

## **CHAPTER 5**

### **CONCLUSION, DISCUSSION AND RECOMMENDATION**

#### **5.1 Conclusion**

##### **5.1.1 Characteristics of Activities, Related Products and Services and Facilities/Services in Phuket.**

The study indicated that:

- Sightseeing and travelling were the most important activities they required for longstay in Phuket;
- Restaurant, pub & bar, local transportation, shopping, bank/money exchange and hospital and supporting services were important activities during the tourists have a longstay visit;
- Security, ability of staff to communicate, room cleaning, first aid, laundry service, swimming pool/tennis court, and convenience store were important factors during the tourists have a longstay visit.

##### **5.1.2 Relationship between Country of Residence, Gender, and Age with Activities, Related Products and Services and Facilities/Services in Phuket.**

The findings were:

- The country of residence of tourists has a significantly different with sightseeing, sunbathing, golfing, art & handicraft lesson and Thai language lesson when they would like to have a longstay visit in Phuket at a 0.05 level;
- The country of residence of tourists has a significantly different with car-rental, shopping, movie theatre and post office during they have a longstay visit in Phuket at a .05 level;
- The country of residence of tourists has a significantly different with swimming pool/tennis court, health & fitness centre, spa & body treatment and convenience store during they have a longstay visit in Phuket at a 0.05 level;

- The gender of tourists has a significant different with sunbathing, cooking lesson, art & handicraft lesson, health treatment in spa and Thai language lesson during they have a longstay visit in Phuket at a 0.05 level;
- The gender of tourists have a significantly different restaurant, local transportation, shopping, bank/money exchange and hospital and supporting services during they have a longstay visit in Phuket at a .05 level;
- The gender of tourists has a significant different with security, ability of staff to communicate, swimming pool/tennis court, spa & body treatment, and convenience store during they have a longstay visit in Phuket at a 0.05 level;
- Age of tourists has a significantly different with sunbathing, diving and canoeing during they have a longstay visit in Phuket at a 0.05 level;
- Age of tourists will have a significantly different with car rental and internet café during they have a longstay visit in Phuket at a 0.05 level;
- The age of tourists will have a significantly different with laundry service and business centre during they have a longstay visit in Phuket at a 0.05 level.

## **5.2 Discussion**

From the findings, we found that most of tourists who came from Middle East countries pay more attention to sightseeing aspect. This finding will support Phuket as a longstay destination for this group of tourists because Phuket has a variety of sightseeing attractions and activities to do for them.

On Sunbathing aspect, tourists from America, Oceania, Asia and Middle East indicated that this aspect was neither unimportant nor unimportant for their decision making to have a longstay visit in Phuket. Therefore this aspect should not be a selling point for those groups of tourists. They can have sunbathing any place in the region or in other regions. Phuket should have no need to promote this activity as a

tool for longstay tourists because they already know Phuket is a sunbathing place as other places.

In terms of golfing, most of the tourists coming from Asia and Africa comment that this activity is unimportant for their longstay visit in Phuket. Therefore it is important to create awareness of golfing in Phuket to Asian and African golfers to come because Phuket is a Golf Paradise. Since the city is well connected by road and air, golfers can take day trips to the courses and return to stay in the city, or hire a car and draw up their own itinerary. Lodging facilities are very luxury, comfortable and convenience to stay. For the family, there is a diverse choice of culture, adventure, dining and shopping available to supplement the member of their families' activities while someone playing golf.

Most of Americans think that Thai Language lesson is important in having a longstay visit in Phuket. The longstay tourism has some unique requirement that different from general tourism. This is a one requirement that all longstay tourists should consider Thai Language lesson in order to avoid language barrier. However, all of African agree that Thai Language lesson is neither important nor unimportant.

In terms of the relationships between country of residence and related products and services, the first aspect is car rental. Most of tourists from Europe, Oceania, Asia, Middle East and Africa comment that this aspect is neither important nor unimportant to their decision making in order to have a longstay visit in Phuket and one group from Scandinavia ranked car rental very unimportant level. In reality, Phuket was ranked in the top group of provinces that having high road accidents in the country. Since the security was the most important factor affecting their decision making to choose a country for their longstay, so Phuket should provide the most safety mode of transportation for longstay tourists.

In term of shopping, most of tourists from America, Europe, Oceania, Asia and Africa pay more attention on this aspect. There are just only two groups from Middle East and Scandinavia rank this aspect in neither important nor unimportant level. From these findings, Phuket should promote more about the well-known shopping outlets those already existed in Phuket.

About Movie theatre, the tourists from Oceania, Asia, Middle East and all African agree that this aspect is neither important nor unimportant towards staying

more than a month in Phuket. However, American, European, Scandinavian and Middle East tourists rank this aspect in the very unimportant level. Therefore, Phuket has no need to build up more entertainment complex.

In longstay tourism, longstay tourists may come to regard Phuket as a home away from home, at the same time; there is no sense of being cut off from their home country. International air links, computer and telecommunications are easy and convenient. Faster communication medias such as international calls or internet access are often using. Post office maybe required for some specific target group such as American, European, Oceania tourists, all African, and Scandinavian because sending letters, postcards or parcels still very essential for them.

In terms of facilities/services in Phuket, most of Oceania tourists indicate that swimming pool/tennis court is the very important aspect in order to have a decision-making on having a longstay visit n Phuket. Follow by American, European and Asian. Swimming pool/tennis court and health & fitness centre are the facilities needed for the longstay tourists nowadays. Most of luxurious accommodations in Phuket now are already providing these facilities for the tourists.

The second aspect is health & fitness centre. Most European, Asian and African pay importance to this aspect. Even though, there is just only Scandinavian group that rank this aspect in very unimportant level. The health & fitness centres are in the growth stage industry in Thailand in general and specifically in Phuket, there are some private hospitals doing more marketing in this market, so this aspect will support a longstay market in Phuket

The third one is spa & body treatment. Most American, European, Asian and all African give important level to this issue. Spa & body treatment is also very popular and becoming the crucial aspect which have an impact towards tourist's decision making in order to choose their destination during they have a longstay visit. Phuket is now widely recognized for spa tourism. People interested and pay more attention to health in terms spa & body treatment more and more. Therefore Phuket is more than ready to backup a longstay market.

In term of convenience store, most Middle East tourists and African pay very important level to this issue. Moreover most American, Oceania tourists, Asian and African consider that this issue is important for their living in Phuket. All tourists can

be assured that daily purchase and necessities are all readily available at convenience stores in Phuket.

When looking on gender that related to activities, related products and services and facilities/services in Phuket, most male and female consider sunbathing as an important factor to have a longstay visit in Phuket. This factor, Phuket has the most potential for them.

Most female rank cooking lesson issue on very unimportant and neither important nor unimportant level equally. For male, they rank this on very unimportant level. Quite similar as cooking lesson, female rank art & handicraft lesson on neither important nor unimportant level and male rank this on very unimportant level. Both male and female rank Thai language on the very unimportant level. Therefore Phuket should not promote cooking lesson or art & handicraft lesson for marketing Phuket as a longstay destination.

The important issue that Phuket should consider is most female rank health treatment on an important level. While male rank this issue on very unimportant level. The implication for this issue is to promote health treatment to woman group.

It's quite normal that female may prefer the activities like cooking lesson, art & handicraft and health treatment in spa more than male. According from the results, Phuket may try to promote batik painting through many interesting medias such as local Phuket newspaper or brochure. Batik painting can generate such a huge amount of revenue to Phuket and this is also a good way to direct foreign currency to the local people. Another one media that can focus to the target market group is advertising through women magazine such as fashion magazine, cosmetics, health lovers, creative handmade souvenirs or cooking guide.

In terms of products and services, restaurant, shopping and bank/money exchange issues, most female rank on very important level while most male rank on important level. Both sexes see no difference in these products and services because they are very necessary for their daily life during they have a longstay visit. They have to find the tasty and sanitary restaurants for their meals, to shop for their daily life consumption, and to do their money transactions with their home countries. We can assure that these activities and services are met with the existing facilities in Phuket.

Most female rank ability of staff to communicate and swimming pool/tennis court on very important level. While male rank these issues on important level. There is no significant difference among sex with regard to these factors because longstay visitors spend longer time than usual visitors, hence, ability of staff to communicate or good speaking English or other languages maybe required. Both male and female agree that spa & body treatment is important during they have a longstay visit in Phuket. As mentioned earlier that spa and body treatment are growing business in Phuket. This requirement can be met with the existing facilities.

Most female and male rank convenience store on a difference important level. Convenience store is, no doubt, very important for their daily life during living here. Female may consider to this aspect more important than male.

Both male and female agree that security is very important during they have a longstay visit in Phuket. Security is very important for every tourist during they have a longstay in Phuket. In general, female always consider about safety and security first when travel to other places outside their home. Especially in this case, because they have to stay in the other places quite long (at least a month), no doubt that they will consider to this aspect very much.

Most of tourist who age between 15-24 years old, 25-34 years old and 35-44 years old rank sunbathing on important activity. While tourists who age more than 64 years old rank this issue on very unimportant level.

Most of tourists who age between 25-34 years old, 35-44 years old and 45-54 years old rank diving on neither important nor unimportant activity. While tourists who age between 55-64 years old and more than 64 years old rank this issue on very unimportant level.

Quite similar with diving, most of tourists who age between 15-24 years old, 25-34 years old, 35-44 years old and 45-54 years old rank canoeing on neither important nor unimportant activity. While tourists who age between 55-64 years old and more than 64 years old rank this issue on very unimportant level.

Diving and canoeing are adventure activities. Teenagers and mid-age are likely to give importance on these exercises. On the other hand, older tourists may not suit with these motions. Therefore age has obviously relationship with these kinds of activities.

Most of tourists who age between 15-24 years old, 25-34 years old, 35-44 years old and 45-54 years old rank car rental on neither important nor unimportant level. While tourists who age between 55-64 years old and more than 64 years old rank this issue on very unimportant level.

Quite similar with car rental, most of tourists who age between 15-24 years old, 25-34 years old, 35-44 years old and 45-54 years old rank internet cafe on important level. While tourists who age between 55-64 years old and more than 64 years old rank this issue on very unimportant level.

Teenagers may pay more attention on car rental such as bike, motorbike to ride along the beach or jeep to travel around the island. In the same way as internet cafe, teenagers may interested in higher speed technology, so they may use very fast communication medias such as international calls or internet access from internet cafe. While the older use it less.

Most of tourists who age between 15-24 years old rank laundry service issue on very unimportant and neither important nor unimportant and important level equally. Most of tourists who age between 25-34 years old and 55-64 years old rank this issue on neither important nor unimportant level. Most of tourists who age between 35-44 years old, 45-54 years old and more than 64 years old rank this issue on important level.

Mid-age like businessmen may pay attention on this aspects because they need comfortable and convenient living. Hence, they may give importance to this service.

Most of tourists who age between 15-24 years old rank business centre issue on very unimportant, unimportant and neither important nor unimportant level equally. Most of tourists who age between 25-34 years old and 45-54 years old rank this issue on neither important nor unimportant level. Most of tourists who age between 35-44 years old rank this issue on important level. While tourists who age between 55-64 years old and more than 64 years old rank this issue on very unimportant level.

Businessmen may would like to make sure that they can work according to work commitments during they are away from their home country.

Business travellers, for the segment of trade fairs, congress and conference, incentive travel and activities where the business travel is combined with leisure

activities are continuous grow every year. These can become potential group in order to generate income to the province. Therefore Phuket should retain these markets and try to promote more.

From our discussion of the findings, Phuket itself might satisfy the needs of the potential of the longstay tourists well in many aspects and not very well in some aspects that need to be improved. We can list the strengths of Phuket as follow:

**1. Location:** Phuket is in the hub of international air travel. Climatically, the city has plenty of tropical warm weather and blessed with year-round sunshine. Even during the rainy season (May to October), however, showers are usually of short duration and the skies soon clear, so visitors are able to travel all year-round. The average temperature range is between 19 and 38 degrees Celsius. This is definitely an advantage for those travelers coming from countries that experience cold and harsh winters. It is also an international aviation hub with many airlines flying in and out of the city's airports providing tourists with easy accessibility from anywhere in the world.

**2. Natural Beauty & Advantages:** Lustrous green jungles with gushing waterfalls, limestone outcrops jutting up out of the landscape, or simply a nice quiet beach on a tropical island, all full of wonderful sights and sounds and only unique to Phuket.

**3. A Wealth of Attractions:** Most of all, what keeps Phuket so exciting for the longstay visitors is that its exceptional tourism product is not static. New and creative tour programs are constantly being devised by the travel industry, some of which are now specifically designed for the longstay visitors. Not only does this mean more and more of the country's attractions are made accessible, service and infrastructure are also expanding and improving to ensure the greatest of ease and comfort.

Particularly notable in the development of Thailand's tourism product is the increase in the scope of opportunities to learn, to develop one's skills or discover a new talent. Thai cooking classes are the best example of this new dimension to the travel experience. Several hotels and major resorts centers now offer courses in the



Thai culinary art, ranking from simple introductory lessons to more in-depth tuition in the preparation of a range of authentic dishes. Similarly, classes can be taking in learning the Thai Language, in mastering the art of Thai massage, in studying meditation techniques, and in exploring other areas of traditional wisdom. Besides being fun, such learning opportunities allow for a deeper understanding of Thai culture, as well as providing the personal satisfaction of acquiring new skills.

**4. Sporting options for all:** The opportunities for sport and recreation in Phuket area as diverse as the land itself. Accordingly the longstay visitors are presented with a choice of sporting option, both as participant and spectator. Naturally in a city where beaches and islands are a top attraction, facilities for a host of water sports are widely available. At Phuket, there are facilities of all sorts of activities from windsurfing to parasailing, from water-skiing to deep-sea fishing. The fastest growing water sport is scuba diving. Phuket boasts some of the world's best dive sites. Yachting is also becoming increasingly attractive, and there are facilities for both sailing and the chartering of larger yachts for live abroad cruises.

On land, golf is undoubtedly the main sporting choice, with Phuket today regarded as one of the world's top golfing destinations. Not only does the city boasts many golf courses, many of them are championship standard and designed by leading names in the game.

**5. Health & Fitness:** One of the most reassuring aspects of Thailand's modern development is the attention paid to health and fitness. Phuket is now widely recognized for its state-of-the-art hospital equipped with the latest technical equipment staffed by internationally trained health-care professional. What is more important and perhaps unique to Thailand, is the degree of service in hospitals is comparable to that of a five-star hotel. Indeed, such is the quality of health care that special package are now available to allow visitors to take full advantage of the facilities for comprehensive medical check-ups.

**6. Culinary Art:** Longstay visitors need not to worry about their diet whilst in Thailand. The magazine *Vogue Entertaining & Travel* has ranked Bangkok as one of the world's 20 Best Food Cities, and without doubt, whether in the capital or

destinations around the country, dining pleasure is a major part of Thailand's exceptional travel experience.

Delicious though the variety is, the essence of Thai food and what makes it a world-class culinary are its subtlety. The key lies in the balance and harmony of a blend of hot, sweet, salty and sour flavor. Fresh ingredients are also vital, and in this respect Phuket is most fortunate, with both the land and surrounding seas yielding rich harvests. The staple, rice, grows in abundance, as do the numerous varieties of vegetables, fruit, herbs and spices so beloved of the Thai palate. Pork and poultry are favored meats, although many types of fish and shellfish, both freshwater and from the sea are a traditional source of protein and are equally popular.

Amazing for something that tastes so good, Thai food is also highly nutritious. With its emphasis on the freshest produce, green vegetables as well as herbs, along with a fondness for fish and poultry, Thai cooking is as much a delight for the health-conscious as for the gourmet.

**7. Shopping Pleasure:** Shopping for the longstay visitors is a necessity, it can also be an enormous pleasure. Firstly, reassured that daily purchase and necessities are all readily available at department stores, supermarkets, convenience stores and drug stores. In addition there are the traditional Thai markets that offer the freshest of fresh product.

Then, for luxury and pleasure shopping, a galaxy of retail outlets range from sophisticated plazas and chic emporia to bustling bazaars and street walls. With a huge choice of not only what to buy but also where to buy, bargain hunting is more an engrossing experience than just the simple purchase of souvenirs, handicrafts or luxury items.

**8. Accommodation:** Longstay visitors will find ample choice for accommodation in Phuket either ordinary apartments or serviced apartments are the best options. Rents, payable monthly will usually one or two month's deposit, begin at around 20,000-25,000 Bath and go up to 100,000 Bath and more. Facilities are generally of a good standard, usually with a swimming pool and often, in the upper price, a gym, restaurant and other amenities. Houses are also available for rent, and

are especially good bargain. Overall room sizes are usually large and rents are considerable cheap.

Although foreign nationals are not permitted to own land or houses in Thailand, they can buy condominiums. Following a building boom in the first half of the 1990s, Phuket is currently a buyer's market and excellent value can be found.

**9. Communications:** There is no need to feel cut off from the rest of the world when staying in Phuket. Here, longstay tourists will find all the communication links that they enjoy back home. The mail service, telephone and fax systems are reliable. There is also direct dialing for international calls. Today there is the Internet and e-mail, with the number of cyber cafes and office outlets, mushrooming in Phuket.

**10. Cultural Heritage:** The city is made up of a mixed culture with a multi-racial community who has been living in harmony over the past centuries without any major conflict.

**11. Safety:** A democratic country governed by Rule of Law, people in Thailand live under the constitution, which protects individual rights as in any civic society. The country's harmonious relations with her neighbors have brought about continuous cooperation and political stability; this is also another vital component for a longstay in Thailand. People coming here are guaranteed to receive a genuinely warm welcome and made to feel at home.

**12. Cost of Living:** Considered to be one of the best choices for tourists in terms of the cost of living, estimate that a minimum of Bath 50,000 a month is a sum that longstay tourists can enjoy life quite well in Phuket. Longstay tourists are clients who are not like sightseers. If foreign visitors are primarily short-stay excursionists, their demands on infrastructure (roads, airports) and superstructure (hotels, restaurants, attractions) are much less than those of tourists staying for more days. In general, longstay tourists do not go to five-star hotels for accommodation, or meals. They would rather live like the local people on a day-to-day basis.

**13. Quality of Living:** Thailand has been an open society since the Sukhothai era. Foreigners and Thais enjoy freedom of speech and freedom of thought. Phuket is now a modern society with plenty of entertainment and sport activities that offer a

variety of choices for longstay tourists to do whatever and whenever they desire. These can make them feel at home, so when they come here, they would be many choices for them to choose and see in every day life. Public utilities and other infrastructure facilities of an international standard such as telecommunication linkages, transportation networks and all the other necessary services are all in place.

**14. Services Available:** Phuket has a capacity both in hardware, software, and people ware to accommodate the increasing number of short-term and long-term tourists. These services include apartments and condominiums, tour agencies, sport clubs, hospitals and clinics in different parts of the city from the mountains, urban areas, and rural areas to the seaside. All of which are of a standard that a longstay tourists would expect and provided with reliable, efficient and friendly services with reasonable costs.

Phuket has also some weaknesses to be improved as follow:

**1. Overcrowded Tourism:** Phuket seems to be over exposed by tourism. Phuket's environment are now suffer and too commercial because of tourism. Tourist attractions in Phuket especially in Patong area and the nearby islands such as Phi Phi Islands or Phang-Nga Bay are facing overcrowded tourism. Also they have faced environmental crisis. A lot of rubbish, especially plastic bags that are danger to turtles is easily seen on the beach. Phuket should preserve natural beauty, forests, seas and wildlife as much as possible.

**2. Tourism Resources Competition:** Because of tourism industry is becoming popular nowadays; there are competition between private sectors and tour operators in order to get more customers.

**3. Expensive Local Transport Fee:** The drivers always charge foreigners higher than Thais. Phuket needs more regulation on transportation, for example, boat, tuk-tuk, taxi and other local fares. Moreover, Phuket should be more availability of transportation to the nearby islands such as Phi Phi Island.

The opportunities for the longstay tourist market for Phuket, there are some trends relating to the potential of longstay tourist markets for Phuket as follows:

**1. The Increase of Tourist Arrivals:** World Tourism Organization (WTO) forecasted that over 1,006 million of tourists would travel around the world in 2010. Phuket as a major travel destination can have a potential to attract some longstay tourists from this trend.

**2. The Accessibility to Phuket:** Phuket is an international aviation hub with many airlines flying in and out of the city's airports everyday. Moreover Phuket is attracting for marine leisure activities such as annual King cup regatta racing, marina complex for yachting boats. These activities attract more tourists to stay longer and increasingly to be longstay tourists at the end.

**3. Well Organised Spa Tourism and Golfing:** Nowadays spa tourism and golfing are very popular. These two factors are becoming the crucial aspects, which have an impact towards tourist's decision making in order to choose their destination. Phuket today regarded as one of the world's top golfing destinations. The international standard golf courses with full option of facilities and services needed during the game are completely provided to every golfer. Also, Phuket is now widely recognized for spa tourism. Nowadays people interested and pay more attention to health in terms of fitness and body treatment in spa. Therefore Phuket will provide fully spa packages to attract health lovers for longstay tourists.

Phuket doesn't have only opportunities for the longstay tourist markets, but also facing some threats from the global issues as follow:

**1. World Events Impact:** The day the World Trade Towers were destroyed in New York City marked the start in a worldwide decline in international travel. For leisure travelers arriving from abroad, the impact of September 11<sup>th</sup> is more direct. There is a survey from TAT (Tourism Authority of Thailand) that there has been a fall off of nearly 90% of Japanese guests, which is the potential group for longstay tourism. Moreover, there is a report to review the tourism in year 2003 presented that the two crises (Iraq War and Severe Acute Respiratory Syndrome or SARS) had a

severe impact on Thailand. Arrivals declined significantly, especially in March (-12%) and in April (-40%). A total decline was 18.17%. Arrivals from the Middle East showed the biggest decline of 33.51%, while visitors from Europe showed the lowest decline of 9.30%.

**2. Competitors Get Tougher:** Other longstay destinations such as Spain, Goldcoast in Australia, Hawaii in USA or Bali in the same region, Indonesia, get stronger. These can be the other choice for tourists to select the most appropriate and the best place to stay. Therefore these can affect longstay tourism in Phuket.

**3. Political Situation:** There is a conflict between religious adherer and terrorists occur in the southernmost part of Thailand. This conflict may lead negative impact toward tourist's decision making in order to select their destination. Phuket may have an impact in terms of the decreasing of tourist arrivals.

In conclusion, Phuket is still seen as a destination that offers "value for money". The variety of activities that are offered such as golf, spa, adventure activities, Longstay possibilities including possibility to buy properties are some of the strength factors for the city. The climate and the religion, which include the people, are a very strong point that Phuket still has, comparing to other countries. Phuket still has a reputation in certain areas that needs to be improved. Phuket has a great opportunity to convert certain niche groups such as golf, youth & adventure groups. Phuket as a longstay destination has the possibility to compete with the European countries and within South East Asia.

There are certain threats in the market that needs to be taken into consideration such as the general affect after September 11<sup>th</sup>, bombing in Bali and Iraq War. The new disease SARS is a big threat, even though Thailand is not a country infected. People are concerned and feel that Thailand is not too far from the affected countries. The overall financial situation as well as the situation within the tourism industry is also a big concern that is affecting the travelling abroad.

### 5.3 Recommendations

From the conclusions of the study and discussions, it is suggested that Phuket has the potential to be the longstay tourists markets with some recommendation as follow:

**5.3.1** Set the target market more specific and developing market offerings according to their preferences. From the study we found that there is a significantly differences in terms of nationality, sex, and age toward activities, products and services, and facilities and services offerings. In general, the very important needs and preferences for longstay tourists are sightseeing and travelling. Restaurant, hospitality and supporting services, bank/money exchange, local transportation and shopping were rank as important respectively in terms of products and services they needed. The facilities/services they needed are security, ability of staff to communicate, room cleaning, first aid, swimming poll/tennis court, and convenience store respectively. If we look at specific nationality, age, and sex, we found that their needs and preferences are different, such as Scandinavian tourists prefer more sunbathing (66%) than travelling (62%) and sightseeing (39%), in terms of products and services they give important to restaurant (77%), hospital and supporting services (71%), bank/money exchange (67%), and shopping (55%) respectively. For facilities and services, Scandinavian tourists saw security coming first (79%) following by the ability of staff to communicate (62%), and room cleaning (50%), etc. So there is a need to differentiate market according to their needs and preferences.

**5.3.2** The purposes of sightseeing and travelling relate directly to natural resources, cultural and ways of life of local people and its environment of Phuket. That means that most of the potential tourists for longstay market are concerned with the demand for new and un-explored destinations and also the increasing interest for un-destroyed nature and environment. Therefore the conservation of natural resources and environment are important issues for the stakeholders in Phuket's tourism industry.

**5.3.3** The security ranked first for the important factor to make a decision to select a longstay destination. The meaning of security should cover both safety in life and belongings and sanitation for eating and drinking during the longstay visit in

Phuket. All products and services provided that were ranked as important such as restaurant, hospitality and supporting services, bank/money exchange, local transportation, shopping and facilities should be of an international standard.

**5.3.4** The ability of staff to communicate is the second important factor for the longstay tourists to make a decision for a longstay market. Communication skill and hospitality and tourism education must be offered in every level of education in Phuket.

#### **5.4 Recommendation for Further Study**

It is recommended that tourist behaviour, for specific race groups who are already selected Phuket as their longstay destination, should be studied in more details and specifically what factors contribute to their choice to stay in Phuket.