Relatives	18	8.8
	Business and Professional	12	5.9
	Visiting Cultural Sites / Events	4	2.0
	Meeting / Seminar	2	1.0
	Official	-	-
	Religious	-	-
	Other	1	0.5
	(N=199) Total	204	100.0*

Note: *Percentage of main purpose of visit added up more than 100 percent (Multiple responses)

4.1.4 Factors Influencing Tourist Decision Making to Travel in Khao Lak

Table 4.6, 4.7 and 4.8 show the factor influencing tourist visited Khao Lak in peak season, factors influencing decision making to visit Khao Lak in peak season, factors influencing decision making on tourism resource in peak season and the following results were found out:

Table 4.6 Factors Influencing Tourist Visit Khao Lak

Influencing Factor	Frequency	Percentage
Leisure	151	72.6
Low price	28	13.5
Not many people	20	9.7
Other	9	4.3
Total	208	100.0

Note: Percentage add up more than 100 percent (Multiple response), N=198

According to Table 4.6 “Leisure” was found to be the most powerful influencing factor for the tourist visiting Khao Lak during peak season which represented 72.6%, followed by the “Low price” which was rated as the second most powerful influencing factor which accounted for 13.5%, while 9.7% were tourist who came to Khao Lak because there were “Not many people”.

Table 4.7 Factors Influencing Decision Making to Travel in Khao Lak

Influencing Factor	Frequency	Percentage
Personal interest	79	35.3
Travel guide materials	42	18.8
Recommendation from family / relatives	40	17.9
Website	37	16.5
Recommendation from friend / co-worker	25	11.2
Other	1	0.4
Total	224	100.0

Note: Percentage add up more than 100 percent (Multiple response), N=198

According to Table 4.7 “Personal interest” was found the most powerful influencing factor on the visitors’ decision making to travel in Khao Lak during peak season which represented 35.3%. “Travel guide materials” was rated as the second most powerful influencing factor which accounted for 18.8%, while “recommendation from family and relatives” was revealed as the third most powerful influencing factor on the visitors’ decisions to travel which represented 17.9% of the total respondents.

Table 4.8 Factors Influencing Decision Making on Tourism Resource

Factors	Very attractive	Attractive	Neutral	Unattractive	Very unattractive	Mean	SD
1) Diversity of Tourist Attractions							
Island (Similan Surin and Tachai Islands) (N=198)	110 (55.6)	66 (33.3)	11 (11.1)	-	-	4.44	0.687
Beach (N=200)	76 (38.0)	105 (52.5)	19 (9.5)	-	-	4.29	0.625
Mountain (N=200)	74 (37.0)	78 (39.0)	40 (20.0)	3 (1.5)	5 (2.5)	4.07	0.925
2) Attractiveness of Tourist Attractions							
Beautiful (N=200)	82 (41.0)	103 (51.5)	15 (7.5)	-	-	4.34	0.612
Integrity of nature (N=199)	76 (38.2)	82 (41.2)	40 (20.1)	1 (0.5)	-	4.17	0.759
Clean (N=200)	55 (27.5)	78 (39.0)	64 (32.0)	1 (0.5)	2 (1.0)	3.92	.837
3) Tourism Activities							
Relaxing (N=199)	113 (56.8)	62 (31.2)	24 (12.1)	-	-	4.45	0.701
Snorkeling (N=199)	80 (40.2)	73 (36.7)	45 (22.6)	1 (0.5)	-	4.17	0.790
Sightseeing (Trekking) (N=198)	73 (36.9)	68 (34.3)	51 (25.8)	4 (2.0)	2 (1.0)	4.04	0.895
Scuba diving (N=195)	64 (32.8)	64 (32.8)	40 (20.5)	25 (12.8)	2 (1.0)	3.84	1.057

Table 4.8 Continued

Factors	Very attractive	Attractive	Neutral	Unattractive	Very unattractive	Mean	SD
4) Popularity of Tourist Attractions							
Relatively new destination (N=199)	81 (40.7)	73 (36.7)	44 (22.1)	-	1 (0.5)	4.17	0.805
Relatively mature destination (N=200)	75 (37.5)	82 (41.0)	41 (20.5)	2 (1.0)	-	4.15	0.775
5) Infrastructures							
Accessibility (N=198)	75 (37.9)	87 (43.9)	36 (18.2)	-	-	4.20	0.724
Convenience to travel (Road, Pathway) (N=198)	71 (35.9)	87 (43.9)	39 (19.7)	1 (0.5)	-	4.15	0.745
Security (N=198)	46 (23.2)	83 (41.9)	65 (32.8)	3 (1.5)	1 (0.5)	3.86	0.806
6) Local Community							
Friendly (Smiling) (N=198)	119 (59.5)	66 (33.0)	12 (6.1)	1 (0.5)	-	4.54	0.635
Kindness and help (N=198)	117 (59.1)	66 (33.3)	14 (7.1)	1 (0.5)	-	4.51	0.651

Note: The mean score is based on a 5-point liker scale.

Scale: 1 = very unattractive, 2 = unattractive, 3 = neutral, 4 = attractive, 5 = very attractive

As shown in Table 4.8 the following results can be observed regarding the factors influencing decision making on tourism resource in peak season:

1) Diversity of Tourist Attractions: Among the diversity of tourist attractions, “Island” (Similan, Surin and Tachai Islands) was very attractive to the respondents (Mean=4.44), followed by “Beach” (Mean=4.29) and “Mountain” (Mean= 4.07) of the total respondents.

2) Attractiveness of Tourist Attractions: Most of respondents had strongly agreed that “Beautiful” (Mean=4.34) was very attractiveness for Khao Lak tourist destination, followed by Integrity of nature (Mean=4.17) and “Clean” (Mean=3.92).

3) Tourism Activities: Among the tourism activities, the majority of respondents had strongly agreed that “Relaxing” (Mean=4.45) was very attractive closely with “Snorkeling” (Mean=4.17) which was rated as the second attractive.

4) Popularity of Tourist Attractions: Among the popularity of tourist attractions, most of the respondents relatively Khao Lak as a new destination (Mean=4.17) rather than a mature destination (Mean=4.15).

5) Infrastructures: Most of respondents had strongly agreed that Khao Lak had the potential for infrastructure as “Accessibility” (Mean=4.20) was very attractive followed by “Convenience to travel (Road, Pathway)” (Mean=4.15) and “Security” (Mean= 3.86).

6) Local Community: Among the local community, the majority of respondents strongly agree that local community has “Friendly (smiling)” (Mean=4.54) and “Kindness and help” (Mean=4.51).

4.1.5 Comparison Factors Influencing Decision Making on Tourism Resource and Characteristics of Respondents.

A) Factors Influencing Decision Making on Tourism Resource to Gender

An independent sample T-Test was conducted in order to see whether any significant difference between factors influencing decision making on tourism resource and gender as shown in table 4.9. Factors influencing decision making on tourism resource had significant difference in scores for male and female in terms of tourism activities as “Relaxing”, and local community as “kindness and help” were influencing factors to male rather than female.

Table 4.9 Factors Influencing Decision Making on Tourism Resource to Gender

Tourism Resource Factors	Male		Female		t	P-values
	Mean	S.D.	Mean	S.D.		
1) Diversity of Tourist Attractions						
Mountain (N = 196)	4.08	.936	4.08	.918	.099	.870
Beaches (N = 196)	4.30	.591	4.27	.678	.352	.146
Island (Similand, Surin, Tachai) (N = 193)	4.48	.701	4.41	.679	.671	.766
2) Attractiveness of Tourist Attractions						
Integrity of nature (N = 195)	4.60	4.011	4.15	.765	1.058	.240
Beautiful (N = 196)	4.43	.571	4.24	.649	2.173	.844
Clean (N = 196)	4.51	5.087	3.78	.857	1.365	.285
3) Tourism Activities						
Sightseeing (N = 194)	4.13	.908	3.97	.870	1.250	.433
Scuba diving (N = 191)	3.91	1.078	3.79	1.022	.800	.999
Snorkeling (N = 195)	4.22	.791	4.67	5.362	-.798	.202
Relaxing (N = 195)	4.51	.624	4.39	.770	1.219	.005*
4) Popularity of Tourist Attractions						
Relatively new destination (N = 195)	4.31	.771	4.03	.827	2.452	.335
Relatively mature destination (N = 196)	4.27	.769	4.03	.773	2.173	.199
5) Infrastructures						
Accessibility (N = 195)	4.25	.696	4.15	.775	.960	.570
Convenience to travel (Road, Pathway) (N = 195)	4.17	.720	4.59	4.225	-.924	.159
Security (N = 195)	3.83	.841	3.90	.771	-.579	.159
6) Local Community						
Friendly (Smiling) (N = 195)	4.57	.587	4.50	.671	.802	.169
Kindness and help (N = 195)	4.60	.583	4.43	.684	1.825	.045*

Note: * The mean difference is significant at the 0.05 level.

B) Factors Influencing Decision Making on Tourism Resources and Age

In order to compare the relation between factors influencing decision making on tourism resources with the other factors as age, occupation and income were tested by using a One-Way ANOVA as shown in table 4.10, 4.11, 4.12 and 4.13.

The factor analysis of factors influencing decision making on tourism resources and age was found out by using One-way ANOVA test and the result details were described by Table 4.10.

Table 4.10 Factors Influencing Decision Making on Tourism Resource and Age

Factors		SS	df	MS	F	P-values
3) Tourism Activities						
Sightseeing	Between Groups	2.139	5	.428	.528	.755
	Within Groups	155.538	192	.810		
	Total	157.677	197			
Scuba diving	Between Groups	12.600	5	2.520	2.333	.044*
	Within Groups	204.148	189	1.080		
	Total	216.749	194			
Snorkeling	Between Groups	62.313	5	12.463	.914	.473
	Within Groups	2632.069	193	13.638		
	Total	2694.382	198			
Relaxing	Between Groups	1.243	5	.249	.500	.776
	Within Groups	95.953	193	.497		
	Total	97.196	198			

Note: * The mean difference is significant at the 0.05 level.

The One-way ANOVA test result explained that the probabilities (p-values) for tourism activities as “scuba diving” was clearly less than 0.05 and thus the conclusion can be drawn that there were statistically significant differences in the levels of factors influencing decision making on tourism resource were related to age. Therefore, the significant difference were tested in pairs by Post Hoc Tukey test as show in Table 4.11

Table 4.11 Factors Influencing Decision Making between Tourism Resources and Age

Tourism Resource Factors			SD	Sig.
3) Tourism Activities				
Scuba diving	20-29 years old	Under 20 years old	-.083	1.000
		20-29 years old	-.372	.458
		40-49 years old	-.425	.404
		50-59 years old	-.695*	.028
		Over 60 years old	-.560	.493
Scuba diving	50-59 years old	Under 20 years old	.612	.375
		20-29 years old	.695*	.225
		30-39 years old	.323	.238
		50-59 years old	.271	.254
		Over 60 years old	.135	.340

Note: * The mean difference is significant at the 0.05 level.

The test results show that the various age groups had factors influencing decision making on tourism resources thus the group of ages 50-59 years old had factors influencing decision making on tourism activities as “scuba diving” rather than the group of ages 20-29 years old.

C) Factors Influencing Decision Making on Tourism Resource and Occupation

The analysis of factors influencing decision making on tourism resources and occupation was found out by using One-way ANOVA test and the result details were described by Table 4.12.

The One-way ANOVA test result explained that the probabilities (p-values) for diversity of tourism attractions as “mountain and Island (Similan, Surin and Tachai Islands)”, tourism activities as “sightseeing and scuba diving”, popularity of tourist attractions as “relatively new destination”, and local community as “friendly, and kindness and help” were clearly less than 0.05 and thus the conclusion can be drawn that there were statistically significant differences in the levels of factors influencing decision making on tourism resources were related to occupation.

The test results also suggested that the respondents’ occupation as student gave importance to many tourism resource factors such as diversity of tourism attractions as

“mountain and Island (Similan, Surin and Tachai Islands)”, tourism activities as “sightseeing” and popularity of tourist attractions as “relatively new destination”. Furthermore, government officer gave importance to tourism activities as “scuba diving” and business employee gave importance to local community as “friendly, and kindness and help”.

Table 4.12 Factors Influencing Decision Making on Tourism Resources and Occupation

Factors		N	Mean	SD	Sig.
1) Diversity of Tourism Attractions					
Mountain	Government officer	26	4.38	.637	.000*
	Business owner	52	4.15	.937	
	Business employee	69	3.83	.939	
	Student	19	4.58	.838	
	Retired	16	4.50	.516	
	Unemployed	8	3.13	.354	
	Other	9	3.33	1.118	
	Total	199	4.06	.925	
Island (Similan, Surin and Tachai Islands)	Government officer	26	4.42	.703	.003*
	Business owner	50	4.52	.646	
	Business employee	69	4.36	.727	
	Student	19	4.79	.419	
	Retired	16	4.25	.683	
	Unemployed	8	3.75	.707	
	Other	9	4.89	.333	
	Total	197	4.44	.687	

Table 4.12 Continued

Factors		N	Mean	SD	Sig.
3) Tourism Activities					
Sightseeing	Government officer	26	4.15	.967	.025*
	Business owner	51	4.20	.800	
	Business employee	69	3.94	.856	
	Student	19	4.37	.761	
	Retired	16	4.00	.816	
	Unemployed	8	3.38	.518	
	Other	8	3.38	1.598	
	Total	197	4.04	.894	
Scuba diving	Government officer	26	4.31	.736	.002*
	Business owner	51	3.90	1.025	
	Business employee	68	3.59	1.175	
	Student	17	4.24	.831	
	Retired	16	3.94	.680	
	Unemployed	8	2.75	1.165	
	Other	8	3.88	.991	
	Total	194	3.83	1.056	
4) Popularity of Tourist Attractions					
Relatively new destination	Government officer	26	4.27	.667	.007*
	Business owner	52	4.17	.901	
	Business employee	68	3.94	.826	
	Student	19	4.63	.496	
	Retired	16	4.50	.632	
	Unemployed	8	3.75	.463	
	Other	9	4.33	.866	
	Total	198	4.17	.804	

Table 4.12 Continued

	Factors	N	Mean	SD	Sig.
6) Local Community					
Friendly	Government officer	26	4.42	.703	.007*
	Business owner	52	4.27	.744	
	Business employee	67	4.73	.479	
	Student	19	4.68	.582	
	Retired	16	4.50	.632	
	Unemployed	8	4.50	.535	
	Other	9	4.56	.527	
	Total	197	4.53	.635	
Kindness and help	Government officer	26	4.38	.697	.009*
	Business owner	52	4.31	.781	
	Business employee	67	4.73	.479	
	Student	19	4.58	.692	
	Retired	16	4.50	.632	
	Unemployed	8	4.13	.354	
	Other	9	4.56	.527	
	Total	197	4.51	.652	

Note: * The mean difference is significant at the 0.05 level.

D) Factors Influencing Decision Making on Tourism Resource and Income

The factor analysis of factors influencing decision making on tourism resources and income was found out by using One-way ANOVA test and the result details were described by Table 4.13

The One-way ANOVA test result explained that the probabilities (p-values) for popularity of tourist attractions as “relatively mature destination”, Infrastructures as “Convenience to travel (road and pathway)”, and local community as “friendly (smiling)” were clearly less than 0.05 and thus the conclusion can be drawn that there were statistically significant differences in the levels of factors influencing decision making on tourism resources were related to income.

The test results also suggested that the respondents' who earned income over USD 100,000 gave importance to local community as "friendly (smiling)". Moreover, USD 20,001 – 40,000 was concerned about popularity of tourist attractions as "relatively mature destination" and infrastructures as "Convenience to travel (road and pathway)".

Table 4.13 Factors Influencing Decision Making on Tourism Resources and Income

Factors		N	Mean	SD	Sig.
4) Popularity of Tourism Attractions					
Relatively mature destination	USD 20,000 or less	58	4.26	.690	.005*
	USD 20,001 – 40,000	58	4.28	.696	
	USD 40,001 – 60,000	34	4.06	.886	
	USD 60,001 – 80,000	25	3.68	.748	
	USD 80,000 – 100,000	11	4.09	.831	
	Over USD 100,000	6	3.50	.837	
	Total	192	4.12	.773	
5) Infrastructures					
Convenience to travel (Road, Pathway)	USD 20,000 or less than	57	4.19	.718	.017*
	USD 20,001 – 40,000	57	4.35	.744	
	USD 40,001 – 60,000	34	4.03	.758	
	USD 60,001 – 80,000	25	3.76	.663	
	USD 80,000 – 100,000	11	3.91	.701	
	Over USD 100,000	6	4.00	.632	
	Total	190	4.13	.741	
6) Local Community					
Friendly (smiling)	USD 20,000 or less	57	4.67	.512	.034*
	USD 20,001 – 40,000	57	4.54	.734	
	USD 40,001 – 60,000	34	4.38	.652	
	USD 60,001 – 80,000	25	4.40	.577	
	USD 80,000 – 100,000	11	4.09	.701	
	Over USD 100,000	6	4.83	.408	
	Total	190	4.52	.640	

Note: * The mean difference is significant at the 0.05 level.

4.2 The Findings of the Questionnaire Survey of Tourists visited Khao Lak in Green Season

Among the questionnaires collected from the 200 tourists who visited Khao Lak during green season. The quantitative findings of the questionnaires survey were analyzed and presented by using descriptive statistics, independent samples T-Tests and One-Way analysis of variance (One-Way ANOVA) tests. The details of the analyses were described by the following subtitles:

4.2.1 Demographic Characteristics of Respondents

4.2.2 Tourists' Travel Experience

4.2.3 Tourists' Behavior

4.2.4 Factors Influencing Tourist Decision to Travel in Khao Lak.

4.2.5 Comparison Factors Influencing Decision Making on Tourism Resource and Characteristics of Respondents

- Factors Influencing Decision Making on Tourism Resource and Income
- Factors Influencing Decision Making on Tourism Resource to Tourist Travel Experience
- Factors Influencing Decision Making on Tourism Resource and Age
- Factors Influencing Decision Making on Tourism Resource and Education
- Factors Influencing Decision Making on Tourism Resource and Occupation
- Factors Influencing Decision Making on Tourism Resource and Income

4.2.6 Suggestions and Recommendations on Tourism Promotion in Khao Lak

4.2.1 Demographic Characteristics of Respondents

The demographic characteristics of respondents were analyzed by using descriptive statistics (frequency and percentage). This part shows gender, age group, marital status, religion, education, occupation, annual household income and nationality. Table 4.14 indicates the detailed demographic characteristics information of the respondents.

Table 4.14 Demographic Characteristics of Respondents

Demographic Characteristics		Frequency	Percentage
1) Gender			
Male		103	51.5
Female		97	48.5
	(N=200)	Total	200
			100.0
2) Age Group			
Under 20 years old		10	5.1
20-29 years old		121	61.1
30-39 years old		30	15.2
40-49 years old		24	12.1
50-59 years old		8	4.0
Over 60 years old		5	2.5
	(N=198)	Total	198
			100.0
3) Marital status			
Single		127	66.8
Married		54	28.4
Divorced		9	4.7
	(N=190)	Total	190
			100.0
4) Religion			
Christianity		126	72.8
Buddhism		10	5.8
Islam		7	4.0
Hinduism		1	0.6
None		29	16.8
	(N=173)	Total	173
			100.0
5) Education			
High school or lower		43	21.5
Bachelor degree		146	73.0
Master degree and above		11	5.5
	(N=200)	Total	200
			100.0

Table 4.14 Continued

Demographic Characteristics		Frequency	Percentage
6) Occupation			
Business employee		89	44.5
Student		49	24.5
Business owner		40	20
Government officer		9	4.5
Unemployed		7	3.5
Retired		5	2.5
Other		1	0.5
(N=200)		Total	200
			100.0
7) Annual Household Income			
USD 20,000 or less		57	28.8
USD 20,001 – 40,000		41	20.7
USD 40,001 – 60,000		22	11.1
USD 60,001 – 80,000		71	35.9
USD 80,001 – 100,000		4	2.0
Over USD 100,000		3	1.5
(N=198)		Total	198
			100.0

According to Table 4.14 which shows the demographic characteristics of respondents which can be described as follows:

1) Gender: There were more male respondent rather than female 51.5% and 48.5% respectively.

2) Age Group: The single largest age group was between 20 – 29 years old at 61.1% rather than the total respondents representing 38.9%.

3) Marital status: The entire respondent, 66.8% were single and 28.4% were married.

4) Religion: The majority of respondents were Christians (72.8%), followed by none religion group (16.8%), Buddhism accounted for 5.8%.

5) Education: All of the respondents were educated. The majority of respondents which accounted 73.0% held at least one bachelor degree. While 21.5% were high school or lower and only 5.5% were highly educate as master degree and above.

6) Occupation: The majority of the respondents were business employees (44.5%), students (24.5%) while retired persons (2.5%). Of the total tourist 188 persons or 93.5% were currently employed.

7) Annual Household Income: The most frequent level of income reported was USD 60,001–80,000 (35.9%), followed by USD 20,000 or less representing 28.8%.

In terms of nationality of respondents in green season, there were 18 nationalities which participated in this survey. According to Table 4.15 shown top five nationality of tourist visit Khao Lak in off-peak season thus British tourist were large market segments that contributed 20.0%, followed by German tourist 16.5% and Swedish tourist 15.5% respectively.

Table 4.15 Nationality of Tourist

Nationality	Frequency	Percentage
British	40	20.0
German	33	16.5
Swedish	31	15.5
Belgium	13	6.5
France	12	6.0
Singaporean	12	6.0
Other	59	29.5
Total	200	100.0

4.2.2 Tourists' Travel Experience

According to Table 4.16 show the tourist travel experience in Thailand as well as in Khao Lak and the following result were found out:

1) Visit to Thailand: The majority of respondent were repeat visitors that contributed 51.8% while 48.2% never come to Thailand before.

2) Visit to Khao Lak: Among the respondents, 62.6% was a first time visit to Khao Lak rather than repeat visit which accounted 37.4%.

3) Length of stay in Thailand: In terms of tourist length of stay, 96.41% of total respondent had stayed in Thailand for 11 days or more.

4) Length of stay Khao Lak: In terms of tourist length of stay, 25.76% of respondent had stayed for 20 days or more, followed by stayed for 11 to two week representing 23.23%, while 2.02% had visited Khao Lak only 3 days or less.

Table 4.16 Tourists' Travel Experience in Thailand and Khao Lak

Tourist Travel Experience		Frequency	Percentage
1) Visit to Thailand	First time	94	48.2
	Repeat visit	101	51.8
	(N=195) Total	195	100.0
2) Visit to Khao Lak	First time	122	62.6
	Repeat visit	73	37.4
	(N=195) Total	195	100.0
3) Length of stay in Thailand	3 day or less	1	0.51
	4 to one week	2	1.03
	8 to 10 days	4	2.05
	11 to two weeks	60	30.77
	More than two weeks up to 19 days	36	18.46
	20 days or more	92	47.18
	(N=195) Total	195	100.00
4) Length of stay in Khao Lak	3 days or less	4	2.02
	4 to one week	36	18.18
	8 to 10 days	20	10.10
	11 to two week	46	23.23
	More than two week up to 19 days	41	20.71
	20 days or more	51	25.76
	(N=198) Total	198	100.00

4.2.3 Tourists' Behavior

According to Table 4.17 shows the recognition of tourist who visited Khao Lak in green season in the periods of Khao Lak tourism, peak season run from November – April and off-peak season run from May – October in each year. The majority of respondents were known which accounted 95.5%. While only 4.5% didn't know.

Table 4.17 Tourist Recognition the Periods of Khao Lak Seasonal Tourism

Tourist Recognition	Frequency	Percentage
I know	191	95.5
I didn't know	9	4.5
Total	200	100.0

As shown in Table 4.18 the following results can be observed regarding the tourists behavior:

1) Travel Arrangement: The majority of respondents arranged their visits with own arrangement by internet which accounted for 54.3% of the total tourists and 36.5% used travel arrangement with travel agency in their country while only 7.6% used Travel agency in Thailand.

2) Travel with whom: Among the entire respondents, 32.2% was single largest group who travel alone, followed by those who travelled with their friend and colleague sharing 28.1%. While 14.1% were traveled with family and Relative and 12.6% (other) preferred travelling with student project and English camp.

3) Main Purpose of visit: The majority of respondents were 58.4% come to Khao Lak for holiday or pleasure, followed by those who visiting friend or relative sharing 19.9% while 13.1% reported that their purpose of visit was other reason such as student project and English camp.

Table 4.18 Tourists' Behavior

Tourists Behavior		Frequency	Percentage
1) Travel Arrangement	Own arrangement by internet	107	54.3
	Travel agency in your country	72	36.6
	Travel agency in Thailand	15	7.6
	Other	3	1.5
	(N=197) Total	197	100.0
2) Travel with whom	Alone	64	32.2
	Friend / Colleague	56	28.1
	Family / Relative	28	14.1
	Spouse or Girlfriend / Boyfriend	22	11.1
	Group (Package Tour)	4	2.0
	Other	25	12.6
	(N=199) Total	199	100.0
3) Main Purpose of visit	Holiday / Pleasure	156	58.4
	Visiting Friends or Relatives	53	19.9
	Business and Professional	9	3.4
	Religious	7	2.6
	Meeting / Seminar	7	2.6
	Visiting Cultural Sites / Events	-	-
	Official	-	-
	Other	35	13.1
(N=199) Total	267	100.0*	

Note: *Percentage of main purpose of visit added up more than 100 percent (Multiple responses)

4.2.4 Factors Influencing Tourist Decision to Travel in Khao Lak

Table 4.19, 4.20 and 4.21 show the factor influencing tourist visited Khao Lak in off-peak season, factors influencing decision making to visit Khao Lak in green season and factors influencing decision making on tourism resource in green season and the following results were found out:

Table 4.19 Factor Influencing Tourist Visited Khao Lak

Influencing Factor	Frequency	Percentage
Low price	119	40.6
Not many people	94	32.1
Leisure	54	18.4
Other	26	8.9
Total	293	100.0

Note: Percentage add up more than 100 percent (Multiple response), N=198

According to Table 4.19 “Low price” was found the most powerful influencing factor for the tourist visited Khao Lak during green season, which represented 40.6%, followed by those “Not many people” was rated as the second most powerful influencing factor which accounted for 32.1% while 18.4% were tourist come for “Leisure”.

Table 4.20 Factors Influencing Decision Making to Visit Khao Lak

Influencing Factor	Frequency	Percentage
Website	141	41.2
Personal interest	81	23.7
Recommendation from family / relatives	57	16.7
Recommendation from friend / co-worker	32	9.4
Travel guide materials	30	8.8
Other	1	0.3
Total	342	100.0

Note: Percentage add up more than 100 percent (Multiple response), N=197

According to Table 4.20 “Website” was found the most powerful influencing factor on the visitors’ decision to travel to Khao Lak during green season, which represented 41.2%. “Personal interest” was rated as the second most powerful influencing factor which accounted for 23.7% while “recommendation from family/relatives” was revealed as the third most powerful influencing factor on the visitors’ decisions to travel which represented 16.7% of the total respondents.

Table 4.21 Factors Influencing Decision Making on Tourism Resource

Factors	Very attractive	Attractive	Neutral	Unattractive	Very unattractive	Mean	SD
1) Diversity of Tourist Attractions							
Island (Similan Surin and Tachai Islands) (N=199)	30 (15.1)	123 (61.8)	45 (22.6)	1 (0.5)	-	3.91	0.626
Beach (N=199)	18 (9.0)	132 (66.3)	49 (24.6)	-	-	3.84	0.560
Mountain (N=200)	2 (1.0)	64 (32.0)	123 (61.5)	10 (5.0)	1 (0.5)	3.28	0.594
2) Attractiveness of Tourist Attractions							
Beautiful (N=200)	13 (6.5)	145 (72.5)	42 (21.0)	-	-	3.86	0.565
Integrity of nature (N=199)	9 (4.5)	94 (47.2)	91 (45.7)	5 (2.5)	-	3.54	0.625
Clean (N=200)	5 (2.5)	80 (40.0)	113 (56.5)	1 (0.5)	1 (0.5)	3.44	0.581
3) Tourism Activities							
Snorkeling (N=200)	48 (24.0)	120 (60)	1 (0.5)	1 (0.5)	-	4.06	0.673
Scuba diving (N=200)	48 (24.0)	119 (59.5)	3 (1.5)	1 (0.5)	-	4.05	0.700
Relaxing (N=196)	52 (26.5)	86 (43.9)	57 (29.1)	1 (0.5)	-	3.98	0.761
Sightseeing (Trekking) (N=199)	7 (3.5)	103 (51.8)	79 (39.7)	10 (5.0)	-	3.54	0.649
4) Popularity of Tourist Attractions							
Relatively mature destination (N=200)	2 (1.0)	41 (20.8)	143 (72.6)	11 (5.6)	-	3.17	0.526
Relatively new destination (N=198)	5 (2.5)	32 (16.2)	137 (69.2)	23 (11.6)	1 (0.5)	3.09	0.627

Table 4.21 Continued

Factors	Very attractive	Attractive	Neutral	Unattractive	Very unattractive	Mean	SD
5) Infrastructures							
Convenience to travel (Road, Pathway) (N=200)	5 (2.5)	113 (56.5)	82 (41.0)	-	-	3.62	0.537
Security (N=200)	5 (2.5)	53 (26.5)	140 (70.0)	2 (1.0)	-	3.30	0.532
Accessibility (N=200)	5 (2.5)	43 (21.5)	150 (75.0)	2 (1.0)	-	3.26	0.511
6) Local Community							
Friendly (Smiling) (N=200)	28 (14.0)	131 (65.5)	36 (18.0)	5 (2.5)	-	3.91	0.643
Kindness and help (N=200)	14 (7.0)	121 (60.5)	59 (29.5)	5 (2.5)	1 (0.5)	3.74	0.646

Note: The mean score is based on a 5-point liker scale.

Scale: 1 = very unattractive, 2 = unattractive, 3 = neutral, 4 = attractive, 5 = very attractive

As shown in Table 4.21 the following results can be observed regarding the factors influencing decision making on tourism resource in green season:

1) Diversity of Tourist Attractions: Among the diversity of tourist attractions, “Island” (Similan, Surin and Tachai Islands) was very attractive to the respondents (Mean=3.91), followed by “Beach” (Mean=3.84) and “Mountain” (Mean= 3.28) of the total respondents.

2) Attractiveness of Tourist Attractions: Most of respondents had strongly agreed that “Beautiful” (Mean=3.86) was very attractiveness of Khao Lak tourist destination, followed by Integrity of nature (Mean=3.54) and “Clean” (Mean=3.44).

3) Tourism Activities: Among the tourism activities, the majority of respondents had strongly agreed that “Snorkeling” (Mean=4.06) was very attractive closely with “Scuba diving” (Mean=4.05) was rated as the second attractive.

4) Popularity of Tourist Attractions: Among the popularity of tourist attractions, most of the respondents relatively Khao Lak as mature destination (Mean=3.17) rather than new destination (Mean=3.09).

5) Infrastructures: Most of respondents had strongly agreed that Khao Lak had “Convenience to travel (Road, Pathway)” (Mean=3.62), followed by “Security” (Mean=3.30) and “Accessibility” (Mean=3.26).

6) Local Community: Among the local community, the majority of respondents strongly agree that local community has “Friendly (smiling)” (Mean=3.91) and “Kindness and help” (Mean=3.74)

4.2.5 Comparison Factors Influencing Decision Making on Tourism Resource and Characteristics of Respondents

A) Factors Influencing Decision Making on Tourism Resource and Gender

An independent sample T-Test was conducted in order to see whether any significant difference between factors influencing decision making on tourism resource and gender as shown in table 4.22. Factors influencing decision making on tourism resource had significant difference in scores for male and female in terms of diversity of tourist attractions as “mountain”, and local community as “friendly (smiling)” and “kindness and help” were influencing factors to female rather than male.

Table 4.22 Factors Influencing Decision Making on Tourism Resource to Gender

Tourism Resource Factor	Male		Female		t	P
	Mean	S.D.	Mean	S.D.		
1) Diversity of Tourist Attractions						
Mountain (N = 200)	3.23	.546	3.33	.641	-1.147	.007*
Beaches (N = 199)	3.87	.624	3.81	.486	.730	.080
Island (Similand, Surin, Tachai) (N = 199)	3.90	.619	3.93	.637	-.272	.853
2) Attractiveness of Tourist Attractions						
Integrity of nature (N = 199)	3.55	.654	3.53	.597	.261	.329
Beautiful (N = 200)	3.83	.544	3.88	.462	-.577	.051
Clean (N = 200)	3.45	.638	3.42	.517	.290	.052

Table 4.22 Continued

Tourism Resource Factor	Male		Female		t	P
	Mean	S.D.	Mean	S.D.		
3) Tourism Activities						
Sightseeing (N = 199)	3.50	.684	3.57	.611	-.738	.159
Scuba diving (N = 200)	3.99	.760	4.11	.627	-1.245	.276
Snorkeling (N = 200)	4.06	.739	4.07	.599	-.146	.194
Relaxing (N = 196)	4.94	.732	4.03	.792	-.836	.440
4) Popularity of Tourist Attractions						
Relatively new destination (N = 198)	3.10	.668	3.07	.585	.281	.254
Relatively mature destination (N = 197)	3.20	.548	3.15	.502	.696	.341
5) Infrastructures						
Accessibility (N = 200)	3.24	.494	3.27	.531	-.349	.458
Convenience to travel (Road, Pathway) (N = 200)	3.58	.534	3.65	.541	-.881	.602
Security (N = 200)	3.32	.528	3.29	.539	.420	.650
6) Local Community						
Friendly (Smiling) (N = 200)	3.84	.683	3.98	.595	-1.491	.035*
Kindness and help (N = 200)	3.66	.694	3.81	.583	-1.705	.002*

Note: * The mean difference is significant at the 0.05 level.

B) Factors Influencing Decision Making on Tourism Resources to Tourist Travel Experience

In order to compare the relation and the significant difference between tourist factors influencing decision making on tourism resource and travel experience, the independent sample T-Test was also conducted as shown in table 4.23. Factors influencing decision making on tourism resource have the significant difference in scores for tourist travel experience in terms of diversity of tourist attractions as “Island (Similan, Surin and Tachai Islands)”, tourism activities as “relaxing”, popularity of tourist attractions as “relatively new destination”, and local community as “friendly (smiling)” and “kindness and help” were influencing factors to male rather than female. Meanwhile, infrastructures as “security” was influencing factor to female rather than male.

Table 4.23 Factors Influencing Decision Making on Tourism Resource to Tourist Travel

Experience						
Tourism Resource Factor	First Visit		Repeat Visit		t	P-values
	Mean	S.D.	Mean	S.D.		
1) Diversity of Tourist Attractions						
Mountain (N = 194)	3.22	.623	3.36	.539	-1.585	.730
Beaches (N = 193)	3.87	.545	3.77	.590	1.123	.083
Island (Similand, Surin, Tachai) (N = 193)	3.97	.576	3.81	.705	1.643	.000*
2) Attractiveness of Tourist Attractions						
Integrity of nature (N = 193)	3.64	.592	3.36	.635	3.042	.616
Beautiful (N = 194)	3.89	.495	3.79	.529	1.349	.072
Clean (N = 194)	3.42	.558	3.44	.625	-3.04	.362
3) Tourism Activities						
Sightseeing (N = 193)	3.67	.609	3.30	.663	4.006	.485
Scuba diving (N = 194)	4.06	.696	4.00	.712	.550	.622
Snorkeling (N = 194)	4.06	.672	4.06	.669	.018	.465
Relaxing (N = 191)	4.27	.721	3.50	.557	8.255	.048*
4) Popularity of Tourist Attractions						
Relatively new destination (N = 193)	3.17	.489	2.90	.772	2.592	.004*
Relatively mature destination (N = 192)	3.17	.477	3.15	.577	.241	.229
5) Infrastructures						
Accessibility (N = 194)	3.21	.518	3.31	.493	-1.222	.220
Convenience to travel (Road, Pathway) (N = 194)	3.71	.522	3.43	.526	3.632	.153
Security (N = 194)	3.25	.519	3.38	.542	-1.627	.026*
6) Local Community						
Friendly (Smiling) (N = 194)	4.02	.636	3.74	.628	3.007	.049*
Kindness and help (N = 194)	3.80	.616	3.64	.698	1.572	.020*

Note: * The mean difference is significant at the 0.05 level.

C) Factors Influencing Decision Making on Tourism Resource and Age

In order to compare the relation between factors influencing decision making

on tourism resource with the other factors of age, education, occupation and income were tested by using a One-Way ANOVA as shown in table 4.24, 4.25, 4.26, 4.27, 4.28 and 4.29.

Table 4.24 Importance of Factors Influencing Decision Making on Tourism Resource and Age

Factors		SS	df	MS	F	P-values
2) Attractiveness of Tourist Attractions						
Integrity of nature	Between Groups	3.298	5	.660	1.710	.134
	Within Groups	73.667	191	.386		
	Total	76.964	196			
Beautiful	Between Groups	.723	5	.145	.563	.728
	Within Groups	49.318	192	.257		
	Total	50.040	197			
Clean	Between Groups	4.489	5	.898	2.773	.019*
	Within Groups	62.158	192	.324		
	Total	66.646	197			
3) Tourism Activities						
Sightseeing	Between Groups	3.566	5	.713	1.717	.132
	Within Groups	79.317	191	.415		
	Total	82.883	196			
Scuba diving	Between Groups	1.093	5	.219	.440	.820
	Within Groups	95.296	192	.496		
	Total	96.389	197			
Snorkeling	Between Groups	1.808	5	.362	.796	.554
	Within Groups	87.202	192	.454		
	Total	89.010	197			
Relaxing	Between Groups	7.274	5	1.455	2.612	.026*
	Within Groups	104.705	188	.557		
	Total	111.979	193			

Note: * The mean difference is significant at the 0.05 level.

According to Table 4.24 the One-way ANOVA test result explained that the probabilities (p-values) for attractiveness of tourist attractions as “clean” and tourism activities as “relaxing” clearly less than 0.05 and thus the conclusion can be drawn that there were statistically significant differences in the levels of factors influencing decision making on tourism resource were related to age. Therefore, the significant differences were tested in pairs by Post Hoc Tukey test as show in Table 4.25.

Table 4.25 Factors Influencing Decision Making between Tourism Resource and Age

Tourism Resource Factors			MD	Sig.
2) Attractiveness of Tourist Attractions				
Clean	40-49 years old	Under 20 years old	.367	.525
		20-29 years old	.204	.597
		30-39 years old	.300	.390
		50-59 years old	.542	.186
		Over 60 years old	.867*	.027
	Over 60 years old	Under 20 years old	-.500	.597
		20-29 years old	-.663	.114
		30-39 years old	-.567	.312
		40-49 years old	-.867*	.027
		50-59 years old	-.325	.917
3) Tourism Activities				
Relaxing	30-39 years old	Under 20 years old	.122	.998
		20-29 years old	.242	.610
		40-49 years old	.692*	.011
		50-59 years old	-.017	1.000
		Over 60 years old	.233	.987
	40-49 years old	Under 20 years old	-.569	.374
		20-29 years old	-.450	.082
		30-39 years old	-.692	.011
		50-59 years old	-.692*	.189
		Over 60 years old	-.458	.812

Note: * The mean difference is significant at the 0.05 level.

According to Table 4.25 the test results show that the various age groups had factors influencing decision making on tourism resource thus the group of ages over 60 years old had the significant difference in terms of factors influencing decision making on attractiveness of tourist attractions as “clean” rather than the group of ages 40-49 years old and the group of ages 30-39 years old had the significant difference in terms of factors influencing decision making on activities as “relaxing” rather than 40-49 years old.

D) Factors Influencing Decision Making on Tourism Resource and Education

The factor analysis of factors influencing decision making on tourism resource and education was found out by using One-way ANOVA test and the result details were described by Table 4.26.

Table 4.26 Factors Influencing Decision Making on Tourism Resource and Education

Factors		SS	df	MS	F	Sig.
3) Tourism Activities						
Sightseeing	Between Groups	4.133	2	2.066	5.105	.007*
	Within Groups	79.334	196	.405		
	Total	83.467	198			
Scuba diving	Between Groups	.185	2	.092	.187	.829
	Within Groups	97.315	197	.494		
	Total	97.500	199			
Snorkeling	Between Groups	.165	2	.082	.180	.835
	Within Groups	89.990	197	.457		
	Total	90.155	199			
Relaxing	Between Groups	10.374	2	5.187	9.759	.000*
	Within Groups	102.580	193	.532		
	Total	112.954	195			

Table 4.26 Continue

Factors		SS	df	MS	F	Sig.
6) Local Community						
Friendly (smiling)	Between Groups	6.617	2	3.309	8.603	.000*
	Within Groups	75.763	197	.385		
	Total	82.380	199			
Kindness and help	Between Groups	2.993	2	1.496	3.687	.027*
	Within Groups	79.962	197	.406		
	Total	82.955	199			

Note: *The mean difference is significant at the 0.05 level.

According to Table 4.26 the One-way ANOVA test result explained that the probabilities (p-values) for tourism activities as “sightseeing”, and “relaxing”, and local community as “friendly (smiling)” were clearly less than 0.05 and thus the conclusion can be drawn that there were statistically significant differences in the levels of factors influencing decision making on tourism resource were related to education. Therefore, the significant difference were tested in pairs by Post Hoc Tukey test as show in Table 4.27

Table 4.27 Factors Influencing Decision Making between Tourism Resource and Educations

Tourism Resource Factors			SD	Sig.
3) Tourism Activities				
Sightseeing	High school or lower	Bachelor Degree	-.235	.090
		Master Degree and Above	.290	.372
	Bachelor Degree	High school or lower	.235	.090
		Master Degree and Above	.526*	.024
	Master Degree and Above	High school or lower	-.209	.372
		Bachelor Degree	-.526*	.024
Relaxing	High school or lower	Bachelor Degree	-.422*	.003
		Master Degree and Above	.334	.366
	Bachelor Degree	High school or lower	.422*	.003
		Master Degree and Above	.756*	.003
	Master Degree and Above	High school or lower	-.334	.366
		Bachelor Degree	-.756*	.003

Table 4.27 Continue

Tourism Resource Factors			SD	Sig.
6) Local Community				
Friendly (smiling)	High school or lower	Bachelor Degree	-.416*	.000
		Master Degree and Above	-.032	.987
	Bachelor Degree	High school or lower	.416*	.000
		Master Degree and Above	.384	.119
	Master Degree and Above	High school or lower	.032	.987
		Bachelor Degree	-.384	.119

Note: * The mean difference is significant at the 0.05 level.

According to Table 4.27 the test results show that the various education levels had factors influencing decision making on tourism resource thus the level of master degree and above had the significant difference in terms of factors influencing decision making on tourism activities as “sightseeing”, and “relaxing” rather than the level of bachelor degree and the level of high school or lower also had the significant difference in terms of factors influencing decision making on activities as “relaxing” rather than the level of bachelor degree. Furthermore, the level of high school or lower had factors influencing decision making on local community as “friendly (smiling)” rather than the level of bachelor degree.

E) Factors Influencing Decision Making on Tourism Resource and Occupation

The analysis of factors influencing decision making on tourism resource and occupation was found out by using One-way ANOVA test and the result details were described by Table 4.28

The One-way ANOVA test result explained that the probabilities (p-values) for attractiveness of tourist attractions as “integrity of nature”, tourism activities as “sightseeing, scuba diving, snorkeling, and relaxing”, popularity of tourist attractions as “relatively new destination and relatively mature destination”, and infrastructures as “convenience to travel (road, pathway) and security” were clearly less than 0.05 and thus the conclusion can be drawn that there were statistically significant differences in the levels of factors influencing decision making on tourism resource were related to occupation.

The test results also suggested that the respondents' occupation as student gave importance to many tourism resource factors such as tourism activities as "sightseeing, scuba diving, snorkeling, and relaxing", popularity of tourist attractions as "relatively mature destination" and infrastructures as "convenience to travel (road, pathway). Furthermore, retired respondent was concerned about the attractiveness of tourist attractions as "integrity of nature" and popularity of tourist attractions as "relatively new destination" while, unemployed visitors was concerned about infrastructures as "security".

Table 4.28 Factors Influencing Decision Making on Tourism Resource and Occupation

Factors		N	Mean	SD	Sig.
2) Attractiveness of Tourist Attractions					
Integrity of nature	Government officer	9	3.22	.667	.014*
	Business owner	39	3.54	.600	
	Business Employee	89	3.52	.586	
	Student	49	3.65	.631	
	Retired	5	4.20	.837	
	Unemployed	7	3.00	.577	
	Other	1	3.00	-	
	Total	199	3.54	.625	
3) Tourism Activities					
Sightseeing	Government officer	8	3.25	.463	.014*
	Business owner	40	3.50	.751	
	Business Employee	89	3.55	.603	
	Student	49	3.69	.619	
	Retired	5	3.40	.548	
	Unemployed	7	2.86	.690	
	Other	1	4.00	-	
	Total	199	3.54	.649	

Table 4.28 Continued

	Factors	N	Mean	SD	Sig.
Scuba diving	Government officer	9	4.11	.601	.000*
	Business owner	40	4.15	.622	
	Business Employee	89	3.82	.700	
	Student	49	4.41	.610	
	Retired	5	4.00	.707	
	Unemployed	7	3.71	.756	
	Other	1	5.00	-	
	Total	200	4.05	.700	
Snorkeling	Government officer	9	4.11	.601	.000*
	Business owner	40	4.15	.580	
	Business Employee	89	3.83	.678	
	Student	49	4.43	.540	
	Retired	5	4.20	.837	
	Unemployed	7	3.71	.756	
	Other	1	5.00	-	
	Total	200	4.07	.673	
Relaxing	Government officer	9	3.78	.833	.001*
	Business owner	39	3.69	.694	
	Business Employee	89	4.01	.776	
	Student	46	4.30	.695	
	Retired	5	4.20	.448	
	Unemployed	7	3.29	.488	
	Other	1	4.00	-	
	Total	196	3.98	.761	

Table 4.28 Continued

Factors		N	Mean	SD	Sig.
4) Popularity of Tourist Attractions					
Relatively new destination	Government officer	9	3.00	.707	.000*
	Business owner	40	3.00	.679	
	Business Employee	88	2.94	.488	
	Student	48	3.46	.582	
	Retired	5	3.60	.899	
	Unemployed	7	2.57	.787	
	Other	1	3.00	-	
	Total	198	3.09	.627	
Relatively mature destination	Government officer	9	3.33	1.000	.001*
	Business owner	40	3.28	.452	
	Business Employee	88	3.01	.386	
	Student	48	3.40	.610	
	Retired	4	2.75	.500	
	Unemployed	7	3.14	.378	
	Other	1	3.00	-	
	Total	197	3.17	.526	
5) Infrastructures					
Convenience to travel (Road, Pathway)	Government officer	9	3.56	.527	.041*
	Business owner	40	3.58	.545	
	Business Employee	89	3.60	.494	
	Student	49	3.80	.577	
	Retired	5	3.20	.447	
	Unemployed	7	3.29	.488	
	Other	1	3.00	-	
	Total	200	3.62	.537	

Table 4.28 Continued

Factors		N	Mean	SD	Sig.
Security	Government officer	9	3.22	.667	.006*
	Business owner	40	3.33	.526	
	Business Employee	89	3.20	.404	
	Student	49	3.51	.649	
	Retired	5	2.80	.447	
	Unemployed	7	3.57	.535	
	Other	1	3.00	-	
	Total	200	3.31	.532	

Note: * The mean difference is significant at the 0.05 level

F) Factors Influencing Decision Making on Tourism Resource and Income

In order to compare the relation between factors influencing decision making on tourism resources with the other factors of income, age, education and occupation were tested by using a One-Way ANOVA as shown in table 4.29.

The One-way ANOVA test result explained that the probabilities (p-values) for diversity of tourist attractions as “beaches, Islands (Similan, Surin and Tachai Islands)”, attractiveness of tourist attractions as “integrity of nature and clean”, tourism activities as “sightseeing, snorkeling and relaxing”, popularity of tourist attractions as “relatively new destination” Infrastructures as “security” and local community as “friendly (smiling)” were clearly less than 0.05 and thus the conclusion can be drawn that there were statistically significant differences in the levels of factors influencing decision making on tourism resource were related to income.

The test results also suggested that the respondents’ who earned income over USD 100,000 gave importance to many tourism resource factors such as diversity of tourist attractions as “beaches, islands (similan, surin and Tachai Islands)”, attractiveness of tourist attractions as “integrity of nature and clean”, tourism activities as “sightseeing and snorkeling”, popularity of tourist attractions as “relatively new destination” and local community as “friendly (smiling)”. Moreover, USD 80,000 – 100,000 was concerned about tourism activities as “relaxing” while USD 20,000 or less than concerned about Infrastructures as “security”.

Table 4.29 Factors Influencing Decision Making on Tourism Resource and Income

Factors		N	Mean	SD	Sig.
1) Diversity of Tourist Attractions					
Beaches	USD 20,000 or less than	57	3.88	.600	.016*
	USD 20,001 – 40,000	41	4.02	.474	
	USD 40,001 – 60,000	22	3.86	.468	
	USD 60,001 – 80,000	70	3.67	.557	
	USD 80,000 – 100,000	4	3.75	.500	
	Over USD 100,000	3	4.43	.577	
	Total	197	3.84	.577	
Island (Similan, Surin and Tachai Island)	USD 20,000 or less than	56	4.04	.602	.043*
	USD 20,001 – 40,000	41	3.98	.689	
	USD 40,001 – 60,000	22	4.00	.436	
	USD 60,001 – 80,000	71	3.72	.637	
	USD 80,000 – 100,000	4	4.00	.000	
	Over USD 100,000	3	4.33	.577	
	Total	197	3.91	.624	
2) Attractiveness of Tourist Attractions					
Integrity of nature	USD 20,000 or less than	57	3.56	.567	.012*
	USD 20,001 – 40,000	41	3.63	.581	
	USD 40,001 – 60,000	22	3.77	.685	
	USD 60,001 – 80,000	71	3.37	.638	
	USD 80,000 – 100,000	4	3.50	.577	
	Over USD 100,000	3	4.33	.577	
	Total	198	3.54	.626	
Clean	USD 20,000 or less than	57	3.35	.517	.001*
	USD 20,001 – 40,000	41	3.39	.628	
	USD 40,001 – 60,000	22	3.14	.468	
	USD 60,001 – 80,000	71	3.61	.547	
	USD 80,000 – 100,000	4	3.00	.000	
	Over USD 100,000	3	4.00	1.000	
	Total	198	3.43	.572	

Table 4.29 Continued

	Factors	N	Mean	SD	Sig.
3) Tourism Activities					
Sightseeing	USD 20,000 or less than	57	3.54	.657	.001*
	USD 20,001 – 40,000	41	3.63	.581	
	USD 40,001 – 60,000	22	3.82	.501	
	USD 60,001 – 80,000	70	3.31	.671	
	USD 80,000 – 100,000	4	4.00	.000	
	Over USD 100,000	3	4.33	.577	
	Total	197	3.53	.651	
Snorkeling	USD 20,000 or less than	57	4.30	.626	.024*
	USD 20,001 – 40,000	41	3.85	.640	
	USD 40,001 – 60,000	22	3.86	.560	
	USD 60,001 – 80,000	71	4.03	.736	
	USD 80,000 – 100,000	4	4.00	.000	
	Over USD 100,000	3	4.33	.577	
	Total	198	4.06	.673	
Relaxing	USD 20,000 or less than	54	4.11	.769	.000*
	USD 20,001 – 40,000	41	4.12	.812	
	USD 40,001 – 60,000	22	4.41	.590	
	USD 60,001 – 80,000	70	3.61	.644	
	USD 80,000 – 100,000	4	4.75	.500	
	Over USD 100,000	3	4.33	.577	
	Total	194	3.98	.765	

Table 4.29 Continued

Factors		N	Mean	SD	Sig.
4) Popularity of Tourist Attractions					
Relatively new destination	USD 20,000 or less than	56	3.29	.594	.014*
	USD 20,001 – 40,000	41	3.10	.490	
	USD 40,001 – 60,000	21	3.00	.316	
	USD 60,001 – 80,000	71	2.92	.732	
	USD 80,000 – 100,000	4	3.00	.000	
	Over USD 100,000	3	3.67	1.155	
	Total	196	3.08	.627	
5) Infrastructures					
Security	USD 20,000 or less than	57	3.40	.563	.045*
	USD 20,001 – 40,000	41	3.12	.510	
	USD 40,001 – 60,000	22	3.18	.588	
	USD 60,001 – 80,000	71	3.35	.492	
	USD 80,000 – 100,000	7	3.00	.000	
	Over USD 100,000	3	3.33	.577	
	Total	198	3.31	.534	
6) Local Community					
Friendly (smiling)	USD 20,000 or less than	57	3.98	.641	.007*
	USD 20,001 – 40,000	41	4.07	.685	
	USD 40,001 – 60,000	22	4.09	.526	
	USD 60,001 – 80,000	71	3.68	.627	
	USD 80,000 – 100,000	4	4.00	.000	
	Over USD 100,000	3	4.33	.577	
	Total	198	3.91	.647	

Note: * The mean difference is significant at the 0.05 level.

4.2.6 Suggestions and Recommendations Regarding Tourism Promotion in Khao Lak

After examining the answers of the open-ended questions reported by 101 respondents but only 82 respondents who answered concerning tourism promotion, the following some of suggestions and recommendations regarding tourism promotion in Khao Lak in green season are reviewed in Table 4.30.

Table 4.30 Suggestions Regarding Tourism Promotion in Khao Lak

Suggestions	Frequency	Rank
Set up some event or festival to attract tourist	18	1
Promote destination in low price	16	2
Promote destination as friendly people	13	3
Create more tour packages	12	4
Promote destination on clean, green, peaceful and beautiful beaches	9	5
Promote destination on volunteering program such as English camp or student project	5	6
Promote destination on family time	5	6
Create more activities when so much rain	2	7
Culture tourism and history	2	7

The respondents also gave some suggestions to improve such areas as should control or stop the speeding cars and trucks racing through the town center, too many wild dogs, dirty beach and dirty streets with plastic bags and garbage.

4.3 The Results of the semi-structured Interviews with Private Tourism Sector in Khao Lak

There were 21 informants from private tourism sector that related with the development and promotion of Khao Lak tourism in community level. These were:

- Head of Phang-Nga Tourism Association.
- Owner of 10 travel companies (tour operators and travel agencies).
- Owner, managing director, sale, and marketing manager and represent of 10 hotel business (all of hotel classifications were contacted in this study).

Semi-structured interview with tourism private sector in Khao Lak was conducted and the interview result is found out as follows.

4.3.1 The Current Tourism Situation in Khao Lak

Most tourists come to Khao Lak to perceive the pureness of nature. The destination image of Khao Lak in the perception of visitors is one of pure un-interrupted, non-chaotically nature, with a tranquil atmosphere, unlike the colorful entertainment venue particularly Khao Lak beaches. There are No commercial on the beaches and No engine motor along the shore. Most of the hotel also located near by the beaches and high privacy.

The niche market of Khao Lak is made up mostly of international tourists especially from Germany and Sweden being the largest proportion of international tourist who visited Khao Lak between 2007-2010 (according to the respondents that were interviewed), this group were professional tourists who travel to Khao Lak every years differenced from Asian tourists market which is changed destination every years, that composed mainly of families, the elderly, nature and peace lovers. The number of Thai tourists visiting Khao Lak has decreased tremendously since the 2004 Tsunami mainly due to the fact that it is still considered a “Danger Zone”, because the loss of lives that occurred that time is still fresh in many people’s minds and lastly because of the Thai’s “superstition” concerning those who lost their lives in this disaster.

In terms of green season, the private tourism sector was the one mainly affected by the decreasing number of visitors which dropped from approximately 70 percent from peak season, as noted by the statistical report of Phang Nga Provincial office of Tourism and Sport in year 2010 revealed that there were 341,858 visitors during the peak season, whereas they recorded only 91,296 visitors in green season in the same year. Thus, some of the Private Tourism

Sector such as local travel agencies, restaurants, and souvenir shops were closed down temporary as it was not financially beneficial for them to continue their operation. Some places however remained open on flexible hours – depending on whether there are visitors or not. Some of interviewee stated that:

“The number of tourists visited Khao Lak during green season depends on the private tourism sector that has connection or potential of marketing department in each company. Accordingly, if Government helps promote destination in this period of time Khao Lak will increases the number of tourist in this season more or less”.

The majority of tourist’s reason in traveling to Khao Lak is ease of access to other islands such as Similan, Surin, and Tachi Islands. Consequently, the most favorite activities that visitors participated were diving and snorkeling. Moreover, other tourism activities such as elephant tracking, sightseeing, kayaking and waterfall are just as popular amongst the tourists.

However, the most popular tourism activities in green season that have been sold by travel agencies were elephant tracking and sightseeing. One of the most famous destinations for elephant tracking and sightseeing that travel agencies provided and recommended for their tourist is Khao Sok National park in Surat Thani province. Moreover, the other activities that several travel agencies introduced to their clients to experience were snorkeling and kayaking at Phang Nga bay and Phi Phi Islands. However, most of the tourists still would like to visit Similan, Surin and Tachai Islands in off-peak season, even though all those islands were closed during this period of the year. Some of interviewee stated that:

“Some groups of the visitors intend to find out the different tourism style that doesn’t exist in their countries. Some group need and want the real natural and real service as well. Peaceful beach, abundant of natural resource and host community made Khao Lak different from other”.

4.3.2 The Current Marketing Strategies

According to the current tourism strategies, the number of tourists visited Khao Lak during peak and green season were totally difference. Most of the travel companies and hotel service providers discussed that marketing strategies was important for them principally in off-peak season. In terms of peak season, many tourists visit Khao Lak because it was the major season for tourism. On the other hand, the marketing strategies have to maintain existed market

and expand tourists market which is promote and invite Thai tourists' target market and travel agencies within the country to support them to travel, observe and inspection their hotel, and destination in green season. Furthermore, international tourists market also important to promote them to visit Khao Lak in off-peak season but carrier part as Airline business (route and direct flight to Phuket Airport) in this period of time also important. Head of Phang-Nga Tourism Association stated that:

“We used to propose Thai Airways and Bangkok Airways to promote Khao Lak touristestination together but the Airline seem cannot gain value enough for them. We succeed with Air Asia and Malaysia Airlines to promote destination but once their change the management team the promotion was not continuous. In term of Khao Lak tourism promotion, private tourism sector has promoted destination but in terms of overall images of the country not only hotel and travel companies but also includes product, restaurant, and other tourism service that should be government official as province responsibility to promote overall images of the province”.

In terms of promotional strategies in green season, most of the travel companies and hotel service providers using price strategies to attract visitors travel in Khao Lak such as discount more than 50 percent, stay 3 nights get free 1 night or free airport transfer etc. On the other hand, tour operators were plans and set up the budget to promote and public relations their company in order to increases booking from visitors in off-peak season.

Consequently, the average sales price in green season was decreased compared with peak season. The occupancy rates of travel agencies were show up only 10-20 percent while tour operators represent 60 percent. Furthermore, most of bungalows and small hotels have occupancy rate approximately 15-30 percent meanwhile four or five stars hotel have occupancy rate highly 70 percent from the good planning of marketing performance (according to the respondents that were interviewed).

4.3.3 Promotional Activities and Material that Conducted by Private Tourism sector

Most of promotional activities and material was conducted by hotels and tourism companies to advertise their business. Consequently, the earning from tourists will be more benefits for hotels and tourism companies rather than overall of Khao Lak tourism image.

However, Phang-Nga tourism association have to combines hotel package, tourism package and tourism service products together in order to promote Khao Lak both in overall image and personal tourism business in the same time.

Classification of promotional activities and material that conducted by tourism private sector as follows:

- **Media Announcements:** Phang Nga tourism association used the radio to promote and attracted Thai visitors in some time.

- **Advertisements:** Travel magazine with trendy advertising material in order to promote Khao Lak by hotel and tourism business. Travel magazine and news paper will emerge to promote Khao Lak tourism destination for a moment. Travel magazine such as traveler, Trips, and calendar Thailand.

- **Website:** The entire website was conducted by individuals' tourism business website but there has the main website been conducted by Phang-Nga tourism association was *www.khaolak-phangnga.com*.

- **Trade Fairs:** Hotel and tour operator emphasize trade fairs both in domestic and international trade fairs. Consequently, the visitors will recognize Khao Lak as of individual hotels and travel companies not on the whole images.

Most of the promotional material was conducted by hotel and tourism business. Flyers, brochures, and maps represent the product of their business were located in Khao Lak. Catalogues use for present hotel type and tour package has publicized in travel agency. Presentation sign board show all around the area. Most of Khao Lak promotional material not only show in the area but also distribute in Phuket, Krabi, Samui and other tourism destination in Thailand.

4.3.4 SWOT Analysis of Khao Lak Tourism

Strengths

- Khao Lak has abundance of natural resources such as mountains, jungle, beaches, and Islands.
- It has ability to accommodate tourist as variety of accommodation style and standards of accommodation influence tourist satisfaction.

- It has simplicity of local culture, kindness, and friendliness of local people.
- It have a peaceful beaches, pure un-interrupted, non-chaotically nature, with a tranquil atmosphere.
- It was controlled and non-colorful entertainments venue.

Weaknesses

- Khao Lak tourism has lack of public relation and advertisement.
- There is no tourism management system, the use of natural resources without well management plan affected tourism industry directly from the damages of the environment and degradation of natural resources.
- The growth rate of infrastructure and public utility not relate with the rapid growth of hospitality industry.
- There is a shortage of labor within hospitality industry because the reason of reduced manpower in off-peak season.
- Many tourism product shops and tourism service provider but in the period of off-peak season were closed down.

Opportunities

- Marketing trend in ecotourism and natural preservation are increased.
- High demanding in order to choose Khao Lak as a tourism destination.
- Phang Nga tourism development initiatives could have benefits to Khao Lak in term of infrastructure improvements.
- Diversification of Khao Lak tourism products like live aboard scuba diving, snorkeling, tracking, relaxing etc. which will help in retaining majority of the income generated with the local people.

Threats

- Climate and weather was a barrier to Khao Lak tourism in order to ease of access to other islands in green season.
- The most well-known and popular Island such as Similan and Surin Islands were closed in green season.

- Uncontrollable of tourist perception especially Thai tourist still considered a “Danger Zone” as the Tsunami disaster area.
- Economically unstable.
- Uncontrollable natural disaster.

4.3.5 The Future Tourism Development and Khao Lak Tourism Trend

In terms of future tourism development, Khao Lak will be the green tourism through considering the environment with managing garbage and water pollution system to protect flowing into the sea and low carbon destination to become the sustainable tourism. Even though the seasonal tourism of Khao Lak was a period which restores natural resources but in peak season natural resources were used in dissipation.

In terms of corporate social responsibility (CSR), Phang-Nga Tourism Association has conducted many activities in order to restore the destination such as Khao Lak big cleaning day, repair the monuments, afforested mangrove forest and awareness of local communities to look after their own tourism destination. Head of Phang-Nga Tourism Association mentioned that:

“Now we plan to associate with Designated Areas for Sustainable Tourism Administration (DASTA) to develop Khao Lak tourism destination in order to be sustainable tourism destination not only waiting for TAT support promote tourism activities but once we are the member of DASTA they will develop public utility, quality of products and services, properties, infrastructure or even personnel and also promotional activities will be promoted by them as well”.

At the same time, Khao Lak tourism industry will be high competition in the future both in peak and off-peak season because of the amount of rooms existed provide in Khao Lak always increases consistent with the number of tourists will increases in the future as well. Head of Phang-Nga Tourism Association stated that:

“Before tsunami disaster, Khao Lak has carrying capacity of the hotel rooms approximately 7,000 rooms. Nowadays, the numbers of rooms are increase over 4,500 rooms and will be increases to 5,500 rooms in the season of 2011-2012 it mean many hotels will build up in this new season”.

4.4 The Results of the Semi-structure Interviews with Government Official in Phang Nga Province

There were 2 informants from the provincial government office that directly related with the development and promotion of Khao Lak. These were:

- Director of Phang Nga Province office of Tourism and Sport.
- Head of Tourism Coordination Centre, Phan Nga Province, Tourism Authority of Thailand. (TAT)

Semi-structured interview with government official in Phang Nga Province was conducted and the interview results are found out as follows.

4.4.1 The Current Tourism Development in Khao Lak

The government has major responsibility in developing the overall images of Phang Nga tourism industry in order to develop and promote Phang Nga as a tourist destination and increase the number of visitors through year round, not only in peak season. The current tourism development of Phan Nga Province was eco-tourism destination therefore every tourism destination in Phang Nga as well as Khao Lak would be similar developed direction. Moreover, the world current tourism situation desires to be sustainable tourism and preserve the environment therefore Khao Lak tourism have to concern with environment, natural, culture and the ways of life. Head of Tourism Coordination Centre, Phan Nga Province stated that:

“Khao Lak has ability to sale by the name itself. Many tourists visited Khao Lak in eak season. We didn’t worry about that but in green season we must provide tourism activities to promote the destination in order to invite tourists travel here. Conversely, there were a small number of tourists know Phang Nga province because of tourism, Phuket was a gateway of Andaman tourist destination that attract tourist visited southern part of Thailand, the tourism products of Phang Nga often sold by means of Phuket”.

Tourism Authority of Thailand (TAT) promoted Phang Nga as one of tourist destinations in the southern part of Thailand. One of the marketing strategies in order to gain more target market visiting Phang Nga were combined the destination together with near each other tourism destinations in Andaman cluster such as Phuket and Krabi. Director of Phang Nga Province office of Tourism and Sport stated that:\

“Phang Nga has a rich of natural resources. Therefore, the direction to developing destination will be focus on the sustainable development as one of the mission in order to drive Phang Nga to be “The world’s leading of ecotourism city”. Consequently, every tourist attraction such as Khao Lak, Koh Yao or Phang Nga town has the same direction to develop”

4.4.2 The Current Marketing Strategies

In terms of current marketing strategies, Tourism Authority of Thailand (TAT) has the major mission to promote and stimulate Thai tourists in order to increase the number of tourist travel inside their own country. At the same time, overseas offices of TAT have to promote Thailand tourism destinations to international tourists and responsible to examine the target market that those tourist behaviors were related to our existed tourism products.

Phang Nga was the quality destination product service provided for the tourists. 90 percent of whole visitors were international tourist consisted with Germany, Scandinavia countries, England and Australia. Those countries were the best quality tourists for Phang Nga tourism especially those group of visitors were the main target market of Khao Lak tourism in off-peak season as well. Therefore, TAT will have responsibility to maintain the existing market and expand quality visitors market because the qualities tourist will travel to the qualities tourism destination as well.

Phang Nga provincial office of tourism and sport has the main responsibility to integrate relevant agencies both government sector and private sector in order to cooperate on each institution such as Tourism Coordination Centre, Phang Nga Province, Phang Nga Tourism Association, Phang Nga Chamber of Commerce, Phang Nga Sub-district Administration Organization and Police.

The current tourism marketing strategies was conducted by Phang Nga province office of tourism and sport as follows:

- To promote and develop tourism attraction and several of ecotourism activities and standards.
- To develop infrastructure and logistics.
- To increase personnel efficiency and tourism administration.
- To set up security systems and advanced communication.

- To promote the image of the world's leading of ecotourism city by effectiveness marketing strategies and public relation.
- To expand new tourist markets and maintain the majority existing tourist markets focusing to the upscale market.
- To promote and develop potency of community based tourism.

4.4.3 Promotional Activities and Materials Conducted by Government

Promotional activities and materials are one of the approaches of Tourism Authority of Thailand (TAT) to promote tourism destination in the southern part of Thailand. The information given through promotional activities and materials revealed several tourism activities such as sea, beaches, kayaking and diving are included in the packages of Phuket, Krabi, and Phang-Nga tourism destinations.

Classification of tourism promotional activities and material that conducted by tourism government are follows:

- **Media Announcements:** Phang Nga province office of tourism and sport cooperated with mass media journalist both electronic and printed media to promote tourism destination while TAT used the appropriate presenter to attract particular target market via general term television (TV) advertising depends on the campaign in each year as well.

- **Client Functions:** Many campaigns were conducted by province such as Canoeing competition championship in Phang-Nga bay, Amazing car rally, and Phang-Nga Triathlon. TAT highlighted various campaigns to attract particular target market such as environmentally conscious travelers, Thai travelers and family such as Travel with a New Heart for a Sustainable Thailand, Amazing Thailand always amazes you, and Go Green Go Thailand.

- **Advertisements:** Travel book is one of the strategies to attract the correct target market such as “Tourism Authority of Thailand magazine”.

- **Website:** TAT website as “www.tourismthailand.org” and connecting to Khao Lak, Phang-Nga province by “www.tat-la.com/destinations/phang-nga” and Phang Nga Province office of Tourism and Sport website “<http://secretary.mots.go.th/phangnga>”.

- **Trade Fairs:** TAT participated in international trade fairs such as ITB-The travel trade show and ITB Asia trade show and local trade fairs such as Thailand travel fair and Thai travel mart.

In terms of promotional materials, TAT conducted small pocket book to do public relation and promote Phang-Nga province especially Khao Lak as the main tourism destination. A brochure is one of the tools to promote Khao Lak. Phang Nga maps and posters are distributed all over Thailand. While overhead sign board present several Phang-Nga tourist destinations along the road access to Phang-Nga.

4.4.4 The Future Tourism Development in Khao Lak

Khao Lak is magnet of Phang Nga tourism in order to attract the tourists visit area currently. The future tourism development of Phan Nga Province is to be the hub of eco-tourism destination in Thailand. Moreover, culture tourism and dark tourism (memorial) are other tourism activity that plan to attach this area not only beaches and sand. Those tourism attractions were planning to develop such as Tsunami monument, Shrine and Sacred Item etc. Furthermore, Phang Nga Provincial office of Tourism and Sport was conducted a symbol of standard quality represent the standard of products and service that the service providers presenting to the customer. The target of standard symbol is private tourism sector that concern with tourism industry in Khao Lak area to be practice.

CHAPTER 5

DISCUSSION AND RECOMMENDATION

This research was conducted to fulfill the three main objectives: (1) to identify the characteristics of Khao Lak tourists in peak and green seasons (2) to study key factors that influence tourist to travel in Khao Lak in peak and green seasons (3) to study marketing strategies to promote Khao Lak tourism in green season. The personal travelling experiences and observations of the researcher on the survey area and the personal outlook on the current Khao Lak tourism industry situation also served as supportive ideas for the research study.

5.1 Conclusions

To accomplish the research objectives, both quantitative and qualitative research methods were applied. The data analysis was conducted through quantitative analysis data software and qualitative research approaches for interview results. As discussed in chapter 1, Khao Lak is abundantly rich in natural resources, most beautiful, secluded and upscale coastal resorts and beaches in Phang Nga Province. The environment is attractive for families, elderly and tourists seeking a peaceful tourism destination and to maintain this scenery. Khao Lak derives its financial benefits from tourists and tourist based activities like hotels, local shops, restaurants and the diving trade. Most of the foreign tourists are European, many from Scandinavia, Germany and the United Kingdom.

Tourism has a down-side, Khao-Lak is spread over two different seasons. The period of peak season runs from November to April and green season runs from May to October. The seasonality in Khao Lak tourism has traditionally been regarded as a major problem because the number of tourist indicates that there are different between peak and green season which is resulted very less tourists during green season. Furthermore, Khao Lak has been impacted by climate change as well. It modifies the attractiveness of particular tourism destinations in several ways such as more or less comfortable to travel as well as changed natural features such as coastlines and coral reefs.

5.1.1 Demographic Characteristics of Respondents

The demographic characteristics of respondents revealed who the customers of Khao Lak were. **In peak season**, the gender was composed of more male (52.5%) rather than female (47.5%). The single largest age group was between 20 – 29 years old at 31.0% followed by 30-39 years old representing 38.9%. The entire respondent, 53.5% were married and 38.9% were single. Swedish tourists were the most demanding market segment followed by German and Thai. The single largest group of respondents were Christian (78.0%) followed by Islam (9.9%). All of the respondents were educated; most of them were bachelor degree and the majority was business employees, business owner and government officer respectively. Most of respondent came from the household who earned USD 20,000 or less followed by USD 20,001-40,000.

In green season, the gender was composed of more male than female 51.5% and 48.5% respectively. The single largest age group was 20 – 29 years old group at 61.1% rather than the total respondents representing 38.9%. The entire respondents, 66.8% was single and 28.4% was married. British tourists were the most demanding market segment followed by German and Swedish respectively. The respondent include 72.8% was Christian and 16.8% was none religion. All of the respondents were educated; most of them were bachelor degree and the majority was business employees, student and retired persons respectively. Most of respondent came from the household who earned USD 60,001–80,000 followed by USD 20,000 or less.

5.1.2 Tourists' Travel Experiences

In peak season, among the respondents 59.5% were repeat visitors to Thailand and 64.2% were first time visit Khao Lak. In terms of tourist length of stay, 47.3% of total respondents had stayed in Thailand for 11 days or more, among those 55.4% of respondents had stayed for four days to one week in Khao Lak.

In green season, among the respondents 51.8% were repeat visitors to Thailand and 62.6% were first time visit Khao Lak. In terms of tourist length of stay, 96.41% of total respondents had stayed in Thailand for 11 days or more, among those 25.76% had stayed for 20 days or more in Khao Lak.

5.1.3 Tourists' Behavior

In peak season, 77.0% recognized the periods of Khao Lak as peak season. The largest proportion respondents arranged their visits with own arrangement by internet (40.9%) and 30.3% used travel arrangement with travel agency in their country. Among the entire respondents, 38.2% was single largest group who travel with their family and relative, followed by those who travelled with their friends and colleagues sharing 26.6%. The respondents purposes of visit indicated that the majority (81.9%) came to Khao Lak for holiday or pleasure, followed by those who visiting friends or relatives (8.8%).

In green season, 95.5% recognized the periods of Khao Lak as green season. Most of the respondents arranged their visits with own arrangement by internet (54.3%), followed by arrangement with travel agency in their country (36.5%). Among the respondents 32.2% was single largest group who travel alone, followed by those who travelled with their friends and colleagues sharing 28.1%. The respondents purposes of visit indicated that the majority (58.4%) came to Khao Lak for holiday or pleasure, followed by those who visiting friend or relative (19.9%).

5.1.4 Factors Influencing Tourists' Decision Making to Travel in Khao Lak

In peak season, "*Leisure*" was the most powerful influencing factor for the tourists visited Khao Lak during peak season, which represented 72.6%, followed by those "*Low price*" was rated as the second most powerful influencing factor which accounted for 13.5%. It was also found that the most powerful influencing factor on the visitors' decision making to travel in Khao Lak during peak season was "*Personal interest*" (35.5%) followed by "*Travel guide materials*" was rated as the second most powerful influencing factor (18.8%).

Through a five-point Likert scale ranging from 1 = very unattractive to 5 very attractive, the respondents have shown the factors influencing their own decision making on tourism resources in peak season. Among the diversity of tourist attractions, "*Island (Similan, Surin and Tachai Islands)*" was very attractive (Mean=4.44), followed by "*Beach*" (Mean=4.29). Among the attractiveness of tourist attractions, "*Beautiful*" was very attractive of Khao Lak tourist destinations (Mean=4.34), followed by "*Integrity of nature*" (Mean=4.17). The majority of respondents had strongly agreed that "*Relaxing*" (Mean=4.45) was very attractive closely with "*Snorkeling*" (Mean=4.17) was rated as the second attractive of tourist activities. In terms of

popularity of tourist attractions, most of the respondents relatively Khao Lak as “*New destination*” (Mean=4.17) rather than “*Mature destination*” (Mean=4.15). Among the infrastructures in Khao Lak, most of the respondents strongly agree that “*Accessibility*” (Mean=4.20), was very attractive followed by “*Convenience to travel (Road, Pathway)*” (Mean=4.15). They were also in fully agreement on that local community has “*Friendly (smiling)*” (Mean=4.54) and “*Kindness and help*” (Mean=4.51).

In green season, “*Low price*” was found the most powerful influencing factor for the tourist visited Khao Lak during green season, which represented 40.6%, followed by those “*Not many people*” was rated as the second most powerful influencing factor which accounted for 32.1%. It was also found that the most powerful influencing factor on the visitors’ decision making to travel in Khao Lak during green season was “*Website*” (41.2%) followed by “*Personal interest*” was rated as the second most powerful influencing factor (23.7%).

Through a five-point Likert scale ranging from 1 = very unattractive to 5 very attractive, the respondents have shown the factors influencing their own decision making on tourism resources in green season. Among the diversity of tourist attractions, “*Island (Similan, Surin and Tachai Islands)*” was very attractive (Mean=3.91), followed by “*Beach*” (Mean=3.84). Among the attractiveness of tourist attractions, “*Beautiful*” was very attractive of Khao Lak tourist destination (Mean=3.86), followed by “*Integrity of nature*” (Mean=3.54). Among the tourism activities, “*Snorkeling*” (Mean=4.06) was very attractive closely with “*Scuba diving*” (Mean=4.05) was rated as the second attractive. In terms of popularity of tourist attractions, most of the respondents relatively Khao Lak as “*Mature destination*” (Mean=3.17) rather than “*New destination*” (Mean=3.09). Among the infrastructures in Khao Lak, most of the respondents strongly agree that “*Convenience to travel (road, pathway)*” (Mean=3.62), was very attractive followed by “*Security*” (Mean= 3.30). They were also in fully agreement on that local community has “*Friendly (smiling)*” (Mean=3.91) and “*Kindness and help*” (Mean=3.74).

5.1.5 Comparison Factor Influencing Decision Making on Tourism Resources and Characteristics of Tourists Arrival in Khao Lak

In peak season, factors influencing decision making on tourism resources had significant difference in scores for male and female. In terms of tourism activities as “*Relaxing*” and local community as “*Kindness and help*” were influencing factors to male rather than female.

In terms of age, the various age groups had factors influencing decision making on tourism resource thus the group of ages 50-59 and 20-29 years old had factors influencing decision making on tourism activities as “*Scuba diving*”

In terms of occupation, the respondent occupation as student gave importance to diversity of tourism attractions as “*Mountain*” and “*Island (Similan, Surin and Tachai Islands)*”, tourism activities as “*Sightseeing*” and popularity of tourist attractions as “*Relatively new destination*”. Meanwhile, government officer gave importance to tourism activities as “*Scuba diving*” and business employee gave importance to local community as “*Friendly, and Kindness and help*”.

In terms of income, the respondents who earned income over USD 100,000 gave importance to local community as “*Friendly (smiling)*”, while the respondents who earned income between USD 20,001 – 40,000 was concerned about popularity of tourist attractions as “*Relatively mature destination*” and infrastructures as “*Convenience to travel (road and pathway)*”.

In green season, factors influencing decision making on tourism resources had significant difference in scores for male and female in terms of diversity of tourist attractions as “*Mountain*”, and local community as “*Friendly (smiling)*” and “*Kindness and help*” were influencing factors to female rather than male. Meanwhile, diversity of tourist attractions as “*Island (Similan, Surin and Tachai Islands)*”, tourism activities as “*Relaxing*”, popularity of tourist attractions as “*Relatively new destination*”, and local community as “*Friendly (smiling)*” and “*Kindness and help*” were the important influencing factors to first visit rather than repeat visit and infrastructures as “*security*” was influencing factor to repeat visit rather than first visit.

In terms of age, the group of ages over 60 years old had factors influencing decision marking on the attractiveness of tourist attractions as “*Clean*” and the group of 30-39 years old had factors influencing decision marking on tourism activities as “*Relaxing*”.

In terms of education, the level of master degree and above had factors influencing decision making on tourism activities as “*Sightseeing and relaxing*”. Furthermore, the level of high school or lower had factors influencing decision making on activities as “*Relaxing*” and local community as “*Friendly (smiling)*”.

In terms of occupation, the respondents' occupation as student gave importance to tourism activities as "*Sightseeing, Scuba diving, Snorkeling, and Relaxing*", popularity of tourist attractions as "*Relatively mature destination*" and infrastructures as "*Convenience to travel (road, pathway)*". Meanwhile, retired respondent was concerned about the attractiveness of tourist attractions as "*Integrity of nature*" and popularity of tourist attractions as "*New destination*" and unemployed visitors was concerned about infrastructures as "*security*".

In terms of income, the respondents who earned income over USD 100,000 gave importance to diversity of tourist attractions as "*Beaches and Islands (Similan, Surin and Tachai islands)*", attractiveness of tourist attractions as "*Integrity of nature and clean*", tourism activities as "*Sightseeing and snorkeling*", popularity of tourist attractions as "*New destination*" and local community as "*Friendly (smiling)*". Moreover, the respondents who earned income between USD 80,000 – 100,000 was concerned about tourism activities as "*Relaxing*", while USD 20,000 or less concerned about Infrastructures as "*Security*".

5.1.6 Suggestions and Recommendations Regarding Tourism Promotion in Khao Lak

Among the respondents, "*set up the events or local festival to attract tourists*" was number one ranking of tourist suggestions and recommendations regarding to tourism promotions in Khao Lak, followed by "*promote destination in low price*" and "*promote destination as friendly people*" respectively. Furthermore, some of the respondents also gave some suggestions to improve such areas as should control or stop the speeding cars and trucks racing through the town center, too many wild dogs, dirty beaches and dirty streets with plastic and garbage.

5.2 Discussions

This section included a summary of the critical findings of the study. The findings were discussed in accordance with the objectives of the study.

5.2.1 To Identify the Characteristics of Tourists Arrival in Khao Lak in Peak and Green Seasons

Demographic segmentation divides the market into groups based on variables such as age, gender, income, occupation, education, religion, and nationality etc. (Kotler and Armstrong 2008; Dwyer et al., 2000). There were related with the following outcomes of the

questionnaires survey with the selected personal would be the very useful sources of information to fulfill this research objectives:

The characteristics of tourists' arrival in Khao Lak in this study found that the single largest age group was between 20 -29 years old both in peak and green season. These groups of tourists were young travelers that the characteristic were interested in challenges activities and explore a new experience. Thus, it was related with Khao Lak tourism activities that able to react their needs especially with the most popular activities such as snorkeling and diving, the most well-known tourism destinations such as Similan and Surin islands and especially new born tourism destination as Tachai Island which is abundance of natural marine life (sand, beaches, coral reefs and animals) that just open last two years ago and allowed tourists to visit there. Therefore, the reason why this group of tourists traveling in Khao Lak may came from personal interested in the above tourism activities and its actions are suitable for this group. In fact, the main target market tourists of Khao Lak is elder people, family and natural lovers that related with the existed Khao Lak environment such as peaceful beaches, abundance of natural resources, friendly people and lack of nightlife entertainment. In fact, Khao Lak have several of natural resources but there is no creation activities suitable with the existing natural resources and satisfy their target market needs. Therefore, this might be the reasons why Khao Lak cannot persuade the main target market to visit the destination. It is very important and necessary for Khao Lak to improve tourism activities to attract the main target market by creating activities which are related with the environment of Khao Lak.

In terms of country of origins, most of tourists visited Khao Lak in peak season came from Sweden country, while in green season most of tourist came from England. Both Swedish and British tourists were European countries and that consisted with the behavior of European tourists that particularly love to enjoy the warm climates. One of the main reasons could be both countries were located in the cold area that may have low temperatures when snowing or long winter season. Another reason could be intended of tourists' decision making to travel consist with each period of Khao Lak tourism that tourists can play various roles in a decision making (Yvette, 2009).

In terms of income, the majority of tourists in peak season came from the household who earned USD 20,000 or less because Khao Lak has cheaper cost of living than other tourism

destinations nearby such as Phuket, Krabi and Samui. On the other hand, the majority of tourists in green season came from the household who earned USD 60,001–80,000 which means the tourist behavior of this group was changed react to their needs. This group of tourists may change the behavior which is normally they might decide to travel in peak season but because the reason of crowded people may effected to tourists' decision making in order to travel in other periods as green season instead. This related with Sirakaya and Woodside (2005) indicated that tourist's decision-making processes are complex, involving many sup-decision, occurring continuously from period to deciding 'where to go' though to 'what are we going to do now we're here and beyond'.

5.2.2 To Study Key Factors that Influence Tourist to Travel in Khao Lak in Peak and Green Seasons

The following outcomes of the questionnaires survey and semi-structured interviews with the selected population would be the very useful sources of information to fulfill these research objectives as follows:

The most important key factor influencing tourists to travel in peak season was "*Leisure*". This could be seen from the period of peak season in Khao Lak that consists with the period of winter season or long holidays of tourists. The other reason may came from most of tourists were Scandinavian and European that far away and spend such a long time to travel, it consist with the behavior of tourists in order to stay in Khao Lak for longer period of time. Since holidays are only consumed one at a time, volume-increasing competitions are unlikely to be used except as a method to encourage short-stay visitors to prolong their stay. Holidays and outings are valued by, and attractive to, consumers, as much as anything for the fact that they are perceived as something luxurious and even frivolous (Peattie and Peattie, 1996). On the other hand, the most important key factor that influenced tourists to travel in green season was "*Low price*". Tourism and travel markets are one of the few service sectors to make widespread use of a variety of promotional techniques (Peattie and Peattie, 1996). As more economies around the world become tourism dependent, it will become increasingly important to understand which variables are likely to impact tourist flows (Lepp and Gibson, 2003). According to the findings of this study, the reason why low price has become the most important factor influencing decision making in selecting tourism destinations could be seen from several reasons. Firstly, the current

world economic situation that induces the higher cost of living affected people around the world. It is also influenced the change of tourist behaviors in order to choose tourism destinations. From this point of view, it might relate with Khao Lak which is provided cheaper cost of living than other tourism destinations nearby such as Phuket, Krabi and Samui in comparison. Secondly, per capita income has the greatest impact on the outbound tourism flows from individual countries. Generally, the travelling costs are including the cost of transport services to and from the destination and the cost of ground content; accommodation, tour services, foods and beverages, entertainments, etc. (Dwyer et al., 2000). Lastly, changing costs in particular destinations relative to others, adjusted for exchange rate variations, are regarded as the most important economic influence on destination shares of total travel abroad. Therefore, it is important to pay particular attention to the price competitiveness of a nation's tourism industry as compared to that of its competitors. Since tourist expenditure patterns are associated with purpose of its journey, the price competitiveness of tourist destinations will vary according to purpose of visit.

Factor influencing decision making to travel of tourist in peak season was "*Personal interest*". It seems that the decision making process is influenced by both psychological and internal variables. For instant, attitudes, motivation, beliefs and intentions, and non-psychological or even external variables such as time, pull factors and marketing mix (Sirikaya and Woodside, 2005). It can be seen several internal motivators from the findings of this study as revealed the processes of decision making such as the desire for escape, rest, relaxation, prestige, health and fitness, adventure, and social interaction. In terms of external motivators, several factors were based on the attractiveness of the destination, including tangible resources; beaches, recreational activities, and cultural attractions, and travelers' perceptions and expectations; novelty, benefit expectations, and marketing image (Hsu et. al., 2009).

On the other hand, factor influencing decision making to travel in green season was "*Website*". This could be explained that internet and website is the most convenience channel for the consumers in searching for information which is very easy to access and be able to log in anywhere and anytime by themselves. It is a communication concept in which the tourism business facilitates and rewards interaction from the customer through the entire consumption experience (Cano, 1998).). Its benefit tourists to save more time and there is no any expense in order to reserved their trips also it is very easy to review and check feedback from the other

tourists' experienced through several website such as "trip advisor", and the tourists be able to compare the cost of each products before making decision to purchase in that particular products. Additionally, website also benefit tourists in many ways such as they can make the reservation for both accommodations and tourism activities via several online travel agencies which is taking action as the most important key player as the center of hospitality and tourism information and even making the reservation directly through hotel website personally which is cheaper than walk-in rate.

The importance that businesses placed on the most important popular promotional activities varied slightly across business type (e.g. tourism attractions, lodging, and non-franchise eating and drinking establishments) and the perception of Web marketing efforts are particularly important because of the massive growth in electronic forms of communication (Dudensing et al., 2011). At present, the businesses would seem to be pursuing a joint advertising strategy which combines mass media advertisements in traditional paper based media such as national newspapers alongside with WWW Site (Cano, 1998). The increasing popularity of mobile phones with internet capability may make website development a greater priority of hospitality and tourism establishment as potential customers consult their phones to select accommodation establishment and tourism destinations (Dudensing et al., 2011).

Furthermore, there were some other factors of tourism resources that can be influenced tourists decision making in order to perceive Khao Lak as one of the most gorgeous tourist destinations in Thailand. The very attractive tourism resources of Khao Lak both in peak and green season were "*Islands*". With the most popular and most well known islands destination in tourists' perception, there were "Similan islands" as one of the world's top diving destination, "Surin islands" as number one snorkeling paradise in Thailand, and "Tachai island" as a virgin island. Among those islands, there is still abundance of natural marine resources which protected by department of national parks that made those islands different with another islands destination nearby such as "Phi Phi islands". However, even the tourists who fill in the questionnaires during green season recognized that the islands were closed and not allowed tourists to visit there and it is authorized by department of national parks but a numerous of tourists still would like to be there with the reason to perceive the beauty of those islands. Besides, the attractiveness of tourism activities were "*Relaxing and snorkeling*" that related with tourism resources of the island. Some

activities such as snorkeling are still popular among tourists in green season. Even though, the most three popular island; Similan, Surin and Tachai are in closing season which is authorized by department of national park as its schedule but the other tourism destinations nearby such as Phang Nga bay and Phi Phi Island still operate and provide the similar activities for tourists as normal. Additionally, “*Friendly*” of local people also important factor that influenced tourists stays for longer, From this point of view, the reason that might influence tourists’ perception more hospitable because of they feel more grateful with warm welcome and safety like their second home.

5.2.3 To Study Marketing Strategies to Promote Khao Lak Tourism in Green Season

In terms of the tourism industry and its development in Khao Lak tourism, the government sectors had created tourism plans and strategies in order to develop tourism industry in Phang Nga as a whole image covering the entire significant tourism destinations within the province. The government had cooperated with other tourism organization to set up the appropriate strategies that consist with current tourism situation. The stakeholders need to better understand that the images used in promotional media for a destination may also attract or prevent diverse types of tourists (Lepp and Gibson, 2003). Also must understand the needs of their clients if they want to take part and assist the sector meet its potential (Dudensing et al., 2011). The existing marketing strategies that Khao Lak used to promote tourism in green season were price and promotional strategies which intended to increase the number of tourists visit Khao Lak during green season. In terms of price strategy, private tourism sectors had set the lower price of their products to persuade tourists which consist with promotional strategy and promotional activities to attract tourists such as discount rate more than 50 percent, bonus night such as stay 3 nights get free 1 night or free airport transfer etc. Price-based promotions have become the most popular in travel and tourism sector. However, there is growing awareness that non-price based promotions can add value for the consumer (Peattie and Peattie, 1996). Significant attributes of a destination can be marketed in different ways as it might be best when feasible to design separate promotional messages to tourists in both peak and green season (Lepp and Gibson, 2003). There is obviously more to these promotional competitions than a straightforward desire to boost sales in the short term. Competitions may be used to encourage potential customers to order a brochure

or visit a retail outlet, which increases the chance of an eventual sale (Peattie and Peattie, 1996). However, the number of tourists traveled in Khao Lak in green season is still little. Notice that the numbers of hotel occupancies rate and travel companies booking were low which reported an average only 10-30 % when compared with peak season.

Furthermore, both price and promotional strategies were intended to increase the number of tourists in green season which the main tourists target market were international and Thai tourists. International tourists may visit Khao Lak with the reason of holidays or personal interest that influence them to travel which is not different volume in each years. On the other hand, the number of Thai tourists visited Khao Lak still little when compared with international tourists. One of the reasons may come from the current economic situation in Thailand. It is effected higher cost of living. Moreover, it could be related to the perception of the tourists perceived that Khao Lak was the main area of natural disaster “Tsunami” attacked in 2004. Due to the fact that it is still considered as a “Danger Zone”, because the loss of lives that occurred that time is still fresh in many people’s minds and lastly because of the Thai’s “superstition” concerning those who lost their lives in this disaster. Not only the reason of the tourists themselves, another reason that possible to accrue may came from the reach to target market which implied that the main target market as Thai tourists that Khao Lak intended to attract do not obtain any tourism information that Khao Lak issued. On the order hand, tourism promotion of Khao Lak still not effective and do not access to the main target market. In the tourism markets, competitions create opportunities for purchase retiming, and to move customers towards particular destinations, operators or travel agents (Peattie and peattie, 1996). An important marketing element of the strategy is in the provision of advice, information, practical assistance and guidance. This could be in the form of assistance, with developing marketing plans, creating an image to be used by the destination, promotional material and its design, the languages to be used, and a strategy for the provision of tourism information as different promotional material is required for the various market segments (Fletcher and Cooper, 1996).

5.3 Recommendations

In order to promote Khao Lak increasing the number of tourists during green season base on the aim of this research is to propose the effective promotion that would promote Khao Lak tourism in green seasons as following recommendations:

5.3.1 Proposed the Effective Promotional Strategies

A. Best-cost provider strategy

Price is one of the most important factors that influenced tourist's decision making in order to choose tourism destinations. In fact, low-cost could attract more tourists but it does not mean that they will satisfied with the quality of products and services because the decreasing of production costs which may affect the products and service qualities that giving to the customer. In addition, price decreasing also affected entrepreneurs in the long term as it is not easy to justify the price up to the level as well as to maintain entrepreneurs itself up to scale or classification as should be. Being a best-cost is different from a low-cost because the additional upscale features involve additional costs that a low-cost provider can avoid by offering buyers a basic product with few details. Meanwhile, best-cost provide lower price but still remain the quality of products and services. This is because a best-cost be able to position itself near the middle of the market with either a medium-quality product at a below-average price or a high-quality product at an average or slightly higher price.

However, in order to achieve the best cost provider strategy. All of tourism entrepreneurs both hospitality and tourism have to provide best-cost strategy in order to giving customer more value for the money by satisfying their expectations on key qualities, features, performances, service attributes and beating their expectations on price.

B. Tourism Communications

The communication is very important element in spreading out the words and information to build and maintain the relationship between entrepreneurs and the tourists. The marketing communications consists with several specific tools to communicate with tourists. According to the study's results indicated that Khao Lack has a lack of public relation in order to promote Khao Lak as one of the main tourism destination in Andaman after Phuket and Krabi. It is very important for stakeholder to promote Khao Lak itself to be more well-known among both domestic and international tourists by using several kinds of promotional communication tools

such as advertising, broadcasting, printing and internet, coupons, displays, demonstrations, discounts, trade shows, sponsorships, special events, and web pages. Its promotional activities have to be taken more seriously and continually to ensure that the destination has been recognized broader among tourists.

Nowadays, with the advancement of telecommunications, the development of marketing communication needs to be changed by using electronic communications as a marketing tool. The communication elements consist with two majority part; traditional media (printing, radio, TV and billboards) which can be more effective for small-medium size businesses in order to create awareness and interest; online media (Facebook, Google, Yahoo, Twitter, blogs, forums and image galleries) to communicate the existence of the site to potential customers and then encouraging continuing communication between the entrepreneurs and its users as a way of establishing a relationship. Internet becomes the most important marketing potential of a communication concept which is the tourism business facilitates and rewards interaction from the customer through the entire consumption experience. In order to developed effective mass-media communication techniques to support these marketing strategies, social medias such as Facebook has been used as the most popular marketing communication channels through internet. A more targeted and subtle form of online marketing is known as affiliate marketing.

Moreover, sales promotions also important and have been popular to retaliate against competitor initiatives. There are two basic types of sales promotions during green season have been used widely. Firstly, a value-increasing promotion which is manipulated the price and quantity equally to increase the perceived value of product offering. Particularly, coupons and price cutting are the majority form. Secondly, the value-adding promotion which is still remain the price and core products/services offering plus additional offer the customer such as free gift or complementary product or service.

The main problem in Khao Lak during green season is related to the number of rainy days which is affected tourism activities. Therefore, the entire stakeholder should offer more opportunity for increasing the quantity of the services and its activities should be in conformity with natural resources and environment. These could be another opportunity to

promote Khao Lak as tourism destination for several activities such as anniversaries tourists, cultural events, honeymoons, or second honeymoons.

5.3.2 Recommendations for Government and Authorities

1) Clear policy according to the environmental protection should be set especially in the part of cleanliness covering the important areas such as beaches, sea, mountain and waste management in order to preserve and sustain the environment.

2) There should be stricter laws in terms of traffic to protect life and property of tourists such as car speed limit enforcement to persuade road vehicle users to comply with the speed limits in force on the Khao Lak's roads together with adding more sidewalks for tourists.

3) The Tourist Assistance and Information Center as well as tourist police office should be organized to facilitate tourists in terms of travel information and complaints.

4) There should be more proactive in public relations activities in each period of the year and its activities and events should be presented in several classes of media; local, national, and international to spread out Khao Lak tourism information and attract more tourists coming to Khao Lak.

5) The advertisement materials such as the overhead sign boards, banners and billboards should be placed more in the best known landmarks in nearby tourism destination such as Phuket and Krabi International Airport.

5.3.3 Recommendations for Private tourism sectors

1) Cooperate with government and authorities in terms of public relations to promote Khao Lak tourism more well-known among tourists.

2) Being environmentally sensitive and sustainable together with the government sector by implementing environmental protection programs such as wastewater treatment, waste separation and the cleanliness of both internal and external organizations.

3) Build-up repeat and information business based on customer satisfaction and a reputation for quality and value for money.

4) Ensure that a variety of tourism businesses offer a range of products and activities targeted at a mix of domestic and overseas markets especially during green season as the main problem is concerned to the number of the rainy days in Khao Lak.

5) Improving existing tourist infrastructures such as road, pathway and brightness in order to enhance potential of Khao Lak carrying capacity and expand other tourist infrastructures that relate with ecotourism such as conducting a bicycle road to reduce air pollution.

5.3.4 Limitation of the study

1) A limited number of tour operators and tour agencies were investigated limiting the value of the finding due to most of them was not operated during green season.

2) According to language barriers, the questionnaire should be translated also to other languages rather than English as most of tourists who visited Khao Lak were international tourists which can be seen from tourist statistical report where English is not the main communication language in every country.

3) Qualitative research for this study was conducted during green season therefore it was difficult to contacted Sales & Marketing Manager in hotel industry as some of them have been relocated to the other properties within hotel group.

4) The limitation in terms of data accessibility on the real number of tourists visited Khao Lak during peak and green season is due to no tourist statistical report recorded independently in each period in the area of Khao Lak apart from monthly report on the overall number of tourist visited Phang Nga.

5.3.5 Suggest ions for further study

1) Due to the language barriers, the questionnaire should be translated into other languages rather than English and Thai, if the sample of the study consists of tourists from the countries where English is not the main communication language.

2) Further researches should try to evaluate the effectiveness of tourism promotion in Khao Lak based on the existing promotions.

3) Further researches should be conducted into the employee's perception on Khao Lak seasonal tourism as peak and green season.

4) The area of this study is covered in Khao Lak only, in order to get a larger research in terms of tourism in Phang Nga, further researches should expand to the other tourism areas in Phang Nga such as Phang Nga town, Koh Yao and Phang Nga Bay.

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APPENDICES

APPENDIX A



QUESTIONNAIRE

Tourism Promotion in Green seasons

A Case Study of Khao Lak, Phang-Nga Province

The propose of questionnaire is to collect data and information for a research in the Master of Business Administration in Hospitality and Tourism Management (International Program) at prince of Songkla University, Phuket Campus, Thailand. Please answer the following question. All individual information will be kept confidential. The data collected will be beneficial for academic propose only. The research topic is to study “Tourism Promotion in Green seasons: A Case Study of Khao Lak, Phang-Nga Province”.

Thank you for your kind consideration

Mr. Funkiat Mahiphan

Please write down or tick only one answer in which corresponds to your answer.

Part 1: Personal Information

1. Gender Male Female
2. Age Under 20 years old 40 – 49 years old
 20 – 29 years old 50 – 59 years old
 30 – 39 years old Over 60 years old
3. Nationality
4. Marital status Single Married Widowed Divorced
5. Religion Christianity Islam
 Buddhism Hinduism
 Other (Please specify).....

- 6. Education** High school or lower Master Degree and Above
 Bachelor Degree
- 7. Occupation** Government officer Business owner
 Business Employee Student
 Retired Unemployed
 Other (Please specify)
- 8. Annual household income**
 USD 20,000 or less than USD 60,001 – 80,000
 USD 20,001 – 40,000 USD 80,000 – 100,000
 USD 40,001 – 60,000 Over USD 100,000
- 9. Visit to Thailand** First time Repeat visit
- 10. Visit to Khao Lak** First time Repeat visit
- 11. Your length of stay in Thailand** days
- 12. Your length of stay in Khao Lak** days

Please write down or tick only one answer in which corresponds to your

Part 2: Tourist Behavior

- 1. Who arranged your travel products reservation for this visit?**
 Own arrangement by internet Travel agency in my country
 Travel agency in Thailand Other (Please specify).....
- 2. Who do you travel with for this trip to Khao Lak?**
 Alone Friend/Colleague
 Family/Relative Group (Package Tour)
 Spouse or Girlfriend/Boyfriend Other (Please specify).....
- 3. What factor influenced you most when you made decision to travel to Khao Lak?**
 Personal Interest Recommendations from Family/Relatives
 Travel Guide Materials Recommendations from Friends/Co-worker
 Websites Other (Please specify).....
- 4. Main purpose of visit**
 Holiday/pleasure Visiting Friends or Relatives
 Business and Professional Meeting/Seminar
 Official Visiting Cultural Sites/Events
 Religious Other (Please specify).....

5. Did you know the periods of peak season (November–April) and Green season (May–October) in Khao Lak tourism before coming here?

I knew

I didn't know

6. Why did you decided to travel in Khao Lak between November–April as peak season?

(In term of the visitors who travel in the period of time)

Leisure

Low price

Not many people

Other (Please specify).....

Part 3: Tourism Resource

Please write down answer or tick ✓ on the attribute on a scale of 1,2,3,4 or 5; 5 = very attractive, 4 = attractive, 3 = neutral, 2 = unattractive and 1 = very unattractive

Tourism Resource Factor	Level of Tourists Perception in Khao Lak				
	Tourism Resource				
	5	4	3	2	1
1. Diversity of tourist attractions					
1.1 Mountain					
1.2 Beach					
1.3 Island (Similan Island, Surin Island)					
2. Attractiveness of tourist attractions					
2.1 Integrity of nature					
2.2 Beautiful					
2.3 Clean					
3. Tourism activities					
3.1 Sightseeing (Trekking)					
3.2 Scuba diving					
3.3 Snorkeling					
3.4 Relaxing					
4. Popularity of tourist attractions					
4.1 Relatively new destination					
4.2 Relatively mature destination					

Tourism Resource Factor	Level of Tourists Perception in Khao Lak				
	Tourism Resource				
	5	4	3	2	1
5. Infrastructures					
5.1 Accessibility					
5.2 Convenience to travel(Road,Pathway)					
5.3 Security					
6. Local community					
6.1 Friendly (smiling)					
6.2 Kindness and help					

7. Your suggestions and recommendations regarding effectiveness of tourism promotion in Khao Lak.

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Thank you very much for your kind consideration and cooperation.

APPENDIX B



QUESTIONNAIRE

Tourism Promotion in Green seasons

A Case Study of Khao Lak, Phang-Nga Province

The propose of questionnaire is to collect data and information for a research in the Master of Business Administration in Hospitality and Tourism Management (International Program) at prince of Songkla University, Phuket Campus, Thailand. Please answer the following question. All individual information will be kept confidential. The data collected will be beneficial for academic propose only. The research topic is to study “Tourism Promotion in Green seasons: A Case Study of Khao Lak, Phang-Nga Province”.

Thank you for your kind consideration

Mr. Funkiat Mahiphan

Please write down or tick only one answer in which corresponds to your answer.

Part 1: Personal Information

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2. Age Under 20 years old 40 – 49 years old
 20 – 29 years old 50 – 59 years old
 30 – 39 years old Over 60 years old
3. Nationality
4. Marital status Single Married Widowed Divorced
5. Religion Christianity Islam
 Buddhism Hinduism
 Other (Please specify).....

- 6. Education** High school or lower Master Degree and Above
 Bachelor Degree
- 7. Occupation** Government officer Business owner
 Business Employee Student
 Retired Unemployed
 Other (Please specify)
- 8. Annual household income**
- USD 20,000 or less than USD 60,001 – 80,000
 USD 20,001 – 40,000 USD 80,000 – 100,000
 USD 40,001 – 60,000 Over USD 100,000
- 9. Visit to Thailand** First time Repeat visit
- 10. Visit to Khao Lak** First time Repeat visit
- 11. Your length of stay in Thailand** days
- 12. Your length of stay in Khao Lak** days

Please write down or tick only one answer in which corresponds to your

Part 2: Tourist Behavior

- 1. Who arranged your travel products reservation for this visit?**
- Own arrangement by internet Travel agency in my country
 Travel agency in Thailand Other (Please specify).....
- 2. Who do you travel with for this trip to Khao Lak?**
- Alone Friend/Colleague
 Family/Relative Group (Package Tour)
 Spouse or Girlfriend/Boyfriend Other (Please specify).....
- 3. What factor influenced you most when you made decision to travel to Khao Lak?**
- Personal Interest Recommendations from Family/Relatives
 Travel Guide Materials Recommendations from Friends/Co-worker
 Websites Other (Please specify).....
- 4. Main purpose of visit**
- Holiday/pleasure Visiting Friends or Relatives
 Business and Professional Meeting/Seminar
 Official Visiting Cultural Sites/Events
 Religious Other (Please specify).....

5. Did you know the periods of peak season (November–April) and green season (May–October) in Khao Lak tourism before coming here?

I knew

I didn't know

6. Why did you decided to travel in Khao Lak between May–October as green peak season? (In term of the visitors who travel in the period of time)

Leisure

Low price

Not many people

Other (Please specify).....

Part 3: Tourism Resource

Please write down answer or tick ✓ on the attribute on a scale of 1,2,3,4 or 5; 5 = very attractive, 4 = attractive, 3 = neutral, 2 = unattractive and 1 = very unattractive

Tourism Resource Factor	Level of Tourists Perception in Khao Lak				
	Tourism Resource				
	5	4	3	2	1
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1.1 Mountain					
1.2 Beach					
1.3 Island (Similan Island, Surin Island)					
2. Attractiveness of tourist attractions					
2.1 Integrity of nature					
2.2 Beautiful					
2.3 Clean					
3. Tourism activities					
3.1 Sightseeing (Trekking)					
3.2 Scuba diving					
3.3 Snorkeling					
3.4 Relaxing					
4. Popularity of tourist attractions					
4.1 Relatively new destination					
4.2 Relatively mature destination					

Tourism Resource Factor	Level of Tourists Perception in Khao Lak				
	Tourism Resource				
	5	4	3	2	1
5. Infrastructures					
5.1 Accessibility					
5.2 Convenience to travel(Road,Pathway)					
5.3 Security					
6. Local community					
6.1 Friendly (smiling)					
6.2 Kindness and help					

7. Your suggestions and recommendations regarding effectiveness of tourism promotion in Khao Lak.

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Thank you very much for your kind consideration and cooperation.

APPENDIX C

Interview Questions for Government Official (provincial)

1. Could you please share your view on the current tourism development in Khao Lak?
2. Could you please explain the policy and strategies in developing Khao Lak tourism?
3. Could you please explain the current marketing policy and strategies to promote Khao Lak both in peak and green season? / How about your future plans?
4. What kind of promotion effort that has been conducted by the government?
Advertising/Personal selling/Public relations and Publicity/sale promotion
5. How much budget for tourism promotion of both Tourism Authority of Thailand, Phang Nga Office and Phang Nga Province office of Tourism and Sport in Khao Lak in a year?
6. What are the strengths, weaknesses, opportunities and threats (SWOT) of tourism marketing in Khao Lak?
7. What are the tourism activities to promote Khao Lak tourism in green season?
8. Which countries are the main markets of Khao Lak tourism?
9. Are there any differences of promotional strategies for every market segments?
10. How is the cooperation between government and private tourism sector?
11. Is there any tourism marketing research conducted by the government especially for Khao Lak?
12. In your opinion, please describe the future tourism trend in Khao Lak?

APPENDIX D

Interview Questions for Private Tourism Sector

1. Could you please share your view on the current tourism development in Khao Lak?
2. What do you think about the promotion strategies that conducted by government effective or not? / What more should the government do in this respect?
3. How is the cooperation between government and private tourism sector?
4. What are the strengths, weaknesses, opportunities and threats (SWOT) of tourism marketing in your business?
5. What kind of promotion effort that has been conducted by your business?
Advertising/Personal selling/Public relations and Publicity/sale promotion
6. Could you please explain the marketing policy and strategies to promote Khao Lak both in peak and green season in term of your business?
7. How many percentages of your budget for promotion in green season?
8. What are the tourism activities to promote your business in peak and green season?
9. How difference of your occupancy rate in peak and green season?
10. Which countries are the main markets of Khao Lak tourism?
11. Are there any differences of promotional strategies for every market segments?
12. In your opinion, please describe the future tourism trend in Khao Lak?

APPENDIX E

List of the interviewees

Part 1 Government official (provincial)

List of Interviewees of government official (provincial)

Name of organization	Interviewee	Location
1. Phang Nga Province office of Tourism and Sport	Director	Phang Nga
2. Tourism Coordination Centre, Phang Nga Province, Tourism Authority of Thailand	Head	Phang Nga

Part 2 Tourism private sector

List of Interviewee of tourism private sector

Name of organization	Interviewee	Location
1. Phang-Nga Tourism Association	Head	Khao Lak

List of Interviewee of 10 travel companies (tour operator and travel agency)

Name of organization	Interviewee	Location
1. Medsye Travel and Tours	Owner	Khao Lak
2. Eco Khao Lak Adventure	Owner	Khao Lak
3. Andaman Sea Tour	Owner	Khao Lak
4. Khao Lak William Service Travel	Owner	Khao Lak
5. Happy Lagoon Tour	Owner	Khao Lak
6. Khao lak Chu Idea	Owner	Khao Lak
7. Noi Travel	Owner	Khao Lak
8. Tuk Tuk Travel	Owner	Khao Lak
9. Chang Graw Travel	Owner	Khao Lak
10. Nafah Holiday	Owner	Khao Lak

List of Interviewee of 10 hotel business (5 star hotel – ordinary hotel)

Mane of organization	Interviewee	Location
1. Khao Lak Laguna	Owner	Khao Lak
2. Salojin	Sale Manager	Khao Lak
3. Khao Lak Seaview	Front Office Manager	Khao Lak
4. Khao Lak Melin Resort	General Manager	Khao Lak
5. Mukdala Beach Villa and Spa Resort	Assistant Sale Manager	Khao Lak
6. Khao Lak Paradise Resort	General Manager	Khao Lak
7. Khao Lak Diamond Beach Resort	Assistant PR Manger	Khao Lak
8. Andaburi Resort	Front Office Manager	Khao Lak
9. Motive Cottage Resort	General Manager	Khao Lak
10. Khao Lak Grand City	Owner	Khao Lak

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