



The Potential of Changwat Krabi to be Developed as a Long Stay Tourist Destination

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**A Thesis Submitted in Partial Fulfillment of the Requirements for the Degree of
Master of Business Administration in Hospitality and Tourism Management**

(International Program)

Prince of Songkla University

2009

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ชื่อวิทยานิพนธ์	ศักยภาพของจังหวัดกระบี่เพื่อพัฒนาเป็นแหล่งท่องเที่ยวแบบพำนักระยะยาว
ผู้เขียน	นางสาวธนาธิป บุญยรัตน์
สาขาวิชา	การจัดการการบริการและการท่องเที่ยว (หลักสูตรนานาชาติ)
ปีการศึกษา	2550

บทคัดย่อ

การท่องเที่ยวในปัจจุบันเป็นอุตสาหกรรมทางเศรษฐกิจที่ใหญ่ที่สุดในโลกและเติบโตเร็วที่สุดในหลายประเทศ การท่องเที่ยวมีบทบาทสำคัญอย่างมากต่อระบบสังคมของเรา โดยเฉพาะอย่างยิ่งงานด้านบริการ ประเทศไทยเป็นจุดหมายหลักทางท่องเที่ยวที่มีเสน่ห์ประเทศหนึ่งในเอเชียตะวันออกเฉียงใต้ เห็นได้จากในขณะนี้มือนักท่องเที่ยวต่างชาติมากมายเดินทางเข้ามาในประเทศไทยและมีแนวโน้มว่าจำนวนนักท่องเที่ยวต่างชาติจะมีจำนวนเพิ่มมากขึ้น เนื่องจากเสน่ห์และความพร้อมของประเทศไทย นักท่องเที่ยวทั่วโลกที่เดินทางมาเที่ยวเมืองไทยเป็นครั้งแรก มีความประสงค์ที่จะกลับมาเที่ยวประเทศไทยอีกและมีระยะเวลาพำนักนานขึ้น โดยเฉพาะอย่างยิ่งนักท่องเที่ยวที่กำลังมองหาสถานที่ในอุดมคติเพื่อเป็นบ้านหลังที่สองของพวกเขา จังหวัดกระบี่ซึ่งอยู่ทางภาคใต้ของประเทศไทยเป็นหนึ่งในจุดหมายทางการท่องเที่ยวรองจากจังหวัดภูเก็ต มีนักท่องเที่ยวต่างชาติมากมายที่สนใจในจังหวัดกระบี่ “แดนสวรรค์แห่งใหม่” สำหรับการพักผ่อนหรือเป็นบ้านหลังที่สองของพวกเขา เมื่อคุณติดการขยายเวลาพำนักหรือการต่อวีซ่าเพื่ออยู่ต่อในจังหวัดกระบี่จากสำนักงานตรวจคนเข้าเมืองในจังหวัดกระบี่พบว่า จำนวนนักท่องเที่ยวต่างชาติที่ต้องการขยายเวลาพำนักหรือขอต่อวีซ่ามีจำนวนเพิ่มขึ้นทุกปีและมีแนวโน้มว่าจะเพิ่มขึ้นในอนาคตดังนั้นการศึกษาในครั้งนี้เป็นการศึกษาถึงศักยภาพของจังหวัดกระบี่เพื่อพัฒนาเป็นแหล่งท่องเที่ยวแบบพำนักระยะยาว

วัตถุประสงค์ของการศึกษาเพื่อศึกษาสถานการณ์ปัจจุบันของปัจจัยด้านอุปทานสำหรับการท่องเที่ยวแบบพำนักระยะยาว เพื่อศึกษาพฤติกรรมของนักท่องเที่ยวชาวต่างประเทศสำหรับการท่องเที่ยวแบบพำนักระยะยาว และข้อเสนอสำหรับการพัฒนาการท่องเที่ยวแบบพำนักระยะยาวในจังหวัดกระบี่ ประชากรเพื่อการศึกษาวิจัยคือผู้มีส่วนได้ส่วนเสีย 4 กลุ่ม ด้วยวิธีการสัมภาษณ์และการใช้แบบสอบถามผสมผสานเพื่อให้ได้ข้อมูลที่เป็น ตัวอย่างจากผู้มีส่วนได้ส่วนเสียเพื่อการศึกษาวิจัย 4 กลุ่ม ได้แก่ นักท่องเที่ยวชาวต่างประเทศ 400 คน ผู้ให้บริการทางการท่องเที่ยว 40 แห่ง

องค์กรจากภาครัฐ 7 องค์กรและองค์กรท้องถิ่น 5 องค์กรในจังหวัดกระบี่ ผลการศึกษาชี้ให้เห็นว่า จังหวัดกระบี่มีศักยภาพและโอกาสอย่างมากที่จะพัฒนาเป็นแหล่งท่องเที่ยวแบบพำนักระยะยาว การศึกษานี้ยังคงชี้ให้เห็นถึงศักยภาพและสถานการณ์การท่องเที่ยวแบบพำนักระยะยาวปัจจุบัน และในอนาคต ปัจจัยที่มีอิทธิพลต่อการท่องเที่ยวแบบพำนักระยะยาว รูปแบบของที่พักและทำเลที่ตั้งเพื่อการท่องเที่ยวแบบพำนักระยะยาว สิ่งอำนวยความสะดวกและบริการเพื่อสนับสนุนการท่องเที่ยวแบบพำนักระยะยาว การรับรู้ของนักท่องเที่ยวในเรื่องของภาพลักษณ์ของแหล่งท่องเที่ยว การเข้าถึงแหล่งท่องเที่ยว การขนส่ง ที่พัก กิจกรรมทางการท่องเที่ยว ปัญหาหรืออุปสรรค ข้อได้เปรียบเสียเปรียบ แนวทางหรือคำแนะนำสำหรับโปรแกรมการพัฒนาการท่องเที่ยวแบบพำนักระยะยาว ผลกระทบที่สิ่งอำนวยความสะดวกและบริการที่มีอยู่ของผู้ประกอบการ การเข้าร่วมและความพร้อมของผู้ประกอบการ ผลประโยชน์ที่จะได้รับจากโปรแกรมนี การศึกษาจะชี้ให้เห็นถึงกลยุทธ์และข้อเสนอแนะที่เป็นประโยชน์ต่อโปรแกรมการพัฒนาการท่องเที่ยวแบบพำนักระยะยาว

จังหวัดกระบี่มีศักยภาพอย่างมากที่จะพัฒนาเป็นแหล่งท่องเที่ยวแบบพำนักระยะยาวเห็นได้จากจำนวนเปอร์เซ็นต์ของนักท่องเที่ยวที่เต็มใจจะกลับมาจังหวัดกระบี่ในฐานะนักท่องเที่ยวระยะยาวสูงถึง 87.3% และผลสนับสนุนอื่น ๆ ที่ได้จากการศึกษาในครั้งนี้ การท่องเที่ยวแบบพำนักระยะยาวให้ผลประโยชน์และข้อได้เปรียบมากมาย อาทิเช่น รัฐบาลไทยจะได้ผลประโยชน์จากรายได้เพิ่มได้จากจำนวนนักท่องเที่ยวระยะยาว องค์กรรัฐต่าง ๆ ทั้งศูนย์กลางและท้องถิ่นก็จะได้รับประโยชน์จากความเจริญรุ่งเรืองของท้องถิ่น

วิธีการที่จะทำให้โปรแกรมพัฒนาการท่องเที่ยวแบบพำนักระยะยาวสำเร็จนั้น ทุกฝ่ายที่เกี่ยวข้องไม่ว่าจะเป็นภาครัฐหรือเอกชนจะต้องให้การสนับสนุนและให้ความร่วมมือ จะต้องปรึกษาหารือ แลกเปลี่ยนความคิดเห็นและร่วมกันวางแผนในการพัฒนาด้านต่างๆ เช่น รัฐบาลส่วนกลางและองค์กรรัฐส่วนท้องถิ่นต้องให้ข้อมูลที่ถูกต้องและทำการประชาสัมพันธ์โปรแกรมพัฒนาการท่องเที่ยวแบบพำนักระยะยาวอย่างมีระบบและมีประสิทธิภาพ การขอวีซ่า การต่ออายุ วีซ่าหรือการขอขยายเวลาในการพักควรจะเรียบง่ายไม่ซับซ้อนและยุ่งยาก รัฐบาลและองค์กรส่วนท้องถิ่นควรให้การสนับสนุนชุมชนหรือหมู่บ้านที่สนใจเข้าร่วมโปรแกรมการพัฒนาการท่องเที่ยวระยะยาว

จำนวนตัวเลขของนักท่องเที่ยวทั่วไปและนักท่องเที่ยวระยะยาวที่เพิ่มขึ้น เป็นเหตุผลกดดันให้ชุมชนจำเป็นต้องพัฒนาผลิตภัณฑ์สิ่งอำนวยความสะดวกและบริการ อาทิเช่น สาธารณูปโภคต่างๆ น้ำ ไฟฟ้า ถนน ระบบกำจัดน้ำเสียและอื่นๆ ผู้ประกอบการทางการท่องเที่ยวต้องจัดเตรียมลงทุนเพิ่มเติมด้านสิ่งอำนวยความสะดวกสิ่งบันเทิงต่างๆและบริการอื่นๆ ที่จะช่วยสนับสนุนและสนองตอบความต้องการของนักท่องเที่ยวชาวต่างประเทศ

Thesis Title	The Potential of Changwat Krabi to be Developed as a Long Stay Tourist Destination
Author	Miss Thanatip Boonyarat
Major Program	Hospitality and Tourism Management (International Program)
Academic Year	2009

ABSTRACT

Tourism is well established as one of the world's largest and fastest growing industries of the economies of many countries as it assumes a dominant role in the service sector and also represents an important social phenomenon of our time. Thailand is one of the most exotic destinations in South East Asia and quite possibly the world and has become more and more popular with foreign tourists. Because of Thailand's charm and promptness, many tourists from around the world, after paying a visit for the first time, want to return again for longer periods of time, particularly those tourists who are searching for an ideal place to have a second home. Krabi is well established as one of the tourism destinations, and in Southern Thailand it is second only to Phuket. There are many tourists interested in Krabi as a "new heaven" for relaxation or their second home. In accordance with immigration office's records in Krabi, the number of international tourists who would like to extend their visa for long stay tourism has been increasing and the trend will continue in the future. Therefore, this paper investigates the potential of Changwat Krabi to be developed as a long stay tourist destination.

The objectives of this study are to examine the present situation of supply factors for long stay tourism in Krabi, to study international tourists' behavior in the context of long stay tourism in Krabi and to propose recommendations for long stay tourism development in Krabi. The study identifies four stakeholders as the target population of this research and follows a mixed method approach by collecting data through questionnaires and semi-structured interviews. The four stakeholders are 400 international tourists, 40 private tourism service providers, 7 government authorities and 5 local government authorities in Changwat Krabi. The findings indicate that Changwat Krabi has high potential and opportunities to be developed as a long stay tourist

destination. The studies also identify Krabi's potential, current and future long stay tourism situation, decision factors for long stay tourism, types of long stay accommodations, area of long stay accommodations, facilities or services for supporting long stay tourism, long stay tourists' perception for images of attractions, accessibility, accommodations, activities, facilities and amenities in Krabi, problems or obstacles/advantages and disadvantages/guidelines or suggestions for long stay tourism development program, existing facilities, services and other products, participation and readiness for long stay tourism, what benefits can get through this program and others. The study also identifies mechanisms, strategies and recommendations for long stay tourism development program.

Krabi has high potentials to be developed as a long stay tourist destination as indicated by the high rate of respondents willing to return as long stay tourists (87.3%), as well as the other findings of the survey. In addition, there are many benefits or advantages from long stay tourism such as Thai government will benefit from the greater income from the increased long stay tourism, subordinate government organizations (i.e. Provincial administrative organization, local administrative organization) will also benefit from the increased local prosperities.

In order to make the long stay tourism development program successful, but there must be good cooperation between organizations and individuals directly involved in the program, share their plans to ensure integration coordination of various aspects of development. For example, the central and local governments have to provide an effective tourism information program and advertising, to ensure a smooth and easy system for the arrivals and visa arrangements and they must also cooperate with subordinate government organizations throughout the project areas. The subordinate government organizations must be prepared to provide supports to individual communities or villages that are interested in implement for long stay tourism program. With increased number of tourists, the communities will need to upgrade their facilities and services, for example, public utility, infrastructure, water and sewage treatment plant system, etc. Tourism service providers have to be prepared to invest in additional facilities and amenities to meet the long stay tourists' needs.

Keywords: Long stay tourism, market potential, destination development, Krabi, Thailand

ACKNOWLEDGEMENTS

The study of “The Potential of Changwat Krabi to be Developed as a Long Stay Tourist Destination” has shown the great benefit for Thai government, Changwat Krabi, tourism service providers and local people in the communities. I am very interested in this topic as I can see that it is high possibilities for Changwat Krabi to be developed as a long stay tourist destination and I also would like to participate this program as a tourism service provider. This study’s success would not be completed if I did not have supports, helps from every party and all stakeholder sample groups’ participation.

First, I would like to express my sincerest appreciation to my advisor Associate Professor Manat Chaisawat, who has kindly assisted and guided me to complete my thesis by giving his valuable contribution to the quality and the standard of my study during the entire period of the study. My special thanks are also to Dr. Ilian Assenov, co-advisor of this study, the Director of the MBA (International Program), Dr. Naree Weerakit, Dr. Kullada Phetvaroon and Dr. Aree Tirasatayapitak who have also assisted and provided me the academic knowledge and valuable experiences during the thesis progress report presentation.

Second, I would like to thank all participants who provided me quality information and opinions from government authorities, local government authorities, tourism service providers and the international tourists sample group.

Finally, I can not forget all supports and encouragement from my loving wonderful family. Therefore, I would like to take the chance to express my extremely special thank to my parents Mr. Preecha Boonyarat and Mrs. Pijitra Boonyarat, and Mr. Leif Skulstad, who have encouraged me to pursue my studies, my brother, sisters, my close friends, my MBA classmates, and other involved people whose names are not listed here for their wonderful supports.

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LIST OF ABBREVIATIONS AND SYMBOLS

ATC	Australia Tourist Commission
DEP	Department of Export Promotion
HRM	Human Resource Management
ISPA	International Spa Association
MTPB	Malaysia Tourism Promotion Board
OSSC	One Stop Service Center
OTD	Office of Tourism Development
OTOP	One Product One Tambon
PAO	Provincial Administrative Organization
PRA	Philippines Retirement Authority
SHO	Silver Hospitality Co., Ltd
SME	Small and Medium Enterprises
SML	Small Medium Large
SPSS	Statistical Package for Social Sciences Programme
TAT	Tourism Authority of Thailand
TLA	Thai Long Stay Providers Association
TRF	Thailand Research Fund
UN	United Nations
UNESCAP	United Nations Economic and Social Commission for Asia and the Pacific
UNWTO	United Nations World Tourism Organization
WTTC	World Travel and Tourism Council
WWW	World Wide Web

CHAPTER 1

INTRODUCTION

Thailand is among the most exotic destinations in South East Asia and quite possibly the world and has become more and more popular with foreign tourists. There are a huge numbers of tourists who come because of the abundance and value of natural resources available. Thailand is also rich in culture with its ancient archeological sites, palaces and temples as well as offering a unique lifestyle that enhances the experience of life.

The World Tourism Organization, (2003) reported that Thailand was the fourth largest tourist destination in Asia below China, Hong Kong and Malaysia and also the third in revenue from tourism below China and Hong Kong.

Because of Thailand's charm and promptness, many tourists from around the world, after paying a visit for the first time, want to return again for longer periods of time, particularly those tourists who are searching for an ideal place to have a second home. There are a large number of Japanese now living in Thailand as the Japanese government has encouraged its citizens, particularly retirees, to live in Thailand where they have a good quality of life, good cost of living, security and safety.

Nowadays, the long stay concept has been internationally popularized. It is not only for retirees but for everyone, especially foreign tourists, who come from cold countries during their winter season and plan long stays during this time. They want to escape from cold climates and enjoy seaside activities, rural/mountain hill-tribe life and to enjoy exciting and adventurous experiences. There are a diverse number of activities that can support tourist's long stay. Some are: medical and health care services, beauty therapy and spa treatments, sports and recreations training, education opportunities, religious learning etc.

Government policy is aimed at promoting the tourism industry as a means to direct foreign currency into the country, consequently to improve the economic status, to create new investments, employment, to distribute income and benefits to all regions in Thailand. The Tourism Authority of Thailand (TAT) has created several programmes and activities to promote Thailand as a major travel destination and to expand the current markets to cover the niche segment (Tourism Authority of Thailand, 2007).

Due to ongoing promotions and activities by TAT, the number of tourists coming to Thailand has increased every year. However, when taking into consideration the average length of stay in Thailand for the past years (1995-2005), there has been a decrease of approximately 1.43% per year. See table 1.1 Therefore, TAT has realized that it should expand its markets to include those tourists who spend a long period of time in the country. These kinds of tourists will consequently spend more money during their stay in Thailand therefore the Tourism Authority of Thailand has promoted and developed Long stay Tourism in Thailand by proposing the issues facilitating the arrival procedures for aged tourists (55 years and above) to the Cabinet (Tourism Authority of Thailand, 2007).

Table 1.1 International Tourist Numbers, Average Length of Stay, Average Expenditure and Revenue from 1995-2007

<u>Year</u>	<u>International Tourist</u>			
	Tourist Number (million)	Average Length of stay (days)	Average expenditure/ person/day (baht)	Revenue Million (baht)
1995	6.95	7.43	3,693	190,765
1996	7.19	8.23	3,706	219,364
1997	7.22	8.33	3,672	220,754
1998	7.76	8.40	3,713	242,177
1999	8.58	7.96	3,705	253,018
2000	9.50	7.77	3,861	285,272
2001	10.06	7.93	3,748	299,047

2002	10.79	7.98	3,754	323,484
2003	10.00	8.19	3,774	309,269
2004	11.65	8.13	4,057	384,360
2005	11.52	8.20	3,890	367,380
2006	13.82	8.62	4,048	482,319
2007	14.46	9.19	4,120	547,782

Source: Tourism Authority of Thailand, 2007

1.1 Statement of the Problem

Krabi is well established as one of the world's tourism destination second only to Phuket in Southern Thailand. There are many tourists interested in Krabi as a "new heaven" for relaxation. Nowadays, Krabi has tourism strengths and there are 52 Tambons which have natural based tourism resources (sea, island, waterfall, mountain, etc.), historical tourism resources and cultural based tourism resources (Thai Tourism Research, 2005). It is the natural resources, variety of tourism type activities, friendliness and kindness of the local people in communities that attract many tourists to visit Krabi again and again. From the statistics, there is also increase the number of tourists and revenue each year.

Taking a look at Table 1.2, we note that the average length of stay in Krabi over the past years (2002-2007), there has been a decrease therefore it should expand its markets to include those tourists who spend a long period of time in the country.

Table 1.2 Krabi's Tourist Number, Revenue, Hotel Number, Room Number, Average Length of Stay and Average Expenditure from 2002-2007

Year	Tourist number	Revenue (million)	Hotel number	Room number	Average length of stay (days)	Average expenditure per day (baht)
2002	3,754	10.79	7.98	323,484		
2003	3,774	10.00	8.19	309,269		
2004	4,057	11.65	8.13	384,360		
2005	3,890	11.52	8.20	367,380		
2006	4,048	13.82	8.62	482,319		
2007	4,120	14.46	9.19	547,782		

2002	1,458,771 (+7.50%)	15,593 (+9.81%)	290 (+58.47%)	9,088 (+50.86%)	4.50 -	2,518.31 -
2003	1,623,217 (+11.27%)	17,465.98 (+10.72%)	290 (0%)	9,867 (0%)	4.37 -	2,595.95 -
2004	1,796,591 (+10.68%)	19,325.37 (+10.65%)	333 (+14.82%)	10,950 (+10.98%)	2.85 -	2,619.43 -
2005	1,027,072 (-42.83%)	14,786.80 (-23.49%)	436 (+23.62%)	9,737 (-11.08)	2.72 -	2,440.66 (-6.83)
2006	1,732,951 (+68.73)	19,819.30 (+168.07)	459 (+9.49)	10,962 (+12.58)	3.88 -	3,146.02 (+28.90)
2007	2,126,107 (+ 22.69)	24,728.93 (+24.77)	582 (+7.88)	12,442 (+13.50)	4.03 -	3,144.52 (-0.05)

Source: (Tourism Authority of Thailand, Southern office, Region 4, March, 2008)

According to the immigration office's records in Krabi, there are many tourists who would like to extend their visa as long stay tourists every year and the trend will likely increase.

- In 2006 there were 496 international tourists who wanted to extend their visa for long stay tourism.
- In 2007 that number grew to 695 and in the first part of 2008, January-July, there were already 434 who wanted to extend their visas, so that the total number in 2008 will likely exceed the 2007 number (Immigration office, Krabi, 2008).

In 2007, the majority of long stay tourists, 55.7%, come from Europe.

The top five countries of long stay tourist are the United Kingdom (8.9%), Germany (7.9%), England (5.5%), Sweden (5.2%) and France (4.9%). Percentage of long stay tourists coming from Asia is 25.3%. Most of them are from Philippines (5.3%), India (4.7%) and Japan (3.6%). Long stay tourists coming from North America amounted to 4.7% from the US and 3.7% from Canada. The long stay tourists coming from Australia and New Zealand amounted to 2.4% and 0.9% respectively. Not many long stay tourists come from Africa, only .2% from South Africa and

Morocco. There are 6.8% of long stay tourists, who did not inform their country names (See Appendix A). Long stay tourists' objectives are to come for holiday, medical and health care, visiting family or friend, following family, education, training, etc (See Appendix B).

As stated, the average length of stay in Krabi has decreased. See table 1.2, average length of stay in 2002 was 4.50, 2003 was 4.37, 2004 was 2.85 and 2005 was 2.72. In 2006 and 2007 it increased to 3.88 and 4.03 but this was still lower than 2002. In order to support the government policy to promote the Long Stay Tourism Development Program as a means to direct foreign currency into the country and consequently to improve the economic status, it would be an advantage to study the potential of Krabi to be developed as a long stay tourist destination. This research needed to study the present situation of supply factors and international tourists' behaviour of long stay tourism in Krabi, and aimed to propose recommendations for long stay tourism development in Krabi.

Krabi was selected as a research site because it is a destination suitable for long stay tourism, with an enhanced and ensured quality of life, economical cost and security and safety.

1.2 Related Literature

1.2.1 Long Stay Tourism in Thailand

1.2.1.1 Background of Long Stay Tourism in Thailand

Office of Tourism Development (2003) stated that the long stay tourism program was developed after the office of Service Trade, Department of Export Promotion, Ministry of Commerce initiated the Long stay Health Care Service Program in January, 2000. During this period, Thailand was in a declined economic situation. The private hospitals had approximately 30% bed vacancy and about 11,500 beds all over the country vacant. The long stay tourism program's objectives were to promote the aged tourists from countries which have winter and long periods of cold climate who decide to travel and have health care services in Thailand. Although, the long stay Health Care Service Program had a starting point from Health Care Service, this program is directly related to tourism. The Tourism Authority of Thailand (TAT)

presented and established the long stay tourism development and promotion program in order to support and extend the tourist market groups according to the policy's objectives which are to increase the revenue and benefits from the tourism industry. This program was approved by the cabinet of the government on 26th June, 2001. The order from the Prime Minister's office number was 215/2544 on the 4th July, 2001, set up the committees to handle and be responsible for the national long stay tourism development and promotion program (Office of Tourism Development, 2003).

1.2.1.2 Concept of Long Stay Tourism

Linked to the health-and-holiday concept is the promotion of long stay visitors, which is targeted at getting retirees from countries that have harsh winters and a higher cost of living to stay for extended periods in Thailand, where it is both warmer and less expensive. Senior citizens from Europe and Japan are a primary target. Originally, plans called for a special company to be set up to market this sector, which is seen as having corresponding spin-off benefits for a number of sub-sectors like housing, health, transportation, and even recreation (Bangkok post, 2003).

1.2.1.3 Definition of Long Stay Tourism in Thailand

1. Tourism Authority of Thailand defined the meaning of "long stay tourism", at this stage of the working process, as long stay tourists who are mainly overseas visitors who come to Thailand to spend their leisure time in the country for one month to six months but not exceeding one year. They have no desire to make a living or to earn income in Thailand and have a regular income from their savings or pension funds, insurance schemes or other sources from their home country. They can prove that they can disburse the expected expenses in Thailand through proper financial channels. They normally enjoy living in Thailand by joining some civic activities with the local people and occasionally participate in various learning experiences including modern and technological knowledge to better their skills. Also, they can experience the historical and cultural heritage of the country fulfilling their dream of living with a good

quality of life, enjoying services with economical costs, and having the chance to associate with the younger generation in voluntary social events.

2. The committees of the international long stay tourism development and promotion defined the meaning of “long stay tourism” as tourists who have holidays of more than one month. In the first period, this program will focus on the retired tourists who want to travel and spend their lives in Thailand. These tourists also want to travel as sub-activities while they are in Thailand, but nowadays, this program does not focus on only retirees, it focuses more on other tourist market like snowbirds, students, trainees, volunteers and others (Office of Tourism Development, 2003).

3. The Northern Heritage Valley defined “Long stay tourism” as an encouragement for Thailand to be a long stay destination for tourists. The length of stay is from two weeks up to two - three months or two - three years. Generally, this type of tourism is for tourists who are retired or wealthy. From this meaning, long stay tourism business is a significant one for the tourism industry. However, there are some differences, which need to be developed as follows:

- Provide accommodation which meets international standards and is not too expensive.
- Provide accommodation which is full of facilities suitable for old / retired long stay tourists.
- Provide Health care facilities.
- Provide activities, which are not only for relaxing and create new things for benefiting body, mind and soul.
- Support the long stay tourism with infrastructure, language, communication, visa, banking, shopping, and self-development and so on (TAT, Nhong Kai, 2007).

4. Japan’s Long Stay Foundation defined “Long Stay Tourism” as a long-term stay in a foreign country that is not for immigration or permanent residence and the characteristics of long stay tourism are:

1. Must be long term stay which means they stay longer in general in a foreign country. However at some point they have to come back to Japan.

2. Objectives are doing activities for relaxation.

3. Emphasis is on staying at the accommodation more than traveling.

Traveling aboard is to seek the experiences in other countries which they are not able to get in daily life. Whereas long stay is seeking the experiences which they are able to find in daily life making it similar to daily life but in a foreign country.

4. Must have or rent accommodation in foreign countries for living. It is not like other tourists who stay in hotels.

5. Must have enough money in Japan in order to live in the foreign countries.

5. Department of Export Promotion, Thailand defined “Long stay Tourism” as Service business for Long-term health (Long stay and Health care). Providing services together with hospitals, resorts, hotels and other accommodations at the tourist attractions, by using the Health Care Services positioning. Providing long-term rest services with full health care services for the target groups, which are foreign aged people who want rest during a long stay period. This is the character of long stay tourists in foreign countries. It does not mean they have to be there permanently in those countries.

6. Ministry of Foreign Affairs defined “Long Stay Tourism” as those tourists, who stay in Thailand more than 90 days and have O-A visa.

7. McIntosh and Goeldner (2002:25) defined “Long Stay Tourism” is a part of special interest tourism and it refers to the retiree group who want to spend less of their time in other countries. Traveling is the fifth necessities for their living. For the retiree group, they travel on average 3-4 times a year for at least one month at a time.

1.2.1.4 The Consumers of Long Stay Tourism Program

Tourism Authority of Thailand (TAT, 2006) has targeted four different market segments as potential long stay tourists in Thailand as follows:

1) Retirees from various countries with particular emphasis on the Japanese market; the European market such as British, German, Dutch, and Scandinavian; the overseas Chinese market and those from the rest of the world.

2) Snowbirds, those who will come from cold countries during their winter

season. These people have already come to Thailand to enjoy seaside activities, rural/mountain hill-tribe life and to enjoy exciting and adventurous experiences for two or three weeks. Some are using Thailand as a hub for shorter trip to nearby countries such as Myanmar, Laos and Cambodia (Indochina).

3) Students and trainees from overseas are in this group. Thailand has some economic advantages that many international schools choose to operate their affiliations or branches to teach foreign students in various subjects. Students may not be big spenders but their presence would generate other income for the country.

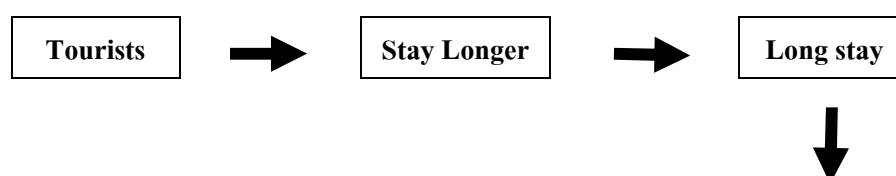
4) The fourth group is those who attend sports training camps. Many sports training associations have come to Thailand and brought along their coaches and athletes to conduct their programs at different sites around the country.

1.2.1.5 Long Stay Tourism Market's Characteristic

Long stay tourism: The long stay tourism happened many years ago. People from developed countries that have a high income would travel in their own countries or abroad for pleasure. They take more time for their stay. The long stay tourism has some unique requirement that differ from general tourism. When the general tourists have a good and pleasurable experience with their first visit, they will come back to visit again to stay longer. If they are impressed, they will come back and be the long stay tourists (Chantarasuwan, 2003).

- First Step: Tourist
- Second Step: Stay Longer
- Third Step: Long stay
- Forth Step: Permanent Stay

Figure 1.1 Long stay Model



Permanent Stay

Source: Long stay Model, Faculty of Commerce and Accountancy, Thammasat University, Bangkok, Thailand, 2002

1.2.1.6 Objectives of Long Stay Tourism

Tourism Authority of Thailand (TAT, 2006) stated the objectives of long stay tourism as follows:

- 1) To promote Thailand as a Long stay destination for tourists who have a high expense capacity.
- 2) To direct foreign currency into the country and to strengthen the economic status.
- 3) To create more working opportunities and income to the tourism industry and other related services.
- 4) To expand tourist markets.
- 5) To promote the expansion of the tourism industry in other regions besides the principal areas.

1.2.1.7 Benefits from Long Stay Tourism

Tourism Authority of Thailand (TAT, 2006) stated the benefits from long stay tourism as follows:

- 1) Help hotels and resorts owners to have more customers.
- 2) Help non-performing loans to be more useful and create income.
- 3) Create working opportunities

1.2.1.8 Offer for Long Stay Tourist

Tourism Authority of Thailand (TAT, 2006) stated that Thailand can offer to the long stay tourists can be divided into three broad groups.

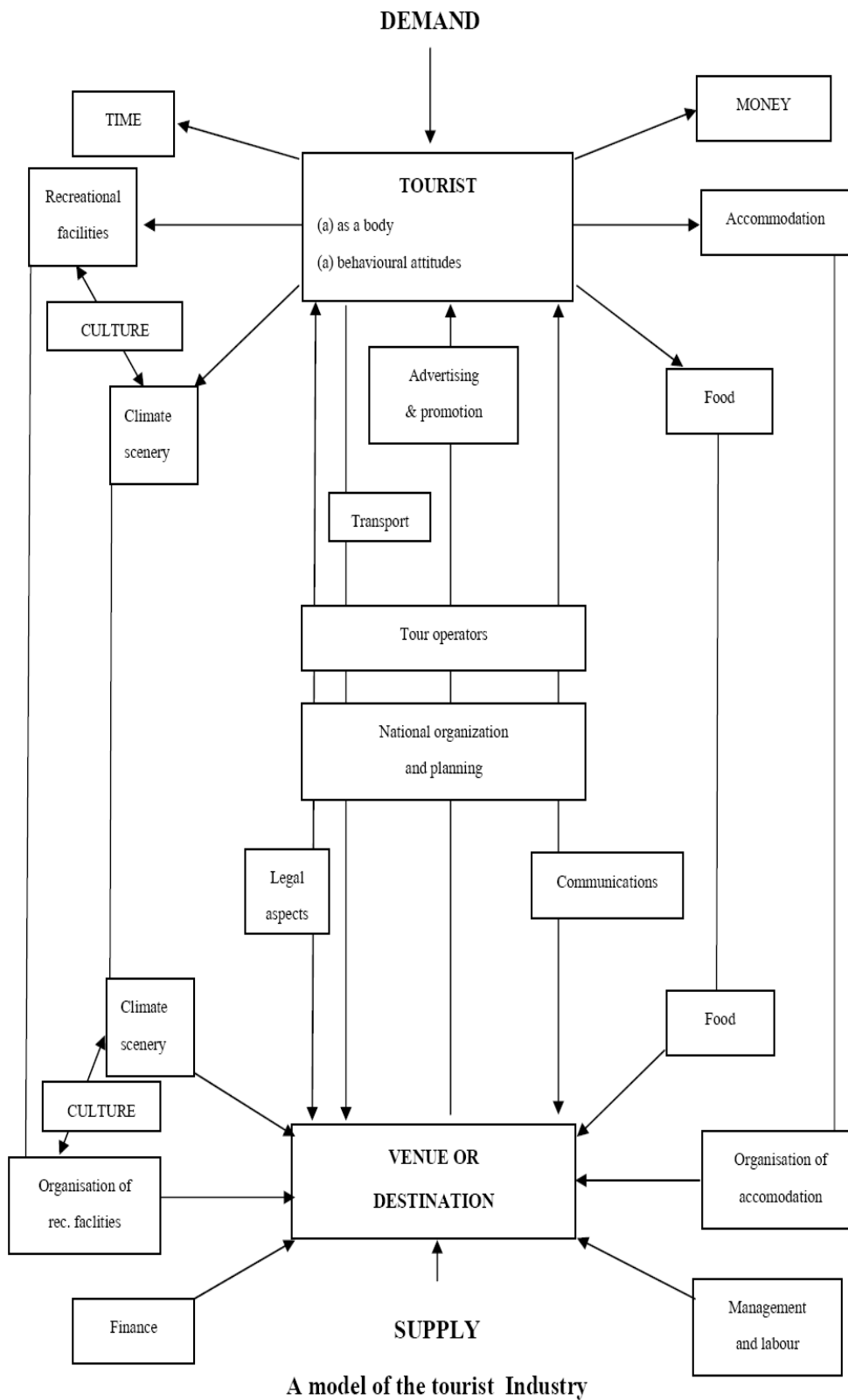
- 1) Medical care and health-related services.
- 2) Tour packages including weekly/monthly programmes which combine accommodation in different parts of the country from mountains, urban areas, rural areas to the seaside, as well as social events, learning programmes and site visits to interesting projects.
- 3) A personal concierge service is the essential part of taking good care of foreign visitors who need a service from a reliable and friendly entity. It is to provide them good and efficient services with reasonable costs, so that they would not be deceived by tour guides or strangers.

1.2.1.9 Long Stay Tourism Components

Office of Tourism Development (2003) stated that long stay tourism is not a new type of tourism, it has existed for a long time. It resulted from an increase in western tourists who travel to other places both inside and outside their country. The original objective is escaping the cold climate during their winter season, traveling for health benefits or education but now long stay tourism's objectives have increased to activities such as volunteering, sports training camps and so on.

General overview, the component of long stay tourism is similar with other types of tourism. See figure 1.2.

Figure 1.2 A Model of the Tourist Industry



Source: Robinson, H.(1976) A Geography of Tourism Model of Tourism Industry

Tourism Authority of Thailand (TAT, 2006) has been assigned by the government to promote the private sector to increase the volume and value of the tourism by emphasizing on this new type of demand for services. The new company shall consolidate private operators to work with the new company by following standard practices and quality control of services provided.

1) Tourism main products

For accommodation, there are three groups of providers:

- Existing apartments and condominiums
- Existing hotels and resorts
- Special villages catering the long stay tourists

2) Services and facilities

For services, there are many service providers such as:

- Tour guide companies and tour operators
- Golf courses and sport clubs
- Training institutions
- Medical cares
- Health cares
- Entertainment
- One Stop Service Centre

Health care services are an important service for long stay tourism.

Therefore, Ministry of Public Health's Strategic planning's objective is to develop Thailand as Health Care Centre in Asia, long stay tourism is a supporting instrument. International tourists, who have a high purchasing power, will be able to take advantage of health care services and treatments and it will provide a benefit to the country. Private sectors understand the relationship between tourism and health care services and beauty care by offering special package tours to the international tourists (Phujadganraiwan, 2003).

One Stop Service Center's function

- Provide information and contact the various sectors or organizations to facilitate for long stay tourists

- Provide the standard accommodation as per client's needs.
- Contact immigration offices for extending the length of stay.
- Contact Siam Commercial Bank for opening bank accounts.

3) Human resources

People, who have required skills, intention and are ready to perform their works /services for long stay tourism, especially, language ability and hospitality skills, service ability are very important for senior /aged people.

1.2.1.10 Thailand's Strategic Advantage and SWOT Analysis for Long Stay Tourism

Tourism Authority of Thailand (TAT, 2006) analyzed Thailand's strategic advantages for long stay tourism.

1) Location

- Thailand is in the hub of international air travel.
- Climatically, there is plenty of sunshine and in different parts of the country, climate conditions can be chosen all year round.

2) Natural Beauty

- There are traditional ways of life in rural areas, mountains, beaches and world-renowned tourist attractions in the North and South. Thailand is also surrounded by interesting countries such as those in Indochina.

3) Cultural Heritage

- Thailand is a mixed culture with a multi-racial community who have been living in harmony over the past centuries without any major conflict. Many historical sites have been declared World Heritage by UNESCO.

4) Safety

- Thailand is a democratic country governed by Rule of Law. People live under the constitution which protects individual rights as in any civic society.

5) Cost of living

- Despite the survey conducted by some travel magazines, Thailand is still

one of the best choices for tourists in terms of the cost of living. If estimate that Baht 50,000 a month is a sum that visitors can enjoy life quite well in Bangkok. In the provinces, the cost would be relatively less except in Chiang Mai, Pattaya and Phuket.

- Long stay visitors are not short-term tourists. They do not go to five-star hotels for accommodation, or meals. They would rather try to live like the local people if we can show them how.

6) Quality of living

- Thailand has been an open society since the Sukhothai era. Foreigners and Thais enjoy freedom of speech and freedom of thought. When tourists come to Thailand, there would be many choices for them to choose and see in every day of life.

- Thailand is now a modern society with plenty of entertainment facilities, public utilities and other facilities of an international standard. These can make tourists feel at home provided that we add conveniences for them such as foreign language signboards in public places. A proposal concerning the improvement of the hot-line service to tourists and on the state-of-the-art technological interactive website is in the process under the new scheme.

7) People and services available

- Tourism development has been promoted by the government for four decades. The tourism industry has provided jobs and other opportunities to many other related industries. It becomes a major income contributor supported by millions of service personnel.

- Thailand has a capacity both in hardware and software to accommodate the increasing number of short-term and long-term tourists. Long stay tourism is a new opportunity opening up for many categories of industry.

Thailand's SWOT Analysis for the Long Stay Tourism Development Program (Tourism Authority of Thailand, 2006)

1) Strengths

■ The constitution of Thailand and law systems offer security and stability because Thailand is a democratic country.

■ Thai culture is unique, terrific and with strong heritage such as the "Wai" which is a common practice and a custom of the adult's respect.

- The abundance and variety of natural resources are interesting for foreigners' to see.

- Thai people are friendly, generous, courteous and happy to welcome and treat the foreigners well.

- The cost of living is not expensive compared to foreign exchange rate.
- Property and life's security
- Thailand is an open-minded country, with no problems with religion and skin color and can accept and understand differences as well.

- Thailand is a hub of medical treatments. The equipments of medical treatment and public health has high standard.

- Thailand is one of the best medical destinations so it is a new alternative for foreigners who are seeking medical services at lower costs and with shorter waiting times.

- Thai cuisine is well known all over the world.
- Accommodations have many facilities.
- Government is supporting the program.
- Thailand is a centre of South East Asia so it is suitable place from which to travel to neighboring countries.

- Thailand is in the hub of international air travel.
- The high quantity of tourism manpower especially young workers who are ready to service aged people.

- The public utilities and basic structure are able to provide accommodation, hospital and so on.

- Thailand maintains good relationship with other countries.
- Thailand has stable societies.

2) Weaknesses

- Lack of language skills: There are a few people with good language skills outside the city. There is a need for language skills in English, Japanese, Chinese and other languages.

- Lack of efficient transportation
- Lack of public utilities such as satellite, high speed internet services,

information technology, and telephone system. Road signs and other information signs are mostly in Thai.

- The government service operating system and the rules of contacting the government, is slow and cumbersome for such problems as visa information process, work permit, extending visa, transferring money to other countries, insurance, tax payment, and other problems requiring government action.

- Lack of tourism entrepreneurs, who are knowledgeable of long stay tourism, understanding direction of how to implement the policy, including lack of knowledge of their own target group's cultural and traditional knowledge.

- The availability of manpower/workers is low.
- Lack of public relations, including target based advertising.
- The service and facility standard is not adequate, and not what the target group has expected.

- Lack of One Stop Service Center.
- Lack of development and management education to support the target group systematically.

- Lack of collaboration from government sectors or offices related to these activities and development have caused this program to operate slowly.

3) Opportunities

- There are many opportunities which are possible to increase the benefits or income such as real estate.

- Creating real estate developments which are related to long stay tourism program such as the retired community, retirement homes, homes for looking after aged people and so on.

- Currently, the number of healthy aged people has been increasing who spend their retirement in a more favorable climate and who have a fixed limited income. Therefore, they want to find inexpensive places to stay that are suitable and affordable with their income. (However, this income is high by Thai standard.)

- There are more needs for health care services.
- To create more employment and they will have the new types of skilled

development.

- This program can form collaboration with the countries of South East Asia where they do not have this program such as Singapore. The tourists will come and stay long-term in Thailand after they have been to other places.

- The people in foreign countries have been showing an increased interest in the potential of Thailand.

- This program is expected to bring more foreign money to Thailand.

- This program will spread the benefits to new areas or under developed areas.

- When the world's economic situation slows down, people who live in the countries with economic security but their cost of living is high, they may need to travel and stay in other countries where the quality of life is high and offers a suitable cost of living.

- Western people have been more interest in the culture of Eastern Asia, religion, way of life, way of exercise, arts and culture. Consequently, the trend of western people's traveling to Eastern Asia has been increasing.

4) Threats

- The local people are not satisfied due to higher cost of living and losing the benefits which they deserve to have. The immoral behavior of related people such as those who defraud or cheat may increase as the trend of people who will be long stay tourist in the future increases. This would affect the entrepreneurs or service providers, who don't know enough about the program.

- The competition between the neighbor countries such as Malaysia, Philippine and Indonesia who have the resources and potential and are near or above the standard of Thailand and are able to compete with Thailand as well.

- Thai people's characteristics are not familiar to aggressive policy.

- If the program is not able to provide the facilities or services as the target group expect, it will affect the program's image and impact the program's success.

- There are some brittle ideas in some groups of Thai society to the program. They are xenophobic.

- The variation of the economic situation in the target countries can change

the trend.

- Infectious disease being brought into Thailand.
- Disguising by criminal groups.

1.2.1.11 Samples of Long Stay Tourism Service Providers in Present and Long Stay Tourism Program in Other Countries

Tourism Authority of Thailand (2006) stated the samples of long stay tourism service providers in Thailand are unique and these are well known. They are as follows:

1) Thai Long Stay Providers Association [TLA]

It was founded in 1966. The Association's office is located at Sripratum Long Stay Health Care Center on 23/15 Mu 1, Pratum-Sena Road, Amphur Samcoke, Pratumthanee 12160

The objectives, which are related to TAT's Long Stay Tourism Promotion and Development Policy are as follows:

- Promote and support the long stay providers in Thailand.
- Study, research, disseminate, exchange the academic knowledge, information, and news about long stay tourism.
- Support the Government and Tourism Authority of Thailand's policy.
- Set up the rules or agreements for members as to what should or should not be performed. Also to set the qualifications of the place which run, perform or provide the product and services to long stay tourists. The member's business performance should go well with moral, ethic and it should be reliable.
- Be member's representative for conferences, study obstacles and solve them, make agreements about long stay tourism business from government and private sectors/organizations inside and outside countries.

2) Japanese Long Stay Health Tour/Long Stay Co., Ltd.

The company was founded specially for the long stay health care tourists. There are many rest areas which are the company's affiliations all over Thailand. The tourists can choose the area. For example:

- Sripatum Long stay Resort and Health, Pathumthani
- Baan Siri Rama Place/Bangkok City Resort, Bangkok
- Pung Waan Resort, Kanchanaburi
- Lanna Resort, Chiang Rai
- Canary Bay Service Apartments and Residences, Rayong

These are the main characteristic of the rest areas.

- The rest area is among the good environment. Inside the rooms they have full furnishings and facilities. It is convenient to travel and with good communicate or contact.

- There is a 24 hours security service.

- Emphasize on the relaxation and health care services, each rest area will have sport activities and other recreation.

- For health care clinic services, there are fitness centers that are fully equipped for doing exercises, including the instructors who provide advice and act as health consultants as well as medical doctors, nurses, and other staff from the Krungthonburi hospital.

- Other special service, they provide English and Japanese guides, cultural shows, cooking training, including how to grow the vegetables.

- Most of long stay tourists in the present are senior Japanese, Korean and Thai.

3) River Kwai village

It is a resort with a natural atmosphere, located on Kwaew Noi Riverside.

There are 191 rooms, which are divided into four types as raft, bungalow, hotel and semi-hotel (For V.I.P guests). There are health care services. For example massage service, places for exercises and set activities (Walk Rally) every week which have been running for 56 years. Furthermore, there is a hall for doing health activities. The area around River Kwai Village is suitable for other recreations, water activities and there are many interesting historical tourist attractions. Moreover, it is close to the temple. Therefore, the tourist, who wants a quite place to practice their meditation, can come and learn it here.

The target groups at present are both Thais and foreign tourists, who want peace and relaxation and a natural atmosphere, these include the target groups, who come for seminar.

River Kwai Village focuses on Long stay tourism as well. Now it has been doing long stay tourism, it emphasizes on Japanese senior group, European group and American.

4) Silver Hospitality Co., Ltd (SHO)

The company's product and service are long stay package programs and the type of accommodation is Time sharing. The target market groups are the retirees and seniors in Japan and other countries of the European Continent. SHO provides the long stay tourism's products and services in six main regions of Thailand. There are seventeen places providing accommodation in other provinces. It is under Thailand Long Stay Tourism Committee's supports.

5) Health Link Co., Ltd.

Health Link company was founded in 2000 for long stay tourism business in Thailand and supports the senior's market, which has been increasing in number to the present. The company emphasizes on health care groups and provides convenience and comfort to foreigners.

Health Link Company will construct the village or international community for long stay tourism in Thailand, it will support 2,000 tourists in Chiang Mai.

6) Chiang Mai Sport Club/Club House Inn.

- The hotel has three stories in Lichee Garden. The total area is approximately 50 Rais on Ping Riverside, far from the city about 7 Kilometers.

- At present, it focuses on the long stay tourists, especially the Japanese senior tourist and it has been working on the Scandinavian market.

- The hotel sees the importance of activities. Every guest can participate the activities as much as they want. There are health care services such as sport facilities including almost everything, even Golf field and an Olympic size swimming pool.

- They provide massage services for long stay guests and also healthy food services and these can be changed according to by organizer's wants.

- They encourage the long stay tourist to learn how to do Thai agriculture, grow the vegetables in the hotel, how to cook Thai food, how to do Thai handicrafts. This is especially popular with Japanese ladies who like to do handicrafts.

- Set up the Elephant Camp, bring the guests to watch the elephant show.

- Around the hotel's 50 Rais of Lichee garden there is a walking track for guests to take a walk and relax.

- Horse riding is available with advanced notice to the hotel

- The hotel pays attention to the long stay tourists' health as well by providing doctors, nurses, health professional officers, instructors and other staff to take care and to give advice as well as to listen to the guests' health problems and find solutions.

7) Hosted Holidays International

Hosted Holidays International Company is a foreign company which is registered in the British Virgin Islands and has offices in Singapore, Thailand and Japan. The company emphasis is on services and marketing. The marketing target group are the senior tourists from all over the world who want to come for long stay in Thailand and are related to Tourism Authority of Thailand's policy and main target groups

Besides this the company is also a consultant for owners, real estate investors and entrepreneurs of this business. The company will present every type of living standard to long stay seniors in Thailand so that the long stay tourists will live in Thailand happily.

The first step of the company is to help the long stay tourist to be familiar to Thailand and the next step, the tourists will feel impressed and come back for long stay tourism in Thailand and may decide if they want to invest in any business in Thailand. In addition, the company has set up many activities, recreations, and amenities for tourists. For example, One Stop Service Center, education program, health services and medical treatment services, transportation services, including sport activities and other relaxations.

Long Stay Tourism Program in the Other Countries

Tourism Authority of Thailand (2006) stated that currently there are many countries in Southern-East Asia as well as other regions in the world which have promoted and developed the long stay tourism program. Some countries are successful and some countries have failed. The most competitive countries to Thailand are Philippines and Malaysia.

1. Philippines

In the year 1985, the Philippine Government set up the Philippines

Retirement Authority (PRA), under the Office of President. It approved special cases of tourists or people who wanted to spend their time there after retirement. In the Philippine, it is called Special Resident Retiree's Visa (SRRV). The main objective of this program in Philippines is to promote and develop Philippines to be a haven for international senior tourists. Furthermore, this program is one way of increasing the foreign currency and country's revenue.

Their focus is on American people who are retired as the main target group. There are about 25.5 million Americans and 1.6 million Filipinos who live in other countries. The Philippine Government set the conditions for the applicants. The applicants have to deposit the money in a Philippine bank as much as the government set up and these retired people are able to invest in Philippine as PRA set up.

This program has been operating in the Philippines for 16 years, but it is not as successful as they had expected. This is because:

- 1) Lack of good public relations, The Philippine Government has only recently distributed the brochures to Philippine offices in foreign countries and promoted it on the website.
- 2) Political problems within the Philippines has resulted in the program not having the collaboration of other offices. Therefore, the management operation and progressions have not performed well (Tourism Authority of Thailand, 2006).

2. Malaysia

In the year 2000, the tourists' average length of stay in Malaysia was 5.5 nights and Malaysia Tourism Promotion Board (MTPB) realized the importance of:

- 1) Educational Tourism
- 2) Health Care and Medical Tourism

Although Malaysia had economic problems, the trends of Educational Tourism and Health Care and Medical Tourism have been growing to become the long stay tourism. The MTPB has plans for promoting both these tourism programs as follow:

- 1) Do public relations for universities, colleges, and other organizations in Malaysia for advanced educations. Promote Malaysia universities, colleges and schools, with high quality, and international standards. For international students, they offer lower cost for study and lower costs of living.

2) Publish documents, which promote Malaysia as a medical centre. There are many private hospitals which offer professional services and are available in Malaysia's tourism brochures. The objective is to stimulate the tourists to seek medical services in Malaysia and stay in Malaysia while they are recovering (Tourism Authority of Thailand, 2006).

3. Portugal

From the survey's result, the number of international tourists, who came to travel in Portugal in 2000 was about 12 million. Most of them or about 65 per cent of tourists were from Western Europe. The tourists from Western Europe can travel to Portugal without requiring a visa and can stay as long as they want. Furthermore, they are able to buy houses, other accommodations and live there permanently which a numbers of tourists have taken advantage of. Other big groups are from America and Canada, who travel also to Portugal without requiring a visa but can stay there not more than 90 days. Therefore, the tourists from Western Europe, America and Canada are Portugal's main target market for Portugal's tourism promotion.

For this reason, the Portuguese Government set up one type of visa called Long Stay Tourist Visa. The tourists, who asked for this type of visa, are able to stay in Portugal for 90 days and can extend the visa at Portugal's immigration office twice. Asking for this type of visa is not complicated, difficult or time consuming as Portuguese's embassies in other countries can approve it locally.

The Portuguese Government does not have the policy to promote long stay tourism for other nationalities other than tourists from Western Europe, America and Canada. The reason is nowadays Portugal has a problem with a large number of international tourists who live permanently in Portugal. In addition, they have a large number of laborers from Eastern Europe and international workers from the countries which use Portuguese language (Tourism Authority of Thailand, 2006).

4. Japan

At present, Japanese's citizens have more free time than before. It is because of the society's growth of senior Japanese who desire to spend less time working each year. This has resulted from a growth in this populations concern for mind, body health. They are more concerned with this than wealth and it is forecasted that this trend of thought will continue

in the future with emerging generations. The Japanese's characteristic of wanting to live in other countries has changed because of long stay tourism. The long stay tourism has been interesting because the long stay tourism provides the good opportunity for Japanese to stay and relax in the other countries for a long time. They can learn and exchange the culture and society with local people in the community and it will also benefits the local people in that community.

Long Stay Foundation has been set up to join, search for international long stay tourism information, do research about long stay in other countries and provide helps for related companies.

The Long Stay Foundation in Japan was founded in 1992. It is a non-profit organization. Long Stay Foundation's objectives are to do research, search for information and collect other statistics and data related to long stay tourism. Moreover, Long Stay Foundation does public relations and supports the people who are interested in the long stay tourism program. Long Stay Foundation has the functions as follow:

- 1) To do research, search for information.
- 2) To promote and support the long stay tourism program to be a popular program and inform the general people to understand the program well.
- 3) To provide the information (Tourism Authority of Thailand, 2006).

5. Australia

Australia Tourist Commission (ATC) did a report that specified that ATC would promote and emphasize 2-3 main markets, which are outstanding and have an opportunity to be involved with the long stay tourism tourists in the future.

1) Backpacker Market

Australia is a favorite destination for the Backpacker Market from foreign countries. It has been expanded in 12 months. The number of this group will increase twice as fast as the general tourists who travel to Australia. Therefore, ATC focuses on this market group and will operate it closely with the government, other tourism sectors or organizations in the country and tourism industry entrepreneurs for Australia's strategic development and create the marketing strategic management.

2) Wine Tourism

This type of tourism is increasing in interest for foreign tourists who travel

to Australia. Australia is the third largest wine producer of high quality wines. Therefore, Australia emphasizes on the increase in number of this type of tourists, and wants to distribute the tourist number to other regions and increase the length of stay in Australia together with Wine Tourism's Development.

ATC will work with the National Commission about wine for the meeting at Adelaide in the end of July to discuss the guideline in the future. In addition, ATC printed the report, which the topic was "Wine Tourism" in Australia. It will present it soon (Tourism Authority of Thailand, 2006).

1.2.1.12 Long Stay Tourist Behavior

The study on the Japanese Group

Tourism Authority of Thailand, 2006 studied on the Japanese group. Japanese tour organizers and some voluntary associations were asked to conduct some surveys in order to know what the Japanese thought about living in Thailand, what their main concerns were, and how they weighted or choose the preferred program. The results are as follow:

Factors effecting their decision to choose a country

1. Safety 40.2%
2. Natural Beauty 12.9%
3. Promptness 7.9%
4. Conducive Environment 7.6%

Questions often been asked when offering Thailand as a choice

1. Safety/Security 40%
2. Medical Services and Availability 14%
3. Language Barrier 14%
4. Cost and Expenses 11%
5. Local Attitude 10%
6. Others 11%

Other factors:

1. There are many Japanese friendly associations in Thailand such as:

Alumni associations Thai-Japan Technology Promotion Association, Japanese associations in Thailand, medical science associations (Japanese Chapter), Japanese trade associations chambers of commerce, etc.

2. Japanese is taught as an elective foreign language in the high school level.
3. Historically, Thai and Japanese relations have been on good terms.
4. There is plenty of Japanese food and restaurants in various parts of the country.
5. There are Japanese secondary schools in Thailand.
6. Major hospitals in Bangkok have Japanese-spoken receptionists and medical personnel who have been accredited from Japanese Medical Authority.
7. Thailand is a culturally-rich country.
8. There are plenty of meditation and Buddhist religious learning centres.
9. There are many amenities catering for Japanese tourists.

Japanese's needs are as follows:

1. Assurance from the government that they will be treated fairly and the quality of services and facilities provided should be of an international standard.
2. Japanese firms or agents should be involved in the overall arrangements, so that their clients would feel more secure and reliable.
3. They prefer to stay with their own race.
4. As for the insurance coverage, accident and life insurance should cover medical expenses incurred in Thailand.
5. There should be more convenience in transmitting money to Thailand.

This is because they encountered some problems with local banks mainly due to language and different working procedures. (Tourism Authority of Thailand, 2006)

1.2.1.13 Tourism Authority of Thailand's Roles for Long Stay Tourism Program

1. On 7 and 14 July, 1998, the Cabinet approved the proposal in principle

and approved its details to be in practice on 8 September, 1998.

2. Later, on 26 June, 2001, the Cabinet approved a project promotion Long Stay Tourism in Thailand.

3. A National Committee and three Sub-Committees for promoting and developing Long stay Tourism have been set up on 4 July, 2001.

4. TAT consulted with the Department of Export Promotion (DEP) to cooperate and promote Long stay Tourism. TAT is also in the process of setting up the standards of accommodation and services to be an official guideline for related business operators on 10 July, 2001.

5. TAT consulted with the Ministry of Foreign Affairs about the adjustment of the application procedure of an O-A visa on 19 July, 2001.

5.1 To change the qualifying age to fifty years old or above. This is for facilitating those tourists who have retired early.

5.2 Applicants must either have a deposit of an amount equal to no less than 800,000 Baht, or an income certificate (original copy) with a monthly salary of no less than 65,000 Baht, or a deposit account plus a monthly income that totals no less than 800,000 Baht a year in order to apply for the one-year O-A visa.

5.3 To promote the concept of Long stay Tourism to the Royal Thai Embassies and Consulates Abroad. The interested tourists have to present their financial or income statement to the Royal Thai Embassy or the Consulate in order to apply for the O-A visa.

5.4 The application period (from the day they send an application until they receive the result) should not exceed twenty days.

6. TAT has set up four sub committees to prepare some groundwork and answer some basic questions from the general public on 20 July,2001. These 4 sub-committees were:

- Sub-Committees for Policy and Business Plan by the office of prime minister's minister (Mr. Somsak Thepsutin) was the chairman.

- Sub-Committees for Marketing by Mr. Pratak Simapichaiched was the chairman.

- Sub-Committees for Public Relations by director general of a public relation was the chairman.

- Thai Japanese Sub-Committee

7. The Long stay Coordination Centre was set up on the 20th Fl., at TAT head office: Tourism Authority of Thailand, Le Concorde Building, 20 A Fl., 202 Ratchadaphisek Rd., Huai Kwang, Bangkok, Thailand 10310

8. TAT consulted with the Immigration Bureau to improve the application system for the O-A Visa on 1 August, 2001.

8.1 Approve the outcome of the consultation between TAT and the Ministry of Foreign Affairs.

8.2 Give the Royal Thai Embassies or Consulates abroad the authority to issue the O-A visa. Any extension of the period of stay has to be requested directly from the Immigration Bureau.

8.3 The Cabinet approved the procedures and qualifications of those who would like to apply for a resident's visa for special investment purposes. The application for this category of visa must be submitted to the Immigration Bureau. When an interested person whose age is fifty years and above receives the resident's visa by investing in Thailand an amount of ten million baht or above (buys a condominium or government bonds), his/her spouse will also obtain the same type of visa without paying any additional fee.

9. The Sub-Committee for the Policy and Business Plan announced the first five potential provinces for promoting the Long stay Tourism Programme: Chiang Mai, Sukhothai, Hua Hin, Cha-am, Kanchanaburi and Nong Khai.

10. A webpage about Long stay was included in TAT's website.

11. The Longstay concept has been promoted through a competition in creating a slogan for Longstay. The winning slogan is "Having a Longstay in Thailand feels like home."

12. The first public seminar to promote the principles and concepts of Long stay was organized on 10 September, 2001, at the Department of Public Relations.

13. The Japanese-Thai Subcommittee was set up to evaluate the

impediments that the Japanese Long stay visitors have faced and to facilitate their needs. In the future, the Thai-European Subcommittee to study the European market will be set up.

14. The proposal to set up a One-Stop Service Centre to facilitate Long stay visitors on the issue of regulations and rules was approved by the Cabinet. Moreover, the proposal on the establishment of the Thai Long stay Management Corporation to promote this programme was approved. The government will hold thirty percent of the total share, while the other seventy percent will be held by the private sector.

15. Questionnaires asking foreigners in Thailand for information have been given to the Immigration Bureau to collect the relevant data that would be beneficial for further studies about this programme.

16. A plan to set up a working group to promote and develop Long stay Tourism in the first five potential provinces is in the process of approval.

17. The promotion of Long stay Tourism has already been broadcasted in some media.

18. Senior journalists were invited to attend the meeting promoting the concept of Long stay Tourism at the Chao Soi Restaurant, World Trade Center on 15 October, 2001.

19. An IT Booth for Long stay was presented in the Thailand Tourism Festival 2001 at Muang Thong Thani.

20. The 3rd meeting of the National Committee to promote and develop Long stay Tourism was held on 6 December, 2001.

21. There is a plan to set up an organization to collect the information about those people who have already obtained a resident's visa. This is to follow up their status as Long stay visitors in Thailand.

22. TAT organized the Long stay Thank You Party to appoint the current Long stay visitors to be ambassadors and to promote Long stay tourism to the world on 11 December, 2001.

23. A working group to be responsible for setting and examining the standards of accommodation and services has been set up. The workshop of this working group will be held on 14 January, 2002. This workshop is for presenting the standards of

accommodation and services to the providers. The providers will be allowed to make comments concerning this issue. In addition, the comments will be studied and used to improve the standards.

1.2.2.14 Target Group, Needs, And Market for Long Stay Tourism Capacity

Tourism Authority of Thailand (2006) stated target group, needs, and long stay tourism's market as follow:

1). Long Stay Tourism's Main Target Group

The world population's trend since the 21 century started, has seen an increase in the number of senior people. This is due to the population group that was born during the 'baby boom'. They are a big group of world's population and they are now nearing to old age/senior. This age group accounts for almost 40 percent of the world population. In addition, medical knowledge has been progressing which has led to the population having a higher average life span and good, strong health. While the developed countries' cost of living is rather high, some countries have ideas to promote their own seniors to spend their time in other countries which have a suitable climate and a reasonable cost of living and permitting a good quality of life.

Moreover, with regards to the length of working life, more are permitted to retire at a younger age than in the past. This permits people to spend their latter years traveling and enjoying a slower pace of life. With this information, TAT chooses this group for long stay tourism because the retirees group has a retired income, retirement pay or old-aged pension that their government pays each month. These provide a stable income and furthermore, many have their own savings money. This gives this group purchasing power and enables them to travel and enjoy a relaxed life style.

The retired tourist group is an essential target group for Thailand's long

stay tourist market. This is the first group that TAT will develop and promote for this program. Statistic regarding senior tourists, in the past five years, have shown that the average annual expansion rate is 6 per cent per year. The expansion rate for retired tourists coming to Thailand is also good, an average rate of 5.33 per cent per year. Most senior tourists however, have an average expense per person per day of 44 dollars which is lower than other general tourists, but with a longer stay this can result in a higher total of expenses.

In addition, long stay tourism includes pupils, students and youth groups are. Thailand has several educational institutions which have been promoting and doing public relations. This aims to attract the foreign students to come to study more and they are rather interested in it as well. It is because Thailand's educational system is rather standard. Moreover, these pupils and students will obtain the experiences and affinity for Thailand.

2). Countries are likely long stay tourism's target groups

Statistic of world's senior tourist (55 years old +) shows that American Tourists' are the biggest market. The second is Japanese, and German, English, French in that order. Senior groups who are interested in traveling long stay, come from developed countries with good economies where high costs of living and a severe climate. These countries have welfare and pension plans for retirees. The retirees receive a high income in comparison to area chosen for travel and stay for long period of time. Therefore, the retirees from the above countries have financial resources and they are able to stay in other countries for long periods.

The program for other long stay groups; pupils, student groups and youth groups have been considered that the first period for marketing will focus on the neighboring countries and nearby countries in Asia. This is because those countries acknowledge the information about Thailand's educational system quite well and are interested in studying in Thailand. At present, the numbers of pupils, students from neighbor countries and nearby countries that come to study at Thailand's educational institutions have been increasing.

Tourism Authority of Thailand has considered Thailand's main tourist markets and set up the target country groups for long stay tourism promotion as follow:

- Retiree groups: Japan, America, Europe, and Scandinavia
- Youth groups that come for education: neighbor countries Korea, Japan, Singapore, China, etc.

3). Market's needs about long stay tourism

The retired tourist group has different types and behaviors than other tourist groups as follow:

- Emphasize on good quality tourism and service.
- Have high purchasing power, at the same time, also think of the value as well.

- Security's confidence
- Service's confidence and good health care
- Suitable activities with age and health

This market group does not have to worry much about expenses and they have a lot of experience gained already throughout their lives.

They are also careful about choosing or purchasing products or services. Therefore, preparing or getting ready for this market group's hospitality involves detailed study and to have information to be well prepared.

For youth groups that come for education, they have different needs and tourism's behaviors from retiree groups as follow:

- Emphasize on adventure tourism and cultural exchange activities
- Want to have new things that are exciting, enjoyable and strange
- Purchasing power is not high, but they are easy to buy as they do not care of quality of products or services.

This market group focuses on the education which is a main point. Therefore, preparing or getting ready for this group should be the educational system and course curriculum development to attract youths and to give the youth's parents confidence with Thailand's educational quality. For other services such as accommodation, tourism activities, the youth group's needs are not much different from general tourists. As this group has less purchasing power, the economic service development for accommodation, transportation, etc should take this into account.

1.2.2 Potential of Changwat Krabi

1.2.2.1 Krabi's Tourism Situation in 2007

Krabi's tourism has experienced ongoing growth and survival of the tourism industry. Although, Krabi was one of the areas hit by the Tsunami, the tourism situation has recovered very fast since 2006 (+22.69%). There are many factors which have been promoting the tourism in Krabi as follow:

1. Collaboration between government sectors, private tourism enterprises, the community and civil society- in order to contribute to a good quality of tourism for tourists.
2. Confidence of security and safety
3. Expansion of hotel and accommodation
4. Varieties of tourism activities
5. Expansion of flights and direct flights such as Stockholm - Krabi, Kuala Lumpur - Krabi and others
6. Advertising campaign and promoting tourism
7. Other festivals such as Laanta Lanta Festival

The majority of tourists are from Europe - Sweden, Germany, and England in order and Asia - Singapore, Japan and Korea in order.

1.2.2.2 Krabi's Present Situation of Supply Factors (Tourism Products)

Attractions (Tourism Authority of Thailand, 2007)

1. **Emerald Natural Pool:** There are 8 natural springs large and small, the crystal clarity of which gives this place its name, Crystal Springs.
2. **Hot waterfall:** The area is full of hot springs in a shady forest. The temperature is not too hot at 40-50 degrees Celsius. The hot springs and cool streams converge on a slope to form lovely cascades with warm water.
3. **Tha Pom (Khlong Song Nam):** The canal of Tha Pom is well known for its crystal clear water. It is called by local people khlong song nam in Thai or literally "two water canal".
4. **Noppharat Thara Beach:** It is an uncrowded beach lined with pine trees

and coconut groves, is where the park head quarters is situated.

5. Ao-nang: It is a large bay with scenic beaches and 83 small islands. A number of hotels and bungalows and diving shops are available.

6. Ao-Rai Lay: This beach is generally divided into two sections, east and west.

7. Chicken Island: It is named after the strange rock formation which looks like the head and neck of an ostrich, chicken or similar member of the fowl family.

8. Hin Daeng: It is a superb diving spot featuring diverse colorful corals.

9. Ko Ha (Five Island): An archipelago of five islands, Ko Ha Yai is where shallow water coral reefs are located.

10. Ko Rok: This attraction is actually comprised of two islands: Ko Rok Nai and Ko Rok Nok. Ko Rok Nai is composed mainly of steep cliffs with superb beaches and unspoiled coral reefs among rocks.

11. Koh Ngai: This small island has a long sandy beach in the east and unspoiled shallow water coral reefs at the beachfront.

12. Mu Ko Hong: Mu Ko Hong consists of a group of limestone islands.

13. Mu Ko Lanta National Park: The Park is comprised of many different-sized islands, some of which are surrounded by beautiful coral reefs.

14. Nopparat Thara Beach-Phi Phi Island National Park: There are many interesting places to see which are: Pai Island, Phi Phi Don Island, Phi Phi Lay Island, etc,

15. Susan Hoi or Fossils Shell Beach: Susan Hoi features a slab formed from a huge number of various types of embedded mollusks which can be dated to approximately 40 million years ago.

16. Wat Tham Suea: Wat Tham Suea, which literally means tiger cave temple, is located in the Khiriwong Valley amidst lush forests and mountains with large trees over a hundred years old.

Tourist Activities in Krabi (Tourism Authority of Thailand, 2007)

1. Bird Watching: Lowland forested park of 150sq km, Khao Nor

Chuchi/Khao Pra-Bang Khram national park supports the most diverse remaining lowland bird fauna of any site so far known in Peninsular Thailand, with over 200 species of resident and migratory birds.

2. Fishing: Big game fishing is another popular activity in Krabi.

3. Golf: Golf can be played in Krabi. The Pakasai Country Club offers golf package tours.

4. Rock Climbing: One of the world's top ten rock climbing sites, Rai Leh is a very beautiful place with stunning sea views and many wonderful cliffs and caves with quality limestone.

5. Scuba Diving and Snorkeling: There are many magic areas for Scuba diving and snorkelling, with a tremendous amount of gorgeous tropical fish, beautiful live coral and warm and clear turquoise blue water.

6. Sea Canoeing and Kayaking: The crystal water, sea-cliffs and mangrove-rimmed canals are the charms that make Krabi a wonderful site for kayaking.

7. Thai Boxing (Muay Thai): Thai Boxing at Koh Lanta Mini Stadium, Real Thai boxing takes places there almost every week.

Tourism Festivals in Krabi (Tourism Authority of Thailand, 2007)

1. Krabi Boek Fa Andaman Festival: Krabi Boek Fa Andaman Festival is annually held to inaugurate the provinces tourist season. The festival features parades, local products contests, sea Kayak competitions and boat races.

2. Laanta Lanta Festival: The Laanta Lanta (Amazing Lanta) festival is being held at Ban Yao, the municipal office of Lanta Island, to promote tourism after the devastation from the December 26 tsunami.

3. Loi Rueva Chao Le Festival: Loi Rueva Chao Le Festival is a rare festival on Ko Lanta of sea gypsies. The festival is held annually, on the full moon day in the sixth and the eleventh months of the lunar calendar.

Accommodations in Krabi

Table 1.3 Lists of Accommodation Establishments and Rooms in Each Area in Krabi

2008

Accommodation Area	Establishments	Rooms
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Ao Luk	6	133
Ao Nang	93	4,960
Ao Siao Beach	1	31
Ban Sai Thai	1	23
Boo Boo Island	1	12
Klong Muang Beach	8	772
Krabi Town	52	1,739
Nammao Beach	5	197
Near Sa Morakot	3	21
Near Tiger Cave Temple	1	13
Ngai Island	6	261
Nopparat Thara	22	790
Poda Island	1	22
Pu Island	13	215
Railay	16	941
Siboya Island	1	24
Tha Lane Beach	1	19
Tonsai Beach	11	348
Tung Tiao	1	8
Tup Kaek Beach	4	113
Lanta Yai Island	120	2,999
Phi Phi Don Island	36	1,948
Total	403	15,589

Source: Tourism Authority of Thailand, Southern office: Region 4, 2008

1.2.2.3 Andaman Paradise Group

The government agreed to divide provinces into groups on 15th January, 2008. Krabi is in a group with Phuket, Phang-Nga, Ranong and Trang as Andaman Paradise Group or Southern Emerald Group, which tourism is their main positioning and selling product such as beach, sea, island, diving, rock climbing, etc.

Positioning of Andaman Paradise Group's development potential is World Class Tropical Paradise with emphasis on Premium Exclusive Exotic Hospitality & Courtesy.

Phuket was set to be Premium Tropical Beach & Resort.

Phang-Nga was set to be World Class Marine & Eco tourism.

Krabi was set to be Natural beach & Resort with Serenity like Maldives.

Ranong was set to be World Class Health & Spa Tourism.

Trang was set to be Sustainable Tourism, with emphasis on sustainable natural resources and cultural management.

1.2.2.4 Krabi's Urgent Tourism Development Policy and Budget

Krabi's tourism development policies are focused on and developed as follows:

1. Install towers of warning system.
2. Practice air-raid warning program, sea-raid warning program and terrorist protection program.
3. Create good tourism image by doing marketing, Road show inside and outside country/Krabi Boek Fa Andaman Festival/Loi Ruea Chao Le Festival (Sea gypsy boat floating)/Laanta Lanta Festival and others.
4. Set up more One Stop Service Center/tourist information center.

See Krabi's summary of tourism plan/budget from table 1.4.

Table 1.4 Krabi's Summary of Tourism Plan/Budget from 2004-2006

Year	Project/Plan	Budget (baht)	Percentage
2004	- Development project of One Stop Service Center	17,247,240	87.18

	- Administrative standard's quality development training program to support tourism in Krabi	3,000,000	14.82
	Total	20,247,240	
2005	- Tourism (Batik village)	976,850	1.99
	- Tourism (Training program, tourism marketing promotion, and Public Relations)	38,902,000	26.46
	Total	39,878,850	28.45
2006	- Tourism (Transportation, information, staff development program, marketing, sale promotion, and Public Relations)	43,746,000	15.54
	Total	43,746,000	

Source: Office of Sports and Recreations, Krabi, 2008

Office of Sports and Recreations, Krabi, 2008 has set up guidelines in order to develop tourism and support tourists as follows:

- Build up the confidences of security, safety, and universal terrorist such as install warning systems in 32 areas, install radio communication in every tourism ship/boat, make signboard/signpost to show the route for fleeing from disaster, practice evacuation procedures in disaster three times a year, and practice the universal terrorist protection
- Develop tourism staff/officers (language, dive master and others) and increase their service skills.
- Develop full serviced spas, develop the spa properties and those providing spa services
- Do continual marketing promotion inside and outside country in order to maintain good image.
- Promote Thai culture, traditions and arts for tourism.

- Keep Krabi clean.

Provincial Administrative Management aims to develop Krabi's tourism due to Krabi having a high potential of natural resources and tourist attractions. Nowadays, Krabi is a famous tourism destination around the world. The trend of tourist coming to Krabi increases every year and tourism brings big amount of income to people in Krabi every year. Therefore, tourism development that supports the tourism extension, natural resource and environment restoration and conservation are very necessary. The objectives being to provide quality and satisfaction to tourists. Therefore, Krabi's provincial administrative organization set up tourism development policy as follow: 1). Support and encourage building more standard piers at every sea tourist attraction in order to provide comfort and convenience to tourists and tourism entrepreneurs. 2). Support and encourage building more transportation systems to connect to other tourist attractions with more convenience and faster. 3). Promote and support conservative tourism and develop more varieties. 4). Support government's policy by promoting Krabi as south region's health tourism center by salt water hot spring's potential as a selling point. 5). Promote and do a greater variety of public relations for Krabi's tourist attractions. 6). Support and encourage people to have a conscience to provide great hospitality and good relationship to tourists.

Provincial administrative organization's budget in 2007 for Laanta Lanta festival was 300,000 baht, tourism public relations was 2,000,000 baht, for tourist rescue center project's implementation 14,209,250 baht in order to provide comfort, security and safety to tourists. Provincial administrative organization also set the officers to be at tourist rescue centers and provide 24 hour services to tourists. Tourist rescue centers results in 2007 for the help and rescue of tourists and other victims was a total number of 675 times.

1.2.2.5 Krabi's Tourism Development Strategy

Krabi's has tourism development strategies to be the Center of Sea Tourism, Eco Tourism and Health Tourism. There are 8 strategies.

1. Tourism is divided into 6 groups.

Group one: Koh Lanta Group with nearby islands as a center for

diving/snorkeling, especially, Hin Muang Hin Deang which is a beautiful area for diving. Divers from around the world are interested in this area and there is a high demand each year to see the beauty of soft coral and other things underwater. Tourism Authority of Thailand set it to be a selling point as New Destination in 2008.

Group two: Ao-nang, Railay, Nopparatthara beach are developed as natural tourist attractions. Railay is a World Class Destination for rock climbing and also Thale Waek is province's unseen area.

Group three: Ao-Thalen, Ao-luk, Phang-nga are places for canoeing, kayaking and home-stay.

Group four: Salt water hot springs, hot stream, Samorakot (Crystal Pond) are developed as Health Tourist Attractions.

Group five: Plant service center and production factors, Thapom swamp forest, Khao Phanombanja national park and wetlands of Krabi river estuary are developed as ecotourism.

Group six: Koh Phi Phi Group is developed as a diving/ snorkeling destination, beautiful beaches as there is no canvas bed, scooter, jet-ski, banana boat and parachute on the beaches. Although, Koh Phi Phi was strongly impacted by the Tsunami, Krabi's government sectors have been trying to restore and maintain Koh Phi Phi such as building Koh Phi Phi's pier with 128 million baht, building underwater cable electrical system with 620 million baht, building Reverse Osmosis water system with 181 million baht, building water sewage treatment plants with 28 million baht by Denmark government's support, and building the route to flee from disaster with 11 million baht.

2. Tourism marketing promotion
3. Tourism promotion activities
4. Staff/officer development
5. Health tourism
6. Warning, security and safety system
7. One product One Tambon (OTOP)
8. Management/Administration

1.2.3 Other related research

1.2.3.1. Images of Tourism Products in Krabi

From a tourists and hosts point of view, the image of Krabi and its products of Attractions, Accessibility, Accommodation, Activity, Destination facilities and amenity as follow:

- Attractions are outstanding. Most are related to the beauty of sea nature (beaches, sea, and island), calm, nice atmosphere for relaxation, friendly people, including a suitable variety of attractions for every group of tourists of every age. Host's point of view is similar to tourists. However, there is a negative points from the tourists point of view that some beaches are dirty and have lots of garbage. Krabi's image of beauty, historical and heritage sites are not outstanding because of government and private sectors not implementing well with public relations in this area.

- Accessibility, it is convenient to travel to Krabi by plane, bus, and other vehicles. Road conditions being good and a general safe feeling traveling in Krabi are positive images from tourist's point of views.

- Accommodation, Krabi has an outstanding image with its variety of accommodation, including nice atmosphere for staying and relaxation.

- Activity, Krabi has some negative points about night entertainment activities, spending money activities, health and relaxation activities, the suitability of locations and places for sport activities such as golf places. Observantly, Krabi has been focusing on health tourism development, but now this image is not clear to tourists.

- Destination facilities and amenity's images has found that Krabi should urgently improve and solve two images which are variety and price of souvenir products and tourist security and safety as there are some negative news which appeared on the media such as tourist drowning or tourist being hurt, injured or cheated by criminals.

Although, Krabi is not distinguished for its conference or MICE tourism, the hosts stated that Krabi has potential for tourism development with attraction, accessibility, accommodation, activity, destination facilities and amenity. The government and private sectors

have been promoting, supporting and doing public relations in order to make Krabi have a positive image in this area. (Tatiyaporn Jarumaneerat and research group, 2005)

1.2.3.2 Potentials of Tourism Products

1). Favorite Tourist Attractions for Tourists

Research result has found that Thai tourists prefer to go to Ao-nang, Krabi town, Nopparat Thara beach, shell fossil, Phi Phi island, Thamsua temple, Pranang cave, Railay beach, Lanta island and Poda island while international tourists prefer to go to Phi Phi island, Krabi town, Railay beach, Ao-nang, Lanta island and Pranang cave in order. (Pornpissanu Phromsiwapanlob and research group, 2005)

Tourists prefer to go to tourist attractions as mentioned above due to the charming natural environment, the local people's friendliness and the variety of tourist attractions. These factors are able to attract tourists, and show more of Krabi's outstanding characteristics, especially the charming natural environment and variety of tourist attractions, accommodation, restaurants and drinks, recreational activities and others.

2). Natural Tourism Resources on Land in Krabi

Krabi has a number of potential natural tourism resources. These are the 22 Tambon compared to Phuket which has only 8 Tambon and Phang-nga which has only 17 Tambon. Krabi has 13 Tambons which have high potential of natural resources and 18 Tambon which have medium potential (Prateep Nuanjarean and research group, 2005)

The 8 Tambon in Krabi which have a high potential of natural tourism resources in the land are Tambon Klongthom Neau, Khaokram, Ao-luk Tai, Ao-luk Neau, Pruteaw, Tabprik, Khaopanom and Nhongtalay in order. The natural tourist attractions in these areas which have high potential are Sa Morakot (Amphur Klongthom), hot stream (Amphur Klongthom), Thapom swamp forest (Amphur Muang), Khaonojujee forest ((Amphur Klongthom), Khao Hangnak (Amphur Muang), Tharabokkoranee national park (Amphur Ao-luk), Pech cave (Amphur Ao-luk), Huaytoh waterfall (Amphur Muang), and Khao Phanombanja national park (Amphur Muang) in order. (Prateep Nuanjarean and research group, 2005)

International Tourist's Demand Natural Tourism Resources on Land in

Krabi

The majority of tourists prefer to visit natural tourism resources on land.

The number of male is higher than female. Most of them come from Europe, are Christians and travel as a couple or group. The tourist's first reason for choosing to visit natural tourism resources on land is tourists have opportunities to appreciate the beauty of nature, the second is they can be close to or experience the nature which they have never experienced before, the third is they will be able to see an abundance of plants or trees which they do not have in their country and the last one is there are great facilities and clean (Prateep Nuanjarean and research group, 2005).

3). Transportation/Accessibility System in Krabi

Kunwara Suwanpimon and research group, 2005 studied the efficiency of the transportation service system in Krabi and have found that international tourists are satisfied with service products and service processes. The satisfaction level is good. For price of transportation fare, satisfaction level is fair. Tourists are satisfied with service products and service process and size of vehicles are suitable with routes and staff are enthusiastic. Five efficient and quality vehicles are Taxi, air conditioned bus, Tuk Tuk, limousine, and rent car in order. Five factors which influenced tourists decision for a particular transportation system (Regular vehicle) were 1). price of vehicle fare 2). convenient and easy to use transportation system 3). frequency, rapidness and punctuality 4). safety 5). variety of routes. Five factors which influenced tourist's decision for transportation system (Non-regular vehicle) are 1). convenient and easy to use transportation system 2). price of vehicle fare 3). frequency, rapidness and punctuality 4). safety 5). easy to contact and have enough information. Three factors which should be solved or improved in Krabi are 1). service products 2). price of vehicle fare and 3). bus stop or places to get on and get off.

4). Medical Care, Health Care, Spa and Wellness in Krabi

The **hospitals in Krabi** do not match the International standards but can surely tackle the common problems that a visitor faces on a tour. If the person's health or situation get out of control then he/she can easily be shifted to the hospitals in Phuket. The Krabi hospitals are adequate enough to handle minor injuries though they are not the best you would find in Thailand. (www.aisrooms.com)

The hospitals in Krabi town and the nearby islands for emergency services are Krabi Hospital, Phi Phi Hospital, Ao Lak Hospital, Koh Lanta Hospital, Ao Nang Pharmacy, S.K. Optic (Ao Nang Beach Branch), Sawang Optical (Krabi Town Branch), Wanalee Health Spa.

Medical and Health Products of Hospitals in Krabi

Krabi's hospitals have 2 groups of health tourism products which are medical treatment products and health support products.

1). Medical treatment service: health check service, dental surgery service, surgery service, giving birth service and others.

2). Health support service: Thai medical treatment, Thai massage, foot massage, Thai massage with a bag of heated medical herbs and others.

Hospitals' Standard and Readiness in Krabi

Hospitals' standard and readiness in Krabi have found that hospitals in Krabi are government hospitals, there is no private hospital. Hospitals are the responsibility of the Ministry of Public Health who have their own standard is Hospital Accreditation.

Tourists' Demand for Health Tourism in Krabi

Most tourists who come to hospitals in Krabi, just come for minor treatments because Krabi's hospitals are not of international standard and this is a reason tourists do not trust the hospital to perform major treatments. They prefer to go to Phuket where there are international hospitals with ISO 9001 version 2000 where there is a greater variety of medical treatment, services and health care.

Health Care and Spa in Krabi

Pawarana Aadcharyabud and research group, 2005 found that spa businesses in Krabi have been growing and becoming more popular and this trend of spa business will be increasing because of government and private sectors' public relations. The important factors to support Krabi are international airport and the variety of natural tourist attractions. Moreover, Krabi has many natural mineral resources such as hot stream. In Krabi there are resort spas and day spas and from a study, the types of spa services in Krabi are as follows:

1). Massage cure: Thai massage, foot massage, and Swedish massage

- 2). Water cure: whirlpool bath service and herbal steam room
- 3). Aroma therapy: aroma massage
- 4). Beauty services: face massage, skin care treatments such as facials, mud and body wraps, sauna, scrubs, treatment for hair, skin and face, nail spa, and hair salon.

The outstanding factors for Spas in Krabi are the beautiful nature, beautiful and natural design and decoration of spa places/areas or places for spa e.g. they facing nature such as sea, mountain, or tropical forest like in the south. The spa guests will be close to nature. Moreover, spa's outstanding factors in Krabi are the calmness, some spa places emphasize to being Thai and bring Thai unique aspects to spa services such as using Thai flowers to make aromas, and use local materials/herbs/plants to be a part of services. In Krabi, Spa guest come from hotels, most of them are from Scandinavia and prefer to do tourism activities such as diving, canoeing and rock climbing.

The study and interview from spa service providers have found that spa business is suitable with natural tourism resources in the areas, and has been growing in popularity with tourists (Pawarana Aadchariyabud and research group, 2005).

Krabi's spa services which are popular for tourists are 1). Thai massage 2). face and foot massage and body scrub 3). aroma massage 4). nail spa 5). skin care treatment.

Spa Service Providers/Places

Day spa places in Krabi have good potential to support spa tourism. However, day spa places in Krabi should concentrate more on safety, especially, accident protection system installation, instructions of using machines and other equipments and emergency danger protection system installation or fire protection equipments for efficiency of spa places (TRF, 2005).

5). Food and Drinks Services in Krabi

Food and drinks services from locals are important roles for tourism Marketing management because each food and drinks service has their own uniqueness. Therefore, it is able to raise the level of local products which have variety and obtain benefits from using local natural resources. Therefore, there can be a supporting relationship between tourism with food and drinks services

It can be seen from the study that if the restaurants or food and drink

service providers use local products, it will be one to support agricultural development, for example local restaurants in Krabi are successful because they decide to use local materials for cooking, this will show how to support life, way of life, local customs in those regions. The local agriculture and fishery will benefit from using local resources (Apirom Promjanya, 2005).

The study of the potential of food and drinks services for tourism in Krabi's tourist attractions, the survey results found that 81.35% of tourists in Krabi who ate local food before and liked local food because of the taste of food, strangeness and new and local unique (Apirom Promjanya, 2005).

Local food is able to support tourism by using the produce from local Resources. It can be a tool for public relations in order to stimulate tourist's demand. At the same time, local food promotion and public relations can support tourism's growth.

6). Souvenir Products in Krabi

Tourists, who come to visit Krabi, have reasons for choosing and buying local souvenir products because of the beauty of the products, quality and reasonable prices with designs. These are important reasons for tourists to consider before buying local souvenir products. The most interesting local souvenir product is local weaved clothes. The most suitable local souvenir products with region/area are shell products and local weaving clothes. (Sansak Siripanich and research group, 2005)

7). Sport Tourism Resources in Krabi

Exercising in the fresh air helps to improve quality of life and health. This sentence can be use in Krabi. Most tourists come to Krabi because of sport tourism order to support their health, society skills and sport skill development.

Worawin Suwan Na Khemmarad and research group, 2005 found that of the tourists who come to Krabi, 68,14 percent are interested in diving activities at Phi Phi island, Rok island 6.49 percent and King Cruiser dive site 5.60 percent in order and also found that all three dive sites have very high tourism potential. In addition, tourists are also interested in rock climbing activities at Ao-Railay 79.31 percent, Phi Phi island 12.07 percent and Ao-nang 8.62 percent in order and the group found that that the three rock climbing sites also have very high tourism potential. For canoeing activities, tourists are interested in canoeing at Baanboto

(Phihuato cave-Lod cave) 54.65 percent and Ao-Thalen 45.35 percent in order and found that the two canoeing areas have very high tourism potential.

The summary of the above information is that Krabi has high potential to be a tourism areas for sport activities such as rock climbing and diving. Moreover, Krabi has outstanding point of sport tourism compared to Phuket and Phang-nga.

For sports tourism, international tourists demand to have sport trainers who have sport skills, are professional and able to teach or transfer knowledge to others, as well as being friendly, of good physical competence, and able to lead and be a follower at the same time.

For the sports tourists well being, they demand quality sport equipment, convenience, comfort, and safe transportation system and efficient security and safety system.

For sports tourists, there is a demand for information, they need government or private sectors to make guidebooks, websites, to set up a sport information center and create signs or billboards for sport tourism public relations.

Hosts' demands of sport tourism resource development in Krabi

For this study, questionnaires were distributed to the hosts who live at diving areas 45.31 percent, canoeing areas 31.25 and rock climbing areas 23.44 percent.

Hosts' demand of sport tourism resource development in Krabi want to see sports tourism develop as follows:

1. Architecture and buildings under building control, setting up the form of natural resources conservation and building's height.
2. Transportation which will improve transportation routes, make direction signs/billboard, provide bus and boat services, improve passenger ship to reach/maintain standards, protect from waterway danger and set rules about life jackets.
3. Information technology which connecting of telephone lines, install public telephone booths, install mobile phone network, install internet system and cable TV.
4. Security and safety providing checking points for weapons and explosives, police booths, emergency centers, clinics/nursing homes, drug elimination and protection sectors and thief and wrong livelihood elimination and protection.
5. Natural resource conservation which conserves forests, trees, natural water resources, beach cleanliness, coast, muddy shore forest, and water animals.

6. Cultural conservation which conserves culture, custom, original way of life and arts.

8). Cultural Tourism Resources in Krabi

Krabi's cultural tourism resources; the most interesting culture for international tourists is the great smile which is related to Thailand (Land of Smile). The others are fruits, sea food, Thai massage, temples and local food in order (Sommhay Pinputtasin and research group, 2005).

International tourist's interest to cultural tourism resources in Krabi

- Culture: smile local careers, meeting local experts, way of local Thai life and Chinese customs
- Heritage site: temples, archeological resources, and historical sites
- Food: fruits, seafood, local food, and vegetables
- Handicraft: Batik, basketry and wicker ware

1.2.3.3 Tourists' Tourism Product Consumer Behavior in Krabi

Most of the tourists who come to visit Krabi are 20-40 years old, graduates from colleges or universities, are full-time employees, and single. International tourists in Krabi are from England, Scandinavia, Germany, France and Canada. Most of them spend 1-6 months planning and they have stimulant factors to make their decisions, the highest stimulant factor being relaxation and the 2nd is visiting new places. For information the resource which most international tourists use is friends, the 2nd is internet and the 3rd is Tourism fairs/exhibition. Their length of stay is 1-14 days. Most international tourists come to Krabi for first time (Sayphon Yuanlha and research group, 2005).

Type of vehicles: Most international tourists come to Krabi by bus or regular vehicles (49.2 percent) and plane (29.5 percent).

Type of accommodation and food: Most international tourists in Krabi stay at guesthouses (47.5 percent), resorts/bungalows (36.1 percent) and hotels in town (17.5 percent). For food and drinks resources, most of them like to go to local restaurant.

Type of tourism activities: Most international tourists like to do

sunbathing (65.3 percent), swimming (63.9 percent), go sight seeing (53.3 percent), shopping (48.8 percent), diving (40.2 percent), and adventure tourism (34.7 percent).

Type of tourism management: Most international tourists come to Krabi by themselves (77 percent) and use the services from travel agent (30 percent).

Factors for international tourists' making decisions: Tourists come to Krabi because of the beauty and abundance of natural resources, the 2nd is location and the 3rd is climate/weather condition.

Attractions: Most international tourists prefer to go to Phi Phi island (70 percent), Krabi town (62 percent), Railay beach (61 percent), Ao-nang (46 percent), Lanta island (41 percent), and Pranang cave (29 percent).

Problems: From an international tourists point of view, three problems in Krabi that need to be solved are; 1). Pollution problems 2). Cheating from merchant/seller/tradeswomen 3). Providing information and communication 4). Road construction 5). Transportation system (Sayphon Yuanlha and research group, 2005).

1.2.3.4 Opinions of Tourists or Visitors about Krabi

Whenever Krabi is mentioned, most tourists will think of the beauty of the sea and nature, beaches, calm, nice atmosphere for relaxation, friendly people, and tourist attractions which are suitable for every group of tourist and every age. Hosts or local people's points of view are the same as tourists. Other positive images which tourists are impressed with are the convenience for traveling to Krabi by land or air and tourists feel confident with safety while they are traveling in Krabi. Furthermore, Krabi offers quality, inexpensive, and a variety of accommodation with a nice atmosphere, suitable for relaxation. Accommodation is an outstanding image for Krabi (Tatiyaporn Jarumaneerat and research group, 2005).

Research results have found that Krabi has potential to develop tourism because Krabi already has physical characteristics, fully facilities, convenient transportation especially by air as Krabi has an international airport, and a variety of recreational activities. Nowadays, Krabi is popular with tourist groups (Tatiyaporn Jarumaneerat and research group, 2005).

1.2.3.5 Community Development in Krabi

The way of community life is one of the charms that attract tourists to come and visit Thailand. Community development that supports tourism should start from the study of a community's potentials. Mantana Nuanjarean and research group's study, 2005 found that there are a high number of communities in Krabi which have high potential to be developed as tourist attractions. There are 30 Tambon. Those which have high potential are Tambon Koh Lanta Yai, Tambon Klongprasong, Tambon Paknam, Tambon Saithai, Tambon Ao-nang, Tambon Hlamsak, Tambon Talingchan, Tambon Klongtom Neau, Tambon Khaothong in order. Muslims make up the strength of these communities mentioned and their way of life is as fisherman

The research mentioned that international tourists need community based tourism in order to study the Thai way of life, society, culture and tradition as they are completely different from their country. Tourists also need to be close to nature, want to see local customs, tradition and culture, study local knowledge, way of life, earn a living, and need to have opportunities to meet local Thai people. However, the research also mentioned that communities in Krabi rarely participate in making decisions or setting tourism direction. This issue is very important for communities to realize and be encouraged to participate in the community's tourism process (Mantana Nuanjarean and research group's study, 2005).

1.3. Objectives

The research topic is the **Potential of Changwat Krabi to be developed as a Long stay Tourist Destination** and the objectives of the study are:

1. To study the present situation of supply factors for long stay tourism in Krabi.
2. To study international tourists' behaviors for long stay tourism in Krabi.
3. To propose recommendations for long stay tourism development in Krabi.

1.4 Significance of the Study

- The study will obtain the history of long stay tourism, the current tourism situation, summary and information that are relevant with long stay tourism such as background, meanings, concepts, definitions, objectives, outcome and current situation of long stay tourism etc.

- The study will obtain the present situation of supply factors (tourism products) whether they have enough potential for Changwat Krabi to be long stay tourist destination or not.

- The study will direct foreign currency into Krabi and encourage government tourism service providers and local communities to work and support this program.

- The study will inform of the problems and obstacles and give recommendations for long stay tourism development.

1.5 Scope of the Study

1.5.1 Scope of Time

The secondary data was collected in March-June 2008. The primary data collection was conducted in October 2008. Total study period was twelve months from March 2008 to February 2009.

1.5.2 Scope of Geography

The research will study four groups as follows:

1). Stakeholders who are tourists who are important and related to long

stay tourism. Distribution of the questionnaires was carried out at the existing long stay destination in Krabi.

2). Private tourism entrepreneurs, distribution of the questionnaires was carried out at the existing long stay destinations in Krabi.

3). Government authority's officers who are related to long stay tourism, distribution of the questionnaires was carried out in Krabi.

4). Local government authority officers who are related to long stay tourism, distribution of the questionnaires and deep interviews was carried out in Krabi.

1.5.3 Area of research

- Study on potential of Changwat Krabi to be developed as long stay tourist destination by looking at supply factors (tourism products) and tourist's demand.
- Study on the history of Long-stay Program in Thailand
- Study on the present situation of the tourism industry, tourism types and activities, the impact of long stay tourism, problems, and obstacles related to the program both positive and negative and recommendations for long stay tourism development.

1.5.4 Scope of demography

There are four stakeholders as follow:

- International tourists who come to visit and stay in Krabi.
- Private tourism entrepreneurs/tourism service providers who have business on long-stay tourism/tourism. (Open whole year)
- Government authority officers who are related to long stay tourism, data collected through senior and relevant officers of the long-stay tourism program.
- Local government authority officers who are related to long stay tourism, data collected through local senior and relevant officers of the long-stay tourism program.

1.6 Assumption

Assume the necessary information can be made available. Either from Thai statistic bureau or immigration, using information obtained from visa extension documents at Krabi's immigration.

1.7 Definition of Key Terms

“Long-stay tourism” means long stay tourists, mainly overseas visitors, who come to Thailand to spend their leisure time in the country for more than one month to six months in a year but not more than one year. They have no desire to make a living or to earn income in Thailand. They have regular income from their past savings or benefits from pension funds, insurance schemes or other sources from their home country. They can prove that they can disburse the expected expenses in Thailand through proper financial channels. They would normally enjoy living in Thailand by joining some civic activities with the local people and occasionally learning or gaining new experiences such as modern and technological knowledge to better their skills. Also, they experience the historical and cultural heritage of the country so that they fulfill their dream of living with a good quality of life, enjoying services with economical costs, and having the chances to associate with the younger generation in voluntary social events.

“Tourist” means the international tourists who travel to Thailand and stay in Thailand for the purpose of tourism.

Figure 1.3 Conceptual Framework

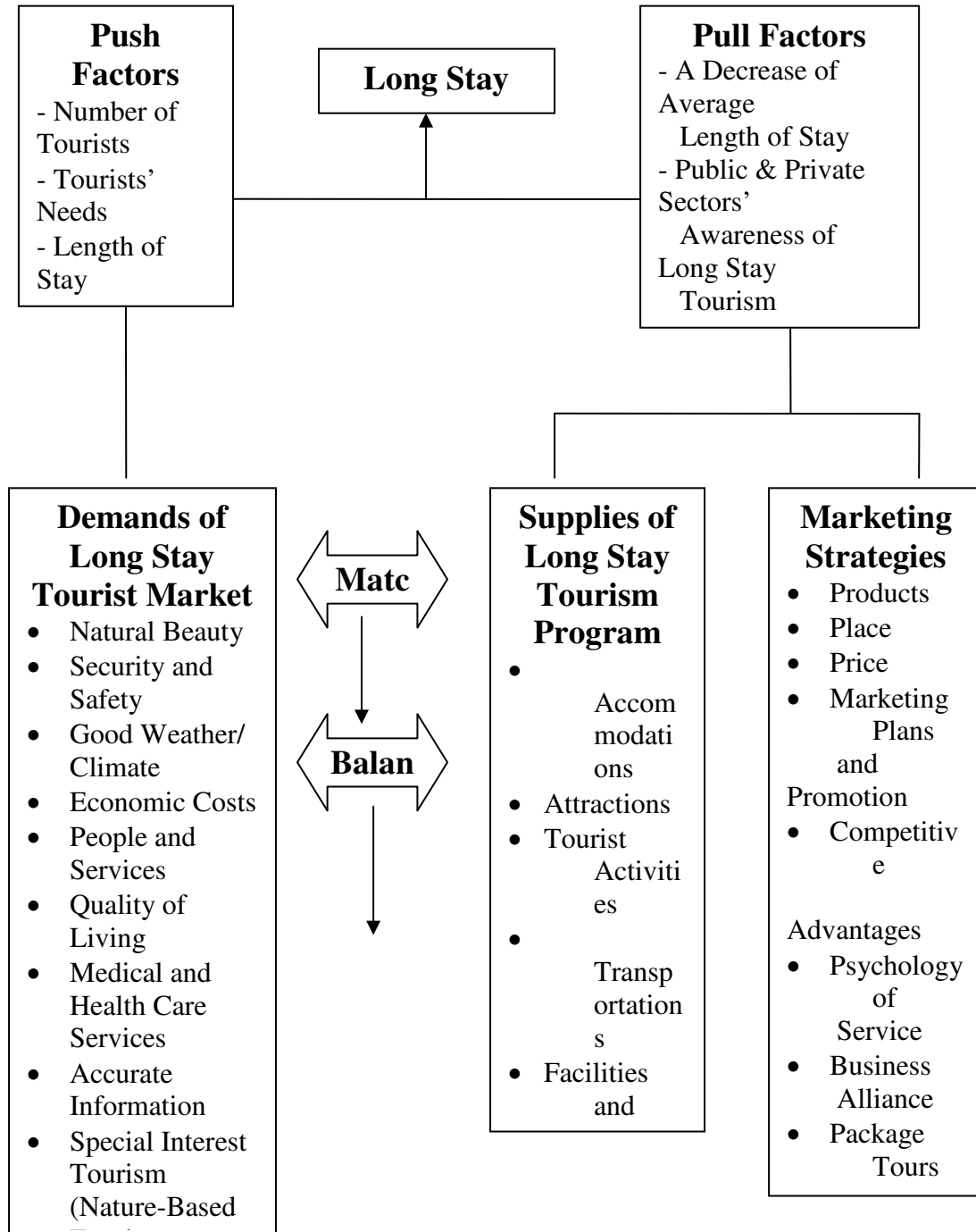
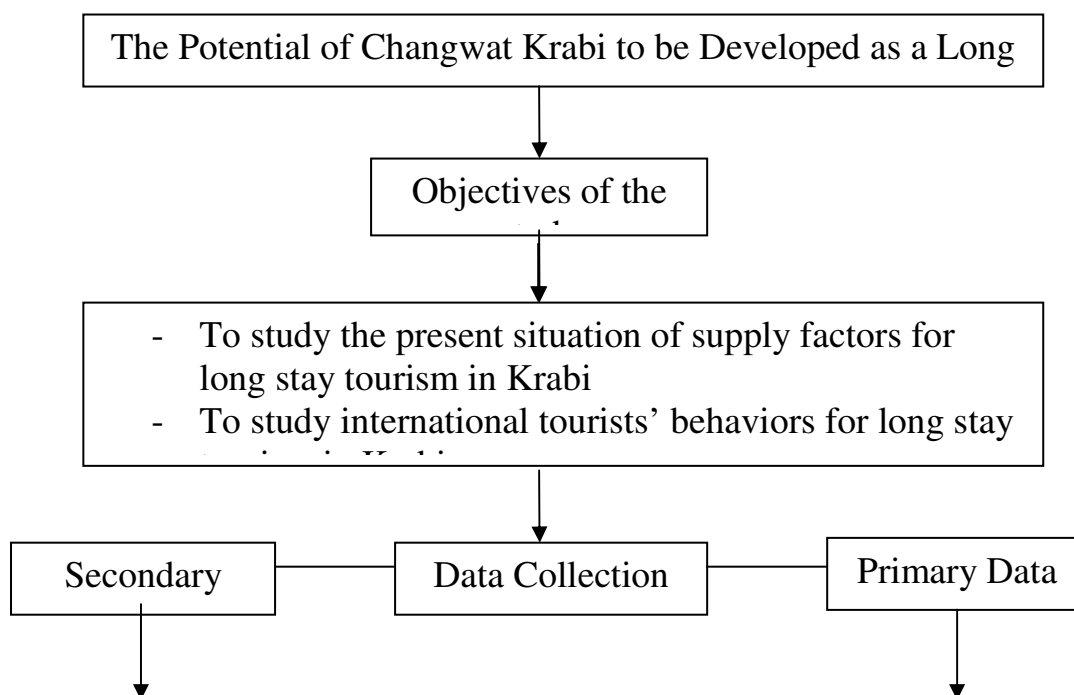
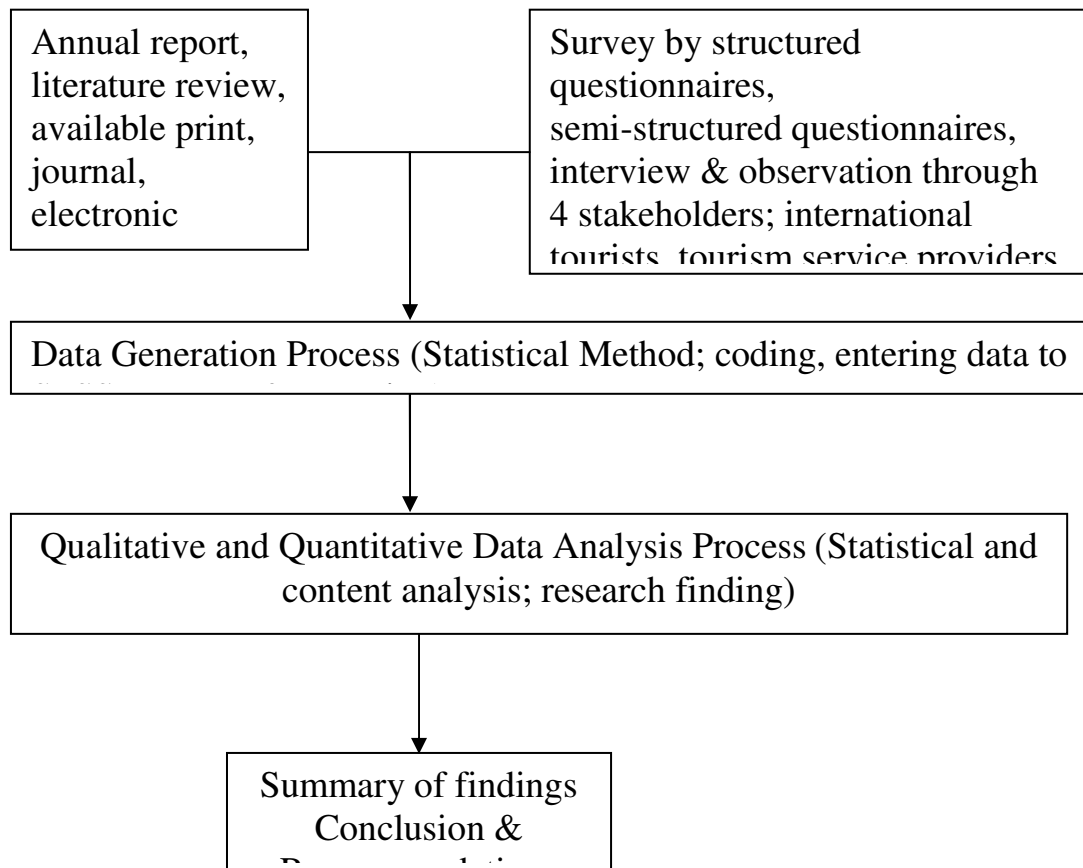




Figure 1.4 Research Flow Chart





CHAPTER 2

METHODOLOGY

The research topic is **“The Potential of Changwat Krabi to be Developed as a Long Stay Tourist Destination”**. This study is a survey research in order to review the potential of Krabi as a long stay tourism destination. This chapter describes the methodology and design of the survey procedures with objectives i) To study the present situation of supply factors for long stay tourism in Krabi. ii) To study international tourists’ behavior for long stay tourism in Krabi. iii) To propose recommendations for long stay tourism development in Krabi.

Both secondary data and primary data were gathered during the period of June 2008-October 2008. The main four types of stakeholder groups (international tourists, tourism service providers for long stay tourism, government authorities and local government authorities) were used as the population of this study to obtain data with their views, opinions and comments through following different sampling techniques to achieve the above objectives of the study. For international tourists, systematic random sampling method was used and for tourism service providers-purposive sample methods and snowball method were used. Data was gathered from international tourists and tourism service providers through the distribution of questionnaires and interviews. For government authorities and local government authorities, the purposive sample method was used and data was gathered with semi-structured face to face interviews. The surveys were carried out during the months of October 2008. The quantitative data for analysis was gathered from international tourists and tourism service providers and analyzed by using SPSS 15.0 (Statistical Package for Social Sciences Programme) for windows evaluation version through statistical analysis tools. The qualitative data was analyzed by using content analysis. The research process is therefore undertaken through the research direction as follow:

- 2.1 Population, Sample Size and Sampling Method
- 2.2 Research Instrument and Designs
- 2.3 Data Collection
- 2.4 Data Analysis
- 2.5 Summary of Sample Sizes and Sampling Method

2.1 Population, Sampling Group and Sampling Method

There are many stakeholder categories existing in the tourism industry. Some of them are directly involved and some of them are indirectly involved in the tourism industry. However, this study considered the following list of stakeholders as the highest contributing sectors of this study. The population for this research is 4 lists of stakeholders as follow:

1. International Tourists (A)
2. Tourism Service Providers (B)
3. Government Authorities (C)
4. Local Government Authorities (D)

Table 2.1 Description of Respondents

Respondents	Description
1. International Tourists (A)	International tourists who stayed in Krabi town, Koh Phi Phi, Koh Lanta Ao-nang, who waited for flight departure at Krabi airport were considered under the category of tourists.
2. Tourism Service Providers (B)	Private tourism service providers, who were accommodation service providers in Krabi town, Koh Phi Phi, Koh Lanta and Ao-nang.
3. Government Authorities (C)	These stakeholders are directly involved in tourism. 1) Authority of Thailand (TAT) 2) Office of commercial affair 3) Office of development 4) Office of agriculture 5) Ministry of natural resources and environment 6) Ministry of culture

	7) Office of sports and recreation. All accounts are in Krabi town.
--	--

Table 2.1 (Continued)

Respondents	Description
4. Local Government Authorities (D)	Office of local administrations 1) Krabi Municipality, Amphur Muang, Krabi 2) Provincial Administrative Organization, Amphur Muang, Krabi 3) Sub-district Administrative Organization in Amphur Muang and Koh Lanta, Koh Phi Phi, Ao-Nang, Krabi

2.1.1 Population, Sample Size-International Tourist (A)

The main target population for this research was international tourists.

According to TAT data statistics 2007, the number of international tourists in Krabi is 2,126,107.

With regards to the Yamane formula (1967), to find the sample size group from the statistical population, the formula is:

$$n = N / (1 + Ne^2)$$

n = sample size

N = Size of population

e = Inexactness from sample at confidence level at 95%,

therefore, e = 0.05

$$n = 2,126,107 / [(1) + 2,126,107 (0.05)^2]$$

$$n = 399.99$$

$$n \approx 400$$

Thus, the estimated sample size was 400.

The total number of respondents would be selected from the population of

international tourists in Krabi. After getting the sample size, the international tourists were selected randomly by using the convenience sampling method.

The researcher planned to collect primary data during October 2008 which was low season and usually less tourists during that time, but it was not a problem to distribute the questionnaires and collect data as there were still many international tourists in Krabi in this period. Therefore, the researcher was able to collect data from 400 tourists in different areas. There were 4 main areas (Ao-nang, Koh Lanta, Koh Phi Phi and Krabi town). The sample size in each area was different as follows:

Table 2.2 Percentage of number of international tourists in each area, Krabi

Area/tourist attraction in Krabi	Percentage of international tourists
Ao- nang	39.78
Koh Lanta	22.65
Koh Phi Phi	20.44
Krabi town	17.13
Total	100

Source: (Tourism Authority of Thailand, 2008)

Table 2.3 Calculation of sampling size in each area of Krabi

Sampling Areas	Percentage of international tourists in each area of Krabi	Sample Size	Adjusted Sample Size
Ao- nang	39.78	159.12	159
Koh Lanta	22.65	90.6	91
Koh Phi Phi	20.44	81.76	82
Krabi town & Krabi airport	17.13	68.52	68
Total	100	400	400

2.1.2 Population, Sample Size - Tourism Service Providers (B)

There are a number of tourism service establishments operating formally and informally in Krabi. It is not easy to identify long stay tourism service providers in Krabi. Hence population was not enumerated. However, the recognized number of accommodation establishments in Krabi is 403 with formal approval. (TAT, Southern Office: Region 4, 2008). There are also many restaurants, souvenir shops and other service providers with formal and informal approval. Therefore, it was not possible to get the total number. Because of this, the researcher decided to adopt a purposive method and snowball sampling for data collection. Snowball sampling identifies a member of the population of interest and asks them if they know anyone else with the required characteristics. This study planned to collect data from 10% of the 403 established accommodations with formal approval in Krabi. Therefore, the researcher prepared 40 questionnaires with face to face interviews, post and electronic mailing to be used depending on the situation.

2.1.3 Population, Sample Size - Government Authorities (C)

The population can be worked out in ministry level and institutional level. Considering the time available and travel time to collect data, it was decided to interview senior officers in each ministry or office for data collection. Thus, purposive method was used to specify the organization or institution for face to face interviews. However, after the researcher arrived at those areas, those the the researcher had considered to obtain the data from, such as senior officer or head of each organization/institution, were often otherwise engaged or it was not convenient. So the researcher had to adjust and decided to use a convenience sampling method, interviewing whoever was related to tourism, or had tourism knowledge and was able to contribute towards the data. There were seven respondents in Krabi town from each organization as follows:

- 1) Authority of Thailand (TAT)
- 2) Office of Commercial Affairs
- 3) Office of Development
- 4) Office of Agriculture
- 5) Ministry of Natural Resources and Environment

- 6) Ministry of Culture
- 7) Office of Sports and Recreation

2.1.4 Population, Sample Size and Method - Local Government Authorities

(D)

The population can be worked out at the local level. Considering the time available and travel time to collect data, it was decided to interview senior officers in each office of the local administration. Thus, again a purposive method and convenience sampling were used, depending on the situation. There were five respondents in Krabi town from each local administration as follows:

- 1) Office of Krabi Municipality, Amphur Muang, Krabi
- 2) Provincial Administrative Organization, Amphur Muang, Krabi
- 3) Sub-district Administrative Organization in Amphur Muang and Koh Lanta, Koh Phi Phi, Ao-Nang, Krabi

2.2 Research Method-Design and Instruments

This research has four groups of stakeholders and each group has differences in their characteristics. The population size of different stakeholders varies from one to the other. Therefore, the researcher used different sampling and data collection methods for each sample. Questionnaires were designed by considering the nature of respective stakeholders and the objectives of the study. Taking into account the diversity and different nature of survey samples, the researcher decided to use the mixed sampling method in order to collect both effective quantitative and qualitative data for the research. Instead of having quantitative and qualitative surveys separated, the questionnaires were design to gather both types of data accommodating the time available for the survey. Also, wherever possible, additional comments and suggestions were gathered during the surveys as well.

In this research a mixed approach of quantitative and qualitative was

applied. Therefore, the study could be interpreted both ways in number, figures, charts and in depth of feeling, emotions and meanings of the respondents. According to the information from the data research reviewed and studies, the framework of research and the research tools were designed.

2.2.1 Questionnaire Design and Pilot Survey-International Tourists (A)

Due to the fact that the respondents who are international tourists are large in number and a primary important stakeholder, the researcher decided to use the distribution of questionnaires and open-ended interviews methods as a primary data collection. Considering the respondents time factor and type of information required for the survey, the questionnaire was designed with sections in order to group data for analysis. The five sections were:

Part 1: International tourist profile

Part 2: international tourists' travel experience in Krabi and travelling characteristic

Part 3: International tourist's behaviors, preferences and activities

Part 4: Tourist perception for images of attractions, accessibility, accommodations, activities, facilities and amenities in Krabi

Part 5: Tourist's coming back and reason, problems or obstacles of long stay tourism, guidelines for development or correction, advantages, disadvantages, and ideas or suggestions for long stay development

The questionnaire has four sections. Each section has sub-questions. **Part one** consists of general information about the tourist such as gender, age, country, education, occupation, monthly income. **Part two** consists of the international tourists' travel experience in Krabi and travelling characteristic of previous visit to Thailand, frequency of visit Thailand, tourist's length of stay in Thailand and travelling characteristic. **Part three** consists of international tourists' behaviors, preferences and activities such as the main purpose for visiting Krabi, special interests for visiting Krabi, visiting places in Krabi, previous visits to Thailand for long stay tourism, decision factors for long stay destination, kinds of accommodation utilised, areas of accommodation for long stay tourism and kinds of facilities or services for supporting

long stay tourism. **Part four** consists of tourist perception and image of attractions, accessibility, accommodations, activities, facilities and amenities in Krabi. This part measures the levels of agreement on the positive descriptions of the potentials of Krabi about the image of Attractions, Accessibility, Accommodations, Activities, Facilities and Amenities. The levels of agreement were measured by using a Likert scale to assess the level of opinion on all questions, the ranges of the opinions are classified into 5 intervals from strongly agree to strongly disagree. **Part five** consists of tourists' coming back and their reason, problems or obstacles of the long stay tourism, guidelines for development or correction, advantages, disadvantages, and ideas or suggestions for long stay development which were considered by the respondents.

Both quantitative and qualitative data were gathered for analysis.

Questionnaires were pre-tested with twenty international tourists at Krabi airport and analyzed as a pilot survey and to make sure that the questionnaires were related to the objectives of the study before the actual field survey.

2.2.2 Questionnaire Design and Pilot Survey- Private Tourism Service Providers

(B)

There are a number of tourism service providers in Krabi with formal and no formal approval. The researcher decided to collect data from accommodation service providers which were estimated to be about 40 different accommodations (10%) out of 403 accommodations to gather information with respect to research objectives. A questionnaire was designed with four sections.

Part 1: Basic information of tourism service providers

Part 2: To study the current and future long stay situation.

Part 3: To study tourism service providers' long stay tourism program interests and providing facilities or services.

Part 4: To study the problems and obstacles for future long stay tourism development in Krabi.

Part one covers basic information of tourism service providers, gender,

address, type of tourism business operation. **Part two** consists of number of present long stay tourists, the names of the countries where the long stay tourists come from and future long stay tourism situation. **Part three** consists of tourism service providers' existing facilities and services, their interests and demands for long stay tourism participation, readiness to provide products and services for a long stay tourism program, and the support that is needed from the government to see this program become a success

Part four consists of problems and obstacles for the future of long stay tourism development in Krabi. Part two to part four gathered data directly relating to the research objectives.

Both quantitative and qualitative data were gathered for analysis.

Questionnaires were pre-tested with five service providers in Krabi town before the actual field survey.

2.2.3 Interview Design - Government Authorities (C)

Government Authorities are one of the most important stakeholders for tourism development in general and for long stay tourism in particular. Therefore, the researcher selected a face to face interview method to gather information. In order to save time and send guidelines before meeting, a semi-structured interview was formulated with five sections.

Part 1: Basic information of government authorities' officers who are related to long stay tourism

Part 2: Study the present and future situation of long stay tourism

Part 3: Study the benefits/advantages/disadvantages which are related to long stay tourism in the present and future

Part 4: Study the problems and obstacles for long stay tourism development in Krabi

Part 5: Suggestions for long stay tourism operation

Part one covers basic information of government authorities and their goals/objectives/ policy. **Part two** consists of the number of long stay tourists, countries from where most of the long stay tourists come from, future long stay situation, organizations' views

on challenges/ advantages, problems/disadvantages, suggestions in term of supporting, promoting and developing long stay tourism in Krabi, potential areas, what is needed for development, involvement of organizations and their responsibilities/roles. **Part three** consists of providing revenue/ benefits to local people, changing investments, employments, encouraging people to work, changing life style, appreciation and absorption of Thai culture, strengths of Thai culture, imitation of Thai culture, changing local people's life style, forming relationships between local people and community, relocation, relationship between local people and long stay tourists, and effectiveness of infrastructure/public utility/security/safety/drug problems/crimes/ gambling, environment destruction, and public relations' advantages. **Part four** consists of problems and obstacles about budgets, manpower/staff, management services, marketing, and co-ordination. **Part five** investigates suggestions for long stay tourism operation. Both quantitative and qualitative data was gathered for analysis. Questionnaires were pre-tested with two senior officers in Krabi before the actual field survey.

2.2.4 Interview Design - Local Government Authorities (D)

Local Government Authorities are also one of the most important stakeholders for tourism development in general and for long stay tourism in particular. They are directly involved with local tourism. Therefore, the researcher selected the semi-structured face to face interview method to gather information. In order to save time and send guidelines before the meeting, a semi-structured interview was formulated with five sections which are similar to the government authorities' interview design.

Part 1: Basic information of local government authority's officer who are related to long stay tourism

Part 2: Study the present and future situation of long stay tourism

Part 3: Study the benefits/advantages/disadvantages which are related to long stay tourism in the present and future

Part 4: Study the problems and obstacles for long stay tourism development

Part 5: Study the suggestions for long stay tourism operation

Part one covers basic information of local government authorities, their

goals/ objectives/policy. **Part two** consists of number of long stay tourists, country where most of the long stay tourists come from, future long stay situation, organizations' views on challenges/advantages, problems/disadvantages, suggestions in term of supporting, promoting and developing to long stay tourism in Krabi, potential areas, what is needed for development, involvement of organizations and responsibilities/roles. **Part three** consists of providing revenue/benefits to local people, changing investments, employments, encouraging people to work, changing life style, appreciation and absorption Thai culture, strengths of Thai culture, imitation of Thai culture, changing local people's life style, forming relationship between local people and community, relocation, relationship between local people and long stay tourists, effectiveness of infrastructure/public utility/security/safety/ drug problems/crimes/gambling, environment destruction, and public relations' advantages. **Part four** consists of problems and obstacles about budgets, manpower/staff, management services, marketing, and co-ordination. **Part five** investigates suggestions for long stay tourism operation. Both quantitative and qualitative data was gathered for analysis.

2.3 Data collection

2.3.1 Secondary data sources

The researcher examined secondary data sources from other document sources such as annual reports, literature reviews, available print, journals, electronic media, internet, books, and relevant researches to obtain long stay tourism information of other countries and Thailand.

- Detail literature search on history and meaning of long stay tourism from the Authority of Thailand,
- Components of long stay tourism
- Current overview and outcome situation of tourism industry and travel trends
- Overview and outcome situations of long stay tourism market's trend situation
- The overview of Thailand tourism policy which are related to long stay tourism
- The past years of government and private sectors' roles
- Review of projects of long stay tourism program in other countries

2.3.2 Primary data sources

The researcher distributed the questionnaires and semi-structured interviews to the lists of stakeholders. This study focuses on the available resource base for long stay tourism, the potential and long stay tourism development. The research requested information from the stakeholders about long stay tourism in Krabi. To collect primary data, understanding the population of the research and different stakeholders their characteristics and careful selection of appropriate method were important at the start.

2.4 Data Analysis

Statistical methods have been used for qualitative and quantitative data analysis. Statistical calculations, tests on reliability of results, sample frequencies were done with Statistical Package for Social Sciences (SPSS) computer programme by applying various statistical tests. Content analysis was done with manual tabulation using by grouping and summarizing methods of respective qualitative data.

In the process of statistical analysis of the quantitative data, t-test, Analysis of Variance (ANOVA), were carried out as a statistical tool and which helped to check the level of significance of the survey findings to establish their reliability.

In addition to the above, the SPSS software was used by the researcher to analyze the tourists' perception levels for image of attractions, accessibility, accommodations, activities, facilities and amenities in Krabi.

This part measures the levels of agreement on the positive descriptions of the potentials of Krabi about the image of attractions, accessibility, accommodations, activities, facilities and amenities. The levels of agreement were measured by using a Likert scale to assess the level of their opinion in all sets of questionnaires and the ranges of the opinions are classified into 5 intervals from the strongly agree to strongly disagree as follows:

Interval Level	Opinion Levels of respondents
5	Strongly Agree
4	Agree
3	Neutral
2	Disagree
1	Strongly disagree

In addition, the SPSS software was used to analyze the level of agreement. The meaning of each assessed level was ranged on interval level at 0.80. All assessment ranging scales were analyzed by descriptive statistics including frequency, percentage, mean value and standard deviation.

The analysis of mean is based on the interval level that is calculated as follow:

$$\begin{aligned} \text{The interval level} &= (\text{Maximum} - \text{Minimum})/n \\ &= (5-1)/5 \\ &= 0.80 \end{aligned}$$

Then, the level of each assessment was ranged as follows:

Assessed levels	Score of Answer	Meaning Determined with Scores
5	4.21-5.00	Strongly agree
4	3.41-4.20	Agree
3	2.61-3.40	Neutral
2	1.81-2.60	Disagree
1	1.00-1.80	Strongly disagree

Qualitative data contain important findings of the study as well. As such, Content Analysis was applied to analyse the qualitative data of the study and which helped the researcher to state the respective recommendations to the study. Content analysis by way of grouping and merging comments, qualitative assessments were done for open-ended questions. Summarized facts were listed in group format whenever possible for better and easy understanding. For government authorities and local government authorities' qualitative data were summarized by using content analysis.

2.5 Sample Sizes and Sampling Method Summary

Table 2.4 Stakeholders, Population, Sample selection, Methods, Sample Size

Stakeholders Content	(A) Tourists	(B) Tourism service providers	(C) Government Authorities	(D) Local Government Authorities
Population/ Sample size	All international tourists 2,126,107 (TAT Statistic, 2007) at 0.05%=400	Accommodation service providers in Krabi town, Koh Phi Phi, Koh Lanta and Ao-nang.	1) Authority of Thailand (TAT) 2) Office of commercial affair 3) Office of development 4) Office of agriculture 5) Ministry of natural resources and environment 6) Ministry of culture 7) Office of sports and recreation. All accounts are in Krabi town.	1) Office of Krabi Municipality, Amphur Muang, Krabi 2) Provincial Administrative Organization, Amphur Muang, Krabi 3) Sub-district Administrative Organization in Amphur Muang and Koh Lanta, Koh Phi Phi, Ao-Nang, Krabi
Sampling Method	Convenience sampling method	Purposive method and Snowball method	Purposive method & convenience sampling method	Purposive method & convenience

				sampling method
Focal Point	International tourist visited Krabi (Krabi town, Krabi airport, Ao-nang, Koh Lanta, and Koh Phi Phi	Manager / Owner / person who has sufficient and related information	Selected senior officers (Depending on situations)	Selected senior officers (Depending on situations)
Population size	2,126,107	403 established accommodations with formal approve in Krabi	-	-
Sample Size (app.)	399.99 at 5%-0.05	40.3 (10% of total)	7	5
Data collected	400	40	7	5
Data Collection Method	Structured questionnaire	Structured questionnaire	Semi-structured Interview	Semi-structured Interview

Source: author, 2008

CHAPTER 3

RESULTS

This chapter covers the results of both quantitative and qualitative research study conducted for the fulfillment of the objectives of the research. The findings were gained from 4 lists of stakeholders as follow:

1. International tourists (A) who were staying in Ao-nang, Koh Lanta, Koh Phi Phi, and Krabi town and waiting for their departure at Krabi International Airport

2. Private tourism service providers (B) who are involved in accommodation services in Krabi town, Koh Phi Phi, Koh Lanta and Ao-nang.

3. Government Authorities (C)

These stakeholders are directly involved in the tourism industry.

1) Tourism Authority of Thailand (TAT)

2) Office of Commercial Affairs

3) Office of Development

4) Office of Agriculture

5) Ministry of Natural Resources and Environment

6) Ministry of Culture

7) Office of Sports and Recreation

All accounts are in Krabi town.

4. Local Government Authorities (D)

These are offices of local administrations as follow:

1) Krabi Municipality, Amphur Muang, Krabi

2) Provincial Administrative Organization, Amphur Muang, Krabi

3) Sub-district Administrative Organization in Amphur Muang, Koh Lanta, Koh Phi Phi and Ao-Nang, Krabi

3.1 Research Findings

3.1.1 The findings of International Tourist Stakeholder Group (A)

A survey was conducted at the Krabi International Airport, Ao-nang, Koh Lanta, Koh Phi Phi, and Krabi town, Krabi Province continuously for the period from 15th to 30th October 2008 to collect data from international tourists who were waiting for their departure from Krabi, and who had stayed in Ao-nang, Koh Lanta, Koh Phi Phi, and Krabi town. Data was collected through the questionnaires by direct interviews conducted by the researcher. The findings of the international tourist questionnaire survey and data analysis are described in this chapter by presenting some descriptions and tables. The quantitative findings of the questionnaires were analyzed by using SPSS 15.0 for Windows Evaluation Version and the outcomes of the open-ended questions were summarized through qualitative research approach. The functions of SPSS such as Frequencies, Descriptives, One-Samples T-Tests and One-way Analysis of Variance (One-way ANOVA) were used to evaluate the test results.

A sample of 400 international tourists was taken and data obtained by direct interviews. The data was analyzed at 0.05 (95%) level of significance.

3.1.1.1 Geographic and Demographic Characteristics of Respondents

The geographic and demographic characteristics of respondents were analyzed by using frequency and percentage. This part includes gender, age, country, education, occupation and monthly income. From the study, the demographic characteristics of respondents could be described as follows:

Gender

The majority of respondents, numbering 205 or 51.3%, were female and the rest 48.8% or 195 persons were male. The participants were encouraged to express their views in the survey.

Age group

The majority of the respondents 153 or 38.3% were in the range of 21-30 years old. There were 118 persons (29.5%) from age group 31-40 years old, 59 persons (14.8%) in the 41-50 age group, 51 persons (12.8%) in the 51-60 age group, and 13 persons (3.3%) in the 60 and over age group. There were only 6 persons (1.5%) in the under 20 age group.

Country

The majority of the respondents 91 or 22.8% were from England. There were 43 people (10.8%) were from Germany, 33 people (8.3%) were from Israel, 32 people (8%) were from Spain and 21 people (5.3%) were from America.

Education

The majority of the respondents 138 or 34.5% were educated with a bachelor degree. There were 137 persons (34.3%) were educated at master or higher such as PHD, 100 persons (25%) were educated at high school and 25 persons (6.3%) were educated at secondary or less.

Occupation

The majority of the respondents 145 or 36.3% were business employees. There were 114 persons (28.5%) who were professionals, 47 persons (11.8%) who were self employed, 39 persons (9.8%) who were government employees, 33 persons (8.3%) who were retired or unemployed and 22 persons (5.5%) who were business owners.

Monthly income

The majority of the respondents 110 persons (27.5%) earn more than 5,000 US\$. There were 89 persons (22.3%) earn 2,001-3,000 US\$, 68 persons (17%) earn 1,001-2,000 US\$, 52 persons (13%) earn 3,001-4,000 US\$, 52 persons (13%) earn 3,001-4,000 US\$ and 31 persons (7.8%) earn less than 1,000US\$.

Table 3.1 Geographic and Demographic Characteristic of the Respondents

S.N.	Personal Characteristic	Frequency	Percentage
1.	Gender		
	Male	195	48.8
	Female	205	51.3
	Total	400	100
2.	Age group		
	Less than 20 years old	6	1.5
	21-30 years old	153	38.3
	31-40 years old	118	29.5

	41-50 years old	59	14.8
	51-60 years old	51	12.8
	Over 60 years old	13	3.3
	Total	400	100
3.	Country	Frequency	Percentage
	America Total	40	10.1
	America	21	5.3

Table 3.1 (Continued)

S.N.	Country	Frequency	Percentage
	Canada	16	4.0
	Argentina	2	.5
	Columbia	1	.3
	Europe Total	260	65.4
	England	91	22.8
	Germany	43	10.8
	Spain	32	8.0
	Sweden	17	4.3
	France	16	4
	Norway	14	3.5
	Netherlands	10	2.5
	Denmark	7	1.8
	Poland	6	1.5
	Italy	6	1.5
	Switzerland	4	1.0
	Finland	3	.8
	Belgium	3	.8
	Ireland	2	.5
	Portugal	2	.5
	Scotland	2	.5

	Austria	1	.3
	Brazil	1	.3
	Asia Total	24	6.2
	Korea	8	2
	China	6	1.5
	Malaysia	3	.8
	Hong Kong	3	.8
	Indonesia	2	.5
	Sri Lanka	1	.3
	Taiwan	1	.3

Table 3.1 (Continued)

S.N.	Country	Frequency	Percentage
	Oceania Total	29	7.3
	Australia	27	6.8
	New Zealand	2	.5
	Africa Total	12	3
	South Africa	12	3
	Middle East Total	33	8.3
	Israel	33	8.3
	Total	400	100
4.	Education	Frequency	Percentage
	Secondary or less	25	6.3
	High school	100	25
	Bachelor	138	34.5
	Master or higher	137	34.3
	Total	400	100
5.	Occupation	Frequency	Percentage
	Business employee	145	36.3
	Professional	114	28.5

	Self employee	47	11.8
	Government employee	39	9.8
	Retired/Unemployed	33	8.3
	Business owner	22	5.5
	Total	400	100
6.	Monthly income	Frequency	Percentage
	Less than USD 1,000	31	7.8
	USD 1,001 - 2,000	68	17
	USD 2,001 - 3,000	89	22.3
	USD 3,001 - 4,000	52	13
	USD 4,001 - 5,000	50	12.5
	More than USD 5,001	110	27.5
	Total	400	100

3.1.1.2 International Tourists' Travel Experience in Krabi and Travelling Characteristic

Previous visit to Thailand

The majority of the respondents, 207 or 51.8%, had not been to Thailand before, and 193 respondents had been to Thailand before.

Frequency of visit Thailand

The majority of the respondents 207 or 51.8% came to Thailand for the first time. There were 97 persons (24.3%) who came to Thailand 2-3 times, 42 persons (10.5%) who came to Thailand 4-5 times and 54 persons (13.5%) who came to Thailand more than 5 times.

Length of stay in Thailand

The majority of the respondents, 158 or 39.5%, length of stay was 11-15 days. 136 persons (34%) stayed 16-30 days, 64 persons (16%) stayed 6-10 days, 20 persons (5%) stayed less than 5 days, 10 persons (2.5%) stayed 31-60 days, 8 persons (2.0%) stayed more than 366 days, 1 person (.3%) stayed 61-90 days and 1 person (.3%) stayed 91-120 days.

Travelling characteristic

The majority of the respondents, 152 or 38%, travelled with their spouse only. 111 persons (27.8%) travelled with their family, 97 persons (24.3%) travelled with friends, 37 persons (9.3%) travelled alone and 3 persons (.8%) travelled with tour group.

Table 3.2 International Tourists' Travel Experience in Krabi and Travelling Characteristic

S.N.	Travelling	Frequency	Percentage
1.	Been to Thailand before		
	Yes	193	48.3
	No	207	51.8
2.	How many times		
	First time	207	51.8
	2-3 times	97	24.3
	4-5 times	42	10.5
	More than 5 times	54	13.5

Table 3.2 (Continued)

S.N.	Travelling	Frequency	Percentage
3.	Length of stay in Thailand		
	Less than 5 days	20	5
	6-10 days	64	16
	11-15 days	158	39.5
	16-30 days	136	34
	31-60 days	10	2.5
	61-90 days	1	.3
	91-120 days	1	.3
	121-180 days	-	-
	181-365 days	2	.5
	More than 366 days	8	2.0
4.	Traveling characteristic		
	Alone	37	9.3

	With spouse only	152	38
	With family	111	27.8
	With friends	97	24.3
	With tour group	3	.8

3.1.1.3 International tourist's behaviors, preferences and activities

Main purpose for visiting Krabi

The majority of the respondents, 373 persons or 93.3%, main purpose for visiting Krabi was holiday/vacation/leisure. 11 persons (2.8%), main purpose was for visiting friends and relatives, 4 persons (1%) were for working, 4 persons (1%) were business. There was one person (.3%) who came to Krabi for training and 5 persons (1.3%) for other reasons such as honeymoon and wedding ceremony. See table 3.3.

Table 3.3 Purpose for Visiting Krabi

Purpose for visiting Krabi	Frequency	Percentage
Holiday/vacation/leisure	373	93.3%
Visiting friends & relatives	11	2.8
Business	4	1.0
Conference/seminar	2	.5
Working	4	1.0
Training	1	.3
Other	5	1.3
Total	400	100%

Special interests for visiting Krabi

The majority of respondents, 376 or 94% stated that their most special interest for visiting Krabi was sun and beaches. There were 237 persons (59.3%), whose special interest for visiting Krabi was nature and sceneries. 119 persons (29.8%) was culture and heritage. There were not many respondents who were interested in religion, business and education or study. See table 3.4.

Table 3.4 Special Interests for Visiting Krabi

Special interests for visiting Krabi	Yes		No	
	Frequency	%	Frequency	%
Sun & beaches	376	94	24	6
Nature & sceneries	237	59.3	163	40.8
Culture & heritage	119	29.8	281	70.3
Marine	100	25	300	75
Sports/recreations	90	22.5	310	77.5
Health & wellness	66	16.5	334	83.5
Shopping/trade	63	15.8	337	84.3
Nightlife	41	10.3	359	89.8
Entertainment/amenities	36	9	364	91
Events & festivals	20	5	380	95
Religions	7	1.8	393	98.3

Table 3.4 (Continued)

Special interests for visiting Krabi	Yes		No	
	Frequency	%	Frequency	%
Education/study	4	1	396	99
Business	4	1	396	99
Other	2	.5	398	99.5

Visiting places in Krabi

The majority of the respondents, 251 or 62.8%, visited Ao-nang, 226 persons (56.5%) who visited Phi Phi island, 152 persons (38%) visited Krabi town, 145 persons (36.3%) visited Ao-Rai Lay and 116 persons (29%) visited Lanta island. See table 3.5.

Table 3.5 Visiting Places in Krabi

Visiting places in Krabi	Yes		No	
	Frequency	%	Frequency	%
Ao-nang	251	62.8	149	37.3
Phi Phi island	226	56.5	174	43.5
Krabi town	152	38	248	62
Ao-Rai Lay	145	36.3	255	63.8
Lanta island	116	29	284	71
Tiger cave	71	17.8	329	82.3
Emerald Natural Pool	63	15.8	337	84.3
Hot waterfall	62	15.5	338	84.5
Noppharat Thara Beach	58	14.5	342	85.5
Mu Koh Hong	36	9	364	91
Fossils Shell Beach	32	8	368	92
Koh Rok	22	5.5	378	94.5
Khao Phanom Bencha National Park	20	5	380	95
Huay Toh waterfall	18	4.5	382	95.5
Khao Pra-Bang Khram W.S.	15	3.8	385	96.3

Table 3.5 (Continued)

Visiting Places in Krabi	Yes		No	
	Frequency	%	Frequency	%
Hin Muang Hin Daeng	10	2.5	390	97.5
Khao Khanap Nam	9	2.3	391	97.8
Thale Waek	6	1.5	394	98.5
Other	3	.8	397	99.3

Previous visiting Thailand for long stay tourism

The majority of the respondents, 329 or (82.3%), have never been long stay tourists. There were 71 persons (17.8%) have been long stay tourists.

Decision factors for long stay destination

The majority of the respondent, 299 or 74.8%, the most of decision factor was natural beauty. There were 258 persons (64.5%), the decision factor was safety and security, 245 persons (61.3%) was weather and climate, 229 persons (57.3%) was cost and expenses and 176 persons (44%) was people and services available. See table 3.6.

Table 3.6 Decision Factors for Long Stay Destination

Decision factors for long stay destination	Yes		No	
	Frequency	%	Frequency	%
Natural beauty	299	74.8	101	25.3
Safety/Security	258	64.5	142	35.5
Weather/Climate	245	61.3	155	38.8
Cost & expenses	229	57.3	171	42.8
People & services available	176	44	224	56
Local attitude	171	42.8	229	57.3
Quality of living	170	42.5	230	57.5
Medical services/Availability	114	28.5	286	71.5
Cultural heritage	106	26.5	294	73.5
Language barrier	85	21.3	315	78.8
Promptness	74	18.5	326	81.5

Table 3.6 (Continued)

Decision Factors for Long Stay Destination	Yes		No	
	Frequency	%	Frequency	%

Conductive environment	62	15.5	338	84.5
Other	10	2.5	390	97.5

Type of accommodations for long stay tourism

The majority of the respondents, 291 or 72.8%, prefer to have hotel/resort/ bungalow/guest house/home stay for their long stay in Krabi. There were 47 persons (11.8%) who prefer to stay in condominium/apartment/high building. See table 3.7.

Table 3.7 Type of Accommodations

Type of Accommodations	Frequency	Percentage
Hotel/resort/bungalow/G.H./home stay	291	72.8
Condominium/apartment/high building	47	11.8
Specific projects	31	7.8
House (Buying own house)	30	7.5
Nursing house/retirement house	1	.3
Total	400	100

Area of accommodation for long stay tourism

The majority of the respondents, 140 or 35%, prefer to stay in Ao-nang for long stay tourism. 69 persons (17.3%) prefer to stay in Lanta Island, 59 persons (14.8%) prefer to stay in Railay beach, 53 persons (13.3%) prefer to stay in Phi Phi Island and 41 persons (10.3%) prefer to stay in Krabi town. See table 3.8.

Table 3.8 Area of Accommodations for Long Stay

Area of Accommodations for Long Stay	Frequency	Percentage
Ao-nang	140	35
Lanta Island	69	17.3
Railay Beach	59	14.8
Phi Phi Island	53	13.3
Krabi Town	41	10.3
Klong Muang Beach	11	2.8
Tup Kaek Beach	9	2.3
Noppharat Thara Beach	8	2
Near Emerald Natural Pool	4	1
Tonsai Beach	2	.5
Nammao Beach	2	.5
Pu Island	2	.5
Total	400	100

Type of facilities or services for supporting long stay tourism

For the majority of the respondents, 239 or 59.8%, the facilities or services that supported their long stay was medical and health care. 227 persons (56.8%), was sports and recreations, 200 persons (50%) was entertainments and amenities, 118 persons (29.5%) was One Stop Service Center and 109 persons (27.3%) was 24-hours security system. See table 3.9.

Table 3.9 Type of Facilities or Services

Type of Facilities or Services	Yes		No	
	Frequency	Percentage	Frequency	Percentage
Medical & health cares	239	59.8	161	40.3
Sports & recreation	227	56.8	173	43.3
Entertainment/amenities	200	50	200	50
One Stop Service Centre	118	29.5	282	70.5

24-hour security system	109	27.3	291	72.8
Your national restaurant	103	25.8	297	74.3

Table 3.9 (Continued)

Type of Facilities or Services	Yes		No	
Information Technology Centre	96	24	304	76
Tour operator	84	21	316	79
Training institutions	79	19.8	321	80.3
Manpower/helper/worker	77	19.3	323	80.8
Insurance company	54	13.5	346	86.5
Religion centre	43	10.8	357	89.3
Other	1	.3	319	99.8

The tourists were asked to comment on other special needs/facilities/ services to support long stay tourism in Krabi. See table 3.10. As shown in the Table, rank 1 was tourism product development; rank 2 was long stay tourism promotion and development and rank 3 was privilege.

Table 3.10 Other Special Needs/Facilities/Services to Support Long Stay Tourism in Krabi by Respondents

Rank	Title	Detail
1	Tourism product development	<p>Infrastructure: Better roads, bridge or ferry, bathroom facilities, and install more internets and should not charge.</p> <p>Transportation: Need to increase bus, vans, pick up to tourism destination, and make them more convenient and low in cost.</p> <p>Manpower: Every career in tourism industry needs to have training such as language ability, information, knowledge, services, great hospitality and others.</p> <p>Products and services: Increase more international food, more convenience stores, food shops, shopping centers with international options e.g. yoghurt, fruit cereal, etc in tourism area.</p>

Table 3.10 (Continued)

Rank	Title	Detail
2	Long stay tourism promotion and development	More promotions for tourists who are long stay tourists such as special tour package with reasonable and lower cost. Create and provide more activities for long stay tourists.
3	Privilege	Privilege for long stay tourists such as they are able to buy and own the land, house or other properties in Thailand and Thai government should provide more privileges.

3.1.1.4 Tourists' Perception for Images of Attractions, Accessibility, Accommodations, Activities, Facilities and Amenities in Krabi.

This part measures the levels of agreement on the positive descriptions of the potentials of Krabi about the image of Attractions, Accessibility, Accommodations, Activities, Facilities and Amenities. According to results of investigation from table 3.11 below, indicated that the respondents' opinion as follow:

Tourist attractions: "Tourist attractions are outstanding" (mean = 3.88) and "There are many tourist attractions" (mean = 3.91) were rated at agree.

Accessibility and transportation: "The accessibility to Krabi is convenient" (mean =3.70), "Transportation inside Krabi is convenient" (mean =3.57) and "Price of transportation fare is fair" (mean =3.42) were rated at agree. "Road condition is safe while travelling" (mean =3.35) was rated at neutral.

Accommodations: "There is a variety of accommodation" (mean =3.84) and "Krabi's atmosphere is nice for staying and relaxation" (mean =4.05) were rated at agree.

Activities: "There are a variety of tourism activities" (mean =3.88) and

“Krabi is suitable for sport activities” (mean =3.62) were rated at agree. “There are many night entertainment activities” (mean =3.27) was rated at neutral.

Facilities, services and amenities: “The facilities are of high standard” (mean =3.41), “There are a variety of amenities” (mean =3.49), “You are satisfied with health and spa services” (mean =3.61), “You’re satisfied with local food and drinks” (mean =4.04) and “You are satisfied with souvenir products” (mean =3.45) were rated at agree. “You are confident with medical/health services” (mean =3.11) was rated at neutral.

Krabi’s image: “People in Krabi are friendly” (mean =4.16), “You feel confident and safe while travelling” (mean =3.96) and “Krabi is popular for tourist groups” (mean =3.80) were rated at agree. See table 3.11.

Table 3.11 Tourists’ Perception for Images of Attractions, Accessibility, Accommodations, Activities, Facilities and Amenities in Krabi.

S.N.	Key Indicators	Mean Value	Standard Deviation	Level of Agreement
1.	People in Krabi are friendly	4.16	.908	Agree
2.	Krabi’s atmosphere is nice for staying and relaxation	4.05	.884	Agree
3.	You’re satisfied with local food and drinks	4.04	.966	Agree
4.	You feel confident and safe while travelling	3.96	.946	Agree
5.	There are many tourist attractions	3.91	.816	Agree
6.	Tourist attractions are outstanding	3.88	.878	Agree
7.	There are varieties of tourism activities	3.88	.811	Agree
8.	There are varieties of accommodations	3.84	.900	Agree
9.	Krabi is popular for tourist group	3.80	.914	Agree
10.	The accessibility to Krabi is convenient	3.70	.895	Agree
11.	Krabi is suitable for sport activities	3.62	.838	Agree
12.	You are satisfied with health and spa services	3.61	.908	Agree
13.	Transportation inside Krabi is convenient	3.57	.952	Agree

14.	There are variety of amenities	3.49	.736	Agree
15.	You are satisfied with souvenir products	3.45	.897	Agree
16.	Price of transportation fare is fair	3.42	1.01	Agree
17.	The facilities are of high standard	3.41	.786	Agree
18.	Road condition is safe while travelling	3.35	.967	Neutral
19.	There are many night entertainment activities	3.27	.898	Neutral
20.	You are confident with medical/health services	3.11	.888	Neutral

Statistical Comparisons of Key Opinion Indicators between “Gender” of the Respondents on Attractions, Accessibility, Accommodations, Activities, Facilities and Amenities in Krabi

The test results of independent sample t-tests were used to indicate the significant differences among genders and key indicator of the study.

Both male and female respondents have the same highest positive thinking which was they agree with “People in Krabi are friendly” The male’s mean was 4.16 and female’s mean was 4.15. However, there was no statistically significant difference between male and female respondents at 95% confidence level. See table 3.12.

Table 3.12 Statistical Comparisons of Key Opinion Indicators by Gender

S.N.	Key Indicators	Gender (Mean)		t-Test	
		Male	Female	t-value	p-value
1.	Tourist attractions are outstanding	3.95	3.80	1.756	.080
2.	There are many tourist attractions	3.94	3.88	.740	.460
3.	The accessibility to Krabi is convenient	3.72	3.69	.336	.737
4.	Transportation inside Krabi is convenient	3.65	3.50	1.511	.132
5.	Price of transportation fare is fair	3.47	3.38	.951	.342
6.	Road condition is safe while travelling	3.35	3.35	.027	.978
7.	There is a variety of accommodation	3.89	3.80	1.080	.281
8.	Krabi’s atmosphere is nice for staying and relaxation	4.11	4.00	1.332	.184

9.	There are a variety of tourism activities	3.90	3.86	.419	.675
10.	There are many night entertainment activities	3.29	3.24	.481	.631
11.	Krabi is suitable for sport activities	3.54	3.69	-1.783	.075
12.	The facilities are of high standard	3.47	3.36	1.407	.160
13.	There are a variety of amenities	3.51	3.47	.469	.640
14.	You are confident with medical/health services	3.18	3.04	1.585	.114
15.	You are satisfied with health and spa services	3.62	3.60	.115	.908
16.	You're satisfied with local food and drinks	4.09	3.99	1.107	.269
17.	You are satisfied with souvenir products	3.42	3.48	-.695	.487
18.	People in Krabi are friendly	4.16	4.15	.142	.887

Table 3.12 (Continued)

S.N.	Key Indicators	Gender (Mean)		t-Test	
		Male	Female	t-value	p-value
19.	You feel confident and safe while travelling	4.01	3.91	1.036	.301
20.	Krabi is popular for tourist groups	3.81	3.79	.216	.114

Statistical Comparisons of Key Opinion Indicators between among “Age-group” of the Respondents on Attractions, Accessibility, Accommodations, Activities, Facilities and Amenities in Krabi

The test results of One-way ANOVA was used to indicate the significant differences among age group and key indicators of the study.

This analysis showed that the indicators, “Price of transportation fare is fair”, “Krabi is suitable for sport activities”, “You're satisfied with local food and drinks”, “You're satisfied with local food and drinks” and “You are satisfied with souvenir products” indicated statistically significant difference among the age groups. See table 3.13.

Table 3.13 Statistical Comparison of Key Opinion Indicators among “Age Group” of the Respondents

Key Indicators	Age Group (Mean value)						ANOVA	
	< 20	21-30	31-40	41-50	51-60	> 60	F Value	P Value
1. Tourist attractions are outstanding	3.83	3.90	3.92	3.71	3.82	4.08	.681	.638
2. There are many tourist attractions	4.33	3.88	3.95	3.76	3.94	4.23	1.235	.292
3. The accessibility to Krabi is convenient	3.00	3.67	3.69	3.66	3.92	3.92	1.602	.158
4. Transportation inside Krabi is convenient	3.17	3.54	3.46	3.64	3.84	3.77	1.605	.158
5. Price of transportation fare is fair	3.33	3.35	3.23	3.46	3.90	4.00	4.355	.001*
6. Road condition is safe while travelling	3.00	3.39	3.27	3.27	3.51	3.62	.906	.477

Table 3.13 (Continued)

Key Indicators	Age Group (Mean Value)						ANOVA	
	< 20	21-30	31-40	41-50	51-60	> 60	F Value	P Value
7. There is a variety of accommodation	4.17	3.83	3.85	3.80	3.92	3.69	.341	.888
8. Krabi's atmosphere is nice for staying and relaxation	4.17	4.10	3.97	3.92	4.18	4.31	1.054	.386

9. There are a variety of tourism activities	4.00	3.99	3.79	3.81	3.80	4.00	1.089	.366
10. There are many night entertainment activities	3.00	3.24	3.28	3.25	3.31	3.46	.298	.914
11. Krabi is suitable for sport activities	3.33	3.79	3.58	3.53	3.47	3.08	3.100	.009*
12. The facilities are of high standard	3.33	3.37	3.41	3.32	3.67	3.38	1.350	.242
13. There are a variety of amenities	3.33	3.52	3.42	3.47	3.59	3.54	.480	.791
14. You are confident with medical/health services	3.50	3.08	3.03	3.14	3.22	3.46	1.047	.390
15. You are satisfied with health and spa services	4.00	3.52	3.65	3.59	3.67	3.92	.906	.477
16. You're satisfied with local food and drinks	5.00	3.95	3.97	4.12	4.14	4.46	2.276	.046*
17. You are satisfied with souvenir products	3.83	3.35	3.36	3.59	3.59	4.15	3.056	.010*
18. People in Krabi are friendly	4.67	4.13	4.13	4.10	4.27	4.31	.713	.614
19. You feel confident and safe while travelling	4.17	3.88	3.96	3.93	4.16	4.23	.963	.440
20. Krabi is popular for tourist group	4.50	3.76	3.73	3.81	3.86	4.08	1.183	.317

Remarks: 1: F-Value = One-Way ANOVA (computed) value

2: p-Value = Level of statistically significant

Statistical Comparison of Key Opinion Indicators among “Educations” of the Respondents on Attractions, Accessibility, Accommodations, Activities, Facilities and Amenities in Krabi

Comparison of mean scores among educations of respondents identified the opinion level in different tourism indicators as in questionnaires for tourists' perception about images of Activities, Facilities and Amenities in Krabi classified by their educations. The test results of the One-way ANOVA was used to indicate the significant differences among educations and key indicators of the study.

This analysis showed that the indicators, "Price of transportation fare is fair", "You are confident with medical/health services", "You are satisfied with health and spa services", "You're satisfied with souvenir products", "You feel confident and safe while travelling", and "Krabi is popular for tourist group" indicated statistically significant difference among the educations. See table 3.14.

Table 3.14 Statistical Comparison of Key Opinion Indicators among "Educations" of the Respondents

S.N	Key Indicators	Education Level (Mean value)				ANOVA	
		1	2	3	4	F Value	p Value
1.	Tourist attractions are outstanding	4.20	3.85	3.88	3.83	1.280	.281
2.	There are many tourist attractions	4.12	4.02	3.82	3.88	1.822	.143
3.	The accessibility to Krabi is convenient	3.76	3.85	3.64	3.65	1.344	.260
4.	Transportation inside Krabi is convenient	3.84	3.66	3.54	3.50	1.300	.274
5.	Price of transportation fare is fair	3.68	3.62	3.37	3.28	2.827	.038*
6.	Road condition is safe while travelling	3.56	3.53	3.31	3.23	2.391	.068
7.	There is a variety of accommodation	3.92	3.89	3.82	3.82	.220	.882
8.	Krabi's atmosphere is nice for staying and relaxation	4.40	4.16	4.00	3.96	2.431	.065

9.	There are a variety of tourism activities	4.16	3.94	3.80	3.86	1.609	.187
10.	There are many night entertainment activities	3.64	3.37	3.21	3.18	2.566	.054
11.	Krabi is suitable for sport activities	3.64	3.65	3.62	3.60	.078	.972

Table 3.14 (Continued)

S.N	Key Indicators	Education Level (Mean value)				ANOVA	
		1	2	3	4	F Value	p Value
12.	The facilities are of high standard	3.80	3.42	3.38	3.36	2.309	.076
13.	There are a variety of amenities	3.56	3.54	3.52	3.41	.871	.456
14.	You are confident with medical/health services	3.12	3.31	3.10	2.96	2.984	.031*
15.	You are satisfied with health and spa services	3.84	3.74	3.64	3.44	2.967	.032*
16.	You're satisfied with local food and drinks	4.24	4.13	3.96	4.01	.984	.400
17.	You are satisfied with souvenir products	4.08	3.66	3.30	3.34	8.359	.000*
18.	People in Krabi are friendly	4.56	4.23	4.09	4.09	2.312	.076
19.	You feel confident and safe while travelling	4.16	4.19	3.87	3.85	3.479	0.016*
20.	Krabi is popular for tourist group	4.00	4.03	3.68	3.70	3.907	.009*

Remarks: 1: F-Value = One-Way ANOVA (computed) value

2: p-Value = Level of statistically significant

3: Education levels

1 = Secondary or less

2 = High school

3 = Bachelor

4 = Master or higher

Statistical Comparison of Key Opinion Indicators among “Monthly incomes” of the Respondents on Attractions, Accessibility, Accommodations, Activities, Facilities and Amenities in Krabi

Comparison of mean scores among monthly incomes of respondents was identified the opinion level in different tourism indicators as in questionnaires for tourists’ perception about images of Activities, Facilities and Amenities in Krabi classified by their educations. The test result of One-way ANOVA was used to indicate the significant differences among educations and key indicators of the study.

This analysis showed that the indicators, “Transportation inside Krabi is convenient” and “You’re satisfied with local food and drinks” indicated statistically significant difference among the monthly income. See table 3.15.

Table 3.15 Statistical Comparison of Key Opinion Indicators among “Monthly Incomes” of the Respondents

Key Indicators	Monthly Income Level (Mean Value)						ANOVA	
	1	2	3	4	5	6	F Value	p Value
1. Tourist attractions are outstanding	3.71	3.63	3.89	4.00	4.08	3.91	2.078	.067
2. There are many tourist attractions	3.68	3.85	3.90	3.98	3.96	3.95	.752	.585
3. The accessibility to Krabi is convenient	3.39	3.57	3.69	3.75	3.70	3.86	1.820	.108
4. Transportation inside Krabi is convenient	3.45	3.44	3.37	3.60	3.78	3.75	2.405	.036*
5. Price of transportation fare is fair	3.26	3.24	3.33	3.58	3.54	3.54	1.459	.202
6. Road condition is safe	3.29	3.21	3.55	3.38	3.36	3.28	1.217	.300

while travelling								
7. There is a variety of accommodation	3.52	3.69	3.88	4.08	3.98	3.83	2.204	.053
8. Krabi's atmosphere is nice for staying and relaxation	4.00	3.85	4.08	4.19	4.20	4.04	1.280	.271
9. There are a variety of tourism activities	3.81	3.82	3.92	3.94	3.94	3.85	.317	.903
10. There are many night entertainment activities	3.13	3.10	3.22	3.37	3.42	3.32	1.127	.345
11. Krabi is suitable for sport activities	3.90	3.69	3.66	3.56	3.56	3.52	1.291	.267
12. The facilities are of high standard	3.32	3.25	3.40	3.52	3.52	3.44	1.062	.381
13. There are a variety of amenities	3.52	3.44	3.52	3.62	3.36	3.49	.703	.621
14. You are confident with medical/health services	2.97	3.07	3.12	3.19	3.04	3.15	.370	.869

Table 3.15 (Continued)

Key Indicators	Monthly Income Level (Mean Value)						ANOVA	
	1	2	3	4	5	6	F Value	p Value
15. You are satisfied with health and spa services	3.23	3.51	3.64	3.81	3.62	3.65	1.845	.103
16. You are satisfied with local food and drinks	3.77	3.85	3.96	4.35	4.22	4.06	2.570	.026*
17. You are satisfied with souvenir products	3.29	3.28	3.43	3.69	3.56	3.46	1.626	.152
18. People in Krabi are	3.77	4.09	4.13	4.35	4.34	4.15	2.075	.068

friendly								
19. You feel confident and safe while travelling	3.74	3.85	3.94	4.04	4.10	4.00	.836	.524
20. Krabi is popular for tourist group	3.68	3.63	3.75	3.96	3.98	3.80	1.333	.249

Remarks: 1: F-Value = One-Way ANOVA (computed) value

2: p-Value = Level of statistically significant

3: Monthly income levels

1 = Less than 1,000 US\$

2 = 1,001-2,000 US\$

3 = 2,001-3,000 US\$

4 = 3,001-4,000 US\$

5 = 4,001-5,000 US\$

6 = More than 5,001 US\$

3.1.1.5 Tourists' Coming Back and Their Reasons

Tourists' Coming Back

The majority of respondents, 349 or 87.3%, would like to come back for long stay tourism and 51 persons (12.8%) do not want to.

Reasons to Come Back

For the majority of the respondents, 310 or 77.5%, the main reason to come back for long stay tourism was "Thai people are friendly". For 307 persons (76.8%), the reason to come back was "Relaxation", 266 persons (66.5%) was "Cost of living", 258 persons (64.5%) was "Climate" and 257 persons (64.3%) was "Nature and sceneries". See table 3.16.

Table 3.16 Reasons to Come Back

Reasons to Come Back	Yes	%	No	%
Thai people are friendly	310	77.5	90	22.5
Relaxation	307	76.8	93	23.3

Cost of living	266	66.5	134	33.5
Climate/weather	258	64.5	142	35.5
Nature & Sceneries	257	64.3	143	35.8
Great hospitality	192	48	208	52
Sightseeing	193	48.3	207	51.8
Good environment	176	44	224	56
Culture & Heritage	139	34.8	261	65.3
Recreation, entertainment, activities	110	27.5	290	72.5
Security and safety	106	26.5	294	73.5
Sport activities	93	23.3	307	76.8
Visiting relatives/friends	50	12.5	350	87.5
Medical/health cares	40	10	360	90%
Learning/training courses	28	7	372	93
Other	1	.3	399	99.8

Table 3.17 Problems or Obstacles of Long Stay Tourism, Guidelines for Development or Correction, Advantages, Disadvantages, and Ideas or Suggestions for Long Stay Development which Considered by the Respondents

Problems/Obstacles	Development/Correction
1. Waste management	- Improve waste management program
2. Travel is becoming more difficult due to bad planning and bad ferry services in Lanta island which cause many tourists to miss their flights	- Correction on realistic travel times
3. Misinformation is every where	- Improve accurate information

Table 3.17 (Continued)

Problems/Obstacles	Development/Correction
4. Language barrier	- Encourage Thai people who are involved in tourism industry to learn

	English
5. Limited tourist visa	- Extend length of tourist visa
6. Tourist visa stays/renewals	- There should be more leniency of tourist visa stays/renewals - Dropping the 3 month in/3 month out rule for visa on arrival
7. Destruction of Thai culture	- Strengthen Thai culture
8. Crime against tourists	- 24 hour security system
9. Dogs and cats problems	- There are a number of dogs and cats on the street. Therefore, government should collect them and feed them in animal hospitals or animal house
10. Transportation	- Improve transportation, make it more convenient for tourists to get to tourist destination
11. Sex tourism	- Keep tourism under control
12. Difficult to buy houses or properties in Thailand	- Make it easier to buy real estate
13. Road signs and others	Road signs and others should be in both Thai and English
14. Over development of new tourist areas	- Promotion of alternate destinations in Thailand
15. Garbage increase	- Keep Thailand clean and care for the environment
16. Children opportunity	- Children must go to school, not sell things on the street or beaches
17. The sales people on the street only think about profit. They lose their typical Thai friendliness and smiles	- Keep non-Thai sales people from the street

Table 3.17 (Continued)

Problems/Obstacles	Development/Correction
18. Too much tourism, losing the relaxed Thai feeling, beautiful places become touristic like Spain, Turkey	- Keep Thai culture and feeling
19. Thais tend to try to intimidate tourists	- Be kind and non aggressive with travelers
20. Thai people can be pushy with sales	- Learn to be truthful and not rip tourist off
Advantages	Disadvantages
1. Low cost accommodations/food	1. Potential for environmental degradation
2. Friendly people	2. Constant hassle from vendors
3. Good for local economy	3. Too keen to pander to Tourists
4. Opportunities to immerse oneself in local community	4. Hard to communicate
5. Culture awareness	5. Destruction of country because of tourism
6. Historic education	6. Loss of culture
7. Nature appreciation	7. Long distance from Europe and North America
8. Inexpensive cost of living	8. The longer the stay, the more likely to experience crimes
9. Interesting country	9. Prostitution
10. Good location	10. Gambling
11. Many things to see	11. Extremely overpriced hotels and eating on the island
12. Good weather	12. Not much variety in food, same everywhere
13. Financial benefit	13. Every thing is getting more expensive

Ideas or Suggestions for the Long Stay Tourism Development Program by

Respondents

- **Attraction Development**

- Keep the beautiful tourist attractions of restaurants, hotels, making them look like natural places

- Clean up the nature

- Long stay tourists should be offered good prices for accommodation, food, entertainments and others

- Arrange medical resort and spa or medical hotel

- Government and local council should employ more cleaners to work on roads, paths and beaches

- Keep the country and islands authentic

- Provide more garbage bins everywhere

- **Activity Development**

- Keep sex tourism down

- Do not be greedy to promote fast tourism, or build too many hotels. It must progress slowly.

- All year should be high season. Tourism service providers such as accommodations,

restaurants, pubs and others should open and provide products and service all year

- **Marketing and Public Relation Development**

- More international promotions

- Make more information available

- Flights to alternate areas should be subsidized

- Keep Thai way of life as most people do not like touristic things

- Better promotion of hidden places

- Improve and provide basic information available to tourists i.e. guidebooks, maps, brochures, etc

- Keep the original Thai character of development and avoid the commercial issues such as Phuket or Pattaya

- Encourage young retired people to live here (10 year visas)

- **Human Resource Development**

- Improve communication skills for tourism police

- Develop schools of hotel management

- **Regulation Development**

- Visa on arrival should be 60 days

- Make property purchase for foreigners easier

- Stop allowing the big private sector hotel chains to do what they want on small islands

- The Thai government should facilitate purchases of condominiums by foreigner, by promoting legal system protection against fraud, assisting a lending market (mortgages), and helping foreigners to understand Thai law on ownership of property

- Allow foreign investments

- Provide 10 year visa for long stay retirees who have proof of above average income

- Need more control in travel agent sectors

3.1.1.6 Statistical Comparisons of Differences between “Long Stay and Short Stay Tourists”

This was one of the most important pieces of information from the tourists as it indicated how to get more long-stay tourists, if there are significant differences between the 2 groups.

A sample of 400 international tourists were targeted through the direct interviews to get the required information in connection with the related questionnaire and the same were analyzed at 0.05 (95%) level of confidence. There were 71 respondents (17.8%) who were long stay tourists and 329 respondents (82.3%) who were short stay tourist.

Table 3.18 Number of long stay and short stay tourists

Response	Number	Percentage
Yes (Long stay tourist - between one month, six months and one year)	71	17.8
No (Short stay tourist- less than 30 days)	329	82.3
Total	400	100

- **Definition Of Long Stay Tourist**

Long stay tourists are mainly overseas visitors who come to Thailand to spend their leisure time in the country for more than one month to six months in a year but not exceeding a period of one year. They have no desire to make a living or to earn income in Thailand.

Short stay tourists are overseas visitors who come to Thailand to spend their leisure time in the country for less than 30 days.

- **Geographic and Demographic Characteristics of Long Stay and Short Stay Tourist**

The geographic and demographic characteristics of long stay and short stay tourists were analyzed by using frequency and percentage. This part includes gender, age, country, education, occupation and monthly income.

Gender

The majority of respondents who were long stay and short stay tourists were female. The long stay tourists consisted of 38 females (53.5%) and 33 males (46.5%). The short stay tourists were 167 females (50.8%) and 162 males (49.2%).

Age group

The majority of the long stay tourists, 24 or 33.8%, were 31-40 years old. This was different from the short stay tourist. The majority of the short stay tourists, 135 or 41%, were 21-30.

Country

The majority of the long stay tourists and short stay tourists were from England, Germany. There were 15 long stay tourists (21.1%) from England and 10 persons (14.1%) from

Germany. There were 76 short stay tourists (23.1%) from England and 33 persons (10%) from Germany.

Education

The majority of the long stay tourists, 26 or 36.6% were educated at master or higher level and the majority of the short stay tourists, 121 or 36.8% were educated at bachelor degree.

Occupation

The majority of the long stay and short stay tourists were business employees. The number of long stay tourists was 25 persons (35.2%) and the number of short stay tourists was 120 persons (36.5%).

Monthly income

The majority of long stay and short stay tourists earn more than 5,000 US\$ per month. The number of long stay tourists was 22 persons (31%) and the number of short stay tourists was 88 persons (26.7%).

Table 3.19 Differences on Geographic and Demographic Characteristic of Long Stay

Tourists and Short Stay Tourists

S.N.	Personal Characteristic	Long Stay Tourist		Short Stay Tourist	
		Frequency	Percentage	Frequency	Percentage
1.	Gender				
	Female	38	53.5	167	50.8
	Male	33	46.5	162	49.2
	Total	71	100	329	100
2.	Age group				
	Less than 20 years old	1	1.4	5	1.5
	21-30 years old	18	25.4	135	41.0
	31-40 years old	24	33.8	94	28.6
	41-50 years old	12	16.9	47	14.3

	51-60 years old	14	19.7	37	11.2
	Over 60 years old	2	2.8	11	3.3
	Total	71	100	329	100
3.	Country				
	America	8	11.3	32	9.7
	America	2	2.8	19	5.8
	Canada	6	8.5	10	3.0
	Argentina	-	-	2	.6
	Columbia	-	-	1	.3
	Europe	47	66	213	64.4
	Germany	10	14.1	33	10
	England	15	21.1	76	23.1
	Norway	3	4.2	11	3.3

Table 3.19 (Continued)

Sweden	5	7.0	12	3.6
Finland	-	-	3	.9
Switzerland	1	1.4	3	.9
Spain	3	4.2	29	8.8
Italy	-	-	6	1.8
Scotland	-	-	2	.6
Poland	-	-	6	1.8
Belgium	-	-	3	.9
Brazil	-	-	1	.3
Ireland	-	-	2	.6
Denmark	2	2.8	5	1.5
France	5	7.0	11	3.3
Netherlands	3	4.2	7	2.1
Austria	-	-	1	.3
Portugal	-	-	2	.6

Asia	3	4.2	21	6.3
Korea	-	-	8	2.4
Indonesia	2	2.8	-	-
Malaysia	1	1.4	2	.6
Hong Kong	-	-	3	.9
Sri Lanka	-	-	1	.3
China	-	-	6	1.8
Taiwan	-	-	1	.3
Oceania	6	8.4	23	7
Australia	5	7.0	22	6.7
New Zealand	1	1.4	1	.3
Africa	-	-	12	3.6
South Africa	-	-	12	3.6
Middle East	7	9.9	26	7.9
Israel	7	9.9	26	7.9
Total	71	100	329	100

Table 3.19 (Continued)

Education				
Secondary or less	3	4.2	22	6.7
High school	25	35.2	75	22.8
Bachelor	17	23.9	121	36.8
Master or higher	26	36.6	111	33.7
Total	71	100	329	100
Occupation				
Self employee	6	8.5	41	12.5
Government employee	12	16.9	27	8.2
Business employee	25	35.2	120	36.5
Business owner	5	7.0	17	5.2
Retired/Unemployed	3	4.2	30	9.1

Professional	20	28.2	94	28.6
Total	71	100	329	100
Monthly income				
Less than USD 1,000	7	9.9	24	7.3
USD 1,001 - 2,000	9	12.7	59	17.9
USD 2,001 - 3,000	14	19.7	75	22.8
USD 3,001 - 4,000	11	15.5	41	12.5
USD 4,001 - 5,000	8	11.3	42	12.8
More than USD 5,001	22	31.0	88	26.7
Total	71	100	329	100

3.1.1.7 Long Stay and Short Stay Tourists' Travel Experience in Krabi and Travelling Characteristic

Previous visit to Thailand

There were 207 short stay tourists (62.9%) who had never been to Thailand before.

Frequency of visit Thailand

There were 207 short stay tourists (62.9%) who came to Thailand for the first time and 27 long stay tourists (38%) who came to Thailand 2-3 times. See table 3.20.

Table 3.20 Frequency of Visit Thailand (Long Stay and Short Stay Tourists)

Frequency of visit Thailand	Long Stay Tourist		Short Stay Tourist	
	Frequency	Percentage	Frequency	Percentage
First time	-	-	207	62.9
2-3 times	27	38.0	70	21.3
4-5 times	20	28.2	22	6.7

More than 5 times	24	33.8	30	9.1
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Length of stay in Thailand

The majority of short stay tourists, 144 or 43.8%, length of stay was 11-15 days.

The majority of long stay tourists, 28 or 39.4%, length of stay was 16-30 days. See table 3.21.

Table 3.21 Long Stay and Short Stay Tourists' Length of Stay in Thailand

Length of Stay in Thailand	Long Stay Tourist		Short Stay Tourist	
	Frequency	Percentage	Frequency	Percentage
Less than 5 days	-	-	20	6.1
6-10 days	7	9.9	57	17.3
11-15 days	14	19.7	144	43.8
16-30 days	28	39.4	108	32.8
31-60 days	10	14.1	-	-
61-90 days	1	1.4	-	-
91-120 days	1	1.4	-	-
121-180 days	-	-	-	-
181-365 days	2	2.8	-	-
More than 366 days	8	11.3	-	-

Travelling characteristic

The majority of the long stay tourists, 29 or 40.8%, travelled with their family.

The majority of the short stay tourists, 135 or 41%, travelled with spouse only. See table 3.22.

Table 3.22 Long Stay and Short Stay Tourists' Travelling Characteristic

Traveling Characteristic	Long Stay Tourist		Short Stay Tourist	
	Frequency	Percentage	Frequency	Percentage
Alone	12	16.9	25	7.6
With spouse only	17	23.9	135	41.0

With family	29	40.8	82	24.9
With friends	12	16.9	85	25.8
With tour group	1	1.4	2	.6

3.1.1.8 Long Stay and Short Stay International Tourists Behaviors, Preferences and Activities

Main purpose for visiting Krabi

The majority of the long stay and short stay respondents' main purpose for visiting Krabi was holiday/vacation/leisure. The number of long stay tourists was 62 persons (87.3%) and the number of short stay tourists was 311 persons (94.5%). See table 3.23.

Table 3.23 Long Stay and Short Stay Tourists' Purpose of Visiting Krabi

Purpose for Visiting Krabi	Long Stay Tourist		Short Stay Tourist	
	Frequency	%	Frequency	%
Holiday/vacation/leisure	62	87.3	311	94.5
Visiting friends & relatives	4	5.6	7	2.1
Conference/seminar	1	1.4	1	.3
Business	1	1.4	3	.9
Training	1	1.4	-	-
Working	2	2.8	2	.6
Other	-	-	5	1.5

Table 3.23 (Continued)

Purpose for Visiting Krabi	Long Stay Tourist		Short Stay Tourist	
	Frequency	%	Frequency	%
Total	71	100	329	100

Special interests for visiting Krabi

The main special interest for long stay and short stay tourists visiting Krabi was sun and beaches. The number of long stay tourists was 64 persons (90.1%) and the number of short stay tourists was 312 persons (94.8%). The second special interest for long stay and short stay tourists visiting Krabi was nature and scenery. The number of long stay tourists was 50 persons (70.4%) and short stay tourists was 187 persons (56.8%). See table 3.24.

Table 3.24 Special Interests for Visiting Krabi

Special Interests for Visiting Krabi	Long Stay Tourist		Short Stay Tourist	
	Yes		No	
	Frequency	%	Frequency	%
Sun & beaches	64	90.1	312	94.8
Nature & scenery	50	70.4	187	56.8
Culture & heritage	27	38.0	92	28.0
Marine	19	26.8	81	24.6
Sports/recreations	17	23.9	73	22.2
Business	2	2.8	2	.6
Education/study	2	2.8	2	.6
Health & wellness	13	18.3	53	16.1
Events & festivals	7	9.9	13	4.0
Shopping/trade	17	23.9	46	14.0
Entertainment/amenities	7	9.9	29	8.8
Religions	2	2.8	5	1.5
Nightlife	12	16.9	29	8.8
Other	-	-	2	.6

Visiting places in Krabi

The majority of the long stay tourists, 45 or 63.4%, visited Ao-nang and Phi Phi Island. The majority of the short stay tourists, 206 or 62.6%, visited Ao-nang and 181 persons (55%) visited Phi Phi Island. See table 3.25.

Table 3.25 Long Stay and Short Stay Tourists' Visiting Places in Krabi

Visiting places in Krabi	Long stay tourist		Short stay tourist	
	Frequency	%	Frequency	%
Ao-nang	45	63.4	206	62.6
Phi Phi island	45	63.4	181	55.0
Lanta island	25	35.2	91	27.7
Ao-Rai Lay	29	40.8	116	35.3
Thale Waek	6	8.5	-	-
Noppharat Thara Beach	21	29.6	37	11.2
Hot waterfall	20	28.2	42	12.8
Emerald Natural Pool	17	23.9	46	14.0
Krabi town	42	59.2	110	33.4
Huay Toh waterfall	9	12.7	9	2.7
Khao Khanap Nam	3	4.2	6	1.8
Tiger cave	22	31.0	49	14.9
Fossils Shell Beach	16	22.5	16	4.9
Hin Muang Hin Daeng	5	7.0	5	1.5
Koh Rok	8	11.3	14	4.3
Mu Koh Hong	9	12.7	27	8.2
Khao Pra-Bang Khram W.S.	4	5.6	11	3.3
Khao Phanom Bencha National Park	5	7.0	15	4.6
Other	1	1.4	2	.6

Previous visiting Thailand for long stay tourism

All 71 long stay tourists (100%) have been long stay tourists and 329 short stay tourists (100%) have never been long stay tourists.

Decision factors for long stay destination

The majority of long stay tourists, 53 or 74.6%, the main decision factor to stay was the natural beauty. For 50 persons (70.4%), the decision factor was safety and security and for 43 persons (60.6%) were weather and climate.

The majority of short stay tourists, 246 or 74.8%, the main decision factor was the natural beauty. For 208 persons (63.2%), the decision factor was safety and security and for 202 persons (61.4%) it was weather and climate. See table 3.26.

Table 3.26 Long Stay and Short Stay Tourists' Decision Factors for Long Stay Destination

Decision Factors for Long Stay Destination	Long Stay Tourist		Short Stay Tourist	
	Frequency	%	Frequency	%
Natural beauty	53	74.6	246	74.8
Safety/Security	50	70.4	208	63.2
Promptness	22	31.0	52	15.8
Conductive environment	17	23.9	45	13.7
Language barrier	20	28.2	65	19.8
Medical services/Availability	21	29.6	93	28.3
Cost & expenses	36	50.7	193	58.7
Local attitude	30	42.3	141	42.9
Weather/Climate	43	60.6	202	61.4
Cultural heritage	22	31	84	25.5
Quality of living	30	42.3	140	42.6
People & services available	31	43.7	145	44.1
Other	1	1.4	9	2.7

Type of accommodations

The majority of the long and short stay respondents have the same preference. They prefer to have hotel/resort/bungalow/guest house/home stay for their long stay in Krabi.

Table 3.27 Type of Accommodations (Long Stay and Short Stay Tourist)

Type of Accommodations	Long Stay Tourist		Short Stay Tourist	
	Frequency	%	Frequency	%
Hotel/resort/bungalow/G.H./home stay	51	71.8	240	72.9
Condominium/apartment/high building	12	16.9	35	10.6
Specific projects	5	7.0	26	7.9
House (Buying own house)	3	4.2	27	8.2
Nursing house/retirement house	-	-	1	.3
Total	71	100	329	100

Area of accommodation for long stay tourism

The majority of the long and short stay tourists have the same preference. They prefer to stay in Ao-nang for long stay tourism. The number of long stay tourists was 24 persons (33.8%) and short stay tourists was 116 persons (35.3%). See table 3.28.

Table 3.28 Area of Accommodations (Long Stay and Short Stay Tourist)

Area of Accommodations	Long Stay Tourist		Short Stay Tourist	
	Frequency	%	Frequency	%
Ao-nang	24	33.8	116	35.3
Phi Phi island	12	16.9	41	12.5
Krabi town	11	15.5	30	9.1
Lanta island	10	14.1	59	17.9
Railay Beach	5	7.0	54	16.4
Pu island	1	1.4	1	.3
Noppharat Thara Beach	3	4.2	5	1.5
Klong Muang Beach	2	2.8	9	2.7
Tonsai Beach	1	1.4	1	.3
Tup Kaek Beach	1	1.4	8	2.4

Near Emerald Natural Pool	1	1.4	3	.9
Nammao Beach	-	-	2	.6
Total	71	100	329	100

Type of facilities or services for supporting long stay tourism

For the majority of long stay tourists, 36 or 50.7%, the main facilities or services they required was entertainment and amenities and sports and recreations. For the majority of short stay tourists, 209 or 63.5%, the main facilities or services they required was medical and health care and 164 persons (49.8%) required entertainment and amenities. See table 3.29.

Table 3.29 Type of Facilities or Services (Long Stay and Short Stay Tourist)

Type of Facilities or Services	Long Stay Tourist		Short Stay Tourist	
	Frequency	%	Frequency	%
Entertainment/amenities	36	50.7	164	49.8
Sports & recreation	36	50.7	191	58.1
Medical & health cares	30	42.3	209	63.5
One Stop Service Centre	25	35.2	93	28.3
Your national restaurant	20	28.2	83	25.2
Training institutions	15	21.1	64	19.5
Tour operator	16	22.5	68	20.7
Information Technology Centre	15	21.1	81	24.6
Manpower/helper/worker	13	18.3	64	19.5
24-hour security system	12	16.9	97	29.5
Insurance company	7	9.9	47	14.3
Religion centre	5	7.0	38	11.6
Other	-	-	1	.3

Long stay tourists' perception for images of Attractions, Accessibility, Accommodations, Activities, Facilities and Amenities in Krabi.

This part measures the levels of agreement on the positive descriptions of the potentials of Krabi about the image of Attractions, Accessibility, Accommodations, Activities, Facilities and Amenities. See table 3.30 below, indicated that the long stay tourists' opinion as follow:

Tourist attractions "Tourist attractions are outstanding" (mean = 3.73) and "There are many tourist attractions" (mean = 3.82) were rated at agree.

Accessibility and transportation "The accessibility to Krabi is convenient" (mean = 3.63) and "Transportation inside Krabi is convenient" (mean = 3.52) were rated at agree. "Price of transportation fare is fair" (mean = 3.25) and "Road condition is safe while travelling" (mean = 3.15) were rated at neutral.

Accommodations "There is a variety of accommodation" (mean = 3.77) and "Krabi's atmosphere is nice for staying and relaxation" (mean = 4.00) were rated at agree.

Activities "There are a variety of tourism activities" (mean = 3.80) and "Krabi is suitable for sport activities" (mean = 3.54) were rated at agree. "There are many night entertainment activities" (mean = 3.28) was rated at neutral.

Facilities, services and amenities "The facilities are of high standard" (mean = 3.48), "You are satisfied with health and spa services" (mean = 3.72), "You're satisfied with local food and drinks" (mean = 4.03), and "You are satisfied with souvenir products" (mean = 3.51) were rated agree. "There are a variety of amenities" (mean = 3.39) and "You are confident with medical/health services" (mean = 3.20) were rated at neutral.

Krabi's image "People in Krabi are friendly" (mean = 3.93), "You feel confident and safe while travelling" (mean = 3.94), and "Krabi is popular for tourist groups" (mean = 3.76) were rated at agree.

Table 3.30 Long Stay Tourists' Perception for Images of Attractions, Accessibility, Accommodations, Activities, Facilities and Amenities in Krabi.

S.N.	Key Indicators	Mean Value	Standard Deviation	Level of Agreement
1.	Tourist attractions are outstanding	3.73	.956	Agree
2.	There are many tourist attractions	3.82	.976	Agree
3.	The accessibility to Krabi is convenient	3.63	.975	Agree
4.	Transportation inside Krabi is convenient	3.52	1.026	Agree
5.	Price of transportation fare is fair	3.25	1.065	Neutral
6.	Road condition is safe while travelling	3.15	1.064	Neutral
7.	There is a variety of accommodation	3.77	1.003	Agree
8.	Krabi's atmosphere is nice for staying and relaxation	4.00	1.042	Agree
9.	There are a variety of tourist activities	3.80	.995	Agree

Table 3.30 (Continued)

10.	There are many night entertainment activities	3.28	.974	Neutral
11.	Krabi is suitable for sport activities	3.54	.908	Agree
12.	The facilities are of high standard	3.48	.843	Agree
13.	There are a variety of amenities	3.39	.765	Neutral
14.	You are confident with medical/health services	3.20	.935	Neutral
15.	You are satisfied with health and spa services	3.72	.959	Agree
16.	You're satisfied with local food and drinks	4.03	1.055	Agree
17.	You are satisfied with souvenir products	3.51	.939	Agree
18.	People in Krabi are friendly	3.93	1.100	Agree
19.	You feel confident and safe while travelling	3.94	1.094	Agree
20.	Krabi is popular for tourist group	3.76	.992	Agree

Short stay tourists' perception for images of Attractions, Accessibility, Accommodations, Activities, Facilities and Amenities in Krabi.

This part measures the levels of agreement on the positive descriptions of

the potentials of Krabi about images of Attractions, Accessibility, Accommodations, Activities, Facilities and Amenities. See table 3.31 below, indicated as follow:

Tourist attractions: “Tourist attractions are outstanding” (mean = 3.91) and “There are many tourist attractions” (mean = 3.93) were rated at agree.

Accessibility and transportation: “The accessibility to Krabi is convenient” (mean = 3.72), “Transportation inside Krabi is convenient” (mean = 3.58), “Price of transportation fare is fair” (mean = 3.46) were rated at agree and “Road condition is safe while travelling” (mean = 3.40) was rated at neutral.

Accommodations: “There is a variety of accommodation” (mean = 3.86), and “Krabi’s atmosphere is nice for staying and relaxation” (mean = 4.06) were rated at agree.

Activities: “There are a variety of tourism activities” (mean = 3.90), and “Krabi is suitable for sport activities” (mean = 3.64) were rated at agree. “There are many night entertainment activities” (mean = 3.26) was rated at neutral.

Facilities, services and amenities: “There are varieties of amenities” (mean = 3.51), “You are satisfied with health and spa services” (mean = 3.59), “You’re satisfied with local food and drinks” (mean = 4.04) and “You are satisfied with souvenir products” (mean = 3.44) were rated at agree. “The facilities are of high standard” (mean = 3.40) and “You are confident with medical/health services” (mean = 3.09) were rated at neutral.

Krabi’s image: “People in Krabi are friendly” (mean = 4.21), “You feel confident and safe while travelling” (mean = 3.96), and “Krabi is popular for tourist groups” (mean = 3.80) were rated at agree.

Table 3.31 Short Stay Tourists’ Perception of the Image of Attractions, Accessibility, Accommodations, Activities, Facilities and Amenities in Krabi

S.N.	Key Indicators	Mean Value	Standard Deviation	Level of Agreement
1.	Tourist attractions are outstanding	3.91	.859	Agree

2.	There are many tourist attractions	3.93	.777	Agree
3.	The accessibility to Krabi is convenient	3.72	.878	Agree
4.	Transportation inside Krabi is convenient	3.58	.937	Agree
5.	Price of transportation fare is fair	3.46	.996	Agree
6.	Road condition is safe while travelling	3.40	.941	Neutral
7.	There is a variety of accommodation	3.86	.877	Agree
8.	Krabi's atmosphere is nice for staying and relaxation	4.06	.848	Agree
9.	There are a variety of tourism activities	3.90	.766	Agree
10.	There are many night entertainment activities	3.26	.883	Neutral
11.	Krabi is suitable for sport activities	3.64	.823	Agree
12.	The facilities are of high standard	3.40	.774	Neutral
13.	There are a variety of amenities	3.51	.729	Agree
14.	You are confident with medical/health services	3.09	.877	Neutral

Table 3.31 (Continued)

15.	You are satisfied with health and spa services	3.59	.897	Agree
16.	You're satisfied with local food and drinks	4.04	.948	Agree
17.	You are satisfied with souvenir products	3.44	.889	Agree
18.	People in Krabi are friendly	4.21	.855	Agree
19.	You feel confident and safe while travelling	3.96	.913	Agree
20.	Krabi is popular for tourist group	3.80	.897	Agree

Statistical Comparisons of Key Opinion Indicators between “Short Stay and Long Stay Tourists” of the Respondents on Attractions, Accessibility, Accommodations, Activities, Facilities and Amenities in Krabi

Comparison of mean scores among short stay and long stay international tourists was to identify the opinion in tourism related to tourists' perception of the image of Attractions,

Accessibility, Accommodations, Activities, Facilities and Amenities in Krabi classified by their type of stay period. The test results of independent samples t-test was used to indicate the significant differences among short stay and long stay tourists and key indicator of the study.

Both long stay and short stay respondents have the same highest positive perception which was they agree with “Krabi’s atmosphere is nice for staying and relaxation” and “You are satisfied with local food and drinks”. However, this analysis showed that “People in Krabi are friendly” indicated statistically significant difference between long stay and short stay tourists at 95% confidence level. See table 3.32.

Table 3.32 Statistical Comparisons of Key Opinion Indicators by Type of Tourist (Short Stay and Long Stay Tourist)

S.N.	Key Indicators	Type of tourist		t-Test	
		Long	Short	t-value	p-value
1.	Tourist attractions are outstanding	3.73	3.91	-1.511	.132
2.	There are many tourist attractions	3.82	3.93	-1.032	.303
3.	The accessibility to Krabi is convenient	3.63	3.72	-.713	.476
4.	Transportation inside Krabi is convenient	3.52	3.58	-.501	.617

Table 3.32 (Continued)

5.	Price of transportation fare is fair	3.25	3.46	-1.556	.120
6.	Road condition is safe while travelling	3.15	3.40	-1.904	.058
7.	There is a varieties of accommodation	3.77	3.86	-.700	.484
8.	Krabi’s atmosphere is nice for staying and relaxation	4.00	4.06	-.551	.582
9.	There are a variety of tourism activities	3.80	3.90	-.884	.377
10.	There are many night entertainment activities	3.28	3.26	.172	.863
11.	Krabi is suitable for sport activities	3.54	3.64	-.940	.348
12.	The facilities are of high standard	3.48	3.40	.813	.417
13.	There are a variety of amenities	3.39	3.51	-1.208	.228

14.	You are confident with medical/health services	3.20	3.09	.939	.349
15.	You are satisfied with health and spa services	3.72	3.59	1.108	.268
16.	You're satisfied with local food and drinks	4.03	4.04	-.090	.929
17.	You are satisfied with souvenir products	3.51	3.44	.564	.573
18.	People in Krabi are friendly	3.93	4.21	-2.345	.020*
19.	You feel confident and safe while travelling	3.94	3.96	-.160	.873
20.	Krabi is popular for tourist group	3.76	3.80	-.350	.727

Remarks:

1. t-value = Independent Sample T-Test (computed) value
2. p-value = Level of statistically significant (2 tailed)

Long Stay and Short Stay Tourists' Coming Back and Their Reasons

Long Stay and Short Stay Tourists' Coming Back

The majority of long stay tourists, 68 or 95.8%, would like to come back for long stay tourism. The majority of short stay tourists, 281 or 85.4%, would like to come back for long stay tourism if they have a chance.

Long Stay Tourists' Reasons to Come Back for Long Stay Tourism

The majority of the long stay tourists, 63 or 88.7%, would like to come back for long stay tourism. The main reason was Thai people are friendly.

Short Stay Tourists' Reasons to Come Back for Long Stay Tourism

The majority of the short stay tourists, 252 or 76.6%, would like to come back for long stay tourism. The main reason was relaxation. See table 3.33.

Table 3.33 Long Stay and Short Stay Tourists' Coming Back

	Long Stay Tourist				Short Stay Tourist			
	Yes		No		Yes		No	
Tourists' Coming Back	Freq.	%	Freq.	%	Freq.	%	Freq.	%
1. Come back to Krabi for long stay tourism	68	95.8	3	4.2	281	85.4	48	14.6
2. Reasons to come back								
Thai people are friendly	63	88.7	8	11.3	247	75.1	82	24.9
Relaxation	55	77.5	16	22.5	252	76.6	77	23.4
Nature & Sceneries	56	78.9	15	21.1	201	61.1	128	38.9
Cost of living	52	73.2	19	26.8	214	65	115	35
Culture & Heritage	30	42.3	41	57.7	109	33.1	220	66.9
Medical/health cares	14	19.7	57	80.3	26	7.9	303	92.1
Climate/weather	47	66.2	24	33.8	211	64.1	118	35.9
Security and safety	28	39.4	43	60.6	78	23.7	251	76.3
Great hospitality	33	46.5	38	53.5	159	48.3	170	51.7
Sightseeing	39	54.9	32	45.1	154	46.8	175	53.2
Good environment	39	54.9	32	45.1	137	41.6	192	58.4
Visiting relatives/friends	15	21.1	56	78.9	35	10.6	294	89.4
Sport activities	19	26.8	52	73.2	74	22.5	255	77.5
Recreation, entertainment, activities	21	29.6	50	70.4	89	27.1	240	72.9
Learning/training courses	13	18.3	58	81.7	15	4.6	314	95.4
Other	-	-	-	-	1	.3	328	99.7

3.1.2 The finding of Tourism Service Providers (Stakeholder Group B)

The data from tourism service providers was gathered by interviewing with questionnaires distributed at their places in Ao-nang, Koh Lanta, Koh Phi Phi, Rai lay beach and Krabi's town. The findings of the tourism service provider questionnaire survey and data analysis

were described in this chapter by presenting some descriptions and tables. The quantitative findings of the questionnaires were analyzed by using SPSS 15.0 for Windows Evaluation Version and the outcomes of the open-ended questions were summarized through qualitative research approach. The functions of SPSS such as Frequencies, Descriptives, and One-Samples T-Tests were used to evaluate the test results.

3.1.2.1 Demographic Characteristics of Respondents and Type of Tourism Business Operation

Gender

The majority of respondents, 33 or 82.5%, were female. 7 persons (17.5%) were male. Both female and male were represented from hotels and resorts.

Type of Tourism Business Operation

All tourism service providers' type of operation is accommodation. The survey found that the majority accommodations prefer to have other businesses within their accommodation such as restaurants, souvenir and tour counter/travel agency. See table 3.34.

Table 3.34 Number of Accommodations (which have only one business and more than one business)

Type of business	Frequency	Percentage
One business, only accommodation	4	10
Two businesses, accommodation and restaurant	2	5
Two businesses, accommodation and tour counter/travel agent	2	5
Three businesses, accommodation, restaurant and tour counter/travel agent	23	57.5
Four businesses, accommodation, restaurant, souvenir and tour counter/travel agent	9	22.5
Total	40	100%

There were 40 accommodations from which data was collected. The majority of the accommodations, 23 or 57.5%, had 3 businesses in the same place (accommodation, restaurant and tour counter /travel agent). There were 9 accommodations (22.5%) who had 4 businesses (accommodation, restaurant, souvenir and tour counter/travel agent).

3.1.2.2 The Questionnaires Investigated the Current and Future Long Stay Tourism Situation

1) Number of Long Stay Tourist

- The majority of respondents, 23 or 57.5%, stated that the number of long stay tourists in Krabi has been increasing. There were 9 respondents (22.5%) who stated that it has been stable and 8 respondents (20%) who stated that it has been decreasing.

- The respondents stated that long stay tourists come as a group or alone and travel the whole year. Some of them come three times a year and each time they will stay 3 months. Some of them come once a year or come and stay up to 6 months. However, the average length of stay will be month. Some long stay tourists have reasons or objectives to stay longer. For example, they do not want to spend the winter in their country therefore they will stay until the weather is fine or they feel it is time to go back.

- The respondents stated that most long stay tourists have been to Thailand before. They come to survey the first time and make a decision to come back for longer stay.

2) Nationality of Long Stay Tourists

- The majority of respondents, 35 or 87.5%, stated that most long stay tourists were from Sweden, Germany and England in order.

- The respondents stated that most long stay tourists were from Europe especially, Western and Northern Europe because they wanted to escape from the cold. The cost of living in Thailand was very inexpensive compared to their country. The culture, tradition and Thai way of living were unique and interesting.

3) The Trend of Future Long Stay Tourism Situation in Term of Promotion and Development

- The majority of the respondents, 25 or 62.5%, stated that the number of

long stay tourists has increased and the trend of promotion and development will increase. There were 13 persons (32.5%) who stated that it will be stable and only 2 persons (5%) stated that it will decrease.

4. Tourism Service Providers' Perception about Long Stay Tourism

- The majority of respondents have never heard about long stay tourism.
- The majority of respondents, 23 or 57.5%, have been already providing this service to tourists who want to stay for a month, three months, six months or a year.

5. The Participation of Accommodation Service Providers for the Long Stay Tourism Program

- All 40 accommodation service providers (100%) would like to participate in the long stay tourism program.

6. The Readiness of Accommodation Service Providers to Provide Tourism Products and Services for Long Stay Tourism

- The majority of respondents, 28 or 70%, are ready to provide tourism products and services for long stay tourism.

7. The Support Requirement from the Government for the Long Stay Tourism Program

- The majority of respondents, 32 or 80% require the support of the government. Most of them would like to clearly know and understand the Long Stay Tourism Development program, what they should improve upon or do to support this program.

8. Type of Facilities or Services which the Accommodation Service Providers are Providing

- The majority of accommodations, 36 or 90%, have their own tour operators. There were 35 accommodations (87.5%) who have their own restaurants, 32 accommodations (80%) who have an information technology centre (internet), helper/staff, 24-hour security system, and 30 accommodations (75%) who have their own sports and recreation facilities. See table 3.35.

Table 3.35 Number of Accommodations with Facilities or Services

Facilities or services	Yes	No
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	Frequency	%	Frequency	%
Tour operator	36	90	4	10
Restaurant	35	87.5	5	12.5
Information Technology Centre	32	80	8	20
Manpower/helper/worker	32	80	8	20
24-hour security system	32	80	8	20

Table 3.35 (Continued)

Facilities or Services	Yes		No	
	Frequency	%	Frequency	%
Sports & recreation	30	75	10	25
Entertainment/amenities	19	47.5	7	17.5
Medical & health cares	9	22.5	31	77.5
Training institutions	7	17.5	33	82.5
One Stop Service Centre	-	-	40	100
Insurance Company	1	2.5	39	97.5
Religion Center	-	-	40	100
Other (Laundry, 24 hour reception service, wireless access, IDD telephone line, Jacuzzi, baby cot and etc.)	26	65	14	35

3.1.2.3 Problems and Obstacles for the Long Stay Tourism Development Program in Krabi

- It is not obvious what policies, plans, objectives, guidelines, supports, promotion, development, budget are needed in order to encourage tourism service providers to invest and provide this kind of tourism.
 - There is a lack of government sector's continuous implementation.
 - There is a lack of efficient staff or workers.
 - There are many staff or workers can not communicate with tourists

because of their poor language ability and they do not know and understand the foreign culture.

- Governments officers or staffs are not encouraged to work on this program.
- There are some small and medium accommodation service providers who cannot provide the services throughout the whole year as they need to close when it is the low season because the revenues do not cover the expenses.
- There is lack of public relations for this program.
- There is lack of co-ordination between the government and tourism service providers, especially small and medium tourism service providers.
- There is not any government sector working on this program.
- Private tourism service providers do not know and understand what long stay tourism program is, why it is important, what sectors should be involved or take care of this program.

3.1.3 The Finding of Government Authorities (Stakeholder Group C)

The data from Government Authorities were gathered with semi-structured interviews distributed to government representatives at office of administrations as follows:

- Marketing Officer, Tourism Authority of Thailand, Krabi
- Head of Provincial Commerce Office, Krabi
- Technical Officer, Office of Development, Krabi
- Head of Provincial Agricultural Office, Krabi
- Mineral Resource Officer (5), Ministry of Natural Resource and Environment
- Technical Officer, Ministry of Culture, Krabi
- Head of Sports and Recreation Office, Krabi

3.1.3.1 The Semi-structured Interviews Investigated Government Authorities' Objectives

The Government Authorities in Krabi do not include any objective, plan or policy related to the Long Stay Tourism Program. There are some Government Authorities which are responsible for tourism such as Tourism Authority of Thailand. See table 3.36.

Table 3.36 Level of Contribution to Tourism Industry by Tourism Resource Based Managing Organizations

No.	Tourism Resource Based Managing Organizations	Responsible level for tourism (High/Medium/Low)
1.	Tourism Authority of Thailand (TAT)	High
2.	Office of commercial affair	Medium
3.	Office of development	Medium

Table 3.36 (Continued)

No.	Tourism Resource Based Managing Organizations	Responsible level for tourism (High/Medium/Low)
4.	Office of agriculture	Low
5.	Ministry of natural resources and environment	Medium
6.	Ministry of culture	Low
7.	Office of sports and recreation	High

3.1.3.2 The Current Overview of Long Stay Tourism Situation

1) Number of Long Stay Tourists

- The Government Authorities stated that the number of long stay tourists has increased.

2) Nationality of Long Stay Tourists for Long Tourism

- The tourist groups are primary from Europe compared to other regions.

3) The Future Situation for Long Stay Tourism

- The trend in the number of long stay tourists and the trend of promotion and development will increase if public and private sectors focus on the quality of tourist attractions.

4) Potential Areas for Long Stay Destination

- International tourists visit Krabi because of nature and tourist attractions therefore long stay destinations should be located or close to them. There are many areas in Krabi which are ready to be developed as long stay destinations.

5) The Needs for Promoting and Developing Long Stay Tourism as a Special Market Segment

- Financial support
- Tourism product development
- Human resource development
- Efficient tourism management such as policy, plans
- Collaboration between government and private sectors

6) Organizations which are Required to Work on Long Stay Tourism

- Organizations should be responsible for the Long Stay Tourism

Development Program are Tourism Authority of Thailand (TAT), Ministry of Foreign Affair, Office of Commercial Affair, Office of Development, Office of Agriculture, Ministry of Natural Resources and Environment, Ministry of Culture, Ministry of Tourism and Sports, Office of Sports and Recreation.

7) Responsibilities or Roles of Working which are Related to Long Stay Tourism

- Accommodation/tourist attraction/tourism facilities and activities survey
- Public relations for long stay tourism
- Conference/meeting/seminar for developing and promoting long stay tourism
- Need to encourage people in the communities to participate in developing and supporting long stay tourism
- Provide the training to people/staffs for long stay tourism

3.1.3.3 The Positive and Negative Impacts of the Long Stay Tourism Development Program on Communities

1) Local People's Revenue/Benefit in Their Area

- Long stay tourism can increase clearly the economic growth because most long stay tourists have purchasing power, time, high education and experience.
- If the numbers of long stay tourists increase, this can improve the direction of the economy.
- As the number of the population increases, there will be a need for more products and services and therefore there will be more investments.
- People in community can improve their income and be prosperous.

2) Investment

- Long stay tourism will expand investments and force the investors to increase the capital in their business.
- Trade business and services will increase as the tourists need to consume products and services.
- The investment in accommodation, attraction, activity, transportation, facilities and services will meet the international standard and long stay tourist's demand.

3) Employment

- Create new careers and positions to community
- People will move to tourist attraction area for work. The unemployment rate will decrease. People will have more income.

4) Encourage People in Community to Work on Long Stay Tourism

- There will be a greater variety of choices in work. People in communities can choose.
- There is lack of professionals for long stay tourism, people need to learn and understand this program more and improve and develop themselves.
- Long stay tourism will help people in the community to have steady work.

5) Long Stay Tourism Changes the Life Style of People

- There will be some mixture between Thai and foreign culture.
- New generation will be more influenced by foreign culture and

materialism.

- If the number of long stay tourist is high, Thai culture will be affected by the changes in communities.

6) International Tourist's Impressions about Thai Culture by Long Stay Tourism

- The majority of international tourists are impressed and interested in Thai culture & tradition, Thai way of life, religion, belief, festival, handicraft, Thai food, etc.

7) Strengthen Thai Culture with Long Stay Tourism

- Spreading Thai culture, tradition and Thai way of life to the tourists is one way to restore Thai culture.

- The cultural mixture between Thais and foreign culture will help to understand each other, share the culture, feeling, and ideas.

8) Exchanging Culture

- Long stay tourism makes international tourists absorb or imitate the Thai culture.

- Long stay tourists have an exchange of culture. For example, many foreign couples would like to get married with ceremonies the same as the Thai culture.

9) Relationship between People

- Thais are very friendly and most of them have good relationship with tourists.

- More work, activities between local people and long stay tourists.

Some businesses need more partners. Therefore, people in the community know each other better and they help to develop their community together.

10) Relocating

- Thais all over the country come to Krabi for work which may or may not be related to tourism.

- There are some Thais who do not want to move and work in tourist areas because the accommodation and cost of expenses are quite higher. They cannot afford them.

- Many local people sell their land to investors or business groups for building hotels, resorts, houses and others. They move to stay at other areas.

11) Being Attached to Community

- Long stay tourism is one type of tourism which has many activities for people at almost every level; they have opportunities to work together and help each other. These make them to love and become attached to the people in the same community.

12) Long Stay Tourism Requires More Public Utility and Infrastructure

- Quantity of public utilities will increase and improve for better development and to meet public demands.

- There are more cars, motorcycles, trucks and other vehicles, which will affect road conditions.

- The roads need to expand in some areas in order to provide convenience and comfort to tourists and other travelers.

- There are a number of accommodation and service providers in Krabi. Therefore, consumption of electrical appliances would increase, and the need for an increase in power.

- The number of people using water would increase and so too the quantity of water, especially service providers (hotels, resorts, spa, and others).

- The number of people who use telephones would increase. The network development between countries is more efficient, convenience and faster.

13) Long Stay Tourism Forces Security and Safety Management

- Security and safety affects the tourism industry. Checking tourists passport and going over their background to ensure that do not pose as terrorism tourists.

- Tourists need to travel with security and safety. If they come to Krabi and everything is safe, they will tell their relatives, friends or other tourists. Word of mouth is the best media for public relations.

- The long stay tourist group is not likely to engage in illegal activities because of their objective. They want to stay for long-term.

- Government and private sectors in community such as municipalities, sub-district administrative organizations, tourism associations, hotels, resorts and others have their own security and safety management system.

14) Spreading of drug problems

- There are some criminals who disguise and sneak into tourist groups.

Most of them are at entertained sources. There are some Thais want to make money by selling drugs to tourists.

15) Crimes

- There are some groups who create illegal activities, and wait for a chance to hurt, rob, cheat or take advantages of people and tourists.

16) Gambling

- It is a minor problem in Krabi.

17) Environment destruction by long stay tourism

- More tourists may increase pollution.
- There are some areas in Krabi that have traffic jams which creates air pollution such as Koh Lanta, especially, on ferry boats.
- There is not enough water in some areas on Krabi.
- There are some service providers do not have adequate sewage treatment plants or good water systems. This will destroy the ecological system.
- There are noise problems from bars, clubs, discotheque, vehicle, etc.
- There are some tourists or service providers who do not realize the value of nature and the environment.

19) Public relations can help to promote Krabi's long stay tourism

- There is no public relations for long stay tourism in Krabi.
- Encourage government and private sector to expand their own public relations for long stay tourism.
- Tourism Authority of Thailand should have specific responsible sections to promote long stay tourism.
- If there are public relations and marketing activities, they will create a good image for local people and communities. The tourists will understand more about the communities.

3.1.3.4 Problems and Obstacles for the Long Stay Tourism Development

Program in Krabi

- There is lack of financial support to develop this program.
- There is not a policy or plan related to this program.
- There is a lack of collaboration between government and private sectors.
- There is a lack of experts or professionals who can develop this program.
- There are some long stay tourists, would like to run businesses, invest or work in Krabi while they are staying in Thailand. This will conflict with the concept of long stay tourism.

- The long stay tourist might pass on unsuitable culture to Thai people.

For example, wearing too short shirts or unsuitable clothes in the public, temple, church, etc.

- Political instability and violence in the south may affect this program.
- The cost of living in tourist attraction areas will be higher than normal.

The tourism service providers will set up the prices for tourists. Thais cannot afford it.

- There are some Thais who want to take advantage of the tourists and try to cheat them.

- Inadequate community collaboration and participation in some areas.
- Each private sector has or creates their own activities without any government plan.

3.1.4 The finding of Local Government Authorities (Stakeholder Group

D)

The data from Local Government Authorities was gathered by interviewing with semi-structured interviews at office of local administrations as follow:

- 1) Mayor, Krabi Municipality, Tambon Paknam, Amphur Muang, Krabi
- 2) Provincial Administrative Organization, Tambon Saitai, Amphur Muang, Krabi
- 3) Koh Lanta Yai Sub-district Administrative Organization, Tambon Koh Lanta Yai, Amphur Koh Lanta, Krabi
- 4) Saladan Sub-district Administrative Organization, Tambon Saladan,

Amphur Koh Lanta, Krabi

- 5) Koh Phi Phi
- 6) Ao-Nang, Krabi

3.1.4.1 The Semi-structured Interviews Investigated the Objectives of Organizations

There were 6 Local Government Authorities for this study. All of them do not include any objective, plan or policy related to the Long Stay Tourism Development Program. They are directly responsible for tourism.

3.1.4.2 The Current Overview of Long Stay Tourism Situation

1) Number of Long Stay Tourist

- The local government officers stated that the number of long stay tourists in Krabi has been increasing. The tourists need more information and advice from public sectors.
- The majority of long stay tourists are returning guests who come every year.

2) Nationality of Tourists for Long Tourism

- Most long stay tourists come from Europe especially from Sweden, Germany, England, Denmark, and France, and others from the U.S.A. There is also a large number from Australia. In Asia, most of them come from Singapore, China, and Japan. Sweden has the biggest number and next is Germany and Australia.

3) The Future Situation for Long Stay Tourism

- All of the local government officers have positive opinions about the potential of Changwat Krabi being developed as a long stay tourist destination.

4) Potential Areas for Long Stay Destination

- The local government officers stated that there are many potential areas in Krabi for long stay tourism, meeting the tourists' needs. For example, Ao-nang, Phi Phi Island, etc.

5) Necessary Ingredients for Promoting and Developing Long Stay

Tourism as a Special Market Segment

- Country's stability, security, safety and stable politics
- Financial support/Budget
- Understanding long stay tourism program
- Efficient public relations and advertisings
- Tourism products and activities development
- Efficiency of government, tourism service providers, staff or workers, and local people in the communities

- Transportation and accessibility
- Standard of accommodation, facilities, activities and etc.

6) Organizations which are Required to Work on Long Stay Tourism

- The local government officers stated that Tourism Authority of Thailand (TAT) in Krabi should work as a leader with serious and continuous focus on long stay tourism program with other private sectors.

7) Responsibility or Roles for Working which are Related to Long Stay

Tourism

- Should set up the specific organizations to work and be responsible for this program.
- Evaluate the tourist attractions or tourism areas.
- Set up the criteria for tourism service providers (accommodations, restaurant, tour agency, etc) to meet the international standard.

3.1.4.3 The Positive and Negative Impacts of the Long Stay Tourism

Development Program on Communities

1) Local People's Revenue in Their Area

- People in the community will have year round income and higher revenue.
- Local people in communities can earn more from their work. For

example, setting beds on the beach and when tourists come to sit they have to pay, renting boats, Thai massage and other tourist activities. Local people can participate as tourist guides; introduce the area or tourist attractions. They can also teach or demonstrate how to do local handicraft, etc.

- Each family can participate in long stay tourism by providing room services, food to the tourists like guest house or home stay.

- For communities, they can create and make their own souvenirs, food, other handicrafts (One Tambon One Product), it will help each family earn more income from their regular income. OTOP supports and creates new jobs for community as well.

2) Investment

- The local government officers stated that long stay tourism affects new investments. Long stay tourism will encourage new Thai or foreigner investors to put money into the tourism business.

- Local people in the community will invest more to produce products and sell them to tourists.

- Building and real estate will increase such as townhouse, Condominium and apartment.

- Since the political situation in Thailand has been in crisis, there has been a level of unpredictability of the future of tourism. The long stay tourism policy is not clear. These factors really affect tourism service providers and new investors. Most of them do not want to invest because they can not see Thailand's direction therefore new investors need to wait and see.

3) Employment

- There are more positions in hotels, resorts, restaurants, spa, etc.

- People in community have opportunities to participate the tourism activities as tourist guides, information officers, taxi drivers, boatmen, etc.

- Hiring people or staff all year long, not only high season.

4) Encourage People in Community to Work on Long Stay Tourism

- Accommodations, Restaurants, spas, and other facilities need to maintain, and develop therefore people in community have more jobs to do.

- Tourist may want to run business, especially the businesses related to

foreign tourists. This is a disadvantage for locals is the tourists take the jobs or positions from Thais.

5) Long Stay Tourism Changes the Life Style of People

- Thai culture is declining in some areas such as Ao-nang, Koh Phi Phi, Koh Lanta as they are many western tourists there.
- There are some changes of life styles based on contact with foreign cultures such as clothes and fashions. Some Thais try to dress like Western people, and some of the fashions are not suitable or polite and it destroys the image of Thailand's culture.

6) International Tourist's Impressions about Thai Culture by Long Stay Tourism

- Most tourists are impressed by Thai culture because Thai culture is unique and completely different from their country. They will adopt and participate in Thai culture such as "Wai" which is the way Thais greet and respect other people, participate in Song-Kran festival, Thai dancing, Thai cooking, etc.

7) Strengthen Thai Culture with Long Stay Tourism

- Stimulate local people to realize and appreciate Thai culture, Thai tradition, and being Thai.
- This program can give opportunities to Thais and foreign tourists to exchange and learn from each other, especially, language, food, dressing, etc.

8) Exchanging Culture

- Getting along with tourists, Thais need to learn foreign language and culture and have to participate in their traditions (New year, Christmas, Thanksgiving, Easter, etc).

9) People's Relationship in Area

- This program will help relationship between people in the area better. People want to be good hosts to welcome the tourists.
- People and tourists help and share products and activities with each other.
- The tourists like to purchase local products (OTOP), the income benefits people in the communities.

10) Relocating

- Migration out of the community is reduced as more jobs become available in the communities. Therefore, local people do not have to move or go out from their area to find jobs.

- When job opportunities become available, many people from the North-East move to Krabi for work.

11) Being Attached to Community

- This program may encourage people in the community to be aware of the value of local resources, including arts, culture and tradition.

12) Long Stay Tourism Forces Public Utility and Infrastructure

- Expanding business requires the expansion of public utility and infrastructure. This is also a benefit for local people in the communities.

- Electricity use has increased because there are many facilities, amenities and entertaining activities opening in the communities.

- It is the same situation with water. Consumption of water will continue to increase because of improvement and water supply management system. Every one, everywhere can have enough clean water to drink.

- Expansion of roads in order to provide more convenient travel, comfort and safety to the tourists.

- Strictness on cleanliness on the roads.

- A need for greater discipline in the traffic and enforcement of the rules on the road.

- Communication system has increased and improved such as wireless system, satellite system, etc.

13) Long Stay Tourism Forces Security and Safety Management

- Security and safety management is better and it will increase to protect and take care of tourists and communities.

- Most tourists want to come for relaxation, and not to break the law.

- Most tourists who come legally, have to go through the visa system.

14) Crime

- This program increases the number of population. There are many kinds

of people from different countries or areas therefore crime can increase.

15) Environmental Destruction by Long Stay Tourism

- More tourists create problems to the environment.
- Some service providers like accommodations; they violate a regulation by not setting water sewage treatment plant system in place, releasing polluted water into the natural water resources. It affects to the environment and ecological system.

- When the tourist number is high, the quantity of water use is also high.

Some areas do not have enough water.

- Presently the quantity of garbage is a serious problem. More tourists will result in more garbage.

- It is very noisy in some areas as there are many bars, discothèques opening, including other entertainment activities.

16) Public Relation Helps to Promote Krabi's Long Stay Tourism

- It is necessary to have more public relations. Good public relations can bring tourists to visit and will encourage them to stay longer.

- The majority of tourists know about long stay tourism by word of mouth from tourist groups, friends and relatives who have come for long stay tourism before.

3.1.4.4 Problems and Obstacles for the Long Stay Tourism Development

Program in Krabi

- There is no policy related to this program and specific budget to support it.

- There is lack of knowledgeable and competent people for this program.
- Government and private sectors lack knowledge and understanding of this program.

- There is a lack of staff/people to do the marketing and public relations.
- There is a lack of coordination between government and private sectors.
- There are more tourists, more garbage and pollution.

CHAPTER 4

SUMMARY

The research topic is “**The Potential of Changwat Krabi to be Developed as a Long Stay Tourist Destination**”. This study is both a qualitative and quantitative research with questionnaires and semi- structured interviews. The objectives of the studies are i) To study the present situation of supply factors for long stay tourism in Krabi. ii) To determine the international tourists’ behavior related to long stay tourism in Krabi. iii) To propose recommendations for long stay tourism development in Krabi. The populations for the study are four groups of stakeholders which are: international tourists, private tourism service providers, government authorities and local government authorities in Changwat Krabi. Data was collected from 400 international tourists who stayed in Krabi town, Koh Phi Phi, Koh Lanta and Ao-nang beach and those who waited for a departure flight at Krabi airport, 40 tourism accommodation service providers in Krabi town, Koh Phi Phi, Koh Lanta and Ao-nang with distribution of structured questionnaires and interviews. The government authorities who are directly involved in tourism are: Tourism Authority of Thailand (TAT), Office of Commercial Affairs, Office of Development, Office of Agriculture, Ministry of Natural Resources and Environment, Ministry of Culture, Office of Sports and Recreation. The information obtained from them was collected through semi-structured face to face interviews. The information from local government authorities in Krabi Municipality, Amphur Muang, Krabi, Provincial Administrative Organization, Amphur Muang, Krabi and Local Administrative Organization in Amphur Muang and Koh Lanta, Koh Phi Phi, Ao-Nang, Krabi were collected through semi-structured face to face interviews.

4.1 Conclusion

4.1.1 International tourists

Krabi’s main target markets were from Europe and the Middle East. Most

Tourists were well educated and business employees. Their monthly income was more than USD 5,001. More than half of the tourists were first time tourists. Their stay was between 11-15 days and 16-30 days. Most of them travelled with their spouse only and family.

The main purpose of tourists coming to visit Krabi was for holiday/vacation/leisure and their special interest were sun and beaches. Ao-nang and Phi Phi Island are the most popular place for tourists. Most tourists had never been long stay tourists and their decision factors were nature beauty, safety and security and weather and climate. The tourists prefer to have hotel/resort/bungalow/guest house/home stay for their long stay in Ao-nang, Lanta Island and Railay Beach. They prefer to have “medical and health care”, “sports and recreation” and “entertainment and amenities”. The tourists’ perception and levels of agreement on the positive descriptions of the potentials of Krabi are indicated on table 4.1.

Table 4.1 Tourists’ Perception for Images of Attractions, Accessibility, Accommodations, Activities, Facilities and Amenities in Krabi.

S.N.	Key Indicators	Level of Agreement
1.	People in Krabi are friendly	Agree
2.	Krabi’s atmosphere is nice for staying and relaxation	Agree
3.	You’re satisfied with local food and drinks	Agree
4.	You feel confident and safe while travelling	Agree
5.	There are many tourist attractions	Agree
6.	Tourist attractions are outstanding	Agree
7.	There are varieties of tourism activities	Agree
8.	There is a variety of accommodation	Agree
9.	Krabi is popular for tourist group	Agree
10.	The accessibility to Krabi is convenient	Agree
11.	Krabi is suitable for sport activities	Agree
12.	You are satisfied with health and spa services	Agree
13.	Transportation inside Krabi is convenient	Agree
14.	There are a variety of amenities	Agree
15.	You are satisfied with souvenir products	Agree

16.	Price of transportation fare is fair	Agree
17.	The facilities are of high standard	Agree
18.	Road condition is safe while travelling	Neutral
19.	There are many night entertainment activities	Neutral
20.	You are confident with medical/health services	Neutral

Furthermore, the study showed the Statistical Comparisons of Key Opinion Indicators between **“Gender”, “Age”, “Education” and Monthly Income** of the International Tourists on Attractions, Accessibility, Accommodations, Activities, Facilities and Amenities in Krabi as follows:

“Gender” indicated that both male and female respondents have the same high positive opinions which were: they agree with “People in Krabi are friendly” There was not a statistically significant difference between male and female respondents at 95% confidence level.

“Age” found that there were 4 variables that were statistically significant different among age group. These were as follow:

1). According to the test of the relationship between age groups with “Price of transportation fare is fair”, we found that there was a statistically significant difference at .01. Over 41 year old age groups “agree” while less than 40 year old age groups was rated at “neutral level”.

2). The test of the relationship between age groups with “Krabi is suitable for sport activities”, we found that there was a statistically significant difference at .01. Between 21-60 year old groups “agree” and less than 20 and over 60 year old groups was rated at “neutral”.

3). The test of the relationship between age groups with “You’re satisfied with local food and drinks”, we found that there was a statistically significant difference at .05 Between 21-60 year old groups “agree” and less than 20 and over 60 year old groups was rated at “strongly agree”.

4). The test of the relationship between age groups with “You are satisfied with souvenir products”, we found that there was a statistically significant difference at .01. Less than 20 and over 41 year old groups “agree”. Between 21-40 year old groups was rated at “neutral”.

“Education Levels” found that there were 6 variables with a statistically significant difference among education levels. These were as follow:

1). According to the test of the relationship between educations with “Price of transportation fare is fair”, we found that there was a statistically significant difference at .05. High school or less “agree” and bachelor or higher was rated at “neutral”.

2). The test of “You are confident with medical/health services”, we found that there was a statistically significant difference at .05. The respondents having high school educational level rated this variable more than other educational levels at “neutral” (3.31) while the respondents having master or higher level were rated at “neutral” (2.96).

3). The test of “You are satisfied with health and spa services”, we found that there was a statistically significant difference at .05. The respondents having secondary or less educational level rated this variable more than other educational levels at “agree” (3.84) while the respondents having master or higher level was rated at “agree” (3.44).

4). The test of “You are satisfied with souvenir products”, we found that there was a statistically significant difference at .01. The respondents having secondary or less educational level rated this variable more than other educational levels at “agree” (4.08) while the respondents having bachelor level was rated at “neutral” (3.30).

5). The test of “You feel confident and safe while travelling”, we found that there was a statistically significant difference at .05. The respondents having high school educational level rated this variable more than other educational levels at “agree” (4.19) while the respondents having master or higher level was rated at “agree” (3.85).

6). The test of “Krabi is popular for tourist group”, we found that there was a statistically significant difference at .01. The respondents having high school educational level rated this variable more than other educational levels at “agree” (4.03) while the respondents having bachelor level was rated at “agree” (3.68).

“Monthly Income” found that there were 2 variables with a statistically significant difference among monthly income levels. These were as follow:

1). According to the test of the relationship between monthly income levels with “Transportation inside Krabi is convenient”, we found that there was a statistically significant difference at .05. The respondents having USD 2,001-3,000 monthly income level rated this variable less than other monthly income level at “neutral” (3.37) while the respondents having USD 4,001-5,000 monthly income level was rated at “agree” (3.78).

2). The test of the relationship between monthly income levels with “You are satisfied with local food and drinks”, we found that there was a statistically significant difference at .05. The respondents having USD 3,001-4,000 monthly income level rated this variable more than other monthly income level at “strongly agree” (4.35) while the respondents having less than USD 1,000 monthly income level was rated at “agree” (3.77).

The majority of tourists or 87.3% would like to come back for long stay tourism because “Thai people are friendly” (77.5%), “Relaxation” (76.8%), and “Cost of living” 66.5%.

Finally, international tourists proposed the suggestions for long stay tourism development program in Krabi to provide more international promotions, make more information available, keep the beauty of tourist attractions from restaurants, hotels, make them like natural places, keep sex tourism down, clean up the nature, visa on arrival should be 60 days, flights to alternate areas should be subsidized, etc.

Comparison between long stay and short stay tourists (General tourist)

Most long stay tourists and short stay tourists were female, well educated and had good income. See table 4.2.

Table 4.2 Comparison between Majority of Long Stay Tourists and Majority of Short Stay Tourists

	Long stay tourist	%	Short stay tourist	%
Number of tourists	71 long stay tourists	17.8	329 short stay tourists	82.3
Gender	Female	53.5	Female	50.8
Age	31-40 years old	33.8	21-30 years old	41
Country	- Germany	21.1	- Germany	23.1
	- England	14.1	- England	10
Education	Master or higher	36.6	Bachelor degree	36.8
Occupation	Business employee	35.2	Business employee	36.5
Monthly income	More than 5,000 US\$	31	More than 5,000	26.7
Frequency of visit Thailand	2-3 times	38	First time	62.9

Length of stay	30 days, 3 months, six months up to one year	59	11-15 days	43.8
Travelling characteristic	With their family	40.8	With spouse only	41
Main purpose for visiting Krabi	Holiday/vacation/leisure	87.3	Holiday/vacation/leisure	94.5
Special interests	- Sun and beaches	90.1	- Sun and beaches	94.8
	- Nature and sceneries	70.4	- Nature and sceneries	56.8

Table 4.2 (Continued)

	Long stay tourist	%	Short stay tourist	%
Visiting places	- Ao-nang	63.4	- Ao-nang	62.6
	- Phi Phi Island	63.4	- Lanta Island	55
	- Lanta Island	35.2	- Phi Phi Island	27.7
Decision factors for long stay destination	- Natural beauty	74.6	- Natural beauty	74.8
	- Safety and security	70.4	- Safety and security	63.2
	- Weather and climate	60.6	- Weather and climate	61.4
Type of accommodation for long stay tourism	Hotel/resort/bungalow/guest house/home stay	71.8	Hotel/resort/bungalow/guest house/home stay	72.9
Area of accommodation for long stay tourism	- Ao-nang	33.8	- Ao-nang	35.3
	- Phi Phi Island	16.9	- Phi Phi Island	12.5
	- Lanta Island	14.1	- Lanta Island	17.9
Facilities or services to support their long stay	- Entertainments and amenities	50.7	- Medical and health cares	63.5
	- Sports and recreations	50.7	- Sports and recreations	
	- Medical and health cares	42.3	- Entertainments and amenities	58.1
				49.8

Table 4.3 Long Stay and Short Stay Tourists' Perception for Images of Attractions, Accessibility, Accommodations, Activities, Facilities and Amenities in Krabi

Key Indicators	Long stay tourist	Short stay tourist
1. Tourist attractions are outstanding	Agree	Agree
2. There are many tourist attractions	Agree	Agree
3. The accessibility to Krabi is convenient	Agree	Agree
4. Transportation inside Krabi is convenient	Agree	Agree
5. Price of transportation fare is fair	Neutral	Agree
6. Road condition is safe while travelling	Neutral	Neutral
7. There is a variety of accommodation	Agree	Agree
8. Krabi's atmosphere is nice for staying and relaxation	Agree	Agree
9. There are a variety of tourism activities	Agree	Agree
10. There are many night entertainment activities	Neutral	Neutral

Table 4.3 (Continued)

Key Indicators	Long stay tourist	Short stay tourist
11. Krabi is suitable for sport activities	Agree	Agree
12. The facilities are of high standard	Agree	Neutral
13. There are a variety of amenities	Neutral	Agree
14. You are confident with medical/health services	Neutral	Neutral
15. You are satisfied with health and spa services	Agree	Agree
16. You're satisfied with local food and drinks	Agree	Agree
17. You are satisfied with souvenir products	Agree	Agree
18. People in Krabi are friendly	Agree	Strongly Agree
19. You feel confident and safe while travelling	Agree	Agree
20. Krabi is popular for tourist group	Agree	Agree

Statistical Comparisons of Key Opinion Indicators between “Short stay and Long stay tourists” on Attractions, Accessibility, Accommodations, Activities, Facilities and Amenities in Krabi, the test result indicated that both long stay and short stay respondents have the same high positive perception which was “Krabi's atmosphere is nice for staying and

relaxation” and “You are satisfied with local food and drinks”. However, there was a statistically significant difference between long stay and short stay tourists at 95% confidence level as follow:

1). According to the test of the relationship between long stay and short stay tourists with “People in Krabi are friendly”, we found that there was a statistically significant difference at .05. The short stay tourists rated this variable more than the long stay tourists at “strongly agree” (4.21) while the long stay tourists was rated at “agree” (3.93).

Long stay and short stay tourists’ coming back and reason

The majority of long stay and short stay tourists would like to come back for long stay tourism. Long stay and short stay tourists have different reasons to come back. See table 4.4.

Table 4.4 Long Stay and Short Stay Tourists’ Coming Back

		Long Stay Tourist				Short Stay Tourist			
		Yes		No		Yes		NO	
	Tourists’ coming back	Freq.	%	Freq.	%	Freq.	%	Freq.	%
1.	Come back to Krabi for long stay tourism	68	95.8	3	4.2	281	85.4	48	14.6
2.	Reasons to come back								
	Thai people are friendly	63	88.7	8	11.3	247	75.1	82	24.9
	Nature & Sceneries	56	78.9	15	21.1	201	61.1	128	38.9
	Relaxation	55	77.5	16	22.5	252	76.6	77	23.4

4.1.2 Tourism Service Providers

A sample of 40 tourism service providers was targeted through a

questionnaire to get the required information. All tourism service providers provide accommodation. Most of them prefer to have other business within their accommodation such as restaurant, souvenir and tour counter/travel agency.

More than half of the 40 accommodation service providers stated that the long stay tourist number in Krabi has been increasing. In addition, long stay tourists come as a group or alone and travel for a whole year. Some come three times a year and each time they will stay 3 months. Some come once a year. Some come and stay up to 6 months. However, the average length of long stay is about one month. Some long stay tourists have reasons or objectives to stay longer like they do not want to spend the winter in their country. Therefore, they will stay until they feel it is time to go back.

The 35 accommodation service providers stated that most long stay tourists are from Europe particularly Sweden, Germany and England. They come to survey first and make a decision whether or not to come back and stay for longer. The trend of long stay tourist numbers and the trend of promotion and development are increasing. The tourists will have more demands and require more special interest tourism.

Most accommodation service providers have been already providing services to long stay tourists. All 40 accommodation service providers would like to participate in a long stay tourism program, and 28 accommodation service providers were ready to provide tourism products and service for long stay tourism. To better understand this program, 32 accommodation service providers require the government to provide more knowledge and information about long stay tourism such as what facilities or services they should provide, how to deal with foreign culture, etc.

There were 36 accommodation service providers providing tour counters and 35 providing restaurants. Most of them have an information technology centre or business centre providing internet, wireless access, fax, copy machine, mail box, etc. Other services were 24-hour staff services, 24-hour security system, sports and recreation facilities, laundry and 24 hour reception service.

The accommodation service providers stated that the problems or obstacles for a long stay tourism development program were as follow:

- Lack of co-ordination between government and tourism service

providers, especially small and medium tourism service providers.

- There is no government sector working on the long stay tourism program in Krabi. Many government and private tourism service providers do not know and understand what long stay tourism program is, what long stay tourism's importance is, what sectors should be involved, work on promotion, development, or take care of this program. If tourism service providers would like to know information and ask questions, they do not know who or what sectors they can ask.

- For a long stay tourism program in Krabi, policies, plans, objectives, guidelines, support, promotion, development and budgets are needed in order to encourage tourism service providers to invest and provide this type of tourism.

- Lack of government sector's continuous implementation
- Lack of efficient staff or workers
- Many staff or workers cannot communicate with tourists because of poor language skills. Furthermore, they do not know and understand the international tourist's culture.

- Government officers or staff are not encouraged to work on this type of program.

- Lack of knowledge, skills and experience for long stay tourism management

- Some small and medium accommodation service providers cannot provide the long stay tourism program as they need to close in the low season because the revenue does not cover the expenses.

- Lack of public relations for long stay tourism program. Not many people understand it clearly and there are no clear guidelines for long stay tourism in Krabi.

The accommodation service providers stated the suggestions for long stay tourism development in Krabi as follows:

- Government needs to have clear policies for long stay tourism Program and set up the specific sectors to be responsible for this program.

- Set up the criteria for tourism products and services in order to have the same standard.

- The government should have a specific budget to promote and develop

this type of tourism.

- Government should encourage people who are involved in the tourism industry or long stay tourism program to have foreign language abilities and cultural knowledge.

- Educate and provide knowledge, understanding, of necessary skills for people involved and related to long stay tourism.

- Government sectors should coordinate with every sector which is related to this type of tourism to develop the quality of staff or workers such as long stay tourism training courses, seminars, work observation, training skills, experience exchanging, etc.

- Government and private tourism service providers should do public relations and promote long stay tourism aiming for the tourists to come all whole year. Therefore, that would eliminate low season and high season and result in a steady travel season all year long.

- Government sectors need to work with all involved sectors, set up times for meetings between government and tourism service providers in order to set up policy, and plans such as marketing plans.

- Government sectors can work as a centre of media, doing public relations and consistent and serious promotion of long stay tourism program. Government should provide this program's information to big, medium and small tourism service providers, including people in the communities.

- Government should set up specific sectors which are responsible for the long stay tourism program and have specific experts who are able to give advice or answer the tourism service providers' questions.

- The government sectors, private tourism service providers or local people in the communities should co-ordinate and work together, setting up ways to communicate with each other and solve problems.

4.1.3 Government Authorities

The findings by means of semi-structured interviews with Marketing Officer from Tourism Authority of Thailand, Head of Provincial Commerce office, Technical officer-Provincial Development Office, Head of Provincial Agricultural office, Mineral resource

officer-Ministry of Natural Resource and Environment, Technical officer-Ministry of Culture and Head of Sports and Recreation Office, Krabi were as follow:

1). There were no organizations which had policies related to long stay tourism development. However, there are some organizations directly related to tourism (e.g. Tourism Authority of Thailand (TAT) and Ministry of Sports and tourism-Office of sports and recreation).

2). The trend of long stay tourism will increase if government and private tourism service providers, including the communities as they are the owners of the area, work on this program and do public relations together.

3). The tourist groups are primarily from Europe (Sweden, Germany, England, and Netherlands).

4). Government Authorities predict the number of long stay tourists and long stay tourism promotion and development programs will increase.

5). Government Authorities stated that Krabi has many potential areas suitable for long stay destinations with facilities and service. These areas include Ao-nang, Koh Lanta, Koh Phi Phi, and Krabi town.

6). Government Authorities stated that what is needed for promoting and developing long stay tourism as a special market segment were financial support, tourism product development, staff development, efficient tourism management/policy/plans, good collaboration between government and private sectors.

7). Government Authorities stated that organizations and individuals directly involved in the program should be responsible jointly for long stay tourism development program. (Authority of Thailand (TAT), Ministry of Foreign Affairs, Provincial Commerce Office, Provincial Development Office, Provincial of Agriculture Office, Ministry of Natural Resources and Environment, Ministry of Culture, Office of Sports and Recreation and individuals should all be involved.

8). Government Authorities stated the responsibilities or work roles which are possible for them to do to support and promote long stay tourism development program were as follow:

- Do a survey on the tourism products (accommodation/tourist attraction/

tourist activities, transportations, facilities and services. Evaluate and improve or develop them to meet the expected standard.

- Do public relations and advertising to promote Krabi as a long stay destination.

- Set up international conferences, meetings and seminars in order to develop “Brand Image” and “Brand Awareness”.

- Encourage people in the communities to participate in developing and supporting by providing the training to local people/staffs for long stay tourism, on public relations etc.

9). Government Authorities stated the positive and negative impacts of long stay tourism development program on communities were as follow:

Economic Impacts

- Improves the balance of payments by bringing in international tourist spending to the local economy.
- Increases economic growth.
- Provides more careers, income and prosperity to local people.
- Assists in the upward direction of the economy by increasing the number of long stay tourist.
- Increases investment funds.
- Increases trade, business and services.
- Supports the tourists’ demand by investment.
- Creates new careers and positions within the community.
- Decreases the unemployment rate.
- Supports individuals and the economy throughout the year.

Social and Cultural Impacts

- Encourages people in the community to work on long stay tourism.
- Provide more variety and choices of work.
- Requires more professional employers.
- Offers steady work.

- Provides better product and service qualities.
- Create more problems, thieves, illegal products and services.
- Changes the lifestyle of people with the mixture between Thai and foreign cultures.
- Decreases the trend of migration or relocation.
- Strengthen and conserves Thai culture by spreading Thai culture, tradition and the Thai way of life to the tourists.
- Requires more public utility and infrastructure. Quantities of public utilities have been increasing for better development to meet people and public's demands.

Environmental Impacts

- Causes environment problems of odor, noise pollution from bars, clubs, discotheques, vehicles, and polluted water and air from traffic.
- More tourists may increase pollution.
- Not enough water in some areas.
- Some service providers do not have adequate sewage treatment plants or good water systems.
- Use of natural resources will increase.

10). Government Authorities stated the other advantages and disadvantages from long stay tourism.

- To support the long stay tourism, it needs to expand the roads for convenience and comfort to long stay tourists, and to help them access Krabi easily as well as the existing or new potential tourist attractions.

- Use of electrical appliances will increase, so there will be a need to have an increase in both power and in the quantity of water provided.

- Use of telephones and the internet will increase.
- The network development will be more efficient, convenient and faster.
- Long stay tourist group are not likely to engage in illegal activities.

However, there is a potential for more crimes with the increased tourist number. Long stay tourism will require an increase in security and safety. Each organization or individual will have their own security and safety management system.

- Gambling will be a minor problem for long stay tourism program.
- There are no public relations for long stay tourism in Krabi. In order to support and promote Krabi as a long stay destination, public relations will be important and essential to access the target markets. Therefore, government and private sectors should be encouraged to provide good advertising and public relations and expand their own public relations for long stay tourism program. Tourism Authority of Thailand (TAT) should have a section specifically responsible for promoting long stay tourism in Krabi.

11). Government Authorities stated the problems and obstacles, and provide guidelines for future long stay tourism development in Krabi as follows:

- Lack of financial support
- Policy and plan are not clear.
- Each sector's administration and responsibilities are not clear making it complicated.
- Lack of collaboration between government and private sectors.
- Running businesses/investment by tourists.
- Passing on unsuitable culture to Thai people
- Lack of co-ordination and understanding between stakeholders.
- There is no policy formulated and implemented with regards to long stay tourism in Krabi.
- Political instability and violence in the south
- Higher cost of living
- Lack of knowledgeable and skilled people
- Inadequate community collaboration and participation in some areas.
- Some government officers lack knowledge and information about long stay tourism such as Tourism Authority of Thailand (TAT).
- Lack of financial support for expanding the marketing activities from government.

- Lack of communication between government and private sectors.
- There are some private sectors that create their own activities without any government plan.

Guidelines

- Provide adequate budget.
- Prepare the guidelines to support the program.
- Promote long stay tourism as one of the country's tourism policies.
- Set up more One-Stop-Services
- Develop more program administrators
- Policies must be clear and easy to understand and be available to other involved sectors.
- Provide a good administration and management system.
- Should have natural resource administration and management system.
- Government should work as investors or guarantor for viable projects such as accommodations, restaurants and others with reasonable prices.
- Should set up cultural centers in tourism areas
- Provide more systems, more controls in the local community.
- Take care of natural resources and environment systematically.
- Set up the measure to control the air pollution, quantity of solid waste
- Set up information system and academic knowledge for tourist attraction's restoration and development.
- Provide the knowledge and skills to involved sectors.
- Provide more training such guide training, English training, or long stay tourism training to the involved sectors, people in community or general interested people.
- Every government and private sector needs to work together seriously, in support of local sectors.
- Encourage people to love their own people, communities and careers.
- Government should provide financial support to create efficient marketing and public relations activities for long stay tourism.
- Government should encourage local people to understand more about long

stay tourism and encourage private tourism services providers to do more promotion activities and public relations and continued public relations.

- Set up meetings between government and private sectors to increase new knowledge and skills.
- Set up the main responsible sectors for long stay tourism program such as Tourism Authority of Thailand to encourage and support other government or private sectors.

4.1.4 Local Government Authorities

The finding from local government authorities by semi-structured interviews with local administrations, Krabi Municipality, Provincial Administrative Organization, Koh Lanta Yai Local Administrative Organization, Saladan Sub-district Administrative Organization, Koh Phi Phi, Ao-Nang, Krabi were as follow:

- 1). There were no organizations which had policies related to long stay tourism development. However, all organizations are directly related to the tourism.
- 2). The semi-structured interview from local government officers found that the tourist numbers in Krabi have been increasing. The tourists can be separated into several groups: short term visitors, backpackers and long stay tourists. The long stay tourists come alone or as couples.
- 3). Local government officers stated that tourists need more information and advice from them about tourist attractions, tourist activities, accommodations, tourism service providers particularly, the beauty, cleanliness, convenience, security and safety, including basic facilities, transportation system, map or road signs.
- 4). Local government officers stated that the majority of long stay tourists are returning guests who come every year. Most long stay tourists come from Europe (In particular Sweden, German, England, Denmark, France and U.S.A). There is also a large number from Australia. In Asia, most of them come from Singapore, China, and Japan. Sweden is the biggest number and next is Germany and Australia. Tourists from Asia, mostly come as a group.
- 5). Local government officers have a positive opinion about the potentials

of Changwat Krabi to be developed as a long stay tourist destination. The trend of long stay tourists will increase. They indicated that there are many potential areas in Krabi as long stay tourist destinations and they meet the tourists' needs such as Ao-nang, Lanta island, Phi Phi island, Railay beach, Krabi town and etc.

6). Local government officers stated that the country's stability, security, safety and stable political situation are the major and important issue to support, promote and develop long stay tourism as a special market segment. The other reasons which would make the long stay tourism program successful are financial support, understanding of the long stay tourism program, efficient public relations, advertisings, and attractive tourism products and activities, efficient government, tourism service providers, staff or workers, collaboration of local people in the communities, transportation and accessibility, standard of accommodation, facilities, activities, etc.

7). Local government officers stated that Tourism Authority of Thailand (TAT) in Krabi should work seriously and continuously on the long stay tourism program with other government and private sectors such as the office of sports and recreation, Ministry of Natural Resource and Environment, accommodations, restaurants, tour operators, etc.

8). Local government officers provided their ideas in order to develop the long stay tourism program. They suggested that the government should set up the specific organization to work on and be responsible for the long stay tourism development program, set up the specific organization to evaluate the tourist attractions or tourism areas in Krabi, establish the concept of tourist attraction development and set up the criteria or quality of tourism service providers such as accommodation, restaurant, tour agency, etc.)

9). Government Authorities stated 4 things that impact the support of the long stay tourism development program in order as follow:

Economic Impact

- Increases revenue to local people and provide year round income.
- The business community can earn more money from their work.
- Local people will not have to go to other areas/provinces to find work.
- Each family can participate in long stay tourism by providing tourism products and services such as creating and making souvenirs, food, and other handicrafts.

- Long stay encourages and increases new investments and attracts new investors (Thai or foreigner).

- People in community invest more money to produce products and sell to tourists.

- Increases building of real estate to sell or lease to the international tourists.

- Creates new careers and positions for the community

Social and Cultural Impact

- The positive advantage of long stay tourism is the friendship between Thais and foreigners, sharing of nature and activities.

- The tourists will gain knowledge and more understanding of Thai culture, Thai traditions and way of Thai life such as Thai dancing, Thai cooking, Thai boxing, Thai Arts and Thai performance, etc. Most tourists are also impressed with Thai culture and traditions. They want to participate in it such as “Wai”, Songkran festival, Vegetarian festival as they think Thai culture is unique and completely different from other countries.

- Relationship between tourists and local people in the community will be improved by long stay tourism. Local people and tourists will learn how to live together. They will help and share with each other. When the tourists have good relationships with local people in the communities, they will purchase local products, and the income benefits the people in the communities.

- Long stay tourism helps the people in the area to have better quality of living; reduces migration and relocating.

- Long stay tourism will encourage the development of community structure.

- Local people in communities adjust themselves for long stay tourism. They learn more about how to be good hosts.

- Long stay tourism affects local people’s life style in the communities such as eating fast food (KFC, Pizza, McDonald, etc.), unsuitable dressing, and participating in foreign traditions (New year, Christmas, Thanksgiving, Easter, etc). Therefore, Thai culture is

compromised in some areas. The government should stimulate local people to realize and appreciate Thai culture, Thai tradition, and being Thai. In addition, it also encourages local people in the communities to be aware of the value of local resources.

Environmental Impact

- Some service providers violate regulations by not setting up a water sewage treatment plant system, releasing polluted water into the natural water resources.
- Quantity of water usage is high. Some areas do not have enough water.
- Most long stay tourist groups do not drive by themselves. They use the transportation services of the local people. Therefore, the numbers of vehicles have been increasing.
- More tourists create the problem of more garbage, resulting in a problem to the environment.
- Noise pollution from bars, discotheques, construction sites and other entertainment activities.

10). Local government authorities stated the other advantages and disadvantages from long stay tourism.

Public Utility and Infrastructure

- Expanding long stay business requires the expansion of public utility and infrastructures, these also benefit the local people in the communities.
- The large increase of privately operated cars and trucks has increased the need to improve the infrastructure and this has benefits to long stay tourism.
- The usage quantity of electricity and water has been increasing.
- Strictness on cleanliness of the roads.
- The need for greater discipline in the traffic and enforcement of the rules.
- Communication through telephone and internet has been improved for communities.

Security and Safety

- Security and safety have decreased as the number of staff is not enough

for the number of tourists.

- Most tourists want to come for relaxation, not to come to break the law. They come legally as they have to go through the visa system.
- More requests for favour, help and collaborating from each sector such as provincial police station, police with jurisdiction over rivers, and other involved staff in order to work together and provide help to tourists.
- Spreading of drugs is a big problem in Thailand and where there are tourists, there are drug sellers.
- A larger population affects the number of crimes.
- Security and safety management is better and it will be increase to protect and take care of tourists and the communities.

Public relations

- Good public relation can bring tourists to visit and stay. The public relation strategies have to adjust and change continuously to meet the needs and satisfaction of tourists and visitors in the area.
- There is no specific public relations for promoting long stay tourism. The vast majority of tourists know about long stay tourism by word of mouth. The tourists, who come and stay for long-term or come many times, will learn and know more about tourism product such as tourist attractions, tourist activities, transportations by themselves and they will tell the friends, relatives and other tourists.

11). Government Authorities stated the problems and obstacles, and provide guidelines for future long stay tourism development in Krabi as follow:

- No specific budget exists for the long stay program.
- Lack of a staff training
- Lack of expert and professional people
- Lack of staff/people for marketing and public relations
- Public relations, marketing strategies are not clear enough.
- Lack of coordination between government and private sectors, creates

problems for the program.

Guidelines

- Need to set up a specific budget for long stay tourism complete with guidelines for the expenditures.
- Establish the clear policy for long stay tourism development program.
- The government has to support, promote and provide leadership at every level.
- Make sure every participant works together in the same direction.
- Make sure money is available and used effectively at every level.
- Should not be too concerned about the number of tourists, but should pay attention to the quality of the environment.
- Should encourage organizations with interest in conservation of Thai culture.
- Provide security and safety to tourists.
- Emphasize confidence to tourists by setting the safety standard.
- Provide a training centre.
- Search for knowledgeable and skilled staff/people.
- Set up team work to give knowledge to people in the community.
- Encourage students to study for long stay tourism program.
- Encourage the local community to practice and teach Thai culture.
- Every school should teach Thai culture.
- Government should set up team work to be responsible for long stay tourism promoting and marketing.
- Create new activities and make it more outstanding.
- Public relations system, marketing system, security and safety systems have to be improved and developed.
- To promote tourism activities and cultural activities.
- Government needs to set up clear policies and guidelines for each sector.
- Ensure that guidelines follow the same direction.
- Local level needs to study opportunities in their own area and community.
- Members of the communities should be vigilant and aware of the need for

security and safety in the communities and villages.

4.2 Discussion

The discussion of the results of the study is organized following the objectives of this research.

4.2.1 The Present Situation of Supply Factors for Long Stay Tourism in Krabi.

The objective aims to examine the present situation of supply factor for long stay tourism in Krabi. Based on the research findings and other previous studies indicated, Krabi has several strengths and potential to be developed as a long stay tourist destination such as relatively untouched environment, towering mountains, waterfalls, numerous islands, beautiful beaches, historical and traditional sites, unique culture, good ambition among leaders and tourism stakeholders to develop Krabi to be a unique long stay destination. The present situation of supply factors for long stay tourism in Krabi is as follow:

4.2.1.1 Tourist Attractions

For the majority of tourists, the attractions at a destination are the reason for visiting. We found that Krabi has promoted itself as a tourism province since 1985 as Krabi has 52 outstanding tourist attractions; 48 of these are nature-based, 2 are historical-based and 2 cultural based. Natural-based tourism in Krabi can be divided into two types of resources which are: 1). Natural tourism resources on sea. 2). Natural tourism resources on land. Both types have high potentials for further development, particularly, for long stay tourism development program. In addition, the natural tourism resources and tourist attractions in Krabi are able to be marketed as the long stay tourist destination and they can be used as icons to promote the image of Krabi and expand the long stay tourism market.

1). Natural tourism resources on sea

There are a number of beautiful natural tourism resources by the sea in

Krabi. Ao-nang, Phi Phi island and Lanta island are the main sea tourist destinations and there are also the other attractive sea tourist destinations which can support long stay tourism development program in Krabi. This study shows some examples of sea tourist destinations as follow:

- Ao-nang or Ao Phra Nang is the most developed beach and the most Westernized beach in Krabi. Ao-nang is also a large bay with scenic beaches and 83 small islands such as Poda island, Gai island, Hua Khwan island, etc. There are also attractive beaches Nopparat Thara Beach, Railay beach and Ao-nang beach. Along the beaches is a wide range of accommodation including hotels, resorts, bungalows and guesthouses. Most travel facilities and services can be found here. There is a good variety of restaurants featuring both local and international cuisine. Ao-nang is the ideal place to both stay and relax.

- Railay beach is another attractive beach of Krabi and well-known by foreign tourists especially by rock climbers. This beach is generally divided into two sections, east and west. West Railay provides visitors with peace and quiet as it is a broad sandy beach with fewer facilities than Ao-nang.

- Phi Phi islands are some the loveliest islands in Southeast Asia. They have classic beaches, ravishing and stunning rock formations, vivid turquoise water, and they are teeming with colorful marine life. Phi Phi island group has six islands. Phi Phi Don island, Phi Phi lay island, Bida Nok island, Bida Nai island, Yung island and Phai island. In addition, there are also ten beautiful bays especially Mayha bay.

- Lanta island was established as a tourist area with unspoiled tropical nature. Its archipelago is made up of over fifty small islands nearby and protected under the Marine National Park Authority. Koh Lanta has a fabulous underwater world. Some of which are surrounded by beautiful coral reefs such as Koh Ha, Koh Rok, Koh Ngai, Hin Muang Hin Deang, etc. Koh Lanta is one of the most attractive islands to tourists, with it's impressive beaches and activities for visitors.

- Thale Waek (Separated Sea) One of Thailand's unseen highlights, Thale Waek is situated along Ko Dam Khwan. As the tide recedes, the sea is gradually separated by the white sand and limestone beach that will appear to amazingly connect the two islands at low tide.

- Hong island is one of the best places for snorkeling, and seeing the

great coral reefs and beautiful fishes. Beaches and mangrove forest surround the limestone mountains, which look like the “Room” and this became the name of this island.

- Ha island (Five Island) An archipelago of five islands, Ko Ha Yai is where shallow water coral reefs are located.
- Ko Rok This attraction is actually comprised of two islands: Ko Rok Nai and Ko Rok Nok. Ko Rok Nai is composed mainly of steep cliffs with superb beaches and unspoiled coral reefs among rocks.
- Koh Ngai This small island has a long sandy beach in the east and unspoiled shallow water coral reefs at the beachfront.
- Hong island consists of a group of limestone islands including Lao island or Sa Ka island, Lao Riam island, Pakka island, Lao La Ding island and Hong island or Lao Li Pe island which is the biggest island to the south. The attractions on these islands include fine beaches.

2). Natural tourism resources on land which have high potentials for long stay tourism are as follow:

- Emerald pool or Sa Morakot located in Khao Pranang Khram Wildlife Sanctuary. It is a large natural spring with three pools. The water is clear and emerald-color.
- Hot springs or hot stream waterfall is one of numerous hot springs located around the forest area flowing from the headwaters down to the limestone cascade, and known as Namtok Ron (Mineral Waterfall).
- Thapom swamp forest or Khlong Song Nam; the canal of Tha Pom is well known for its crystal clear water. It is called by local people khlong song nam in Thai or literally "two water canal". This is because of its special feature location where seawater meets fresh water during the high-tide periods, resulting in a mixture of seawater and freshwater in the canal. Situated amidst mangrove forest and swamp forest, Tha Pom is home to an astonishing variety of creatures from the two kinds of forest areas. They adjust themselves to live together harmoniously in such peculiar conditions.
- Than Bok Khorani National Park has numerous attractions for nature

lovers or the soft adventurer. These include limestone cliffs, caves and waterfalls. There are numerous natural pools located among a shady forested area which is great for swimming lovers. The beauty of Than Bok Khorani is worthwhile to visit.

- Phet Cave "Phet" means diamonds, and is derived from the sparkling stone inside the cave that produces beautiful reflections on the cave wall just like glittering diamonds. Another attraction is a Buddha image which is enshrined.
- Huaytoh waterfall is a great place for hiking.
- Khlong Song Nam has green shady streams and famous natural resources. When the tide is high, freshwater from the stream will converge with seawater becoming brackish water.
- Susan Hoi or Fossils Shell Beach, Susan Hoi features a slab formed from a huge number and variety of embedded molluscs which can be dated to approximately 40 million years ago. This shell graveyard at Ban Laem Pho was once a large freshwater swamp, the habitat of diverse molluscs.
- Khao Phueng (Bee's Cave) has sparkling white walls and countless stalagmites and stalactites of various shapes resembling mushrooms, pagodas and curtains.
- Pran Cave is the site of Kao Phah Suhn Yah Tah Rahm Meditation Centre. Inside the cave is a Buddhist effigy of great antiquity.
- Sadet Cave adorned with stalactites and stalagmites.
- Wat Tham Suea, which literally means tiger cave temple, is located in the Khiriwong Valley amidst lush forests and mountains with large trees over a hundred years old.

The study indicated that the main purpose of international tourists to visit Krabi was holiday and they come to look for sea, sand and sun. This result is suitably related to the main tourist attractions in Krabi because most of the outstanding tourist attractions in Krabi are the unspoiled tropical islands, white sand beaches and sea. Krabi has a perfect climate and nice atmosphere inviting every tourist group to spend their holiday there for true relaxation.

Major events and local events as tourist attractions

There are some tourists who visit an area because of events as the reason

for their visit or it may be complementary with other reasons. The events are able to support the long stay tourism program such as Krabi Boek Fa Andaman, Laanta Lanta, Loi Ruea Chao Le Festival etc.

4.2.1.2 Tourist Activities

There are numerous international tourists who come to Krabi because of various tourist and sport activities to support their health and enhance their stay.

- **Golfing** There is one 18-hole golf course surrounded by natural forest and lakes in Krabi. Pakasai Country Club offers excellent and challenging play and reasonably priced green fees, golf club rentals and caddy services.

- **Scuba diving** Krabi's water is great for scuba diving. Popular sites include Poda island, Hong island, Yung island, Phi Phi Lae island, Hin Muang and Hin Daeng Reefs, Lanta island, Bida Nok island, Bida Nai island, Haa island and Ngai island.

- **Snorkelling** There are some stunning shallow coral reefs with fabulous underwater marine life, Rok Nok island, Rok Nai island, Phi Phi island, Phai island, Lanta island and other nearby islands such as Mook island, Cheuk island, Waen island, Kradan island and Ngai island.

- **Swimming** There are many good locations for swimming in Krabi. During the rainy or monsoon season's storms this can be very dangerous.

- **Deep sea fishing** There are many locations and tours available in Krabi, especially at the main tourist destinations such as Ao-nang, Phi Phi island, and Lanta island.

- **Sea canoeing** There are perfect places to do canoeing in Krabi, among these the breath-taking beauty and uncanny peace of a voyage among the mangroves, caves and limestone massifs of Ao Thalehn bay, Hong island and Pee Hua Toh cave.

- **Jungle trekking and elephant trekking** Ao Nang's islands are very suitable for hiking and jungle trekking and also the Khao Phanom Bencha National Park and the Khao Pra-Bang Khram are regarded as the two of the favourites among hikers and jungle trekkers.

- **Rafting** Song Preak River is good for rafting.

- **Beach camping** There are several small islands that provide facilities for beach camping in Krabi such as Rok island, Jam island, etc.
- **Rock climbing** Railay beach and Nam Mao beach's strange and beautiful limestone cliffs have become popular rock and mountain climbing attractions for adventurers from around the globe.
- **Bird watching** Khao Nor Chuchi/Khao Pra-Bang Khram national park supports the most diverse lowland bird fauna of any site so far known in Peninsular of Thailand, with over 200 species of resident and migratory birds. Another excellent bird watching sight is Kanab Nam Hill surrounding the mangrove forests.
- **Thai Boxing (Muay Thai)** At Koh Lanta Mini Stadium, there is real Thai boxing sport arranged almost every week.
- **Thai Cooking Schools** Tourists can take a course in Thai Cooking in Krabi, Ao-Nang, or even Lanta island. Krabi Cookery Schools – an opportunity master Thai cookery secrets and prepare Thai food dishes including curries and spicy salads.

From the study, we found that tourists come to Krabi because they are interested in diving activity participation at Phi Phi island at 68.14%, Rok island at 6.49% and King Cruiser dive site at 5.60%. All three dive sites have very high potential for further tourism development. In addition, tourists are also interested in rock climbing activities at Ao-Railay at 79.31%, Phi Phi island at 12.07% and at Ao-nang 8.62%. All three rock climbing sites also have also very high potential for further tourism development. For canoeing activities, tourists are interested in canoeing at Baanboto (Phihuato cave-Lod cave) 54.65% and Ao-Thalen 45.35%. Both canoeing areas have very high potential for further tourism development.

In conclusion, Krabi has high potential for sport tourism activities such as rock climbing, diving and canoeing. Moreover, sport tourism activities of Krabi are more outstanding than Phuket and Phang-nga. See table 4.5.

Table 4.5 Menu of Tourist Activities in Krabi

Type of Tourism	Type of Activities	Locations
Ecotourism	Kayaking in mangroves, bird watching, viewing nature sceneries,	Ao-Thalen, Tha Pom swamp forest, Ao-nang, Ao Luk, Koh

	nature walks, rainforest excursion and diving/snorkeling, etc.	Lanta, Koh Phi Phi, Koh Rok, etc.
Adventure Tourism	Rock climbing, trekking and camping, rock climbing, mountain-biking, sailing, sport-fishing, etc.	Phi Phi island, Ao Railay and Ao-nang, Koh Poda, Koh Hong, Klong Muang beach, Koh Lanta, Koh Phi Phi, etc.
Historical and Cultural Tourism	Visits to places of historical or religious interest or participation in or Buddhism activities, etc.	Tiger cave temple, Krabi town, Ao-nang, Koh Lanta, Koh Phi Phi, etc.
Health Tourism	Spa, wellness and meditation	Ao-nang, Koh Phi Phi, Koh Lanta, Krabi town, etc.
Educational Tourism	Learning Thai cooking, Thai language, Thai boxing, surfing lesson	Ao-nang, Koh Phi Phi, Koh Lanta, Krabi town, etc.
Sport Tourism	Tennis, Golf, beach volleyball, diving, fishing	Ao-nang, Koh Phi Phi, Koh Lanta, Koh Poda, etc.

4.2.1.3 Tourist Accommodation

We found that Krabi has a variety of outstanding accommodation, with a nice atmosphere for relaxation. International tourists prefer to stay in hotels, resorts and bungalows in Ao-nang, Lanta island, Railay beach and Phi Phi island during their long stay. There are 403 different accommodations established in Krabi and the total room number is 15,589 (Tourism Authority of Thailand, Southern office: Region 4, 2008). See table 4.6 this indicated that there is a substantial number of hotels and rooms existing at the main tourist destinations. In addition, most of the hotels and rooms are supported by other existing facilities, services.

Table 4.6 Number Rooms, Occupancy Rate and Average Length of Stay in Krabi from 2004-2007

Year	Rooms	Occupancy Rate (%)	Average Length of Stay
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2004	10,950	47.54	2.85
2005	9,737	25.88	2.72
2006	10,962	52.24	3.88
2007	12,442	57.80	4.03
2008	15,589	-	-

Source: Tourism Authority of Thailand, Southern Office: Region 4, 2008

Table 4.7 Number of Hotels and Rooms in the Main Tourist Destinations

	Hotels Registered in Krabi	Hotel Registered							
		Ao- nang	(%)	Lanta	(%)	Rai -lay	(%)	Phi Phi island	(%)
No. of hotels	403	93	23.08	120	29.78	16	3.97	36	8.93
No. of rooms	15,589	4,960	31.82	2,999	19.24	941	6.04	1,948	12.50

Source: Tourism Authority of Thailand, Southern office: Region 4, 2008

From the study of accommodation service providers, we found that they prefer to have more than one business in their accommodation. Most of them have 3 businesses in their area which are accommodation, restaurant and tour counter. Some of them have 4 businesses which are accommodation, restaurant, souvenir shop and tour counter.

4.2.1.4 Transportation

Transportation in Krabi is extremely well-organized and makes the whole stay in Krabi comfortable and easy. The air, bus, road and water transport is very competent. The different islands and cities are connected to each other and the tourists can easily move around the

province and country. From a tourist's point of view, we found that the image of transportation in Krabi is positive. Roads are in good condition and make tourists feel safe while they are travelling to/inside Krabi.

We found that international tourists are satisfied with the efficiency of the transportation service and the products and service process. They think the price of transportation is fair. They are happy with the size of vehicles suitable with the routes. The transport staff are enthusiastic. From the study, we found five efficient and quality vehicles that the international tourists prefer, they are the taxi, air conditioned bus, Tuk Tuk, limousine, and rental car. We also found that five factors influenced tourist's decisions to choose regular vehicles, they are: 1) transportation fare 2) convenient and easy to use transport service 3) frequency, rapidness and punctuality 4) safety 5) variety of routes. Also five factors influenced tourist's decisions to choose non-regular vehicles: 1) convenient and easy to use transport service 2) transportation fare 3) frequency, rapidness and punctuality 4) safety 5) easy to contact and have enough information.

There is no direct train service to Krabi. But it is possible to take a train from Bangkok's Hua Lamphong Station to Trang or Nakhon Si Thammarat and take a bus or taxi to Krabi. By air, Thai Airways International operates daily flights from Bangkok to Krabi. Phuket Air offers a daily flight to and from Krabi. Silk Air flies to Singapore 4 times a week. Transportation inside Krabi is convenient

4.2.1.5 Facilities and Services

Hospitals in Krabi

Krabi's hospitals have 2 groups of health tourism products which are medical treatment products and health support products.

1). Medical treatment service: health check service, dental surgery service, surgery service, giving birth service and others.

2). Health support service: Thai medical treatment, Thai massage, foot massage, Thai massage with a hot pack of medical herbs and others.

With regards to the readiness and standard of the hospitals in Krabi, we

found that hospitals in Krabi are government hospitals and there is no private hospital. Hospitals are responsible to the Ministry of Public Health who have their own standard in Hospital Accreditation. They do not meet the international standard. The tourists are confident with medical services at a “Neutral level” but they are satisfied with health care, spa and wellness at “Agree level”.

Health and Spa Tourism in Krabi

Spa and wellness is one of the popular tourist facilities and services in Krabi. There are many smaller and larger spas along the way to Ao nang beach and within the 4 and 5 star hotels. Almost all resorts have their own spa and try to increase their marketability by providing this service to attract guests to their hotel. The example of spa service providers are Adora Spa, Andaman Massage, Ban Samhoun Pri, Kantawan Spa, Mandara Spa, etc.

From the study, we found that spa business in Krabi has been growing and becoming increasingly popular. The trend of spa business will increase because of the support from government and private sectors’ public relations. The types of spas in Krabi are resort spas and day spas. The types of spa services in Krabi are:

- 1). Massage cure: Thai massage, foot massage, and Swedish massage
- 2). Water cure: whirlpool bath service and herbal steam room
- 3). Aroma therapy: aroma massage
- 4). Beauty services: face massage, skin care treatments such as facials, mud and body wraps, sauna, scrubs, treatment for hair, skin and face, nail spa, and waxing and other hair removal treatments.

The spa guests choose to be close to nature. Therefore, the outstanding factors of spas in Krabi are the beautiful nature, beautiful and natural designs and decoration of the spa areas. Spa areas face towards nature such as sea, mountain, or tropical forest like in the south. Moreover, other spa’s outstanding factors in Krabi are the calm atmosphere, some spa places emphasize being Thai, offering unique Thai services such as using Thai flowers to make aromas, local materials to be a part of services etc. Spa guests in Krabi are made up of guests from the hotels, and most of them are from Scandinavia.

The spa services which are popular with tourists in Krabi 1) Thai massage

2) face and foot massage and body scrub 3) aroma massage 4) nail spa 5) skin care treatments.

From the study of spa service providers, we found that spa business is suitable with natural tourism resources in the areas. It has been growing and is increasingly popular among tourists. Moreover, Provincial Administrative Management aims to develop and support government's policy by promoting Krabi as south region's health tourism center. The water hot spring's potential will use to promote as a selling point.

Food and Drink Services in Krabi

From the study, there are numerous restaurants or food and drink service providers in Krabi. Some of them meet the standard and have been approved by the Ministry of Public Health. On the other hand, some of them have just opened, and did not even inform or ask permission from the government. Therefore, it is difficult to give the exact number of them. However, the tourists are satisfied with local food and drinks.

To support a long stay tourism development program, we found that restaurants or food and drink service providers who use local products, will be the way to support agricultural development. For example, local restaurants in Krabi are successful because they choose to use local materials for cooking. This will support and benefit to local people in the community especially, local agriculture and fishery industry.

From the study of food and drinks for tourism in Krabi, we found that 81.35% of tourists in Krabi, used local food services and liked local food because of the taste of the food, strangeness and that is was new for them.

Souvenir Products in Krabi

From the study, we found that there are six types of souvenir products in Krabi.

1). Food: salted fish, salted egg, curry paste, brown rice, cakes, shrimp paste, dry shark fin, local coffee, snacks, dry squid, sweet fish, crisp rice biscuits, fish sauce, soy sauce, soybeans, fresh mushrooms, cookies, donuts, cashew nut, fruits, coconut jelly, etc.

2). Drinks: tea, local coffee, coconut juice, orange juice, rose apple juice, fruit wine, herbal wine, whiskey, shark fin drink, bird nest drink, Chinese-vegetable jelly, etc.

3). Clothing and dressing: pearl products, pearl jewelry, batik clothes, batik shirt, hats, hand-bags, squab, leather bags, t-shirts, shoes, local woven clothes, dyed clothes, etc.

4). Utensils and Decorations: coconut shell products, shell products, buffalo skin carvings, hard wood and root carvings, etc.

5). Arts and Handicrafts: shell products, shell dolls, bamboo baskets, miniature ships, model ships, picture frames, garlands of artificial flowers, blown glass, stocking flowers, etc.

6). Herbal: herbal shampoos, soaps, conditioners, skin lotions, herbal medicine, cinnamomum camphora, dish liquid, Bio care, massage oils, etc.

220 products are from locals in the communities, One Tambon One Product and Small and Medium Enterprises (SME).

We found that tourists are satisfied with souvenir products. The main reasons why tourists choose and buy local souvenir products are because the products are beautiful, the quality of the designs and the reasonable prices. The most interesting local souvenir product is local woven clothes and shell products.

4.2.1.6 Conclusion of Krabi's SWOT Analysis of the Long Stay Tourism Development Program

Strengths

- Krabi has many natural resources, the beauty of nature (beaches, coral, mountains, waterfalls, not less than 130 islands etc.) including the magnificent shaped limestone rocks for which Krabi is well known. They are unique and excite and impress tourists. The rich nature attracts tourists, and provides benefits to local community and adds value for tourism industry.

- Krabi has many areas which are protected like national parks and other conservation areas which are able to provide activities without being a negative impact on nature and environment. For example, there is rock climbing, bird watching, canoeing and swimming in the sea or river.

- Krabi's town also has many interesting shops, restaurants, markets,

bazaars, temples and other cultural tourist attractions. Krabi has been developed to support tourism with its road system, airport, piers, and other facilities and services for tourism such as hotels, restaurants, travel agents, tourism information centers and others. Krabi also has a water sewage treatment plant to maintain the environment.

- Krabi offers and experience of a variety of cultures and life styles with people coming from different areas, islands or regions and being Buddhist or Muslim. The multicultural aspect is attractive for tourists.

- Thailand's image is that of a peaceful country especially when compared to Burma, Indonesia, India or Sri-Lanka where there are problems within the country. It can be a competitive advantage for Thailand's tourism industry. Krabi is also one of Thailand's most peaceful provinces and now it is more and more attractive to foreign tourists.

- People in Krabi work all year round. They normally work within tourism from November to April and from May to October they return to agriculture and fishing.

- For supporting SME, tourism entrepreneurs can access capital resources easily such as OTOP program, SML program, including financial assistances from government and private sectors.

- After the Tsunami disaster, Krabi has planned and created a variety of new opportunities and tourism.

- The World Tourism Organization has forecasted that ecotourism will be increasing. Therefore, it is an advantage for Krabi with its many natural resources for ecotourism.

Weaknesses

- Krabi has a limited tourist season due to the monsoon season which interferes with the tourist's activities on the sea.

- Lack of regular meetings between leaders of the communities and government officers in order to talk about environment problems, garbage/solid waste management, cleanliness of beaches and other tourist attractions. It is very important to solve environmental problems. Every sector has to consider what environmental problems will affect future development.

- Krabi town has been allocated with a big budget for basic structure and cultural tourist attractions but they do not help tourists find them. For example, there are many markets and tourist attractions, but a failure to provide road signs and other useful signs and symbols for tourists to find them. Many road signs are produced in Thai only, therefore they are not useful for tourists who want to find these places without the help of the locals.

- The public utility system for water and power managements is not efficient in Krabi because it has not been systematically developed. For example, in areas and some communities, there is enough water to consume in dry season. For the tourism industry, hotels, resorts, and other large industries have to dig wells or save and collect water by themselves. This is not a good system because it affects finances and demands a need for capital for small tourism businesses or village/houses which are far from the community.

- The larger resorts have their own power system. However, the capital of private power system installation is too high for smaller tourism businesses to install.

- Krabi lacks manpower/staff that have skills, experience and training in the service professions. In 2003, about 5 percent of manpower/staff in Krabi was trained in vocational education for short or long courses and about 21 percent of them were trained on short courses. The tourism industry is a service business and training programs for staff/workers is very important because it will push and stimulate business in this area to grow. Moreover, it will promote and support the tourism industry. Interviews by research groups revealed that staff or worker would like to be trained in a foreign language, especially, English.

- Lack of control or monitor for tourism promotion and development will affect income and expenditure. Therefore, tourism development will be not efficient or as effective as it could be with proper planning.

- Due to the rapid tourism development in Krabi, natural resources have been destroyed, especially, coral reefs, mangrove forests, virgin forests. It takes time to restore natural resources and the environment. Sometimes it takes more than ten years or even a hundred years and some natural resources can not be restored. The loss of natural resources and the environment's degeneration are big obstacles for tourism development.

- Climate change: it is very difficult to forecast the impact of climate

change and also to plan for this problem in the future. However, it can be predicted that Krabi's sea level and sea temperature will be higher.

Opportunities

- Krabi has potential to develop tourist attractions and other new tourism products.
- Krabi's geographical features and location attracts tourists to visit Krabi with it variety of tourism activities.
- Krabi's tourism was developed later than other provinces. Therefore, it is very beneficial for Krabi to learn and get experience from other provinces and regions.
- Krabi has potential for major development of natural resources which can be developed and made more outstanding than other tropical areas.
- Krabi has been using solar cell systems to produce electricity. This is an advanced technology, introduced by the government.
- The Thai government has delegated some power in the areas of tourism to the communities. Consequently, communities will have a chance to plan and set up their own policy for tourism development.

Threats

- The number of tourists in Krabi is smaller than in Phuket, Chiang Mai and Bangkok. This is because they have better basic service systems and public utility systems development than Krabi. But Krabi is still one of the best attractions for the many tourists who want to come to relax.
- With the world economic crisis, there are many large, medium and other well established investors/businesses, including within tourism industry, that have suffered massive losses and even faced bankruptcy. These have led to additional unemployment and an increase in the financial crisis.
- Conflict problems and violence in three provinces of southern Thailand destabilize the situation and can discourage tourism.
- The prolonged political crisis in Thailand has badly impacted the

development of the country particularly the tourism industry.

Table 4.8 Krabi's SWOT Analysis of Long Stay Tourism Development Program

Strengths	Weaknesses
<ul style="list-style-type: none"> ● Many resources and beauty of nature ● Many valuable conservation areas ● A developed province that supports the tourism industry ● Charm of multicultural living ● Peaceful province ● Potential of facilities and services ● Trends towards growing nature-based tourism ● Opportunity to plan and set up their own policy for tourism development. 	<ul style="list-style-type: none"> ● Limit of season due to monsoon season ● Lack of regular meeting between leaders of communities and government officers ● Failure to provide road signs and other useful signs ● Lack of skilled and experienced manpower/staff ● Lack of control or monitor ● Rapid and sometimes poorly planned tourism development may result in destroying natural resources ● Climate change
Opportunities	Threats
<ul style="list-style-type: none"> ● Potential to develop tourist attractions and other new tourism products ● Geographical features and location attract tourists to visit Krabi ● It is beneficial for Krabi to learn and get experiences from other provinces and regions which are further developed ● Potential for major development of natural resources 	<ul style="list-style-type: none"> ● High competition with other major tourism destinations ● Economic crisis around the world ● Problems and violence in three provinces of southern Thailand ● Unstable political situation in Thailand

4.2.2 Objective two: To Study International Tourists' Behavior for Long Stay Tourism in Krabi.

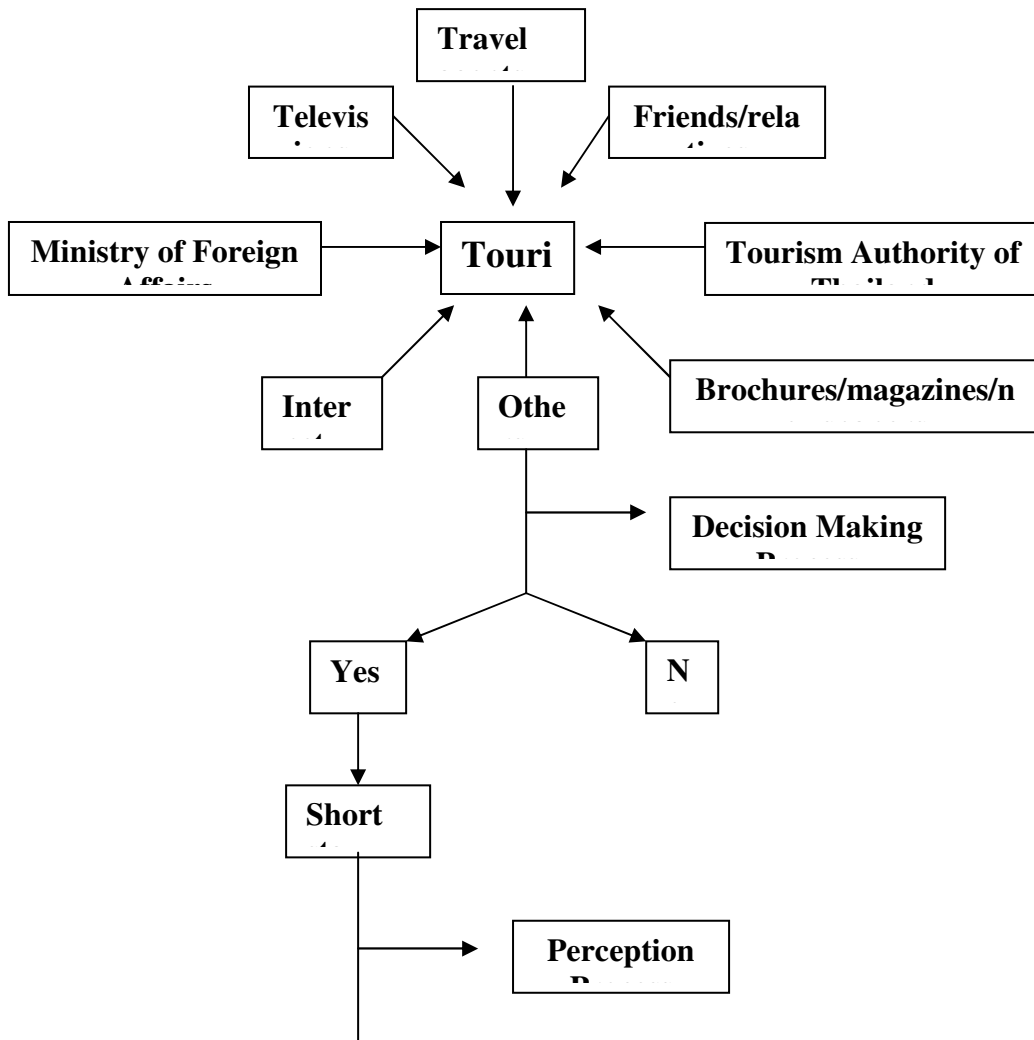
Most tourists who come to visit Krabi are 21-40 years old, graduated from universities, full-time employees and have good income. The international tourists are from England, Germany, Spain, Sweden, France, Scandinavia, America, Canada and Israel. Most of them have first time visit to Krabi. Their length of stay is 11-15 days and 16-30. They travel with spouse only or family. Their main purpose to visit Krabi is holiday/ vacation/leisure. They are interested in Sun and Beaches (94%), nature and sceneries (59.3%) and culture and heritage (29.8%) therefore most of them go to visit Ao-nang and Phi Phi Island.

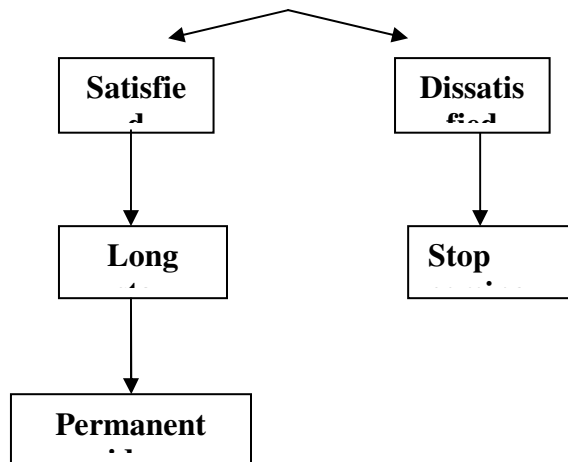
There are 329 tourists or 82.3% who have never been long stay tourists. Their main decision factor for Krabi as a long stay destination was natural beauty (74.8%), security and safety (64.5%) and weather and climate (61.3%). Most of them prefer to stay in hotel/ resort/bungalow/guest house/home stay in Ao-nang, Lanta Island, Railay Beach and Phi Phi Island for their long stay. They need medical and health care (59.8%), sports and recreations (50%), entertainments and amenities (29.5%), etc.

Long Stay Tourism

For the long stay tourists' first trip, many of them prefer to have a short stay. They like to do a survey before they decide to stay longer and this depends on their level of satisfaction and impression of their first trip. See the Model of Long Stay Tourism figure 4.1 and more explanation below the figure.

Figure: 4.1 Long Stay Model





Source: Author,

2008

This will explain Figure 4.1 Long Stay Model as follows:

1. Tourists: People or visitors who travel from their permanent residence to other areas/places and have a temporary stay of at least one night for relaxation, visiting friends/family, sports, religion, business, health and etc.

2. Decision making process: If it is the first time for tourists to travel to other areas/places, they will try to obtain all kinds of information from travel agent, friends/relatives, internet, magazines, television and others before they will make a decision.

3. Short stay: Tourists will stay between 1-10 days and use services from travel agents and other government and private sectors. Their main objective is relaxation. During their stay, they need to learn about and understand the country and get as much experience as they can to make it a satisfactory trip.

4. Perception process: During the tourists' short stay, they will learn and have experience from their trip. From this they will know how satisfied they are. If they are not satisfied with their trip, it will be very difficult for them to come back.

5. Long stay: Tourists, who are satisfied with their trip, especially, their first trip, show a high demand to come back and stay longer. These tourists may spend at least one month to six months or one year and they would spend as much time as they can on the trip. They may use services from travel agent, government and private service providers or they may arrange their programs by themselves for accommodation, meals, local transportations and etc as

they feel familiar to the areas, people and system, and they have the confidence to do whatever they want.

Nowadays, there are many special tour programs and package tours which are value for money offers for long stay tourists, such as medical care and health-related services, Thai historical and cultural class, Thai lessons, Thai cooking class, yoga or meditation courses, or tour packages including weekly/monthly programs which combine accommodation in different parts of the country from mountains, urban areas, rural areas to the seaside, as well as social events, learning programs and site visits to interesting projects.

6. Permanent residence: Those tourists, who are very satisfied and impressed with their stays who become permanent residents. They may buy houses, condominiums or others in areas they like as their second home. Therefore, they will be able to go back and forth between their countries. They may stay in Thailand six months and their country six months, especially, tourists who are from cold countries. They like to escape their winter and seek for sun, sea and sand. The characteristic of this group is that they will arrange everything by themselves and stay as a citizen in the country.

We found that European groups are the main target groups for the long stay tourism working process. These groups will be penetrated with the marketing effort to attract their interest by offering Thailand as the long stay destination for their holiday or retirement plan. See table 4.9.

Table 4.9 Geographic and Demographic Characteristics of Long Stay and Short Stay

Tourist		
Geographic & Demographic Characteristics	Most Long-Term Tourist	Most Short-Term Tourist
Gender	Female	Female
Discussion: It can be said that female need to travel and relaxation more than male.		
Age	31-40 years old	21-30 years old
Discussion: Most tourists who come to visit Krabi are 21-40 years old The long stay tourists are older than the short stay. It may be because they are more senior, have a higher income or more holiday time.		

Market potential	Europe and other developed countries	Europe and Middle East especially Israel
Discussion: The market potential for long stay tourism are from Europe particularly, Western & Northern Europe.		
Education	Master or higher	Bachelor degree
Discussion: The main target markets in Krabi have a good education.		
Occupation	Business employee	Business employee
Discussion: The main target markets in Krabi are business employees.		
Monthly income	More than USD 5,000	More than USD 5,000
Discussion: The main target markets in Krabi have good income.		
Frequency of visit Thailand	2-3 times	First time
Discussion: Majority of long stay tourists used to be short stay tourists therefore there is a good chance that short stay tourists will become long stay tourists		
Length of stay	30 days, 3 months, six months up to one year	11-15 days

Table 4.9 (Continued)

Geographic & Demographic Characteristics	Most Long-Term Tourist	Most Short-Term Tourist
Discussion: The tourists decided to have short-term stay because of their time and budget or because they may not be familiar to the places their visit. When they feel confident and familiar to the areas, products and services, they may want to return for long-term stay. It is different from long stay tourists. They are familiar to living in the area therefore they keep coming and staying for the long-term.		
Travelling characteristic	With their family	With spouse only
Discussion: It indicated that the short stay tourists started to visit with their spouse first. After they know and are familiar to the area, there is a chance that they will bring their family for long-term stay.		

Krabi's reputation among international tourists as a beach destination still remains. The high percentage of international tourists' main purpose for visiting Krabi was for holiday. The main special interest for visiting Krabi was for the sun and the beaches. The beach destinations and Ao-nang were still the main places international tourists visited. See table 4.10.

Table 4.10 Long and Short Stay International Tourist Behavior for Long Stay Tourism

Tourist Behaviors	Long Stay Tourist	Short Stay Tourist
Period for travelling plan	About 1-6 months	About 1-6 months
Source of information	Friends, relatives, internet	Friends, relatives, internet
Frequency of visit Thailand	Return visit	First time
Main purpose for visiting	Holiday/vacation/leisure	Holiday/vacation/leisure
Special interests	<ul style="list-style-type: none"> - Sea, Sand, Sun - Nature & sceneries - Culture & heritage - Marine - Sports & recreations 	<ul style="list-style-type: none"> - Sea, Sand, Sun - Nature & sceneries - Culture & heritage - Marine - Sports & recreations

Table 4.10 (Continued)

Tourist Behaviors	Long Stay Tourist	Short Stay Tourist
Visiting places	Ao-nang, Phi Phi Island, Ao-Railay, Lanta Island, Tiger cave, Noppharat Thara Beach	Ao-nang, Phi Phi Island, Ao-Railay, Krabi town, Lanta Island, Tiger cave
Decision factors for long stay destination	<ol style="list-style-type: none"> 1). Natural beauty 2). Safety and security 3). Weather and climate 	<ol style="list-style-type: none"> 1). Natural beauty 2). Safety and security 3). Weather and climate
Type of accommodation	Hotel/resort/bungalow/guest house/home stay	Hotel/resort/bungalow/guest house/home stay
Area of accommodation	Ao-nang, Phi Phi Island, Lanta	Ao-nang, Phi Phi Island, Lanta

	Island	Island
Facilities or services to support their stay	<ul style="list-style-type: none"> - Entertainments & amenities - Sports and recreations - Medical and health cares 	<ul style="list-style-type: none"> - Medical and health cares - Sports and recreations - Entertainments & amenities
Reason to come back	<ul style="list-style-type: none"> - Thai people are friendly - Nature & Sceneries - Relaxation 	<ul style="list-style-type: none"> - Relaxation - Thai people are friendly - Nature & Sceneries

Conclusion: The study of tourist behavior for long stay tourism was divided into two groups; long stay tourist and short stay tourist. For the tourists' first visit, they decided to have short-term stay because of their time and budget or because they may not be familiar to the places their visit. When they feel confident and familiar to the areas, products and services, they may want to return for long-term stay. It is different from long stay tourists. They are familiar to living in the area, products and services therefore they keep coming and staying for the long-term. The short stay and long stay tourists' need to support their stay were different. The short stay tourists need to have medical and health cares to support their long stay, but long stay tourists need to have entertainments and amenities. It is better to provide whatever they need to support their long stay and keep both types as market potential for this program as there is an opportunity for short stay tourist to come back to Krabi as a long stay tourist.

4.2.3 Objective three: To Propose Recommendations for Long Stay Tourism Development in Krabi.

For achieving a long stay tourism development program in Krabi there is need from the working together of the government sector, private tourism service providers, the community and civil society, in order to contribute to a good quality of life for all people in Krabi and long stay tourists. The following recommendations were summarized based on the results of the study;

4.2.3.1 Destination Development

As tourist attractions and activities in Krabi stimulates investment in hotels, amenities and infrastructure, the expanding resorts therefore become more reliant on arrivals and undertake advertising and promotional campaigns to attract additional tourists. The tourists require catering, accommodation and entrainment which are easily absorbed by the facilities supporting the local community therefore tourists become a temporary part of the community. Under the pressure of increasing arrivals and length of stay as long stay tourism development program, the public and private sectors should respond with the development of the tourist destination as follow:

4.2.3.1.1 Tourist Attraction Development

New tourist attraction development

The current tourist attractions in Krabi manage to promote themselves successfully. However, Krabi will become more popular and attractive to tourists with the addition of new attractions. From the study, the percentage of the first time tourists was more than half at 51.8% and the returning tourists at 48.3%. In order to increase and maintain the satisfaction of tourism experiences for the returning tourists and attract the first time tourists to come back and become long stay tourists, there is a need to add the new attractions. Up until now, public and private sectors promoted and developed only beach attractions like Ao-nang, Phi Phi island and Lanta island. The returning tourists may not want to come back to the same attractions that they had been to before. The long stay tourists may also feel tired with those attractions. From the study, Krabi has natural tourism resources and tourist attractions in 22 Tambon which have high potentials for further development. Therefore, there are great opportunities to develop and promote those new attractions.

We found that the tourists' major destinations were Ao-nang, Phi Phi island, Railay beach, Lanta island and Krabi town. Some tourists visited other attractions but only a small percentage. Some tourists have never heard or been to those attractions. It is very necessary to increase the additional attractions and promote them. For example, Khao Phanom Bencha is the highest mountain in Krabi and the conservation area is a national park. Wherever, you are in Krabi, you can see this mountain. This national park has the beauty of waterfalls, a

great variety of plants and flowers, abundant forest with rare wild animals. In addition, Khao Phanom Bencha is also a historical attraction for its ancient civilization. The skeletons of human in the Stone Age were found in Muang Krabi cave, Mhokhiaw cave and Lhangrongrian cave. Consequently, every public and private sector should develop and promote this area as historical tourism or eco-tourism or adventure tourism, especially, the Sub-district Administrative Organization in the area. To develop Khao Phanom Bencha as a worthwhile attraction to visit is one way to attract and increase new tourists, returning tourists and long stay tourists.

4.2.3.1.2 Tourist Activity Development

From the study, we found that there are several varieties of tourist activities including sports, entertainment and recreation in Krabi. They are suitable to the tourists and well support their health and enhance the enjoyment of their stay. Tourist activity development for long stay tourism, public and private sectors should maintain the quality and standard of tourist activities and provide more new activities and a rich menu of choice for repeat tourists and long stay tourists.

- **Horse riding** Krabi should provide horse riding clubs: the first should be situated in Ao-nang, on the way to Nopparat Thara Beach, the second should be situated on the Klong Dao Beach route in Lanta Island because of its spectacular three kilometers stretch of gleaming white sands and shallow clear water. It is also the most popular Beach on Lanta Island.

- **Swimming** The public or private sectors should provide posted signs and flags at the beach areas during the rainy or monsoon season indicating conditions for safe swimming; if the red flag is flying, do not go swimming in the sea as this can be very dangerous.

- **Sailing** Government should encourage private sectors to invest and provide various classes of boats from dinghies to yachts and make them available for sale and rent. Offer clients year round protection from storms and rough seas.

- **Deep sea fishing** The government and private sectors should set up the Fishing season program as “Krabi Deep Sea Fishing Festival. The tourism Authority of Thailand and Ministry of Foreign Affairs can do public relations to promote and encourage the foreign

tourists to join this program by offering a valuable prize and certificate for the winner who catches the heaviest prized fish.

- **Surfing** There is an opportunity for Ao-nang, Lanta island and Phi Phi island to become surf beaches during the surfing season. Private tourism service providers should provide multiple choices for surfboard rentals and surf lessons to the tourists.

- **Golfing** There is only one golf course in Krabi and fortunately it is rated quite highly by those who have played it. To support further demand, public sectors should encourage private sectors to invest in new golf courses meeting international standard.

For sport tourism, the study indicated that Krabi lacks sport instructors or trainers who have sport skills, professional, friendly, good physical competence, who are able to teach or transfer knowledge to others as well as being a leader to followers at the same time. The tourists are really concerned about this problem as they want to participate and enjoy their sport activities. Therefore, providing quality sport instructors or trainers is necessary to support the tourism industry, especially, long stay tourism development program.

Another problem in Krabi is the lack of the quality of sport equipments or play areas which are needed for tourists. The tourists need to have convenient, comfort, safe transportation system, efficient security and safety system. Therefore, it is necessary to prepare and provide sport equipments to support the tourism industry and satisfy the tourists' needs.

For tourist's sport information there is a demand for government or private sectors to make guidebooks, websites, set up a sport information center and create the signs or billboards for sport tourism public relations.

4.2.3.1.3 Tourist Accommodation Development

Accommodation is an important business in the tourism industry and supports the long stay tourism program. From the study, we found that Krabi has a variety of accommodation and the atmosphere is nice for staying and relaxing. To enhance the satisfaction of tourists' stay, the accommodation should provide all facilities needed by its clients during their stay. From the study, the tourists demand to have, in their accommodation, hotel, resort or condominium, a clinic or health care center, sports and recreations, entertainments and amenities, One Stop Service Center and 24-hours security system.

It is recommended that all accommodation should encourage improvements in hotel facilities and services. A set of criteria must be carried out in consultation with the hotel business. However, the government should control the quality of hotel management meeting the criteria and standards. In addition, accommodation in Krabi should have a wide choice of luxury modern accommodation at competitive prices, range of restaurants featuring cuisine from around the world, variety nightlife-bars, pubs, night-clubs and discos, fully equipped business center, superb health club and sporting facilities.

4.2.3.1.4 Infrastructure and Transportation Development

Infrastructure and transportation have to develop to meet the need and the growth of tourism. From the study, we found that the German and English are the potential target markets for long stay tourism development program in Krabi. There are no direct flights from Germany and England to Krabi during tourism season from November-April. Consequently, Thai airway or other alliance airlines should establish operations from Frankfurt and London directly to Krabi and from Krabi to Frankfurt and London during this period. The airlines should set an excursion fare which is comparable to other tourist destination especially other countries, thus enabling holiday packages to Krabi from Germany and England to be priced competitively.

In order to have success with increased tourism, particularly, long stay tourism, visa requirement for European citizens especially German and English should be one-two-year multiple entry visas to enter Thailand. Visas should be free of charge by the Thai embassy in Germany and England. It is necessary for the immigration regulation to be amended to facilitate the long stay visa of at least 3 or 6 months and also easing the regulations on house ownership and condominium and small private properties.

4.2.3.1.5 Facility and Service Development

Tourist facilities and services should consider tourists' expectations and needs. From the result, we found that the main facility or services which tourists need to support their long stay is "medical and health care". Krabi has become a popular tourist

destination, but hospitals in Krabi are not of an international standard. The nearest international standard hospitals are found in Phuket. The Krabi hospitals are considered only to be adequate for minor treatments. This can be a strong weakness for the long stay tourism development program in Krabi therefore Krabi should have hospitals meeting international standard and provide medical care for certain diseases. Fitness and wellness places such as spa health clinic for tourists who want to maintain good health and prevent illness should be considered. Hospitals, spa and wellness centres should be easily accessible for tourists or located in the areas that benefit the tourists' health. The organizations that should be responsible for the implementation standards on hospitals, spa and wellness centres are Ministry of Public Health, Tourism Authority of Thailand, International Spa Association (ISPA), Thai Spa Association, medical experts, existing international hospitals, medical, spa and wellness service providers and other scholars.

The hospitals, spa and wellness centres should undergo assessment and evaluation procedures in the following areas 1).The Standard of Places and Environment 2). The Standard of Staff 3). The Standard of Services.

1).The Standard of Places and Environment

- Locations should be in the tourist attraction areas and easy to access
- The cleanliness of place, equipment and other facilities
- The medical and spa equipment should be of international standard and meeting the tourists' demands and expectations.
 - Full range of medical care services utilizing the latest technology
 - The ambience should be calm and peaceful. Sometimes, using relaxing music without words will create a relaxing atmosphere for the tourists such as spa music.
 - Using the aromas of flowers and plants to enhance an atmosphere and encourage rest and relaxation such as lavender, jasmine etc.
 - Consideration of the furnishings, creating and decorating them differently from the others.

2). The Standard of Staff

- Qualified and experienced physicians, doctors, specialists and other staff
- Abilities and skills in communication
- Gentle, friendly and have a passion to provide their services

- Beautiful, clean and suitably dressed

3). The Standard of Services

- High-quality, safe, international-standard medical and health services

- Variety of medical and health services such as major medical

procedures, dental care, cosmetic surgery, weight-loss, massage and etc.

- Immediate access to medical or health services

- 24 hours inpatient and outpatient services

4.2.3.1.6 Human Resource Management Development

It can be said that tourism is a people industry. The tourists are the customers and clients purchasing the skills, products, facilities, services and tourism experiences. In order to make the tourists satisfied with their tourism experience, the public and private sectors should cooperate and the tourism staff's skills and knowledge should be improved, especially at the managerial level. Small and medium businesses may not be able to fund development in HRM. Therefore, the government should assign the long stay tourism agencies and long stay tourism instructors to be responsible for human resource development in the tourism industry. They should enhance and ensure the skills of employees particularly, language skill, service and hospitality skill which are related to long stay tourism.

Long stay tourism development generates revenue and opportunities for the country. In terms of the long stay tourism development's success, there has to be marketing development, product development and also human resource development. Long stay tourism demands quantitative and qualitative human resources. Krabi's tourism industry has been growing and there are many kinds of businesses such as accommodation business, tourism business, transportation business, food and drink business, health business and other supported business. Each mentioned business above needs human resources which have knowledge and skills, suitable with each kind of business. In addition, human resources should be also suitable with long stay target market like European market, Scandinavian market or Japanese market.

Therefore, human resource needs to be trained and equipped with essential knowledge and skills for services, especially target's language and culture, marketing and

technology which are related to target market. From the study and survey it was found that the human resource problems for long stay tourism development program were 1) Lack of Knowledge and Skills of Administration. 2) Lack of Knowledge and Skills of Tourism Business 3) Lack of Experts or Professionals for Specified Fields.

Human resource development for long stay tourism should start from managerial level and operative/implemental level, staff or workers in each kind of long stay tourism business. Government's supports in producing wise, equipped men and developing people for long stay tourism are also very important. Government should develop and encourage higher education institutions in Krabi to conduct various training programs in long stay tourism development that are continuously available. In the end, the institutions will be able offer academic programs covering long stay tourism.

4.2.3.1.7 Promotion Development

Declare Krabi as a Long stay tourist destination in Thailand. Create advertising campaign to promote long stay tourism program. Show the beauty of tourist attraction, tourist activities, tourist accommodation, facilities and services. Promote new reasons or purposes for people who come to Thailand such as variety of medical treatment, health services and dental cares while on holiday. Make a new program such as medical treatment with seaside vacation, holiday make over, health care with exotic vacation, healthy holiday, underwater wedding ceremony, etc.

4.3 Recommendations

4.3.1 Marketing Strategy for Long Stay Tourism Development

Program in Krabi

- Western and Northern Europe-market potential

The research survey on long stay tourists found that the main target market

for the long stay tourism development program was the tourists who come from Europe, in particular Northern Europe and Western Europe. In these countries, they have a guaranteed six weeks paid holiday every year. There are many people who choose to take early retirement at age 55-60 year old with a guaranteed pension for the rest of their lives. However, this was just a small sample group. The tourists from Europe are represented as the potential market for long stay tourism but it is wise to expand to other regions because there are emerging markets from Asia and the Middle East as well.

- **Product potential**

Krabi is a very famous tourist destination amongst Europeans. This study indicated expectations and demands of these tourists combined with the tourism resources that Krabi could supply which will be valuable information for the Long Stay Tourism Development Program. A “matching approach” between the demand of European tourists and the supply of tourism resources in Krabi as basic information for long stay tourism development could be as follows table 4.11:

Table 4.11 A Matching Approach

Long Stay Tourism Development	
Demands	Supplies
Beauty nature	Paradise and untouched beaches, islands, etc
Beautiful landscape	Waterfalls, caves, mountains, river, etc.
Corals and rainforest	Diving sites, snorkeling, rainforest, etc.
Warm climate	Warm temperature (whole year)
Good accommodations (hotel, resort, etc)	There are varieties of accommodations with international standard.
Sports, recreations and tourist activities,	Potentials (Rock climbing, diving, etc)
Entertainments	There are many bars, discos, and clubs, in the tourist areas.
Security and Safety	24 hour security and safety system, tsunami warning system, etc.

Reasonable expenses and cost	Economical costs, some areas are not tourism price yet.
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Table 4.11 (Continued)

Long Stay Tourism Development	
Demands	Supplies
Friendly people	Natural friendliness of local people in Krabi
Clean environment	Nice atmosphere for relaxation, active environmental work, etc.
Interest of culture	There are plentiful in culture, ancient archeological sites, palaces and temples as well as unique lifestyles.
Health and Wellness	There are many spa places, a variety of spa services, massage, meditation, etc.
Good hospital	Improving quality and services of hospitals.
Good food	Vast array of restaurants, food stalls, markets, international food/ restaurants, local food traditions and restaurants.

4.3.2 The Recommendations for a Guideline of Marketing Strategies for Long Stay Tourism Development Program in Krabi are Classified by the Marketing Mix and the Responsibility of Each Sector

4.3.2.1 Government Authorities and Local Government

Authorities

This study identified that there is poor coordination among the stakeholders for the long stay tourism development program. A long stay tourism development program is currently being promoted by a single company (Thailand Long Stay Company) with their own objectives without involving all stakeholder groups affected. Therefore, the long stay tourism development program is not well-known; even the Tourism Authority of Thailand's staff in Krabi does not know and understand this program. Government authorities in tourism and stakeholders in tourism, environmental and social groups, academics, experts/professionals, and local communities need to work together towards the effective long stay tourism development policies.

Therefore, respective government and private sectors should be involved to make better stakeholder collaboration and this study's recommendations initiating the following mechanism for the mentioned collaboration.

1). The government should work as a leadership organization, create and develop a policy and master plan by the integration of opinions, ideas and suggestions from tourism stakeholders in Krabi, and then set up common strategies for long stay tourism development program in Krabi based on Krabi's potentials and follow its implementation by each organization/institution accordingly.

2). Government authorities who are directly responsible for this program should provide the necessary knowledge and information about long stay tourism to the respective stakeholders to achieve the expected goals.

3). Create a task force to work with the respective stakeholders. The task force should do the preparation, implementation, marketing, promotions, public relations on long stay tourism development program.

4). Develop a measure of success of long stay tourism not only by the indicators on long stay tourism revenue but also by using other indicators reflecting protection of the environment, benefits for the people and the culture, support of the local economy and long stay tourist satisfaction.

5). Long stay tourism development program should consider the main target market, their demands, including Krabi's potentials, competitive advantages in order to make or increase their competitive ability.

6). Government should provide training courses to related stakeholders on long stay tourism development program, especially, tourism service providers such as hotels, resorts, tour operators, restaurants, travel agencies, souvenir shops and local government authority, local communities, tourism organizations etc.

7). Set regular meetings with related stakeholders in order to obtain new ideas for future development such as product development, promotions, new strategies etc and to discuss jointly related problems for better solutions and plans.

8). Declare Krabi as a Long stay tourist destination in Thailand, enhance positive and minimize negative outcomes.

9). Government should take initiative on infrastructure development for long stay tourism development program (e.g. improvement of transportation system, road, ferry, bridge etc.)

10). Establish long stay tourism marketing development plans and set up Krabi's positioning as 'The Paradise of long stay Tourism'. For marketing and communication, the emphasis should be on the strong image/identity of long stay tourism in Krabi.

11). Government has decentralized powers to local government authorities and localities for the purpose of independence and self-determination of local affairs therefore it should promote and encourage them to preserve, maintain and protect the natural resources, environment, culture, historical sites, etc.

12). Product development

The objective of product development is to meet tourists' demand (e.g. Making a special packages for this target group by using Krabi's competitive advantages/Low cost of living/Good climate/weather/Amazing tourist attractions/Culture and etc.)

- Set up the criteria for long stay tourism service providers to maintain quality standards

- Create new long stay tourism activities for long stay tourism service providers and tourist attractions. (e.g. accommodations, restaurants, tour programs and etc.)

- Introduce long stay tourism program and other related information to government and private sectors in Krabi such as tourism service providers, including international tourists.

- Develop and maintain the quality of tourist attractions, environment.

- Encourage respective companies, factories, local people to create their own products as souvenirs e.g. batik, weaving, pottery, wood carving, jewelry, etc.)

- Basic structure improvement and development for long stay tourism (e.g. Public-utility system, electricity, water, communication, transportation and etc.) All these should be government's roles to support long stay tourism development program.

13). Channel/media development to access main target groups, study media or other channels as to what the best way is to access the target group.

14). Human resource development for long stay tourism

As mentioned before, human resource development for long stay tourism should start from an administrative level and operative/implemental level, staff or workers in each kind of long stay tourism business, work and level. Government's supports in producing equipped wise men and developing people for long stay tourism are very important. Government should develop and encourage higher education institutions in Krabi to conduct various training programs for long stay tourism development on a continual basis. In the end, the institutions will be able offer academic program covering long stay tourism.

4.3.2.2 Tourism Service Providers

1). Tourism service providers are playing a key role due to the fact that they take care of the tourists and give them service. Therefore, tourism service providers should contribute to long stay tourism by following the policy and plan of long stay tourism in order to achieve the goals.

2). Should be closely and actively working together with government and local government authorities and other stakeholders in the long stay tourism development program.

3). Should not focus on only revenue or benefit to their organization, should also focus more on society, communities' benefit, environment and know how to conserve and manage tourism resources.

4). Tourism service providers have to be prepared to invest in additional facilities and amenities to meet the long stay tourists' needs.

5). Provide appropriate staff training courses or seminars on long stay and short stay tourism to their staff/workers to improve the quality of personnel, enhance tourism services and standards and set up regular meetings to discuss the related problems or obtain new ideas for this program.

6). Concentrate on their own product development, and continually improve them.

7). Have their own advertising and public relations to promote long stay tourism and launch advertising campaigns locally and abroad.

- 8). Tourism service providers should work closely and actively other stakeholders such as communities, insurance companies, health centers or hospitals, and etc.
- 9). Maintain and create better marketing strategies and promotions.
- 10). Study or survey the long stay tourists' demands and make a "matching approach" between the demand of long stay tourists and supply of tourism service providers in Krabi.
- 11). Develop a rich menu of tourist activities in Krabi such as:
 - Ecotourism activities; kayaking in mangroves at Ao-Thalen, Tha Pom swamp forest, bird watching, viewing nature sceneries, nature walks, rainforest excursion and diving/snorkeling and etc.
 - Adventure activities; trekking and camping, rock climbing, mountain-biking, sailing, sport-fishing and etc.
 - Home-stay in fishing villages including fishing trips with fishermen
 - Live in a farm and participate in rubber and oil palm production and etc.
 - Cultural tourism; visit places of historical or religious interest or participate in Buddhism activities etc
 - Health and wellbeing tourism; massage and meditation etc
 - Educational tourism; learning Thai cooking, Thai language, Thai boxing, surfing lesson, study in Thailand and etc.
 - Special target group tourism; couples to be married, yoga group and etc.
- 12). Meet or exceed tourist expectations with hospitality and high quality services.
- 13). Offer highly skilled tourism guides and staff with the ability to speak English.
- 14). Ensure high security and safety for tourists (traffic, crime, health service, etc.)
- 15). Provide diverse information materials (including English language) such as brochure, posters, map, etc.)
- 16). Offer convenient tourism facilities in their own organizations such as bathrooms, information centers, etc.

- 17). Provide the services and products for all kind of target groups (handicapped, elderly and children)
- 18). Maintain contact with past customers by sending news, special tourism promotions, greeting cards, e-mail, etc.
- 19). Buy local products, consume local food
- 20). Employ local people and educate them
- 21). Extend the tourism season
- 22). Contribute to the government revenue (taxes and fees)

4.3.2.3 Local Community

- 1). Collaborate with government, local government's administrators for long stay tourism development program and participate in environmental management, long stay tourism planning with the administrators.
- 2). A slogan for long stay tourism development program in Krabi could be "Welcome Guests to Our Hospitality". This means that "as good hosts, people in the communities should be proud to show the best of Krabi as their home and help the guests to understand and appreciate living in Krabi as long stay tourists."
- 3). Krabi's communities and villages are one of the most important stakeholders who should play an important role in the long stay tourism development program by starting local tourism development groups which could work with local tourist information center and other stakeholders.
- 4). Local tourism development groups should promote their own areas, capacity building, and tourist attractions and offer a platform for individual/local tourism service providers interested in developing new tourism products and businesses such as small shops, restaurants, transportation service, guide service, tourism or cultural activities and etc.
- 5). The community should keep an eye on tourists' security and safety and also improve the safety systems (fire, tsunami, sea safety, urgent health care etc.) by engaging the local clinic, local police station, other local resources as well as local volunteers.

6). The community should preserve, maintain and protect the quality of the environment, control and eliminate pollutions. The local people's area should be clean and nice for tourists, as well as improving the various services and facilities offered to the tourists.

7). Educate local people, including the next generation to be aware of the importance of the environment and local culture.

8). Provide good quality tourism products to the tourists such as restaurants, food and drink, souvenirs, tourist activities, etc.

Table 4.12 Summary of the Recommendations

Strategic Management	Proposed Recommendation	Responsible Sector
1. Top level management	<ul style="list-style-type: none"> - Work as leadership organization, create and develop a policy and master plan - Provide knowledge and information 	Tourism Authority of Thailand, Office of Tourism Development, Department of Export Promotion, Thailand Long Stay Providers Association, Office of Commercial Affair, Ministry of Natural Resources and Environment, Ministry of Foreign Affairs, Ministry of Sports and Tourism, Office of Sports and Recreation.
Destination Development	- Create and increase the additional	TAT, OTD, Office of

1.1 Tourist Attraction	<p>attractions.</p> <ul style="list-style-type: none"> - Develop and maintain the existing attractions and control conservation areas. 	<p>Development, Ministry of Natural Resources and Environment, Office of Agriculture, Ministry of Culture, Office of Sports and Recreation.</p>
1.2 Tourist Activities	<ul style="list-style-type: none"> - Provide and create more tourist activities and rich menu of choice. 	<p>TAT, OTD, Office of Commercial Affair, Office of Agriculture, Ministry of Natural Resources and Environment, Ministry of Culture, Office of Sports and Recreation, Tourism Service and Product Providers</p>

Table 4.12 (Continued)

Strategic Management	Proposed Recommendation	Responsible Sector
1.3 Accommodation	<ul style="list-style-type: none"> - Provide facilities and services needed by its clients. - Improve hotel facilities and services to meet international standard. 	<p>TAT, OTD, Hotel Association, Office of Sports and Recreation. Office of Commercial Affair, Ministry of Natural Resources</p>

		and Environment,
1.4 Infrastructure, public utilities & transportation	<ul style="list-style-type: none"> - Develop to meet the need and growth of tourism. - Establish direct flights from target country to Krabi. - Free visa for long stay tourists. - Extend and develop road, bridge. 	Krabi Department of Rural Roads, Amphoe, Department of Provincial Administration, Krabi Office of Public Works and Town and Country Planning, Governor's Office, Department of Transport, Tourism Service Providers
1.5 Facilities & services development	<ul style="list-style-type: none"> - Develop hospitals in Krabi to meet international standard. - Hospitals, spa and wellness should be easily accessible for tourists. 	Krabi Provincial Health Office, Spa and Wellness Association,
2. Information system development and Human Resource development	<ul style="list-style-type: none"> - Develop tourism information - Develop staff or people, who need to train and develop knowledge, language skill, service skill, etc. - Provide academic program on long stay tourism. - Train local guides and other volunteers to help and support tourists. 	Governor's Office (Information Group), Office of Sports and Recreation, Krabi Provincial Center for skill development, Educational institutions inside Krabi

Table 4.12 (Continued)

Strategic Management	Proposed Recommendation	Responsible Sector
3. Marketing strategies and Public relations	<ul style="list-style-type: none"> - Declare Krabi as a long stay destination. - Set up marketing strategies, product and service positioning. - Match tourists' expectations and demands with supplies. - Make a long stay promotion, road show inside and outside country, events, festivals, fairs, etc. - Develop souvenir or OTOP product. 	Office of Sports and Recreation, Governor's Office, Community Development Provincial Office of Krabi, Tourism Authority of Thailand, Office of Commercial Affairs, Tourism Service Providers, Local Communities
4. Provide security & safety to tourists and develop terrorism protection system	<ul style="list-style-type: none"> - Install warning system, security cameras, communicated radios. 	Krabi Provincial of Disaster Prevention and Mitigation Office, Governor's Krabi Office

4.4 Limitations of the Study

1). It was necessary to conduct the survey in October 2008 during the tourist low season and during the period of political instability which affected the number of tourists arriving in Thailand. It would be advantageous if the survey could have been done in the high season. However, the survey was successful with the number necessary for this study.

2). Obtaining the information from government authorities and local government authorities did not go smoothly because the government officers were occupied with their own work.

3). For the study there was a need to obtain information from various type of tourism service providers such as restaurants, souvenir shops, tour agents and etc. However, it was very difficult to obtain information from these because of the staffs' lack of English language ability prevented them from having close contact with their customers or guests to acquire this information and therefore they were unable to answer some questions. Therefore, the researcher decided to collect data only from accommodation service providers because they had the tourists' information and most of them were able to provide the necessary information for the study.

4.5 Recommendations for Further Study

1). The results showed that medical and health care are the most important facilities and services which the international tourists are looking for to support their long stay. Consequently, further study should be done on the possibility of hospitals in Krabi to be developed to meet international standards in order to support long stay tourism or the possibility of Krabi to be developed as a medical or health care center.

2). Most long stay tourists come from cold winter areas like Europe in Thailand's peak or high season. It would therefore be beneficial to do further study in high or peak season to gather additional information.

3). The results showed the present situation of supply factors, main market potential, international tourist's behaviors for long stay tourism. It will good for further study and offer marketing strategies for the Long Stay Tourism Development Program.

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APPENDICES

Appendix A

Number of Krabi Long Stay Tourists from Each Country 2007

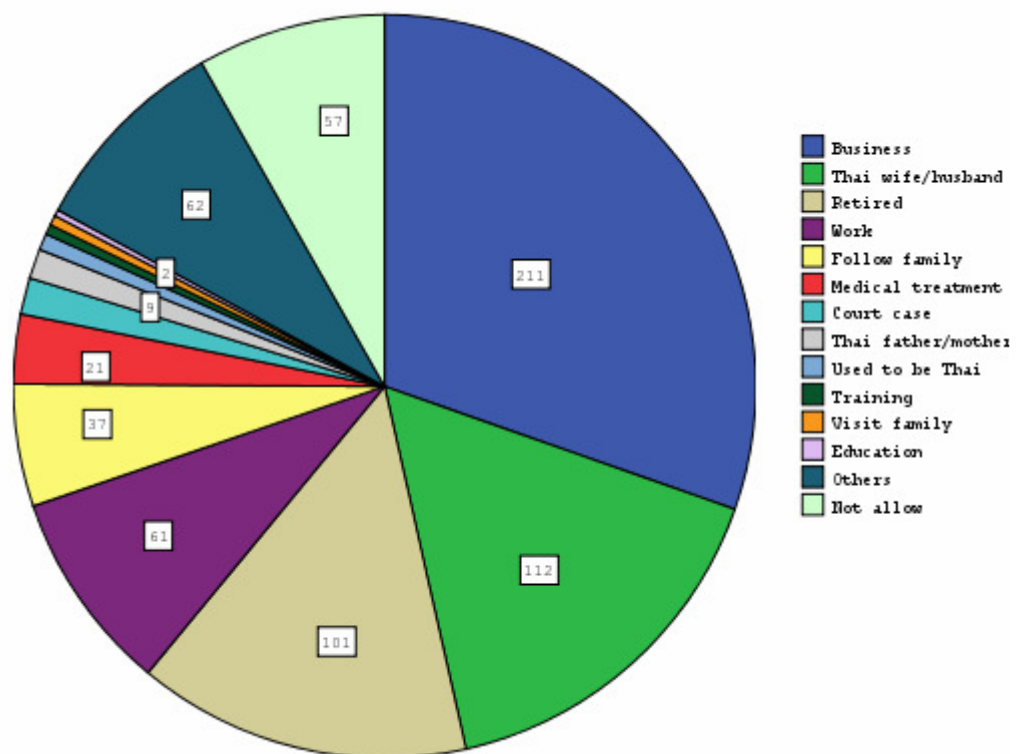
Country	Number	Percent	Country	Number	Percent age
<u>Europe</u>			<u>Asia</u>		
1. United Kingdom	62	8.9	21. Philippines	37	5.3
2. Germany	55	7.9	22. India	33	4.7
3. England	38	5.5	23. Japan	25	3.6
4. Sweden	36	5.2	24. Myanmar	24	3.5
5. France	34	4.9	25. China	11	1.6
6. Switzerland	32	4.6	26. Malaysia	10	1.4
7. Italy	30	4.3	27. Korea	8	1.2
8. Britain	27	3.9	28. Pakistan	6	.9
9. Netherland	25	3.6	29. Bangladesh	5	.7
10. Denmark	18	2.6	30. Nepal	4	.6
11. Norway	9	1.3	31. Cambodia	4	.6
12. Austria	6	.9	32. Taiwan	3	.4
13. Belgium	3	.4	33. Indonesia	2	.3
14. Iceland	3	.4	34. Lao	2	.3
15. Finland	3	.4	35. Sri Lanka	1	.1
16. Bulgaria	2	.3	36. Vietnam	1	.1
17. Ukraine	2	.3	Total	176	25.3
18. Turkey	1	.1	<u>North America</u>		
19. Czech	1	.1	37. USA		
20. Slovakia	1	.1	38. Canada	33	4.7
Total	388	55.7	Total	26	3.7
			<u>Australia</u>	59	8.4
			39. Australia		
			40. New Zealand	17	2.4

			Total	6	.9
			<u>Africa</u>		
			41. South Africa	23	3.3
			42. Morocco		
			Total		
				1	.1
			Others (N/A)	1	.1
			Total	2	.2
				47	6.8
				695	100

Source: Immigration, Krabi, 2008

Appendix B

Long Stay Tourists' Objectives in Krabi, 2007



Source: Immigration Office Krabi, 2008

The majority of long stay tourists' objectives are to come for business 30.4 percent, have Thai wife or husband 16.1 percent, retired 14.5 percent, work 8.8 percent, follow family 5.3 percent, medical treatment 3 percent, court case 1.6 percent, Thai father or mother 1.3, used to be Thais but now they changed their nationalities .7 percent, training .4 percent, visit family .4 percent, and education .3 percent. For long stay tourists, who did not inform their objectives 8.9 percent and the immigration office did not allow the long stay tourists to stay longer 8.2 percent.

However, long stay tourists cannot run a business or earn income during their stay. Therefore, 272 numbers of tourists, who extend their visa in order to run their business

or work, and earn income, are not long stay tourists. From total tourist number for visa extension in 2007 in Krabi's immigration (see Appendix B) was 695; it should cut 272 number of tourists who have as their objective as business or work, number of tourists who were not allowed to extend their visa, and other objective which tourists did not inform their objective so the total numbers for long stay tourists should be 304.

Appendix C

Thailand's Travel Trends of the Year 2010, Foreign Arrivals (millions), Thai Tourists (million trips), Spending (baht/head/trip) and Total Revenue (million baht)

Foreign Arrivals						
Year	Number	%change	Spending	% change	Revenue	% change
2006	13.65	+18.52	35,238	+10.47	481,000	+30.93
2007	14.80	+8.42	36,993	+4.98	547,500	+13.38
2008	15.72	+6.22	38,295	+3.52	602,000	+9.95
2009	16.60	+5.60	39,939	+4.29	663,000	+10.13
2010	17.65	+6.33	41,473	+3.84	732,000	+10.41

Source: Tourism Authority of Thailand, 2007

Thailand's travel trend in 2010 will be increasing. These trends will be also good opportunities for long stay tourism, especially, the tourists who have high financial potential or retired group.

Appendix D

Trend of World's Aged People Number (60 years old+) in 1995, 2025 and 2050

Year	Aged people number (Male)	Percentage	Aged people number (Female)	Percentage
1995	242,632,000	8.4	300,061,000	10.6
2025	545,333,000	13.1	635,850,000	15.4
2050	915,688,000	18.6	1,053,558,000	21.4

Source: Concepcion, M.B. (1996) United Nations, ESCAP

Trend of World's aged people number (60 years old+) in 1995, 2025 and 2050 will be increasing.

Appendix E

QUESTIONNAIRE FOR INTERNATIONAL TOURIST

Interviewer:

Date
Interviewed:

d d m m y

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Sample no.



The Potential of Changwat Krabi to be Developed as A Long-stay Tourist Destination

The aim of this survey is to collect statistical information for a thesis of the International Master of Business Administration (MBA) program at the Faculty of Hospitality and Tourism, Prince of Songkla University, Thailand. The information collected with this questionnaire will be used only for academic purposes and are kept strictly confidential. Your kind cooperation in this regard is highly appreciated.

Miss. Thanatip Boonyarat
(Researcher)

Definition: Long stay tourism means long stay tourists are mainly overseas visitors who come to Thailand to spend their leisure time in the country for more than one month to six months in a year. However, the period of stay should not exceed one year. They have no desire to make a living or to earn income in Thailand.

Remarks: One Stop Service Center's functions are to provide the information, contact the various of sectors or organizations to facilitate for long stay tourists, provide the standard accommodation as client's needs, contact with immigration offices for extending the length of stay, contact with Siam Commercial Bank for opening bank accounts and others.

Instruction: Please tick (✓) appropriate boxes.

Part 1: International tourist profile

1. Gender: 1. Male 2. Female

- 2. Age:**
1. Less than 20 2. 21-30 3. 31-40
 4. 41-50 5. 51-60 6. Over 60 years old

3. Nationality:

- 4. Education:**
1. Secondary or less 2. High school
 3. Bachelor 4. Master or higher

- 5. Occupation:**
1. Self employee 2. Government employee
 3. Business Employee 4. Business owner
 5. Retired/unemployed 6. Professional (lawyer, doctor, engineer, etc.)

- 6. Have you ever been to Thailand before?**
1. Yes 2. No

7. How many times have you been to Thailand?

1. First time 2. 2-3 times
 3. 4-5 times 4. More than 5 times

8. Length of stay in Thailand

1. Less than 5 days 2. 6-10 days
 3. 11-15 days 4. 16-30 days
 5. 31-60 days 6. 61-90 days
 7. 91-120 days 8. 121-180 days
 9. 181-365 days 10. More than 366 days

8. Traveling characteristic

1. Alone 2. With spouse only
 3. With family 4. With friends
 5. With tour group

9. Monthly income

1. Less than 1,000 US\$ 2. 1,000-2,000 US\$
 3. 2,001-3,000 US\$ 4. 3,001-4,000 US\$
 5. 4,100-5,000 US\$ 6. More than 5,001 US\$

Part two: International tourist's behaviors, preferences and activities

1. Which is your main purpose for visiting Krabi? (Please choose only one answer)

- | | |
|---|--|
| 1. <input type="checkbox"/> Holiday/vacation/leisure | 2. <input type="checkbox"/> Visiting Friends & Relatives |
| 3. <input type="checkbox"/> Conference/seminar | 4. <input type="checkbox"/> Business |
| 5. <input type="checkbox"/> Training | 6. <input type="checkbox"/> Working |
| 7. <input type="checkbox"/> Other (please specify)..... | |

2. What are your special interests for visiting Krabi? (Multiple choice question)

- | | |
|--|---|
| 1. <input type="checkbox"/> Sun & Beaches | 2. <input type="checkbox"/> Nature & Sceneries |
| 3. <input type="checkbox"/> Sports/Recreations | 4. <input type="checkbox"/> Business |
| 5. <input type="checkbox"/> Education/Study | 6. <input type="checkbox"/> Marine |
| 7. <input type="checkbox"/> Culture & Heritage | 8. <input type="checkbox"/> Health & Wellness |
| 9. <input type="checkbox"/> Events/Festivals | 10. <input type="checkbox"/> Shopping/Trade |
| 11. <input type="checkbox"/> Entertainment/Amenities | 12. <input type="checkbox"/> Religions |
| 13. <input type="checkbox"/> Nightlife | 14. <input type="checkbox"/> Other (please specify) |

3. What places did you visit during your stay in Krabi? (Multiple choice question)

- | | |
|---|---|
| 1. <input type="checkbox"/> Ao-nang | 2. <input type="checkbox"/> Phi Phi Island |
| 3. <input type="checkbox"/> Lanta Island | 4. <input type="checkbox"/> Ao-Rai Lay |
| 5. <input type="checkbox"/> Thale Waek | 6. <input type="checkbox"/> Noppharat Thara Beach |
| 7. <input type="checkbox"/> Hot waterfall | 8. <input type="checkbox"/> Emerald Natural Pool |
| 9. <input type="checkbox"/> Krabi Town | 10. <input type="checkbox"/> Huay Toh Waterfall |
| 11. <input type="checkbox"/> Khao Khanap Nam | 12. <input type="checkbox"/> Tiger Cave |
| 13. <input type="checkbox"/> Fossils Shell Beach | 14. <input type="checkbox"/> Hin Muang Hin Daeng |
| 15. <input type="checkbox"/> Koh Rok | 16. <input type="checkbox"/> Mu Koh Hong |
| 17. <input type="checkbox"/> Khao Pra-Bang Khram Wildlife Sanctuary | |
| 18. <input type="checkbox"/> Khao Phanom Bencha National Park | |
| 19. <input type="checkbox"/> Other (please specify) | |

4. Have you ever been to Thailand for long stay tourism?

- | | |
|---------------------------------|--------------------------------|
| 1. <input type="checkbox"/> Yes | 2. <input type="checkbox"/> No |
|---------------------------------|--------------------------------|

If no, in case you have a chance to come to Krabi for long stay tourism, please continue.

5. What are the factors which effect your decision to choose the long stay destination?

(Multiple choice question)

- | | |
|---|--|
| 1. <input type="checkbox"/> Safety/Security | 2. <input type="checkbox"/> Natural Beauty |
|---|--|

- | | |
|---|---|
| 3. <input type="checkbox"/> Promptness | 4. <input type="checkbox"/> Conducive Environment |
| 5. <input type="checkbox"/> Language Barrier | 6. <input type="checkbox"/> Medical services/Availability |
| 7. <input type="checkbox"/> Cost and Expenses | 8. <input type="checkbox"/> Local Attitude |
| 9. <input type="checkbox"/> Weather/Climate | 10. <input type="checkbox"/> Cultural Heritage |
| 11. <input type="checkbox"/> Quality of living | 12. <input type="checkbox"/> People & Services available |
| 13. <input type="checkbox"/> Other (please specify) | |

6. What kind of accommodations would you prefer for long stay in Krabi?

(Please choose only one answer)

1. Condominium/Apartment/High building
2. Hotel/Resort/Bungalow/Guest house/Home-stay
3. Specific projects which will be suitable for long stay tourist's demands
4. Nursing house/Retirement house
5. House (Buying own house in Krabi)
6. Other (please specify):

7. Which accommodation area do you prefer for long stay in Krabi?

(Please choose only one answer)

- | | |
|---|--|
| 1. <input type="checkbox"/> Krabi Town | 2. <input type="checkbox"/> Phi Phi Island |
| 3. <input type="checkbox"/> Ao-nang | 4. <input type="checkbox"/> Pu Island |
| 5. <input type="checkbox"/> Lanta Island | 6. <input type="checkbox"/> Noppharat Thara Beach |
| 7. <input type="checkbox"/> Railay Beach | 8. <input type="checkbox"/> Klong Muang Beach |
| 9. <input type="checkbox"/> Nammao Beach | 10. <input type="checkbox"/> Tonsai Beach |
| 11. <input type="checkbox"/> Tup Kaek Beach | 12. <input type="checkbox"/> Near Emerald Natural Pool |
| 13. <input type="checkbox"/> Other (please specify) | |

8. What kind of facilities or services will be supporting your long stay?

(Multiple choice question)

- | | |
|--|---|
| 1. <input type="checkbox"/> Your national restaurant | 2. <input type="checkbox"/> Medical & health cares |
| 3. <input type="checkbox"/> Entertainment/amenities | 4. <input type="checkbox"/> Training institutions |
| 5. <input type="checkbox"/> Sports & recreation | 6. <input type="checkbox"/> Information Technology Center |
| 7. <input type="checkbox"/> One Stop Service Center | 8. <input type="checkbox"/> Manpower/helper/worker |
| 9. <input type="checkbox"/> 24-hour security system | 10. <input type="checkbox"/> Insurance Company |

11. Religion Center12. Tour operator

13. Other (please specify)

9. What are your other special needs/facilities/services to support your long stay in Krabi?

.....

.....

.....**Part 3: Tourist perception for images of Attractions, Accessibility, Accommodations, Activities, Facilities and Amenities in Krabi (Please tick or circle on the appropriate number)**

	1. Strongly disagree	2. Disagre e	3. Neutral	4. Agree	5. Strongly agree
1. Tourist attractions are outstanding	1	2	3	4	5
2. There are many tourist attractions	1	2	3	4	5
3. The accessibility to Krabi is convenient	1	2	3	4	5
4. Transportation inside Krabi is convenient	1	2	3	4	5
5. Price of transportation fare is fair	1	2	3	4	5
6. Road condition is safe while traveling	1	2	3	4	5
7. There are varieties of accommodations	1	2	3	4	5
8. Krabi's atmosphere is nice for staying and relaxation	1	2	3	4	5
9. There are varieties of tourism activities	1	2	3	4	5
10. There are many night entertainment activities	1	2	3	4	5
11. Krabi is suitable for sport activities	1	2	3	4	5

12. The facilities are of high standard	1	2	3	4	5
13. There are variety of amenities	1	2	3	4	5
14. You are confident with medical/health services	1	2	3	4	5
15. You are satisfied with health and spa services	1	2	3	4	5
16. You're satisfied with local food and drinks	1	2	3	4	5
17. You are satisfied with souvenir products	1	2	3	4	5
18. People in Krabi are friendly	1	2	3	4	5
19. You feel confident and safe while traveling	1	2	3	4	5
20. Krabi is popular for tourist group	1	2	3	4	5

Part 4: Tourist's coming back

1. If you have a chance, would you like to come back to Krabi for long stay tourism?

1. Yes. 2. No.

2. Which reasons do you want to come back to Thailand for long stay tourism?

(Multiple choice question)

- | | |
|--|--|
| 1. <input type="checkbox"/> Thai people are friendly | 2. <input type="checkbox"/> Nature & Sceneries |
| 3. <input type="checkbox"/> Cost of living | 4. <input type="checkbox"/> Culture & Heritage |
| 5. <input type="checkbox"/> Relaxation | 6. <input type="checkbox"/> Medical/health cares |
| 7. <input type="checkbox"/> Climate/weather | 8. <input type="checkbox"/> Security and safety |
| 9. <input type="checkbox"/> Great hospitality | 10. <input type="checkbox"/> Sightseeing |
| 11. <input type="checkbox"/> Good environment | 12. <input type="checkbox"/> Visiting relatives/friends |
| 13. <input type="checkbox"/> Sport activities | 14. <input type="checkbox"/> Recreation, entertainment, activities |
| 15. <input type="checkbox"/> Learning/training courses | 16. <input type="checkbox"/> Other (please specify) |

3. In your opinion what are the problems or obstacles of the long stay tourism and

guidelines for development/correction?

Problems or obstacles

- 1)
-
- 2)
- 3)
-

Development/correction?

- 1)
-
- 2)
-
- 3)
-

4. What advantages and disadvantages for long stay tourism do you think?

Advantages

- 1)
-
- 2)
-
- 3)
-

Disadvantages

- 1)
-
- 2)
-
- 3)
-

13. Do you have any ideas or suggestions for long stay tourism development?

1)

.....

2)

.....

3)

.....

4)

.....

Appendix F

QUESTIONNAIRE FOR TOURISM SERVICE PROVIDERS

Interviewer:

Date
Interviewed:

d	d	m	m	y



Sample no.

The Potential of Changwat Krabi to be Developed as A Long-stay Tourist Destination

The aim of this survey is to collect statistical information for a thesis of the International Master of Business Administration (MBA) program at the Faculty of Hospitality and Tourism, Prince of Songkla University, Thailand. The information collected with this questionnaire will be used only for academic purposes and are kept strictly confidential. Your kind cooperation in this regard is highly appreciated.

Miss. Thanatip Boonyarat
(Researcher)

Definition: Long stay tourism means long stay tourists are mainly overseas visitors who come to Thailand to spend their leisure time in the country for more than one month to six months in a year. However, the period of stay should not exceed one year. They have no desire to make a living or to earn income in Thailand.

Remarks: One Stop Service Center's functions are to provide the information, contact the various of sectors or organizations to facilitate for long stay tourists, provide the standard accommodation as client's needs, contact with immigration offices for extending the length of stay, contact with Siam Commercial Bank for opening bank accounts and others.

Instruction: Please tick \surd in or please write your opinion, suggestion in the blank completely.

Part 1: Basic information of tourism entrepreneurs/service providers.

- 1.) Gender male female
- 2.) Occupation Position
- 3.) Type of tourism business operation
 accommodation restaurant souvenir shop tour agency
- 4.) Area Tambon Amphur Province

Part 2: To study the current and future long stay situation

- 1.) **How is the number of long stay tourists in the present?**
 Increasing Stable Decreasing
- 2.) **Which country do the long stay tourist come from? Please mark ($\sqrt{\quad}$) in the blank. (Multiple choice question)**
 (...) Japan (...) Norway (...) Holland (...) Hong Kong
 (...) Canada (...) Germany (...) Denmark (...) England
 (...) Korea (...) Singapore (...) USA (...) Finland
 (...) Sweden (...) France (...) Others.....
- 3.) **What do you think the future long stay tourism situation is in your area?**
Trend in term of promoting and developing will be
 Increasing Stable Decreasing

Part 3: tourism entrepreneurs/service providers' long stay tourism program interests and providing facilities or services

- 4.) **Tourism entrepreneur's long stay tourism service program**
 Your organization has never heard or planned for long stay tourism program.
 Your organization is going to provide products & services for long stay tourism.
 Your organization have provided products & services for long stay tourism.
- 5.) **Would your organization like to participate for long stay tourism program?**
 Yes No
- 6.) **Is your organization ready to provide products and services for long stay tourism program?**

Yes No

7.) Does your organization need help from government for long stay tourism program?

Yes No

What?

8. What kind of facilities or services are you providing now?

(Multiple choice question)

- | | |
|---|---|
| 1. <input type="checkbox"/> Restaurant | 2. <input type="checkbox"/> Medical & health cares |
| 3. <input type="checkbox"/> Entertainment/amenities | 4. <input type="checkbox"/> Training institutions |
| 5. <input type="checkbox"/> Sports & recreation | 6. <input type="checkbox"/> Information Technology Center |
| 7. <input type="checkbox"/> One Stop Service Center | 8. <input type="checkbox"/> Manpower/helper/worker |
| 9. <input type="checkbox"/> 24-hour security system | 10. <input type="checkbox"/> Insurance Company |
| 11. <input type="checkbox"/> Religion Center | 12. <input type="checkbox"/> Tour operator |
| 13. Other (please specify) | |

Part 4: To study the problems, obstacles, and the guidelines for future long stay tourism development in Krabi.

Problems and obstacles	Guidelines for improvement/development
1) Budget 1) 2) 3)	1) 2) 3)
2) Manpower/staff 1) 2) 3)	1) 2) 3)
3) management services 1) 2) 3)	1) 2) 3)
4) Marketing 1)	1)

2)	2)
3)	3)
5) Co-ordination	
1)	1)
2)	2)
3)	3)

Appendix G

QUESTIONNAIRE FOR GOVERNMENT MANAGEMENT OFFICER

Interviewer:

Date
Interviewed:

d	d	m	m	y



Sample No.:

The Potential of Changwat Krabi to be Developed as A Long-stay Tourist Destination

The aim of this survey is to collect statistical information for a thesis of the International Master of Business Administration (MBA) program at the Faculty of Service Industries of Prince of Songkla University, Thailand. The information collected with this questionnaire will be used only for academic purposes and are kept strictly confidential. Your kind cooperation in this regard is highly appreciated.

Miss. Thanatip Boonyarat
(Researcher)

Definition: Long stay tourism means long stay tourists are mainly overseas visitors who come to Thailand to spend their leisure time in the country for more than one month to six months in a year. However, the period of stay should not exceed one year. They have no desire to make a living or to earn income in Thailand.

Remarks: One Stop Service Center's functions are to provide the information, contact the various of sectors or organizations to facilitate for long stay tourists, provide the standard accommodation as client's needs, contact with immigration offices for extending the length of stay, contact with Siam Commercial Bank for opening bank accounts and others.

Instruction: Please tick \checkmark in \square or \circ or put the number in order of importance, your choice or

please write your opinion, suggestion in the blank completely.

Part 1: Basic information of government top management officers and other officers who are related to long stay tourism.

1. Organization's name

- Authority of Thailand (TAT) Ministry of culture
 Office of development Office of agriculture
 Office of commercial affair Office of sports and recreation
 Ministry of natural resources and environment

2. What are the goals/objectives of your organization?

- 1)
.....
2)
.....
3)
.....

3. What are your organization's mission /vision?

Mission:
.....
Vision:
.....

4. Do you have any policies or guidelines which are related to tourism industry or long stay tourism? Yes No

If any, what are they?
.....
.....

Part 2: Study the present situation of long stay tourism. (Your opinions)

1. How is the number of long stay tourists in the present in Krabi?

- Increasing Stable Decreasing

2. Which country do the most long stay tourists come from? (*Multiple choice question*)

- 1. Sweden 2. Germany 3. U.K.
- 4. U.S.A. 5. France 6. Denmark
- 7. Singapore 8. Norway 9. Finland
- 10. Australia 11. Canada 12. Switzerland
- 13. Netherlands 14. Italy 15. Austria
- 16. Japan 17. Singapore 18. Other (please specify)

3. What do you think the future long stay tourism situation is in your area?

Trend of your organization in term of supporting, promoting and developing to long stay tourism in Krabi will be

- Increasing Stable Decreasing

4. What are the challenges/advantages that your organization sees in term of supporting, promoting and developing long stay tourism in Krabi?

.....

.....

.....

5. What are the problems/obstacles/disadvantages that your organization sees in term of supporting, promoting and developing long stay tourism in Krabi?

.....

.....

.....

6. What are your organization’s suggestions for supporting, promoting and developing long stay tourism in Krabi?

.....

.....

.....

7. What are the potential areas that can be developed as long stay destination in Krabi?

.....

.....

Why?.....

.....

8. To promote long stay tourism as a special market segment what developments do you consider necessary?

.....

.....

.....

9. Which organizations in Krabi you think required to work together with your organization?

1. Authority of Thailand
2. Office of Commercial Affair
3. Office of Development
4. Office of Sport & Recreation
5. Office of Agriculture
6. Ministry of Culture
7. Municipalities
8. Ministry of Natural Resources & Environment
9. Provincial Administrative Organization
10. Sub-district Administrative Organization
11. Other (please specify):

10. What are your responsibilities or role of working together with the other stakeholders related to long stay tourism?

.....

.....

Part 3: To study the benefits/advantages/disadvantages which are related to long stay tourism in the present and future.

1. **How will the long stay tourism provide to local people in Krabi in term of revenue, income, and benefit?**
 Increase No change Decrease
2. **Will long stay tourism force the investors to increase their investments more in their business?**
 Increase No change Decrease
3. **Will long stay tourism increase employments in Krabi?**
 Increase No change Decrease
4. **Will long stay tourism encourage local people to work on this business?**

Increase No change Decrease

5. Will long stay tourism change the life style of people?

Change No change

6. Will long stay tourism make international tourists feel appreciated and absorb to Thai culture?

Increase No change Decrease

7. Will long stay tourism make Thai culture stronger? (You can answer more than one.)

- Exposed the Thai culture better
 Integrated between foreign culture and Thai culture
 Chosen to adapt
 Maintained Thai culture

8. Will long stay tourism absorb or imitate the Thai culture?

Much Little No

9. Will long stay tourism change the local people's life style?

Positive Negative No change

10. Will long stay tourism form more relationship between local people and community?

Positive Negative No change

11. Will long stay tourism make local people move more to other area?

Increased No changed Decreased

12. Will long stay tourism have better relationships to local people than short-term tourists?

Better No difference

13. How will long stay tourism force infrastructure/public utility?

- | | | | |
|-----------------------|--------------------------------|--------------------------------|-------------------------------------|
| Transportation | <input type="radio"/> increase | <input type="radio"/> decrease | <input type="radio"/> No difference |
| Electricity | <input type="radio"/> increase | <input type="radio"/> decrease | <input type="radio"/> No difference |
| Water supply | <input type="radio"/> increase | <input type="radio"/> decrease | <input type="radio"/> No difference |
| Road | <input type="radio"/> increase | <input type="radio"/> decrease | <input type="radio"/> No difference |
| Telephone | <input type="radio"/> increase | <input type="radio"/> decrease | <input type="radio"/> No difference |
| Communication | <input type="radio"/> increase | <input type="radio"/> decrease | <input type="radio"/> No difference |
| Technology | <input type="radio"/> increase | <input type="radio"/> decrease | <input type="radio"/> No difference |
| Internet | <input type="radio"/> increase | <input type="radio"/> decrease | <input type="radio"/> No difference |

14. How will long stay tourism force security and safety?

Increase Not change Decrease

15. How will long stay tourism force drug problems in Krabi?

Increase Not change Decrease

16. How will long stay tourism increase crimes in Krabi?

Increase Not change Decrease

17. How will long stay tourism increase gambling in Krabi?

Increase Not change Decrease

18. Will long stay tourism destroy the environment in Krabi?

Increase Not change Decrease

19. Will public relation help to increase the good image to local/province/country in term of tourism promotion?

Increase Not change Decrease

Part 4: To study the problems, obstacles, and the guidelines for future long stay tourism development in Krabi.

Problems and obstacles	Guidelines for improvement/development
1) Budget 1) 2) 3) 4)	1) 2) 3) 4)
2) Manpower/staff 1) 2) 3) 4)	1) 2) 3) 4)
3) management services 1)	1)

2) 3) 4)	2) 3) 4)
4) Marketing 1) 2) 3) 4)	1) 2) 3) 4)
5) Co-ordination 1) 2) 3) 4)	1) 2) 3) 4)

Part 5: To study the suggestions for the long stay tourism operation.

- **What are your suggestions for the long stay tourism operation in Krabi?**

.....

.....

.....

.....

.....

.....

.....

.....

VITAE

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List of Publication

Thanatip Boonyarat and Manat Chaisawat (2009). *The Potential of Changwat Krabi to be Developed as a Long Stay Tourist Destination*. The 2009 Asia Pacific Forum for Graduate Students Research in Tourism, July 7-9, 2009, Seoul, Korea