#### **CONTENTS**

	Page
Contents	X
List of Tables	xvi
List of Figures	XX
Chapter	
1. Introduction	1
1.1 State of the problem	1
1.2 Objectives of the study	4
1.3 Scopes of research methodology	5
1.4 Survey data analysis	7
1.5 Expected benefits	7
1.6 Definition of key terms	8
2. Related concepts, theory and literature	10
2.1 Concepts and theories relevant to tourism	11
system	
2.1.1 Tourism system and its environment	11
2.1.2 Planning tourism as an integrated	14
system	
2.2 Concepts and theories relevant to nature-	15
based destinations and	
resources	
2.2.1 Common characteristics of	15
destinations	
2.2.2 Resources and attractions of	17
destinations	
2.2.3 Components of destinations	19
2.2.4 A profile of NBT sector	20
2.2.5 Types of nature-based activities	23
2.3 Concepts and theories relevant to marketing	25
mix strategies	
2.3.1 Marketing and marketing mix	25
2.3.2 The NBT market	30
2.3.3 Marketing tourist destination	31
2.3.4 Value added activities and products	33

2.4 Concepts and theories relevant to new	36
product planning	
2.4.1 New product development	36
2.4.2 Managing existing regional tourism	41
products	

	Page
2.4.3 Criteria for deciding on new products	42
2.5 Concepts and theories relevant to	46
accommodation management	
2.5.1 Accommodation in the destination	46
2.5.2 Camping grounds	48
2.6 Concepts and theories relevant to sustainable	50
tourism development	
2.6.1 Sustainable development	50
2.6.2 Sustainable tourism	52
2.6.3 The five main management tools for	54
local government	
2.6.4 Principles for tourism in the countryside	54
2.7 Provincial Administrative Organization	56
(PAO) - Local tourism	
planning and development policies	
2.7.1 Overview of local development policies	56
and plans	
2.7.2 Existing tourism development plans	57
(strategies)	
2.8 General existing circumstances in Suratthani	59
and Nakhon	
Srithammarat	
2.8.1 Geography, location and natural	59
resources	
2.8.2 Culture and festivals	60
2.8.3 Attractions related to natural tourism	61
2.9 Relevant research	63
2.9.1 Evaluation of an international	63
collaborative tourism	
development in the Mekong Delta:	
Southeast Asia	
2.9.2 Governance models for NBT in China	64

2.9.3 The Inter-Relationship between NBT in	65
a Community and	
Nearby Lodges in the Brazilian Amazon	
2.9.4 Evaluating a special NBT event	65
2.9.5 Modeling potential for NBT	66
2.9.6 Small recreational and tourist vessels in	66
inshore coastal	
areas: a characterization of types of	
impacts	
2.9.7 The net economic benefits of recreation	67
and timber	
production in selected New South	
Wales native forests	

	Page
2.10 Conceptual research framework	69
3. Methodology	70
3.1 Desk research	70
3.2 Mode of selecting	70
3.2.1 Selection of field survey for study	70
3.2.2 Selection of data collection periods for	71
study	
3.2.3 Selection of respondents	71
3.3 Research tools	75
3.4 Data collection	79
3.4.1 Primary data	79
3.4.2 Secondary data	79
3.5 Data analysis	79
3.5.1 Categorization of general information	80
3.5.2 Content analysis	80
4. Results	83
4.1 A SWOT analysis of possibility and	84
potentiality on NBT	
development in Suratthani and Nakhon	
Srithammarat	
4.1.1 Possible and potential strengths	86
4.1.2 Possible and potential weaknesses	86
4.1.3 Possible and potential opportunities	87
4.1.4 Possible and potential weaknesses	88
4.2 The perspectives of stakeholders to NBT	
development	
4.2.1 Group of tourists	89
4.2.1.1 Tourists' demographic	89
characteristics profile	
4.2.1.2 Tourists' perspectives towards	96
tourism current	
circumstances in Suratthani	

4.2.1.3	Tourists'	perspective	es 1	towards	103
tourism current					
	circumstan	ces in Nakh	on		
Srithammarat					
4.2.1.4	Influence	d factors	on	travel	110
decision to the region	on				
4.2.1.5 NBT development				118	

4.2.1.6 Tourist's interest on maintaining	Page 122
	122
NBT in	
Suratthani and Nakhon	
Srithammarat	120
4.2.2 Group of entrepreneurs	128
4.2.2.1 Entrepreneurs' demographic	128
characteristics profile	
4.2.2.2 Business operation based on	134
tourism products	
4.2.2.3 Entrepreneurs' perspectives	138
towards tourism	
development and management in	
Suratthani and	
Nakhon Srithammarat	
4.2.2.4 Major factors attracting tourists to	149
visit Suratthani	
and Nakhon Srithammarat	
4.2.2.5 NBT development	163
4.2.3 Group of tourism-related officers	168
4.2.3.1 Demographic characteristics of	169
tourism related	10)
officers	
4.2.3.2 Tourism related officers'	170
perspectives towards	170
tourism current circumstances in	
Suratthani and	
Nakhon Srithammarat	
111 11 11 11 11 11 11 11 11 11 11 11 11	176
4.2.3.3 Tourist's Interest Maintaining	176
4.2.3.4 NBT development	178
4.2.3.5 Attractive destination promotion	189
indicators	101
5. Conclusions and Recommendations	191

5.1 Summary of main findings	192
5.1.1 Local tourism planning and	192
development policies	
5.1.2 Destination portfolio of the clusters	193
5.1.3 The SWOT analysis of possibility and	194
potentiality	
5.1.4 Primary data evaluation	195
5.1.4.1 Structure of information sources	195
5.1.4.2 Tourism current circumstances in	197
Suratthani and	
Nakhon Srithammarat	
CONTENTS (CONTINUED)	
	D
51427	Page
5.1.4.3 Tourism industry development	199
and management in	
Suratthani and Nakhon	
Srithammarat	202
5.1.4.4 Tourism product development	202
5.1.4.5 Marketing and promotion	203
5.2 Discussions of significant findings	204
5.2.1 The potential for NBT development	204
emerging in	
constructing and reconstructing tourism	
places and spaces	
for the region: Muang, Suratthani and	
Khanom,	
Nakhon Srithammarat	200
5.2.2 The possibility of adding NBT	208
activities to the tourist	
attractions	210
5.2.3 The potential for increasing the higher	210
number of tourists'	
demand and enhancing the nature-based	

tourist destination	
in Suratthani and Nakhon Srithammarat	
5.3 Effective paradigm for expeditious NBT	214
development	
5.4 Practical recommendations	228
5.4.1 A collaborative outlook to develop	228
destination tourism	
5.4.2 New products development	230
5.4.3 Tourism destination marketing	231
5.4.4 Sustainable NBT development	232
5.5 Suggestions for further research	236
Bibliography	237
Appendices	243
A: Guest Arrivals at Accommodation	244
Establishments in	
Amphur Muang, Changwat Suratthani 2004	
B: Accommodations in Suratthani	246
C: Accommodations in Nakhon Srithammarat	253
D: Premiums of Accommodations in	255
Suratthani and	
Nakhon Srithammarat	
E: Questionnaire and Personal In-Depth	257
Interview Forms	

	Page
F: Action Plan	304
Vitae	307

#### LIST OF TABLES

Tabl		Page
e		
2.1	Primary activities	34
2.2	Support activities	35
2.3	Tourism Development Plan (Year 2006-2008)	58
2.4	Main attractions and nearby destinations in	62
	Suratthani and Nakhon Srithammarat	
3.1	The description of respondents	72
3.2	Matrix for a quota sample of enterprises in	74
	Suratthani and Nakhon Srithammarat	
4.1	A SWOT analysis of possibility and	85
	potentiality on NBT	
4.2	Tourist demographic characteristics profile	90
4.3	Residence of origin	91
4.4	Main objective of traveling	92
4.5	Tourists' traveling experiences in Suratthani	94
	and Nakhon Srithammarat	
4.6	Tourists' impression of the region destination	95
4.7	Opinions of domestic tourists on tourism	99
	current circumstances in Suratthani	
4.8	Opinions of international tourists on tourism	100
	current circumstances in Suratthani	
4.9	Perspectives of domestic and international	102
	tourists' views on the tourism current	
	circumstances in Suratthani - A comparison	
4.10	Opinions of domestic tourists on tourism	106
	current circumstances in Nakhon Srithammarat	
4.11	Opinions of international tourists on tourism	107
	current circumstances in Nakhon Srithammarat	
4.12	Perspectives of domestic and international	109
	tourists' views on the tourism current	
	circumstances in Nakhon Srithammarat	
	- A comparison	
4.13	Opinions of domestic tourists towards	114

influence factors on travel decision

## LIST OF TABLES (CONTINUED)

Tabl		Page
e		
4.14	Opinions of international tourists towards influence factors on travel decision	115
4.15	Perspectives of domestic and international tourists' views on influence factors on travel decision - A comparison	117
4.16	Opinions of domestic and international tourists on NBT development in Suratthani and Nakhon Srithammarat	120
4.17	Opinions of domestic tourists on maintaining NBT in Suratthani and Nakhon Srithammarat	124
4.18	Opinions of international tourists on maintaining NBT in Suratthani and Nakhon Srithammarat	125
4.19	Perspectives of domestic and international tourists' views on maintaining NBT in Suratthani and Nakhon Srithammarat - A comparison	127
4.20	Entrepreneurs' demographic characteristics profile	129
4.21	•	131
4.22	_	132
4.23	Tourism season	133
4.24		134
4.25	Business operation based on tourism products	137
4.26	•	137
4.27	Opinions of entrepreneurs on tourism development and management in Suratthani and Nakhon Srithammarat	141
4.28	Perspectives of entrepreneurs views on the	147

- tourism current circumstances in Suratthani and Nakhon Srithammarat
- A comparison
- 4.29 Opinions of entrepreneurs on major factors 156 attracting tourists to visit Suratthani
- 4.30 Opinions of entrepreneurs on major factors 158 attracting tourists to visit Nakhon Srithammarat

## LIST OF TABLES (CONTINUED)

Tabl		Page
e		
4.31	Perspectives of entrepreneurs' views on major factors attracting tourists to visit Suratthani - A	161
	comparison	
4.32	Perspectives of entrepreneurs' views on major factors attracting tourists to visit Nakhon	162
	Srithammarat - A comparison	
4.33	Potential attractions of NBT in Suratthani and Nakhon Srithammarat	164
4.34	Opinions of entrepreneurs on factors/elements used as a symbol for promoting tourism in the	166
4 2 7	regions	1.65
4.35	Perspectives of entrepreneurs' views on	167
	factors/elements used as a symbol for	
	promoting tourism in the regions - A	
4.2.5	comparison	
4.36	Opinions of tourism related officers on tourism	171
	current circumstances in Suratthani and	
4.27	Nakhon Srithammarat	170
4.37	1	1/2
	on tourism current circumstance in	
	Suratthani and Nakhon Srithammarat	
1 20	- A comparison	1 <i>75</i>
4.38	Opinions of tourism related officers on tourist's satisfaction on services	1/3
4.39		176
4.39	Perspectives of tourism related officers' views on tourist's satisfaction on Services - A	170
	comparison	
4.40	Opinions of tourism related officers on	177
4.40	elements of tourists' interest maintaining	1//
4.41	Opinions of tourism related officers on tourism	182
<b>⊤,</b> †1	development and management in Suratthani	102

- and Nakhon Srithammarat
- 4.42 Perspectives of tourism related officers' views 185 on tourism development and management in Srithammarat and Nakhon Srithammarat A comparison
- 4.43 Opinions of tourism related officers on 187 factors/elements used as a symbol for promoting tourism in the regions as a single destination

## LIST OF TABLES (CONTINUED)

Tabl		Page
e		
4.44	Perspectives of tourism related officers' views on factors/elements used as a symbol for promoting tourism single destination in the regions - A comparison	188
4.45	Assessment of attractive destination promotion indicators as perceived by tourism related officers classified by their respective aspects	190
5.1	Destination in the dimension of NBT	205
5.2	Activity in the dimension of NBT	205
5.3	Tourism resources in Suratthani and Nakhon Srithammarat	208

#### LIST OF ILLUSTRATIONS

<b>Figure</b>		Page
1.1	Map of the study area	4
2.1	Tourism system and its environment	11
2.2	The tourism system	14
2.3	Relationship between resources,	17
	development and attractions	
2.4	Ecotourism and NBT	22
2.5	Ecotourism activities in the context of	24
	NBT	
2.6	The Marketing Mix for service industry	28
2.7	Marketing strategy factors	29
2.8	Product mix characteristics	38
2.9	Tracking regional product performance	41
2.10	Strategic options for problem tourism	42
	products	
2.11	The new product development process in	43
	regional tourism	
2.12	Interaction of the formal rational-analytical	45
	planning process with the operational facet	
	of product innovation	
2.13	Ecotourism and sustainable tourism	52
3.1	Procedure and steps of study - NBT	82
	Development in the Regions: Suratthani	
	and Nakhon Srithammarat	
5.1	Effective paradigm for expeditious NBT	216
	development	