

SUSTAINABLE TOURISM OF PHUKET ISLAND:
A CASE STUDY AT PATONG BEACH, THAILAND

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จุฬาลงกรณ์มหาวิทยาลัย

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การวิจัยนี้มีวัตถุประสงค์ในการนำเสนอสถานการณ์ท่องเที่ยวในปัจจุบัน ปัจจัยที่มีอิทธิพลต่อการท่องเที่ยวอย่างยั่งยืน และกลยุทธ์ในการพัฒนาการท่องเที่ยวอย่างยั่งยืนของเทศบาลเมืองป่าตองเพื่อก้าวไปสู่การเป็นแหล่งท่องเที่ยวระดับโลกภายใต้หลักการท่องเที่ยวโดยชุมชน โดยใช้แบบสอบถามในการเก็บข้อมูลจากชุมชนและนักท่องเที่ยวกลุ่มละ 120 ชุด ซึ่งมีค่าความเชื่อมั่นที่ 0.91 และ 0.90 ตามลำดับ และการสัมภาษณ์ผู้บริหารระดับสูงของเทศบาลเมืองป่าตองและภาคเอกชน ผลการวิจัยที่สำคัญพบว่าคนในชุมชนเห็นว่าการท่องเที่ยวมีผลกระทบทางบวกด้านเศรษฐกิจได้แก่การก่อให้เกิดรายได้ในชุมชน และการจ้างงาน ด้านสังคมได้แก่เกิดการพัฒนาศักยภาพของคนในชุมชน ด้านภาษาและเทคโนโลยี เกิดการพัฒนาระบบสาธารณูปโภค ด้านสิ่งแวดล้อมได้แก่เกิดการตระหนักในด้านสิ่งแวดล้อมมากขึ้น เกิดการบังคับใช้กฎหมายสิ่งแวดล้อมมากขึ้น และเกิดความร่วมมือของทุกภาคส่วนในการอนุรักษ์สิ่งแวดล้อม ในขณะที่ผลกระทบทางลบด้านเศรษฐกิจและสังคม ได้แก่ ปัญหาการกระจายรายได้จากการท่องเที่ยวไม่ทั่วถึง ปัญหาการแย่งงานจากแรงงานต่างชาติ และปัญหาค่าครองชีพที่สูงขึ้น ปัญหาการค้าประเวณีและโรคติดต่อทางเพศสัมพันธ์ ปัญหาอาชญากรรมและสิ่งเสพติด และปัญหาการกลืนกลายจากวัฒนธรรมภายนอก ผลกระทบทางลบด้านสิ่งแวดล้อมได้แก่ปัญหาด้านมลภาวะ และปัญหาการรุกรานที่สาหัส นอกจากนั้นยังพบว่าชุมชนประสบปัญหาการขาดการมีส่วนร่วม มีการจัดการและนโยบายที่มุ่งเน้นรายได้จากการท่องเที่ยวเป็นหลักซึ่งเป็นไปในทิศทางที่ไม่ยั่งยืนแม้จะมีขีดความสามารถในการรองรับสูงก็ตาม ดังนั้นกลยุทธ์การพัฒนาการท่องเที่ยวให้เกิดความยั่งยืนและมุ่งไปสู่ความเป็นแหล่งท่องเที่ยวระดับโลกต้องอาศัยหลักการพัฒนาภายใต้การท่องเที่ยวชุมชนดังนี้ (1) กลยุทธ์ด้านการพัฒนาการบริหาร: เปิดโอกาสให้ประชาชนเข้ามามีส่วนร่วม (2) กลยุทธ์ด้านการพัฒนาสิ่งแวดล้อม: ศึกษาขีดความสามารถในการรองรับของพื้นที่ มีระบบการจัดการของเสียอย่างเหมาะสม และส่งเสริมจิตสำนึกในความจำเป็นของการอนุรักษ์ (3) กลยุทธ์ด้านการพัฒนาสังคม: ยกกระดับคุณภาพชีวิต ส่งเสริมความภาคภูมิใจของชุมชน และสร้างองค์กรเพื่อการจัดการชุมชน (4) กลยุทธ์ด้านการพัฒนาวัฒนธรรม: กระตุ้นให้เกิดความเคารพในความต่างทางวัฒนธรรม ส่งเสริมการแลกเปลี่ยนทางวัฒนธรรม และปลูกฝังการพัฒนาให้เป็นส่วนหนึ่งของวัฒนธรรมชุมชน (5) กลยุทธ์การพัฒนาด้านเศรษฐกิจ: ระดมทุนในการพัฒนาชุมชน สร้างงานด้านการท่องเที่ยว และส่งเสริมรายได้แก่คนในชุมชน

กลยุทธ์ที่นำเสนอจะทำให้ป่าตองเป็นแหล่งท่องเที่ยวที่ยั่งยืน เป็นจุดหมายปลายทางของนักท่องเที่ยวระดับโลกในอนาคต ยิ่งไปกว่านั้นยังสามารถเป็นต้นแบบของการพัฒนาการท่องเที่ยวอย่างยั่งยืนของชุมชนท่องเที่ยวอื่นต่อไป

5287811620 : MAJOR ENVIRONMENT DEVELOPMENT AND SUSTAINABILITY

KEYWORDS: SUSTAINABLE TOURISM DEVELOPMENT / COMMUNITY BASED TOURISM / PEOPLE PARTICIPATION / STRATEGIC MANAGEMENT

MAYTHAWIN POLNYOTEE: SUSTAINABLE TOURISM OF PHUKET ISLAND:A CASE STUDY AT PATONG BEACH, THAILAND. ADVISOR: ASSOC. PROF. SUWATTANA THADANITI, Ph.D., 251 pp.

This study explored the existing tourism situation at Patong Beach, Phuket Island, Thailand, analyzed factors influencing and proposed strategies for sustainable tourism development in the area as the world-class tourist destination based on community-based tourism. The important result was that tourism brought positive economic impacts to community such as generate local income, employed local people, create good local economy. In the meanwhile, positive social impacts were such as the local people's better livelihood and enhanced infrastructure system development. Moreover, he positive environmental impacts were increased local awareness, increased enforcement of environmental regulation and generated stakeholder's cooperation in environmental conservation. In terms of negative impacts, tourism brought negative economic impacts such as caused a loss of income to foreign entrepreneurs, negative social impacts were such as caused prostitution disease problem. Moreover, it was found that Patong beach was affected from lack of people's participation, tourism policies directed on income which were the unsustainability, even though Patong beach has high tourism potential. Therefore, the strategies for sustainable tourism development of Patong beach as world-class tourist destination based on community-based tourism must be concerned as follows: (1) Political development strategy: Enable the participation of local people, Increase the power of the community in natural resource management. (2) Environmental development strategy: Study the carrying capacity of the area, Appropriate waste management, and Raise awareness of the need for conservation. (3) Social development strategy: Raise the quality of life, Promote community pride, Divide roles fairly between women/men, elder/youth, and Build community management organizations. (4) Cultural development strategy: Encourage respect for different cultures, Foster cultural exchange, and Embed development in local culture. (5) Economic development strategy: Raise funds for community development, Create jobs in tourism, and Raise the income of local people.

These presented strategies will lead Patong beach to be the sustainable tourism beach and world-class tourist destination based on community-based tourism in the future. Moreover, it can be a prototype of sustainable tourism development to other community.

Field of Study: Environment Development and
Sustainability

Student's Signature
Advisor's Signature

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CHAPTER I

INTRODUCTION

1.1 Background and statement of problem

As the largest income earner for the country, the tourism industry is enormously significant for Thailand. Income from this sector increased gradually from 14,880.58 million US dollars in 2009 to the highest record of 39,282.32 million US dollars in 2013 (figure 1), with the average annual business expansion of about 7.58 percent. The highest gain came from European countries amounting to 48,373.57 million US dollars (37.22 percent of the total income), followed by East Asia, ASEAN, America, Oceania, South Asia, the Middle East and Africa, respectively.

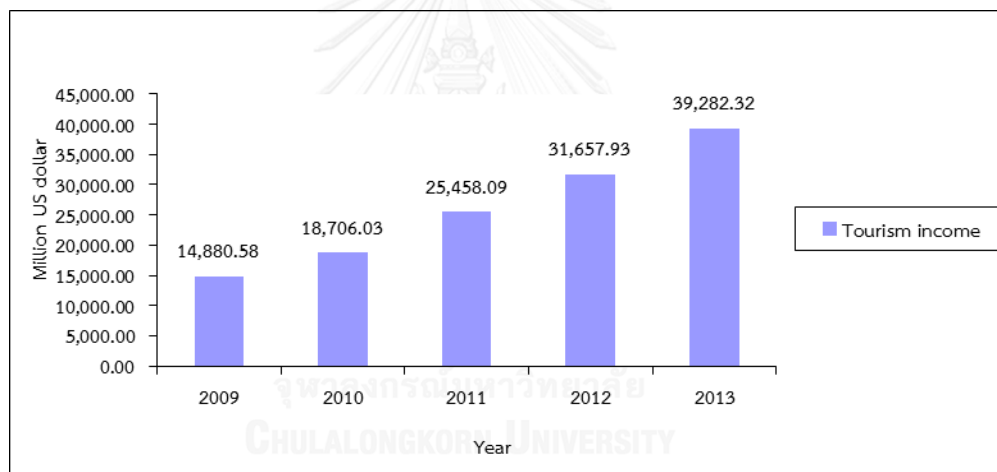


Figure 1 Tourism Income during 2009 - 2013

Source: Department of Tourism, Ministry of Tourism and Sports, 2013

The year 2009 saw a sharp decline in the business expansion ratio of the tourism industry income because of the internal factors including the anti-government protest in Bangkok and the temporary closure of the Suvarnabhumi Airport, Thailand's main international airport. Also responsible for this was the external factor of the financial crisis and recession in America and Europe, which resulted in trip cancellation.

International tourist arrival in Thailand increased from 14,149,841 people in 2009 to 26,546,725 people in 2013, which has been the highest number recorded so far. The tourist growth at a rate of 10.66 per year over this period was derived from the country's strength in terms of a world-class international airport, natural resources (national parks, islands and beaches) and healthcare facilities (medical and spa services). Besides, Thailand's rich cultural heritage and festivities such as Songkran Festival (Thai New Year) Royal Flora Festival and Bangkok International Film Festival also played an important role. Moreover, Thailand received various international tourism awards, for example, Best Honeymoon Destination, Best Tourist Country and Best Country Brand for Value for Money.

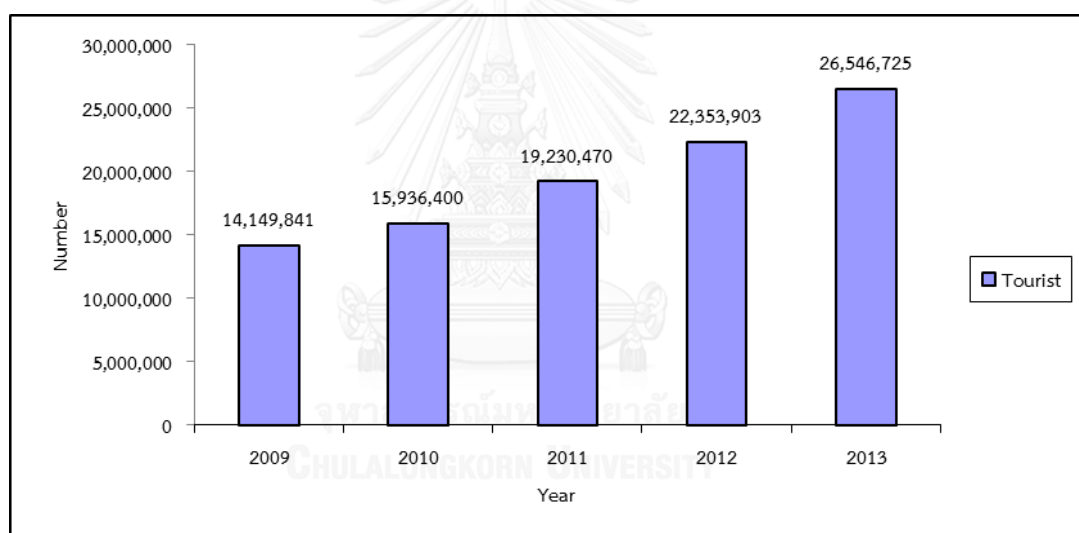


Figure 2 Number of International Tourist during 2009 – 2013

Source: Department of Tourism, Ministry of Tourism and Sports, 2013

In 2009, the tourist ratio was the lowest due to various internal and external factors, as mentioned earlier.

If we categorize tourist arrival by region in 2013, it could be seen that East Asia had the highest number of tourists, accounting for 8,629,109 or 32.51 percent of

the total international tourists, followed by ASEAN, Europe, South Asia and America, respectively (figure 3).

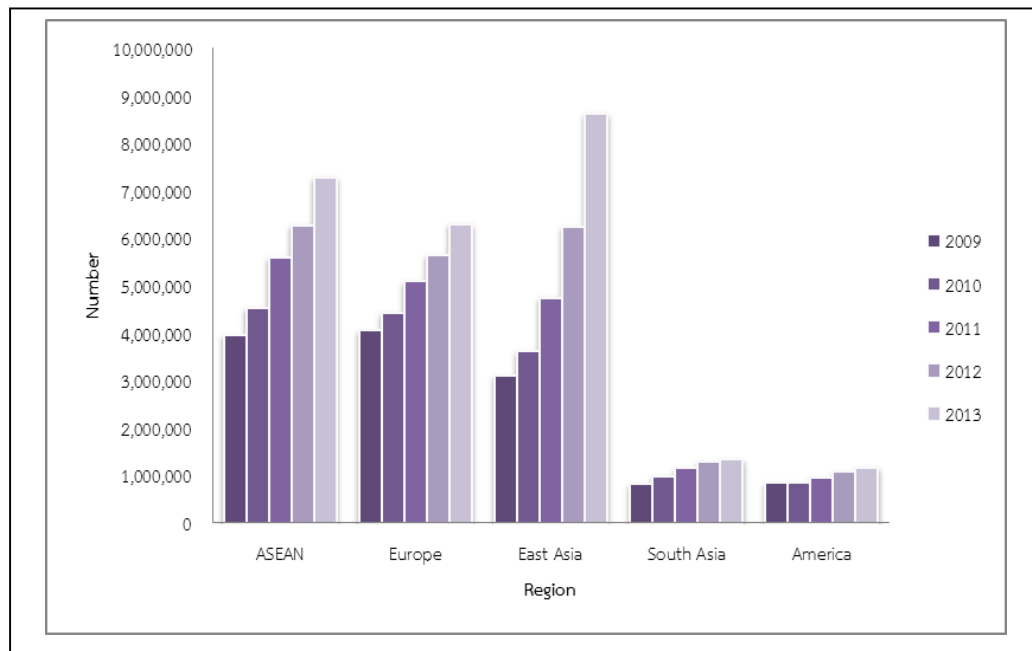


Figure 3 Number of International Tourist by Region

Source: Department of Tourism, Ministry of Tourism and Sports, 2013

In 2009, the number of tourists visiting the ASEAN region increased continually because of the convenient transportation, while that of East Asia decreased due to the serious internal crisis, especially the safety measures.

Tourist attractions with convenient transportation facilities and other necessary services can earn a country a good income. In 2009, Bangkok, Chonburi (Pattaya), Phuket and Chiang Mai were the most popular tourist destinations among the Thai as well as foreigners.

In terms of Phuket, it is one of the most popular tourist destinations in Thailand because of its variety of attractions which are well-known to both the Thai and foreign tourists. The island has won a number of awards and honors such as Best Asian Maritime Capital (Thaimuslimnews, 2011), Kinnaree Awards (ASTV, 2011b), City; Best Leisure Destination in Asia-Pacific (ASTV, 2011a), 6th Favorite Destination for

Chinese tourists, Winter Destination for Finnish Tourists, 5th place of Best Island in Asia 'world's Best Award 2010(Travel and Leisure Magazine, 2010), 8thplace of 'Reader's Travel Award 2009; Island(Conde' Nest Traveler, 2009) and 29th Top City Destination in 2009 by Euromonitor International(Absoluteworld.com, 2012; Euromonitor International, 2009).

The number of foreign tourists visiting Phuket was higher than Thai tourists. In 2009, there were 2,385,215 foreign tourists, which went up to 8,034,981 in 2013 as shown in figure 4.

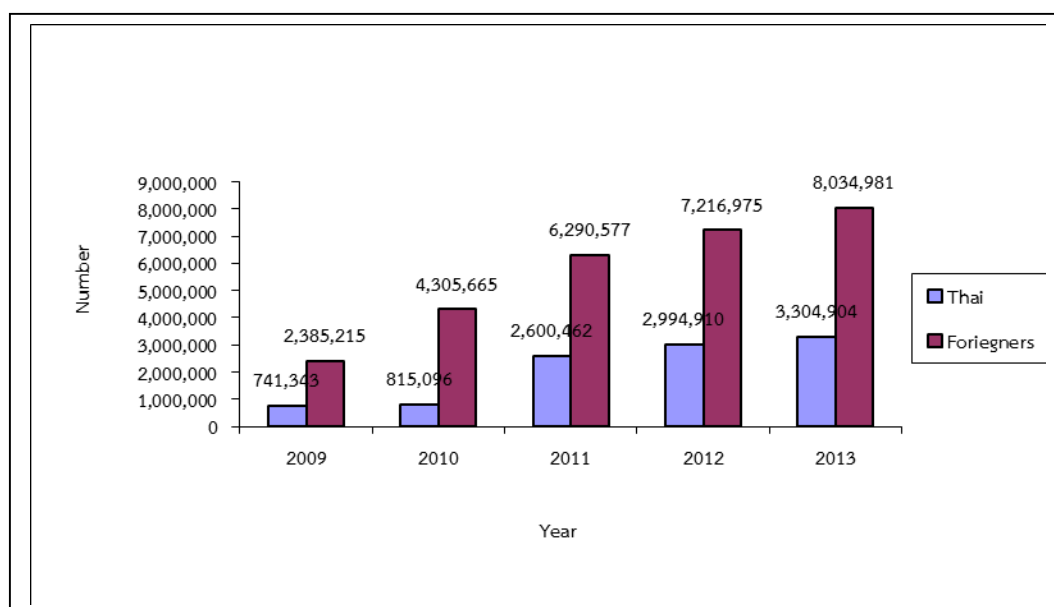


Figure 4 Number of Thai and Foreign tourists in Phuket

Source: Department of Tourism, Ministry of Tourism and Sports, 2013

According to figure 4, the number of Thai tourists increased steadily like that of foreign tourists but at the lower level.

These international awards and honors guarantees that Phuket is a world-class tourist destination. The island has abundant resources to attract tourists all year round such as Phomthep Cave, Patong Beach, Kata Beach, Karon Beach, Racha Yai

Island, Chalong Temple, Old Town (Shino-Portuguese Building style), Vegetarian Festival, Phuket Fantasea, Songkran Festival, Chinese New Year and so on.

As a world-class tourist destination, Phuket's unique characteristics meet criteria of a world-class tourist destination, defined by the Responsible Tourism Institute (RTI; a non-profit organization sponsored by UNESCO. It is a member of the UNWTO and the Global Sustainable Tourism Council (GSTC), which has been supported by the United Nations Foundation and the UNEP) as follows:

Tourists coming from most countries around the world which is shown in the figure 5. It was the 5th country visited by a great number of tourists in 2013 such as China (938,278) followed by Russia (530,398), South Korea (271,665), Australia (252,710) and Malaysia (128,216), respectively(TAT Intelligence Center, 2014); as a result, the tourism revenue increased as shown in figure 6.

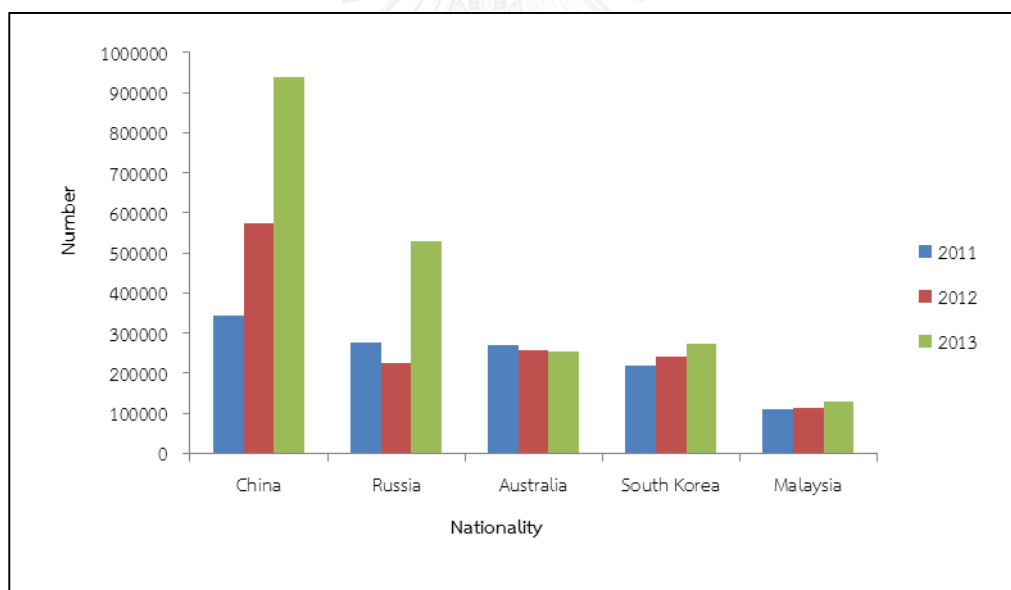


Figure 5 Number of Tourist in Phuket by Nationality (Top 5 nationalities)

Source: TAT Intelligence Center, 2013

Before 2005, most Australian tourists liked to travel to Bali; however after the bomb crisis in 2005, Australian tourists have changed their direction to other cities where safety measures are more stringent than in Bali. Phuket is one of their

priorities. Moreover, tourists from the countries mentioned earlier, can travel conveniently to Phuket by direct flight from their country.

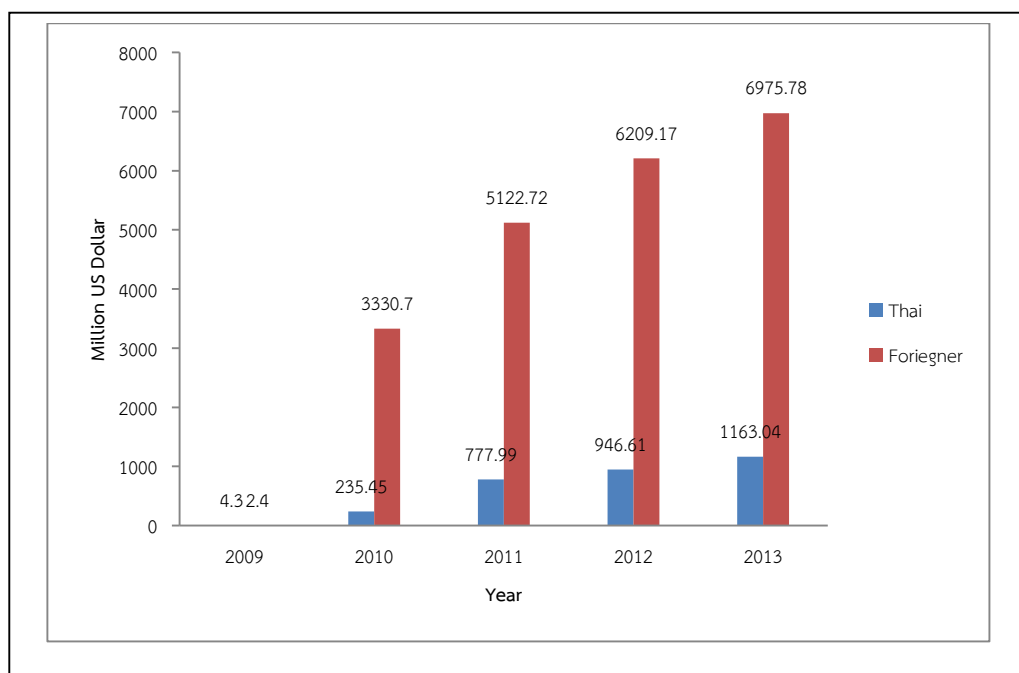


Figure 6 Tourism Revenue in Phuket

Source: Department of Tourism, 2013

Figure 6 present tourism revenue which was accounted for the major source of revenue for Phuket. The major tourism revenue was from foreign tourists than Thai tourists during 2009 - 2013.

2. Sufficient international standard facilities to satisfy tourists as follows:

2.1 Diversity of accommodations and related facilities such as hotels, resorts, guesthouses and convention centers. In 2009, there were 636 accommodations with 37,884 rooms. In 2010, there were 678 ones with 40,821 rooms. The increase in rooms was approximately 7.75% (Department of Tourism, 2012).

2.2 Complete facilities for tourists' life and the safety of their belonging as the secretary of tourism said "Phuket is a world-class tourist destination but safety must come first"(Phuketindex.com, 2012b).

2.3 Accessibility to Phuket and tourist attractions namely; air, water and land transportation. Moreover tourists can access tourism information from any media such as the Internet, handbooks, signs, and visitor centers, etc.

2.4 Full of shops and retail shops including souvenir shops where tourists can buy consumption goods.

2.5 A variety of international standard restaurants, bars, pubs and cafes in terms of cleanliness and hygiene.

2.6 Provision of financial Institutions so that tourists can perform financial transaction with.

2.7 Having travel agencies to support tourists in any kind of tourism and activities.

3. A variety of famous and popular tourist attractions in any kind of resources namely: History, Antique, Ancient Sites and Religion and Culture, Custom, Activities and Events such as Vegetarian Festival which is an Asian tourist destination and show that Phuket is a world-class tourist destination.(Tourism Travel Asia Hotel, 2012), well-known for its beaches and serene blue sea, Phuket is also one of the top-ten diving destinations in the world where tourists can go for some scuba diving lessons certification and see marine life. (EzineMark.com, 2012).

4. Winning international awards continuously proves that Phuket has a potential to be a world-class tourist destination. The awards conferred to Phuket are Best Asian Maritime Capital, Kinnaree Awards, City; Best Leisure Destination in Asia-Pacific, 6th Favorite Destination for Chinese tourists, Winter Destination for Finnish Tourists, and so on.

5. Managing tourism in line with sustainability, socio-cultural and environmental responsibility, protecting the areas and local people from tourism impact and promoting a good quality of life as well as reducing environmental impact such as garbage, emission, waste water and natural disasters, etc.

In conclusion, Phuket can be a world-class tourist destination because of 1) the number of tourists coming from around the world continuously, 2) international standard facilities, accommodations and accessibilities, 3) a variety of famous and popular tourism resources that tourists can enjoy all year round, 4) conferrence of international tourism awards and 5) tourism management in terms of sustainability, socio-cultural and environmental responsibility, protecting the areas and local people from tourism impact and promoting a good quality of life as well as reducing environmental impact. The provincial government declared its tourism vision as “Center of world-class coastal tourism, best life quality, uniquely culture and sustainable development” which is related to the vision of Thai tourism development strategy as “Thailand is a quality destination, has world-class tourism potential to compete, make more revenue and distribute income by equity, stability and sustainability.”

However, even though Phuket is well-known and generally regarded as a world-class tourist destination. A famous attraction where all tourists including the Thai and foreigners must not miss to visit when come to Phuket is Patong beach or Patong city where tourists can enjoy all relaxing activities.

Patong refers to though beach and city on Phuket's west coast. It is the most famous of Phuket's beaches. The tropical beach is 4 km long deep inside a protective bay, ringed with high green lush green mountains. The white sand and the water is very clean despite this is the most developed beach on the island. Moreover, it is the center of Phuket's nightlife and shopping. The beach became popular with Western tourists, especially Europeans, in the late 1980s. The numerous hotels, restaurants, shops and vibrant nightspots appealing to all tourists are lined up to the seafont.

As the prime destination in Phuket, Patong Beach hosts a great choice of attractions and must-see places. Famous for hosting the best nightlife on Phuket Island, Patong also offers a wide variety of entertaining activities as well as natural and man-made attractions, including Simon Cabaret (the biggest transvestite cabaret

show in Asia), Patong Boxing Stadium, Kathu Waterfall, Wat Patong (Patong Temple), Kathu Mining Museum, and a lot more.

This beachside town has a lot to offer when it comes to interesting and fun attractions. Besides the three-kilometre-long beach, some tiny picturesque hidden tropical strip of sands such as Paradise Beach or Freedom Beach can be found around Patong by exploration-minded visitors.

According to Jittima Kaewtae's study (Kaewtae, 2005) "Acceptance of News, Expectation and Satisfaction of Thai Tourists toward Patong Beach, Phuket Province", the main reason that drew tourists here was the attractive environment of Patong beach.

While, Panisa Meechinda's study (Panisa Meechinda, 2012), "Thai and Foreign Tourists' Loyalty toward Tourism Destination in Chiang Mai and Phuket Province" found that in Phuket, most domestic tourists were female (62%). Their motivation was to seek novelty and beautiful scenery. In contrast, international tourists were mostly male (60%) and 47 % of them were from Europe. Their motivation was also to seek novelty and beautiful scenery. The top three drives of domestic tourist's loyalty were (1) attachment to destination (Go2hr.ca, 2012) desire to show the place to others and (3) desire to further explore the destination. While the top three drives of international tourist's loyalty were (1) satisfaction (Go2hr.ca) familiarity and (3) attachment.

Moreover, Nanthana Rophandung (Nanthana Rophandung, 2012) investigating "Factors that influence Tourist's Decision Traveling in Patong Beach, Phuket Province" found that the subjects were mostly male and from Europe. Their purpose was to relax. They decided to come to Patong beach by themselves. The activities which they intended to do during their vacation are sunbathing and water activities. Most tourists came with friends, stayed in a hotel and had food in a restaurant. The important factors which influenced tourist's decision on traveling to Patong beach were tourist attraction especially, the beauty of the beach, worthwhile were expenses and cleanliness. Most subjects chose an accommodation from location and

they got information from their relatives and friends, while Phuket province advertising was the most important factor for tourists' decision. On the other hand, Tsunami played a less important role in tourists' decision to travel to Patong beach. As a whole tourists were satisfied with visiting Patong beach and would return to Patong beach in the future.

In conclusion, factors which influence tourists' decision are tourist attractions especially, the beauty and the cleanliness of the beach, satisfaction with traveling, worthwhile expenses and many activities.

As mentioned above, Patong beach is the well-known tourist destination. Tourist does not miss to come when travel in Phuket. Moreover, It has high tourism potential to carry tourist all around the world. At the same time, researcher tries to prove the current tourism situation at Patong beach that it whether is running in the way of sustainability or not. Thus, it is very important and timely to investigate this issue and devise strategies for its sustainable tourism development so that it emerges as a popular destination among the Thai and international tourists based on community-based tourism.

1.2 Objectives of the study

Overall objectives of the research 'Sustainable tourism of Phuket Island: A case study at Patong beach, Thailand' are to

1. Analyze the existing tourism situation of Patong beach and identify factors influencing its sustainable development.
2. Propose a strategy for sustainable tourism development of Patong beach as a world-class tourist destination based on community-based tourism.

1.3 Research questions

The study attempts to answer the following research questions;

1. What are the existing tourism situations of Patong beach in terms of its positive and negative environmental, socio-cultural and economic impacts?

2. What are the strengths and the weaknesses of Patong beach in terms of sustainable tourism development?

3. What are the perspectives of the local people, tourists, entrepreneurs and local agencies on developing Patong beach as a sustainable tourism destination?

4. What guidelines are needed to enable all stakeholders to participate in determining a strategies for sustainable tourism development of Patong beach?

5. What are the strategies for sustainable tourism development of Patong beach?

1.4 Scope of the study

1.4.1 Study area

The study area is Patong municipality where is familiar in the name of Patong beach in Phuket Province. The area of Patong beach is cover 7 communities, namely 1) Ban Nanai, 2) Ban Mon, 3) Chaiwat, 4) Ban Sainamyen, 5) Ban Kokmakham, 6) Ban Kalim, and 7) Hat Patong. It is selected on the grounds of its popularity among both the Thai and the foreign tourists. Phuket is a world-class tourist destination termed as “Pearl of the Andaman Sea”.

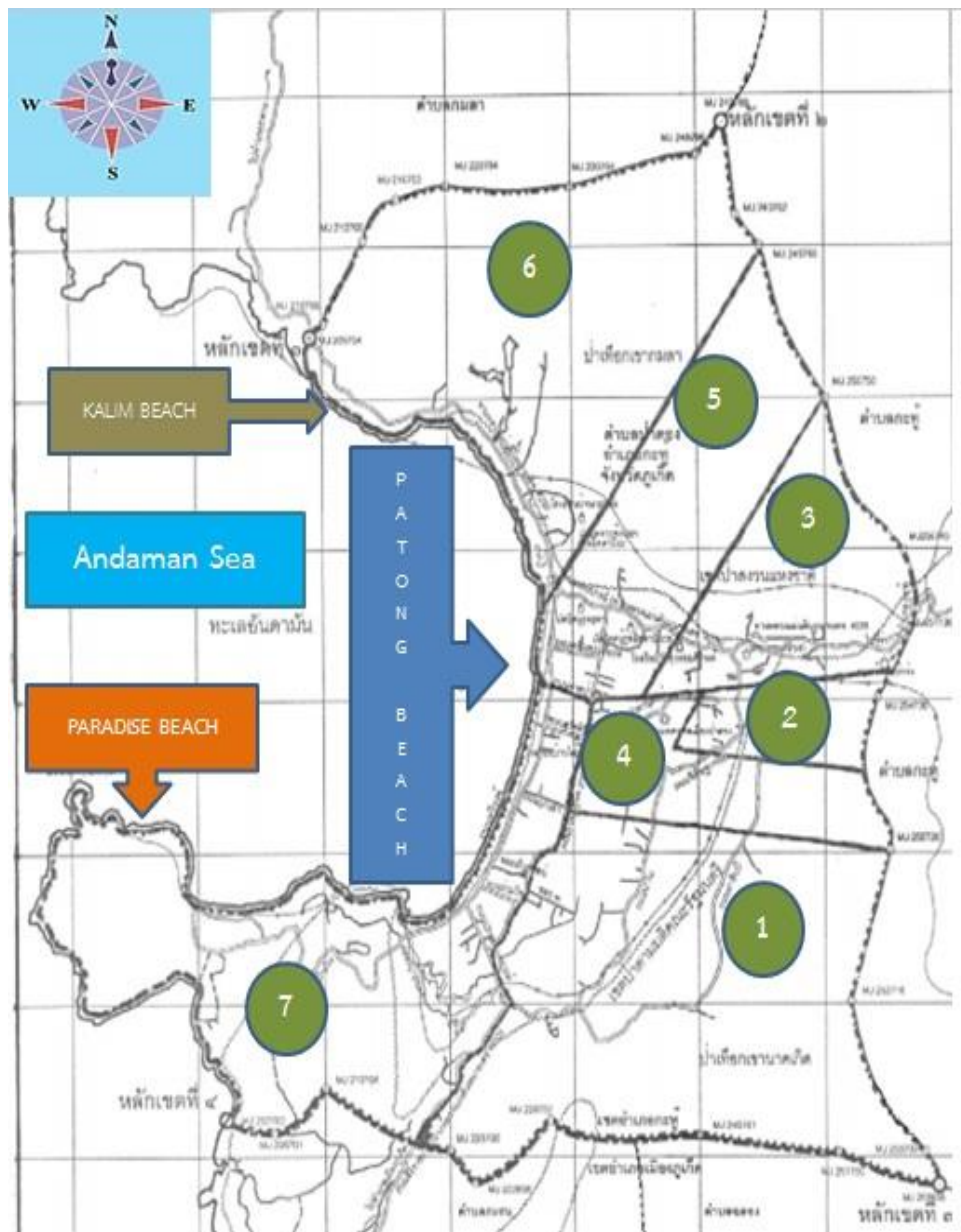


Figure 7 Map of Patong Municipality indicating 7 communities

Source: Patongcity.go.th, 2015

1.4.2 Scope of populations

The populations in this study consist of the following:

- 1) Local Agency: Patong Municipality
- 2) Entrepreneurs: (Phuket Chamber, 2012)

- Patong Hotels Association
- Counter of Patong Beach Tour Association
- Association of Patong Beach Entertainments Entrepreneur
- Association of Patong Retail Shop Entrepreneur

3) Local people: (National Statistics Office, 2012)

- Males: 9,050
- Females: 9,546

4) Tourists: Patong city (2010)

- Thai tourists: 1,566,344
- International tourists: 3,160,349

1.4.3 Scope of contents

1) Tourism contexts of Patong beach, including existing tourism situations, tourism management and stakeholders' participation.

2) Sustainable tourism development capacity of Patong beach, including tourism attractions, accessibility, facilities and security.

3) Perspective of the local people, entrepreneurs, local government and tourists on existing tourism situations in Patong beach, covering such aspects as impacts, capacity, stakeholders' participation, tourism management and conservation as well as existing local and national policies.

4) Components and characteristics of sustainable tourism development in Patong beach.

5) Strategies for sustainable tourism development in Patong beach.

1.5 Definitions

1.5.1 Sustainable tourism: Sustainable tourism is one that can be sustained over a long term because it results in a net benefit for the social, economic, natural and cultural environments of the area in which it takes place.

1.5.2 Stakeholder: Stakeholder is someone who involves in tourism activities and business. Stakeholder can include local people, local government, entrepreneurs, planners, and tourists.

1.5.3 Tourism: Tourism refers to activities of a person's traveling and staying in places outside their normal place of residence for pleasure, business, holiday, recreation and visiting friends and relatives. It is also a business of providing goods and services to facilitate such activities.

1.5.4 Tourist attractions: Tourist attractions include natural resources, man-made resources, and tourism activities and all those concerned with tourism that make impression on the tourists.

1.5.5 World-class tourist destination: It is a destination that can attract both domestic and international tourists continuously. It is managed in a sustainable way with the involvement of stakeholders, and with the principles of local socio-cultural, economic and environmental responsibility. Moreover, it consists of a variety of attractions, is well-known to tourists, is award-winning at both domestic and international levels, is approachable, has information accessible, is supported by local and national governments, and has sustainable tourism resources, including natural resources, historical and cultural resources as well as man-made resources.

1.5.6 Patong beach: Patong City or Patong Municipality where tourists can perform all sorts of tourism activities. The term used in this thesis covers the beach and its administrative area.

CHAPTER II

LITERATURE REVIEW

In this chapter, the relevant concepts that are useful for this research can be divided into topics as follows:

- 1) Sustainable development
- 2) Sustainable tourism development
- 3) Ecotourism
- 4) World-class tourist destination
- 5) Strategic management
- 6) Community-based tourism
- 7) People's participation
- 8) The National tourism development plan from 2012-2016
- 9) Related research and document

2.1 Sustainable development

Sustainable development was stated in many international conferences, but the conference which to the important trend of changing is the Earth Summit in year 1992, formally known as the United Nations Conference on Environment and Development (UNCED). It consists of 27 principles intended to guide the future sustainable development around the world. As the result of this conference, the Rio Declaration was a short document produced. Moreover, Agenda 21 was another outcome that is an action plan of the United Nations related to sustainable development of social, economic and environmental aspects (UNCED, 1992).

In 2002, the summit took place in Johannesburg to focus on turning plans into action. The Summit evaluated the obstacles to progress and the results achieved since the 1992 Earth Summit. The Summit presented an opportunity to

build on the knowledge gained over the past decade, and provided a new impetus for commitments of resources and specific actions towards global sustainability.

Presently, there are many definitions of sustainable development. Here are some of definitions from various resources.

The most frequently quoted definition is from the World Commission on Environment and Development (1987) defining sustainable development as ‘the development that meets the needs of the present without compromising the ability of future generations to meet their own needs.’

The World Summit on Sustainable Development (2002) defined sustainable as ‘improving the quality of life for all of the world’s people without increasing the use of our natural resources beyond the earth’s carrying capacity. While sustainable development may require different actions in every region of the world, the efforts to build a truly sustainable way of life require the integration of actions in three key areas.’

According to Elliot (2006), the definition of sustainable development is ‘currently being pursued in the context of an increasingly globalized world, but one which is also characterized by poverty. The global challenges of sustainable development lie in complex interdependencies of environment, social and economic development.’

The Global Development Research Center The Global Development Research Center (2011) defined sustainable development as ‘the maintaining a delicate balance between the human need to improve lifestyles and feeling of well-being on one hand, and preserving natural resources and ecosystems, on which we and future generations depend.’

In conclusion, sustainable development is the development that is realized to use the present resources as much as necessary, while preserve it for the next generations. At the same time, sustainable development needs to be looked at in three pillars, namely society, economy and environment.

2.2 Sustainable tourism development

2.2.1 Definition of sustainable tourism development

Sustainable tourism is generally used in tourism industry. In the past sustainable tourism, was mostly used in cultural and environmental themes, but presently it is used in any kind of tourism's themes as well as other service concerning tourism activities.

There are many definitions of sustainable tourism but the meaning of it is quite similar. The definitions from various resources are as follows:

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

In 2004, the World Tourism Organization (2013) defined it as 'Sustainable tourism development guidelines and management practices are applicable to all forms of tourism in all types of destinations, including mass tourism and the various niche tourism segments. Sustainability principles refer to the environmental, economic and socio-cultural aspects of tourism development and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability.'

Moreover, Butler (2005), described tourism in a sustainable development as 'tourism which is developed and maintained in an area in such a manner and at such a scale that it remains viable over an indefinite period and does not degrade or alter the environment (human and physical) in which it exists to such a degree that it prohibits the successful development and well-being of other activities and processes.'

According to Edgell (2006), sustainable tourism is defined as 'achieving growth in a manner that does not deplete the natural and built environment and preserve the cultural, history, heritage, and arts of the local community. This concept is

increasingly recognized that sustainable management of resources will lead to acceptable conservation and the development of a higher-quality tourism product.'

In summary, various researchers and educators have interpreted the definition of sustainable tourism in a similar way, after all, its definition is tourism which has to be friendly to the environment, both natural and man-made environment, does not disturb or destroy social wisdom and culture i.e. languages, costume, food or even livelihood etc., and also people can participate in tourism activities as much as they can, meanwhile they can gain benefit from tourism such as income or even facilities in community which are developed from tourism activities. Not only will the resources and local people get benefit from sustainable tourism, but also the private sector.

In terms of tourists, sustainable tourism is an instrument to make them realize about the importance of resources, when they are satisfied with tourism, at the same time they might not destroy tourism resources because they will keep in their mind that the resources belong to them.

Nevertheless, sustainable tourism effort should be realized with effective, which should not be left behind to the next generations to solve it because they like the present generation will use the resources without solving the problems from the former generation as the concept of sustainable development.

2.2.2 Principles of sustainable tourism development

Presently, sustainable tourism or sustainable tourism development is applicable in any form of tourism and any type of tourist destinations. Sustainability principles refer to the aspects of tourism, that are environmental, economic and socio-cultural aspects, which be balanced and be sustainable in the long term.

Sustainable tourism development requires the informed participation of all relevant stakeholders such as local communities, tourists, private sectors, governmental agencies and other related players.

The Asian Center for Tourism Planning and Poverty Reduction (2006), recommended the principles of sustainability to planner and related actors to

integrate it in the local policy and action plans, the principles of sustainable tourism are as follows:

- 1) People or local participation
- 2) Cooperation of concerning groups
- 3) Making an opportunity in quality of employment
- 4) Dispersing tourism benefit to relevant player and areas
- 5) Using resources valuably and usefully
- 6) Long-term planning
- 7) Balancing the objectives between economy, society, culture and environment
- 8) Relating between tourism plans and other plans
- 9) Cooperation between policy makers and performers
- 10) Cooperation between entrepreneurs and tourist sites
- 11) Tourism impact evaluation
- 12) Creating the aspects of impact evaluation
- 13) Emphasizing local, benefit and valuable of environment and culture
- 14) People and education program development
- 15) Promoting the dominant features and the uniqueness of Local area
- 16) Realizing the carrying capacity of resources
- 17) Preserving the cultural and natural heritage resources
- 18) Performing tourism marketing as sustainability

2.2.3 Indicators of sustainable tourism development

The World Tourism Organization (2004) has published indicators of sustainable development for tourism destinations: A guide book which includes “Core Indicators of Sustainable Tourism” and “Supplementary indicators of

Sustainable Tourism” for beach destinations and sites. The focus of beach destinations and sites section is on managed beaches at a more sites-specific scale than the coastal zone section where single destination may contain several distinct beaches under different levels of development and control. Thus these indicators can often be used for comparative benchmarking for different beaches within a single destination, as well as for comparison with others, often competing destinations. Issues of concern in beach destinations included:

- Core indicators of sustainable tourism
- Supplementary indicators of sustainable tourism

Table 1 Core indicators of sustainable tourism

INDICATOR	SPECIFIC MEASURES
Site protection	Category of site protection according to IUCN* index
Stress	Tourist numbers visiting site (annum/peak month)
Use Intensity	Intensity of use – peak period (persons/hectare)
Social Impact	Ratio of tourists to locals (peak period and over time)
Developing Control	Existence of environmental review procedure of formal controls over development of site and use densities
Waste Management	Percentage of sewage from site receiving treatment (additional indicators may include structural limits of other infrastructural capacity on site such as water supply)
Planning process	Existence of organized regional plan for tourist destination region (including tourism component)
Critical ecosystems	Number of rare/endangered species
Consumer satisfaction	Level of satisfaction by visitors (questionnaire-based)

INDICATOR	SPECIFIC MEASURES
Local Satisfaction	Level of satisfaction by locals (questionnaire-based)
Tourism Contribution to Local Economy	Proportion of total economic activity generated by tourism only
A. Carrying Capacity	Composite early warning measures of key factors affecting the ability of the site to support different levels of tourism
B. Site Stress	Composite measure of levels of impact on the site (its natural and cultural attributes due to tourism and other sector cumulative stresses)
C. Attractiveness	Qualitative measures of those site attributes that make it attractive to tourism and can change over time

Table 2 Supplementary indicators of sustainable tourism

Issues	Suggested Indicator(s)
Sustaining the beach area (Limiting loss of sand, erosion)	Annual gain/loss of beach area Volume of sand imported per month/year for those beaches where importation is done Cost of erosion-protection measures (e.g. sea walls.)
Use Intensity (density of visitors/intensity of use of the beach area)	Number of persons per hectare (or square metre) on beach(for annual averages, and peak day, peak month) Number of persons per hectare (or square metre) of publicly accessible beach, and for concession areas, private areas.
Access	Number of local residents using beaches

Issues	Suggested Indicator(s)
	<p>% of beach area open to and accessible by local residents</p> <p>Cost (in local hour wages) of admission to beaches where there is a charge.</p>
<p>Seasonality (even tropical beach destinations have a peak seasons and lower seasons with less use due to heat, storms etc.)</p>	<p>% of total tourists visiting to peak month</p> <p>Number of tourists on peak day (see also the Seasonality issues for Coastal Zones and Climate Change)</p>
<p>Beach Contamination</p>	<p>Cost of beach cleaning/ maintenance</p> <p>Volume of garbage collected (by month, week, peak day)</p> <p>Garbage levels on beach (counts)</p> <p>% tourists who found the beach dirty (questionnaire)</p>
<p>Seawater contamination</p>	<p>Number of days per year (month) when beach is closed due to contamination</p> <p>Number of shore contamination events per annum (e.g. oil spills, sewage pollution events).</p>
<p>Tourist satisfaction (Sustaining the image/ quality of the beach)</p>	<p>% of tourists who believe that the area is polluted, dirty or contaminated (exit questionnaire)</p> <p>% tourists who believe the beach is clean</p> <p>% tourists who consider the beach to be good quality</p> <p>% tourists who are bothered by noise.</p>

Issues	Suggested Indicator(s)
Provision of services	Number of toilets and showers per beach user (peak day, average day in peak month) Number of restaurants/food concessions per tourist.
Cost and benefits	Level of revenue from users (managed beaches) Ratio of costs of management and maintenance to revenues Number employed (on site, adjacent)
Control (behavior, animal, access)	Number of residents reported to beach managers classified by type (e.g. glass cuts, harassment, drowning, rescues) Number of dogs (and other animals where applicable) on the beach For controlled access beaches, % users who have entered without paying.
Certifications and standard	Blue Flag status of beach , % beaches in destination with Blue Flag or equivalent to independent certification

Source: World Tourism Organization, 2004

In conclusion, sustainable tourism development is the tourism development which is developed and maintained in an area in the way of sustainability that it does not degrade or alter the environment (human and physical) in which it exists to such a degree that it prohibits the successful development and well-being of other activities and processes. At the same time, the sustainable tourism development can be indicated by core indicators such as site protection, impact assessments, waste management, carrying capacity etc., and supplementary indicators such as sustaining the beach area (limiting loss of sand, erosion), access, tourist satisfaction (sustaining

the image/ quality of the beach), seasonality (even tropical beach destinations have peak seasons and lower seasons with less use due to heat, storms etc.) etc.

2.3 Ecotourism

2.3.1 Definition

Presently, an ecotourism has been termed differently for example Green tourism, Conservation tourism, Conservation Based Tourism etc. Even there are various terms, but the definitions of ecotourism are similar and refer to the same thing. Such definitions are as follows:

The International Ecotourism Society (1990) defined Ecotourism as “Responsible travel to natural areas that conserves the environment and improves the well-being of local people.”

The Tourism Authority of Thailand (Naruemon Danpongswan, 2008) defined it as “the tourism functioning for preserving the local identity based natural sources and cultural sources associated with the ecosystem, environment and tourism. In this sense, it would promote common learning process for those involved with the participatory management in the local area. As a result, it would make awareness for maintaining the ecosystem sustainability.

2.3.2 Principles of ecotourism (The International Ecotourism Society, 1990)

Ecotourism is about uniting conservation, communities, and sustainable travel. This means that those who implement and participate in ecotourism activities should follow the following ecotourism principles:

- Minimize impact.
- Build environmental and cultural awareness and respect.
- Provide positive experiences for both visitors and hosts.
- Provide direct financial benefits for conservation.
- Provide financial benefits and empowerment for local people.

- Raise sensitivity to host countries' political, environmental, and social climates.

In conclusion, ecotourism is the tourism responsible for travel to natural areas and community. Moreover, the tourism activities build up the awareness and respect of tourists to the places they travel. At the same time, the direct financial benefit of ecotourism is provided for conservation and increasing the well-being of the local people.

2.4 World-class tourist destination

There are many definitions of world class Tourism destinations. Here are some definitions from various resources.

U.C.Berkeley, U.S.A. and Chulalongkorn University (2005) defined a world-class destination as 'the famous tourism coastal area which is popular among the Thai and foreign tourists. It generates a lot of income to the local area.....while another place will be developed to be alternative tourism based on community such as health tourism, religious tourism, eco-tourism and agricultural tourism. The government aims to spread the tourism income to any part. At the same time, the tourism income in the coastal area is stable annually and the local governance spends this income to develop the infrastructure in the area to support tourism expansion in the future'.

Maha Nakorn Consultants (2010) defined a world-class destination in three cities; French Riviera, Gold Coast and Fukuoka as follows:

French Riviera, France, has many attractions along coastal area. It is a beautiful resort town since the end of World War II where age-old history is still alive with valuable architecture including ancient sites and folk wisdom which become various alternative tourism...there are many facilities for tourists such as accessibility including to land transportation, water transportation and air transportation. At the same time, there is an easy access to get tourism information in any area from the French Riviera website.

Gold Coast, Australia, is a coastal town where modern infrastructure and cleanliness can be found. It is full of various attractions and has a charming town

plan where anyone can see the beach, river, lake and canal. Meanwhile, there are many activities such as the Grandwana World Heritage Area, theme park, annual event, world surf board competition, world-class convention center. Moreover, tourists can access to Gold Coast by land, water or air.

Fukuoka is a delightful city of the world. The weather is cool all year round. While, it is filled with attractions such as nature, art, culture and customary life style along with modernity life style nowadays. Moreover, transportation in Fukuoka is one factor which supports itself to be a lively city. Everyone can access to Fukuoka by public transport for example, a flight from any country, domestic railway transport and even sea port. The timetable of public transportation system in Fukuoka is clarified. More than that, the pattern of thoroughfare is clearly separated. This pattern of thoroughfare leads Fukuoka to be habitable in the world. Furthermore, important development projects and plans in Fukuoka consist of projects which are developed from traditional culture and environment. Meanwhile, all projects are related to old tradition and supported tourism’.

The UNWTO Quality Support Committee at its sixth meeting defined Quality in tourism is ‘[...] the result of a process which implies the satisfaction of all the legitimate product and service needs, requirements and expectations of the consumer, at an acceptable price, in conformity with mutually accepted contractual conditions and the underlying quality determinants such as safety and security, hygiene, accessibility, transparency, authenticity and harmony of the tourism activity concerned with its human and natural environment.(UNWTO, 2012)’

BIOSPHERE Certification, sponsored by the Responsible Tourism Institute (ITR), recognizes and certifies touristic establishments that have a sustainable management and, therefore, they are examples of sustainability in the international tourism.

Destinations, Enterprises, Establishments and Tourist Products have assumed the sustainable touristic management model promoted by the Responsible Tourism System, which is acknowledged publicly through the BIOSPHERE label.

BIOSPHERE is a voluntary certification based on the principles of sustainable development. The BIOSPHERE' standards have specific criteria on environmental, cultural and socioeconomic performance. The label is granted to establishments in different countries around the world.

Responsible Tourism Institute is a non-profit organization sponsored by UNESCO and it's a member of the UNWTO and the Global Sustainable Tourism Council (GSTC), which is supported by the United Nations Foundation and the UNEP.

The Responsible Tourism Institute (ITR) defined a world-class tourism destination and criteria of a world-class tourism destination as 'The consolidation of sustainable and responsible tourism destinations necessarily requires the adoption of an integrated planning and management perspective of the whole tourist system, so that all economic, socio-cultural, environmental and institutional needs, both actual and future ones, are met, achieving a complete human development that ensures the role of tourism as a factor for its achievement in the future.

The benefits of the implementation of the Biosphere certification are basically the following:

- The preservation and proper management of natural and landscaping values, allowing visitors and locals to enjoy them in good condition over time.
- The protection of heritage and cultural diversity, ensuring its conservation over time, as well as a tourist resource.
- The improvement of the quality of life for the local community, ensuring an open and welcome atmosphere for the visitor.
- The increased efficiency regarding energy, water, emissions, waste and consumption, which will lead to savings and conservation of the environment.

- The maximization of the tourist experience of the visitors, making their fully integration easier and providing them with knowledge about the destination and its value.
- The increased tourist quality, thanks to the implementation of quality practices at all levels.
- The increased confidence of potential visitors, being able to offer the ITR recognition as an asset to the destinations.(The Responsible Tourism institute, 2012)'

In terms of world-class attractions of Panama, the definition is that the world-class attractions have a great variety of world-class attractions all in close proximity. The attractions should be safe and tourist friendly. There are first-world infrastructures starting with a US style such as the high speed Internet, 90 banks, high ways, medical care centers and so on. Moreover, it is close to another country and just a short plane ride away. The US dollar is its currency. Moreover, there are world-class activities such as medical care and a healthy environment, fishing, diving, snorkeling, and sailing. Furthermore, it is the best place for nature travel and ecotourism, affordable exotic destination, world class for adventure, smart choice for convention and incentive travel. There are a wide selection of beaches and island venues and activities. Finally, there are no hurricanes or major destructive earthquakes which mean it is safe from a natural disaster.(Panamainfo.com, 2012)

In terms of British Columbia(Go2hr.ca, 2012), it has become a world class tourism destination where tourism industry remains in good economic shape fueled by competitive business climate, industry innovators and access to valuable resources. Tourism industry in British Columbia would look like this:

- Creates 129,000 direct jobs in British Columbia
- Generates \$ 12.7 billion in revenues annually
- Top employers within tourism are food services, accommodations and retail services

- Made up of small-medium-sized business; 92% of firms have fewer than 50 employees, and 43.6% have 1-4

In conclusion, the definition of a world-class tourism destination is a tourist destination which is international and quality standard, can make satisfaction to tourists, full of quality facilities, safety, security, hygiene, accessibility, manage in the way of sustainability, well-protected and conserve tourism resources, maintain the authenticity of the place, harmony of the tourism activity concerned with its human and natural environment. Moreover, tourism activities should lead the good life quality to local area, reduce environmental impact, and increase tourist experience. Furthermore, tourism activities should not destroy folk way and local wisdom as well as local people can participate in tourism activities. On the other hand, it leads and disperses revenue to local people and the area. Eventually, tourism resources are still the same as they ever been.

Overall, criteria of a world-class destination are as follows:

1. Having quality inbound tourists from any country around the world who come to visit tourist destinations and tourists can get experience from the places as well as lead the tourism revenue to the area and develop the life quality of local people.
2. Having international standard and enough quality of facilities that can respond to tourist satisfaction, accessibility including land, water and air transportation. Moreover, tourists can access to the tourism information from any media such as the Internet, handbook, interpretation sign and visitor center, etc.
3. Having a variety of tourist destinations and activities as well as they are uniquely famous and popular to attract tourists from any country around the world.
4. Being international and quality standard tourist destinations, observing from the world winning awards. In addition, the tourist destinations should be safe for tourists and their belongings.
5. Having tourism management in the way of sustainability, socio-cultural and environmental responsibility, protect the area and local people from tourism impact

as well as reduce environmental impact such as garbage, emission, waste water and natural disasters, etc.

2.5 Strategic management

The sustainable tourism development will be achieved when it is managed with the following strategic management process(Management Study Guide, 2012):

2.5.1 Strategic management process – meaning, steps and components

The strategic management process means organization's strategy or the process by which managers make a choice of a set of strategies for the organization that will enable it to achieve a better performance. Strategic management is a continuous process that appraises the business and industries in which the organization is involved; appraises its competitors; and fixes goals to meet the present and future competitor's and then reassesses each strategy.

2.5.2 Strategic management process has four steps:

1) Environmental scanning- Environmental scanning refers to a process of collecting, scrutinizing and providing information for strategic purposes. It helps in analyzing the internal and external factors influencing an organization. After executing the environmental analysis process, management should evaluate it on a continuous basis and strive to improve it.

2) Strategy formulation- Strategy formulation is the process of deciding on the best course of action for accomplishing organizational objectives and hence achieving organizational purpose. After conducting environment scanning, managers formulate corporate, business and functional strategies.

3) Strategy implementation- Strategy implementation implies making the strategy work as intended or putting the organization's chosen strategy into action. Strategy implementation includes designing the organization's structure, distributing resources, developing decision making process, and managing human resources.

4) Strategy evaluation- Strategy evaluation is the final step of strategy management process. The key strategy evaluation activities are appraising internal

and external factors that are the roots of present strategies, measuring performance, and taking remedial / corrective actions. Evaluation makes sure that the organizational strategy as well as its implementation meets the organizational objectives.

These components are steps that are carried out in chronological order, when creating a new strategic management plan. Present businesses that have already created a strategic management plan will revert to these steps as per the situation's requirement, so as to make essential changes.

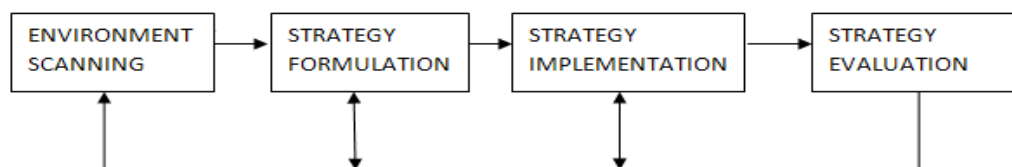


Figure 8 Components of Strategic Management Process

Strategic management is an ongoing process, therefore, it must be realized that each component interacts with the other components and that this interaction often happens in chorus.

2.5.3 Sustainable tourism strategy

The process of sustainable tourism strategy is as follows (Marbef.org, 2012):

1) Analysis of status-quo

- Development of previous tourism management or related strategies for the specific area (What can be used? Has it been implemented? Which lessons are to be learnt?)
- A stakeholder analysis (Who has an interest in sustainable tourism development? and who are the main actors?)
- Facts and figures of the local educational system, economic and social structure
- Anecdotal and traditional knowledge

2) Methods for collecting this information

- Interviews with stakeholders
- Questionnaires distributed and collected by e-mail, fax or personally in order to compile standardized data and perform a statistical analysis
- Invitation to focus group meetings (e.g. meetings on environmental education, biodiversity management, good governance and fisheries)
- Literature search in the local library and the Internet

3) Strategy development

- A Sustainable Tourism Strategy is based on the information collected. It defines the priority issues, the stakeholder community, the potential objectives and a set of methodologies to reach these objectives. These include;
 - Conservation of specific coastal landscapes or habitats that make the area attractive or are protected under nature conservation legislation.
 - Development of regionally specific sectors of the economy that can be interlinked with the tourism sector (e.g. production of food specialties and handicrafts).
 - Maximizing local revenues from tourism investments
 - Enabling self-determined cultural development in the region, etc.

4) Action plan

The Action Plan describes the steps needed to implement the strategy and addressing a number of practical questions such as which organizations will take up which activities, over what time frame, by what means and with which resources? As the actions have to be considered on the basis of regional circumstances, there is no standard action plan for all. However, Action Plans usually include measures in the following fields:

- Administration: e.g. promotion of co-operation between sectors and of cross-sectorial development models, involving local people in drafting tourism policy and decisions
- Socio-economical sector: e.g. promoting local purchasing of food and building materials, setting up networks of local producers for better marketing, development of new products to meet the needs of tourists, etc.
- Environment: e.g. improving control and enforcement of environmental standards (noise, drinking water, bathing water, waste-water treatment, etc.), identification and protection of endangered habitats, creation of buffer zones around sensitive natural areas, prohibition of environmentally harmful sports in jeopardized regions, strict application of Environmental Impact Assessment (EIA) and Strategic Environmental Assessment procedures on all tourism related to projects and programs
- Knowledge: training people involved in coastal tourism about the value of historical heritage, environmental management, training protected area management staff in nature interpretation, raising environmental awareness among the local population, introducing a visitors information program (including environmental information)

In conclusion, the strategic management is the process of management which the responsible person uses to manage tourism in the area for being a sustainable tourist destination with the 4 steps which are environment scanning, strategy formulation, strategy implementation and strategy evaluation.

2.6 Community-based tourism (CBT)

The Meaning, elements and principles of community-based tourism are as follows (CBT-I, 2014):

2.6.1 The meaning of community-based tourism

"CBT is tourism that takes environmental, social, and cultural sustainability into account. It is managed and owned by the community, for the community, with

the purpose of enabling visitors to increase their awareness and learn about the community and local ways of life".

2.6.2 Elements of CBT

The following are the key elements of CBT:

1) Natural and cultural resources

- Natural resources are well preserved.
- Local economy and modes of production depend on the sustainable use of natural resources.
- Customs and culture are unique to the destination.

2) Community organizations

- The community shares consciousness, norms and ideology.
- The community has elders who hold local traditional knowledge and wisdom.
- The community has a sense of ownership and wants to participate in its own development.

3) Management

The community has rules and regulations for environmental, cultural, and tourism management.

- A local organization or mechanism exists to manage tourism with the ability to link tourism and community development. Benefits are fairly distributed to all.
- A percentage of profits from tourism are contributed to a community fund for economic and social development of the community.

4) Learning

- Tourism activities and services aim at
- Fostering a shared learning process between hosts and guests.
- Educating and building understanding of diverse cultures and ways of life.
- Raising awareness of natural and cultural conservation among tourists and the local community.

2.6.3 Principles of community-based tourism

The principles listed below present the concept of CBT, and the way that host community can use tourism as a tool for community development. CBT should

- 1) Recognize, support and promote community ownership of tourism;
- 2) Involve community members from the start in every aspect;
- 3) Promote community pride;
- 4) Improve the quality of life;
- 5) Ensure environmental sustainability;
- 6) Preserve the unique characters and culture of the local area;
- 7) Foster cross-cultural learning;
- 8) Respect cultural differences and human dignity;
- 9) Distribute benefits fairly among community members;
- 10) Contribute a fixed percentage of income to community projects;

Before developing CBT in line with these principles, it is necessary to prepare and build the capacity of the host community to manage tourism. CBT marketing should also promote public awareness of the differences between CBT and mass tourism, educating people to realize the importance of CBT as a community tool for resource conservation and cultural preservation. This will attract appropriate tourists for CBT.

2.6.4 Aspects of community development

CBT is intended as a tool for community development and environmental conservation. For this reason, it should apply a "holistic" view to analysis of the community context. Understanding the community situation will help host community maximize the capacity of CBT to act as an effective and sustainable community development strategy. The five principle aspects are

1) Economic aspect: It consists 3 topics including income from local production, diversified local economy and Self-reliance.

2) Social aspect: It consists 4 topics including people-centered development, social justice, satisfying quality of life and active community organizations.

3) Political aspect: It consists 3 topics including community participation, development in response to the community needs and democratization.

4) Cultural aspect: It consists 3 topics including formal and informal education, local culture passed on to the next generation and cultural preservation and

5) Environmental aspect: It consists 3 topics including natural resource management rights, environmental responsibility and natural resource conservation.

Community based tourism is not the answer of “How does benefit that community get from tourism? But it is the answer of “How does tourism make benefit to community development?”

2.6.5 Terms and definitions for types of tourism similar to CBT

1) Eco-tourism

‘Ecotourism’ is ‘Responsible Travel’ in areas containing natural resources that possess endemic characteristics and cultural or historical resources that are integrated into the area’s ecological system. Its purpose is to create awareness among all concerned parties of the need for and the measures used to conserve ecosystems and as such are oriented towards community participation as well as the

provision of a joint learning experience in sustainable tourism and environmental management." Ecotourism considers the following key elements:

1.1) Site

The destination has natural attractions and unique qualities

1.2) Management

- Tourism is sustainably managed.
- Environmental responsibility is promoted.
- Negative environmental impacts are minimized.

1.3) Process and activities

- Visitors are educated about the environment and ecology of the site.
- Environmental awareness is raised among tourists and stakeholders.

1.4) Participation

- The local community participates in the process.
- Income is distributed fairly to raise the quality of life.
- Profits from tourism contribute to the development of the destination.

Table 3 Differentiation of ecotourism and CBT

Issue	Eco-tourism	CBT
1.Objective	Responsible management of natural attractions, local culture and the unique qualities of the	Responsible management of the environment, natural resources, social system

	destination.	and culture in response to the needs of the community.
2.Ownership	Unspecified	Community
3.Tourism management	Unspecified	Community
4.Tourism Linkage	Emphasizes tourism and the environment	Emphasizes holistic development

Remark: The clearest difference between CBT and Ecotourism is the issue of ownership.

2) Home stay

Home stay is a type of tourism that promotes interaction between host families and tourists. One of the many accommodation options available to CBT, home stays are able to act as a development tool to raise awareness of cleanliness and hygiene issues within the destination community. The somewhat 'rough and ready' prospect of a home stay also helps to ensure that tourists who visit the community are appropriate for CBT. Organizing a home stay requires minimal investment besides a mattress, a pillow, and a mosquito net; items that most rural village homes already have set aside for close friends and family members that come to visit.

Table 4 Differentiation of home stay and CBT

Issue	CBT	Home stay
1.Definition	Learning comes from the whole community	Learning comes mostly from the host family.
2.Accommodation	Many types can be arranged including tents, cabins, home stays or guesthouses.	Accommodation in the home of a host family.

Issue	CBT	Home stay
3.Learning Process	Possible through interaction with many types of people including host families, local guides and groups that organize activities in the community.	Depends on the enthusiasm of both visitors and the host family.
4.Community Benefits	Community members of different status can benefit by taking various roles in tourism management such as resource persons, guides, hosts. Part of the profits is contributed to community projects.	Often only wealthier households have a chance to provide accommodation and will collect benefits for themselves, except in the case that there are rules ensuring part of the profits are contributed to community projects.

Home stay is a delicate social and cultural issue for the community. It requires a change in perspective from generously offering accommodation to unexpected guests or relatives to suddenly requesting a fee for services. Social and cultural relationships, and cultures of hospitality, can become degraded and economically oriented. For this reason it is necessary to weigh the pros and the cons before developing a home stay as an accommodation option.

The community can develop and provide home stay accommodation for a fixed price if they set clear objectives and wholeheartedly follows them. A home stay should not focus merely on providing accommodation for profit while ignoring

cultural exchange and respect for the host's culture. Generosity and hospitality should be emphasized above providing "5-stars" service. To do otherwise would devalue the host at the expense of the guest.

3) CBT and community development

CBT is intended as a tool for community development and environmental conservation. For this reason, you should apply a "holistic" view, (i.e., one that encompasses a complete range of social, cultural, economic, environmental and political development factors), to your analysis of the community context. Understanding the community situation will help you maximize the capacity of CBT to act as an effective and sustainable community development strategy.

4) Holistic community development

Rural communities in Thailand have faced many changes since the Thai central government began implementing social and economic development plans in 1961, directing the country towards export oriented production. The impacts of globalized trade and investment on local community development since that time deserve concern and contemplation. Before setting tourism objectives, you should consider the conditions of the relationship between the community and its

- natural resources (e.g., rights, conflicts);
- cultural heritage (e.g., continuity);
- modernization (e.g., quality of life, consumerism);
- economic development (e.g., employment and income stability)
- rights to self-governance (e.g., role of local government, degree of local participation)

5) CBT and community development; Present and future

CBT and community development are inherently connected, because they share the same natural and cultural resource. Culture and social norms not only

determine resource use but also structure internal and external relationships. Ideally, the value of fostering the relationship between Local Cultural Wisdom and Local Environmental Resources should be internalized by the community members and integrated into all aspects of CBT management.

6) Tourism and holistic community development

Tourism can be a powerful tool for community development, especially if you view tourism and community development as necessarily connected. The following table suggests the ways that the principles of sustainable development can be put into practice to make tourism sustainable.

In conclusion, community-based tourism is tourism in which local residents (often rural, poor and economically marginalized) invite tourists to visit their communities with the provision of overnight accommodation. The residents earn income as land managers, entrepreneurs, services and produce providers, and employees. At least part of the tourist income is set aside for projects which provide benefits to the community as a whole. Community-based tourism enables the tourist to discover local habitats and wildlife, and celebrates and respects traditional cultures, rituals and wisdom. The community will be aware of the commercial and social value placed on their natural and cultural heritage through tourism, and this will foster community based conservation of these resources.

2.7 People's participation

2.7.1 Participation concept

The National Village and Urban Community Fund Office, the Office of Institute of Rajabhat Council and the Office of the Higher Education Commission (2002) specified participation as that people or community can participate in decision on local development policy and participate in benefit distribution as well as participate in any projects evaluation control of their local. Furthermore, there are 2 characteristics of participation as follows:

1) Participation is a process of development which people can come to participate from the beginning until the end of the project such as participating in

problem solving, planning, decision making, management, evaluation and advantage distribution from the project.

2) Participation in politics is promoting rights and power of people to develop their capability of protecting their own group benefit, resources use and distribution control which lead to process and structure of local people in capability of performance and advantage distribution from development.

The principle role of changing in development mechanism by a government organization to a people organization is power distribution in planning from the central to the region. It is returning of power to people for participation in its future planning.

Nirun Jongwutiwate (1984) concluded the meaning of participation that it is the relationship between spirit and emotion of people in a group situation. The result of the relationship leads to a stimulation of people to get group achievement and it creates responsibility for their own group as well.

Narinchai Patanapongsa (2003) summarized the meaning of participation that it is when people change their participation from never or partly to participate more and more. The rising participation is at own free will and equality. Moreover, the participation should start from the beginning to the end of the project

Chit Nilpanich and Kulthon Thanapongsathon (1989) specified people participation in community development that it occur when people including to downtown and uptown come to participate in a community development in some steps or all steps which depend on opportunity and situation.

Wanruks Mingmaneenakin (1988) summarized that people participation is an active and full participation of stakeholders in every step of community development project, especially participation in power, decision and responsibility. Participation assures that stakeholders meet their demand and get benefit equally.

2.7.2 Steps of participation

Kowit Puang-Ngam (2002) summarized that people participation consists of 4 steps as follows:

1) Participation in problems causing searching in community: If local people do not have an insight into their problems, as a result the management in problem solving is useless.

2) Participation in activity management planning: It is the step which helps local people know how to think, to make reasonable decision and to apply the data from all media to the planning.

3) Participation in investment and operation: Even through local people are poor, they can participate by helping out physically. The participation in investment and operation can makes local people think of the capital of operation, learn how to operate the activity closely.

4) Participation in evaluation and follow up: If there is a lack of evaluation and follow up, local people will not know what and how benefit they will obtain. So, the future activity will be hard to be successful.

Moreover, the Educational Standard Office, the Office of Institute of Rajabhat Council and the Office of the Higher Education Commission (2002) stated that participation in development consists of 5 steps as follows:

1) Participation in identifying community problems and their causes. It is the step of specify community demand and organize the significant of demand.

2) Participation in development planning; It is the step of people participation in policy setting and specification, operation as well as the method of resources management for use in every activity.

3) Participation in development operation: It is the step of people participating in contributing funds, tools and labor as well as joining the administration, coordination and operation of outside supporters.

4) Participation in benefit from development: It is the step of benefit distribution to people in the community including to tangible and intangible benefit from the development.

5) Development evaluation: It is the step that people come to evaluate how much achievement that people get from the development.

While, Szentendre (King Prajadhipok's Institute, 2014) stated that participation consists of 4 steps as follows:

- 1) Participation in planning
- 2) Participation in operation
- 3) Participation in benefit distribution
- 4) Participation in evaluation and follow ups

2.7.3 Ladder of citizen participation

Sherry Arnstein, writing in 1969 about citizen involvement in planning processes in the United States, described a “ladder of citizen participation” that showed participation ranging from high to low. The ladder is a guide to seeing who has power when important decisions are being made. It has survived for so long because people continue to confront processes that refuse to consider anything beyond the bottom rungs. The participation rangings are as follows: (1969)

1. Manipulation and 2. Therapy. Both are non-participative. The aim is to cure or educate the participants. The proposed plan is best and the job of participation is to achieve public support through public relations.

3. Informing. A most important first step to legitimate participation. But too frequently the emphasis is on a one way flow of information. No channel for feedback.

4. Consultation. Again a legitimate step attitude surveys, neighborhood meetings and public enquiries. But Arnstein still feels this is just a window dressing ritual.

5. Placation. For example, co-option of hand-picked ‘worthies’ onto committees. It allows citizens to advise or plan ad infinitum but retains for power holders the right to judge the legitimacy or feasibility of the advice.

6. Partnership. Power is in fact redistributed through negotiation between citizens and power holders. Planning and decision-making responsibilities are shared e.g. through joint committees.

7. Delegation. Citizens holding a clear majority of seats on committees with delegated powers to make decisions. Public now has the power to assure accountability of the program to them.

8. Citizen Control. Have-nots handle the entire job of planning, policy making and managing a program e.g. neighborhood corporation with no intermediaries between it and the source of funds.

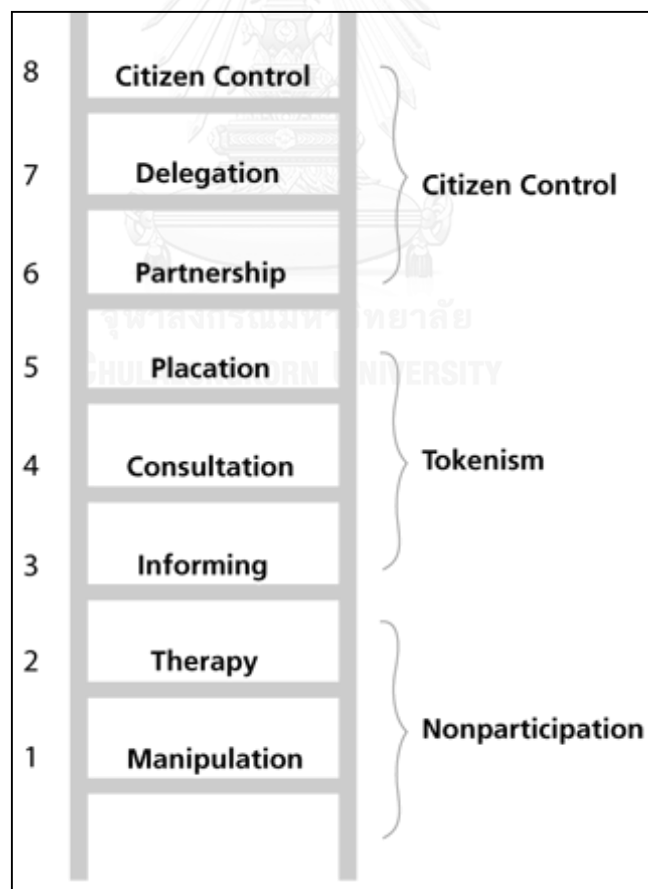


Figure 9 Ladder of Citizen Participation

In conclusion, participation means that people are closely involved in the economic, social and cultural and political processes that affect their lives. People may in some cases have a complete and direct control over these processes – in other cases the control may be partial or indirect. People have constant access to decision making and power. Participation in this sense is an essential element of human development. It generally refers to people's involvement in particular projects or programs. But today, participation means an overall development strategy focusing on the central role that people should play in all spheres of life. Human development involves widening their choice and greater participation enables people to gain for themselves, access to a much broader range of opportunities.

2.8 The national tourism development plan from 2012-2016

The vision is contained in the National Tourism Development Plan, 2012-2016, which won the Cabinet approval on 15 February 2011, when the National Tourism Policy Committee referred to the inclusion of tourism in the national agenda by the Cabinet, during its meeting in April 2009. (Ministry of Tourism and Sports, 2012)

The objective of the National Tourism Development Plan is to increase Thailand's tourism competitiveness up least 15 places, which would put it among the top five destinations in Asia. The plan also intends to increase tourism income by at least 5 percent during the five-year period.

In order to achieve this aim, five strategies have been set for implementation. The first strategy seeks to develop infrastructure and logistics, link with domestic and international tourism. The second strategy involves the development and rehabilitation of tourism sites and improvement of various rules and regulations to enhance the country's potential to accommodate more tourist arrivals.

As for the third strategy, the emphasis will be placed on the development of the creative economy, which is the focus in the 11th National Economic and Social Development Plan, 2012-2016. New products and services will be launched, while incentives for tourism trade and investment will be offered and human resource development will be emphasized.

The fourth strategy seeks to create confidence in Thailand's good image among visitors, so that the country can welcome a greater number of tourists who will spend more in Thailand. The fifth strategy calls for the participation of the public sector, the civil society, and the local administrative organizations in tourism management.

In the same meeting, the Cabinet was informed of a report on Thailand's tourism situation, presented by the Ministry of Tourism and Sports. According to the report, tourism arrivals increased steadily from 2005 to 2010, at 7.5 percent a year on average, from 11.5 million in 2005 to 15.8 million in 2010. During the period, Thailand hosted several world events, such as the International Horticultural Exposition, or Royal Flora Ratchaphruek, and the Songkran Festival. The country has also been awarded the "Best Tourist Country" and the "Best Country Brand for Value for Money."

Thailand's tourism earnings over the past five years also grew by 11.9 percent on average, from about 367.4 billion baht in 2005 to almost 586 billion baht in 2010. The country's income from tourism came mainly from Europe, followed by East Asia, ASEAN, the Americas, Oceania, South Asia, the Middle East, and Africa. In terms of tourist arrivals, Malaysia came first, followed by China, Japan, the United Kingdom, the Republic of Korea, India, Australia, Laos, the United States, Germany, Russia, Singapore, France, Vietnam, and Taiwan.

The country was also awarded a number of tourism awards including being the best destination with regards to value for money.

2.9 Related research and document

2.9.1 Why is Phuket a study area?

The economy of Phuket started from tin mine in 1824 during the reigns of the King Rama III-IV, which later expanded into massive business. Chinese traders were the largest group who came to invest in tin mine in Phuket and settled down there.

During the reigns of King Rama V (1892), Phuket grew continuously. Phaya Rasdanupadhit (Korsimbi Na Ranong), the first Governor of Phuket, developed

infrastructure, such as road networks and water supply system, and initiated rubber tree plantation on the island.

With the tourism industry replacing it, mine business in Phuket was in recession from the year 1967 until June 23, 1986, the mine was burnt. It led to the end of the mine business and the tourism became a new business of Phuket local people.(Phuketindex.com, 2012a)

Phuket is one of the most popular tourist destinations in Thailand because of its variety of attractions which are well known to both Thai and foreign tourists. The island has won a number of awards and honors such as Best Asian Maritime Capital (Thaimuslimnews, 2011), Kinnaree Awards (ASTV, 2011b), City; Best Leisure Destination in Asia-Pacific (ASTV, 2011a), 6th Favorite destination for Chinese tourist, Winter Destination for Finnish Tourist, 5th place of Best Island in Asia ‘world’s Best Award 2010(Travel and Leisure Magazine, 2010), 8thplace of ‘Reader’s Travel Award 2009; Island (Conde’ Nest Traveler, 2009) and 29th Top City Destination in 2009 by Euromonitor International (Euromonitor International, 2009).

The number of foreign tourists visiting Phuket is higher than Thai tourists. In 2009, there were 2,385,215 foreign tourists, which went up to 4,305,665 in 2010 as shown in figure 4.

Winning of these international awards and honors guarantees that Phuket is a world-class tourist destination. The island has abundant resources to attract tourists all year round, as presented in Table 5.

Table 5 Tourist attractions in Phuket

Natural Resources	History, Antique, Ancient Site and Religion	Culture, Custom, Activity and Events
Phomthep Cave*	1. Chalong Temple*	Vegetarian Festival*
Patong beach*	2. Old Town	Seafood Festival
Kata beach*	(Shino-Portuguese Building style)	Heroic Sisters Ceremony

Natural Resources	History, Antique, Ancient Site and Religion	Culture, Custom, Activity and Events
Karon beach*	3. Phutha Mongkhol Nimit Temple*	Phuket Fantasea*
Nai Harn beach*		Sprash Jungle
Nai Yang beach*	4. Phatong Temple	Chinese New Year*
Rawai beach*	5. Pha Nang Sang Temple	Songkran Festival
Mai khao beach*	6. Jui Tui Chinese Temple*	Loy Kratong Festival
Nai thon beach	7. Bang Niew Shrine	Gibbon Rehabilitation Project
Surin beach*	8. Sam Kong Shrine*	Phuket Aquarium
Kamara beach*	9. Cherng Talay Shrine	Phuket Aquarium
Racha Yai Island*	10 Put Jaw Shrine	Thalang Museum
Hay Island	11. Sui Boon Tong Shrine	Phuket Butterfly Garden and Insect World
Singha Cape	12. Ka Thu Shrine	Phuket Zoo
Chalong Bay*	13. Tha Rua Shrine	Phuket Zoo
Ka Cape	14. Wat Cherng Talay, Etc.	Thai Village and Orchid Farm
Thon Sai Waterfall		Phuket Sea Shell Museum
Kathu Waterfall		Museum
Rang Hill		Saphan Hin
Phuket View Point		Etc.
Similan Island		
Phi Phi Island		
Lanta Island		

* Well known attractions for Thai and foreigner tourist

Plan and policy concerning tourism development in the province of Phuket has been implemented at various levels - national, regional and provincial

1) At the national level, three organizations are involved;

1.1) The Office of the National Economic and Social Development Board (NESDB) has formulated the 9th National Economic and Social Development Plan (2002) which has envisioned Phuket as an island in the Andaman Sea having huge potential to become a world-class sea destination for tourists and the 11th National Economic and Social Development Plan (NESDB, 2012) creates regional connectivity for social and economic stability which supports Phuket to be the hub of southern Thailand similarly. According to the vision of Phuket Provincial Office, Phuket is planned to be a center of a world-class sea destination, a place for best quality of life and full of unique culture, and an island which is developed sustainably'(Phuket Provincial Governor's Office, 2009)

1.2) The Tourism Authority of Thailand (TAT) supports tourism development at the national level. It aims at improving people's life by creating employment in the tourism sector. As its marketing strategy, the TAT has launched various tourism drives, such as the Amazing Thailand, the Unseen Thailand, the Unforgettable Thailand and the Discover Thainess respectively(TAT, 2014).

1.3) Ministry of Tourism and Sports has created the National Tourism Development Plan (2012-2016) and submitted to the National Tourism Committee for its approval. The objectives of the plan are to restore, encourage and expand sustainable tourism business development in the country, and at the same time, to generate revenues to develop further the potential and quality of Thai tourism. Other countries can compete with Thailand in drawing tourists and generating revenues. Therefore, the plan has specified methods for the prevention of impacts of adverse domestic and international situations on the Thai tourism industry. The concepts of "sufficiency economy" and "Human is center of development" have been used to ensure equitable and sustainable revenue from the sector.(Ministry of Tourism and Sports, 2012)

1.4) The Office of Natural Resources and Environmental Policy and Planning (ONEP) announced the Ministry regulations of the environmental protected area 2010 to protect Patong beach. Patong beach is the area where the following activities are not allowed; constructing the building higher than 16 meters, mining, hazardous material transport, land up or changing the area surface, dredging the channel, reclaiming the sea, encroaching the sea, discharging waste water, collecting or destroying coral reef, possessing ornamental fish, excavating the land, installing the sign without allowance, all of which affect the sea, the coast, the beach and the land. The respondents should create the environment and resources recovering plan in the area to increase the richness of the local. At the same time, it prevents further damage to marine resources.(ONEP, 2010)

2) At the regional level, a number of strategies to develop the Andaman Sea Southern provincial cluster with Phuket at the center of a world-class coastal tourism and economic gateway to the Southern region, have been adopted, which are as follows (OSM Andaman, 2012):

Strategy 1: Develop a sustainable linkage between tourism resources and tourism services in the Southern provincial cluster.

Strategy 2: Develop an integrated tourism market to protect old tourists as well as attract new quality tourists based on the uniqueness and wisdom of area.

Strategy 3: Develop a mechanism for the management of tourism and economy in the southern provincial cluster as multilateral co-operation.

3) At the provincial level, the Office of the Governor has taken the following major strategies to develop Phuket province as a world-class sea destination:

3.1) Develop and promote tourism sites and spots, eco-tourism, art-cultural tourism, and also folk wisdom for value addition.

3.2) Improve infrastructure to make it an international standard and quality so that accessibility to tourism spots and sites can be increased.

3.3) Raise the standard of tourism services, including building/ enhancing capacity of tourism personnel.

3.4) Carry out marketing both domestically and internationally to build image of Phuket.

3.5) Build confidence that Phuket is safe from tsunami and free from terrorism, and with life and property security.

3.6) Develop and promote tourism goods and services, especially Mice, Health and Service, International Medical Service, Health Tourism, Spa, OTOP and Marina.

3.7) Create cooperation with the neighboring countries at the bilateral and multilateral levels, as the IMT-GT Plan (Ministry of Foreign Affairs, 2010) connects with them through economy, trade, investment, tourism and transportation.

In summary, Phuket is (1) full of a variety of attractions and activities, (Go2hr.ca) popular and well known to Thai and foreign tourists, (3) an international awards-winning island continually, (4) full of facilities and services and (5) visited by foreign tourists continuously, (6) enjoying tourism revenue as its major income, and (7) receiving good support at the national, regional and provincial levels. For these reasons, it is chosen for this study.

2.9.2 Definition and Criteria of World - Class Tourist Destination

Although even international organizations concerned with tourism do not provide a clear definition of and criteria for a world-class tourism destination, It is important to refer to some of them here.

According to UNWTO Quality Support Committee at its sixth meeting defined Quality in tourism as "[...] the result of a process which implies the satisfaction of all the legitimate product and service needs, requirements and expectations of the consumer, at an acceptable price, in conformity with mutually accepted contractual conditions and the underlying quality determinants such as safety and security,

hygiene, accessibility, transparency, authenticity and harmony of the tourism activity concerned with its human and natural environment." (UNWTO, 2012)

BIOSPHERE Certification, sponsored by Responsible Tourism Institute (garymartinphotography.co.nz), recognizes and certifies tourist establishments that have a sustainable management practice, and therefore, serve as examples of sustainability in the international tourism. Destinations, enterprises, establishments and tourist products with a sustainable tourist management model are promoted by RTI, which is acknowledged publicly through the BIOSPHERE label. BIOSPHERE is a voluntary certification based on the principles of sustainable tourism development. The BIOSPHERE standards have specific criteria on environmental, cultural and socio-economic performance. The label is granted to establishments in different countries around the world.

RTI is a non-profit organization sponsored by UNESCO. It is a member of the UNWTO and the Global Sustainable Tourism Council (GSTC), which has been supported by the United Nations Foundation and the UNEP.

RTI defined and provided criteria for a world-class tourism destination as "The consolidation of sustainable and responsible tourism destinations necessarily requires the adoption of an integrated planning and management perspective of the whole tourist system, so that all economic, socio-cultural, environmental and institutional needs, both actual and future ones, are met, achieving a complete human development that ensures the role of tourism as a factor for its achievement in the future.

The benefits of the implementation of the BIOSPHERE certification are as follows:

- The preservation and proper management of natural and landscaping values, allowing both the visitors and locals to enjoy them in good condition over time.
- The protection of heritage and cultural diversity, ensuring its conservation over time as well as its development as a tourist resource.

- The improvement of the quality of life for the local community, ensuring an open and welcome atmosphere for the visitors.
- The increased efficiency regarding energy, water, emissions, wastes and consumption, leading to savings and conservation of the environment.
- The maximization of the tourist experience of the visitors, making their full integration easier and providing them with knowledge about the destination and its valuation.
- The increased tourist quality through the implementation of quality practices at all levels.
- The increased confidence of potential visitors through acquiring RTI recognition as an asset for the destinations.”(The Responsible Tourism institute, 2012)

Panama is a world-class tourist destination because it has a great variety of world class attractions that are all in close proximity, and safe and tourist friendly in addition to the first-world infrastructure such as high speed Internet, 90 banks, highways and medical care. Moreover, it is very close to another country, with just a short flight. The US dollar is its currency and there are world-class activities like medical facilities, healthy environment, fishing, diving, snorkeling, and sailing. Furthermore, Panama is the best place for nature travel and ecotourism, full of affordable exotic destinations and for adventures, making it a smart choice for conventional and incentive traveling place. There is a wide selection of beaches and island venues and activities. Most importantly, there no hurricanes or major destructive earthquakes, which means it is safe from natural disasters. (Panamainfo.com, 2012)

With regard to British Columbia (Go2hr.ca, 2012), it has become a word-class tourist destination. The tourism industry here remains in a good economic shape, fueled by competitive business climate, innovation and access to valuable resources. Characteristics of the tourism industry in British Columbia are as follows:

- It creates 129,000 direct jobs.

- It generates \$ 12.7 billion in revenue annually.
- It is the top employer in the areas of food, services, accommodations and retail business within the tourism sector.
- It is made up of small- and medium-sized businesses, with 92% of the firms having fewer than 50 employees, and 43.6% just 1-4 employees.

In conclusion, a world-class tourist destination is defined as a place which is of international standard, gives satisfaction to tourists; is full of quality facilities, is safety, secured, hygienic and accessible, manages sustainably, protects and conserves tourism resources well, maintains the authenticity of the place, promotes tourist activities in harmony with its human and natural environment. Moreover, its tourist activities should lead to good quality of life in the local area, reduce environmental impact, and enhance the tourists' experiences.

Overall, the criteria for a world-class tourist destination are as follows:

1) Having quality inbound tourists from any countries around the world visiting tourist places. Moreover, tourists should get good experience from the places visited and the tourism revenue should contribute to the development of the area and the quality of life of the local people.

2) Having enough facilities of international standard and quality to satisfy the needs of tourists; including land, water and air transportation. Moreover, tourists should be able to access tourist information from any media such as the Internet, handbooks, interpretation signs and visitor centers.

3) Having a variety of tourist places and activities. Moreover, they should be unique, famous and popular to attract tourists from countries around the world.

4) Having award-winning tourist places that are of international quality and standard. In addition, such places should be safe for tourists and their belongings.

5) Managing tourism in a sustainable way, taking socio-cultural and environmental responsibility, protecting the area and the local people from negative

impacts of tourism, increasing a good quality of life, and reducing environmental impacts such as garbage, emission, waste water and natural disasters.

2.9.3 Best practice of a world-class tourist destination; French Riviera and Gold Coast (Maha Nakorn Consultants, 2010)

1) **French Riviera, France** is a beautiful resort town, having many attractions along its coastal area. Developed after the end of World War II, it has a long history, valuable architecture, ancient sites and folk wisdom, which add value to its tourism industry. There are many facilities for tourists, for example, land, water and air transportation, which improve the accessibility. At the same time, there is also an easy access to tourist information from any area through the French Riviera website.

In summary, French Riviera is one of the world-class tourist destinations on account of its following essentials characteristics:

- Variety of attractions
- Well known to tourists
- Winning award both at domestic and international levels
- Center of tourism and terminal destination
- Strong tourism management
- Stakeholder's involvement
- Continuously visited by domestic and foreign tourists
- Strong interpretation development
- Sustainable area protection

2) **Gold Coast, Australia** is a coastal town with modern infrastructure and cleanliness. It is full of various attractions and has a charming town planning, where one can see beaches, rivers, lakes and canals. Besides, there are also many activities and attractions such as the Grandwana World Heritage Area, Surfer Paradise, Sea world, Cable Ski World, Currumbin Sanctuary, Warner Brothers Movie World, Wet n'

Wild Water Park, Dream World, Infinity, annual event of world surf board competition and a world-class convention center. Tourists can access Gold Coast by land, water and air.

To sum up, Gold Coast, which has the following essential features, is one of the best practices of a world-class tourist destination;

- Variety of attractions
- Well known to the tourists
- Winning award both at domestic and international levels
- Accessible information and entry
- Strong interpretation development
- Good system of tourism database
- Strong tourism management
- Stakeholder's participation
- Continuously visited by domestic and foreign tourists

2.9.4 Why Phuket is world-class tourist destination?

The following characteristics of Phuket contribute to the island enjoying the status of a world-class tourist destination:

1) Continuously receiving a large number of tourists from around the world. Phuket is ranked 20th in the world in terms of number of foreign tourists it receives and they are mostly from Australia, Russia, The United Kingdom, China and Sweden. This tourist inflow generates a huge amount of revenue on the island.

2) Having adequate facilities of international standard to make tourists satisfied, which are as follows:

2.1) Diversity of accommodations and related facilities. Such as hotels, resorts, guesthouses and convention centers. In 2009, there were 636 hotels

with 37,884 rooms in Phuket, which rose to 678 hotels with 40,821 rooms in 2010. The number of rooms increased approximately 7.75%. (Department of Tourism, 2012) There are many accommodations of international standard in Phuket. Moreover, Thailand Convention & Exhibition Bureau (TCEB) has planned to build a convention center in Phuket in the future, aiming to be a world-class convention center with excellence in 7 key aspects with such a slogan as “Phuket; 7 MICE Wonders of the Andaman” (Absoluteworld.com, 2012). Its conference hall will accommodate from 500 to 4,000 participants.

2.2) World-class golf courses. With amazing golf courses and related facilities, as well as spectacular views, Phuket meets all the needs of professional golfers.

2.3) Diverse choice of tourism and leisure activities. Phuket’s amazing beach destinations, such as Patong, Kata, Karon and Kamala, offer pure white sandy settings and every imaginable kind of water sports, fun activities and recreation.

2.4) Acclaimed destination for international competitive sailing. Phuket has been recognized as a world-beating destination for international competitive sailing. Leading annual events include Asian Regatta, Phuket King’s Cup Regatta, and Six Senses Phuket Race week.

2.5) World-class seafood, local and halal culinary. Phuket is known throughout the world for its wonderful seafood and unique local cuisine. It has also been developed into a hub for halal food production, catering for Muslims. The Halal International Forum and Andaman Muslim Expo 2011 was held in Phuket, which was attended by representatives from the economic triangle of Thailand, Malaysia and Indonesia, along with 70 halal organizations from 35 countries around the world.

2.6) Safety and security of life and belongings. Ministry of Tourism and Sports has realized safety as the most important factor for tourism development in Phuket. The Secretary said “Phuket is the world-class tourist destination but safety must come first”. (Phuketindex.com, 2012b) The Ministry has made budget allocation

to support the construction of a permanent tourist police station in Phuket in view of the importance of the tourism industry in Phuket, which attracts about 4-6 million tourists and generates the revenue of approximately 90,000-110,000 million baht annually. In addition, Phuket is full of hospitals of international standard to provide healthcare for tourists.

2.7) Accessibility. Phuket is accessible by air, water and land transportation. As regards tourist information, it can be acquired from the Internet, handbooks, signs, and visitor centers.

2.8) Full of retail shops where tourists can buy consumer goods, for example, Central Festival Phuket Shopping Center, Jungceylon Shopping Destination, Tesco Lotus Shopping Center, Big C Super Center and Robinson, and also souvenir shops

2.9) A variety of restaurants, bars, pubs and cafes of international standard where cleanliness and hygiene are regulated by Ministry of Public Health.

2.10) Institutions to provide financial services to tourists, for example, currency exchange, transactions, deposit, transfer and withdrawal.

2.11) Travel agencies to support all kinds of tourism activities, such as inbound tourism, outbound tourism, domestic tourism, scuba diving and special events.

3) A variety of famous and popular tourist places and activities. Phuket offers all sorts of attractive sites and events to tourists, spanning history, religion, culture, custom and tradition. Vegetarian Food Festival is one such example which is very popular among tourists, especially from Asia.(Tourism Travel Asia Hotel, 2012) Moreover, Phuket is well known for its beautiful beaches and serene blue sea. It is also one of the top ten diving destinations in the world, where tourists can go for scuba diving lessons and certification, and see marine life as well as touch perfect water temperature (EzineMark.com, 2012).

4) Continuously winning international awards. Phuket is such a popular tourist destination that it has received numerous awards from institutions and organizations around the world, which are presented below:

- Best Asian Maritime Capital
- Kinnaree Awards
- City Best Leisure Destination in Asia-Pacific
- 6th Favorite destination for Chinese tourists
- Winter Destination for Finnish Tourists
- 5th place of Best Island in Asia ‘world’s Best Award 2010
- 8th place of ‘Reader’s Travel Award 2009: Island
- 29th Top City Destination in 2009 by Euro monitor International

Table 6 Top 30 City Destinations 2009

City	Rank	Tourist Arrivals	% growth 2008/2009
London	1	14,059.0	-4.7
Bangkok	2	9,985.8	-2.2
Singapore	3	9,682.7	-4.3
Kuala Lumpur	4	9,400.0	5.2
Antalya	5	8,867.7	3.5
New York City	6	8,479.0	-10.7
Dubai	7	7,783.0	2.6
Paris	8	7,749.9	-6.9
Istanbul	9	7,543.3	7.0
Hong Kong	10	7,010.6	-3.8

City	Rank	Tourist Arrivals	% growth 2008/2009
Mecca	11	6,985.0	6.1
Rome	12	5,543.0	-1.5
Miami	13	5,241.3	-9.4
Las Vegas	14	4,784.3	-14.9
Los Angeles	15	4,510.4	-8.0
Barcelona	16	4,464.7	-5.3
Cairo	17	4,432.2	-11.0
Shanghai	18	4,328.3	-2.0
Pattaya	19	4,259.4	-3.3
Dublin	20	4,220.3	-7.0
Bucharest	21	4,098.8	24.1
Macau	22	4,035.4	-6.2
Amsterdam	23	3,871.0	-14.5
Prague	24	3,667.2	-9.1
Moscow	25	3,618.0	-12.0
Kiev	26	3,523.8	-4.8
Beijing	27	3,435.1	2.3
Vienna	28	3,361.8	-5.4
Phuket	29	3,359.8	0.5
Madrid	30	3,211.5	-6.4

Source: Euromonitor International, 2010

5) Managing tourism in a sustainable way, taking environmental and socio-cultural responsibility, reducing environmental impacts of tourism, such as garbage, emission, waste water and natural disasters, in the area, and increasing quality of life of the local people.

Vision and strategy of the provincial government, which is “Phuket is a center of world-class coastal tourism, offers best quality of life and unique culture, and promotes sustainable development” is consistent with those of the national government, which is “Thailand is a quality tourist destination, has world-class tourism potential, generates large revenue, and distributes income based on equity, stability and sustainability.”

2.9.5 Why is Patong beach selected for the study?

Phuket Island is well known as a world-class tourist destination, and Patong beach or Patong city is so famous for a variety of tourist activities that all tourists come to the island, including Thais and foreigners, must visit it. For these reasons, Patong beach has been identified as a suitable area for this study.

1) History and location

In the past, Patong beach was generally unknown to tourists except to those who were really impressed by its natural beauty and quietness, as Patong beach is located behind the high mountain and difficult to access. Only fishermen settled in the area and called the beach “Kra-Kor-Tor”, which meant “mountain gap” that exists between the beach and Kathu district. Afterwards the name “Kra-Kor-Tor” was changed to “Kra-Kra-Ton”, and finally became Patong. It was in 1959 when the first road “Phrabarami road” was built and Patong beach opened up for tourists.

2) Attractions and activities

There are several attractions and activities in Patong beach, which are as follows:

2.1) Patong beach is characterized by a protective bay and a ring of high green mountain. It is wide and long, with rock hills at both the ends extending

approximately 200-300 meters to the sea, which is an outstanding feature of the beach. Moreover, there are no high and dangerous waves. The shallow water in which tourists can swim all year round is 30-40 meters far from the coast, making Patong beach popular among both Thai and foreign tourists. It is world's one of the most beautiful beaches, enabling Phuket to win international awards. It is suitable for a variety of recreational activities such as relaxing, swimming, snorkeling, wind-surfing, boat-skiing, fishing, diving and bicycle/scooter riding.

2.2) Patong has a lot of marine activities. Tourists can dive or snorkel to watch marine lives such as coral reefs, which are different in the north and south sides of the bay. In the north, the coral reefs are short and steep, whereas they are long and extended to the south. The northern reefs are bigger than the southern ones.

2.3) Special events, such as Songkran on the beach, Patong Carnival and Phuket Bike Week, in Patong beach attract Thai and foreign tourists.

3) Accommodations and facilities

3.1) A range of accommodations is available in Patong beach. They are Amari Coral Beach Hotel, Andaman Orchid Hotel, Bann Sukothai Hotel, Club Andaman Beach Hotel, Holiday Inn Resort, Royal Crown Hotel, Patong Grand Condo, Patong Beach Bungalow, Patong Merlin, Courtyard Patong by Marriott, etc.

3.2) Several tourism programs are organized by travel agencies, for example, diving tour, Hay island tour, Racha Yai and other island tour, and fishing tour.

3.3) There are a variety of marine activities and services, which include as diving and snorkeling tool service, boat rental service, fishing tool service, wind-surfing tool service, umbrella and beach chair service, motorcycle and bicycle rental service, etc. In addition, both indoor and outdoor massage services are widely available.

3.4) At night, Patong beach is full of restaurants, pubs, bars, cafés, discotheques and nightclubs which tourist can enjoy until 2 am. Moreover, souvenir shops along the streets are open during the day as well as at night. Hence, tourists can enjoy their spending and time in Patong beach incredibly.

4) Accessibility

Patong beach is 15 kilometers far from downtown Phuket. It can be reached by all transportations approximately 9 kilometers along Vichitsongkram Road or Road Number 4020, and then turning left to Road Number 4029, and driving approximately 6 kilometers. Various modes of transportation, such as public cars, hired cars, private cars, motorcycles or even bicycles, can be used to get to Patong beach. As regards tourist information, it can be acquired from sources, including the Internet, tourism handbooks, local people, tourist police stations and visitor centers.

Born as a sanitation district in 1986, Patong beach has been growing continuously. Coming to the era of local government with decentralization of policies, Patong was raised to Patong municipal district in 1994, and then it started to grow economically and socially. It was further upgraded to a municipality in 2002. While experiencing a rapid and continuous development, Patong nowadays faces numerous problems related to infrastructure, public health and the like. However, these problems cannot be solved by the current local administration because of its complex and slow procedure. Therefore, the Mayor as well as most of the local people in Patong would like to change the administration to a special local self-government under the 2007 Constitution of Thai kingdom. The criteria for the establishment of a special local self-government in Patong are as follows:

- Growing rapidly and continuously, and facing complicated problems that cannot be solved efficiently by using current local administration
- Proving that local people truly need special local self-government, and are closely involved in specifying the structure of the administration in every stage
- Showing that the pattern of special local self-government is different from that of the current local administration
- Having statistics showing that the local people have administrative potential

- Having clear reasons why a special local self-government can solve the problems efficiently and is better than the old local administration

In the past, tourism management and local administration in Patong beach were constrained by the prevailing rules and regulations, which were not consistent with the general nature of the area. Decentralized system of local governance did not come with sufficient budget to solve existing problems and develop further. While developing rapidly and continuously, Patong beach has also encountered numerous problems, which have affected tourism development, are in many dimensions.

2.9.6 Factors influence tourist's motivation for traveling in Patong beach

A study by Jittima Kaewtae (2005) on the topic "Acceptance of news, expectation and satisfaction of Thai tourists toward Patong beach, Phuket province" found that the main reason for Thai tourists visiting Patong beach was its attractive environment.

A study by Panisa Meechinda (2012) on the topic "Thai and foreign tourists' loyalty toward tourist destinations in Chiang Mai and Phuket provinces" found that domestic tourists in Phuket are mostly female (62%). Their motivation for traveling is to seek novelty, and the most influential attribute of the destination is scenery. In contrast, international tourists are mostly male (60%), and 47% of them come from Europe. Like Thai female tourists, their motivation for traveling is to seek novelty, and the most influential attribute of the destination is scenery. The top three drives of the loyalty of domestic tourists are (1) attachment to destination (Go2hr.ca) desire to show the place to others and (3) wish to further explore the destination. While those of international tourists are (1) satisfaction (Go2hr.ca) familiarity and (3) attachment.

A study by Nanthana Rophandung (2012) on the topic "Factors of influence toward tourists' decision of traveling in Patong beach, Phuket province" found that the tourists are mostly male, and that they come from Europe, with the purpose of

relaxing. It is their decision to come to Patong beach. During their vacation, tourists intend to sunbathe and perform water activities. They generally come with their friends, stay in hotels and have food in restaurants. The influencing factor for their decision to travel to Patong beach is its attraction, particularly its natural beauty, cleanliness and value for money. They generally decide on their accommodation before they arrive, based on the information they receive from their relatives and friends, while advertisement also plays a role. Tsunami has less influence in tourists' decision to travel to the beach. Tourists are generally satisfied with their travel to Patong beach, and are most likely to return there in the future.

After reviewing the literatures, it can be concluded that sustainable tourism development has to concern with the environmental, economic and socio-cultural aspects of tourism development under the principles of the sustainable development. The suitable balance of the sustainable tourism development aspects would be established among these three dimensions to guarantee its long-term sustainability. Then the process of sustainable tourism development requires the effective participation of all relevant stakeholders such as local communities, tourists, private sectors, governmental agencies and other related players. Therefore, Patong beach has to be managed under the principle of sustainable tourism development. If there are suitable development strategies, Patong beach will be led to be a world-class tourist destination engined by the community-based tourism (CBT) principle.

CHAPTER III

RESEARCH METHODOLOGY

This research focused on both qualitative and quantitative methods. These approaches were imperatives and useful for understanding the overall contexts of strategies of tourism in Patong beach regarding sustainable tourism development.

3.1 Data sources

3.1.1 Secondary data

The documents were investigated from various resources such as literature, the Internet and other media which could help researcher understand deeply about the background of sustainable development, sustainable tourism, eco-tourism, world-class tourism destination and strategic management as well as understanding in relevant tourist information of Phuket island especially, Patong beach which was the case study.

3.1.2 Primary data

The information of tourism at Patong beach was collected by field study to explore related tourist activities which are divided into two steps as follows:

Step 1: To get preliminary data of the area of investigation, the researcher got the data by using the methods below:

- Survey, visit and take photo of the study area to explore the related tourist activities such as number and existing situations of tourist attractions, accessibility, facility and security to both of visitors and local people.
- Observe as a participant and a non-participant to have an interaction and familiarity with the local people in all tourist activities. Moreover, the researcher could see how much the stakeholders interact with and involve in the site.

Step 2: After getting the preliminary data, both quantitative and qualitative instruments were designed to get the data on tourism in order that they could cover the objectives and contents of the study.

- An in-depth interview with the specific key performances were classified into two targets as follows:

- Entrepreneurs including accommodation: Patong Hotels Association, travel agencies: Thai Travel Agents Association (TTAA – Upper South Chapter), entertainment: the Association of Patong Beach Entertainments Entrepreneurs and souvenir business: the Association of Patong Retail-shop Entrepreneurs. The researcher investigated them to understand the participation and perspective on Patong beach tourism development. These entrepreneurs are the main services that tourist has to use while visiting at the destination.

- Local Agency: Patong city office responds for launching the tourism policy to manage the research site. In this key performance, the researcher would like to know its role and opinion on tourism concerning existing tourism policy of Patong beach, tourism management and preservation, carrying capacity of Patong beach, participation, tourism impacts.

- Two sets of questionnaire were administered.

- Set 1 was designed to explore the perspectives of the local people on sustainable tourism development for Patong beach which consisted of topics namely: tourism impacts, people participation, carrying capacity, local and national tourism policy.

- Set 2 was designed to explore the attitude of both of Thai and foreigner tourists toward tourism at Patong beach which consisted of topics namely; tourist attractions, accessibility, facility and security.

3.2 Population, sampling group and key performance

The population in this study consisted of stakeholders:

3.2.1 Local Agency: Patong Municipality

3.2.2 Entrepreneurs

- 1) Accommodation Business: Patong Hotels Association
- 2) Travel Agent Business: Thai Travel Agents Association (TTAA – Upper South Chapter)
- 3) Entertainment Business: the Association of Patong Beach Entertainments Entrepreneurs
- 4) Souvenir and Retail Business: the Association of Patong Retail Shop Entrepreneurs

3.2.3 The sample sizes of local people and tourists were selected by purposive sampling. There were 120 local people and 120 tourists including Thai and foreign tourists. These numbers were used because none exact figure of total population. The grid square was used as the method of sample collection. Researcher collected questionnaire with willingness of sample at tourism spot and crowded area.

The purposive sampling or judgment sampling was the method of selection based on the researcher's discretion or decision. It is related to the objectives of research and it could be the representatives of sampling. However, the researcher who used this method should be an expert and experienced researcher.

The advantages of purposive sampling are as follows:

- Reduced cost (economy)
- Greater speed and timeliness
- Greater quality and accuracy
- Detailed/specialized information

3.3 Research instruments

3.3.1 The method to design the instruments

1) Investigated the documents, theories, and related research based on conceptual framework design.

2) Specified the scope of questionnaire related to the conceptual framework and presented them to the principal advisor for approval.

3.3.2 Validity and reliability of instruments

1) The Validity of instruments

The advisor who specialized in social science analyzed the instruments for content validity then researcher revised the instruments based on advisor's suggestions and should be concerned in this point.

2) The reliability of contents

After revising the instrument, researcher tested the questionnaire with the 30 subjects that are similar to the real sampling group of investigation to do reliability testing. Then the 30 tryouts were verified and analyzed in terms of statistics by SPSS program for reliability coefficients measurement. Moreover, the whole questionnaire should have reliability coefficients according to Cronbach's alpha of equal to or above 0.75. This is considered reliable to be used for collecting the data (Ngamsantiwong, 1995). After questionnaire trying, the Cronbach's alpha of local people questionnaire was 0.91 while the Cronbach's alpha of tourist questionnaire was 0.90 so that both questionnaires were reliable to be used for collecting the data.

3.3.3 Characteristics of population

- Gender was measured by nominal scale
- Age was measured by ordinal scale
- Educational level was measured by ordinal scale
- Marriage status was measured by nominal scale

- Ethnics was measured by nominal scale
- Income was measured by ordinal scale
- Length of stay was measured by ordinal scale
- Tourism expenditure was measured by ordinal scale

3.3.4 The instruments

There were two sets of instruments as follows;

1) An In-depth interview was conducted with entrepreneurs and local agencies who were encouraged to express their opinions and roles in tourism, the interviews consisted of existing tourism policies, tourism management and conservation, carrying capacity, participation and tourism impacts.

2) The questionnaire was classified into two sets: one for the local people and the other for tourists, both of Thai and foreign tourists. The questionnaire covered all objectives and contents of study as follows:

Set 1 was designed to explore the perspectives and participation of the local people in sustainable tourism development for Patong beach which consisted of topics namely:

- Tourism Impacts
- Carrying capacity
- Local and national tourism policies.
- People participation in 4 dimensions namely: planning, management and operation, benefit distribution, evaluation and monitoring.

Set 2 was designed to explore the attitudes and participation of both Thai and foreign tourists toward tourism at Patong beach which consisted of topics namely:

- tourist attractions

- accessibility
- facility and
- security/safety

The researcher used Likert scale to evaluate the respondents' answers which consisted of 5 scales. The format of a typical five-level Likert item, for example, could be

1 = Strongly disagree

2 = Disagree

3 = Neither agree nor disagree

4 = Agree

5 = Strongly agree

After analyzing data, the mean score was interpreted by the ranges as follows:

1.00 – 1.49 = Very low

1.50 – 2.49 = Low

2.50 – 3.49 = Moderate

3.50 – 4.49 = High

4.50 – 5.00 = Very high

3.4 Data collection

3.4.1 The survey

The survey was done at the initial stage of the data collection to get an overview of the contexts.

3.4.2 Observations

1) Participatory observation such as visiting tourist attractions, joining the festival to be familiar with the tourist activities and places such as Songkran festival, Patong carnival, etc.

2) Non-participatory observation was an activity which the researcher did not take part in, such as community's daily life and selling activities.

3.4.3 Questionnaire

The questionnaire was used to collect the data from both Thai and foreign tourists, and also the local people. The details covered all objectives and contents of the study (Appendix A, B and C).

3.4.4 In-depth interview

In-depth interviews were carried out formally and informally to elicit perspectives and perceptions of stakeholders in detail, concerning the research objectives and contexts (Appendix D).

3.5 Data analysis

3.5.1 An analysis of qualitative data

The data were analyzed periodically during the fieldwork with the following detail:

1) Data organization. The data from interviews, observations and the literature review were organized and classified to discover the diversity of phenomena within the area.

2) Data display. The data were categorized in terms of phenomena, similarities, and differences with the support of reasons manifested through informants. They were synthesized and displayed descriptively according to the conceptual framework.

3) Conclusions and interpolations. This analysis was concerned with concluding, defining, and analyzing the tourism and the area. It also included the

interpretations of the research finding according to the research objectives, theoretical framework, and concepts in order to explain and analyze the findings more logically.

3.5.2 An analysis of quantitative data

The data were analyzed to obtain statistical frequency, percentage, mean and standard deviation with the following steps:

1) Data organization. The data from the completed questionnaire was coded on to the SPSS for Window program.

2) Data display. The results from the SPSS for Window were presented in tables with descriptive explanations.

3) Conclusions and interpolations. The data were analyzed to determine their relationships and interpretations according to the research objects, conceptual framework of the investigation.

3.5.3 Proposal of the investigation results

After analyzing, this research proposes the outcome as follows:

1) Strategies for sustainable tourism development at Patong beach to local agency and decision makers according to sustainability based on people participation.

2) Suggestions of using community-based tourism as a tool for development tourism based on sustainability and balancing the development of economic, social and environment in the area. While, the key elements of community based tourism that local people should be concerned for development are as follows:

2.1) Economic aspect: It consists 3 topics including income from local production, diversified local economy and Self-reliance

2.2) Social aspect: It consists 4 topics including people-centered development, social justice, satisfying quality of life and active community organizations

2.3) Political aspect: It consists 3 topics including community participation, development in response to the community needs and democratization

2.4) Cultural aspect: It consists 3 topics including formal and informal education, local culture passed on to the next generation and cultural preservation and

2.5 Environmental aspect: It consists 3 topics including natural resource management rights, environmental responsibility and natural resource conservation.

3.6 Expected outcome

Strategies for sustainable tourism development of Patong beach, Phuket Island, Thailand and suggestions of using community-based tourism are as a tool for tourism development in the area.

3.7 Conceptual framework

A conceptual framework (figure 9) was drawn for the study to explain the entire research process right from the problem statement to final outcomes. In order to achieve the research objectives and answer the research questions precisely, the researcher collected both primary and secondary data on various aspects of tourism development in Patong beach. They included existing tourism situations, tourism management and conservation, tourism capacity, stakeholders' participation, and impacts of tourism in Patong beach.

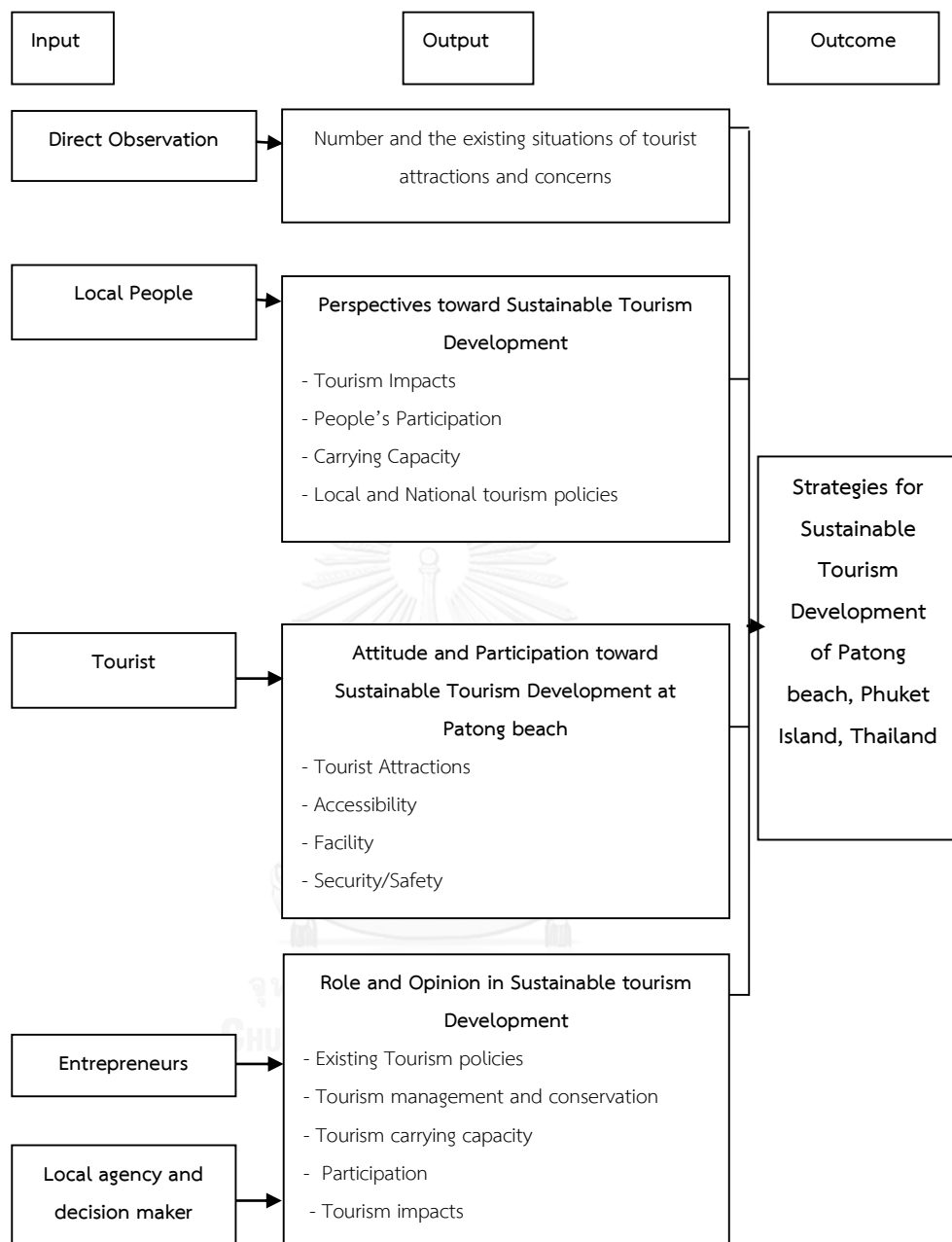


Figure 10 Conceptual Framework

The primary data were collected through field survey, participatory and non-participatory observations, photo taking, interviews, and group meetings. Stakeholders were encouraged to express their opinions freely as regards the concepts of sustainable tourism development, eco-tourism, world-class destination, strategic management, community-based tourism and people's participation.

Similarly, for the secondary data, relevant literature, printed materials, the Internet and other media were used. The data thus collected served as guidelines for the researcher to identify research problems, formulate questions and set research objectives. For example, secondary data were gathered on tourism situations in Patong beach and related national and local tourism policies. Based on this, research problems were identified and research instruments were designed to achieve the research objectives.

After collecting secondary data, the scope of the study was outlined by defining input components that the researcher used to investigate. Later, the output components, which were the results of the investigation, and the outcomes, which were the final consequences of the investigation were defined.

Firstly, to get the number and the existing situations of tourist attractions, survey, visits, taking photos and observations were applied as instruments of data collection. The observations were based on participatory method such as visiting tourist attractions, joining festivals to get familiar with the local tourist activities and places such as Songkran festival and Patong carnival. Besides, non-participatory observations were also made without taking part in certain activities, for example community's daily life and activities.

Secondly, to understand the existing tourism situations, the questionnaire was used to collect data from the local people and their perspectives on such aspects as sustainable tourism development of Patong beach, tourism impacts, people's participation, carrying capacity, and local and national tourism policies were acquired.

Thirdly, to understand the attitudes of tourists towards tourism development in Patong beach, questionnaire was used to collect data from both of Thai and foreign tourists, and their perspectives on motivation, impression, satisfaction, expectation, problems, and recommendations were acquired.

Fourthly, as regards entrepreneurs, in-depth interviews were carried out to understand the roles and opinions of tourism service providers on tourism development in Patong beach, concerning the existing policies, management and

conservation practices, carrying capacity, people's participation and impacts both positive and negative.

Fifthly, in-depth interviews were also conducted formally and informally to solicit opinions and perceptions of the local agencies and decision-makers on tourism and related issues.

Lastly, the strategies for sustainable tourism development of Patong beach was proposed as an outcome of investigation.



CHAPTER IV

DATA ANALYSIS AND FINDINGS: THE EXISTING TOURISM SITUATIONS AND FACTORS INFLUENCING SUSTAINABLE TOURISM OF PATONG BEACH

Data analysis and findings were presented as following. Firstly, current information of Patong beach, secondly, the general information of respondents, thirdly, the existing tourism situations in terms of positive and negative impacts concerning society and culture, economy and environment in Patong beach presented as factors influencing its sustainable tourism which were analyzed from direct observations, questionnaires and interviews. Fourthly, stakeholders' attitude towards growth, problem solving, obstacles and strategic plans of sustainable tourism at Patong beach, fifthly, analysis of current Patong tourism strategies and plan upon National Council for Peace and Order (NCPO) administration and lastly the conclusion of sustainable tourism situation at Patong beach, respectively.

4.1 The current information of Patong beach

In the past, Patong beach was unknown to the outsiders except tourists who were impressed by nature and serenity because Patong beach is located behind a high mountain so it is difficult to access. Only fishermen settled in the area and called the beach "Kra-Kor-Tor", which means "mountain gap" between Kathu district and the beach but people could access to the beach. Afterwards, "Kra-Kor-Tor" was changed to "Kra-Kra-Ton" and finally Patong. In 1959, the first road, Phrabarami Road opened up Patong beach to tourists.

4.1.1 Attractions and activities

The attractions in Patong beach are as follows:

- 1) The wide and long beach has a protective bay and is ringed with a green mountain. And the two ends of the beach are rock hills which extend approximately 200-300 meters to the sea and these are outstanding features of this beach. More than that, the waves are not high and rough. The shallow water where tourists can swim all year round is far 30-40 meters away from the coast. Therefore, Patong

beach is popular and famous among the Thai and foreigners as well as it is the one of the most beautiful beaches in the world certified by many international awards conferred to Phuket. It is attractive for relaxing, swimming, water recreations and water activities such as snorkeling, wind-surfing, scooter, boat-skiing, fishing and diving.

2) Patong has a lot of marine activities ranging from diving and snorkeling to watching marine life such as coral reefs that are different between the north and the south side of the bay. On the north side, the coral reef is short, steep and bigger than that of the south. Meanwhile, the coral reef on the south extends along the side. The coral reefs on both sides are suitable for diving and snorkeling.

3) Special events on Patong beach are one of the attractions that attract Thai and foreign tourists such as Songkran on the beach, Patong Carnival and Phuket Bike Week.

4.1.2 Accommodations and facilities

1) There are a lot of accommodations on Patong beach such as Amari Coral Beach Hotel, Andaman Orchid Hotel, Bann Sukothai Hotel, Club Andaman Beach Hotel, Holiday Inn Resort, Royal Crown Hotel, Patong Grand Condo, Patong Beach Bungalow, Patong Merlin, Courtyard Patong by Marriott and etc.

2) There are many tourist programs organized by many travel agencies such as a diving tour, Hay Island tour, Racha Yai and other island tours, and a fishing tour.

3) There are many related marine activity services such as diving and snorkeling tool service, boat rental service, fishing tool service, wind-surfing tool service, umbrella and beach chair service, motorcycle and bicycle rental service and etc. Moreover, there are a lot of indoor and outdoor massage services.

4) As for nightlife, Patong beach is full of restaurants, pubs, bars, cafés, discotheques and nightclubs where tourists can enjoy themselves until 2 am. Moreover, the souvenir shops are opened 24 hours along the street. Tourists can incredibly enjoy themselves there.

4.1.3 Accessibility

Patong beach is located 15 kilometers from downtown Phuket. Tourists can access to Patong beach by Vichitsongkram Road or road number 4020. Driving along for approximately 9 kilometers then turn left to road number 4029 for approximately 6 kilometers and eventually, tourists will get the beach. Moreover, tourists can go to the beach by various vehicles such as public car, chartered car, private car, motorcycle or even bicycle. Tourists can get tourism information from any media such as the Internet, tourism handbook, local people, tourist police, visitor center and etc.

However, Patong beach has been developed continuously, beginning as a sanitation district 1986 later being according to the decentralization policy, Patong raised a municipal district in 1994. Afterwards, when Patong has grown economically and socially, it was upgraded to be a municipality in 2002. Nowadays, Patong has developed rapidly and continuously and has been facing severe problems such as infrastructure, economic and tourism problems, public health problems and etc. However, these problems cannot be solved by current local administration because of their complexity. Therefore, the Mayor and most of the local people in Patong would like to change the current administration to the special local self-government under the 2007 constitution of Thai kingdom. To be established as a special local self-government city, the city should consist of the following factors:

- 1) The city grows continuously and has complicated problems which cannot be solved efficiently by current local administration.
- 2) The locals truly need special local self-government truly and are actively involved in specifying the structure of administration.
- 3) Pattern of special local self-government may be different from that of current local administration.
- 4) The statistics show that the locals have a potential to govern themselves.
- 5) It is obvious new special local self-government can solve the problems better than the existing local administration.

In the past, tourism management and local administration were limited by regulations and laws which were related to the generality of the area and the budget is still not enough to solve problems or develop itself. While Patong beach has developed rapidly, the problems were generated continuously. These affect tourism of Patong beach.

According to administration of National Council for Peace and Order (NCPO), The Tourism Authority of Thailand (TAT) is pleased to inform international tourists and the travel industry partners that the famous Patong Beach in Phuket has now regained its natural beauty, following a clean-up operation on 9 July 2014 under the supervision of the National Council for Peace and Order (NCPO).

The NCPO, currently overseeing the administration of Thailand, has ordered eviction of food hawkers, massage huts, beach lounge and umbrella rental businesses and other illegal vendors in order to return Patong Beach to its natural state.

The move is as part of the council's plans to restore the image of the kingdom as one of the world's best tourist destinations. It also followed recent series of measures and developments by the NCPO in an aim to help improve the experience of travellers and tourists visiting the kingdom. They include a clampdown on illicit control of taxi operations at Bangkok and Phuket Airports and a clear-out of Pattaya Beach as well as Surin, Bang Tao, Laypang and Layan Beaches in Phuket.

Thailand is always ready to welcome tourists with a friendly smile. Visitors planning to visit the kingdom need not worry about the country being under the administration of the NCPO as that has had no impact on Thailand's tourism at all.

Thailand remains a safe tourist destination, offering a wide variety of tourist attractions, ranging from unique culture, abundant natural beauty and remarkable variety of activities, including soft-adventure, spa, shopping and medical tourism.

The Tourism Authority of Thailand (TAT) is also working on a series of tourism marketing and promotion activities to attract tourists to the kingdom during the remainder of this year as well as the years to come. Among the strategies is the plan

to reiterate the charms of Thai culture and heritage (The Tourism Authority of Thailand, 2014).

In conclusion, factors which influence tourists' decision are tourist attractions especially, the beauty and the cleanliness of the beach, satisfaction with traveling, worthwhile expenses and many activities.

4.2 The current Patong tourism strategies and plan upon National Council for Peace and Order (NCPO) administration

Regarding current Patong tourism strategies and plan, it is found that Mrs Chalermluck Kebsub, current Patong Mayor delivered her policy statement that focus on cooperation from all sectors to take part in planning and development. In tourism, Thailand is in the World Top 10. Patong, as a tourist destination, consists of a beautiful three-kilometer beach, along with food, culture and the friendliness of Patong people. These combine to make Patong famous among tourists from all over the world. Based on municipality's slogan, 'Patong, a liveable and sustainable tourism town' It should be determined as follows (Wiparatana Nathalang, 2014):

- 1) Solve the problems of Patong by sticking to the policy to develop the city;
- 2) Protect the environment, develop society and improve the life of the Patong people;
- 3) Focus on orderliness, prevention of pollution and wastewater problems, garbage management, noise control and billboard control.
- 4) Patong's landscape and parks need to be revamped, and the beach and all the roads need to be cleaned.
- 5) Wastewater systems need to be built and garbage collection improved.
- 6) Promote a low-carbon lifestyle, and campaign to develop environmental consciousness.
- 7) Commission studies to develop flood prevention, along with prevention against illegal logging of hillsides, a reservoir to save water, and canal dredging.

8) Return the roads and parking to the public.

9) Improve the traffic to be more flexible, improve the lighting, look at putting power cables underground, improve public utilities and solve the water shortage problem.

10) Promote activities such as Songkran, Bike Week, improving tour guide training, setting up tourism services and supporting international sports events.

11) Raise education levels, especially in foreign languages by setting up summer camps, libraries and activities for old people.

The strengths of current tourism strategies and plan are as follows:

1) Support and develop the facilities and services providing with higher standard.

2) Promote local investment by using the indigenous knowledge and operate it by using proactive marketing.

3) Support consumer protection measures.

4) Promote the local's participation in tourism.

5) Improve the local tourism landscape.

6) Conserve the uniqueness of Patong beach.

7) Develop the coast of Patong by using tourism integration.

8) Preserve the history of Patong beach.

9) Praise and promote the local custom.

10) Create new tourism attractions in the municipal area.

11) Organize an activity which promotes tourism in the area.

However, the weaknesses of current tourism strategies and plan still occur and obstruct the achievements of tourism development at Patong beach. The weaknesses are as follows:

1) Lack of practical support stakeholders' participation.

- 2) Lack of sustainable tourism management policies.
- 3) Concentrate only on the number of tourists which is witnessed by new tourist attraction construction, new activities for tourism, new facilities, etc.
- 4) Lack of Patong's unique conservation methods.
- 5) Lack of punishment measures for entrepreneurs who take advantage of tourists which affect Patong beach's tourism image.
- 6) Landscape improvement is not based on suitable local uniqueness.
- 7) Lack of punishment measures for entrepreneurs who encroach public areas such as beach, foothills, public park, footpath and car park.
- 8) Lack of support for the local knowledge.

As above, the current tourism strategies cannot be achieved because of the weaknesses. These obstacle tourism development such as lack of stakeholders' participation, concentration on the number of tourist, entrepreneurs' encroachment on the public areas, a lack of sustainable tourism policies, etc.

4.3 The general information of respondents

4.3.1 The general information of local respondents

According to 120 questionnaires, it was found that 70.80% of local people are female and 29.20% of local people is male. The age of local people is mostly between 31-40 years (45.00%). The education of local people is mostly bachelor degree (54.17%). The occupation of local people is mostly private staff (60.00%). The monthly income of local people is mostly between 10,001-20,000 baht (52.50%). The length of stay of local people at Patong beach is mostly between 1- 5year (26.74%). Mostly local people are moving from another province (93.02%) and the reason of moving to Patong beach is mostly for working or selling (83.72%).

4.3.2 The general information of tourist respondents

According to 120 questionnaires, it was found that 61.70% of tourist is female and 38.30% is male. The age of tourist is mostly between 21-30 year (66.70%). The education of tourist is mostly bachelor degree (86.70%). The occupation of tourist is private staff (75.00%). The monthly income of tourist is mostly between 10,001-

20,000 baht (38.33%). 70.80% of tourist is Thai, while 29.20% is foreigner. Mostly tourist has been to Patong Beach more than 4th (85.50%). The objective of tourist's traveling to Patong Beach is relaxing/traveling (83.30%). 51.70% of tourist knows Patong beach information from the Internet. Mostly tourist come to Patong Beach with friend (72.50%). 86.70% of tourists come together with 2-6 people in their group. 95.80% of tourists organize their own trip to Patong beach by themselves. 59.20% of tourists come to Patong beach by private car. 60% of tourists spend 1-2 days at Patong beach. Mostly tourist spent 5,000 baht or lower for their trip at Patong beach (66.70%). Mostly tourist selects guesthouse/resort for staying (48.30%). Mostly tourist select to buy food from fast food/food court shop (29.20%). Mostly tourist interest in entertainment attraction (44.20%), follow by natural attraction such as beach and sea (38.30%). Mostly tourist interest to spend time with night life activity such as pub, bar, cabaret, etc. (53.30%), follow by sunbathing, diving, swimming, etc. (20.00%). 94.20% of tourists would like to visit Patong beach again in the future because it is the destination for relaxation and traveling (83.30%).

4.4 The existing tourism situations of Patong beach

Patong beach has competency in tourism as a world-class tourist destination to attract both of Thai and foreign tourists, even present and future, due to beaches, marine activities, night life activities, annual carnival and so on. It is similar to other world-class tourist destinations for example, French Riviera which has been known as a famous relaxing beach for French and other tourists since late 18th century. Another well-known world-class tourist destination is the Gold coast, Australia which is full of various attractions likes beaches, rivers, canals, Warner Brothers Movie World and so on. However, the existing tourism situation of Patong beach should be analyzed and considered toward the factors which effect the being of its sustainable tourism and arrive to world-class tourist destination.

The existing tourism situation of Patong beach by in-depth interviews and questionnaires analysis can be concluded as follows:

4.4.1 Existing tourism policies of Patong beach

Regarding to the interviews, The President of Patong Hotels Association (2014) explained the existing tourism policies of Patong beach that Patong beach has high tourism potential due to many factors namely: tourism resources, accessibility, facility and security/safety. The policies of tourism of Patong beach focus mainly on number of tourists; therefore, the number of accommodation entrepreneurs and related entrepreneurs are increasing. As a result, it is hard to control the standard of new accommodations, new restaurants, new retail shops and new travel agencies. The association can control only its members while the nonmembers are out of control, hence, their quality is low and they will be a reason for low quality tourists at Patong beach (President of Association of Patong Beach Entertainment Entrepreneur, 2014) and this will affect the sustainable tourism at Patong beach.(President of Association of Patong Beach Entertainment Entrepreneur, 2014)

Moreover, the entrepreneurs mentioned about the following problems based on existing policies. The environmental problems are such as garbage, waste water, dust pollution, etc., social problems such as crimes, insecurity of life and belongings, taking advantage of tourist, etc. These problems led to long -time negative impacts on Patong beach caused by unclear tourism policies (President of Thai Travel Agents Association :TTAA - Upper south chapter, 2014). However, the local agencies tried to launch tourism policies to encourage awareness among the locals to develop its town to be a sustainable development town (Deputy Mayor of Patong municipality, 2014). It was found that the entertainment policies met local policies which urged the stakeholders participate and follow especially the prevention and solutions of criminal problem such as drug problems, tourist injury, child labor and tourist age checking (President of Association of Patong Beach Entertainment Entrepreneur, 2014). The hotels association also realized these problems and invited the accommodation entrepreneurs to be association's member. Patong Beach Hotel Association needed all members to be united and created a good image for Patong beach. Furthermore, it can make trustworthiness to tourists and it will be good for entrepreneurs as well (President of Patong Hotels Association, 2014).

According to the 120 questionnaires obtained from the local people, it was found that the overview perspective on local policy was moderate mean score ($\bar{x} = 3.40$). Upon investigating each issue, it was found that local policies promoted tourism marketing including national and international levels was high mean score ($\bar{x} = 3.61$) while other issues namely: developing the standard of tourism by specifying the standard regulations for all concerning tourism businesses ($\bar{x} = 3.46$), developing and conserving tourist attractions including public and private attractions such as natural, historical, cultural and manmade attractions ($\bar{x} = 3.38$) and developing tourism marketing mix by allowing the private sector to participate in the specification was also moderate mean score ($\bar{x} = 3.24$). Meanwhile, the local's perspective overview on national tourism development policies was moderate mean score ($\bar{x} = 3.37$). When investigating each issue, it was found that all issues were moderate mean score namely: making trustworthiness in tourism and gaining tourism income ($\bar{x} = 3.46$), developing and reviving tourist attractions to be sustainable ($\bar{x} = 3.45$), developing the infrastructure and facilities to facilitate tourists based on an international standard and quality ($\bar{x} = 3.43$) while developing tourist products and services to carry out future tourist activities as well as playing a significant role in national economic drive was the lowest mean score but still moderate mean score ($\bar{x} = 3.23$). It can be concluded that national and local tourism policies have direct effects on revenue and are more important than protecting the resources.

In addition, the Associations support the policies to perform the activities concerning the reduction in the environmental problems such as garbage collection along the beach, encouraging entrepreneurs to install waste water treatment system and campaigning on waste separation to the entrepreneurs. At the same time, they required the cooperation with guests to participate in the program of reducing water was, separating waste and studying about accommodation in advance before making a decision.

In conclusion, the Associations indicated that the tourism policies of Patong beach needed to be improved in every dimension. In the entrepreneur's view, the local agency should issue preventive measures to increase accommodations and tourism activities, urged stakeholders to participate and follow especially prevention and solution to all problems. These can control the quality of accommodation and tourism activities as well as other entrepreneurs, make trustworthiness among tourists and good image to Patong beach as well as screen the quality of tourists which are English, German, Australian and Scandinavian while the low quality tourists are Chinese and Russian. Moreover, local agencies should specify the stakeholder's participation to put the right man on the right job. Finally, tourism of Patong beach will be directed towards sustainability.

4.4.2 Tourism management and conservation

The President of Patong Hotels Association (2014) described tourism management and conservation of Patong beach that local agencies poorly participated in conservation which lack of control measures for accommodation and led to tourists increasing (President of Thai Travel Agents Association :TTAA - Upper south chapter, 2014). In addition, zoning management was poor. Moreover, the surrounding was not attractive because local agencies did not control the activities on the beach such as massage, beverage sellers, beach chairs, etc. that disturbing and upsetting tourists. Meanwhile, local agencies tried to improve the surroundings by installing the fences and walls to prevent car which accidents to tourist but it did not match to area and the surroundings which wasted the investment budget. While, in terms of security/safety, Patong beach lacks of lighting along the beach and streets. This needed immediate attention. Moreover, poor zoning management led to destruction public areas. At the same time, car parks and toilets are not enough.

Regarding interview with the President of Association of Entertainment Entrepreneur (2014), it was found that the government staff was insincere in tourism development. There were more cases of corruption and lack of participation in problem solving of other organizations. For example; the municipal police did not

arrest sellers who sold in the forbidden places, traffic police did not fine and arrest taxi drivers that obstructed the traffic and so on.

While, the Deputy Mayor of Patong Municipality (2014) described that Patong municipality has policies to manage and conserve tourism by encouraging the stakeholders to participate in an activity such as Open beach festival, Big cleaning day and so on. At the same time, the municipality enforced municipal laws to control all concerning tourism activities, for example: controlling the number and height of buildings, collecting the wastewater treatment tax, etc.

However, the President of Thai Travel Agents Association (2014) suggested that the zoning management and local unique creation were significant such as unique retail shop booths along the beach, rest areas, clean toilets and etc. The local agencies should attend and join other stakeholders to solve all problems. The tourism at Patong beach would be sustainable and all problems would be solved. The president of Association of Entertainment Entrepreneur said that the solution would be urging people and all organizations sincerely participate in tourism management and conservation to maintain tourist resources for the next generation (President of Association of Patong Beach Entertainment Entrepreneur, 2014).

While the President of Patong Hotels Association (2014) described that these led to over use of resources. Some activities should be added in the policy to conserve the tourist resources and environment such as electricity consumption reduction, water saving, separated disposal, organizing environmental activities for staff and entrepreneurs and operating conservation campaigns such as 'Big cleaning program' annually according to the President of Association of Patong Retail-Shop Entrepreneur (2014) and local agency (Deputy Mayor of Patong municipality, 2014)

4.4.3 Tourism carrying capacity of Patong beach

The President of Patong Hotels Association (2014) and the Deputy Mayor of Patong Municipality (2014) described that Patong beach has a high potential of tourism carrying capacity in all aspects such as variety of accommodations, attractions and so on. In the meanwhile, the President of Thai Travel Agents

Association (2014) described that the facilities at Patong beach especially accommodations are too much. The local agencies do not control the number of accommodation. Meanwhile, it leads to low quality service, a lack of social responsibility such as waste water drainage, large garbage volume and so on. The local agencies should issue municipal laws to limit the number of accommodations including hotel, guesthouse, etc.. Moreover, the associations and the entrepreneurs used to organize special events with the local agencies such as open beach for tourism but presently the local agencies hold alone these events by itself. These events are not attractive anymore because some are similar to local trade shows. As a result, the local agencies should look for measures to solve these.

According to the 120 questionnaire analysis, it was found that the overview of local's perspective on tourism carrying capacity in terms of facility was high ($\bar{x} = 3.53$). When investigating each issue, it was found that Patong beach had variety of accommodation such as hotels, guesthouses, service apartments, resorts, etc. ($\bar{x} = 4.17$), sufficient competent staff such as tour guides, hotel staff, etc. ($\bar{x} = 3.83$) and enough infrastructure system such as water supply, electricity, traffic, communication system, etc. ($\bar{x} = 3.79$) were also high mean score. While, public services covering areas such as car parks, toilets, etc. ($\bar{x} = 2.79$) were moderate mean score.

In terms of attractions, the President of Thai Travel Agents Association (2014) suggested that tourist attractions at Patong beach should promoted local culture to attract tourists. At the same time, the local agencies should train tourist staff to be professional and good hosts as well as improve infrastructure to support both the local people and tourists according to the President of Association of Patong Beach Entertainment Entrepreneur (2014) and the President of Association of Patong Retail-Shop Entrepreneur (2014).

According to 120 questionnaires analysis, it was found that the overview of local's perspective on tourist attractions can carry tourists was high mean score ($\bar{x} = 3.81$). Tourist attractions and activities can carry tourists whole year as the highest

mean score ($\bar{x} = 3.86$), a variety of tourist activities and events such as diving, cultural showing, special events and etc. ($\bar{x} = 3.84$), a variety of manmade tourist attractions such as temples, shrines, shopping malls, public areas and so on ($\bar{x} = 3.83$) and tourist attractions are sustained and ready for carrying tourists ($\bar{x} = 3.72$) were also high mean score. While the Deputy Mayor of Patong Municipality (2014) described tourist attractions that they are varied such as beach, sea, night life activities, special events. Moreover, the local agencies create new activities to attract tourists to Patong beach such as Phuket Bike Week, Patong Carnival, OTOP on the beach and Asian Beach Games.

In case of accessibility, tourists can easily access to Patong beach by private car or public transportation. However, some problems of entry arise such as traffic jam, narrow streets and lack of car park. The President of Thai Travel Agents Association (2014) said that the traffic was congested. There were a lot of motorcycles, taxis and tuk tuks but the fare was expensive because the local agencies did not control the prices. It led to entrepreneurs taking advantage of tourists. There are quite limited public transports for transferring tourists from Patong beach to other beach. The traffic signs are unclear and take a long time to construct the streets which caused difficulty in accessibility to the area. Sometimes, taxis left tourists behind before getting to the destination because of traffic jam. This case created a bad image to Patong beach. The solution is giving public transport license to drivers and issuing strict laws of public transportation such as imposing a fine with holding the license and cancelling license. While tourists can access to tourist information by surfing the Internet, it is not updated.

According to 120 questionnaires analysis, it was found that the overview local's perspective on tourism carrying capacity in terms of accessibility was high mean score ($\bar{x} = 3.66$). In terms of each issue, a variety of public transportation such as taxis, tuk tuks, motorcycle taxis and etc. ($\bar{x} = 4.15$), a variety of tourism information such as websites, visitor centers, leaflets, handbooks, etc. ($\bar{x} = 4.09$) and public

transportation around Patong beach ($\bar{x} = 3.59$) were also high mean score, while transfer transportation and driving safety was moderate mean score ($\bar{x} = 3.17$).

Moreover, the Associations ranked security/safety at Patong beach as the main point of promote tourism. However, Patong beach has moderate potential in protecting and saving tourists. For example, there are some checking points to protect tourists from crime. Meanwhile, tourists are still threatened from taxi mafia which is the first priority of problems that local agencies have to solve. Moreover, there are no warning signs for dangerous areas such as a construction area, a broken drainage pipe and so on. Furthermore, tourists run a risk of insecurity of life and belongings from this construction. At the same time increased crime, drugs, theft, traffic accidents and foreign workers are problems that the local agencies should solve as soon as possible.

According to 120 questionnaires, it was found that mean score for the overview was high mean score ($\bar{x} = 3.88$). In terms of each issue, it was found that there was emergency staff to take care of tourists and local people 24 hours ($\bar{x} = 4.22$), the emergency staff was expert and could help tourists and the local rapidly ($\bar{x} = 4.13$), there were warning signs around an area such as tsunami escape warning sign ($\bar{x} = 3.82$) and there were CCTVs around an area ($\bar{x} = 3.57$) which were also high mean score.

4.4.4 Participation in development of Patong beach to become a sustainable tourist destination

In terms of participation, the President of Patong Hotels Association (2014), the President of Association of Patong Beach Entertainment Entrepreneur (2014), the President of Association of Patong Retail-Shop Entrepreneur (2014) and the Deputy Mayor of Patong Municipality (2014) stated that all associations have been participated in every activity that the local agencies require such as the ASEAN Beach Games, Big Cleaning and etc. While the association's policies concentrated on hotel service standards to make good image of accommodation at Patong beach as well.

Moreover, the associations have permitted local people come to work with the associations to develop tourism at Patong beach because employment is one part of participation that people will know the importance of tourism and they will serve tourists willingly because tourism is a source of income, employment and a better life. Meanwhile, the meeting with the local leaders is one method of urging people to participate in an activity which is good for community and tourism such as meeting for green zone management, meeting for annual event activity plan and etc. While, the President of Thai Travel Agents Association (2014) stated that Association did not cooperate with the local agencies because the local agencies did not request and inform them. Therefore, An Associations has not the role in sustainable tourism development of Patong beach. However, if the local agencies need the association's participation in any activity, the association is willing to join.

The Associations suggested that the local agencies should organize public hearing before operating any program because participation is an important method to get achievement in every activity. Moreover, the local agencies should contribute enough budget to support people to develop their community.

Moreover, the local agencies should cooperate with other stakeholders such as schools, hospitals, entrepreneurs and etc. to solve any problem by organizing program to urge people to participate in activities such as public hearing, job training, language training, good host training, etc.

Regarding the 120 questionnaires analysis, it was found that the overview of people's participation that was moderate mean score ($\bar{x} = 2.78$). Based on each issue, it was found that people's participation in tourism development planning ($\bar{x} = 2.56$), people's participation in tourism development beneficial distribution ($\bar{x} = 3.16$), people's participation in tourism management and operation ($\bar{x} = 2.70$) and people's participation in evaluation and monitoring were also moderate mean score ($\bar{x} = 2.70$).

4.4.5 Stakeholders' attitude towards growth, problem solving, obstacles and strategic plans of sustainable tourism at Patong beach

1) Attitudes towards tourism growth

All interviewees described that tourism at Patong beach was growing dramatically. It led to negative impacts on Patong beach which affected sustainability of the area such as garbage problems, waste water, air pollution, crimes, and insecurity of life and belongings. Moreover, infrastructure is one part that effect tourism. It was not enough to accommodate tourists and tourist activities. Therefore, the local agencies should realize these problems and find ways to solve these problems.

2) Attitude towards solving tourism problem

All interviewees except the Deputy Mayor described that the local agencies poor participation in conservation because of a lack of controlling measures on an increased in accommodation and unlimited number of tourists. The zoning management was poor. Moreover, the environment was not attractive because local agencies did not control the activities on the beach such as massage, beverage sellers, beach chairs, etc. that disturb and upset them. Meanwhile, the local agencies tried to improve the surroundings by installation the fences and walls for prevent vehicles accidents to tourist but it did not match the area and the surroundings which led to a waste investment budget. While, in terms of security/safety, Patong beach lacked lighting along the beach and streets which risk to criminal problem. It should be solved urgently. Moreover, poor zoning management led to destruction of public areas. At the same time, car parks and public toilets are not enough. Therefore, all tourism problems mentioned affected the sustainable tourism of Patong beach.

3) Attitude towards sustainable tourism development obstacle

Regarding the interviews with all respondents, it was found that the obstacles of sustainable tourism development is the current tourism policies of Patong beach which concentrated on the number of tourists, therefore, the numbers of

accommodation entrepreneurs and related entrepreneurs were increasing. As a result, it was hard to control the standard of new construction of accommodations, new restaurants, new retail shops and new travel agencies, hence, their quality was low and this led to poor quality tourists at Patong beach which would affect sustainable tourism at Patong beach.

Moreover, all respondents added that in terms of the existing policies which led the problems in Patong beach such as environmental problems such as garbage, waste water, air pollution and etc., social problems such as crimes, insecurity of life and belongings, taking advantage of tourists and etc., leading to a long time negative impacts on Patong beach because of unclear tourism policies.

4) Attitude towards strategic plans of sustainable tourism

According to the direct observations and the interviews with respondents, it was found that the existing strategic plans focuses on the number of tourists, construction of new accommodations, and so on rather than conservation, hence, the sustainable tourism was neglected. It was clear that the negligence of sustainability was currently a negative impact. Low participation of all stakeholders, existing tourism policies and sustainable tourism management were considered negative impacts.

4.5 The impact of tourism at Patong beach

According to the direct observations, it was found that tourism brought impacts to Patong beach both positively and negatively in three areas: economic, social and environment. Moreover, as the 120 questionnaires filled out by the locals, tourism at Patong beach has been developed rapidly. It leads to both positive and negative impacts on Patong beach comprising of the following:

Table 7 Tourism impacts at Patong beach

Impact Dimension	Positive	Negative
1.Economic	1. Generated high revenues $\bar{x} = 3.94$ 2. Employed local people and gained more income $\bar{x} = 3.88$ 3. Generated income $\bar{x} = 3.78$ 4. Created good local economy ($\bar{x} = 3.77$)	1. Caused a loss of income to foreign entrepreneurs $\bar{x} = 4.62$, 2. Caused a loss of employment to foreign workers ($\bar{x} = 4.60$) 3. Generated high cost of living ($\bar{x} = 4.57$). 4. Increased the prices of land and real estates $\bar{x} = 4.47$ Made local people's spending spree ($\bar{x} = 4.38$).
2. Social	1. Increased self-development in IT and foreign languages ($\bar{x} = 3.94$). 2. Generated the local people's better livelihood $\bar{x} = 3.63$ 3. Enhanced infrastructure development ($\bar{x} = 3.26$) 4. Conserved attractive local	1. Caused prostitution problems and sexually transmitted disease problem such as AIDS, venereal diseases ($\bar{x} = 4.50$) 2. Caused drug and criminal problems such as drug trafficking, robbery and theft ($\bar{x} = 4.35$)

Impact Dimension	Positive	Negative
	<p>culture, local people's awareness of their own custom, culture and folkway and local people's participation in any community's activity</p> <p>$\bar{x} = 2.91$.</p>	<p>3. Caused outside cultural assimilation ($\bar{x} = 4.30$)</p> <p>4. Caused child, female, and elderly labor, local shops took advantage of tourists and self-sufficiency</p> <p>$\bar{x} = 4.13$.</p>
3. Environment	<p>1. Caused an increase in local people awareness of environmental conservation</p> <p>$\bar{x} = 2.95$</p> <p>2. Led to strict environmental regulations</p> <p>$\bar{x} = 2.82$</p> <p>3. Caused an increased cooperation between the local people and the government in conserving and protecting environment</p> <p>$\bar{x} = 2.75$</p> <p>3. Caused an increased development of the environment and awareness of maintaining good surroundings as well as</p>	<p>1. Caused pollutions such as garbage, sewage and air. At the same time, it caused clearing land surface for new construction</p> <p>$\bar{x} = 4.54$</p> <p>2. The building also caused an eyesore ($\bar{x} = 4.50$)</p> <p>3. Caused trespassing the public areas affecting the land and sea eco-system ($\bar{x} = 4.24$)</p> <p>4. Caused a reduction in sea creatures from fishing for tourist consumption ($\bar{x} = 4.22$).</p>

Impact Dimension	Positive	Negative
	beautiful environment in the local areas ($\bar{x} = 2.73$).	

In addition, interview with the President of Patong Hotels Association (2014), the President of Association of Patong Beach Entertainment Entrepreneur (2014), the President of Association of Patong Retail-Shop Entrepreneur (2014) and the Deputy Mayor of Patong Municipality (2014), the overview of tourism impacts are both positive and negative impacts. In terms of positive impacts, they generated local employment, local people's income, and changing of local people life on local development. On the other hand, the negative impacts are garbage, waste water, air pollution, crimes, and insecurity of life and belongings. Moreover, infrastructure is one part that was affected by tourism. It is not enough to increase the number of tourists and tourist activities. Therefore, the local agencies should realize these problems and find ways to solve these problems.

4.6 The sustainable tourism situation of Patong beach

According to the existing tourism situations and SWOT analysis, tourism at Patong beach can be separate into 2 part as follows:

4.6.1 Sustainable tourism identification of Patong beach

Patong Beach has plenty of tourist attractions. These tourist spots are not the only reasons why people travel here. Other factors such as accommodation, accessibility, facility and security/safety also have an impact on the influx of tourists to the place. They whether can be identified sustainable tourism of Patong beach or not. The followings are sustainable tourism identification of Patong beach.

1) Strengths of attraction are such as many natural tourist attractions such as beach, sea, island, etc., interesting tourist activities such as diving, sunbathing, massage, spa, cultural shows, special events, annual events, etc. attract tourists for the whole year, fascinating attractions such as temples, shrines, shopping malls,

pubs, bars, entertainment complexes, local markets, restaurants, public area, etc., well known as a world class and unique destinations, long lasting destination that can attract and maintain carry tourist, suitable destination for relaxing.

According to the tourist data obtained from 120 questionnaires, the tourists rated the attractions at Patong beach as high ($\bar{x}=3.59$). Moreover, It was a world-class tourist destination ($\bar{x}=4.28$), unique destination ($\bar{x}=4.05$), having activities which tourists can enjoy the whole year ($\bar{x}=4.03$), being able to attract and carry tourist for a long time ($\bar{x}=3.90$), and variety of tourist attractions such as beach, sea, island, entertainment complex, cultural shows, etc. ($\bar{x}=3.79$).

2) Strengths of accessibility are such as tourists have access to tourism information through many ways such as by handbook, website, staff, information center or even local people, tourists can understand and absorb the beauty of travelling to Patong Beach with high competency information accessibility and tourists can access tourist information through various channels such as handbook, website, staff, information center or even local people ($\bar{x}=4.02$).

3) Strengths of facility are such as various choices for accommodation such as hotels, guesthouses, service apartments, international standard accommodations, communication system covers the entire area, infrastructure provided can support both of local people and tourists, public health facilities provided can support local people and tourists, high standard and sufficient infrastructures for tourists and high growth in tourism businesses which support tourism activities.

4) Strengths of security or safety are such as 24 hour emergency staff in charge of taking care of tourists and local people, the members of the emergency staff are all expert in their field and have the ability to quickly respond to emergency situations, CCTV is installed throughout the area, warning signs such as tsunami escape warning sign and tsunami evacuation signs are set around area and Patong beach has been promoted to the first rank in safety in Thailand.

4.6.2 Factors influencing sustainable tourism of Patong beach

1) Negative impact from wrong tourism management:

According to the direct observation and the 120 questionnaires, the economic negative impacts resulted from tourist activities. Firstly, tourism caused a loss of income to foreign entrepreneurs. Secondly, it caused job replacement by foreign workers. Thirdly, it generated high cost of living. Fourthly, it caused high cost of land and real estate and lastly it caused local people to be extravagant.

In terms of negative social impacts based on 120 questionnaires, tourism caused prostitution problem and sexually transmitted disease problems such as AIDS, venereal disease. At the same time, it caused drug and crime problem such as drug trafficking, robbery and theft. Moreover, it caused outside cultural assimilation. Lastly, it caused child, female and elderly labor, local shops taking advantage of tourists and self-sufficiency of local people.

While the negative environmental impacts are based on direct observations and the 120 questionnaires, tourism caused pollutions such as garbage, sewage and dust. At the same time, it caused deforestation to make way for construction. Furthermore, building obstructed the scenery. Moreover, it caused trespassing into public areas affecting land and sea eco-system. Finally, it caused the reduction in the number of sea creatures caused by fishing for tourism consumption.

2) Weakness of current tourism policy and plan

The policy of tourism of Patong beach concentrate on the number of tourists, therefore, the number of accommodation entrepreneurs and related entrepreneurs was increasing. As a result, it is hard to control the standard of new accommodations, new restaurants, new retail shops and new travel agencies. The association can control only its members while the nonmembers are out of control, hence, their quality is low and they will be a reason for low quality tourists at Patong beach and this will affect the sustainable tourism at Patong beach.

3) Weakness of tourism management and conservation

The local agencies poorly participated in conservation because of a lack of controlling measures on an increased in accommodation and unlimited number of tourists. The zoning management was poor. Moreover, the surrounding was not attractive because local agencies did not control the activities on the beach such as massage, beverage sellers, beach chairs and etc. that were disturbing tourist and upset them. Meanwhile, the local agencies tried to improve the surroundings by installation the fences and walls for prevent accidents to tourist but it did not match the area and the surroundings which led to a waste investment budget. While, in terms of security/safety, Patong beach lacked lighting along the beach and streets that should be solved urgently. Moreover, poor zoning management led to destruction of public areas. At the same time, car parks and toilets are not enough. Therefore, all tourism problems mentioned earlier affected the sustainable tourism of Patong beach.

4) Without knowledge of tourism carrying capacity

Patong beach has a high potential of tourism carrying capacity in any aspects namely: facilities such as accommodations that are varied but too much. The local agencies do not control the number of accommodation. Meanwhile, it leads to low quality service, a lack of social responsibility such as sewage, large garbage volume and etc. The local agencies should issue the municipal laws to limit the number of the accommodations.

In terms of attraction, it should be promoted as local culture, they can attract tourists. At the same time, the local agencies should train tourist staff to be professional and good hosts. Tourist attractions and activities can carry tourist whole year. They are varied such as beach, sea, night life activities, special events. Moreover, the local agencies create new activities to attract tourists to Patong beach such as Phuket Bike Week, Patong Carnival, OTOP on the beach and Asian Beach Games.

Accessibility, tourists can easily access to Patong beach by private car or public transportation. However, some problems of entry arise such as traffic jam, narrow streets and a lack of car park. The traffic was poor even if there were a lot of motorcycles, taxis and tuk tuks but the fare was high because the local agencies did not control the prices. It led to entrepreneurs taking advantage of tourists. There were quite limited public transports for transferring tourists from Patong beach to another beach. The traffic signs were unclear and take a long time to construct the streets which caused difficulty in accessibility to the area. While tourists can access to tourist information by surfing the Internet, it is not updated.

Moreover, security/safety at Patong beach has moderate potential in protecting and saving tourists. Meanwhile, tourists are still threatened from taxi mafia which is the first priority of problems that local agencies have to solve. Moreover, there are no warning signs at dangerous areas such as a construction area, a broken drainage pipe and so on. Furthermore, tourists run a risk of insecurity of life and belongings from this construction. At the same time increased crime, drugs, theft, traffic accidents and foreign workers are problems that the local agencies should solve as soon as possible.

5) Low people's participation

The Associations stated that the association did not cooperate with the local agencies because the local agencies did not request and inform them. Therefore, the Associations have not the role in sustainable tourism development of Patong beach. However, if the local agencies need the association's participation in any activity, the association is willing to join. The Associations suggested that the local agencies should organize public hearing before operating any program because participation is an important method to get achievement in every activity. Moreover, the local agencies should contribute enough budget to support people to develop their community. Moreover, the local agencies should cooperate with other stakeholders such as schools, hospitals, entrepreneurs and etc. to solve any problem by organizing program to urge people to participate in activities such as public hearing, job training, language training, good host training, etc.

6) Weaknesses in tourism elements

6.1.1) Attractions. Poor waste and garbage management, land slide from construction, a lack of attention to tourist place preservation, wild animal trading at tourist places, child and elder labor problems especially at Bangla road, the eco-system disturbance from tourist activities such as discharging waste water without treatment, extreme water activities and etc.

6.1.2) Accessibility. There was a lack of attendance in tourist attraction information. The traffic was congested and warning signs were unclear. Moreover, road surface was broken and unsafe. While, street lightings were dim and did not cover all areas. The road was narrow for traffic. The tourist information on websites, handbooks and etc. were out of date.

6.1.3) Facilities. There were not enough of public parking areas and toilets for tourists. Moreover, there were not enough of health services. Meanwhile, the rest areas were not safe because of dim light and a lack of guards at the places.

6.1.4) Security or safety. Tourism led to prostitution, drugs, theft, crimes and etc. in the area. Moreover, it created foreign workers who caused problems to the area such as epidemic problem, pollution, crimes. At the same time, mafia and foreign investors threatened the area. Tourism brings sexual disease problems which unsafe for the locals' life. Meanwhile, the warning system was not efficient and did not cover the whole area such as a variety of channels for petition such as hotline, website and etc.

Furthermore, the following tables are core and supplementary indicators created by the International Union for Conservation of Nature and Natural Resources which indicate whether tourism at Patong beach is sustainable or not. These indicators are international indicators which are used to indicate a sustainable world-class tourism destination of which Patong beach is one. Moreover, the regulations of environmental protection area which were announced by Office of Natural Resources and Environmental Policy and Planning is employed as indicators as well.

6.1.5) Core Indicators of sustainable tourism at Patong Beach

Table 8 Core indicators of sustainable tourism at Patong beach


Indicator	Specific Measures	Existing Situations of Patong beach
1.Site protection	<p>1.Category of site protection according to IUCN* index as follows:</p> <p>1.1 Strict Nature Reserve / Wilderness Area</p> <p>1) : Strict Nature Reserve</p> <p>2) : Wilderness Area</p> <p>1.2 National Park</p> <p>1.3 Natural Monument</p> <p>1.4 Habitat/Species Management Area</p> <p>1.5 Protected Landscape/ Seascape</p> <p>1.6.Managed Resources Protected Area</p> <p>2. Category of site protection according to ONEP* regulation announcement that Patong beach is not allowed for running activities as follows:</p> <p>2.1 construct the building higher than 16 meters,</p>	<p>According to the IUCN and ONEP index, Patong beach is a protected landscape/seascape and manages resources in a protected area but it is operated under the regulations announced by the ONEP.</p>

Indicator	Specific Measures	Existing Situations of Patong beach
	2.2 mining, 2.3 hazardous transport materials 2.4 land up or change the area surface, 2.5 dredge the channel, 2.6 reclaim the sea, 2.7 encroach on the sea, 2.8 discharge waste water, 2.9 collect or destroy coral reefs, 2.10 possess ornamental fish, 2.11 excavate the land, 2.12 install the signs without permission, 2.13 All activities which affect sea, coastal, beach and land.	
2.Stress	30% of tourists visiting site (annum/peak month)	65,000 persons (annum peak month) which was so high.
3.Use Intensity	30% Intensity of use – peak period (peak month:	517 persons/hectare which was over intensity of use

Indicator	Specific Measures	Existing Situations of Patong beach
	persons/hectare)	(calculated from 65,000 tourists + 19,725 local people/164 hectares)(Planning and academic office of Patong municipality, 2013)
4.Social Impact	Ratio of tourists to locals (peak month)	Approximately 4:1 (calculated from 65,000 tourists/ 19,725 local people in peak period)(Planning and academic office of Patong municipality, 2013)
5.Developing Control	Existence of environmental review procedures of formal controls over development of site and use densities and regulation announced by ONEP	Develop under the municipal laws and regulations of announcement of ONEP which are relevant environmental problems such as sewage treatment tax, grease trap,

Indicator	Specific Measures	Existing Situations of Patong beach
		garbage disposal, etc.
6.Waste Management	Percentage of sewage from site receiving treatment (additional indicators may include structural limits of other infrastructural capacity on site such as water supply)	90.32% (calculated from ability of activated sludge 23,250 cubic meters a day/ highest volume of sewage 21,000 cubic meters a day)
7.Planning process	Existence of organized regional plan for tourist destination region (including tourism components) and the national tourism development plan 2012-2016	Manage by utilizing the national tourism development plan 2012-2016 as the direction but not seriously.
8.Critical ecosystems	Number of rare/endangered species by utilizing Act of endangered species protection of Department of National Park, Wildlife and Plants Conservation (DNP)	Found Greater Slow Loris, the endangered species which is the 1 st type protected wildlife(Wildlife Conservation Office, 1992) at Bang Thao street for commercial photo taking with tourists.
9.Consumer	Level of satisfaction by visitors	According to the

Indicator	Specific Measures	Existing Situations of Patong beach
satisfaction	(questionnaire based)	questionnaire filled out by 120 respondents, the level of overview of attitude was moderate ($\bar{x} = 3.23$) which meant unsatisfactory.
10. Local Satisfaction	Level of satisfaction by locals (questionnaire based)	According to questionnaire filled out by 120 respondents concerning the attitudes towards tourism at Patong beach, the level of overview of attitude was high. ($\bar{x} = 3.87$) which meant satisfaction.
11. Tourism Contribution to Local Economy	At least 15 % of the total economic activities generated by tourism contribute to local community	<ul style="list-style-type: none"> - 165 hotels - 250 guesthouses - 23 banks - 1 gas station and 14 petrol sub-stations. - 1 individual market

Indicator	Specific Measures	Existing Situations of Patong beach
		<ul style="list-style-type: none"> - 4 department stores - 4 massage and spa parlors - 980 restaurants - 5 developed housings <p>With this, it benefits the local economy. (Planning and academic office of Patong municipality, 2013)</p>
COMPOSITE INDICES		
A. Carrying Capacity	Composite early warning measures of key factors affecting the ability of the site to support different levels of tourism	N/A*
B. Site Stress	Composite measures of levels of impact on the site (its natural and cultural attributes due to tourism and other sector cumulative stresses)	Ineffective enforcement the municipality laws on controlling the impact of tourism on the site
C. Attractiveness	Qualitative measure of those site attributes that make it	International Award winning

Indicator	Specific Measures	Existing Situations of Patong beach
	attractive to tourism and can change over time	announcement , tourism hand book and etc.

* IUCN denotes International Union for Conservation of Nature and Natural Resources but now it was changed to the World Conservation Union

** N/A denotes no answer

6.1.6 Supplementary indicators of sustainable tourism at beach destination

Table 9 Supplementary indicators of sustainable tourism at beach destination

Issues	Indicator(s)	Existing Situations
1.Sustaining the beach area (Limiting loss of sand, erosion)	Annual gain/loss of beach area	Ineffective local regulations and national regulations (ONEP) enforcement
	Volume of sand imported per month/year for those beaches where importation is done	None
	Cost of erosion-protection measures (e.g. sea walls.)	None
2.Use Intensity (density of visitors/intensity of use of the beach area)	Number of persons per hectare (or square meter) on beach (for annual averages)	29 persons per square meter (1,950,000 persons annum /67,264 square meters)
	Number of persons per hectare	29 persons per

Issues	Indicator(s)	Existing Situations
	(or square meter) of publicly accessible beach.	square meter (calculated by using similar number as above)
3.Access	Number of local residents using beaches	19,725 persons (counted only registered population)
	100 % of beach area open to and accessible by local residents	100 % opened beach
	Cost (in local hour wages) of admission to beaches where there is a charge.	Free of admission fee
4.Seasonality (even tropical beach destinations have a peak seasons and lower seasons with less use due to heat, storms etc.)	100 % of total tourists visiting during peak month	100 %
	Number of tourists on peak day (see also the Seasonality issues for Coastal Zones and Climate Change)	65,000 tourists (Planning and academic office of Patong municipality, 2013)
5.beach Contamination	Cost of beach cleaning/maintenance	10,000,000 Baht (Municipality, 2014)
	Volume of garbage collected (by month, week, peak day)	70-80 ton per day (peak day)

Issues	Indicator(s)	Existing Situations
	Garbage amount on beach (counts)	N/A*
	% tourists who found the beach dirty (questionnaire)	28.30% (questionnaire)
6.Seawater contamination	Number of days per year (month) when beach is closed due to contamination	No closure
	Number of shore contamination events per annum (e.g. oil spills, sewage pollution events)	Ineffective the ministry regulations of the environmental protected area 2010 for protecting Patong beach from any harm. (ONEP, 2010)
7.Tourist satisfaction (Sustaining the image/ quality of the beach)	% of tourists who believe that the area is polluted, dirty or contaminated (exit questionnaire)	28.30 % (questionnaire)
	% tourists who believe the beach is clean	24.20% (questionnaire)
	% tourists who consider the beach of good quality	47.50% (questionnaire)
	% tourists who are bothered by noise.	N/A*
8.Provision of	Number of toilets and showers per beach user (peak day,	Only 3 places located along the

Issues	Indicator(s)	Existing Situations
services	average day in peak month)	beach; 1 locates in front of Grace land hotel, 2 locates in front of Bann Thai Hotel and 3 locates in front of Patong municipality food center (Loma Circle)
	Number of restaurants/food concessions per tourist.	980 restaurants (Public health Acts, 1992)
9.Cost and benefits	Levels of revenue from users (managed beaches)	28,339,000 Baht
	Ratio of costs of management and maintenance to revenues	10,000,000 Baht
	Number of employed staff (on site, adjacent)	N/A*(Municipality, 2014)
10.Control (behavior, animal, access)	Number of residents reported to beach managers classified by types (e.g. glass cuts, harassment, drowning, rescues)	N/A*
	Number of dogs (and other animals where applicable) on the beach	N/A*
	For controlled access beaches, % users who have entered without paying.	100 % users have entered without paying because

Issues	Indicator(s)	Existing Situations
		Patong beach is an open beach
11.Certifications and standards	Blue Flag** status of beach , % beaches in destination with Blue Flag or equivalent independent certification	N/A*

* N/A denotes no answer because there is not data collection from local agency

** Blue flag is one of the world's most recognized eco labels. Beaches and marinas that achieve this accolade must comply with a specific set of criteria relating to water quality, information provision, environmental education, safety and beach management. At the beaches the bathing water must comply with the excellent standard (Blue Flag Ireland, 2015).

Regarding the weaknesses and information at table 7 and 8 found that sustainable tourism situations at Patong beach are facing many factors which influenced being a sustainable tourism destination which failed in many indicators such as low economic benefit distribution was one example of economic impact, while high ratio of tourists to residents which was considered a social impact, the endangered species "Greater Slow Loris" was threatened, high percentage of sewage from site receiving treatment such as water supply, which was an example of the environmental impact and ineffective enforcement of national and local regulations which were poorly administered. Moreover, tourists' dissatisfaction underlined this case.

Moreover, factors as mentioned above as well as the weaknesses of the current tourism strategies are causes of unsustainable tourism at Patong beach. Therefore the efficient strategies for Patong beach are needed which all stakeholders including the researcher try to find and use them to develop Patong beach to become a sustainable world-class tourist destination.

CHAPTER V

STRATEGIES FOR SUSTAINABLE TOURISM DEVELOPMENT OF PATONG BEACH, PHUKET ISLAND, THAILAND

Patong Beach has plenty of tourist attractions. These tourist spots are not the only reasons why people travel here. Other factors such as accommodation, accessibility, facility and security/safety also have an impact on the influx of tourists to the place. This chapter is an outcome from investigation and proposed strategies for sustainable tourism development of Patong beach, Phuket Island, Thailand in 4 elements of tourism namely: tourist attractions, accessibility, facility and security/safety, which environment, social and economic problem solutions are included in each elements. Moreover, this chapter answers the research question number 4 and 5 (see chapter 1) clearly. Finally, strategies for sustainable tourism development of Patong beach will be useful to retain, sustain, preserve and conserve existing resources for the next generation.

Not surprisingly, Patong beach has some tourism strategies in the local development strategic plan. However, the strategic plan did not specify clearly how to manage tourism in the way of sustainability as well as it does not state the direction to ensure tourism management. Therefore, all problems the researcher mentioned in chapter IV still occur.

Before the strategies for sustainable tourism development of Patong beach is formulated, SWOT analysis is necessary to determine the next steps to be taken. The data of SWOT analysis are as follows:

5.1 SWOT Analysis of Patong beach for sustainable tourism development

SWOT analysis conducted by the researcher can reveal the following elements:

5.1.1 Strengths

1) Strength of attractions

1.1) Many natural tourist attractions such as beach, sea, island, etc.

1.2) Interesting tourist activities such as diving, sunbathing, massage, spa, cultural shows, special events, annual events, etc. attract tourists for the whole year.

1.3) Fascinating attractions such as temples, shrines, shopping malls, pubs, bars, entertainment complexes, local markets, restaurants, public area, etc.

1.4) Well known as a world class and unique destination.

1.5) Long lasting destination that can attract and maintain carry tourist.

1.6) Suitable destination for relaxing.

According to the tourist data obtained from 120 questionnaires, the tourists rated the attractions at Patong beach as high ($\bar{x}=3.59$). It can be more strength as follows:

1.7) A world-class tourist destination ($\bar{x}=4.28$).

1.8) Unique destination ($\bar{x}=4.05$).

1.9) Having activities which tourists can enjoy the whole year ($\bar{x}=4.03$).

1.10) Being able to attract and carry tourist for a long time ($\bar{x}=3.90$).

1.11) Variety of tourist attractions such as beach, sea, island, entertainment complex, cultural shows, etc. ($\bar{x}=3.79$)

2) Strength of accessibility

2.1) Tourists have access to tourism information through many ways such as by handbook, website, staff, information center or even local people.

2.2) Tourists can understand and absorb the beauty of travelling to Patong Beach with high competency information accessibility.

2.3) Tourists can access tourist information through various channels such as handbook, website, staff, information center or even local people ($\bar{x}=4.02$).

3) Strength of facility

3.1) Various choices for accommodation such as hotels, guesthouses, service apartments.

3.2) International standard accommodations.

3.3) Communication system covers the entire area.

3.4) Infrastructure provided can support both of local people and tourists.

3.5) Public health facilities provided can support local people and tourists

3.6) High standard and sufficient infrastructures for tourists.

3.7) High growth in tourism businesses which support tourism activities.

4) Strength of security or safety

4.1) 24 hour emergency staff in charge of taking care of tourists and local people.

4.2) The members of the emergency staff are all expert in their field and have the ability to quickly respond to emergency situations.

4.3) CCTV is installed throughout the area.

4.4) Warning signs such as tsunami escape warning sign and tsunami evacuation signs are set around area.

4.5) Patong beach has been promoted to the first rank in safety in Thailand.

5.1.2 Weaknesses

1) Weakness of attraction

1.1) Poor waste and garbage management.

1.2) Land slide problems from construction

1.3) Lack of attention on tourist spot preservation,

1.4) Wild animal abuse at tourism spot.

1.5) Child and elder labor problems increasing in the area especially on Bangla road (Patong walking street).

1.6) Eco-system disturbance from tourism activities such as waste water without treatment, extreme water activity, etc.

1.7) Decline in local people's kindness.

1.8) Unvalued expenditure

1.9) Decrease in cleanliness that is not conducive to good physical and psychological health

1.10) Lack of diversified eco-system

1.11) Destruction of natural resources and environment

1.12) Lack of knowledge on tourism carrying capacity.

According to the local people data obtained from 120 questionnaires, the following is more weakness of attraction:

1.13) Cleanliness and good for health and emotion was $\bar{x} = 2.90$, and plentiful eco-system was $\bar{x} = 2.63$. They were considered moderate. (In reality, it should be high if it would be world-class sustainable tourist destination.)

2) Weakness of accessibility

2.1) Unclear traffic and warning signs.

2.2) Broken, narrow and unsafe Road surface.

2.3) Unclear and low quality street lightings

2.4) Low in safety and cleanliness of streets.

2.5) Insufficient public transportation.

2.6) The fare charged by the available transportation is not reasonable.

2.7) Insufficient routes to other tourist spots.

In term of tourism information accessibility, they were as follows:

2.8) Lack of tourism information for tourists.

2.9) Inundating of tourism information in website and handbook.

2.10) Poor English communication skills of the information staff.

2.11) Lack of professional staff in IT.

According to the tourist data obtained from 120 questionnaires, the followings are more weakness of accessibility:

2.12) Information staff were poor in English ($\bar{x} = 3.14$).

2.13) Routes to tourist attraction were moderate ($\bar{x} = 2.93$) and

2.14) Having sufficient public transportation and reasonable prices for taxis, tuk tuks, motorcycle taxis and etc. was moderate ($\bar{x} = 2.84$).

2.15) The street light along the streets was moderate ($\bar{x} = 2.72$).

2.16) Streets were safe, clean, and in good situation were moderate ($\bar{x} = 2.62$)

2.17) Traffic signs were clear and easy to understand were moderate ($\bar{x} = 2.57$).

3) Weakness of facility

3.1) Insufficient public parking areas, rest area and toilets for tourists.

3.2) Insufficient health service.

3.3) Poor lighting and lack of security guards at the rest area.

3.4) Improvement on service mind and English communication skill of staff is needed.

3.5) Low standard infrastructures and are not visible in all areas.

3.6) Insufficient handicap and elder facilities and the ones existing have low standard.

According to the tourist data obtained from 120 questionnaires, the followings are more weakness of facility:

3.7) Unsafe rest area because of dim light and a lack of guards at the places was moderate ($\bar{x} = 3.49$).

3.8) The number of tourism staff is sufficient and they were service minded and good command of English were moderate ($\bar{x} = 3.28$).

3.9) Sufficient supporting businesses for tourists such as banks, drugstores, gas stations, convenience stores, etc. were moderate ($\bar{x} = 3.18$).

3.10) Public health services for local people and tourists such as Patong Hospital were moderate ($\bar{x} = 3.03$),

3.11) Sufficient public area and covering all area were ($\bar{x} = 2.99$),

3.12) The international standard infrastructure covers all areas was moderate ($\bar{x} = 2.96$).

3.13) Sufficient international standard facilities for the handicapped and the elderly was moderate ($\bar{x} = 2.78$).

3.14) Sufficient clean public toilets was moderate ($\bar{x} = 2.73$)

3.15) Sufficient rest areas for relaxing was moderate ($\bar{x} = 2.65$).

4) Weakness of security or safety,

4.1) Tourism generates prostitution, drug trafficking, theft, crimes, etc. in the area.

4.2) Weakness in security causes increase in the number of foreign workers who bring many epidemic, pollution, and criminal problems to the area.

4.3) Mafia problem and foreign investors threaten the area.

4.4) Low efficiency in warning system and it does not cover all part of area.

4.5) Variety of channels for petition such as hotlines, websites, etc. but they are low quality.

According to the tourist data obtained from 120 questionnaires including to interview with respondents, the followings are more weakness of security/safety:

- 4.6) Sufficient speedy emergency unit was moderate ($\bar{x} = 3.08$).
- 4.7) Insufficient number of emergency staff taking care of tourists and locals for 24 hours.
- 4.8) Confusing traffic system and some areas are still not accessible.
- 4.9) Uncover CCTV installed around area.
- 4.10) Problem of safety and security of life and belonging.
- 4.11) Inefficient warning system and did not cover the whole area such as a variety of channels for petition such as hotline, website and etc. which was moderate ($\bar{x} = 3.32$).
- 4.12) The emergency staff are available for helping tourists and local people when an accident happened was moderate ($\bar{x} = 3.28$).
- 4.13) Hot lines points for tourists around the area was moderate ($\bar{x} = 3.25$).
- 4.14) Tourist assistance was available when an accident happened was moderate ($\bar{x} = 3.22$).
- 4.15) The emergency staff were expert in helping tourists was moderate ($\bar{x} = 3.14$).
- 4.16) Sufficient emergency units that worked rapidly was moderate ($\bar{x} = 3.08$).
- 4.17) Ineffective natural disaster warning systems were and covered all areas was moderate ($\bar{x} = 3.07$).
- 4.18) Emergency staff to take care of tourists and local people 24 hours was moderate ($\bar{x} = 3.03$).
- 4.19) Traffic systems covered all areas was moderate ($\bar{x} = 3.02$).

4.20) CCTV installed around the area was moderate ($\bar{x} = 2.62$).

5) Other weaknesses

5.1) Increase in the number of unregistered population brought by the influx of people from other areas joining the labor force

5.2) Limited land use and public land encroachment

5.3) Problem of cultural assimilation from outside which is unsuitable for Thai people and may lead to materialism trend

5.4) Lack of local participation in politics and public awareness

5.5) Local people take advantage from the tourists.

5.1.3 Opportunities

1) There are many opportunities for Patong beach to become a world class destination.

2) Patong beach has a significant number of inbound tourists coming from many countries.

3) Tourism at Patong beach leads the tourism revenue which is a big help in developing the quality of life of local people.

4) There are enough world class facilities in Phuket which deliver tourist satisfaction, including land, water and air transportation.

5) Tourists can access tourism information from any media such as internet, handbook, interpretation sign and visitor center, etc.

6) There are varieties of touristic places and activities and international, quality standard touristic places as well that generate international awards. The award on safety for tourists and their belonging.

7) Getting advantage from provincial cluster in national policy (Phuket – Phang Nga – Krabi) which support the Andaman triangle region to be the center of world coastal tourism destination and international economic gateway.

8) It is a well-known tourist destination of the world.

9) The provincial policy supports tourism development.

10) According to 120 questionnaires, it shows that 94.20 % of tourists would like to visit Patong beach again in the future. It is the destination for relaxation and travel with 83.30%, 51.70 % of tourists know Patong beach information from the Internet, 60% of tourists spend 1-2 days at Patong beach, 59.20% of tourists come to Patong beach by private car, 95.80% of tourists organize their own trip to Patong beach by themselves and 86.70% of tourists come together with 2-6 people in their group.

11) The current government policy aims at tourism revenue of approximately 6.25 billion US dollars by 2015 especially Andaman coastal destination.

12) MICE business in Phuket has been currently promoted thus it attracts outside investments.

13) ASEAN Economic Community (AEC) is one opportunity of Patong Beach. It will support tourism business income at the place as well as increase the number of tourists in Thailand.

14) Eco tourism trend is one tourism activity which attract new target to Phuket also Patong beach and it is an opportunity to develop new tourism market.

5.1.4 Threats

1) Certain seasons like the rainy and monsoon seasons may keep tourists from traveling to the area. Furthermore, the local government cannot force the locals, investors and business owners run their business in accordance with the law.

2) Some regulations do not relate with the need of the area and the locals which affect potential development of the place.

3) The tsunami disaster image of Phuket as well as Patong beach has an effect on the sensitivity of both local and foreign tourists. It is the bad past occurrence which make tourists believe that this destination is a risk place.

4) World economic fluctuation is one threat which affects the tourism industry including the volume of tourists and income.

5) The situation in the lower south of Thailand may have a negative impact on the flow of tourists coming to the area.

6) There is a lack of stability on national politics and political assembly.

7) Other ASEAN countries like Malaysia, Singapore, Vietnam, etc. pose as tourist destination competitors to Thailand.

According to the SWOT analysis that demonstrates Patong beach's Strength, Weakness, Opportunity and Threat as well as the already identified problem. Other elements of the strategic plan including vision, mission, goal, target, strategic issues, and guidelines for development, key performance and key performance indicators will be organized respectively.

5.2 Vision

The vision of Patong beach of these strategies should be combined with Patong municipality's vision that "Patong beach directed to be a livable and sustainable city based on Thainess and good governance" (Patongcity.go.th, 2014) and National's vision that " Thailand is a quality tourism destination, high competency in competition for being a world class tourism destination. Moreover, it is source of income earning and distribution underneath equity, balance and sustainability"(The Norwegian Ministry of Environment, 1990). Therefore, vision of strategic plan for sustainable tourism development of Patong beach is **"City of world class tourism destination; Quality, Equity and Sustainability"**.

5.3 Mission

In terms of mission, it should concentrate on the stakeholder's participation to administrate Patong beach to be a sustainable world class tourist destination. Moreover, it should be an integrated principle of community based tourism to develop tourism in the area to become a source of income earning and distribution

underneath equity, balance and sustainability as the vision which mentioned earlier. The missions are as follow:

5.3.1 Develop and improve the infrastructure and tourism facilities according to standard, sufficient convenience, and safety;

5.3.2 Develop and restore tourism destinations as sustainable tourism destinations;

5.3.3 Develop the quality of local livelihood for people to have good quality of health, mind, moral, and awareness;

5.3.4 Develop products, services and other factors which support tourism;

5.3.5 Preserve and continue valuable local culture and customs to maintain the uniqueness of Thai;

5.3.6 Build up the trustworthiness and promote tourism continually;

5.3.7 Build up an environmental and natural resources management system by emphasizing participation and responsibility of all stakeholders in the local that leads to sustainable city;

5.3.8 Create good local administration based on participation of all stakeholders and integrate the principle of community-based tourism to develop tourism in the area;

5.3.9 Make the administration responsible to the locals by clearly monitoring the area;

5.3.10 Support community empowerment process to be the base of social stabilization; and

5.3.11 Mobilize local people in solving problem and developing community underneath the way of social sufficiency together with community-based tourism.

5.4 Goals

5.4.1 Increase the potential of tourism competition in this continent

5.4.2 Develop infrastructure based on international standard to respond to the needs of sufficient tourism activities and prepare to be a world class tourist destination

5.4.3 Conserve and restore natural, artificial and cultural tourism resources

5.4.4 Generate and distribute tourism income and benefit based on balancing and sustainability

5.4.5 Generate stakeholder's participation on sustainable tourism development

5.5 Target

5.5.1 Increase the stakeholders' participation on sustainable tourism development by 50%

5.5.2 Make Patong beach a sustainable world class tourist destination by 2020

5.5.3 Make Patong beach 1 of 10 in ranking among the places with high potential as tourist destination in Thailand

5.6 Proposed strategies for sustainable tourism development of Patong beach

Presently, the most popular concept and promising way to counter negative aspects of traditional mass tourism as it allows destination communities to gain larger independence and control over tourism conducted in their communities (Ministry of Public Health, 1992) and also recognized to promote sustainable tourism development is Community Based Tourism: CBT. It focuses on the local's role in tourism management process including planning, operation, benefit distribution and management evaluation. Moreover, it generates and strengthens local participation in every dimension related to the principles of Asia Pacific Economic Cooperation (Feverbee, 2011) that "CBT may enhance social sustainability by empowering local communities to manage their own resources, provide meaningful employment and assist with capacity building and cultural preservation."

In addition, local people should be promoted to have an important role in sustainable tourism development in their own community and be also encouraged

to play an active role in planning, operation, benefit distribution and evaluation which were suggested by Szentendre (King Prajadhipok's Institute, 2014)

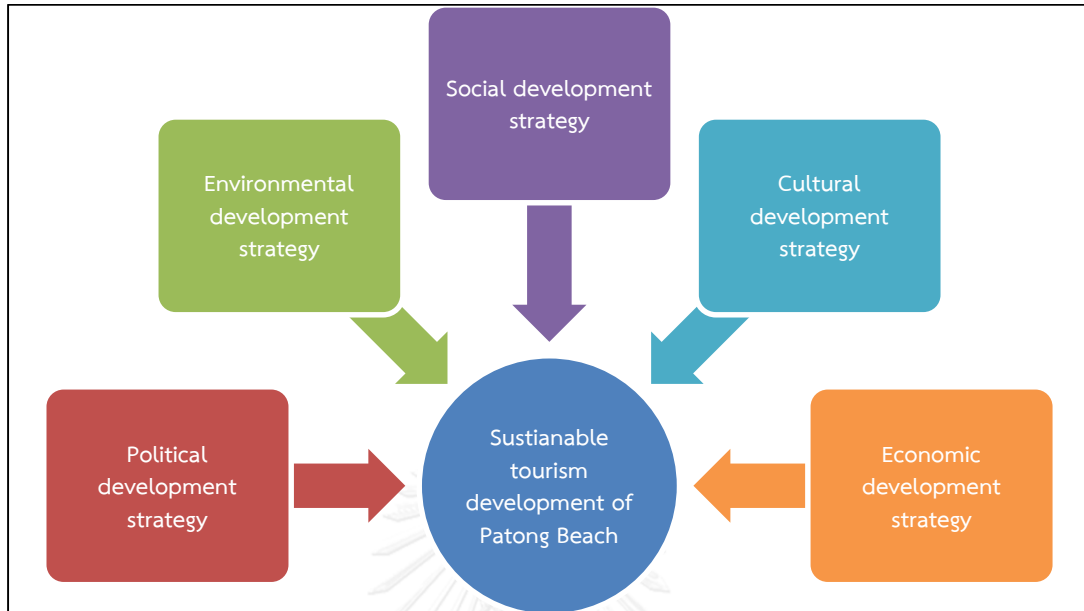


Figure 11 Illustration of CBT as a tool for community development

As shown on figure 11, each aspect can be used as a tool to sustain tourism development in the community as one step to become a sustainable world class tourism destination. Such can be done by doing the following:

5.6.1 Political development strategy มหาวิทยาลัย Chulalongkorn University

1) Enable the participation of local people

1.1) Strategy: The local agency and community would strengthen local institutions to enhance local participation and promote local people as the representatives of all residents who are actively involved in local governance especially in tourism management. It would also seek a balanced and harmonious approach to realize the development of their community. Moreover, it would stress the considerations on sustainable development and the benefit of good governance such as good social, environmental, and economic quality. This strategy aims to encourage local people's participation.

1.2) Sustainable key performance indicator: Local government organized local election of a community representative for each of the 7 communities of

Patong municipality. They will take a position of representative by following the act of local election year 2002 (Parliament, 2002). Moreover, the increased percentage of people participation compared to the year before is indicative of more cooperation from the people.

2) Increase the power within the community

2.1) Strategy: Empowerment by election is a tool to encourage local people to participate in tourism development. Another strategy is to promote the benefit of tourism development by providing information to communities to raise their people's awareness before deciding to whether participate or not. At the same time, it is also an effort of local authority to encourage local people to dominate themselves by themselves and for themselves without outside help because local people know their community better than the outsiders. So, this strategy aims to increase power of the community over outside.

2.2) Sustainable key performance indicator: The number of local representatives is 9 authentic residents in total (7 representatives of 7 communities plus 2 representatives of the municipality: Mayor and deputy Mayor in tourism). Meanwhile, those who belong outside of the community may take only advisory roles and may be representatives from different sectors like the academic sector, national government sector, and entrepreneurial sector. In addition, the percentage of local people participation in every project can also indicate this strategy.

3) Ensure rights in natural resource management

3.1) Strategy: Tourism development is a crucial tool in enhancing community strength and empowering local people to manage their resources by recognizing the benefits their own natural resources provide. People involvement is an effective tool to practice their right in natural resources management. At the same time, active participation by the local people through access to the information process and the consequence of tourism development will give the local people a direct involvement in managing and preserving their natural resources. The local regulation is an instrument for utilizing and encouraging local people to participate in this point.

The expanding community rights in natural resources initiative promotes various activities, including work designed to (Ford foundation, 2010):

- develop and disseminate ways of thinking about the issues;
- generate evidence that feeds the case for policy reform;
- enable local activists, innovators, organizations, and social movements to participate in decisions over the use of natural resources;
- influence local leaders and processes to achieve changes within the community; and
- promote the sharing of ideas, information, and experience within and between communities.

3.2) Sustainable key performance indicator: There is a number of volunteers and authorized representatives (more than 7 people from 7 communities). Annually, while the percentage of natural resources increases, the percentage of resource utilization reduces.

5.6.2 Environmental development strategy

1) Study the tourism carrying capacity of the area

1.1) Strategy: Tourism carrying capacity is defined as the maximum number of tourists that stay over in a destination where they are travelling and use its contents in a way that does not induce unacceptable and irreversible change in the environmental, social, cultural and economic structure of the destination nor does it decrease the quality of tourist experience. World Tourism Organization defines three levels that are necessary for the estimation of carrying capacity: ecological, socio-cultural, and psychological (TAT Intelligence Center, 2014). In this point, tourism carrying capacity study of the area aims to check potential of resource utilizing of tourists and residents in the area. Therefore, tourism capacity levels and the consequent tolerance threshold mainly depend on two groups of characteristics of tourists and characteristics of a tourist destination and its population (Weaver, 2006).

1.2) Sustainable key performance indicator: The characteristics of tourists that bear implications for carrying capacity involve (Dobrica J. and Aleksandra D., 2008):

- Socio-economic and psychological characteristics. These include sex, age, income, purchasing power, motivation, attitudes and expectations, perception of the quality of tourist attractions, racial and ethnic structure, mode of tourist behavior, etc. Overall, the mentioned characteristics significantly contribute to and determine the communication between the local population and tourists;
- Level of usage. The number of visitors and their distribution across space and time are key parameters for the estimation of the level of usage of a tourism place;
- Length of stay and tourist traffic by season;
- Type of tourist activities; and
- Level of tourist satisfaction.

Each of the above characteristics has its own relevance, thereby significantly affecting the scope, frequency and type of interaction with the physical attributes of a destination and its local population. It is important to note that the levels of usage are not only the issue of the number of tourists, for if they are one might form the wrong picture about tourism development. Frequently, the type of tourist activities and possible conflicts between tourists with different needs, interests and expectations can be more relevant indicators of the usage level of a tourist area, the fact that decision-makers must seriously take into account.

There are five characteristics of a destination which can affect carrying capacity. First are natural-geographic characteristics and processes relating to topography, geomorphology, hydrography, petrography, climate, biogeography, etc. Second are economic structure and development relating to level of economic development, diversity and mutual dependence of the elements of economic base,

spatial characteristics of development, forms of investment, import-export ratio, costs of preparation and delivery of tourism services. Third characteristics are social structure and organization relating to demographic profile of the local population, strength and perseverance of the local culture, availability and quality of public services and facilities, forms of social organization, the role of women, religious attitudes, ethics, level of medical and public safety, attitudes to tourists, language, tradition and gastronomical specificities. Forth are political structure and organization. Political structure of the reception country and its tourist destinations is of great importance. Factors such as forms and principles of socio-political organization, regulations on planning and parceling, stimulating measures for tourism development, the role and competence of the national, regional, and local tourist organizations significantly shape the effects brought about by tourism. Finally, level and type of tourism development including the level of involvement of the local community in tourism development, stages and dynamics of tourism development, characteristics and types of tourist attractions, forms and quality of accommodation facilities and public transport, the role of agencies and local companies in creating and delivering tourism services (Font X. andTribe J., 2001).

2) Appropriate waste management

2.1) Strategy: Waste management simply means the collection, transport, processing or disposal, managing and monitoring of waste materials to minimize its' consequences on humans and environment. There are several methods of managing all the various types of waste. The local agency and community should promote the three Rs campaign to manage waste disposal in the area. It's time to learn the three R's of the environment: reduce, reuse, and recycle. Then practise stakeholders what they preach “Don't buy things you don't need or items that come in wasteful packaging or that cannot be recycled. Reuse and recycle whatever you can.”

2.1.1) Reduce: Reducing the amount of waste produced is the best way to help the environment. There are lots of ways to do this. For example:

- Buy products that don't have a lot of packaging. Some products are wrapped in many layers of plastic and paperboard even though they don't need to be. One can also look for things that are packed in materials that don't require a lot of energy or resources to produce. Some products will put that information right on their labels.
- Cars use up energy and cause pollution. Some of the ways to reduce the environmental damage caused by cars include carpooling with friends, walking, taking the public transportation, or riding your bike instead of driving.
- Start a compost bin. Some people set aside a place in their yard where they can dispose of certain food and plant materials. Over time, the materials will break down through a natural process called decomposition. The compost is good for the soil in the yard and means that less garbage will go to the landfill.
- Reduce waste by using a computer. Many newspapers and magazines are online now. Instead of buying the paper versions, one can find them on the Internet. Also remember that to print out only what is needed. Everything printed that is not really needed is a waste of paper.
- Save energy by turning off lights that are not being used.
- Save water by turning off the faucet while brushing teeth.

2.1.2) Reuse: Instead of throwing things away, try to find ways to use them again for example:

- Bring cloth sacks to the store instead of taking home new paper or plastic bags. These sacks can be used again and again.
- Plastic containers and reusable lunch bags are great ways to take lunch to school or workplace in without creating waste.

- Coffee cans, shoe boxes, margarine containers, and other types of containers people throw away can be used to store things.
- Don't throw out clothes, toys, furniture, and other things that are not wanted anymore. Somebody else can probably use them. Bring them to a center that collects donations, give them to friends, or even have a yard sale.
- Use all writing paper on both sides.
- Use paper grocery bags to make book covers rather than buying new ones.
- Use silverware and dishes instead of disposable plastic utensils and plates.
- Store food in reusable plastic containers.

2.1.3) Recycle: Many of the things that are used every day, like paper bags, soda cans, and milk cartons, are made out of materials that can be recycled. Recycled items are put through a process that makes it possible to create new products out of the materials from the old ones.

In addition to recycling, buy products that contain recycled materials. Many brands of paper towels, garbage bags, greeting cards, and toilet paper, to name a few examples, have labels if they are made from recycled materials.

In some towns recyclables can be left in bins outside the home, and a truck will come and collect them regularly. Things like paper and plastic grocery bags, and plastic and aluminum cans and bottles can often be brought to the grocery store for recycling.

2.2) Sustainable key performance indicator: The number of activities concerning waste management such as minimizing waste disposal, separating garbage, and water treatment are increasing. The local government record the total amount of waste generated (metric tons per capita) in the area continually and

enforce strict environmental regulations. Moreover, the total amount of waste recycled can be an indicator of this issue.

3) Raise awareness of the need for conservation

3.1) Strategy: All stakeholders including the local people, the entrepreneurs, the local agency, and also the tourists can be encouraged to learn more about conservation through first-hand experiences of the natural world. Such experiences are enhanced by the provision of information on conservation, safety and environmental care. Moreover, stakeholders develop many of their opinions about conservation through education, media and publications. Education, media opportunities and publications are effective ways to promote conservation awareness.

3.1.1) Education: Education may be used in support of campaigns to achieve specific conservation outcomes, to enhance visitor experiences, to work with schools in smaller communities on interactive programs designed to enhance specific conservation outcomes, to liaise with professional educator bodies to promote the inclusion of a conservation education component in teaching programs, and to participate in relevant tertiary courses.

3.1.2) Media and publications: The media may be utilized by taking care of media issues requiring urgent attention, having proactive work with the media to prevent crises, having proactive media campaigns for high profile conservation issues, broadcasting general conservation news, consolidating conservation booklets and producing urgent publications.

3.2) Sustainable key performance indicator: There is a number of businesses that provide green goods and services, which promote tourist perception and behavior with respect to green label and environment friendly goods and services. There are also a number of housing units that use alternative energies, registered electric vehicles, local people involved in conservation projects, as well as EIA approved land development projects. At the same time, school administrators and teachers are now being trained in environment and sustainable development

education as part of their school policy, and operation and management. Furthermore, the number of local agency policies on conservation and frequency of media and publication broadcast to public are clear indications of the importance of education and media opportunities.

5.6.3 Social development strategy

1) Raise the quality of life

1.1) Strategy: All stakeholders should work together in all aspects as follow:

1.1.1) Health and lifestyle: support events, activities and festivals concerning healthy lifestyle, wellbeing, mindfulness and exercise in public areas which targets local communities, provide enough primary health service for local people and tourist

1.1.2) Public safety: create protection from any crime such as by having CCTV installed in all area, provide efficient rescue staff, promote public safety campaign, encourage road and transport safety education in schools, workplaces and communities along with the transport regulation enforcement especially on the use of helmet, safety belt, and drunk driving prohibition. Another way of ensuring public safety is the provision of safe places for people to walk, jog, and ride bicycles in. At the same time, there are enough stop lights and traffic control signals.

1.1.3) Public area and green zone: provide public parks and green zones for community activities, promote the benefit of public park, collaborate with private sectors to provide green zone to locals and tourists.

1.2) Sustainable key performance indicator: The key performance indicators such quality of life that has been achieved are: the number/type of total crimes committed annually, the percentage of crimes committed by residents, tourist and non-registered residents and youth (age is less than 18 years old), the percentage of tourist who perceive safety of Patong Beach, the number of CCTV installation, the number of rescue staff, the number of participant in any wellbeing campaign, the number of primary health service, the total number of public park, the amount per capita of green public area and park and the number of transport

accident, the number of places for people to walk, jog, and ride bicycles in and the number or percentage of stop lights and traffic control signals.

2) Promote community pride

2.1) Strategy: Expand community pride through projects and community action to promote a cleaner, healthier, safer, more beautiful Patong Beach in all the following aspects:

2.1.1) Home Award: The Patong pride committee has divided the communities into 7 residential areas. Each year the Patong pride committee members tour the communities the weekend before the end of the year, inspecting each home in the 7 communities and select the homes that are the most appealing. Seven winners are awarded in each area. Each winner receives a Home pride award sign that is posted in his or her home. The winners are also presented a certificate of appreciation for their participation in one of the community's beautification programs and have their names published in the local newspaper, billboard and website.

2.1.2) Community Award: The local agency should campaign "Patong Pride" to encourage people in each community to preserve and develop their community landscape to win the pride award. Patong municipality has divided the communities into 7 residential areas. This landscape award competition covers 1 year. In the end of the year the Patong pride committee members tour all 7 areas and inspect the residential landscapes. Committees select the communities that are the most appealing. In each area, three winners are selected. Each winner receives a Landscape Award sign that is posted in the community. Of the three awardees, one is selected as "Best of Area." For their participation in this program, each is presented with a certificate. On alternate weeks, their names and address is printed in the local newspaper, billboard propaganda, municipality's website, so everyone can drive by and take a look at the beautiful community. This program aims to have everyone selected as a winner in community landscape awards program.

2.1.3) City Award: The Patong pride committee has divided the communities into 7 residential areas. The entrepreneurs in each community will be

encouraged to join the program. In December, the Patong pride committee members tour the entrepreneurs' area and inspect the area for decoration and artistic flair. It is in the discretion of the committee members to select the most appealing area. In each area, seven winners that are eco-friendly and follow the theme of the community are selected. Each winner receives a City Award sign that is posted in his or her place for whole year. In addition to the awardees, many places also receive an honorable mention. Once the seven winners in each area are selected, the committees tour the community together to select the best City Award in each area. The seven "Best of community" winners are then reviewed for the "Best of City" award. For participating in this program, each winner is presented with a certificate. Patong pride has each address printed in the local newspaper, billboard and website so everyone can drive by and take a look at the beautiful decorations. For additional recognition, the winners' names are published a week later.

1.2) Sustainable key performance indicator: The key performance indicator is the number or percentage of local people, household, communities and entrepreneurs who join these pride programs. Another indicator is the number of tourists who show interest on traveling in each community.

3) Divide roles fairly between women/men, elders/youth

3.1) Strategy: Civic engagement in local governance requires new forms of community partnerships between residents, entrepreneurs and the local agency. To achieve these, it is important to foster horizontal linkages between different organizations and actors involved in human settlements development: politicians, activists, professionals, employers, tourists and beneficiaries. It is also necessary to maintain vertical linkages between the various levels of political power – local, regional, national and federal – and ensure that the interests of both women/men and elder/youth are represented at each stage. Linkages and partnerships do not necessarily imply gender or age harmony and lack of conflict as different interest-based groups will defend their interests both within and between organizations. But it does imply keeping the channels of communication open and an inclusive rather than exclusive approach to community partnerships.

Partnerships should ideally be built on shared interests, reciprocal support and mutual benefit, with each partner contributing according to their respective resources, strengths and areas of expertise. Reciprocity is built on valuing and legitimizing the specific resources of the partners, whether these are material resources, managerial coordination, community information, professional expertise, entrepreneurship or the enthusiasm and energy of residents. Clearly there is a need to recognize the interests, contributions and reciprocal potential of women, men, elders as well as the youth. An increasingly common approach to democratizing and fostering the concept and process of gender-sensitive partnership is to consider women as equal stakeholders, with specific interests and needs. While this can be useful, a potential danger is to characterize women/elder/youth as a single group of stakeholders. In reality, they constitute as diverse a group as men involved in community partnerships. There are all women, men, elders and youth among different participant or partner groups. Women/elders/youth are as likely as men to have opposing as well as complementary interests and concerns. Thus if women/elders/youth are singled out as one, singular group, specific gender or age issues get ignored.

Furthermore, the stakeholder approach might identify actors, but does not necessarily address the processes and practices by which partnerships are established. Local partnerships are potentially the vehicle through which bottom-up efforts can intersect or dovetail with top-down approaches. It is vital that not only women, elders or youth participate, but that the partnership process recognizes specific concerns of women, elders and youth who have to balance multiple responsibilities that are not always compatible with existing procedures and who are therefore less able to participate with equal experience and skill in male-dominated forums.

Gender or age-sensitive community partnerships must recognize the different approaches that women, men, elders and youth often adopt in organization, negotiation and planning as a result of their socialization and experience of public life. In addition to having specific interests and concerns, women, elders and youth

have particular approaches towards managing their environments. One example is that women, elders and youth tend to establish informal neighborhood networks through their daily living patterns. This is not because women, elders and youth have some "natural" or intrinsic affinity with the community environment but because they confront their neighborhoods on a daily basis in the course of the activities they undertake within the existing gender or age division of labor. These networks can be utilized most effectively towards improved community planning and decision-making processes (The Norwegian Ministry of Environment, 1990).

3.2) Sustainable key performance indicator: The key performance indicator is the number or percentage of women, elders and youth that participate in any community activities be it politics, tourism or community management and development. Another indicator is the number or percentage of women, elders and youth who have a significant role as representative of the community in vital projects such as sustainable tourism development in the area.

4) Build community management organizations

4.1) Strategy: In communities, professional community leaders will be expected to excel in key skills. Community will be expected to guide their community organization through the community development process. They will be expected to prove their value numerically. Successful amateurs will still thrive, but community organizations will want the reliability of the proven professionals. As part of building community management organization, 10 principles of professional community management are as follow: (Feverbee, 2011).

4.1.1) Build a strong sense of community amongst a specific group of individuals.

4.1.2) Work from proven templates to develop their community through the community development process (they are proactive, not reactive).

4.1.3) Excel at building relationships both with and between members.

4.1.4) Master their data and use their data to optimize every activity and stage of the membership life-cycle.

4.1.5) Have deep knowledge of technology, sociology, social-psychology, anthropology, network science, psychology, group dynamics and community development.

4.1.6) Build internal and external systems to scale their communities without incurring a large financial burden.

4.1.7) Integrate the community with the organization's systems.

4.1.8) Excel at stimulating and sustaining high levels of participation per member.

4.1.9) Excel at conflict resolution and work from proven techniques to resolve potentially detrimental disputes.

4.1.10) Deliver a clear ROI to their employers (not fuzzy statements concerning engagement).

4.2) Sustainable key performance indicator: The key performance indicators are the number of participants in building community management program, the number of community organizations, the number of program in community relationships building, the percentage of knowledge on sense of community, and the number of conflict between members.

5.6.4 Cultural development strategy

1) Encourage respect for different cultures

1.1) Strategy: Learning to accept and respect other cultures is an important step that opens mind to the world and everyone's unique differences. The methods of encouragement people pay respect to different culture are as follow:

1.1.1) Develop an open mind: Open the doors of your mind to accept what other people believe in. Try not to stereotype or brush things off when people haven't actually taken a closer look yet. Try to get away from the personal frame and adopt an observational one.

1.1.2) Study religion: Though people may have their own faith, don't be afraid to look at other people. This doesn't mean people have to change their beliefs or what they think is true, it simply means people are being open minded and interested in other people's cultures and lives. Try visiting temples or reading a few story books. Remember they do not have to convert or essentially believe everything - just be interested and observe, and remember that everyone has their right to believe in something.

1.1.3) Take a look at history: The way some civilizations developed can be fascinating. Try studying about Thai history, the Thai civilization or local history. When people start studying, they'll understand how things wove together to form the community they live in today. It's a great piece of knowledge to have, so don't deprive them of it. There are plenty of books and sites available to fuel their curiosity. Appreciate the way different people fought for what they believed in, even if those beliefs differ from theirs.

1.1.4) Try some new cuisines: Residents and outsiders should enjoy different foods and the different ways meals are prepared. They both have to try everything to understand the different kinds of food.

1.1.5) Talk to people. If residents know people from different cultures, talk to them. It will help residents understand that though they may believe and practice different things, that doesn't make them strange or backward. Developing friendships with those from other cultures can be a really great experience.

1.2) Sustainable key performance indicator: The key performance indicator are the percentage of cultural facts misunderstood by both the locals and outsiders, the number of wrong behavior expressed to the local culture, the number of handbooks for understanding the local culture, the number of tourism guide books, and the number of “do's and don'ts” guide books.

2) Foster cultural exchange

2.1) Strategy: To foster cultural exchange as a tourist attraction, Patong municipality should support cultural exchange initiatives in order to:

2.1.1) Foster community appreciation and participation in cultural exchange;

2.1.2) Develop and extend the opportunities for stakeholders to engage in initiatives that promote cultural diversity in the municipality.

2.1.3) Support cultural expression that is original and pertinent to the residents of the municipality; and

2.1.4) Provide opportunities for cross-cultural collaboration that build a shared sense of community identity.

2.2) Sustainable key performance indicator: The key performance indicators are the number of cultural exchange activities, the percentage of participants in cultural exchange programs, and the number of organization's supporting.

3) Embed development in local culture

3.1) Strategy: Investments in culture have been largely linked with the protection and promotion of cultural heritage and the creation of cultural infrastructure and services with a view to enhancing local attractiveness and boosting tourism. Restructuring of local areas and sustainable local development is another important area of action that may be invariably linked to valorization of cultural heritage or development of “cultural city” and “creative hubs”. Investments also tend to target cultural and creative industries through the creation of hubs, incubators and clusters of local businesses. Such investments may also relate to research and innovation (entrepreneurship, SMEs, clusters, networks), information society (digitization), local regeneration (as part of integrated projects), improvement of human and social capital and skills development. Although there seems to be an apparent urban bias, culture-led development is equally relevant to local areas, where new business models can help bring innovation and sustainability to traditional forms (i.e. local crafts, heritage), thereby leading to economic viability.

3.1.1) Using local traditions and culture as the basis for marketing tourism industries: the tourism project in Patong has developed a considerable

momentum. Local culture has been used to define the required characteristics of high quality products. Networks of master tourism organization were put together upholding the culture and products, commitment to high standards based on the traditions and common contribution to regional identity in a specific region. The aim was to rebrand local culture, help establish commercially self-sustaining networks, increase employment and attract visitors.

3.1.2) Investing in culture-based development: While culture-based development is primarily linked with dramatic infrastructure developments, more balanced approaches combine investment in basic cultural infrastructure, where this is necessary, with ‘soft’ investments such as provision of support facilities, access to finance, specialized business advice training, investment in human capital and development of competences. Achieving the right balance between hard and soft investment is an important part of any effective development strategy.

3.1.3) Culture-based investment policy formulation: It is meaningful in the context of an integrated approach to sustainable development and need to be considered as part of a broader development strategy. Policies and support instruments need to be determined locally, taking into account specificities and assets and tapping into local resources. Multi-level governance is necessary to ensure the connection between different policy and administration levels. Public and private stakeholders must be involved in the process. Successful strategies are premised on a sequential model combining infrastructure and human capital development that are implemented over the medium to longer term (i.e. 10-20 years). Impact assessment and evaluation tools should be built in culture-led development initiatives at the outset. This helps identify weaknesses and strengths in processes and results achieved leading to the design of evidence-based policies. Building on the multi-faceted potential of culture and its related industries and activities represents an alternative model for growth in a globalized world.

3.2) Sustainable key performance indicator: The key performance indicators are the number of local culture, the number of local culture development

project, the number of organizations supporting the local culture, the policy of local culture development, and the number or percentage of infrastructure developments.

5.6.5 Economic development strategy

1) Raise funds for community development

1.1) Strategy: Community fundraising is about raising funds from local communities through developing volunteer networks. Volunteers lie at the heart of community fundraising but they require support and development. Community need to find ways of effectively managing and inspiring volunteers, making them feel valued whilst ensuring that the costs do not outweigh the returns on investment (ROI). However community also needs to remember that the value of community fundraising goes beyond immediate financial returns. It also provides long-term benefits of building a credible presence locally, creating trust, developing relationships and raising awareness on the work of charity. It is important to take a marketing approach to community fundraising, particularly if community is developing its fundraising from scratch. The community's brand message needs to be clear. The brand should communicate what the charity stands for i.e. its mission and values, and to be effective, needs to be communicated consistently across the organization. The good news for small organizations is that often brand awareness is higher in its local community than that of national brands. Community activity is one method to make community brand awareness and communication to people. The most common community fundraising activities are as follow:

1.1.1) Events: Events can be both a good money earner and valuable publicity provider for community but they are also risky and can be labor intensive. Successful events require good planning and the input of committed staff or volunteers and resources. When organizing an event community leaders or the ones responsible should be clear about the objectives. Whether it is to raise money, attract new supporters, or raise the profile of the community, the primary purpose should be outlined clearly. Think about the kind of events that would be most appropriate to community's target audience and the resources required organizing

the event – both financial and in terms of staff and volunteer time. Examples of community fundraising activities are:

- Coffee mornings and other social events
- Craft fairs
- Sales of art or work
- Fashion shows
- A ball
- Discos
- Picnics and family outings
- Auctions

It is important that the community ensures that it allows a long enough lead in time to organize and publicize the event. The community should also make sure that the community's budget is accurate and have legally binding contracts in place. To reduce the risk inherent in organizing an event, the community could:

- try and get sponsorship;
- recruit a committee of volunteers who each make a commitment to selling a certain number of tickets;
- take out insurance; and finally
- the community could encourage others to organize events on its behalf rather than taking the risk itself.

1.1.2) Sponsored events: Sponsored events such as sponsored walks, runs and bike rides are extremely popular and successful methods of fundraising. The community can organize a mass participation event or encourage others to organize or participate in sponsored events on its behalf. All the

community needs to do is provide promotional materials, at the very least a sponsorship form, encourage its supporters to organize or participate in events and publicize their successes in its supporter newsletter. The community should be concerned with the following:

Organizations arranging their own events need to consider their potential liability if anything goes wrong and make sure that a full risk assessment is conducted;

- Check that the event meets health and safety regulations and does not impact adversely on the local environment; and
- Charities and their supporters can make use of websites which offer online sponsorship and donation processing services.

1.1.3) Collections: Collections require an enthusiastic team of volunteers, good planning and some equipment, for example, collection boxes or envelopes, but they can be an important source of income as well as raising the profile of the organization locally:

- House-to-house collections – where staff knock on doors and ask for a donation or leave an envelope and call back later;
- Street collections usually with a collecting tin or bucket and stickers or flags;
- Static collecting boxes or tins; and
- Collecting boxes in supporters homes.

1.1.4) Raffles: Raffles and lotteries are common methods of fundraising by both large and small organizations. Raffles and scratch cards are regulated by the Lotteries Act and to ensure that participants comply with the regulations set by the Gaming Board's publication Lotteries and the Law.

1.1.5) Supporter database: If the community is starting a fundraising program from scratch then it needs to ensure that the community has a good

supporter database. Effective supporter development relies on its capacity to keep accurate records regarding the supporters and their relationship with the organization. The database is its most valuable asset. The community should make sure to collect names of warm contacts at every possible opportunity – referred to as data capture; train staff and volunteers on data input; and 'clean' its database regularly. A good database is an important tool for understanding its supporters and ensuring its community fundraising activities are supporter led. In developing a donor database community will need to ensure that it complies with Data Protection legislation.

1.1.6) Local clubs and societies: Another means of community fundraising is to take advantage of existing local clubs and societies, for example, Women's Institutes, Rotary, Young Farmers, Scouts, Guides, churches and religious groups. Some of these organizations such as Rotary are always on the lookout for speakers so it is quite easy to arrange to go and speak to them.

1.1.7) School fundraising: Involving children and young people in fundraising is not only about their potential to raise money but about developing their understanding of the community's cause, building support for the future and involving their families and the wider community as well. Community's materials should have good educational content and also young people have "Citizenship Education" as part of the curriculum and are encouraged to do activity projects in the community.

1.2) Sustainable key performance indicator: The key performance indicators are the number of fund, the number of fundraising project, the number of fundraising events, the number of sponsored events, the number of supporter database, the number of local club and societies and the number of participants in the fundraising program.

2) Create jobs in tourism

2.1) Strategy: Local tourism has the power to assist the province and the municipality in developing local products and creating local jobs. The options in creating job in tourism of the local community are as follow:

2.1.1) Develop policies that harness benefits from tourism to empower communities as volunteers or staff, protect natural resources, and promote social cohesion and cultural identity;

2.1.2) Ensure that tourism policies are based on the broad participation of local communities and that they promote local employment and local ownership over the natural resources that make those areas valuable touristic destinations;

2.1.3) Include local communities and stakeholders in tourism initiatives, from planning to implementation, to ensuring fair and sustainable economic returns;

2.1.4) Support the creation of tourism-oriented micro, small and medium-sized enterprises (M/SMEs), among others, by facilitating access to finance through credit and loans for local entrepreneurs, particularly the poor and other disadvantaged groups;

2.1.5) Provide specific support to tourism cooperatives, which promote economic advantages through the pooling of resources, knowledge and skills, sharing of risks and benefits, while enhancing community ownership and autonomy;

2.1.6) Encourage and provide incentives for major tourist businesses to make basic infrastructure, including water and power utilities, available to the communities in which they are operating, thereby allowing the local poor to benefit from large-scale tourist endeavors while creating a friendlier environment for tourists;

2.1.7) Encourage tourism value chains to source locally and reduce reliance on imported items;

2.1.8) Integrate local transport services, such as personal taxis, rather than offering separate and expensive hotel-run shuttles and services – utilizing and developing a local transport industry directly generates employment and income;

2.1.9) Support local employment through the development of job outreach programs that raise awareness among local populations about job prospects in tourism and assist local residents with finding and retaining jobs in tourism and related sectors; and

2.1.10) Evaluate and monitor the environmental impact of major tourism developments and use local labor to protect and maintain the environment.

2.2) Sustainable key performance indicator: The key performance indicators are the number of employed people, the number of unemployed people, the number of local entrepreneur, the number of job hiring, and the number of local employment.

3) Raise the income of local people

3.1) Strategy: The local agency should stimulate the creation of new jobs and income opportunities in rural areas. In that context, the local agency should (Development, 2009):

3.1.1) Support rural diversification, including on-farm diversification towards non-agricultural and other non-primary production activities.

3.1.2) Provide appropriate land-use frameworks in order to support the establishment of agricultural activities and both agricultural and non-agricultural services related to sustainable rural development, while respecting the rights of rural communities and indigenous people;

3.1.3) Provide entrepreneurial training, credit and other support to off-farm and other non-primary production activities;

3.1.4) Strengthen the links between agriculture and other sectors of the rural economy;

3.1.5) Develop sustainable ways to add value to agricultural products locally, sub regionally and regionally to generate additional income;

3.1.6) Support the development, transfer and use of safe and environmentally sound construction technologies and practices, in particular for housing, to improve living standards and to create employment in rural areas;

3.1.7) Support as appropriate, sustainable tourism as a valuable source of employment and income supplement to farming and other primary production activities, as well as sustainable natural resource management;

3.1.8) Increase access of rural populations, particularly women, youth, indigenous people and other vulnerable groups, especially in disadvantaged areas, to markets as well as affordable financial and business advisory services, such as market literacy, microcredit, loan guarantees and venture capital;

3.1.9) Expand access to markets by assisting rural producers, associations and firms, especially those from developing countries, to respond to market demand;

3.1.10) Increase employment opportunities through labor-intensive approaches including green jobs and development of rural infrastructure, taking into account the decent work agenda of the International Labor Organization as an important instrument to achieve the objective of full and productive employment and decent work for all;

3.1.11) Develop the necessary infrastructure and encourage data collection, including disaggregated population data, synthesis and analysis, to enhance the understanding of the contribution of non-farming activities to poverty reduction and income generation in rural areas;

3.1.12) Support the development of integration into market of smallholder family agriculture and sharing of experiences and best practices; and

3.1.13) Promote non-agricultural industries such as mining, service industries, construction and commerce, in a sustainable manner, as a source of employment and income for rural populations.

3.2) Sustainable key performance indicator: The key performance indicators are the income per capita (compared to last year), the number of tourism occupation, the local GDP average, the number of employment opportunities and the number of entrepreneurial training, the credit and other support project.

5.7 A world-class tourist destination of Patong beach based on community-based tourism

According to SWOT analysis that includes the tourism problems and tourism impact of Patong beach, the strategies for sustainable tourism development have been proposed. However, Table 10 has also demonstrated that the sustainable tourism development of this beach relates closely to the potential to be a world-class tourist destination.

To derive and arrive that stage, the vital condition is on the effective implementation of the recommended plan with the practice of people's participation. Since community-based tourism (CBT) is the product of sustainable tourism development, together with people participation, the success of Patong beach to be a world-class tourist destination will be in a very near future. That certainly means the success of Phuket Island as a world-class tourist destination of Thailand.

Table 10 Proposed strategies for sustainable tourism development of Patong beach with suggestion to be world-class tourist destination by community-based tourism

Problem dimension	Factor for consideration			
	Strategy supporting Patong beach as world-class tourist destination	Key performance	CBT principle adaptation for being world-class tourist destination of Patong beach	World-class tourist destination achievement Indicator
1. Political				
<ul style="list-style-type: none"> ● All associations stated that people's participation was low (interview) ● The overview of people's participation that was moderate with the mean score of 2.78 (questionnaire) ● From direct observation found that 	<ul style="list-style-type: none"> ● Enable the participation of local people ● Increase the power within the community ● Ensure rights in natural resource management 	<ul style="list-style-type: none"> ● Local government ● Community representative 	<ul style="list-style-type: none"> ● Recognize, support and promote community ownership of tourism ● Involve community members from the start in every aspects 	<ul style="list-style-type: none"> ● People's participation

Problem dimension	Factor for consideration			
	Strategy supporting Patong beach as world-class tourist destination	Key performance	CBT principle adaptation for being world-class tourist destination of Patong beach	World-class tourist destination achievement Indicator
local people's participation in tourism activity was low				
2. Environmental				
<ul style="list-style-type: none"> ● Pollutions such as garbage, sewage and dust and caused deforestation to make way for construction with the mean score of 4.54. ● The building also caused an eyesore with the mean score of 4.50. 	<ul style="list-style-type: none"> ● Study the carrying capacity of the area ● Appropriate waste management system: 3Rs ● Raise awareness of the need for conservation 	<ul style="list-style-type: none"> ● Local agency ● Local people ● Private sectors ● Tourist 	<ul style="list-style-type: none"> ● Improve the quality of life ● Ensure environmental sustainability 	<ul style="list-style-type: none"> ● International standard and quality of facility and accommodation ● Sustainable tourism management

Problem dimension	Factor for consideration			
	Strategy supporting Patong beach as world-class tourist destination	Key performance	CBT principle adaptation for being world-class tourist destination of Patong beach	World-class tourist destination achievement Indicator
<ul style="list-style-type: none"> ● Trespassing the public areas affecting the land and sea eco-system with the mean score of 4.24. ● Reduction in sea creatures from fishing for tourist consumption with the mean score of 4.22. ● Poor zoning management and problem of garbage, waste water, air pollution, etc. 				

Problem dimension	Factor for consideration			
	Strategy supporting Patong beach as world-class tourist destination	Key performance	CBT principle adaptation for being world-class tourist destination of Patong beach	World-class tourist destination achievement Indicator
(interview)				
3. Social				
<ul style="list-style-type: none"> ● Prostitution problems and sexually transmitted disease problem such as AIDS, venereal diseases with the mean score of 4.50. ● Drug and criminal problems such as drug trafficking, robbery and theft with the mean score of 4.35. ● Child, female and elderly labor, local shops 	<ul style="list-style-type: none"> ● Raise the quality of life ● Promote community pride ● Divide roles fairly between women/men, elders/youth ● Build community management organizations 	<ul style="list-style-type: none"> ● Local agency ● Local people ● Private sectors ● Tourist 	<ul style="list-style-type: none"> ● Promote community pride ● Improve the quality of life ● Preserve the unique characters and culture of the area 	<ul style="list-style-type: none"> ● International standard and quality of facility ● Sustainable tourism management

Problem dimension	Factor for consideration			
	Strategy supporting Patong beach as world-class tourist destination	Key performance	CBT principle adaptation for being world-class tourist destination of Patong beach	World-class tourist destination achievement Indicator
<p>took advantage of tourists and self-sufficiency with the mean score of 4.13.</p> <ul style="list-style-type: none"> • Social problems such as crimes, insecurity of life and belongings, taking advantage of tourists and etc., (interview)) 				
4. Cultural				
<ul style="list-style-type: none"> • Outside cultural assimilation with the mean score 	<ul style="list-style-type: none"> • Encourage respect for different cultures • Foster 	<ul style="list-style-type: none"> • Local agency • Local people • Private sectors 	<ul style="list-style-type: none"> • Promote community pride • Improve the 	<ul style="list-style-type: none"> • Quality international tourist • World award

Problem dimension	Factor for consideration			
	Strategy supporting Patong beach as world-class tourist destination	Key performance	CBT principle adaptation for being world-class tourist destination of Patong beach	World-class tourist destination achievement Indicator
<p>of 4.30. (questionnaire)</p> <ul style="list-style-type: none"> Disrespect local culture of foreigner problem (Observation) Tourist attractions at Patong beach should be promoted as local culture (interview) 	<p>cultural exchange</p> <ul style="list-style-type: none"> Embed development in local culture 	<ul style="list-style-type: none"> Tourist 	<p>quality of life</p> <ul style="list-style-type: none"> Preserve the unique characters and culture of the area Foster cross-cultural learning Respect cultural differences and human dignity 	<p>winnings</p> <ul style="list-style-type: none"> Variety of tourist destination and activities Sustainable tourism management
5. Economic				
<ul style="list-style-type: none"> Loss of income to foreign entrepreneurs with the mean score of 4.62. Loss of 	<ul style="list-style-type: none"> Raise funds for community development Create jobs in tourism Raise the income of local 	<ul style="list-style-type: none"> Local agency Local people Private sectors 	<ul style="list-style-type: none"> Improve the quality of life Distribute benefits fairly among community members Contribute a 	<ul style="list-style-type: none"> Quality international tourist International standard and quality of facility and accommodatio

Problem dimension	Factor for consideration			
	Strategy supporting Patong beach as world-class tourist destination	Key performance	CBT principle adaptation for being world-class tourist destination of Patong beach	World-class tourist destination achievement Indicator
<p>employment to foreign workers with the mean score of 4.60.</p> <ul style="list-style-type: none"> • Generated high cost of living with the mean score of 4.57. • Increased the prices of land and real estates with the mean score of 4.47 • Made local people's spending spree with the mean score of 4.38 • The numbers of accommodation 	people		<p>fixed percentage of income to community projects</p>	<p>n</p> <ul style="list-style-type: none"> • World award winnings • Sustainable tourism management • Fairly benefit distribution

Problem dimension	Factor for consideration			
	Strategy supporting Patong beach as world-class tourist destination	Key performance	CBT principle adaptation for being world-class tourist destination of Patong beach	World-class tourist destination achievement Indicator
entrepreneurs and related entrepreneurs were increasing. As a result, it was hard to control the standard of new accommodations, new restaurants, new retail shops and new travel agencies (interview)				

These proposed strategies are comprised of strategies for solving the problem in all elements of Patong beach, namely environment, social and economic. Moreover, the political and cultural problems are considered. Therefore, the strategies for sustainable tourism development of Patong beach are covered in 5 elements. These be enable Patong beach to be world-class tourist destination based on community-based tourism in the future. Moreover, it can be a prototype of sustainable tourism development to other tourism communities.

In conclusion, to arrive being world-class tourist destination by community-based tourism of Patong beach the key performances should be concerned with the principle of community-based tourism and it must be implemented especially with people's participation that is a heart of sustainable tourism development at the community.



CHAPTER VI

CONCLUSION AND RECOMMENDATION

This research was conducted to analyze the existing tourism situation of Patong Beach, identify factors influencing its sustainable development and propose a strategies for sustainable tourism development in Patong Beach as a world-class tourist destination by community based tourism. The relevant concepts that are useful for this research are as follow: sustainable development, sustainable tourism development, ecotourism, world-class tourist destination, strategic management, community based tourism, people's participation and the national tourism development plan.

6.1 Conclusion

Patong Beach has strength of attractions. There are various natural tourist attractions such as beach, sea, islands, etc. Moreover, tourism activities such as diving, sunbathing, massage, spa, cultural shows, special events, annual events, etc. are considered attractions. At the same time, various tourism places such as temples, shrines, shopping malls, pubs, bars, entertainment complex, local markets, restaurants, public areas are fascinating attractions to all tourists.

In terms of accessibility strength, there are many ways that tourists can access tourism information such through handbooks, websites, tourism staff, information centers or even local people. They can understand and absorb the beauty of travelling at Patong beach with high competency.

With regard to the strength of facility, there are various accommodations such as hotels, guesthouses, service apartments that tourists can select from according to their budget and needs. The accommodations are of international standard. Moreover, communication system covers the entire area. Infrastructure provided can support both of local people and tourists.

The last strength is security or safety. There is a 24 hour emergency staff in charge of taking care of tourists and local people. In addition, the members of the

emergency staff are all expert in their field and have the ability to quickly respond to emergency situations. Moreover, CCTV is installed throughout the area. There are also warning signs such as tsunami escape warning sign and tsunami evacuation signs set around the area. This relates to the perspective of all associations describing that security/safety at Patong beach has been promoted to the first rank in safety in Thailand. This makes trustworthiness of being at Patong beach to tourist.

There are many opportunities for Patong Beach to become a world-class tourist destination. According to the researcher's analysis which merges several criteria of world class destination, it is found that Patong Beach has a significant number of inbound tourists coming from many countries. At the same time, there are enough world class facilities in Phuket which deliver tourist satisfaction, including land, water and air transportation. Moreover, Tourists can access tourism information from any media such as internet, handbook, interpretation sign and visitor center, etc. Meanwhile, there are varieties of touristic places and activities and international, quality standard touristic places as well that generate international awards. In addition, the touristic places should be safe for tourist and their belonging. Lastly, there is a tourism management that promote sustainability, socio-cultural and environmental responsibility, area and local people protection from tourism impact as well as reduction on environmental impact such as garbage, emission, waste water and natural disasters, etc. which will be organized upon the participation of the stakeholders.

Furthermore, MICE business in Phuket is has been currently promoted thus it attracts outside investments.

The ASEAN Economic Community (AEC) is one opportunity of Patong Beach. It will support tourism business income at the place as well as increase the number of tourists in Thailand.

Eco tourism trend is one tourism activity which attract new target to Phuket also Patong Beach and it is an opportunity to develop new tourism market.

According to tourism carrying capacity, Patong Beach has high potential of tourism carrying capacity in any elements. There may be varying types of facilities such as accommodations, but the number of accommodation has not been properly regulated and has become out of control. The local agency does not control the number of accommodations. This leads to low quality of service, lack of social responsibility which includes waste water draining, garbage management, etc. The local agency should announce the municipal law to limit the number of accommodation, and it will minimize the environmental problems at the same time.

To make Patong Beach a major attraction, it should be promoted in local culture. This method is attractive to tourist. At the same time, the local agency should train the tourism staff to be a professional and good host, and improve infrastructure to adequately support both the local people and tourists.

However, many factors affected sustainable tourism being of Patong beach. Such as security/safety of life and belonging, Patong Beach has moderate potential in protecting and keeping the tourists safe. Tourists are still at risk of being victimized by the mafia taxi, which is the number one problem the local agency must solve. Moreover, there are no warning signs at dangerous areas such as construction area, broken drain and so on. Furthermore, tourists' life and belongings are not secured because of these constructions. The concurrent problems on increased crime rate, drug trafficking, theft, traffic related accidents, and foreign workers should also be given attention as soon as possible.

There is low participation level among all tourism associations and local people because of poor information campaign and encouragement on the side of the local agency. Moreover, there is low participation from other stakeholders such as school, hospitals, entrepreneurs, etc. with the local agency's attempt to solve problem through events and programs like public hearing, job training, language training, good host training, etc. As a result, it affects the development of sustainable tourism in the area. In addition the results from the questionnaire present that participation of local people and other stakeholders are moderate which one obstacle of sustainable tourism development is.

Tourism at Patong Beach is growing extremely. It leads to having negative impacts on the sustainability of Patong beach, for example: garbage problem, waste water, dust pollution, crime, and unsecured life and belonging. Moreover, infrastructure is one aspect affected by tourism. The infrastructures are not enough to accommodate the increasing number of tourists and tourism activities. Therefore, the local agency should realize these problems and find out possible solutions for these. If the local agency will still ignore these, tourism at Patong beach will suffer and will be unsustainable.

The tourism policy of Patong Beach mainly concentrates in the number of tourists, therefore the number of accommodation entrepreneurs and related entrepreneurs are increasing continually. As a result, it is hard to control the standard of new accommodations, new restaurants, new retail shops and new travel agencies. Hence, the quality is low and they have become the reason for the low quality tourists at Patong Beach which will affect to sustainable tourism at Patong Beach.

In summary, many factors influencing sustainable tourism at Patong Beach failed in many indicators such as low economic benefit distribution (economic impact), high ratio of tourists to residents (social impact), threat on the endangered species "Greater Slow Loris", high percentage of sewage from site receiving treatment such as water supply (environmental impact), and ineffective national enforcement and local regulation (poor management). Apart from the already mentioned, the dissatisfaction of tourists adds up to the failure.

Moreover, factors as mentioned above as well as the weaknesses of current tourism strategy are causes of unsustainable tourism at Patong Beach. With this, all stakeholders including the researcher try to find a strategy plan for sustainable tourism development of Patong Beach, Phuket Island, Thailand and use it to develop Patong Beach to become a sustainable world class destination.

To solve the problems and manage tourism at Patong beach to be world-class tourist destination based on community-based tourism, they will be determined as follow:

1. Political development strategy:

1) **Enable the participation of local people:** There is a need to strengthen local institutions to enhance the local participation in administration themselves.

2) **Increase the power of the community over the outside:** This strategy requires campaigning to promote the benefit of tourism development by providing communities information and raising awareness before they make a decision to whether participate or not.

3) **Ensure rights in natural resource management:** This is to encourage the community to strengthen itself and empower the local people to manage their resources.

2 Environmental development strategy:

1) **Study the carrying capacity of the area:** This is to encourage tourism carrying capacity study of the area which aims to examine the potential of resource utilizing of tourists and residents in the area.

2) **Appropriate waste management system:** This is done by reducing the amount of waste produced. This is the best way to help the environment.

3) **Raise awareness of the need for conservation:** This strategy aims to educate in support of campaigns to achieve specific conservation outcomes.

3. Social development strategy:

1) **Raise the quality of life:** This is to support events, activities and festivals concerning with healthy, lifestyle, wellbeing, mindfulness and exercise in the public area, support events, activities and festivals concerning healthy lifestyle, wellbeing, mindfulness and exercise in public areas, create protection from any crime.

2) **Promote community pride:** This is to expand community pride through projects and community actions to promote a cleaner, healthier, safer, more beautiful Patong Beach in all aspects.

3) Divide roles fairly between women/men, elder/youth: It is important foster horizontal linkages between different organizations and actors involved in human settlements development: politicians, activists, professionals, employers, tourists and beneficiaries; maintain vertical linkages between the various levels of political power.

4) Build community management organizations: This strategy aims to build a strong sense of community amongst a specific group of individuals, work from proven templates to develop their community through the community development process.

4. Cultural development strategy:

1) Encourage respect for different cultures: This requires learning to accept and respect other cultures, which is an important step that opens mind to the world and everyone's unique differences.

2) Foster cultural exchange: This includes fostering community appreciation and participation in cultural exchange, developing and extending the opportunities for stakeholders to engage in initiatives that promote cultural diversity in the municipality.

3) Embed development in local culture: This is to use local traditions and culture as the basis for marketing tourism industries, invest in culture-based development, and formulate culture-based investment policies.

5. Economic development strategy:

1) Raise funds for community development: This is to make community brand awareness and communication to people through fundraising activities such as events, sponsorships, collections, raffles, supporter database, local clubs and societies and school fundraising.

2) Create jobs in tourism: The province and the municipality should develop tourism policies for creating local products and local jobs by doing the following: developing policies that harness benefits from tourism to empower

communities as volunteers or staff, protecting natural resources, and promoting social cohesion and cultural identity.

3) Raise the income of local people: This is done by stimulating the creation of new jobs and income opportunities in rural areas by supporting rural diversification, including on-farm diversification towards non-agricultural and other non-primary production activities, providing appropriate land-use frameworks in order to support the establishment of agricultural activities and both agricultural and non-agricultural services related to sustainable rural development.

These proposed strategies are comprised of strategies for solving the problem in all elements of Patong beach, namely environment, social and economic. Moreover, the political and cultural problems are considered. Therefore, the strategies for sustainable tourism development of Patong beach are covered in 5 elements. These be enable Patong beach to be world-class tourist destination based on community-based tourism in the future. Moreover, it can be a prototype of sustainable tourism development to other tourism communities.

In conclusion, to arrive being world-class tourist destination by community-based tourism of Patong beach the key performances should be concerned with the principle of community-based tourism and it must be implemented especially with people's participation that is a heart of sustainable tourism development at the community.

6.2 Recommendation

6.2.1 Recommendation for sustainable development

The suggestions of development tourism at Patong Beach are as follow:

1) Promote and support local residents and entrepreneurs participation in environment conservation, social preservation and economic development by giving them a chance to take part in designing the local plan and policy with respect to sustainable tourism development.

2) Enforcement and revise and update all the present law, regulation and also punishment to be up to date, with consideration to international situations. However, the revising and updating should within the Thai context.

3) Enforce the announcement of Ministry regulation of the environmental protected area 2010 in terms of allocation of protected area in Phuket province (ONEP, 2010) for managing Patong beach in the way of sustainable tourism development. Moreover, the law submitted concerning tourism should require the Tourism Authority of Thailand (TAT) to participate as advisor of tourism planning and law. Altogether, tourism academicians can be encouraged to participate on this point.

4) Be concerned with the importance of sustainable tourism development by utilizing the principles of community-based tourism (CBT). Community-based tourism is one form of sustainable tourism which focused on all aspects. The importance of the political aspect lies on the people's participation in the local administration. Environmental aspect refers to the local resources that all stakeholders have to protect and conserve together. Social aspect refers to all stakeholders in the area. They are responsible for protecting themselves from any harm and their continual development for better livelihood. The cultural aspect includes those that are tangible and intangible which are deemed important in the preservation of the uniqueness of local culture, which may be passed on to the next generation. Finally, economic aspect refers to the revenue that drives any aspect to achieve the stakeholders' participation concept.

5) Organize fund for local tourism. The fund can be from the annual government's budget distribution or from other benefactors like the community, entrepreneurs, local organizations, and also the local agency in the form of donation.

6) Set up a campaign on environmental conservation in the area through all media i.e. television, radio, newspaper, magazine, websites, leaflets, and guidebooks both in Thai and English as well as other languages. It increases the awareness of all people including locals and tourists to conserve tourism resources together.

Moreover, the local agency should encourage women, the elderly and the youth to participate in local management equality.

7) These strategies can be applied to manage in the tourist destination where similar characteristic of the area. To get achievement of development and sustain tourism at community, all stakeholders should work together and strengthen fairly people's participation because it is the heart of sustainable tourism development based on community based tourism.

6.2.2 Recommendation for future research

It should focus on the impact of tourism in Patong beach in three dimensions, namely: environmental, social, and economic. Moreover, understanding its context and background before finding strategies is necessary in order to ensure their appropriateness. The present research found that there is a serious lack of people's participation and understanding of the principle of community-based tourism development and management. Therefore, future research should focus on how to encourage stakeholders' participation in tourism development and management in Patong beach, and also on how to ensure equitable distribution of the benefits among them

The following are specific recommendations as areas of investigation for further research drawn from this study:

- 1) Drawing qualitative tourists as a new market for retaining its status as a world-class tourist destination in the long run
- 2) Development of tourism marketing mix based on sustainable tourism development
- 3) Encouragement for people's participation in tourism management by utilizing community-based tourism concepts
- 4) Promotion of local culture through diversification of tourism attraction
- 5) Prevention of natural disasters, to earn tourists' trust in tourism at Patong beach

6) Development of safety zone and checking up instrument continually to protect lives and belongings of tourists and also residents

7) Development of world-class tourism based on professionalism

8) Popularization of tourist attractions and events to promote world-class tourism

9) Conservation of tangible and intangible attractions through minimizing negative impacts of tourism

In addition, further research should be done through quantitative and qualitative research to increase effective results. Moreover, tourism research should be integrated with other sciences because it is at present a disciplinary knowledge.



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APPENDIX

จุฬาลงกรณ์มหาวิทยาลัย
CHULALONGKORN UNIVERSITY

APPENDIX A: QUESTIONNAIRE FOR LOCAL PEOPLE



แบบสอบถามงานวิจัย

เรื่อง “การพัฒนาการท่องเที่ยวอย่างยั่งยืนของเกาะภูเก็ต กรณีศึกษาหาดป่าตอง ประเทศไทย”

คำชี้แจง

แบบสอบถามนี้มีวัตถุประสงค์เพื่อสอบถามทัศนคติของคนในชุมชนที่มีต่อการพัฒนาการท่องเที่ยวอย่างยั่งยืนของหาดป่าตอง โดยผู้วิจัยขอความอนุเคราะห์ท่านได้กรุณาตอบแบบสอบถามเพื่อนำข้อมูลที่ได้ไปใช้ในการเสนอแนะหน่วยงานที่เกี่ยวข้องจัดทำกลยุทธ์ในการพัฒนาท่องเที่ยวให้ยั่งยืนต่อไป

ทั้งนี้ แบบสอบถามฉบับนี้ประกอบด้วยคำถาม 3 ส่วนคือ

ส่วนที่ 1 ข้อมูลส่วนบุคคล

ส่วนที่ 2 ทัศนคติที่มีต่อการพัฒนาการท่องเที่ยวอย่างยั่งยืนของหาดป่าตองแบ่งเป็น 4 ด้าน

ดังนี้

- ผลกระทบด้านบวกและลบที่เกิดจากการพัฒนาการท่องเที่ยว
- การมีส่วนร่วมในการพัฒนาการท่องเที่ยว
- ชีตความสามารถในการรองรับการพัฒนาการท่องเที่ยว
- นโยบายท้องถิ่นและนโยบายระดับชาติด้านการพัฒนาการท่องเที่ยว

ส่วนที่ 3 ข้อเสนอแนะในการพัฒนาการท่องเที่ยวอย่างยั่งยืนของหาดป่าตอง

ผู้วิจัยขอขอบพระคุณท่านที่ให้ความร่วมมือเป็นอย่างดีในการตอบแบบสอบถามฉบับนี้

นายเมษธาวิณ พลโยธี

นิสิตปริญญาเอกสหสาขาวิชาสิ่งแวดล้อม การพัฒนา และความยั่งยืน

จุฬาลงกรณ์มหาวิทยาลัย

ผู้วิจัย

คำชี้แจง: กรุณาทำเครื่องหมาย ✓ ลงในช่อง () หรือเติมข้อความลงในช่องว่างที่เว้นไว้ให้ตรง
ความเป็นจริงของท่าน

ส่วนที่ 1 ข้อมูลส่วนบุคคล

1.เพศ

- () 1.ชาย () 2.หญิง

2.อายุ

- () 1.อายุไม่เกิน 20 ปี () 2.อายุ 21-30 ปี
() 3.อายุ 31-40 ปี () 4.อายุ 41-50 ปี
() 5.อายุ 51-60 ปี () 6.อายุ 61 ขึ้นไป

3.การศึกษา

- () 1.ประถมศึกษา () 2.มัธยมศึกษาตอนต้น
() 3.มัธยมศึกษาตอนปลาย () 4.ปริญญาตรี
() 5.ปริญญาโท () 6.ปริญญาเอก
() 7.อื่นๆ (โปรดระบุ).....

4.อาชีพ

- () 1.นักเรียน/นักศึกษา () 2.ข้าราชการ/รัฐวิสาหกิจ/ลูกจ้างของรัฐ
() 3.ธุรกิจส่วนตัว/ค้าขาย () 4.พนักงาน/ลูกจ้างบริษัทเอกชน
() 5.เกษตรกร () 6.ข้าราชการบำนาญ
() 7.แม่บ้าน/พ่อบ้าน/ว่างงาน () 8.อื่นๆ (โปรดระบุ).....

5.รายได้ต่อเดือน

- () 1. ไม่เกิน 10,000 บ. () 2. ระหว่าง 10,001-20,000 บ.
() 3. ระหว่าง 20,001-30,000 บ.() 4. ระหว่าง 30,001-40,000 บ.
() 5. ระหว่าง 40,001-50,000 บ.() 6. มากกว่า 50,000 บ.

6.สถานภาพทางสังคม

- () 1.ประชาชนทั่วไป () 2.ผู้ใหญ่บ้าน/กำนัน/ผู้นำกลุ่ม

7.ภูมิลำเนา

- () 1.เป็นคนในป่าตองโดยกำเนิด () 2.ย้ายมาจากที่อื่น

8.ระยะเวลาที่อาศัยอยู่ในป่าตอง (ตอบเฉพาะผู้ที่ย้ายมาจากที่อื่น)

- () 1.ไม่เกิน 1 ปี () 2.มากกว่า 1 ปี แต่ไม่เกิน 5 ปี
 () 3.มากกว่า 5 ปี แต่ไม่เกิน 10 ปี () 4.มากกว่า 10 ปี แต่ไม่เกิน 15 ปี
 () 5.มากกว่า 15 ปี แต่ไม่เกิน 20 ปี () 6.มากกว่า 20 ปีขึ้นไป

9.กรณีที่ย้ายมาจากที่อื่น ท่านย้ายมาจากที่ใด (ตอบเฉพาะผู้ที่ย้ายมาจากที่อื่น)

- () 1.ย้ายมาจากหมู่บ้าน/ตำบล/อำเภออื่นของจังหวัดภูเก็ต
 () 2.ย้ายมาจากจังหวัดอื่น (โปรดระบุ).....

10.สาเหตุของการย้าย (ตอบเฉพาะผู้ที่ย้ายมาจากที่อื่น)

- () 1.ย้ายเพื่อมาอยู่ร่วมกับครอบครัว/ตั้งรกรากใหม่
 () 2.ย้ายเพื่อมาประกอบอาชีพ
 () 3.ย้ายเนื่องจากเป็นข้าราชการโอนย้าย
 () 5.อื่นๆ (โปรดระบุ).....

ส่วนที่ 2 ทศนคติที่มีต่อการพัฒนาการท่องเที่ยวอย่างยั่งยืนของหาดป่าตอง

เป็นคำถามที่เกี่ยวกับทศนคติหรือความคิดเห็นของท่านที่มีต่อการพัฒนาการท่องเที่ยวอย่างยั่งยืนของหาดป่าตองในด้านต่างๆ กรุณาทำเครื่องหมาย ✓ ลงในช่องที่ตรงกับทศนคติหรือข้อคิดเห็นของท่านมากที่สุด โดย

- 1 หมายถึง เห็นด้วยน้อยที่สุด 2 หมายถึง เห็นด้วยน้อย 3 หมายถึง เห็นด้วยปานกลาง
4 หมายถึง เห็นด้วยมาก 5 หมายถึง เห็นด้วยมากที่สุด

ประเด็น	ด้าน	ข้อความ	ระดับความคิดเห็น				
			1	2	3	4	5
1.ผลกระทบที่เกิดจากการพัฒนาการท่องเที่ยว	<u>ด้านบวกทางสังคม</u>	1.1 สาธารณูปโภคพื้นฐานในชุมชน เช่น ประปา ไฟฟ้า ถนน สาธารณสุข เป็นต้น ได้รับการพัฒนาไปในทางที่ดีขึ้น					
		1.2 ประชาชนมีความเป็นอยู่ดีขึ้น					
		1.3 วัฒนธรรมชุมชนได้รับการใส่ใจดูแลมากขึ้น					
		1.4 ประชาชนเกิดความสามัคคีในการพัฒนาชุมชนร่วมกัน					
		1.5 ประชาชนเกิดการเรียนรู้และตื่นตัวต่อการพัฒนาอยู่เสมอ เช่น ภาษา เทคโนโลยี เป็นต้น					
	<u>ด้านบวกทางสิ่งแวดล้อมและทรัพยากรธรรมชาติ</u>	1.6 สิ่งแวดล้อมและทรัพยากรธรรมชาติในชุมชนมีความสวยงามขึ้น					

ประเด็น	ด้าน	ข้อความ	ระดับความคิดเห็น				
			1	2	3	4	5
		1.7 ประชาชนให้ความห่วง แทนและใส่ใจในการดูแล สิ่งแวดล้อมและ ทรัพยากรธรรมชาติมากขึ้น					
		1.8 สิ่งแวดล้อมและ ทรัพยากรธรรมชาติในชุมชน ได้รับการพัฒนาและใส่ใจจาก ภาครัฐอย่างต่อเนื่องและ จริงจัง					
		1.9 มีกฎระเบียบว่าด้วยการ ดูแลสิ่งแวดล้อมและ ทรัพยากรธรรมชาติที่เข้มงวด และจริงจัง					
		1.10 มีการประสานความ ร่วมมือระหว่างประชาชนและ ภาครัฐในการดูแลสิ่งแวดล้อม และทรัพยากรธรรมชาติ					
	<u>ด้านบวกทาง</u> <u>เศรษฐกิจ</u>	1.11 ประชาชนมีงานทำและ มีรายได้มากขึ้น					
		1.12 เกิดการสร้างงานและ การจ้างงานมากขึ้น					
		1.13 เกิดรายได้จากการ จำหน่ายสินค้าพื้นถิ่น					
		1.14 เกิดการกระจายรายได้ ในชุมชน					

ประเด็น	ด้าน	ข้อความ	ระดับความคิดเห็น				
			1	2	3	4	5
		1.15 สภาพเศรษฐกิจในชุมชนดีขึ้น					
	<u>ด้านลบทางสังคม</u>	1.16 เกิดการกลืนกลายและเลียนแบบวัฒนธรรมจากนักท่องเที่ยว เช่น การแต่งกาย ภาษา เป็นต้น					
		1.17 เกิดปัญหาเสพยาเสพติด การมั่วสุมของเยาวชน ปัญหาอาชญากรรมเช่น การฉกชิงวิ่งราว โจรผู้ร้าย เป็นต้น					
		1.18 เกิดการใช้แรงงานเด็ก สตรี และคนชรา					
		1.19 เกิดการค้าประเวณี และเกิดปัญหาโรคติดต่อทางเพศ เช่นเอดส์ กามโรค เป็นต้น					
		1.20 ประชาชนขาดความเป็นมิตร เอาเปรียบและเห็นแก่ประโยชน์ส่วนตนมากขึ้น					
		<u>ด้านลบทางสิ่งแวดล้อมและทรัพยากรธรรมชาติ</u>	1.21 เกิดการรุกรานพื้นที่สาธารณะส่งผลต่อระบบนิเวศทางบกและทางทะเล				
	1.22 เกิดมลภาวะต่างๆ เพิ่มขึ้น เช่น มลพิษทางเสียง น้ำเสีย ขยะ ควันพิษ เป็นต้น						
	1.23 เกิดการบดบัง						

ประเด็น	ด้าน	ข้อความ	ระดับความคิดเห็น					
			1	2	3	4	5	
		ทัศนียภาพธรรมชาติจากสิ่งปลูกสร้าง						
		1.24 เกิดการตัดไม้ทำลายป่าเพื่อบุกเบิกพื้นที่ก่อสร้าง						
		1.25 จำนวนสัตว์น้ำเศรษฐกิจลดลง เนื่องจากการจับเพื่อตอบสนองความต้องการทางการท่องเที่ยว						
		<u>ด้านลบทางเศรษฐกิจ</u>	1.26 ค่าครองชีพสูงขึ้น					
		1.27 ประชาชนเกิดความพึงพอใจ						
	1.28 เกิดการแย่งงานจากแรงงานต่างด้าว							
	1.29 สูญเสียรายได้แก่ผู้ประกอบการต่างชาติ							
	1.30 ราคาที่ดินอสังหาริมทรัพย์สูงขึ้น							
	2.การมีส่วนร่วมในการพัฒนาการท่องเที่ยว	<u>ด้านการวางแผน</u>	2.1 ท่านมีส่วนร่วมในการวางแผนพัฒนาการท่องเที่ยวหาดป่าตอง					
			2.2 ท่านมีส่วนร่วมในการแสดงความคิดเห็นเกี่ยวกับการพัฒนาการท่องเที่ยวหาดป่าตอง					
2.3 ท่านมีส่วนร่วมในการ								

ประเด็น	ด้าน	ข้อความ	ระดับความคิดเห็น				
			1	2	3	4	5
		กำหนดวัตถุประสงค์ของการพัฒนาการท่องเที่ยวหาดป่าตอง					
	<u>ด้านการจัดการ</u>	2.4 ท่านมีส่วนร่วมในการจัดโครงสร้างองค์กรในการพัฒนาการท่องเที่ยวหาดป่าตอง					
		2.5 ท่านมีส่วนร่วมในระบบการพัฒนาการท่องเที่ยวหาดป่าตอง เช่น ฝึกอบรม และเสริมสร้างทักษะความรู้เกี่ยวกับการพัฒนาการท่องเที่ยว เป็นต้น					
		2.6 ท่านมีส่วนร่วมในการเสนอแนวทางการแก้ปัญหาที่เกิดจากการท่องเที่ยว					
	<u>ด้านการดำเนินการ</u>	2.7 ท่านมีส่วนร่วมในการแนะนำ ชี้แนะ ชักชวนผู้อื่นให้เข้าร่วมในการพัฒนาการท่องเที่ยวของหาดป่าตอง					
		2.8 ท่านมีส่วนร่วมในการเป็นบุคลากรในการพัฒนาการท่องเที่ยวของหาดป่าตอง เช่น มัคคุเทศก์ อาสาสมัคร เป็นต้น					
		2.9 ท่านมีส่วนร่วมในการ					

ประเด็น	ด้าน	ข้อความ	ระดับความคิดเห็น				
			1	2	3	4	5
		ให้บริการ ต้อนรับ และดูแล นักท่องเที่ยว					
	<u>ด้านการรับ ผลประโยชน์</u>	2.10 ท่านมีส่วนร่วมในการรับ ผลประโยชน์จากการ ท่องเที่ยว เช่น รายได้ ความ เป็นอยู่ดีขึ้น สาธารณูปโภคดี ขึ้น เป็นต้น					
3.ขีด ความสามารถ ในการรองรับ การ พัฒนาการ ท่องเที่ยว	<u>ด้านทรัพยากร ท่องเที่ยว</u>	3.1 มีทรัพยากรท่องเที่ยวทาง ธรรมชาติหลากหลาย เช่น ชายหาด ทะเล เกาะ เป็นต้น					
		3.2 มีกิจกรรมท่องเที่ยว มากมายตอบสนองความ ต้องการของนักท่องเที่ยว เช่น ดำน้ำ การแสดงวัฒนธรรม กิจกรรมพิเศษ เป็นต้น					
		3.3 มีสถานที่ท่องเที่ยว หลากหลายและเพียงพอ เช่น วัด ศาลเจ้า ห้างสรรพสินค้า สถานบันเทิง สวนสาธารณะ เป็นต้น					
		3.4 แหล่งท่องเที่ยวและ กิจกรรมท่องเที่ยวสามารถ รองรับนักท่องเที่ยวได้ เพียงพอและตลอดทั้งปี					
		3.5 ทรัพยากรท่องเที่ยวได้รับ การดูแล และพร้อมเสมอใน					

ประเด็น	ด้าน	ข้อความ	ระดับความคิดเห็น				
			1	2	3	4	5
		รองรับนักท่องเที่ยว					
	<u>ด้านการเข้าถึงแหล่งท่องเที่ยว</u>	3.6 มีรถขนส่งสาธารณะทั่วถึงและครอบคลุม					
		3.7 มีป้ายบอกทางชัดเจนและครอบคลุมทุกเส้นทาง					
		3.8 มีแหล่งข้อมูลที่หลากหลาย เพียงพอแก่ความต้องการของนักท่องเที่ยว เช่น เว็บไซต์ ศูนย์ข้อมูล แผ่นพับ คู่มือ เป็นต้น					
		3.9 มีรถสาธารณะที่หลากหลายเพียงพอ เช่น แท็กซี่ มอเตอร์ไซค์รับจ้าง รถสองแถว เป็นต้น					
		3.10 มีถนน และเส้นทางเข้าถึงแหล่งท่องเที่ยว ครอบคลุม สะดวกและปลอดภัย					
		<u>ด้านสิ่งอำนวยความสะดวกทางการท่องเที่ยว</u>	3.11 มีที่พักที่หลากหลายและเพียงพอ เช่น โรงแรม รีสอร์ท เกสต์เฮาส์ เป็นต้น				
	3.12 มีระบบสาธารณสุข ครอบคลุม และเพียงพอเช่น โรงพยาบาล โรงพยาบาลส่งเสริมสุขภาพตำบล เป็นต้น						

ประเด็น	ด้าน	ข้อความ	ระดับความคิดเห็น				
			1	2	3	4	5
		3.13 มีบริการสาธารณะ ครอบคลุมและเพียงพอ เช่น ห้องสุขา ที่จอดรถ เป็นต้น					
		3.14 มีระบบสาธารณูปโภค พื้นฐานครอบคลุม และ เพียงพอเช่น ประปา ไฟฟ้า ระบบสื่อสารโทรคมนาคม เป็นต้น					
		3.15 มีบุคลากรท่องเที่ยวที่ดี มีคุณภาพ เช่น มัคคุเทศก์ พนักงานโรงแรม เป็นต้น					
	<u>ด้านความปลอดภัย ในชีวิตและ ทรัพย์สิน</u>	3.16 มีระบบเตือนภัย ธรรมชาติที่ดีและมี ประสิทธิภาพและครอบคลุม ทุกพื้นที่					
		3.17 มีเจ้าหน้าที่รัฐให้การ ช่วยเหลือและดูแล นักท่องเที่ยวตลอด 24 ชั่วโมง เช่น ตำรวจ ตำรวจท่องเที่ยว อาสาสมัครป้องกันภัย เป็นต้น					
		3.18 มีหน่วยกู้ภัยฉุกเฉินที่ รวดเร็วและเพียงพอ					
		3.19 มีกล้องวงจรปิด ครอบคลุม และทั่วถึง					
		3.20 เจ้าหน้าที่ที่มีความรวดเร็ว ในการให้ความช่วยเหลือ					

ประเด็น	ด้าน	ข้อความ	ระดับความคิดเห็น				
			1	2	3	4	5
		นักท่องเที่ยว และประชาชน จากการประสบภัย เช่น อุบัติเหตุทางบกและทางน้ำ ไฟไหม้ เป็นต้น					
4.นโยบาย ท้องถิ่นและ นโยบาย แห่งชาติด้าน การ พัฒนาการ ท่องเที่ยว	<u>นโยบายท้องถิ่น</u>	4.1 พัฒนาแหล่งท่องเที่ยวทั้ง ภาครัฐและเอกชนโดยรักษา และพัฒนาแหล่งท่องเที่ยว ทางธรรมชาติ ประวัติศาสตร์ วัฒนธรรม และแหล่ง ท่องเที่ยวที่มนุษย์สร้างขึ้น					
		4.2 มีการพัฒนามาตรฐาน การท่องเที่ยวโดยจัดให้มี มาตรฐานธุรกิจที่เกี่ยวข้องกับ การท่องเที่ยว					
		4.3 มีการพัฒนาการตลาด การประชาสัมพันธ์การ ท่องเที่ยวโดยให้ภาคเอกชน เข้ามามีส่วนร่วมในการ กำหนดนโยบายและกลยุทธ์ การตลาด					
		4.4 มีการปรับปรุงกฎหมายที่ เกี่ยวข้องกับการท่องเที่ยว ทั้งหมดให้ทันสมัยและ สนับสนุนซึ่งกันและกัน					
		4.5 มีการส่งเสริมการตลาด ทั้งในและต่างประเทศ					

ประเด็น	ด้าน	ข้อความ	ระดับความคิดเห็น					
			1	2	3	4	5	
	<u>นโยบายแห่งชาติ</u> (พ.ศ.2555-2559)	4.6 มีการส่งเสริม กระบวนการมีส่วนร่วมของ ภาครัฐ ภาคประชาชน และ องค์กรปกครองส่วนท้องถิ่นในการบริหาร จัดการทรัพยากรท่องเที่ยว						
		4.7 มีการพัฒนาและฟื้นฟู แหล่งท่องเที่ยวให้เกิดความ ยั่งยืน						
		4.8 มีการพัฒนาโครงสร้าง พื้นฐานและสิ่งอำนวยความสะดวก เพื่อการท่องเที่ยวให้มี คุณภาพและมาตรฐานระดับ สากล						
			4.9 มีการพัฒนาสินค้าบริการ และปัจจัยสนับสนุนการ ท่องเที่ยวให้มีความพร้อมใน การรองรับการเปลี่ยนแปลง และมีบทบาทสำคัญในการ ขับเคลื่อนและฟื้นฟูเศรษฐกิจ ของประเทศ					
			4.10 มีการสร้างความเชื่อมั่น และส่งเสริมการท่องเที่ยวให้ สามารถสร้างรายได้ให้แก่ ประเทศ					

ส่วนที่ 3 ข้อเสนอแนะในการพัฒนาการท่องเที่ยวอย่างยั่งยืนของหาดป่าตอง

ก.ด้านผลกระทบที่เกิดจากการพัฒนาการท่องเที่ยว

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ข.ด้านการมีส่วนร่วมในการพัฒนาการท่องเที่ยว

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ค.ด้านขีดความสามารถในการรองรับการพัฒนาการท่องเที่ยว

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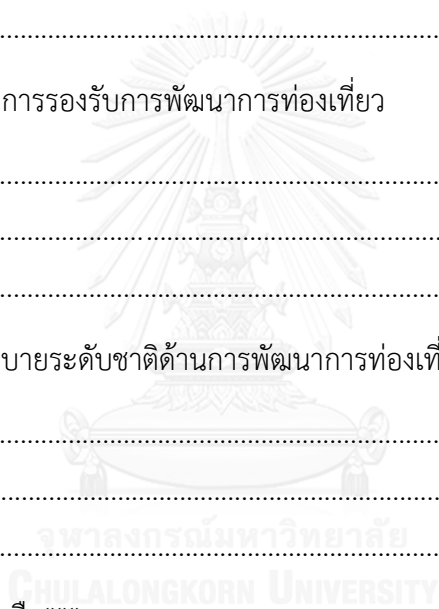
ง.นโยบายท้องถิ่นและนโยบายระดับชาติด้านการพัฒนาการท่องเที่ยว

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****ขอบคุณที่ให้ความร่วมมือ****



APPENDIX B: QUESTIONNAIRE FOR TOURIST (THAI VERSION)



แบบสอบถามงานวิจัย

เรื่อง “การพัฒนาการท่องเที่ยวอย่างยั่งยืนของเกาะภูเก็ต กรณีศึกษาหาดป่าตอง ประเทศไทย”

คำชี้แจง : แบบสอบถามนี้มีวัตถุประสงค์เพื่อสอบถามทัศนคติของนักท่องเที่ยวที่มีการท่องเที่ยวของหาดป่าตอง โดยผู้วิจัยขอความอนุเคราะห์ท่านได้กรุณาตอบแบบสอบถาม เพื่อนำข้อมูลที่ได้ไปใช้ในการเสนอแนะหน่วยงานที่เกี่ยวข้องจัดทำกลยุทธ์ในการพัฒนาท่องเที่ยวให้ยั่งยืนต่อไป

ทั้งนี้ แบบสอบถามฉบับนี้ประกอบด้วยคำถาม 4 ส่วนคือ

ส่วนที่ 1 ข้อมูลส่วนบุคคล

ส่วนที่ 2 ข้อมูลด้านการเดินทางท่องเที่ยว

ส่วนที่ 3 ทัศนคติที่มีต่อการพัฒนาการท่องเที่ยวของหาดป่าตองแบ่งเป็น 4 ด้านดังนี้

- ด้านแหล่งท่องเที่ยว/ทรัพยากรท่องเที่ยว
- ด้านการเข้าถึงแหล่งท่องเที่ยว
- ด้านสิ่งอำนวยความสะดวกทางการท่องเที่ยว
- ด้านความปลอดภัยในชีวิตและทรัพย์สิน

ส่วนที่ 4 ข้อเสนอแนะที่มีต่อการท่องเที่ยวของหาดป่าตอง

ผู้วิจัยขอขอบพระคุณท่านที่ให้ความร่วมมือเป็นอย่างดีในการตอบแบบสอบถามฉบับนี้

นายเมษัธราวิน พลโยธี

นิสิตปริญญาเอกสหสาขาวิชาสิ่งแวดล้อม การพัฒนา และความยั่งยืน

จุฬาลงกรณ์มหาวิทยาลัย

ผู้วิจัย

คำชี้แจง : กรุณาทำเครื่องหมาย ✓ ลงในช่อง () หรือเติมข้อความลงในช่องว่างที่เว้นไว้ให้ตรง
ความเป็นจริงของท่าน

ส่วนที่ 1 ข้อมูลส่วนบุคคล

1.เพศ

- () 1.ชาย () 2.หญิง

2.อายุ

- () 1.อายุไม่เกิน 20 ปี () 2.อายุ 21-30 ปี
() 3.อายุ 31-40 ปี () 4.อายุ 41-50 ปี
() 5.อายุ 51-60 ปี () 6.อายุ 61 ขึ้นไป

3.การศึกษา

- () 1.ประถมศึกษา () 2.มัธยมศึกษาตอนต้น
() 3.มัธยมศึกษาตอนปลาย () 4.ปริญญาตรี
() 5.ปริญญาโท () 6. อื่นๆ (โปรดระบุ).....

4.อาชีพ

- () 1.นักเรียน/นักศึกษา () 2.ข้าราชการ/รัฐวิสาหกิจ/ลูกจ้างของรัฐ
() 3.ธุรกิจส่วนตัว/ค้าขาย () 4.พนักงาน/ลูกจ้างบริษัทเอกชน
() 5.เกษตรกร () 6.ข้าราชการบำนาญ
() 7.แม่บ้าน/พ่อบ้าน/ว่างงาน () 8. อื่นๆ (โปรดระบุ).....

5.รายได้ต่อเดือน

- () 1.ไม่เกิน 10,000 บาท () 2.ระหว่าง 10,001-20,000 บาท
() 3.ระหว่าง 20,001-30,000 บาท () 4.ระหว่าง 30,001-40,000 บาท
() 5.ระหว่าง 40,001-50,000 บาท () 6.มากกว่า 50,000 บาท

6.สัญชาติ/ภูมิลำเนา

- () 1.ไทย (โปรดระบุจังหวัด)..... () 2.ต่างชาติ (โปรดระบุ).....

คำชี้แจง กรุณาภาาเครื่องหมาย \surd ลงในช่อง () หรือเติมข้อความลงในช่องว่างที่เว้นไว้ให้ตรง
ความเป็นจริงของท่าน

ส่วนที่ 2 ข้อมูลด้านการเดินทางท่องเที่ยว

7.ท่านมาเที่ยวป่าตองครั้งที่เท่าไร

- () 1.ครั้งแรก () 2.ครั้งที่สอง
() 3.ครั้งที่ 3 () 4.ครั้งที่สี่ขึ้นไป

8.วัตถุประสงค์ของการเดินทางมาป่าตองคืออะไร

- () 1.ท่องเที่ยว/พักผ่อน () 2.ทัศนศึกษา
() 3.ประชุมสัมมนา/ปฏิบัติราชการ () 4.เจรจาธุรกิจ/เยี่ยมลูกค้า/สำรวจตลาด
() 5.เยี่ยมญาติ/เพื่อน () 6.อื่นๆ (โปรดระบุ).....

9.ท่านได้ข้อมูลท่องเที่ยวของป่าตองจากแหล่งใด

- () 1.วิทยุ/โทรทัศน์ () 2.หนังสือพิมพ์/วารสาร/นิตยสาร/คู่มือ
() 3.อินเทอร์เน็ต () 4.ครอบครัว/ญาติ/เพื่อน
() 5.อื่นๆ (โปรดระบุ).....

10.ท่านเดินทางมาท่องเที่ยวเกี่ยวกับใคร

- () 1.เดินทางคนเดียว () 2.มากับญาติ/ครอบครัว
() 3.มากับเพื่อน () 4.อื่นๆ (โปรดระบุ).....

11.จำนวนสมาชิกผู้ร่วมทางกับท่านมีกี่คน

- () 1.เดินทางคนเดียว () 2.จำนวน 2-6 คน
() 3.จำนวน 7-11 คน () 4.จำนวน 12-16 คน
() 5.จำนวน 17-21 คน () 6.จำนวน 22 คนขึ้นไป

12.ท่านจัดการเดินทางมาท่องเที่ยวป่าตองโดยวิธีใด

- () 1.จัดการเดินทางเอง () 2.ซื้อทัวร์โดยไม่มีมัคคุเทศก์นำเที่ยว
() 3.ซื้อทัวร์โดยมีมัคคุเทศก์นำเที่ยว () 4.องค์กร/หน่วยงานจัดให้เดินทาง

() 5. อื่นๆ (โปรดระบุ).....

13. ท่านใช้ยานพาหนะใดในการเดินทางมาป่าตอง

- () 1. รถยนต์ส่วนตัว () 2. รถของบริษัทนำเที่ยว
 () 3. รถเช่า () 4. รถโดยสารสาธารณะ
 () 5. เครื่องบิน () 6. อื่นๆ (โปรดระบุ).....

14. ระยะเวลาในการท่องเที่ยวป่าตองนานเท่าใด

- () 1. จำนวน 1-2 วัน () 2. จำนวน 3-4 วัน
 () 3. จำนวน 5-6 วัน () 4. จำนวน 7 ขึ้นไป

15. ค่าใช้จ่ายในการท่องเที่ยวป่าตองแต่ละครั้งเป็นเงินเท่าใด

- () 1. ไม่เกิน 5,000 บาท () 2. จำนวน 5,001-10,000 บาท
 () 3. จำนวน 10,001-20,000 บาท () 4. มากกว่า 20,001 บาทขึ้นไป

16. รูปแบบที่พักของท่านในการมาเที่ยวป่าตองคือแบบใด

- () 1. พักกับญาติ/เพื่อน () 2. โรงแรมราคาประหยัด
 () 3. โรงแรมมีชื่อเครือข่าย/ต่างประเทศ () 4. เกสต์เฮาส์/รีสอร์ต
 () 4. อื่นๆ (โปรดระบุ).....

17. รูปแบบร้านอาหาร/เครื่องดื่มที่ท่านใช้บริการในป่าตองคือแบบใด

- () 1. ตามสั่ง/รถเข็น () 2. ฟาสต์ฟู้ด/ฟู้ดคอร์ท
 () 3. ร้านอาหารชุมชน/ครัวชุมชน () 4. โรงแรม/ร้านอาหารมีชื่อเสียง
 () 5. อื่นๆ (โปรดระบุ).....

18. แหล่งท่องเที่ยวใดที่ท่านสนใจเป็นพิเศษ

- () 1. แหล่งท่องเที่ยวทางธรรมชาติ เช่น ชายหาด ทะเล เกาะ แก่ง เป็นต้น
 () 2. แหล่งท่องเที่ยวทางประวัติศาสตร์/โบราณสถาน/ศาสนา เช่น วัด ศาลเจ้า เป็นต้น
 () 3. แหล่งท่องเที่ยวทางวัฒนธรรม/ชุมชน เช่น โฮมสเตย์ ชาวเล สวนเกษตร เป็นต้น
 () 4. แหล่งท่องเที่ยวทางกีฬา เช่น สนามกอล์ฟ เครื่องร่อน ดำน้ำ เป็นต้น

- () 5.สถานบันเทิง/การแสดงโชว์ต่างๆ เช่น ผับบาร์ ไชม่อนคาบาเรต์ เป็นต้น
- () 6.แหล่งจำหน่ายซื้อสินค้าและของที่ระลึก เช่น จังซีลอน โรบินสัน ศูนย์โอท็อป เป็นต้น

19.กิจกรรมใดที่ท่านสนใจทำเมื่อมาเดินทางมาเที่ยวป่าตอง

- () 1.อาบแดด เล่นน้ำทะเล ดำน้ำ และทำกิจกรรมทางน้ำอื่นๆ
- () 2.เที่ยวสถานบันเทิงยามค่ำคืน และ ชมการแสดงยามค่ำคืน เช่น ชมมวยไทย คาบาเรต์โชว์ เป็นต้น
- () 3.ขับรถชมบรรยากาศป่าตองทั้งยามกลางวันและยามค่ำคืน
- () 4.ร่วมกิจกรรมตามเทศกาลเช่น สงกรานต์ เกย์พาเหรด งานคานีวัล เทศกาลกินเจ การแข่งกีฬาชายหาด งานลอยกระทง งานภูเก็ตไบค์วิค เป็นต้น
- () 5. ใช้จ่ายซื้อสินค้าและของที่ระลึก เช่น จังซีลอน โรบินสัน ศูนย์โอท็อป เป็นต้น
- () 6. รับประทานอาหารพื้นเมือง เช่น อาหารใต้ อาหารทะเล เป็นต้น
- () 7. อื่นๆระบุ.....

20.ท่านประสงค์เดินทางมาท่องเที่ยวป่าตองในอนาคตอีกหรือไม่

- () 1.มา () 2.ไม่มา
- () 3.อื่นๆ (โปรดระบุ).....

ส่วนที่ 3 ทศนคติที่มีต่อการท่องเที่ยวหาดป่าตอง

เป็นคำถามที่เกี่ยวกับทัศนคติหรือความคิดเห็นของท่านที่มีต่อการท่องเที่ยวหาดป่าตองในด้านต่างๆ
กรุณาทำเครื่องหมาย ✓ ลงในช่องที่ตรงกับทัศนคติหรือข้อคิดเห็นของท่านมากที่สุด โดย

1 หมายถึง เห็นด้วยน้อยที่สุด

2 หมายถึง เห็นด้วยน้อย

3 หมายถึง เห็นด้วยปานกลาง

4 หมายถึง เห็นด้วยมาก

5 หมายถึง เห็นด้วยมากที่สุด

ประเด็น	ข้อความ	ระดับความคิดเห็น				
		1	2	3	4	5
1.ด้านแหล่ง ท่องเที่ยว/ ทรัพยากร ท่องเที่ยว	1.1 มีความหลากหลาย เช่น ชายหาด ทะเล เกาะ แก่ง การแสดงโชว์ สถาน บันเทิง เป็นต้น					
	1.2 มีความสวยงาม น่าดึงดูด ตื่นตาตื่น ใจ					
	1.3 มีความสะอาด ถูกสุขลักษณะและไม่ กระทบต่อสุขภาพร่างกายและจิตใจ					
	1.4 มีระบบนิเวศในพื้นที่ที่ยังสมบูรณ์					
	1.5 สามารถดึงดูดและรองรับ นักท่องเที่ยวได้มากและยาวนาน					
	1.6 มีกิจกรรมให้ท่องเที่ยวได้ตลอดทั้งปี					
	1.7 ความเป็นเอกลักษณ์					
	1.8 มีชื่อเสียงระดับโลก					
	1.9 คนในพื้นที่มีอัธยาศัยไมตรีดี					
	1.10 คุ่มค่ากับค่าใช้จ่ายที่เสียไป					
2.ด้านการ เข้าถึงแหล่ง	<u>การเข้าถึงแหล่งข้อมูลทางการท่องเที่ยว</u> 2.1 มีแหล่งข้อมูลที่หลากหลาย เช่น					

ประเด็น	ข้อความ	ระดับความคิดเห็น				
		1	2	3	4	5
ท่องเที่ยว	อินเทอร์เน็ต ศูนย์บริการนักท่องเที่ยว นิตยสาร เป็นต้น					
	2.2 มีเจ้าหน้าที่ให้ข้อมูลที่เพียงพอ กระจายครอบคลุมในแหล่งท่องเที่ยว					
	2.3 มีศูนย์บริการข้อมูลท่องเที่ยว กระจายอย่างครอบคลุม					
	2.4 ป้ายข้อมูลแหล่งท่องเที่ยวมีความ ชัดเจน ถูกต้อง หลากหลายภาษา และ เป็นสากล					
	2.5 คนในพื้นที่สามารถให้ข้อมูล ท่องเที่ยวได้					
	<u>การเข้าถึงแหล่งท่องเที่ยว</u>					
	2.6 มีเส้นทางเข้าถึงแหล่งท่องเที่ยว อย่างทั่วถึงและครอบคลุม					
	2.7 เส้นทางมีความปลอดภัย สะอาด และมีสภาพดี					
	2.8 ป้ายบอกทางมีความชัดเจน ถูกต้อง เข้าใจง่าย และมีความเป็นสากล					
	2.9 มีไฟส่องทางตลอดเส้นทางเวลา เดินทางในยามค่ำคืน					
	2.10 มีบริการรถสาธารณะทั่วถึง เพียงพอ และราคาเป็นธรรม เช่น แท็กซี่ สองแถว มอเตอร์ไซร์รับจ้าง เป็นต้น					
3.ด้านสิ่ง	3.1 มีที่พักที่หลากหลายให้เลือก สะอาด					

ประเด็น	ข้อความ	ระดับความคิดเห็น				
		1	2	3	4	5
อำนวยความสะดวก ทางการ ท่องเที่ยว	และได้มาตรฐานสากล					
	3.2 มีบุคลากรทางการท่องเที่ยว เพียงพอ มีจิตใจรักบริการ สื่อสาร ภาษาอังกฤษและบริการได้ มาตรฐานสากล					
	3.3 มีระบบสาธารณสุข เช่น โรงพยาบาล โรงพยาบาลสุขภาพตำบล ไว้รองรับอย่างเพียงพอ					
	3.4 มีระบบสื่อสารโทรคมนาคม ครอบคลุมทุกพื้นที่ ชัดเจน ญาติสามารถ ติดต่อได้สะดวก					
	3.5 มีระบบไฟฟ้า ครอบคลุม และได้มาตรฐานสากล					
	3.6 มีสถานที่สาธารณะสำหรับจอดรถ เพียงพอ และกระจายทุกพื้นที่					
	3.7 มีบริการสุขาสาธารณะที่สะอาดและ เพียงพอ					
	3.8 มีธุรกิจเสริมด้านการท่องเที่ยวอย่าง เพียงพอ เช่น ธนาคาร ร้านเกมส์กรรม ร้านสะดวกซื้อ สถานีน้ำมัน เป็นต้น					
	3.9 มีสวนสาธารณะเพื่อการผ่อนคลายที่ สะอาด และเพียงพอ					
	3.10 มีสิ่งอำนวยความสะดวกด้านต่างๆ สำหรับคนพิการ และคนชราเพียงพอ และได้มาตรฐาน					

ประเด็น	ข้อความ	ระดับความคิดเห็น				
		1	2	3	4	5
4.ด้านความปลอดภัยในชีวิตและทรัพย์สิน	4.1 มีระบบเตือนภัยธรรมชาติที่ดี มีประสิทธิภาพ และครอบคลุมทุกพื้นที่					
	4.2 มีกล้องวงจรปิดครอบคลุม และทั่วถึง					
	4.3 มีเจ้าหน้าที่รัฐให้การช่วยเหลือและดูแลนักท่องเที่ยวตลอด 24 ชั่วโมง เช่น ตำรวจ ตำรวจท่องเที่ยว อาสาสมัคร ป้องกันภัย เป็นต้น					
	4.4 มีหน่วยกู้ภัยฉุกเฉินที่รวดเร็วและเพียงพอ					
	4.5 เจ้าหน้าที่มีความชำนาญในการให้ความช่วยเหลือนักท่องเที่ยว					
	4.6 เจ้าหน้าที่มีความรวดเร็วในการให้ความช่วยเหลือนักท่องเที่ยว และประชาชนจากการประสบภัย เช่น อุบัติเหตุทางบกและทางน้ำ ไฟไหม้ เป็นต้น					
	4.7 มีจุดรับเรื่องราวร้องทุกข์สำหรับนักท่องเที่ยว					
	4.8 มีช่องทางรับเรื่องราวร้องทุกข์หลากหลายช่องทาง เช่น หมายเลขฉุกเฉิน เว็บไซต์ เป็นต้น					
	4.9 มีระบบจราจรที่ปลอดภัย เช่น สัญญาณไฟชัดเจนและเส้นจราจร เจ้าหน้าที่จราจรเพียงพอ เป็นต้น					

ประเด็น	ข้อความ	ระดับความคิดเห็น				
		1	2	3	4	5
	4.10 มีความพร้อมในการให้ความช่วยเหลือเมื่อเกิดเหตุภัยพิบัติฉุกเฉิน					

ส่วนที่ 4 ข้อเสนอแนะที่มีต่อการท่องเที่ยวของหาดป่าตอง

ก.ด้านแหล่งท่องเที่ยว/ทรัพยากรท่องเที่ยว

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ข.ด้านการเข้าถึงแหล่งท่องเที่ยว

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ค.ด้านสิ่งอำนวยความสะดวกทางการท่องเที่ยว

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ง.ด้านความปลอดภัยในชีวิตและทรัพย์สิน

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ขอบคุณที่ให้ความร่วมมือ

APPENDIX C: QUESTIONNAIRE FOR TOURIST (ENGLISH VERSION)



Research Questionnaire

**Title: Sustainable Tourism of Phuket Island: a case study at Patong Beach,
Thailand**

Instruction: This questionnaire aims to search the tourist attitude toward tourism at Patong beach. Researcher would like to use your answer to recommend the local government for designing tourism development strategy at Patong Beach in the way of sustainability.

In order that, this questionnaire consists of 4 sections as follow;

Section 1 Background information

Section 2 Traveling management information

Section 3 Tourist's attitude toward tourism development at Patong Beach in 4 parts as follow:

- Tourism attraction/Tourism resources
- Tourism accessibility
- Tourism accommodation and facility
- Tourism safety/security

Section 4 Recommendation for developing tourism at Patong Beach

Thank you for your co-operation in completing this questionnaire.

Mr.Maythawin Polnyotee

PhD candidate in Environment, Development and Sustainability

Chulalongkorn University

Researcher

Instruction: Please mark \checkmark in () which is suitable for you.

Section 1: Background information

1. Gender

- () 1. Male () 2. Female

2. Age

- () 1. Less than 20 year () 2. Between 21-30 year
 () 3. Between 31-40 year () 4. Between 41-50 year
 () 5. Between 51-60 year () 6. More than 61

3. Education

- () 1. Primary school () 2. Secondary School
 () 3. High School () 4. Bachelor Degree
 () 5. Master Degree () 6. Other (Please specify).....

4. Occupation

- () 1. Student () 2. Government Officer
 () 3. Private ownership/seller () 4. Private Officer
 () 5. Farmer () 6. Retired Officer
 () 7. Other (Please specify).....

5. Salary (Monthly)

- () 1. Less than 10,000 Baht () 2. Between 10,001-20,000 Baht
 () 3. Between 20,001-30,000 Baht () 4. Between 30,001-40,000 Baht
 () 5. Between 40,001-50,000 Baht () 6. More than 50,000 Baht

6. Nationality

- () 1. Thai (Please specify your province).....
 () 2. Foreigner (Please specify your country).....

Section 2 Traveling management information

7. How many times do you travel to Patong Beach?

1. 1 2. 2
 3. 3 4. More than 4

8. What is your reason for coming to Patong Beach?

1. Relaxing/Traveling 2. Field Trip
 3. Seminar 4. Business
 5. Visit Friend/Relatives 6. Other (Please specify).....

9. What is tourism information source which you get from?

1. Radio/Television 2. Newspaper/Magazine/Handbook
 3. Internet 4. Friend/Relatives
 5. Other (Please specify).....

10. Who do you come with?

1. Alone 2. Family/Relatives
 3. Friends 4. Other (Please specify).....

11. How many members come together with you?

1. Alone 2. 2-6
 3. 7-11 4. 12-16
 5. 17-21 6. More than 22

12. How do you manage your trip to Patong Beach?

1. By yourself 2. By travel agency without guide
 3. By travel agency with guide 4. By your office
 5. Other (Please specify).....

13. What kind of vehicle do you use to come to Patong Beach?

1. Private car 2. Travel agency car
 3. Rental car 4. Public transportation
 5. Motorbike 6. Other (Please specify).....

14. How long is your trip at Patong Beach?

1. 1-2 days 2. 3-4 days
 3. 5-6 days 4. More than 7 days

15. How much is your expenditure at Patong Beach in each trip?

1. Less than 5,000 Baht 2. Between 5,001-10,000 Baht
 3. Between 10,001-20,000 Baht 4. More than 20,001 Baht

16. What kind of accommodation do you select to stay?

1. Relative's House/Friend's House 2. Budget Hotel
 3. Chain Hotel/Famous Hotel 4. Guesthouse/Resort
 4. Other (Please specify).....

17. What kind of food shop do you select for having?

1. Street Food 2. Fast Food/Food Court
 3. Local Food 4. Hotel Restaurant/Famous Restaurant

18. What kind of tourism attraction do you interest most?

- 1. Natural attractions such as Beach, Sea, Island etc.
- 2. Historical/Religion/Ancient site such as temple, shrine, etc.
- 3. Cultural/Local site such as Home stay, Farm stay, Fisherman village, etc
- 4. Sport site such as Golf club, Para guiding, scuba, snorkeling, etc.
- 5. Entertainment site such as Night club, Bar, Pub, Cabaret show, etc.
- 6. Shopping site such as Shopping complex, Handicraft shop, etc.
- 7. Other (Please specify).....

19. What activity do you interest to do when you come to Patong Beach?

- 1. Spending time with Sun Bath, Scuba, Sea Activity, Water Sport, etc.
- 2. Spending time with nightlife activity such as pub, bar, cabaret show, boxing show, etc.
- 3. Seeing City atmosphere including day time and night time.
- 4. Joining special event such as Songkran Festival, Gay Pride, Beach Sport, Vegetarian Festival, Phuket Bike week, etc.
- 5. Shopping any kind of products such as Handicrafts, cloth, etc.
- 6. Tasting local food such as seafood, southern food, etc.
- 7. Other (Please specify).....

20. Will you come to travel at Patong Beach again in the future?

- 1. Yes 2. No 3. Other (Please specify).....

Section 3 Tourist's attitude regarding tourism at Patong Beach

This section explores your attitude and perceptions regarding tourism at Patong Beach in 4 parts including Tourism attraction/Tourism resources, Tourism accessibility, Tourism accommodation and facility and Tourism safety/security

Please indicate your answer by using the following 5-point scale where:

1. = Strongly disagree 2. = Disagree 3. = Moderate 4. = Agree

5. = Strongly agree

Issue	Message	Level of Attitude				
		1	2	3	4	5
1. Tourism attraction/ Tourism resources	1.1 There are variety of tourism attraction at Patong Beach such as Beach, Sea, Entertainment complex, Pub, Bar, Shopping complex, etc.					
	1.2 The tourism attractions are beautiful, attractive and excited.					
	1.3 The tourism attractions are cleans, hygiene, and don't affect to tourist's health and emotion.					
	1.4 Ecosystem at Patong Beach is still plentiful.					
	1.5 The tourism attractions are high and long carrying capacity for tourism.					
	1.6 There are a lot of activities to do whole year.					

Issue	Message	Level of Attitude				
		1	2	3	4	5
	1.7 The attractions are uniquely.					
	1.8 It's famous and well known for tourist around the world.					
	1.9 Local people are courtesy.					
	1.10 It's worthwhile of tourism at this place.					
2. Tourism accessibility	<u>Tourism Information Accessibility</u>					
	2.1 Variety of tourism information sources such as internet, information center, etc.					
	2.2 There are a lot of tourism information staff and spread out in the area.					
	2.3 There are a lot of tourism information centers and spread out in the area.					
	2.4 Tourism information signs are clear, correct, various languages and international being.					
	2.5 Local people can give tourism information to tourist.					
	<u>Tourism Site Accessibility</u>					
	2.6 The streets are spread out and cover in the area.					

Issue	Message	Level of Attitude				
		1	2	3	4	5
	2.7 The generality of streets are safety, clean and good.					
	2.8 The road sign are clear, correct, easy understanding and international being.					
	2.9 The street light are switch on in the night time and stand along the street.					
	2.10 A lot of public transportations and cover in the area as well as fare is reasonable such as taxi, tuk tuk, minibus and motorbike, etc.					
3. Tourism accommodation and facility	3.1 Variety of accommodations, hygiene and international standard being.					
	3.2 Enough of tourism staffs who are high efficiency in English and service mind.					
	3.3 Enough of public health service such as hospital, public health center, etc.					
	3.4 Enough of telecommunication as well as cover in the area.					
	3.5 infrastructures in the area are international standard, hygiene,					

Issue	Message	Level of Attitude				
		1	2	3	4	5
	safety and cover in the area such as water supply, electricity street, etc.					
	3.6 Enough of car and motorbike parking and cover in the area.					
	3.7 Enough of public restroom as well as clean and hygiene.					
	3.8 Enough of tourism supporting business such as Bank, Pharmacy, Convenience store, Gas station, Salon, etc.					
	3.9 Enough of public park and clean for people.					
	3.10 Enough of facility for handicap and elderly man as well as international standard being.					
4. Tourism safety/security	4.1 There are natural disaster warning system cover in the area and international standard being.					
	4.2 There are CCTV (Closed-circuit television) covers in the area.					
	4.3 There are government staffs for helping and taking care of tourist day and night.					
	4.4 Enough of Emergency Medical					

Issue	Message	Level of Attitude				
		1	2	3	4	5
	Service Staffs (EMSS) in the area.					
	4.5 The government staffs and EMSSs are professional for helping tourist.					
	4.6 Staffs come rapidly for helping tourist when accident happens.					
	4.7 There is complaint point cover the area.					
	4.8 Variety of complaint channel such as hotline, website, etc.					
	4.9 Traffic system is safety. The traffic light is clear and covering around the area.					
	4.10 There is readiness for helping tourist when emergency disaster happens.					

Section 4 Recommendation for developing tourism at Patong Beach

1. Tourism attraction/Tourism resources

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2. Tourism accessibility

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3. Tourism accommodation and facility

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4. Tourism safety/security

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***Thank you for your cooperation ***





APPENDIX D: INTERVIEW FORM FOR ENTREPRENEUR AND LOCAL AGENCY

จุฬาลงกรณ์มหาวิทยาลัย
CHULALONGKORN UNIVERSITY

แบบสัมภาษณ์งานวิจัย

เรื่อง “การพัฒนาการท่องเที่ยวอย่างยั่งยืนของเกาะภูเก็ต กรณีศึกษาหาดป่าตอง ประเทศไทย”

คำชี้แจง: แบบสัมภาษณ์นี้มีวัตถุประสงค์เพื่อสอบถามบทบาทและความคิดเห็นของผู้ประกอบการและผู้บริหารท้องถิ่นที่มีต่อการพัฒนาการท่องเที่ยวของหาดป่าตอง โดยข้อมูลที่ได้จะนำไปใช้ในการวิเคราะห์ และเสนอแนะหน่วยงานที่เกี่ยวข้องเพื่อจัดทำกลยุทธ์ในการพัฒนาการท่องเที่ยวให้ยั่งยืนต่อไป

ทั้งนี้ แบบสัมภาษณ์ฉบับนี้ประกอบด้วยคำถาม 3 ส่วนคือ

ส่วนที่ 1 ข้อมูลส่วนบุคคล

ส่วนที่ 2 บทบาทและความคิดเห็นที่มีต่อการพัฒนาการท่องเที่ยวของหาดป่าตองแบ่งเป็น 5 ด้านดังนี้

2.1 นโยบายด้านการท่องเที่ยวและการพัฒนาการท่องเที่ยวของหาดป่าตองในปัจจุบัน

2.2 แผนหรือการจัดการการท่องเที่ยวและการอนุรักษ์ด้านการท่องเที่ยวหาดป่าตองเพื่อให้เกิดความยั่งยืน

2.3 ชีตความสามารถในการรองรับการท่องเที่ยวในด้านต่างๆของหาดป่าตองในปัจจุบันและอนาคต

2.4 การมีส่วนร่วมขององค์กร และการมีส่วนร่วมของภาคประชาชนในการพัฒนาการท่องเที่ยวหาดป่าตองให้เกิดความยั่งยืน

2.5 ผลกระทบด้านบวกและด้านลบที่มีต่อพื้นที่ ประชาชนและผู้มีส่วนเกี่ยวข้องในพื้นที่

ส่วนที่ 3 ข้อเสนอแนะเพิ่มเติมเพื่อการพัฒนา

ผู้วิจัยขอขอบพระคุณท่านที่ให้ความร่วมมือเป็นอย่างดีในการให้สัมภาษณ์ในครั้งนี้

นายเมษัธาวิน พลโยธี

นิสิตปริญญาเอกสหสาขาวิชาสิ่งแวดล้อม การพัฒนา และความยั่งยืน

จุฬาลงกรณ์มหาวิทยาลัย

ผู้วิจัย

ส่วนที่ 1 ข้อมูลส่วนบุคคล

1.ชื่อ..... นามสกุล.....

2.สถานที่ทำงาน.....

3.ตำแหน่ง.....

4.การศึกษา.....

ส่วนที่ 2 บทบาทและความคิดเห็นที่มีต่อการพัฒนาการท่องเที่ยวของหาดป่าตอง

2.1 นโยบายด้านการท่องเที่ยวและการพัฒนาการท่องเที่ยวของหาดป่าตองในปัจจุบัน

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2.2 แผนหรือการจัดการการท่องเที่ยวและการอนุรักษ์ด้านการท่องเที่ยวหาดป่าตองเพื่อให้เกิดความยั่งยืน

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2.3 ซีดความสามารถในการรองรับการท่องเที่ยวในด้านต่างๆของหาดป่าตองในปัจจุบันและอนาคต

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2.4 การมีส่วนร่วมขององค์กร และการมีส่วนร่วมของภาคประชาชนในการพัฒนาการท่องเที่ยว
ป่าตองให้เกิดความยั่งยืน

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2.5 ผลกระทบด้านบวกและด้านลบที่มีต่อพื้นที่ ประชาชนและผู้มีส่วนเกี่ยวข้องในพื้นที่

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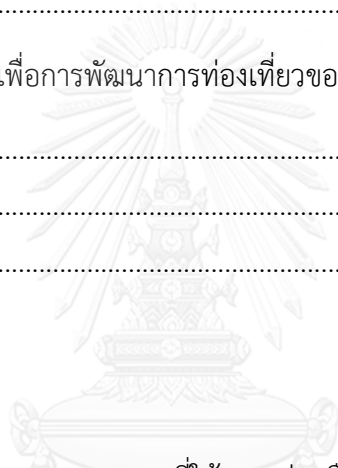
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ส่วนที่ 3 ข้อเสนอแนะเพิ่มเติมเพื่อการพัฒนาการท่องเที่ยวของหาดป่าตองให้เกิดความยั่งยืน

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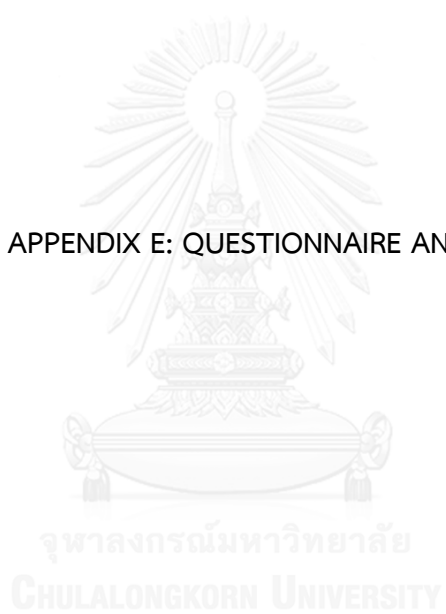
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ขอบคุณที่ให้ความร่วมมือ

จุฬาลงกรณ์มหาวิทยาลัย
CHULALONGKORN UNIVERSITY

APPENDIX E: QUESTIONNAIRE ANALYSIS



1. The Perspectives of local people on development Patong Beach to become sustainable tourism destination.

Part 1: Background of respondents

1.1 Percentage of respondent divided by gender

Gender	Quantity (person)	Percentage (%)
Male	35	29.20
Female	85	70.80
Total	120	100.00

1.2 Percentage of respondents divided by age

Age	Quantity(person)	Percentage (%)
≤20	3	2.50
Between 21-30	49	40.80
Between 31-40	54	45.00
Between 41-50	14	11.70
Total	120	100.00

1.3 Percentage of respondent divided by education

Level of education	Quantity (person)	Percentage (%)
Primary school	9	7.50
Junior high school	17	14.16
Senior high school	26	21.67
Bachelor degree	65	54.17
Other	3	2.50
Total	120	100.00

1.4 Percentage of respondent divided by occupation

Occupation	Quantity (person)	Percentage (%)
Student	8	6.70
Governmental staff	0	0
Private ownership	34	28.30
Private staff	72	60.00
Housewife	3	2.50
Other	3	2.50
Total	120	100.00

1.5 Percentage of respondents divided by income

Monthly income (Baht)	Quantity (person)	Percentage (%)
≤10,000	17	14.16
Between 10,001-20,000	63	52.50
Between 20,001-30,000	26	21.67
Between 30,001-40,000	11	9.17
Between 40,001-50,000	3	2.50
Total	120	100.00

1.6 Percentage of respondents divided by social status

Social status	Quantity (person)	Percentage (%)
General people	117	97.50
Local leader	3	2.50
Total	120	100.00

1.7 Percentage of respondents divided by domicile

Domicile	Quantity (Person)	Percentage (%)
Inborn at Patong	34	28.33
Move to Patong	86	71.67
Total	120	100.00

1.8 Percentage of respondent divided by length of stay at Patong beach

Length of stay (Year)	Quantity (person)	Percentage (%)
< 1	8	9.30
Between 1 -5	23	26.74
Between 6 -10	22	25.58
Between 11- 15	15	17.44
Between 16-20	9	10.47
>20	9	10.47
Total	86	100.00

1.9 Percentage of respondents divided by domicile (in case of moving from another place outside Patong Beach)

Domicile	Quantity (person)	Percentage (%)
Moving from another place in Phuket	6	6.98
Moving from another province	80	93.02
Total	86	100.00

1.10 Percentage of respondent divided by reason of moving

Reason of moving	Quantity(person)	Percentage (%)
Moving for being with family	3	3.49
Moving for working or selling	72	83.72
Moving for official transferring	6	6.98
Other	5	5.81
Total	86	100.00

Part 2: The Perspectives of local people regarding development Patong Beach to become sustainable tourism destination.

2.1 Overview of mean and standard deviation of perspectives of local people regarding development Patong Beach to become sustainable tourism destination

Issue	\bar{x}	S.D.
Impact of tourism development	3.87	0.96
People participation in tourism development	2.82	1.01
Tourism development carrying capacity	3.72	0.90
Local and national tourism development policy	3.38	0.75
Total	3.45	0.91

2.2 Perspective of local people toward impact of tourism development at Patong beach

Issue	\bar{x}	S.D.
Social and culture positive impact	3.38	0.99
Environmental and natural positive impact	2.80	1.04
Economic positive impact	3.84	0.91
Social and culture negative impact	4.28	1.08
Environmental and natural negative impact	4.42	0.88
Economic negative impact	4.53	0.83
Total	3.87	0.96

2.3 Perspective of local people toward positive social impact

Issue	\bar{x}	S.D.
1.1 The better of infrastructure development such as water supply, electricity, road and public health	3.26	1.09
1.2 The better of local people livelihood	3.63	0.73
1.3 Increasing of local cultural awareness	2.91	1.02
1.4 Causing of the unity in Local	3.18	1.10
1.5 Causing of Self Learning Development on language and Technology	3.94	1.01
Total	3.38	0.99

2.4 Perspective of local people toward positive environmental impact

Issue	\bar{x}	S.D.
1.1 Increasing of beautiful environment in local	2.73	1.14
1.2 Increasing of local people awareness in environmental conservation	2.95	1.11
1.3 Increasing of development the environment and awareness to be good surrounding continuously and seriously	2.73	0.95
1.4 Bringing strictly of environmental regulation to local	2.82	1.05
1.5 Bringing of cooperation between local people and governance for conserving and protecting environment	2.75	0.95
Total	2.80	1.04

2.5 Perspective of local people toward positive economic impact

Issue	\bar{x}	S.D.
1.1 Local people are employed and get more income	3.88	0.82
1.2 Causing of employment increasing in the local	3.83	0.94
1.3 Causing of income from local goods selling	3.78	0.98
1.4 Causing of local income distribution	3.94	0.97
1.5 Causing of good economy in local	3.77	0.86
Total	3.84	0.91

2.6 Perspective of local people toward negative social impact

Issue	\bar{x}	S.D.
1.1 Causing of outside cultural assimilation problem such as dressing up, language and etc.	4.30	0.92
1.2 Causing of Drug and criminal problem such as drug assembling, snatching and thief	4.35	1.01
1.3 Causing of child, lady and elderly labor	4.13	1.27
1.4 Causing of Prostitution problem and Sexually transmitted disease i.e., AIDS, Venereal disease	4.50	1.02
1.5 Causing of local shop take advantage from tourist and self-sufficiency of local people	4.13	1.19
Total	4.28	1.08

2.7 Perspective of local people toward negative environmental impact

Issue	\bar{x}	S.D.
1.1 Causing of trespassing into public area affects to land and sea eco-system	4.24	0.94
1.2 Causing of pollutions such as garbage, sewage and dust etc.	4.58	0.77
1.3 Causing of obscured views problem from building	4.50	0.84
1.4 Causing of deforestation for construction	4.54	0.87
1.5 Reducing of sea creatures from fishing for tourism consumption	4.22	0.99
Total	4.42	0.88

2.8 Perspective of local people toward negative economic impact

Issue	\bar{x}	S.D.
1.1 Causing of High cost of living	4.57	0.74
1.2 Causing of Local people's extravagant	4.38	0.77
1.3 The competing for a job of foreign worker	4.60	0.83
1.4 Loosing of income to foreigner entrepreneurs	4.62	0.81
1.5 Causing of High cost of land and real estate	4.47	1.02
Total	4.53	0.83

2.9 Level of people participation in tourism development

Issue	\bar{x}	S.D.
Planning	2.56	1.23
Management and Operation	2.70	0.97
Beneficial distribution	3.16	0.92
Evaluation and Monitoring	2.70	1.01
Total	2.78	1.03

2.10 Level of people participation in tourism development planning

Issue	\bar{x}	S.D.
1.1 Participate in tourism development planning at Patong Beach	2.61	1.22
1.2 Participate in giving opinion concerning tourism development at Patong Beach	2.54	1.20
1.3 Participate in specify the objective of tourism development at Patong Beach	2.54	1.28
Total	2.56	1.23

2.11 Level of people participation in tourism development management

Issue	\bar{x}	S.D.
1.1 Participate in management and operation of tourism development organization at Patong Beach	2.62	0.99
1.2 Participate in tourism development system at Patong Beach such as meeting, learning, training, doing and etc. concerning tourism development	2.36	1.00
1.3 Participate in the method of problem solution	2.19	1.09
1.4 Participate in suggestion and invitation other people come to join in tourism development at Patong Beach	2.33	1.01
1.5 Participate in being tourism development staff such as guide, volunteer and etc.	2.70	1.05
1.6 Participate in welcome, take care and service tourist	2.86	1.20
1.7 Participate in tourism management at Patong Beach by sexual equality role	2.93	0.93

Issue	\bar{x}	S.D.
1.8 Participate in waste management at Patong Beach	2.80	0.81
1.9 Participate in making awareness on tourism resources conservation	2.89	0.79
1.10 Participate in analysis the tourism carrying capacity at Patong Beach	2.84	0.85
1.11 Participate in suggestion to youth and other people to understand clearly about the differentiation of culture between local culture and external culture	3.04	0.88
1.12 Participate in knowledge changing between local people and tourist	2.87	1.04
Total	2.70	0.97

2.12 Level of people participation in tourism development beneficial distribution

Issue	\bar{x}	S.D.
1.1 Participate in benefit from tourism such as income, better life, better infrastructure and etc.	3.36	1.16
1.2 Participate in tourism income distribution	3.20	0.86
1.3 Participate in using income for local development such as tax, donation, foundation and etc.	3.13	0.84
1.4 Participate in quality life development from tourism	2.95	0.83
Total	3.16	0.92

2.13 Level of people participation in tourism development evaluation and monitoring

Issue	\bar{x}	S.D.
1.1 Participate in monitoring tourism development of private and government sector	2.73	0.94
1.2 Participate to show the right, role and suggestion in tourism management	2.74	1.02
1.3 Participate in evaluation tourism development of private, government and external sector	2.63	1.08
Total	2.70	1.01

2.14 Perspective of local people on tourism carrying capacity

Issue	\bar{x}	S.D.
Attraction	3.81	0.81
Accessibility	3.66	0.90
Facility	3.53	0.97
Security/Safety	3.88	0.89
Total	3.72	0.90

2.15 Perspective of local people on tourism carrying capacity in term of attraction

Issue	\bar{x}	S.D.
1.1 Variety of tourist attraction such as beach, sea, island and etc.	3.79	0.87
1.2 Variety of tourist activity and event such as diving, cultural showing, special event and etc.	3.84	0.73
1.3 Variety of manmade tourist attraction such as temple,	3.83	0.77

Issue	\bar{x}	S.D.
shrine, shopping mall, public area and etc.		
1.4 Tourism attraction and activity can carry tourist whole year	3.86	0.79
1.5 Tourist attractions are sustained and ready for carry tourist	3.72	0.91
Total	3.81	0.81

2.16 Perspective of local people on tourism carrying capacity in term of accessibility

Issue	\bar{x}	S.D.
1.1 Public transportation disperse around Patong Beach	3.59	0.93
1.2 Traffic sign are clearly and cover Patong Beach	3.30	0.76
1.3 Variety of tourism sources such as website, visitor center, leaflet, handbook and etc.	4.09	0.83
1.4 Variety of public transportation such as taxi, Tuk Tuk, motorbike public carrier and etc.	4.15	0.67
1.5 Transportation way connects with each other way and safety for driving	3.17	1.32
Total	3.66	0.90

2.17 Perspective of local people on tourism carrying capacity in term of facility

Issue	\bar{x}	S.D.
1.1 Variety of accommodation such as hotel, guesthouse, service apartment, resort and etc.	4.17	1.01
1.2 There is public health for supporting local people	3.08	1.03

Issue	\bar{x}	S.D.
and tourist such as Patong hospital.		
1.3 There is public service covers in the area such as car park, toilet and etc.	2.79	1.02
1.4 Infrastructure system is enough and covers all area such as water supply, electricity traffic street system, communication system and etc.	3.79	0.93
1.5 Enough of competency tourism staff such as tour guide, hotel staff and etc.	3.83	0.88
Total	3.53	0.97

2.18 Perspective of local people on tourism carrying capacity in term of security/safety

Issue	\bar{x}	S.D.
1.1 There are warning sign settlements around area such as tsunami escape warning sign	3.82	1.10
1.2 There are emergency staffs for taking care of tourist and local people 24 hours	4.22	0.64
1.3 The emergency staffs are expert and rapid for helping tourist and local	4.13	0.78
1.4 There are CCTV settlements around area	3.57	0.98
1.5 The emergency staffs are rapidly for helping tourist and local people when some accident happens	3.68	0.95
Total	3.88	0.89

2.19 Perspective of local people on local and national tourism development policy

Issue	\bar{x}	S.D.
Local tourism development policy	3.40	0.76
National tourism development policy(year 2012-2016)	3.37	0.73
Total	3.38	0.75

2.20 Perspective of local people on local tourism development policy

Issue	\bar{x}	S.D.
1.1 Develop and conserve tourist attractions including government and private attraction such as natural, historical, cultural and manmade attractions	3.38	0.77
1.2 Develop standard of tourism by specify the standard regulation for all concerning tourism business	3.46	0.70
1.3 Develop tourism marketing mix by allowance private sectors come to participate in specification of tourism marketing policy and strategy	3.24	0.73
1.4 Improve and update tourism law and regulation for supporting in each other between local and business	3.30	0.87
1.5 Promote tourism marketing including in national and international level	3.61	0.73
Total	3.40	0.76

2.21 Perspective of local people on national tourism development policy(Year 2012 - 2016)

Issue	\bar{x}	S.D.
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1.1 Promote stakeholder's participation process in tourism management of every parts such as governmental organization, local people, private sectors and etc.	3.28	0.72
1.2 Develop and revive tourist attraction to be sustainability	3.45	0.88
1.3 Develop infrastructure and facility for facilitate tourist in the way of international standard and quality	3.43	0.57
1.4 Develop tourism product and service for carrying tourism activity changing in the future as well as being significant role of national economic driven	3.23	0.64
1.5 Make trustworthiness in tourism and gain tourism income to country	3.46	0.86
Total	3.37	0.73

2. The Perspectives of tourist on development Patong Beach to become sustainable tourism destination.

Part 1: Background of respondents

1.1 Percentage of respondents divided by gender

Gender	Quantity (person)	Percentage (%)
Male	46	38.30
Female	74	61.70

1.2 Percentage of respondents divided by age

Age (Year)	Quantity (person)	Percentage (%)
≤20	3	2.50
Between 21-30	80	66.70
Between 31-40	28	23.30
Between 41-50	9	7.50
Total	120	100.00

1.3 Percentage of respondents divided by education

Education	Quantity(per son)	Percentage (%)
Primary school	2	1.70
Junior high school	4	3.30
Senior high school	10	8.30
Bachelor degree	104	86.70
Total	120	100.00

1.4 Percentage of respondent divided by occupation

Occupation	Quantity (person)	Percentage
Student	5	4.16
Governmental staff	2	1.67
Private ownership	9	7.50
Private staff	90	75.00
Housewife	12	10.00
Other	2	1.67
Total	120	100.00

1.5 Percentage of respondent divided by monthly income

Monthly income (Baht)	Quantity (person)	Percentage (%)
≤10,000	1	0.83

Monthly income (Baht)	Quantity (person)	Percentage (%)
Between 10,001-20,000	46	38.33
Between 20,001-30,000	34	28.33
Between 30,001-40,000	28	23.34
Between 40,001-50,000	8	6.67
≥ 50,000	3	2.50
Total	120	100.00

1.6 Percentage of respondent divided by citizen

Citizen	Quantity (person)	Percentage (%)
Thai	85	70.80
Foreigner	35	29.20
Total	120	100.00

Part 2: Traveling management Information

2.1 Question: How many times you have been to Patong Beach?

Time	Quantity (person)	Percentage (%)
1 st	4	3.30
2 nd	6	5.00
3 rd	8	6.70
≥ 4 th	102	85.00
Total	120	100.00

2.2 Question: What is the objective of your traveling to Patong Beach?

Objective of journey	Quantity (person)	Percentage (%)
Relaxing, traveling	100	83.30
Field trip	2	1.70
Seminar	0	0.00
Business operation	2	1.70
Relatives visiting	14	11.70
Other	2	1.70
Total	120	100.00

2.3 Question: How do you get the Patong Beach tourism information?

Source of tourism information	Quantity (person)	Percentage (%)
Radio/Television	16	13.30
Newspaper/Magazine/Handbook	17	14.20
Internet	62	51.70
Family/Relatives/Friend	21	17.50
Other	4	3.30
Total	120	100.00

2.4 Question: Who do you come to Patong Beach with?

Joiner	Quantity (person)	Percentage (%)
Alone	12	10.00
Relatives/family	21	17.50
Friend	87	72.50
Total	120	100.00

2.5 Question: How many people come with you?

Number of people (person)	Quantity (person)	Percentage (%)
Alone	14	11.70
2-6	104	86.70
7-11	0	0.00
12-16	2	1.70
Total	120	100.00

2.6 Question: How do you organize your trip to Patong Beach?

Organized Method	Quantity (person)	Percentage (%)
Organized by my own	115	95.80
Organized by travel agency without tour guide	3	2.50
Organized by travel agency with tour guide	2	1.70
Total	120	100.00

2.7 Question: How do you come to Patong Beach?

Vehicle	Quantity (person)	Percentage (%)
Private car	71	59.20
Rental car	45	37.50
Other	4	3.30
Total	120	100.00

2.8 Question: How many days of your length of stay at Patong Beach?

Length of stay (day)	Quantity (person)	Percentage (%)
1-2	72	60.00
3-4	35	29.20
5-6	7	5.80
≥7	6	5.00
Total	120	100.00

2.9 Question: How much of your expenditure for your trip at Patong Beach is?

Expenditure (Baht)	Quantity (person)	Percentage (%)
≤5,000	80	66.70
5,001-10,000	30	25.00
10,001-20,000	8	6.70
≥20,001	2	1.70
Total	120	100.00

2.10 Question: What kind of accommodation do you stay at Patong Beach?

Type of accommodation	Quantity (person)	Percentage (%)
Relatives or friend's house	33	27.50
Budget hotel	20	16.70
Chain hotel or famous hotel	9	7.50
Guesthouse/resort	58	48.30
Total	120	100.00

2.11 Question: What kind of food and beverage shop do you select?

Type of food and beverage shop	Quantity (person)	Percentage (%)
Street food/trolley	29	24.20
Fast food/ Food court	35	29.20
Local food shop	25	20.80
Hotel restaurant/famous restaurant	30	25.00
Other	1	0.80
Total	120	100.00

2.12 Question: Which tourist attraction/activity/special event do you interest the most?

Tourist attraction/activity/special event	Quantity (person)	Percentage (%)
Natural attraction such as beach, sea, island and etc.	46	38.30
Historical or religious attraction such as shrine,	5	4.20

Tourist attraction/activity/special event	Quantity (person)	Percentage (%)
temple and etc.		
Sport attraction such as golf club, diving, paragliding and etc.	1	0.80
Entertainment attraction such as pub, Bar, cabaret and etc.	53	44.20
Shopping attraction such as Jungcelon, Robinson, souvenir shop, OTOP center and etc.	15	12.50
Total	120	100.00

2.13 Question: What kind of activity do you interest to do when you come to Patong Beach?

Activity	Quantity (person)	Percentage (%)
Sunbathing, diving, swimming and etc.	24	20.00
Spending time with night life activity such as pub, bar, cabaret and etc.	64	53.30
Sightseeing by driving a car including day time and night time.	17	14.20
Joining special event such as Songkarn festival, Gay parade, carnival, beach sport, Phuket bike week, Vegetarian food festival and etc.	5	4.20
Shopping goods, souvenir, local products at Jungcelon, Robinson, OTOP center and etc.	10	8.30
Total	120	100.00

2.14 Question: Will you come to visit Patong Beach again in the future?

Expectation	Quantity (person)	Percentage (%)
Yes	113	94.20
No	2	1.70
Not sure yet	5	4.10
Total	120	100.00

Part 3: The Perspectives of Tourist regarding development Patong beach to become sustainable tourism destination.

3.1 Overview of mean and standard deviation of perspectives of tourist regarding development Patong Beach to become sustainable tourism destination

Issue	\bar{x}	S.D.
Attraction	3.59	1.04
Accessibility	3.14	1.00
Facility	3.07	0.97
Security/safety	3.10	0.87
Total	3.23	0.97

3.2 Perspective of tourist regarding tourist attraction and resources

Issue	\bar{x}	S.D.
1.1 Variety of tourist attraction such as beach, sea, island, entertainment complex, cultural showing, etc.	3.79	0.91
1.2 Beautiful beach and amazing place	3.65	0.96
1.3 Cleanliness and good for health and emotion	2.90	0.92
1.4 Plentiful eco-system	2.63	1.15

Issue	\bar{x}	S.D.
1.5 Long time to attract and carry tourist	3.90	1.11
1.6 Having activity which tourist can do whole year	4.03	1.22
1.7 Being uniquely destination	4.05	1.13
1.8 Patong Beach is well known as world class destination.	4.28	0.99
1.9 Local people are kindness	3.43	0.95
1.10 Good value of expenditure	3.28	1.01
Total	3.59	1.04

3.3 Perspective of tourist regarding tourism accessibility

Issue	\bar{x}	S.D.
<u>Tourism information accessibility</u>	4.02	1.01
1.1 Variety of tourism sources such as internet, visitor center, magazine and etc.		
1.2 There is enough of staff and cover in the area.	3.43	0.93
1.3 There is visitor center disperse around tourism attraction.	3.38	0.91
1.4 Tourism information signs are clear, correct, many languages and international.	3.18	0.96
1.5 Local people can give information to tourist.	3.25	0.98
<u>Tourism attraction accessibility</u>		
1.6 There are many routes to tourist attraction.	2.93	1.01
1.7 Traffic street is safety, cleanliness and good situation.	2.62	0.93
1.8 Traffic signs are clear, international and easy to understand.	2.57	0.96

Issue	\bar{x}	S.D.
1.9 There is the street light along the street.	2.72	1.02
1.10 Having public transportation enough and reasonable price such as taxi, tuk tuk, motorbike public carrier, etc.	2.84	1.24
Total	3.14	1.00

3.4 Perspective of tourist regarding tourism facility

Issue	\bar{x}	S.D.
1.1 Variety of accommodation and cleanliness as well as on the international standard.	3.49	1.08
1.2 Tourism staff is enough, service mind and good command in English.	3.28	0.89
1.3 There is public health for supporting local people and tourist such as Patong hospital.	3.03	0.79
1.4 Communication system is clear and covers all area as well as easy to connect.	3.60	1.01
1.5 Infrastructure is international standard covers all area.	2.96	0.98
1.6 Having public area is enough and covers all area.	2.99	0.89
1.7 There is cleanliness public toilet enough.	2.73	0.96
1.8 Tourism supporting business is enough for tourist such as bank, drugstore, gas station, convenience store	3.18	0.92
1.9 There is rest area enough for relaxing.	2.65	1.01
1.10 There is handicap and elder facility enough and international standard.	2.78	1.14
Total	3.07	0.97

3.5 Perspective of tourist regarding tourism security/safety

Issue	\bar{x}	S.D.
1.1 The natural disaster warning systems are efficiency and cover all area.	3.07	1.03
1.2 There are CCTV settlements around area.	2.62	0.95
1.3 There are emergency staffs for taking care of tourist and local people 24 hours.	3.03	0.83
1.4 There are emergency unit enough and rapidly.	3.08	0.71
1.5 The emergency staffs are expert for helping tourist.	3.14	0.74
1.6 The emergency staffs are rapidly for helping tourist and local people when some accident happens.	3.28	0.82
1.7 There are hot lines points for tourist around area.	3.25	0.93
1.8 Variety of channel for petition such as hotline, website and etc.	3.32	0.96
1.9 Traffic systems are clear and cover all area.	3.02	0.95
1.10 There are promptly of tourist assistance when accident happens.	3.22	0.81
Total	3.10	0.87

VITA

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