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ABSTRACT

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<u>Tourists' Perception of Samui Island, Thailand as a Tourist Destination</u>			
(Title)			
<u>Hospitality and Tourism</u>	<u>Dr. Lynnette F. Brouwer</u>	<u>May/2002</u>	<u>132</u>
(Graduate Major)	(Research Advisor)	(Month/Year)	(No. Of Pages)
<u>American Psychological Association (APA) Publication Manual</u>			
(Name of Style Manual Used in this Study)			

The study examined Thai and non-Thai tourists' point of view toward the overall image of Samui Island and investigated problems with the infrastructural services, and the environment of Samui Island. The purpose of this study was to determine tourists' perceptions toward the quality of the infrastructure and the environment of Samui Island, Thailand.

The sample of this study consisted of a population of tourists who used services at the Moom Thong restaurant in Nathon, Samui Island between 11:00 am to 2:00 pm during the second and third weeks of July 2001. The survey instrument was distributed to twenty tourists who used services at the participating restaurant each day. 225 usable questionnaires were collected.

Based on the findings of this study, Thai and returning tourists tended to perceive the quality of the island lower than foreign and first-time tourists did. Also, Samui Island

should improve, develop, and preserve the infrastructural services and its environment especially in four areas including accessibility, road condition and safety, cleanliness, and prices of goods and services.