



**The Assessment of International Tourists' Perception and Revisit Intention Towards
Thai Government's Beach Clean-up Policy: A Case Study of Patong Beach, Phuket**

Pattma Korkamnerkwin

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

Author Miss Pattama Korkamnertkawin

Major Program Hospitality and Tourism Management (International Program)

Major Advisor

.....
(Dr. Pornpisanu Promsivapallop)

Examining Committee:

.....Chairperson
(Assoc. Prof. Dr. Lertporn Parasakul)

.....
(Asst. Prof. Dr. Panuwat Phakdee-Auksorn)

.....
(Dr. Pornpisanu Promsivapallop)

The Graduate School, Prince of Songkla University, has approved this thesis as
partial fulfillment of the requirements for the Master of Business Administration Degree in
Hospitality and Tourism Management (International Program)

.....
(Assoc. Prof. Dr. Teerapol Srichana)

Dean of Graduate School

This is to certify that the work here submitted is the result of the candidate's own investigations.
Due acknowledgement has been made of any assistance received.

.....Signature

(Dr. Pornpisanu Promsivapallop)

Major Advisor

.....Signature

(Miss Pattama Korkamnerkawin)

Candidate

I hereby certify that the work has not already been accepted in substance for any degree, and is not being concurrently submitted in candidature for any other degree.

.....Signature

(Miss Pattama Korkamnerkwin)

Candidate

ชื่อวิทยานิพนธ์	การประเมินการรับรู้ของนักท่องเที่ยวต่างชาติที่มีต่อนโยบายการจัดระเบียบชายหาดและโอกาสในการกลับมาเยือนหาดป่าตองอีกครั้ง กรณีศึกษา:หาดป่าตอง จังหวัดภูเก็ต
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บทคัดย่อ

งานวิจัยครั้งนี้ประกอบด้วย 4 วัตถุประสงค์ ได้แก่ (1) เพื่อสำรวจการรับรู้ของนักท่องเที่ยวต่างชาติที่มีต่อนโยบายการจัดระเบียบชายหาด โดยรัฐบาล ที่หาดป่าตอง จังหวัดภูเก็ต (2) เพื่อตรวจสอบพฤติกรรมการใช้ชายหาดของนักท่องเที่ยวต่างชาติภายหลังมีการปรับใช้นโยบาย (3) เพื่อประเมินระดับความพึงพอใจของนักท่องเที่ยวต่างชาติที่มีต่อหาดป่าตอง (4) เพื่อทดสอบความสัมพันธ์ระหว่างการรับรู้, พฤติกรรมการใช้ชายหาด, ระดับความพึงพอใจ และโอกาสในการกลับมาเยือนอีกครั้งของนักท่องเที่ยวต่างชาติต่อหาดป่าตอง ซึ่งงานวิจัยนี้เป็นการศึกษาเชิงปริมาณ โดยใช้แบบสอบถามในการเก็บข้อมูล โดยระยะเวลาการเก็บข้อมูลเริ่มตั้งแต่กรกฎาคมถึงกันยายน 2559 ที่ชายหาดป่าตอง, สนามบินนานาชาติภูเก็ต และ โรงแรมบริเวณชายหาดป่าตอง โดยนักท่องเที่ยวชาวต่างชาติที่ไปเยือนหาดป่าตองภายหลังประกาศใช้นโยบายการจัดระเบียบชายหาด ได้ตอบแบบสอบถามด้วยตนเองจำนวน 389 ชุด จากนั้นข้อมูลถูกวิเคราะห์ด้วย สถิติเชิงพรรณนา, วิธีการวิเคราะห์ความแปรปรวนทางเดียว (One way Anova), สหสัมพันธ์ (Correlation) และไคสแควร์ (Chi-Square) เพื่อใช้ในการทดสอบสมมติฐาน นอกจากนี้ผลวิจัยจากคำถามปลายเปิดยังถูกนำมาวิเคราะห์อีกด้วย โดยผลวิจัยชี้ให้เห็นว่า มีความแตกต่างอย่างมีนัยสำคัญของการรับรู้, พฤติกรรมในการใช้ชายหาด, ความพึงพอใจและโอกาสในการกลับมาอีกครั้ง ระหว่างกลุ่มนักท่องเที่ยวต่างชาติที่มีอายุและสัญชาติที่แตกต่างกัน ซึ่งข้อดีของชายหาดป่าตองยังคงเป็นโครงสร้างและการจัดสรรสิ่งอำนวยความสะดวกบริเวณหน้าหาด ในขณะที่จุดเด่นคือความสวยงามทางธรรมชาติ จากการวิจัยยังพบอีกว่ามีความสัมพันธ์ซึ่งกันและกันระหว่างการรับรู้, พฤติกรรมในการใช้ชายหาด, ความพึงพอใจและโอกาสในการกลับมาอีกครั้งของนักท่องเที่ยวต่างชาติ นอกจากนี้ยังมีผลการอภิปรายเกี่ยวกับข้อเสนอแนะในเชิงปฏิบัติที่จะเป็นแนวทางในการปรับปรุงคุณภาพการท่องเที่ยวที่ชายหาดป่าตองต่อไปอีกด้วย

คำสำคัญ: การรับรู้ของนักท่องเที่ยว, การจัดการชายหาด, พฤติกรรมการใช้ชายหาด, หาดป่าตอง จังหวัดภูเก็ต, ประเทศไทย

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ABSTARCT

The purpose of this study consists of four objectives: (1) to explore international tourists' perception towards Thai government's beach clean-up policy at Patong beach (2) to examine international tourists' beach use behavior after the government has been monitoring the beach clean-up policy at Patong beach (3) to assess international tourists' satisfaction post the government's beach clean-up policy and; (4) to investigate the relationship between the international tourists' perception towards the government's beach clean-up policy, beach use behavior, satisfaction and revisiting intentions. Quantitative methodology was used in this study by utilizing a self-administered questionnaire. Data collection had been conducted from July to September 2015 at Patong Beach, Phuket international airport and hotels nearby Patong Beach. As a result, 389 international tourists who have visited Patong beach since the government has been monitoring this policy completed the questionnaires. Descriptive statistics, One-way ANOVA, Pearson Correlation Coefficient and Chi-square (Cross Tabulation Analysis) were employed to test the hypotheses. Meanwhile, results from open-ended question were also described to clarify a content of findings. The findings revealed that there were significant differences in international tourists' perception, beach use behavior, satisfaction and revisiting intentions by dissimilar demographic profiles (age group and nationality). It is also found that a shortcoming of Patong Beach is "infrastructure and facilities", while a strength is "natural attraction". Furthermore, Correlation analysis showed that there were significant relationships between international tourists' perception, beach use behaviour, satisfaction and revisiting intention.

Ultimately, practical implications for those relevant stakeholders were also discussed in order to have the betterment of Patong beach destination.

Keywords: Tourists' Perception, Beach Management, Beach Use Behaviors, Patong Beach,

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LIST OF ABBREVIATIONS

ANOVA	Analysis of Variance
AUS	Australian and New Zealand
H	Hypothesis
Hrs.	Hours
M	Mean
MBA	Master of Business Administration
N	Number
NCPO	National Council for Peace and Order
PBS	Public Broadcast Service
SD	Standard Deviation
Sig	Significance
TAT	Tourism Authority of Thailand
THB	Thai Baht

LIST OF PAPERS

This thesis is based on the following papers:

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CHAPTER 1

INTRODUCTION

The first chapter was introduced by statement of the problem which was somewhat thoroughly described as this title is somewhat specific and it is significantly important to clearly interpret the specialized conditions of the beach clean-up policy. Hence, the two pictures can demonstrate the differences of Patong beach before National Council for Peace and Order announced the beach clean-up policy and after the policy was operated. Afterwards, research aims and objectives, researcher questions, significance and scope of this study were mentioned. Then, eight hypotheses were highlighted as well as the conceptual framework. To make some technical terms more understandable, the definition of those terms were also explained.

1.1 Research Background and Problem Statement

Generally, Phuket is known as the “Pearl of the Andaman Sea” as the Phuket tourism industry is reputable throughout the world because of the beauty of the scenery, the sandy beaches, the clear blue water and the variety of outstanding tourist attractions (Ministry of Tourism and Sports, 2012). Phuket has a dominance as one of the top destinations for numerous tourists from around the world, in particular there are many notable beautiful beaches that draw them to visit the island such as Patong Beach, Kata Beach, Karon Beach and so on. Undoubtedly, The Phuket tourism industry is flourishing industry and this contributes economic growth, income and ample opportunities to the local population and to Thailand because the business sectors in the tourism industry stayed robust with passenger arrivals having ascended 26% and hotel occupancy rates reaching more than 80% in the first quarter of the year: 2014 (CB Richard Ellis, C9 Hotelworks, 2014).

However, Thailand’s tourism in the first two quarters had considerably diminished until May of 2014 with a drop of 10.66%, compared with the same period the previous year because of the unstable political scene in Thailand. For instance, the anti-government demonstrations, the curfew, and the declaration of martial law probably affected Thailand’s tourism confidence. Although, the political instability mainly affected Bangkok, the

number of tourist arrivals in Phuket also decreased. Furthermore, other businesses in the tourism industry shrank afterwards (The Ministry of Tourism and Sports, 2014).

Nevertheless, the number of international visitor arrivals to Thailand progressively rose again in November to a total of 2,438,301 this accounted for 2.53% above the level of November, 2013. Specifically, the main contributing factor was an enormous efflux of Chinese visitors to 513,441 (accounted for 58.8%). This statistic was a good indicator of Thailand's tourism recovery, thus it resulted in a higher level of international tourists' confidence of revisiting Thailand as it remained a steady upturn through to December 2014 (The Ministry of Tourism and Sports, 2014).

Table 1 below shows the political turmoil that influenced the Thai tourism industry. The number of tourists continuously decreased from January until September. Fortunately, the situation was gradually revivable and it was possible to assure the confidence of tourists. Notably on quarter 4, there was a major increase at the end of the year 2014, thus the total change only dropped 6.66 % for the year. Furthermore, the tourism trend for the year 2015 was anticipated to grow approximately 5-10% because of the more stable political situation and the extension of Chinese tourists and the growth in European tourists (The Ministry of Tourism and Sports, 2015).

Table 1 Number of international tourists in 2013-2014 (January-December)

Month	2013	2014	2014/2013 $\Delta\%$
January	2,381,447	2,282,568	-1.55
February	2,367,257	2,075,304	-12.33
March	2,322,200	2,018,008	-13.10
April	2,057,855	1,934,841	-5.98
May	1,943,968	1,670,860	-14.05
June	2,061,782	1,491,300	-27.67
July	2,149,173	1,941,582	-10.92
August	2,355,660	2,076,444	-11.85
September	1,995,343	1,855,626	-7.00
October	2,054,548	2,180,601	+6.14
November	2,378,112	2,438,301	+2.53

Table 1 Continued

Month	2013	2014	2014/2013 $\Delta\%$
December	2,542,380	2,841,333	+11.76
Total	26,546,725	24,779,768	-6.66

Source: Immigration Bureau and Tourism Department, 2014

Particularly, The National Council for Peace and Order of the military government has tightened its grip on intending to restore order and reform after the removal of the previous prime minister. Considerably, for the tourism industry, one of the obvious policies was “A government beach clean-up policy” as the National Council for Peace and Order attempted to apply this policy to cover all beaches in Thailand. Unfortunately, its operation has induced to rapid changes in the short term in particular at Patong beach. Additionally, the motion pertains to the council’s plans to restore the Thailand’s image as one of the world’s best tourist destinations and aims to improve the tourist’s experience of travelling (Tourism Authority of Thailand Newsroom, July 2014).

Specifically, Patong beach was the main area of this study because there has been a seemingly new beachscape and it has significantly affected tourists and local businesses following the beach clean-up operation announcement on the 9th of July 2014 at Patong beach. Moreover, Patong is the most eminent beach on Phuket, and its length of about 3.5 kilometers runs the entire length of Patong’s west side. As well as this, it offers a diverse combination of services such as accommodation, restaurants, shops, night clubs and other attractions. Moreover, the beach embodies the main point of the global holiday tourism, thus beaches like this have recently become an icon of contemporary tourism (Holden, 2000). Patong beach is an abundant tourist resource which has been considered a huge income creation and the area’s social development of Phuket. Furthermore, the quality of the beaches natural environment and the warm climate has been a considerable motivation for this destination choice for international tourists.

This takes into account, that there were endless rows of beach beds, chairs, umbrellas, bars and restaurants along the beachfront before the National Council for Peace and Order announced the beach clean-up operation. Although, these services and facilities were convenient for tourists at first, over time more businesses fully established themselves on the

public beach and received their own profits. As a result, there has been an invasion of influential groups and illegal businesses on Patong beach. These circumstances continuously propagated a negative image of Patong beach and resulted in several problems over the long term.

Today, Patong beach has now ostensibly regained its natural beauty like it was 20 years ago, This is as a result of the beach clean-up operation started on the 9th of July 2014 by the National Council for Peace and Order (Tourism Authority of Thailand, 2014). There are no longer aligned rows of beach beds, chairs, umbrellas, or stalls to obstruct the natural scenery, also no buildings are allowed closer than 10 meters to the beach. Therefore, more tourists are fully able to enjoy and feel the true nature of relaxing and experience a great memory of their travel experience. However, the consequences are not always satisfying as the policy did not raise the number of tourists arriving in the beginning, also local businesses and entrepreneurs were mostly affected and some tourists are not really pleased with this policy.

Meanwhile, The Thai Hotel Association and the Tourism Council recently proposed recovery plans for the short and long term in order to revive the economy. In addition, there will be a boost in security and safety in order to promote domestic tourism. (The Nation, 2014). Furthermore, Governor Nisit lately clarified details of the beach management system to state that although eating will be tolerated, smoking will no longer be allowed on the beach. However, for those who prefer to bring some food or snacks, they should ensure that they keep the beach garbage free (Phuket News, 2015).

According to these rapid alterations at Patong beach, there are evidently both positive and negative perceptions from all stakeholders. Supposedly, entrepreneurs, local businesses along the beach and influential groups have been directly affected as some of them had to remove their businesses, buildings and so lost valuable profit. On the other hand, from the tourists' viewpoint, it can be generally seen that some repeat-visitors who might be familiar with Patong from 20 years ago as a paradise beach were now used to having facilities, services and recreational activities on the entire beach. For instance, refreshment selections, restaurants and bars, thousands of beach beds, umbrellas on the beach and so on. Consequently, these tourists might have had a negative perception about Patong beach after the application of the policy based on individual perceptions, past experience, beach use behaviors and their demographic

characteristics. Also, Burch, W.R. (1969) mentioned that “people may choose sites for recreation based on a culture or familiarity of them”.

In recent times this policy has been inconstant in its implementation, and there have been some slight modifications on the action plan as the negative reactions enforced them to be flexible on the policy. Therefore, tourists encountered different beach conditions and some unclear managerial systems, hence it possibly influenced how they evaluated their satisfaction and the probability of revisiting Patong beach in the future. In general observation, it can be noticed that some tourist groups were discontented because of unclear operations and poor communication, therefore they could not clearly interpret the actual purpose of the policy. Presently, these circumstances have become a problematic issue, so the government needs to find an appropriate final solution to clarify the policy as quickly as possible. Different tourists' perceptions have an impact on their beach use behavior, satisfaction and their revisiting intentions. Subsequently, it is worth investigating the relationship between tourists' perception towards the government's beach clean-up policy, beach use behavior, satisfaction with Patong beach and their revisiting intentions.

Suphattra Jaruariyanon, Patong Hotels Association (2015) claimed that “there has been no earlier academic research officially carried out with regard to the new beach policy. Significantly, if the results of any investigation could be confirmed, then the findings would provide credible evidence for further beach management policy”. More importantly, the results might be beneficial for entrepreneurs and local businesses so that they can prepare for these circumstances. This could help Patong beach to still further enhance the number of tourists in the future. Furthermore, the results could be suggestive for the collaboration and cooperation between the government, business suppliers and the private sector.

To sum up, it is somewhat intriguing to study the results of the new policy as this is the first time in Thailand that there has been any kind of management of beach destinations. In conclusion, these circumstances have been actuated to study: (1) International tourists' perception towards the government' beach clean-up policy (2) International tourists' beach use behavior at Patong beach (3) International tourist satisfaction with Patong beach post the government's beach clean-up policy and (4) The relationships between international tourists' perception towards the government's beach clean-up policy, their beach use behavior, satisfaction with Patong beach and

revisiting intentions. More specifically, an additional goal was set to contemplate international tourists' perception, beach use behavior, satisfaction and the revisiting intentions among international tourists' with dissimilar demographic profiles.

Figure 1 Patong beach in 2012 before National Council for Peace and Order announced the beach clean-up policy



Source: Thailand for Travel Agent, 2015

Figure 2 Patong beach on 11 July, 2014 after the National Council for Peace and Order stated its intention to monitor the beach clean-up policy.



Source: Thailand for Travel Agent, 2015

1.2 Research Aims and Objectives

1.2.1 Research Aims

The aim of this research is to explore the international tourists' perception and revisiting intentions pertaining to the government's beach clean-up policy at Patong beach. Moreover, international tourists' beach use behavior and their satisfaction will be examined.

1.2.2 Research Objectives

- 1) To explore international tourists' perception towards the government's beach clean-up policy;
- 2) To examine international tourists' beach use behavior after the government has been monitoring the beach clean-up policy at Patong beach.
- 3) To assess international tourist satisfaction post the government's beach clean-up policy.
- 4) To investigate the relationship between the international tourists' perception towards the government's beach clean-up policy, beach use behavior, satisfaction and revisiting intentions.

1.3 Research Questions

- 1) What is the international tourists' perception towards the government's beach clean-up policy at Patong beach?
- 2) What is the international tourists' beach use behavior at Patong beach?
- 3) What is the international tourist satisfaction with Patong beach?
- 4) What are the relationships between international tourists' perception towards the government's beach clean-up policy at Patong beach, their beach use behavior, satisfaction and intention to revisit Patong beach?

1.4 Significance of the Study

The findings will be beneficial for the collaboration and cooperation between the government, local government authorities, business providers and private sectors in order to reconsider the slight modifications of "The government's beach clean-up policy" at Patong beach. Significantly, it is also advantageous for Phuket tourism to create different strategies to retain repeat visitors and gain more first time visitors in long term.

In this research, there will be the important findings as below:

1) The international tourists' perception towards the government's beach clean-up policy.

2) The international tourists' beach use behavior at Patong beach.

3) The international tourist satisfaction with Patong beach.

4) The relationship between the international tourists' perception towards the government's beach clean-up policy, their beach use behavior, satisfaction and revisiting intentions.

1.5 Scope of the Study

1.5.1 Scope of time

Data collection was conducted from July to September 2015.

1.5.2 Scope of Geography

This research was mainly carried out at Patong beach, also other destinations such as hotels near to Patong beach and Phuket International Airport.

1.5.3 Scope of Demography

The subject of this research is international tourists who visited Patong beach after the beach clean-up policy has been implemented under the supervision of National Council for Peace and Order since July 9, 2014.

1.6 Research Hypotheses

H₁: There are differences in international tourists' perception towards the government's beach clean-up policy by different international tourist groups based on their beach use behavior.

H₂: The overall international tourists' perception towards the government's beach clean-up policy at Patong beach is positively related to international tourist satisfaction.

H₃: The overall international tourists' perception towards the government's beach clean-up policy at Patong beach has a positive relationship with international tourists' revisiting intentions.

H₄: The overall International tourist satisfaction with Patong beach is positively associated with international tourists' revisiting intentions.

H₅: There are differences in international tourists' perception towards the government's beach clean-up policy at Patong beach among international tourists with dissimilar demographic profiles.

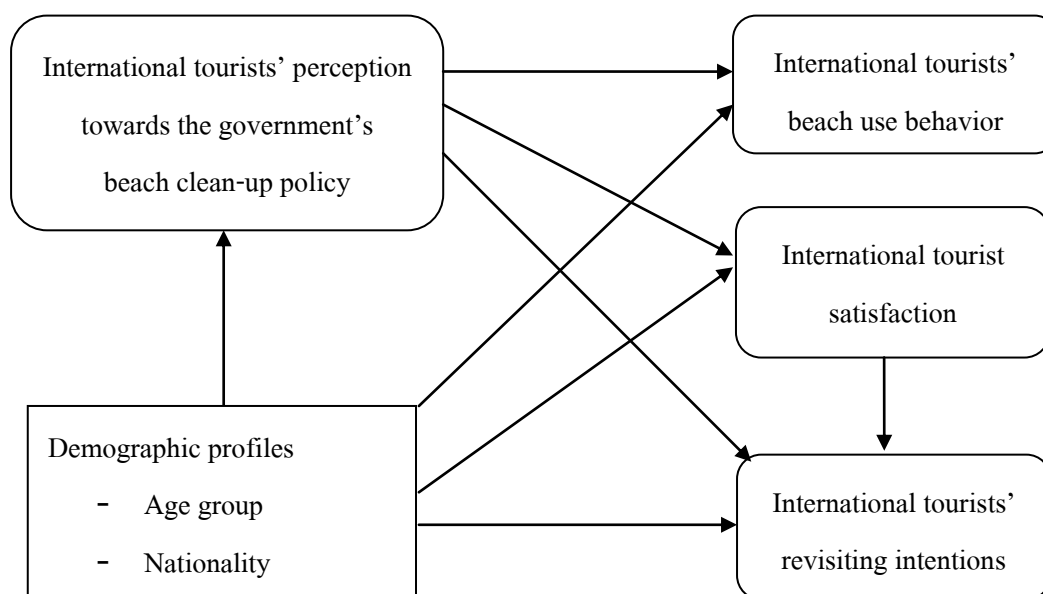
H₆: There are differences in international tourists' beach use behavior at Patong beach among international tourists with dissimilar demographic profiles.

H₇: There are differences in international tourist satisfaction with Patong beach among international tourists with dissimilar demographic profiles.

H₈: There are differences in international tourists' revisiting intention toward the government's beach clean-up policy at Patong beach among international tourists with dissimilar demographic profiles.

1.7 Conceptual framework

Figure 3 Conceptual framework of the research study



This conceptual framework was proposed based on literature reviews. It has been studied under the conditions of the government's beach clean-up policy. This takes into account, that individual tourists can perceive the policy differently, and it can be the factor influencing their beach use behavior. Conversely, their beach use behavior in the past can also strengthen how they perceive this policy. Therefore, each tourist can make decisions based on what they perceive

about destinations at that moment and it was accordant with the role of perception in tourist behavior, which may be associated with how they recognized those destinations. Additionally, there has been shown that there are different perceptions among individual tourists as Kotler & Armstrong (2000) explained “due to tourists’ characteristics are concerned, tourists come from different part of the world with different cultures, attitudes, lifestyles, therefore have different perceptions about one identical tourism product”. Based on Lazarus (1991), a theoretical framework was also utilized to explain the relationship between perception, satisfaction and behavioral intention. Thus, different tourist perceptions towards the government’s beach clean-up policy can be influential with regard to their satisfaction with Patong beach as well as their intention to revisit in the future. Theoretically, the researcher also intended to further investigate the relationship between tourists’ perception, beach use behavior, satisfaction and their intention to revisit. In particular, this study only covered the age group and nationality as they were considered to be the most significant factors affecting tourists’ perception, beach use behavior, satisfaction and revisiting intention in accordance with the policy. Also, they are normally open to the use research. Moreover, the government’s beach clean-up policy significantly affects tourists of high ages as Suphattra Jaruariyanon (2014) mentioned that “limited sunbathing areas and the amount of beds, chairs and umbrellas on the beach totally affect elderly tourists’ relaxation on the beach”. It can be noticed, that they feel really uncomfortable to sunbathe on the beach without these facilities. Likewise, nationality is a popular criteria to categorize international tourist arrivals in the tourism industry. Additionally, practical implications will also be proposed and they will likely be beneficial for solving problems. The findings will pertain to the differences in each dependent variable among dissimilar demographic profiles and can also assist policy makers and business entrepreneurs to classify customer segments and create different strategies.

1.8 Definition of Terms

Beach clean-up policy by National Council for Peace and Order (NCPO) –

The military junta usurped a granted power from the civilian government to re-regulate all businesses on Phuket beaches and return its natural beauty to the people. Therefore, the beach scenery now, is like it was many years ago when the beaches were in their natural state. No local small businesses that have used the beaches over the years are on sight now. There are no beach stalls, no loungers or food vendors and the thousands of umbrellas and beach beds have all gone.

The Water sports structures that were eyesores cluttering the white sand path have also been removed. Patong beach is not the only beach in Phuket to have undergone this cleaning, other beaches, including Kata, Karon, Surin and Nai Yang have also returned to their natural state whereby the beaches are now tidy, clean and breathtaking (Thai PBS, 2014).

The National Council for Peace and Order – The military [junta](#) that is now ruling [Thailand](#), following the [2014 Thai coup d'état](#). On the 20th of May 2014, a [martial law](#) was broadly declared by the military and the master ambition was to preclude the escalation of Thailand's [political crisis](#). On the 22nd of May, the military deposed the civilian government, therefore the country was predominated by NCPO (Wikipedia, 2014).

CHAPTER 2

LITERATURE REVIEW

With regard to this current study, a conceptual framework was proposed based on several literature reviews and mostly from the current circumstances at Patong beach. According to several authors (Cihar & Stankova, 2006; Daily, 1997; Priskin, 2003), evaluation should be involved in producing a better-informed and context-based process, particularly gaining a deeper understanding of public perceptions, needs and preferences concerning to a quality of environment. Namely, it is similar to this study because their perception is a precious source in order to produce an appropriate beach management strategy. One of the researches that can exemplify the importance of factors influencing destinations is Henderson (2011), he underlined that improper arrangement of infrastructure in a country seems to be perceived in negative ways by international visitors when selecting a destination. Moreover, it was highlighted that other factors also have an impact on inbound and outbound tourist travel, for example political instability, security and safety. Likewise, Thailand's political instability is also a prior factor that lowers tourists' confidence to visit the country.

Additionally, recreational activities, facilities and services along on the beach can motivate tourists to engage in further beach use behavior. That is, their beach use behavior can refer to beach uses by tourists and reflects their perception of the environment before, during and after. Also, environmental quality is directly affected recreational behavior through the individual's formulation of perceptions about the environment. Simultaneously, there are different impacts on natural environment caused by ways of individual behavior's people, which probably depend on their perceptions of the environment (Pendleton, Martin, & Webster, 2001).

In addition, it was studied about tourists of dissimilar demographic profiles due to multiple influences of socio demographic factors and other psychological variables which are categorized into needs, personal values and personality are affecting tourist's perception (Galloway, 2002). With regard to tourist's satisfaction, it is an essential component for having successful long-term relationships with tourists, increasing their probability to return and a countries reputation (Ryan, M.J., Rayner, R. & Morrison, A., 1999) and trust (Selnes, 1998). Thus, (Dmitrovic, T., Cvelbar, K.L., Kolar, T., Brencic, M.M., Ograjensek, I. & Zabkar, V., 2009) it can be explained that there were important implications for destination management

which were recognizing and understanding the conceptual and operational perspectives of satisfaction”.

The researcher synthesized knowledge and theories from several reviews which are relevant to the topic and objectives as follows:

2.1 Beach Management

The definition of beach management was to address social, economic and environmental aspects of beach use (Simm, J.D., Beech, N.W. & S. John., 1995). Alternatively, Bird's (1996) gave a greater emphasis on a beach user's needs. However, Micallef & Williams (2011) interpreted beach management as it indicates taking a decision of action, and reflects government policy objectives as well as the socio-economic and environmental competences of beach areas. So, these actions can degrade the enjoyment from using the beach but they may also be useful for natural environment conservation. Notwithstanding, it is necessary that beach managers should observe 'opinions and perceptions' regarding beach user's priorities from which recommendations may be appropriate and influence beach management policy guidelines (Morgan, R., Jones, T. C. & Williams, A. T. 1993; Williams & Morgan, 1995). In this context, it is essential to explore tourists' perception towards the government's beach clean-up policy which takes a significant role on changes in the attributes of Patong beach. Moreover, this policy can also influence beach use behavior, satisfaction and the revisiting intentions of tourists in the future. As there are various preliminary studies have been done, for instance a perception of government's action plan in coastal erosion management has been surveyed by community (Mitchell, 1974; Rowntree, 1974). Meanwhile, this research has been actuated to concentrate on the effects of the beach destination at Patong beach in terms of tourists' perspective rather than environmental management.

2.2 Tourists' Perception towards the Government's Beach Clean-up Policy

It is also necessary to add beach users' preferences and priorities in management plans because it demonstrates the development of more specific policy recommendations for different beaches and guarantee tourist's satisfaction (Williams & Micallef, 2009). Also, beach user's perception is likely to be an important central role for planning and policy consideration (Marin, V., Palmisani, F., Ivaldi, R., Dursi, R. & Fabiano, M., 2009). Therefore, the prior significant theory which can clarify this study is "tourists' perception" as Robertson Thomas

(1994) mentioned “perception is the process by individuals select, organize, and interpret stimulus into a significant and coherent picture of the world. Individuals then act and react based on the basis of their perceptions, not on the basis of objective reality”. Moreover, tourist perception is an essential attribute to tourist satisfaction which relies on the quality of service. Basically, the destination’s success or failure may be effectively determined by tourist perceptions about a destination for their holiday (Formica, 2002; Kozak & Rimmington, 2000). Making a decision process by individual tourists can be considered based on what they perceive about destinations at that moment, and the role of perception in tourist’s behavior may be linked on how they recognize those destinations. In other words, a lack of a visitor’s preference probably leads public authorities to over/underestimate the importance of facilities or services, or to finally choose improper beach models, as public expectations vary by relying on user groups (De Ruyck A.M.C., Soares A.G., McLachlan A., 1995; Roca & Villares, 2008). Importantly, there is an earlier study conducted about “Sun and Sand Holiday Makers Assessment of Patong beach, Thailand” (Ping, 2011). It was aimed to study the differences in foreign tourists’ perception by tourist nationality, frequency of visit and purpose of travel. In comparison with earlier study, it was a study about the perception of Patong beach (the same location), but at a different time with different beach conditions as Patong beach has for the last 20 years been fully occupied with thousands of beach beds, chairs and umbrellas. In this study, tourists’ perception towards the government’s beach clean-up policy will be thoroughly explored based on the area of “Phuket’s Public beach Regulations at Patong beach” (see Figure 2.1). Consequently, it will be much more effective to compare the results from this study with the previous ones. In particular, the findings from Ping (2011) revealed that Patong at that time had shortcomings as it required improvements in trash and litter pollution, bathing areas and alarm systems, whereas the strengths were beautiful scenery, a warm climate, clean water and a good infrastructure system.

Presently, no academic study has been officially conducted in this field. Consequently, this is one of the research gaps which needs special attention.

2.3 Tourists’ Beach use behavior and Preferences

One of the earlier models that exemplified consumer behavior belongs to (Andreasen, 1965). During this study it was summarized that the important stimulus which can influence the decision making process is information, and individual’s attitude is the main

accentuation. Therefore, dependent variables such as purchase decision-making process and independent such as attitudes, intentions, comprehension of product semantics and social intention will be encountered when analyzing variables that define consumer behavior in tourism (Mazanec, 1989). The theory of consumer behavior for a service sector, pinpoints that their perception, choice behavior, buying behavior and satisfaction level are affected by customer's background, characteristics and external stimuli (Fornell C, 1992). According to Belch (1978), the official definition of consumer behavior is given that "the process and activities people are involved in when searching for selecting, purchasing, using, evaluating, and disposing of products and services so as to satisfy their needs and desires". However, there are major uncontrollable factors such as political, economic and social crisis. Either these factors occur in the destination of the country or in the home country, they could also be influential factors affecting consumer behavior. Particularly, there are several recent studies (Scott, N., Laws, N. and Prideaux, B., 2010; Perriman, H, Ramsaran-Fowdar, R & Baguant, P., 2010) have focused on the consequences after the crisis have changed, especially preferences and the attitude of tourist, while "The Government's beach clean-up policy" is still at an inception stage to study. Therefore, it was intriguing to examine how tourists use of Patong beach was linked to their perception after the rapid changes at the beach.

In particular, the use of beaches and their recreational activities are necessary in tourist's choice when they select their beach destinations. Subsequently, beach management and planning can be better informed by understanding patterns of beach use (Marin et al., 2009). Even though, there are diverse activities at beaches all over the world, but popular beach activities differ from one another. For example, fishing and surfing are preferable for Australians (Environment Australia, 1997). Taking this into consideration, the beach use behavior of tourists at Patong beach at the moment may be changed compared to the past 20 years. Notwithstanding, beach use rates are somewhat intriguing to be studied in this research as they were also poorly included in a few local studies in some countries (Porter & Wescott, 2004; Underwood and Kennelly, 1990). Furthermore, the rate of beach use can explain the frequency of their visits and their intention to revisit in the future, while patterns of beach use additionally explain the overall nature of their behavior regarding to a tourism destination. Also, the environment surrounding beach destinations will also take a major role in their behavior of beach use. For instance,

accommodation, transportation, other services and recreational activities will be engaged with the beach and have an impact on tourist's beach use behavior. Basically, it is generally assumed that these selected recreational activities had already been studied comprising of: walking, swimming, sunbathing, photography, picnic, snorkeling, surfing, water sport activities and other activities. Thus, tourists can use beaches in different ways. Jackson, E.L. (1989) also explained that "the combination of individual leisure patterns mandates how specific recreational areas will be managed". Taking this into account, the important matter of the new regulations at Patong beach has become a much more powerful factor on how tourists comprehend the purposes of this policy, also it is the linkage to their participation in beach use at Patong beach. For example, the findings from Siderelis, C. & R. Moore (1998) suggested that outstanding number of swimmers in a specific area is reasonable for raising greater amount of evaluated lifeguards or hazard signs, thus the local government could assess their beach use behavior, especially the rate and patterns of beach use. More importantly, Schreyer, R., Lime, D.W., & Williams, D.R. (1984) found that individual past experiences of recreational activities significantly affected these factors 1) behavior at the recreation site, 2) motivation for participation and 3) perceptions of the environment. That indicates it is very imperative for repeat visitors who have a past experience with Patong beach to discover their perception and opinions on a new policy and the impacts on how they use the beach.

Table 2 List of beach recreational activities

Recreational activities on Patong beach	
Sunbathing	Walking on the beach
Dog walking	Playing volleyball/soccer
Photography	Cycling
Reading a book	Dining/picnic
Parasailing	Snorkeling
Swimming	Sailboarding
Long tail boats	Jet ski
Banana boat/speed boat	Massage
Tattoo service	Hair braiding service
Manicure/pedicure	Horse riding

These recreational activities were modified from several previous studies (Grainne S. Maguire, Kelly K. Miller, Michael A. Weston, Kirtsten Young who conducted ocean & coastal management research), and gathered all beach recreational activities which could be probably provided on Patong beach recently as below:

Subsequently, the literature review of tourists' perception and beach use behavior are conducive to the first hypothesis:

H₁: There are differences in international tourists' perception towards the government's beach clean-up policy by different international tourist groups based on their beach use behavior.

2.4 Tourist satisfaction with Patong Beach

Customer satisfaction was pinpointed by traditional literature review due to customer behavior is that the outcome through a psychological process of recognizing the needs and evaluation of experienced products (Peter & Olson 1996). Additionally, MacKay & Crompton (1990) similarly composed the definition of satisfaction by giving an emphasis on the "psychological outcome which emerges from experiencing the service". Similarly, in the recent tourism industry, a priority subject of research has been tourist satisfaction (Kozak Bigné & Andreu 2003, Tsotsou & Vasioti, 2006). It is essential to assess tourist's satisfaction with Patong beach recently in order to gain more in-depth information in the attributes of Patong beach. As a result, tourist satisfaction was mostly studied, based on each attribute of Patong beach which has been set up with the new regulations such as "natural attractions", "atmosphere and social ambiance", "infrastructures and facilities" and "environmental conditions". Moreover, it is supported that destination marketing could be successful by learning a better understanding what compromised tourist satisfaction because it is significantly influential to destination choice, the consumption of products and services, and revisiting intention (Kozak & Rimmington, 2000). Fundamentally, for repeat visitors, most of them may be familiar with Patong beach with endless rows of beach beds, chairs and umbrellas and they may prefer to visit to see the same things. Moreover, the normal assumption is that most tourists have expectations to visit the destination that can offer them several convenient services and highly satisfy their expectations. Chon & Olsen (1991) discovered that the best suitable correlation is tourists' expectations about destination, and their satisfaction level. Then, individual tourists would evaluate their satisfaction

level, hence if the evaluation of what tourists experienced the trip was better than their expectations, they would have been contented with the trip. However, apart from familiarity of the destination, their revisiting intention to visit the same places can be predicted by the overall satisfaction for a specific destination (Oh, 1999; Kozak & Rimmington, 2000; Bowen, 2001). Hence, this literature review points to a second hypothesis:

H₂: The overall international tourists' perception towards the government's beach clean-up policy at Patong beach is positively related to international tourist satisfaction.

2.5 Tourists' Revisiting Intentions

According to ambiguity of this policy, it does not only affect a tourists' perception, but it is also involving the probability of a revisiting intention. Furthermore, a positive word of mouth will be told to at least three or four people, while dissatisfied tourists will tell negative word of mouth to at least nine others. It can be concluded that the revisiting perspective will help to interpret what factors make tourists satisfied and revisit in the future. Following to Chen & Tasi (2007), the effects of a destination's image and perceived destination's values on behavioral intention were studied, and they were discovered that the more positive feeling of tourists on the destination image, the higher they would be satisfied with the quality of the trip, and the more positive their behavioral intentions would be.

Fundamentally, revisiting intention reflects how visitors judged their willingness whether to visit the same destination again (Chen & Tsi, 2007). Moreover, Lazarus (1991) theoretical framework was utilized in this study to describe the relationships between perceptions, satisfaction and behavioral intention. Accordingly, attitude is linked to behavioral intentions as this consequence shown; appraisal (perceptions) → emotional response (satisfaction) → coping (revisiting intention) (Bagozzi 1992, Yuan & Jang, 2008). Hence, perception is the initial attribute which connects to their satisfaction and influences the revisiting intention.

There are four key antecedents of revisit intention as follows: the perceived attractiveness (Um, Chon & Ro, 2006), quality (Atilgan, Akinci & Aksoy, 2003), value (Sanchez, J., Callarisa, L., Rodriguez, R. & Moliner, M., 2006) and low risk (Aqueveque, 2006) of a destination can has an effect on judgement of revisiting (Darnell & Johnson, 2001). On the other hand, negative circumstances can lead a high risk such as unexpected weather, disorganized

promotions, events and negative word-of-mouth. These factors can bear upon perceptions of the destination, resulting in choosing to travel to other destinations (Formica, 2002). Following to 4 antecedents, *perceived attractiveness* can be explained as the destination's obvious ability to deliver individual benefits. From the tourist's perspective however, perceived attractiveness can be defined as an evaluation as to whether the destination can meet specific holiday criteria (Um, S., Chon, K. & Ro, Y., 2006). *Perceived quality* is a deliberating of the trip experience between perceived service received and their expectations of the real service performance (Bolton & Drew, 1991). *Perceived value* is described as the way tourist evaluates the serviceability based on what is received and what is given. Therefore, in tourism aspect, perceived value can be specified by comparing gained experiences and invested time and money from the trip (Murphy, P., Pritchard, M. & Smith, B., 2000). *Perceived risk* is interpreted as a "probability of loss" (Sweeny, Soutar & Johnson, 1999). As individual tourists differ from one another therefore, they might predict risk differently because of dissimilar geography and culture (Aqueveque, 2006) and travel experiences (Kozak, Crotts, and Law, 2007).

Although most empirical studies were conducted each destination totally relied on repeat visit intentions, a few researches have been focused on revisit intentions and its antecedents (Um, Chon, and Ro, 2006). Thus, the research will attempt to adopt some perspectives of their antecedents further into the questionnaire in order to capture important data. As referred in earlier, many studies showed that the satisfaction in each destination has been viewed an influential factor of revisiting intention. As a result, the next two hypotheses are proposed in this research:

H₃: The overall international tourists' perception towards the government's beach clean-up policy at Patong beach has a positive relationship with international tourists' revisiting intentions.

H₄: The overall international tourist satisfaction with Patong beach is positively associated with international tourists' revisiting intentions.

2.6 Demographic Profiles Influencing Tourists' Perception, Beach use behavior, Satisfaction and Revisiting Intentions

Earlier research was investigated and there was a difference among international tourist arrivals worldwide when they are visiting the same destination. It was confirmed that the

following variables may differ based on their country of origin: tourist perceptions of destination, satisfaction level, demographic profiles, and tourist activities (Armstrong, Mok, Go, & Chan, 1997, Danaher & Arweiler, 1996, Huang, Huang, & Wu, 1996, Richardson & Crompton, 1988). Demographics were seen to be one of the influential factors to beach usage (Wolch & Zhang, 2004). Basically, the impact of demographic variables in the decision making process is also a widespread issue which has received some attention. In the past research, in terms of their loyalty to a destination, heterogeneous behavior can be reported by tourists with different demographic profiles (Mittal & Kamakura, 2001). Moreover, demography can describe the structure and development of human population. (Dinkel, 1989; Hillmann, 1994; & Fröhlich, 2000). There are several factors which were included in many researches, for instance gender, educational background, nationality and income, or a composition of these factors. According to Beerli & Martin (2004b), the fundamental factors of age, education, gender, income status and cultural degree of tourists are the most significant factors when tourists choose the region. Some studies even revealed that age and educational status are the most important factors that affect a destination's image compared to other socio-demographic features (Baloglu, 1999). On the other hand, there are different results from other studies showed that gender and age are the most important factors (Walmsley & Jenkins, 1993).

However, only demographic profiles will be preliminary factors influencing perception, beach use behavior, satisfaction and revisiting intention in this study as this research is quite specialized. Additionally, the new beach policy is under the supervision of the military government, that is, it is externally uncontrollable and an unavoidable factor. Hence demographic profiles are sufficient to support this study. In terms of ages, they can also be divided into the similar age groups and they prefer different activities when travelling to beach destinations. Importantly, recent statistical data from the Consumer Expenditure Survey (2000) by age, revealed that tourists aged 65 and older were the highest spenders on average, while the lowest age group were less than 25 years. Also, the youngest age group did not spend much on their trips. Furthermore, Pizam & Sussman (1995) studied an explanatory approach about nationality in regard to tourist behavior, and the study summarized that nationality was included with others and should be regarded in predicting variations in tourist behavior.

Nevertheless, it can be concluded that only the age group and nationality were

chosen to study in this research and this is because the government designed new sunbathing areas and limited the amount of facilities and services on the beach. Therefore, there was generally assumed that those of a higher age group might not have perceived positively and led to unsatisfactory feeling with the policy. Therefore, the age group was selected to be one of the most significant demographic profiles. Furthermore, nationality is a subculture of people who shared the same value based on their basic experience or lifestyle. Thus, the difference in cultures of nationality can reflect their perception and beach use behavior differently. Lastly, these are the following hypotheses as follows:

H₅: There are differences in international tourists' perceptions towards the government's beach clean-up policy at Patong beach among international tourists with dissimilar demographic profiles.

H₆: There are differences in international tourists' beach use behavior at Patong beach among international tourists with dissimilar demographic profiles.

H₇: There are differences in international tourist satisfaction with Patong beach among international tourists with dissimilar demographic profiles.

H₈: There are differences in international tourists' revisiting intention towards the government's beach clean-up policy at Patong beach among international tourists with dissimilar demographic profiles.

2.7 The Government's Beach Clean-up Policy

2.7.1 Progression of Beach Clean-up Policy Management

This beach management plan was officially announced by Nisit Jansomwong (Phuket Governor) on the 30th of January 2015 from a conference comprising of relevant government sectors, private sectors, police officers and business entrepreneurs. The measures of this policy were outlined as below:

Table 3 Beach Management Plans (Updated on 30 January 2015)

Beach Management Plans	
1.	Plans must be legitimate and legal in line with government regulations.
2.	People are not allowed to occupy the beach for their own private possession.
3.	Beach Management must lead to harmony among communities and entrepreneurs.
4.	The allowing of umbrellas and mats on the beach can only be for temporary relaxation.
5.	Special zone management for umbrella providers and massagers must not exceed 5-10 % of the beach area.
6.	Umbrellas, mats, and services provided by the local administration, are allowed from 09.30 AM to 4.30 PM. The service must be standard and clearly show the price. In addition to the time condition above, service booths will be closed.
7.	Umbrellas must not be placed on the beach for a traders own possession.
8.	Local administrations must publish the same standard implementation by defining legal codes from the municipality or district administrative organization.
9.	There should be committees following and evaluating beach management, while beach volunteers are also needed for inspections.
10.	The Prince of Songkla University, Phuket campus is responsible for beach management during the first experimental period of 3 months.
11.	There should be contests for the standard of beach management.

Source: [Phuket Statistic Office, 2015](#)

2.7.2 Phuket's Public Beach Regulations

Phuket's public beach regulations were created for multilingual signs and then monitored and controlled by the relevant government agencies. Moreover, these signs have been positioned since the 25th of February, 2015. Importantly, it was beneficial to define the permitted facilities and services in exact beach zones to what is allowed and what is not allowed in each zone. As per figure 4 shown below:

Figure 4 Phuket's public beach regulations (Original)



Source: Phuket Gazette, 2015

2.7.3 Survey of Phuket Population's Opinions about the Government's Beach Clean-up Policy and Phuket Social Organization following the National Council for Peace and Order and Phuket Provincial Policies (see Appendix A)

This survey was conducted by the Phuket Statistics Office and data was collected on the 2nd of July 2014 by surveyors whose age were above 18 years old (Phuket Statistic Office, 2014). Importantly, this survey inquired about their opinions towards the beach clean-up policy and social organization following the National Council for Peace and Order and Phuket provincial policies.

Firstly, the findings can be explained that the majority of Phuket's population were highly satisfied (67.5%) with the beach clean-up policy and the respondents also gave suggestions to the government to provide areas for local businesses to earn money for a living. Furthermore, they surveyed Phuket's population opinions towards the beach environment in Phuket. There were approximately 48.2% who were concerned with cleanliness, natural beauty, construction, umbrellas, chairs that obstruct the scenery and public area invasions and 43.7%

agreed that businesses must be forbidden to control the public beach. Whereas, only 6.7% of respondents preferred the beach environment before the application of the beach clean-up policy (there used to be aligned vendors, umbrellas, beds and chairs placed along the entire beach). Another 1.4% agreed that there should be some organization concerning zone management for vendors and entrepreneurs. In another perspective, they also surveyed suggestions from people who were under supervision by the government after this policy had directly influenced their occupations. The finding demonstrated that the great percentage of up to 91.9% suggested that government sectors or relevant organizations should be attentive and assist these people. Moreover, 58.3% of respondents recommended that the government should provide areas for supporting their occupations after they were all removed from the beach. Additionally, approximately 40% were concerned that an official registration should take an important role in mutually controlling and managing this system. Only 1.7% said that there should be assistance by subsidies and offering other substitute occupations. On the other hand, only 8.1% claimed that it was not necessary to assist these entrepreneurs as they had already gained abundant income from their public beach invasions. This formed an influential group and it was not needed to support illegal businesses.

With regard to sustainable development, 32.4% considered that official directions should be contemplated by regulations so that they can control and equally apply to everyone. Also, approximately 20% commented that (1) beach recovery plans need to regain the natural environment and (2) instill local people and entrepreneurs' awareness to protect the beach. Additionally, 19.3% agreed that the government should provide obvious arranged signage that looks appealing and indicates parking, public toilets and other information. Lastly, only 0.5 % complained that there should be conspicuous implementation plans, eliminating influential groups and friendly environment investment.

2.8 The Impacts from the Government's Beach Clean-up Policy on Tourism Industry at Patong Beach

Even though, the impacts from this policy were directly influential to the tourism sector, hotel entrepreneurs also had simultaneous indirect effects. Patong Hotels Associations, Suphattra Jaruariyanon (2014) mentioned, "In point of fact, the Hotel industry is not currently intensely influenced by this policy, but they might encounter indirect impacts from some tourists

who feel aggrieved and they may want to complain. Even though, this is an uncontrollable factor, hotels should have management strategies that can adapt. As a matter of fact, there are normally both agreements and disagreements from all the stakeholders concerned.” Suphattra Jaruariyanon also explained “As one of the related associations to the government, we are giving great efforts in observing the reactions from hotel guests and noticing the impact on tourists’ behavior and developing plans. Although, the government sectors and association has not clarified formal plans to organize beaches, we still concentrate on the reactions from each hotel and keep an eye on the community census to improve the quality and image of Patong beach. Moreover, we must be enthusiastic and responsible to keep abreast of all the stakeholders.

In relation to a discussion with the Chairman of the Patong Hotels Association, they said that: “Generally, tourists who mostly stayed at Hotels in Patong (around 80-90%) were pleased with the policy, while only 5-10% made a lot of complaints. However, the magnitude of the impact probably relied on their perception. Nevertheless, some hotels already have an idea to create strategies about new free of charge services. For example, Nap Patong hotel provides mats and folding chairs in order to immediately respond to their guests preferences and offer the most convenient service”. Unfortunately, there was a protest at Kamala police station by international tourists on the 16th of February 2015. This happened because some policemen asked them to keep beach beds away from the beach. These tourists were disgruntled. On the other hand, Phurit Martwongsa (Marketing Vice President of Phuket Tourism Association) claimed that “The percentage of tourist arrivals to Phuket before applying the beach clean-up policy was around 80-90%, whereas the percentage only slightly decreased to 70% after the policy was actioned. Furthermore, The Russian financial crisis was a crucial factor in this between November and December of 2014 so the number of tourist dropped again to 50%. Nevertheless, tourist arrivals in January of 2015 gradually rose to 65% and sharply increased up to return to 90%. Consequently, it can be concluded that the beach clean-up policy by the National Council for Peace and Order did not have a major affect in the decrease of tourist arrivals, but the world economic crisis was the principle reason (Thairath Online, 28 February 2015).”

In another perspective, Nisit Jansomwong (Phuket governor) implied that “The recent protest was likely organized by influential groups who had lost profits from the new policy”. He said “The protest did not make sense, there was something behind it”. He also added

“Only beach beds were prohibited while mats, towels and inflatable beds could be used on the beach. Moreover, local people could still make their living by renting beach umbrellas at the rate of 200 Baht per day.” That is, to say that there were many foreigners who earned their livings from businesses in Phuket and most of them also had Thai girlfriends. Furthermore, he claimed that he had learned from the majority of tourists, that they were satisfied to see Patong beach without the beach beds.

Subsequently, it is essential to thoroughly comprehend tourist’s perception and look for an optimal balance of this policy. With regard to this, Patong beach would be one of the top destinations for people’s holidays, and it would be much easier to forecast tourism tendencies in the future.

CHAPTER 3

RESEARCH METHODOLOGY

As the purpose of this research is to test hypotheses which all were mentioned in chapter 1 thus, a quantitative research method was employed to collect primary data. This chapter begins with questionnaire development and the measures of questionnaire, particularly each important part of questionnaire was briefly described due to they were adopted from previous researches. Meanwhile, some questions were developed by researcher so that these questions can be in accordance with circumstances at Patong beach nowadays. Then, scale reliability and validity were reported by examining Cronbach's Alpha in order to enhance the quality of data collection instrument. After that, population and a targeted sample were mentioned as well as data collection procedure. Lastly, the different techniques in data analysis were explained. Moreover, the example of questionnaire, results from reliability checking, face validity testing and a pre-test process were attached in appendix.

3.1 Questionnaire Development

Based on the specific title and objectives in this study, this research was first introduced as a background to Thailand's tourism industry and the overall effectiveness of the government's beach clean-up policy at Patong beach, Phuket. This then, pointed to the statement of the main problems with regard to this policy in Phuket's tourism and hotel industry. Furthermore, the researcher also gathered secondary data from other relevant research, online-newspapers, websites and other sources to support the primary data collection. A quantitative research approach was used in this study and the measurement instrument was a self-administered questionnaire.

To initiate the questionnaire, the researcher synthesized several studies in a literature review. In the next phrase, the researcher essentially adopted relevant questions from empirical researches. Importantly, the actual information based on the new policy was slightly modified to conform to the current circumstances at Patong beach. In the next proceeding, the researcher asked 3 experienced university lecturers in tourism and related areas to check the validity of the questionnaire. Hence, the questionnaire was revised and revamped based on all their suggestions.

Afterwards, a pre-test was completed with a sample of 17 tourists who visited Patong beach after the government's beach clean-up policy was implemented. Then, the questionnaire was finalized based on pre-test results. Ultimately, the questionnaire was available in English and Chinese languages as there were a large amount of Chinese tourists travelling to Patong beach at that time.

3.2 Measures

The measurement instrument was a self-administered questionnaire which was translated into English and Chinese. To initiate the questionnaire, the researcher mostly adopted several questions from other empirical researches, and imperceptibly modified the questions based on the government's new beach clean-up policy in accord with the current circumstances at Patong beach. As a result, it was composed of five main parts as follows:

Part 1: Tourists' perception towards the government's beach clean-up policy as applied by the government's "Zone Management" (15 items). For the first part, the researcher designed a set of items from Phuket's public beach regulations for Patong beach (see Figure 4) by using a 5 Point Likert scale (1 = Strongly disagree, and 5 = Strongly agree). In addition to this, a free response strategy was availed to obtain additional comments from tourists.

Part 2: Tourists' beach use behavior and their preferences (26 items). This consisted of 5 questions using a multiple choice response strategy and 20 recreational activities which were likely provided on Patong beach. This was adapted from several studies (Grainne S. Maguire, Kelly K. Miller, Michael A. Weston, Kirtsten Young who conducted ocean & coastal management research). These recreational activities were set to explore 2 important facts a) their expectations to do the activities and b) the activities that they actually did on the trip. Additionally, there were 2 more questions applying a free-response strategy that allowed the respondents to express their opinions about which facilities and services should be added, and removed from Patong beach.

Part 3: Tourists' satisfaction with Patong beach after the government's beach clean-up policy had been implemented (27 items). Items about satisfaction were chiefly adopted from Ping (2011) by applying a 5 Point Likert scale (5 = Strongly satisfied, and 1 = Strongly dissatisfied). To make it consistent with this specialized title, new items were newly created based on recent circumstances at Patong beach. Therefore, the set of questions were

categorized into 4 main constructs such as a) atmosphere and social ambiance b) environmental condition c) infrastructures and facilities and d) natural attractions.

Part 4: Tourists' revisiting intentions (6 items). Tourists' revisiting intentions were evaluated by combining questions from several empirical researches: (Chuthathip Charoensuwan (n.d.), 王崇昱 2011, Tran Thi Ai Cam 2011).

Part 5: Personal and classification data. For the last part, several demographic characteristics and sets of items were mainly adopted from earlier studies to classify the individual tourists (Elisabet Roca, Miriam Villares, M.I. Ortego 2008).

3.3 Validity and Reliability

To enhance the quality of measurement, the researcher asked 3 experienced university lecturers in tourism and related areas to check the validity of the questionnaires. Taking this into consideration, there were a few minor corrections on the tourists' beach use behavior section as some of the questions were revamped and new questions were also added. Also, a revision was accomplished for diction and the rearrangement of words. Meanwhile, for internal consistency, Cronbach's Alpha was examined to assess the scale reliability. It was found that all constructs were above the standard value (Cronbach's Alpha ≥ 0.7), which implies all items were considered satisfactory as an Alpha of 0.7 is often presented as an adequate reliability (George & Mallery 2003; Nunnally 1978). In this study, all Cronbach's Alpha values slightly above 0.8 which was very high and in the respectable range. That is, it represented a very good internal consistency reliability for the scale with the sample. George & Mallery (2003) provided the following standard of values: “_ > .9 – Excellent, _ > .8 – Good, _ > .7 – Acceptable, _ > .6 – Questionable, _ > .5 – Poor, and _ < .5 – Unacceptable”.

Table 4 Reliability Coefficients test result for the Construct

Construct	Number of items	Cronbach Alpha
Tourists' perception	15	.873
Atmosphere and social ambiance	7	.810
Environmental condition	4	.855
Infrastructures and facilities	10	.909
Natural attractions	5	.860
Tourists' revisiting intention	6	.892

3.4 Research Population

The population of the survey consists of tourists who visited Patong beach after the government's beach clean-up policy was implemented from the 12th of July to September the 28th, 2015.

3.5 Sample Size and Sampling Method

In order to collect the primary data, non-probability sampling based on a convenience sampling technique was selected. More significantly, a targeted sample was international tourists who visited Patong beach after the new government's beach clean-up policy was implemented. Consequently, 481 filled-out questionnaires were obtained, but due to there being some missing data, only 389 questionnaires were included for the further data analysis.

3.6 Data Collection Method

Data collection was continuously carried out from July the 12th to September the 28th, 2015 and questionnaires were mostly personally distributed to international tourists at Patong beach. Moreover, some questionnaires were also handed out to tourists at Phuket International Airport and some questionnaires were left at the front desk of hotels near Patong beach because of the low season period during the data collection.

3.7 Data Analysis

In this study, SPSS Software (Statistical Package for the Social Sciences) was carried out to analyze the data for hypotheses testing. Significantly, descriptive statistics were applied to describe basic features of the data in tabulation. Moreover, One-way ANOVA technique was performed to compare the means whether they were statistically different between each variable. Also, Chi-square Test and Cross-Tabulation analysis was applied to compare the association between nominal variables. Additionally, the relationships between the variables were measured by a Correlation Coefficient.

CHAPTER 4

RESULTS

For this chapter, it comprises of the findings of this study and they were reported based on self-administered questionnaire. However, the researcher also contained summary from a short talk with respondents as some of them had more useful suggestions for data analysis. The findings were respectively reported in accordance with the questions and hypotheses. Firstly, simple findings are demographic profiles and classification data of respondents, additionally these findings are concerned with tourists' beach use behaviors of those who visited Patong beach at that time. Afterwards, the results from analysis of variance (ANOVA), Chi-Square and Pearson Correlation Coefficients were outlined in a sequence as follows:

1) Differences in international tourists' perception towards the government's beach clean-up policy by different international tourist groups based on their beach use behavior. Furthermore, this part also showed more results about international tourists' beach use behavior and their preferences towards activities, facilities and services on Patong beach.

2) The relationship between international tourists' perception towards the government's beach clean-up policy and international tourist satisfaction

3) The relationship between international tourists' perception towards the government's beach clean-up policy and international tourists' revisiting intentions

4) The relationship between international tourist satisfaction and international tourists' revisiting intentions

5) The differences in international tourists' perception by age group and nationality

6) The differences in international tourists' beach use behavior by age group and nationality

7) The differences in international tourist satisfaction by age group and nationality

8) The differences in international tourists' revisiting intention by age group and nationality

As a conclusion, hypotheses testing were summarized in tabulation.

4.1 Demographic Profiles of International Tourists

In this study, there were more male (56.3%) than female (43.4%). For age group, 37 per cent of respondents were aged 21-30 and 24.7% were aged 31-40 years. Moreover, respondents' aged from 41-50 and 51-60 years respectively were approximately 13% each, while just a small number of them were aged over the age of 60 (6.2%) and below 20 years (4.9%). Among these respondents, the great majority were from European countries (36.8%), and 30.3% were from Asian countries. Australians and New Zealanders also reported a large percentage of 18.5 %. Moreover, other nationalities were reported with a slight percentage. Meanwhile, most of respondents were employed for wages with the highest percentage (41.6%), followed by business owners (23.4%). In consideration of household income, occupations may be related to their household income per month as the majority of the respondents had an income of approximately 2,000-4,000 USD per month (28.8%) and (17.7%) less than 2,000 USD. Likewise, a similar percentage of respondents (16.7%) had a household income of approximately 4,000-6,000 USD per month. Moreover, there were similarly large percentage of respondents who were single (45.2%) and married (42.4%).

Table 5 Demographic profiles of International Tourists (N=389)

Demographic Characteristics	Frequency	(%)
Gender		
Female	169	43.4
Male	219	56.3
Age group		
20 below	19	4.9
21-30	144	37.0
31-40	96	24.7
41-50	52	13.4
51-60	53	13.6
60 above	24	6.2
Nationality		
Asian	118	30.3
European	143	36.8
North American	28	7.2

Table 5 Continued

Demographic Characteristics	Frequency	(%)
South American	10	2.6
African	9	2.3
Australian/ New Zealand	72	18.5
Others	9	2.3
Occupation		
Employed for wages	162	41.6
Business owner	91	23.4
Out of work	20	5.1
Student	55	14.1
Retired	50	12.9
Marital status		
Single	176	45.2
Married	165	42.4
Divorced	14	3.6
Separated	10	2.6
Others	14	3.6
Household income per month (\$)		
Less than 2,000	69	17.7
2,001-4,000	112	28.8
4,001-6,000	65	16.7
6,001-8,000	43	11.1
8,001 and above	60	15.4

4.2 Classification Data of International Tourists

On the basis of tourists' behavior, it was found that the majority of respondents arrived at Patong beach by walking (49.1%), whereas 23.9 percent of respondents went to the beach in their own vehicles. In relation to accommodation, most of the respondents stayed at nearby hotels (75.8%) and some of them rented for longer holidays (17.5%). Furthermore, approximately 42.4 percent of respondents were accompanied by their friends, followed by family (30.6%). For the duration of their stay in Phuket, a large amount of respondents (38.8%) had been

in Phuket for 1-7 days. Approximately 19 percent of respondents had been in Phuket for 7-14 days and more than 14 days. Importantly, it was found that past experiences were the first important factor influencing their decision to visit Patong beach (25.7%). Similarly, recommendations by others (22.6%) and social media (20.6%) were also important factors.

Table 6 Classification data of international tourists (N=389)

Classification Data	Frequency	(%)
Transport		
By walking	191	49.1
By bicycle	34	8.7
By own vehicles	93	23.9
By public bus	43	11.1
By cruise	16	4.1
By taxi/ tuk tuk	5	1.3
Accompanying people		
Alone	56	14.4
Friends	165	42.4
Family	119	30.6
Spouse	38	9.8
Others	7	1.8
Duration of staying		
1 - 7 days	151	38.8
7 - 14 days	77	19.8
> 14 days	74	19.0
Accommodations		
Hotel	295	75.8
Home	-	-
Home of friends/family	16	4.1
Rent for holiday	68	17.5
Only spending the day	6	1.5
Others	4	1.0

Table 6 Continued

Classification Data	Frequency	(%)
How have you heard about Patong beach?		
Travel agency	71	18.3
Hotel	40	10.3
Tourists guide	49	12.6
Recommendations	88	22.6
By past experience	100	25.7
Social media	88	20.6
Others	27	6.9

Table 7 Descriptive analysis of international tourists' perception

International tourists' perception items	N	M	SD
Beach bed is not allowed on Patong beach at all	386	2.87	1.32
Food vender is not allowed on Patong beach at all	382	3.05	1.24
Umbrella is only allowed for special beach zone	386	3.10	1.32
There is clear communication of beach management policy	387	3.17	1.19
Smoking is not allowed on Patong beach at all	384	3.36	1.41
Patong beach area is divided into clean beach zone for 90% and only 10% for special zone	385	3.37	1.09
Massage is only allowed for special beach zone	389	3.44	1.19
Beach zoning is appropriate to apply with Patong beach	384	3.45	1.12
"Beach Zone Management" is advantageous for arranged social organization and beach uses in order	384	3.47	1.05
The new public beach regulation as "Zone Management" guides how to use Patong beach properly	387	3.50	1.04
I agree with "Beach Zone Management" on Patong beach	389	3.54	1.21
Beach mattress is allowed on Patong beach for both of clean beach and special beach zone	387	3.63	1.01
Beach clean-up policy can minimize the problems of vendors' possession on beach areas	383	3.66	1.13

Table 7 Continued

International tourists' perception items	N	M	SD
I agree with the government's beach clean-up policy on Patong beach	389	3.72	1.18
Water and light snacks are allowed on Patong beach for both of clean beach and special beach zone	388	3.90	.99
Overall tourists' perception	353	3.43	.71

Remarks: Mean ranges from 1 (Strongly disagree) to 5 (Strongly agree)

Each item of international tourists' perception was ranked in descending order.

For international tourists' perception towards the government's beach clean-up policy at Patong beach, it can be described from Table 7 that the international tourists disagreed most on "the provision of beach beds" on Patong beach as it is not allowed on the beach at all (n = 387, M = 2.87). Whist, most of them agreed most on water and light snacks which can be allowed on the entire beach (n = 388, M = 3.90). Nevertheless, in overall, they feel neutral with the government's beach clean-up policy implemented on Patong beach as it showed a mean of 3.43.

Table 8 Descriptive analysis of international tourist satisfaction

International tourist satisfaction items	N	M	SD
Atmosphere and social ambiance	374	3.40	.73
Availability of snacks and drinks for tourists to purchase	387	3.40	1.09
Good safety records	388	3.44	.97
Lifeguard(s) at the beaches	388	3.46	1.08
Not crowded	384	3.49	1.03
Quiet	384	3.13	1.14
Safe from crime	385	3.43	1.06
Suitability for rest and relaxation	385	3.46	1.12
Environmental condition	3.80	3.16	.98
Beach conditions looking well-organized and in order	385	3.26	1.05
Free from domestic animals	387	3.36	1.08
Free from trash and litter	387	2.99	1.27
No litter in water	387	3.05	1.28

Table 8 Continued

International tourist satisfaction items	N	M	SD
Infrastructure and facilities	363	3.11	.81
Clearly visible road sign or path to beach	385	3.44	.97
Easy to access and find area for own relaxing	386	3.38	1.06
No beach facilities and vendors obstructing natural scenery of beach (beach beds, restaurants etc.)	383	3.24	1.15
Number of bins are sufficient	383	2.81	1.16
Number of public shower facilities are sufficient	385	2.67	1.18
Number of public toilets are sufficient	386	2.65	1.19
Price of services on beach is suitable and clearly shown	387	3.03	1.09
Sufficient facilities and services provided on beach	386	3.15	1.08
Sufficient recreational activities provided on beach	384	3.34	1.06
The warning alarm system	385	3.26	.98
Natural attractions	382	3.63	.81
Beautiful scenery	386	3.86	.90
Clean and soft sand	384	3.57	1.11
Clear water	386	3.31	1.16
Pleasant climate	388	3.69	.94
The color of sand	388	3.70	.90
Overall satisfaction with Patong beach	387	3.57	.98

Remarks: Mean ranges from 1 (Strongly disagree) to 5 (Strongly agree)

Each item of international tourists' perception was ranked in descending order

According to Table 8, considering each attribute of Patong beach, international tourists were satisfied most on "beautiful scenery" (n = 386, M = 3.86), followed by "color of sand" (n = 388, M = 3.70) and "pleasant climate" (n = 388, M = 3.69) which were all categorized in natural attraction of Patong beach. On the other hand, they were dissatisfied most on "number of public toilet" (n = 386, M = 2.65), followed by "number of shower facilities" (n = 385, M = 2.67) and "number of bins" (n = 383, M = 2.81). In comparison between the 4 constructs, it indicated that "natural attractions" were the first attribute that tourists were satisfied most with a mean of 3.63. The second rank was "atmosphere and social ambiance" with a mean of 3.40. The

third rank was “environmental condition” with a mean of 3.16. Lastly, the lowest mean score was “infrastructures and facilities” with a mean of 3.11

Table 9 Descriptive analysis of international tourist’s revisiting intentions ^{เช็คลำดับตารางใหม่}

International tourists’ revisiting intentions items	N	M	SD
Patong beach is my priority choice of attractive destination	389	3.16	1.09
If I could have done it again, I would have chosen Patong beach	385	3.36	1.10
I probably will revisit Patong beach for travelling in next 3 years	389	3.43	1.13
I would recommend Patong beach to my friends and relatives as a holiday destination	388	3.50	1.14
Patong beach offers a good experience for visiting.	389	3.53	1.01
I speak positive about Patong beach to others	389	3.65	1.07
Overall tourists’ revisiting intention	384	3.44	.88

Remarks: Mean ranges from 1 (Strongly disagree) to 5 (Strongly agree)

Each item of international tourists’ perception was ranked in descending order

The findings from Table 9, it represented that the international tourists did not deem Patong beach as a priority choice in their mind ($n = 389$, $M = 3.16$). However, they might probably speak about Patong beach to others in positive way. Also, the overall tourists’ revisiting intention showed a mean of 3.44 which was in average level.

4.3 The Differences in International Tourists’ Perception towards the Government’s Beach Clean-up Policy by Different Tourist groups based on their Beach use behavior

Table 10 ANOVA result on differences in international tourists’ perception towards the government’s beach clean-up policy by different international tourist groups based on their beach use behavior

	M	F-value	Sig.	Mean Difference	Post Hoc Analysis
Number of times of visit					
First time	3.59		.00*	.36	First time > More than 3 times
2-3 times	3.52	9.53	.01*	.30	2-3 times > More than 3 times
More than 3 times	3.22		.01*	-.36	More than 3 times < First time
				-.30	More than 3 times < 2-3 times

Table 10 Continued

	M	F- value	Sig.	Mean Difference	Post Hoc Analysis
Length of time spent					
< 1 hour	3.59		.01*	.40	Less than 1 hr. > 3-5 hrs.
			.02*	.40	Less than 1 hr. > More than 5hrs.
1-3 hours	3.57		.00*	.37	1-3 hrs. > 3-5 hrs.
		7.01	.01*	.38	1-3 hrs. > More than 5 hrs.
3-5 hours	3.19		.01*	-.40	3-5 hrs. < Less than 1 hr.
			.00*	-.37	3-5 hrs. < 1-3 hrs.
> 5 hours	3.19		.02*	-.40	More than 5 hrs. < Less than 1hr.
			.01*	-.38	More than 5 hrs. < 1-3 hrs.
Amount of money spent					
None	3.65				
< 500	3.47				
500 – 1,000	3.34	1.30	NS	-	-
1,0001 – 1,500	3.39				
1,501 – 2,000	3.59				
2,001 and above	3.48				

Remarks: * One-way ANOVA is significant at the $p \leq 0.5$ level

The unit of amount of money spent is in Thai Baht

Analysis of variance (ANOVA) was employed to further investigate the differences in perception among tourists' groups with different beach use behavior as the questions pertaining to beach use behavior were comprised of 3 items: a) number of times of visit to Patong beach b) length of time spent on the beach and c) amount of money spent on Patong beach. The findings from Table 10 demonstrated that there were significant differences in perception towards the government's beach clean-up policy by different numbers with regard to the time of the visit ($F= 9.53$, $p \leq 05$). Post Hoc Tests using Tukey HSD test was carried out. Therefore, it can be seen that first time visitors ($M = 3.59$) and 2nd and 3rd time tourists ($M = 3.52$) agreed with this policy more positively than those who had visited more than 3 times ($M = 3.23$).

Moreover, there were significant differences in perception towards the

government's beach clean-up policy by different numbers with regard to the length of time spent on the beach ($F = 7.01, p \leq 05$). In particular, tourists who spent less than an hour on the beach ($M = 3.59$) and those who spent between 1-3 hours ($M=3.57$) also assented with the policy more positively than tourists who spent around 3-5 hours on the beach ($M = 3.19$) and more than 5 hours ($M = 3.19$) On the other hand, there was no any significant difference in tourists' perception towards the policy toward different amounts of money spent on Patong beach: ($F = 1.30, p = .26$).

Additionally, descriptive statistics in Table 10 showed that the biggest group of tourists preferred to spend time on Patong beach in the afternoons (58.9%). Similarly, 36.2% and 31.1% of tourists preferred to spend time in the evenings and mornings respectively. Only 11 percent of them were likely to spend time there at night.

Table 11 Time period that international tourists preferred to spend on Patong beach (N=389)

When do you normally spend time on Patong beach (Can choose more than one)	Frequency	Percentage (%)
Morning	121	31.1
Afternoon	229	58.9
Evening	141	36.2
Night	43	11.1

Moreover, Table 11 showed that "Sunbathing" was the first popular activity that tourists expected to do on Patong beach, followed by "Walking on the beach" and "Swimming". As a matter of fact, the number of tourists who expected to sunbathe was lower than those who actually sunbathed on Patong beach, while the numbers of tourists who walked on the beach and swam were more than expected.

On the contrary, there were a large amount of tourists who did these activities: "Walking on the beach", "Photography" and "Swimming" respectively. Specifically, the results also revealed that there were only a small amount of tourists who expected to do "Cycling", "Horse riding" and participate in a "Tattoo service". Meanwhile, there were a small amount of tourists who actually did activities such as "Hair braiding", "Snorkeling" and "Horse riding".

Another result, worth considering was the findings in the "Difference column", it

is obviously seen that “Snorkeling” showed the highest tourist expectation compared to the number of those who actually did it on their holidays. On the other hand, “Walking on the beach” presented the biggest number of tourists who actually did it there compared to their expectations.

Table 12 International tourists’ preferences of recreational activities (N=389)

Activities	Frequency		Difference
	Expected to do	Actually doing	
Sunbathing	219	189	+ 30
Walking on the beach	206	296	- 90
Dog walking	116	51	+ 65
Playing volleyball/soccer	136	64	+ 72
Photography	164	240	- 76
Cycling	100	63	+ 37
Reading a book	177	154	+ 23
Dining/picnic	143	137	+ 6
Parasailing	121	67	+ 54
Snorkeling	144	42	+ 102
Swimming	198	235	- 37
Sailboard	104	55	+ 49
Long tail boat	107	58	+ 49
Jet ski	127	81	+ 46
Banana boat/speed boat	111	81	+ 30
Massage	154	132	+ 22
Tattoo service	86	74	+ 12
Hair braiding service	104	47	+ 57
Manicure/pedicure	121	67	+ 54
Horse riding	96	41	+ 55

Remark: (+) Refers to expectation to do the activity is more than those people actually doing the activity (-) Refers those people actually doing the activity is more than those people expecting to do it “**Bold numbers**” indicate the highest number in each column

4.3.1 Opinions from Open-ended Questions about International Tourists’ Perception towards the Government’s Beach Clean-up Policy and Beach use behavior

In this part, the opinions from open-ended questions can embody international tourists' perception towards the policy and their beach use behavior in written statements from respondents. Generally, its purpose of this policy is advantageous for sustainable beach management but Patong beach has been recognized by many tourists as a paradise beach where offering them fully-served facilities for sunbathing areas for a long time. Therefore, some opinions might oppose the beach clean-up policy. Additionally, those who disagreed with this policy mostly were repeat-visitors and elderly tourists due to the limited amounts of beach beds, umbrellas and chairs were difficulty to fully enjoy relaxing on the beach. Also, Patong beach without these facilities for sunbathing destroyed the real beach atmosphere and there were no more interesting things to do. Thus, they could not experience the best travelling there. Furthermore, some tourists also mentioned that this policy altered Patong beach rapidly in different beach conditions in short term and a lack of signs was one of the most important weaknesses of this management.

On the other hand, most of first-time visitors commented that the policy was good as it kept the beach clean and tidy, also a disturbance from too many businesses on the beach was less than before. In another view, it can be generally concluded that the action plans must be prepared based on the characteristics of specific beach destination area and progressively implemented. Also, the policy needs to correspond with the majority of tourists' needs. More importantly, the government should equally pay an importance on sustainable beach management and managing tourist satisfaction and retention at the same time.

As a result, it can be summarized that "The government's beach clean-up policy" was the significant factor affecting tourists' perception, especially repeat-visitors and elderly tourists. Meanwhile, the policy also had an effect upon their behavior on the beach, especially sunbathing and this is one the most important activities that tourists mostly expected to do on Patong beach. More importantly, some of tourists confirmed that they were not going to visit Patong again, therefore how they perceived this policy may probably affect their satisfaction as well as revisiting intention. Nevertheless, there were other serious problems which need to be solved immediately at Patong beach as they specified these factors:

- 1) Illegal vendors and time share sellers on the beach.

- 2) Influential and mafia groups.
- 3) Safety guarantee of rental motorbike and parking lots
- 4) An insufficient amount and poor quality of underlying infrastructures and facilities such as toilets, bins.
- 5) Water sport management by minimizing jet-ski and other dangerous activities.

These are the findings from open-ended questions which were already coded and summarized into categories, finally most codes were reported and most tourists expressed their opinions as follows:

“First of all, the overall policy is good planning in terms of beach management. However, in point of fact, it is difficult to implement all the action plans in a short period, and it requires a longer time to make a clearer understanding for tourists. That is, it will take a long time to make it acceptable for everyone. In other words, this policy is advantageous to keep the beach clean and look well-organized, but it is equally necessary to consider how to retain repeat visitors and attract more visitors in order to boost the tourism industry and fairly generate income for local people.”

“In particular, “The special beach zone” must be seriously reviewed based on the real possibility that almost half of us truly need more beach beds, umbrellas and chairs to be allowed onto Patong beach. Definitely, more than 10 per cent should be allowed on the beach as they are not adequate for the numerous tourists at the moment. More importantly, these facilities for sunbathing are totally necessary for elderly tourists.”

“Significantly, there was another more important thing to be solved than this regulation, that is, the large crowd of vendors. Some of them may be illegal vendors, mostly selling the same services, so they harass tourists who are trying to relax. Consequently, we deem that fully-served facilities on the beach would offer us a better experience for travelling and we would be willing to revisit in the future. Moreover, we also have a high anticipation of excellent services, facilities and reasonable prices as Patong beach acts as one of Phuket’s developed beaches.”

“Additionally, we would suggest that the government should progressively implement this policy step by step, and they must assure that they are the prior authority who

controls umbrellas, beach beds and rental services. However, some services must be occupied by local businesses, so the government must make rigorous regulations towards them. In some ways, they can assist the overseeing of the cleanliness of their workplaces.”

4.3.2 Opinions of International Tourists’ Preferences about Recreational Activities, Facilities and Services on Patong Beach

In terms of international tourists’ preferences towards recreational activities, facilities and services, they were categorized in 2 columns based on kind of the questions. The first column represented lists of activities and facilities that need to be added more on Patong beach. The prior facilities that large amount of tourists were concerned with were public toilets and shower facilities, particularly they need to be more provided in a good condition. Also, the local government needs to increase more bins on the beachfront. Moreover, few tourists suggested that there should be more educated visible lifeguards around the beachfront. To make tourists more comfortable, parking lots and tourist information should be more available.

On the contrary, another column showed the activities and facilities that should be removed, it reported that motor sport and dangerous water activities were not acceptable for some tourist groups, particularly European tourists viewed that jet-ski and parasailing should be prohibited. Nevertheless, the government should pay more attention on putting signs to separate the zones for swimming and water sports due to these hazard activities always resulted in accidents with those tourists who swam in that area. Importantly, illegal vendors and time share sellers need to be rigorously controlled. All the mentioned-above information was arranged in table below:

Table 13 Opinions of international tourists' preferences of recreational activities, facilities and services on Patong beach

Recreational activities and facilities should be added	Recreational activities and facilities should be removed
1. Provide more public toilets, shower facilities in a good maintained condition. (It would be better if the government could provide foot showers because tourists can wash the sand off before leaving the beach).	1. Motor sports and dangerous activities such as jet-skis and parasailing due to the harm they can do to people who are swimming in that area, also there are no obvious signs separating each zone.
2. Increase the amount of bins and put them near the beachfront and empty them more frequently.	2. Illegal vendors and time share sellers (It is also very crucial to control vendors who are selling the same services on the beach as they disturb tourists' relaxation).
3. Better trained and clearly visible life guards.	
4. Access to parking lots.	
5. Tourist information.	

4.4 Relationship between International Tourists' Perception towards the Government's Beach Clean-up Policy and Tourist Satisfaction

Table 14 Pearson Correlation Coefficients result on relationship between international tourists' perception and tourist satisfaction

	Tourists' perception	
	r	P-value
Atmosphere and social ambiance	.473**	.00
Environmental condition	.381**	.00
Infrastructures and facilities	.507**	.00
Natural attractions	.407**	.00
Overall satisfaction	.485**	.00

Remarks: **. Correlation is significant at the 0.01 level (2-tailed).

“**Bold numbers**” indicate the highest r

Pearson Correlation Coefficients were used to examine the relationship between overall international tourists' perception towards the government's beach clean-up policy

and tourists' satisfaction. As Table 14 appeared to show there were 5 attributes of dependent variable that were evaluated as follows: (1) Atmosphere and social ambiance, (2) Environment condition, (3) Infrastructures and facilities, (4) Natural attractions and (5) Overall satisfaction. Intriguingly, there were all uphill linear relationships between the variables. Specifically, overall international tourists' perception exhibited that the most significantly positive correlation was to "Infrastructure and facilities" ($r = .507^{**}$). Thus, it can be concluded that the international tourists who had a positive agreement with this government's beach clean-up policy, would probably be satisfied with the infrastructure and facilities provided at Patong beach. With regard to infrastructure and facilities on Patong beach, they were directly associated with the policy conditions such as the amount of facilities and activities provided on the beach, public toilets, shower facilities and bins. Likewise, it showed that there were medium positive relationships between overall international tourists' perception and the others, respectively, as follows:

(1) Overall international tourists' perception and overall satisfaction ($r = .485^{**}$)

(2) Overall international tourists' perception and atmosphere and social ambiance ($r = .473^{**}$)

(3) Overall international tourists' perception and natural attractions ($r = .407^{**}$)

(4) Overall international tourists' perception and environmental conditions ($r = .381^{**}$) Moreover, it can be noticed that "Environmental conditions" had markedly the least positive correlation to overall tourists' perception in this study ($r = .381^{**}$).

4.5 Relationship between International Tourists' Perception towards the Government's Beach Clean-up Policy and Tourists' Revisiting Intentions

Table 15 Pearson Correlation Coefficients result on relationship between international tourists' perception and tourists' revisiting intentions

	Overall tourists' perception	
	r	P-value
Tourists' revisiting intention	.491**	.00

Remarks: **. Correlation is significant at the 0.01 level (2-tailed).

"**Bold numbers**" indicate the highest r

From Table 15, it can be summarized that there was a moderate positive correlation between these variables ($r = .491$, $P < .001$). It indicated that tourists who agreed with the government's beach clean-up policy would most likely revisit Patong beach in the future.

4.6 Relationship between International Tourist satisfaction and Tourists' Revisiting Intentions

Table 16 Pearson Correlation Coefficients result on relationship between international tourist satisfaction and international tourists' revisiting intentions

	Tourists' revisiting intention	
	r	P-value
Atmosphere and social ambiance	.651**	.00
Environmental conditions	.539**	.00
Infrastructure and facilities	.628**	.00
Natural attractions	.611**	.00
Overall satisfaction	.694**	.00

Remarks: **. Correlation is significant at the 0.01 level (2-tailed).

“**Bold numbers**” indicate the highest r

As Table 16 noted that the relationship between “Overall international tourist satisfaction” and revisiting intentions was the strongest positive linear relationship ($r = .694^{**}$). Hence, tourists might probably revisit Patong beach in the future if they were satisfied with the overall policy there. Likewise, for other attributes, there were quite strong linear relationships between revisiting intentions and other intentions in a positive direction as follows:

(1) Atmosphere, social ambiance and international tourists' revisiting intention ($r = .651^{**}$)

(2) Infrastructure and facilities and international tourists' revisiting intention ($r = .628^{**}$)

(3) Natural attractions and international tourists' revisiting intention ($r = .611^{**}$)

(4) Environmental conditions and international tourists' revisiting intention ($r = .539^{**}$)

Furthermore, it was also noted in this study that environmental conditions associated with international tourists' revisiting intentions was the lowest positive correlation ($r = .539^{**}$). This was according to environmental conditions associated with beach condition, domestic animals and trash. Subsequently, these were not of much significance to the probability of their revisiting intention. Ultimately, it can be summarized that international tourists who were satisfied with Patong beach would have a willingness to revisit the beach in the future.

4.7 Differences in International Tourists' Perception

4.7.1 Differences in International Tourists' Perception by Age Group

Table 17 ANOVA result on differences in international tourists' perception by age group

	Mean	F-value	Sig.	Mean Difference	Post Hoc Analysis
Age group					
Group1: < 30	3.54		.00*	.34	Group1 > Group 3
Group 2: 31-50	3.43	4.27	NS		
Group 3: >50	3.20		.00*	-.34	Group3 < Group 1

Remarks: * One-way ANOVA is significant at the $p \leq 0.5$ level

Refer to Table 17, Analysis of variance (ANOVA) was also applied to investigate the different perception among different age groups of international tourists. In the first stage, age groups were collapsed into 3 categories (Group1: less than 30 years, Group2: 31-50 years and Group3: more than 60 years). It was discovered that there were statistically significant differences in international tourists' perception towards the government's beach clean-up policy for these age groups ($F = 4.27$, $p = \leq 0.5$). Comprehensively, Post Hoc Tests revealed that Group1 ($M = 3.54$) agreed with this policy more positively than Group3 ($M = 3.20$). That is, international tourists whose age range was less than 30 years perceived this policy more positively than those who were aged more than 50 years or who were elderly tourists.

4.7.2 Differences in International Tourists' Perception by Nationality

Table 18 ANOVA result on differences in international tourists' perception by nationality

	Mean	F-value	Sig.	Mean Difference	Post Hoc Analysis
Nationality					
Asian	3.67		.00*	.47	Asian > European
European	3.20		.00*	-.47	European < Asian
North American	3.50		NS		
South American	3.55	5.82	NS		
African	3.85		NS		
Australian/ New Zealander	3.38		NS		
Others	3.33		NS		

Remarks: * One-way ANOVA is significant at the $p \leq 0.5$ level

Table 18, illustrates that there was a statistically significant difference in international tourists' perception towards the government's beach clean-up policy by nationality ($F = 5.82$, $p = \leq 0.5$). Furthermore, it was found from Post Hoc Tests that there was a significant difference in international tourists' perception between Asians ($M = 3.67$) and Europeans ($M = 3.20$). In this sense, tourists from Asia had a more positive agreement than European tourists.

4.8 Differences in International Tourists' Beach use behavior

4.8.1 Differences in International Tourists' Beach use behavior by Age Group

Table 19 Cross-tabulation of differences in number of time of visits by age group

		Number of times of visit at Patong beach			Total
		The first time	2-3 times	More than 3 times	
Age group	Group 1: <30	46.6%	21.5%	31.9%	100%
	Group 2: 31-50	30.6%	26.5%	42.9%	100%
	Group: 3 >50	18.2%	24.7%	57.1%	100%
	Total	34.9%	24.0%	41.1%	100%

Table 20 Chi-Square test of differences in number of time of visits by age group

	Value	Df	Sig. (2-sided)
Pearson Chi-Square	22.50 ^a	4	.00

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 18.50.

Remarks: Pearson Chi-Square is significant at the $p \leq 0.5$ level

A Chi-Square Test was performed to investigate the differences in beach use behavior among international tourists with dissimilar age group. Table 20, this test suggested that there were statistically significant differences between age group and number of time of their visit, $\chi^2(4, n = 387) = 22.50, p = .00$. In conclusion, age group seems to be related to number of time of visit ($p = .00$). As outlined in Table 19, for instance, first time visitors were mostly younger tourists (below 30 years old). On the other hand, both of tourists in 31-50 age range and above 50 years old had ever visited more than 3 times. In addition, of all international tourists who visited Patong beach, there were more repeat visitors than first time visitors as 41.1% represented for those who visited Patong beach more than 3 times, also 24% showed the proportion of those who visited 2-3 times. On the other hand, 34.9% of them were first time visitor.

Table 21 Cross-tabulation of differences in length of time spent on Patong beach by age group

		Length of time spent on Patong beach				Total
		Less than 1 hr.	1-3 hrs.	3-5 hrs.	More than 5 hrs.	
Age group	Group 1 <30	15.4%	59.3%	19.8%	5.6%	100%
	Group 2 31-50	14.3%	45.6%	25.9%	14.3%	100%
	Group 3 >50	15.6%	32.5%	33.8%	18.2%	100%
	Total	15.0%	48.7%	24.9%	11.4%	100%

Table 22 Chi-Square test of differences in length of time spent on Patong beach by age group

	Value	Df	Sig. (2-sided)
Pearson Chi-Square	21.50 ^a	6	.00

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 8.78.

Remarks: Pearson Chi-Square is significant at the $p \leq 0.5$ level

From Table 22, there were statistically significant differences between age group and length of time spent on Patong beach, $\chi^2 (6, n = 386) = 21.50, p = .00$. Length of time spent on Patong beach was related to age group of international tourists ($p = .00$). There was no such a big difference between each age group regarding time spent on Patong beach less than an hour. However, it can be obviously seen that 59.3% of younger international tourists preferred to spend time on Patong beach for 1-3 hours. Meanwhile, it was found that senior international tourists normally spent time on Patong beach for 3-5 hours. Likely, they also the spent the longest time on Patong beach compared to other. Among all international tourists, the majority of international tourists preferred to spend time on Patong beach approximately 1-3 hours.

Table 23 Chi-Square test of differences in amount of money spent by age group

	Value	Df	Sig. (2-sided)
Pearson Chi-Square	12.97 ^a	10	.23

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.94.

Remarks: Pearson Chi-Square is significant at the $p \leq 0.5$ level

Based on the results from a Chi-Square Test, there was no statistically significant association between age group and the amount of money that international tourists spent on Patong beach, $\chi^2 (10, n = 376) = 12.97, p = .23$.

4.8.2 Differences in International Tourists' Beach use behavior by Nationality

Table 24 Chi-Square test of differences in number of time of visits by nationality

	Value	Df	Sig. (2-sided)
Pearson Chi-Square	22.52 ^a	12	.03

a. 9 cells (42.9%) have expected count less than 5. The minimum expected count is 2.18.

Remarks: Pearson Chi-Square is significant at the $p \leq 0.5$ level

According to Table 24, firstly, expected cell sizes were less than 5, so that it violated assumption because 9 cells (42.9%) have expected count less than 5 and minimum expected count is less than 5. It can be concluded that, there was no statistically significant association between number of times of visit and dissimilar nationality, $\chi^2 (12, n = 388) = 22.52, p = .03$.

Table 25 Chi-Square test of differences length of time spent by nationality

	Value	Df	Sig. (2-sided)
Pearson Chi-Square	79.86 ^a	18	.000

a. 14 cells (50%) have expected count less than 5. The minimum expected count is 1.02.

Remarks: Pearson Chi-Square is significant at the $p \leq 0.5$ level

Similarly, Table 25 indicated that it also violated the assumption expected cell sizes were only 1.02. As a result, there was no statistically significant in length of time spent on Patong beach among international tourists with dissimilar nationality, $\chi^2 (18, n = 387) = 79.86, p = .00$.

Table 26 Chi-Square test of differences in amount of money spent on Patong beach by nationality

	Value	Df	Sig. (2-sided)
Pearson Chi-Square	43.49 ^a	30	.05

a. 22 cells (52.4%) have expected count less than 5. The minimum expected count is .62.

Remarks: Pearson Chi-Square is significant at the $p \leq 0.5$ level

Results from Table 26 also indicated that there was no significant association between different nationality and the amount of money that international tourists spent on Patong beach as it violated the assumption as well, $\chi^2 (1, n = 377) = 43.49, p = .05$.

4.9 Differences in International Tourist Satisfaction

4.9.1 Differences in International Tourist Satisfaction by Age Group

Table 27 ANOVA result on differences in international tourist satisfaction by age group

	Mean	F-value	Sig.	Mean	Post Hoc Analysis
	Difference				
Age group					
Group 1: < 30	3.62				
Group 2: 31-50	3.57	.87	NS	-	-
Group 3: >50	3.44				

Remarks: * One-way ANOVA is significant at the $p \leq 0.5$ level

Table 27 indicates that there was not any statistically significant difference in tourist satisfaction by age group ($F = .87, p = .42$).

4.9.2 Differences in International Tourist Satisfaction by Nationality

Table 28 ANOVA result on differences in international tourist satisfaction by nationality

	Mean	F-value	Sig.	Mean Difference	Post Hoc Analysis
Nationality					
Asian	3.75		.00*	.46	Asian > European
European	3.28		.00*	-.46	European < Asian
			.00*	-.54	European < AUS
North American	3.79				
South American	3.00	4.35			
African	3.67				
Australian/ New Zealander	3.82		.00*	.54	AUS > European
Others	3.56				

Remarks: * One-way ANOVA is significant at the $p \leq 0.5$ level

AUS represents Australian/ New Zealander

It can be seen from Table 28 that there were statistically significant differences in overall international tourist satisfaction among different nationalities ($F = 4.34$, $p \leq 0.5$). Especially, Australians, New Zealanders ($M = 3.82$) and Asians ($M = 3.75$) were more content with Patong beach than European tourists ($M = 3.28$).

4.10 Differences in International Tourists' Revisit Intention

4.10.1 Differences in International Tourists' Revisiting Intentions by Age Group

Table 29 ANOVA result on differences in international tourists' revisiting intentions by age group

	Mean	F-value	Sig.	Mean Difference	Post Hoc Analysis
Age group					
Group1: <30	3.51				
Group 2: 31-50	3.45	1.78	NS	-	-
Group 3: >50	3.28				

Remarks: * One-way ANOVA is significant at the $p \leq 0.5$ level

However, there was not any statistically significant difference in international tourists' revisiting intentions by age group ($F = 1.78, p = .17$).

4.10.2 Differences in International Tourists' Revisiting Intentions by Nationality

Table 30 ANOVA result on differences in international tourists' revisiting intentions by nationality

	Mean	F-value	Sig.	Mean Difference	Post Hoc Analysis
Nationality					
Asian	3.63		.00*	.52	Asian > European
European	3.11		.00*	-.52	European < Asian
			.00*	-.61	European < AUS
North American	3.58				
South American	3.37	5.19			
African	3.54				
Australian/ New Zealander	3.72		.00*	.61	AUS > European
Others	3.46				

Remarks: * One-way ANOVA is significant at the $p \leq 0.5$ level

AUS represents Australian/ New Zealander

From Table 30 above, the last results showed that there were statistically significant differences in international tourist' revisiting intentions ($F = 5.19, p \leq 0.5$). Also, Post Hoc Tests represented that the intention to revisit of European tourists ($M = 3.11$) was significantly different from Australian, New Zealand ($M = 3.72$) and Asian tourists ($M = 3.63$). It indicated the possibility to revisit Patong beach of Australian, New Zealand and Asian tourists was higher than European tourists.

4.11 Summary of hypothesis testing

Referring to all the findings, it was found that there were 4 hypotheses partially supported, as the amount of money spent on Patong beach was not contemplated as a variable affecting different international tourists' perception (H_1). While, beach use behavior of international tourists did not significantly depend on nationality (H_6). Furthermore, different age

groups were not considered as an independent variable which affected international tourist satisfaction and revisiting intentions (H_7 , H_8). Meanwhile, other hypotheses were fully supported as shown in Table 31.

Table 31 Summary of hypothesis testing

Hypothesis	Results
H_1	Partially supported
H_2	Fully supported
H_3	Fully supported
H_4	Fully supported
H_5	Fully supported
H_6	Partially supported
H_7	Partially supported
H_8	Partially supported

CHAPTER 5

CONCLUSIONS AND DISCUSSION

This chapter consists of conclusion, discussion, practical implications, limitations and theoretical implications for further research. The aim of this study is to explore international tourists' perception towards the government's beach clean-up policy. Next, is to examine international tourists' beach use behavior at Patong beach, and to assess their satisfaction with Patong beach. Lastly, to investigate the relationship between the international tourists' perception towards the government's beach clean-up policy, beach use behavior, satisfaction and revisiting intentions. More importantly, this study briefly highlighted the differences in international tourists' perception towards the government's beach clean-up policy, beach use behavior, satisfaction and revisiting intention by different age groups and nationalities. In this study, a quantitative approach was employed by personally distributing self-administered questionnaires to international tourists who visited Patong beach after the beach clean-up policy was implemented. Following that, the key findings of each hypothesis were provided, and conducted to the discussion of each objective. Furthermore, this study delivered practical implications to the government sector, local authorities, business entrepreneurs and other stakeholders in the tourism industry at Patong beach. Ultimately, theoretical implications for further research were also proposed.

5.1 Conclusion

5.1.1 Conclusion of Objective 1

In overall, the international tourists' perception regarding the government's beach clean-up policy was in a moderate level due to the mean of overall tourists' perception was 3.43 as shown in Table 7. Take into consideration, the lowest mean was found on beach bed's issue, this means, the majority of them disagreed that the government attempted to remove all beach beds from Patong beach. While, they agreed most on the permission of water and light snacks as they are allowed to bring some to and enjoy on the Patong beach. Furthermore, the results of hypothesis 5 indicated statistically significant evidence that international tourists with dissimilar age groups and nationalities had a different perception towards the government's beach clean-up policy at Patong beach as follows:

(1) Young tourists whose age range was less than 30 years agreed with the government's beach clean-up policy more positively than elderly tourists who were aged more than 50 years.

(2) Asian tourists expressed more positive agreement with the government's beach clean-up policy than European tourists.

5.1.2 Conclusion of Objective 2

Based on several descriptive statistics with regard to their classification data, it should be noted that most of international tourists walked to Patong beach (49.1%) and it may be related to how they choose their accommodation as there was high percentage of tourists who were staying at hotels nearby Patong (75.8%). The majority of them were accompanied by friends (42.4%) and family (30.6%). Also, they planned to stay at Patong beach approximately 1-7 days. Importantly, past experience tended to be the most important factor influencing their decision making process to visit Patong beach. In term of the use of beach and recreational activities at Patong beach, a large proportion of international tourists normally spend time on the beach in the afternoon. Moreover, an outstanding number of them expected to sunbath on Patong beach and this was ranked as the most popular activity they prefer to do, and followed by walking on the beach and swimming. As a matter of fact, they actually only did other activities comprising of walking on the beach, photography and swimming instead of sunbathing on the beach which was the most expected by them. However, snorkeling was another activity that they interested, but it seemed they would not be able to do as the number of international tourists who actually did it was much less than number of expectation.

More specifically, as hypothesis 6 was partially support due to there was significant association between tourists' beach use behavior and demographic profiles, however only age group was considered as accordingly mentioned:

Firstly, regarding the frequency of their visit and different age groups

(1) First time visitors were mostly young tourist group whose age ranged below 30 years old.

(2) The international tourist groups who visited around 2-3 times was mostly in middle age group which is between 31 and 50 years old.

(3) While, senior tourists whose age is above 50 years old had already visited more than 3 times.

Thus, it appears that there were much more repeat visitors coming to Patong beach as 65.1% represented the number of total international tourists who visited Patong beach for many times regardless the dissimilar age groups. Also, the association between the length of time spent on Patong beach and age group was indicated as can be summarized below:

(1) Young tourists are likely to spend time on Patong beach only 1-3 hours.

(2) Tourist's age in between 31-50 years old and elderly tourists preferably spend time on Patong beach approximately for 3-5 hours, or more than this. However, there was no statistically significant association between tourists' beach use behavior and nationality, it indicated that nationality was not significantly influential to how they use the Patong beach.

5.1.3 Conclusion of objective 3

For international tourists' satisfaction, the results revealed that natural attraction was the strength of Patong beach due to the great proportion of them were contented with beautiful scenery (3.86), color of sand (3.70) and present climate (3.69), which were all categorized in natural attraction. On the contrary, number of public toilet (2.65), public shower facilities (2.67) and garbage bins were not able to surpass their satisfaction level (2.81).

From the findings, hypothesis 7 was partially supported as it showed only the statistically significant evidence of international tourists among different nationalities. Each nationality had a different level of satisfaction with Patong beach. That is, Asian, Australian and New Zealand tourists were more satisfied with Patong beach than European tourists. Taking this into consideration, this summary of hypothesis 8 was accordant with the hypothesis 7, namely, the tendency that Asian, Australian and New Zealand tourists will revisit Patong beach was higher than European tourists.

5.1.4 Conclusion of objective 4

There were statistically significant associations between the international tourists' perception towards the government's beach clean-up policy, beach use behavior,

satisfaction and revisiting intentions. As a conclusion, all of them are related one another, so it can be summarized based on each hypothesis down below:

Hypothesis 1: There are differences in international tourists' perception towards the government's beach clean-up policy by different international tourist groups based on their beach use behavior. (Partially supported)

For the first hypothesis, the results implied that there were differences in international tourists' perception towards the government's beach clean-up policy by different tourist groups based on their beach use behavior as presented below:

(1) The differences in international tourists' perception towards the government's beach clean-up policy with regard to the different number of times that Patong beach was visited. First-time tourists, 2nd and 3rd time tourists consented to this policy more positively than those who had visited more than 3 times.

(2) The differences in international tourists' perception towards the government's beach clean-up policy by length of time spent on Patong beach. Tourists who only spent less than an hour on the beach and those who spent between 1-3 hours also agreed with this policy more positively than those who spent more than 3 hours on the beach.

(3) On the contrary, there was no significant difference in international tourists' perception towards the government's beach clean-up policy by different amounts of money spent there.

Hypothesis 2: The overall international tourists' perception towards the government's beach clean-up policy at Patong beach is positively related to international tourist satisfaction (Supported).

The next hypothesis was supported as the overall international tourists' perception towards the government's beach clean-up policy was positively related to their satisfaction. In particular, the findings showed that overall international tourist perception exhibited the most significant positive correlation to infrastructure and facilities ($r = .507^{**}$). That is, the policy which was based on the beach zone management was the most significantly consistent with "The infrastructure and facilities on Patong beach" compared to other attributes. Therefore, those who had a positive agreement with the government's beach clean-up policy, would probably be more satisfied with the infrastructure and facilities provided on the beach.

Hypothesis 3: The overall international tourists' perception towards the government's beach clean-up policy at Patong beach has a positive relationship with international tourists' revisiting intentions (Supported).

The results showed that overall international tourists' perception towards the government's beach clean-up policy at Patong beach had a positive correlation with tourists' revisiting intentions at a moderate level ($r = .491^{**}$). Those tourists who assented with the government's beach clean-up policy at Patong beach, said they would intend to revisit Patong beach in the future.

Hypothesis 4: The overall international tourist satisfaction with Patong beach is positively associated with international tourists' revisiting intentions (Supported).

International tourist satisfaction with Patong beach was positively associated with their revisiting intention was fully supported. It can be concluded that the relationship between overall satisfaction and revisiting intention was the strongest positive linear relationship ($r = .694^{**}$). Hence, international tourists would revisit Patong beach if they were grateful for the new management policy implemented there.

5.2 Discussion

5.2.1 Discussion of Objective 1

Based on the findings, with regard to international tourists' perception towards the government's beach clean-up policy, the findings indicated that international tourists did not regard the government's beach clean-up policy very positively. The possible reason that can explain this is that there was a lack of knowledge and awareness of this policy. Importantly, the real purpose of the beach clean-up policy is consistent with the sustainable management of the beach. Thus, it would have been meaningful for the government to broaden tourists' knowledge and awareness before they applied the policy. According to an earlier study, at the same time, for sustainable destination, tourists' awareness about sustainability issues should be introduced and sustainable tourism practices should also be promoted among them (Swarbrooke, 2005). Seemingly, there was not sufficient conspicuous signage to inform tourists of the new policy around the Patong beach area. Furthermore, the findings also suggested throughout the differences in perception among different age groups and nationalities, for example elderly tourists did not perceive the policy as positively as younger tourists. It may be that they deem the

“Special beach zone” policy does not provide an adequate area for sunbathing, also the removal of beach beds, chairs and umbrellas has become a rigid obstacle for elderly tourists. It is possible that tourists whose ages’ range more than 50 years found difficulty in sunbathing on the beach without chairs and beds. Moreover, these elderly tourists normally spent more time there than younger tourists. With regard to differences in perception among nationalities, it can be seen that Asian tourists expressed a more positive agreement with the policy than European tourists.

Patong beach, as a developed beach has played an important role in the social development of Phuket’s tourism industry. Therefore, it can be suggested from previous study that those international tourists prefer to visit Ptong beach, they intend to visit there for reasons related to the provision of facilities and services. Moreover, everyone viewed beaches as destinations where they can be remote from daily activities, also these beaches must offer them a comfort, safety, several function and being friendly (Breton, F., Clapes, J., Marques, A. and Priestle G. K., 1996). This demonstrates that insufficient facilities and services for sunbathing are not satisfying for some tourist groups, especially elderly tourists. More significantly, the responses in the open-ended questions pointed out that the special beach zone needs to be re-considered because only 10 per cent of the entire beach is not an adequate area for tourists to fully enjoy themselves there. Also, the current permitted facilities are not sufficient to enhance the tourist’s experiences. Additionally, there were some main features which are relevant to an individual’s experience and result in the choice of a destination, for example attractions, natural and cultural resources, accommodation, infrastructure and tourism facilities at particular destinations (Ritchie & Crouch, 2003). Thus, in this study, it may be deemed that the infrastructure and tourism facilities play a crucial role in enhancing individual tourist experiences.

Subsequently, it would be suggested in this study based on Morgan et al., (1993), Williams & Morgan (1995), that ‘opinions and perceptions’ regarding beach user’s priorities should be monitored by the beach managers and government as it is significantly important to select recommendations which are the most suitable and influential to beach management policy guidelines. By referring to the results, it can be seen that the special beach zone may need to be slightly extended, also more facilities need to be provided for the sunbathing area in order to respond to the needs of tourists. As Breton et al., (1996) mentioned that “sunbathing generally represents the favorable activity on beaches”. On the other hand, it can be perceived that there are

shortcomings and strengths with regard to the new beach management policy on Patong Beach. Additionally, the findings also recommend that the government should educate people with regard to a clear and accurate policy, and develop public communication in order to enlarge their awareness of it. Meanwhile, it is equally necessary for the provincial government and local authorities to provide fair treatment and assistance after they removed the encroachers and vendors at Patong beach. In particular, those same local businesses should re-occupy the beach under the conditions of the new government mandated regulations. Specifically, numerous tourists were concerned about the activities of criminal mafias as they were considered to be influential people in the Patong area, hence the government should eliminate these groups because as they can affect tourist security and tourist confidence.

5.2.2 Discussion of Objective 2

The descriptive tabulation of classification data showed that a large number of international tourists visited Patong beach by walking and by taking their own vehicles. As a result, this pointed out the easy accessibility of Patong beach. Concerning the latter, (Botero, C., Anfuso, A., Williams, A.T., Zielinski, S., Silva, C.P., Cervantes, O., Silva, L., & Cabrera, J.A., 2013) discovered that the main aspect in beach selection was “proximity”, thus this may be one of the strengths of Patong beach. International tourists mostly were accompanied by friends and family, and there were great amount of both who visited Patong beach for short term and long term holidays. Significantly, a large proportion of them made a decision to visit Patong beach because of their past experiences there, recommendations by others and by hearing about it from social media. According to Tunstall & Penning-Roswell (1998), it can be noted that familiarity with the location is engaged with people as it took a major role at some beaches and these people also seemed to look for reassurance from the familiarity, instead of risk the unknown. It is found that perhaps one of the most significant meanings of visiting a beach is an experience which reconnects people with their past. Taking this into consideration, repeat visitors will be much more involved with the new policy because Patong beach has changed considerably. More importantly, repeat visitors could be an influential factor for the choice of this destination by others. Also, recommendations from friends and family are important, while social media has also had a powerful impact on the tourism industry. Also it should be noted that repeat visitors might not be willing to return to Patong beach in the future as they had previously been familiar

with Patong beach as a fully serviced beach, and it was this that they had had an association with in the past. On the contrary, first time visitors are not able to compare the current Patong beach with the previous Patong beach.

In terms of facilities and recreational activities on the beach, it is a normal assumption that “Sunbathing” is the most popular activity that tourists expect to do, and it is consistent with Breton et al., (1996) as they mentioned that sunbathing is generally the favorite activity on beaches. Furthermore, Orams & Carr (2008) mentioned that sunbathing is a popular land-based recreational activity. In this present study, surprisingly, there were a smaller amount of international tourists who actually sunbathed on Patong beach compared to those who expected to do so, thus the inductive logic could be the impact of the “The government’s beach clean-up policy” due to beach beds being forbidden on Patong beach at all and then they defined only 10 per cent as a special zone where is permitted to put umbrellas. Another point of view, is that “Snorkeling” showed the highest tourist expectation compared to the number of those who actually did it on their trip. In this regard, snorkeling might become a new popular activity that tourists are interested in. On the contrary, it is not a prominent activity and is not very suitable for Patong beach because of the beaches features and the beach condition. In addition to this, it could be proposed that groups of small businesses such as hair braiding, manicure and horse riding could offer valuable services at a reasonable price.

Considering the opinions from resulting from the open-ended questions, it is extremely vital for the government to pay special attention to underlying facilities and services on Patong beach. As they are exactly the same as the findings from Ping (2011), which suggested that the number of bins around the beach were insufficient and the toilets and bathrooms areas were not in a good condition and were inadequate. Consequently, these should be first priorities that the government must improve in order to protect the beach environment and enhance the quality of basic facilities on the beach. More intriguingly, some international tourists recommended that the government provide foot showers, put more bins near the beachfront, improve access to parking lots and develop tourist information by presenting it in a more multi-lingual way. Furthermore, the results of this survey were also in line with Chapman (1989), Breton et al., (1996), Tunstall & Penning-Rowse (1998) discovered that only small proportion of the population preferred to do these activities when visiting the beach: surfing, off-road vehicles,

jet skiing, windsurfing and sports. As half of the international tourists explained, motor sports and dangerous activities such as jet-skiing and parasailing can harm people who are swimming in the area, also there are not any obvious signs separating each zone on the beach. The government needs to ensure safety and security by separating swimming zones from water sport zones. They must concentrate on creating obvious signs separating each zone and exclude water sports from swimming areas. Moreover, the number of service providers and vendors should be limited in order to better serve the tourists because too many vendors on the beach disturb the tourists' relaxation.

Furthermore, the results discovered the differences in beach use behavior among age group. International tourists whose ages' ranged above 50 years and elderly tourists are potential tourist group of Patong beach due to they are likely to spend more time and visited Patong beach, similarly, tourists at middle age also visited Patong beach more frequently than younger tourists. For this reason, it can be asserted with this evidence that the government should accommodate more facilities and services for sunbathing.

5.2.3 Discussion of Objective 3

Overall international tourist satisfaction with Patong beach was at a moderate level. Comparing the mean scores among each contribute, international tourists were satisfied most with "Natural Attractions" such as beautiful scenery, clean sand and clear water etcetera. Consequently, natural attraction is Patong beach's strength which is able to highly satisfy most tourists. Adversely, it could be noticed that "Infrastructures and facilities" and "Environmental condition" require development. Typically, the lack of infrastructure and facilities could be described as a bad environmental condition. In this sense, this evidence strengthens the findings from Ping (2011) again, because tourists were least satisfied with these attributes. With regard to this, the government, relevant organizations and other stakeholders in the tourism industry should be much more concerned over these things, as follows:

- (1) Clearly visible road signs and the price of services
- (2) Accessibility to the beach area in order to relax
- (3) The number of bins, public toilets and shower facilities
- (4) The amount of facilities, services and activities on the beach.

Consequently, if the infrastructure and facilities were to be improved, then this will automatically be conducive to better environmental conditions as the beach will become well-organized with sufficient underlying facilities, services and become free from trash and litter. As well as this, the government could allow some legal service providers to sell supplementary services near the beachfront such as light snacks and other refreshments under government supervision. In particular, the results demonstrated that Asians, Australians and New Zealanders evaluated their satisfaction levels higher than Europeans, whereas European tourists actually spent more time on Patong beach than Asian, Australian and New Zealand tourists. Consequently, this is one of the strongest pieces of evidence to remind the government and service operators that they need to create new strategies to enhance the satisfaction levels of European tourists.

5.2.4 Discussion of objective 4

The researcher investigated the relationships between the international tourists' perception towards the government's beach clean-up policy, their beach use behavior, satisfaction and revisiting intentions. With regard to the first relationship between international tourists' perception towards the policy and beach use behavior, the findings were expressed as follows:

1) First time visitors and 2nd and 3rd time visitors perceived the policy using positive statements compared to those who had previously visited more than 3 times. In this way, the first time visitors might not compare the recent Patong beach with the previous one before the policy was implemented. Importantly, based on Tunstall & Penning-Rowell (1998), personal familiarity and past experience play an important role at a beach destination. Moreover, it could be noted that the high proportion of elderly visitors at some locations could be partly explained due to their long association with that area.

2) International tourist who spent just a few hours on Patong beach also had a more positive reaction than those who spent more than 3 hours on the beach. However, different length of time spent on the beach may depend on the facilities offered at each destination. Take this into consideration, it is interesting to notice that "The government beach clean-up policy" at Patong beach may affect the length of time tourists spend on the beach in the future, especially among European tourists. When the government and other relevant organizations are seeking final solutions on this issue, they should rely considerably on

international tourists' perception towards the policy as it directly correlates to their satisfaction level. Additionally, the details of the policy should be deliberately considered and be consistent with the improvement of infrastructure and facilities on the beach. In order to define Phuket's public beach regulations and make it acceptable for international tourists, the government should fundamentally elevate the current infrastructure and facilities for tourists. It is also important to develop other facilities once this has been done.

Also, in this study, it appeared that the overall international tourists' perception towards the new policy was directly related to their revisiting intentions at a moderate level. On the other hand, overall international tourists' satisfaction was more significantly associated with their revisiting intentions. In this sense, tourist's tendency to revisit Patong beach in the future was dependent upon how favorably they perceived the new policy and evaluated the overall satisfaction level. To summarize, the results showed that the relationship between international tourists' perceptions, beach use behavior, satisfaction and revisiting intentions were similar to Lazarus' (1991) theoretical framework. As well as this they seem to be based on the framework by Bagozzi (1992); Yuan & Jang (2008), that says that attitude is related to behavioral intention following the sequence of: appraisal (perceptions) → emotional response (satisfaction) → coping (revisiting intention). As the Cohen, et al. (2013) also pointed out a comprehensive review of empirical studies on tourist perception, behavior and satisfaction. In addition, Lee & Lockshin (2012) provided the consistent conclusion that differences in tourist perception probably lead to the differences in behavioral intention and satisfaction. In this respect, this is an important point and it is vital to note that "The government's beach clean-up policy" is a significant factor that directly affects international tourists' perception and beach use behavior in different ways, thereupon it is conducive to the international tourist satisfaction and their intention to revisit Patong beach in the future. In other words, if international tourists were likely to perceive this policy positively then they will engage with it. Thereafter, it can be seen that they are content with Patong beach at the moment and be willing to revisit the beach in the future.

5.3 Practical Implications of the Study

Practical implications were proposed to important participants pertaining to the government's beach clean-up policy at Patong beach. Additionally, these implications were

envisaged along with a previous case study of “A Beach Policy for Jamaica” by the government of Jamaica as presented below:

Government, local government authorities and relevant organizations

1) Before applying this policy, the government and municipality should deeply interpret international tourists’ perceptions towards the policy from several evidences such as research and surveys and then build up their awareness of the results. Moreover, it is important to broaden their understanding and indicate the exacted purpose of the policy.

2) During the application of the policy, the government and municipality should monitor the progress reports and inform upon ongoing plans so that they can get direct reactions and adjust their action plans to meet an optimal point.

3) Local administrations and municipalities should evaluate from time to time and inspect the beaches management in order to discover the impact of the policy from a tourists’ perspective.

4) In order to have a final solution, the government and municipality should continuously review Phuket’s public beach regulations and enforce them as this affects how international tourists perceive and use the beach. In addition to this they should propose more explicit objectives along with appropriate implementation plans which are appropriate.

5) The beach management requires a commitment between government, local administrations, municipalities, private sectors, business operators and relevant stakeholders in the Patong beach area.

6) The government should give assurances that they have prior authority to monitor and enforce the new policy and support other stakeholders to participate in each beach management plan.

7) Local authorities and municipalities should increase and promote public awareness of the policy and the emphasis should be on clear communication by giving notice of the policy on billboards throughout the Patong beach area.

8) Different strategies should be created in order to respond to different market segments. Especially with regard to the differences in international tourists’

perception, beach use behavior, satisfaction and revisiting intentions among European, Asian, Australian and New Zealand tourists. Thus, new policies should be particularly targeted towards the positive regard of this segment.

9) Underlying facilities and services such as adequate amounts of bins near the beachfront, public toilets and shower facilities in proper maintenance are also important, The amendment of parking lots and clearly visible elevated life guards that follow international beach safety standards should also be a priority.

10) Stakeholders need to immediately resolve the problems associated with jet-skis and other dangerous water sports by excluding them from areas where people swim. Moreover, the municipality should rigorously enforce the new regulations in order to limit the amount of vendors on the beach and enhance the quality and management of the services they provide.

11) Training and education of municipality staff and all related stakeholders in the tourism industry at Patong beach needs to be performed in order to educate them and inform them of correct information and the appropriate manners to use when communicating with tourists.

12) All stakeholders need to be good and friendly hosts and be willing to help international tourists in particular, by ensuring their safety and security.

Business operators, private sectors and others stakeholders in the tourism industry

1) Understand the international tourists' perspectives and learn from their behavior through real experiences. These groups should be involved in making the decision process with regard to final solutions by the government as they have a close relationship with the tourists.

2) Participate in the beach management in order to assist the government by protecting the natural environment and looking after the beach.

3) Follow and comply with all the regulations and rules and report important feedback from their direct experiences with international tourists to the government.

4) Offer valuable services with a 'service mind' and justify prices.

5) Build a long term relationship with international tourists.

5.4 Limitations and Theoretical Implications for Further Research

5.4.1 Limitations of the Study

First of all, the results from this study should be interpreted with deliberation as there are limitations from each process as follows:

1) This research was somewhat specific towards the beach clean-up policy as this was the first time that the policy had been implemented in Thailand. Above all, it is still indeterminate as to whether there will be some changes to the original action plan. In fact, the government also needs to be flexible and progressively implement the plan in a step by step way, as some international tourists do not totally accept the policy and this has led to some protests and negative feedback that has been widely spoken about on social media. This study mainly focused on Phuket's public beach regulations which were first announced on the 25th of February, 2015 at Patong beach. This was the first implementation plan launched by the government.

2) During the data collection, it was a 'low, rainy season' for Phuket tourism so this absolutely affected the number of international tourists at Patong beach. Thus, there were fewer international tourists than expected number. This was the supporting reason to distribute questionnaires to tourists at Phuket International Airport and at hotels near to Patong beach.

3) Another potential limitation was the complicated nature of the government's beach clean-up policy, as this affected international tourists' understanding. Subsequently, it was essential to select qualified respondents who could understand the policy quite clearly. The researcher attempted to provide details of "The Public Beach Regulations on Patong beach" and the background of this policy on the last page of the questionnaire. Moreover, a short talk with tourists who were completing the questionnaires was also required.

5.4.2 Theoretical implications for further research

In order to have the most appropriate final solutions of the beach clean-up policy at Patong beach, it is essential to have collaboration between the government sector, business entrepreneurs and related stakeholders. Hence, theoretical implications for further research are as follows:

1) It may be more beneficial to obtain detailed information by conducting qualitative research especially, with tourists who come from Europe, Asia, Australia and New Zealand. This is because key findings in the study showed significant differences in these international tourists' perceptions towards the policy, Also there were differences in their beach use behavior, satisfaction and revisiting intentions among these tourist groups.

2) In depth-interviews with the government sector might be needed in order to present the detailed information more accurately and in a way that is more easily comprehended.

3) Focus groups with stakeholders and local people are also an interesting method to obtain the views of minority groups. As Morgan & Krueger (1993) noted previously, a worthwhile resource of insights into complex behaviors and motivations are the comparisons that participants make among each other's experiences and opinions. Moreover, Kitzinger J. (1995) mentioned that, direct observation can be appropriately applied for studies of social roles, whereas focus groups are considerably suitable to the study of attitudes and experiences.

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APPENDIX A

Survey of Phuket Population's Opinions about Government's Beach Clean-up Policy and Phuket Social Organization following the National Council for Peace and Order, Phuket Province's Policies

This survey was conducted by the Phuket Statistics Office and data was collected on the 2nd of July 2014 by asking people whose ages were up to 18 years old (Phuket Statistics Office, 2014). Importantly, this survey inquired about their opinions towards the government's beach clean-up policy and social organization following the National Council for Peace and Order, Phuket province policies.

Subsequently, the important findings were represented below:

1. General information of respondents

Profiles of Respondents	Percentage (%)
Gender	Female 52.5%
	Male 47.5%
Age	30-39 years 27.2%
	40-49 years 26.1%
	50-59 years 18.1%
	18-29 years 16.7%
	≥60 years 11.9%
Education Level	Primary school and below 34.2%
	High school 30.8%
	B.A. (Bachelor of Arts) 22.5%
	Vocational, college 11.9%
	Above B.A. 0.6%
Occupation	Business owner, merchandiser 36.7%
	Business employee 35.3%
	No occupation, studying 19.7%
	Agriculture and fishing 4.2%
	Government officer, public enterprise 3.6%
	Others 0.5%

Source: http://www.phuket.go.th/webpk/file_data/ex/beach/01.pdf

2. Population's opinions of social organization by the National Council for Peace and Order policy

This table reported that the majority of Phuket population was highly satisfied with the policy operation and they also gave some suggestion as follows:

Issues	Satisfaction level				Suggestions
	High (3)	Neutral (2)	Low (1)	Dissatisfaction (0)	
1. Beach clean-up policy.	67.5	28.9	2.2	1.4	- Providing some areas for local businesses who are directly affected by this policy.
2. Solutions for public areas and national park invasions.	72.8	25.0	1.4	0.8	- Providing some areas for local businesses who are directly affected by this policy. - Equally applying the same standard measurement with people and capitalists.
3. Public transportation and taxi reorganizing.	70.6	26.4	1.4	1.6	- Offering prior rights for people who live in that area. - Equally applying same standard measurement with people and capitalists. - Expensive operation cost/ reducing registration fees.

Source: http://www.phuket.go.th/webpk/file_data/ex/beach/01.pdf

3. Population's opinion of the beach environment in the Phuket area

Beach conditions	Percentage
- Cleanliness, natural beauty, no construction, umbrellas, chairs obstruct the scenery and no public area invasion.	48.2
- No businesses controlling the public beach area.	43.7
- Beach environmental conditions with aligned vendors, umbrellas, beds and chairs placed along the entire beach	6.7
- There should be some organization concerning zone management for vendors and entrepreneurs.	1.4

Source: http://www.phuket.go.th/webpk/file_data/ex/beach/01.pdf

4. Suggestions from people who are under supervision of the government after they were directly affected by this policy

The findings demonstrated that 91.9% suggested the government sectors or any relevant organizations should be attentive and assist these people as below:

Suggestions	Percentage
- Provide working areas to support their occupations.	58.3
- Official registration in order to mutually control and manage them systematically.	40.0
- Assist by subsidizing and offering other substitute occupations	1.7

Source: http://www.phuket.go.th/webpk/file_data/ex/beach/01.pdf

Only 8.1% of respondents claimed that it was not necessary to assist these entrepreneurs because they had already gained abundant income from their invasion and formed influential groups. Therefore, it was not needed to support their illegal businesses.

5. Suggestions for sustainable development in the long term

Suggestions	Percentage
Define rigorous regulations in order to equally control all the stakeholders.	32.4
There should be beach recovery plans to preserve environmental conditions.	24.4
Instilling local people and entrepreneurs' awareness to protect beaches and retain Phuket as a world class tourism destination.	23.4
Emphasizing underlying services such as tourist service centers, parking lots, public toilets and others.	19.3
Others, e.g. obvious implementation, eliminating influential group systems and supporting friendly environment investment.	0.5

Source: http://www.phuket.go.th/webpk/file_data/ex/beach/01.pdf

APPENDIX B

Research Questionnaire Master of Business Administration in Hospitality and
Tourism Prince of Songkla University



This questionnaire is for a thesis entitled *“Assessing tourists’ perceptions and revisit intention towards the government’s beach clean-up policy: A case study of Patong beach, Phuket”*. Your participation is important to the study and it is on a volunteer basis. I can re-assure that the results will be anonymous used and for academic purposes only. Thank you very much for your kind participation.

PART 1: Tourists’ perception towards the government’s beach clean-up policy as applied by the government’s “Zone Management”

Please read each statement and circle only **ONE** appropriate number. 1, 2, 3, 4 or 5 indicates how much you perceive this policy management. When answering please remember that “5” represents “Strongly agree” while “1” represents “Strongly disagree.

Statements	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
The new public beach regulation as “Zone Management” guides how to use Patong beach properly	1	2	3	4	5
Patong beach area is divided into clean beach zone for 90% and only 10% for special zone	1	2	3	4	5
Beach mattress is allowed on Patong beach for both of clean beach and special beach zone	1	2	3	4	5
Water and light snacks are allowed on Patong beach for both of clean beach and special beach zone	1	2	3	4	5
Umbrella is only allowed for special beach zone	1	2	3	4	5

Massage is only allowed for special beach zone	1	2	3	4	5
Beach bed <i>is not</i> allowed on Patong beach at all	1	2	3	4	5
Smoking <i>is not</i> allowed on Patong beach at all	1	2	3	4	5
Food vender <i>is not</i> allowed on Patong beach at all	1	2	3	4	5
“Beach Zone Management” is advantageous for arranged social organization and beach uses in order	1	2	3	4	5
Beach zoning is appropriate to apply with Patong beach	1	2	3	4	5
Beach clean-up policy can minimize the problems of vendors’ possession on beach areas	1	2	3	4	5
There is clear communication of beach management policy	1	2	3	4	5
I agree with the government’s beach clean-up policy on Patong beach	1	2	3	4	5
I agree with “Beach Zone Management” on Patong beach	1	2	3	4	5

Other comments and recommendations regarding the government’s beach clean-up policy on Patong beach. (If any)

PART 2: Your beach use behaviors and preferences about services and facilities provided on Patong beach

How many times have you visited Patong beach before?

- This is the first time 2-3 times More than 3 times

How long do you spend time on the beach per day?

- Less than 1 hour 1-3 hours 3-5 hours More than 5 hours

When do you normally spend time on Patong beach? (Can choose more than one answer)

- Morning Afternoon Evening Night

How much money do you spend per day on Patong beach (in Baht)? Please consider only services and facilities along on Patong beach

- None Less than 500 500-1,000 1,001-1,500
 1,501-2,000 2,001 and above

Activities	Expected to do on Patong beach	Actually doing on Patong on this trip
Sunbathing	<input type="checkbox"/>	<input type="checkbox"/>
Walking on the beach	<input type="checkbox"/>	<input type="checkbox"/>
Dog walking	<input type="checkbox"/>	<input type="checkbox"/>
Playing volleyball/soccer	<input type="checkbox"/>	<input type="checkbox"/>
Photography	<input type="checkbox"/>	<input type="checkbox"/>
Cycling	<input type="checkbox"/>	<input type="checkbox"/>
Reading a book	<input type="checkbox"/>	<input type="checkbox"/>
Dining/picnic	<input type="checkbox"/>	<input type="checkbox"/>
Parasailing	<input type="checkbox"/>	<input type="checkbox"/>
Snorkeling	<input type="checkbox"/>	<input type="checkbox"/>
Swimming	<input type="checkbox"/>	<input type="checkbox"/>
Sailboard	<input type="checkbox"/>	<input type="checkbox"/>
Long tail boat	<input type="checkbox"/>	<input type="checkbox"/>
Jet ski	<input type="checkbox"/>	<input type="checkbox"/>
Banana boat/speed boat	<input type="checkbox"/>	<input type="checkbox"/>
Massage	<input type="checkbox"/>	<input type="checkbox"/>
Tattoo service	<input type="checkbox"/>	<input type="checkbox"/>
Hair braiding service	<input type="checkbox"/>	<input type="checkbox"/>
Manicure/pedicure	<input type="checkbox"/>	<input type="checkbox"/>
Horse riding	<input type="checkbox"/>	<input type="checkbox"/>

In your opinion, what facilities or services for tourists should be added to Patong beach?

In your opinion, what facilities or services for tourists should be removed from Patong beach?

PART 3: Your satisfaction with Patong beach

Please read each statement and circle only **ONE** appropriate number. 1, 2, 3, 4 or 5 indicates how much you are satisfied with your holidays at Patong beach after it was operated a beach clean-up policy. When answering please remember that “5” represents “Strongly satisfied” while “1” represents “Strongly dissatisfied”.

Statements	Strongly dissatisfied	Strongly Dissatisfied	Neutral	Satisfied	Strongly satisfied
Atmosphere and social ambiance					
Availability of snacks and drinks for tourists to purchase	1	2	3	4	5
Good safety records	1	2	3	4	5
Lifeguard(s) at the beaches	1	2	3	4	5
Not crowded	1	2	3	4	5
Quiet	1	2	3	4	5
Safe from crime	1	2	3	4	5
Suitability for rest and relaxation	1	2	3	4	5
Environmental condition					
Beach conditions looking well-organized and in order	1	2	3	4	5
Free from domestic animals	1	2	3	4	5
Free from trash and litter	1	2	3	4	5
No litter in water	1	2	3	4	5
Infrastructures and facilities					
Clearly visible road sign or path to beach	1	2	3	4	5
Easy to access and find area for own relaxing	1	2	3	4	5
No beach facilities and vendors obstructing natural scenery Of beach (beach beds, restaurant etc.)	1	2	3	4	5
Number of bins are sufficient	1	2	3	4	5

Number of public shower facilities are sufficient	1	2	3	4	5
Number of public toilets are sufficient	1	2	3	4	5
Price of services on beach is suitable and clearly shown	1	2	3	4	5
Sufficient facilities and services provided on beach	1	2	3	4	5
Sufficient recreational activities provided on beach	1	2	3	4	5
The warning alarm system	1	2	3	4	5
Natural Attractions					
Beautiful scenery	1	2	3	4	5
Clean and soft sand	1	2	3	4	5
Clear water	1	2	3	4	5
Pleasant climate	1	2	3	4	5
The color of sand	1	2	3	4	5
Others					
Overall satisfaction with Patong beach.	1	2	3	4	5

PART 4: Your intention to revisit Patong beach in the future after it has been operated the government's beach clean-up policy

Please read each statement and circle only **ONE** appropriate number. 1, 2, 3, 4 or 5 indicates your agreement/disagreement of intention to revisit Patong beach in the future. When answering please remember that "5" represents "Strongly agree" while "1" represents "Strongly disagree".

Statements	disagree	Strongly	Disagree	Neutral	Agree	Strongly agree
Patong beach offers a good experience for visiting	1	2	3	4	5	
Patong beach is my priority choice of attractive destination	1	2	3	4	5	
If I could have done it again, I would have chosen Patong beach	1	2	3	4	5	

I probably will revisit Patong beach for travelling in next 3 years	1	2	3	4	5
I would recommend Patong beach to my friends and relatives as a holiday destination	1	2	3	4	5
I speak positive about Patong beach to others	1	2	3	4	5

PART 5: Personal data and classification data

Gender Female Male

Age group 20 below 21-30 31-40
 41-50 51-60 60 above

Nationality Asian European
 North America South America
 African Australian and New Zealand
 Others (please specify) _____

Occupation Employed for wages (please specify) _____
 Business owner
 Out of work and looking for a new work
 Student
 Retired

Marital Status Single Married Divorced
 Separated Others (please specify) _____

What is your household income per month in dollars (\$)?

Less than 2,000 2,001-4,000 4,001-6,000
 6,001-8,000 8,001 and above

Which transport have you arrived to the beach today?

By walking By bicycle By own vehicles
 By public bus By cruise

Whom do you come to the beach with?

Alone Friends Family
 Spouse Others (please specify) _____

Duration of this staying in Phuket (Please specify) _____ day(s)

Where are you staying here?

- | | |
|--|--|
| <input type="checkbox"/> Hotel/ Other accommodations | <input type="checkbox"/> Home (Habitual residence) |
| <input type="checkbox"/> Home of friends/family | <input type="checkbox"/> Rent for the holiday |
| <input type="checkbox"/> Only spending the day | <input type="checkbox"/> Others (please specify) _____ |

Where have you heard about Patong beach?

- | | | |
|--|--|--|
| <input type="checkbox"/> Travel agency | <input type="checkbox"/> At the hotel/accommodations | |
| <input type="checkbox"/> Tourist guide | <input type="checkbox"/> By recommendations | <input type="checkbox"/> By your past experience |
| <input type="checkbox"/> Social media | <input type="checkbox"/> Others (please specify) _____ | |

END OF QUESTIONNAIRE

Thank you for your time and kind participation 😊

APPENDIX C

The Government's Beach Clean-up Policy on Patong Beach

The beach clean-up policy has been in operation since the 9th of July 2014 by the National Council for Peace and Order. Hence, Patong beach has been returned to its original condition without aligned beach beds, chairs, umbrellas and stalls to obstruct the natural scenery as well as this no building is allowed be closer than 10 meters from the beach. Moreover, this move is part of the council's plans to restore the image of Thailand as one of the world's best tourist destinations and aims to improve the tourist experience for travelling (Tourism Authority of Thailand Newsroom, July 2014).

Patong beach in 2012 before NCPO announced a clean-up policy



Patong beach in 2015 after NCPO has applied a clean-up policy



Public beach regulations were published on Patong beach

Clean beach zone (90%)	Special beach zone (10%)
✓ <u>Allowed</u>	✓ <u>Allowed</u>
Beach mattress	Beach mattress
Water and light snacks	Water and light snacks
	Umbrella
	Massage
✗ <u>Not allowed</u>	✗ <u>Not allowed</u>
Beach bed	Beach bed
Umbrella	Littering
Massage	Smoking
Littering	Food vendors
Smoking	
Food vendors	

Remarks: it is not allowed for any people or groups to do some activities on the beach areas for their own possession (This table above was modified from multilingual signs that were handed out at Patong beach).

APPENDIX D

Face Validity Testing

Constructs	Measurement items	The researcher(s)
Part 1: Tourists' perception towards the government's beach clean-up policy as applied by the government's "Zone Management"	The new public beach regulation as "Zone Management" guides on how to use Patong beach properly	All of these questions in part1 were developed by research based on "Phuket's public beach regulations" as local government applied the "Zone Management" on Patong beach
	Patong beach area is divided into clean beach zone for 90% and only 10% for the special zone	
	Beach mattresses are not allowed on Patong beach for both the clean beach and special beach zone	
	Water and light snacks are allowed on Patong beach for both the clean beach and special beach zone	
	Umbrellas are only allowed in the special beach zone	
	Massages are only allowed in the special beach zone	
	Beach beds <i>are not</i> allowed on Patong beach at all	
	Smoking <i>is not</i> allowed on Patong beach at all	
	Food vendors <i>are not</i> allowed on Patong beach at all	
	"Beach Zone Management" is advantageous for arranged social organization and beach use in order	
	Beach zoning is appropriate to apply to Patong beach	
	Beach clean-up policy can minimize the problem vendors' possession of beach areas	
	There is clear communication of beach management policy	
	I agree with the government's beach clean-up policy on Patong beach	
	I agree with the "Beach Zone Management" on Patong beach	

	Other comments and recommendations regarding government's beach clean-up policy on Patong beach.	
Part 2: Tourists' beach use behaviors and their preferences about services and facilities provided on Patong beach (Part 2 continued)	How many times have you visited Patong beach before?	Modified from Elisabet Roca,
	How long do you spend time on Patong beach per day?	Miriam Villares, M.I. Ortego (2008)
	When do you normally spend time on Patong beach?	Developed by researcher
	How much money do you spend per day on Patong beach (in THB)? Please consider only services and facilities along on Patong beach	Modified from Elisabet Roca, Miriam Villares, M.I. Ortego (2008)
	All of these recreational activities will be asked for 2 main questions as below:	Modified from Grainne S. Maguire, Kelly K. Miller, Michael A. Weston, Kirtsten Young (2011)
	Expected to do before coming to Paton beach	
	Actually doing on Patong Beach on this trip	
	Sunbathing	
	Walking on the beach	
	Dog walking	
	Playing volleyball/soccer	
Photography		
Cycling		
Reading a book		
Dining/picnic		
Parasailing		
Snorkeling		

	Swimming	
	Sailboard	
	Jet ski	
	Long tail boat	http://patongbeaches.com/
	Banana boat/speed boat	
	Massage	Adopted from government's beach clean-up policy
	Tattoo service	Adopted from a research conducted by local umbrella group provider (2014).
	Hair braiding service	
	Manicure/pedicure	
	Horse riding	Grainne S. Maguire, Kelly K. Miller, Michael A. Weston, Kirtsten Young (2011)
	What facilities or services for tourists should be added to Patong beach?	These are developed by researcher based on the conditions of government's beach clean-up policy
	What facilities or services for tourists should be removed from Patong beach?	

Part 3: Your satisfaction with Patong beach	Atmosphere and social ambiance	
	Availability of snacks and drinks for tourists to purchase	Yuan Ping (2011)
	Good safety records	
	Lifeguard(s) at the beaches	
	Not crowded	
	Quiet	
	Safe from crime	
	Suitability for rest and relaxation	
	Environmental condition	
	Beach conditions looking well-organized and in orders	Developed by researcher based on conditions government's beach clean-up policy
	Free from domestic animals	Yuan Ping (2011)
	Free from trash and litter	
	No litter in water	
	Infrastructures and facilities	
	Clearly visible road sign or path to beach	Yuan Ping (2011)
	Easy to access and find area for own relaxing	Tran Thi Ai Cam (2011)
	No beach facilities and vendors obstructing natural Scenery of beach (beach beds, restaurant etc.)	Developed by researcher based on conditions government's beach clean-up policy

	Number of bins are sufficient on beach	Modified from Yuan Ping (2011) Yuan Ping (2011)
	Number of public shower facilities are sufficient	
	Number of public toilets are sufficient	
	Price of services on beach is suitable and clearly shown	Developed by researcher based on conditions government's beach clean-up policy
	Sufficient facilities and services provided on beach	
	Sufficient recreational activities provided on beach	
	The warning alarm system	Yuan Ping (2011)
	Natural Attractions	
	Beautiful scenery	Yuan Ping (2011)
	Clean and soft sand	
	Clear water	
	Pleasant climate	Yuan Ping (2011)
	The color of sand	
	Others	
Overall satisfaction with Patong beach	Modified from Chuthathip Charoensuwan (n.	
Part 4: Part4: Tourists' revisit intention	Patong beach offers a good experience for visiting	Modified from Chuthathip Charoensuwan (n.d.)
	Patong beach is my priority choice of	Modified from

(Continued)	attractive destination	王崇昱 (2011)
	If I could have done it again, I would have chosen Patong beach	Tran Thi Ai Cam (2011)
	I probably will revisit Patong beach for travelling in next 3 years	Modified from Chuthathip
	I would recommend Patong beach to my friends and relatives as a holiday destination	Charoensuwan (n.d.)
	I speak positive about Patong beach to others	Tran Thi Ai Cam (2011)
Part 5: Personal and classification data	Gender	Modified from
	Age group	Elisabet Roca,
	Nationality	Miriam
	Occupation	Villares, M.I.
	Marital status	Ortego (2008)
	What is your household income per month in Dollars (\$)?	Modified from Chuthathip Charoensuwan (n.d.)
	Which transport have you arrived to the beach today?	Modified from Elisabet Roca,
	Whom do you come to the beach with?	Miriam
	Duration of this staying in Phuket	Villares, M.I.
	Where are you staying here?	Ortego (2008)
	Where have you heard about Patong beach?	

APPENDIX E

Reliability test result by sophisticated university lecturers

Experienced lecturer no.1

Comments	Responses
Revise word used in research title	There was no change because revisiting intention is mostly used on public journal and articles.
Change some words and prepositions used in objectives and hypotheses	The researcher changed word used as follows: <div style="text-align: center;"> <p>Changed from investigate to explore</p> <p>Changed from determine to examine</p> </div> Also, prepositions were changed following to comments.
Change pronoun used in part 4	“Your” was replaced with my
Add more questions about income, duration spent on the beach, time period that tourists normally spend on the beach and whether tourists are the first visitor or repeat visitors	According to this suggestion, 2 new questions were added because other questions following to comments were already mentioned in questionnaire. <div style="text-align: center;"> <p>When do you normally spend time on the beach?</p> <p>What is your household income per month in dollars?</p> </div> Afterwards, researcher added one more question as follows: <div style="text-align: center;"> <p>How much money do you spend per day on Patong beach? (Please consider only services and facilities along on the beach)</p> </div>
Should mention sources of information about beach and tourism in Phuket	Some of sources were already mentioned in chapter 2 and 3.

Swop Likert scale items from 1-5 to 5-1	The researcher still uses scale items from 1 to 5 because it is mostly used in public journal and articles and the results are reliable.
Re-arrange items in part 3 by alphabetical order	All of items in part 3 were already in order by alphabetical.
Trashes should be replaced with bins	Already changed.

Experienced lecturer no.2

Comments	Responses
Unclear hypotheses 3, 4	There was nothing changed because these hypotheses are relevant to objectives and conceptual framework and also they were approved by committees in previous thesis defense.
Word used in conceptual framework	This part was changed according to this comment.
Reconsider part 2 of questionnaire and review the definition of beach use behavior	<p>Some questions from part 5 which were asked about tourist's behaviors on beach were removed to part 2 and there are new questions to clarify it as below:</p> <p>How many times have you visited Patong beach before?</p> <p>How long do you spend time on the beach per day?</p> <p>When do you normally spend time on Patong beach?</p> <p>How much money do you spend per day on Patong beach (in Baht)?</p> <p>Additionally, questions about beach recreational activities can reflect tourist's behavior on the beach</p>

	and it is somewhat necessary to ask about activities which tourists expect to do and actually do on Patong beach. (For more detail, please take a look on tourist beach use behaviors on chapter 2)
Noisy should be replaced with tranquility	There is no change because “noisy” is easier to understand than tranquility.
Trashes should be replaced with bins	Already replaced.

Experienced lecturer no.3

There are no additional comments and suggestions and it is ok for this expert.

APPENDIX F

Comments from a Pre-Test Process

Questionnaire pre-testing was done on 17 samples of respondents on 23rd-24th of June 2015 at hotels, places nearby Patong beach and other tourists who had never been to Patong beach before. However, there was a limitation from this process because the number of tourists was fewer than expected and it was also the low season at the time. Importantly, most the tourists commented that questionnaire was too long and it made them tired to complete all the questions. Besides, it took them a long time and interrupted their vacations. Moreover, the public beach regulations were somewhat necessary in order to give the tourists a clearer understanding.

The results from 17 respondents are shown as in the table below:

No.	Respondents' opinion	Missing answers	Comments/Suggestions
1.	It is all fine.	- Income - Duration of staying - Open-ended question in part 1	-
2.	It is quite fine but just some questions are a bit confusing.	- Open-ended question in part 1	- What is the exact definition of "Own possession problem"? - It might be better to correct the grammar structure of some sentences.
3.	All questions are quite clear and understandable.	-	-
4.	It is quite interesting and good.	-	- Fishing can be removed from recreational activities at Patong beach in part 2.
5.	It is all fine.	- Income - Open-ended question in part 1, 2	-

6.	It is quite ok.	- Open-ended question in part 1, 2	-
7.	-	- Open-ended question in part 1	-
8.	-	- Open-ended question in part 1, 2	-
9.	It is really useful and interesting.	- Duration of staying	- Toilets, shower facilities might not be needed to ask because they are normally rare to find around Patong beach. - Does “not noisy” in part 3 mean about people? It is a bit unclear.
10.	-	- Open-ended question in part 1, 2	-
11.	-	- Open-ended question in part 1, 2	-
12.	It is all fine and useful for tourism in Patong.	-	-
13.	-	- Question 4 in part 1 - 2 questions in part 4 - 4 questions in part 4 - Income	- What is the “Warning alarm system”?
14.	-	- 4 questions in part 1	-
15.	It is good and quite clear.	- Duration of staying	- What is the exact definition of “Own possession problem”?
16.	-	-	-
17.	-	-	-

VITAE

Name Miss Pattama Korkamnertkawin

Student ID 5730120001

Educational Attainment

Degree	Name of Institution	Year of Graduation
Bachelor of Management Science in Marketing	Prince of Songkla University, Hatyai Campus	2014

Work – Position and Address (If Possible)

Human Resources Officer of Foreign Teachers Side at Kajonkietsuksa School, Kathu Campus

List of Publication and Proceeding (If Possible)

Korkamnertkawin P., & Promsivapallop, P. (2016). International tourists' perception and behavior towards government's beach clean-up policy: A case study of Patong Beach, Phuket. *Journal of Thai Hospitality and Tourism*, 12(1).