

## **CHAPTER 2**

### **RELATED LITERATURE**

Development of Phuket Beaches for Sustainable Tourism: A Case Study of Patong, Kata, Karon starts with reviewing literature, idea, theory, plan and policy, and related research to meet the objectives of this study as follows:

#### 2.1 Introduction to Phuket Tourism:

##### 2.1.1 Phuket tourism's situation

##### 2.1.2 Introduction to Phuket beaches

##### 2.1.3 Recovery plans after Tsunami

#### 2.2 Concepts and theories relevant to sustainable tourism:

##### 2.2.1 Definition of sustainable tourism

##### 2.2.2 Identified concept and principles of sustainable tourism

##### 2.2.3 Sustainable development relevant to coastal tourism

##### 2.2.4 Sustainable tourism relevant to Thailand

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##### 2.2.6 Phuket beaches tourism relevant to sustainable tourism

#### 2.3 Concepts and theories relevant to tourism development:

##### 2.3.1 Goals and components of tourism development

##### 2.3.2 Importance of tourism development

##### 2.3.3 Tourism development policies and plans of Patong, Kata, Karon beaches

#### 2.4 Concepts and theories relevant to environmental impacts from tourism:

##### 2.4.1 Relationship between tourism and the environment

##### 2.4.2 Environmental impacts associated with tourism

#### 2.5 Concepts and theories relevant to the destination stakeholders:

##### 2.5.1 Definition of the destination stakeholders

##### 2.5.2 Concepts and theories relevant to the stakeholders' role in tourism development

#### 2.6 Related research

## 2.1 Introduction to Phuket tourism

### 2.1.1 Phuket tourism's situation

The summary of tourism statistics showed that Phuket tourism is continuing to grow because it is a beautiful tourist destination, has plenty of accommodation, together with tourism services, shopping centers and entertainment. Moreover, Phuket has other supporting factors such as the opening of low cost Airline, spa tourism promotions, and Phuket shopping paradise campaigns. All these important factors encourage tourists to travel to Phuket. The numbers of tourists increased by 18.35 percent, the average length of stay decreased to 4.86 days but the average expenditures increased by 0.92 percent (see Table 2.1). The visitor's spending is around 3,670 Baht a day; the revenues from tourists are 85,670.63 Million Baht.

**Table 2.1 Summary of Phuket Tourism Statistic**

Year	Visitor		Average	Average Expenditure		Revenue	
	Number	Change	Length	/person/day	Change	Million	Change
	(Million)	(%)	(Days)	(Baht)	(%)	(Baht)	(%)
2001	3,789,660	N/A	4.96	3,671.42	N/A	69,669.34	N/A
2002	3,990,702	+ 5.31	4.95	3,641.74	- 0.81	72,599.42	+ 4.21
2003	4,050,077	+ 1.49	4.93	3,635.63	- 0.17	73,263.70	+ 0.91
2004	4,793,252	+ 18.35	4.86	3,669.17	+ 0.92	85,670.63	+ 16.93

**Source:** Tourism Authority of Thailand (2005)

**Table 2.1 (continued)**

Type of Data	Year		Change (%)
	2004	2003	
<b>Visitor</b>	4,793,252	4,050,077	+ 5.31
Thai	1,295,653	1,303,291	- 0.59
Foreigners	3,497,599	2,746,786	+ 27.33
<b>A c c o m m o d a t i o n</b>	579	549	+ 5.46
<b>Establishment</b>			
Rooms	32,076	31,302	+ 2.47
Occupancy Rate ( % )	65.47	57.40	+ 8.07
Average Length of Stay (Day)	3.63	3.74	-
Number of Guest Arrivals	4,234,982	3,508,950	+ 20.69
Thai	964,523	988,299	- 2.41
Foreigners	3,270,459	2,520,651	+ 29.75

**Source:** Tourism Authority of Thailand (2005)

The growth rate of international tourists is 27.33 percent; almost all of them come from European countries, especially England and Germany. Almost all tourists will travel by cars, airplanes, and buses, these being the most popular transportation.

For accommodations, total room numbers are increasing from previous year to 32,076 rooms, or a 2.47 percent increase. The average occupancy is 65.47 percent; increasing from last year 8.07 percent and the average length of stay in accommodation is 3.63 days (TAT, 2005).

### **2.1.2 Introduction to Phuket Beaches**

Phuket Island comprises of many beaches, which provides a variety of landscapes, such as Patong, Kata, Karon, Rawai, Naiyang, Surin, etc. Phuket beaches are very famous among both international tourists and domestic tourists (TAT, 2004) and the top three famous Phuket beaches are Patong, Kata and Karon.

#### **1.) Patong Beach**

Patong is the most famous beach of Phuket. The beach is 4 kilometers length. It is a tourist's center and a nighttime entertainment. There are complex entertainments and tourists facilities. All types of accommodation are provided, from budget to five stars, abundant restaurants and shopping opportunities. There are also travel agencies, car and motorbike rental and a full range of beach activities in Patong.

#### **2.) Kata Beach**

Kata is the smallest and the most peaceful beach of Phuket's three main beaches. Kata was divided into 2 beaches; Kata Noi and Kata Yai. Kata Yai is around 2 kilometers length. It has outstanding landscape, different from Patong and Karon. There is not as much entertainment, general facilities, and beach activities as Patong.

#### **3.) Karon Beach**

Karon is the second famous beach, which is proud of its environment consciousness. Therefore, it is the most up scale of Phuket's beaches. Karon is 4-5 kilometers length and it is the finest sand on Phuket (Further information, see appendix D).

### **2.1.3 Recovery plans after Tsunami**

The Andaman coast was severely damaged from Tsunami on December 26, 2004. There were lots of losses and damage to properties and human life in a wide area penetrating to 6 provinces: Phuket, Phang-nga, Krabi, Ranong, Trang and Satun. This Tsunami affected directly the beaches along the coast in these provinces and the damages were put at about 50,000 Million Baht. Many organizations, both public and private try to put right these damages and local communities also participated in recovering their area of living.

Andaman cluster organization; Phuket, Phang-nga and Krabi held the meeting to find out ways to recover and solve problems from the Tsunami damage. These are summary, ideas and suggestions for Phuket tourism, as follows:

Even though the Andaman coast was affected from the Tsunami, the benefit is clearer sea and cleaner beaches. The government should take this chance to improve the beach management therefore Phuket will be a “World Class Destination”. Furthermore, Phuket needs the beach management programme from the government such as keeping tidy the beach and uses the same colored umbrellas.

If the government wants to boot up Thailand tourism 20 percent, it needs to exactly measurement things such as the Carrying Capacity; for instance Patong can accept 4.5 million tourists a year. The study of the Carrying Capacity in each areas and zoning are needed. The upgrade of tourism destination’s standard has some points that should be a concern. Tambon (District) Administration Organization and Provincial Organization Administration have the authority to do it. They are free to allocate budgets for tourism development but they do not know the government’s plan. Moreover, Phuket does not have proper standards and systems to train human resources so it is an obstruction to upgrade human resources in the tourism industry. It should have training programs provided to everyone, including drivers and vendors. Furthermore, Phuket should have a standard of safety and limit the amount of all vehicles e.g. boat and car. The government should study the relationship between the demand and supply of tourism and Tambon (District) Administration Organization and Provincial Organization Administration should update and obtain policies and strategies from the government.

Everyone knows problems but there is no serious problem solving. Every province wants to develop tourism but it has a different potentiality. Within the Andaman cluster, the province does not have unique and are forced to compete with each other. Each province needs to discover its unique factor. The government should issue regulations to control the Carrying Capacity, as in some other countries, and control the number of rooms and support human resources training. The core product of the Andaman cluster is the beach; therefore the budget should put emphasis to the beach (Office of Tourism Development, 2005).

In summary, most provincial authorities know the problems. The beach management is the first issue to handle and needs the carrying capacity. Training programs are also in need to develop human resources. However, the government and provincial organizations must coordinate to solve these problems.

At the same time, The Thai government (2005) declared the new strategy about the measures for recovery and development of tourism resources on Patong Beach that the government has planned Patong beach as a safe beach with recreational activities. The idea is to restore Patong as a safe beach for recreational and entertainment activities of locals and tourists alike, giving it the feel of a modern beach city. This plan is being more of a preventative nature, construction of new facilities such as hotels, restaurants, pubs and other tourist amenities should be set back from the beachfront in accordance with the new safety plan.

The safety measures, to begin with, there will be lifeguard posts and more security regarding marine tourism. "The Safer Beach" design concept will be applied on all post-tsunami reconstruction. It focuses on the design and development of natural landscapes and physical infrastructure to withstand natural forces of a tsunami, while ensuring the integrity of natural coastal and marine landscapes. This careful planning is a priority so as to ensure that the rebuilding efforts conform to the principles of sustainable development.

Furthermore, beach guards and Andaman Safety Patrols will be established in association with local administrations, National Marine Parks and the Royal Thai Navy to assist tourists in terms of first aid treatment, emergency evacuation, as well as other lifesaving assistance.

Kititornkul (2005) suggested the recovery steps emphasis on environmental resources that one of the more salient facts is that the tourism industry of the Andaman coast suffers enormously from this circumstance. The longer the time taken for the recovery means more

and more loss of income. Many departments including the Office of Natural Resources and Environment are in a hurry to see the recovery of natural resources to pick up the region's reputation for visitors to see. Things which are needed to be done are as follows: Clean up all areas hit by the tsunami, recover damaged natural resources and environment of community, set up zones of operating i.e. restrict areas, service areas and also to establish models of suitable infrastructure system by majoring on prevention from natural disaster, architecture, city plan and quality of environment.

Recovery steps must start from cleaning up the area, prioritizing and the zoning of high risk coastal areas, determining the risk of soil collapse in order to restrict danger areas and setting up a warning system, improving water resources for consuming, renovating the waste water treatment system of Patong and Karon, inspecting coastal water to make sure that it is safe for swimming, controlling origin of waste water released, the recovery of damaged coral reefs, improving the quality of soil for growing plants, recovery beaches and environment to be ready to serve need of visitors again and garbage management. These plans will proceed until the year 2006 when all damaged areas are expected to back to normal.

Before the tidal wave hit, government officials and organizations tried to create zoning and a city plan to protect negative environmental impact. But until the present there were not many solutions, especially regarding beach regulations. The major obstacle has been that enforcement has not been effective regarding business operators such as beach front business operators, owners of constructions that trespass on public areas too close to the beach. Governmental departments were slow in terms of proceeding serious regulations compared to the rapid growth of tourism businesses, construction and population growth.

Kata and Karon after the Tsunami, following the losses, this made Karon coastal cleaner and clearer. Karon municipality began to put in order Kata and Karon beach since the day after Tsunami attacked and accomplished it, before the New Year by cooperating with community. Not only cleaner and clearer was the beach, but Karon municipality also has plans to restore the beach landscape as well as other necessary tourism services such as improved buildings, restrooms and shopping centers around the beach, decorating public park, restoring electricity lines, building more shopping center and parking lots and others landscape improvement to bring courage to the community because their major occupation is the tourism business Karon courtyard and Public

Park are complete. These are a common interest to tourists and community, giving benefits to the community and also promoting tourism as well (Karon magazine, 2005a).

## **2.2 Concepts and theories relevant to sustainable tourism**

### **2.2.1 Definition of sustainable tourism**

#### **Sustainability**

Robert et al (1995) said that sustainability is impossible to define or measure with precision, sustainability implies a state of equilibrium in which the activities of the human population coexist in broad harmony with their natural, social and cultural environment. Generally attributed to the Brundtland Report, sustainability in tourism is generally an aspiration and a goal rather than a measurable or achievable objective. In nature, of course, the environment is in a constant state of change and evolution and sustainability cannot, therefore, logically be identified with attempts to prevent change.

Donald (2003) defined sustainability that it takes on several meanings for the tourism planner; it not only refers to the community and its social and physical environment, but also to the competitiveness and longevity of the tourism enterprise itself. The sustainability of a tourism product must be considered from a holistic perspective, and not just measured in terms of one or only a few indicators.

As with all forms of tourism, the planning and management of nature-based tourism is increasingly mediated by paradigm of sustainability. Blamey (2001) referred in Buckley et al (2003) that the goal of sustainability is especially imperative in nature-based tourism sector. Indeed, the attempt to operate in a sustainable manner is universally acknowledged as one of the core criteria of ecotourism.



### **Sustainable development**

McIntosh et al (1995) explained that the concept of sustainable development has achieved prominence and acceptance in recent years and it will permeate all levels of tourism development, from local to global in the future. It has become popular because it is an approach that holds out the promise of maintaining a standard of living, which we possess today while recognizing that we cannot continue to exploit the global environment as we have in the past.

Sustainable development means development that 'meets the needs of the present without compromising the ability of future generations to meet their own needs', by the world Commission on Environment and Development (1987), also known as Brundtland Commission. A concept endorsed as Principle Three of the Rio Declaration, it implies improving the quality of human life for the entire world's population while living within the overall renewable carrying capacity of supporting ecosystems. At least in theory, if an activity is sustainable, for all practical purpose, it can continue indefinitely.

Hagerhall (1988) quoted in Aronsson (2000) about the content of Brundtland report for sustainable development as follows;

- 1) People themselves have the capacity to achieve sustainable development.
- 2) A long-term perspective is necessary; there must be sufficient resources and a good environment for coming generations as well.
- 3) There must be a balance between rich and poor countries; everybody's basic needs must be provided for.
- 4) We must all, in rich world in particular, change our attitudes and lifestyles to favour sustainable ecologically adapted development.
- 5) Development is a process that can be steered towards sustainability.

**Sustainable Tourism** is applying the logic of the previous two terms.

The term sustainable tourism became popular in the late 1980s (France, 1997 and Holden, 2000). Logically, if it is accepted that alternative interpretations of sustainable development are inevitable and that sustainable tourism should be about trying to contribute to the wider goals of sustainable development, then it must surely be recognized that sustainable tourism cannot be seen as a rigid code. Rather, sustainable tourism should be seen as a flexible or adaptive paradigm, whereby different tourism development pathways may be appropriate according to local condition (Hunter, 1997).

Besides, WTO (2004) gave a conceptual definition for sustainable tourism development guidelines and management practices that sustainable tourism are applicable to all forms of tourism in all type of destinations, including mass tourism and various niche tourism segments. Sustainability principles refer to environmental, economic and socio- cultural aspects of tourism development and a suitable balance must be established between these three dimensions to guarantee its long term sustainability.

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

Swarbrooke (1999) concluded sustainable tourism defined in Globe 90 conference in Canada that it is tourism that respond tourist's requirement and also respond deliration of the owner of the areas. It had protection and conservation on many occasions of future humans. This tourism means the resource management in order to respond economic, social and beautiful scene necessary. At the same time, it can preserve the cultural, identity, and the ecosystem.

### **2.2.2 Identified concepts and principles of sustainable tourism**

Jamieson et al (2002) identified Principles of Sustainable Tourism as follows:

1) Sustainable tourism is informative. Travelers not only learn about the destination, they learn how to help sustain its character while deepening their own travel experiences. Residents learn that the ordinary and familiar may be of interest and value to outsiders.

2) It supports integrity of place. Destination-savvy travelers seek out businesses that emphasize the character of the locale in terms of architecture, cuisine, heritage, aesthetics, and ecology. Tourism revenues in turn raise local perceived value of those assets.

3) It must give benefits to residents. Travel businesses do their best to employ and train local people, buy local supplies, and use local services.

4) It conserves resources. Environmentally aware travelers favor businesses that minimize pollution, waste, energy consumption, water usage, landscaping chemicals, and unnecessary nighttime lighting.

5) It respects local culture and tradition. International visitors learn about and observe local etiquette; including using at least a few courtesy words in the local language. Residents learn how to deal with international expectations that may differ from their own.

6) It does not abuse its product. Stakeholders anticipate development pressures and apply limits and management techniques to prevent the "loved to death" syndrome. Businesses cooperate to sustain natural habitats, heritage sites, scenic appeal, and local culture.

7) It strives for quality, not quantity. Communities measure tourism success not by numbers of visitors, but by length of stay, money spent, and quality of experience.

8) It means great trips. Satisfied, excited visitors bring new knowledge home and send friends off to experience the same thing - which provides continuing business for the destination.

WTO (2004) identified that sustainability tourism should make optimal uses of environmental resources that constitute a key element in tourism development, maintain essential ecological processes and helping to conserve natural heritage and biodiversity. It should respect to

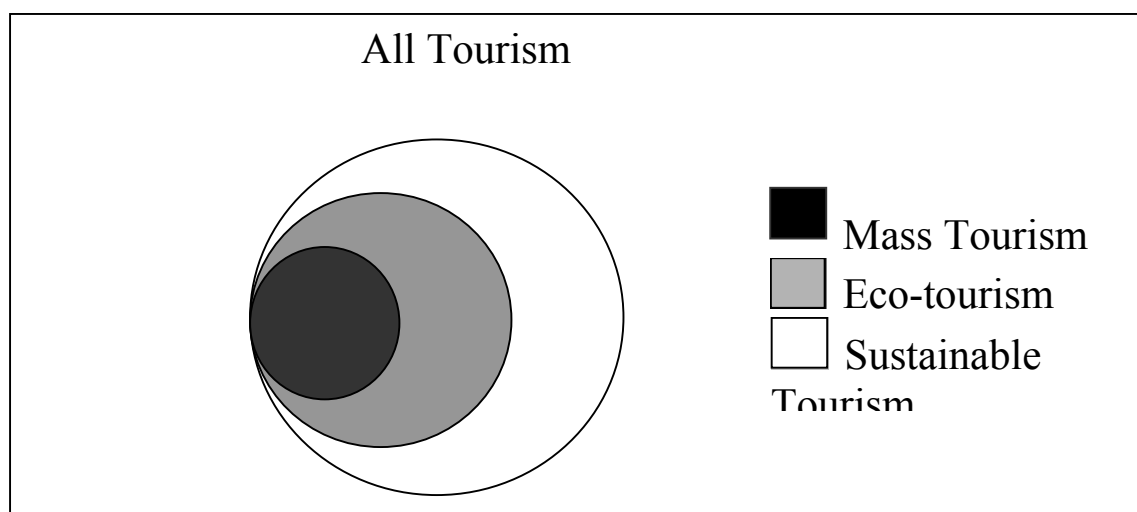
socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute into inter-cultural understanding and tolerance. Furthermore, it must ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income earning opportunities and social services to host community and contributing to poverty alleviation.

Sustainable tourism development requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building. Achieving sustainable tourism is a continuous process and it requires constant monitoring of impacts, introducing the necessary preventive and/or corrective measures whenever necessary.

Sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them.

Figure 2.1, Weaver (2001) identified that it can be modified to include an area of sustainable tourism that accounts for all ecotourism, most of alternative tourism and substantial portion of mass tourism. The structure reflects the tendency of the knowledge-based platform to view both alternative and mass tourism as either sustainable or unsustainable, depending on the circumstances that pertain to a particular destination.

**Figure 2.1 Ecotourism and Sustainable tourism**



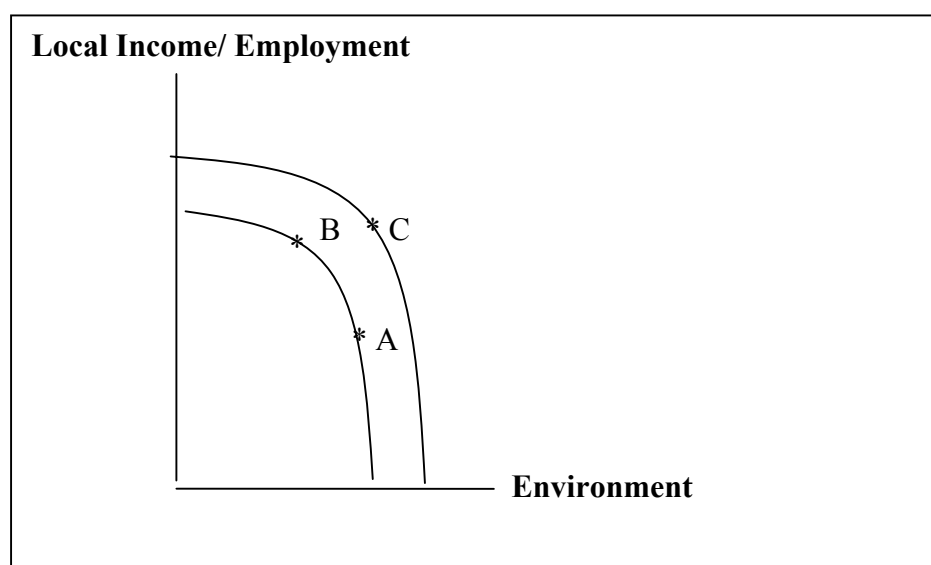
**Source:** Weaver (2001)

Archer (1993) quoted in Weaver (2001) that in its most basic form, the concept of sustainability draws in the environment as an issue for the economics of tourism.

Wanhill (1997) showed the concept of sustainable development in figure 2.2, suppose that in the initial situation the local economy is at *A* and the desire is to increase employment and local income. The adverse position is where such a policy can only be accomplished by a move from *A* to *B* which trades off employment against environmental quality. The concept of sustainable tourism development argues that economic growth and environmental quality should not be and are not mutually exclusive events.

Cooper (1990) referred in Wanhill (1997) how they go hand in hand by reviewing the environmental consequences of resorts in economic decline. By changes in technology to improve the use of resources in the production process and controlling waste it is possible to reach a position such as *C*. Going green can build a platform for long-term growth by offering a better product, saving money, and raising the public image of the industry. Sustainable development thus offering a mechanism to escape the 'limits to growth' syndrome illustrated by a move from *A* to *B*.

**Figure 2.2 The concept of sustainable development**



**Source:** Wanhill (1997)

English Tourist Board and the Employment Department Group (1991) gave the principles of sustainable tourism development have been accepted by the British government and the way forward has been well laid out in the report by the appointed task force on tourism and the environment as follows;

1) The environment has an intrinsic value, which outweighs its value as a tourism asset. Its enjoyment by future generations and its long-term survival must not be prejudiced by short-term considerations.

2) Tourism should be recognized as a positive activity with the potential to benefit the community and the place as well as the visitors.

3) The relationship between tourism and the environment must be managed so that it is sustainable in the long term.

4) Tourism must not be allowed to damage the resource, prejudice its future enjoyment or bring unacceptable impacts;

5) Tourism activities and developments should respect the scale, nature and character of the place in which they are sited; and

6) In any location, harmony must be sought between the needs of the visitor, the place and the host community.

Walter and Noble (2000) also showed some of the most important principles of sustainable tourism development that tourism should be initiated with the help of broad-based community-inputs and the community should maintain control of tourism development. Tourism should provide quality employment to its community residents and a linkage between the local businesses and tourism should be established. A code of practice should be established for tourism at all levels - national, regional, and local - based on internationally accepted standards. Guidelines for tourism operations, impact assessment, monitoring of cumulative impacts, and limits to

acceptable change should be established. The last one is education and training programs to improve and manage heritage and natural resources should be established.

Fennell (1999) concluded the goals of sustainable tourism from the Globe'90 conference in British Columbia, Canada. There, representatives from the tourism industry, government, non-governmental organizations (NGOs), and academia discussed the importance of the environment in sustaining the tourism industry, and how poorly planned tourism developments often erode the very qualities of the natural and human environment that attract visitors. To develop greater awareness and understanding of the significant contributions that tourism can make to environment and economy. The conference delegates suggested that

1. To promote equity and development
2. To improve the quality of life of the host community
3. To provide a high quality of experience of the visitor
4. To maintain the quality of the environment on which the foregoing objective depend.

### **2.2.3 Sustainable development relevant to coastal tourism**

Of all the activities that take place in coastal zones and the near-shore coastal ocean, none is increasing in both volume and diversity more than coastal tourism and recreation. Both the dynamic nature of this sector and its magnitude demand that it be actively taken into account in government plans, policies, and programs related to the coasts and ocean. Clean water, healthy coastal habitats, and safe, secure, and enjoyable environment are clearly fundamental to success coastal tourism. Similarly, bountiful living marine resources are of critical importance to most recreational experiences. Security from risks associated with natural coastal hazards such as storms, hurricanes, tsunamis, and the like is a requisite for coastal tourism to be sustainable over the long term (National Oceanic and Atmosphere Administration, 1997).

ESCAP (1995) quoted in Hall and Page (2001) about sustainable development of coastal tourism that sustainable forms of coastal development in Asia and the Pacific is recognized as being dependent on the followings;

- 1) Good coastal management practices (particularly regarding proper siting of tourism infrastructure and the provision of public access;
- 2) Clean water and air, and healthy coastal ecosystems;
- 3) Maintaining a safe and secure recreational environment through the management of coastal hazards and the provision of adequate levels of safety for boaters, swimmers, and other water users;
- 4) Beach restoration efforts that maintain the recreational and
- 5) Amenity values of beaches and sound politics for wildlife and habitat protection (National Oceanic and Atmosphere Administration, 1997).

#### **2.2.4 Sustainable development relevant to Thailand**

The rapid economic growth in Thailand has contributed to a drastic decline of natural resource stock and environmental quality. Environmental control and natural resource protections have not been sufficient to cope with the impacts from the rapid growth of economy. Thailand tries to balance a more equitable social and economic development with resource and environmental stability and make efforts regarding sustainable development in the 21<sup>st</sup> century.

In general, the development plans of Thailand have been consistent with the guidelines of the Commission for Sustainable Development-Agenda21. The conservation of natural resources and the environment has been part of the National Plans since the 1960s. Even so, control over natural resource exploitation and environmental protections have not been sufficient. However, the efforts in development of natural resources and environmental policy have made major stride towards sustainable development. The Environmental Quality Act promulgated in 1992 has been the main instrument to deal with environmental condition. Also long term natural resource and environmental policy has been approved in Thailand National Economic and Social Development Plan to achieve the policy targets.

The 8<sup>th</sup> National Plan (1997- 2001) called for a concentration of national efforts in human resources development, with the ultimate goal of improving the quality of people's lives. Protection of natural resources and environment through local participation and decentralization of



authority is stressed (Office of Environmental Policy and Planning, Ministry of Science, Technology and Environment, 1994).

### **2.2.5 Sustainable tourism for this research**

Regarding sustainable tourism, this has no precise definition. It was broadened and involved with many aspects: economic, socio-cultural, environmental and so on. All aspects should get along well, and benefit all concerned while maintaining the originality of things.

**Sustainable tourism** for this research is tourism that responds to tourists' requirement and local communities by protecting and conserving its natural environments for the next generation. In order to expand the contents, when tourism takes place, socio-cultural and environments should be protected and conserved as originality as its host country. The visitors should be brought to satisfaction. Also, it should benefit to the local communities such as a source of income, support infrastructures' development and brings others good things to communities. However, as this research focuses on the beaches, the sustainable tourism for this research is directed to the environmental management as an aim.

However, there are some parts regarding local culture and economies. There are not many cultural issues because the uniqueness of the beach as a tourist destination is why the tourists visit, for relaxing and enjoying the natural environment, rather than seeking traditional and local culture. Therefore, the cultural issues are about local cuisine, souvenirs and experiences involving the local culture. These questions were used with tourists only.

The economy is also a significant issue to study because sustainable tourism not only responds to tourists' requirement, but also to local communities. The economic issues were used with local communities to see how well tourism benefits the host country residents.

### **2.2.6 Patong, Kata and Karon beaches tourism relevant to sustainable tourism**

The cluster competitiveness in Phuket Island, Patong area seems to attract nightlife activities. The beach is cramped and runs parallel to the commercial and residential buildings, with no demarcation except for a line of stunted trees, and with the very noticeable smell from vehicles (motorcycles, cars, buses, tuk-tuk, etc.) Nevertheless, there were people on the beach- swimming, sun bathing, and drinking beer. The main street immediately adjacent to the beach had its fair share of noise and traffic, but relatively few tourists were observed walking and shopping in the afternoon. By evening, however, the bars, restaurants, etc., were full, many more tourists were either eating or walking (shopping, browsing, or in the company of locals.)

There may be something of a mutual standoff with respect to the environment, the local officials claim that the beach owners and users do not follow the rules, while the latter in turn claim that the local government does not enforce the rules.

Kata and Karon municipality is the most promising in terms of a sustainable environment and a developing cluster. The local leader does not want his area to become like Patong. The beach is cleaner and less crowded and there is no significant bar life. Tourists who stay at Patong hotels will go to Kata and Karon for the beach during the day and then return to Patong for the night life. The opposite transfers presumably also take place. The local leader also has organized several committees and is seeking cooperation for improving management by using the local university (Thailand Competitiveness Initiative, 2003).

## 2.3 Concepts and theories relevant to tourism development

### 2.3.1 Goals and components of tourism development

McIntosh et al (1986) concluded the goals of tourism development that tourism development should aim at providing a framework for raising the living standard of the people through the economic benefits of tourism. It should develop an infrastructure and provide recreation facilities for visitors and residents alike and should ensure types of development within visitor centers and resorts that are appropriate to the purposes of those areas. The tourism development should also establish a development program consistent with the cultural, social and economic philosophy of the government and the people of the host country or area and optimize visitor satisfaction.

Inskeep (1991) mentioned the components of tourism development that the knowledge of the components of tourism development and their interrelationship are the basic to understand the planning of tourism. The components of tourism development are classified as follows:

- 1) **Tourist attractions and activities:** All those natural, cultural, and special features and related activities of an area that attract tourists to visit it.
- 2) **Accommodation:** Hotels and other types of facilities and their related services where tourists stay overnight during their travels.
- 3) **Other tourists facilities and services:** Other facilities and services necessary for tourism development, including tour and travel operations, restaurants and other types of eating establishments, retail outlets for handicraft, souvenir, specialty, and convenience goods, banks, money exchange, tourist information offices, personal services, public safety facilities and services, etc.
- 4) **Transportation facilities and services:** Transportation access into the destinations.

Lundberg (1990) explained the development of a destination that the development may include long- range plans for all facilities needed for a tourist destination: water supply, roads, police protection, health care, tourist reception and accommodations, tourist attractions, and other entertainment. Destination development must consider the ecological effects of a development and the factors that will least upset the ecological balance in the destination area.

When proceeding with tourism development, those in the destination area will find it necessary to first establish overall development guidelines to ensure that when development occurs it complies with the area's economic, social/ cultural, and environmental policies and goals. It may also be prudent for those in the destination to draft more specific guidelines describing the basic characteristics of the scale, quality, and types of development that it wishes to encourage. Tourism development encompasses many elements. Some of these include projects that involve building construction (such as superstructure); others require only human resources and equipment (such as guided canoe trips, under the category of programming). Some projects, such as hotels and commercial attractions, are inherent profit generators, while others, such as travel information centers and infrastructure facilities, are usually not. Although the latter facilities may not generate any direct revenues or may only break even in a financial sense, they are nevertheless often essential components of the destination area's tourism product (all categories of development opportunities, both commercial and noncommercial (Mill, 1985).

### **2.3.2 Importance of tourism development**

Goeldner and Ritchie (2003) explained that the success of tourism depends on the competence and ability of all operating sectors (for instance: transportation, accommodation, food services, attractions, recreation, etc.) to deliver a quality experience to each tourist. However, there is another hidden component of tourism that is equally important in determining the success of a tourism destination. It is know by the name of planning, development, promotion and catalyst organization. It is increasingly a determinant of successful tourism. It means simply that policymakers need to ensure that their destination offers the kind of travel experiences that are most appropriate to the visitor, always keeping in mind any limitations imposed by the resources of the destination.

In tourism terms, the degradation of resort destinations and beaches has been the result of poor planning in combination with overwhelming rates of growth (Cohen, 1996). Lundberg (1990) also mentioned about an unplanned beachfront around the world that the long stretches of coastline are completely blocked from view by contiguous residences and hotels. On the island of Maui, one condominium after another, each accommodating only a limited number of people, effectively blocks from view some of the loveliest beaches in the world. The Costa del Sol of Spain is another example of lacking planning, resulting in jumble of buildings and lack of open space. Parts of Cape Cod have developed into what might be called resort slum.

Coltman (1989) suggested that the controlled tourism development can help avoid the problems of damaging the natural environment and the people living in it: poor water supply, inadequate sanitation and sewage, and other problems that created sickness and disease. If tourism is planned properly, then the problems of uncontrolled modernization may be avoided, and tourism can provide the motive to preserve natural settings and historical buildings, as well as provide the economic benefits. Controlled tourism can also make the local population appreciate their environment, their culture, and their historical buildings.

Undoubtedly, unplanned and poorly managed tourism development can damage the natural environment, but the overall understanding of the interaction between tourism and the environment is quite poor, with debates over the impacts of tourism development often dealing in generalities rather than in the outcomes of scientific research on tourist impacts on a specific environment or on a specific species (Hall, 1997). Therefore, tourism development and planning must be studied on particular types of destination.

Tourism development and planning are necessary. Many advocates look at tourism as a panacea for solving areas' development problems. This view is unrealistic because benefits may be accompanied by detrimental consequences. Tourism development benefits to in providing employment opportunities, generating a supply needed foreign exchange, increasing incomes and gross national product, justifying environmental protection and improvement, and providing tourists and recreational facilities that may be used by a local population who could not otherwise afford developing facilities and so on. However, tourism is not always a panacea. On the contrary, overdevelopment can generate soil and water pollution and even people pollution, if there are too many visitors at the same place at the same time. The overdevelopment cause developing

excess demand, degrading the natural and cultural environment, creating social problems and diverting funds from more promising forms of economic development, etc. therefore, the decision to develop tourism or expand present tourism development in a community, a region, or a country must be studied carefully ( McIntosh et al, 1986).

The quality of tourism development will determine the ultimate success and longevity of any destination area. Tourism development should be a part of the overall regional or urban land-use development plan. Tourism developments almost always involve both government and private developers. Each sector can best contribute certain parts of a project. Government typically provides the infrastructure, such as roads, water supply, sewers, public transportation terminals, and parks. Private developers supply superstructure, such as hotels, restaurants, recreation facilities, and shopping areas. Therefore, tourism development will be success with all stakeholders' involvement (McIntosh et al, 1995).

Woodley (1993) also concluded the ways to achieve tourism development that tourism, like other industries, is an agent of development and change and must be recognized as such. It is consumptive like any other industry and the level of consumption is determined by the scale and style of tourism development. At low levels and with careful design, tourism may be able to operate at a sustainable level. However, controlling the level and style of development over the long term presents challenges. Because of its potentially high impact, tourism should be considered in the same manner as any other industry and should be subjected to the same environmental and social impact assessment processes during the planning stages.

### **2.3.3 Tourism development policies and plans of Patong, Kata and Karon beaches**

#### **1) Tourism development strategies of Patong Municipality**

Patong magazine (2005b) showed that Patong's Mayor, Pian Keesin clarified economic and tourism development strategies. The aims of these strategies are to support employment, stimulate income distribution to the community, facilitate the community to earn a living and especially encourage businesses associated with tourism. Their main approaches are supporting employment and increasing income in community by providing short-term training and

supporting tourism activities, adding value to tourism destinations. The recent projects are improving landscape and launching festivals on Patong beach.

The Thai government has ordered Tourism Authority of Thailand to be responsible for Patong's big project to rehabilitate Landscape Park. There are two main components; which are the warning system and the landscape park.

Johnstone (2005) reported that there are three existing Tsunami warning towers along Patong beach had been tested in conjunction with the National Disaster Warning Center (NDWC) with others 15 operational Tsunami warning towers. Installation of three siren towers on Patong beach is located at Phuket Cabana Hotel, near the Seaview Patong Hotel and atop the Sunset Beach Hotel. Besides, the province should have 27 towers operational by the end of year 2005. In addition, evacuation drills would be held on Patong beach and Bang Tao-Le Phang beach. The towers test and drill were expected to create more public confidence in the system.

Phuket has a warning system, controlled from the National disaster Warning Center (NDWC) in Nonthaburi, and the infrastructure and mechanisms are in place. The well publicized drill conducted in Patong, which around 200 people take part, was declared a success.

The landscape parks are planning to dismantle and improve destroyed landscape 70,000 Square Meters. Additional landscape improvement and improve streets and surface, expand trail, car park both left and right side of the road and merge the drains. Food and Beverage shops with showers and toilets 8 points will be built. Garbians 2,000 Square Meters, 400 electric posts and rubble mound 5 points are also in the plans. These projects were designed and built to the most suitability of environment as well as Patong ways of life. When it success, Patong will be the quality tourism destination, standardization, unique and management to conform to natural environment.

Besides the long run project, Patong magazine (2005a) also referred that the immediate action on Patong beach is to support the host community who was damaged by the Tsunami, to dismantle the ruins and to clean the beach. Therefore, Patong beach returns to its more natural beauty because the municipality controls entrepreneurs around the beach. The mayor said that it should have laws to control the beach management however; it should be based on the host community's ways of life, safety and naturally based tourism. The municipality had planned for the

beach management before the Tsunami hit but there was no serious management. Many people thought it is a good opportunity to redesign Patong beach.

Thailand authority, especially Thailand government, cooperated with Tourism Authority of Thailand and Municipality to create plans, policies and strategies to make Patong beach more orderly.

Kolesnikov (2006) mentioned that the director for the TAT southern office said that the government has assigned TAT to take care of the zoning of Patong beach and they have just finished the master plan to improve the beach area and make it more beauty. The master plans are including of these issues; some buildings, which had blocked the scenic view of the beach, will be demolishes and new buildings will not be permitted within 15 meters of the beach. The road system will be redesigned as a one-way street to ease traffic congestion in the busy area. The unsightly electricity cables lining the road will be put underground. Car parks will be further away from the beach. The electric rail system will be built to services tourists who want to travel around Patong area. The number of umbrellas on the beach will be cut down from 7,000 to 2,000 umbrellas. The beach vendors will be relocated in a specific set up area and zoning the relocation of beach chair rentals, food and drinks stalls, massage booths. These plans still divided in local people's views. Some welcome the ideas, saying that only a small numbers of vendors will be affected but the beach vendors themselves do not think so. While the government has pledged to compensate around 5,000 beachside stallholders whose businesses were lost with 20,000 Baht each and promise to provide new sources of employment. But many stall holders in Soi Bangla thought they can make this amount just in a single day during high season. Furthermore, local vendors around Patong are also unlikely to let go of that source of income easily. In addition, Interior Minister Bhokin Bhalakula added that restaurants setting up illegally on the beach would be demolished.

Phuket Gazette (2006) reported the moves to make Patong Beach more orderly that the there are many parts of authorities joined the plan. For instance: the Vice-Governor Worapot Ratthasima was appointed chairman of a committee charged with cleaning up Patong Beach and ensuring that beach operators is regulated. The 55 renters of beach chairs and umbrellas have to tidy up the layout of their 2,300 odd umbrellas and beach chairs so that the beach can be cleared of people quickly in case of another tsunami. In addition, each beach chair and umbrella



renter, as well as every masseuse working on the beach, must register with Patong Municipality and obtain a license. Patong Municipality will allocate a zone for each to operate within, and the license will have to be renewed each year.

There are some difficulties controlling the problems at Patong Beach because the police cannot continually check the beach, and the operators move back each time after they check. Furthermore, there would be polices lecture the drivers on ethical behavior, too. Besides, Phuket Marine Office will set up restricted areas for riding jet-skis, and for loading and unloading them from trailers, in order to avert accidents.

Many plans and policies are added up to manage Patong beach. Most plans are aim at beautifying and sustaining Patong beach tourism. The Thai government and other related organizations collaborate together to achieve these plans by using the decentralization. More strict rules are applied to control all stakeholders however; it needs continually control and needs collaboration from all parties.

## **2) Tourism development strategies of Karon Municipality**

Karon's Mayor's determined the vision to develop the Karon community, and said that the development should not only satisfy the communities needs but also that of consecutive tourism development as follows: maintenance of street, bridge and trail, increase superstructure, improve traffic control, and also facilitate Karon's community (Karon Magazine, 2005b). The traffic system and the beaches should be developed to facilitate and to increase the revenues to the Karon's community.

Furthermore, the Mayor stated that Karon is one of the important tourism destinations in Phuket, it comprises of a beautiful environment therefore the main policy is not to do things that destroy the natural resources but that will cooperate to develop and maintain the environment. The municipality has 2 projects, to build Bangla Dam and to improve Karon's landscape. The improvement of the landscape is aimed at restoring and developing the tourism destination and is not destroying the environment. The Mayor believes that if Karon was developed, it will enhance the quality of life and will increase revenues to the community. Besides

the development of tourism and traffic systems, the municipality should not ignore the Tsunami's evacuation plan to protect lives and properties.

## **2.4 Concepts and theories relevant to Environmental Impacts from Tourism**

### **2.4.1 Relationship between tourism and the environment**

The tourism sector relies on the management of natural environment more than most industries. The connection between tourism and the state of environment is one of interdependence (Tisdell, 1998). Environment comprises all the natural and cultural surroundings of people. The close relationship of tourism and the environment are classified into three aspects, which are many features of the physical environment are attractions for tourists, tourist facilities and infrastructure constitute one aspect of the built environment and tourism development and tourist use of an area generate environmental impacts (Inskeep, 1991).

Cooper et al (1998) concluded the relationship between tourism and environment that the environment, whether it is natural or artificial, is the most fundamental ingredient of the tourism product. However, as soon as tourism activity takes place, the environment is inevitably changed or modified either to facilitate tourism or during the tourism process.

Tisdell (1939) mentioned that tourism based on the attractiveness of natural resources can be an important source of foreign income earnings and may provide incentive to countries to encourage nature conservation. It should be recognized that, while tourism can help to promote nature conservation, unless adequately controlled or regulated it can lead to the destruction of nature. Overcrowding by humans, buildings and other man-made works associated with tourism can lead to the destruction or deterioration of a natural resource that is a drawcard for tourists.

Newsome et al (2002) argued that with the increasing numbers in natural area tourism and the increasing of people visiting and continually degraded natural world there is much scope for negative impact. However, it is important to realize that not all tourism has the potential to cause problems. Indeed there are many examples of sustainable tourism operations and positive impact occurring. Degraded and disturbed areas are repaired; nature reserves created and national

parks expanded as a result of actual and anticipated interests in natural area tourism. However, impacts do occur in complex and variable degree of impact depending on the situation. Impact significance can depend on the type and source of impact, environmental sensitivity, other cumulative pressures and the effectiveness of management.

#### **2.4.2 Environmental impacts associated with tourism**

The environmental impacts associated with tourism development can also be considered in terms of their direct, indirect and induced effects. The impacts can be positive or negative. It is not possible to develop tourism without incurring environmental impacts, but it is possible, with correct planning, to manage tourism development in order to minimize the negative impacts (Cooper et al, 1998).

The United Nations (2003) mentioned the positive side of environmental impacts associated with tourism that parks and nature preservation may be created and ecological preservation supports as a necessity for nature based tourism. The improvement of waste management can be achieved and it increases in awareness and concern for the environment can result from nature-based tourism activities and development.

Cooper et al (1998) supported that tourism creates the preservation and restoration of ancient sites and historical buildings. Also, the tourism enhances the creation of national parks and the protection of beaches, and the maintenance of forest. On the other hand, Cooper et al (1998) also mentioned about the negative side of environmental impacts associated with tourism that the negative sides of both natural and built environments are the hunting and fishing has obvious impacts on the wildlife environment. The sand dunes can be damaged and eroded by over-use and the vegetation can be destroyed by walkers. The construction of tourism superstructure utilizes real estate and may detract from the aesthetics and the improper disposal of litter can detract from the aesthetic quality of the environment and harm wildlife.

Cook et al (2001) said that obviously, the development of infrastructure and superstructure necessary for tourism will have an impact on the environment of an area. An increase in the number of people using an area's resources is likely to have a detrimental impact on the environment. This impact may simply be annoying, such as increased traffic or crowded sites.

The impact may be severe enough to cause harm to a fragile natural area. Air pollution can become a problem with the increase level of vehicle traffic in an area, along with other activities that cause air-quality problems. In addition to air pollution, noise pollution is becoming a new problem in many communities.

Ward (1997) identified the main concerns regarding negative impacts on the environment in many part of the world as follows: Tourism causes pollution of the sea through extra sewage, chemicals and water sports. It may cause the excessive demands on resources for light, heat and water. It may destruct the wildlife habitats. It may increase of the litter on the beaches and erode of coastlines and footpaths. It may cause traffic congestion, overcrowding, transport noise and inappropriate development, etc.

Tourism may creates negative changes in the physical integrity of the area, the rapid development and overcrowding can forever change the physical environment and ecosystem of the area, and degradation of parks, preserves and other attractions such as beaches may occur through over-use and poor management (The United Nations, 2003).

Coltman (1989) summarized the environmental costs of tourism that it increases levels of general congestion and pollution and the costs of controlling them. It affects to the changes in the natural environment and ecological balance. It lessens the environment's natural attraction and even the loss of wilderness areas and it results costs of creating new conservation or other environmental enhancement areas and costs of taking retroactive measures, if it is not too late, to preserve historic and cultural site.

## 2.5 Concepts and theories relevant to destination stakeholders

### 2.5.1 Definition of the destination stakeholders

Cooper et al (1998) defined the term stakeholders that the stakeholders comprise of different groups of people in a tourism destination. A truly sustainable destination will recognize that it must be satisfy all of its stakeholders in the long term. In every destination there are several stakeholders which have a wide range of both compatible and conflicting interests. The stakeholders are classified into a group as the following:

1) **Indigenous people** are the most important stakeholders as they live and work at the destination and provide the local resources to visitors. It is therefore important to consider to involve the local community in decision-taking and to ensure that tourism does not bring unacceptable impacts upon the local people and their home.

2) **Tourists** are looking for a satisfying experience, through properly segmented and developed products. They seek a high quality of service and a well- managed and organized destination.

3) **The tourism industry** is to a large extent responsible for the existing development of tourism and seeks adequate return on investment. The industry can be thought of as polarizing between global and niche players. The global players tend to be multinational, well-resourced with capital, expertise and power. Often they have limited interest and commitment to destinations. Niche players are traditionally small, family-based enterprises lacking capital, expertise, qualified human resources and influence at the destination.

4) **The public sector** sees tourism as a means to increase incomes, stimulate regional development and generate employment. The public sector is an important stakeholder, often taking a leadership or coordinating role.

5) There is also a range of **other stakeholders** which includes pressure groups, chambers of commerce and other power brokers within the local, regional or national community.

### 2.5.2 Concepts and theories relevant to stakeholders' role in tourism development

Krippendorf (1999) proposed the concept of a balanced tourism development that it presupposes strict adherence to a hierarchy of objectives; the objectives of the first level-the interests of the host population and travelers- must be given priority over the objectives of the other levels. Over the interests of the various professional groups, efforts must be made on this first level to co-ordinate the needs of the locals and tourists and to plan development in such away as to make the result useful for both parties. These are various needs and interests of three levels as follows:

1) **First level** is the aims and wishes of those who are directly involved in tourism and have a vested interest in it. There are two sides to this: on the one is the host area and their population in the preservation of their cultural heritage and the environment while at the same time using the possibilities of tourism for economic and social advancement. On the other side is the interest of generating areas and their population in changing the scene, in discovering and exploring.

2) **Second level** is the aims and interests of people, enterprises and institutions who are professionally interested in the tourist system and in the tourist area itself. On this level also go the intermediaries, who act between supply and demand, such as travel agencies, tourist organizations and the like. Finally, those enterprises whose income does not remain in the destination area such as manufacturers and suppliers of leisure and others.

3) **Third level** is the interest of person and group who appear only occasionally and accidentally in the tourist system- real estate dealers and promoters, who only occasionally do business in the tourist trade.

Thailand promoted the role of local authorities, rather than the central government alone, to manage resources and the environment. Provincial environmental management action plans are now being prepared annually. The legal framework for local community participation in resource control and environmental management has been strengthened with the establishment of the local district councils as legal entities. In many cases, local communities have cooperated with NGOs to enhance their resource and environmental management capabilities. Aside from preparation of environmental assessment, public hearings have been introduced for all major investment projects to ensure greater transparency in decision-making (Office of Environmental Policy and Planning, 1994).

Tourism development process stresses the role of community as foundation must be constructed if it is to achieve, the results proponents suggest are important to society. Individual living in communities that choose tourism as an economic generator become part of that destination's attraction, whether they want to be or not. What makes a tourism destination attractive in many cases is the unique culture and lifestyle of the people living in the area (Newsome et al, 2002).

McIntosh et al (1995) mentioned about the concept of share responsibility to tourism development that all questions related to the nature and extent of tourism development must be supported by the community at large. This means that whatever direction tourism development takes in a community, region, or country, it must have the support of the majority citizens who are affected by it. This means very simply that the perceived benefits from tourism must be seen to outweigh the total costs (economic, cultural, social, and environmental) associated with it.

McIntosh et al (1995) also proposed an operational allocation of responsibility that remains true to the democratic model and concept of resident responsive tourism as shows in Table 2.2.

**Table 2.2 Sustainable Development in Tourism: A Possible Allocation of Responsibility**

<b>Level/Organization</b>	<b>Responsibilities</b>
Host community/region	Defining the tourism philosophy and vision for the community/region
	Establishing social, physical, and cultural carrying capacity for the host community/region
Destination management/ community organization	Coordination of implementation of community sustainable development plan for tourism
	Monitoring of levels and impact of tourism in the community/region
Individual tourism firms and operators	Fair contribution to implementation of sustainable development plan for tourism
Host community/region	Encouragement/acceptance of tourism within parameters of sustainable development plan
Visitors/tourists	Acceptance of responsibility for minimal self education with respect to values of host region
	Acceptance and observance of terms and conditions of host community sustainable development plan for tourism

**Source:** McIntosh et al (1995)

The ESCAP Intergovernmental Meeting on Tourism Development recommended that for sustainable tourism development, countries in the region should give more attention to planning, coordination and monitoring by government agencies and should create awareness in the mass media, with the general public and with international tourist about protecting and preserving the environment (ESCAP, 1996).



Mill (1985) mentioned the reasons for public sector involvement in tourism that the public sector should be involved in tourism, with several reasons. The first are politic reasons. Tourism by its nature involves travel across national boundaries. Government must get involved in terms of policies relating to the procedures regarding the entry and exit of travelers and nationals. The encouragement of tourism can be used for politic purpose, as a means of furthering international relations between two countries. The second are environmental reason; Tourism sells things as the scenery, history, and cultural heritage of a region. One of the dangers of tourism is that in attempting to make the national environment more acceptable to a foreign market, the true nature of that environment, physical or cultural, may be lost. The last are economic reason. Tourism is an export industry. In order to maximize economic advantages to the host country, the government must get involved.

There are many benefits from private and public sectors involvement to tourism. Conlin and Baum (1995) stated the five major benefits of private and public sector co-operation that it reduces antagonism because they bring all stakeholders together to make key strategic decisions, policies, which are decided upon, meet significantly less controversy and opposition. The second is avoiding duplication because all of the various tourism industry stakeholder organizations (e.g. hotels, restaurants, attractions etc.) are ideally represented on the board of directors for the tourism authority, channels of communication between these organizations are enhanced. The third benefit is combined areas of expertise. The key benefits from bringing together private and public partners are the creation of a powerful expertise. The private sector brings a sound understanding of market and customer needs, while the public sector is best suited for matters such as guiding infrastructure development and ensuring that economic benefits to the country as a whole are maximized. The forth is increasing in funding potential. The reduction in duplication of effort among tourism stakeholders ensures that existing resources will be spent more effectively and as the private sector gains a voice in how money is spent to benefit their tourism industry, it will be more willing to contribute taxes. The last, it creates a win/win situation. Both parties win through more effective investment. The private sector wins through more profits and public sector wins through increased tax revenue and stronger economy.

Krippendorf (1999) argued that the local population must play the leading role in the struggle for control over the means of production- land, labour and capital. In order to reduce the gaps between travelers and locals, the following two principles must be taken into account. The luxury character of tourism, for instance tourist facilities must be reduced. Possibilities for more simplicity without loss of quality are to be investigated and priority must be given to investment and facilities which equally benefit travelers and locals and can be used by both sides, such as infrastructure and leisure facilities.

Successful tourism development needs the stakeholders' cooperation. The tourists also have important roles to sustain the tourism. If ecological sustainable tourism is to become a reality, it will require efforts by all the players in the tourism arena, attracting with the tourists. Tourists have responsibilities and must be educated as to their obligations and responsibilities to contribute to socially and environmentally responsible tourism. Tourists must first be brought into the process as clients for the tourist destination and second as person co-responsible for maintaining the destination (McIntosh et al, 1995).

The stakeholders or the beach stakeholders, for this research, mean the host community and the private sector. The researcher classifies a group of the host community and the private sector from a group of tourists because the research needs to compare the results between the tourists and the beach stakeholders.

## **2.6 Related Research**

Suttinun and Aisuwan (2002) studied the effects of tourism development on the quality of life and the community in Patong sub-district, Phuket Province. It was found that Phuket was transformed from a tin mining town into a tourist town. Patong was rapidly transformed from a small rural town into a bustling urban city. Patong residents earned more incomes and enjoyed conveniences due to complete infrastructure, but they had to face with pollution, drugs, urban city and water shortage problems, which resulted from an intense use of resources and lack of discipline of certain entrepreneurs. Although positive effects of tourism development and promotion outweighed negative effects, it was time that Patong residents and all stakeholders were aware of the effects of development and jointly helped to make Patong a sustainable tourist town.

Chaisawat et al (2003) studied the potential of Phuket to be developed as a world class destination with sustainability. It was founded that to achieve sustainable tourism development, the implementation, evaluation and control of development plans are also very important. The implementation organizations, local government organizations, were evaluated in terms of resource allocation to support sustainable development. Phuket has an average compatibility with the objectives of sustainable development and must be improved. The accommodation survey confirmed economic and social benefits from tourism in terms of creating of direct and indirect jobs to local man power, the positive trend to environmental management, cultural promotion activities, more access to information technology, but not to provide equally opportunities to vulnerable groups. The evaluation of resource allocation of local governments, it indicated that a lot of funds were spent on purchasing equipment and construction works. The activities relating to develop skills and competencies of local people and activities to strengthen community were received low priority in funding.

Group of resort and hotel in Patong (2004) did survey about tourists' satisfaction on Patong beach. There are more than 1,000 tourists responding to this survey. This is the 3<sup>rd</sup> survey during November 2003 to February 2004 conducted by 8 resorts; Novotel Coralia, Horizon Beach, Patong Merlin Resort, Merlin Beach Resort, Holiday Inn Resort Phuket, Burasari Resort, Phuket Grande Tropicana Hotel and Impiana Phuket Cabana Resort . They asked their guests to fill in this survey about Patong Beach. The purpose of this survey is to know what do tourists like or dislike about Patong Beach (See Appendix E).

It was clearly identify that almost of tourists like Patong due to the friendliness of people, shopping and variety entertainment, beach and atmosphere of leisure holiday. However, this survey pointed out problems and things the tourists dislike. These problems were occurred more than 3 years before and have no changed at all. The problems are as following:

1. Street vendors are not friendliness.
2. Tuk-tuk and taxi driver ask for excessive fare.
3. Low quality of water and dirty beach.

Jujinda (2002) studied the International Tourists' Opinion on Tourism Promotion Factors at Kata, Karon and Patong Beaches. It was founded that

1. Most of tourists' opinion towards accommodation, transportation, natural resources, service, safety, service providers, souvenir, restaurants and overall satisfaction were between fair and good level.

2. There were strong correlations between tourists' sexes, ages, marital status, birthplaces, and education. Occupations, income, length of stay, times of visit, channel that make the tourists know Phuket and the level of tourists' opinion at the statistical significance level of 0.05.

3. The most outstanding problem was traffic situation that need to be more control by the government and the surface of the road that need to be improved immediately. Moreover, there must be more campaign on Thai culture practices and expression.

Wongpanta (2001) studied the potential assessment of ecotourism development in Hua-Hin District, Prachuap Khiri Khan Province. The results showed that the potential of ecotourism in Hua-hin district in promotion the value of culture, historical places, and natural attractions was high. However, the samples valued the Hua-Hin's beaches and seawater, the accessibility, and the safety at a moderate level. There was a need to develop the carrying capacity relying on the external factors, the Tourism Authority of Thailand (Cha-am branch) and the local organization. Those were clubs, educational sectors, private sectors, and travel agencies. Those factors should promote eco-tourism through words of mouth advertisement in order to increase the amount of tourists. In addition, the local community should involve in tourism planning. More education and the cooperation among government, private sectors and local community are also needed. It was suggested that eco-tourism in Hua-Hin should emphasis on peacefulness and environment of the coastline.

Tangtrakul (1990) studied about tourists' satisfaction towards physical environment of Hua-Hin beach. It founded that the physical environment of Hua-Hin is in warning stage. The environmental components lacked of standard and out of control to capability and quality of physical environment, both natural and mad-made tourism. However, almost of tourists is satisfied Hua-Hin physical environment while the difference of age, education, marital status, occupation, place of living and experience on the beaches make them having different satisfaction.