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**ATTITUDES OF SAMUI RESIDENTS TOWARDS TOURISM AND  
FOREIGN TOURISTS**



**MISS PHONG-AMPAI THONGPOB**

**Adviser: Ajarn Wanna Charoenchang**

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## ABSTRACT

This research was conducted in order to reveal the attitudes of Samui residents towards tourism and foreign tourists. In particular, this study aimed to obtain the demographic characteristics that contribute to residents' attitudes towards tourism and foreign tourists. In addition, the study will identify the problems facing both tourists and local people in Samui under the present tourism boom, and further, will discuss suggestions given by subjects' in order to improve Samui's tourism industry and maximize the satisfaction of both tourists and local people.

The survey sample of this research consists of 100 residents of the Chaweng neighborhood, Bhoput sub-district. Therefore, a cross-sectional design and purposive sampling methods were employed for conducting the research. A questionnaire is developed as an instrument of the study. The questionnaire consists of 39 questions, divided into 3 parts: demographic information and characteristics, general opinion towards tourism and foreign tourists, and suggestions. The data collection took place between December 26<sup>th</sup>, 2006 and January 5<sup>th</sup>, 2007. Data analysis was conducted using the Statistical Package for Social Sciences (SPSS) version 12.0.

The results of the study show that most respondents agreed that tourism did have some impact on Samui and local people. In short, the economic impacts of tourism and foreign tourists are perceived as mostly positive, while social, cultural, and environmental impacts, in some cases, are viewed as negative.

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Thammasat University  
Bangkok, Thailand

Phong-ampai Thongpob  
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## CHAPTER ONE INTRODUCTION

### 1.1 BACKGROUND

Tourism is one of the world's fastest growing industries, and has been identified as a major source of national income in less industrialized economies. Like many other countries, Thailand has promoted tourism as a major source of national income. To that end, Samui, one of the most popular tourist destinations in Thailand, has been vigorously promoted in order to attract tourists from western countries. Indeed, thousands of travelers from around the world visit the tropical island every year. It is likely that Samui has enjoyed this popularity because it has valuable resources such as beautiful beaches, magnificent weather, and plentiful accommodation, as well as the potential within to achieve a world-class reputation. Because the number of foreign tourist visits to Samui has remained strong, the area provides significant business opportunities to both Thai and foreign investors (Morakot Boonsirichai, 2002). In addition, revenue from tourism in Samui has been continuously increasing at a rate of 100% of the revenue generated by visitors per year. Data from the Tourism Authority of Thailand statistical report, shown in Table 1, reveals that 837,495 tourists registered at various places of accommodation in Samui in 2005. (Tourism Authority of Thailand, 2006)

*Table 1 Total tourists arriving in Samui in 2005*

Tourists' Resident	Tourist	
	Number of Tourist	%
1. America	40,680	4.78
2. Europe	576,060	67.71
3. Oceania	72,641	8.54
4. Asia	70,884	8.33
5. Middle East	7,284	0.86
6. Africa	83,278	9.78
<b>Total</b>	<b>850,827</b>	<b>100.00</b>

*Note.* From Statistical Report 2006 by Tourism Authority of Thailand, 2006, Bangkok

As the tourist destination with the highest growth rate in Thailand, Koh Samui has welcomed a tremendous number of property developers, wealthy expatriates, sex businesses, and luxury resort projects. The result is that poorer, uneducated Thai people and the local environment alike are suffering the unpleasant consequences of these factors. Although still unarguably beautiful in parts, many of Thailand's main beaches and towns have been ruined by the ornamenting of Western tourism. For example, the continuing and unplanned rapid development of tourist areas, when managed without any view towards the future, is destroying the quality of life on the island. November 2005 brought the highest rainfall Samui has ever experienced, and resulted in excessive flooding due to deforestation for real estate development. However, the number of tourists from around the world visiting Samui has dramatically increased for years and many of those visitors have decided to do business and live on the island permanently. Increasingly, Europeans and Americans are finding Samui as an attractive place to retire (Samui Community, 2005). As they are both living on the same little island, local people and tourists need to understand each other socially and culturally in order to avoid conflicts. Newly arriving tourists bring in Western culture that is mixed with Thai culture, and the foreign culture is very different from the existing one belonging to local people. Some gestures or behaviors might be perfectly normal for foreigners, but may not be acceptable for Thais. For this reason, it is generally accepted that the investigation of residents' perceptions is necessary as residents' opinions on both visitors and tourism development plays an important role in attracting and pleasing visitors as well as maintaining harmony within the community.

The island itself has an area of 280 sq. Kilometers, making it the third largest island in Thailand after Phuket and Koh Pangan (Samui Guide, 2005). Koh Samui, located 600 km south of Bangkok in the Gulf of Thailand, is part of Suratthani province and is administrated by the Samui District and Municipal Office. It is divided into 7 sub-districts and 39 villages, with a total of 47,874 registered people and approximately 40,000 additional workers from other provinces employed in the tourism industry. The total number of tourists arriving on the island goes beyond 800,000 people per year, 85% of which are foreign. (Samui Community, 2005).

In this study, Chaweng Beach, Bhoput sub-district, is selected as the study area. Chaweng beach is considered the most popular location in Samui, as most visitors choose this beach as their vacation destination. The main reason why Chaweng beach has become so popular for every kind of tourist is that it offers a beautiful white sand beach and a wide selection of accommodation, food, and entertainment. There are approximately 830 households and 2,530 registered people residing in the Chaweng neighborhood, however the true, total population may be substantially larger. As a result, the Chaweng area can be expected to best represent the attitudes of local people towards tourism for this study, because there is a significant interaction between tourists and Thai people in this district. Moreover, tourist accommodation is often located in residential areas: both locals and tourists are regularly seen living in the same area. Thus, research that seeks to measure residents' attitudes can be done accurately and will likely reflect residents' genuine attitudes toward tourism and foreign tourists.

This research aims to reveal residents' attitudes towards tourism and foreign tourists, to assess and evaluate the interaction between tourists and locals, and to identify if there are conflicts between these two groups. Where there are problems or any tension in the relationship, suggestions are presented in order to improve the situation and find a solution that allows foreigners and locals to live in harmony on this little island with such great potential. Therefore, this study reveals Samui residents' attitudes towards foreign visitors and can be used as a guideline for future research.

## **1.2 STATEMENT OF THE PROBLEM**

### **1.2.1 Main Problem**

- What are the attitudes of Samui residents towards foreign tourists?

### **1.2.2 Sub-Problems**

- What are the problems facing both tourists and local people in Samui?
- What are the residents' suggestions in order to improve Samui's tourism industry and to maximize satisfaction of both tourists and local people?



### **1.3 OBJECTIVE OF THE STUDY**

#### **1.3.1 Main Objective**

To study Samui residents' attitudes towards foreign tourists.

#### **1.3.2 Sub Objectives**

1. To identify the problems (if any) both tourists and local people face in Samui.
2. To obtain their suggestions in order to improve Samui's tourism industry and to maximize satisfaction of both tourists and local people.

### **1.4 DEFINITIONS**

Definitions of terms used in this study are the following:

Age	The duration that one has been living starting from birth
Attitude	The way a Samui resident thinks and feels about a particular issue (especially when this shows in the way he/she behaves)
Tourist	A person who travels through or visits a place for pleasure
Income	Amount of money one earns for a living (per month)
Occupation	A job or profession that one does for a living
Education	The level of education one has received or is in the process of receiving via systematic instruction, especially at a school or university
Resident	A person who lives in a particular location permanently or on a long-term basis
Foreign tourist	A person from another country who travels through or visits a place for pleasure

### **1.5 SCOPE OF THE STUDY**

This research study is a cross-sectional design aimed at examining Samui residents' attitudes towards tourism and foreign tourists. Ninety Samui residents, who reside in Chaweng area, are selected for the research. The study design consists of collecting data and information regarding local people's attitudes via a 5-point scale

Likert questionnaire, which is restricted to closed-ended questions. The subjects are chosen by using the purposive sampling method.

## **1.6 SIGNIFICANCE OF THE STUDY**

This research is conducted for academic purposes and strongly focuses on the tourism and hospitality industry. The emphasis of this study is to examine as well as uncover attitudes that Samui residents hold towards tourism and foreign tourists. The results of the study will reveal Samui residents' attitudes towards foreign tourists, and help evaluate both positive and negative impacts of the recent tourism boom in Samui. Moreover, the results derived from this study can be used as baseline information for obtaining solutions that allow both residents and tourists to live in harmony on the Island.

## **1.7 ORGANIZATION OF THE STUDY**

The research study of Samui residents' attitudes towards foreign tourists is divided into five chapters.

The first chapter introduced the background of the study, statement of the problem, objectives of the study, definition of terms, scope of the study, significance of the study, and organization of the study.

The second chapter covers a review of literature concerning the concepts and theories of attitudes of residents and foreign tourists, as well as other relevant prior research.

The third chapter describes the research methodology which includes subjects of the study, material used in the data collection, collection procedures, and data analysis.

The fourth chapter presents the results of the study and data analysis.

The fifth chapter includes a summary of the study, a summary of the major findings, a discussion of these findings, and finally, a conclusion and recommendations for further research.

**CHAPTER TWO**  
**LITURATURE REVIEW**

This chapter reviews the theory and prior research relevant to the attitudes of Samui residents towards tourism and foreign tourists. The residents' attitudes play a significant role in creating a hospitable and attractive environment for tourists in general; for this reason, the focus is particularly on the measurement of the most positive and negative impacts of tourism as perceived by local residents. The main areas reviewed are: tourism, foreign tourists, residents, attitudes, and other relevant research.

**2.1 THE CONCEPT OF TOURISM**

Tourism can be defined in several ways depending upon the basis of the study, such as geography, sociology, psychology or economics. The World Tourism Organization also provides an official definition of tourism as being "composed of the activities of persons traveling to and staying in place outside their usual environment for not more than one consecutive year for leisure, business, and other purposes" (WTO, 1991). According to the WTO, there are four main tourism categories:

1. International Tourism: consists of *Inbound tourism*—visits to a country by non-residents and *Outbound tourism*—residents of a country visiting another country.
2. Internal Tourism: Residents of a country visiting their own country.
3. Domestic Tourism: Residents of a country traveling in their own country.
4. National Tourism: Tourism which is inbound and outbound tourism.

Pearce and Butler (1993) state that tourism not only involves traveling and a temporary visit to a place away from home, and that the change of the place is voluntary with different purposes of visit, but that tourism also has various economic, psychological, social, cultural, and other characteristics. Moreover, they elaborated that tourism is a cultural phenomenon, which means that it is a "function and manifestation of culture". Tourism also involves "a transmission of culture" and is in an encounter that is

called a "shock" or "clash" of cultures. For this reason, tourism can be a factor in cultural change as well as in economic, psychological, social, and other sorts of changes (p.12).

## 2.2 THE CONCEPT OF FOREIGN TOURISTS

A number of definitions of "tourist" have been put forward by many scholars. Pearce and Butler (1993) also provided the definition of tourist as "a person who travels from place to place for non-work reasons" (p. 11). In addition, the World Tourism Organization defined a foreign tourist as "any person visiting a country other than that in which he/she normally resides, for a period of more than 24 hours" (p. 20).

For this reason, the overall concept of foreign tourist or international traveler is defined as any person on a trip outside his or her country of residence. Conversely, a domestic traveler is defined as "any person on a trip in his or her own country of residence".

## 2.3 THE CONCEPT OF RESIDENTS

Resident: A person is considered to be resident in a country (place) "if that person has lived in that country (place) for at least twelve consecutive months prior to his or her arrival in another (place) for a period not exceeding one year. In other words, residents are persons living permanently within the boundaries of the study area, such as a city, region, province, country, or group of country." (Pearce, 1982, p. 150)

There are a vast number of publications detailing the relationships between locals and tourists or "Hosts and Guests". Pearce (1982) stated that the tourist-local relationship has three principal dimensions: people's interactions, perceptions and attitudes. Moreover, Sutton (1967) initiated an analysis of the distinct attributes of tourist-local interaction and characterized it as a "series of encounters between visitors who are on the move to enjoy themselves and hosts who are relatively stationary and who have the function of catering to these visitors' wishes and needs." (p. 220). Sutton (1967) also

states that the positive or negative outcome of host-guest contact is determined by the participant's motivation to interact with each other. Sutton (1967) further suggests that the factors influencing host-guests interactions involving cultural background are language, values, and philosophies. Beyond these general factors, there are some specific factors including native-born status in the community, length of residency in the community, and economic dependence on tourism. Similarly, Reising (1994) proposed that the outcome of social contact between tourists and hosts mainly depends upon their cultural backgrounds, and the conditions under which they interact. For this reason, social contact between individuals from different cultural backgrounds might result in negative attitudes, perceptions, and experiences.

## 2.4 THE CONCEPT OF ATTITUDES

### 2.4.1 Definition of Attitude

Though attitude has been defined in a variety of ways, most definitions "contain some reference to a persisting tendency to prefer a particular aspect of one's environment. This tendency can be reflected in the way one thinks, feels and behaves with respect to that point of view" (McDoughall & Munro, 1987).

Triandis (1971) also put forth a definition of attitude which includes many of the critical ideas adopted by attitude theorists:

"An attitude is an idea charged with emotion which predisposes a class of actions to a particular class of social situations" (p. 2).

### 2.4.2 Three-Component Model of Attitude

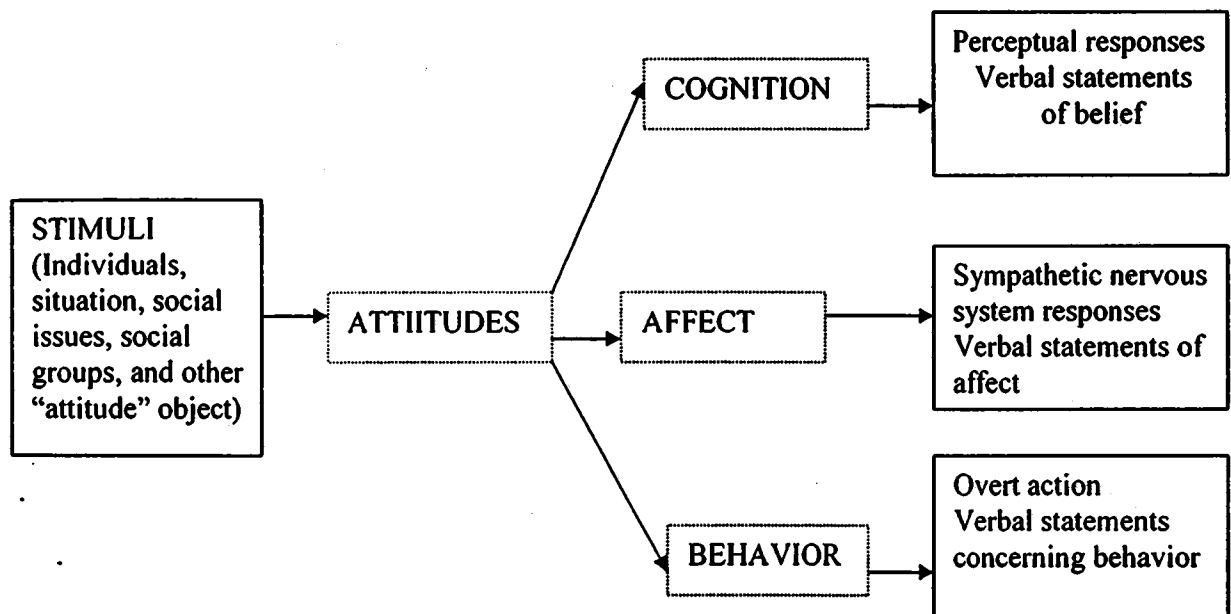
According to Ajzen and Fishbein (1980) in their book, *Understanding Attitudes and Predicting Social Behavior*, "one's attitude towards foreign tourists would be expressed in one's belief, feelings, and behavioral orientations with respect to foreign tourists"; consequently, attitudes are structured along three components:

(1) Cognitive Component (beliefs, knowledge, and perceptions) "consists of the individual's beliefs and knowledge about a particular object, or manner in which the object is perceived."

(2) *Affective Component* (likes and dislikes) “is an individual’s feelings of like or dislike for a particular object or place which constitute the affective component of an attitude.”

(3) *Behavioral Component* of an attitude “reflects the action taken or the expressed intent to act with respect to a particular object or place or referring to action taken or expressed, instinct to act with respect to a particular object or place.”

*Figure 1. A schematic conception of attitudes (adapted from Ajzen and Fishbein (1980))*



## 2.6 RELEVANT RESEARCH

The following surveys previous research related to the attitudes of local residents towards tourism and tourists.

Nuchnard Rattanasuwongchai (1998) examines in her research the harmful impact of tourism on rural communities which takes advantage of natural resources in rural regions. Nuchnard Rattanasuwongchai goes on to mention that the impact of tourism is

not entirely negative, and points out that tourism “creates many benefits in rural areas in terms of rural productivity and employment as well as improves allotment of prosperity.” Put differently, although there are positive aspects of rural tourism, it seems that without adequate planning and monitoring tourism can cause damage to delicate rural regions. Her study outlined three major impacts on rural tourism, which are quoted here:

### 1. Economic Impact

Despite the fact that tourism has brought Thailand benefits such as foreign exchange, employment, higher government revenues and the complete change of agriculture into a modern service industry, there have also been some negative repercussions which have caused harm to many local societies. The economic benefits have brought prosperity mainly to urban communities and businessmen.

### 2. Environmental Impact

A vast number of visitors may damage natural resources and have a serious impact on the environment. In addition, tourism may require infrastructure, transportation and other facilities which can cause environmental distortion. For example, some tourism activities like elephant trekking, hiking or walking trails, and camping have brought about environmental pollution from unhygienic disposal of human waste, discharge of drain water outflow into water sources, and dumped garbage in an unauthorized place.

### 3. Socio-cultural Impact

Because the income from tourism is much higher than what rural people can earn from agriculture, tourism has been accepted willingly in many rural areas in spite of its negative effects. For instance, invasion from foreign visitors into villages with poorly planned tourism causes different values, disrupting rural culture to many primitive areas. The higher standards of living in urban tourist destinations have caused emigration from nearby rural neighbors, resulting in changes in the demographic structure. The tremendous number of tourists may possibly bring cultural shock to the local residents.

Bartsch (2000), in his research *the Impact of Trekking Tourism in a Changing Society: A Karen Village in Northern Thailand*, aims to examine the role of tourism in the economy of Ban Chaidee, a Karen village in Northern Thailand. He discovered that

“Trekking tourism causes socio-economic changes and brings the villagers into contact with capitalism and additional income.” However, tourism does not only bring in extra income, it also has undesirable effects. These are the pollution caused by tourists’ littering, noise pollution during the night, intrusion on the life patterns and principles of the villagers, and the strains produced amongst the people of Ban Chaidee themselves. The result showed that the number of visiting tourists increased beyond a certain threshold. As a result, the villagers were to be more regularly in contact with the visitors. And the perceptions of the change in their lives were negative; they did not much appreciate frequent contact with tourists.

In examining the impact of tourism on local residents, Belisle and Hoy (1980), in their research entitled *The Perceived Impact of Tourism by Residents*, elaborated that previous research tends to concentrate upon several fields including mainly economic, social, cultural and environmental factors where both positive and negative perceived impacts are assessed. Among the positive impacts are: increased income and improvement in the standard of living, development of the local economy, and an increase in employment opportunities. Tourism also promotes cultural exchange. However, there are some of the negative impacts of tourism; for example, it increases the prices of goods and services as well as prices of houses and rents, and it bring about noise, congestion and pollution.

According to his tourism study on *Host Perceptions of Impact*, Tosum (2002) revealed that socioeconomic isolation of local residents from the tourism development process may have influenced the host community to develop negative attitudes toward the tourism industry. The respondents in his study were able to point out some specific negative impacts “that they supposed the tourism industry had on their community such as individual and organized crime, morality, drug addiction, alcoholism, and accessibility to sexual behavior.” The paper concludes that the perceived negative impacts are prone to be mainly associated with social and legal factors. The perceived positive impacts were employment opportunities and the city’s overall revenue yields. Consequently, local



residents seemed to approve of any job opportunities offering adequate earnings in order to fulfill their basic requirements.

Andriotis and Erotokritakis (2006) conducted research on residents' attitudes and examined the influence of various factors such as socio-demographic characteristics, economic dependency on tourism, and distance that residents live from the tourist zone and stage of the host community's development. The findings of their research in *Residents' Perceptions towards Tourism in a Rural Cretan Community* revealed that when people's residences were located in higher populated communities, they strongly supported the positive impacts of tourism on the local economy, although they were more concerned about its negative impacts on the natural environment. These findings suggest that residents' perceptions and attitudes are more positive in the early stages of tourism development within a region. In particular, distance from the tourist zone was found to be an important variable in explaining residents' attitudes. According to some other studies, the perceived impacts of tourism are greater as the distance from the tourist zone decreases; in other words, the longer the distance from tourist area, the less influential tourism becomes in the lives of residents. Dependence on the tourism industry was also a key factor in explaining attitudes in many studies. According to this approach, the more money residents gain from tourism, the more positive their attitudes become.

Noronha (1977) states that tourism commonly creates new employment opportunities in a local area; for this reason, tourism can affect migration patterns in two major directions: It helps the community keep members who would emigrate away, and it helps attract outsiders seeking employment or other economic opportunities. In addition, Cleverdon (1979) pointed out that tourism with a good basis promotes foreign exchange, income for the host country, and employment for the local population. Furthermore, tourism often becomes an important source of governmental revenue as well. This may be one of the reasons why many governments encourage its rapid development. However, Dogan (1989) emphasized that tourism in developed countries has negative socio-cultural impacts such as "a decline in tradition, materialization, increase in crime rates, social conflicts, crowding, environmental deterioration, and dependency on the industrial

countries on the part of the members of the developing world.” In concluding, Dogan states that tourism development and the existence of tourists “has changed the socio-cultural structure and transformed host communities.”

## **CHAPTER THREE**

### **METHODOLGY**

This chapter describes the research methodology concerning the subjects of the study, the materials, and the procedure used in the collection and analysis of survey data.

#### **3.1 SUBJECTS**

The subjects of this study were Samui residents in the Chaweng area, where samples were selected randomly using a purposive sampling design. The total number of subjects in this study was 100, all of whom were Samui residents living or working in the Chaweng area.

#### **3.2 MATERIAL**

Self-administered questionnaires were used for this study. The questionnaire was divided into three parts with closed-ended questions. The researcher distributed 10 questionnaires as a pre-test in order to verify that the questionnaire was understandable and effective in measuring attitudes of residents towards tourism and foreign visitors. Following the pre-test phase, the questionnaire was adjusted to improve readability and comprehension. Following these modifications and a further revision of the survey questions, data were collected from the larger, primary pool of respondents living in Chaweng area.

The three sections of the questionnaire are discussed below.

##### **Part One: Demographic information of the respondents**

The first nine questions consist of closed-ended questions related to the demographic characteristics of the respondents, such as gender, age, educational background, occupation, income, place of birth, frequency of contact with foreign tourists, and the general context of such contact.

### **Part Two: General opinions towards tourism and foreign tourists**

In this part, the respondents were asked for their general opinions in order to measure the level of agreement or disagreement about tourism's impact on economic, environmental, social, and cultural aspects, using a Likert 5-point scale questionnaire format.

### **Part Three: Suggestions**

The last part of the questionnaire consists of several open-ended questions designed to obtain further opinions towards concerns related to the four main aspects (economics, environment, society and culture), and to allow respondents to raise additional concerns not addressed in previous sections of the questionnaire.

## **3.3 PROCEDURES**

The research design methodology and data collection procedures are outlined in the following sections.

### **3.3.1 Research Design**

This study adopts a cross-sectional design, and is ultimately aimed at examining Samui resident's attitudes towards tourists. Information concerning local people's attitudes was collected via a Likert 5-point scale questionnaire.

### **3.3.2 Data Collection**

The research was conducted from November, 2005 to February, 2006. The data were collected by the researcher in the area of interest, Samui Island, Thailand. The questionnaires were distributed between December 26<sup>th</sup>, 2006 and January 5<sup>th</sup>, 2007. Using the purposive sampling technique, the researcher distributed 100 questionnaires to Samui residents living in the Chaweng sub-district. The participants were first asked for their willingness and were given an explanation as to the purpose and objective of the study. The researcher assured respondents that their personal information would be held in the strictest confidence, and that the respondents' names would not be disclosed or even collected. Each questionnaire required about 10-15 minutes to be completed.

### 3.4 DATA ANALYSIS

The results derived from the questionnaires were analyzed using the Statistical Package for Social Sciences (SPSS) program, version 12.0. Descriptive statistics such as frequency distribution, mean, and percentiles were examined. The descriptive statistics describe the variation in personal variables such as age, education, occupation, income, and residents' attitudes.

### 3.5 CRITERIA FOR RATING SCALE

As most of the questions were designed to follow a Likert Scale, each response took on values ranging from 1-5, encoded as follows:

Response	Values	
	Positive Statement	Negative Statement
Strongly agreed	5	1
Agreed	4	2
Uncertain	3	3
Disagreed	2	4
Strongly disagreed	1	5

Samui residents' attitudes towards tourism and foreign tourists were quantified according to the values of the Mean  $\pm$  Standard Deviation, for all questions. The width of each interval scale can be calculated as follows: -

$$\begin{aligned} \text{Width of interval scale} &= \frac{\text{Maximum} - \text{Minimum value}}{\text{Number of level}} \\ &= \frac{5 - 1}{5} = 0.8 \end{aligned}$$

From the above formula, the results and values can be divided up and explained as follows:

<u>Average value</u>	<u>Results</u>
4.21 - 5.00	Strongly agrees (Positive attitude)
3.41 - 4.20	Agrees
2.61 - 3.40	Uncertain (Moderate attitude)
1.81 - 2.60	Disagrees
1.00 - 1.80	Strongly disagrees (Negative attitude)

## CHAPTER FOUR

### RESULTS

This chapter presents results gathered from the research questionnaires. Descriptive statistics along with tables listing response percentages and mean scores are used to analyze the data. The results of this research are divided into 3 parts as follows:

Part1: Demographic information of the respondents.

Part2: Results derived from the closed-ended questions concerning Samui residents' attitudes towards tourism and foreign tourists along four broad dimensions: economy, environment, society and culture.

Part3: The results derived from open-ended questions seeking additional suggestions related to the same four aspects: economy, environment, society and culture.

#### 4.1 DEMOGRPHIC INFORMATION OF THE RESPONDENTS

In part one of the questionnaire, there were 9 questions which asked for demographic information including gender, age, education, marital status, occupation, monthly income, place of birth, frequency of interaction with foreign tourists, and the interaction context.

*Table2. Gender of Respondents*

Gender	Frequency	Percent
Male	43	43
Female	57	57
Total	100	100

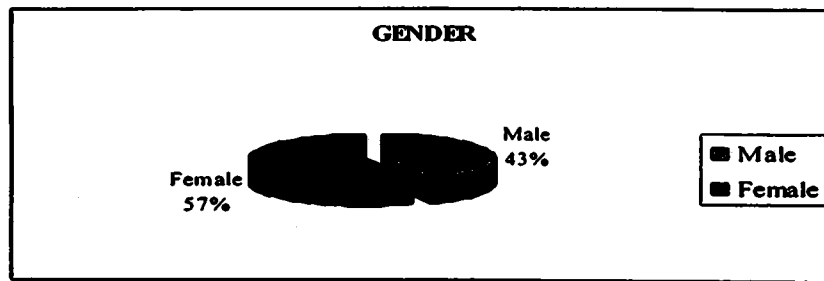
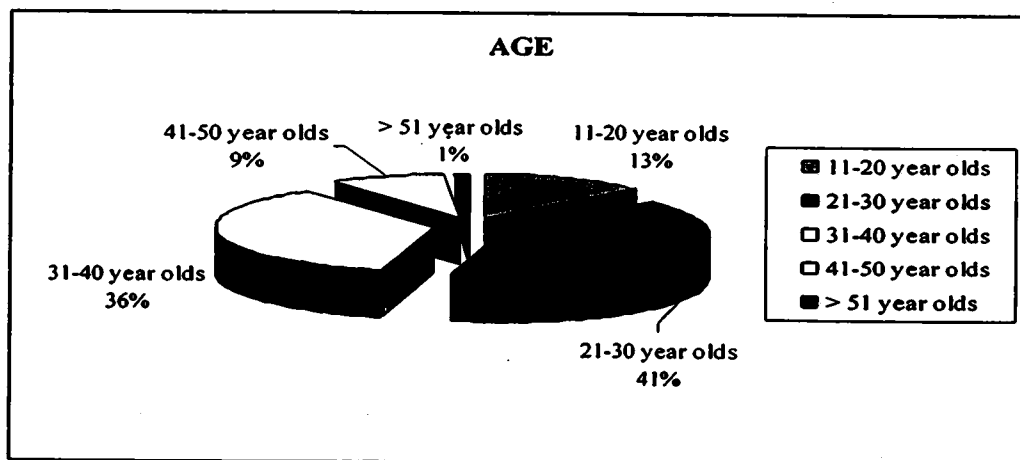


Table 1 shows that the number of female respondents (57%) was higher than that of male respondents (43%).

*Table 3. Age of Respondents*

Age	Frequency	Percent
11-20 year olds	13	13
21-30 year olds	41	41
31-40 year olds	36	36
41-50 year olds	9	9
> 51 years old	1	1
Total	100	100

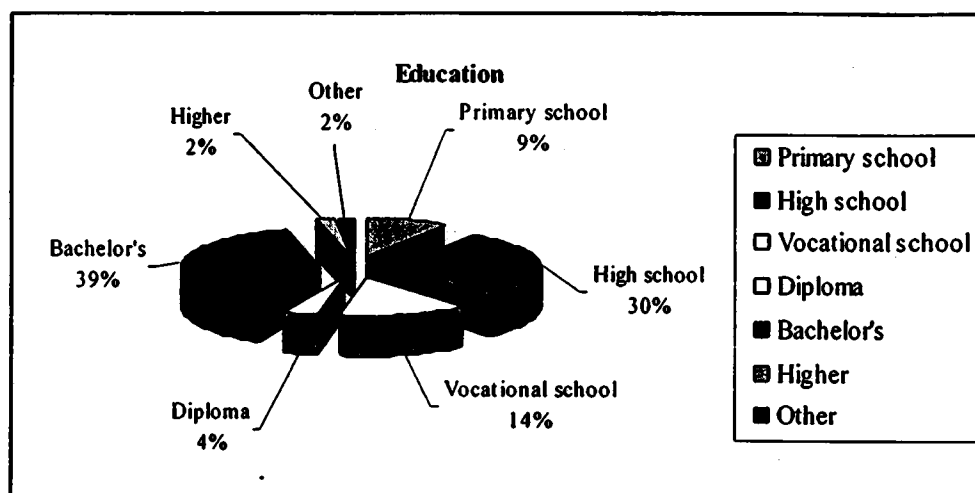


The breakdown of age among all 100 respondents into the 5 age groups was as follows: 41% of respondents were 21-30 years old, whereas 36% of them were 31-40 years old. Thirteen percent of the respondents' were between 11 and 20 years of age, while 9% were aged between 41 and 50 years old. Only 1% were over 50 years old.



**Table 3. Level of Education of Respondents**

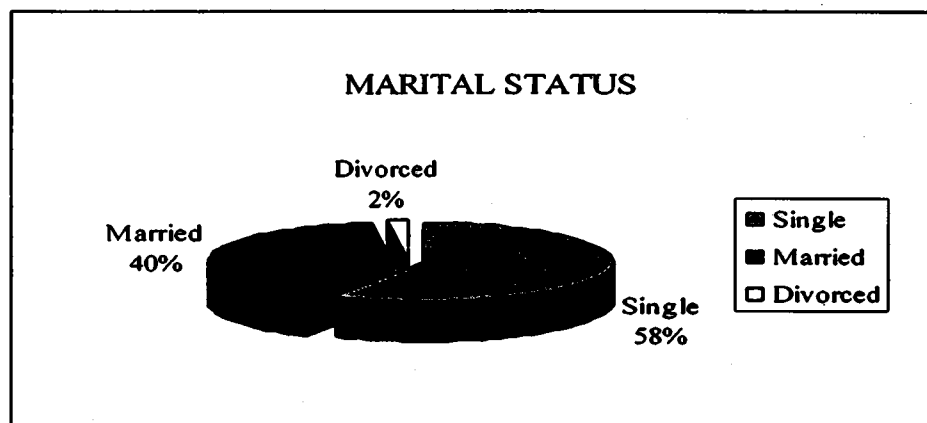
Education	Frequency	Percent
Primary school	9	9
High school	30	30
Vocational school	14	14
Diploma	4	4
Bachelor's	39	39
Higher	2	2
Others	2	2
Total	100	100



The single question concerning educational level was open-ended, and grouped educational level into seven categories: The largest category of respondents consisted of those who hold Bachelor's degrees (39 %), followed by 30 % who had completed high school. There were 14% who graduated from a vocational school, 9 % who finished primary school, and 4 % who obtained the diploma degree. Finally, the two smallest groups included those who achieved a level of education higher than a bachelor's degree (2%), and those who achieved any other (unspecified) kind of education (2%).

**Table 5. Marital Status of Respondents**

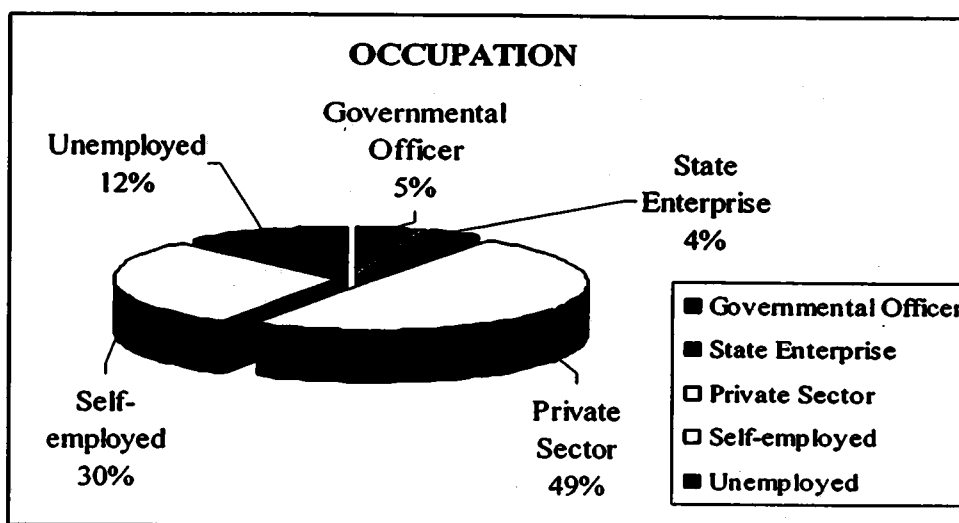
Marital Status	Frequency	Percent
Single	58	58
Married	40	40
Divorced	2	2
Total	100	100



According to table 4, 58% of the respondents were single, 40% were married, and only 2 % of the respondents were divorced.

**Table 6. Occupation of the Respondents**

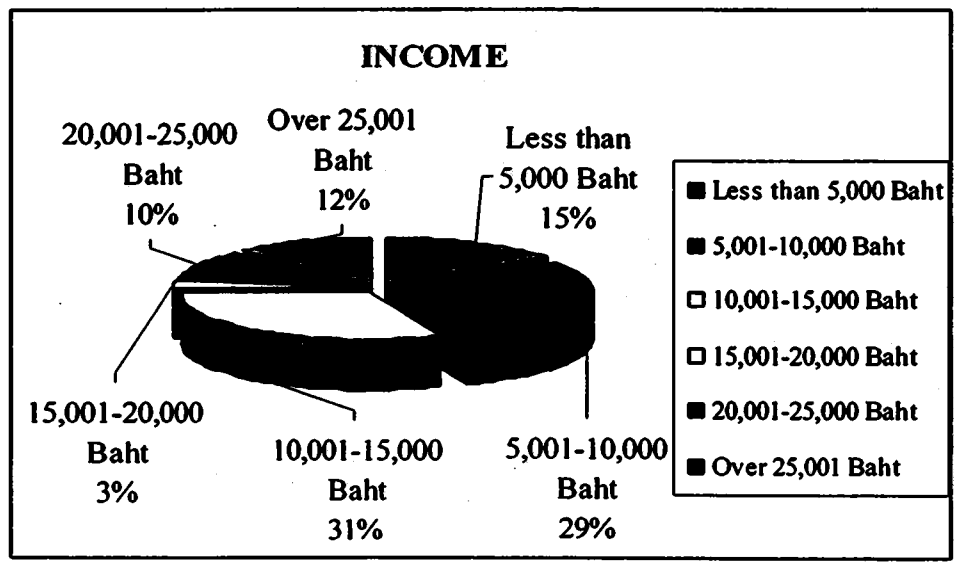
Occupation	Frequency	Percent
Governmental Officer	5	5
State Enterprise	4	4
Private Sector	49	49
Self-employed	30	30
Unemployed	12	12
Total	100	100



A majority of respondents work in the "private sector", representing 49 % of the total sample, followed by 30% claiming self-employment. Twelve percent were unemployed, while the last two groups claimed to work as a "Governmental officer" (5%) or for a "state enterprise" (4%).

*Table 7. Monthly Income of Respondents*

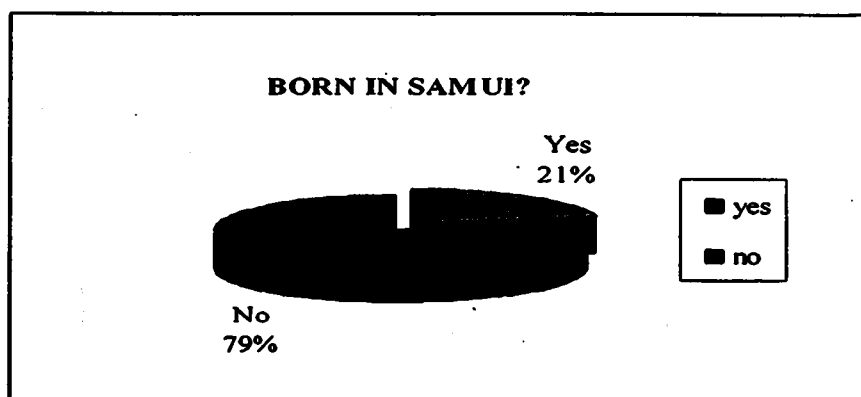
Income	Frequency	Percent
Less than 5,000	15	15
5,001-10,000	29	29
10,001-15,000	31	31
15,001-20,000	3	3
20,001-25,000	10	10
Over 25,001	12	12
Total	100	100



The chart shows that the largest group of respondents (31%) earned 10,001-15,000 THB per month, followed by 29% who earned 5,001-10,000 THB, followed by 15% who earned less than 5,000 THB. Twelve percent earned more than 25,001 THB, while 10% earned between 20,001 and 25,000 THB. The smallest group of respondents (3%) earned a monthly income between 15,001 and 20,000 THB.

**Table 8. Place of Birth**

Were you born in Samui?		
	Frequency	Percent
Yes	21	21
No	79	79
Total	100	100



The above figure shows that 21% of the respondents born in Samui, while the vast majority of respondents (79%) were not born there.

**Table 9. The Frequency of Contact Respondents Have with Tourists**

How much contact do you have with tourists?		
	Frequency	Percent
Frequent contact	46	46
Some contact	46	46
No contact	8	8
Total	100	100

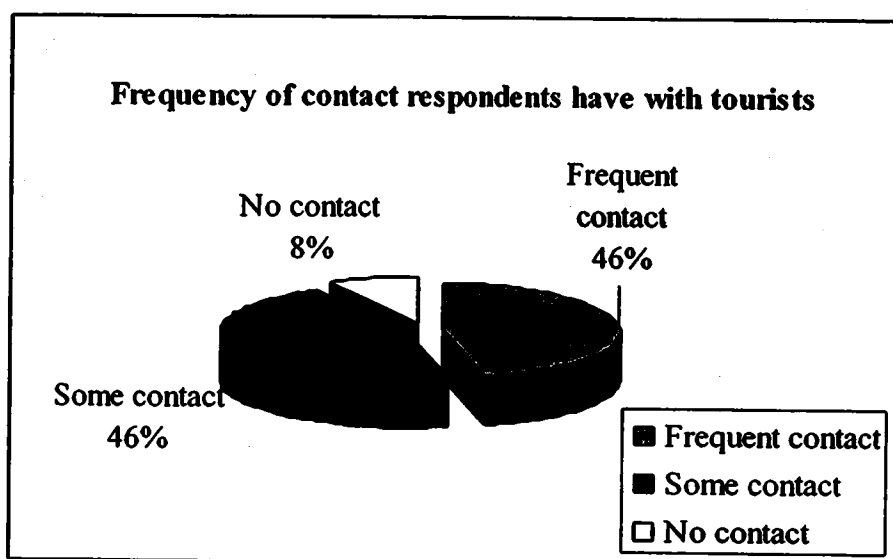
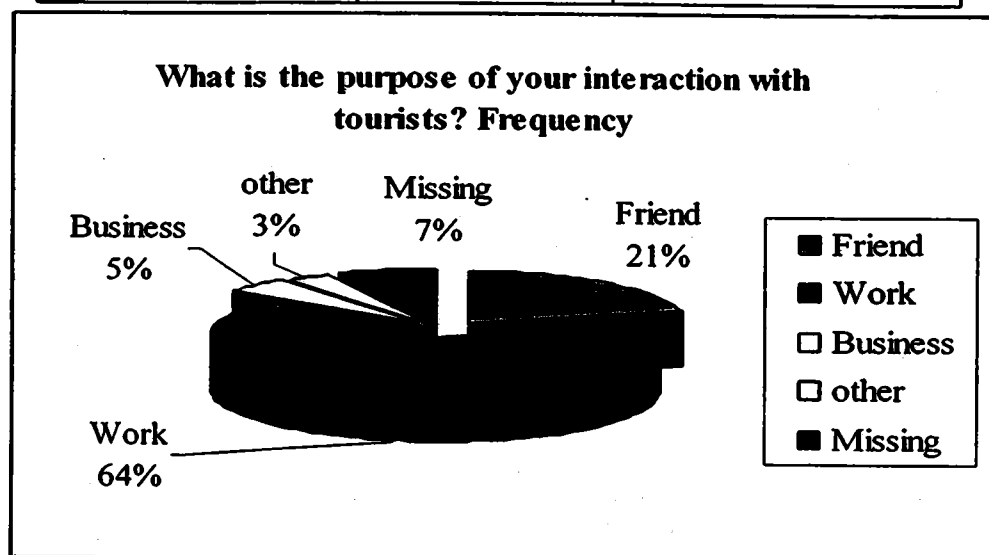


Table 8 shows that 46% had frequent contact, 46% had some contact, and only 8% of the respondents had no contact with tourists.

**Table 9. The Purpose of Respondents' Interaction with Tourists**

What is the purpose of your interaction with tourists?		
	Frequency	Percent
Friend	21	21
Work	64	64
Business	5	5

What is the purpose of your interaction with tourists? (continued)		
	Frequency	Percent
other	3	3
Total	93	93
Missing	7	7
Total	100	100



From the above table, work was the main reason that most of the respondents (64%) interacted with tourists, while 21% had contact with tourists as friends. The rest of the respondents (5%) interacted with tourists for business related purposes.

#### **4.2 RESEARCH RESULTS ON ATTITUDES OF SAMUI RESIDENTS IN CHAWENG TOWARDS TOURISM AND FOREIGN TOURISTS**

In this part, the researcher aims to analyze and interpret respondents' attitudes towards tourism and foreign tourists. Closed-ended questions following a Likert 5-point scale were employed in determining their attitudes in four major areas: economy, environment, society and culture. The following tables summarize the raw data in terms of response frequencies, means, and standard deviations for each question.

#### 4.2.1 Results on Attitudes of Samui Residents Concerning Economic Impact

*Table 11. Residents' Attitudes towards Economy Impact*

Economy	Opinion					Total	Mean	S.D	Results
	Strongly agree	Agree	Uncertain	Disagree	Strongly disagree				
1.) Tourism has increased local income.	59%	36%	3%	2%	0%	100	4.52	0.659	Strongly agree
2.) Tourism has improved the overall quality of life of Samui residents	35%	56%	7%	2%	0%	100	4.24	0.668	Strongly agree
3.) Tourism provides jobs and expands employment opportunities.	29%	55%	11%	4%	1%	100	4.07	0.807	Agree
4.) Tourism attracts international investment to the island.	26%	59%	12%	1%	2%	100	4.06	0.776	Agree
5.) Tourism improves the financial condition and future financial prospects of local residents.	29%	55%	14%	2%	0%	100	4.11	0.709	Agree
6.) Tourism is an important factor in improving your financial status.	9%	34%	28%	27%	2%	100	3.21	1.008	Uncertain
7.) Tourism encourages irresponsible real estate investment and unfairly increases real estate values.	60%	31%	7%	2%	0%	100	4.49	0.718	Strongly agree
8.) Tourism increases the local cost of living.	61%	31%	3%	5%	0%	100	4.48	0.785	Strongly agree
Summary							4.15	0.766	Agree

### **Residents' opinions on economics impacts**

An overall mean of 4.15 points represents general agreement among residents' attitudes toward the economic impact of tourism and foreign tourists. Details of the results are described below:

1. Increased local income: According to table 10, 59% of the respondents strongly agreed that "tourism has increased local income" followed by 36% who were "in agreement". On the other hand, only 3% showed uncertainty, and only 2% disagreed.

2. Improved the overall quality of life: More than half of the respondents (56%) agreed with the idea that "tourism has improved the overall quality of life of Samui residents". Thirty-five percent strongly agreed with the idea, 7% of the respondents felt uncertain, and only 2% expressed disagreement.

3. Providing jobs: 55% of the respondents agreed with the notion that "tourism provides jobs and expands employment opportunities" and 29% of them strongly disagreed with this statement, while 11% of the subjects expressed uncertainty. However, only 4% of them disagreed, followed by 1% who strongly disagreed.

4.) Attracting international investment: Fifty-nine percent of the respondents agreed that "tourism attracts international investment to the island", while 26% of them strongly agreed. A further 12% felt uncertain, and 2% strongly disagreed with this statement. Only 1% of the subjects simply "disagreed".

5.) Improving the financial condition: More than half of the respondents (55%) agreed that "tourism improves the financial condition and future financial prospects of local residents.", and 29% strongly agreed, while only 2% disagreed. However, there were 14% of them feeling uncertain.

6.) Improving financial status: Table 10 also shows that 34% of respondents agreed that "tourism is an important factor in improving their financial status", whereas 9% strongly agreed. However, 28% and 27% of the respondents expressed their uncertainty and disagreement respectively. Only 2% strongly disagreed.

7.) Encouraging irresponsible real estate investment: Respondents (60%) strongly agreed that "tourism encourages irresponsible real estate investment and unfairly increases real estate values." followed by agreement at 31%. In addition,



there was 7% of respondents' uncertainty, whereas only 2% of the respondents disagreed.

**8.) Increasing local cost of living:** The biggest group of respondents (61%) perceived strong affirmation that "tourism increases the local cost of living" followed by 31% who were in agreement. On the contrary, just 5% of them perceived disagreement. The smallest group of the respondents (3%) was not sure.

#### 4.2.2. Results on Attitudes of Samui Residents Concerning Environmental Impact

The data collected on Residents' attitudes towards tourism and foreign tourists relating to environmental aspect are revealed in the table 11 as follows:-

**Table 12. Residents' Attitudes towards Environmental Aspect**

Environment	Opinion					Total	Mean	S.D	Results
	Strongly agree	Agree	Uncertain	Disagree	Strongly disagree				
1.) Tourism is responsible for destroying beautiful natural resources like beaches and mountains.	51%	35%	10%	4%	0%	100	4.33	0.817	Strongly agree
2.) The greater the number of tourists visit, the greater the water shortage affecting Samui.	16%	40%	29%	14%	1%	100	3.56	0.957	Agree
3.) Tourists have a negative impact on the environment in the following ways:									

*(table continues)*



**Table 12. Residents' Attitudes towards Environmental Aspect (continued)**

Environment	Opinion					Total	Mean	S.D	Results	
	Strongly agree	Agree	Uncertain	Disagree	Strongly disagree					
3.1. Noise pollution	28%	48%	11%	13%	0%	100	3.91	0.954	Agree	
3.2. Litter	26%	39%	17%	18%	0%	100	3.73	1.043	Agree	
3.3. Air pollution	22%	30%	23%	24%	1%	100	3.48	1.114	Agree	
3.4. Water pollution	21%	23%	28%	25%	3%	100	3.34	1.156	Uncertain	
4.) Tourism causes traffic jam and increases damage of public roads.	32%	44%	13	10%	1%	100	3.96	0.974	Agree	
5.) Increased tourism causes deforestation as land is cleared for new real estate developments.	47%	39%	9%	5%	0%	100	4.28	0.83	Strongly agree	
6.) Increased tourism makes the area more crowded in general.	31%	48%	12%	7%	2%	100	3.99	0.948	Agree	
Total								<b>3.81</b>	<b>1.003</b>	<b>Agree</b>

#### **Residents' opinions on environmental impact**

The overall mean of 3.81 depicts an agreement of residents' attitude toward tourism and foreign tourists concerning environment impacts. Details of results are showed as follows.

**1.) Destroying beautiful natural resources:** On table 11, half of the respondents (51%) strongly agreed that "tourism is responsible for destroying beautiful natural resources like beaches and mountains.", also 35% of them agreed with the idea. Nonetheless, 10% of the respondents felt uncertain, followed by 2% of disagreement.

**2.) Water shortage:** 40% of the respondents agreed that "The greater the number of tourists visit, the greater the water shortage affecting Samui.", while 29%

were uncertain. Moreover, 16% of them gave strong affirmation, followed by 14% disagreement. There was only 1% perceived strong disagreement.

**3.) Pollution:** 48% of respondents agreed that tourists caused noise pollution, 39% agreed on litter problem, 30% agreed on air pollution; on the other hand, the respondents were uncertain whether water pollution was the negative impact from tourists act.

**4.) Causing traffic jam and damage to road:** 44% of the respondents agreed that "tourism causes traffic jam and increases damage to public roads" and 32% of them strongly agreed with this statement, while 13% of the samples expressed their uncertainty. However, 10% of them disagreed, followed by 1% strongly disagreed.

**5.) Causing deforestation:** Table 11 also shows that almost half of respondents (47%) strongly agreed that "increased tourism causes deforestation as land is cleared for new real estate developments.", followed by 39% of agreement. Uncertainty and disagreement shared close percentages of 9.00 and 5.00 respectively.

**6.) making the area more crowded:** There were 48% of the respondents who agreed that "increased tourism makes the area more crowded in general." and 31% of them strongly agreed. 12% and 7% felt uncertain and disagreed with this statement respectively. Only 2% strongly disagreed.

#### 4.2.3. Results on Attitudes of Samui Residents Concerning Social Impact

*Table 13. Residents' Attitudes towards Social Impact*

Society	Opinion					Total	Mean	S.D	Results
	Strongly agree	Agree	Uncertain	Disagree	Strongly disagree				
1.) Tourism contributes to serious traffic congestion and road accidents.	35%	48%	6%	9%	2%	100	4.05	0.978	Agree

*(Table continues)*

**Table 13. Residents' Attitudes towards Social Impact (continued)**

Society	Opinion					Total	Mean	S.D	Results
	Strongly agree	Agree	Uncertain	Disagree	Strongly disagree				
2.) Tourism has increased the amount of crime in the area.	30%	45%	18%	7%	0%	100	3.98	0.876	Agree
3.) Tourists are responsible for exacerbating drug problems in the community.	17%	39%	25%	17%	2%	100	3.52	1.03	Agree
4.) Too many long-term tourists have come to live in Samui.	13%	42%	33%	12%	0%	100	3.56	0.868	Agree
5.) An increase in tourist visits will encourage prostitution to expand.	31%	40%	22%	5%	2%	100	3.93	0.956	Agree
6.) Tourism growth influences people from other regions who wish to relocate there.	40%	52%	4%	4%	0%	100	4.28	0.726	Strongly agree
7. Growth in tourism has contributed to community overdevelopment.	43%	45%	10%	2%	0%	100	4.29	0.729	Strongly agree
8.) Tourists' behavior is generally acceptable	14%	49%	31%	6%	0%	100	3.71	0.782	Agree
Total							3.92	0.868	Agree

**Residents' opinions on social impact**

The overall mean of 3.92 displays an agreement of residents' attitude toward tourism and foreign tourists regarding social impact. Details of results are:

1.) Traffic congestion and road accidents: From table 12, almost half of the respondents (48%) agreed that “tourism contributes to serious traffic congestion and road accidents.”, also 35% of them strongly agreed. Nonetheless, 9% of the respondents disagreed and 6% felt uncertain, followed by 2% strong disagreement.

2. Increasing of crime: 45% of the respondents agreed with the opinion that “tourism has increased the amount of crime in the area”, followed by 30% who strongly agreed. 18% of subjects expressed uncertainty whilst 7% disagreed.

3.) Exacerbating drug problems: Of all respondents, 39% agreed that “tourists are responsible for exacerbating drug problems in the community”, while 25% felt uncertain. Strong agreement and uncertainty shared the same figure of 17%. Lastly, only 2% of subjects strongly disagreed

4.) Too many long-term tourists: 42% of the samples agreed that “too many long-term tourists have come to live in Samui”, while 33% were not sure about it. In addition, strong agreement and disagreement shared close percentages of 13.00 and 12.00 respectively.

5.) Encouraging prostitution to expand: 40% of respondents believed that “An increase in tourist visits will encourage prostitution to expand.” followed by 31% of strong affirmation about the statement. On the other hand, 22% of them expressed their uncertainty while 5% and 2% disagreed and strongly disbelieved respectively.

6.) Influencing people from other regions relocating there: More than half of the respondents (52%) agreed that “tourism growth influences people from other regions who wish to relocate there”, followed by strong agreement at 40%. Surprisingly, disagreement and uncertainty shared the identical percentages of 4.00.

7.) Overdeveloped to community: Of all respondents, agreement and strong agreement that “growth in tourism has contributed to community overdevelopment” closely demonstrated 45% and 43% respectively. On the other hand, 10% gave uncertain answer whilst only 2% disagreed on this opinion.

8.) Overall, tourists' behavior is acceptable: Almost half of the respondents (49%) agreed that “tourists' behavior is generally acceptable.” However, 31% of them were uncertain. 14% strongly agreed while 6% disagreed.

#### 4.2.4. Results on attitudes of Samui residents concerning cultural impact

*Table 14. Residents' Attitudes towards Cultural Impact*

Culture	Opinion					Total	Mean	S.D	Results
	Strongly agree	Agree	Uncertain	Disagree	Strongly disagree				
1.) Samui's local culture has deteriorated due to tourism.	17%	31%	32%	19%	1%	100	3.44	1.018	Agree
2.) Foreign languages encourage Thai teenagers in the community to misuse the Thai language.	15%	35%	27%	21%	2%	100	3.4	1.044	Uncertain
3.) The way tourists dress influences Thai teenagers' clothing style.	30%	30%	24%	15%	1%	100	3.73	1.081	Agree
4.) Tourism indirectly led local residents to consume fast-food.	13%	38%	28%	20%	1%	100	3.42	0.987	Agree
5.) Western culture imported by foreigners in Samui has influenced Thais teenagers' behavior.	30%	39%	12%	15%	4%	100	3.76	1.156	Agree
							3.55	1.057	Agree

### **Residents' opinions on cultural impact**

The overall mean of 3.55 displays an agreement of residents' attitude toward tourism and foreign tourists related to cultural impact. Details of results are as followed:

1.) Deteriorated local culture: According to table 13, 32% were uncertain whether "Samui's local culture has deteriorated due to tourism." while 31% agreed with it. Disagreement and strong agreement closely shared the figure of 19% and 17% respectively. Lastly, only 1% strongly disagreed.

2.) Misusing the Thai language: Of all respondents, 35% agreed that "foreign languages encourage Thai teenagers in the community to misuse the Thai language", followed by 27% uncertainty. Nonetheless, 21% of the respondents disagreed whereas 15% felt strong agreement. Only 2% of them strongly disagreed with the idea

3.) Influencing Thai teenagers' clothing style: the same 30% strongly agreed and agreed that "the way tourists dress influences Thai teenagers' clothing style", followed by 24% of their uncertainty. 15% did not approve of the statement whilst 1% of them strongly disagreed.

4.) Leading residents to consume fast-food: Of all respondents, 38% agreed that "tourism indirectly led local residents to consume fast-food", while 28% were uncertain about it. Moreover, 20% disagreed, followed by 13% of strong agreement, whereas only 1% of the respondents strongly disagreed.

5. Western culture influencing Thai teenagers' behavior: 39% perceived affirmation that "Western culture imported by foreigners in Samui has influenced Thai teenagers' behavior", followed by 30% of their agreement. However, there was 15% disagreement and 13% uncertainty, the smallest group of the respondents (4%) strongly disagreed.

As shown from the overall mean value of residents' attitudes toward tourism and foreign tourists concerning economic, environmental, social and cultural impacts, it can be concluded that most respondents generally expressed their agreement with the survey's questions.

### **4.3 RESULTS FROM THE OPEN-ENDED SUGGESTION SECTION**

A second objective of this study was to obtain residents' suggestions in order to improve Samui's tourism industry and to maximize the satisfaction of both tourists and local people. In this section of the questionnaire, there was only one open-ended question which encouraged respondents to express their genuine opinions toward tourism and foreign tourists as they relate to the four central aspects discussed above: economy, environment, society and culture. The respondents' comments can be summarized as follows:

#### **4.3.1 Other Opinions and Suggestions on Economic Impact**

##### **Positive pinions**

- Residents will benefit financially if tourism increases in Samui.
- Tourism makes the economy in Samui more productive.
- With increased tourism, my income will increase or be more secure.
- With increased tourism, the overall quality of life for residents will improve.
- Jobs in tourism provide income to residents and offer opportunities for their career advancement.
- Tourism encourages international investment in the local economy.
- Tourism is good for the economy because the money that visitors spend when they come to the region helps stimulate the economy and employment opportunities, and is good for local business.
- Tourism brings in money and supports the local economy.
- Tourism is the heart of Samui's economy.
- If there are fewer tourists, the economy is less productive.
- Increased tourism would help my community to grow in the right direction.

##### **Negative opinions**

- Economy is unproductive due to inflation causing a high cost of living.
- There is no income distribution to middle and lower class residents.
- I don't think that increasing tourism is the best way to promote economic development in Samui



- The real estate prices are too high. The cost of everything increases as more people come [to the Island], and services cost more.
- The economy is getting worse; there are fewer customers.
- High cost of living, consumer goods are expensive.
- Economy is growing too fast; prices have gone up too high.

#### **Suggestions**

- Tourists should not be taken advantage of.
- Double-standard prices should be no longer applicable.
- We should encourage more tourists to come to our area.
- Tourism development should be done slowly to protect the environment.
- The overall benefits of tourism outweigh the negative impact.
- I think growth in tourism is good for our community.
- Tourists should be encouraged to come here more.
- We should not encourage more investment

### **4.3.2 Other Opinions and Suggestions on Environmental Impact**

#### **Positive opinions**

- Weather in the early morning is fresh and nice.
- Actually, most tourists really do realize the importance of the local environment's condition.

#### **Negative opinions**

- The environment has been destroyed and has deteriorated due to tourism development.
- The environmental impact of tourism on Samui is significant.
- I do believe tourism is an important asset to our community; however, it is disturbing to see our beautiful resources misused by visitors.
- Foreign motorists dive recklessly, which causes many accidents.
- The air, the beaches, and the forests have been destroyed. It is too late to fix the problems.
- Damage to the environment from the surge of land use is uncontrollable.
- The more people come in, the more they ruin the land and leave waste.
- Tourists leave trash behind that has to be cleaned up by locals.

- People from other regions do not care about the beauty of our area and are developing too much land for housing.
- The traffic is getting worse.
- The island's land is being eaten up.
- Tourism has a negative impact on the environment through excessive litter and/or pollution and/or damage to natural areas.
- When it rains or there is a flood, tourists do not travel to the island.

#### **Suggestions**

- Traffic problems due to too many taxis need to be solved.
- We should not support taking advantage of the environment and natural resources on Samui in order to sustain the tourism industry.
- I would support land use regulations to help manage future growth in Samui.
- I think more could be done to promote the use of our natural resources, the rivers, lakes, trails and forests.
- The community should develop a plan to manage tourism growth.
- This community should control and restrict tourism development
- I think more could be done to promote use of our natural resources
- Having more tourists in our county, if not done right, will negatively affect the people living here.
- A good way to manage and protect the environment is through land-use zoning.
- The infrastructure is a problem because it has not been planned properly.

### **4.3.3 Other Opinions and Suggestions on Social Impact**

#### **Positive opinions**

- Tourism has broadened residents' worldview, because they are in contact with foreigners.

#### **Negative opinions**

- Traffic congestion and crowding in many areas.
- Samui is overcrowded because there are too many people from other regions immigrating to Samui.
- There are some gangsters among tourists.

- Society is in danger because of a high number of criminals.
- I just worry about crime like robbery and rape, which will cause us to lose our small island appeal.
- I think there are too many tourists living in Samui.
- In recent years, Samui has become overcrowded because of more tourists.

#### **Suggestions**

- Tourists and locals should pay the same amount of money for buying goods.
- Samui's reputation will be ruined if drugs are sold in the community.
- The way the local government handles the tourism industry is unacceptable.
- This community should control and restrict tourism development.
- I would like to see some planned, strategic visitor arrangements that balance all other factors, such as: environment, residents, culture, etc.

### **4.3.4 Other Opinions and Suggestions on Cultural Impact**

#### **Positive opinions**

- I accept the fact that tourists import their own cultures, attitudes, and values.
- I meet new people from cultures through tourism.
- Tourism increases opportunities to meet people of different backgrounds and cultures.

#### **Negative opinions**

- Culture is declined and deteriorated, because Thais have adopted western culture.
- Our culture has changed and been harmed.
- Thais do not observe Thai customs, as they should.
- Tourists have brought a new western culture into the community.
- Tourists influence Thai teenagers' behavior.
- Thai people pay more attention to western culture than their own.

#### **Suggestions**

- Tourists do not pay enough attention to Thai culture.
- Parents should guide their kids and teach them how to behave in society and to maintain Thai culture.
- Thai people should protect and maintain our Thai culture.

## **CHAPTER FIVE**

### **CONCLUSIONS, DISCUSSION AND RECOMMENDATIONS**

This chapter presents (1) a summary of the study, (2) a summary of the findings, (3) discussion of the results, (4) the conclusion, and (5) recommendations for any further study or research.

#### **5.1 SUMMARY OF THE STUDY**

This study aimed to reveal Samui residents' attitudes towards tourism and foreign tourists as they relate to the economy, the environment, society and culture.

##### **5.1.1 Objective of the study**

The main objective and two sub-objectives of the study were:

###### Main objective

1. To investigate Samui residents' attitudes towards tourism and foreign tourists.

###### Sub-objectives

1. To identify the problems (if any) facing both tourists and local people in Samui.
2. To obtain their suggestions in order to improve Samui's tourism industry and to maximize the satisfaction of both tourists and local people.

##### **5.1.2 Subjects, Materials, and Procedures**

The main subjects of this study were Samui residents in the Chaweng area where subjects were selected randomly using a purposive sampling design. The subjects of this study were 100 Samui residents living or working in the Chaweng area. A self-administered questionnaire with 37 questions was used as an instrument in collecting data from the respondents. The questionnaire was divided into 3 parts: demographic information of the respondents, general opinions measuring subjects' attitudes towards tourism regarding economic, environmental, social, and cultural aspects, and respondents' suggestions.

Data collection took place from December 26<sup>th</sup>, 2006 – January 5<sup>th</sup>, 2007. The researcher distributed the questionnaire around Chaweng on Samui Island. The questionnaires were collected after the respondents completed all questions.

After gathering all necessary data, the Statistical Package for Social Sciences (SPSS) version 12.0 was employed for data processing. Descriptive statistics characterizing the response distributions, such as the mean and response category percentages, were used to analyze the data.

## **5.2 SUMMARY OF THE FINDINGS**

The results of the study can be summarized as follows:

### **5.2.1 Demographic Information of the Respondents**

There were a total of 100 respondents in this study. Analysis of the returned surveys showed that of 57% of the respondents were female, and 43% were male. Most respondents' (41%) were in the 21 to 30 year age bracket. Of all respondents, 39% had a Bachelor's degree, and most of them were single (58%). The majority worked in the private sector (49%). Moreover, most of the respondents (31%) earned 10,001-15,000 THB, while 79% of them were not Samui natives. Respondents who had frequent contact or some contact with foreign tourists represented the 46% of the total number of subjects. Lastly, work was the main purpose that most of the respondents (64%) interacted with tourists.

### **5.2.2 Results on Samui Residents' Attitudes towards Tourism and Foreign Tourists**

#### **Economy**

Regarding economic aspects, the respondents (overall mean = 4.15 out of 5) agreed with most of the tourism statements presented in the questionnaire which asked whether they agreed that tourism provides job, expands employment opportunities, improves local financial conditions and future financial prospects, and attracts international investment. In addition, the residents strongly agreed that tourism increased local income, the overall quality of life for Samui residents, real

estate investment and unfair values, and cost of living. However, the residents (Mean= 3.21) were not sure whether or not tourism was an important factor in improving their financial outlook.

#### **Environment**

In general, the respondents were in agreement with most questions relating to the environment (overall mean = 3.81). They believed that tourism and tourists caused water shortages, noise and air pollution, litter, traffic congestion, and contributed to crowding of public areas. Moreover, many residents strongly agreed that tourism was responsible for destroying beautiful natural resources and causing deforestation. Nonetheless, the respondents (Mean=3.34) were divided as to whether water pollution was caused by tourism.

#### **Society**

Overall, the respondents (Mean = 3.92) approved with most statements regarding society. They believed that tourism and tourists contributed to traffic jams and road accidents, increased crime rates, exacerbated drug problems, contributed to an expansion in prostitution, and led to an increase in the number of long-term tourists living on the island. In addition, the residents strongly agreed that tourism growth encouraged people from other regions to relocate to Samui, and contributed to community overdevelopment. However, the residents agreed that, overall, tourists' behavior was acceptable.

#### **Culture**

Concerning cultural aspects, most respondents (Mean = 3.55) agreed with the statements presented in the questionnaire. Respondents felt that the way tourists dress influenced Thai teenagers' dressing habits and that tourism indirectly led local residents to consume fast-food. They also agreed that the culture of Samui communities has deteriorated due to tourism or tourists, and that western culture imported by foreigners to Samui and had influenced Thai teenagers' behavior. However, the residents (Mean = 3.4) were not sure whether or not western language encouraged Thai teenagers in community to misuse the Thai language.

## 5.3 DISCUSSION

### 5.3.1 Demographic Information

In this study, the demographic characteristics proved to be significant in understanding residents' opinions toward tourism and tourists. Sutton (1967) stated that "native-born status in the community can affect hosts-guests interactions or the perceptions they hold towards each other". Furthermore, Rattanasuwongchai (1998) stated that the "higher standards of living in urban tourist destinations have caused emigration from nearby rural neighbors, resulting in changes in the demographic structure." In the study presented herein, 79% of respondents were not born in Samui, and most of the respondents (31%) earned 10,001-15,000 THB. From these facts, it can be concluded that many people originating from other regions immigrated to Samui because of the prospects of an appealing income from the tourism industry. For this reason, the study supports Nuchnard Rattanasuwongchai's conclusion. Moreover, an analysis of the response data showed that though residents generally have frequent degree of contact with tourists, they accepted tourists' behavior overall.

### 5.3.2 Attitudes of Samui Residents towards Tourism and Foreign Tourists

#### Economic aspects

The residents felt that the most negative economic impact of tourism in Samui was an increased in cost of living (mean= 4.48, 61% strongly agree), and an increase in the cost of land and housing (mean=4.49, 60% strongly agree). This study supports the claims of Belisle and Hoy (1998) who stated in their research that tourism has several negative impacts. In particular, it can increase the prices of goods and services as well as prices of houses and rents. They also elaborated that among the ways in which tourism can impact a community positively, it most notably increases income and the standard of living, develops the local economy, and increases employment opportunities. Similarly, the results of the study showed a positive perception of the economic impacts of tourism, such as an increase in local income (mean= 4.52, 59% strongly agree), an increase in overall quality of life (mean= 4.24, 56% agree), and an expansion in available jobs and employment opportunities. (mean= 4.07, 55% agree)

The most significant agreement regarding the positive impact of tourism was found to be related to improved local income. However, the results showed residents were uncertain that tourism was an important factor in improving their financial status. Although the results felt that residents believed tourism has brought them more income and employment opportunities, they felt uncertain about whether or not tourism would help relieve their financial problems. This may be because when residents earn more money, they tend to purchase more expensive goods such as luxury cars or bigger houses. For this reason, they eventually end up living in debt. In other words, the respondents may not be sure that they can depend on income from tourism industry indefinitely.

#### **Environmental aspects**

Nuchnard Rattanasuwongchai (1998) worries that a vast number of visitors may damage natural resources and have a serious impact on the environment. Correspondingly, the residents in the study felt that the most negative impacts of tourism related to the environment were the deterioration of natural resources (mean 4.33, 51% strongly agree), and increased tourism leading to deforestation as land is cleared for new real estate developments (mean=4.28, 47% strongly agree). Nowadays, the agrarian economy which was the basis of traditional life has been replaced by the tourism industry. Agriculture has simply become less important than tourism; as a case in point, areas previously used for coconut cultivation on Koh Samui have been changing into tourism areas due to a high demand for land to be used for tourism-related development.

In addition, Bartsch (2000) stated that while tourism brings in extra income, it also has undesirable effects. Principal among them, is the pollution caused by tourists' littering, noise pollution during the night, and intrusion on life patterns and principles of the villagers. Paralleling Bartsch, noise and air pollution, traffic congestion, and crowded areas and water shortages were also perceived as negative impacts on the physical environment. Residents were not sure about water pollution caused by tourism.

#### **Social aspects**

The results of the study revealed a strong perception of the social impacts on tourism. Tourism growth influenced people from other regions towards relocating to



the community and contributed to community overdevelopment. This study supports the claims of Noronha (1977), who argued that tourism also provides new employment opportunities in the local area. In particular, tourism influences migration patterns in two major directions: it helps the community keep members who would immigrate away, and it helps attract outsiders who are seeking employment or economic opportunities.

According to Dogan (1989), tourism from developed countries has negative socio-cultural impacts such as the decline in traditions, materialization, increase in crime rates, social conflicts, crowding, environmental deterioration, and "dependency on the industrial countries on the part of the members of the developing world". Similar to Dogan, traffic congestion, crime, drugs, and prostitution were seen to place strain on social structure within the Samui community. Though residents had a negative perception overall of the social impact of tourism, almost a half of the respondents agreed that overall tourists' behavior was acceptable.

#### **Cultural aspects**

Pearce and Butler (1993) elaborated that tourism is a cultural phenomenon, which means that it is "a function and manifestation of culture". It also involves a transmission of culture, and as a result, tourism can be a factor in cultural change. The results of the study showed an agreement among respondents concerning the cultural impacts of tourism. For example, respondents were worried about the deterioration of Samui's local culture resulting from western culture imported by tourists. Belisle and Hoy (1980) state that tourism promotes cultural exchange; one respondent in this study expressed the additional suggestion that "tourism increases opportunities to meet people of different backgrounds and cultures". Furthermore, the tremendous number of tourists may possibly bring cultural shock to the local residents.

To conclude, respondents' attitudes towards tourists and tourism in general are mostly positive. The impact of tourism on Samui's economy is perceived as mostly positive while social, cultural, and environmental impacts, in many cases, are viewed as negative and in some instances neutral.

#### **5.4 CONCLUSION**

According to the objectives of the study, which attempt to uncover attitudes of Samui residents towards tourism and foreign tourists as well as to obtain their suggestions in order to improve Samui's tourism industry and to maximize satisfaction of both tourist and local people, the researcher has come to the following conclusions:

Overall, residents of Chaweng expressed strong support for local tourism: the residents had a positive perception toward tourism in terms of its economic impact. Respondents showed considerable agreement about the advantages of increased tourism (jobs and economy), and felt that tourism has a positive influence on quality of life. Residents also held tourism responsible for increasing the cost of living and real estate prices.

The above discussion revealed that respondents also expressed their concern over environmental impacts, especially regarding the deterioration of natural resources and deforestation. As a result, respondents perceived the impact of tourism on the environment to be negative.

Similarly, most residents believed that tourism has some negative social impacts such as an increased number of people from other regions relocating to the community causing the community to become overdeveloped. Residents may feel that tourism has an impact on the patterns of their social life.

Finally, residents possessed a relatively negative perception of the cultural impacts of tourism, because tourism can affect traditional family values and eventually lead to changes in their traditional culture.

#### **5.5 RECOMMENDATION FOR FURTHER RESEARCH**

Based on the findings and conclusions of this study, the following recommendations can be made for further research.

1. Future research similar to this study is recommended. However, the duration of the survey should be expanded to get a larger sample size and to support findings that can be adapted to the rest of the population.
2. This research could be replicated for other communities in Samui such as, Lamai, Bangrak, or Nathon to determine if there are similarities or differences when compared to this study. Moreover, similar research could also be conducted on other islands in Thailand such as Phuket, Koh Pha-ngan or Koh Chang.
3. In addition, other aspects not addressed in the questionnaire may be linked with attitudes and may need further research. For example, the impact of local and national government, politics, and domestic policy on tourism and attitudes concerning tourism.
4. Further qualitative research following this study, using questionnaires with more detailed open-ended questions or face to face interviews is recommended to get more in depth information or opinions from tourists.
5. Further research into gender, income, and occupation variations in relation to such attitudes as the ones discussed in this study should be investigated, particularly as any findings should assist in planning for tourism and tourism-related policy making.

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## APPENDIX A

### Questionnaire in English

#### Attitudes of Samui Residents in Chaweng towards Tourism and Foreign Tourists

This Questionnaire is a part of a research paper submitted in partial fulfillment of the requirements for Master Degree of Arts in English for Careers, Language Institute, Thammasat University. This questionnaire is used to measure the attitudes of Samui residents regarding foreign tourists visiting Chaweng beach. Your response will be strictly confidential and will be used for academic purposes only. Your cooperation in answering this questionnaire is highly appreciated.

**This questionnaire is divided into three sections:**

1. Demographic information
2. General opinions toward foreign tourists
3. Suggestions

**Instruction:** Please read the following statements and mark ✓ in  on the one that mostly reflects your feelings and/or opinion

#### Section 1: Demographic information

1. Sex

Male

Female

2. Age

Less than 10

11 -20 year olds

21- 30 year olds

31- 40 year olds

41-50 year olds

More than 50 year old

3. Education

Primary School

High School

Vocational School

Diploma

Bachelor's

Higher than Bachelor's

Other

**4. Marriage Status**

- Single                       Married                       Divorced  
 Separated                       Widow/ Widower

**5. Occupation**

- Governmental Officer                       State Enterprise  
 Private Sector                       Self-employed  
 Unemployed

**6. Average Income/ month (from every source)**

- Less than 5,000                       5,001- 10,000  
 10,001-15,000                       15,001-20,000  
 20,001-25,000                       More than 25,001

**7. Were you born in Samui?**

- Yes                       No

**8. How much contact do you have with tourists visiting Samui?**

- Frequent contact                       Some contact  
 No contact

**9. What is the purpose of your interaction with tourists?**

- Friend                       Work  
 Business                       Other

**Section 2:** Please indicate your agreement or disagreement with the following statements. Check only one response for each statement that mostly reflects your feelings and/or opinions.

	Description	Strongly Agree	Agree	Depends	Disagree	Strongly Disagree
	<b>Economy</b>					
10	Tourism has increased local income.					
11	Tourism has improved the overall quality of life of Samui residents					
12	Tourism provides jobs and expands employment opportunities.					
13	Tourism attracts international investment to the island.					
14	Tourism improves the financial condition and future financial prospects of local residents.					
15	Tourism is an important factor in improving your financial status.					
16	Tourism encourages irresponsible real estate investment and unfairly increases real estate values.					
17	Tourism increases the local cost of living.					
	<b>Environment</b>					
18	Tourism is responsible for destroying beautiful natural resources like beaches and mountains.					
19	The greater the number of tourist visiting, the greater the water shortage affecting Samui.					



	Description	Strongly Agree	Agree	Depends	Disagree	Strongly Disagree
20	Tourists have a negative impact on the environment in the following ways:					
	20.1. Noise pollution					
	20.2. Litter					
	20.3. Air pollution					
	20.4. Water pollution					
21	Tourism causes traffic jam and increases damage of public roads.					
22	Increased tourism causes deforestation as land is cleared for new real estate developments.					
23	Increased tourism makes the area more crowded in general.					
	<b>Society</b>					
24	Tourism contributes to serious traffic congestion and road accidents.					
25	Tourism has increased the amount of crime in the area.					
26	Tourists are responsible for exacerbating drug problems in the community.					
27	Too many long-term tourists have come to live in Samui.					
28	An increase in tourist visits will encourage prostitution to expand.					
29	Tourism growth influences people from other regions who wish to relocate there.					
30	Growth in tourism has contributed to community overdevelopment.					
31	Tourists' behavior is generally acceptable.					

	Description	Strongly Agree	Agree	Depends	Disagree	Strongly Disagree
	<b>Culture</b>					
32	Samui's local culture has deteriorated due to tourism.					
33	Foreign languages encourage Thai teenagers in the community to misuse the Thai language.					
34	The way tourists dress influences Thai teenagers' clothing style.					
35	Tourism indirectly led local residents to consume fast-food.					
36	Western culture imported by foreigners in Samui has influenced Thai teenagers' behavior.					

### Section 3: Suggestions

37. Please use this space to add any additional comments concerning these following aspects

1. Economy \_\_\_\_\_

\_\_\_\_\_

2. Environment \_\_\_\_\_

\_\_\_\_\_

3. Society \_\_\_\_\_

\_\_\_\_\_

4. Culture \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

☺ Thank you for your kind cooperation in answering the questionnaire ☺

## APPENDIX B

### Questionnaire in Thai

เรื่อง ทักษะคหิของชาวสมุยในชุมชนชายหาดเลวงค่อนักทอ่งเทียชาวต่างชาดิ  
แบบสอบถามเร่องนี้ เป็นส่วนหนึ่งของงานวิจัย ตามหลักสูตรศิลปศาสตรมหาบัณฑิตสาขาภาษาอังกฤษเพื่อ  
อาชีพ สถาบันภาษา มหาวิทยาลัยธรรมศาสตร์ ใช้เพื่อศึกษาทักษะคหิของชาวสมุยที่มีค่อนักทอ่งเทียชาวต่างประเทศ  
ที่มาเชือนหาดเลวง ผู้วิจัย จะรักษาข้อมูลที่ได้เป็นความลับและจะใช้ประ โยชน์ทางค่านวิชากรเท่านั้น  
แบบสอบถามแบ่งออกเป็น 3 ส่วน ดังนี้

- |           |   |
|-----------|---|
| ส่วนที่ 1 | ข้อมูลพื้นฐานของผู้ตอบแบบสอบถาม             |
| ส่วนที่ 2 | ความเห็นทั่วไปค่อนักทอ่งเทียชาวต่างชาดิ และ |
| ส่วนที่ 3 | คำแนะนำ                                     |

คำชี้แจง : โปรดทำเครื่องหมาย  ใน  หรือ เติมค่าในช่องว่างซึ่งตรงกับความคิดเห็นของคุณมากที่สุด

ส่วนที่ 1 ข้อมูลพื้นฐานของผู้ตอบแบบสอบถาม

1. เพศ

- หญิง  ชาย

2. อายุ

- น้อยกว่า 10 ปี  11 -20 ปี  21- 30 ปี  
 31- 40 ปี  41-50 ปี  มากกว่า 50 ปี

3. การศึกษา

- ประถมศึกษา  มัธยมศึกษา  ปวช  
 ปวส  ปริญญาตรี  สูงกว่าปริญญาตรี  
 อื่นๆ \_\_\_\_\_

4. สถานภาพสมรส

- โสด  แต่งงาน  หย่าร้าง  
 แยกกันอยู่  หม้าย

5. อาชีพ

- รับราชการ  รัฐวิสาหกิจ  เอกชน  
 ธุรกิจส่วนตัว  ไม่ได้ทำงาน

6. รายได้เฉลี่ยต่อเดือน (รวมจากทุกแหล่ง)

น้อยกว่า 5,000 บาท

5,001- 10,000 บาท

10,001-15,000 บาท

15,001-20,000 บาท

20,001-25,000 บาท

มากกว่า 25,001 บาท

7. คุณเกิดที่สมุย

ใช่

ไม่ใช่

8. ท่านได้ติดต่อกับชาวต่างชาติที่มาเยือนสมุยอย่างน้อยแค่ไหน

ติดต่อบ่อย

ติดต่อบ้างเป็นบางครั้ง

ไม่มีการติดต่อเลย

หากท่าน “ไม่มีการติดต่อเลย” กับนักท่องเที่ยวชาวต่างชาติ โปรดข้ามไปทำส่วนที่ 2 ต่อไป

9. อะไรคือจุดประสงค์ของการติดต่อหรือพูดคุยกับนักท่องเที่ยว

ติดต่อกันในฐานะเพื่อน

ติดต่อในเรื่องการงาน

ติดต่อด้วยการทำธุรกิจด้วยกัน

อื่นๆ \_\_\_\_\_

ส่วนที่ 2: ความเห็นทั่วไปที่มีต่อนักท่องเที่ยวชาวต่างชาติในด้านเศรษฐกิจ สิ่งแวดล้อม วัฒนธรรม และสังคม  
 กำชี้แจง โปรดทำเครื่องหมาย ✓ ในช่องที่ตรงความเห็นของท่านมากที่สุด

	หัวข้อ	เห็นด้วย อย่างมาก	เห็นด้วย	ไม่แน่ใจ	ไม่เห็นด้วย	ไม่เห็นด้วย อย่างมาก
	<b>เศรษฐกิจ</b>					
10	การท่องเที่ยวของชาวต่างชาติทำให้คนในท้องถิ่นมีรายได้เพิ่มขึ้น					
11	การท่องเที่ยวทำให้ความเป็นอยู่ของชาวสมุยดีขึ้น					
12	การท่องเที่ยวทำให้คนในท้องถิ่นมีงานทำมากขึ้น มีอัตราการจ้างงานสูงขึ้น					
13	การท่องเที่ยวส่งผลให้มีบริษัทต่างชาติมาลงทุน					
14	การท่องเที่ยวมีส่วนทำให้ขนาดคทางการเงินของผู้อยู่อาศัยในท้องถิ่นดีขึ้น					
15	การท่องเที่ยวเป็นสาเหตุสำคัญ ทำให้ท่านมีปัญหาด้านการเงินน้อยลง					

	หัวข้อ	เห็นด้วย อย่างมาก	เห็นด้วย	ไม่แน่ใจ	ไม่เห็นด้วย	ไม่เห็นด้วย อย่างมาก
16	การท่องเที่ยวทำให้เกิดการลงทุนทางด้านอสังหาริมทรัพย์มากขึ้นและ ทำให้ราคาที่ดินสูงขึ้น					
17	การท่องเที่ยวทำให้สินค้าอุปโภคบริโภคมีราคาสูงขึ้น					
	<b>สิ่งแวดล้อม</b>					
18	การท่องเที่ยวมีส่วนทำให้เกิดการทำลายสภาพสิ่งแวดล้อมดั้งเดิมในชุมชน เช่น ชายหาด ภูเขา					
19	จำนวนนักท่องเที่ยวที่เพิ่มขึ้นทำให้เกิดการขาดแคลนน้ำในชุมชน					
20	นักท่องเที่ยวมีส่วนทำให้เกิดปัญหามลภาวะต่างๆทางด้านสิ่งแวดล้อมในสมัย ได้แก่					
	20.1. เสียงดัง เช่น จากการจราจร					
	20.2. ขยะ					
	20.3. อากาศเสีย					
	20.4. น้ำเสีย					
21	การท่องเที่ยวมีส่วนก่อให้เกิดปัญหาทางด้านจราจร อันเนื่องมาจากการทำถนน					
22	การท่องเที่ยวที่เพิ่มมากขึ้นมีส่วนทำให้เกิดปัญหาการตัดไม้ทำลายป่าเพื่อใช้พื้นที่ในการสร้างที่อยู่อาศัย โรงแรม					
23	การท่องเที่ยวที่เจริญขึ้นทำให้ชุมชนมีคนอยู่หนาแน่นเกินไป เกิดปัญหาชุมชนแออัด					
	<b>สังคม</b>					
24	จำนวนนักท่องเที่ยวที่เพิ่มขึ้นทำให้เกิดปัญหาจราจรติดขัดและเกิดอุบัติเหตุบนท้องถนน					
25	การท่องเที่ยวมีส่วนทำให้เกิดปัญหาอาชญากรรม เช่น ปล้น ข่มขืน เพิ่มขึ้นในชุมชน					

	หัวข้อ	เห็นด้วย อย่างมาก	เห็นด้วย	ไม่แน่ใจ	ไม่เห็นด้วย	ไม่เห็นด้วย อย่างมาก
26	นักท่องเที่ยวชาวต่างชาติมีส่วนต่อการเพิ่มขึ้น ของปัญหาชนบทในชุมชน					
27	จำนวนนักท่องเที่ยวชาวต่างชาติที่อาศัยอยู่ใน ชุมชนในระยะยาวมีมากเกินไป					
28	จำนวนนักท่องเที่ยวที่เพิ่มขึ้นเป็นตัวกระตุ้นให้มี จำนวนโสเภณีเพิ่มขึ้น					
29	การเติบโตของการท่องเที่ยวทำให้มีจำนวนคน จากที่อื่นอพยพย้ายถิ่นฐานเข้ามาในชุมชน					
30	การท่องเที่ยวเป็นสาเหตุสำคัญที่ทำให้ชุมชน เจริญเติบโตมากเกินไป					
31	พฤติกรรมโดยรวมของนักท่องเที่ยวชาวต่างชาติ ในด้านการปฏิบัติตัวเมื่อมาเที่ยวในชุมชน เป็นที่ ยอมรับได้					
	<b>วัฒนธรรม</b>					
32	การท่องเที่ยวที่เพิ่มขึ้นทำให้ชาวชุมชนละเลย ขนบธรรมเนียมประเพณีดั้งเดิมของไทย เช่นการ ทำบุญตักบาตร การเข้าวัดเข้าวา					
33	ภาษาต่างชาติมีส่วนทำให้วัยรุ่นในชุมชนใช้ ภาษาไทยไม่ถูกต้อง เช่นการใช้ภาษาไทยโดยมี ศัพท์ภาษาอังกฤษรวมอยู่ด้วย					
34	การแต่งตัวของนักท่องเที่ยวชาวต่างชาติมีผลให้ ผู้อยู่อาศัยในชุมชนแต่งกายเลียนแบบ					
35	จากจำนวนร้านอาหารจานด่วนที่เพิ่มมากขึ้นทำ ให้ชาวชุมชนได้รับอิทธิพลการรับประทานอาหาร จานด่วนมาจากชาวต่างชาติ					
36	วัฒนธรรมตะวันตกที่ชาวต่างชาตินำเข้ามาใน ชุมชนเช่น การเที่ยวกลางคืน การคบเพื่อน ก่อ ให้ เกิดพฤติกรรมการเลียนแบบของวัยรุ่นไทยที่นี่					

## ส่วนที่ 3: คำแนะนำ

37. ความคิดเห็นเพิ่มเติมใดๆ เกี่ยวกับการท่องเที่ยว ในด้านต่างๆ ดังนี้

1. เศรษฐกิจ \_\_\_\_\_

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2. สิ่งแวดล้อม \_\_\_\_\_

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3. สังคม \_\_\_\_\_

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4. วัฒนธรรม \_\_\_\_\_

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☺ ขอขอบคุณสำหรับความร่วมมือ ☺