

CHAPTER 5

CONCLUSIONS, DISCUSSIONS AND RECOMMENDATIONS

The objectives of this study is to know the relationship between the trip behaviors and demographic characters of international tourists who visited Phuket in 2004 and to study the influence of their selected demographic characters on their selected trip behaviors, and to investigate the hierarchy effect of key determinant variables on the target variables of interest (e.g. length of stay and daily spending).

Researchers collected the datas from international tourists who visited Phuket with the aid of questionnaires as an instrument in collecting datas, by using convenient-sampling method SPSS for Windows and Microsoft Excel was also used to analyze the data. Frequency analysis was first used to determine the general characteristics of the respondents. Chi-square test was used to measure the relationship between selected demographic characters and trip behaviors. Independent samples T-test and One-way ANOVA are the methods used to measure the difference between length of stay & daily spending and the selected demographic. Discriminant analysis was used to determine which variables discriminate group in length of stay and daily spending of international tourists.

In this chapter, researcher presents the conclusions in 4 parts as follows

5.1 Conclusion of Hypothesis

5.2 Conclusions on the Result Analysis

- 5.2.1 Conclusions of demographic characters of international tourists
- 5.2.2 Conclusions of trip behaviors of international tourists
- 5.2.3 Conclusion of the relationship of tourists' trip behaviors and selected demographic characters
- 5.2.4 Conclusion of the difference of length of stay & daily spending and selected demographic characters
- 5.2.5 Conclusion of the difference of length of stay & daily spending and discriminant variables categorized by region of residence

5.3 Discussions

5.1 Conclusion of Hypothesis

H₀ There is no significant relationship between tourists' trip behaviors and gender of international tourists

The result rejected this hypothesis because Chi-square test indicated that gender of tourists were related to 3 out of 5 trip behaviors of international tourists which are (1) objective of visit, (2) type of group travel, and (3) frequency of visit.

H₀ There is no significant relationship between tourists' trip behaviors and age of international tourists

The result rejected this hypothesis because Chi-square test indicated that age of tourists were related to 4 out of 5 trip behaviors of international tourists which are (1) objective of visit, (2) type of group travel, (3) type of transportation used, and (4) frequency of visit.

H₀ There is no significant relationship between tourists' trip behaviors and region of residence of international tourists

The result rejected this hypothesis because Chi-square test indicated that region of residence of tourists were related to 3 out of 5 trip behaviors of international tourists which are (1) trip arrangement, (2) type of group travel, and (3) type of transportation used.

H₀ There is no significant relationship between tourists' trip behaviors and monthly income of international tourists

The result accepted this hypothesis because Chi-square test indicated that region of residence of tourists were related to 2 out of 5 trip behaviors of international tourists which are (1) type of group travel and (2) type of transportation used.

H₀ There is no significant difference in length of stay and daily spending between male and female tourists

The independent Samples T-test and One-way ANOVA indicated that international tourists who have different gender also differs with the length of stay.

H₀ There is no significant difference in length of stay and daily spending among age levels

The independent Samples T-test and One-way ANOVA indicated that international tourists who are of different ages also differs in daily spending.

H₀ There is no significant difference in length of stay and daily spending among various groups in region of residence

The independent Samples T-test and One-way ANOVA indicated that international tourists who belongs to different region of residence differs in length of stay.

H₀ There is no significant difference in length of stay and daily spending among various groups in monthly income

The independent Samples T-test and One-way ANOVA indicated that international tourists who have different monthly income differs in daily spending.

H₀ There is no significant difference in length of stay and daily spending among various groups in objective of visit

The independent Samples T-test and One-way ANOVA indicated that international tourists who have different objective of visit differs in length of stay and daily spending.

5.2 Conclusions on the Result Analysis

5.2.1 Conclusion on Demographic Characters of International Tourists

Survey results showed that the percentage of male (55.5) and female (44.5) respondents who visited Phuket is quite closely balanced.

More than half of tourists who visited Phuket are below 34 years old (60.2 percent). 32.0 percent of tourists are between 35 and 54 years old, and the rest, only 7.8 percent is more than 54 years old.

Nearly half of tourists are European (45.5 percent), 25.2 percent came from Asia, 16.0 percent came from Oceania, and the rest (13.3 percent) came from America.

More than half of tourists are undergraduate and higher (62.3 percent), followed by primary and secondary school (17.7 percent), and diploma (20.0 percent)

However, most of the sample respondents were professionals at 40.0 percent, whereas housewife/students/unemployed at 16.3 percent, administrative/managerial personnel at 13.7 percent, laborer/production/service workers at 13.0 percent, clerical, salesman, commercial personnel at 10.7 percent, and government/military personnel at 6.3 percent, respectively.

Nearly half of international tourists who visited Phuket had monthly income below 2,500 USD (45.5 percent), 22.5 percent had monthly income between 2,501 and 3,500 USD, and one-third of the tourist had monthly income more than 3,501 USD (32 percent) approximately.

5.2.2 Conclusion on Trip Behaviors of International Tourists

Pleasure and holiday purposes still has the highest proportion in Phuket tourism marketing (94.5 percent), followed by visited friends and relatives and business & meeting purposes.

Most of international tourists visited Phuket as a full independent tourist or FIT (64.7 percent); they prefer to choose tourist destination, activity, restaurant, and accommodation by themselves.

For traveling experience of international tourists who visited Phuket, the proportion of tourists who visited Phuket for the first time is higher than tourists who visited frequently or second time visitors, that is 73.5 : 26.5.

For the type of group travel of international tourists, travel with family and with friends still has the highest proportion, which is 41.2 and 37.8 percent, respectively. Followed by tourist who traveled alone (14.5 percent); while tourists who traveled with tour groups has only 6.5 percent.

For the type of transportation used to visit Phuket, most of international tourists prefer to travel by plane (77.5 percent), followed by travel by land (14.5 percent) and by sea (8.0 percent).

From the information gathered international tourists learned about Phuket through recommendation from some friends and relatives (38.8 percent), followed by searching data from travel guidebook and internet (25.2 percent), received the information from travel agents and tour wholesales (16.3 percent), received the information from advertisement on television, print media, and brochures from public and private sectors that is involved in Thailand tourism industry (13.4 percent), and the last they received the information from reports and news in newspaper or magazine (6.3 percent).

Type of accommodation used, most of international tourists choose to stay at resort beach hotels (66.0 percent), followed by city hotels and guesthouses. There is only 2.3 percent who choose to stay with other accommodation such as their friends or relatives' house or stay on ship. Patong beach is the place that most of international tourists choose to stay (45.8 percent), and Phuket town is the place that tourists are less interested to stay (7.0 percent), because Phuket town is far from tourist attraction.

Patong beach is still a place that tourists must visit in Phuket (80.6 percent of tourists who visited Phuket). Natural attraction such as beach, island, and cape is the place that tourists prefer to visit when they travel Phuket, followed by historical attraction such as temple and Chino-Portuguese building. Water sports such as snorkeling and scuba diving, and sea canoeing is the activity that tourists prefer to join, and also shopping.

Length of stay of international tourists is 6.49 days. Daily spending of international tourists is 6,346 Baht.

5.2.3 Conclusion on the Relationship of Selected Trip Behaviors and Selected Demographic Characters

Table 5.1 Summary of the Relationship of Selected Trip Behaviors Categorized by Selected Demographic Characters

	Gender	Age	Region of residence	Monthly income
Objective of visit	**	**		
Trip arrangement			**	
Type of group travel	**	**	**	**
Type of transportation used		**	**	**
Frequency of visit	**	**		

5.2.3.1 Relationship between gender and trip behaviors

When taking a look from the whole picture, gender of international tourists has a significant relationship with objective of visit, type of group travel, and frequency of visit.

5.2.3.2 Relationship between age and trip behaviors

When taking a look from the whole picture, age of international tourists has a significant relationship with objective of visit, type of group travel, type of transportation used and frequency of visit.

5.2.3.3 Relationship between region of residence and trip behaviors

When taking a look from the whole picture, region of residence of international tourists has a significant relationship with trip arrangement, type of group travel, and type of transportation used.

5.2.3.4 Relationship between monthly income and trip behaviors

When taking a look from the whole picture, monthly income of international tourists has a significant relationship with type of group travel and type of transportation used.

5.2.4 Conclusion of the Difference of Length of Stay & Daily Spending and Selected Demographic Characters

Table 5.2 Summary of the Difference of Tourists' Length of Stay and Daily Spending Categorized by Demographic Characters

	Gender	Age	Region of residence	Monthly income	Objective of visit
Length of stay	**		**		**
Daily spending		**		**	**

5.2.4.1 Difference of length of stay & daily spending and gender

When taking a look from the whole picture, gender of international tourists has a significant difference with length of stay.

5.2.4.2 Difference of length of stay & daily spending and age

When taking a look from the whole picture, age of international tourists has a significant difference with daily spending.

5.2.4.3 Difference of length of stay & daily spending and region of residence

When taking a look from the whole picture, region of residence of international tourists has a significant difference with length of stay.

5.2.4.4 Difference of length of stay & daily spending and monthly income

When taking a look from the whole picture, monthly income of international tourists has a significant difference with daily spending.

5.2.4.5 Difference of length of stay & daily spending and objective of visit

When taking a look from the whole picture, objective of visit of tourists has a significant difference with length of stay and daily spending.

5.2.5 Conclusion of the difference of length of stay & daily spending and discriminant variables categorized by region of residence

Table 5.3 Summary of the Difference of Tourists' Length of Stay and Discriminant Variables Categorized by Region of Residence

	Key variables	Region of residence			
		America	Europe	Oceania	Asia
Length of stay	Objective of visit				
	Trip arrangement	***	***		
	Type of group travel				
	Frequency of visit				
	Age				
	Monthly income	***			
	Daily spending				

When taking a look from the whole picture, trip arrangement and monthly income has a significant difference with length of stay of tourists who came from America, trip arrangement has a significant difference with length of stay of tourists who came from Europe, and there is no significant difference of length of stay with discriminant variables of tourists who came from Oceania and Asia.

Table 5.4 Summary of the Difference of Tourists' Daily Spending and Discriminant Variables Categorized by Region of Residence

	Key variables	Region of residence			
		America	Europe	Oceania	Asia
Daily spending	Objective of visit				
	Trip arrangement		***		
	Type of group travel	***		***	***
	Frequency of visit				
	Age		***		
	Monthly income	***	***		
	Length of stay				

When taking a look from the whole picture, type of group travel and monthly income has a significant difference with daily spending of tourists who came from America, trip arrangement, age, and monthly income has a significant difference with daily spending of tourists who came from Europe, type of group travel has a significant difference with daily spending of tourists who came from Oceania, and type of group travel has a significant difference with daily spending of tourists who came from Asia.

5.3 Discussions

Gender and trip behavior

Survey results shows that the proportion of gender of international tourists who visited Phuket is closely balanced, but; the proportion of male tourists is higher than female tourists. Male tourists travel to visit friends and relatives, business, and meeting more than female tourists; and also with trip arrangement, male tourists prefer to visit Phuket by themselves more than female tourists.

Most of male tourists prefer to travel with their friends; whereas most of female tourists prefer to travel with their family maybe because there is a difference in personal characters between male and female tourists. In general, female always consider about safety and security when traveling to other places outside their home; therefore, they do not prefer to travel alone, and also they feel safe when they travel with their family.

Comparing the proportion of first time visitors and frequent visitors, it was found out that the proportion of male tourists is 68.9 : 31.1, female tourists is 79.2 : 20.8. In conclusion, female tourists visited Phuket for the first time more than male tourists.

In contrast, male tourists feel more independent when they travel more than female tourists. So, when taking a look from the whole picture, length of stay and daily spending of male tourists is higher than female tourists.

Appendix 1 shows the cross-tabulation between information source and gender of tourists. Most of tourists received the information about Phuket from friends and relatives; furthermore, the proportion of knowing Phuket from source of information of male and female tourist is closely balanced.

Age and Trip Behavior

In consideration with age category of international tourists who visited Phuket, it was found out that more than half of tourists are between 25 and 44 years old (58.3 percent), the number of old-age (tourists who more than 44 years old) and adolescent tourists (tourists who below 24 years old) has 21.0 percent and 20.7 percent, respectively.

Tourists of different age level travel with the same main objective, which is for a holiday; but for other purposes of visit, old-aged tourists always travel on business and meetings; and also, mid-aged tourists always travel to visit their friends and relatives.

Likewise, tourists of different ages have the same trip arrangement, most of tourists who are adolescent (24 years old or below) and mid-age (25 to 44 years old), prefer to visit Phuket by themselves. The percentage of type of trip arrangement of tourists who are old-age (more than 44 years old) is quite closely balanced.

For type of group travel, most of adolescent tourists travel with their friends; in contrast, most of old-aged tourists travel with their family, because most of old-aged tourists who are more than 44 years old were married already. The proportion of tourists who are between 25 and 44 years old who travel with their friends and their family is closely balanced. In conclusion, tourists with higher ages most likely visit with their family; in contrast, they have the lowest percentage who visited with their friends.

A number of tourists visited Phuket by air, especially tourists who are between 25 and 44 years old and more than 44 years old, while, adolescent tourists prefer to travel by land and sea more than mid-age and old-age tourists. Because mid-aged and old-aged tourists always consider comfort during travel and plane gives the highest comfort and the fastest means of transportation; moreover, adolescent tourists prefer to save cost in travel and want to try all types of local transportation.

Most of the old-aged tourists stay longer because they want to relax after a long voyage and most of them are retiree, so they do not to be in a hurry in going back to their home. Middle-aged tourists who are between 25 and 44 years old stay shortest, because they are on leave of absence from their work before they travel, so they are in a hurry in going back to work.

Appendix 2 shows the cross-tabulation between information source and age of tourists, which most of the tourists received the information from friends and relatives, travel guidebooks and internet, especially tourists who are below 34 years old. In contrast, tourists who are more than 45 years old received the information from travel agents and wholesalers more than young tourists. Nowadays, internet plays an important role in Information Technology with adolescent and middle aged people.

Region of Residence and Trip Behavior

Survey results shows that nearly half of the tourists come from Europe, followed by Asia, Oceania, and America, respectively.

The travel behaviors of European tourists show their characters who really love comfort and like to travel in places near the sea. Beaches are one the tourist attraction where most tourists like to visit. They also like to stay in an accommodation with good facilities where they can enjoy and have their activities during the nighttime and relax during the daytime like sunbathing in the beach.

A number of tourists visited Phuket for a holiday. For other purposes such as business and meetings, most of the tourists come from Asia because Phuket is near to their homes and they won't get tired from their travel and expenditure is inexpensive.

For the type of trip arrangement, most of the tourists who come from America and Europe prefer to travel by themselves because of there is a difference of personal characters among region of residence of tourists and maybe there is a few travel agent in some countries of Europe and America. In contrast, tourists who come from Oceania and Asia prefer to visit through travel agent because of there are lots of travel agencies in those countries.

As to type of transportation used, it was found out that tourists who come from Oceania and Asia visited Phuket by plane more than tourists who come from America and Europe because there are direct flights from many countries in Asia and Oceania such as Hong Kong, Malaysia, and Australia.

Type of group travel, a number of tourists who come from Oceania and Asia visit with their family but, tourists who come from Europe visit with their friends; and also, the proportion of tourists who come from America who visit with their friends and families is closely balanced.

The proportion of male tourists is higher than female tourists. Especially, tourist who came from Asia, Europe, and America, most of them is male 62.4, 55.5, and 54.7 percent respectively; however, tourists who came from Oceania, the proportion of female tourists is higher than male tourists. (See appendix 3)

When comparing age of tourists with region of residence, it was found out that tourists who are 44 years old and more, come from Oceania (25.0 percent) more than other region, followed by tourists who come from America (22.6 percent). (See Appendix 4)

Appendix 5 shows the cross-tabulation between information source and region of residence. Most of the tourists received the information about Phuket from friends and relatives; furthermore, most American tourists received the information from their friends and relatives 45.9 percent, followed by Oceanian tourists (41.8 percent). European tourists received the information from travel guidebooks and internet 28.3 percent, closely balanced with tourists who come from America and Asia, 25.7 and 25.3 percent, respectively.

Monthly income and trip behavior

Survey results shows that most of the tourists with an average income (with monthly income between 1,501 and 3,500 USD), followed by tourists with higher income (with monthly income more than 3,500 USD), and tourists with low income (with monthly income below 1,500 USD), respectively.

Tourists who have higher monthly income visit for other purpose more than those who have low monthly income. Tourists who have high monthly income always visit for business and meeting.

For type of group travel, tourists who have low and average monthly income always travel with their friends, but tourists who have higher monthly income always travel with their family because most of the tourists with higher monthly income belongs to mid-aged people and who are married already, so they always travel with their family.

Tourists who have high monthly income always travel by air; in contrast, tourists who have low monthly income always travel by sea and land, because traveling by air is more expensive than traveling by land and sea, so tourists with lower monthly income save their money for other expenditures such as accommodation, meals and entertainment.

For daily spending, in general, tourists who have higher monthly income spends more than tourists with low monthly income. Tourists with low monthly income always stay in small hotels, eat at local restaurants and visited Phuket by bus and ship.

Traveling characteristics

Survey results show that majority of the tourists who visited Phuket stays for pleasure and relaxation. Maybe because Phuket is a renowned world destination and was being called a

Dream Island. However, some of the facilities like the meeting hall or meeting room is not enough to accommodate many tourists who came to attend meetings.

Appendix 6 shows the cross-tabulation between trip arrangement and objective of visit. All tourists who visited Phuket on business and to visit friends and relatives travel by themselves because tourists who visited for business almost spent all of their time for business and also tourists who visited their friends and relatives, stayed at their friends' house and plan to stay longer than tourists who visited for other purposes. Most of the tourists who visited for a holiday prefer to visit by themselves (63.8 percent); but, tourists who visited for a meeting always visit through the organizer of the event (66.7 percent).

When comparing between objective of visit and information source, it was found out that tourists who visited friends and relatives always received the information from friends and relatives, followed by tourists who visited for pleasure and holiday. In contrast, most of the tourists who visited for business and meeting received the information from travel agents and tour wholesalers because more than half of the tourists who visited for meeting travel to Phuket through travel agent wherein their itinerary is being arranged for their convenience. Tourists who visited for pleasure and visited friends and relatives also received the information from travel guidebooks and internet. (See Appendix 7)

When gender of tourist is being compared with trip arrangement, most of the tourists who visited Phuket by themselves (FIT: Full Independent Traveler) are male (58.7 percent). In contrast, most of the tourists who prefer travel through travel agent are female (50.4 percent). (See Appendix 8)

From appendix 9, it shows the comparison between age and trip arrangement, wherein tourists who are more than 45 years old prefer to visit Phuket through travel agent (25.6 percent) rather than visit by themselves (18.6 percent), because traveling through travel agency is more convenient.

From appendix 10, it shows the comparison between region of residence of tourists and trip arrangement, that most of the tourists who visited Phuket by themselves (FIT: Full Independent Traveler) are European (54.8 percent); in contrast, most of tourists who travel through travel agencies are Asian tourists (35.5 percent).

From appendix 11, it shows the comparison between monthly income of tourist and trip arrangement, that most of tourists who visited Phuket by themselves (FIT: Full Independent Traveler), are tourists who have high monthly income that is more than 2,501 USD (57.2 percent); in contrast, most of the tourists who traveled through travel agencies are tourists who have low monthly income that is less than 2,500 USD (50.3 percent). Because traveling through travel agencies is cheaper than arranging the travel by themselves and package tours includes all expenses for accommodation, transportation and meals. Most of the tourists with low monthly income travel through travel agency because it is less expensive and in that way, they can save money for shopping and for other miscellaneous expenses.

Travel with friends and family is the highest group that travels to Phuket (with friends 41.2 percent, with family 37.8 percent), travel with group tour is the lowest group (6.5 percent). The cross-tabulation for type of group travel and trip arrangement shows that tourists who visited Phuket by themselves always travel with their friends (45.9 percent); in contrast, tourists who traveled with their family always visit on a package tour (48.9 percent). Because of most of the tourists who traveled with friends prefer to take adventure than the other group. (See Appendix 12)

Frequency of visit to Phuket, the proportion of tourists who visited Phuket for the first time is higher than tourists who revisited Phuket that is 73.5 : 26.5. Appendix 13 shows that most of the tourists who visited Phuket for the first time, visit on a package tour (82.3 percent) more than tourists who visit by themselves (68.7 percent)

From appendix 14, it shows that most of tourists who came from America who visited Phuket for the first time always travel on a package tour. The number of tourists who visited for the first time, used travel agencies to arrange their trip (Europe 77.5 percent, Oceania 77.8 percent, and Asia 84.0 percent). Tourists who had never visited and never knew about Phuket before went through travel agencies to arrange their trip including ticket reservations, accommodations and travel itinerary.

Most of the international tourists visited Phuket by plane. Appendix 15 shows the cross-tabulation between trip arrangement and type of transportation used, most of tourists who visited Phuket by land and sea always travel by themselves (travel by land: 91.4 percent; by sea: 81.2 percent); however, the percentage of trip arrangement of tourists who visited Phuket by plane is

quite closely balanced (58.1 percent of independent traveler, 41.9 percent of on a package traveler). (See Appendix 16)

The cross-tabulation between type of group travel and type of transportation used, shows that tourists who visited Phuket by air, always travel with their family (46.1 percent); but, tourists who visit by land and sea, always travel with their friends (by land 70.7 percent, by sea 65.6 percent). (See Appendix 17)

Length of stay and daily spending

Survey results shows that international tourists' length of stay is 6.49 days and daily spending is 6,346 Baht. When the length of stay and daily spending of international tourists are categorized, it indicated that tourists whose main objective is to visit for business had the shortest number of days spent (3.3 days), and tourists who intend to visit friends and relatives stay longer (12.5 days); in contrast tourists who visited for business had the highest expenditures (9,498 Baht), and tourists who visited friends and relatives had the lowest expenditures (3,956 Baht). With regards to overall spending, it was found out that tourists who visited friends and relatives had the highest expenditures followed by those who visited for pleasure and business, 49,450, 40,450, and 31,343, respectively.

When frequency of visit is being categorized, it was found out that the length of stay of international tourists who visited for the first time is stay shorter (6.06 days) than tourists who revisited Phuket (7.68 days) but, daily spending of tourists who visited for the first time is higher (6,758 Baht) than tourists who revisited Phuket (5,202 Baht). In consideration with overall spending, it was found out that the total expenditures of tourists who visited for the first time and the frequent travelers is closely balanced, that is 40,953 and 39,951, respectively.

As per category by gender of tourist, it was found out that female tourists stay shorter (5.75 days) than male tourists (7.09 days); and also, daily spending of male tourists is higher (6,404 Baht) than female tourists (6,274 Baht).

As per category by age of tourists, it was found out that tourists who are more than 44 years old stay longer (7.52 days) than tourists who are between 25 and 44 years old (5.95 days). But tourists who are between 25 and 44 years old had the highest daily spending (6,844 Baht), than tourists who are below 24 years old (4,562 Bath). In consideration with overall spending, it

was found out that the total expenditures of tourists who are more than 44 years old is the highest (50,602 Baht).

As per category by region of residence of tourists, it was found out that the length of stay of tourists who come from Asia is the highest (7.37 days), followed by, tourists who come from Oceania (7.14 days), America (5.79 days), and Asia (4.86 days), respectively. For daily spending, it was found out that the daily spending of tourists who come from Asia is the highest (7,360 Bath), followed by tourists who come from Oceania (6,659 Baht), America (6,274 Bath), and Europe (5,694 Baht), respectively. In consideration with overall spending, tourists who come from Oceania had the highest total expenditures (Average length of stay x Average daily expenditure) (47,545 Baht), followed by Europe (41,965 Baht), America (36,326 Baht), and Asia (35,770 Baht). As a whole, tourists who come from Asia had the highest daily expenditures but lowest in the overall total expenditures. (See Appendix 18,19)

Intention to Revisit and Recommendation to Friends and Relatives

From the survey conducted, it was found out that most of tourists intend to revisit Phuket (70.0 percent), and intend to recommend to friends and relatives (75.6 percent); only 8.5 and 6.0 percent said not to revisit Phuket and do not recommend to friends and relatives, respectively. For tourists who prefer to revisit and recommend Phuket to friends and relatives maybe because they found out that there are many beaches in the area, its enjoyable, the people are hospitable and friendly and there's a great relaxation. Some tourists would like their friends and relatives to enjoy in the same way they did and some tourists said they would surely recommend Phuket as a place to be visited to their friends and relatives who are still young and single.

Some tourists would like to revisit Phuket and recommend the place to friends and relatives because they had visited Phuket and in some other parts of Thailand for many times. Some tourists stay longer to visit other beaches and some of them do not like some places in Phuket like Patong because most the tuk-tuk drivers are rude, and they thought also that there are many prostitutes in the place and it's being commercialized.

Some tourists do not recommend Phuket to their friends and relatives because they think that there are many different people Phuket and besides there are still many tourists attraction to be visited.

Some tourists do not revisit Phuket and do not recommend Phuket to friends and relatives because they want to go somewhere else that they haven't been and do not like to revisit again to places they had visited already. Furthermore, some tourists do not like Phuket because of the high cost of living due to many tourists who are visible in the area and it makes the place too busy and that they felt that they couldn't relax and enjoy with their stay.

5.4 Recommendations

1. As a result of the survey, it was found out that tourists who come from Oceania had the highest total spending, therefore, in order to capture potential tourists with higher length of stay and higher daily spending more particularly, and to increase revenues in tourism industries, private sector in Phuket should encourage this group to visit Phuket. Since there are direct flights from Australia to Phuket, it is very convenient for private sector in the tourism industry in Phuket and Australia to coordinate and set up a complete package tour arrangement. And also, cooperation from public sector to set up booth giving information about Phuket in tourism fair in Australia is needed, in order to give access with direct customers. Most of the tourists also received the information from travel agencies and tour wholesalers. Therefore, TAT should support travel agencies and tour wholesalers in Phuket to set up road shows in many cities in Australia to give information to possible customers who still do not know about Phuket.
2. In consideration with the total spending of tourists, tourists who are 44 years old or more had the highest total expenditures, therefore, this group should be the target of public and private sector in the tourism industry. Especially tourists who come from Europe have the highest total spending. Old-aged tourists are the group that has high experience in tourism, although they have less income and sometimes have health problems but still they travel in the same format with less frequency as they plan but they stay longer and travel during low season. Marketing with the old-aged tourist group might be difficult to appreciate if you categorized them by age because these group do not like to disclose age of oneself and must avoid using the slogan “Tourism for Old-aged Group”, instead they must do indirect marketing by emphasizing on some activities. Also, put up advertisement about good environment and quiet place, satisfying atmosphere and taking time with the acquainted place, like the TAT slogan “Far Away but Still at Home”.
3. As a result of the survey that most of the tourists who visited Phuket for the first time are woman tourists and that this group always travels with travel agent, public agencies that involve in tourism industries should encourage and support the airlines, travel agencies and tour wholesalers in foreign countries, and arrange a package tour for Phuket through

advertisement. Cooperation between organizers both from public and private sectors is highly recommended in order to boost tourism industry in the country. It had been observed that most of the woman tourists received the information from travel guidebooks and internet, thus, internet is an effective channel for advertisement and persuade tourists to travel often more particularly in Phuket. Shopping is a woman's personal character, then it is best recommended to add best quality handicraft and local products and should study more on innate character data to build a new product in varieties that is appropriate for this group such as Eco-tourism, Historical Heritage or Nature-based tourism in order to give more value added travel and shopping.

4. Visit Phuket by family tour is a key variable that discriminates between high and low spending, the result of the survey shows that tourists who visited with their family spend more days than tourists who visited with other person. It is therefore recommended to cooperate with Thai Airways and other airlines to do joint marketing to sell low cost flight ticket for family group tour to increase family group tourists; to promote activities that can attract families and generate increases in tourists spending such as shopping, health related services (spa and traditional massage, eco and adventure tourism) sports related activities (diving, golf and yatching).
5. It is recommended to support on-line sales because at present tourists tends to use internet in reservations in hotels, plane tickets and others. And to create a website in other languages aside from English such as Dutch, French and Russian to invite customers and in addition, cooperate with on-line travel agencies in foreign countries for direct mails and offer special prices to on-line customers.
6. Tourism Authority of Thailand should give emphasis on advertisement and public relations aiming at upgrading the image of Phuket as a quality destination to reflect the present realistic image of Phuket especially in the areas of Thai culture and tradition, as well as local food, accommodations, and the hospitality of Thai people. And likewise, sponsoring a game show in foreign countries which is popular to local audience and present a quality tourism product about Thailand more particularly in Phuket such as Thai's Way of Life, Thai Food, Thai Culture; to coordinate with other public and private agencies both in and outside Thailand to build and improve the positive image of the

country; to cooperate with Foreign Press and makes a sea travel guide book especially about diving and make special brochure with approach in diving for potential tourists who likes diving. And also, make a trend for the frequent tourists to invite them to come back to Phuket again.

7. In order to increase tourism revenue, public and private sector should give emphasis to satisfy tourists upon revisiting Phuket again. From the result of the survey, it was found out that the intention to revisit Phuket is 70 percent and the intention to recommend Phuket to friends and relatives is 75.6 percent. They should start coordinating with Customs and Immigration Department, local transportations, hotels, restaurants, souvenir shops, entertainment and others; to increase the awareness of being a “Good Host” among Phuket people; to promote to tourists who would like to visit somewhere else that there are many activities that they have never touched before.

Recommendations for future research

1. In order to collect datas from tourists thoroughly, collection of datas should be divided all throughout the year especially on low season and high season. Because in this research, researcher has a limited time when the datas where collected that was during April 15 and May 25 2004; therefore some of the results of the survey were mistaken when compared with the statistical datas with the Tourism Authority of Thailand.
2. For future research and to get more information, researcher must choose to ask about tourists’ satisfaction with regards to hotel, local people and local transportation and use that information to improve Phuket in order to convince tourists to revisit Phuket again.
3. In order to have a quality data collected from international tourists, the researcher together with the team should speak and listen in other foreign languages such as Japanese, Korean, Chinese, German, and French for the advantage of an in-depth interviewing. The researcher should check datas collected day by day to reduce error before encoding and analyzing, because this process is the most important and it can make the information reliable.