Perceived Impacts of Tourism on Quality of Life of the Residents

in Bulon Island, Satun Province

Atchima Marangkun

A Thesis Submitted in Fulfillment of the Requirements for the

Degree of Master of Business Administration in Hospitality and Tourism Management

Prince of Songkla University

2019

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Islands, Satun Province

Author   Miss Atchima Marangkun

Major Program   Hospitality and Tourism Management

_____

Major Advisor

....

(Asst. Prof. Dr. Panuwat Phakdee-auksorn)

Co-advisor (If any)

....

(..)

Examining Committee :

....Chairperson

(Assoc. Prof.Dr. ....)

....Committee

(..)

....Committee

(..)

....Committee

(..)

....Committee

(..)

The Graduate School, Prince of Songkla University, has approved this thesis as

fulfillment of the requirements for the Master of Business Administration, Degree in Hospitality

and Tourism Management.

....

(Asst. Prof. Dr. Pornpisanu Promsivapallop)

Dean of Graduate School

This is to certify that the work here submitted is the result of the candidate's own investigations.

Due acknowledgement has been made of any assistance received.

....Signature

(Asst. Prof. Dr. Panuwat Phakdee-auksorn)

Major Advisor

....Signature

(...)

Co-advisor (If any)

....Signature

(Miss Atchima Marangkun)

Candidate

I hereby certify that this work has not been accepted in substance for any degree, and is not being

currently submitted in candidature for any degree.

....Signature

(Miss Atchima Marangkun)

Candidate

ชื่อวิทยานิพนธ์ การรับรู้ผลกระทบจากการท่องเที่ยว ที่มีต่อคุณภาพชีวิตของประชากรบน
เกาะบุโหลน จังหวัดสตูล

ผู้เขียน นางสาว อัจจิมา มารังกูร

สาขาวิชา การบริการและการท่องเที่ยว

ปีการศึกษา 2562

บทคัดย่อ

การศึกษาครั้งนี้มีวัตถุประสงค์เพื่อศึกษาการรับรู้ผลกระทบจากการท่องเที่ยวของผู้
อยู่อาศัยบนเกาะบุโหลน ในด้านผลกระทบทางด้านเศรษฐกิจ ผลกระทบด้านสิ่งแวดล้อม และ
ผลกระทบด้านสังคมและวัฒนธรรม และศึกษาผลกระทบจากการท่องเที่ยวที่มีต่อคุณภาพชีวิตของ
ผู้อยู่อาศัยบนเกาะบุโหลน จังหวัดสตูล โดยวัดจากสุขภาวะของคนในชุมชน ได้แก่ สุขภาวะด้าน
วัตถุ สุขภาวะด้านสุขภาพและความปลอดภัย สุขภาวะด้านชุมชน และสุขภาวะ ทางอารมณ์ เก็บ
รวบรวมข้อมูลโดยใช้แบบสอบถามจำนวน 143 ชุด จากกลุ่มตัวอย่างจำนวน 143 ครัวเรือน เก็บ
รวบรวมข้อมูลด้วยแบบสอบถามแบบมาตราส่วนประมาณค่า 5 ระดับ (1 = ไม่เห็นด้วยอย่างยิ่ง 2 =
ไม่เห็นด้วย 3 = เห็นด้วยเล็กน้อย 4 = เห็นด้วยและ 5 = เห็นด้วยอย่างยิ่ง) วิเคราะห์ข้อมูลโดยใช้
โปรแกรม SPSS วิเคราะห์ค่าความถี่ ร้อยละ ค่าเฉลี่ย และส่วนเบี่ยงเบนมาตรฐาน ใช้การวิเคราะห์
ถดถอยพหุคูณ ในการหาอำนาจการพยากรณ์

ผลการศึกษาพบว่า ผู้อยู่อาศัยบนเกาะบุโหลนรับรู้ผลกระทบของการท่องเที่ยวใน
ระดับมาก โดยด้านที่รับรู้มากที่สุดคือผลกระทบทางด้านสังคม (ค่าเฉลี่ย 4.23) รองลงมาคือ
ผลกระทบด้านเศรษฐกิจ (ค่าเฉลี่ย 4.17) และจากการวิเคราะห์ถดถอยพหุคูณพบว่าตัวแปรที่มี
อำนาจพยากรณ์คุณภาพชีวิตของผู้อยู่อาศัยบนเกาะบุโหลน ได้แก่ การรับรู้ผลกระทบด้าน
วัฒนธรรม การรับรู้ผลกระทบด้านเศรษฐกิจ และการรับรู้ผลกระทบด้านสิ่งแวดล้อม มีอำนาจการ
พยากรณ์ 73.7% และมีค่าความคลาดเคลื่อนมาตรฐาน .219

คำสำคัญ: การรับรู้ผลกระทบจากการท่องเที่ยว, คุณภาพชีวิต

Thesis Title   Perceived Impact of Tourism on Quality of Life of the Residents in

Bulon Islands, Satun Province

Author   Miss Atchima Marangkun

Major Program Hospitality and Tourism Management

Academic Year 2019

Abstract

This study aimed to examine the tourism impact perception of the residents in Bulon Islands, Satun Province including economic, environmental, social, and cultural and to identify these tourism impact affected the quality of life of the residents in Bulon Islands. Measured by the residents well-being including material well-being, health and safety well-being, community well-being, and emotional well-being. The data were collected from 143representatives from 143 households. The instrument applied a five-level Likert scale (1 = strongly disagree, 2 = disagree, 3 = slightly, 4 = agree, and 5 = strongly agree).The data were analyzed by using SPSS by measure of frequency, percentage, mean, and standard deviation. This study applied stepwise multiple regression to identify predictive power of the predictors affected the quality of life of the residents in Bulon Islands.

The result found that the residents in Bulon Islands perceived tourism impact in high level and the highest perception is social impact (mean=4.23) and economic impact (mean=4.17). According to stepwise multiple regression analysis found that the variable which had predictive power to quality of life of the residents in Bulon Islands are cultural impact, economic impact and environmental impact perception with predictive power 73.7% and standard error of estimate at 0.219.

Keywords: tourism impact perception, quality of life

Acknowledgement

First of all, I would like to express my sincere thanks to my thesis advisor, Asst. Prof. Dr. Panuwat Phakdee-auksorn for his invaluable help and constant encouragement throughout the course of this research.

My sincere gratitude also goes to all MBA lecturers who provide me knowledge and guidance and everyone may concerned for suggestion and coordination to successful complete my thesis.

Finally, I most gratefully acknowledge my family and my friends for all their support throughout the period of this research.

Atchima Marangkun

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Chapter 1

Introduction

1.1 Background

Tourism is the important industry influences on the economic development in Thailand. The amount of the income from the tourism industry affected to the economic growth and increase more employment in tourist destination areas. From the statistic by Tourism Authority of Thailand, it represented that the number of tourists is increasing every year since 2009 (National Statistical Office, 2015). The higher volume of tourists influenced to the increasing of exchange money, growth of the investment and expands more income to the local residents.

Division of Tourism and Sports Economics (2017) concluded that the significant of tourism industry to Thailand economic including the country gain income from direct and indirect tax amount 401.3 billion Baht, tourism influenced to the increasing of recruitment in tourism sector (4.4 million people work in tourism industry or calculated as 11.7 percent of whole labor in Thailand), and tourism establish the investment amount 104.8 billion Baht in tourism sector. In 2017, Tourism Authority of Thailand reported that Thailand gained 2,155,188.96 million Baht from foreign tourists and domestic tourists in 2016. The previous statistic represented that tourism industry generated large amount revenue to the country, therefore public and private sectors attend to invest in tourism sector and provide various tourism service.

In 2017, The National Tourism Policy Committee approved "Amazing Thailand Year Tourism 2018" project starting from November 1, 2017 – January 1, 2019 purposed to increasing tourism industry strength based on sustainable process. General Prayut Chan-o-cha, Prime Minister of Thailand explained that Thai government aim to increase more revenue from tourism industry in 2018 calculated as 10 percent or 3.03 trillion Baht compared with tourism income in 2017 (Thai PBS, 2017).

According to tourism development plan to establish economic strengthening and to increase income distribution, Tourism Authority of Thailand prepare 3 tourism projects covered 3,260 million Baht budget including 1) budget amount 2,750 million Baht for 55 second tier tourism provinces to improve tourism product, develop tourism sector personnel, prepare tourist facilities based on technology, and develop marketing and public relation to promote

tourism 2) budget amount 410 million Baht for campaign "Amazing Thailand Go Local" purposed to motivate tourism expenditure approximately 10 billion Baht for 55 second tier tourism provinces and 3) budget amount 100 million Baht for Tourism Big Data Project to collect tourism data and apply for marketing in the future (khaosod.co.th, 2018).

The increasing of the tourists could generate more revenue and affect to economic growth and related to the residents standard of living, on the other hand tourism activities could effect to the local community and environment in various dimensions including create environmental impact, increasing crime rate, and changing of local identity. For example, waste water from a lot of buildings in Patong Beach areas damaged the soft coral and use long-term to recovery (thephuketnews.com, 2018), tourist areas have more opportunities to have crime than non- tourist areas in Italy (Biagi*et al.,* 2012), and the encroaching area of local sea gypsies who live in Andaman Sea Areas that threaten their livelihood and changing their local tradition (Siamrath.co.th, 2016).

To identify tourism impacts influenced to the community, the study of residents' perception was necessity. A lot of countries focused on Gross Domestic Product (GDP) due to higher GDP involve to higher average income and higher standard of living that could convey to the better quality of life of the population. Nevertheless, the growth of GDP demonstrate only economic dimension but cannot represent all dimensions of quality of life. In 1997, World Health Organization described quality of life consisted with 4 domains including physical health domain, psychological domain, social relationship, and environmental domain. In 1997, Cummins explained that quality of life referred to people well-being and consisted with 7 domains as health, safety, material well-being, community well-being, productivity, social connections, and emotional well-being. Therefore, the study of quality of life should examine various domains to ensure that the result represent the accurate condition of the residents.

The previous researches represented that tourism impact is not only affect to economic growth but also influence to the community and local residents livelihood both positive and negative effect. The study of The Impact of Tourism on Quality of Life of Islanders (Jhantasena and Naknok, 2018) concluded that the local residents found that tourism create occupation, establish investment in the community, enhance standard of living (electricity, water supply, and other public utility), and encourage local tradition, anyhow tourism could cause the

higher cost of living and increasing the cost of land and real estate in the community. Andereck (2011) concluded that the residents' perceived tourism had positive impact to their quality of life including increase recreation amenities, enhance community pride, and establish awareness of environment and culture, nevertheless tourism could create negative impact including increasing crime rate and traffic but they mentioned that the negative impacts were not serious problem.

Nevertheless, there are some researches argued that some residents dissatisfy with tourism activities and increasing of tourists even though they perceived the economic benefits. Jeon et al. (2014) concluded that the residents in Salem, Massachusetts, announced that they feel dissatisfy to living in the community during peak tourism season due to they feel unsafe from increasing crime rate, dissatisfy with traffic congestion, and they found that their well-being was decreasing. Choe and O' Regan (2015) who studied the effects of tourism impacts affected to the expatriates who stayed and worked in Macau and found that even through the expatriates were satisfied with salary and careers but they mentioned that overcrowding was getting worse, cost of living was higher, and they faced with the communication problem with the local residents due to language and cultural differences.

According to the previous studies, it could conclude that tourism impact influenced to the local residents and community livelihoods. The residents are one part of tourism product and their attitude towards tourism activities influence to sustainable tourism. The overall purpose of tourism development based on economic, environmental, social, cultural impacts is to enhance the quality of life of the residents (Mike and Markus, 2014). The residents who perceived positive tourism impact are more willing to corporate with tourism development policies than the residents who perceived the negative impact (Brida et al., 2011) that according to Yang et al. (2017) who described that if the local residents perceive the advantage and benefit from tourism, they tend to cooperating in tourism development plan and provide hospitality behavior to the visitors. Therefore, public and private sectors and tourism entrepreneurs should attempt to motivate tourism activities while increase residents quality of life and establish the positive attitude towards tourism to encourage tourism development plan for sustainable tourism in the future.

The area of this study is Bulon Islands, an island group combined with 3 small islands including Bulon Mai Phai Island, Bulon Le Island, and Bulon Don Island. In 1984, Bulon Islands was announced as a part of Phetra National Park, Satun Province.

In 2017, there are 45,127 tourists visited Phetra National Park (Department of National Parks, Wildlife and Plant Conservation, 2017) to perceive plenty ecology and beautiful environment and to visit Orang Laut Tribal Community, the Muslim Sea Gypsy people who lived in BulonIslands. The beautiful scenery and unique culture of local residents are the important factors that attach the tourists both foreign and domestic tourists to visit Bulon Island.

In 2018, Unesco approved a large area in Satun Province to be the first Global Geopark in Thailand. The Unesco website described this area as "a peaceful place with renowned natural beauty, where several cultures and religious groups, Buddhist, Muslim and Christian, as well as minority groups, i.e. Semung or Maniq and UrakLawoi, live together in harmony" (Bangkokpost, 2018).

There are 143 households live in Bulon Islands. The main occupation including fishery, agriculture, and provide tourist accommodation. Most of the residents are Muslim who live with simple way of life, using traditional fishing equipment and perceive only basic education.

The tourists could visit Bulon Islands by boats run from Pakbara Port during tourism season (November – April), while travelling to Bulon Islands in monsoon season (May – October) is not recommended due to strong winds and high waves that sometimes could reach approximately four meters.

In current situation, Bulon islands are facing the problem of declining water resources and aquatic resources, increasing of waste problem, decreasing of residential life quality, and reducing of local fishery as some local people go to work at Lipe Island Resort where they can earn more income and including the rapid growth of tourism due to the increasing number of tourists from Europe, Russia, China and domestic tourists. There also several investors came to occupy the area to build a resort and some of them are illegally and was demolished (Bangkok Biz News, 2014). Nevertheless, the major problem of the residents is lack of hygienic management due to the residents encounter with waste disposal problem and difficulty accessing

healthcare service due to the inconvenient transportation from Bulon Islands to the mainland (Limpradit, 2016).

These problems established negative impact on sustainable tourism as well as many other sea travelling sights. The next section provides a statement of problems commonly encountered in the tourism industry.

1.2 Problem Statement

This study focuses on the following research problems:

Tourism occurred the impact both positive and negative. According to Butler (2004) described the tourism problem affected to the local residents in the community that tourism impact conduct to the residents life cycle including introduction, growth, early maturity, late maturity, and decline. Each cycle could perceive the impact depends on the cooperation of the residents to participate in social critics to develop their quality of life. This is commonly referred to "carrying capacity" in the context of the tourist development life cycle. Nevertheless, there are a lot of researches studied the tourism impact as the important elements of the tourism development and destination management such as Gunn &Var, (2002); McIntosh, Goeldner, & Ritchie, (2009), explained that the community planner, social critic, and tourism personnel unable to determine the obvious framework and could not specify that the residents should considered which factors to determine the quality of life of the residents.

Wall and Mathieson (2006) investigated the researches concerned the tourism impact and found that the tourism impact could analyze from the different perspective such as economic, social, culture, and environment. First, the economic impact of tourism has commonly been viewed as a positive economic force, both positively and negatively. With deference to the positive economic impact of tourism, the evidence suggests tourism helps progress the standard of living, increases investment, and increases business activity. Whereas and Lawton (2013) and Weaver (2001) described the different point of view as in regards to the negative impact of tourism, the evidence suggests those property taxes increases as a result of tourism and the price of land increases too. Other studies found no economic effects. Belisle and Hoy (1980) found that residents described the effect of tourism on the cost of land and housing as neutral. These mixed findings suggest that the tourism impact may change over time based on the developmental stages

of tourism. In the other hand, Moinpour*et al.* (2000) have provided support for the moderating economic effects to quality of life.

Second, there is the social perspective of tourism impact, both positive and negative. Focusing on the negative impact of tourism, studies have shown that communities in the growth stage of tourism development cycle have traffic congestion problems, denseness in public areas, as well as other social problems (Backman&Backman, 1997). There is also evidence suggesting that tourism contributes to social ills such as begging, gambling, drug trafficking, and prostitution, as well as uprooting traditional society, and causing deterioration of the traditional culture (Andereck, Valentine, Knopf, & Vogt, 2005). In the other hand, evidence exists that support the notion that tourism has positive social impact. For example, studies have shown that tourism brings more opportunities to upgrade facilities such as outdoor recreation facilities, parks, and roads, thus reducing crowdedness in theaters, movies, concerts, and athletic events (Lankford & Howard, 1994).

Third, there is the culture perspective of tourism impact, both positive and negative. Focusing on the negative impact, some tourism scholars have argued that tourism is a "culture exploiter" and tourism has frequently been criticized for the disruption of traditional cultural structures and behavioral patterns (Kousis, 1989). Looking at the positive side, tourism has also been viewed as a means of revitalizing cultures when dying customs are rejuvenated for tourists (Wang *et al.,* 2006). Tosun (2002) found that cultural impact varied based on the residents' social relationship with tourists and concluded that the difference in the social relationship in regions may be related to residents' level of education, ability to communicate with tourist, and their image of foreign tourists.

Finally, we have an environmental perspective of tourism impact, both positive and negative. Studies of the environmental impact of tourism focus on tourism development, stress, and preservation. With regard to the positive impact, some people believe that tourism helps create a greater awareness of the need to preserve the environment by capturing its natural beauty for tourist purposes and increasing investments in the environmental infrastructure of the host country. Tourism is also thought to be relatively a clean industry, with less pollution problems compared to other types of industries. Thus "clean" industry helps improve the physical appearance of the community and its surroundings. Although, others believe that tourism

causes environmental pollution, the destruction of natural resources, the degradation of vegetation, and the depletion of wildlife.

According to the previous mentioned, the indicators of tourism impacts affected to resident's quality of life consisted with economic, social, culture, and environment that including both positive and negative impact to the residents in Bulon Islands.

1.3 Research Questions

The research was undertaken in an attempt to provide answers to the following two questions:

Question One: Which dimension of tourism impacts that the residents in Bulon Islands perceived?

Question Two: What is the perceived tourism impacts imposed on local residents' well-being in Bulon Islands?

1.4 Objective of the study

The purpose of this study is to examine the perceived impacts of tourism including economic impact, environmental impact, social impact, and cultural impact affect to the quality of life perception of local residents based on Felce and Perry (1995) quality of life 5 domains as material well-being, health and safety well-being, community well-being, and emotional well-being. The specific research objectives are as follows:

- Objective One: To examine the residents perceived tourism impact towards tourism activities.
- Objective Two: To examine tourism impacts perception affect to the quality of life of the residents in Bulon Island.

1.5 Significance of the study

Tourism is the significant industry in many countries that could establish income to the community, motivate investment, increasing employment, and enhance the population standard of living. Therefore, public and private sectors attempt to encourage tourism activities, increase travel motivation, and establish sustainable tourism. To create sustainable tourism development, it required to recognize tourism impact both positive and negative dimensions. The

method to identify tourism impacts perception is to considered on the resident's experiences towards tourism activities based on their quality of life due to the residents represented as a part of tourism product, furthermore the residents who perceived the benefits from tourism tend to cooperate in tourism development policy and have opportunity to invest in tourism project (Rontos *et al.,* 2012).

This study examine the tourism impact perception of the resident in Bulon Islands including economic impact, environmental impact, social impact, and cultural impact affect to their quality of life based on well-being domains including material well-being, health and safety well-being, community well-being, and emotional well-being.

Economic impact could analyze base on tourism activity affected to production changing including income, employment, and sales or spending

Social impact and cultural impact refer to the impact influence to the traditional livelihoods such as culture, beliefs, and values in the tourist destination. Socio-cultural impact could analyze by considered the changing of host's culture affected by the visitor's culture (Mason, 2017).

Environmental is the significant factor to considered for establish tourism development plan due to it directly concerned to the local residents and community. The environmental impact must be considered due to when the number of tourist is too much for the environment to handle, the negative effect should be occurred (Otusha, 2016).

1.6 Scope of the study

This study investigates the residents' perception and attitude towards tourism activities and identifies tourism impact affected to the quality of life of the local residents in Bulon Island. The sample of this study consists 143households local residents and tourism entrepreneurs who live in Bulon Islands apply census method for data collecting.

1.7 Definition of Key Terms

Bulon Islands refer to island group combined with 3 small islands including Bulon Mai Phai Island, Bulon Le Island, and Bulon Don Island located in Phetra National Park. Most of the tourists visit these islands to see the beautiful scenery, long coral reef, white and

smooth sand, with natural cave and cliff landscape and sea turtle nesting area and to visit Orang Laut Tribal Community, the Muslim community located in the islands and live with traditional way of life.

Quality of Life refer to the individual's perception of people position in their life related with the expectations, goals, culture, social standard, values including politics (World Health Organization, 1997).

Material well-being refer to a satisfaction related to economic dimension such as financial security, household income, taxes, and cost of living and measured through consumption behaviors, income, and personal asset (OECD, 2013).

Health and safety well-being refer to a basic need for people to living in the conditions that encourage people mental and physical health and as living in condition that protect people from the threats and could be viewed at national, local, and personal levels including government spending for military, safety housing to protect the occupants and living in good environment to avoid crime and accidents (Danna and Griffin, 1999).

Community well-being refer to satisfaction, happiness, quality of life, individual well-being, and community development implicated with environmental, physical, and political domains and could measure through income per capita, education level, quantity and quality of housing, and employment and labour force rate (Lee and Kim, 2015).

Emotional well-being refer to ability to recognize the emotions and apply to motivate people lead to positive direction such as manage the stress, enhance work productivity, and encourage mental health. Emotional well-being measured through emotional experiences questions based on daily individual emotional quality experiences including experience of happiness, anger, stress, and any experiences that affect to pleasant or unpleasant feeling (Kahneman and Deaton, 2010).

Tourism impacts referred to "a change in a given state over time as the result of an external stimulus" (Hall & Lew, 2009) or could described as the effect from tourism activities both direct and indirect influenced to the community, environment, and economic that could be benefits or negative effects depends on the direction of changing.

Economic impact referred to the economic effect caused from tourism activities affected to the regional income, employment, and spending and could analyze via direct effect, indirect effect, and induced effect (Stynes, 1997).

Environmental impact referred to the tourism effects influence to the changing of environment in the destination that could be positive development or damaged the regional environment concerned with type of tourism activities and the number of tourists. If the number of tourists is too much for the environment to handle, the negative effect should be occurred (Otusha, 2016).

Socio-cultural impact referred to the effect that could change or affect to the residents traditional livelihoods such as affect to the local culture, beliefs, local dressing, and values (García*et al.,* 2015) and sometimes could cause of increasing crime rate, create prostitution, and conflict between tourists and residents (Tsundoda and Mendlinger, 2009).

Chapter 2

Literature Review

This chapter provides a comprehensive review of background and livelihood of the residents in Bulon Islands. It also covers quality of life and its determinants, which include economic impact, environmental impact, social impact and cultural impact. Subsequently, the chapter critically discusses the underpinning theories related to quality of life. It also deliberates on each direct linkage between the main factors of quality of life. Finally, the chapter links the literature review to the hypotheses formulation of the study.

2.1 Tourism Impacts

Tourism is the important industry that could generate income in many countries. Anyhow, there is not only benefits from tourism but also include the effects to the local residents that influence to the willing to participate in tourism development, to work in tourism industry, to invest in tourism businesses, and provide the positive interaction to the tourists (Pearce, 1998) that supported the study of Deery (2012) who explained that the residents are a part of tourism product, their attitudes and behavior affected to the successful destination.

The researchers classified the tourism impacts including economic impact, environmental impact, social impact, and cultural impact.

2.1.1 Economic Impact

Tourism is the is the important industry in many countries that could generate income and influenced to economic included contribution GDP, encourage employment, and establish visitors exports and investment (World Travel & Tourism Council, 2017). The economic benefits normally considered as the most important benefit (Tsundoda and Mendlinger, 2009), nevertheless economic impacts of tourism development required to considered both economics benefits and negative impacts including leakage of money from destination area, decrease the traditional job, and increase cost of living (Kumar et al, 2015).

The economic impact from tourism could analyze base on tourism activity affected to production changing including income, employment, and sales or spending via 3 effects including direct effect referred to the production changing of businesses or service

providers from tourism activities such as tourism entrepreneurs gain more income from the increasing of tourists in the region, indirect effect referred to the production changing of the supplier who supply product or service to the tourism businesses such as hotel supplier recruit more labor to support the increasing of sales and increasing of tourists in the region, and induced effect referred to the economic changing within the region from household spending via the income that earned from direct and indirect contributions such as the employees who work in tourism business or hotel supplier spend their wage for utilities and consumption expenditure in the region (Stynes, 1997).

2.1.2 Environmental Impact

The tourism could advantage to the environment by increasing awareness of environmental values, encourage to environmental development, people recognize and respect the nature, and intend to minimize the impact on the local environment. Nevertheless, the tourism could cause of traffic congestion, crime, encounter with public safety issues, and increase pollution (Kumar et al, 2015). To encourage tourism activities and increasing of tourists in the attractions, the environmental impact from tourism must be considered due to when the number of tourist is too much for the environment to handle, the negative effect should be occurred (Otusha, 2016). The environmental impact is the significant factor to considered for establish tourism development plan due to it directly concerned to the local residents and community both positive and negative effects. Brida*et al.* (2014) concluded that the community will support tourism policies if they have positive perceptions towards environmental, economic, and socio-cultural impacts and the residents tend to be cooperate in tourism policies if they perceived the positive environmental impact exceed negative impacts. The result of the study supported Aref*et al.* (2009) who explained that if the community leaders perceived that the tourism damaged the local environment, they tend to have no willingness to participate in tourism development while Nyaupane and Thapa (2006) explained that the local residents tended to perceived fewer negative impacts and greater positive impacts on the environment than the managers.

To identify the community perception of environmental impact, Aref*et al.* (2009) applied 5 types of environmental impact to his study including more parks and recreation, convenient transportation, damaged natural resources, traffic congestion, create noise and air pollution, and crowed problem.

2.1.3 Socio-cultural Impact

        Socio-cultural impact referred to the impact that could change or influence to the residents' traditional livelihoods such as affect to the local culture, beliefs, local dressing, and values (García*et al.,* 2015). Tourism could cause of increasing crime rate, create prostitution, conflict between tourists and residents, and could change local culture and livelihood (Tsundoda and Mendlinger, 2009). The study of socio-cultural impact required to examine the culture of the residents or hosts and the tourists due to it concerned with culture of the local residents that may affected by the culture of the visitors (Mason, 2017). To identify factors represented the culture of tourist destination, Ritchie and Zins (1987) described that the determinant of attractive cultural attraction including handicrafts, traditions, gastronomy, art and music, history, local career, architecture, languages, religion, education system, dress, and leisure activities. These factors should be considered as the indicator of socio-cultural impact of tourism.

        The positive socio-cultural impact including encourage local cultures and traditions, enhance cross cultural interaction, enhance community standard of living, and strengthening cultural value (Shahzalal, 2016) , while the negative impact mentioned to cultural changing or lost identity of the attraction by commodification, standardization, loss of authenticity and staged authenticity, and adaptation to tourist demands.

        Cultural commodification referred to apply the local culture to be tourism product. In 2012, Meekaew and Srisontisuk studied cultural commodification impact on local community in Chiangkhan and found that even through the residents gain more income and the local culture was spreading, the increasing of demand of local handicrafts affect to the production to become more industrial that effect to the increasing competition and changing relationship of the people in the community to become employer and employee relationship that different from the casual relationship in the past.

        Standardization referred to provide familiar facilities to the tourists in unfamiliar environment to minimize operational costs and risks (Bozkurt, 2010) such as hotel chains, fast food restaurant, and convenient stores.

        Loss of authenticity and staged authenticity referred to presented local culture to create impression for tourists who seeking new experience and required to perceive different culture (MacCannel, 1973). Taylor (2001) concluded the positive impact of staged authenticity

including maintaining local culture and the tourist could perceive new experience while the negative impact including damaged the tourists experience and turn culture to be goods, not sustainable in long term, and could harm local identity.

Adaptation to tourist demands referred to when the tourists needs the product or souvenir that fix to their taste, it could affect to the local craftsman to change the design or pattern of the local handicrafts the produced. For example, local craftsman in Malawi mentioned that tourist used to buy lamp stands, lamp sheds, and small wooden chairs but their taste was changing to candle holder, smoking pipes, and small animal crafts such as elephants and rhinos (Chilembwe, 2014).

The socio-cultural impact not only influences to the residents' attitude and local culture and identity of a destination but also affect to the relationship between the host and visitors. Kostalova (2017) studied the residents' perspectives towards the increasing of Arab tourists in Zell am See-Kaprun, Austria and found that the residents had negative attitude to the Arab tourists due to they feel the difference between Austrian culture and Arab culture and mentioned that Zell am See-Kaprun was adjusting too much to support the tourists and it losing identity as Austrian spirit. The imbalance between the residents and the tourist could establish the conflict and may create tension that could become to political risk (Andereck et al., 2005; Liu, 2014). On the other hand, if the residents have positive attitude towards tourism impacts, they tends to participate in local tourism development and provide more hospitality behavior (Yang et al, 2017).

2.2 Quality of Life

There are a lot of studies of quality of life in various field such as health care, social, education, and family. The researchers and organizations describe the definition of quality of life and presented theoretical frameworks applied to different areas depends on the context such as quality of life in government's perspective concerned with public service and social welfare that the public sector provide to the population including providing utilities service, enhancing population income, and encouraging equality of people rights while economist explained that quality of life referred to the national income, inflation rate, population average

income, or consumer price index. Therefore, the definition of quality of life could change depends on the context of the study that affect to the measurement and analysis (Trevittaya, 2016).

The Constitution of the World Health Organization (WHO) defines health as "a state of complete physical, mental, and social well-being not merely the absence of disease" and explained the quality of life as the individual's perception of people position in their life related with the expectations, goals, culture, social standard, values including politics (WHO, 1997).

Ivan Andráško (2013) explained that quality of life was the composed of two words, quality and life. Quality referred to the attribute of things or potential exists in situation and life referred to certain state of existence or experience in various aspect. Quality of life perceived as the qualitative of human life that explained as the degree of characteristics of human life meets the places demands.

In 2017, Pinto et al. explained that quality of life, comfort, and well-being are not the same but their concepts share common attribute. The concept of quality of life represented the individual's perception of people in their own life including mental, physical, social, and spiritual dimensions while comfort represent to individual needs for reliefs in physical, psychospiritual, socio-cultural, and environmental and well-being refer to the concepts of positive experiences and life satisfaction that tends to be use in more psychological perspective. Anyhow, the concepts of comfort and well-being are commonly related to quality of life.

The International Wellbeing Group (2013) explained that the quality of life construct has complex composition, it represented that there had no standard form for measuring. Most of the instruments developed for highly selected groups in the population and regards to monitor quality of life in medical circumstance or disability, therefore these instruments unsuitable to apply to the general population and the result of the survey did not represent the overall quality of life of the general population. On the other hand, the instrument devised for use with the general population cannot measure quality of life of the minority population such as children and disability people. Anyhow, a lot of quality of life instruments cannot differentiate the objective and subjective dimension of life quality that argued the fundamental principle that objective and subjective dimensions normally had their own entity and had little or had no relationship to each other. Therefore, the measurement quality of life of objective and subjective dimensions must be separately measured.

In 1996, WHO presented WHOQOL-BREF for measure people quality of life consisted with perceived objective and self-report subjective including 4 domains (1) physical health domain including daily routine, work capacity, medicinal substances and medical aids, and sleep and rest (2) psychological domain including negative feeling, positive feeling, self-esteem, religion, and learning (3) social relationships domain including sexual activity, social support, and personal relationships and (4) environment domain freedom, safety and security, health and social care, financial resource, physical environment, opportunity to acquire the information and skills, and transportation. Therefore, the study of quality of life should examine various domains to ensure that the result represent the accurate condition of the residents.

In Thailand, The Office of National Social and Economic Development determined the 10 basic criteria implementation plan for Thai people's living during 2004-2009 to aim the minimum set that the government provide to population purposed to upgrade Thai people's quality of life and to solve the poverty problem. The 10 basic criteria based on 3 principles including (1) conforming to the constitution (2) Basic minimum needs for living and (3) life security as show in table 2.1.

Table 2.1 The 10 basic criteria of Thai people's quality of life and to solve the poverty problem

Principle of Thoughts	Basic Criteria
Conforming to the constitution	1) All people have to receive a minimum 12 years education in school, and have lifelong learning opportunities to improve knowledge, skills, and professional training necessary for living.
	2) All people have to receive standard health security.
	3) People who are over 60 years and do not earn enough for living have to receive life security.

Table 2.1 Continued

Principle of Thoughts	Basic Criteria
Basic minimum needs for living	4) All people have to receive enough food for their physical need.
	5) All people have secure accommodation.
	6) All people receive at least 5 liters of clean potable water per day per person and 45 liters of consumption water per day per person.
	7) All households have electricity for use.
	8) All people have a chance to receive news and access information necessary for their occupation.
Life security	9) All people have chance to access the resources and funding resources for occupation.
	10) All households are safe and secure in life without drug addiction.

Felce and Perry (1995) integrated objective and subjective quality of life's indicators and described 5 domains relevant to quality of life (1) physical wellbeing including health and physical safety, (2) material wellbeing including financial condition, quality of living environment, privacy, neighborhood, food, property, transport, and security (3) social wellbeing consist with 2 dimensions as interpersonal relationship defined as the person's relationship with family or friends and community involvement defined as the way that person involve their life to the community such as participate in community activities or been accept and support by community, (4) development and activity described as self determination and the pursuit of functional activities including work, housework, leisure, education, and productivity or contribution and (5) emotional wellbeing referred to positive emotion, satisfaction, fulfillment, self-esteem, respect, and spiritual faith or belief as show in figure 2.1.

Figure 2.1 Domains relevant to quality of life
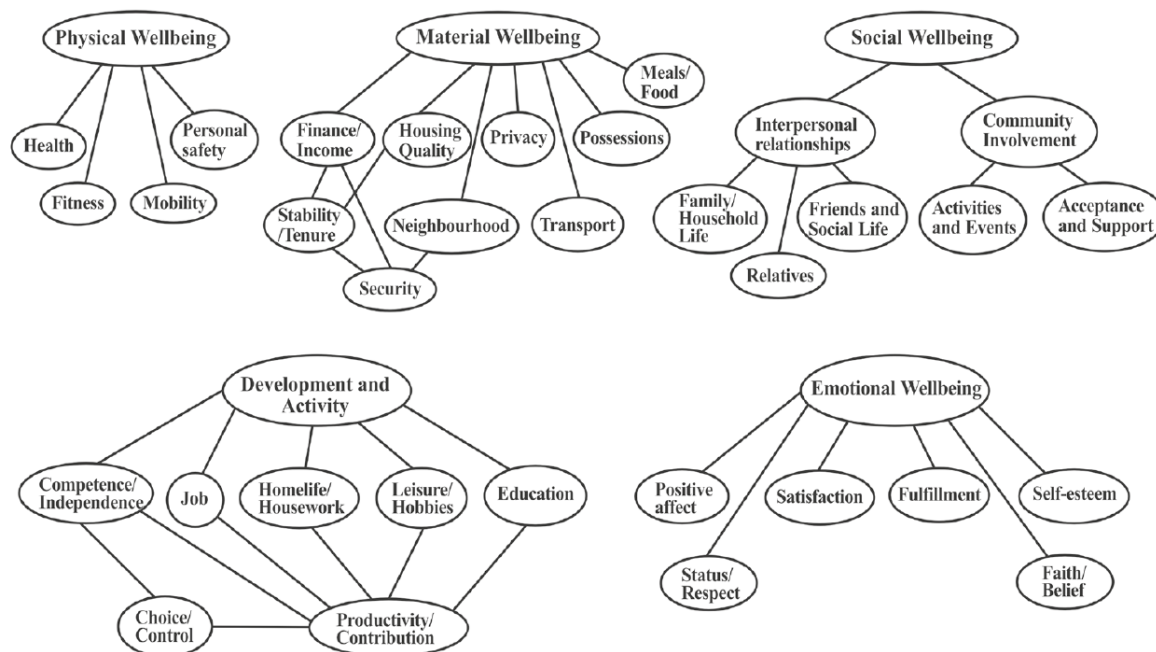
Source: Felce and Perry(1995)

Furthermore, Felce and Perry presented a model of quality of life based on 5 quality of life domains and quality of life concept including life conditions, personal satisfaction, and personal values. Quality of life defined as the overall well-being consist objective indicators and subjective evaluations of physical, material, social, and emotional well-being along with the scope of personal development and purposeful activity, all weighted by a personal set of values. The three elements interacted to each other and could described that change in some objective dimensions may change satisfaction or personal values or both, changes in values may change satisfaction and encourage change in some objective situation, and change in satisfaction may cause values and life style reappraisal. Anyhow, the three elements could change independently by external influences such as social, age employment, economic, genetic, and political variables. The relationship between these three elements may not constant; therefore it cannot predict which elements affect to another.

Figure 2.2 Quality of Life Model
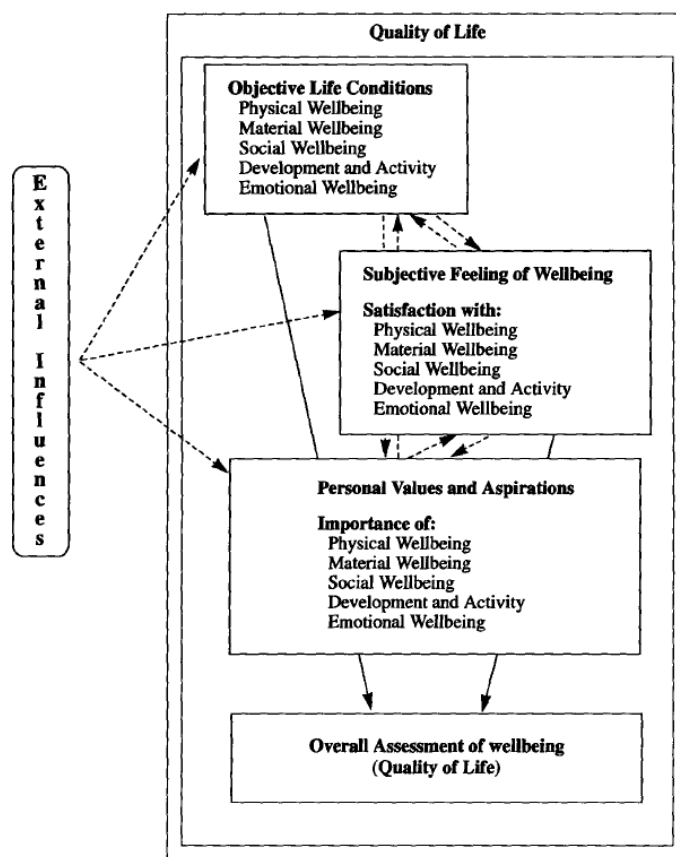
Source: Felce and Perry (1995)

Model of quality of life purpose to gather the objective and subjective indicators, demonstrate abroad range of life domains, through represent the relative importance of each domain. This model represented that the objective data should not be clarified without considering personal independence and preferences and implicates that satisfaction expressions relate to the individual's temperament and circumstance and experience that shape the reference.

Since 1997, Cummins explained that to measuring quality of life, it should considered both objective dimension for measure the objective well-being that concerned social indicators such as income, quality of housing, living condition, and number of friends and subjective dimension that related to the life satisfaction and commonly measured base on the individual satisfaction or pleasant feeling towards any factors. Cummins presented 7 domains quality of life measurement both objective well-being and subjective well-being including health,

safety, material well-being, community well-being, productivity, social connections, and emotional well-being:

2.2.1 Material well-being

Material well-being domain measured through consumption behaviors, income, and personal asset. In 2011, Organization for Economic Co-operation and Development (OECD) explained that "income and wealth are essential components of individual well-being". Income influence to people satisfaction and motivate people to achieve their goals, while wealth affect sustainable satisfaction and goal achievement (OECD, 2013).

2.2.2 Community well-being

Community well-being domain normally compared with happiness, quality of life, community development, and individual well-being but community well-being had more comprehensive concept including environmental, physical, and political domains (Lee and Kim, 2015). It is quite difficult to measure the community well-being due to the definition of community well-being is unclear, the relationship between community well-being and individual well-being is ambiguous, and the community level data is limited (Kim and Ludwigs, 2017). Community well-being index measurement composed with income per capita, education level, quantity and quality of housing, and employment and labour force rate (Penny et al, 2012).

2.2.3 Emotional well-being

Emotional well-being domain referred to the ability to recognize the emotions and apply them to motivate people to positive directions (Self Growth, 2018). Emotional well-being normally related to mental health, positive mental health conducted people to comprehend their potential, manage the stress in their life, enhance work productivity, and motivate people to establish benefactions to the community (Surgeon General, 2014). Kahneman and Deaton (2010) explained that emotional well-being measured by emotional experiences questions based on daily individual emotional quality experiences including experience of happiness, anger, stress, and any experiences that affect to pleasant or unpleasant feeling.

2.2.4 Health well-being

Health well-being domain refers to the symptom concerned with psychological and physiological and well-being could measure by life experiences such as satisfaction and

happiness (Danna and Griffin, 1999). Health is a primary need that require to response before achieve other needs. Healthy habits such as exercise, eating healthy food, and being able to access medical services. The benefits of healthy population in government perspective including lower health care costs and increase productivity due to people spend more time to work and could work efficiency.

2.2.5 Safety well-being

Safety well-being referred to living in the conditions that encourage people mental and physical health (Shared Safety, 2018).Safety is a basic need for people like healthy and both of them are commonly concern. Safety well-being could define as living in condition that protect people from the threats and could be viewed at national, local, and personal levels including government spending for military, safety housing to protect the occupants and living in good environment to avoid crime and accidents.

2.2.6 Work/Productive activity

Work/Productive activity referred to gainful or benefits from work that could assist people to achieve the goal and structure to life. Work is a significant component of a lot of people and provide social task and influenced people to feel a part of work community, encourage people to connecting to the oriented people and enhance self-esteem and happiness (Cummins, 2008). Fekete et al. (2019) explained that to participate in productive activities such as paid work, volunteering, housework, and education could encourage mental health and quality of life due to these activities support belonging feeling, improve skills, and was recognize and acceptance from others.

2.2.7 Social connection

Social connection represented the strength of people's social relationship. Social connection consisted with friends, known people, family that people belonged to, and community that people lived in. The significant of social connection including improved relationship, improved physical health, enhance mental wellness, increase satisfaction and enjoyment in life, encourage personal growth and development (Morter, 2017).

According to the previous researches, tourism activities related to the residents well-being both positive and negative way due to the residents was described as one of the

tourism product. Therefore, the tourism organization or public and private sector should considered to encourage tourism activities along with enhance local resident's quality of life to establish sustainable tourism. World Tourism Organization (2005) defined sustainable tourism as "Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities". Sustainable tourism development could applied to all forms of tourism and all types of destinations and required to consisted with sustainability principles including environmental, economic, and socio-cultural aspects. Sustainable tourism should:

1) Optimal use environmental resources, maintain essential ecological processes, and assist to preserve natural heritage and bio-diversity.

2) Respect the traditional social and culture of the host community, conserve the resident's livelihood, heritage, and traditional valued, and encourage to inter-cultural understanding and tolerance.

3) Encourage long-tern economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed including provide stable occupation, provide income earning opportunity and social services to the community, and reduce poverty problem.

In 2008, Shen&Cottrel studied A sustainable tourism framework for monitoring residents' satisfaction with agritourism in Chongdugou Village, China and described sustainable tourism development in terms of economic, ecological, and socio-cultural considerations and established the prism of sustainability that adapted from Cottrel&Vaske (2006) as the figure 2.3.

Figure 2.3 Prism of Sustainability
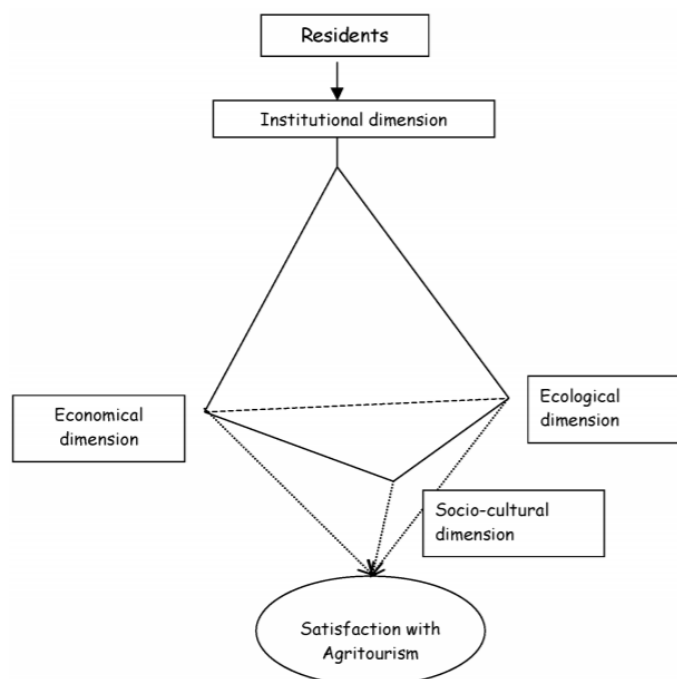
Source: Shen&Cottrel (2008)

Shen&Cottrel predicted that each dimension would influenced to the resident satisfaction towards tourism and the result of their study found that the community involvement in tourism activities was important consideration for tourism development and the residents generally satisfied with economic benefits from tourism.

2.3 Bulon Islands

United Nations World Tourism Organization (UNWTO) described tourism as "Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes."

Satun Province is one of the famous tourist destination in Thailand located in Andaman Sea. The province covered Tarutao Island and Phetra Island that promoted to marine national park. In 2016, there are 518,592 tourists visited Satun Province both foreign tourist and domestic tourist and generated income 7,631 million Baht (Ministry of Tourism and Sports, 2017), as show in table 2.2 and table 2.3.

Table 2.2 The number of tourists in Satun Province from 2016 – 2017

Internal tourism in Satun Province	January – March		
	2017	2016	%Change
Visitor	**536,307**	**518,592**	**+ 3.42**
Thai	485,015	468,616	+ 3.50
Foreigners	51,292	49,976	+2.63
Tourist	**408,445**	**395,833**	**+ 3.19**
Thai	375,476	363,578	+ 3.27
Foreigners	32,969	32,255	+ 2.21
Excursionist	**127,862**	**122,759**	**+ 4.16**
Thai	109,539	105,038	+ 4.29
Foreigners	18,323	17,721	+ 3.40

Source: Ministry of Tourism and Sports (2017)

Table 2.3 Guest arrival at accommodation establishment in Satun Province 2016 – 2017

Nationality January-March	2017			Q1		2017/16
	January	February	March	2017	2016	%Change
Thai	65,549	57,522	67,945	191,016	180,851	+5.62
Indonesia	-	38	35	73	85	-14.12
Malaysia	9,548	9,212	9,987	28,747	28,095	+2.32
Philippines	11	4	-	15	12	+25.00
Singapore	203	132	162	497	516	-3.68
China	45	18	30	93	77	+20.37
Hong Kong	-	-	5	5	3	+66.67
Japan	247	120	123	490	448	+9.38
Korea	6	7	18	31	32	-3.13
Taiwan	7	12	33	52	46	+13.04
Austria	52	65	24	141	174	-18.97
Belgium	11	8	15	34	29	+17.24

Table 2.3 Continued

Nationality	2017			Q1		2017/16
January-March	January	February	March	2017	2016	%Change
Demark	6	15	20	41	67	-38.81
Finland	-	12	47	59	57	+3.51
France	93	55	68	216	203	+6.40
Germany	55	72	162	289	277	+4.33
Italy	63	10	7	80	83	-3.61
Netherlands	36	25	15	76	75	+1.33
Norway	11	12	23	46	34	+35.29
Russia	63	25	46	134	136	-1.47
Spain	17	13	59	89	93	-4.30
Sweden	52	35	15	102	109	-6.42
Switzerland	62	42	3	107	104	+2.88
United Kingdom	468	256	208	932	914	+1.97
East Europe	25	72	50	147	135	+8.89
Canada	11	28	15	54	54	+0.00
USA	36	52	65	153	134	+14.18
India	-	-	-	-	-	+0.00
Australia	50	46	55	151	145	+4.14
New Zealand	25	25	12	62	54	+14.81
Middle East	7	3	7	17	17	+0.00
Others	18	15	3	36	47	-23.40
Grand Total	**76,777**	**67,951**	**79,257**	223,985	213,106	**+5.10**
Thai	65,549	57,522	67,945	191,016	180,851	+5.62
Foreigners	11,228	10,429	11,312	32,969	32,255	+2.21

Source: https://www.mots.go.th/more_news.php?cid=504&filename=index

Bulon Island is an island group combined with 3 small islands including Bulon Mai Phai Island, Bulon Le Island, and Bulon Don Island located in Phetra National Park, Satun Province.

Bulon Mai Phai is the smallest island of Bulon Islands group and 22 kilometers or 30 minutes far from Pak Bara Port. There had no community in Bulon Mai Phai but the National Park Protection Unit located here and had some park rangers.

Bulon Don is the second biggest island in Bulon Islands. There are some Sea Gypsy or Orang Laut, the Muslim community located in the island and live with simple way of life and most of them are local fishery.

Bulon Le is the biggest island in Bulon Islands group. The residents in Bulon Le including Orang Laut people and people from mainland who moved to Bulon Island to operate the business such as small resort, restaurant, and bar.Bulon Le has highest potential to support tourism activities, nevertheless the residents in the island encounter with the problem concerned with their quality of life including lack of hygiene, garbage, cultural changing, and quality of water supply.

Figure 2.4 Bulon Islands Map

Source: http://lazytrip.ru/attractions/ostrov-baunti-ko-bulon-chto-posmotret/

The beautiful scenery, long coral reef, white and smooth sand, with natural cave and cliff landscape and sea turtle nesting area are the important factors that attach the tourists both foreign tourists and domestic tourists to visit Bulon Island. The interesting tourism activities including jungle trekking, camping, bird watching, snorkeling, and learning traditional livelihood.

In 2017, there are 45,127 tourists visited Phetra National Park (Department of National Parks, Wildlife and Plant Conservation, 2017) to see the ecology and plenty natural environment and to visit Orang Laut Tribal Community, the Muslim Sea Gypsy people who lived in Bulon Islands before Bulon Islands declared as national park. The unique ceremony of Bulon Islands is boat floating ceremony, a traditional ceremony for fisherman to blessing for luck when they fishing which held during full moon in May and October (Thammachot, 2006). The residents perform the local dance called RongNeng, the traditional Muslim folk dance in southern of Thailand inspired by Portuguese dance during boat floating ceremony. They believed that the dancing present the respect to the sea and pay homage to their ancestors. The traditional dance is inherit from generation to generation and represent traditional culture of Mulsim community in southern of Thailand (Limpradit, 2016).

In 2018, Unesco officially endorsed four of the seven districts in Satun Province to be the first Global Geopark in Thailand. The Geopark including Thung Wa, Manang, Langu and part of Muang district and covered Tatutao National Parks and a wildlife sanctuary. The Unesco website described this area as "a peaceful place with renowned natural beauty, where several cultures and religious groups, Buddhist, Muslim and Christian, as well as minority groups, i.e. Semung or Maniq and Urak Lawoi, live together in harmony" and the Geopark's status is recognized during 2018 – 2021 (Bangkokpost, 2018).

Figure 2.5 Bulon Islands Scenery

Source:https://www.thetimes.co.uk/article/the-thai-island-of-koh-bulon-is-uncrowded-and-cheap-
22mw0250386

There are 143 households residents live in Bulon Island .Most of the residents are Muslim and main occupation is fishery and some plantation including provide tourist accommodation such as restaurants, bars, boats, and dive business approximately 1,000 people (National Parks in Thailand, 2015).

The residents live with simple livelihood like a Muslim community guideline which require to be simple life and unpretentious. The culture of the residents mostly accord to Muslim tradition such as most of the families accept men members to be the leader of the family and make a decision while women members have to stay at home to look after the family's members and manage housework

Figure 2.6 Orang Laut Boat Floating Ceremony

Source:https://sites.google.com/site/wathnthrrm00/prapheni-hae-pha-khun-thatu/prapheni-lxy-reux

Figure 2.7 Orang Laut Local Dancing

Source: https://www.youtube.com/watch?v=Vs7alRum8Vg

Figure 2.8 Accommodations in Bulon Islands

Source: https://www.walkwithmethai.com/bulonisland/

Figure 2.9 Restaurant in Bulon Islands

Source: http://www.chomthai.com/forum/view.php?qID=3949

Figure 2.10 Accommodations Map in Bulon Islands

Source: http://www.chomthai.com/forum/view.php?qID=3949
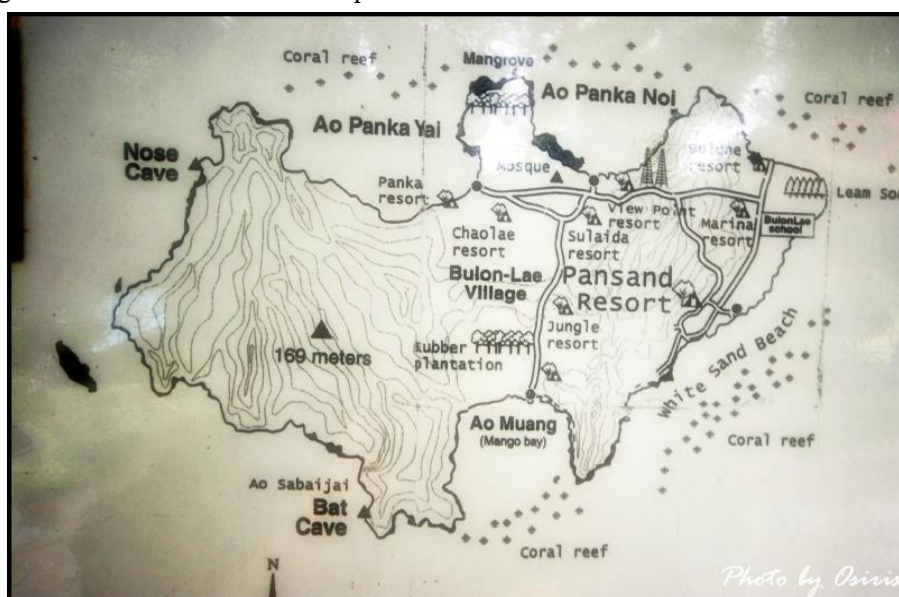
In 2006, Department of National Parks, Wildlife and Plant Conservation established the master plan to create sustainable tourism management for Phetra National Park included (1) the ability of natural resources, community, traditional, culture, and way of life affect to tourism process (2) the residents must participate in tourism management (3) local residents must equally acquire economic benefits from tourism and (4) the local departments must play a leadership role under the needs of local residents in the tourist destination. The concept of sustainable tourism had been insisted the result by many researchers that the key elements are combining with the tourism which taking into account the impact on the environment, economy, society and culture and the institution leading to the satisfaction of local residents (Hussain, Ali, Ragavan and Manhas, 2015; Shen and Cottrell, 2008; Zaidan and Kovacs, 2017; Nongluk Poopiichit, Siriwan Serirat and Jiravat Anuwichanon, 2012) that according to Rontos et al. (2012) who explained that tourism development required to related to 4E model of tourism as environment and clean nature, educational tourism, culture and history, event and mega event, and entertainment and fun.

In current situation, Bulon islands encounter with the problem of declining aquatic resources, increasing of waste problem, and decreasing of residential life quality. Therefore, Phetra National Park cooperate with Prince of Songkhla University and Chaipattana

Foundation to encourage quality of life of the residents in Bulon Islands by improving hygiene, promoting environmental conservation, restoring local culture, providing water exploration, improving quality of water, developing local economic, and promoting tourism in the islands by providing jungle path and tourist signs.

Furthermore, Bulon Islands encounter with cultural changing especially reducing of local fishery due to local people go to work at Lipe Island Resort where they can earn more income and including the rapid growth of tourism due to the increasing number of tourists from Europe, Russia, China and domestic tourists. There also several investors came to occupy the area to build a resort and some of them are illegally and was demolished (Bangkok Biz News, 2014). These problems established negative impact on sustainable tourism as well as many other sea travelling sights.

This study is concerned with all the factors and applies the model to assess quality of life for resident. The work involves empirical investigation of the literature to build a theoretical framework in next paragraph.

2.4 Previous Studies

Aref (2011) claimed that the residents strongly agreed that tourism impact influence to their emotional well-being, community well-being, and income and employment while health and safety well-being are less influence.

Since 2012, Marzuki studied "Local residents' perceptions towards economic impacts of tourism development in Phuket" and found that most of the respondents worked in hotels and other tourism businesses and worked as taxi drivers, the strongly positive tourism perception of the residents including gain more income, local economy was better while the tourism caused the increasing of land and housing and local residents' cost of living that according to Aref and Redzuan (2009) explained that if the community leaders perceived the positive economic impact from tourism, they tend to encourage and building the community capacity to support tourism activities, while Ross (1992) who described that the residents in Australia perceived that the most negative effect from tourism including cost of buying land and house, cost of renting house, cost of living , and increasing crime rate.

Andereck (2011) concluded that the residents' perceived tourism had positive impact to their quality of life including increase recreation amenities, enhance community pride,

and establish awareness of environment and culture, nevertheless tourism could create negative impact including increasing crime rate and traffic but they mentioned that the negative impacts were not serious problem.

Jeon et al. (2014) concluded that the residents in Salem, Massachusetts, announced that they feel dissatisfy to living in the community during peak tourism season due to they feel unsafe from increasing crime rate, dissatisfy with traffic congestion, and they found that their well-being was decreasing that according to Choe and O' Regan (2015) who studied the effects of tourism impacts affected to the expatriates who stayed and worked in Macau and found that even through the expatriates were satisfied with salary and careers but they mentioned that overcrowding was getting worse, cost of living was higher, and they faced with the communication problem with the local residents due to language and cultural differences.

Since 2017, Mathew and Sreejesh explained that the sustainable tourism established sustainable livelihood, community engagement and environmental consciousness while responsible tourism created the residents perception and affected to the community quality of life (community well-being, emotional well-being, and health and safety wellbeing).

Since 2018, The study of The Impact of Tourism on Quality of Life of Islanders (Jhantasena and Naknok, 2018) concluded that the local residents found that tourism create occupation, establish investment in the community, enhance standard of living (electricity, water supply, and other public utility), and encourage local tradition, anyhow tourism could cause the higher cost of living and increasing the cost of land and real estate in the community.

2.5 Conceptual framework

This conceptual framework applied from Jhantasena and Naknok (2018) who studied The Impact of Tourism on Quality of Life of Islanders.

Figure 2.11 Conceptual framework
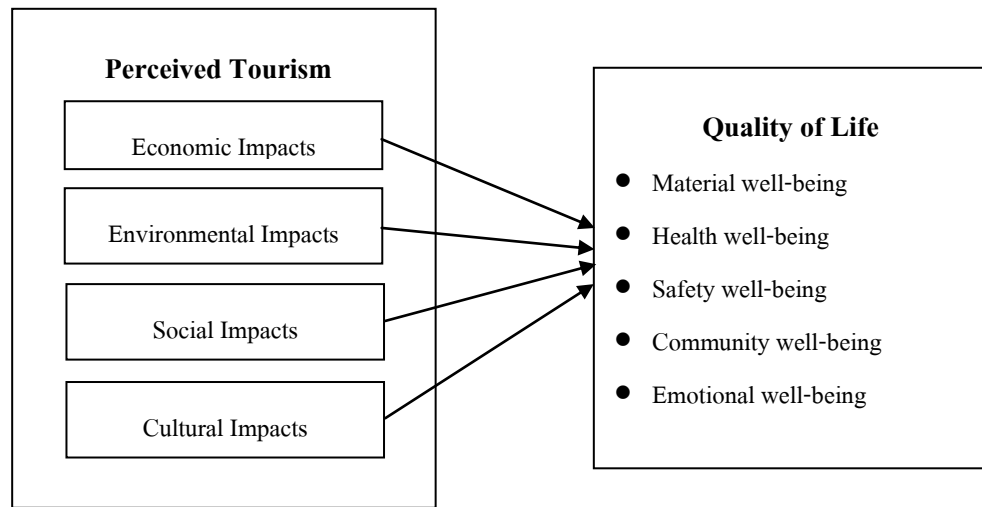
2.6 Hypothesis

H1: Economic impact from tourism has positive relationship with quality of life of the residents in Bulon Island.

H2: Environmental impact from tourism has positive relationship with quality of life of the residents in Bulon Island.

H3: Social impact from tourism has positive relationship with quality of life of the residents in Bulon Island.

H4: Cultural impact from tourism has positive relationship with quality of life of the residents in Bulon Island.

Chapter 3

Research methodology

Based on the literature reviewed in chapter two, this chapter discusses the research design, the population, the sampling method, the development of the measurements, the pilot test results, the analysis methods and regression procedure.

3.1 Research Design

The study utilized a primary data collection method and a quantitative approach to data analysis. A survey using a pre design questionnaire was used to collect a cross sectional data. A quantitative research design allows for empirical data analysis using multivariate analysis method such correlation and regression.

3.2 Sampling Method

This section provides a discussion on the population, sampling frame, sampling size and distribution of questionnaires to respondents.

3.2.1 The Study Population

In this study, the unit of analysis is the 143representative from household of local residents who lived in Bulon Islands both local residents and tourism entrepreneurs aged 18 years above (according to WHO required that the quality of life measurement have to based on adult population).

3.2.2 Sampling Frame and Sample Size

The sample size of this study apply census method according to The Summarize Report of Development Plan for Bulon Islands, Satun Province (2014) as 143 samples are based on the existing population of the local residents in Bulon Islands in household unit.

3.3 Data collection and distribution procedure

The data collection procedure took place on February 2019. The samples consisted of 143 local residents in Bulon Islands in household unit. The data collection by using Thai language questionnaire for Thai residents and interview Sea Gypsy residents to survey how the residents perceived tourism impact based on their experiences towards tourism activities.

3.4 Questionnaire Design

The questionnaire adapted from several sources: quality of life questions adapted from Azevedo et al.(2013), Kim (2002), Andereck&Nyaupane (2011), and Mathew&Sreejesh (2017) and tourism impact perception questions adapted from Ramseook-Munhurrun&Naidoo (2011), Kolawole et al. (2016), Yang et al. (2017), and Liu & Li (2018) as show in Table 3.1.

Table 3.1 Instrument for questionnaire development

Main Variables	Dimension/ Latent Variables	Items	Sources
Quality of Life	5	23	
	Material well-being	5	Item 1-3 Azevedo*et al.*, (2013) Item 4-5 Kim, (2002)
	Health well-being	4	Item 1-4 Andereck&Nyaupane, (2011)
	Safety well-being	4	Item 1-4 Andereck&Nyaupane, (2011)
	Community well-being	5	Item 1-3 Andereck&Nyaupane, (2011) Item 4-5 Kim, (2002)
	Emotional well-being	5	Item 1-5 Mathew &Sreejesh, (2017)
Perceived Tourism Impacts	4	20	
	Economic Impacts	5	Item 1-5 Ramseook-Munhurrun&Naidoo, (2011)
	Environmental Impact	5	Item 1-2 Kolawole*et al.,* (2016) Item 3-5 Yang *et al.,* (2017)
	Social Impact	5	Item 1-5 Liu & Li, (2018)
	Cultural Impact	5	Item 1-5 Liu & Li, (2018)

The questionnaire consists of three sections to be answered by respondents. The first part contains questions about the demographic background of the respondents. It consists of six demographic questions including (1) gender, (2) age, (3) education level, (4) employment status, (5) income per month, and (6) how long did the respondent stay in Bulon Islands.

The second part contains items designed for measuring the quality of life perception based on the resident's well-being including (1) material well-being (5 questions), (2) health well-being (4 questions), (3) safety well-being (4 questions), (4) community well-being (5 questions), and (4) emotional well-being (5 questions).

The third part contains items designed for measuring the tourism impacts perception including (1) economic impact (5 questions), (2) environmental impact (5 questions), (3) social impact (5 questions), and (4) cultural impact (5 questions).

All instruments applied a five-level Likert scale;1 = strongly disagree, 2 = disagree, 3 = slightly, 4 = agree, and 5 = strongly agree.

A measurement system for quality of life is developed by using five domains including material well-being applied from Azevedo *et al.* (2013) and Kim (2002), health well-being applied from Andereck&Nyaupane (2011), safety well-being applied from Andereck&Nyaupane (2011), community well-being applied from Andereck&Nyaupane(2011) and Kim (2002), and emotional well-being applied from Mathew&Sreejesh (2017).

A measurement system for tourism impact is developed by using four domains including economic impact applied from Ramseook-Munhurrun&Naidoo (2011), environmental impact applied from Kolawole et al. (2016) and Yang et al. (2017), social impact applied from Liu & Li (2018), and cultural impact applied from Liu & Li (2018).

3.5 Reliability

Reliability refer to the degree to which a variable or set of variables is internally consistent with what it is proposed to measure (Hair et al., 2006). Reliability can be measured through two methods, Cronbach alpha or composite reliability. Cronbach alpha values between .60 and .70 mean that the scale is internally consistent, hence reliable. The composite reliability reading of more than 0.60 should show acceptable reliability (Bagozzi& Yi, 1988;Moss et al., 1998;Nagpal, Kumar, Kakar, &Bhartia, 2010). Although researchers suggest 0.7 as the accepted

cut-off point (Hair et al, 2006), any value > 0.6 is regarded as satisfactory (Dinev and Hair 2003; Hair et al., 2006, Nunnally, 1978).

3.6 Validity

Validity referred to the degree to which a measure is measuring what concept it should measure and also free from any systematic or nonrandom error. This study applied three types of validity according to Hair et al. (2006) including content (face), construct, and convergent.

1) Content (face) validity described as "the evaluation of the extent of correspondence between the items selected to constitute a summated scale and its conceptual definition". Face validity could be subjectively assess through ratings of expert judges, pretests with multiple sub populations so that the selection of the scale items extends past just empirical issues to include also practical issues (Hair *et al.,* 2006). In that case, modifications were made in the questionnaire in accordance with their recommendations and constructive comments.

2) Construct validity is "the extent to which a set of measured variables actually represents the theoretical latent construct those variables are designed to measure". The construct validity measured using convergent and discriminant validity. Malhotra and Stanton (2004) found that the more construct validity is employed, the more validity can be established. This research deployed both types. It can be tested by performing exploratory correlation or regression.

3) Convergent validity is "the extent to which indicators of a specific construct converge or share a high proportion of variance in common". In other words, it assesses the degree to which two measures of the same concept are correlated; a high correlation indicates that the scale is measuring its proposed concept. Therefore, reliability is also an indicator of convergent validity (Hair *et al.,* 2006). Reliability tests were conducted on both the pilot and actual data of this study.

3.7 Pretest and Pilot Study

Once the questions has been developed and structured into a questionnaire design, it was translated into Thai language for better and easier understanding of the questions

when distributed to local respondents (refer Appendix B). According to the pilot study, 30 local residents were asked to fill the questionnaire and the result of pilot test shown in Appendix C.

3.8 Operational definitions of variables

Table 3.2 The definitions of the variables in this study

Variables	Construct & Definition
1. Material well-being	Material well-being referred to a satisfaction related to economic dimension such as financial security, household income, taxes, and cost of living and measured through consumption behaviors, income, and personal asset (Shared Safety, 2018).
2. Health well-being	Health well-being referred to the symptom concerned with psychological and physiological and well-being could measure by life experiences such as satisfaction and happiness (Danna & Griffin, 1999).
3. Safety well-being	Safety well-being referred to living in the conditions that encourage people mental and physical health (Shared Safety, 2018).
4. Community well-being	Community well-being referred to satisfaction, happiness, quality of life, individual well-being, and community development implicated with environmental, physical, and political domains (Lee & Kim, 2015).
5. Emotional well-being	Emotional well-being refer to ability to recognize the emotions and apply to motivate people lead to positive direction such as manage the stress, enhance work productivity, and encourage mental health (Kahneman & Deaton, 2010).

Table 3.2 Continued

Variables	Construct & Definition
6. Economic impact	Economic impact referred to the economic effect caused from tourism activities affected to the regional income, employment, and spending and could analyze via direct effect, indirect effect, and induced effect (Stynes, 1997).
7. Environmental impact	Environmental impact referred to the tourism effects influence to the changing of environment in the destination that could be positive development or damaged the regional environment concerned with type of tourism activities and the number of tourists (Otusha, 2016).
8. Socio-cultural impact	Socio-cultural impact referred to the effect that could change or affect to the residents traditional livelihoods such as affect to the local culture, beliefs, local dressing, and values (García et al., 2015).

3.9 Missing Data

Missing data could occurred when respondents did not answer certain questions due to personal reasons, carelessness, forgetfulness, lack of interest, or lack of knowledge. Hence, missing value needs to be detected and treated. The common statistical method to detect missing value is by conducting an 'explore' function via the SPSS. Once the missing values have been detected, it could be treated by replacing with mean, median or other options.

3.10 Data Analysis

This data analyzed by SPSS Program and applied frequency, percentage, mean, and standard deviation. The instrument applied a five-level Likert scale; 1 = strongly disagree, 2 = disagree, 3 = slightly, 4 = agree, and 5 = strongly agree.

Criteria to analyze the average mean;

Mean 4.51-5.00 = highest

Mean 3.50-4.50 = high

Mean 2.51-3.50 = moderate

Mean 1.51-2.50 = low

Mean 1.00-1.50 = lowest

To analyze the tourism impact perception affect to quality of life of the residents in Bulon Islands, this study applied multiple regression to identify predictive power at statistical significance 0.05 and determine rate for each factor as;

Highest 5 points

High   4 points

Moderate   3 points

Low   2 points

Lowest   1 point

Symbol for data analysis

x	=	Independent variable
y	=	Dependent variable
$\overline{X}$	=	Mean
S.D	=	Standard deviation
X_1	=	Economic impact
X_2	=	Environmental impact
X_3	=	Social impact
X_4	=	Cultural impact
Y	=	Quality of life
R	=	Multiple correlation coefficient
R^2	=	Predictive power
R^2_{adj}	=	Adjusted predictive power
r	=	Pearson's correlation coefficient
t	=	t-value
n	=	Number of sample
p	=	Statistical significance

b	=	Unstandardized regression coefficient
a	=	Constant Predictors
SE_{est}	=	Standard error of the estimate
SE_b	=	Standard error of unstandardized regression coefficient
β	=	Standardized regression coefficient

This study synthesis concept and theories from journals, books, papers, and researches to identify research question and design the questionnaire covered the research objectives and applied pilot test to analyze reliability by using Alpha coefficient and found reliability is 0.937.

Chapter 4

Research Finding

This section of the study consists of the results from data analyzing in congruence with the research design and methodology described in Chapter Three. The result present demographics information and attributes of the respondent, then the data describe actual variables descriptive statistics. All the data was screened and the validity of measure was analyzed by regression (stepwise). Finally, hypotheses testing are presented in the concluding section.

4.1 Respondent profile

Table 4.1 Gender of the residents

Gender	Number	Percent (%)
Male	49	34.30
Female	94	65.70
Total	**143**	**100.0**

The results of frequency descriptive analysis in Table 4.1 show that the respondents of this study consist of 49 male (34.3%) and 94 female (65.7%).

Table 4.2 Age of the residents

Age	Number	Percent (%)
18 – 25 years old	10	7.0
26 – 35 years old	52	36.4
36 – 45 years old	28	19.5
46 – 55 years old	36	25.2
56 above	17	11.9
Total	**143**	**100.0**

According to Table 4.2, the data represent that most of the respondents or 56 respondents are 26 – 35 years (36.4%), 36 respondents are 46 – 55 years (25.2%), 28 respondents are 36 – 45 years (19.5%), 17 respondents are over 56 years (11.9%) and 10 respondents are 18 – 25 years (7.0%) respectively.

Table 4.3 Education level of the residents

Level of Education	Number	Percent (%)
Primary School	40	28.0
High School	54	37.8
Diploma	29	20.3
Bachelor's degree	20	14.0
Master or Doctoral Degree	-	-
Total	**143**	**100.0**

According to Table 4.3, 54 respondents or 37.8% graduated high school, 40 respondents or 28.0% graduated primary school, 29 respondents or 20.3% graduated diploma, and 20 respondents or 14% graduated bachelor's degree respectively.

Table 4.4 Employment status of the residents

Employment status	Number	Percent (%)
Unemployed	18	12.6
Self-employed	42	29.4
Employed in public sector	17	11.9
Employed in private sector	25	17.5
Others (local fishery and boat driver)	41	28.7
Total	**143**	**100.00**

According to Table 4.4, the data represented that 42 residents or 29.4% are self-employed, 41 respondents or 28.7% worked in other occupations (local fishery and boat driver), 25 respondent or 17.5% are employed in private sector, 18 respondent or 12.6% are unemployed, and 17 respondent or 11.9% are employed in public sector.

Table 4.5 Income per month of the residents

Income per month	Number	Percent (%)
Less than 5,000 Baht	19	13.30
5,001 – 10,000 Baht	63	44.10
10,000 – 15,000 Baht	40	28.00
15,001 – 20,000 Baht	17	11.90
20,001 – 25,000 Baht	4	2.80
More than 25,000 Baht	-	-
Total	**143**	**100.0**

According to Table 4.5, the data represented that 63 residents or 42.9% earn 5,001 – 10,000 Baht per month, 41 respondents or 27.9% earn 10,000 – 15,000 Baht per month, 21 respondents or 14.3% earn less than 5,000 Baht per month, 18 respondents or 12.2% earn 15,001 – 20,000 Baht per month, and 4 respondents or 2.7% earn 20,001 – 25,000 Baht per month respectively.

Table 4.6 Residency length of the residents

Residency length	Number	Percent (%)
Less than 1 years	7	4.9
1 – 2 years	7	4.9
3 – 4 years	20	14.0
4 – 5 years	30	21.0
5 – 6 years	22	15.4
More than 7 years	57	39.9
Total	**143**	**100.0**

According to Table 4.6, the data represented that 57 residents or 39.9% stayed in Bulon Islands more than 7 years, 30 respondents or 21.0% stayed in Bulon Islands 4-5 years, 22 respondents or 15.4% stayed in Bulon Islands 5-6 years, 20 respondents or 14.0% stayed in Bulon Islands 3-4 years, 7 respondents or 4.9% stayed in Bulon Islands less than 1 year, and 7 respondents or 4.9% stayed in Bulon Islands 1-2 years.

Table 4.7 Material well-being

Material well-being	Mean	SD	Level
Tourism increases trading for local business.	4.20	.608	High
Tourism improved economic conditions in Bulon Islands.	4.07	.624	High
I live in Bulon Islands because I work here or I invest a business here.	4.06	.994	High
I satisfy with the cost of living in Bulon Islands.	4.02	.945	High
I satisfy with income and benefits I get from tourism.	4.00	.912	High
Total	**4.07**	**.817**	**High**

Cronbach's Alpha = 0.739

According to Table 4.7, the result of this study presented that the residents agree with material well-being in high level with average mean 4.07 and there are 5 dimensions including 'Tourism increases trading for local business.' obtain high level with highest mean as 4.20, secondary 'Tourism improved economic conditions in Bulon Islands.' obtain high level with mean 4.07, 'I live in Bulon Islands because I work here or I invest a business here.' obtain high level with mean 4.06, 'I satisfy with the cost of living in Bulon Islands.' obtain high level with mean 4.02, and 'I satisfy with income and benefits I get from tourism.' obtain high level with mean 4.00.

Table 4.8 Health well-being

Health well-being	Mean	SD	Level
I satisfy with my current health condition.	3.79	.838	High
I found water is sufficient and satisfy with water supply in Bulon Islands.	3.64	.783	High
I don't feel unpleasant when I see garbage from tourists left on the beach and do not feel negative towards tourism.	3.37	.991	Moderate

Table 4.8 Continued

Health well-being	Mean	SD	Level
I don't feel tourism increase pollution that effect to my health.	3.61	1.055	High
Total	**3.60**	**.917**	**High**

Cronbach's Alpha = 0.710

According to Table 4.8, the data represented that the residents agree with health well-being in high level with the average mean 3.60. There are 3 dimensions of health well-being obtain high level including 'I satisfy with my current health condition.' obtain high level with mean 3.79, 'I found water is sufficient and satisfy with water supply in Bulon Islands.' obtain high level with mean 3.64, and 'I don't feel tourism increase pollution that effect to my health.' obtain high level with mean 3.61 while 'I don't feel unpleasant when I see garbage from tourists left on the beach and do not feel negative towards tourism.' obtain moderate level with mean 3.37.

Table 4.9 Safety well-being

Safety well-being	Mean	SD	Level
I feel the environmental pollution threaten public safety and causes illness.	3.74	.962	High
I satisfy with current community's safety and security in Bulon Islands.	4.13	.663	High
I satisfy with current community's accident rate.	3.55	.647	High
I satisfy with current community's crime rate.	3.59	.642	High
Total	3.75	.729	High

Cronbach's Alpha = 0.716

According to Table 4.9, the data represented that the residents agree with safety well-being in high level with average mean 3.75 and there are 4 dimensions obtain high level including, 'I satisfy with current community's safety and security in Bulon Islands.' obtain high level with mean 4.13, 'I feel the environmental pollution threaten public safety and causes illness.' obtain high level with mean 3.74, 'I satisfy with current community's crime rate.' obtain

high level with mean 3.59, and 'I satisfy with current community's accident rate.' obtain high level with mean 3.55 respectively.

Table 4.10 Community well-being

Community well-being	Mean	SD	Level
I satisfy with the quality of roads, bridges, and utility services.	3.87	.653	High
I satisfy with the beauty and atmosphere of my community.	4.15	.620	High
I feel belonging to this community.	4.30	.672	High
I satisfy with people who live in this community.	4.24	.616	High
I satisfy with my life in this community.	4.18	.539	High
Total	**4.14**	**.640**	**High**

Cronbach's Alpha = 0.656

According to Table 4.10, the result represented that the residents agree with community well-being in high level with average mean 4.14 and there are 5 dimension obtain high level including 'I feel belonging to this community.' obtain mean 4.30, 'I satisfy with people who live in this community.' obtain mean 4.24, 'I satisfy with my life in this community.' obtain mean 4.18, 'I satisfy with the beauty and atmosphere of my community.' obtain mean 4.15, and 'I satisfy with the quality of roads, bridges, and utility services.' obtain mean 3.87 respectively.

Table 4.11 Emotional well-being

Emotional well-being	Mean	SD	Level
I satisfy with the leisure activity and recreation in my community.	3.85	.799	High
I satisfy with the influx of tourists from all over the world in my community.	3.98	.764	High
I am particularly happy with the way we preserve culture in my community.	4.12	.746	High

Table 4.11 Continued

Emotional well-being	Mean	SD	Level
I feel I extend my cultural outlook when I talk with tourists.	4.03	.888	High
I am very satisfied with the spiritual life in the community.	4.36	.852	High
Total	**4.00**	**.799**	**High**

Cronbach's Alpha = 0.806

According to Table 4.11, the data represented that the residents agree with emotional well-being in high level with average mean 4.00. There are 5 dimensions obtain high level including 'I am very satisfied with the spiritual life in the community.' obtain mean 4.36, 'I am particularly happy with the way we preserve culture in my community.' obtain mean 4.12, 'I feel I extend my cultural outlook when I talk with tourists.' obtain mean 4.03, 'I satisfy with the influx of tourists from all over the world in my community.' obtain mean 3.98, and 'I satisfy with the leisure activity and recreation in my community.' obtain mean 3.85 respectively.

Table 4.12 Economic Impacts

Economic Impacts	Mean	SD	Level
Tourism creates economic benefits to the residents in the community.	4.29	.615	High
Tourism enhances employment and provides various jobs to the residents in the community.	4.24	.507	High
The resident's standard of living has increase due to the tourism.	4.06	.762	High
Tourism brings more investment and attaches more investors to the community.	4.09	.768	High
Tourism affect to the increasing of products and services price in the community.	3.92	.770	High
Total	**4.17**	**.663**	**High**

Cronbach's Alpha = 0.678

According to Table 4.12, the data represented that the residents perceive economic impact in high level with average mean 4.17. There are 5 dimensions obtain high level including 'Tourism creates economic benefits to the residents in the community.' obtain mean 4.29, 'Tourism enhances employment and provides various jobs to the residents in the community.' obtain mean 4.24, 'Tourism brings more investment and attaches more investors to the community.' obtain mean 4.09, 'The resident's standard of living has increase due to the tourism.' obtain mean 4.06, and 'Tourism affect to the increasing of products and services price in the community.' obtain mean 3.92 respectively.

Table 4.13 Environmental Impact

Environmental Impact	Mean	SD	Level
Tourism encourages awareness of environmental values in the community.	4.08	.550	High
Tourism produces environmental development in the community.	4.06	.596	High
Tourism causes crowed and congestion.	3.84	.784	High
Tourism causes environmental pollution.	3.81	.813	High
Tourism produces garbage and increase waste products.	3.78	.865	High
Total	**3.95**	**.686**	**High**

Cronbach's Alpha = 0.684

According to Table 4.13, the data represented that the residents perceive environmental impact in high level with average mean 3.95. There are 5 dimension obtain high level including 'Tourism encourages awareness of environmental values in the community.' obtain mean 4.08, 'Tourism produces environmental development in the community.' obtain mean 4.06, 'Tourism causes crowed and congestion.' obtain mean 3.84, 'Tourism causes environmental pollution.' obtain mean 3.81, and 'Tourism produces garbage and increase waste products.' obtain mean 3.78 respectively.

Table 4.14 Social Impact

Social Impact	Mean	SD	Level
Tourism provides various recreations for local residents.	4.18	.613	High
Tourism encourages and improves public service (electricity, road, water supply, and public health service).	4.22	.571	High
Tourism improves the image of the destination.	4.22	.558	High
Tourism encourage educational opportunity.	4.30	.722	High
Tourism causes social problem such as crime, drug use, and prostitution.	3.89	.752	High
Total	**4.23**	**.616**	**High**

Cronbach's Alpha = 0.726

According to Table 4.14, the data represented that the residents perceive social impact in high level with average mean 4.23. There are 5 dimension obtain high level including 'Tourism encourage educational opportunity.' obtain mean 4.30, 'Tourism improves the image of the destination.' obtain mean 4.22, 'Tourism provides various recreations for local residents.' obtain mean 4.18, 'Tourism encourages and improves public service (electricity, road, water supply, and public health service).' obtain mean 4.22, and 'Tourism causes social problem such as crime, drug use, and prostitution.' obtain mean 3.89 respectively.

Table 4.15 Cultural Impact

Cultural Impact	Mean	SD	Level
Tourism encourages residents' pride in the local culture.	4.16	.784	High
The residents perceive the traditional beliefs and culture was restore due to tourism development.	3.97	.644	High
The cultural exchange between residents and tourists is pleasant experience for the residents.	3.85	.781	High

Table 4.15 Continued

Cultural Impact	Mean	SD	Level
The residents are willing and enthusiastic to learn the different culture from the tourists.	4.07	1.032	High
Tourism could change the resident's traditional culture and livelihood.	3.66	1.211	High
Total	**4.01**	**.810**	**High**

Cronbach's Alpha = 0.808

According to Table 4.15, the data represented that the residents perceive cultural impact in high level with average mean 4.01. There are 5 dimensions obtain high level including 'Tourism encourages residents' pride in the local culture.' obtain mean 4.16, 'The residents are willing and enthusiastic to learn the different culture from the tourists.' obtain mean 4.07, 'The residents perceive the traditional beliefs and culture was restore due to tourism development.' obtain mean 3.97, 'The cultural exchange between residents and tourists is pleasant experience for the residents.' obtain mean 3.85, and 'Tourism could change the resident's traditional culture and livelihood.' obtain mean 3.66 respectively.

4.2 Hypothesis Testing.

The hypothesis of this study including:

H1: Economic impact has positive relationship with the resident'squality of life.

H2: Environmental impact has positive relationship with the resident'squality of life.

H3: Social impact has positive relationship with the resident'squality of life.

H4: Cultural impact has positive relationship with the resident'squality of life.

The result of enter multiple regression analysis to investigate perceived tourism impacts including economic impact, environmental impact, social impact, and cultural impact affected to quality of life consisted of 5 domains including material well-being, health well-being, safety well-being, community well-being, and emotional well-being.

Table 4.16 The result of Square Multiple Correlation Coefficient Analysis and Standard Error

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.859	.737	.730	.219

a. Predictors: (Constant), Cultural impacts, Environmental impacts, Social impacts, Economic impacts

According to Table 4.16, the result represent multiple correlation at .859 (R=.831) and square multiple correlation coefficient at .737 (R^2=.737) could analyze that 4 predictors (cultural impact, environmental impact, social impact, and economic impact) could predict at 73.7% and standard error is .219.

Table 4.17 The Result of Variance of Enter Multiple Regression Analysis

Source of Variation	SS	df	MS	F	Sig.
Regression	18.600	4	4.650	96.798**	.000
Residual	6.629	138	.048		
Total	25.230	142			

**Correlation is significant at the 0.01 level*

a. Predictors: (Constant), Cultural impacts, Environmental impacts, Social impacts, Economic impacts

b. Dependent Variable: Quality of life

According to Table 4.17, the result represented that the predictors have linear relationship with quality of life at statistical significance .01.

Table 4.18 Enter Multiple Regression Analysis

Variable		b	SE_b	β	t	Sig.
Economic impacts	X_1	.216	.078	.235	2.761	.007
Environmental impacts	X_2	.095	.044	.110	2.159	.033
Social impacts	X_3	-.064	.072	-.068	-.884	.378
Cultural impacts	X_4	.399	.050	.650	7.986	.000
R = .859	R^2 = .737			F = 96.798**		
SE_{est} = .219	R^2_{adj} = .730			a = 2.178		

**Correlation is significant at the 0.01 level*

According to Table 4.18, the result represented that cultural impact (X_4), economic impact (X_1), and environmental impact (X_2) is a predictor affected to quality of life at statistical significance .01 while social impact have no statistical significance. The result found that economic impact (X_1), environmental impact (X_2), social impact (X_3), and cultural impact (X_4) have unstandardized regression coefficient (b) at .216, .095, -.064 and .399 respectively while standardized regression coefficient (β) at .235, .110, -.068 and .650 respectively. The multiple correlation (R) is .859 and has predictive power (R^2)73.7% and standard error of the estimate (SE_{est}) is .219.

The result represent stepwise multiple regression analysis to investigate 4 dimensions of perceived tourism impacts including economic impact, environmental impacts, social impacts, and cultural impacts affected to quality of life of the residents in Bulon Islands.

Table 4.19 Stepwise Multiple Regression Analysis

Model	R	R Square	Adjusted R Square	Std. Error Of the Estimate
1	.844a	.712	.710	.227
2	.852b	.726	.722	.222
3	.858c	.736	.730	.219

a. Predictors: (Constant), Cultural impact

b. Predictors: (Constant), Cultural impact, Economic impact

c. Predictors: (Constant), Cultural impact, Economic impact, Environmental impact

d. Dependent Variable: Quality of life

According to Table 4.19, the result found that multiple correlation (R) is .858 and square multiple correlation is .736. There are 3 predictors including cultural impact (X_1), economic impact (X_2), and environmental impact (X_3) predict quality of life as 73.6% with standard error of the estimate at .219.

Table 4.20 Variance from Stepwise Multiple Regression Analysis

Source of Variation	SS	df	MS	F	Sig.
Regression	17.962	1	17.962	348.498	.000b
Residual	7.267	141	.052		

Table 4.20 Continued

Source of Variation	SS	df	MS	F	Sig.
Total	25.230	142			
Regression	18.308	2	9.154	185.158	.000^c
Residual	6.922	140	.049		
Total	25.230	142			
Regression	18.563	3	6.188	129.008	.000^d
Residual	6.667	139	.048		
Total	**25.230**	**142**	**17.962**		

a. Dependent Variable: Quality of life

b. Predictors: (Constant), Cultural impact

c. Predictors: (Constant), Cultural impact, Economic impact

d. Predictors: (Constant), Cultural impact, Economic impact, Environmental impact

According to Table 4.21, the data presented that the predictors have linear relationship with quality of life of the residents at statistical significance .01.

Table 4.21 Stepwise Multiple Regression Analysis

Variable		b	SE_b	β	t	Sig.
Cultural impacts	X_1	.385	.047	.628	8.120	.000
Economic impact	X_2	.181	.067	.197	2.690	.008
Environmental impacts	X_3	.101	.044	.116	2.304	.023
R = .858		R^2 = .736		F = 129.008**		
SE_{est}= .219		R^2_{adj}= .730		a = 2.144		

***Correlation is significant at the 0.01 level*

According to Table 4.21, the result found that the variables which has predictive power to predict quality of life of the residents at statistical significance 0.01 are cultural impact (X_1), economic impact (X_2), and environmental impact (X_3). The unstandardized regression coefficient (b) are .385, .181, and .101 and standardized regression coefficient (β) are .628, .197

and .116. The multiple correlation is .858, predictive power 73.6%, standard error of the estimate is .219 that could describe as equation below:

$$Z_{\text{Quality of life}} = .385Z_{\text{Cultural impacts}} + .181\, Z_{\text{Economic impacts}} + .101\, Z_{\text{Environmental impacts}}$$

This equation could predict quality of life at 73.6% (R^2 = .736) with standard error of the estimate .219 and could concluded that cultural impact, economic impact, and environmental impact have jointly predictive power to predict quality of life at 73.6% or could claimed that quality of life of the residents in Bulon Islands caused from these3 variation at 73.6% and other 26.4% from other causes.

Figure 4.1 Multiple Regression to predict Quality of Life
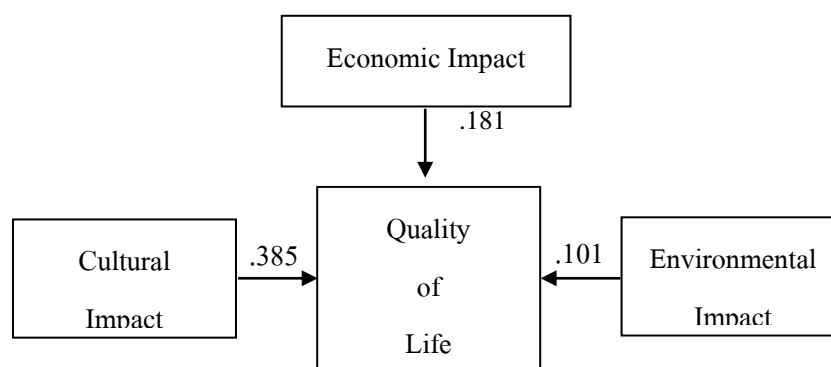
Chapter5

Discussion and Conclusion

This section attempt to discuss and summarize the whole study. This chapter commences with the recapitulation of the research objectives and then the significant outcomes of direct antecedents of quality of life are discussed. Subsequently, the insignificant findings, contribution, limitation, recommendation and conclusion of the main findings are elaborated. This study attempts to empirically investigate the quality of life model for the resident in Bulon Islands, Satun province according to research objectives that were formulated consisting of (1) To examine tourism impacts perception affect to the quality of life of the residents in Bulon Island and (2) To examine the residents perceived tourism impact towards tourism activities.

5.1 Summarize

5.1.1 Bulon Islands

There are approximately 143 households residents in Bulon Islands both local residents (Orang Laut Tribe or Sea-gypsy) and hospitality entrepreneurs. Most of the residents work as self-employed, local fishery, and boat driver. The resident's monthly income approximately 5,001-10,000 Baht. In the past, most of the Orang Laut people lived by local fishery and sometimes they exchanged their traditional amulet and jewelry made from seashell, pearl, coral, and shark ray's bone for the items that they could not produce such as clothes and rice (Khunweechauy&Khunweechauy, 2010). When tourism activity occurred in the islands, the local residents are unavoidable to contact to the outsiders and caused of land incursion problem from the investors. In 2017, there was "9th Annual Indigenous Chao Lay Reunion" in Phang-Nga Province and suggested that the public sector should establish "the cultural reserve zone for Sea Gypsy" to solve the threatened from the investors, reduce conflict between local residents and the outsiders including to reserve the local traditional (www.chumchonthai.or.th, 2017).

In current situation, the residents faced with waste problem, declining water resources and aquatic resources, and local fishery is decreasing and leakage labor of traditional

job, furthermore some of them have no Thai national ID card and they cannot use public and health services. Nevertheless, some public and private sector intended to improve the local residents quality of life by provide water supply, electric generators, and encourage the educational opportunity.

5.1.2 The Residents in Bulon Islands

The sample of this study including 143 residents in Bulon Islands. Most of the respondents are female (65.7%), age between 26-35 years (36.4%), graduated high school (38.8%), working as self-employed (29.4%) and local fishery and boat drivers (28.7%), monthly income between 5,001-10,000 Baht (44.10%), and stayed in Bulon Islands more than 7 years (39.9%).

5.1.3 Quality of Life Analysis

Most of the residents recognized their quality of life in Bulon Islands in high level and quality of life domain that gain the highest average mean are community well-being (mean=4.14) and following by material well-being (mean = 4.07),emotional well-being (mean = 4.00), safety well-being (mean = 3.75), and health well-being (mean = 3.60) respectively.

5.1.4 Perceived Tourism Impacts Analysis

Most of the respondents perceived tourism impacts in high level. The highest mean tourism impact perception is social impacts (mean = 4.23), secondary is economic impacts (mean = 4.17), cultural impacts (mean = 4.01) and environmental impacts (mean = 3.95) respectively.

5.1.5 Enter Multiple Regression Analysis.

The predictors affected to the quality of life at statistical significance .01 are cultural impact, economic impact, and environmental impact with regression (R) .831 and predictive power 73.7%.

5.1.6 Stepwise Multiple Regression Analysis.

The variables which has predictive power to predict quality of life of the residents in Bulon Islands at statistical significance including cultural impact (t=8.120, sig=.000),

economic impact (t=2.690, sig=.008) and environmental impacts (t=2.304, sig=.023) with regression (R) .858, predictive power 73.7%, and standard error of the estimate .219.

5.2 Discussion

5.2.1 Objective One: To examine the residents perceived tourism impact towards tourism activities.

This study indicated that the residents in Bulon Islands, Satun Province perceived tourism impacts including economic impact, social impact, cultural impact, and environmental impact in high level due to the residents recognized that social impact enhance educational opportunity, improve the image of the destination, support and improve public services (electricity, road, water supply, and health service), and tourism provide various recreations to the local residents.

The residents perceived the economic impact in high level that tourism establish economic benefits, increase recruitment and provide various jobs in the community, increase standard of living, and increase investment and attach more investors to the community that according to Andereck&Nyaupane (2011) who explored the nature of tourism and quality of life perception among residents in rural aria in Arizona and found that the residents attitude towards economic impact was applied to develop the satisfaction in strong and diverse economy, the increasing of stores and restaurants owned by local residents, enhance the value of land and house, and provide sufficient occupations to the residents.

The residents perceived social impact in high level that tourism encourage and improve public services such as electricity, water supply, roads, and public health service. Furthermore, tourism also provide various recreation to the residents that similar with Kim et al. (2013) who studied how the tourism impacts affected to the community residents in Virginia, USA and found that tourism has positive relationship with social impact due to tourism is the major reason for the various entertainments in the community, influenced to road and public services maintenance, and increase recreational opportunity for local residents. . The only one dimension of this study that 'tourism provide educational opportunity' different from Kim et al. and Jhantasena&Naknok due to the education level of the residents in Bulon Islands is quite low

(most of the respondents graduated in high school level) that influence to the residents to perceived that tourism could enhance the educational opportunity to them in the future.

The residents in Bulon Islands perceived cultural impact in high level that tourism encourages pride in local culture while the residents are willing to learn the different culture from the tourists and the residents perceived that traditional culture and beliefs was restore caused from tourism development including cultural exchange between tourists and residents make the residents feel pleasant. The result of this study accorded to Cottrell et al. (2008) who studied 'Predictors of sustainable tourism: resident perceptions of tourism in Holland and China' and found that the culture is the strongest concept of the residents in community, the residents considered that tourism development could change the traditional livelihood and characteristic including the changing of local livelihood in positive way caused by the residents attitude towards tourism.

The residents in Bulon Islands perceived environmental impact in high level that tourism encourage awareness of environmental value in the community and produced environmental development that similar with Zaidan& Kovacs (2017) who studied "Resident Attitudes Towards Tourists and Tourism Growth: A Case Study From the Middle East, Dubai in United Arab Emirates" and explained that the residents recognized that the environment in their community could attach tourists while the environmental development and environmental changing could change the ecology in the community but the residents clarified that the environment in their community could handle the high volume of the tourists and tourism could continuous growth.

5.2.2 Objective Two: To examine tourism impacts perception affect to the quality of life of the residents in Bulon Island.

This study examined perceived tourism impacts affected to quality of life of the residents in Bulon Islands by using Pearson product-moment correlation coefficient between quality of life and other variables and the result of stepwise multiple regression analysis found that three variables affected to quality of life of the residents in Bulon Islands are;

Cultural impact has positive relationship with quality of life at statistical significance .01. The result found that the residents recognized they have unique culture that could attach the tourists and they feel pleasant to exchange their culture with the tourists. The

residents perceived that the tourists interest and enthusiastic to learn their traditional livelihood that could turn their way of life to become a part of tourism product. Furthermore, the residents considered that they have better standard of living due to tourism development, therefore they aim to preserve their tradition culture and way of life that could be representative the unique of the destination. The result accorded to Besculides et al. (2002) who studied Residents' perceptions of the cultural benefits of tourism and found that tourism provide cultural benefits including increase local arts value, enhance pride in local identity, encourage ideas exchanging, and promote local culture knowledge while creating opportunity for cultural exchange and restore local tradition, improve image of the destination, and increase the residents quality of life. The result of this study also accorded to Kim et al. (2013) and Long & Kang (1999) who explained that the tourism could motivate the residents to learn the different culture from the tourists and cultural exchange between them and the tourists could make them feel that their traditional culture was restore and the residents satisfied with tourism due to they found the better quality of life caused from tourism development. The previous studies represented that the residents recognize cultural impact from tourism via the relationship between them and the tourists. The relationship between the tourists and local residents encourage opportunity to recognize one another's culture and could enhance positive attitude of the residents towards tourism activities and motivate them to participate in tourism development in the future.

Economic impact has positive relationship with quality of life at statistical significance .01.The result represented that the residents in Bulon Island found that tourism enhance trading for local business such as restaurants and local fishery. The residents also satisfy with the benefits from tourism activities including increasing income and create job opportunity. In the past, the residents used to work as local fishery and small plantation but they have more opportunity in current day to work as boat driver, restaurant or bar owner, and accommodation providers. When tourism was develop and the tourists is increasing, the residents expected their livelihood and occupation was improve. The result of this study also accorded to Jhantasena&Naknok (2018) who studied "The Impact of Tourism on Quality of Life of Islanders and found that the local residents found that tourism create occupation, establish investment in the community, enhance standard of living (electricity, water supply, and other public utility), and encourage local tradition, anyhow tourism could cause the higher cost of living and increasing the

cost of land and real estate in the community. The result of this study also accorded to Piuchan et al. (2018) who studied "Economic and socio-cultural impacts of Mainland Chinese tourists on Hong Kong residents" and found that the increasing of mainland Chinese tourists affect to economic benefits in Hong Kong such as tourism bring more business opportunities, increase investment and cash flow, high spending for shopping, and increase recruitment. Even through the residents found the congestion in tourist destination area, the residents mentioned about some cultural conflict, and the price of real estate was increasing but they also perceived that the impact of tourism is positive than negative and they gain more benefits when tourism occurred.

Environmental impact has positive relationship with quality of life at statistical significance .01.The result represented that the residents recognized that the tourists visit Bulon Islands to see the beautiful scenery and absorb the plenty natural resources, therefore they acknowledged that tourism encourage awareness of environmental values. Furthermore, the residents recognized that they have to maintain the environment and produce environmental development to encourage sustainable tourism in the future. The result of this study accorded to Kumar et al, 2015) who explained that tourism enhance awareness of environmental values, encourage environmental development, motivate people to recognize and respect the nature, and intend to minimize the negative impact on the local environment. The result of this study also accorded to Carmichael (2000) who explained that the environmental impact of tourism depends on local conditions of the destination and to build any constructions such as roads, buildings, parking area, and facilities required carefully plan to avoid any damage on natural resources and to minimize the effect that could create any natural disasters such as soil erosion, landslides, and pollutions. The result concluded that natural disturbance is directly concerned with the resident's livelihood and influence the residents to support tourism development.

5.3 Conclusion

This study examine perceived tourism impact affected to the quality of life of the residents in Bulon Islands applied Felce and Perry (1995) and Cummins (1997) using5 domains relevant to quality of life including material well-being, health well-being, safety well-being, community well-being, and emotional well-being for measuring quality of life. The survey identify the tourism impact indicator that the residents perceived, then measured tourism impact

perception affect to the resident's quality of life. The tourism impact perception of the residents indicated their attitude towards tourism development and specified the resident's quality of life based on their well-being and satisfaction of the livelihood in the community. The hypothesis identified that the residents perceived the tourism impact both positive and negative affected to the changing in their community such as the increasing of business or restaurant, increasing of cultural exchange, enhancing the residents to learn various culture from the tourists. These factors influenced to the quality of life of the residents in positive perspective due to the residents recognized that tourism activities establish benefits to their community and enhance their standard of living while the increasing of tourism activities encourage the residents to participate in tourism development plan. According to the result of this study, there are three dimensions of tourism impact that have positive relationship with quality of life which are cultural impact, economic impact, and environmental impact.

The residents recognized that their culture is unique and could attract the tourists to visit Bulon Islands that could encourage the overall livelihood and enhance their standard of living. The residents pride in their traditional culture and livelihood and feel pleasant to exchange and present their culture to the tourists.

The increasing of tourism activities create economic benefits to the residents and the community such as provide various job, increasing income, and enhance their standard of living.

For the environmental impact perspective, tourism stimulate the residents to recognize the value of natural resources in the community and create awareness of environment due to the beautiful scenery and plenty of natural resources are the significant factor that the tourists visit Bulon Islands. Furthermore, Unesco declared Satun Province to be Global Geopark which described as a place with beautiful nature and different culture and religious could live together in harmony. Therefore, the concerned organization has to preserve the current environment and cultural heritage to be major tourism product.

Although the residents recognized that tourism could increase waste product and garbage and could destroy the beautiful scenery, but tourism also provide various jobs, increase the income, and increase the amenities in the community. Therefore, the residents paid attention

to the positive tourism impact that encourage their standard of living and enhance their quality of life.

5.4 Recommendation

The result of this study represents that the residents perceived cultural impact, economic impact, and environmental impact affect to their quality of life. Therefore, tourism authorities should focus to promote local culture of the residents in Bulon Island as tourism product to encourage the residents to involve tourism development while enhance pride in traditional livelihood and culture. Public and private sectors should try to increase economic benefits from tourism without increasing the number of tourists due to mass tourism could create negative environmental impact to the destination.

In current situation, the residents in Bulon Islands pay attention to their standard of living due to they found that when tourism was occur, they had better quality of life. Public and private sectors should improve the residents well-being by provide public service such as increasing health service, electricity, and water supply due to the residents in Bulon Islands encounter with the inconvenient transportation to the hospital and faced with waste disposal problem. Furthermore, the quality of water is another factor that requires good management. The residents explained that water supply is sufficient in present but if concerned organizations require promoting tourism and attracting more tourists in Bulon Islands, they have to prepare the plan for water supply management to support the increasing of tourists in the future.

The educational opportunity is another dimension that the residents require to be improved due to the residents in Bulon Islands graduated high school and perceive only basic education. Therefore, they require more educational opportunity to improve their standard of living. Furthermore, the tourism authorities should motivate the residents to participate in tourism development plan to encourage the exchange information between the residents and public sector, to investigate the responsiveness of the residents towards tourism, and to recognize the tourism impact in resident's perspective.

The residents in Bulon Islands perceive that tourism affect to the increasing of their income but the data represented the income per month of the residents in Bulon Islands is quite low. Nevertheless, the result of this study present that the residents quite satisfy with the

current income and feel that the economic impact is not the most important impact that they perceive. It may conclude that most of the residents living as Muslim community which require to living in simple way of life. The future research could pay attention to improve tourist activities while preserve the natural resources and increasing the resident's income.

This study expand tourism perception connected to the quality of life based on quality of life indicator more than attend only resident's attitude including measure how they perceived tourism impact influenced to their livelihood and community. The perceived tourism impact is significant due to it represented the resident's experience towards community's current situation. The result of this study conducted to understanding how tourism activities influenced to the community in Bulon Islands, therefore the future research related to the relationship between tourism and quality of life should investigate each dimension of tourism impact (economic impact, environmental impact, and socio cultural impact) affect to each domain of quality of life of the residents who lived in tourist destination based on the resident's experience and satisfaction towards their livelihood in the community.

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    case study from the Middle East, Dubai in United Arab Emirates. *European Journal of
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Appendix A

Questionnaire (English)

Dear Respondents,

My name is Ms.Atchima Marangkun. I am a MBA student at Prince of Songkhla University, Phuket Campus. I am now in the process of collecting the final data for my thesis entitled "The Study of Perceived Impacts of Tourism on Quality of Life of the Residents in Bulon Island, Satun Province". The purpose of this study is to verify the tourism impacts affect to the resident's quality of life in Bulon Islands.

I would appreciate if you could spare some time and thought in completing this questionnaire. I hope that you would co-operate in completing the questionnaire with the best of your ability.

This questionnaire consists of 3 sections. Section one consists of questions about your demography profile, section two consist of your quality of life based on your well-being in the community, and section three consist of tourism impact perception. Your response will be treated as confidential and used for research purposes only. There is no right or wrong answer.

Thank you for your willingness to participate in this study.

Section 1: Respondent Profiles

This section intends to get information about the respondents' demographic background. Please tick in box on the best answer according to your information.

1. Gender:

   ☐ Male   ☐ Female

2. Your age group:

   ☐ 18-25   ☐ 26-35

   ☐ 36-45   ☐ 46-55

   ☐ 56 above

3. Education level:

   ☐ Primary School   ☐ High School

   ☐ Diploma   ☐ Bachelor's degree

   ☐ Others (please specify………………………..)

4. Employment status:

   ☐ Unemployed   ☐ Self-employed

   ☐ Student   ☐ Employed in public sector

   ☐ Employed in private sector

5. ☐ Others (please specify…………………………...)

6. Income per month:

   ☐ Less than 5,000 Baht   ☐ 5,001-10,000 Baht

   ☐ 10,000-15,000 Baht   ☐ 15,001-20,000 Baht

   ☐ 20,001-25,000 Baht   ☐ More than 25,000 Baht

7. How long do you stay in Bulon Islands:

   ☐ Less than 1 years   ☐ 1-2 years

   ☐ 3-4 years   ☐ 4-5 years

   ☐ 6-7 years   ☐ More than 7 years

Section 2: Quality of Life

This section intends to get information about quality of life. Please tick in box for the best answer according to your knowledge.

Please indicate how much you agree with the following statements (1=strongly disagree, 2=disagree, 3=slightly agree, 4=agree, and 5=strongly agree).

Code	Statements	Strongly	Disagree	Slightly	Agree	Strongly agree
	Material well-being	1	2	3	4	5
MWB1	Tourism increases trading for local business.					
MWB2	Tourism improved economic conditions in Bulon Islands.	1	2	3	4	5
MWB3	I live in Bulon Islands because I work here or I invest a business here.	1	2	3	4	5
MWB4	I satisfy with the cost of living in Bulon Islands.	1	2	3	4	5
MWB5	I satisfy with income and benefits I get from tourism.	1	2	3	4	5
	Health well-being					
Hwb1	I satisfy with my current health condition.	1	2	3	4	5
Hwb2	I found water is sufficient and satisfy with water supply in Bulon Islands.	1	2	3	4	5
Hwb3	I don't feel unpleasant when I see garbage from tourists left on the beach and do not feel negative towards tourism.	1	2	3	4	5
Hwb4	I don't feel tourism increase pollution that effect to my health.	1	2	3	4	5
	Safety well-being					
Swb1	I feel the environmental pollution threaten public safety and causes illness.	1	2	3	4	5
Swb2	I satisfy with current community's safety and security in Bulon Islands.	1	2	3	4	5

Swb3	I satisfy with current community's accident rate.	1	2	3	4	5
Swb4	I satisfy with current community's crime rate.					
	Community well-being					
Cwb1	I satisfy with the quality of roads, bridges, and utility services.	1	2	3	4	5
Cwb2	I satisfy with the beauty and atmosphere of my community.	1	2	3	4	5
Cwb3	I feel belonging to this community.	1	2	3	4	5
Cwb4	I satisfy with people who live in this community.	1	2	3	4	5
Cwb5	I satisfy with my life in this community.	1	2	3	4	5
	Emotional well-being					
Ewb1	I satisfy with the leisure activity and recreation in my community.	1	2	3	4	5
Ewb2	I satisfy with the influx of tourists from all over the world in my community.	1	2	3	4	5
Ewb3	I am particularly happy with the way we preserve culture in my community.	1	2	3	4	5
Ewb4	I feel I extend my cultural outlook when I talk with tourists.	1	2	3	4	5
Ewb5	I am very satisfied with the spiritual life in the community.	1	2	3	4	5

Section 3: Perceived Tourism Impacts

This section intends to get information about perceived tourism impacts. Please tick in box for the best answer according to your knowledge.

Please indicate how much you agree with the following statements (1=strongly disagree,

2=disagree, 3=slightly agree, 4=agree, and 5=strongly agree).

Code	Statements	Strongly	Disagree	Slightly	Agree	Strongly agree
	Economic Impacts					
Eco1	Tourism creates economic benefits to the residents in the community.	1	2	3	4	5
Eco2	Tourism enhances employment and provides various jobs to the residents in the community.	1	2	3	4	5
Eco3	The resident's standard of living has increase due to the tourism.	1	2	3	4	5
Eco4	Tourism brings more investment and attaches more investors to the community.	1	2	3	4	5
Eco5	Tourism affect to the increasing of products and services price in the community.	1	2	3	4	5
	Environmental Impact					
Env1	Tourism encourages awareness of environmental values in the community.	1	2	3	4	5
Env2	Tourism produces environmental development in the community.	1	2	3	4	5
Env3	Tourism causes crowed and congestion.	1	2	3	4	5
Env4	Tourism causes environmental pollution.	1	2	3	4	5
Env5	Tourism produces garbage and increase waste products.	1	2	3	4	5
	Social Impact					
Soc1	Tourism provides various recreations for local residents.	1	2	3	4	5
Soc2	Tourism encourages and improves public service (electricity, road, water supply, and public health service).	1	2	3	4	5
Soc3	Tourism improve the image of the destination.	1	2	3	4	5

Soc4	Tourism encourage educational opportunity.	1	2	3	4	5
Soc5	Tourism causes social problem such as crime, drug use, and prostitution.	1	2	3	4	5
	Cultural Impact					
Cul1	Tourism encourages residents' pride in the local culture.	1	2	3	4	5
Cul2	The residents perceive the traditional beliefs and culture was restore due to tourism development.	1	2	3	4	5
Cul3	The cultural exchange between residents and tourists is pleasant experience for the residents.	1	2	3	4	5
Cul4	The residents are willing and enthusiastic to learn the different culture from the tourists.	1	2	3	4	5
Cul5	Tourism could change the resident's traditional culture and livelihood.	1	2	3	4	5

Appendix B

Questionnaire (Thai)

เรียน ผู้ที่มีส่วนร่วมในการตอบแบบสอบถาม

       ข้าพเจ้า นางสาวอัจจิมา มารังกูร นักศึกษาปริญญาโท มหาวิทยาลัยสงขลานครินทร์ วิทยาเขตภูเก็ต กำลังศึกษาในหัวข้อ "การรับรู้ผลกระทบของการท่องเที่ยว ที่มีผลต่อคุณภาพชีวิตของประชากรในพื้นที่เกาะบุโหลน จังหวัดสตูล"

แบบสอบชุดนี้ประกอบไปด้วย 3 ส่วน ส่วนที่ 1 ข้อมูลทั่วไปของผู้ตอบแบบสอบถาม ส่วนที่ 2 คุณภาพชีวิตของผู้ที่พำนักบนเกาะบุโหลน และส่วนที่ 3 ผลกระทบจากการท่องเที่ยวในด้านต่างๆ คำตอบของท่านจะถูกเก็บเป็นความลับเพื่อรักษาความเป็นส่วนตัวของผู้ตอบแบบสอบถามและใช้สำหรับงานวิจัยนี้เท่านั้น คำตอบแต่ละข้อไม่มีถูกหรือผิด

ข้าพเจ้าขอขอบคุณเป็นอย่างยิ่ง ที่ท่านสละเวลาในการตอบแบบสอบถามชุดนี้และให้ความร่วมมือในการเป็นส่วนหนึ่งของงานวิจัยชิ้นนี้

คำชี้แจง: กรุณาทำเครื่องหมาย √ ใน ☐ หรือเติมข้อความในช่องว่างที่ตรงกับความเป็นจริง

ส่วนที่ 1: ข้อมูลทั่วไปของผู้ตอบแบบสอบถาม

1. เพศ:

    ☐ ชาย   ☐ หญิง

2. ช่วงอายุ:

    ☐ 18-25 ปี   ☐ 26-35 ปี

    ☐ 36-45 ปี   ☐ 46-55 ปี

    ☐ มากกว่า 56 ปี

3. ระดับการศึกษา :

   ☐ประถมศึกษา ☐มัธยมศึกษา

   ☐อนุปริญญา ☐ปริญญาตรี

   ☐อื่นๆ (โปรดระบุ……………………..)

4. อาชีพ:

   ☐ว่างงาน ☐ธุรกิจส่วนตัว/อาชีพอิสระ

   ☐นักเรียน/นักศึกษา ☐ลูกจ้างหน่วยงานราชการ

   ☐ลูกจ้างหน่วยงานเอกชน ☐อื่นๆ (โปรดระบุ……………………)

5. รายได้ต่อเดือน:

   ☐น้อยกว่า 5,000 บาท ☐5,001-10,000 บาท

   ☐10,000-15,000 บาท ☐15,001-20,000 บาท

   ☐20,001-25,000 บาท ☐มากกว่า 25,000 บาท

6. ระยะเวลาที่พำนักที่เกาะบุโหลน:

   ☐น้อยกว่า 1 ปี ☐1-2 ปี

   ☐3-4 ปี ☐4-5 ปี

   ☐5-6 ปี ☐มากกว่า 6 ปี

ส่วนที่ 2: คุณภาพชีวิต

โปรดระบุว่าท่านเห็นด้วยกับข้อความดังต่อไปนี้ในระดับใด (1=ไม่เห็นด้วยอย่างยิ่ง 2=ไม่เห็นด้วย 3=เห็นด้วยเล็กน้อย 4=เห็นด้วย และ 5=เห็นด้วยอย่างยิ่ง)

Code	Statements	ไม่เห็นด้วยอย่างยิ่ง	ไม่เห็นด้วย	เห็นด้วยเล็กน้อย	เห็นด้วย	เห็นด้วยอย่างยิ่ง
	สุขภาวะทางด้านวัตถุ					
MWB1	การท่องเที่ยวช่วยส่งเสริมการค้าขายแลกเปลี่ยนให้กับธุรกิจในท้องถิ่น	1	2	3	4	5

MWB2	การท่องเที่ยวช่วยพัฒนาเศรษฐกิจในเกาะบุโหลน	1	2	3	4	5
MWB3	ท่านพำนักอาศัยที่เกาะบุโหลนเนื่องจากทำงานที่นี่หรือมีธุรกิจที่เกาะนี้	1	2	3	4	5
MWB4	ท่านมีความพึงพอใจกับค่าครองชีพที่เกาะบุโหลน	1	2	3	4	5
MWB5	ท่านมีความพึงพอใจกับรายได้และผลประโยชน์ที่ได้จากการท่องเที่ยว	1	2	3	4	5
	สุขภาวะด้านสุขภาพ					
Hwb1	ท่านมีความพึงพอใจกับสุขภาพของท่านในตอนนี้	1	2	3	4	5
Hwb2	ท่านพบว่าแหล่งน้ำและการประปาบนเกาะมีเพียงพอและมีคุณภาพ	1	2	3	4	5
Hwb3	ท่านไม่มีความรู้สึกไม่พอใจเมื่อเห็นขยะจากนักท่องเที่ยวที่ถูกทิ้งตามชายหาด และไม่มีความรู้สึกแง่ลบกับการท่องเที่ยว	1	2	3	4	5
Hwb4	ท่านไม่รู้สึกว่าการท่องเที่ยวส่งผลให้มลภาวะบนเกาะเพิ่มขึ้นจนส่งผลกระทบต่อสุขภาพของท่าน	1	2	3	4	5
	สุขภาวะด้านความปลอดภัย					
Swb1	ท่านรู้สึกว่ามลภาวะที่มีต่อสิ่งแวดล้อม ส่งผลกระทบต่อความปลอดภัยของชุมชนและก่อให้เกิดโรค	1	2	3	4	5
Swb2	ท่านมีความพึงพอใจกับความปลอดภัยในชุมชนบนเกาะ	1	2	3	4	5
Swb3	ท่านมีความพึงพอใจกับสถิติการเกิดอุบัติเหตุบนเกาะในปัจจุบัน	1	2	3	4	5
Swb4	ท่านมีความพึงพอใจกับสถิติการเกิดอาชญากรรมบนเกาะในปัจจุบัน					
	สุขภาวะด้านสังคม					
Cwb1	ท่านมีความพึงพอใจกับคุณภาพของถนน สะพาน และบริการสาธารณูปโภคบนเกาะ	1	2	3	4	5
Cwb2	ท่านมีความพึงพอใจกับความสวยงามและบรรยากาศในชุมชน	1	2	3	4	5
Cwb3	ท่านมีความรู้สึกเป็นส่วนหนึ่งของชุมชน	1	2	3	4	5
Cwb4	ท่านมีความพึงพอใจกับผู้คนที่อยู่อาศัยในชุมชน	1	2	3	4	5
Cwb5	ท่านมีความพึงพอใจกับชีวิตของท่านในชุมชนแห่งนี้	1	2	3	4	5

	สุขภาวะทางอารมณ์					
Ewb1	ท่านมีความพึงพอใจกับกิจกรรมสันทนาการในชุมชนแห่งนี้	1	2	3	4	5
Ewb2	ท่านมีความพึงพอใจกับการเข้ามาของนักท่องเที่ยวจากทั่วทุกมุมโลกที่เข้ามาสู่ชุมชนของท่าน	1	2	3	4	5
Ewb3	ท่านรู้สึกมีความสุขที่ได้มีส่วนร่วมในการอนุรักษ์วัฒนธรรมในชุมชน	1	2	3	4	5
Ewb4	ท่านมีความรู้สึกว่าได้เผยแพร่ทัศนะด้านวัฒนธรรมเมื่อได้พูดคุยกับนักท่องเที่ยว	1	2	3	4	5
Ewb5	ท่านมีความพึงพอใจอย่างยิ่งกับกิจกรรมทางจิตวิญญาณและศาสนาในชุมชน	1	2	3	4	5

ส่วนที่ 2: การรับรู้ผลกระทบจากการท่องเที่ยว

โปรดระบุว่าท่านเห็นด้วยกับข้อความดังต่อไปนี้ในระดับใด (1=ไม่เห็นด้วยอย่างยิ่ง 2=ไม่เห็นด้วย 3=เห็นด้วยเล็กน้อย 4=เห็นด้วย และ 5=เห็นด้วยอย่างยิ่ง)

Code	Statements	ไม่เห็นด้วยอย่างยิ่ง	ไม่เห็นด้วย	เห็นด้วยเล็กน้อย	เห็นด้วย	เห็นด้วยอย่างยิ่ง
	ผลกระทบด้านเศรษฐกิจ					
Eco1	การท่องเที่ยวสร้างผลประโยชน์ด้านเศรษฐกิจต่อคนในชุมชน	1	2	3	4	5
Eco2	การท่องเที่ยวเพิ่มการจ้างงาน และสร้างงานที่หลากหลายให้แก่คนในชุมชน	1	2	3	4	5
Eco3	การท่องเที่ยวเพิ่มมาตรฐานในการดำรงชีวิตของคนในชุมชน	1	2	3	4	5
Eco4	การท่องเที่ยวทำให้เกิดการลงทุนและดึงดูดนักลงทุนมาสู่ชุมชน	1	2	3	4	5
Eco5	การท่องเที่ยวส่งผลให้ราคาสินค้าและบริการในชุมชนสูงขึ้น	1	2	3	4	5
	ผลกระทบด้านสิ่งแวดล้อม					
Env1	การท่องเที่ยวส่งเสริมให้เกิดการตระหนักถึงคุณค่าของสิ่งแวดล้อมในชุมชน	1	2	3	4	5
Env2	การท่องเที่ยวก่อให้เกิดการพัฒนาสภาพแวดล้อมในชุมชน	1	2	3	4	5

Env3	การท่องเที่ยวก่อให้เกิดความแออัดในชุมชน	1	2	3	4	5
Env4	การท่องเที่ยวก่อให้เกิดมลภาวะต่อสิ่งแวดล้อม	1	2	3	4	5
Env5	การท่องเที่ยวก่อให้เกิดขยะและเกิดการเพิ่มขึ้นของของเสีย	1	2	3	4	5
	ผลกระทบด้านสังคม					
Soc1	การท่องเที่ยวก่อให้เกิดกิจกรรมสันทนาการที่หลากหลายแก่คนในชุมชน	1	2	3	4	5
Soc2	การท่องเที่ยวช่วยส่งเสริมและพัฒนาบริการสาธารณะ เช่น ถนน น้ำประปา ไฟฟ้า และบริการสาธารณสุข	1	2	3	4	5
Soc3	การท่องเที่ยวช่วยให้ภาพลักษณ์ของแหล่งท่องเที่ยวดีขึ้น	1	2	3	4	5
Soc4	การท่องเที่ยวช่วยส่งเสริมโอกาสทางการศึกษา	1	2	3	4	5
Soc5	การท่องเที่ยวเป็นสาเหตุของปัญหาสังคม เช่น อาชญากรรม ยาเสพติด และปัญหาโสเภณี	1	2	3	4	5
	ผลกระทบด้านวัฒนธรรม					
Cul1	การท่องเที่ยวช่วยส่งเสริมความภูมิใจในวัฒนธรรมของคนในชุมชน	1	2	3	4	5
Cul2	คนในชุมชนรับรู้ได้ถึงการฟื้นฟูวัฒนธรรมและความเชื่อพื้นเมือง เนื่องมาจากการพัฒนาการท่องเที่ยวในชุมชน	1	2	3	4	5
Cul3	การแลกเปลี่ยนทางวัฒนธรรมระหว่างนักท่องเที่ยวและคนในชุมชนเป็นประสบการณ์ที่น่าพอใจของคนในชุมชน	1	2	3	4	5
Cul4	คนในชุมชนเต็มใจและกระตือรือร้นในการเรียนรู้วัฒนธรรมที่แตกต่างจากนักท่องเที่ยว	1	2	3	4	5
Cul5	การท่องเที่ยวสามารถเปลี่ยนแปลงความเชื่อและวิถีชีวิตดั้งเดิมของคนในชุมชน	1	2	3	4	5

Appendix C:

Pilot test

Quality of Life

Quality of Life – Material well being

Reliability Statistics

Cronbach's Alpha	N of Items
.712	5

Item Statistics

	Mean	Std. Deviation	N
MWB1	4.10	.607	30
MWB2	4.10	.662	30
MWB3	4.10	.960	30
MWB4	4.00	.983	30
MWB5	4.03	.890	30

Quality of Life – Health well being

Reliability Statistics

Cronbach's Alpha	N of Items
.695	4

Item Statistics

	Mean	Std. Deviation	N
HWB1	3.90	.803	30
HWB2	3.73	.785	30
HWB3	3.43	.971	30
HWB4	3.53	1.042	30

Quality of Life – Safety well being

Reliability Statistics

Cronbach's Alpha	N of Items
.716	4

Item Statistics

	Mean	Std. Deviation	N
SWB1	3.70	.877	30
SWB2	4.10	.662	30
SWB3	3.67	.711	30
SWB4	3.70	.702	30

Quality of Life – Community well being

Reliability Statistics

Cronbach's Alpha	N of Items
.709	5

Item Statistics

	Mean	Std. Deviation	N
CWB1	3.77	.626	30
CWB2	4.20	.610	30
CWB3	4.23	.679	30
CWB4	4.23	.679	30
CWB5	4.17	.648	30

Total of Quality of Life

Reliability Statistics

Cronbach's Alpha	N of Items
.846	18

Item Statistics

	Mean	Std. Deviation	N
MWB1	4.10	.607	30
MWB2	4.10	.662	30
MWB3	4.10	.960	30
MWB4	4.00	.983	30
MWB5	4.03	.890	30
HWB1	3.90	.803	30
HWB2	3.73	.785	30
HWB3	3.43	.971	30
HWB4	3.53	1.042	30
SWB1	3.70	.877	30

Item Statistics

	Mean	Std. Deviation	N
SWB2	4.10	.662	30
SWB3	3.67	.711	30
SWB4	3.70	.702	30
CWB1	3.77	.626	30
CWB2	4.20	.610	30
CWB3	4.23	.679	30
CWB4	4.23	.679	30
CWB5	4.17	.648	30

Economic impacts

Reliability Statistics

Cronbach's Alpha	N of Items
.708	4

Item Statistics

	Mean	Std. Deviation	N
ECO1	4.23	.626	30
ECO2	4.27	.521	30
ECO3	4.13	.776	30
ECO4	4.07	.785	30

Environmental impacts

Reliability Statistics

Cronbach's Alpha	N of Items
.690	5

Item Statistics

	Mean	Std. Deviation	N
ENV1	4.13	.507	30
ENV2	4.07	.521	30
ENV3	3.83	.791	30
ENV4	3.87	.776	30
ENV5	3.80	.847	30

Social impacts

Reliability Statistics

Cronbach's Alpha	N of Items
.725	5

Item Statistics

	Mean	Std. Deviation	N
SOC1	4.17	.592	30
SOC2	4.20	.610	30
SOC3	4.20	.610	30
SOC4	4.30	.702	30

Item Statistics

	Mean	Std. Deviation	N
SOC1	4.17	.592	30
SOC2	4.20	.610	30
SOC3	4.20	.610	30
SOC4	4.30	.702	30
SOC5	3.90	.759	30

Cultural impacts

Reliability Statistics

Cronbach's Alpha	N of Items
.795	5

Item Statistics

	Mean	Std. Deviation	N
CUL1	4.17	.747	30
CUL2	4.00	.587	30
CUL3	3.93	.740	30
CUL4	4.10	.995	30
CUL5	3.77	1.135	30

This is all questionnaires

Reliability Statistics

Cronbach's Alpha	N of Items
.923	43

Appendix D

Enter Multiple Regression Analysis

Model Summary^b

Mo del	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.859^a	.737	.730	.219	.737	96.798	4	138	.000	2.178

a. Predictors: (Constant), TCUL, TENV, TSOC, TECO

b. Dependent Variable: TQOL

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18.600	4	4.650	96.798	.000^b
	Residual	6.629	138	.048		
	Total	25.230	142			

a. Dependent Variable: TQOL

b. Predictors: (Constant), TCUL, TENV, TSOC, TECO

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.377	.227		6.074	.000	.929	1.825
	TECO	.216	.078	.235	2.761	.007	.061	.371
	TENV	.095	.044	.110	2.159	.033	.008	.182
	TSOC	-.064	.072	-.068	-.884	.378	-.206	.079
	TCUL	.399	.050	.650	7.986	.000	.300	.498

a. Dependent Variable: TQOL

Stepwise Multiple Regression Analysis

Model Summary[c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.844[a]	.712	.710	.227	.712	348.498	1	141	.000	
2	.852[b]	.726	.722	.222	.014	6.996	1	140	.009	
3	.858[c]	.736	.730	.219	.010	5.310	1	139	.023	2.144

a. Predictors: (Constant), TCUL

b. Predictors: (Constant), TCUL, TECO

c. Predictors: (Constant), TCUL, TECO, TENV

d. Dependent Variable: TQOL

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17.962	1	17.962	348.498	.000[b]
	Residual	7.267	141	.052		
	Total	25.230	142			
2	Regression	18.308	2	9.154	185.158	.000[c]
	Residual	6.922	140	.049		
	Total	25.230	142			
3	Regression	18.563	3	6.188	129.008	.000[d]
	Residual	6.667	139	.048		
	Total	25.230	142			

a. Dependent Variable: TQOL

b. Predictors: (Constant), TCUL

c. Predictors: (Constant), TCUL, TECO

d. Predictors: (Constant), TCUL, TECO, TENV

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B	
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1	(Constant)	1.909	.111		17.210	.000	1.690	2.129
	TCUL	.518	.028	.844	18.668	.000	.463	.573
2	(Constant)	1.545	.175		8.809	.000	1.198	1.892
	TCUL	.421	.046	.686	9.251	.000	.331	.511

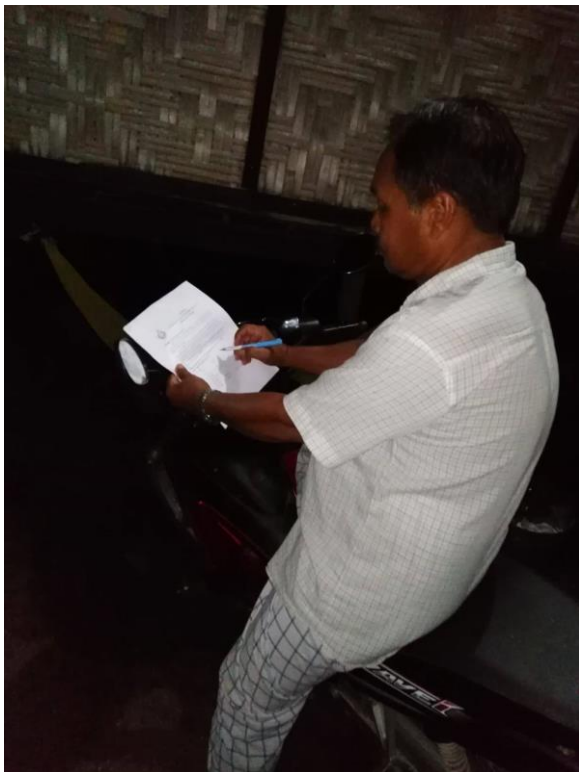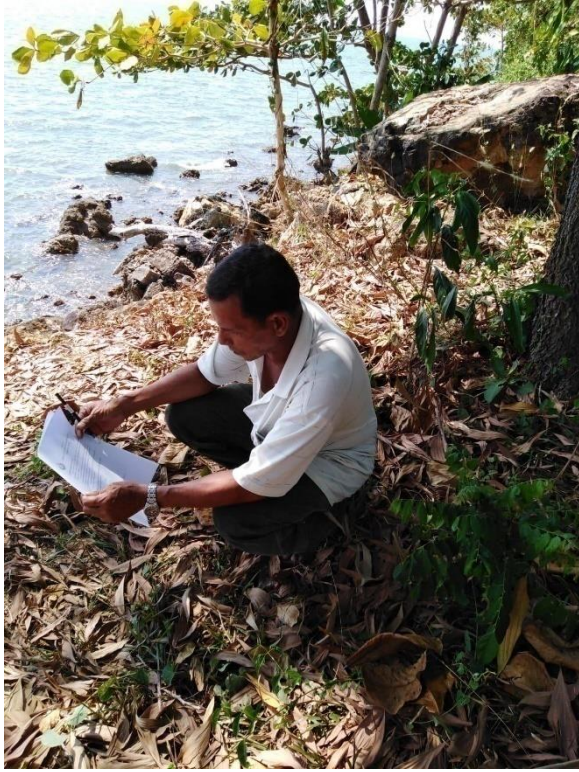|								
	TECO	.181	.068	.196	2.645	.009	.046	.316
3	(Constant)	1.291	.205		6.303	.000	.886	1.696
	TCUL	.385	.047	.628	8.120	.000	.292	.479
	TECO	.181	.067	.197	2.690	.008	.048	.314
	TENV	.101	.044	.116	2.304	.023	.014	.187

a. Dependent Variable: TQOL

Appendix E:

The pictures of respondents

VITAE

Name   Miss Atchima Marangkun

Student ID   6030121016

Educational Attainment

Degree	Name of Institution	Year of Graduation
Bachelor Degree	Prince of Songkhla University, Phuket Campus	2010

Work – Position and Address (If Possible)

Sales Coordinator and Showroom Sales at KenkoonexCo.,Ltd., Phuket Branch.