

## **CHAPTER 4 RESULT**

### **4.1 Introduction**

This research is a quantitative study. There are three types of questionnaires. The first is questionnaires for analyzing the community and businesses' opinions towards the beach management and the beach tourism impacts to local communities. The second is questionnaires for analyzing tourists' opinions to tourism management on the beach and the third is questions to interview the municipality officers. The study was analyzed by using SPSS program version 13 and the direct interview 20 municipality officers will be presented by conclusion.

### **4.2 Research finding**

#### **4.2.1 Local communities and businesses**

There were 380 questionnaires used to analyze local communities and businesses (See Appendix G), collected from sample group of Patong, Kata and Karon, from September 15 to October 15, 2005 as shown on the table below:

**Table 4.1 Total sampling size of communities and businesses' sample group**

<b>Area</b>	<b>Sampling size</b>			
	<b>Number</b>		<b>Percent</b>	
	<b>Communiti es</b>	<b>Businesses</b>	<b>Communiti es</b>	<b>Businesses</b>
Patong	148	30	52	33.33
Kata	71	30	24	33.33
Karon	71	30	24	33.33
Total	290	90	100	100

#### **4.2.1.1 Characteristic of sample group**

The purpose of these questions was to examine the basic information of individual sample group in order to analyze the relationship between characteristic of people and opinion to the beach management and the beach tourism impact in Patong, Kata and Karon beaches.

Sample group divided equally between male and female as showed in table 4.2, most sample group, around 70% were teenagers to Middle Ages who were between 20 and 40 years old. There was no sample group of business people whose age was over 60 years. Half of sample group were Phuket residents whereas a half were non-Phuket residents and 70% were from southern part of Thailand. However, out of the 70% there were about 50% of them were Phuket residents and the others 20% came from other Southern provinces. The majority of communities and businesses' sample group lived in Phuket for less than 10 years.

Most communities' sample group, 30% had Bachelor degree whereas businesses' sample group, 35% had diploma.

For occupation, most communities' sample group, around 35% were hired and employed whereas businesses' sample group, around 30% had private businesses.

The majority of them had monthly income from 5,000 -15,000 Baht.

**Table 4.2 Percentage distribution of personal characteristic, comparison between communities and businesses' sample group (3 beaches combined)**

	Characteristic Com.* Biz* Total		Characteristic Com.* Biz* Total
<b>Gender</b>		<b>Education</b>	
	100.00		100.00
	100.00		100.00
	100.00		100.00
Male		Junior high School	
	50.34		15.60
	50.00		26.67
	50.17		21.14
Female		High School	
	49.66		27.22
	50.00		22.22
	49.83		24.72
<b>Age</b>		Diploma	
	100.00		25.20
	100.00		<b>34.45</b>
	100.00		<b>29.83</b>
< 20 years		Bachelor Degree	
	2.78		<b>30.81</b>
	4.48		15.55
	3.63		23.18
20- 40 years		Graduate Degree	
	<b>66.83</b>		1.17
	<b>80.96</b>		1.11
	<b>73.90</b>		1.14
41 -60 years		<b>Occupation</b>	
	23.59		100.00
	14.56		100.00

	19.07		100.00
> 60 years		Hired/ Employed	
	6.80		<b>35.62</b>
-			17.78
	3.40		<b>26.70</b>
<b>Hometown</b>		Private Business	
	100.00		18.35
	100.00		<b>31.11</b>
	100.00		24.73
Phuket		Vendor	
	40.97		18.83
	47.78		14.44
	44.37		16.64
Other provinces		Student	
	<b>59.03</b>		5.31
	<b>52.22</b>		1.12
	<b>55.63</b>		3.21
<b>Region</b>		Street Vendor	
	100.00		3.24
	100.00		14.44
	100.00		8.84
- Northern		Company Worker	
	2.56		1.60
	5.56		1.11
	4.05		1.36
- Central		Tuk-tuk/ taxi driver	
	9.42		6.77
	6.67		17.78
	8.05		12.28
- North Eastern		Government Officer	
	16.35		7.72
	12.22	-	
	14.29		3.85
- Eastern		Others	
	2.33		2.56
	1.11		2.22
	1.72		2.39

	<b>Monthly Income (Baht)</b>	
- Western	0.68	100.00
	2.22	100.00
	1.45	100.00
- Southern	< 5,000	
	<b>68.66</b>	8.23
	<b>72.22</b>	4.56
	<b>70.44</b>	6.40
<b>Period of living in Phuket</b>	5,001-10,000	
	100.00	<b>34.87</b>
	100.00	<b>36.98</b>
	100.00	<b>35.93</b>
< 10 years	10,001-15,000	
	<b>44.62</b>	32.96
	28.05	34.60
	<b>36.34</b>	33.80
10 - 20 years	15,001-20,000	
	14.36	11.40
	19.35	6.82
	16.85	9.12
21 - 30 years	20,001-25,000	
	15.45	6.08
	16.74	4.43
	16.10	5.26
31 - 40 years	25,001-30,000	
	17.60	2.79
	<b>30.30</b>	1.11
	23.95	1.97
41 - 50 years	30,001-35,000	
	6.57	1.15
	5.56	4.60
	6.06	2.88
>50 years	35,001-40,000	
	1.40	0.23
	-	1.15
	0.70	0.69
	40,001-45,000	
		0.23

	1.15
	0.69
45,001-50,000	1.38
-	0.69
>50,000	0.68
	4.60
	2.30

**Remark: Com.\*** indicates local communities of Patong, Kata and Karon

**Biz\*** indicates businesses in Patong, Kata and Karon

**“Bold numbers”** indicate the highest percent within the group

Considering individual community and business, there were some differences between them as shows in table 4.3 below.

Period of living in Phuket for each community was in line, the majority of respondents lived in Phuket for less than 10 years. There were some different periods of living in Phuket of each business as 40% of Karon businesses lived in Phuket 31-40 years, Patong business lived for 10-20 years and Kata businesses lived in Phuket for less than 10 years, respectively.

Kata and Karon respondents had similar education characteristic, most communities had Bachelor degree and most businesses had Junior high school while Patong were exclusive. Most Patong communities had high school and businesses had diploma.

However, if considering individual group of samples, the majority of Patong businesses' sample group had private businesses. Kata businesses were street vendors and Karon businesses were drivers.

**Table 4.3 Percentage distribution of personal characteristic, comparison between communities and businesses' sample group, classified by beaches (Patong, Kata, Karon)**

Characteristic	Patong		Kata		Karon	
	Com.*	Biz*	Com.*	Biz*	Com.*	Biz*
<b>Gender</b>	100.0 0	100.00	100.00	100.0 0	100.0 0	100.00
Male	42.57	46.67	<b>61.97</b>	43.33	46.48	<b>60.00</b>
Female	<b>57.43</b>	<b>53.33</b>	38.03	<b>56.67</b>	<b>53.52</b>	40.00
<b>Age</b>	100.0 0	100.00	100.00	100.0 0	100.0 0	100.00
< 20 years	4.11	3.45	1.41	3.33	2.82	6.67
20- 40 years	<b>82.20</b>	<b>86.21</b>	<b>43.66</b>	<b>83.34</b>	<b>74.65</b>	<b>73.33</b>
41 -60 years	13.01	10.34	38.03	13.33	19.71	20.00
> 60 years	0.68	-	16.90	-	2.82	-
<b>Hometown</b>	100.0 0	100.00	100.00	100.0 0	100.0 0	100.00
Phuket	24.32	33.33	46.48	50.00	<b>52.11</b>	<b>60.00</b>
Other provinces	<b>75.68</b>	<b>66.67</b>	<b>53.52</b>	50.00	47.89	40.00
<b>Region</b>	100.0 0	100.00	100.00	100.0 0	100.0 0	100.00
- Northern	2.03	3.33	4.23	13.33	1.41	-
- Central	14.19	6.67	5.63	6.66	8.45	6.67
- North Eastern	22.30	20.00	18.31	13.33	8.45	3.33
- Eastern	1.34	-	2.82	3.33	2.82	-
- Western	2.03	3.33	-	3.33	-	-
- Southern	<b>58.11</b>	<b>66.67</b>	<b>69.01</b>	<b>60.00</b>	<b>78.87</b>	<b>90.00</b>
<b>Period of living in Phuket</b>	100.0 0	100.00	100.00	100.0 0	100.0 0	100.00
<10 years	<b>58.78</b>	24.14	<b>45.07</b>	<b>46.67</b>	<b>30.00</b>	13.33
10 - 20 years	18.92	<b>41.38</b>	8.45	6.67	15.71	10.00

21 - 30 years	9.46	6.89	18.31	16.67	18.57	26.67
31 - 40 years	8.78	27.59	18.31	23.32	25.71	<b>40.00</b>
41 - 50 years	2.71	-	9.86	6.67	7.14	10.00
>50 years	1.35	-	-	-	2.87	-

**Remark: Com.\*** indicates local communities of Patong, Kata and Karon

**Biz\*** indicates businesses in Patong, Kata and Karon

**“Bold numbers”** indicate the highest percent within the group

**Table 4.3 (continued)**

Characteristic	Patong		Kata		Karon	
	Com.*	Biz*	Com.*	Biz*	Com.*	Biz*
<b>Education</b>	100.00	100.00	100.00	100.00	100.00	100.00
Junior high School	17.24	10.00	14.09	<b>33.33</b>	15.49	<b>36.67</b>
High School	<b>35.17</b>	26.67	25.35	23.34	21.13	16.66
Diploma	22.07	<b>40.00</b>	28.17	26.67	25.35	<b>36.67</b>
Bachelor Degree	24.83	23.33	<b>32.39</b>	13.33	<b>35.21</b>	10.00
Graduate Degree	0.69	-	-	3.33	2.82	-
<b>Occupation</b>	100.00	100.00	100.00	100.00	100.00	100.00
Hired/ Employed	<b>44.90</b>	10.00	<b>25.35</b>	20.00	<b>36.62</b>	23.33
Private Business	17.01	<b>66.67</b>	16.90	16.67	21.12	10.00
Vendor	15.65	13.34	21.13	16.67	19.72	13.33
Student	7.48	3.33	5.63	-	2.82	-
Street Vendor	4.08	3.33	5.63	<b>23.33</b>	-	16.67
Company Worker	3.40	-	1.42	3.33	-	-
Driver (tuk-tuk, taxi, etc.)	3.40	-	8.45	16.67	8.45	<b>36.67</b>
Government Officer	2.04	-	14.08	-	7.04	-



Others	2.04	3.33	1.41	3.33	4.23	-
--------	------	------	------	------	------	---

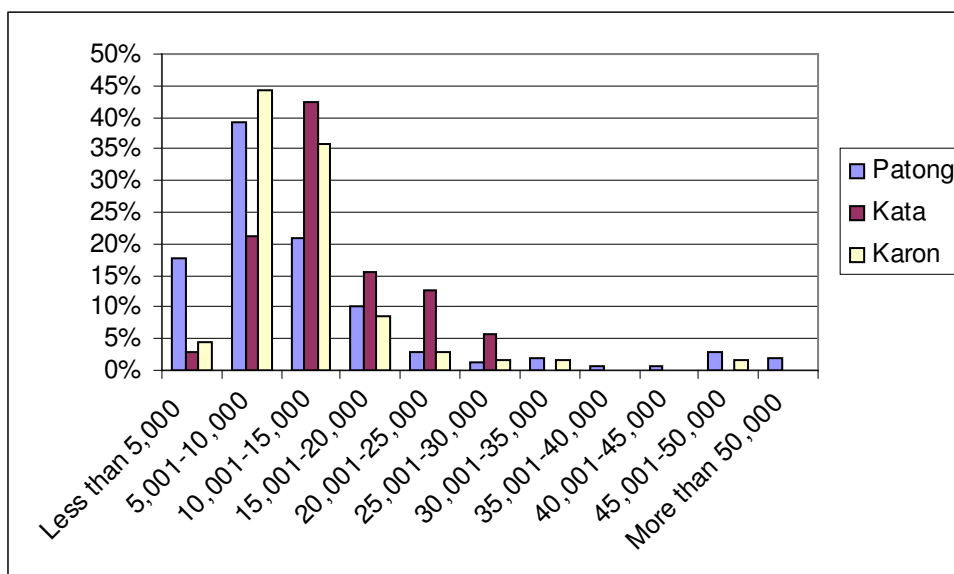
**Remark: Com.\*** indicates local communities of Patong, Kata and Karon

**Biz\*** indicates businesses in Patong, Kata and Karon

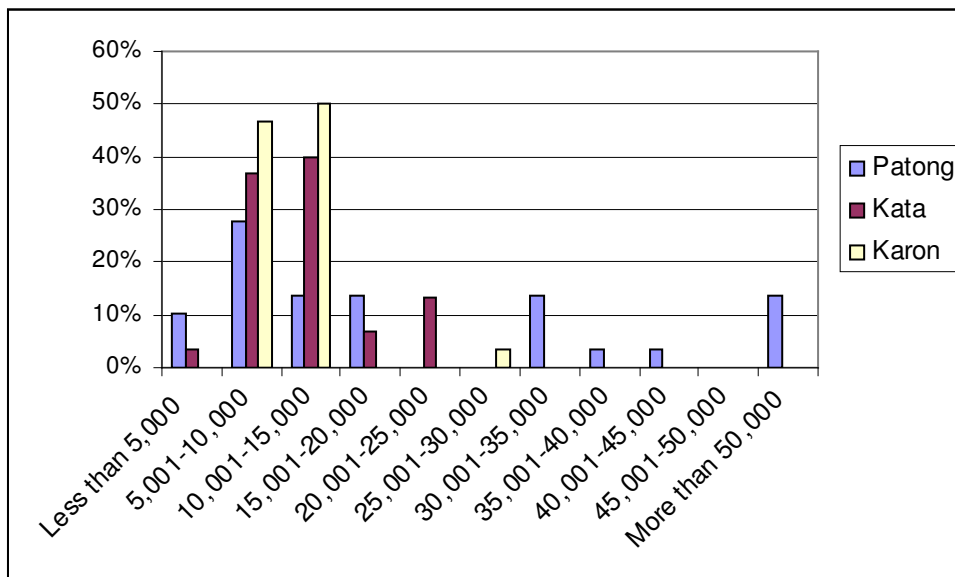
**“Bold numbers”** indicate the highest percent within the group

Monthly income of communities, for sample group of Patong and Karon were similar, while Kata was exclusive as shows in figure 4.1. Most Patong and Karon communities had monthly income of around 5,000 - 10,000 Baht while most Kata communities had 10,001-15,000 Baht. However, businesses' sample group of Kata and Karon were similar as showed in figure 4.2 that 40 %of Kata and 50 %of Karon businesses' sample group had 10,001-15,000 Baht per month whereas the majority of Patong businesses' sample group had 5,000 - 10,000 Baht per month.

**Figure 4.1 Percentage distribution of monthly income, comparison among three beach communities**



**Figure 4.2 Percentage distribution of monthly income, comparison among three beach businesses**



#### **4.2.1.2 Opinions on the beach tourism management**

Analyzing opinions of communities and businesses towards the beach tourism management, the questionnaire was divided into two parts, which are opinions to the beach tourism components and opinions to environmental management. However, opinions to tourism components (Table 4.4) were divided into 2 major issues which were land use plan emphasizing on physical beauty and basic structures.

##### **1) Opinions on the beach tourism components**

###### **1.1) Land Use Plan**

Land use plan was classified into four issues: Natural environment, parking lots, garbage cans position and landscape. All issues concerned with land use in terms of physical beauty, the results were fair to good as following: 50% of respondents thought natural environment and the beach's landscape were beautiful, parking lots and garbage can's position were fair. The results of these two sample groups were quite similar for all issues.

### 1.2) Basic structures

Basic structures were classified into four issues: entrance/exit to the beach, public telephone, electricity/water tap system and toilets/showers. Three of four issues were fair, 50 % of respondents thought entrance/exit to the beach and public telephone were fair and 40 % of them thought electricity and water tap system were fair. However, 30% of businesses thought toilets/showers were fair whereas, 40% of communities thought it was poor and fair.

**Table 4.4 Percentage distribution of opinions on the beach tourism components, comparison between communities and businesses (3 beaches combined)**

Attribute	Community	Business	Total
<b>Environment</b>	100.00	100.00	100.00
Very good	7.10	11.11	9.11
Good	<b>51.01</b>	<b>51.11</b>	<b>51.06</b>
Fair	38.94	33.33	36.13

Poor	2.05	4.45	3.25
Very poor	0.90	-	0.45
<b>Parking Lots</b>	100.00	100.00	100.00
Very good	1.63	2.22	1.92
Good	22.08	23.33	22.70
Fair	<b>49.06</b>	<b>46.67</b>	<b>47.87</b>
Poor	18.60	13.34	15.97
Very poor	8.63	14.44	11.54
<b>Garbage can's position</b>	100.00	100.00	100.00
Very good	3.19	1.11	2.15
Good	18.51	13.33	15.93
Fair	<b>45.16</b>	<b>48.89</b>	<b>47.02</b>
Poor	28.39	31.11	29.75
Very poor	4.75	5.56	5.15
<b>Landscape</b>	100.00	100.00	100.00
Very good	7.34	6.67	7.00
Good	<b>43.84</b>	<b>43.33</b>	<b>43.59</b>
Fair	38.46	40.00	39.23
Poor	8.54	10.00	9.27
Very Poor	1.82	-	0.91

**Remark:** “**Bold numbers**” indicate the highest percent within the group

**Table 4.4(continued)**

<b>Attribute</b>	<b>Communit y</b>	<b>Business</b>	<b>Total</b>
<b>Entrance / Exit to the beach</b>	100.00	100.00	100.00
Very good	2.97	5.56	4.26
Good	25.14	27.78	26.46
Fair	<b>44.80</b>	<b>47.77</b>	<b>46.29</b>
Poor	24.82	16.67	20.74

Very poor	2.27	2.22	2.25
<b>Public Telephone</b>	100.00	100.00	100.00
Very good	1.82	1.11	1.46
Good	20.82	27.78	24.30
Fair	<b>48.73</b>	<b>51.11</b>	<b>49.92</b>
Poor	25.44	18.89	22.17
Very poor	3.19	1.11	2.15
<b>Electricity / Water tap system</b>	100.00	100.00	100.00
Very good	2.99	2.22	2.60
Good	25.18	34.44	29.81
Fair	<b>42.97</b>	<b>35.56</b>	<b>39.27</b>
Poor	19.81	21.11	20.46
Very poor	9.05	6.67	7.86
<b>Toilets/ Showers</b>	100.00	100.00	100.00
Very good	1.15	5.56	3.35
Good	6.50	<b>45.56</b>	26.03
Fair	38.04	33.32	<b>35.68</b>
Poor	<b>38.22</b>	15.56	26.89
Very Poor	16.09	-	8.05

**Remark:** “**Bold numbers**” indicate the highest percent within the group

Considering individual issue of land use plan (Table 4.5), sample groups in all areas thought the beach had very good natural environment and landscape, especially Kata beach since there was no respondent ticked on poor or very poor. These are the influence from Tsunami made the water clearer and the sand was brighter. However, Kata and Karon beach had better environment than Patong and there was no respondents thought it was very poor. Most of Kata and Karon communities and

businesses' sample groups, 50-60 % thought parking lots were fair whereas most of Patong communities thought it was fair and poor. Sample group of businesses were obviously thought parking lots were very poor. There were messy car rentals, parked along Patong beach hence there were not ample parking lots. Garbage can's position around Kata and Karon beach were fair whereas Patong were fair and poor.

**Table 4.5 Percentage distribution of opinions on land use plan (physical beauty), comparison between communities and businesses, classified by beaches (Patong, Kata, Karon)**

Attribute	Patong		Kata		Karon	
	Community	Business	Community	Business	Community	Business
<b>Environment</b>	100.00	100.00	100.00	100.00	100.00	100.00
Very good	12.84	23.33	-	-	8.45	10.00
Good	<b>44.59</b>	26.67	49.30	<b>56.67</b>	<b>59.15</b>	<b>70.00</b>
Fair	35.14	<b>36.67</b>	<b>50.70</b>	43.33	30.99	20.00
Poor	4.73	13.33	-	-	1.41	-
Very poor	2.70	-	-	-	-	-
<b>Parking Lots</b>	100.00	100.00	100.00	100.00	100.00	100.00
Very good	2.03	3.33	-	-	2.82	3.33
Good	15.54	10.00	30.99	30.00	19.72	30.00
Fair	<b>33.11</b>	16.67	<b>59.15</b>	<b>63.33</b>	<b>54.93</b>	<b>60.00</b>
Poor	29.05	26.67	9.86	6.67	16.90	6.67
Very poor	20.27	<b>43.33</b>	-	-	5.63	-
<b>Garbage can's position</b>	100.00	100.00	100.00	100.00	100.00	100.00
Very good	6.76	3.33	-	-	2.82	-
Good	18.92	10.00	15.49	6.67	21.13	23.33
Fair	27.03	<b>36.67</b>	<b>56.34</b>	<b>56.66</b>	<b>52.10</b>	<b>53.34</b>
Poor	<b>34.45</b>	33.33	28.17	36.67	22.54	23.33
Very poor	12.84	16.67	-	-	1.41	-
<b>Landscaping</b>	100.00	100.00	100.00	100.00	100.00	100.00
Very good	12.16	13.33	-	-	9.86	6.67
Good	<b>37.16</b>	<b>36.67</b>	<b>52.11</b>	<b>50.00</b>	<b>42.25</b>	43.33
Fair	36.49	33.33	38.03	36.67	40.85	<b>50.00</b>
Poor	10.14	16.67	9.86	13.33	5.63	-
Very Poor	4.05	-	-	-	1.41	-

**Remark:** “**Bold numbers**” indicate the highest percent within the group

Opinions to basic structures on Patong, Kata and Karon beach (Table 4.6) were the entrance and exit to the beach was fair for all beaches. Public telephones were also fair of all areas from 40-50% since there were sufficient public telephones provided.

The quality of electricity and water tap system in each area was differences. On Kata beach, 50% of communities and businesses thought it was fair similar to Karon. The results of Patong spread about between fair to very poor. There were problems of electricity and water tap system in Patong. Furthermore, it looked untidy and unpleasant. The majority of respondents on Kata and Karon thought that toilets and showers were fair to poor, whereas on Patong beach, 40-50 % of respondents thought they were very poor.



**Table 4.6 Percentage distribution of opinions on basic structures, comparison between communities and businesses, classified by beaches (Patong, Kata, Karon)**

Attribute	Patong		Kata		Karon	
	Community	Business	Community	Business	Community	Business
<b>Entrance/Exit to the beach</b>	100.00	100.00	100.00	100.00	100.00	100.00
Very good	6.08	16.67	-	-	2.82	-
Good	31.76	26.66	21.13	23.34	22.54	33.33
Fair	<b>35.80</b>	<b>36.67</b>	<b>50.70</b>	<b>63.33</b>	<b>47.88</b>	<b>43.34</b>
Poor	20.95	16.67	28.17	13.33	25.35	20.00
Very poor	5.41	3.33	-	-	1.41	3.33
<b>Public Telephone</b>	100.00	100.00	100.00	100.00	100.00	100.00
Very good	4.05	-	-	-	1.41	3.33
Good	21.62	23.33	18.31	26.67	22.54	33.33
Fair	<b>40.54</b>	<b>43.34</b>	<b>49.30</b>	<b>56.66</b>	<b>56.33</b>	<b>53.34</b>
Poor	27.03	30.00	32.39	16.67	16.90	10.00
Very poor	6.76	3.33	-	-	2.82	-
<b>Electricity / Water tap system</b>	100.00	100.00	100.00	100.00	100.00	100.00
Very good	4.73	3.33	-	-	4.23	3.33
Good	12.16	13.33	19.72	20.00	43.66	<b>70.00</b>
Fair	<b>31.76</b>	30.00	<b>52.11</b>	<b>50.00</b>	<b>45.06</b>	26.67
Poor	27.03	<b>33.34</b>	28.17	30.00	4.23	-
Very poor	24.32	20.00	-	-	2.82	-
<b>Toilets/ Showers</b>	100.00	100.00	100.00	100.00	100.00	100.00
Very good	2.03	-	1.41	-	-	-
Good	5.41	-	5.63	6.66	8.45	10.00
Fair	15.54	20.00	<b>49.30</b>	<b>46.67</b>	<b>49.30</b>	<b>70.00</b>
Poor	35.81	33.33	42.25	<b>46.67</b>	36.62	20.00
Very Poor	<b>41.21</b>	<b>46.67</b>	1.41	-	5.63	-

**Remark:** “**Bold numbers**” indicate the highest percent within the group

## **2) Opinions on the beach environmental management**

Almost of communities and businesses’ sample groups thought environmental management were fair to good. There were 50% of respondents thought environment were clean at fair level and around 40% thought the beaches had attractive environment.

Garbage management on the beach and in the sea of all beaches was fair and seemed to be well managed. According to sample groups thought the garbage management in the sea was fair to good so they also thought that the sea quality was fair and tended to good especially, the sea quality of Kata beach. Most respondents thought the beaches were not crowded around 80% since the data collections took place during September to October which was an off-peak season. However, on November and December will be a peak season so it will be a little crowded on Kata and Karon beach and more crowded on Patong beach.

The maintenance of buildings and maintenance of the beaches were fair, however the differences were maintenance of the beach were better than the buildings around the beach. The airs of all beaches were very fresh and pure since the beach was not crowded at that moment. Besides, there was not noises interrupted them on the beach. The amount of beach trees as well as the beach activities was fair. Most sample group thought the beach activities were not destroyed natural environment.

**Table 4.7 Percentage distribution of opinions on environmental management, comparison between communities and businesses (3 beaches combined)**

	<b>Attribute Community Business Total</b>	<b>Attribute Community Business Total</b>
<b>Cleanliness</b>		<b>Sea Quality</b>
	100.00	100.00
	100.00	100.00
	100.00	100.00
Very good		Very good
	7.79	5.26
	6.67	3.33
	7.23	4.29
Good		Good
	39.99	35.66
	35.56	42.22
	37.77	38.94
Fair		Fair
	<b>45.83</b>	<b>49.85</b>
	<b>53.34</b>	<b>43.33</b>
	<b>49.58</b>	<b>46.59</b>
Poor		Poor
	5.26	9.01
	4.43	11.11
	4.86	10.06
Very poor		Very Poor
	1.13	0.22
	-	-
	0.56	0.11

		<b>Congestion</b>	
<b>Attractiveness</b>			100.00
		100.00	100.00
		100.00	100.00
		100.00	
Very good		Very good	7.77
			4.44
			6.10
Good		Good	36.91
			38.89
			37.90
Fair		Fair	<b>43.85</b>
			<b>44.45</b>
			<b>44.15</b>
Poor		Poor	10.79
			8.89
			9.84
Very poor		Very Poor	0.68
			3.33
			2.01
		<b>Maintenance of buildings</b>	
<b>Garbage Management on the beach</b>			100.00
			100.00
			100.00
Very good		Very good	3.21
			2.22
			2.71
		Good	
			16.88

			18.89
Good			17.88
	25.91		
	33.33	Fair	
	29.62		<b>54.26</b>
			<b>55.56</b>
Fair			<b>54.92</b>
	<b>52.97</b>		
	<b>44.44</b>	Poor	
	<b>48.70</b>		23.15
			21.11
Poor			22.13
	13.59		
	13.00	Very Poor	
	13.47		2.50
			2.22
Very poor			2.36
	0.90		
	2.22	<b>Maintenance of the beach</b>	
	1.56		100.00
			100.00
			100.00
<b>Garbage management in the sea</b>			
	100.00	Very good	
	100.00		5.26
	100.00		6.67
			5.96
Very good			
	5.48	Good	
	3.33		32.85
	4.40		25.56
			29.21
Good			
	27.60	Fair	
	<b>41.11</b>		<b>49.20</b>
	34.36		<b>52.22</b>
			<b>50.71</b>
Fair			
	<b>48.76</b>	Poor	
	37.78		11.79
	<b>43.27</b>		12.22
			12.00

Poor	16.58	Very Poor	
	16.66		0.90
	16.62		3.33
			2.12
Very Poor	1.58		
	1.11	<b>Remark: “Bold numbers”</b>	
	1.35	indicate the highest percent	
		within the group	

**Table 4.7 (continued)**

	Attribute Community Business Total	
Air		100.00
		100.00
		100.00
Very good		22.48
		27.78
		25.13
Good		<b>43.82</b>
		<b>41.11</b>
		<b>42.46</b>
Fair		24.93
		23.33
		24.13
Poor		7.64

		7.78
		7.71
Very Poor		1.13
	-	0.57
<b>Noise</b>		100.00
		100.00
		100.00
Very good		12.97
		18.89
		15.93
Good		<b>40.22</b>
		<b>35.56</b>
		<b>37.89</b>
Fair		31.72
		31.11
		31.41
Poor		13.74
		12.22
		12.98
Very Poor		1.35
		2.22
		1.79
<b>Beach Trees</b>		100.00
		100.00

		100.00
Very good		3.68
		4.45
		4.06
Good		22.08
		25.56
		23.82
Fair		<b>53.10</b>
		<b>55.56</b>
		<b>54.33</b>
Poor		18.44
		14.43
		16.44
Very Poor		2.70
	-	1.35
<b>Beach activities towards environment</b>		100.00
		100.00
		100.00
Very good		8.39
	-	4.20
Good		27.51
		28.89
		28.20



Fair	<b>49.96</b>
	<b>57.78</b>
	<b>53.87</b>
Poor	13.01
	10.00
	11.50
Very Poor	1.13
	3.33
	2.23

**Remark:** “**Bold numbers**” indicate the highest percent within the group

Considering individual issue about environmental management from communities and businesses’ opinions (Table 4.8) were as follows:

Karon was the cleanest beach among these three beaches. Karon beach was different from the other two beaches as most sample group thought Karon had very clean environment. Patong and Kata had fair environment in terms of cleanliness however, Kata beach had cleaner environment than Patong since 35-40% of Kata sample group thought the environment were clean and around 20-30 %of Patong sample

group thought Patong environment were clean. All beaches had good attractive environment.

Garbage management on the beach was fair for all beaches; however Karon businesses' sample group thought it was good. For garbage management in the sea, most communities thought it was fair, whereas businesses thought differently due to Patong and Karon businesses' sample group thought it was well managed. However, the overall garbage management on Kata and Karon beach was better than Patong because there was no respondents thought the garbage management on Kata and Karon was very poor. The garbage management on Patong beach was less effective management that might because there were much more people on Patong beach.

The sea quality was related to garbage management in the sea therefore, most sample group of Patong and Kata thought the sea was fair to good while sample group of Karon thought Karon beach had good sea quality.

After the Tsunami, the water in Patong bay was tested by researchers from the Pollution Control Department (PCD). The water seemed to be the clearest it had been in years, the bacteria detected in Patong had fallen from about 1,000 before the Tsunami to just two after it. The water quality samplings were also rated of one to five stars, the ratings would be based on such factors as the amount of garbage, heavy metal and levels of bacteria. Before, the Tsunami, Patong beach received a three star rating. For Patong beach, the samplings will take place six times a year, twice during high season and four times in low season. In addition, they would have billboard to show water quality sampling results and providing the public tips on how to protect the beach. They work hard to raise public awareness especially among children about the need to maintain good water quality at beaches. Part of the effort includes increasing the frequency of water quality sampling at selected beaches around the country. The monitoring program is being expanded from 14 beaches nationwide in 2002 - 2004 to double that number this year. From

2006, 80 beaches will be in the program and she believed that these will encourage more tourists to visit the beach.

The result of the beach congestion was similar to the results of clean environment and the sea quality. For those two issues on Patong and Kata, they were fair and Karon beach was good. Therefore, the congestion issue, Patong and Kata had fair congestion on the beach while Karon beach was not crowded (Good). As the results of cleanliness of environment, sea quality and congestion were in line as showed in table 4.8, it implied that there was lesser amount of tourists visited Karon beach since during times of data collection Karon was under construction to improve its landscape so it made the beach was not crowded, sea quality and environment were cleaner than other two beaches.

Maintenance of buildings around the beach and maintenance of the beach, most sample group thought they were fair.

Sample group in Patong and Kata thought the air was good to very good however Kata beach was better than Patong. The majority of Karon sample group thought the air was good to very good around 80%. The results of noise on each beach was differences, sample group of Patong beach was rated all attributes approximately 20% from very good to poor. However, the results tended to be positive therefore, it implied that the sample group was not interrupted by noise on Patong beach. Besides, most sample group on Kata beach up to 80-90% thought that it was fair to good, whereas Karon beach sample group around 80-90% thought it was good to very good.

Kata had plentiful beach trees. Most sample group thought amount of beach trees were fair to good up to 90% on Karon beach, up to 80 %on Kata beach and 60 %of sample group on Patong beach. Most sample group thought the beach activities were not destroyed environment. Therefore, the results were between fair to good. However, the best result was Karon beach, secondly was Kata beach and thirdly was Patong beach; up to 90% of Karon sample group, up to 80% of Kata sample group

and up to 70% of Patong sample group thought beach activities were fair to very good. It implied that overall activities were not destroyed environment. Kata and Karon's beach activities had better results than Patong. There were some respondents thought beach activities on Patong were very poor. Nevertheless, the results were depended upon amount of beach activities on the beach since Patong beach contained of alternatives beach activities than other two beaches.

The overall results implied that Kata and Karon environmental management on the beach was in the middle between very good, fair and poor. There were two obvious issues that sample group thought they were very good; quality of air and they were not interrupted by noise. Patong beach, the results were dispersing to all attributes. Patong sample group ticked on very poor up to 10% but they ticked on very good up to 20%. However, the majority of results were positive hence Patong also had good environmental management.

In summary, the overall environmental management on Patong, Kata and Karon beach was fair to good, whereas Karon was being the best environmental management. Nevertheless, the results were variable to many factors such as the popularity of tourists' destination, amount of tourists, beach activities as well as participation of all concerned: authorities, tourists, communities and businesses, etc.

**Table 4.8 Percentage distribution of opinions on environmental management, comparison between communities and businesses, classified by beaches (Patong, Kata, Karon)**

Attribute	Patong		Kata		Karon	
	Community	Business	Community	Business	Community	Business
<b>Cleanlines</b>	100.00	100.00	100.00	100.00	100.00	100.00
Very good	13.51	6.67	-	-	9.86	13.33
Good	27.02	16.66	35.21	40.00	<b>57.75</b>	<b>50.00</b>
Fair	<b>45.95</b>	<b>66.67</b>	<b>60.56</b>	<b>56.67</b>	30.98	36.67
Poor	10.14	10.00	4.23	3.33	1.41	-
Very poor	3.38	-	-	-	-	-
<b>Attractiveness</b>	100.00	100.00	100.00	100.00	100.00	100.00
Very good	19.59	16.67	-	-	5.63	10.00
Good	<b>37.16</b>	<b>36.66</b>	45.07	36.67	<b>47.89</b>	<b>53.33</b>
Fair	35.14	30.00	<b>47.89</b>	<b>60.00</b>	45.07	36.67
Poor	6.08	10.00	7.04	3.33	1.41	-
Very poor	2.03	6.67	-	-	-	-
<b>Garbage Management on the beach</b>	100.00	100.00	100.00	100.00	100.00	100.00
Very good	12.84	3.33	-	-	7.04	16.67
good	27.03	30.00	22.54	23.33	28.17	<b>46.66</b>
Fair	<b>39.19</b>	<b>43.33</b>	<b>66.20</b>	<b>60.00</b>	<b>53.52</b>	30.00
Poor	18.24	16.67	11.26	16.67	11.27	6.67
Very poor	2.7	6.67	-	-	-	-
<b>Garbage Management in the sea</b>	100.00	100.00	100.00	100.00	100.00	100.00
Very good	10.81	3.33	-	-	5.63	6.67
Good	23.65	<b>36.67</b>	23.94	30.00	35.21	<b>56.67</b>

Fair	<b>37.84</b>	23.34	<b>56.34</b>	<b>56.67</b>	<b>52.12</b>	33.33
Poor	22.97	33.33	19.72	13.33	7.04	3.33
Very Poor	4.73	3.33	-	-	-	-

**Remark:** “**Bold numbers**” indicate the highest percent within the group

**Table 4.8 (continued)**

Attribute	Patong		Kata		Karon	
	Community	Business	Community	Business	Community	Business
<b>Sea Quality</b>	100.00	100.00	100.00	100.00	100.00	100.00
Very good	10.13	10.00	-	-	5.63	-
Good	35.14	33.33	25.35	33.33	<b>46.48</b>	<b>60.00</b>
Fair	<b>43.92</b>	<b>40.00</b>	<b>60.57</b>	<b>50.00</b>	45.07	40.00
Poor	10.13	16.67	14.08	16.67	2.82	-
Very Poor	0.68	-	-	-	-	-
<b>Congestion</b>	100.00	100.00	100.00	100.00	100.00	100.00
Very good	14.86	6.67	-	3.33	8.45	3.33
Good	29.05	23.33	33.81	26.67	<b>47.89</b>	<b>66.67</b>
Fair	<b>37.17</b>	<b>50.00</b>	<b>52.11</b>	<b>53.33</b>	42.25	30.00
Poor	16.89	10.00	14.08	16.67	1.41	-
Very Poor	2.03	10.00	-	-	-	-
<b>Maintenance of buildings</b>	100.00	100.00	100.00	100.00	100.00	100.00
Very good	5.41	3.33	-	-	4.23	3.33
Good	18.24	13.33	14.08	16.67	18.31	26.67
Fair	<b>47.30</b>	<b>46.67</b>	<b>66.20</b>	<b>60.00</b>	<b>49.30</b>	<b>60.00</b>
Poor	22.97	30.00	19.72	23.33	26.75	10.00
Very poor	6.08	6.67	-	-	1.41	-
<b>Maintenance of the beach</b>	100.00	100.00	100.00	100.00	100.00	100.00
Very good	10.14	6.67	-	-	5.63	13.33
Good	33.78	13.33	26.76	33.33	38.03	30.00
Fair	<b>40.54</b>	<b>43.33</b>	<b>57.75</b>	<b>60.00</b>	<b>49.30</b>	<b>53.34</b>
Poor	12.84	26.67	15.49	6.67	7.04	3.33
Very poor	2.70	10.00	-	-	-	-

<b>Total</b>	100.00	100.00	100.00	100.00	100.00	100.00
--------------	--------	--------	--------	--------	--------	--------

**Remark:** “**Bold numbers**” indicate the highest percent within the group

**Table 4.8 (continued)**

Attribute	Patong		Kata		Karon	
	Community	Business	Community	Business	Community	Business
<b>Air</b>	100.00	100.00	100.00	100.00	100.00	100.00
Very good	20.95	26.67	4.23	3.33	<b>42.25</b>	<b>53.33</b>
Good	<b>38.51</b>	<b>30.00</b>	<b>50.70</b>	<b>56.67</b>	<b>42.25</b>	36.67
Fair	29.73	26.67	35.21	33.33	9.87	10.00
Poor	7.43	16.66	9.86	6.67	5.63	-
Very poor	3.38	-	-	-	-	-
<b>Noise</b>	100.00	100.00	100.00	100.00	100.00	100.00
Very good	12.16	20.00	1.41	3.33	25.35	33.33
Good	27.70	20.00	<b>54.93</b>	40.00	<b>38.03</b>	<b>46.67</b>
Fair	<b>31.77</b>	<b>30.00</b>	33.80	<b>46.67</b>	29.58	16.67
Poor	24.32	23.33	9.86	10.00	7.04	3.33
Very Poor	4.05	6.67	-	-	-	-
<b>Beach Trees</b>	100.00	100.00	100.00	100.00	100.00	100.00
Very good	5.41	6.67	-	6.67	5.63	-
Good	15.54	16.67	28.17	30.00	22.54	30.00
Fair	<b>46.62</b>	<b>46.66</b>	<b>54.93</b>	<b>53.33</b>	<b>57.75</b>	<b>66.67</b>
Poor	24.32	30.00	16.90	10.00	14.08	3.33
Very Poor	8.11	-	-	-	-	-
<b>Beach activities towards environment</b>	100.00	100.00	100.00	100.00	100.00	100.00
Very good	20.95	-	-	-	4.23	-

Good	30.41	26.67	23.94	23.33	28.17	36.67
Fair	<b>35.81</b>	<b>43.33</b>	<b>54.93</b>	<b>66.67</b>	<b>59.15</b>	<b>63.33</b>
Poor	9.46	20.00	21.13	10.00	8.45	-
Very Poor	3.37	10.00	-	-	-	-

**Remark:** “**Bold numbers**” indicate the highest percent within the group

The comparison of opinions on the beach management between communities and businesses were also analyzed by mean analysis as follows:

The data was analyzed in an individual opinion. It was divided into three major issues concerned with the beach tourism management; land use plan (physical beauty), basic structure and environmental management. The researcher used the method of interpretation, referred in Silpajaru (2004) as follows:

Score 4.50 - 5.00 points = Very Good

Score 3.50 - 4.49 points = Good

Score 2.50 - 3.49 points = Fair

Score 1.50 - 2.49 points = Poor

Score 1.00 - 1.49 points = Very poor

Table 4.9, most communities and businesses’ sample group thought the beach management was fair; the means ranged from 2.87 to 3.34. Both sample groups had similar opinions to all issues. From three major issues, environmental management was the most satisfied and basic structures were the least satisfied. In addition, among all land use plan, most respondents thought natural environment were the best however they also concerned about environment as showed in table 4.15 (Environment was the most concern issue for local community). Toilets and showers were the only one basic structure which was poor, it also in the line with the result in table 4.4 (Communities



thought toilets and showers were poor). The other basic structures had similar results at fair level.

Three best results of environmental management were quality of air, they were not interrupted by noise and environment was attractive, while the others were fair. The five least satisfied which had scores less than 3.30, was the plentiful of beach trees, beach activities toward environment, garbage management in the sea, maintenance of the beach and buildings, and garbage management in the sea. The results implied that there was lots of garbage with ineffective maintenance. There were not sufficient beach trees and some beach activities destroyed the beauty of the beach while some made loud noise such as jet-ski. All problems affected the beach's scenery. Some activities which destroyed environment should be inspected by authority, set up suitable zones for using beach activities since people had various desires.

**Table 4.9 Mean of opinions on the beach management, comparison between communities and businesses (3 beaches combined)**

Factors	Community		Business		Total	
	Mean	Category	Mean	Category	Mean	Category
<b>Land Use Plan</b>	<b>3.20</b>	<b>Fair</b>	<b>3.17</b>	<b>Fair</b>	<b>3.18</b>	<b>Fair</b>
- Natural Environment	3.52	Good	3.69	Good	3.60	Good
- Parking lots	2.89	Fair	2.85	Fair	2.87	Fair
- Landscape	3.42	Fair	3.42	Fair	3.42	Fair
- Garbage can's position	2.87	Fair	2.73	Fair	2.80	Fair
<b>Basic Structure</b>	<b>2.84</b>	<b>Fair</b>	<b>2.89</b>	<b>Fair</b>	<b>2.87</b>	<b>Fair</b>
- Entrance/Exit to the beach	3.02	Fair	3.00	Fair	3.01	Fair
- Public telephone	2.93	Fair	3.09	Fair	3.01	Fair
- Electricity/water tap	2.93	Fair	3.05	Fair		Fair

system					2.99	
- Toilets/Showers	2.38	Fair	2.44	Fair	2.41	Fair
<b>Overall Environment</b>	<b>3.34</b>	<b>Fair</b>	<b>3.35</b>	<b>Fair</b>	<b>3.34</b>	<b>Fair</b>
- Fresh/Pure air	3.79	Good	3.89	Good	3.84	Good
- Noise	3.50	Good	3.57	Good	3.53	Good
- Attractive environment	3.54	Good	3.51	Good	3.52	Good
- Clean environment	3.48	Fair	3.45	Fair	3.46	Fair
- Sea quality	3.37	Fair	3.40	Fair	3.38	Fair
- Congestion	3.40	Fair	3.32	Fair	3.36	Fair
- Garbage Management on the beach	3.24	Fair	3.29	Fair	3.26	Fair
- Maintenance of the beach	3.30	Fair	3.20	Fair	3.25	Fair
- Garbage Management in the sea	3.19	Fair	3.29	Fair	3.24	Fair
- Beach activities to environment	3.29	Fair	3.12	Fair	20	Fair
- Plentiful of trees	3.06	Fair	3.20	Fair	3.13	Fair
- Maintenance of buildings	2.95	Fair	3.02	Fair	2.98	Fair

Table 4.10 shows that all three major factors; land use plan, basic structure and overall environment, were rated by Patong and Kata communities as higher level than businesses sample group, in contrast with Karon results. However, the most beautiful land use plan and best basic structures was Karon beach, the second was Kata beach. In addition, Karon beach had the best environment as well. Though, Karon was the most satisfied basic structure but most Karon communities thought that basic structures were not enough and it was the most concerned issue as showed in table 4.16 while other

communities (Patong and Kata) concerned with ineffective garbage management.

Considering individual factors, starting from land use plan, parking lots on Patong beach were poor because they were always reserved by car rental, tuk-tuk and taxi drivers along the street since they were not orderly in suitable zone. Therefore, there were not ample parking spaces for communities and businesses. Kata and Karon sample group thought garbage management was the least satisfied land use plan. For basic structure, sample group in every beach gave toilets and showers at the lowest scores however Kata and Karon sample group was quite satisfied them but Patong was obviously thought toilets and showers were poor. The overall environment on Patong beach, the maintenance of buildings and amount of beach trees were the least satisfied.

**Table 4.10 Mean of opinions on the beach management, comparison between communities and businesses, classified by beaches**

Factors	Patong				Kata				Karon			
	Community		Business		Community		Business		Community		Business	
	Mean	Category	Mean	Category	Mean	Category	Mean	Category	Mean	Category	Mean	Category
<b>Land Use Plan</b>	<b>3.06</b>	<b>Fair</b>	<b>2.90</b>	<b>Fair</b>	<b>3.21</b>	<b>Fair</b>	<b>3.18</b>	<b>Fair</b>	<b>3.32</b>	<b>Fair</b>	<b>3.44</b>	<b>Fair</b>
Natural Environment	3.32	Fair	3.60	Good	3.49	Fair	3.57	Good	3.75	Good	3.90	Good
Parking lots	2.50	Fair	2.03	Fair	3.21	Fair	3.23	Fair	2.97	Fair	3.30	Fair
Landscape	3.43	Fair	3.47	Fair	3.28	Fair	3.23	Fair	3.54	Good	3.57	Good
Garbage can's position	2.72	Fair	2.50	Fair	2.87	Fair	2.70	Fair	3.01	Fair	3.00	Fair
<b>Basic Structure</b>	<b>2.59</b>	<b>Fair</b>	<b>2.47</b>	<b>Fair</b>	<b>2.93</b>	<b>Fair</b>	<b>2.93</b>	<b>Fair</b>	<b>3.01</b>	<b>Fair</b>	<b>3.26</b>	<b>Fair</b>
Entrance/Exit to the beach	3.12	Fair	2.83	Fair	2.93	Fair	3.10	Fair	3.00	Fair	3.07	Fair
Public telephone	2.89	Fair	2.87	Fair	2.86	Fair	3.10	Fair	3.03	Fair	3.30	Fair
Electricity/water tap system	2.46	Fair	2.47	Fair	2.92	Fair	2.90	Fair	3.42	Fair	3.77	Good
Toilets/showers	1.91	Fair	1.83	Fair	2.63	Fair	2.60	Fair	2.61	Fair	2.90	Fair
<b>Overall Environment</b>	<b>3.32</b>	<b>Fair</b>	<b>3.14</b>	<b>Fair</b>	<b>3.19</b>	<b>Fair</b>	<b>3.24</b>	<b>Fair</b>	<b>3.51</b>	<b>Good</b>	<b>3.68</b>	<b>Good</b>
Clean environment	3.37	Fair	3.20	Fair	3.31	Fair	3.37	Fair	3.76	Good	3.77	Good
Attractive environment	3.66	Good	3.47	Fair	3.38	Fair	3.33	Fair	3.58	Good	3.73	Good
Garbage management on the beach	3.29	Fair	3.07	Fair	3.11	Fair	3.07	Fair	3.31	Fair	3.73	Good
Garbage management in the sea	3.13	Fair	3.03	Fair	3.04	Fair	3.17	Fair	3.39	Fair	3.67	Good
Sea quality	3.44	Fair	3.43	Fair	3.11	Fair	3.17	Fair	3.55	Good	3.60	Good
Congestion	3.38	Fair	3.07	Fair	3.20	Fair	3.17	Fair	3.63	Good	3.73	Good
Maintenance of buildings	2.94	Fair	2.90	Fair	2.94	Fair	2.93	Fair	2.97	Fair	3.23	Fair
Maintenance of the beach	3.36	Fair	2.80	Fair	3.11	Fair	3.27	Fair	3.42	Fair	3.53	Good
Fresh/Pure air	3.66	Good	3.67	Good	3.49	Fair	3.57	Good	4.21	Good	4.43	Good
Noise	3.20	Fair	3.23	Fair	3.48	Fair	3.37	Fair	3.82	Good	4.10	Good
Plentiful of trees	2.86	Fair	3.00	Fair	3.11	Fair	3.33	Fair	3.20	Fair	3.27	Fair
Beach activities to environment	3.56	Fair	2.87	Fair	3.03	Fair	3.13	Fair	3.28	Fair	3.37	Fair

### **4.2.1.3 The beach tourism impacts**

The beach tourism impacts were classified into five issues: overall opinions to the beach management, benefits from the beach tourism, the desire of more or less beach tourism and participation to environmental management and tourism plan.

The beach is one of the important tourism destination in Phuket, especially Patong, Kata and Karon. The beach tourism is a source of income for communities and businesses in the area. Therefore, most communities and businesses' sample group thought the overall beach tourism was fair to good around 80-90%. They got good benefits from the beach tourism, not only increase of income and employment but also infrastructures' improvement and bring prosperity to community, etc. As they have been got many good benefits from the beach tourism but after Tsunami, there were lesser amount of tourists visited the beach hence they faced with economic problems therefore the results showed that the majority of them wanted much more beach tourism up to 66% as shows in Table 4.11.

It was quite regrettable that their participations to environmental management and tourism plan were poor. As we know that core product of the beach tourism which could not be kept off is natural environment. If local communities and all concerned avoided joining in environmental management, at some day we will lose all our natural resources and the beach tourism will not be sustainable tourism. However, communities had a little more participation than businesses but actually businesses were closely to the beach more than local communities because they made a living there, it would be better if they acted as a representative of communities to look after and protect environment therefore it is important to increase environmental protection awareness and make them know the importance of tourism planning participation.

**Table 4.11 Percentage distribution of opinions on the beach tourism impacts, comparison between communities and businesses (3 beaches combined)**

Attribute	Community	Business	Total
<b>Overall opinions on beach tourism</b>	100.00	100.00	100.00
Very good	5.58	8.89	7.23
Good	<b>51.55</b>	<b>53.33</b>	<b>52.44</b>
Fair	39.67	34.45	37.06
Poor	2.52	2.22	2.37
Very poor	0.68	1.11	0.90
<b>Benefits from the beach tourism</b>	100.00	100.00	100.00
Very good	16.94	21.11	19.02
Good	<b>44.35</b>	<b>51.11</b>	<b>47.73</b>
Fair	34.61	25.56	30.09
Poor	3.42	2.22	2.82
Very poor	0.68	-	0.34
<b>The desire of more or less beach tourism</b>	100.00	100.00	100.00
Much more	<b>66.52</b>	<b>65.55</b>	<b>66.04</b>
More	27.01	27.78	27.40
Same	4.85	5.56	5.20
Less	1.62	1.11	1.36
Much less	-	-	-
<b>Participation to Environmental Management</b>	100.00	100.00	100.00
Very good	4.32	5.56	4.94
Good	12.52	10.00	11.26
Fair	<b>41.34</b>	33.33	37.33
Poor	34.14	<b>43.33</b>	<b>38.74</b>
Very Poor	7.68	7.78	7.73
<b>Participation to Tourism Plan</b>	100.00	100.00	100.00
Very good	2.48	1.11	1.80
Good	7.27	7.78	7.52
Fair	26.67	15.56	21.11

Poor	<b>42.42</b>	<b>52.22</b>	<b>47.32</b>
Very Poor	21.16	23.33	22.25

**Remark:** “**Bold numbers**” indicate the highest percent within the group

Table 4.12 shows the results of the mean analysis of the beach tourism impacts. It was in line with the results of table 4.11. It shows that the overall opinions on the beach management and benefits from the beach tourism were good. However, communities and businesses wanted much more tourism but they had fair participation to the environmental management and poor participation to tourism plan. However, communities had higher level of participation than businesses.

**Table 4.12 Mean of opinions on the beach tourism impacts, comparison between communities and businesses (3 beaches combined)**

Factors	Community		Business		Total	
	Mean	Category	Mean	Category	Mean	Category
Overall opinions on beach tourism	3.53	Good	3.67	Good	3.57	Good
Benefits from the beach tourism	3.68	Good	3.91	Good	3.73	Good
The desire of more or less beach tourism	4.56	Much more	4.58	Much more	4.57	Much more
Participation to Environmental Management	2.87	Fair	2.62	Fair	2.81	Fair
Participation to Tourism Plan	2.42	Poor	2.09	Poor	2.34	Poor

Considering individual opinion on the beach tourism impacts from communities and businesses on Patong, Kata and Karon (Table 4.13) are as the following:



Most sample groups thought overall opinions on beach tourism were fair to good around 90-100%. Kata and Karon sample group thought the beach tourism was good more than Patong. In fact, tourists visited Patong more than Kata and Karon so the environmental management on Patong beach might have more problems. Therefore, it implied to the results of overall opinions to Patong beach tourism. The benefits from the beach tourism in Kata and Karon were very good at 50-60%, whereas Patong thought the benefits were fair around 40%. Patong had many problems of infrastructures such as street, electricity, water tap system and others basic structures because there were lots of business providers around Patong beach as well as tourists since Patong is the most popular beach. According to high demands of beach tourism on Patong beach which did not go together with supply so they thought the benefits were fair. Most sample groups wanted much more beach tourism, 40-60% of Patong, 60-70% of Kata and 70-100% of Karon sample group wanted much more beach tourism.

Even though most sample groups wanted much more beach tourism but they had low level of participation to environmental management as well as tourism plan. As local communities and businesses had low participation to tourism environment and planning, the tourism destination will not sustain since communities ignored to protect and conserve its natural environment.

Patong communities and businesses had the highest degree of participation to environmental management, Kata was the second, and most sample groups' participation were fair, whereas Karon communities and businesses had lowest degree of participation to environmental management especially businesses, 100% had poor to very poor participation. The participation to tourism plan was in line with the environmental problems. Patong had the highest degree of participation while Karon had the lowest because of Patong had more problems in overall issues of the beach tourism than Karon and Kata hence it implied that the more problems, the more participation.

**Table 4.13 Percentage distribution of opinions on the beach tourism impacts, comparison between communities and businesses, classified by beaches (Patong, Kata, Karon)**

Attribute	Patong		Kata		Karon	
	Community	Business	Community	Business	Community	Business
<b>Overall opinions on the beach tourism</b>	100.00	100.00	100.00	100.00	100.00	100.00
Very good	4.05	-	2.82	-	9.86	26.67
Good	39.19	30.00	<b>56.34</b>	<b>73.33</b>	<b>59.15</b>	<b>56.67</b>
Fair	<b>50.00</b>	<b>60.00</b>	38.02	26.67	30.99	16.66
Poor	4.73	6.67	2.82	-	-	-
Very poor	2.03	3.33	-	-	-	-
<b>Benefits from the beach tourism</b>	100.00	100.00	100.00	100.00	100.00	100.00
Very good	14.19	20.00	9.86	10.00	26.76	33.33
Good	34.46	30.00	<b>49.30</b>	<b>60.00</b>	<b>49.30</b>	<b>63.34</b>
Fair	<b>41.89</b>	<b>43.33</b>	38.02	30.00	23.94	3.33
Poor	7.43	6.67	2.82	-	-	-
Very poor	2.03	-	-	-	-	-
<b>The desire of more/less tourism</b>	100.00	100.00	100.00	100.00	100.00	100.00
Much more	<b>60.14</b>	<b>40.00</b>	<b>67.61</b>	<b>60.00</b>	<b>71.82</b>	<b>96.67</b>
More	31.76	40.00	28.17	40.00	21.13	3.33
Same	6.07	16.67	4.22	-	4.23	-
Less	2.03	3.33	-	-	2.82	-
Much less	-	-	-	-	-	-

**Remark:** “**Bold numbers**” indicate the highest percent within the group

**Table 4.13 (continued)**

Attribute	Patong		Kata		Karon	
	Communi nity	Busi ness	Communi nity	Busi ness	Communi nity	Busine s
<b>Participatio n to Environmen tal Managemen t</b>	100.00	100.0 0	100.00	100.0 0	100.00	100.00
Very good	10.14	16.67	1.41	-	1.41	-
Good	27.70	23.33	1.41	6.67	8.45	-
Fair	<b>47.97</b>	<b>40.00</b>	<b>53.52</b>	<b>53.33</b>	22.53	6.67
Poor	9.46	16.67	36.62	40.00	<b>56.34</b>	<b>73.33</b>
Very Poor	4.73	3.33	7.04	-	11.27	20.00
<b>Participatio n to Tourism Plan</b>	100.00	100.0 0	100.00	100.0 0	100.00	100.00
Very good	7.43	3.33	-	-	-	-
Good	17.57	16.67	-	6.67	4.23	-
Fair	<b>39.19</b>	<b>30.00</b>	23.94	16.66	16.90	-
Poor	21.62	20.00	<b>53.52</b>	<b>70.00</b>	<b>52.11</b>	<b>66.67</b>
Very Poor	14.19	<b>30.00</b>	22.54	6.67	26.76	33.33

**Remark:** “**Bold numbers**” indicate the highest percent within the group

Table 4.14 shows the mean analysis of the beach tourism impacts on Patong, Kata and Karon beaches. Most respondents thought overall opinions and the benefits from the beach tourism were good. The majority wanted much more beach tourism. Karon communities and businesses had the poorest participation to environmental management and tourism plan. All results were in line with table 4.13.

In summary, most sample groups for all areas had low participations to environmental management and tourism plan. It implied that they had low environmental protection awareness and not yet perceives the importance of tourism planning participation.

**Table 4.14 Mean of opinions on the beach tourism impacts, comparison between communities and businesses, classified by beaches (Patong, Kata, Karon)**

Factors	Patong				Kata				Karon			
	Community		Business		Community		Business		Community		Business	
	Mean	Category	Mean	Category	Mean	Category	Mean	Category	Mean	Category	Mean	Category
Overall opinions to beach tourism	3.39	Good	3.17	Fair	3.59	Good	3.73	Good	3.79	Good	4.10	Good
Benefits from the beach tourism	3.51	Good	3.63	Good	3.66	Good	3.80	Good	4.03	Good	4.30	Good
The desire of more or less beach tourism	4.50	Much More	4.17	More	4.63	Much More	4.60	Much More	4.62	Much More	4.97	Much more
Participation to Environmental Management	3.29	Fair	3.33	Fair	2.54	Fair	2.67	Fair	2.32	Poor	1.87	Poor
Participation to Tourism Plan	2.82	Fair	2.37	Poor	2.01	Poor	2.23	Poor	1.99	Poor	1.67	Poor

From the results of participations to environmental management and tourism plan shows that most communities and businesses of all beaches had low degree of participations, which was an issue, should be concerned. However, the most concerned issues in their opinions (Table 4.15) are as follows:

The communities had higher degree of participation on environmental management (40% of them had fair participation). The majority of them were concerned of environmental protection, whereas the majority of businesses concerned with the lesser amount of tourists visited the beach since they suffered from economic problems after Tsunami. However, the majority percent of most concerned issue was the lesser amount of tourists because it affected to most people in communities due to the majority of people in Phuket relevant to tourism industry.

The second concern was ineffective garbage management and the third was the shortage of some basic infrastructures and improper infrastructures. The fourth was environmental concerned and the fifth was improper landscape because it was destroyed from Tsunami however, the landscapes were under construction to improve and beautify by a particular authority; Patong and Karon municipality. Nevertheless, within top five most concerned issues, there were three issues concerned with environment therefore it meant community and businesses perceived that environment were important to the beach tourism but they had low participation. There were some people still concerned about Tsunami and some worried about the return of Tsunami while some worried the safety to Tsunami warning system and the others were misinformation about Tsunami to tourists. The Tsunami, not only scared people in community, destroyed landscape and environment but also affected to economy since after the Tsunami there were more thieves around the beaches which was one of the most concerned issue. Too much car rentals and shortage of parking lots are still long time problem. In addition, as tourism grows,

there are more people joining in this industry as we saw an increasing number of restaurants and shops nearby the beach as well as street vendors. Therefore, there were crowded buildings and vendors' manner problems due to some vendors were impolite to tourists, they pull arms, attach very close to tourists or say impolite words to tourists, etc. Some communities concerned with the terrorism and also on the image of Phuket, they want to maintain traditional culture and unique custom of Phuket and they thought Phuket image should be emphasized as a natural environment tourism destination rather than entertainment tourism destination.

**Table 4.15 Percentage distribution of most concerned issues to the beach tourism, comparison between communities and businesses (3 beaches combined)**

The most concerned issue	Community	Business	Total
Amount of tourists	11.59	<b>23.68</b>	<b>17.63</b>
Ineffective Garbage Management	14.65	12.25	13.45
Lack of Basic infrastructure	13.77	7.14	10.45
Environmental concerned	<b>14.99</b>	4.32	9.65
Improper landscape	4.80	6.78	5.79
Return of Tsunami	6.99	3.44	5.21
Security to tourists' properties	3.92	5.87	4.89
Car rental	0.93	4.93	2.93
Authority/Budget	0.47	3.44	1.95
Safety of Tsunami warning system	-	3.44	1.72
Parking lots	0.93	2.30	1.61
Misinformation about Tsunami	0.47	1.15	0.81
Vendors' manner	0.47	1.15	0.81
Terrorism	1.40	-	0.70
Crowded buildings	0.47	-	0.23
Image of Phuket	0.47	-	0.23
None	23.68	20.11	21.94

<b>Total</b>	100.00	100.00	100.00
--------------	--------	--------	--------

**Remark:** “**Bold numbers**” indicate the highest percent within the group

Considering on Patong, Kata and Karon beach (Table 4.16), the most concerned issues were different among sample groups. Most businesses concerned with the lesser amount of tourists because it was direct effects to their income. Over 90% of sample groups were affected by loosing of tourists during its high season. Hotels and restaurants are starving for customers as occupancy rates plummeted from 90 in December to only 9 after the Tsunami (Gregory, 2005). The majority of Patong communities concerned with the return of Tsunami, they scared of Tsunami because Patong communities and businesses is not remote from front of the beach and Patong was one of four key travel destinations which were damaged from the Tsunami besides Phi Phi Island, Khao Lak and Kamala beach.

Kata communities concerned with an ineffective garbage management while Karon concerned with insufficient basic infrastructures. There was higher percent of communities concerned with environment than businesses; these results supported and in line with the participation of environmental management’s result as stated above. Some people in all areas concerned with an ineffective garbage management. There were some Kata and Karon respondents concerned with the shortage of infrastructures, whereas Patong hardly concerned with these. Some were concerned with improper landscape however; during these data collection was construction time to beautify and rehabilitate landscapes. Many businesses on Patong concerned with amount of car rentals and influential car rentals along the beach. These problems needed authority to order them.

Only Patong businesses concerned with safety of Tsunami warning system, it was linkage to the return of Tsunami which was the most concerned issue among them. They needed to restore morale and it would be better when the warning system



was attached successfully, the authority should inform local communities to understand the effectiveness of warning system to increase their confidence. However, at currently three existing Tsunami warning towers along Patong beach had been tested on December 2005, which saw around 200 people take part, in conjunction with the National Disaster Warning Center (NDWC) with others 15 operational Tsunami warning towers. The towers test and drill were expected to create more public confidence in the system. The others concern issues were stated in table 4.16 below.

**Table 4.16 Percentage distribution of the most concerned issues on the beach tourism, comparison between communities and businesses, classified by beaches (Patong, Kata, Karon)**

Issue	Patong		Kata		Karon	
	Com*	Biz*	Com*	Biz*	Com*	Biz*
Return of Tsunami	<b>19.58</b>	10.34	-	-	1.41	-
Environmental concerned	16.78	3.45	12.70	9.52	15.49	-
Amount of tourists	12.59	<b>17.24</b>	9.52	<b>23.81</b>	12.68	<b>30.00</b>
Ineffective Garbage Management	11.89	<b>17.24</b>	<b>22.22</b>	9.52	9.86	10.00
Lack of Basic infrastructure	9.09	-	11.11	4.76	<b>21.12</b>	16.67
Security to tourists' properties	6.99	-	4.77	14.29	-	3.33
Improper landscape	4.19	10.34	3.17	-	7.04	10.00
Terrorism	4.19	-	-	-	-	-
Take advantages from tourists	3.50	3.45	-	-	-	-

Parking lots	2.80	6.90	-	-	-	-
Car rental	2.80	14.79	-	-	-	-
Crowded buildings	1.40	-	-	-	-	-
Misinformation about Tsunami	1.40	3.45	-	-	-	-
Vendors' manner	1.40	3.45	-	-	-	-
Authority/Budget	1.40	10.34	-	-	-	-
Safety of warning system	-	10.34	-	-	-	-
Image of Phuket	-	-	-	-	1.41	-
None	-	-	36.51	38.10	30.99	30.00
<b>Total</b>	100.0	100.0	100.0	100.0	100.0	100.0
	0	0	0	0	0	0

**Remark: Com.\*** indicates local communities of Patong, Kata and Karon

**Biz\*** indicates businesses in Patong, Kata and Karon

**“Bold numbers”** indicate the highest percent within the group

Table 4.17 shows the suggestions and recommendations on the beach tourism (3 beaches combined). Even though toilets and showers did not the most concerned issue on the beach tourism (Table 4.15) but most people in communities thought toilets and showers should be urgent improved. Toilets and showers were hard to find or remote from the beach which did not convenient to facilitate tourists. In a particular beach had one to two points including charge of service and all were not clean and hygienic and toilets and showers on Patong beach were the poorest however, more toilets and showers will be built up to eight points as stated in beautification plan. For Kata and Karon was also improve its landscape including toilets and showers. However, it would be very good to disperse toilets and showers to many points to facilitate tourists all areas.

The garbage management was ineffective, although most people thought garbage cans' positions were fair, but up to

30% thought it was poor (Table 4.4) and it was shortage of garbage cans. Lots of garbage destroyed the landscapes however the most effective way was to encourage people to become aware of throwing garbage at right place and built ideology that it not only municipality task but also everyone who visited the beach.

Basic infrastructures, including of electricity, water tap system, streets, public telephones, etc., are the important factors to facilitate tourists especially tourism destination like Phuket. Though, communities and businesses accepted that they derived many good benefits from the beach tourism such as infrastructures' improvement however, there were lack of some basic infrastructures. Patong had many problems with the shortage of water and electricity as well as terrible street surface in front of the beach. Moreover, the traffic jammed always occurred on the street faced to the beach and difficult to find parking lots which was inconvenient to get to the beach and brought air pollution in this area. It might hard to extend the street in front of Patong beach because of area limitation, however if the authority order car rental, tuk-tuk and taxi in proper place and reconstruct streets' surface, the traffic will become uncomplicated. The street and parking lots in front of Kata beach were also narrow but it did not jammed since there were not many tourists like Patong and almost of tourists who visited Kata beach were international tourists who stayed nearby accommodations. The Tourism Authority of Thailand and the Phuket provincial authorities planed to redesign the road to ease traffic congestion in the busiest area. Car park and electric rail system will also be built to service tourists who want to travel around Patong area.

Kata and Karon sample group worried about safety and security to tourists during nighttime since it lacked of lights along the beach. Patong respondents were also worry about safety and security of tourists. Therefore, the authority should

consider beach guard for facilitating tourists in every beach and provided more lights on Kata and Karon beach for safety reason.

According to most people concerned with the lesser amount of tourists so they wanted the authority to increase public relation to tourists. Actually, after Tsunami there were fewer tourists visited Phuket beach while many organizations that responded to promote tourism such as Tourism Authority of Thailand tried to promote and pull back tourists to visit Andaman. They launched many campaign to attract tourists such as special packages, tourism exhibition inbound and outbound. For example, Phuket governor visited Japan to promote Phuket as safe holiday destination and verified that Phuket's tsunami warning system was operational and ready to protect tourists.

From interviewing with Patong businesses, they thought amount of tourists were lesser than previous year, whereas businesses on Kata beach thought the situations were similar to previous year, they did not think it was different, whereas there were lesser tourists on Karon beach because of the constructions. The result from table 4.12 shows that the majority of them wanted much more beach tourism. The promotions were an effective way that influenced the returning of tourists however, it should cooperate with all concerned including communities and businesses who are host. The ways Thai host reacted to tourists, hospitality and service mind were also important to sustain the return of tourists. There were lots of shops and restaurants nearby the beach and some vendors were impolite to tourists when selling items, whereas some take advantage of tourists by charging high price or lure for money. The authority should inspect and must have training the right manner and order vendors and street vendors.

The landscape was relevant to the beauty of the beach. After Tsunami, every beach improved its landscapes and was under construction therefore there was some construction materials nearby entrance and exit to the beach and unpleasant.

However, after finished it would be more beautiful, in order and clean. In addition, communities and businesses commented that sun deck should be in the same color. Moreover, the beautification plan would be fewer beach chairs to reduce overcrowding and the chairs would be arranged into groups at least 40 meters apart to enable evacuation. The other important component was environment, which all parts should cooperate to improve, conserve and protect environment.

**Table 4.17 Percentage distribution of suggestions & recommendations on the beach tourism, comparison between communities and businesses (3 beaches combined)**

<b>Suggestions &amp; Recommendations</b>	<b>Communit y</b>	<b>Business</b>	<b>Total</b>
Toilets / Showers	17.87	16.75	17.31
Garbage Management	14.06	19.44	16.75
Electricity/Water Tap system	10.84	15.06	12.95
Parking lots	9.17	8.05	8.61
Public Relation	3.06	10.68	6.87
Entrance/Exit to the beach	6.86	6.19	6.53
Landscape	7.01	5.16	6.08
Shops / buildings nearby	6.68	2.09	4.38
Natural environment	5.64	2.70	4.17
Safety / Security	1.49	2.74	2.11
Street	2.44	1.40	1.92
Car rental	1.99	1.75	1.87
Tsunami	1.65	1.73	1.69
Cleanliness	1.63	1.40	1.51
Public telephone	2.91	-	1.45
Authority	1.08	1.75	1.42
Vendors' manner	0.55	1.05	0.81
Beach activities	1.35	-	0.68
Street vendor	0.69	0.67	0.68
Traffic	0.95	-	0.48
Good host	0.68	-	0.34
Noise	0.55	-	0.27

Miscellaneous	0.85	1.39	1.12
<b>Total</b>	100.00	100.00	100.00

Table 4.18 is divided percentage of suggestions and recommendations on Patong, Kata and Karon beaches. The full detail of suggestions and recommendations by communities and businesses will be presented in table 4.19 for Patong beach, 4.20 for Kata beach and 4.21 for Karon beach.

**Table 4.18 Percentage distribution of suggestions & recommendations to the beach**

**tourism, comparison between communities and businesses, classified by beaches  
(Patong, Kata, Karon)**

Issue	Patong		Kata		Karon	
	Com. *	Biz*	Com. *	Biz*	Com. *	Biz*
Parking lots	<b>13.41</b>	<b>20.00</b>	3.59	-	10.52	4.16
Toilets & Showers	9.75	13.68	20.14	22.00	<b>23.68</b>	14.58
Electricity/Water Tap system	8.58	10.52	10.79	18.00	13.15	16.67
Public telephone	0.82	-	7.92	-	-	-
Garbage Management	8.04	11.57	<b>22.30</b>	<b>28.00</b>	11.84	<b>18.75</b>
Entrance/Exit to the beach	-	-	10.07	4.00	10.52	14.58
Shops / buildings nearby	7.72	-	5.75	-	6.58	6.25
Street	7.32	4.21	-	-	-	-
Cleanliness	4.88	4.21	-	-	-	-
Landscape	4.48	9.47	8.64	6.00	7.90	-
Safety / Security	4.48	2.10	-	4.00	-	2.08
Beach activities	4.06	-	-	-	-	-
Tsunami	3.66	3.15	-	2.00	1.32	-
Public Relation	3.66	7.36	2.88	8.00	2.64	16.67
Authority	3.25	5.26	-	-	-	-
Traffic	2.84	-	-	-	-	-
Natural environment	2.44	-	7.92	6.00	6.58	2.09
Street vendor	2.04	-	-	2.00	-	-

Good host	2.04	-	-	-	-	-
Car rental	2.04	5.27	-	-	3.95	-
Vendors' manner	1.63	3.16	-	-	-	-
Noise	1.63	-	-	-	-	-
Miscellaneous	1.21	-	-	-	1.32	4.17
<b>Total</b>	100.0	100.0	100.0	100.0	100.0	100.0
	0	0	0	0	0	0

**Remark: Com.\*** indicates local communities of Patong, Kata and Karon

**Biz\*** indicates businesses in Patong, Kata and Karon

**“Bold numbers”** indicate the highest percent within the group

**Table 4.19 Percentage distribution of suggestions & recommendations to Patong Beach, comparison between communities and businesses**

<b>Problems</b>	<b>Communi</b>	<b>Business</b>	<b>Suggestions &amp; Recommendations</b>
(1) Parking lot	13.41	20.00	- Increase parking lots since there are not enough. - Rearrange parking lots since it is not orderly.
(2) Toilets/ Showers	9.75	13.68	- Increase number of toilets/ showers - Keep clean toilets/showers. - Provide toilets/ showers in many points and divided zone for business agents and tourists.
(3) Electricity Water tap system	8.53	10.52	- More effective water tap system management since the water is always shortage. - Improve electricity system, should keep an electric wire underground.
(4) Garbage Management	8.03	11.57	- Increase amount of bins. - The garbage should be collected at night - Increase awareness of garbage management.

			- Have “Big Cleaning Day” and cooperate of all parties.
(5) Order businesses at the beach	7.72	-	- Appoint authority to manage all businesses around the beach, not exceeding to trail since tourists are inconvenience to pass by.
(6) Street	7.32	4.21	- Improve street surface and broader street
(7) Cleanline	4.88	4.21	- Appoint authority to take care the cleanness on the beach. - Encourage community’s participation to clean the beach.
(8) Landscap	4.47	9.47	- There are few seats for tourists, should set up seats for them. - Improve entrance / exit to the beach due to it was destroyed by Tsunami, it is dangerous to tourists. - The umbrella should be the same color since it looks untidy. - Keep beach chairs in proper place, in the same line so it will be in order. - Improve the beach’s congestion. - Zoning proper area for community and business agent.



**Table 4.19(continued)**

<b>Problems</b>	<b>Community</b>	<b>Business</b>	<b>Suggestions &amp; Recommendations</b>
(9) Safety & Security	4.47	2.10	- Increase security system to protect loss of tourists' properties, when they had sun bathing.
(10) Beach activities	4.06	-	- Increase frequency of beach activities, not just once a year and increase sport activities on the beach.
(11) Tsunami	3.65	3.15	- Need efficiency Tsunami warning system
(12) Public Relations	3.65	7.36	- More public relation of Patong beach tourists and more public relation to community who has activities. - Propose fact and public relation in bilingual. - Need cooperation between public and private sectors. - Improve Phuket image to be natural based tourism
(13) Government Municipality	3.25	5.25	- Need more attention from municipality for development. - Do research and public opinion before planning tourism policy.
(14) Traffic	2.84	-	- Improve traffic system especially the beachfront.
(15) Beach trees	2.44	-	- Plant more beach trees.
(16) Street Vendors	2.03	-	- Do not let them sell things on the beach since it has interrupted tourists and set up proper places for them.
(17) Host	2.03	-	- The community should be a good host. - The businesses should not take advantages from tourists.
(18) Car rental	2.03	5.26	- Control the influential car rental, avoid them parking at the entrance of the street since it may cause the accident.
(19) Vendors' manner	1.62	3.15	- Control and train vendors' manner since there are some vendors who are

			impolite with tourists.
(20) Noise	1.62	-	- Control noise on the beach made by business. - Zoning non-commercial area to satisfied tourists who want privacy.

**Table 4.20 Percentage distribution of suggestions & recommendations to Kata Beach, comparison between communities and businesses**

<b>Problems</b>	<b>Communit</b>	<b>usines</b>	<b>Suggestions &amp; Recommendations</b>
(1) Garbage Management	22.30	28.00	- Increase amount of bins. - Put more attention to garbage management the sea. - Improve garbage management by authorities. - All concerned should take care of garbage management.
(2) Toilets/ Showers	20.14	22.00	- Increase number of toilets/ showers. - Keep clean toilets/showers.
(3) Electricity Water tap sys	10.79	18.00	- Need more lights on the street in front of the beach, since during night time it is too dark that may cause accidents and insecure to tourists.
( 4 ) Entrance/Exit to the beach	10.07	4.00	- Improve entrance /exit to the beach to be properly as there are slivers of construction around the beach.
(5) Landscap	8.63	8.00	- Rehabilitate Kata beach's landscape. - Keep vendors orderly and limited point for them.
(6) Natural Environment	7.91	6.00	- Plant more beach trees - Improve and develop natural environme help each others to preserve them.
(7) Telephone	7.91	-	- More public telephones because there

			are not enough.
(8) Buildings	5.75	-	- Since the buildings around the beach were ruined and it looked unsightly therefore the authorities should take care of them.
(9) Parking lot	3.59	-	- Arrange suitable parking lots since it is not enough and not orderly.
(10) Amount Tourists	2.87	8.00	- More public relation and promote Phuket through media to increase tourists.
(11) Safety/ Security		4.00	- Improve safety and security system to protect tourists' lost of properties and accidents.
(12) Tsunami Warning system	-	2.00	- Need efficiency Tsunami warning system.
(13) Street Vendors	-	2.00	- Control and order street vendors on the beach not to interrupt tourists.

**Table 4.21 Percentage distribution of suggestions & recommendations to Karon Beach, comparison between communities and businesses**

<b>Problems</b>	<b>communities</b>	<b>businesses</b>	<b>Suggestions &amp; Recommendations</b>
(1) Toilets/ Showers	23.68	14.58	- Increase number of toilets/ showers. - Keep clean toilets/showers.
(2) Infrastructures	13.15	16.67	- Improve infrastructures to serve tourists communities. - Need more lights on the street in front beach. - More public telephones because there are not enough. - Broaden the streets since it was too narrow.
(3) Garbage Management	11.84	18.75	- Increase amount of bins. - Improve effective of garbage management. - Pay more attention to garbage management the sea.

(4) Parking lots	10.52	4.16	- Parking lots are too narrow, it should be broadened.
(5) Entrance/Exit to the beach	10.52	14.58	- Improve entrance /exit to the beach to be properly as there are lots of constructions around the beach.
(6) Buildings	6.57	6.25	- The authorities should take care of unplan buildings.
(7) Natural Environment	6.57	2.08	- Plant more beach trees - Concentrate to natural environment more.
(8) Beautify the beach	5.26	-	- There are too many shops overflow to streets so the authorities should issue rules to beautify them. - Limit point of sun decks to be beauty and tidy.
(9) Car rental	3.94	-	- The authorities should limit amount of car rentals, change point of car rentals' parking.
(10) Landscaping	2.63	-	- Decorate Karon beach's landscape.
(11) Amount of Tourists	2.63	16.67	- More public relation and promotion. - Launch the beach festival, regularly.
(12) Tsunami Warning system	1.31	-	- Need efficiency Tsunami warning system.
(13) The invasion	1.31	-	- The authorities should pay more attention and take actions.
(14) Air pollution	-	4.16	- There is too much dust on the street.
(15) Safety/Security	-	2.08	- Should have authority taking care of tourists during night time.

The first questionnaire was analyzed the opinions of communities and businesses towards the beach tourism management on Patong, Kata and Karon beaches. The purpose of the second questionnaire was to analyzed the differences between international and domestic tourists' opinions to tourism management on the beach, including of past and present tourists' experiences to the beaches (See Appendix H) because sustainable tourism must respond to tourists' requirement as well as local

communities and these are the results of the second questionnaire.

#### 4.2.2 International tourists and domestic tourists

The questionnaires used to analyze tourists' respondents were totally 400 samples, divided into 215 of Patong respondents, 70 of Kata respondents and 115 of Karon respondents as mentioned in Chapter 3. Time duration of collecting data was from September 15 - October 15, 2005. The sample size was divided into international and domestic tourists as follows:

**Table 4.22 Total sampling size of international and domestic tourists' sample group**

Area	Sampling size			
	Number		Percent	
	International Tourist	Domestic Tourist	International Tourist	Domestic Tourist
Patong	175	40*	43.75	10.00
Kata	40	30*	10.00	7.50
Karon	85	30*	21.25	7.50
Total	300	100	75.00	25.00
	400		100	

**Remark:** \* Adjusted for "Least sample size" group

#### **4.2.2.1 Characteristic of sample group**

Sample group divided into male and female in similar proportion as shows in table 4.23, most sample groups were between 20 and 40 years old. The majority of international tourists came from Europe, in line with the statistic of Tourism Authority (Total international visitors classified by region year 2004, See table 4.26). The majority of domestic tourists, up to 40%, came from southern part of Thailand and secondly was from central due to the convenient of traveling. For education level, most international tourists had graduate degree while domestic had Bachelor degree. The majority of international tourists were hired / employed, whereas domestic had private businesses and self- employed.

The majority of international tourists had 30,000-50,000 US\$ per annum or equivalent to around 1,200,000-2,000,000 Baht (Calculate from 1US\$ = 40 Baht) or 100,000 - 166,667 Baht per month where as the majority of domestic tourists had 5,001-15,000 Baht per month.

**Table 4.23 Percentage distribution of personal characteristic, comparison between international and domestic tourists (3 beaches combined)**

<b>Characteristic</b>	<b>International Tourist</b>	<b>Domestic Tourist</b>	<b>Total</b>
<b>Gender</b>	100.00	100.00	100.00
Male	51.58	41.40	46.49
Female	48.42	58.60	53.51
<b>Age</b>	100.00	100.00	100.00
< 20 years	3.32	12.23	7.77
20- 40 years	<b>65.22</b>	<b>61.39</b>	<b>63.30</b>
41 -60 years	26.99	24.44	25.73
> 60 years	4.47	1.94	3.20
<b>Region (International)</b>	100.00	100.00	100.00
- Asia	14.67		14.67
- Europe	<b>53.67</b>	N/A	<b>53.67</b>
- America	8.36		8.36
- Oceania& Australia	18.48		18.48
- Middle East & Africa	4.82		4.82
<b>Region (Domestic)</b>	100.00	100.00	100.00
- Northern		8.61	8.61
- Central		33.61	33.61
- North Eastern	N/A	8.61	8.61
- Eastern		5.56	5.56
- Western		3.33	3.33
- Southern		<b>40.28</b>	<b>40.28</b>
<b>Education</b>	100.00	100.00	100.00
Junior high School	18.91	6.67	12.80
High School	1.31	17.78	9.55
Diploma	22.23	15.84	19.03
Bachelor Degree	27.93	<b>43.32</b>	<b>35.62</b>
Graduate Degree	<b>29.62</b>	16.39	23.00

**Remark: “Bold numbers”** indicate the highest percent within the group

**Table 4.23 (continued)**

<b>Characteristic</b>	<b>International Tourist</b>	<b>Domestic Tourist</b>	<b>Total</b>
<b>Occupation</b>	100.00	100.00	100.00
Hired/ Employed	<b>41.67</b>	18.32	<b>30.00</b>
Self employed	10.83	25.00	17.91
Private Business	12.02	<b>27.79</b>	19.90
Student	11.76	15.01	13.39
Retired	5.19	1.10	3.15
Government Officer	8.57	9.17	8.87
Educators	6.94	1.11	4.02
Others	3.02	2.50	2.76
<b>Annual Income (US \$)</b>	100.00	100.00	100.00
Less than 10,000	8.06		8.06
10,000 -20,000	9.42		9.42
20,001-30,000	11.76		11.76
30,001-40,000	14.92	N/A	14.92
40,001-50,000	<b>15.92</b>		<b>15.92</b>
50,001-60,000	12.70		12.70
60,001 -100,000	0.00		0.00
More than 100,001	2.62		2.62
Prefer not to answer	24.60		24.60
<b>Monthly Income (Baht)</b>	100.00	100.00	100.00
Less than 5,000		10.29	10.29
5,001-10,000		<b>21.95</b>	<b>21.95</b>
10,001-15,000		14.72	14.72
15,001-20,000		8.05	8.05
20,001-25,000	N/A	11.94	11.94
25,001-30,000		8.61	8.61
30,001-35,000		1.94	1.94
35,001-40,000		4.72	4.72
40,001-45,000		5.28	5.28
45,001-50,000		7.22	7.22



More than 50,000		5.28	5.28
------------------	--	------	------

**Remark: “Bold numbers”** indicate the highest percent within the group

Table 4.24, considering sample groups on Patong, Kata and Karon beaches, the majority of domestic tourists who visited Patong and Karon came from Southern region, while the majority of domestic tourists who visited Kata beach were from central part of Thailand. The majority of international tourists visited Kata beach had graduate degree, Karon had Bachelor degree, whereas Patong had dispersed education level. The majority of international tourists’ occupations were hired / employed, domestic tourists had private businesses and self employed for all beaches and students were also the majority of domestic tourists who visited Patong beach. Most of results were in line with table 4.23.

**Table 4.24 Percentage distribution of personal characteristic, comparison between**

**international and domestic tourists, classified by beaches**

**(Patong, Kata, Karon)**

Characteristic	Patong		Kata		Karon	
	International Tourist	Domestic Tourist	International Tourist	Domestic Tourist	International Tourist	Domestic Tourist
<b>Gender</b>	100.00	100.00	100.00	100.00	100.00	100.00
Male	<b>59.43</b>	27.50	40.00	36.70	<b>55.32</b>	<b>60.00</b>
Female	40.57	<b>72.50</b>	<b>60.00</b>	<b>63.30</b>	44.68	40.00
<b>Age</b>	100.00	100.00	100.00	100.00	100.00	100.00
< 20 years	2.50	10.00	5.26	10.00	2.17	16.67
20- 40 years	<b>67.90</b>	<b>67.50</b>	<b>65.79</b>	<b>63.30</b>	<b>61.96</b>	<b>53.33</b>
41 -60 years	24.70	20.00	23.68	23.30	32.61	30.00

> 60 years	4.90	2.50	5.26	3.30	3.26	-
<b>Region</b>	100.00	100.00	100.00	100.00	100.00	100.00
- Northern		12.50		6.67		6.67
- Central		37.50		<b>53.33</b>		10.00
- North Eastern	N/A	2.50	N/A	3.33	N/A	20.00
- Eastern		-		-		16.67
- Western		-		6.67		3.33
- Southern		<b>47.50</b>		30.00		<b>43.33</b>

**Remark: “Bold numbers”** indicate the highest percent within the group

**Table 4.24 (continued)**

Characteristic	Patong		Kata		Karon	
	International Tourist	Domestic Tourist	International Tourist	Domestic Tourist	International Tourist	Domestic Tourist
<b>Education</b>	100.00	100.00	100.00	100.00	100.00	100.00
Junior high School	<b>26.63</b>	10.00	8.60	-	21.51	10.00
High School	1.78	20.00	-	10.00	2.15	23.33
Diploma	24.85	17.50	17.10	6.70	24.73	23.33
Bachelor Degree	20.12	<b>40.00</b>	31.40	<b>63.30</b>	<b>32.26</b>	<b>26.67</b>
Graduate Degree	<b>26.63</b>	12.50	<b>42.90</b>	20.00	19.35	16.67
<b>Occupation</b>	100.00	100.00	100.00	100.00	100.00	100.00
Employed	<b>46.24</b>	15.00	<b>36.80</b>	20.00	<b>41.94</b>	20.00
Self employed	12.72	<b>25.00</b>	7.90	<b>26.70</b>	11.83	23.33
Private Business	11.56	20.00	10.50	<b>26.70</b>	13.98	<b>36.67</b>
Student	10.40	<b>25.00</b>	18.40	16.70	6.45	3.33

Retired	8.67	-	2.60	3.30	4.30	-
Government Officer	7.51	7.50	5.30	6.70	12.90	13.33
Educators	1.73	-	10.50	-	8.60	3.33
Others	1.16	7.50	7.90	-	-	-

**Remark: “Bold numbers”** indicate the highest percent within the group

Table 4.25 shows that the majority of tourists were from Europe up to 50%, second were from Oceania and Australia nearly 20%, third were from Asia, America and Middle east & Africa were the forth and the fifth, respectively. The ratio of sample group was quite relevant to the total of international tourists visit Phuket as showed in table 4.26.

The majority of Asia tourists visited Karon and Patong beach, whereas European and American visited Kata beach. The majority of Asia tourists were Singaporean, the majority of European tourists were from United Kingdom. Oceania & Australia tourists, almost all were from Australia and dispersed of Middle East & Africa tourists.

**Table 4.25 Comparison of percentage distribution of International tourists from various zones of residence, classified by beaches (Patong, Kata, Karon)**

Region & Country of Residence	Patong	Kata	Karon	Total
<i>Asia</i>	<i>17.71</i>	<i>5.00</i>	<i>21.28</i>	<i>14.66</i>
- Japan	7.43	-	4.26	3.89
- Singapore	5.14	2.50	10.64	6.09
- India	2.29	-	-	0.76
- Malaysia	1.71	-	2.13	1.28
- China	1.14	2.50	-	1.21
- Hong Kong	1.14	-	-	0.38

- Korea	-	-	2.13	0.71
- Nepal	-	-	1.06	0.35
<b><i>Europe</i></b>	<b><i>47.43</i></b>	<b><i>62.50</i></b>	<b><i>51.06</i></b>	<b><i>53.66</i></b>
- UK.	13.71	25.00	13.83	17.51
- Ireland	-	10.00	4.26	4.75
- Sweden	6.29	-	10.64	5.64
- Germany	3.43	10.00	8.51	7.31
- Belgium	2.86	-	-	0.95
- Switzerland	2.86	-	-	0.95
- Norway	2.29	-	1.06	1.12
- Holland	2.29	7.50	1.06	3.61
- Denmark	2.29	2.50	1.06	1.95
- Spain	2.29	-	-	0.76
- Italy	2.29	-	1.06	1.11
- Scotland	1.71	-	1.06	0.92
- France	0.57	-	3.19	1.25
- Portugal	0.57	-	-	0.19
- Austria	0.57	-	-	0.19
- Slovak Republic	0.57	-	-	0.19
- Finland	-	2.50	1.06	1.18
- Switzerland	-	-	1.06	0.35
<b><i>America</i></b>	<b><i>5.14</i></b>	<b><i>12.50</i></b>	<b><i>7.45</i></b>	<b><i>8.36</i></b>
- Canada	2.29	7.50	3.19	4.32
- America	2.29	5.00	4.26	3.85

**Table 4.25 (continued)**

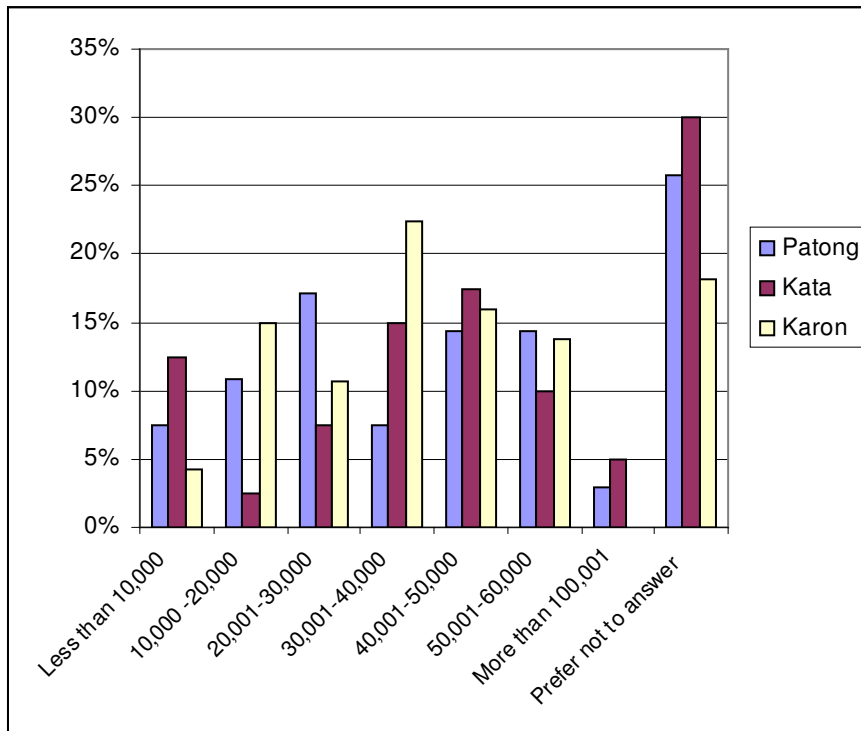
<b>Region &amp; Country of residence</b>	<b>Patong</b>	<b>Kata</b>	<b>Karon</b>	<b>Total</b>
<b><i>Oceania &amp; Australia</i></b>	<b><i>23.43</i></b>	<b><i>15.00</i></b>	<b><i>17.02</i></b>	<b><i>18.48</i></b>
- Australia	23.43	15.00	12.77	17.06
- New Zealand	-	-	5.32	1.77
<b><i>Middle East &amp; Africa</i></b>	<b><i>6.29</i></b>	<b><i>5.00</i></b>	<b><i>3.19</i></b>	<b><i>4.82</i></b>
- South Africa	3.43	2.50	2.13	2.68
- Israel	1.71	-	1.06	0.92
- Saudi Arabia	0.57	-	-	0.19
- Tanzania	-	2.50	-	0.83
<b>Total</b>	<b>100.00</b>	<b>100.00</b>	<b>100.00</b>	<b>100.00</b>

**Table 4.26 Total international tourists visited Phuket  
classified by region from Tourism  
Authority of Thailand, Year 2004**

Region	Tourists		Visitor		Total	
	Total	Percent	Total	Percent	Total	Percent
1. America	188,742	5.50	5,451	8.40	194,193	5.55
2. Europe	1,516,310	44.17	38,081	58.71	1,554,391	44.45
3. Oceania	296,406	8.63	8,151	12.57	304,557	8.71
4. Asia	1,273,006	37.08	9,514	14.67	1,282,520	36.66
5. Middle East	104,498	3.04	3,043	4.69	107,541	3.07
6. Africa	53,779	1.58	618	0.96	54,397	1.56
<b>Total</b>	<b>3,432,741</b>	<b>100.00</b>	<b>64,858</b>	<b>100.00</b>	<b>3,497,599</b>	<b>100.00</b>

Annual income of international tourists is presented in figure 4.3, most international tourists who visited Patong had annual income 20,001-30,000 US\$ or around 66,670 - 100,000 Baht per month. Most tourists who visited Karon beach had annual income 30,001- 40,000 US\$ or 100,000-133,333 Baht per month, whereas most international tourists who visited Kata beach had annual income at 40,001-50,000 US\$ or 133,337-166,667 Baht per month (Calculate from 1US\$ = 40 Baht).

**Figure 4.3 Percentage distribution of annual income, comparison among international tourists, classified by beaches (Patong, Kata, Karon)**



Domestic tourists' monthly income is presented in figure 4.4, the majority of domestic tourists who visited Patong and Karon beach had monthly income 5,001-10,000 Baht, whereas the majority of domestic tourists who visited Kata beach had monthly income 21,000 - 25,000 Baht. The results implied that the majority of tourists visited Kata beach had the highest income.

**Figure 4.4 Percentage distribution of monthly income, comparison among domestic tourists, classified by beaches (Patong, Kata, Karon)**

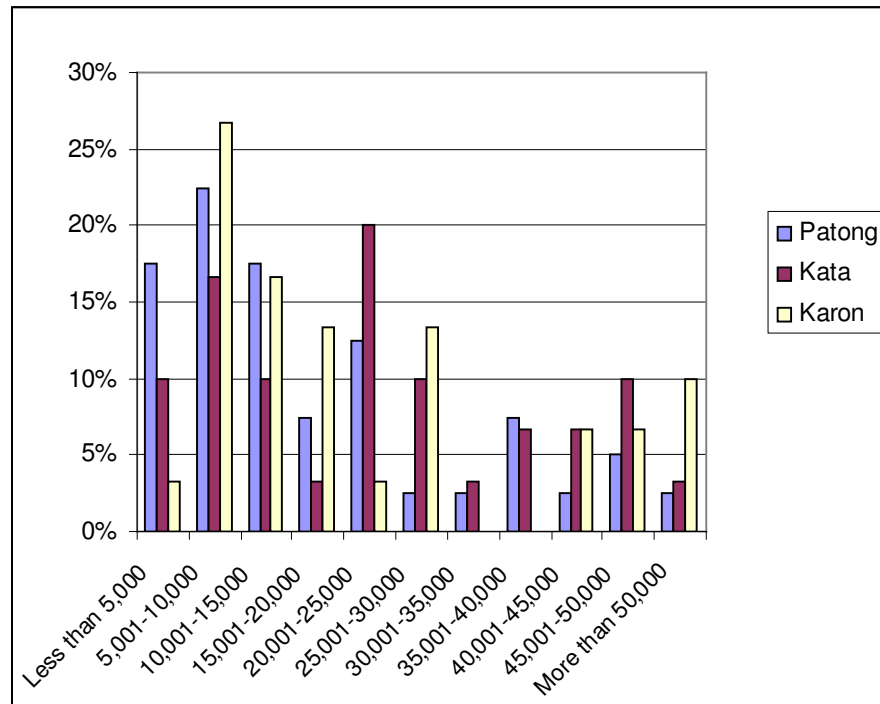


Table 4.27 presents the beach experience of tourists (3 beaches combined). Both of internationals and domestic tourists' primary reason of visited Phuket was visit a beach up to 60%, second were to visited friends and relatives.

Most international tourists had visited Patong and domestic tourists had visited Kata beach. However, Patong, Karon and Kata were the most popular beaches that tourists had visited. The result was in line with Tourism Authority of

Thailand statistic, 2004. The tourists agreed that Kata beach was the favorite beach in Phuket up to 37%, Patong and Karon beach was the secondly and thirdly, respectively. The difference was international tourists preferred Karon than Patong vice versa to domestic tourists.

The beauty of the beach was primary reason of favorite to tourists. However, international tourists preferred peaceful and private beaches, whereas the beauty of the beach was the favorite beach for domestic tourists. The differences between them were domestic tourists considered to plentiful of trees as one of favorite factor since they did not prefer sun lighting like international tourists. International tourists considered to big waves, good to swim, friendly people and safety as one of the reason of favorite but domestic did not figure them. It related to the preferred activities on the beach that the majority of domestic tourists preferred going for a walk while international tourists preferred swimming, sun bathing, and water sports therefore, international tourists considered to the waves and good to swim. In addition, normally when people went abroad, they might worry about safety and security during journey so that some international tourists care for their safety.



**Table 4.27 Percentage distribution of the beach experiences, comparison between international and domestic tourists (3 beaches combined)**

Characteristic	International Tourist	Domestic Tourist	Total
<b>Primary Reason</b>	100.00	100.00	100.00
Visit a beach	<b>61.85</b>	<b>54.89</b>	<b>58.37</b>
Visit friends and relatives	5.75	10.48	8.12
Relax	2.19	-	1.1
Walk on natural trail	3.79	5.83	4.81
Celebration	1.69	-	0.84
Shopping	4.01	0.83	2.42
Take a cruise	4.55	2.79	3.67
Visit cultural site	3.22	2.25	2.73
Conduct business	0.93	11.7	6.31
Diving & Surfing	5.15	1.94	3.55
Visit Phuket town	2.79	5.93	4.36
Others	4.08	3.36	3.72
<b>Visited Beach</b>	100.00	100.00	100.00
Patong	<b>27.65</b>	19.44	<b>23.55</b>
Kata	20.95	<b>22.66</b>	21.8
Karon	23.53	19.20	21.37
Rawai	5.40	9.75	7.58
Naiyang	2.75	4.61	3.68
Kamala	6.05	6.21	6.13
Surin	5.10	6.22	5.66
Naiharn	4.54	7.19	5.86
Bangtao	2.03	2.27	2.15
Maikhao	0.72	2.08	1.4
Others	1.28	0.37	0.82

**Remark: “Bold numbers”** indicate the highest percent within the group

**Table 4.27(continued)**

<b>Characteristic</b>	<b>International Tourist</b>	<b>Domestic Tourist</b>	<b>Total</b>
<b>Favorite Beach</b>	100.00	100.00	100.00
Patong	24.2	25.81	25.01
Kata	<b>37.00</b>	<b>37.86</b>	<b>37.43</b>
Karon	25.81	17.01	21.41
Surin	2.47	6.93	4.7
Rawai	0.75	1.11	0.93
Naiharn	3.06	4.09	3.58
Naiyang	0.76	2.14	1.45
Kamala	0.42	0.85	0.63
Bangtao	0.79	1.12	0.96
Maikhao	-	2.23	1.11
Laem Sing	1.64	-	0.82
Nui	0.85	0.85	0.85
None of these	2.25	-	1.12
<b>Reason of favorite</b>	100.00	100.00	100.00
Peacefulness/Privacy	<b>25.27</b>	14.41	19.84
Beauty	13.00	<b>39.39</b>	<b>26.19</b>
Close to accommodation	1.87	6.46	4.17
Cleanliness	8.61	3.48	6.05
Tourism facilities	1.31	0.99	1.15
Atmosphere	1.87	1.98	1.93
Lots of activities	0.75	2.28	1.52
Friendly people	2.91	-	1.46
Size/Length	0.56	3.28	1.92
White sand	2.25	-	1.13
Good to swim	2.62	-	1.31
I like it	6.51	13.52	10.01
Never visit others	24.85	4.77	14.81
Lots of trees	-	5.96	4.84
Big waves	3.71	-	1.16
Not commercial	2.33	1.49	1.53
Safety	1.56	-	-

Clear water	-	1.98	0.99
-------------	---	------	------

Table 4.28 shows a primary reason of visited Phuket, divided in Patong, Kata and Karon beaches. The majority of tourists came for visiting the beach, 45-55% of Patong tourists, 40-50% of Karon tourists and up to 75% of Kata tourists. Kata beach was also well known as the best place for surfing and diving so there were up to 10% came for surfing and diving there.

**Table 4.28 Percentage distribution of primary reason of visit Phuket, comparison between international and domestic tourists, classified by beaches (Patong, Kata, Karon)**

Primary reason	Patong		Kata		Karon	
	International Tourist	Domestic Tourist	International Tourist	Domestic Tourist	International Tourist	Domestic Tourist
Visit a beach	55.43	45.00	75.50	73.33	51.61	43.33
Visit friends and relatives	7.43	17.50	2.50	10.00	4.30	3.33
Relax	6.29	-	-	-	6.45	-
Walk on natural trail	4.57	7.50	2.50	3.33	4.30	6.67
Celebration	4.00	-	-	-	1.08	-
Shopping	3.43	2.50	-	-	8.60	-
Take a cruise	5.14	5.00	-	-	5.38	3.33
Visit cultural site	2.86	-	2.50	-	4.30	6.67
Conduct business	1.71	5.00	-	13.33	1.08	16.67
Diving & Surfing	1.14	2.50	10.00	-	4.30	3.33
Visit Phuket town	-	7.50	-	-	5.38	10.00
Others	5.14	2.50	5.00	-	2.15	6.67

<b>Total</b>	100.00	100.00	100.00	100.00	100.00	100.00
--------------	--------	--------	--------	--------	--------	--------

**Remark: “Bold numbers”** indicate the highest percent within the group

Table 4.29 presents the most visited beaches in Phuket and the favorite beach on Patong, Kata and Karon beaches. The results show that when tourists visited a certain beach, the majority of them thought the beach they have visited was the favorite beach. For example, tourists who visited Patong beach thought Patong beach was the favorite beach, these result was similar to Kata and Karon beach as well. However, Kata beach had the highest percentage of favorite, accepted by tourists who visited Kata beach and there were many percentages of tourists who visited Patong and Karon beach thought Kata was the favorite beach.

Patong had the least percentage of favorites among these three popular Phuket beach in tourists’ opinion that visited Patong. It was generally accepted that Patong was the most reputation beach and contained of the highest amount of tourists every year. It had the most completely tourism services and nightlife entertainment. However, Patong was not favored by tourists who visited Patong beach, this issue needed to clarify and find out problems as if we ignore it, Patong beach will not be sustainable tourism destination.



**Table 4.29 Percentage distribution of the beaches that tourists had visited and the favorite beach, comparison between international and domestic tourists, classified by beaches (Patong, Kata, Karon)**

Visited Beach	Patong		Kata		Karon	
	International Tourist	Domestic Tourist	International Tourist	Domestic Tourist	International Tourist	Domestic Tourist
Patong	<b>43.03</b>	<b>22.10</b>	20.00	17.98	19.92	18.25
Kata	13.93	16.02	<b>32.50</b>	<b>33.71</b>	16.41	18.25
Karon	15.92	15.47	18.33	20.22	<b>36.33</b>	<b>21.90</b>
Rawai	3.98	12.71	7.50	5.62	4.69	10.95
Naiyang	2.24	6.08	2.50	3.37	3.52	4.38
Kamala	6.47	8.29	5.83	4.49	5.86	5.84
Surin	5.97	6.08	5.83	6.74	3.52	5.84
Naiharn	3.48	6.08	5.83	6.74	4.30	8.76
Bangtao	1.74	2.76	0.83	1.12	3.52	2.92
Maikhao	1.00	3.31	-	-	1.17	2.92
Others	2.24	1.10	0.83	-	0.78	-
<b>Total</b>	100.00	100.00	100.00	100.00	100.00	100.00
Favorite Beach	International Tourist	Domestic Tourist	International Tourist	Domestic Tourist	International Tourist	Domestic Tourist
Patong	<b>68.10</b>	<b>56.41</b>	-	7.69	4.49	13.33
Kata	9.20	12.82	<b>87.20</b>	<b>80.77</b>	14.61	20.00
Karon	5.52	7.70	-	-	<b>71.91</b>	<b>43.33</b>
Surin	4.91	10.26	2.56	3.85	-	6.67
Rawai	-	-	-	-	2.25	3.33
Naiharn	1.84	5.10	5.10	3.85	2.25	3.33
Naiyang	-	2.56	-	3.85	2.25	-
Kamala	1.23	2.56	-	-	-	-
Bangtao	1.23	-	-	-	1.12	3.33
Maikhao	-	-	-	-	-	6.70
Laem Sing Nui	1.23	-	2.55	-	1.12	-
None of	-	2.56	2.55	-	-	-
	6.75	-	-	-	-	-

these						
<b>Total</b>	100.00	100.00	100.00	100.00	100.00	100.00

**Remark: “Bold numbers”** indicate the highest percent within the group

Table 4.30 shows the reason of favorite on Patong, Kata and Karon beaches. Most international tourists who visited Patong beach thought Patong beach was the favorite beach because they never visited other beaches. The result implied that most tourists selected Patong beach as the first choice of all Phuket beach because of its reputation and convenient to access. The other reason was Patong beach closed to accommodation. Patong beach contained of full tourism services and alternative accommodations, many accommodations were opposite to the beach so that tourists could walk passing the street to the beach within 5 minutes and these were very convenient for them.

Domestic tourists who visited Patong thought Patong was the favorite beach, 20% thought because Patong has beautiful surroundings. Nevertheless, some domestic tourists who visited Kata and had visited Patong thought Patong was the favorite beach because there are lots of shops and restaurants nearby Patong beach. There were 10% of domestic tourists who visited Karon thought they preferred Patong than Karon because there were a lot of activities. Most international tourists who visited Kata beach, nearly 40% thought Kata beach was the favorite beach because it had peacefulness and privacy while domestic tourists, nearly 40% thought Kata beach was beautiful beach. There were some tourists who visited Patong and Karon but thought Kata was the favorite beach because it had peacefulness and was beauty. The reasons that tourists thought Karon beach was the favorite were similar to result of Kata beach. The majority of international tourists favored the peacefulness and privacy, whereas domestic favored the beauty of Karon beach.

The other small beaches, the major reasons of favorite, were peacefulness and privacy and were beauty.

The opinion on the beach between international and domestic tourists was difference. International tourists considered on peacefulness of the beach while domestic considered on the beauty of the beach. Most domestic tourists preferred lively atmosphere, while international tourists preferred privacy. Tourists favored Patong because it located near accommodation, beauty, clean and lots of shops and restaurants, whereas tourists favored Kata since it was privacy and peacefulness, beauty, cleanliness, lots of trees and had big waves, and tourists favored Karon because Karon beach was privacy and beauty.

**Table 4.30 Percentage distribution of reason of favorite beach, comparison between international and domestic tourists, classified by beaches (Patong, Kata, Karon)**

Beach	Patong		Kata		Karon	
	International Tourist	Domestic Tourist	International Tourist	Domestic Tourist	International Tourist	Domestic Tourist
<b>Patong</b>	<b>68.10</b>	<b>56.41</b>	0.00	7.69	4.49	13.33
Close to hotel	6.13	12.82	-	-	-	-
Cleanliness	4.91	2.56	-	-	-	-
Lots of shops	4.29	2.56	-	7.69	-	-
Atmosphere	3.68	-	-	-	-	-
Lots of activities	2.45	2.56	-	-	-	3.33
Friendly people	2.45	-	-	-	-	-
Privacy	0.61	-	-	-	-	-
Beauty	-	20.51	-	-	-	-
Lively	-	7.69	-	-	-	-



Length/Size	1.84	2.56	-	-	-	-
White sand	-	-	-	-	1.12	-
Good for swim	-	-	-	-	1.12	-
I like it	-	-	-	-	2.25	10.00
Never visit others	41.72	5.13	-	-	-	-
<b>Kata</b>	<b>9.20</b>	<b>12.82</b>	<b>87.20</b>	<b>80.77</b>	<b>14.61</b>	<b>20.00</b>
Privacy	4.29	5.13	38.46	-	2.25	3.33
Nice water for swim	1.23	-	5.13	-	-	-
Cleanliness	1.84	-	12.82	3.85	-	-
Atmosphere	1.84	-	-	-	-	-
Beauty	-	7.69	2.56	38.46	5.62	16.67
Lots of trees	-	-	-	15.38	-	-
The favorite	-	-	-	11.54	5.62	-
Big waves	-	-	7.69	-	1.12	-
Close to hotels	-	-	-	3.85	-	-
Not commercial	-	-	2.56	3.85	-	-
Safety	-	-	5.13	-	-	-
White sand	-	-	5.13	-	-	-
Never visit others	-	-	7.69	3.85	-	-

**Table 4.30 (continued)**

Beach	Patong		Kata		Karon	
	International Tourist	Domestic Tourist	International Tourist	Domestic Tourist	International Tourist	Domestic Tourist
<b>Karon</b>	5.52	7.70	0.00	0.00	<b>71.91</b>	<b>43.33</b>
Privacy	4.91	5.13	-	-	16.85	3.33
Atmosphere	0.61	-	-	-	-	-
Cleanliness	-	2.56	-	-	5.62	-
I like it	-	-	-	-	12.36	10.00

Beauty	-	-	-	-	7.87	23.33
Big waves	-	-	-	-	3.37	-
White sand	-	-	-	-	1.12	-
Size/Length	-	-	-	-	-	3.33
Never visit others	-	-	-	-	24.72	3.33
<b>Kamala</b>	1.23	2.56	0.00	0.00	0.00	0.00
Privacy	0.61	-	-	-	-	-
Cleanliness	0.61	-	-	-	-	-
Romantic	-	2.56	-	-	-	-
<b>Surin</b>	4.91	10.26	2.56	3.85	0.00	6.67
Privacy	2.45	-	2.56	3.85	-	-
Cleanliness	1.84	-	-	-	-	-
Beauty	-	2.56	-	-	-	3.33
Clear water	-	5.13	-	-	-	-
Length/Size	-	2.56	-	-	-	-
Never visit others	0.61	-	-	-	-	-
I like it	-	-	-	-	-	3.33
<b>Naiharn</b>	1.84	5.10	5.10	3.85	2.25	3.33
Privacy	1.84	2.56	5.10	3.85	-	3.33
Beauty	-	2.56	-	-	1.12	-
I like it	-	-	-	-	1.12	-

**Table 4.30 (continued)**

Beach	Patong		Kata		Karon	
	International Tourist	Domestic Tourist	International Tourist	Domestic Tourist	International Tourist	Domestic Tourist
<b>Bangtao</b>	1.23	0.00	0.00	0.00	1.12	3.33
Privacy	1.23	-	-	-	-	-
Beauty	-	-	-	-	1.12	3.33
<b>Naiyang</b>	0.00	2.56	0.00	3.85	2.25	0.00
Beauty	-	2.56	-	3.85	1.12	-
I like it	-	-	-	-	1.12	-
<b>Rawai</b>	0.00	0.00	0.00	0.00	2.25	3.33
Privacy	-	-	-	-	1.12	3.33
I like it	-	-	-	-	1.12	-
<b>Maikhao</b>	0.00	0.00	0.00	0.00	0.00	6.70
Privacy	-	-	-	-	-	3.33
I like it	-	-	-	-	-	3.33
<b>Laem Sing</b>	1.23	0.00	2.55	0.00	1.12	0.00
Privacy	0.61	-	-	-	-	-
Cleanliness	0.61	-	-	-	-	-
Not commercial	-	-	2.55	-	-	-
Good for swim	-	-	-	-	1.12	-
<b>Nui</b>	0.00	2.56	2.55	0.00	0.00	0.00
Romantic	-	2.56	-	-	-	-
Not commercial	-	-	2.55	-	-	-
<b>None of these</b>	6.75	-	-	-	-	-
Never visit others	6.75	-	-	-	-	-
<b>Total</b>	6.75	0.00	0.00	0.00	0.00	0.00

Table 4.31 shows the world's most impressive beaches (3 beaches combined). The majority of international tourists thought beaches in West Australia were the most impressive in

the world. Patong beach came second, Kata beach and Thailand's beaches ranked third.

In summary, there were many beaches in Australia that international tourists thought were most impressive, such as White Heaven beach, beaches on the Gold Coast and in Queensland State. However, many international tourists thought beaches in Thailand were also impressive, ranking as 9 of the 23 most impressive beaches.

In addition, the domestic sample group thought Phuket beaches were the most impressive beaches (25%). In second place, they placed Patong beach and Kata beach was third. Furthermore, nearly Thailand's beaches impressed 100% of the domestic sample groups. The results implied that Thailand's domestic tourists are proud of their country's beaches, just as many Australians find the beaches in their own nation to be the most impressive.

**Table 4.31 Percentage distribution of the world's most impressive beaches according to international and domestic tourists (3 beaches combined)**

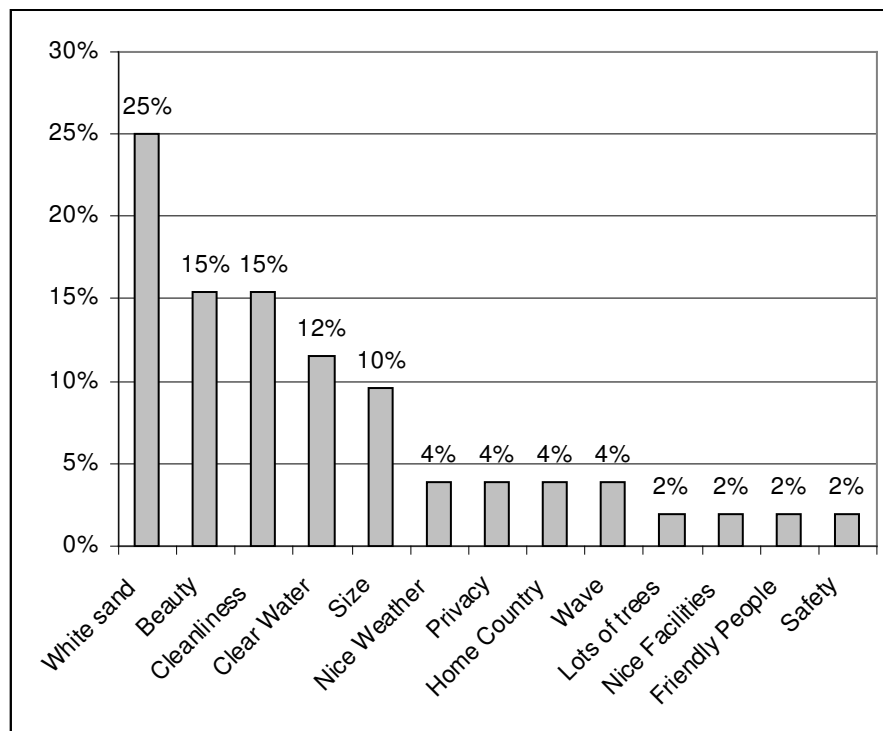
<b>International Tourist</b>		<b>Domestic Tourist</b>	
(1) Beaches of West Australia	8.24	(1) Phuket Beach	25.00
(2) Patong Beach/Thailand	7.45	(2) Patong Beach	17.50
(3) Kata Beach/Thailand	5.49	(3) Kata Beach	11.25
(3) Beaches of Thailand	5.49	(4) Samui	8.75
(4) Phi-Phi/Thailand	4.31	(5) Karon Beach	7.50
(4) White heaven beach/AUS.	4.31	(6) Samed	6.25
(5) Maldives	3.92	(7) Phi-Phi	5.00
(6) Karon Beach/Thailand	3.53	(8) Hua-hin	3.75
(7) Samui / Thailand	3.14	(9) Others	15.00
(7) Gold Coast/ Australia	3.14	<b>Total</b>	100.00
(8) Bali/ Indonesia	2.35		
(9) Veradero/ Cuba	1.96		
(10)Queensland/Australia	1.57		
(10) Pangan Island/Thailand	1.57		
(10) Phuket	1.57		
(10) Cancun/Mexico	1.57		
(10) Guatery/France	1.57		
(11) Fiji	1.18		

(11) Jamaica	1.18		
(11) Goa/India	1.18		
(11) Daytona	1.18		
(11) Railey/Krabi Thailand	1.18		
(11) Shingoville/ Cambodia	1.18		
(12) Others	31.76		
<b>Total</b>	<b>100.00</b>		

Figures 4.5 and 4.6 show the reasons for the selection of impressive beaches by international and domestic tourists. Most international tourists were impressed by the beaches in West Australia because they have white sand and are beautiful and clean, whereas the majority of domestic tourists thought Phuket beaches were the most impressive because Phuket beaches are beautiful, have pleasant natural environment and are clean. The results imply that impressive beaches must be beautiful and clean. The environment is the most important factor in impressing tourists.

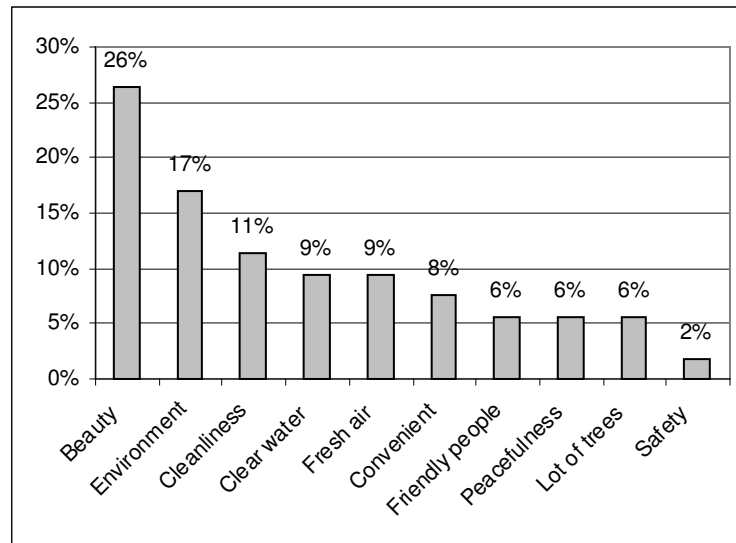
**Figure 4.5 Percentage distribution of reasons for being impressed beaches among international tourists (3 beaches combined)**

### **West Australia Beaches**



**Figure 4.6 Percentage distribution of reasons for being impressed beaches among domestic tourists (3 beaches combined)**

### **Phuket Beach**



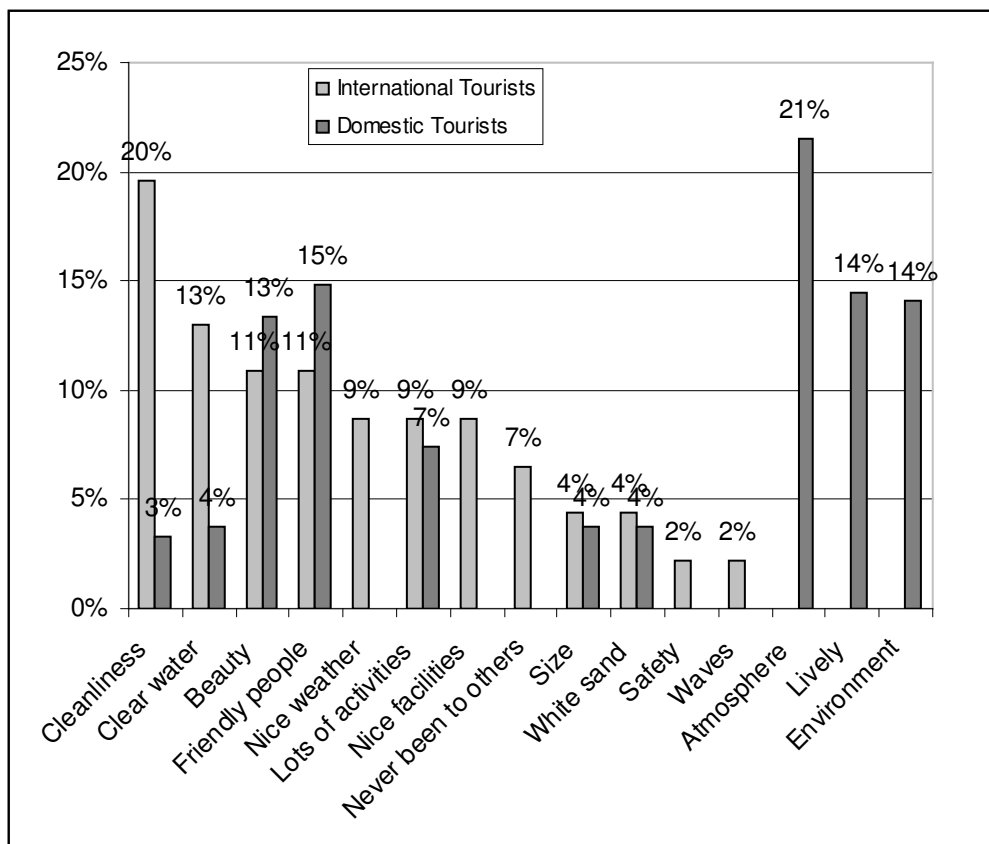
However, the most impressive beach for both international and domestic tourists was Patong beach. The majority of international tourists, nearly 20%, were impressed by Patong because the beach was clean, whereas domestic tourists, around 20 %, were impressed by Patong because of its ambience. International tourists also thought Patong beach had clear water



while domestic tourists thought Patong was impressive since it had friendly people and was lively.

**Figure 4.7 Percentage distribution of reasons for being impressed beach among the tourists' sample group (3 beaches combined)**

### Patong Beach



Tables 4.32, 4.33 and 4.34 shows the world's most impressive beaches as rated by tourists who visited Patong, Kata and Karon beaches, respectively.

**Table 4.32 Percentage distribution of the world's most impressive beaches according to international and domestic tourists who visited Patong beach**

<b>Beach International Tourist</b>		<b>Beach Domestic Tourist</b>	
(1) Patong	12.84	(1) Patong	27.78
(1) West Australia	12.84	(2) Samed Island	13.89
(3) Maldives	4.73	(2) Phuket	13.89
(3) Thailand	4.73	(3) Phi-Phi	5.56
(3) Phi-Phi	4.73	(3) Trang	5.56
(4) White heaven /Australia	3.38	(3) Krabi	5.56
(5) Phuket	2.70	(4) Others	27.80
(5) Bali/Indonesia	2.70	<b>Total</b>	100.00
(5) Cancun/Mexico	2.70		
(6) Spain	2.03		
(6) Queensland/Australia	2.03		

(6) Guetary/France	2.03
(6) Gold Coast Beach/Australia	2.03
(6) Lamai Beach/Samui	2.03
(6) Chaweng/Samui	2.03
(6) Daytona Beach	2.03
(6) Railey/Krabi	2.03
(7) Cuba	1.35
(7) Borocay/Philippines	1.35
(7) Koh Pangan	1.35
(7) Rhodos/Greece	1.35
(7) Racha Yau Beach	1.35
(7) Jamaica	1.35
(7) Puerto Vallarta/Mexico	1.35
(7) Capetown	

	1.35
(7) Canary Island	1.35
(7) Goa	1.35
(8) Others	18.91
<b>Total</b>	100.00

**Table 4.33 Percentage distribution of the world's most impressive beaches according to**

**international and domestic tourists who visited Kata beach**

	<b>Beach International Tourist</b>		<b>Beach Domestic Tourist</b>
(1) Kata Beach	27.78	(1) Phuket Beach	48.28
(2) Manly/Sydney	5.56	(2) Kata Beach	24.24
(2) Varadero/Cuba	5.56	(3) Surin Island	10.34
(2) Trincomalee/ Srilanka	5.56	(4) Chaweng/Samui	6.90
(3) Others	55.60	(4) Phi-Phi Island	6.90
<b>Total</b>	100.00	(5) Patong Beach	3.45

**Table 4.34 Percentage distribution of the world's most impressive beaches according to**

**international and domestic tourists who visited Karon beach**

	<b>Beach International Tourist</b>		<b>Beach Domestic Tourist</b>
(1) Karon	11.84	(1) Karon	28.57
(2) Thailand	9.21	(2) Samui	19.05
(3) Gold coast/Australia			

	6.58	(3) Patong	
(3) Australia			14.09
	6.58	(4) Hua-hin	
(4) Kata			9.52
	5.26	(5) Others	
(5) Maldives			28.56
	3.95	<b>Total</b>	
(5) Phi-Phi			100.00
	3.95		
(5) Shingon Ville/ Cambodia			
	3.95		
(6) Broome/West Australia			
	2.63		
(6) Pangan Island			
	2.63		
(6) Plantation Island/Fiji			
	2.63		
(6) Samui Island			
	2.63		
(6) Manando/Indonesia			
	2.63		
(6) Hawaii			
	2.63		
(6) Bali			
	2.63		
(7) Others			
	30.33		

**Total**

100.00

The reasons given for the selection of the most impressive beaches were presented in table 4.35. Most international tourists thought a beach with clear water was the most impressive while domestic tourists valued the beauty of the beach. The other important factors considered by international tourists were cleanliness of the beach, beauty and privacy and peacefulness. On the other hand, domestic tourists considered clear water in second place, although atmosphere and cleanliness were also important factors. The differences between them were that international tourists also considered the waves and suitability for swimming as well as the number of vendors on the beach, since some tourists require privacy and relaxation.

**Table 4.35 Percentage distribution of reasons for being impressed by beaches among international and domestic tourists (3 beaches combined)**

<b>Reason</b>	<b>International Tourists</b>	<b>Domestic Tourists</b>	<b>Total</b>
Beauty	12.68	<b>21.21</b>	<b>16.95</b>
Clear water	<b>15.00</b>	13.53	14.27
Clean beach	14.09	8.25	11.17
Peacefulness & Privacy	11.07	5.80	8.44
White sand	9.71	4.37	7.04
Not developed/ Natural	3.23	8.74	5.99
Atmosphere	2.99	8.48	5.74
Nice weather	3.60	0.31	3.91
Friendly people	4.22	5.00	2.50
Convenient	0.84	3.33	2.09
Nice facilities	2.66	1.50	2.08
Waves for surfing	4.00	-	2.00
Size/Length	3.02	0.84	1.93
Lots of trees	0.65	3.09	1.87
Lively/Fun	0.52	2.89	1.71
Lots of activities	0.75	2.53	1.64
Good for swim	2.37	-	1.19
Fresh Air	-	2.12	1.06
Beautiful sea life	2.89	1.79	0.90
Safety	1.17	0.58	0.88
Never been to others	0.63	1.06	0.85
Close to accommodation	-	1.57	0.79
Home country	1.21	-	0.61
Reasonable price	0.86	0.31	0.59



No vendors on the beach	1.03	-	0.52
Home country	0.44	0.32	0.38
My Favorite	-	0.38	0.19
<b>Total</b>	100.00	100.00	100.00

**Remark: “Bold numbers”** indicate the highest percent within the group

The most important factors that encourage tourists to visit a beach are presented in table 4.36. The five most important factors that encourage tourists to visit a general beach were **quality, peaceful and private, convenient, safety and close to accommodation**. There were different opinions between them, as follows: domestic tourists rated the convenience higher than international tourists. International tourists considered proximity to accommodation more important than domestic tourists did. More international tourists want to try out a beach they never visited than domestic tourists do, and many domestic tourists thought the reputation of a beach was a more important factor that encouraged them to visit a beach than international tourists did.

Moreover, international tourists thought alternative beach activities were also a more important factor that encouraged them to visit a beach than domestic tourists, since more international tourists used beach activities services on the beach; domestic tourists preferred to walk on the beach.

Up to 25% of the tourists knew Patong, Kata and Karon beaches because friends and relatives recommended them. However, the majority of domestic tourists, nearly 30%, had visited Patong, Kata and Karon before. Many more international tourists knew these three beaches from reading magazines and brochures (up to 20%) and searching the Internet (more than 10%) and they knew of these beaches because they are close to accommodations.

Domestic tourists were more aware of these three beaches from tourism authority of Thailand’s public relations

efforts than international tourists were. In summary, tourists knew these three beaches from the following five most important factors: **friends' and relatives' recommendations, prior visits, magazines and brochures, searching from the Internet and travel agents' recommendations.**

Most of them said they chose to visit these three beaches due to the quality of the beaches. However, there were a higher percentage of domestic tourists visited these beaches because of the beaches' reputations. In summary, the five most important factors which encouraged tourists to visit Patong, Kata and Karon were: **quality, proximity to accommodation, reputation, convenient to access and privacy.** These results are similar to the five most important factors that encourage tourists to visit a general beach, except for reputation.

**Table 4.36 Percentage distribution of factors that encourage tourists to visit a beach, comparison between international and domestic tourists (3 beaches combined)**

Factor	International Tourist	Domestic Tourist	Total
<b>Factors that encourage tourists to visit a general beach</b>	100.00	100.00	100.00
Quality (Beautiful, clean, etc.)	<b>18.74</b>	<b>18.00</b>	<b>18.37</b>
Peaceful and private	16.75	15.47	16.11
Safety and security	10.99	11.33	11.16
Close to accommodation	10.02	7.97	9.00
Convenient to go	8.02	15.06	11.54
Quality of tourism services	6.10	6.87	6.49
Want to try out	7.17	3.81	5.49
Friends and relatives recommended	5.96	6.03	6.00
Alternative beach activities	4.16	1.37	2.76
Reputation	4.31	10.11	7.21
Advertising on media	3.22	4.98	4.10
<b>Factors that made tourists aware of these beaches</b>	100.00	100.00	100.00
Friends and relatives recommended	<b>24.08</b>	26.89	<b>25.49</b>
Have visited	19.60	<b>28.06</b>	23.83
Magazines/brochures		9.33	14.91
Searching from the internet	20.48	12.33	10.71
Travel Agent recommended	10.28	6.93	8.61
Travel exhibition in their country	3.14	5.27	4.21
Tourism Authority of Thailand	3.26	9.82	6.54
Corporate arrangement	2.17	3.17	2.67
Close to accommodation	4.42	0.68	2.55
Others	0.24	0.78	0.51
<b>Factors that encourage tourists to visit these beaches</b>	100.00	100.00	100.00
Close to accommodation	16.27	14.55	15.41
Quality	<b>17.20</b>	14.70	<b>15.95</b>

Convenient to go	10.38	12.00	11.19
Complete tourism services	6.11	5.64	5.88
Reputation	9.25	<b>14.74</b>	12.00
Want to try out	11.09	4.10	7.60
Friends and relatives recommended	7.25	9.45	8.35
Alternatives beach activities	2.64	1.71	2.18
Safety and security	4.33	5.34	4.84
See from media	4.02	1.88	2.95
Peaceful and private	8.82	12.55	10.69
Including in tour program	1.13	2.85	1.99
Others	1.53	0.48	1.00

**Remark: “Bold numbers”** indicate the highest percent within the group

Table 4.37 presents the important factors that encourage international tourists to visit a general beach. Most of them thought that the most important factor was quality of a beach, whereas many domestic tourists who visited Karon thought convenient to access was also an important factor.

**Table 4.37 Percentage distribution of factors that encourage tourists to visit a general beach, comparison between international and domestic tourists, classified by beaches (Patong, Kata, Karon)**

Factor	Patong		Kata		Karon	
	Int'l Tourist	Domestic Tourist	Int'l Tourist	Domestic Tourist	Int'l Tourist	Domestic Tourist
Quality	<b>18.28</b>	<b>15.16</b>	<b>19.02</b>	<b>18.00</b>	<b>18.93</b>	20.85
Peacefulness & Privacy	14.33	13.19	17.53	15.32	18.38	17.93
Safety and security	11.60	10.59	9.97	9.40	11.39	14.04
Close to accommodation	10.92	6.03	11.02	14.90	8.11	2.97
Convenient to go	8.76	12.41	6.78	10.64	8.51	<b>22.16</b>
Quality of tourism services	7.72	7.42	1.11	6.85	9.48	6.36
Want to try out	7.11	4.08	9.77	4.05	4.64	3.33
Friends and relatives recommended	6.04	6.78	5.90	8.67	5.93	2.66
Alternative beach activities	5.74	3.43	3.18	0.69	3.57	-

Reputation	5.71	13.00	-	9.33	7.23	8.00
Advertising on media	3.79	9.81	2.06	2.14	3.81	2.99
<b>Total</b>	100.00	100.00	100.00	100.00	100.00	100.00

**Remark: “Int’l”** indicates International Tourist

**“Bold numbers”** indicate the highest percent within the group

Table 4.38 presents the important factors that made tourists aware of Patong, Kata and Karon beaches. Most international and domestic tourists who visited Patong beach knew Patong because of their friends’ and relatives’ recommendations, some domestic tourists (nearly 30%) had visited Patong beach before. Secondly, international tourists had visited Patong previously, and, thirdly, they read about it in magazines and brochures.

In summary, the five most important factors to make tourists aware of Patong beach were **friends and relatives recommended, had visited it before, reading about it in magazines and brochures, travel agents’ recommendations and searching the Internet.**

For Kata beach, international tourists knew the beach because they read about it in magazines and brochures, whereas domestic tourists knew Kata from friends’ and relatives’ recommendations. In summary, the five most important factors to make tourists aware of Kata beach were **friends’ and relatives’ recommendations, had visited it before, read about it in magazines and brochures, searching the Internet and travel agents’ recommendations.**

For Karon beach, the majority of international tourists knew the beach from friends’ and relatives’ recommendations. Domestic tourists knew Karon beach because they had visited it before. In summary, the five most important factors to make

tourists aware of Kata beach were: **they had visited it before, friends' and relatives' recommendations, magazines and brochures, searching the Internet and travel agents' recommendations.**

There were some differences in the results concerning the five most important factors. However, it could be summarized that the five most important factors allowing tourists to be aware of Patong, Kata and Karon beaches were **friends' and relatives' recommendations, had visited it before, reading about it in from magazines and brochures, searching the Internet and travel agents' recommendations,** along the same lines as the results indicated in table 4.36.

**Table 4.38 Percentage distribution of factors that make tourists aware of these three beaches, comparison between international and domestic tourists, classified by beaches (Patong, Kata, Karon)**

Factor	Patong		Kata		Karon	
	Int'l Tourist	Domestic Tourist	Int'l Tourist	Domestic Tourist	Int'l Tourist	Domestic Tourist
Friends and Relatives recommended	<b>28.89</b>	<b>29.73</b>	23.21	<b>32.56</b>	<b>20.14</b>	18.37
Have visited	22.96	<b>29.73</b>	17.86	27.91	17.99	<b>26.53</b>
Magazines/brochures	16.67	10.81	<b>26.79</b>	6.98	17.99	10.20

Search from the internet	11.85	5.41	7.14	11.63	17.99	10.20
Travel Agent recommended	11.48	9.46	7.14	9.30	12.23	2.04
Travel exhibition in their country	2.96	2.70	3.57	6.98	2.88	6.12
Tourism Authority of Thailand	2.22	10.81	1.79	2.33	5.76	16.33
Corporate arrangement	2.22	1.35	3.57	-	0.72	8.16
Close to accommodation	-	-	8.93	-	4.32	2.04
Others	0.74	-	-	2.33	-	-
<b>Total</b>	100.0	100.00	100.00	100.00	100.00	100.00

**Remark: “Int’l”** indicates International Tourist

**“Bold numbers”** indicate the highest percent within the group

Table 4.39 presents the important factors that encourage tourists to visit Patong, Kata and Karon beaches. The most important factor that encouraged international tourists to visit Patong beach was its proximity to accommodations, whereas the majority of domestic tourists thought reputation was the most important factor. In summary, the five most important factors that encourage tourists to visit Patong beach were **reputation, proximity to accommodations, quality, convenient access and complete tourism services.**

For Kata beach, the majority of international tourists thought the quality of the beach was the most important factor whereas the majority of domestic tourists thought Kata beach was close to accommodation so it encouraged them to visit the beach. In summary, the five most important factors that encourage



tourists to visit Kata beach are **proximity to accommodations, quality, peacefulness, convenient access and reputation.**

For Karon beach, the majority of tourists, both international and domestic thought the quality of Karon beach was the most important factor that encouraged them to visit. In summary, the five most important factors that encourage tourists to visit Karon beach were: **quality, proximity to accommodations, peacefulness, convenient access and wanting to try it out.**

Tourists who visited Kata and Karon beaches wanted peaceful and private beaches, whereas Patong tourists wanted complete tourism services. Apart from quality, proximity to accommodations, convenient access and reputation of the beach were also among the five most important factors that encouraged tourists to visit the beach. Kata and Karon beaches had similar results. However the different factors were reputation and wanting to try them out. The results imply that reputation also encouraged tourists to try out the beach.

**Table 4.39 Percentage distribution of factors that encourage tourists to visit these three beaches, comparison between international and domestic tourists, classified by beaches (Patong, Kata, Karon)**

Reason	Patong		Kata		Karon	
	Int'l Tourist	Domestic Tourist	Int'l Tourist	Domestic Tourist	Int'l Tourist	Domestic Tourist
Close to accommodation	<b>16.89</b>	9.17	13.89	<b>20.00</b>	18.02	14.49
Quality	14.64	11.01	<b>17.59</b>	15.71	<b>19.37</b>	<b>17.39</b>
Convenient to go	12.39	10.09	10.19	11.43	8.56	14.49
Complete tourism services	10.59	8.26	2.78	2.86	4.95	5.80
Reputation	9.46	<b>28.44</b>	10.19	10.00	8.11	5.80
Want to try out	9.46	3.67	13.89	4.29	9.91	4.35
Friends and Relatives recommended	9.01	8.26	4.63	14.29	8.11	5.80
Alternatives activities	4.73	3.67	0.93	-	2.25	1.45
Safety and security	4.28	7.34	5.56	1.43	3.15	7.25
See from media	3.83	2.75	4.63	-	3.60	2.90
Peaceful and private	2.70	4.59	12.04	18.57	11.71	14.49
Including in tour program	1.58	2.75	-	-	1.80	5.80
Others	0.45	-	3.70	1.43	0.45	-
<b>Total</b>	100.00	100.00	100.00	100.00	100.00	100.00

**Remark: “Int’l”** indicates International Tourist  
**“Bold numbers”** indicate the highest percent within the group

Table 4.40 presents activities preferred by international and domestic tourists when they visit the beach. The majority of international tourists said they enjoyed sun bathing as well as swimming, whereas the majority of domestic tourists enjoyed going for a walk. However, in the three beaches' combined results, both groups of tourists enjoyed going for a walk and swimming the most.

The majority of the tourists sample group thought there were no further activities they expected to find on these three beaches. However, the most expected activities were beach sports such as beach volleyball and beach football. Some international tourists wanted more shops, cafes and restaurants nearby Kata and Karon beaches since there were not many shops and restaurants nearby. However, if there were too many restaurants nearby, the beaches would not look as tidy and as natural as it they do.

Some domestic tourists wanted environmental preservation activities such as a big cleaning day on the beach to preserve the natural environment and keep clean the beaches. It was very good idea to conserve and preserve the environment and build sustainable environmental awareness among children as well as all concerned. Furthermore, many tourists expected beach guards to take care of them.

At present, there are no toilets and showers or lockers on the beach, hence many tourists wanted more toilets and showers and lockers for personal items to safeguard their property. As tourists had to rent sun beds and chairs on the beach if they wanted to enjoyed sun bathing, therefore some of them

wanted more of these free of charge. Some international tourists wanted topless sun bathing but this affects to Thai tradition and sustainable tourism.

According to the majority, up to 70% of tourists wanted no more activities on the beaches. It implies that the beach activities that exist are good. Furthermore, it was good for sustainable tourism because less development on the beaches could conserve the natural environment and still satisfy tourists.

**Table 4.40 Percentage distribution of preferred activities and new activities, comparison between international and domestic tourists (3 beaches combined)**

<b>Factor</b>	<b>International Tourist</b>	<b>Domestic Tourist</b>	<b>Total</b>
<b>Preferred Activity</b>	100.00	100.00	100.00
Sun bathing	<b>37.39</b>	6.39	21.89
Swimming	37.20	22.50	29.85
Enjoying water sports	10.93	10.28	10.60
Going for a walk	9.25	<b>58.61</b>	<b>33.93</b>
Massage	2.92	2.22	2.57
Reading books	2.31	-	1.16
<b>New Activity</b>	100.00	100.00	100.00
None	<b>79.48</b>	<b>61.19</b>	<b>70.34</b>
More beach sports	2.38	21.09	11.73
More water sports	8.21	7.75	7.98
Environmental preservation	-	2.56	1.28
More shops and restaurants	4.08	1.23	2.65
More toilets/showers	3.35	-	1.68
Recall of Tsunami ceremony	-	0.85	0.43

Locker for personal items	0.83	-	0.42
Topless Sunbathing	0.47	-	0.24
Snorkeling	0.47	-	0.24
Boating	1.68	2.09	1.89
Baywatch Guard	0.47	4.19	2.33
More lawn under trees/seats	0.24	1.11	0.68

**Remark: “Bold numbers”** indicate the highest percent within the group

Table 4.41 shows preferred activities to do on Patong, Kata and Karon, respectively. The majority of international tourists who visited Patong beach preferred sun bathing, whereas the majority of domestic tourists preferred going for a walk.

On Kata beach, the most preferred activities for international tourists were swimming as well as sun bathing (up to 40%, per activity). Domestic tourists who visited Kata beach preferred going for a walk (up to 50%) and second place was swimming as there were many tourists who thought Kata beach had clear water and was good for swimming.

On Karon beach, the majority of international tourists enjoyed swimming and secondly, enjoyed sun bathing, while most domestic tourists who visited Karon beach enjoyed going for a walk.

In summary, the majority of international tourists preferred sun bathing as well as swimming, whereas the majority of domestic tourists preferred going for a walk. However, domestic tourists who visited Kata and Karon preferred swimming to domestic tourists who visited Patong. The highest percentage of tourists preferred enjoying water sports at Patong beach since there were more water sports available on Patong than Karon and Kata. Only international tourists preferred reading books on the beach.

**Table 4.41 Percentage distribution of preferred activities, comparison between**

**international and domestic tourists, classified by  
beaches  
(Patong, Kata, Karon)**

Activity	Patong		Kata		Karon	
	Internat ional Tourist	Domes tic Touris t	Internat ional Tourist	Domes tic Touris t	Internatic onal Tourist	Dome stic Touri st
Sun bathing	<b>38.86</b>	2.50	42.50	3.33	30.85	13.33
Swimming	26.86	7.50	<b>47.50</b>	33.33	<b>37.23</b>	26.67
Enjoying water sports	17.14	7.50	5.00	6.67	10.64	16.67
Going for a walk	11.43	<b>82.50</b>	2.50	<b>53.33</b>	13.83	<b>40.00</b>
Massage	3.43	-	-	3.33	5.32	3.33
Reading books	2.29	-	2.50	-	2.13	-
<b>Total</b>	100.00	100.00	100.00	100.00	100.00	100.0 0

**Remark:** “**Bold numbers**” indicate the highest percent within the group

Table 4.42 shows new activities tourists wanted to find on Patong, Kata and Karon beaches. Almost all thought they needed no other activities on the beach, except domestic tourists who visited Kata beach, who wanted more beach sports such as volleyball and football matches on the beach. The majority of international tourists who visited Kata were satisfied with the

activities as well as the peacefulness and private atmosphere on the beach.

Only international tourists wanted more toilets, showers and lockers for personal items since the majority of them preferred sun bathing and swimming. The highest percentage of international tourists who wanted more toilets and showers on Kata beach since there was only one location of toilets and showers to facilitate the tourists. This was inconvenient. Some tourists wanted more shops and restaurants near the beach, more on Kata and Karon beaches than Patong. However, there are crowded shops and restaurants nearby Patong beach.

Some domestic tourists on Patong beach wanted more activities concerned with environmental preservation. They thought it would sustain the beach's cleanliness since many tourists visit Patong beach and it has more garbage management problems than other beaches. Therefore, if the authorities set up traditional activities to conserve and preserve environment, it would be a great benefit to the beach.

**Table 4.42 Percentage distribution of desired new activities to find on a beach, comparison**

**between international and domestic tourists,  
classified by beaches  
(Patong, Kata, Karon)**

Expected Activity	Patong		Kata		Karon	
	Int'l Tourist	Domes tic Touris t	Int'l Tour ist	Domes tic Touris t	Int'l Tour ist	Domes tic Touris t
None	<b>78.72</b>	<b>76.92</b>	<b>77.50</b>	33.33	<b>82.22</b>	<b>73.33</b>
More beach sports	3.55	5.12	2.50	<b>48.15</b>	1.11	10.00
More water sports	8.50	5.12	5.00	14.81	11.11	3.33
Environmental preservation	-	7.69	-	-	-	-
More shops/ Cafe/Restaurants	1.42	-	7.50	3.70	3.33	-
More toilets/showers /Lockers	2.84	-	7.50	-	2.22	-
Recall of Tsunami ceremony	-	2.56	-	-	-	-
Topless Sunbathing	1.42	-	-	-	-	-
Snorkeling	1.42	-	-	-	-	-
Baywatch Guard	1.42	2.56	-	-	-	10.00
More lawn under trees/seats	0.71	-	-	-	-	3.33
<b>Total</b>	100.00	100.00	100.00	100.00	100.00	100.00

**Remark: “Int’l”** indicates International Tourist

**“Bold numbers”** indicate the highest percent within the group

Table 4.43 shows visits, intention of revisit and things to be done to improve tourists’ next vacations. The majority of



international tourists visited these three beaches for the first time, while the majority of domestic tourists had visited them more than five times. In total, most of them visited the beaches 1 - 3 times (up to 60%). Domestic tourists visited more frequently than international tourists due to the shorter distance and greater convenience in visiting.

The majority of tourists, nearly 90%, would like to visit these beaches again, whereas only 1 -2% would not, and around 10 % were not sure.

Most tourists had a good time on these beaches because these beaches were beautiful. Some international tourists said they would like to visit these beaches again because they were attracted by the friendly people and lots of activities. A higher percentage of international tourists were fond of the cleanliness and privacy of the beach than domestic tourists was. Domestic tourists wanted to take family and others people to visit the beach because they thought the environment was very nice. Few tourists said they would not like to visit again because it was not the nicest beach they had been to. Some thought the beach was dirty and some were disturbed by noise so they wanted to find a quieter beach. Some tourists were not sure to visit these beaches again because the majority of international tourists wanted to try other beaches. The majority of domestic tourists would be back if they could, (up to 20%).

**Table 4.43 Percentage distribution of visits and intention of revisit, comparison between international and domestic tourists (3 beaches combined)**

	<b>International Tourist</b>	<b>Domestic Tourist</b>	<b>Total</b>
<b>Times of visited</b>	100.00	100.00	100.00
First time	<b>42.55</b>	23.33	<b>32.94</b>
2-3 times	31.20	33.06	32.13
4-5 times	7.27	8.61	7.94
More than 5 times	18.98	<b>35.00</b>	26.99
<b>Intention of revisit</b>	100.00	100.00	100.00
Yes	<b>89.02</b>	<b>86.75</b>	<b>87.89</b>
No	1.88	2.22	2.05
Not sure	9.10	11.03	10.07
<b>“Yes”</b>	100.00	100.00	100.00
I like it/Have a good time	<b>23.64</b>	<b>41.94</b>	<b>32.79</b>
Beauty	21.36	18.04	19.70
Lots of activities	5.89	-	2.95
Friendly people	3.57	-	1.79
Convenient to go	3.25	8.88	6.07
Take others to this beach	-	3.66	1.83
Cleanliness	11.85	4.85	8.35
Good to swim	2.32	-	1.16
Privacy	11.59	-	5.80
Natural environment	-	9.52	4.76
Nice weather	0.58	2.38	1.48
If I could come back	1.01	1.19	1.10
Others	2.93	-	1.47
<b>“No”</b>	100.00	100.00	100.00
It was dirty	0.60	-	0.30
Find other peaceful beach	0.30	-	0.15
Not the nicest beach have visited	<b>2.06</b>	-	<b>1.03</b>
Try other beaches	0.30	-	0.15
Too far from home country	0.30	-	0.15
<b>“Not Sure”</b>	100.00	100.00	100.00

Try other beaches	<b>2.66</b>	3.57	<b>3.12</b>
Not the nicest beach have visited	1.48	-	0.74
Not beautiful like old time	-	3.57	1.79
Find other peaceful beach	1.90	-	0.95
If I could come back	2.60	<b>21.43</b>	<b>12.02</b>

**Remark: “Bold numbers”** indicate the highest percent within the group

Table 4.44 shows numbers of times of tourists’ visits to Patong, Kata and Karon beaches. The majority of international tourists were visiting Patong and Karon for the first time, whereas the majority of domestic tourists had visited Patong and Karon more than 5 times. However, the majority of international and domestic tourists had visited Kata beach 2-3 times in all.

**Table 4.44 Percentage distribution of visits, comparison between international and domestic tourists, classified by beaches (Patong, Kata, Karon)**

Time of visited	Patong		Kata		Karon	
	Internat ional Tourist	Domes tic Touris t	Internat ional Tourist	Domes tic Touris t	Internatic onal Tourist	Dome stic Touri st
First time	<b>41.95</b>	30.00	32.50	23.33	<b>53.19</b>	16.67
2-3 times	24.14	22.50	<b>45.00</b>	<b>40.00</b>	24.47	36.67
4-5 times	11.49	12.50	5.00	10.00	5.32	3.33
More than 5 times	22.41	<b>35.00</b>	17.50	26.67	17.02	<b>43.33</b>
<b>Total</b>	100.0	100.00	100.0	100.00	100.0	100.0 0

**Remark: “Bold numbers”** indicate the highest percent within the group

Table 4.45 shows that most of the tourists at all three beaches would like to visit the beach again, (up to 90%). No tourists thought they would not visit Kata beach again.

**Table 4.45 Percentage distribution of intention of revisit, comparison between international and domestic tourists, classified by beaches (Patong, Kata, Karon)**

	Patong		Kata		Karon	
	International Tourist	Domestic Tourist	International Tourist	Domestic Tourist	International Tourist	Domestic Tourist
Yes	<b>83.43</b>	<b>76.92</b>	<b>90.00</b>	<b>90.00</b>	<b>93.62</b>	<b>93.33</b>
No	4.57	-	-	-	1.06	6.67
Not sure	12.00	23.08	10.00	10.00	5.32	-
<b>Total</b>	100.00	100.00	100.00	100.00	100.00	100.00

**Remark: “Bold numbers”** indicate the highest percent within the group

Table 4.46 shows that most tourists who visited Patong beach would like to return because they had a good time and they liked Patong beach. Many international tourists would like to come back again because Patong had lots of beach activities and friendly people.

Most international tourists who visited Kata beach said they would like to come back because of the cleanliness and private atmosphere, whereas most domestic tourists who visited Kata beach wanted to come back because of its beauty and good natural environment.

The majority of international tourists who visited Karon beach wanted to come back because they had a good time

on Karon beach and they thought Karon beach was beautiful. Domestic tourists wanted to return because they had a good time and it was convenient to go to Karon beach.

There were no tourist respondents who visited Kata beach and did not want to visit again. However there were a few international tourists who did not want to visit Patong and Karon beaches again. They thought Patong and Karon were not the nicest beaches they had visited. Furthermore, some international tourists thought Patong beach was too dirty. Noise and vendors on the beach disturbed them. Therefore they wanted to find a more private beach for their next holiday.

Evidently, some tourists hesitated to visit these beaches again. International tourists who visited Patong were not sure to return because they wanted to try other beaches, find more peaceful beaches and because Patong was not the nicest beach they had visited. However, most domestic tourists thought they would return if they could; others wanted to try other beaches and some thought Patong was not as beautiful as it once was. Kata tourists thought they would come back if they could and Karon tourists thought they wanted to try out other beaches.

**Table 4.46 Percentage distribution of reasons to revisit, comparison between international and domestic tourists, classified by beaches (Patong, Kata, Karon)**

Yes/No/Not sure		Patong		Kata		Karon	
		International Tourist	Domestic Tourist	International Tourist	Domestic Tourist	International Tourist	Domestic Tourist
Yes	Have a good time	<b>35.71</b>	<b>42.86</b>	3.03	21.43	<b>31.58</b>	<b>61.54</b>
	Beautiful	16.07	17.86	18.18	<b>28.57</b>	29.82	7.69
	Lots of activities	11.61	-	6.06	-	-	-
	Friendly people	10.71	-	-	-	-	-
	Convenient to go	6.25	3.57	-	-	3.51	23.08
	Take others to this beach	-	7.14	-	-	-	3.85
	Clean	-	3.57	<b>30.30</b>	7.14	5.26	3.85
	Good to swim	0.89	-	6.06	-	-	-
	Private	-	-	24.24	-	10.53	-
	Natural environment	-	-	-	<b>28.57</b>	-	-
	Nice weather	-	-	-	7.14	1.75	-
	If I could come back	-	3.57	3.03	-	-	-
	Others	1.78	-	-	-	7.02	-
No	It was too dirty	1.79	-	-	-	-	-
	Find other peaceful	0.89	-	-	-	-	-
	Not the nicest beach	<b>2.68</b>	-	-	-	<b>3.51</b>	-
	Try other beaches	0.89	-	-	-	-	-
	Too far from home country	0.89	-	-	-	-	-
Not Sure	Try other beaches	<b>4.46</b>	3.57	-	-	<b>3.51</b>	-