



Current Yacht Tourism Assessment – A case study of Phuket

Suporn Pongsanukulwech

**A Thesis Submitted in Partial Fulfillment of the Requirement for the Degree of
Master of Business Administration in Hospitality and Tourism Management
(International Program)**

Prince of Songkla University

2018

Copyright of Prince of Songkla University

Thesis Title Current Yacht Tourism Assessment – A case study of Phuket
 Author Miss Suporn Pongsanukulwech
 Major Program Hospitality and Tourism Management (International Program)

Major Advisor

Examining Committee

.....
 (Asst. Prof. Dr. Kullada Phetvaroon)

.....Chairperson
 (Asst. Prof. Dr. Oratai Krutwaysho)

.....Committee
 (Asst. Prof. Dr. Tatiyaporn Jarumaneerat)

.....Committee
 (Asst. Prof. Dr. Kullada Phetvaroon)

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

.....
 (Prof. Dr. Damrongsak Faroongsamg)
 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

(Asst. Prof. Dr. Kullada Phetvaroon)

Major Advisor

.....Signature

(Miss Suporn Pongsanukulwech)

Candidate

I hereby certify that this work has not been accepted in substance for any degree, and is not being currently submitted in candidature for any degree.

.....Signature

(Miss Suporn Pongsanukulwech)

Candidate

ชื่อวิทยานิพนธ์	การประเมินสถานการณ์การท่องเที่ยวเรือยอชต์ในปัจจุบัน กรณีศึกษาของจังหวัดภูเก็ต
ผู้เขียน	นางสาวสุภรณ์ พงษานุกุลเวช
สาขาวิชา	การจัดการการบริการและการท่องเที่ยว (หลักสูตรนานาชาติ)
ปีการศึกษา	2560

บทคัดย่อ

การเล่นเรือยอชต์ ถือได้ว่าเป็นสันทนาการทางทะเลและกิจกรรมความบันเทิงแบบหรูหราสำหรับนักท่องเที่ยวระดับบน ความสำเร็จของการท่องเที่ยวเรือยอชต์อยู่บนพื้นฐานของความสวยงามของธรรมชาติของสิ่งแวดล้อมทางทะเลในจังหวัดภูเก็ต ซึ่งก่อให้เกิดรายได้ทางเศรษฐกิจที่สูงกว่าการท่องเที่ยวประเภทอื่น (เพเยอร์เรส และคณะ, 2554) เนื่องด้วยลักษณะทางภูมิศาสตร์ของจังหวัดภูเก็ต การเจริญเติบโตทางเศรษฐกิจของจังหวัดภูเก็ต ได้มีการเปลี่ยนแปลงจากอุตสาหกรรมเหมืองแร่และการทำสวนยาง ปัจจุบันการท่องเที่ยวถือเป็นศูนย์กลางในการกระจายรายได้สู่เศรษฐกิจของจังหวัดภูเก็ตและประเทศไทย ดังนั้นการศึกษาในครั้งนี้ต้องการนำเสนอสภาวการณ์ปัจจุบันของการท่องเที่ยวเรือยอชต์ในจังหวัดภูเก็ตและประเมินเงื่อนไขในรูปแบบของการวิเคราะห์จุดแข็ง จุดอ่อน โอกาสและอุปสรรคโดยใช้วิธีวิจัยเชิงคุณภาพ งานวิจัยนี้ใช้การสัมภาษณ์ในเชิงลึกกับผู้มีส่วนได้เสียหลักจำนวน 4 กลุ่ม ด้วยเทคนิคการเลือกกลุ่มตัวอย่างที่เกี่ยวข้องกับการท่องเที่ยวเรือยอชต์เป็นหลัก

ผลการศึกษาพบว่า จังหวัดภูเก็ต มีศักยภาพที่เพียงพอต่อการเป็นศูนย์กลางของอุตสาหกรรมเรือยอชต์ในภูมิภาคเอเชียตะวันออกเฉียงใต้ เนื่องมาจากความอุดมสมบูรณ์ของทรัพยากรทางธรรมชาติ สิ่งอำนวยความสะดวกที่เพียงพอต่อการรองรับการท่องเที่ยว โดยเฉพาะเพียงแต่ความเจริญเติบโตทางเศรษฐกิจต่อจังหวัดภูเก็ต แต่ยังคงก่อให้เกิดรายได้และสร้างความเจริญเติบโตทางเศรษฐกิจในจังหวัดใกล้เคียง เช่น จังหวัดพังงากระบี่ แต่อย่างไรก็ตาม จากผลการศึกษา พบว่า มีข้อจำกัดเกี่ยวกับกฎระเบียบจากหน่วยงานภาครัฐที่เกี่ยวข้องกับธุรกิจเรือยอชต์ที่ส่งผลเสียต่อความสามารถในการแข่งขัน ทั้งนี้ ผลของการศึกษาสามารถนำมาใช้เพื่อเป็นแนวทางในการพัฒนาการเจริญเติบโตของการท่องเที่ยวเรือยอชต์แบบยั่งยืน ซึ่งต้องการการสนับสนุนจากทั้งหน่วยงานภาครัฐและภาคเอกชน การได้รับความร่วมมือจากทุกภาคส่วนของผู้มีส่วนได้เสียจึงถือเป็นปัจจัยสำคัญ และท้ายที่สุด ผลของการวิจัยครั้งนี้สามารถนำมาใช้เป็นคู่มือเบื้องต้นในการพัฒนานโยบายเพื่อสนับสนุนจังหวัดภูเก็ตให้เป็นจุดหมายของการท่องเที่ยวด้วยเรือยอชต์ระดับโลก

คำสำคัญ: การท่องเที่ยวเรือยอชต์, การท่องเที่ยวทางทะเล, จุดหมายปลายทางทางทะเล, การวิเคราะห์สวอต

Thesis Title	Current Yacht Tourism Assessment – A case study of Phuket
Author	Ms. Suporn Pongsanukulwech
Major Program	Hospitality and Tourism Management (International Program)
Academic Year	2017

ABSTRACT

Yachting can be a marine leisure and luxury entertainment activity for high-end tourists. The success of yacht tourism is based on the natural beauty of Phuket's marine environment. It generates some of the higher revenues among tourism activity. (Payeras et al., 2011). According to Phuket's geography, Phuket's economy formerly was derived by tin mining and rubber plantation. Tourism is now a key contribution to Phuket's economy and Thailand. Therefore, this study sets out to present the current situation of yacht tourism in Phuket and to assess its conditions in the term of strengths, weaknesses, opportunities and threats analysis by conducting the qualitative method. This research was performed with in-depth interview from 4 major stakeholders with purposive sampling technique.

The finding indicated Phuket has greater potential with its location enrich with natural resources and adequate facilities to be a "Regional-Hub of Yachting industry in South East Asia". Not only will yacht tourism be a major part of local economic growth, but it also generates revenue and economic growth to neighboring provinces, such as Phang-Nga and Krabi. However, the limitation of restrictions and regulations from government authorities address the competitiveness. The results of this study provide the guidelines for sustainable growth and the development of yacht tourism. These need to be supported by government and non-government organizations. Collaboration from all stakeholders is also an important factor. Finally, this research could be used as a guiding tool to gain on policies development and being promote Phuket as a World Yacht destination.

Keywords: *Yacht tourism, Marine tourism, Marine destination, SWOT analysis*

ACKNOWLEDGEMENT

I would like to express my sincerest thanks and gratitude to all those who made me complete this thesis. The thesis “Current Yacht Tourism Assessment – A case study of Phuket” would not be possible to complete without an excellent support, cooperation, kindness, contribution and encouragement from many people, especially my deepest gratitude and sincere appreciation to my advisor Asst. Prof. Dr. Kullada Phetvaroon who always gave me an idea, guided every steps, provided valuable time, suggestions and comments for my thesis.

I am also grateful and appreciated to all the 21 selected key informants who allowed me to conduct interviews at their premises. In addition, I would like to give my deeply appreciation to all of the lecturers who gave me a useful knowledge and all of my MBA friends, particularly to MissPatchawanAnuntakitsopon, MissWilawan Chiammanasombut and Miss Wipaporn Jobrich for their encouragement and have been helpful during the completion of this thesis. Special and sincere thanks are also extended to staffs of IMBA program for providing necessary information with their enthusiasm and a great support.

Finally, my graduation would not be achieved without support from my beloved parent Mr. Thamrong & Mrs. Suphit, my brother Mr. Teerapong, my sister Ms. Suphak, my sister in law Mrs. Dollaya and my brother in law Mr. Siam for their encouragement and motivation. Without all of them, I would not have completed this thesis.

Suporn Pongsanukulwech

CONTENTS

	Page
หน้าอุมัติ.....	ii
บทคัดย่อ.....	v
ABSTRACT	vii
ACKNOWLEDGEMENTS	vii
CONTENTS	viii
LIST OF TABLES	x
LIST OF FIGURES	xi
CHAPTER	
1 INTRODUCTION	1
1.1 Background of the study	1
1.2 Statement of the problem	4
1.3 Aim and the Objectives of this study.....	7
1.4 Significance of the Study	8
1.5 Scope of the Study	8
1.6 Definition of Key Terms	9
2 LITERATURE REVIEW	13
2.1 Trend of Yacht Tourism and Yacht Tourism destination	13
2.2 Economic Impact	20
2.3 Sustainable Marine Tourism.....	27
2.4 SWOT.....	29
3 METHODOLOGY	30
3.1 Type of research	30
3.2 Population of research	31
3.3 Sampling method	31
3.4 Data collection	32
3.5 Research design and instrument.....	32
3.6 Data analysis.....	33

CONTENTS (Continued)

	Page
4 RESULTS.....	34
4.1 Profile of selected key informants.....	34
4.2 Current Situation of Yacht tourism in Phuket.....	35
4.3 Phuket positioning of yacht tourism.....	46
4.4 Six A’s framework to support Phuket as a yacht tourism destination	50
4.5 Economic impact of yacht tourism in Phuket.....	52
4.6 Thai registration book issuance (Thai Flag).....	56
4.7 Thai commercial license book issuance (Commercial in Thai waters).....	57
4.8 SWOT analysis of yacht tourism in Phuket.....	59
5 CONCLUSION, DISCUSSION, AND RECOMMENDATIONS.....	67
5.1 Summary of the main finding.....	67
5.2 Discussion.....	72
5.3 Recommendation	75
5.4 Limitations and Suggestions for future research.....	76
Bibliography.....	78
APPENDIX.....	84
APPENDIX A.....	84
APPENDIX B.....	86
APPENDIX C.....	89
APPENDIX D.....	90
VITAE.....	91

LIST OF TABLES

	Page
1.1 Phuket Tourism Performances of Year 2014 – 2016.....	5
1.2 Research questions versus Research objectives.....	7
2.1 Marinas’ facilities in Phuket.....	19
2.2 Economic impact of tourism.....	21
2.3 List of International Boat shows.....	25
2.4 Statistic and trend of yacht growth in Phuket.....	27
2.5 Perception concept of sustainable tourism development.....	28
3.1 Key informant profiles.....	32
4.1 Summary of Selected Key Informants Profile.....	34
4.2 Summary of yacht passenger arrival and departure from 2014-2017.....	41
4.3 Summary of marina service expenditure.....	44
4.4 Summary of income distribution at four marinas.....	55
4.5 Yacht Taxation.....	55
4.6 Thai Registration Book Issuance Fee.....	57
4.7 Thai Commercial License Fee.....	58
4.8 Summary of Laws Limitation.....	61

LIST OF FIGURES

	Page
1.1 Yearly Tourist Arrivals in Thailand from 2002 – 2016.....	2
1.2 Tourist Quarterly Arrivals in Thailand from 2009 – 2017.....	3
2.1 Luxury Value Model.....	17
4.1 Flow chart of Phuket Yacht Control System (PYCS).....	37
4.2 Vessel Tracking and Monitoring System Display (VTMS).....	38
4.3 Diagram of signal distribution between AIS and VTMS.....	40
4.4 Map of potential area in Asia Marina and Kung Bay Marina.....	42
4.5 Map of existing four marinas.....	45

CHAPTER 1

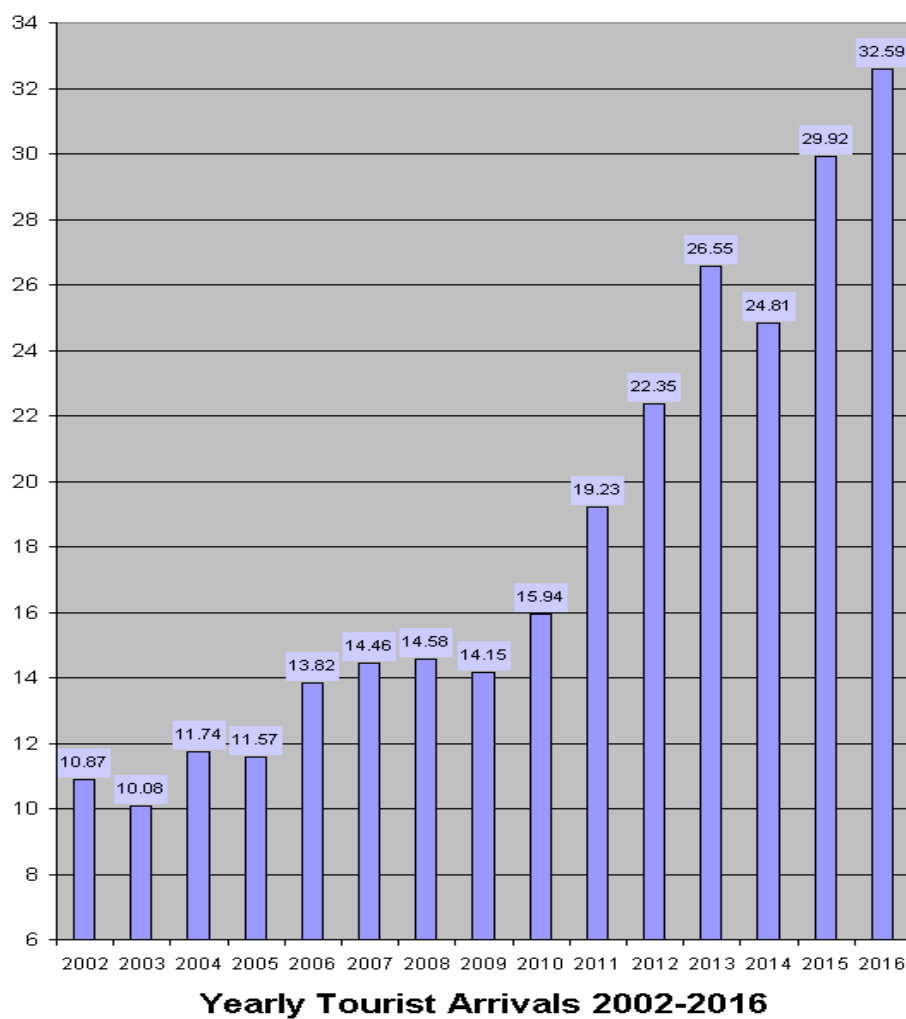
INTRODUCTION

1.1 Background of the study

Tourism is considered as one of the massive industries in the world, generating the economic growth through different channels of the country. According to the information from the World Travel and Tourism Council 2017 (WTTC), travel and tourism in every region of the world indicated a direct contribution to GDP of US\$ 2,306 billion, accounting for 3.1% of total GDP. Direct employment by this industry in 2016 was 108 million employees. The total contribution from the industry to the world GDP grew by 10.2%, generated US\$ 7,613.3 billion and 292 million employments in 2016, accounting for 9.6% of total employments. While the growth of world economy was 3.9%.

Reporting from The World Travel and Tourism Council 2017 (WTTC) indicated that travel and tourism distributed a contribution of approximately 83 billion baht in 2016, accounting for 20.6 % of GDP in Thailand. More than 5.7 million jobs were generated in 2016 with 15.1% of total employment. Yearly Tourist Arrivals in Thailand from 2002 – 2016 is presented in Figure 1.1

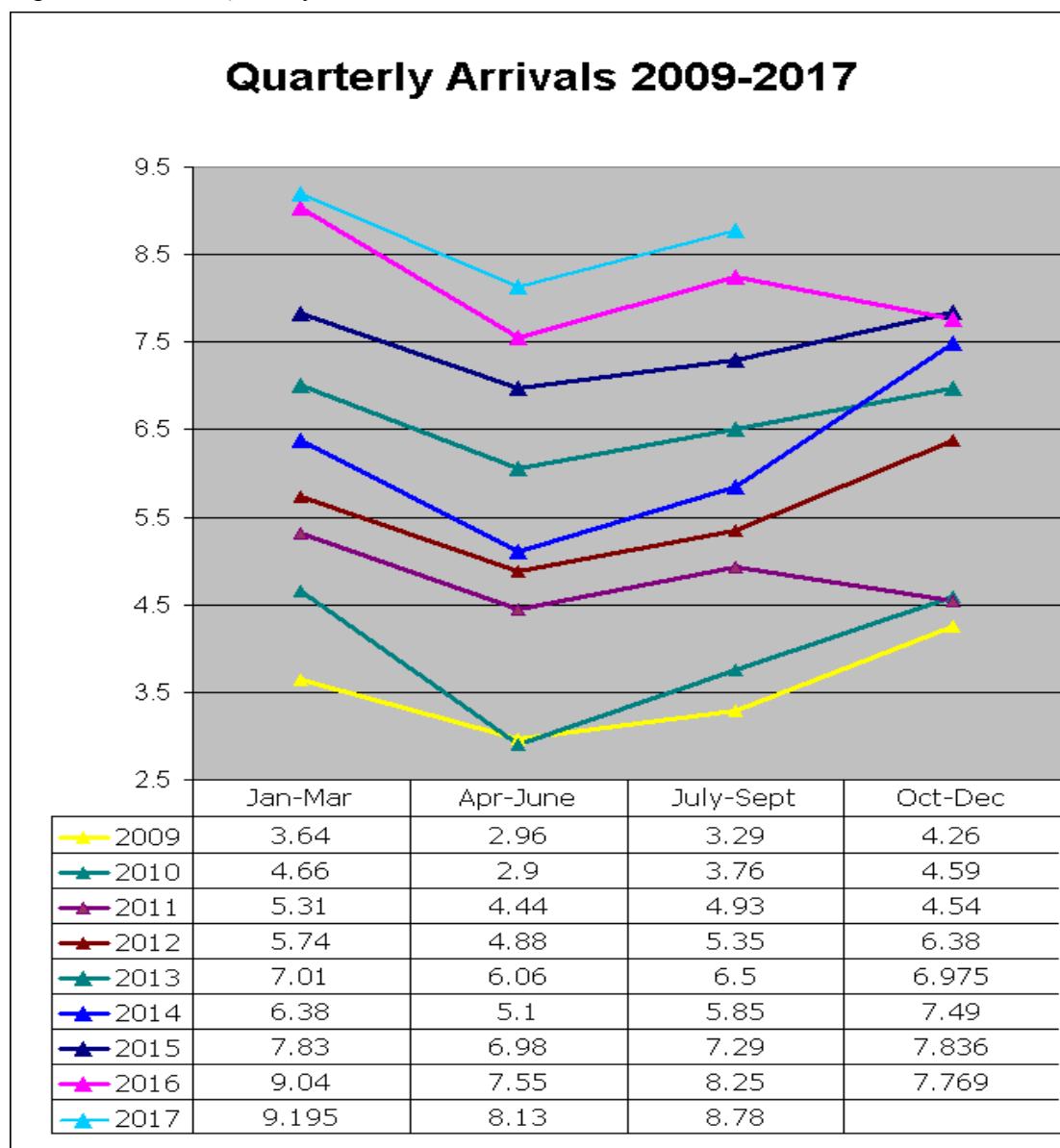
Figure 1.1 Yearly Tourist Arrivals in Thailand from 2002 – 2016



Source: <http://www.thaiwebsites.com/tourism.asp>

Figure 1.1 Office of Tourism Development, Ministry of Tourism and Sports presented the statistics of tourist arrival in Thailand in terms of International arrivals from the year 2002 – 2016 which indicated that during the past 15 years, Thailand had gradually grown in tourism. The significant decrease in the year 2003 was resulted from SARS epidemic and the slight decrease in the year 2005 after the Tsunami disaster in the Indian Ocean. In addition, the worldwide recession during 2008 economic crisis affected Thailand with negative result in number of the international tourists' arrival. Nevertheless, the continuous global recession and uncertain local politics together with riots in Thailand in year 2009 also led to the decrease in number of the tourist arrivals. (Vanhaleweyk, 2017).

Figure 1.2 Tourist Quarterly Arrivals in Thailand from 2009 – 2017



Source: <http://www.thaiwebsites.com/tourism.asp>

Figure 1.2 shows the number of tourist quarterly arrivals since 2009-2017. Vanhaleweyk (2017), mentioned that “During April and May 2010 concerning with the political disturbances, the second quarter arrivals of 2010 were low”. However, the uncertainty of political situation did not show any direct impact toward the number of tourist arrival.

The World Travel and Tourism Council 2017 (WTTC) reported a total contribution of 2,906.80 billion baht in travel and tourism industry in Thailand, accounting for 20.6% of GDP in 2016, and was expected to increase by 9.4% in 2017, and to increase by 6.5%

per annum in 2027 to 5,985.50 billion baht. This segment generated a total contribution of 15.1% to employment, which accounted for 5,739,000 jobs, including indirect jobs supported by the travel and tourism industry. This phenomenon is expected to rise by 6.9% in 2017 to 6,137,500 jobs and rise by 4.6% per annum to 9,599,000 jobs in 2027, a 24.9% increase in total employment. In term of visitor exports; it generated 1,891 billion baht which accounted for 19.2% of total exports in 2016. This is expected to rise by 10.3% in 2017 and rise by 7.3% per annum from 2017-2027 to 4,210.20 billion baht in 2027 which is counting as 29.7% of the total. Total investment in 2016 was 245.50 billion baht or 7.1% of total investment in travel and tourism industry. This is expected to rise by 10.3% in 2017 and rise by 5.5% per annum over the next ten years to 462 billion baht in 2027 calculating in approximately 10% of the total. Currently, Thailand Economy is in the 15th position in its absolute size of tourism industry among 185 countries around the world, and it is expected that Thailand will climb to the 10th position within the next ten years from 2017. The estimated economic growth forecast of Thailand in 2016 is 5th and 35th in relative contribution to GDP during 2016.

1.2 Statement of the problem

Phuket is the greatest island in the southern of Thailand, 867 kilometers from the capital, Bangkok, of Thailand and the country's only island province with the population in approximately of 1.6 million. There are 32 smaller islands around Phuket. Phuket history dated back to 1025 AD. Its present name derives meaning from the Tamil word "Bukit", which means manikram or crystal hill. Phuket was a way station on the route for seafarers to stop for shelter between India and China during the first millennium AD (http://www.phukettourism.org/phuket/intro_history.htm). According to its geography, the economic growth of Phuket has been altered significantly from tin mining and rubber plantation in the past centuries to tourism, now Phuket becomes the country's major tourist attraction. Marzuki (2012), mentioned that "the economic activities mainly changed since a large number of tourists have come to visit Phuket toward local communities. The activities of tourism created economic benefits and the island is optimistic growing. There are expansions activities developing in the province to support tourism, for instance, infrastructure facilities, technology and construction facilities. The alteration of tourism activities affected local lifestyle and it has made people's living more extravagant. The

significance affection by tourism development has been shown in many dimensions, for example, economy, local social elements with culture, community and environment”. However, the growth of massive tourism has also carried the negative outcome to Phuket and economic impact from the tourism development had affected on prices increase in real estate property, cost of living is very high, high-priced on goods and services.

Table 1.1 Phuket Tourism Performances of Year 2014 - 2016

Type of Data	2014	2015	2016
Visitor	11,958,603	13,203,284	13,410,658
Thai	3,499,187	3,714,328	3,768,955
Foreigners	8,459,416	9,488,956	79,641,703
Tourist	11,312,037	12,520,769	12,709,415
Thai	3,226,421	3,425,414	3,471,444
Foreigners	8,085,616	9,095,355	9,237,971
Excursionist	646,566	682,515	701,243
Thai	272,766	288,914	297,511
Foreigners	373,800	393,601	403,732
Average Length of Stay (Day)	3.9	4.0	4.3
Thai	2.7	2.7	2.8
Foreigners	4.4	4.5	4.9
Average			
Expenditure(Baht/Person/Day)			
Visitor	5,806	6,143	6,762
Thai	3,992	4,244	4,469
Foreigners	6,238	6,442	7,252
Tourist	5,810	6,191	6,812
Thai	4,047	4,304	4,533
Foreigners	6,274	6,616	7,289
Excursionist	2,520	2,635	2,816
Thai	2,200	2,324	2,420
Foreigners	2,753	2,862	3,108

Table 1.1 Continued

Type of Data	2014	2015	2016
Revenue (Million Baht)			
Visitor	259,291	313,006	377,878
Thai	36,375	40,474	43,991
Foreigners	222,915	272,532	333,887

Source: <http://intelligencecenter.tat.or.th/articles/702>

Table 1.1 shows the number of visitors to Phuket slightly increase from 11,958,603 people in the year 2014 to 13,203,284 people in the year 2015 generating in revenue from 259,291 million baht in the year 2014 to 313,006 million baht and continually increase to 377,878 million baht in the year 2016. The definition of Tourist in this table refer to people who visit desired destination on their own decision in any seasons except for work, education and these people are not the people who are living or educating in the province with at least stay one night in that area whilst Excursionist means day trip visitors and they are not staying overnight in the province.

Marine tourism is one of important segments of the tourism sectors in Phuket which contributes higher economy than other types of tourist, with the supportive information from Tourist Authority of Thailand's record, during the year 2010, yacht tourist expenditure is 20,000 baht per day, which shows the greater revenue, while daily excursionist expenditure is only 2,663.29 baht, visitor tourist expenditure is 5,154.62 baht and foreign tourist expenditure is 5,180.27 baht, but there are still a deficiency of information regarding the niche market of yacht tourism in Phuket. Little research has been undertaken in this area, there are some studies related to toxic contamination of a Yacht Haven Marina and increasing of yachting activities (Bech, 2002), local residents' perception toward economic impact of tourism development in Phuket (Marzuki, 2012). Even though Phuket is a well-known yacht destination for international yacht racing named "The Phuket King's Cup Regatta" inaugurating in 1987. The purpose of this event was to celebrate the 60th birthday of His Majesty the King of Thailand, Yacht racing competition has been organized every year since during the first week of December. The Regatta is established with the Royal Patronage of His Majesty the King by the Phuket King's Cup Regatta

Organizing Committee under the auspices of the Royal Varuna Yacht Club, in association with the Yacht Racing Association of Thailand, the Royal Thai Navy and the Province of Phuket. The Phuket King's Cup, a voyage of the leading regattas in Asia, is the symbol in the apex of the Asian Yachting Circuit. Yacht racing in this region is also including the Raja Muda International Regatta which was held in Langkawi organized by Royal Selangor Yacht Club, the Singapore Straits Regatta controlled by supporting clubs' committee inclusive of volunteers from sailing community and China through the south of China Sea was recognized by Royal Ocean Racing Club. (<http://www.kingscup.com/history.cfm>).

1.3 Aim and the Objectives of this study

1. To examine a current situation of yacht tourism in Phuket.
2. To conduct SWOT analysis of Phuket as a yacht tourism destination.
3. To identify current obstacles of developing Phuket as a yacht tourism destination.

The main purpose of this study is to describe the current situation of yacht tourism, identify current obstacles, and determine the SWOT analysis of developing Phuket as a yacht tourism destination. The research questions relating to the objectives are displayed in the Table 1.2

Table 1.2 Research questions versus Research objectives

Research questions	Research objectives
1 What is the current situation of yacht tourism in Phuket?	1 To examine a current situation of yacht tourism in Phuket.
2 What are the strengths, weaknesses, opportunities and challenges of Phuket as a yacht tourism destination?	2 To conduct strengths, weaknesses, opportunities and challenges of Phuket as a yacht tourism destination.
3 What are current obstacles of developing Phuket as a yacht tourism destination?	3 To identify current obstacles of developing Phuket as a yacht tourism destination.

The Rationale of the study

1. A systemic of yacht tourism assessment in Phuket for the academic purpose had never been conducted.

2. As Phuket is rewarded as “Asia Maritime Capital” (<https://www.sail-world.com/USA/Phuket-Voted-Asias-Maritime-Capital/33105>), it is reasonable to understand the potential of Phuket and exploring the essential factors to promote as a yacht tourism destination.

1.4 Significance of the Study

The foundation of this study is to conduct a study of the strengths, weaknesses, opportunities and challenges of developing yacht tourism in Phuket and examine a current situation of yacht tourism, finding the current obstacles of developing Phuket as a yacht tourism destination. The results of this study will provide beneficial interest conditions of yacht tourism in terms of sustainable development to government, non-government and private sector of stakeholders. Finally, this research could be used as a guiding tool to gain on policies development and promoting Phuket as a World Yacht destination.

1.5 Scope of the Study

This research concentrated on the perspective of related stakeholders toward yacht tourism development and determines strengths, weaknesses, opportunities and challenges of yacht tourism industry. The data collections were conducted from in-depth interview from the yacht entrepreneurs, key government stakeholders, marina service providers and related yacht association to identify the stakeholder’s perceptions in term of supply chain.

1.5.1 Scope of Time

The data were collected in June 2017 and finished in September 2017.

1.5.2 Scope of Geography

The data collected were from four marinas in Phuket, namely Royal Phuket Marina, Yacht Haven Marina, Boat Lagoon Marina and Ao Po Grand Marina. Key government stakeholders were Phuket City Hall, Phuket Provincial Administrative Organization, Phuket Immigration Bureau, Phuket Customs House, Phuket Marine department, Tourism Authority of Thailand, and Digital Economy Promotion Agency (DEPA).

1.5.3 Scope of Demography

- 1) Yacht charter entrepreneurs at four marinas in Phuket.
- 2) Government officers at Phuket City Hall, Phuket Provincial Administrative Organization, Phuket Immigration Bureau, Phuket Customs House, Phuket Marine department, Tourism Authority of Thailand, and Digital Economy Promotion Agency (DEPA).
- 3) Marina service providers: Yacht Haven Marina, Boat Lagoon Marina, Royal Phuket Marina and Ao Po Grand Marina.
- 4) Thai Marine Business Association (TMBA).

1.5.4 Area of research

Figure 1.3 Map of Phuket



Source:<http://paddlinginphuket.blogspot.com/2011/04/royal-phuket-marina-til-laem-hin.html?view=classic>

1.6 Definition of Key Terms

1.6.1 Marine tourism

Providing the definition of an important key term is commonly used in the study. According to Orams (2002), Marine tourism is determined as a recreational activities involving travel off their normal place of residence and focusing on marine environment. Likewise, Barison & Laut (1991), defined marine tourism as a temporary movement in a short-term period of people

to marine setting destinations apart from their normal environment and activities. Whilst Peter et al. (2007), described marine tourism as the portion of the tourism industry based on number of tourist and visitors who participate in active and passive way of leisure and holidays avocation or voyages on (or in) coastal waters, shorelines and immediate hinterlands, in line with Collins (2008), indicates marine tourism in the form of all activities associated with the coast line and adjacent waters. In addition, Alcover et al. (2011), determined marine tourism as the tourists' movement adjacent with waters and also required the marinas and all infrastructures in the view of accommodation. Therefore, the marine tourism of Phuket is included all these aspects, for instance, scuba diving, yachting, fishing, snorkeling and jet skiing.

1.6.2 Marine environment

Orams (2002), defined the marine environment as saline water with tide-affected.

1.6.3 Yacht

The term of yacht is originally from the Dutch word "Jacht" with the meaning of "Hunt". Initial definition of Yacht refers as a light fast sailing boat taken by the Dutch navy to track pirates and other lawbreaker enclose and adjacent to the shallow water. Until Charles II of England selected Yacht as the option to carry him to Britain from Holland for his recovery in 1660. Its meaning becomes to be named as a craft to carry significant person. (wiki). On the other hand, the term of yacht defined as a vessel which tend to use for the purpose of pleasure and sometimes as a marine sport which can explained in the form of "Commercial" or "Private pleasure" according to its registration certificate and does not have a regular pathway between ports. (Sarrisik, et al., 2011).

Yachting can be categorized in two major groups in term of its application and function; 1) Sailing yachts and 2) Motor yachts. The Sailing yacht can be sub-categorized into four groups by overall length (Length Over All – LOA) and facilities (tat tourism journal vol. 4/2013 Oct-Dec)

Day Sailing Yacht is a small size vessel with the length lower than 6 meters (20 ft). Sometimes it is defined as "Dinghies". The purposive of day sailing yacht is for small groups traveling on one-day tour with snorkeling activity or sunset sightseeing as there is no cabin.

Weekend Yacht is a vessel with the length is approximately 9.5 meters (31 ft). Travelling in 2-3 days with decoration of cabin, salon and equipment storage.

Cruising Yacht is a vessel with the length from 7 meters (23 ft) to 14 meters (46 ft). The designation of vessel is in complex, emphasize on yacht function and luxury for passengers such as cabin, kitchen, washing area, salon and storage area. It is the type of most yacht traveler taken in general as it can be traveled to the long distance.

Luxury Sailing Yacht is a vessel with the length from 25 meters (82 ft). Sometimes it is defined as “Super Yacht” with the length is 24 meters upwards. The evaluation of super yacht is from the yacht traveler who loves to travel by sea and simplicity needed where hereinafter it is developed to be more luxurious like 5-star hotel, diminished the wetted surface area in order to gain the speed power maximize to 35 knots in extreme conditions. The speed can be raised by taking mainsail during cruise; most of super yacht capacity is subject to fifteen to thirty crews onboard, size of the vessel and navigation system. Super Yacht is suitable in general for racing. In addition, some of researcher defined the power and sail yacht of 24 meters and larger as “Modern Yacht” (Ajagunna I. & Pinnock F., 2013). The characteristics and features of a modern yacht are regularly described as following key-information:

Lower deck consists of

Exterior swimming pulpit at the stern

At least four or five guest cabins with en-suite bathroom

Engine room in the middle of ships

Crew division area

Main deck consists of

Sheltered exterior deck toward the stern of the ship into the salon

Dining room and galley area

Entrance in the middle of ships

Owner’s suite ahead

A second stateroom for a co-assistant

Upper deck consists of

Exterior deck toward the stern of the ship and mainly used for an outdoor dining

Second salon (Often known as the sky lounge for relaxing area)

Captain’s cabin or on the other hand named as commander room

Sundeck consist of

A Jacuzzi and sometimes a glass-enclosed gym are often highlighted on the uppermost deck (These components can also be below decks or in the area of owner's suite).

Motor yacht can be classified into five groups as follows:

Day cruiser yacht is a vessel without any cabin and few amenities.

The weekend yacht is a vessel with obviously seen one or maximum two basic cabins, simple galley equipment and plumbing system.

Cruising yacht is a vessel with adequate amenities to be able to living aboard when extended periods are flexible for consideration.

Sport fishing yacht is a vessel come with sport fishing equipment and way of living amenities.

Luxury yacht is a vessel, in particular more luxurious finishing and amenities compare with the last three groups of yachts.

Yachting, on the other hand, is defined as the recreational and sport equipment in particular for high-income or millionaire people. The value of the yacht is very high-prices. To purchase the yacht, the personal financial statement must be qualified as yacht is not on installment or lease finance system. Moreover, any yacht journey cost a lot of expenditure such as gasoline, vessel insurance, maintenance, berthing fee and yacht cleaning. However, the yacht owner considered it as dignity asset for every yacht journey is the adventure, excitement, adjacent with the nature and practicing in navigator capability.

In addition, Sariisik et al. (2011), defined yacht as a sailing boat with a keel designed to distribute a right movement through its weight and it is used for travel and sport intention. Moreover, with the study of Poundra et al. (2017), described the characteristic of yachts in aspect of yacht shape which divided into 2 groups; 1) monohull and 2) multihull which can be sub-divided to catamaran and trimaran. The monohull is a yacht in the form of one main hull while the multihull is a yacht in the form of one main hull plus the small outrigger hulls. The purpose of multihull design is subject to the movement stability with the expansion of deck zone.

CHAPTER 2

LITERATURE REVIEW

This chapter provides four major parts related to the previous works of a literature review. The structure of this chapter is organized into following sections:

- 2.1 Trend of Yacht Tourism and Yacht Tourism destination
- 2.2 Economic Impact
 - 2.2.1 Direct, indirect and induced impacts
 - 2.2.2 Yacht investment
 - 2.2.3 Cost-Effective investment
- 2.3 Sustainable Marine Tourism
- 2.4 SWOT

2.1 Trend of Yacht Tourism and Yacht Tourism destination

Nowadays tourism performs a crucial role in developing the economic growth of the country. The reason to focus on marine tourism is that its characteristic significantly differs from others. Orams (2002), mentioned that “marine tourism takes place in an irregular pathway enclosed with the marine environment where we normally do not live”, its root is a form of sun, sea, and sand. Marine tourism is fast growing and creates profitable of tourism industry. The marine tourism industry has been developed over the centuries, from the initial one comprise of ‘gateway’ island for the upper class of the Roman Empire, to the discovery adventures of seaside tourism in Western Europe between 1750 and 1840.

Marine tourism root is also established from the combination of three Ss --- sun, sea and sand. Marine sports activities can be described in the form of boating, sailing, yachting, fishing, diving, snorkeling, surfing, windsurfing, parasailing, water-skiing, canoeing, kayaking, jet skiing and jet boat riding. The practicing of each marine sports activities varies; depending on the skill level and technical knowledge of marine participants. (Jennings, 2003). Barison & Laut (1991), emphasized the continuous growth of marine tourism for two reasons. 1) The advantage gains on natural resources and 2) the improvement of transportations and communications in terms of technologies enhanced for tourist attraction access. In addition, the case study of marine

tourism in Malaysia indicated the induced impact on a variety of service businesses such as hotels and related accommodations, marine and water sports activities. However, the rapid growth of this industry might cause inadequately trained personnel for the cruise navigation as well as the aspect of safety and security concerns. Moreover, the study of Alcover et al. (2011), on the economic impact of yacht charter tourism on the Balearic Islands in Spain emphasized that in the international scientific tourism literature, there were very few articles and these articles concentrate mainly on yacht tourism. Their study described that lately, the government of Balearic has created a new policy concentrating on the product's development in place of destinations. Marine tourism is one of the products that the government wants to boost. On the coastal zone, the marine activities can be divided into two groups; 1) cruise tourism defined as a pleasure used of tourists with a simple way of transportation and 2) marine-sport tourism defined as the activities of tourist with the motivation of practicing when traveling along the waters, for example, scuba diving and yacht sailing.

The best means to demonstrate the growth of marine tourism is by significant growth of the cruise industry. The commencement of cruise industry on a commercial basis was in 1844 when Peninsula and Oriental Steam Navigation Business firm (renowned as P&O) managed at the beginning cruise from Britain to Spain and Portugal as well as to Malaya and China. Cruise line currently offers innovative amenities and facilities onboard. (Barison & Laut, 1991).Brida & Aguirre (2008), mentioned that in 2007 the cruise line becomes popular in the United States of America. 76 percent of the total cruise passengers world-wide were mainly from American during their vacation. The most preferred cruising area was in Caribbean region, which accounted for 41.02% of total cruise itineraries according to Florida Caribbean Cruise Association (FCCA) statistics. Papatthanassis & Beckmann (2011), noted that there was very little academic research in the niche of cruise tourism. With the widely searching, there were only 145 scientific literatures and many of them were not concentrated on the growth of this marine tourism sector.

Sariisik et al. (2011), cited that the turn to the niche of yacht tourism begun in 21st century and greatly enlarged as an important sector in marine tourism, provided greater revenue and job opportunities along with coastal zone of marine activities in Turkey. With its abundance of natural beaches and coves, it attracted world-wide tourists for exploration during

the holiday. Similarly, Yarovaya (2011), mentioned that the theory of yacht tourism and practice study in Ukraine were also limited in terms of domestic and international literature research, part of it was determined in the component of marine tourism sector. The climate and geopolitical were important factors for yacht tourism development in Ukraine.

Furthermore, Sevinc & Guzel (2017), emphasized that the rapid growth of yacht tourism in particular of coastal countries created a positive impact of marine tourism demand according to its natural resources with a beautiful sea and bays as well as the climate condition which enhances the attractiveness of this recreational activity.

In addition, to promote Turkey as a yacht tourist destination, the Turkey government authorized the Value Added Tax (VAT) exemption for the yacht maintenance sector and tax exemption on fuel charge for foreign yacht usage. (Incaz & Guler, 2000), (Sariisik et al., 2001).

Many pieces of literature tried to investigate the important factors and attributes to be a tourist destination. The fundamental of Six As framework were used to measure these variable factors which are:

Attractions - the capability of host destination to provide yacht tourists with marine attractions and marine places of interest.

Activities – marine recreational activities during the yacht charter.

Amenities – sufficient facilities aim to support yacht tourism.

Accessibility – the level of how easy the yacht charters the tourists to their desired marine destinations.

Available packages – the ability of host destination to provide the quality services as a whole to yacht tourists, for instance, visa, operation costs, customs, and qualified labor.

Ancillary Services – the level of overall safety and security, groceries, taxi and laundry service, banking used by yacht tourists during their visit to Phuket. (Yuden, 2013; Buhalis, 2000).

On the other hand, Yachting is considered to be one of marine activities described as luxury tourism on niche markets as its characteristics require the general professionalism of specialized skills, for example, the license of skipper is needed if the tourists

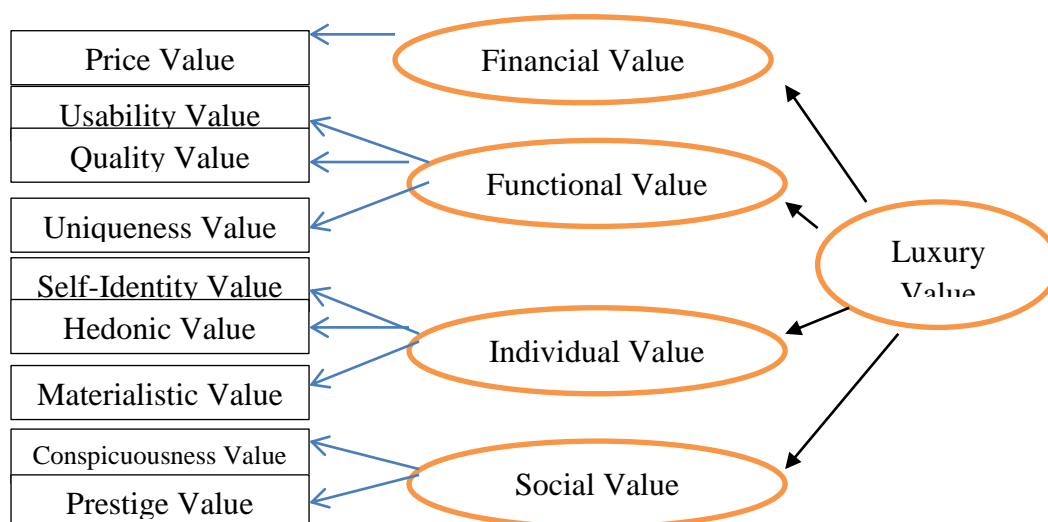
aim to sail it themselves. For instance, the sail yacht generally the marine tourists, preferred to charter without captains and crews onboard. (Lekakou & Tzannatos, 2001). Therefore, yacht tourism can be considered as one of luxury tourism. The research of IPK International's World Travel Monitor in 2017 encountered the growth of High-end tourists to continue to grow, especially in Europe. The luxury travel spending has increased approximately 18 percent since 2014 while the international travel has increased by 9 percent. The most popular luxury travel destinations are Germany and France. There were 4 million of luxury travelers that visited Germany in 2016. The main luxury travelers are from the United State of America, accounts for 13.7 million of overseas luxury trips while China accounts for 10 million of overseas luxury trips. The high importance of luxury travel planning from the Internet is approximately 83 percent and 51 percent; the luxury travelers used the services provided by travel agencies while the global travelers used the services of travel agencies at around 33 percent only. According to this research, the overseas luxury trips are defined into two aspects; 1) short trip to a foreign country with up to three nights and spending more than 750 euros per night, 2) long trip to a foreign country with four nights onward and spending more than 500 euros per night. (https://www.itb-berlin.de/en/Press/PressReleases/News_47502.html?referrer=/en/Press/PressReleases/)

2.1.1 Definition of luxury concept

Yacht tourism is a high value-added product base on natural and nautical specificities of destination. The study of Payeras et al. (2011), found that daily tourist expenditure from yacht tourists contributes to the economy much higher than other types of tourist. The term of luxury takes on different pillars and there is no universal definition, meaning the definition depends on experience and people's sensation (Wiedmann et al., 2009). Luxury can be defined as the greatest level of prestige contained in physical and psychological dimension. Luxury, on the other hand, can be determined as a connotation that is ascribed to materials such as yachts, private jets (Hudders et al., 2013). Likewise, Oxford American Dictionary provides the meaning of luxury concept as the state of great coziness and abundant living often found in the niche market of products as in general the price of luxury products is very high (Kuisma, 2008). The concept of luxury and its characteristics approached in multidimensional esteem, for example, timeless asset, durability across time, a great of manufacturing and retailing to customers. (Hennigs et al., 2013). Furthermore, the concept of luxury is changeable across time, culture and resulting in a trend

personal fulfillment, status rather than monetary value but aspiration through experience, scarcity, premium level of quality and intimately with eco-awareness, intelligence as well as ethical lifestyles (Yeoman, 2011). Several characteristics of conceptual value-based are related to a luxury concept, for example, financial value, functional value, individual value and social value (Wiedmann et al., 2007)

Figure 2.1 Luxury Value Model



Source: Wiedmann et al., (2007)

Figure 2.1 demonstrates the dimension of luxury value perception which consists of four major types such as the dimension of financial, functional, individual and social. Each type is related to various variables.

Considering value-based pricing is accounted for financial value, where the strategy of pricing is taken to gain profitability, without any influence with sale volumes and it is quite successful with the products on niche market related to human sensational and perceived-value a customer attributes to a product or service which customer will sacrifice to obtain such product or service (Wiedmann et al., 2007).

The conclusion of functional value refers to core product benefits and several variables such as usability, quality, and uniqueness involvement. Usability value is an idea of looking into Return On Investment (ROI), encountered gain exceed toward the cost. Quality is very difficult to determine, measure, and evaluate as it does not show immediate result but occurs

over a period of time, the reason to invest in quality is to gain the competitive advantage (Tellis & Johnson, 2007). Whilst uniqueness value defined as an individual need to be different from others on rare products acquisition and enhancing the personal identity fulfillment. (Tian et al., 2001). Furthermore, the uniqueness is described for the positive outcome of consumer behavior on product desirability and considerable interest, in particular, greater preference on well-known of luxury trademark items. (Zhan & He, 2012)

The dimension of individual value can be explained in the form of personal interest toward the consumption of luxury products to support their self-esteem (Wiedmann et al., 2007). Moreover, the luxury items have shown the intangible benefit enhancement apart from its function, for instance, the perception of emotional value to energize self-feeling satisfaction (Wiedmann et al., 2009) and this emotional value can generally be identified in term of pleasure, as a matter of fact it is actually less essential in life (Li et al., 2012).

The dimension of social value is the degree of peoples' desire on luxury products to comply with their physical positioning in the social communities status achievement by consumption of conspicuous items and show significantly their differ and exclusive purchasing power from others (Tynan et al., 2010; Li et al., 2012)., hence according to this perspective the price is defined as indicator of great prestige in the context on the contrary when customers approach high-value items presenting its association with high prestige. (Jung et al., 2012). Consideration of Yacht as a luxury product is eventually reasonable acceptance resulting from the 4 dimensions of luxury value model since the overall circumstance of having a yacht is actually come from at least one dimension with the owner encountered mainly approach into this framework.

2.1.2 Yacht tourism facilities

Thailand is located in mainland of Southeast Asia, the third-largest country in ASEAN, with coasts on the Andaman sea and the Gulf of Thailand, covered over a thousand miles of beaches, hundreds of islands, crystal waters and rich of coral reefs. Thailand becomes the ideal for the pleasure boating as a result of the combination of its location and tropical climate for enthusiastic sailing or motor boat travelers. Especially Phuket, is the largest island in the southern of Thailand, has adequate infrastructure, international airport and several small islands tourist attractions, for example, Racha Yai island, Racha Noi island, Coral island, Lon island, Rang Yai

island, Khai Nok island, Naka Yai and Naka Noi island along with marinas facilities to support as a marine tourism destination.

Table 2.1 Marinas' facilities in Phuket

Marina	Sub-District	District	Facilities
¹ Boat Lagoon Marina	Koh-Kaew	Muang	Dock for 180 yachts Maximum capacity of hard stand 145 docks
² Royal Phuket Marina	Koh-Kaew	Muang	Dock for 100 yachts Hard stand 25 docks Shipyards Accommodation for high-income customers Shops / Restaurants Yacht for rent with skipper
³ Yacht Haven Marina	Mai-Khao	Thalang	Dock for 320 yachts Shops / Restaurants
⁴ Ao Po Grand Marina	Paklok (Ao Po)	Thalang	Dock for 300 yachts Accommodation for high-income customers Shops / Restaurants / Club House

Source: ¹<http://www.phuketboatlagoon.com/marina-charge>,

²<https://www.royalphuketmarina.com/the-marina>,

³<http://www.pyhmarina.com/berthing/berthing-information>,

⁴<http://aopograndmarina.com/project/facilities>

2.2 Economic Impact

Stakeholders' perception of economic impacts from tourism has been studied in recent years. Economic impact studies in travel and tourism are undertaken to determine the effects of specific factors in a given geographic area on economic activity such as Gross Domestic Product (GDP), the income, tax revenues and employment (Frechtling, 1994); (Henry & Deane, 1997). According to Dimoska (2008), the tourism industry is an important export representing an average of 80% of the industries in developing countries. Reflectively many studies in this area have been conducted world-wide in order to evaluate true economic impacts of tourism (Marzuki, 2012).

Kweka et al. (2003); Andereck et al. (2005), encountered that tourism industries can be a positive influence on the economy by resulting in effects such as economic diversity, employment, and tax revenue. In addition, tourism is considered as a factor that contributes to a higher standard of living, manageable to give an effect in terms of attracting investments and expenditure, which creates greater benefits than costs (Brida, Osti & Faccioli, 2011). Moreover, the significance of cash investment in the area tends to be spent on, as well as generate various service industries when there are the existent attractions of such areas (Orams, 2002). Similarly, Warren & Taylor (1994), cited that many countries are likely to invest in tourism as a result of economic benefit, for example, the infrastructure development in terms of transportation networking, the earning from foreign exchange and incremental of employment.

Economic impact analysis provides the flows of spending associated with tourism activity to identify changes in an economy, for example, sales income, government taxations, and incremental of employment. The simple analysis can be gathered from the secondary information of government in term of its statistics. (Stynes, 1997). The total of economic impacts is composed of direct impacts, indirect impacts and, induced impacts. While the direct impact is the primary effect from the customers' spending power on various businesses earning, indirect impact is an additional earning from various business sectors as a consequence of direct impact. Induce impact is generally the effect generated from the re-spending of the household income. (Archer, 1995), (Archer & Fletcher, 1996). Brida & Aguirre (2008), pointed out that there are five important sources to generate the economic benefit from the cruise industry, 1) The spending power of captains, crews and cruise passengers, 2) the shore line staffs of cruise

industry employment, 3) the goods and services purchased during the operation of cruises, 4) expenditures at marina service providers for the cruise operations, and 5) spending on the cruise maintenance. In addition, Diakomihalis & Lagos (2008), pointed out the economic impacts of yachting in Greece were examined in the aspect of national revenue, employment, investment, government taxations, and gross domestic product. Likewise, Pratt (2010), mentioned that the economic contribution is subject to the tendency of customers consume.

2.2.1 Direct, indirect and induced impacts

Direct impacts are the production changes associated with the immediate effects of variations in tourism expenditures (Stynes, 1997). Some of direct impacts refer to the amount of an initial purchase with remaining in the local economy and occurring as a direct consequence of public or private business decisions. (Weisbrod & Weisbrod, 1997). While Indirect impacts are the production resulting from tourism industry makes purchases from another industry and induced impacts are defined as “the changes in economic activity resulting from household spending of income earned directly or indirectly as a result of tourism expenditure” (Stynes, 1997)

Table 2.2 Economic impact of tourism

Positive impact	Negative impact
- Contributes to income and standard of living	- Increases price of goods and services
- Improves local economy	- Increases price of land and housing
- Increases employment opportunities	- Increases cost of living
- Improves investment, development, and infrastructure spending	- Increases potential for imported labor
- Increases tax revenues	- Cost for additional infrastructure (water, sewer, power, fuel, medical)
- Improves public utilities infrastructures	- Increases road maintenance and transportation systems costs
- Improves transport infrastructures	- Competition for land with other (higher value) economic uses
- Increases opportunities for shopping	- Seasonal tourism creates high-risk, under- or unemployment issues
- Economic impact (direct, indirect, induced spending) is widespread in the community	- Profit may be exported by owners
- Creates new business opportunities	- Jobs may pay low wages

Source: Kreag, (2001)

Table 2.2 presents both dimensional data of economic impact of tourism. The positive economic impacts generate several benefits to the community. Direct impacts affect to individual in the community are employment opportunities, greater income and increase their standard of living, and tax revenue earning to local government, whilst indirect impact creates the related business opportunities and public infrastructures improvement. In addition, the induced impact supports to increase the household spending as a result of direct and indirect impacts.

The Thai Government boost tourism for economic gain under the assumption that the foreign exchange earned outweighs any negative side-effects of the industry. Many industries gain from tourism development. The land and real estate industries have gained as golf course, marina building, resort, accommodation and transportation development (Tanone, 1991). Marine tourism is a ration of tourism, which is the fastest growing industry, comprised of leisure and recreationally oriented activities that take place in the coastal zone and the offshore coastal waters (Hall, 2001). The dominant world destination is the Caribbean region accounted for 50% of total world capacity of cruise business (Dwyer & Forsyth, 1998)

2.2.2 Yacht Investment

In the past few decades, with uncertain economic turbulence and financial recession, bank deposit rates are very low, and there is some question as to whether keeping money in the bank is a “safe” investment. In some cases, even the beachfront property has halved in value. Perhaps a rational beginning with alternative investment needs to be considered. Buying a yacht has traditionally been recognized as a luxury due to its associated and operating cost expenditures. However, there are the benefits to own the yacht as a capital. Most of yacht buyer’s intention is for personal use as well as a permanent accommodation when traveling during holidays throughout the season. In addition to a fundamental function of a marine voyage, yacht, can be considered as “Marine resorts” (Sun et al., 2014). With the right type of yacht and a well-maintained condition, value depreciation can be avoided. Secondly, to gain investment returns is to have a yacht charter company manage the yacht, though some expenses may be incurred, whilst, apart from charter schedule program, the yacht owners remain with unlimited access to their asset. Thirdly, returning the yacht into mortgage application in order to facilitate financial cash flow. Without a doubt, the growing demand of marine products continually expands, as a

result of the government tax exemption policy on leisure vessels which release in February 2004 reducing from 245% import taxation to 0% of import taxation. The direct impact of this new policy resulting in the number of newly yachts registration significantly increased to 350% from the year 2003 to the year 2004, development of yachting industry has been a focus in Thailand, especially on marina constructions and its facilities as well as the shipyard for the purpose of yacht building and maintenance industry. BOI reported over three hundred entrepreneurs are involved in the shipbuilding industry, thirty of which have registered capital exceeding 6.5 million in united state dollars. The yacht market in Thailand, most of all, are supported by expatriates and international tourists with the information of 70% of all sailing yacht and motor yacht which sold in Thailand are foreign made. The import value of Motor Yacht and Sailing indicated only in 2006 Thailand Customs House earned a significant revenue from Motor Yacht after this, the majority of import value distribution to Thailand Customs House was from Sailing Yacht type and mostly come from France, China, Italy, the United Kingdom, and Turkey. In the aspect of the export value of Motor Yacht and Sailing Yacht during the year 2006-2011, the majority of export value was also from Sailing Yacht. The increased export value was attributed to several factors, for example, high quality of products, valuable and skilled labor, and the rising prominence of the yachting industry as a whole. Most of the exported value was accounted for The United states 26%, the United Kingdom 25% and Spain 12% which represented as top three destinations for Thai Sailing Yacht Exportation. (<https://www.slideshare.net/boinyc/thailand-marine-destination-of-asia-29531907>). Similarly, Yang & Liu, (2016) cited Taiwan was also earned the great revenue of yacht export value to foreign companies in United States of America market. In particular, the manufacturing of sailing wooden yacht as an initial step and then becoming the famous yacht builder industry. However, being a yacht builder in Taiwan needs a capital flow in the business according to its technology of manufacturing. The yacht builders encountered the problem to maintain sufficient fund as the bank considered the yacht industry as a luxury product which under the high-risk industry and therefore, it was very easy to affect with the business cycle.

2.2.3 Cost-Effective Investment

In accordance with labor and material cost, Thailand obviously is to be the prime destination for yacht construction industry. Thailand Board of Investment reported that material

and labor (in Thailand) costs for a 36ft yacht range from 240,000 to 484,000 united state dollars. Furthermore, a 46ft yacht costs from 523,000 to 1,000,000 united state dollars and, in addition, the mark up for the design, overhead, taxes and profit adds approximately 50% to these figures. Moreover, the laminating resin in Thailand is half price compared with Australia. Teak for interior finishing is less than a third of the price at 2,500 united state dollars per cubic meter. The marine engine in Thailand is 15-20% less expensive compared to Australia or New Zealand. The benefit of price competitiveness is Thailand's proximity to mainland China and Taiwan which alleviates the cost of parts by as much as 40%. As a matter of fact, Thai labor cost is, in particular, lower than Australian rate by half, whereas Thai workers are eager to learn any new technologies and also have technical skill on shipbuilding, furnish yacht interior design, skilled fiberglass, and professional carpenters. Thailand is also well-known for the world's finest silk, quality of teak wood and rattan furniture which are highly demanded for interiors of luxury yachts. (<https://www.slideshare.net/boinyc/thailand-marine-destination-of-asia-29531907>).

According to Phuket City Hall Strategy Planning, its 1st strategy was set to develop Phuket as "World-Class of Marine Tourism Center" which mentioned in Chapter 1 was in line with Thailand Board of Investment to support Phuket as a "Regional Hub of Yachting Industry" considering Thailand's location at the heart of South East Asia, it allows yacht tourists to utilize it as a base for the purpose of exploration, recreation and yacht maintenance through the Asian region. Providing investment opportunities to promote the growth of yacht industry by offering numerous incentives to yacht investors, for example, tax breaks material import exemptions and machinery duties.

The rapid growth of yachting business in Phuket can be classified into 4 major parts. First one is Yacht Charter activity with both sailing yacht (crewed boat and bareboat charter) and motor yachts (most of them are crewed boat). The Yacht charter activity can be operated by an individual with Thai nationality or established juristic person such as company limited, limited partnership and apply for tourism business license according to Tourism Businesses and Tour Guides Act. The second one is Yacht maintenance inclusive of a shipyard, yacht supplier, in particular, marine engineering, mast, rigging, electrical and sail maker. The third one is Yacht insurance and the fourth one is Yacht brokerage. On this study, with the limited

time, the researcher concentrated on the yacht charter in Phuket. In the yacht tourism industry, there is the significance of successful boat shows among the regions as following details:

Table 2.3 List of International Boat shows

No.	Boat Show	Country	2018
1	Phuket International Boat Show	Thailand	4-7 Jan
2	London Boat Show	England	10-14 Jan
3	Toronto International Boat Show	Canada	12-21 Jan
4	Vancouver International Boat Show	Canada	17-21 Jan
5	New York Boat Show	United States	24-28 Jan
6	Superyacht Challenge Antigua	Antigua	31 Jan - 4 Feb
7	Belgian Boat Show	Belgium	10-12 Feb
8	Eurasia Boat Show Istanbul	Turkey	10-18 Feb
9	Miami Yacht Show	United States	15-19 Feb
10	Budapest Boat Show	Hungary	22-25 Feb
11	Thailand Yacht Show	Thailand	22-25 Feb
12	Dubai International Boat Show	UAE	27 Feb - 3 Mar
13	Stockholm International Boat Show	Sweden	2-11 Mar
14	Moscow Boat Show	Russia	7-11 Mar
15	HISWA Amsterdam Boat Show	Netherland	7-11 Mar
16	Singapore Yacht Show	Singapore	12-15 Apr
17	China International Boat Show	China	26-29 Apr
18	Mediterranean Yacht Show - Nafpli	Greece	28 Apr - 1 May
19	The Superyacht Show - Barcelona	Spain	2-5 May
20	Korea International Boat Show	Korea	24-27 May
21	Southampton Boat Show	England	14-23 Sept
22	Monaco Yacht Show	Monaco	26-29 Sept
23	Fort Lauderdale Boat Show	United States	31 Oct - 4 Nov

Source: www.connection-mallorca.com,(2018)

The rapid growth of yacht tourism in Phuket, according to its geographic location, the abundance of natural resources and necessary facilities provides a result of impressive revenue from yacht sector which has been shown by the statistic of Phuket Customs House department

According to the Gross Provincial Products Report from Phuket Finance Office, described the economic growth in Phuket decreased during the year 2011 due to Thai currency appreciation, Price of gasoline increasing, and Global economic crisis from public debt in Europe and United States. Hence Yacht taxation collection in 2011 was affected with the negative impact from these variables. This phenomenon also affected the yacht builder industry in Taiwan. The global crisis made the decrease of yacht purchase (Yang & Liu, 2016). However, in 2012 there is a positive impact to economic growth in Phuket due to the policy to stimulate the economy from Central Government and global economic crisis in Europe and United states have been resolved. Nevertheless, the uncertainty of the political situation in 2013 resulted in taxation decline compared with the year 2012.

Regarding the statistic of yacht arrival and departure at Phuket, Marine Office found out that during 2009 – 2012 yacht berths in average 1,400 – 1,800 per annum. Average staying 60 days and yacht tourist expenditure was approximately 100,001 Baht per person inclusive of off-shore accommodation, food, party, shopping, traveling in term of cultural and traditional, spa and massage. Despite the fact that few marinas cannot support the yacht demand even in low season, during April – October each year. Any yacht travelers who like to berth at marina are subject to make a reservation in advance for at least one month is applicable.

Calculation of yacht revenue, for example, if the minimum of 1,200 yacht travel to Phuket and each yacht carry 3 passengers on board with average staying sixty days and average spending is 100,000 Baht per person. The results of yacht travelers will be $(1,200 * 3 * 100,000 * 60 = 21,600,000)$ twenty-one million six hundred thousand Baht. Hence Phuket earn impressive revenue from yacht sector. (<http://etatjournal.com/mobile/index.php/menu-read-web-etatjournal/menu-2013-oct-dec/135-42556-yacht>)

Table 2.4 Statistic and trend of yacht growth in Phuket

Yacht information	2010	2015	Estimate 2020
Average yacht arrival	1,100	1,600	2,100
Average Super yacht arrival	50	110	190
Thai registration yacht	5	22	38
Yacht anchorage (month)	10	33	76
Average yacht travelers staying (day)	60	90	120
Length of stay (day/journey)	5	66	228
Tourist expenditure (Baht/person/journey)	100,000	200,000	600,000
Government Revenue, for instance, Harbor department (million Baht/year)	-	10	24

Source: <http://etatjournal.com/mobile/index.php/menu-read-web-etatjournal/menu-2013-oct-dec/135-42556-yacht>

2.3 Sustainable Marine Tourism

The rapid growth of tourism has resulted in a positive & negative impact toward host community's base, and although similar studies have been done, many studies in the past decades only concentrated on "Sustainable tourism". According to Hunter (1997), explained the "Sustainable tourism" in the forms a connection between principles, policies, and management methods in order to develop environmental resources with the consideration of future protection. Moreover, Butler (1999), defined sustainable tourism as the activities encountered by tourist and host communities' needs associated with infrastructures, enhancing economic growth, and providing the opportunity to local communities to earn economic benefit in their living within the environmental capacity whilst remaining protecting their environment. As a result, sustainable tourism development has been generally raised to the academic study exploring the different perception of concept (Hunter, 1997)

Table 2.5 Perception concept of sustainable tourism development

- Economic growth plays a major role in supporting human well-being

- Influences the growth of human population

- The limitation of environmental degradation toward growth through effective existence

- The ability of human-made creation and technical innovation to substitute natural base as a capital and gain the economic growth

- The criteria of natural resources base component with the potential to find the substitute

- Technology enhancement in order to reduce environmental damage and obtain economic growth such as the assessment of environmental impact

- The sense of value attribution associated with the degree of ecosystems perspective to retain the function integrity awareness

Source: Hunter, (1997)

The sustainable development is a process implementation to increase human living condition and basically linked with environmental impact (Tosun, 2001) therefore many researchers tried to find the method to measure and evaluate the sustainability with economic growth in order to achieve the policy set up. Bartelmus (1986), described the method of measurement in term of economic costs and benefits analysis is prices. Pricing presents an indicator of human well-being, the ability to access the rare products and services consumption. Hence “Non-declining welfare” is defined as theoretical paradigm for economic sustainability. In addition, the World Summit on Sustainable Development in 2002 (UN, 2002) provides the concept of sustainable development into three principles – economic, environmental and social connection. This concept principle is similar with Klein (2011), explained the root of sustainable tourism was the combination of environmental, economic benefit and impact toward local society and culture. Whilst the economic principle emphasized the word “capital” which can be recognized in the form of human-made, natural resources, and social connection as a human. The sustainability of economy requires the necessary condition to use natural resources without any damaging or decreasing its utility to the next generation and retain the real income for the future with a “well-being” concept which refers to any consumption of products and services with the enjoyment from natural resources provided. (Moldan et al., 2012).

2.4 SWOT

SWOT is a method to conduct a study about the current situation of the interested study. The four letters of SWOT are representative of Strength, Weakness, Opportunity, and Threat. (Zhang, 2012). The technique of SWOT analysis was used to find key variables affecting the performance of the interested study. (Akca, 2006). In addition, SWOT analysis was an initial tool to clarify the complex points into manageable content. It is a beneficial instrument to explore the potential, decision making, and brainstorming to create the strategies from conducting the internal and external factors that could support or against any new concepts. The strengths, weaknesses, opportunities and threats that appear from examining current situation of study will draw through content synthesis and report the result of the study. (Chermack & Kasshanna, 2007; Thomas *et al.*, 2014).

Strength is defined as an internal positive factor which enhances the competitiveness, for instance, in the situation of tourism destination, the key variables may include the natural advantage, sufficient infrastructure, qualified workmen and a destination image branding. Weakness is an internal negative factor which obstructs destination development, for example, lack of understanding from government units. Opportunity describes as an external positive factor which involves the situation that leads to achievement. Such factors might be the changes in the positive way of tourism legislation, the global economic growth catalyst that increases in personal income, the simplest method to obtain investment from the external resource of finance. Threat is defined as an external negative factor that hinders the destination development, for instance, the tourism development from neighboring countries, the fluctuation of host currency affected to foreign tourists, global economic crisis, and unpredictable of negative situation (war, natural disaster, terrorist). (Goranczewski & Puciato, 2010).

SWOT analysis is taken to examine a niche market, such as yacht tourism. Some of literature being uses SWOT technique in order to find the conditions available which support this sector. For instance, Sarrisik *et al.* (2011), studied yacht tourism management in Turkey by conducting SWOT analysis at two marinas in Istanbul. Moreover, Chen *et al.* (2016), also conducted SWOT analysis to reveal the sustainability of yacht tourism in Greece. As same as in Balearic Islands, Payeras *et al.* (2011), analyzed the marketing strategies design of yacht charter tourism by taking SWOT analysis.

CHAPTER 3

METHODOLOGY

This research focuses on current yacht tourism assessment – a case study of Phuket. The purpose of this study is to describe the current yacht tourism situation and determine the strengths, weaknesses, opportunities and threats in developing yacht tourism. This chapter explains in the detail of how the researcher aims to achieve the research objectives and responses to research questions with data collected from related sampling. It is organized as follows:

3.1 Type of research

3.2 Population of research

3.3 Sampling method

3.4 Data collection

3.5 Research design and instrument

3.6 Data analysis

3.1 Type of research

The design of this research is the combination of descriptive and exploratory study. The primary data was collected during the period of June 2017 to September 2017. Primary data gathered with qualitative method by conducting in-depth interviews from the selected stakeholders of this study until the data saturated. The four major stakeholders are Yacht charter entrepreneurs at four marinas, Marina service providers, Key government stakeholders and Yacht association club. Reviewing opinion, Explanation and Comments from these four major stakeholders are taken to obtain the desired data in order to achieve the objectives of this research. The objectives of this research are 1) To examine the current situation of yacht tourism in Phuket 2) To conduct SWOT analysis of Phuket as a yacht tourism destination, and 3) To identify current obstacles of developing Phuket as a yacht tourism destination in order to improve and enhance the yacht tourism in Phuket to become more sustainable development.

3.2 Population of research

The population for this study symbolizes all the stakeholders involved in Yachting industry in Phuket commence with policies, strategies and how to implement them to a successful development of yachting activities as well as the organizations related to yacht tourism in Phuket, for example, Yacht charter entrepreneurs, Marina service providers, Key government stakeholders and Yacht association club.

Yacht charter entrepreneurs consist of Yacht charter companies at four marinas: Boat Lagoon Marina, Royal Phuket Marina, Yacht Haven Marina and Ao Po Grand Marina.

Marina service providers are considered as base facilities of yacht tourism in Phuket.

Key government stakeholders consist of government officials at Phuket City Hall, Phuket Provincial Administrative organization (PPAO), Phuket Customs House, Phuket Marine department, Phuket Immigration Bureau, Tourism Authority of Thailand and Digital Economy Promotion Agency (DEPA).

Yacht association club consists of Thai Marine Business Association (TMBA).

3.3 Sampling method

According to the main non-probability method, the purposive sampling is used to obtain the sample size. Sekaran and Bougie (2013), explained that the purposive sampling is applied to obtain information's relevance and available only to certain groups and only a few experts. Those, who have a knowledge and experience on this subject, can provide such information. The selection of key informants is determined by the significance of the related stakeholders to Yacht tourism in Phuket. The researcher has considered the designation of stakeholders associated with the planning of policies, strategies development as well as chose those who have sufficient management skills with at least two years' experience in the yacht tourism industry in order to gather primary data on the variable of interest. In this case, the variable can be referred to information obtained first-hand by the researcher for the specific purpose of the study. Key informant's information of selected stakeholders are presented in Table 3.1

Table 3.1 Key informant profiles

Key Informants	Designation/Position	No. of Interviewees
Government Units	Chief of department	7
Marina Providers	Marina Manager	4
Yacht Association Club	Yacht Committee/Member	1
Yacht Charter Operators	General Manager/Sale Manager/ Captain / Yacht owner	9

3.4 Data collection

This research collected primary data, which has been taken through in-depth interview, from June 2017 to September 2017. Open-ended suggestions and recommendations also added in the interview questions of the purposive sampling until data-saturated. Prior formal appointments were arranged in a written letter from the university and were distributed to the relevant stakeholders. They have been required to confirm they're a convenient time to conduct an interview. The interviews managed within thirty to sixty minutes depending on the availability of their times. During the interview, the whole conversation was video recorded and transcribed to ensure that the data collected is interpreted to clarify the doubts in the most possible unbiased manner by the researcher. The secondary data will be obtained from examining the relevant literature.

3.5 Research design and instrument

An exploratory is undertaken since the current situation of yacht tourism in Phuket for an academic purpose has never been conducted. The purpose of the research is to identify key variables involved in stakeholder's strengths, weaknesses, opportunities, and threats towards yacht tourism in Phuket. The investigation concentrates on Yacht charter entrepreneurs at four marinas, Marina service providers, selected Key government stakeholders, in particular, Phuket City Hall, Phuket Provincial Administrative Organization, Phuket Immigration Bureau, Phuket Customs House, Phuket Marine department, Tourism Authority of Thailand, and Digital Economy Promotion Agency (DEPA).

3.6 Data analysis

As described by Sekaran and Bougie (2013), a qualitative approach is an information gathered from word instead of a number. Deductive creating code was taken for data analysis. Pre-defined codes are used after data collected by taking content analysis that is commonly used as a method for the interview recordings. Coding the text into manageable content categories extracted from the four major stakeholders. The transcripts of the interviews were interpreted in the possible fair manner by the researcher.

CHAPTER 4

RESULTS

This chapter presents the main findings from the primary data collected through in-depth interviews with the selected key informants related to Yacht tourism in Phuket. The interviews were conducted during June to September 2017. The purpose of this study is to examine the current yacht situation and conduct SWOT analysis of yacht tourism in Phuket as well as to identify the current obstacles in Phuket's development as a yacht tourism destination. The results were analyzed by taking the content analysis to identify common themes and response to three major objectives:

1. To examine a current situation of yacht tourism in Phuket.
2. To conduct SWOT analysis of Phuket as a yacht tourism destination.
3. To identify current obstacles of developing Phuket as a yacht tourism destination.

4.1 Profile of selected key informants

The desired information was acquired using a purposive sampling technique through an in-depth interview with twenty-one of selected key informants which were involved in the planning of policies and strategies development. As well as those who have sufficient management skills, specifically those with at least two years' experience in the yacht tourism industry in Phuket. There are four major related stakeholders which are Government units, Marina service providers, Yacht association club and Yacht charter entrepreneurs. The summary of key informants is presented in Table 4.1

Table 4.1 Summary of Selected Key Informants Profile

Key Informants	Designation/Position	No. of Interviewees
Government Units	Chief of department	7
Marina Providers	Marina Manager	4
Yacht Association Club	Yacht Committee/Member	1
Yacht Charter Operators	General Manager/Sale Manager/ Captain / Yacht owner	9

4.2 Current Situation of Yacht tourism in Phuket

4.2.1 Type of yacht charter in Phuket

There are two types of yacht charter in Phuket. Those are motor yacht charter and sailing yacht charter. Most charter entrepreneurs operated their company as a motor yacht with full service of captain, crew, and hostess onboard. Mainly motor yacht is operated as a day trip charter in approximately 60 percent and 40 percent, in three days two nights charter. The reason that charter entrepreneurs are doing motor yacht charter more than sailing yacht charter is that Phuket has a light wind, therefore it is not suitable for a sailing yacht which totally depends on wind energy for mobility. In addition, sailing yacht requires a lot of knowledge and skills from the operator in order to use the sailing equipment properly and efficiently; therefore only approximately 30 percent of yacht charter entrepreneurs are operating as a sailing yacht. Customers who prefer to charter without captain and crew onboard are called as the bareboat charter.

“As everywhere else in the world for the yacht industry, 30 percent of yacht business is from the sailing yacht and 70 percent of operation is from a motor yacht, the reason of doing motor yacht business because of the simply of yacht’s functionality for non-marine educated users”.

“Charter companies in Phuket mostly are the motor yacht for a day trip. Probably about at least 60-70% is motor yacht. Motor yacht is taken a lot of more fuel at speed of 30 knots from Point A to Point B while sailing yacht cruise at speed of 5-6 knots to sail under the wind”.

“60 percent of charters are day trip”.

“We do only motor yacht, so I can’t speak about sailing”.

“We are doing a bareboat yacht charter which the customers prefer to sail on their own”

In average, the preferred size of a yacht is between 36 – 80 feet. The departure and arrival port is commonly from Ao Po Grand Marina and Yacht Haven Marina.

“The most favorite size of the yacht booking in the company is 40-45 feet motor yacht and departed from Ao Po Grand Marina”.

“We have two of 36 feet, two of 80 feet and four of 60 feet, mostly the customers prefer to book with 36 and 60 feet for a day trip charter, our yachts are based in Yacht Haven Marina”.

“Mostly we charter the small to medium sized of yachts and we are based in Ao Po Grand Marina”.

4.2.2 Yacht Itineraries

Mainly the yacht charter entrepreneurs leave the yachts at Ao Po Grand Marina and Yacht Haven Marina. Few yacht charter entrepreneurs leave the yacht at Royal Phuket Marina and Boat Lagoon Marina due to the tide affected. The charters depart from these marinas in Phuket and then back to these marinas when a charter is finished. The most popular tourist destinations are in the area of Phang-Nga Bay and Phi Phi Island for a day trip charter. Similan Island, Surin Island and Krabi (Boda& Chicken Islands) are the common tourist destinations for overnight charter with the period of three days two nights.

“There are twenty overnight trips in a year, for overnight charter, mostly the customer prefers to go Surin Island as it is far from Phuket”.

“There is twenty percent of overnight charter three days two nights to Phang-Nga Bay, Boda Island, and Chicken Island”.

“For a charter boat, the customer is mainly looking for the one-day trip, for example, to James Bond or Phi Phi island then motor yacht is faster on a day charter which takes 45 minutes to Phi Phi while sailing yacht will take three hours to Phi Phi island”.

“Mostly we are going to Phi Phi Island for day trip charter with 700 liters of gasoline”.

4.2.3 Rule application for foreign yacht in and out control

There is a law/rule which states that foreign yachts that visit Phuket, with the purpose of pleasure, need to register their arrival at the only official checkpoint in Ao Chalong at Phuket Yacht Control Center (PYCC) before going to their desired destination. The rule is implemented through the program called “Phuket Yacht Control System (PYCS)” in which data is gathered for Phuket Marine Department, Phuket Customs House, and Phuket Immigration Bureau.

“Any foreign yacht arrived in Phuket; they must register their arrival at Ao Chalong before going to any other area”.

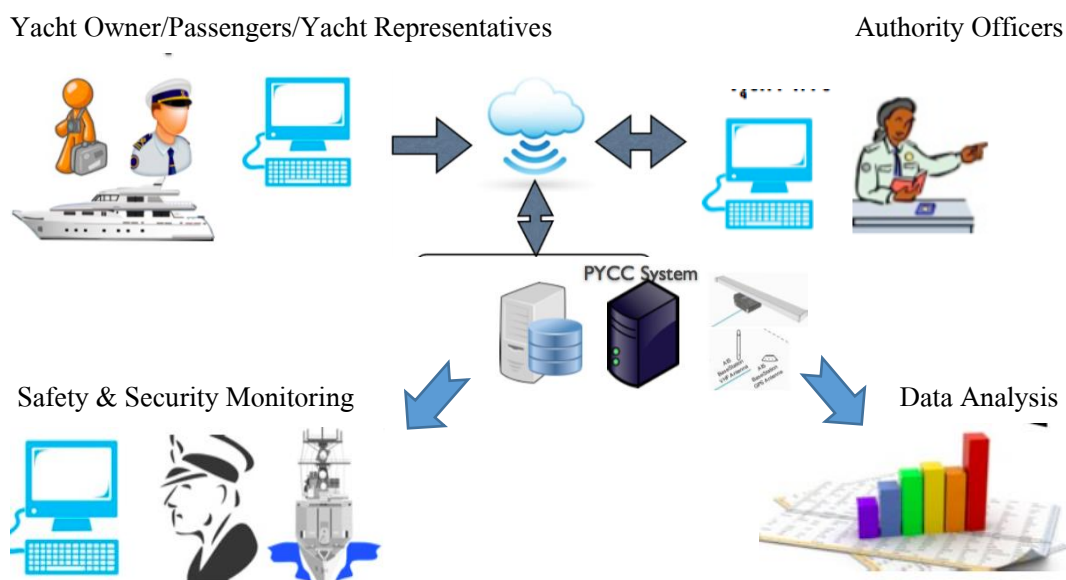
The permission of yacht stay is authorized by Phuket Customs House which allowed the stay in the Kingdom of Thailand for any foreign yacht at their first time of arrival within a period of six months. Whereas the permission for yacht passengers, captains and crews are authorized by Phuket Immigration Bureau, which granted for not exceeding 30 days to stay in the Kingdom of Thailand.

“The yacht granted for six months to stay by Phuket Customs House, while crews granted to stay one month by Phuket Immigration Bureau”.

PYCC System consists of two main functionalities as 1) Pleasure Yacht Control in and out, 2) Vessel Tracking & Monitoring System (VTMS) which comprise of 2.1) Automatic Identification System (AIS) through radar, 2.2) Radar Capture System, 2.3) CCTV system at Ao Chalong and 2.4) Marine Band Radio Communication System. The second functionalities were used for the safety and security issue. The workflow of Phuket Yacht Control System (PYCS) is presented in Figure 4.1

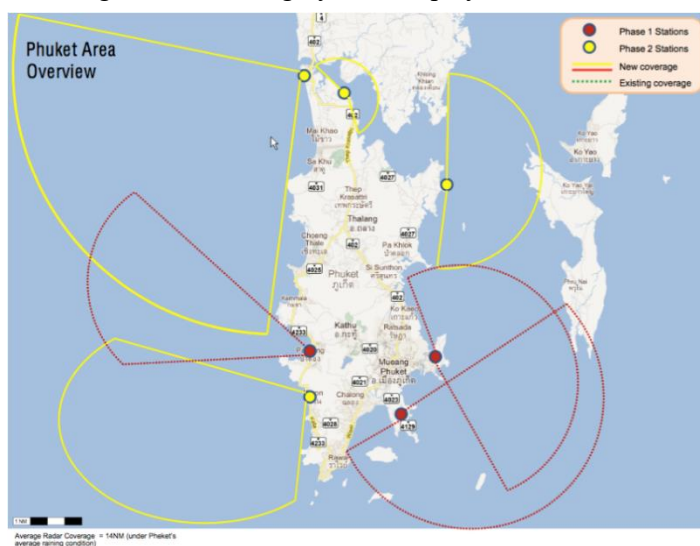
“The process data from VTMS shall be used for safety and security in order to keep tracking of the yacht during its stay in Thai waters as well as the statistics of yacht in and yacht out shall be used to further develop Phuket in term of economic and social development”.

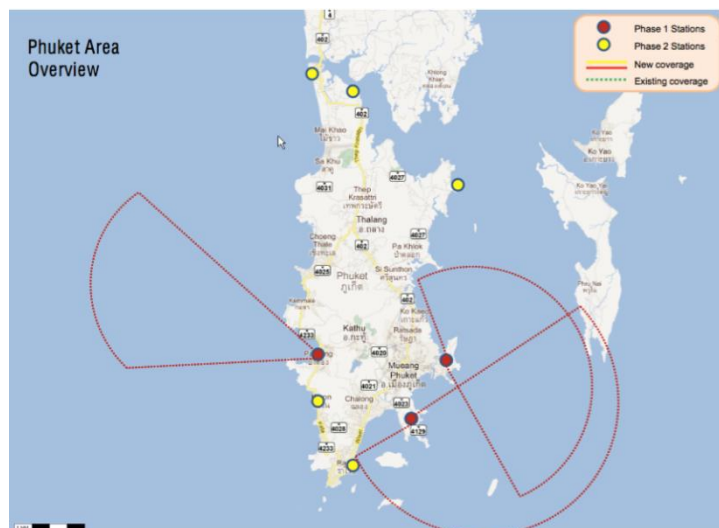
Figure 4.1 Flow chart of Phuket Yacht Control System (PYCS)



The display data from Vessel Tracking and Monitoring System (VTMS) in Figure 4.2 is shown the location of a yacht during its stay in Thai waters. There are two main phases of Port stations to capture the yacht in Phuket area. The Radar capturing is divided into two phases. Phase one station is captured on the west coast of Phuket Area inclusive of Phang-Nga Bay while phase two station is emphasized on Patong beach, east coast and south of Phuket area. To make the system compatible with the yacht control, all foreign yacht owner must install the automatic identification system (AIS) on their yacht and the system must be turn on at all times during their stay in Thai waters in accordance with safety and security regulations acknowledgement and prevent maritime accident which announced by Phuket Governor on 2 September, 2014 effective from 1st of October, 2014 onward. Signal detection from VTMS were shown to three authorized government units (Phuket Marine Department, Phuket Customs House, and Phuket Immigration Bureau), for example the third picture of Figure 4.2 presented all yachts located mostly in Ao Chalong area at such period of time (The plus circle symbol refer to each yacht location while some of the yacht were moving which represented by the triangle symbol).

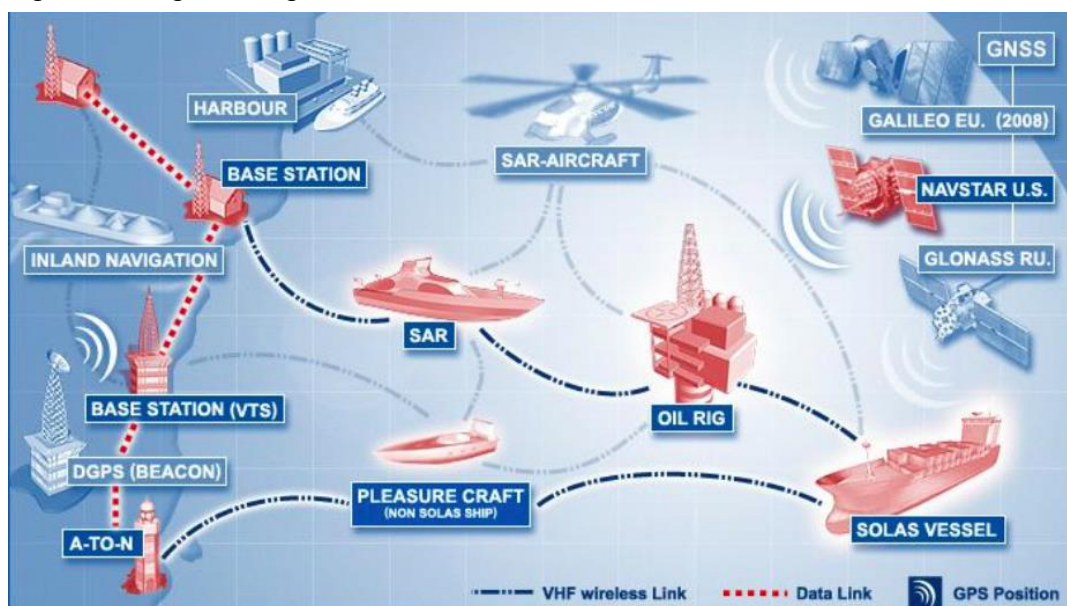
Figure 4.2 Vessel Tracking and Monitoring System Display (VTMS)





The component of automatic identification system (AIS) consists of 1) Two of Very-High Frequency (VHF) Maritime Band Radio Sender, 2) Two of Very-High-Frequency (VHF) Maritime Band Radio Receiver, 3) One set of Radar tracking equipment and 4) System Control kit. The signal and data from automatic identification system (AIS) under very-high frequency (VHF) radio are linked to vessel tracking and monitoring system (VTMS). Diagram of signal distribution is presented in Figure 4.3

Figure 4.3 Diagram of signal distribution between AIS and VTMS



According to the first application of PYCC system in regards of yacht control in & out, the data recorded top ten of yacht passengers for pleasure use were Australians, British, French, Filipino, Russian, Malaysian, American, New Zealand, German and South African respectively. The number of yacht passengers provided above was the yacht tourists who come along with their yacht when arrived in Phuket. However, there were also additional yachts tourists who came to Phuket by airplane in which the population and nationalities cannot be verified. Mostly the airplane yacht tourists are people who prefer to have a yacht charter with yacht charter entrepreneurs in Phuket and the booking has been made prior their arrival.

“The record of top ten yacht passengers were the yacht tourists who came with their yacht but not including the yacht tourist who came by airplane to charter the yacht in Phuket”

In addition, the data recorded top ten of yacht nationalities are Malaysian, United Kingdom, France, Australian, United State of America, Singapore, Germany, Canada, Russia, and Sweden respectively. The Yacht nationalities registration concern with a law of maritime specifying any vessel cruised along the sea is mandatory subject to the nationality of its flag. According to its enrollment, there is the registration book reveals the vessel registration number and port of register with only one of yacht nationality.

Furthermore, the data also recorded a number of foreign yacht passenger arrived in Phuket. According to transaction data in the year 2014 number of yacht, passenger arrival was 3,119 persons and number of yacht passenger departure was 2,617 persons. In the year 2015 number of yacht, arrival was 3,183 persons and number of yacht passenger departure was 2,434 persons. In the year 2016 number of yacht, passenger arrival was 3,264 persons and number of yacht passenger departure was 2,223 persons. In the year 2017 until September number of yacht, passenger arrival was 2,345 persons and number of yacht passenger departure was 2,156 persons.

“Since 2014 until 2016 number of yacht passengers visited Phuket by registered through PYCS increased every year”.

The summary of yacht passenger arrival, yacht passenger departure, and yacht crews during 2014-September 2017 is presented in Table 4.2

Table 4.2 Summary of yacht passenger arrival and departure from 2014-2017

Description	2014	2015	2016	Jan – Sept 2017
Number of yacht arrival	1,639	1,338	1,393	902
Number of yacht departure	1,608	1,325	1,350	1,046
Number of captain and crew arrival	2,255	2,262	2,090	1,207
Number of captain and crew departure	2,900	3,036	3,080	2,176
Number of yacht passenger arrival	3,119	3,183	3,264	2,345
Number of yacht passenger departure	2,617	2,434	2,223	2,156

The different number between arrival and departure each year were from three possible reasons; 1) the passengers arrived with the yacht and departed by airplane, 2) the passengers arrived at the end of a previous year and departed in the next following year, 3) the passengers arrived by airplane and departed by yacht.

“As the permission of yacht to stay in Thai waters for six months differ with the permission for the yacht crew and passenger. The yacht crew and passenger are granted to stay not exceeding thirty days therefore, they flew to overseas before visa expiration”.

4.2.4 Potential area for marina development

Summary of yacht passengers' arrival and departure in Table 4.2 shown that the number of yacht passengers' arrival gradually increasing during the past three years. According to this statistic, Phuket Marine Department has conducted a preliminary survey of the potential area for the marina development in order to support yacht tourism sector. The results revealed that there are four potential areas along the Andaman Sea, consist of two locations in Phuket (Asia Marina and Kung Bay Marina) and another two locations in Phang-Nga. Two potential areas for marina development in Phuket is shown in Figure 4.4

“Nowadays Yacht arrival to Phuket more than a thousand yachts per year, it is a large volume”

“Now, there are six standardize marina on Andaman Sea Coast, four of which are located in Phuket, that is Yacht Haven Marina in the north of Phuket, and three are in the east coast of Phuket which are Boat Lagoon Marina, Royal Phuket Marina, and Ao Po Grand Marina. These four marinas are not sufficient for serving the increasing yachts in the near future”.

Figure 4.4 Map of potential area in Asia Marina and Kung Bay Marina



Asia Marina is at Sirey Island in Rassada sub-district, Muang district of Phuket with the size of approximately 392,000 square meters and 5 meters depth of water. There is about 200 meters length of the canal before entering the open sea. Currently, part of its area has been developed for a dockyard, anchorage and repairing services for speedboat and larger crafts.

Kung Bay Marina is in Pa Klok sub-district, Thalang district of Phuket with the size in approximate of 173,000 square meters surrounded with the natural wind and natural shelter and 8 meters depth of water. There is about 250 meters length of canal before entering the open sea. Presently part of its area has been developed for dockyard, anchorage and repairing services for the tourist boats, private of a yacht and super yachts.

4.2.5 Availability of facilities to support yacht tourism in Phuket

Currently, in Phuket, there are four professional marinas to support yacht tourism. One marina is located at the north of Phuket which is Yacht Haven Marina and another three marinas are located at the east coast of Phuket which are Ao Po Grand Marina, Boat Lagoon Marina, and Royal Phuket Marina. The majority of service provided is fresh water, electricity, fuel, and parking in water, which defined as Berthing. The berthing fee is applied to any yacht park in this water on a daily and monthly rate basis. The monthly rate of parking in water is entitled to discount rate according to individual marina tariff. Moreover, there are additional of hardstand services which are important for the yacht maintenance during monsoon season or when the yacht needs any interior wood reparation. However, the availability of hardstand services is available only at three marinas which are Ao Po Grand Marina, Boat Lagoon Marina, and Royal Phuket Marina.

“All of our hardstand services belong to us”.

“On berth, we provided the electricity and water, the electricity is 63 amps single phase and provide 120 amps outlet like running a small village. The rate of berthing is charged per meter”. *“We do not provide the dry storage at Yacht Haven Marina”.*

“The hardstand equipment belongs to Royal Phuket Marina. We do not have the interior technician and painter. A lot of dry working area needs to go to Boat Lagoon Marina”.

Summary of marina service expenditure is shown in Table 4.3, presented the service availability of four marinas in Phuket. The dry dock, is needed for major refit and the

hardstand services, are consisted of Travel lift, refer to the movable vehicle to carry the yacht from water to the dry area, Cradle is a steel supporter to uphold the yacht during its maintenance on the dry area, Pressure wash is a service available for the yacht on hardstand to deep clean the hull, Forklift is a machine to lift the yacht from the water to dry area and Scaffolding is a steel supporter for marine technicians worked on yacht exterior, for example, antifouling, painting, sanding, exterior wood work.

Berthing fee is calculated according to yacht's size, for example, Ao Po Marina charged the daily rate of berth fee from 79-154 Thai Baht per meter. Similarly, to Yacht Haven Marina charged the daily berth fee from 70-130 Baht while Boat Lagoon Marina charged in a fixed daily rate at 85 Thai Baht per meter and Royal Phuket Marina set their daily berth rate vary from 933-5,734 Thai Baht per meter.

Table 4.3 Summary of marina service expenditure

Services Availability	Ao Po Marina	Boat Lagoon	Yacht Haven	Royal HKT Marina
Berth daily (THB/meter)	79-154	85	70-130	933-5,734
Berth monthly (THB/meter)	1,637-2,742	1,738	1,340-1,800	18,662-114,681
Water (THB/cubic meter)	98	80	85	75
Electricity (THB/kilowatt)	9	7.5	8	7.5
Fuel (THB)	at marina office	at fuel dock	at fuel dock	at fuel dock
Hardstand Charges				
- Travel lift (THB/meter)	1,755	1,870-2,296	Not applicable	1,870
- Cradles (THB)	25% of lift fee	4,000-8,000	Not applicable	25% of lift fee
- Pressure Wash (THB/meter)	253	262	Not applicable	262
- Forklift (THB/time)	1,782	3,500	Not applicable	1,458
- Scaffolding (THB/ 2 months)	594	500	Not applicable	Not applicable

However, the results from an in-depth interview with the professionals revealed that the four marinas are not adequate in term of capacity in water to support the expanding of yacht tourism in the future. Presently most of the wet areas are full in year round.

“Number of Yachts is over than the marina’s capacity. With four marinas it is not adequate for the Yachts”.

“We will soon need more marina space”.

“The occupancy per year in the water is 110 – 120% meaning that the customers have paid for their yacht berthing 1 year in advance and once they cruise their yacht for two weeks then we will rent that space for another yacht during such time. This principle is also applied to the hardstand services”.

“During high season, our docks are full and we have to make a “waiting list” for the new customers which make them unsatisfactory”.

“The four marinas in Phuket are always full”.

“These four marinas are not sufficient for serving the increasing yachts in the near future”.

Map of existing four marina service providers are presented in Figure 4.5

Figure 4.5 Map of existing four marinas



4.3 Phuket positioning of yacht tourism

Assessing Phuket positioning of yacht tourism is very important as it is considered as product differentiation from marine tourism and attract the foreign investors to invest the capital in this area. The central government and local government have tried to develop yacht tourism in terms of strategic and policies implemented in order to support yacht demand and to promote as “Maritime hub of ASEAN” in the future. According to data obtained from selected key informants, Phuket has a strong position for yacht tourism in the region. The combination of existing infrastructure, qualified labor and advantage gain on marine natural resources tend to play an important factor to enhance the growth of yacht tourism.

“In the region, Phuket has a strong position in the yachting industry. Strong points are infrastructure, qualified labor, and beautiful cruising area”.

“Phuket is a center of Yacht tourism while our yachts are based worldwide in 21 countries with the total of 27 ports; Phuket is the greatest base for investment in the view of foreign investment”.

“The current situation of Yacht tourism, it continues to grow in the market with the middle-class people and educated people made an opportunity to get more money. During the short term, the rich people who live in Hong Kong, China, and Russian, they buy a yacht and leave the yacht here at 4 marinas on a small island. It is good for the industry as a whole”.

“The strategy set from Phuket Governor emphasized with 4M policy and created 1M to develop and promote Phuket to be “World-Class of Marine Tourism Center”.

“With the supportive from the head quarter of Tourism Authority of Thailand by taking a road show in Miami about Yachting and Maritime activities in Phuket”.

The rapid growth of yacht tourism according to current Phuket’s positioning now Ministry of Transport aims to attract the super yacht operators to bring their yachts to Phuket. Super yachts have a strong impact on economic growth of yacht industry according to its spending power base on quality tourism, for example, super yacht charter daily rate is cost eight hundred thousand baht and mostly the charter is taken on weekly basis which is cost five million six hundred thousand baht with the customers not more than twelve person.

“Super yacht charter costs 800,000 baht per day and normally its charter is taken for 1 week, so it is worth to have super yacht charter in Phuket”

However, there is an obstacle encountered in order to promote super yacht to Phuket. According to the Revenue Department, yacht charter is considered a type of service category which is subject to VAT applicable. Therefore, any foreign super yacht before doing a charter business in Thailand needs to pay for VAT. Thai Government is aware of this obstacle and on the process to amend relevant laws and regulations for the purpose of commercial use for foreign super yacht in Thai waters. The possibility condition is to ease foreign super yacht by the issuance of one-year period charter license including the permission for the foreign crew members to be in Thai territorial waters on a one-year basis.

“Foreign super yacht needs at least 4-5 months to Phuket without changing their flag. The problem is VAT from Revenue department which they insist that it cannot be waived”.

In addition, to attract the foreign super yacht, there was the launching of Thailand Yacht Show Event in 2016 at Ao Po Grand Marina. With this event, Phuket Marine Department planned to bring the attraction about the potential of Phuket as a yacht tourism destination among government units by integrating consideration of relevant laws and regulations amendment in order to bring the super yacht to Thailand and be able to make a commercial business in Thai waters. For instance, focusing on the burden of VAT fee charged on super yachts when it enters to Thailand for commercial purpose from Revenue Department, concentrating on environmental assessment impact for marina development. Hence, Phuket Marine Department has made the draft of rules and regulations scheme for a foreign super yacht to charter in Thai waters accordance with section 47 Tawi Thai Vessel Act B.E. 2481.

The main key conditions for a foreign super yacht to charter in Thai waters are presented as following details.

- Such vessel is not holding Thai Flag nationalities comply with section 7 Thai Vessel Act B.E. 2481.
- Super Yacht is defined as a vessel with the length of 30 meters onward and carries passenger not greater than twelve persons.

- Nominating Thai citizen or Thai Juristic Person in accordance with Thai Law required for the permission of foreign Super Yacht chartering in Thai waters.

- Compliance with the information above, the permission requirement shall submit to Phuket Marine Department indicating the period of chartering in Thai waters with relevant documentation, for example, in the case of Thai citizen, the copy of identification card shall submit along with the form. In the case of Juristic person, the validity of six-month company affidavit and a copy of company director's identification card shall submit together with the requirement form.

- The letter or the Yacht Owner Representative contract which certified by a notary public or Embassy or Thai Consular.

- Copy of vessel registration.

- Copy of vessel insurance coverage and third party liability insurance coverage.

The permission requirement for a foreign super yacht to charter in Thai waters is available on the form named as "Kor Tor 1" and Phuket Marine Department shall send the form with relative documentation to get the approval from the Ministry of Transport. When the form is accepted and approved by Ministry of Transport, Phuket Marine Department shall issue the super yacht charter license with the form called as "Kor Tor 1-1" specified the period of chartering in Thai waters.

In accordance with government strategy, Tourism Authority of Thailand has the policy to create yacht show in Phuket every year. The main objective of this event aims to promote the high-end tourism and stimulate continuous investment. For example, in year the 2016 with the collaboration among the government units launched the project named as "Thailand Marina Hub of ASEAN" with its objective to enhance the potential of Phuket to be Thailand Marina Hub of ASEAN during the event of Thailand Yacht Show at Ao Po Grand Marina Pa-Klok Sub-District Thalang District. This event tried to attract the high-end customers that are two segments of target market 1) Western Yacht Owner who brings their vessel to Thailand and 2) A customer who is looking for luxury lifestyle throughout Asia come to Thailand for the yacht charter. The strategies implementation for Thailand Yacht Show are presented as following details

- Advertisement and Public relations with the marketing activities to attract the target customers.
- The logo of “Thailand Yacht Show” displayed in the event to attract brand image throughout local communities in Phuket.
- Co-operative with Thai Government and relevant stakeholders in connection with five-star hotels and the favorable yacht lovers.
- The online marketing campaign to Western and Chinese Social Media for the knowledge of yachting in Thailand in order to attract the high quality of customers.

Furthermore, in order to achieve the goal as “maritime hub and marine tourism of ASEAN”. The policy support is established to enhance marina development with the investment privilege from B1 category to A3 category (B1-B2 is the industry which support non-high technology but importance to value chain and A3 is the industry which need high technology to supports and there is a few of manufacturing base) by granting income tax exemption for five years to foreign investment to Thailand. Foreign investors need to establish Thai company registration on marina building. Moreover, Chief of Tourism Authority of Thailand also agreed with the policy support on investment promotion from central government and emphasized on tax exemption.

“To build a marina, it cost at least 1,000 million baht, providing the investment privilege to the company earned five years of corporate income tax exemption, import duty of machinery exemption as well as the import duty of materials for export production exemption. These conditions made attraction to the foreign investment”.

“If Phuket can be the Duty-Free Port then the competence of competition can be competing with Singapore and Malaysia and made Phuket for the rapid growth of yacht tourism and take into the best marina development in Asian Region”.

Chief of Tourism Authority of Thailand (TAT) also emphasized Phuket’s strengths to be the maritime hub of the region and welcomed foreign super yacht in the Mediterranean Sea to Phuket during winter.

“Phuket Island is surrounded with a virgin of Phang-Nga Bay and Andaman Sea which is well-known as a cruising area in the region, the Thai government prefers

to make Phuket positioning sustainable and also attract the 5,000 super yachts in the Mediterranean Sea to Phuket during their winter”.

4.4 Six A’s framework to support Phuket as a yacht tourism destination

The main finding from the supply stakeholders revealed their opinion according to Six A’s framework which attempted to analyze tourism destination as explained below:

4.4.1 Attractions- the capability of host destination to provide yacht tourists with marine attractions and marine places of interest.

The ultimate abundance of its extensive marine natural resources and beautiful coastline, as well as rock formation in a tropical climate made Phuket be one of popular yacht tourism destination. In the region, the name of Phuket can be defined as a brand image of a marine tourist attraction for yacht travelers. The information from supply stakeholders cited that the people know Phuket more than Thailand and with the marina support as a base facility made Phuket be a potential area for the yacht industry.

“Worldwide travelers known Phuket more than Thailand with the abundant natural resources and small islands surrounding around Phuket, for example, the understanding of Phi Phi Island is belonging to Phuket made the advantage of natural attractions.”

4.4.2 Activities – marine recreational activities during the yacht charter

“Phuket has the variety of marine activities, nowadays there are 10 million of marine tourists visited in Andaman Sea Coast, while Phuket has gotten the marine tourists 4-5 million persons per year. Yachting is one of marine activity for the millionaire and when they buy the yacht, they keep it here which their monthly expenditure cost many of thousand baht inclusive of hiring the crew, gasoline, and anchorage fee. It is positive impact toward Phuket’s economy”.

4.4.3 Amenities – sufficient facilities aim to support yacht tourism

“There are several core services provided at AoChalong pier to accommodate the customers such as passenger and luggage delivery between the vessel and the pier, gas station service, restaurants and restroom service, parking lot and fresh water”

“Leave the yacht with us and secured, we provide fuel supply in both diesel and gasoline which is gasohol, hardstand services lift out form water, fixing the yacht including woodwork and yacht reparation”.

4.4.4 Accessibility – the level of yacht tourists can easily get into marine destinations

“Phuket location is in the middle of South East Asia. It is good to be the final destination and also the transit route before going to other countries, such as India or Myanmar”.

“The records of top ten yacht passengers were the yacht tourists who came with their yacht but not including the yacht tourist who came by airplane to charter the yacht in Phuket”.

4.4.5 Available packages – the ability of host destination to provide the quality services as a whole to yacht tourists, for instance, visa, operation costs, customs, and qualified labor.

“We have experience Thai captains, Thai crews, and Thai engineers compare with a neighbor country like you know where the good doctor is, and you decide to pay more although you have a language barrier”.

“Phuket is suitable for the quality tourism, there are a lot of beautiful seas which the customers are willing to pay”.

“The username and password created to access PYCC’s database for each authority officers are different and result in the form of separate report for their purpose, for example, Phuket Marine Department authorized yacht permission to stay in Thai waters, while Phuket Customs House authorized the period of yacht stay in Thailand and Phuket Immigration Bureau authorized the permission to stay for captain, crew and yacht passengers when they are entering to Thai waters”.

4.4.6 Ancillary Services – the level of overall safety and security, groceries, taxi and laundry service, banking used of yacht tourists during their visit to Phuket

“Millionaires select the best option for them. What they don’t have is time, therefore they decide to pay more. If they flew to Langkawi but the island is not beautiful compared to Phi Phi or Similan islands, they prefer to come here”.

“Yacht tourism in Phuket is like a tip of the iceberg. Thai crew or Thai maid bought the groceries from supermarket inclusive of laundry from local laundry shop”.

“Captain and crew with the visa on arrival must be laid a refundable bond of 21,000 Baht with Phuket Immigration Bureau and will get it back when leaving Thailand, this

bond presently can be waived by paying a non-receipted fee of 1,500 Baht to Phuket Immigration Bureau”.

“Yacht Passenger does not need to lay a bond”.

4.5 Economic impact of yacht tourism in Phuket

From the interview, the respondents revealed that yacht tourism generates job opportunity and income distribution to local community, economics distributions to business chain, such as, property development (luxury private villas for the yacht owner), engine and spare parts manufacturing for yachts, high quality of stainless steel business, finest sun protection cushion, accommodations, restaurants, golf course, spa, tour agent, fishermen, marine activities, marine technician, marina services, carpenters and interior finest woodwork, laundry service, car and motorcycle rental.

- **Income generated to charter operators**

Direct income distributed to charter operators for their own business. The rate of a charter is calculated on daily basis and is subject to the size of the yacht.

“Charter rate for a one-day trip of 63 feet motor yacht cost 230,000 baht per day. Depart from marina at 8 am and return at 5 pm. The additional hour will charge at 10,000 baht per hour, overnight will charge additional 50% of the daily rate”.

“Day trip of 40 feet sailing yacht catamaran cost 55,000 baht per day”.

“Bareboat monohull sailing yacht cost 20,000 to 30,000 baht per day, while bareboat catamaran sailing yacht cost 40,000 to 60,000 baht per day subject to yacht’s size”

- **Income distributed to local community**

Yacht tourism generates income to local community, especially the local fishermen. Most of the charter entrepreneurs bought seafood directly from them.

“I take seafood from the local fishermen; I do not take from the prawn farm. During high season I always buy many kilograms of shrimp for 2-3 days’ usage as same as sea bass fish I always buy from nature, not a farm, at least the cost of seafood is 30,000 Baht per month that I buy from fishermen”.

- **Goods & Services Purchased**

In addition, yacht tourism generated indirect income toward other industry, for example, retail business and laundry service. Dry food and groceries have been bought from retails shop before the charter begins. Local laundry services are used when charter is back to marina.

“In case of crewed yacht charter, we prepared the food and wine, purchased from Tesco Lotus and Makro. Mostly we gave the cash to the cook around 30,000 Bath per trip. Especially the wine, we buy from Villa Market and Wine Connection in Phuket”.

“We took the laundry services nearby the marina and they will deliver to us when it is done”

- **Investment**

Developing Phuket to be yacht tourism destination also enhanced the possibility for the yacht investment in the future, in particular, the yacht builder section. Thai workmen can gain the know-how from the international standard of yacht builder and earn more revenue in term of wages.

“If the growth of yacht tourism is expanding, then there will be the new yacht builder in Phuket in the nearest future”.

- **Employment**

Yacht charter business is generally hires at least three person onboard; captain, crew, and hostess or engineering. Expanding more yacht charter generated more employment. The rate of hiring captain and crew is mainly greater than the average wages according to their technical skills.

“We hired the captain with the rate of 4,000 Baht per day and hired the cook onboard with the rate of 3,000 Baht per day”.

“The crews onboard thirty-six feet are three persons consists of captain, crew, and hostess, for sixty feet the crews onboard are four-person consist of captain, crew, hostess, and engineering”.

“The company has five motor yachts with total employment of twenty persons, all are Thais”.

“There are one of 50 feet yacht and one of 38 feet fast boat, total employment of seven persons when six persons are Thais and one general manager is a foreigner”.

“The company has eight of motor yachts with total employment of sixty persons inclusive of two foreigners as general managers”.

- **Additional income earned to marina**

Marina service provider is considered as the base facilities of accommodation and parking lot. Moreover, the marina service provider also earned additional income from the fuel consumption due to the sense of flammable substance. All of yacht charter entrepreneurs always fill up the fuel at marina dock rather than deliver from the gas station.

“Day trip to Krabi, the gasoline consumption is 400-500 liters which cost in approximately 10,000 to 20,000 baht”.

“On the same destination, for example, to Phi Phi Island if the customer takes 36 feet, the gasoline consumption is 400 liters, if the customers take 60 feet, the gasoline consumption is 600 liters, if the customers go to Similan Island with 36 feet, the gasoline usage is 800 liters, if the customers go to Similan Island with 60 feet, the gasoline usage is 1,000 liters”.

- **Income generated to neighboring provinces**

During charter on daytrip, the customers might request to have additional marine activities which are available at the most marine tourist attractions. The recreational activity preference is kayaking and jet skiing at neighboring provinces on small islands.

“During yacht cruising, the customer might take the jet-skiing at Naka Island which cost 1,000 to 2,000 baht for 15-20 minutes rent”.

“Kayaking at Panak Island or Hong Island in Phang-Nga cost 400 to 500 baht for 40-45 minutes”.

“Customers inform to have kayaking or jet skiing at Hong Island”.

- **Income distributed to government tax**

A certain economic gain on yacht tourism is the marina service provider considered as base facilities of yacht tourism. Most of marina service providers are Thai company of VAT registration, all of which VAT paid to Revenue department. The income distribution to its marina according to the financial statement year 2015 and 2016 shown that every marina has

the greater income in the year 2016 compared with the year 2015 resulting from Thailand Yacht Show event at Ao Po Grand Marina. The income submission to Phuket Commerce of Department is presented in Table 4.4

Table 4.4 Summary of income distribution at four marinas

Marina	Income Distribution (Baht)	
	2015	2016
Ao Po Grand Marina	189,030,224.81	203,608,940.44
Boat Lagoon Marina	233,132,256.26	235,693,633.65
Yacht Haven Marina	137,075,153.24	147,062,446.90
Royal Phuket Marina	40,611,234.00	45,617,446.00

In Addition, to promote Phuket as a yacht destination, the event made an attraction for the interest of foreign yacht to charter in Phuket. As the rule applied prior to making business charter in Thailand. The foreign yacht needs to change their original flag and paid of a VAT. Therefore, Phuket gained yacht taxation collected by Phuket Customs House on behalf of Revenue Department and based on commercial use in Thai. The record of summary yacht taxation from Phuket Customs House during 2014-2017 is presented in Table 4.5

Table 4.5 Yacht Taxation

Year	Quantity of yacht	Yacht Weight (kg.)	Yacht Value (Baht)	Yacht VAT collection (Baht)
2010	32	574,630.00	378,299,809.02	6,480,495.26
2011	31	715,338.00	323,144,641.37	19,946,715.63
2012	48	1,468,643.00	544,191,335.57	31,928,702.43
2013	26	854,329.00	328,990,895.94	22,747,629.15
2014	39	620,390.00	268,536,695.04	16,424,345.93
2015	32	683,011.00	279,420,848.96	19,188,367.67

Table 4.5 Continued

Year	Quantity of yacht	Yacht Weight (kg.)	Yacht Value (Baht)	Yacht VAT collection (Baht)
2016	72	1,374,436.50	780,535,794.32	54,652,038.58
2017	41	1,145,419.00	745,512,533.55	38,709,026.98

From the findings, Chief of Phuket Customs House emphasized that in the year 2016 number of yacht taxation increased significantly along with the Thailand Yacht Show campaign, there were 72 yachts import with a total of yacht's value at 780 million baht and VAT collection was 54 million baht and a decrease in the year 2017.

“With the Thailand Yacht Show Exhibition promoting Phuket as Marina hub of ASEAN affected to foreign yacht came to Phuket in double compared with the year 2015”.

Prior doing a yacht charter in Thailand, the yacht charter entrepreneurs need to change the yacht's nationality to be Thai flag. Chief of Phuket Customs House explained the procedure to obtain the Thai Flag began when yacht owner brings the vessel into Thai waters and declare with Phuket Customs Department, then VAT is calculated based on CIF's value which refers to Cost, Insurance, and Freight. The value of yacht is compared between the yacht's website and value declaration from yacht owner. However, the market price of each yacht is varied and there are unknown due to its size, year of yacht build and yacht condition. When the payment of VAT has been made, Phuket Customs Department issue the form-32 for the yacht owner bring to Transport of department and at Phuket Marine Department to issue the Thai registration book and Thai commercial license book with its relevant fee.

4.6 Thai registration book issuance (Thai Flag)

The process to get the Thai registration book issuance, the yacht owner shall fill the form of following listed

4.6.1.1 Yacht Inspection certificate for the purpose of Thai Flag

4.6.1.2 Form Bor 57 (ฟอร์ม บ.57) request to obtain Thai Flag

4.6.1.3 Proof evidence of yacht acquisition and its equipment, for example,

Bill of Sale of the Yacht between the Seller and Buyer.

4.6.1.4 Captain license certificate who control the vessel.

Summary of Thai Registration Book Issuance Fee is presented in Table 4.6

Table 4.6 Thai Registration Book Issuance Fee

Thai registration fee followed ministerial regulations	
(issue 5) B.E. 2521 Section 62 of Thai Vessel	
Act B.E. 2481	
Ton Gross	Fee (Thai Baht)
Not over 10	20
Over 10-25	150
Over 25-50	200
Over 50-75	350
Over 75-100	500
Over 100-150	900
Over 150-200	1,000
Over 200-1,000	5 Baht per Ton Gross
Over 1,000	10 Baht per Ton Gross

4.7 Thai commercial license book issuance (Commercial in Thai waters)

4.7.1. One of Form Kor 5 (ร. 5)

4.7.2. Yacht inspection certified letter

4.7.3 Two of Yacht photos on the left and right side

4.7.4 Form Kor (ร.)

4.7.5 Insurance coverage for the purpose of commercial in Thai waters

Summary of Thai Commercial License Fee is presented in Table 4.7

Table 4.7 Thai Commercial License Fee

Ton Gross	Fee (Thai Baht)
Not over 5	20
Over 5-6	60
Over 6-10	100
Over 10-20	150
Over 20-30	200
Over 30-40	300
Over 40-60	400
Over 60-80	500
Over 80-100	600
Over 100-200	700
Over 200-400	800
Over 400-600	900
Over 600-800	1,000
Over 800-1,000	1,100
Over 1,000-2,000	1,200
Over 2,000-3,000	1,300
Over 3,000-4,000	1,400
Over 4,000-5,000	1,500
Over 5,000-6,000	1,600
Over 6,000-7,000	1,700
Over 7,000-8,000	1,800
Over 8,000-9,000	1,900
Over 9,000	2,000

4.8 SWOT analysis of yacht tourism in Phuket

SWOT analysis is undertaken to examine a current situation of Phuket as a yacht tourism destination. SWOT analysis shows the most important key variables that affected to yacht tourism base on strengths, weaknesses, opportunities, and threats. The application of SWOT analysis is used to develop the strategic guiding tool in order to promote Phuket as a yacht tourism destination.

Strengths

- Natural resources gain, beautiful sea surrounded by many islands, rock formation, and tropical climate

“Phuket has a significant number of marine tourist attractions in the Andaman sea with the advantage of its tropical climate and abundance of beautiful marine natural resources made Phuket be a well-known of Yacht destination”

“With its geographical, a beautiful sea made Phuket to be Yacht destination for Yacht travelers”.

- Professional Marina Service Providers supported as base facilities

“The yacht owners mostly are a millionaire, what they have less is the time, therefore, they will select what is best for them, for example, if they flew to Langkawi but the island is not beautiful as Similan or Phi Phi Island. They decide to leave their yacht here even it is more expensive”.

- Quality of good workers, for instance, finest interior woodwork, engine reparation, quality of stainless steel and awning

“We have experience Thai captains, Thai crews, and Thai engineers compare with a neighbor country like you know where the good doctor is, and you decide to pay more although you have a language barrier”.

- Inexpensive of yacht maintenance expenditures, as well as the employment hiring, compared with a neighboring country.

Weaknesses

The result of in-depth interview revealed the weaknesses of developing yacht tourism in Phuket in term of laws legislation from related government units. The results address the competitiveness to neighboring countries, such as, Malaysia and Singapore.

Inconsistencies of policy support were not carry forward to the new authority as well as the law is unstable and changing upon the time that affected the decision making of foreign investment.

- Limitation of laws and regulations to support yacht tourism

“The obstacle we encountered is the law, it is very strict. In Phuket the customs allowed the yacht to stay six months and renew it for another six months. Now with their new regulation, the permission is allowed in the first time six months and additional of renewal four months, if the yacht owner prefers to stay longer, there might be a possibility for another additional two months which shown no security for yacht owner even they have the private villa here. While Langkawi is duty-free, no tax was made on a supplier. Welcomed yacht visitors are able to stay a longer time in Langkawi. They got the permission to stay three months a time but no limit to access in Malaysia waters”.

“The yacht permission to stay in the Kingdom of Thailand limited within six months while the permission for the yacht passenger is only one month. The condition applied with yacht passenger is taken the same regulations as passenger arrival from the International airport. It is not compatible in practice. Later the customs department changed the permission of yacht from six months to be two months according to my understanding, I think customs department take the law concerning with Super Car and there is the association toward Yacht”.

“The unfriendly government’s regulations, visa and immigration rules as well as unclear policies are the weaknesses for the yacht tourism in Phuket. Too high import duty and tax on the needed yachting products and equipment”.

“We are doing a bareboat yacht charter which the customers prefer to sail on their own. However, on their cruising, the Thai marine police arrested them and asked for Thai skipper together with Thai Engineer to be on board according to the law even the customers hold the International Certificate of Competence (ICC) or the Royal Yachting Association (RYA) certificates which have been accepted worldwide but it is not applicable in Thailand. It is contrary that we like to be Asia Hub for Yachting. The fine is 5,000 – 10,000 Thai Baht per yacht and we are doing bareboat yacht charter 95 percent per year, only 5 percent we are doing on crewed yacht charter”.

“Being a crew member or living on a boat not for pleasure use is perceived as illegal working in Phuket”

- The uncertainty of relevant policy toward yacht tourism

To promote Phuket as a yacht tourism destination and attract foreign investment for the marina development, the governments need to ensure about the authority of permission on land title deed which is important to boost yacht demand in Phuket.

“The most important in the view of foreign investment is the government ensure for the land title deed is correct because the land in Phuket is highly expensive not 10 years later the government said the title deed is not correct and ask to remove. This is shown unsecure to the investment”.

- The inconsistency of government support on yacht tourism

“New government entered into parliament with a few knowledge about the tourism, they don’t understand the politic, we still on martial law affected people travel to Thailand”.

“The blind spot of yacht tourism in Phuket is the government. It is lacking their interest. 70 to 80 percent of yacht businesses nowadays are from the private sector while the support from the government is so little. The inconsistency of their intention, for example, the launch of Yacht show for four days when it is ended; that is all. The most important is a law to support this sector. In the past when foreign yachts arrived in Thailand, they got the permission to stay within six months without changing their flag. Later the law has been changed and allowed the foreign yachts to stay only one month. Many yachts left Phuket to anchor in Malaysia and Singapore instead”.

Summary of laws limitation is presented in Table 4.8

Table 4.8 Summary of Laws Limitation

Government Unit	Limitation	Laws & Legislation	Solution
Marine Department	Only Thai flag vessels can make charter in Thailand	Section 47 bis, Thai Vessels Act	Regulations adjustment for granting permission of Super Yacht to trade in Thai waters

Table 4.8 Summary of Laws Limitation

Government Unit	Limitation	Laws & Legislation	Solution
Immigration Bureau	Foreign Yacht crews are permitted to stay in Thailand for not exceeding thirty days	Section 35 Immigration Act	Consideration from Commissioner of Immigration Bureau shall authorized power of one year stay permission to Provincial Immigration Officers
Revenue Department	7% VAT of Yacht's Value	Section 80 Revenue Code	Consideration of 7% VAT exemption for foreign Super Yacht to trade in Thai waters

Opportunities

In order to support the growth of yacht tourism, related governments collaborate with Tourism Authority of Thailand (TAT) to promote Phuket as a world-class yacht destination.

- Expand the niche market on yacht tourism by creating a channel to sell on international yacht and marina exhibition, promote local yacht entrepreneurs to meet with high-end customers
- Increase the number of a yacht in Phuket to support yacht demand in the market as Phuket is ready for the infrastructures with professional marina
- Attract marine investment, yacht charters and promote the new marine exhibition to a high-end customer to Phuket
- Increase and improve yacht tourism in Phuket to attract the new customers who are looking for new experience as well as maintain existing customers
- Enhance Phuket to be one of biggest yacht charters with the yacht representative, increase the trustworthiness of relevant rules and regulation concerning with yacht tourism

- Attract Russian and Chinese customers for the niche market of yacht tourism. According to Camper and Nicholson's index indicated Russian is the 2nd of new yacht buyers

"The greatest opportunity for yacht tourism in Phuket is to attract high-end customers by providing a permission of foreign-visiting super yachts".

"We have seen an opportunity to launch the Yacht Show Exhibition with a high quality of marinas in Phuket to attract the Mediterranean Yacht into Asia Market. We found Phuket has a potential with the charming of its natures to draw the existing Yachts and High-end customers".

With the effort from Phuket Marine Department to push forward of foreign Super Yacht Charter license, in particular, the limitation of rules and regulations from relevant government unit addressed the competitiveness of Asia Hub for World Class Super Yacht. Therefore, the collaboration between the Ministry of Finance's Revenue, to grant the exemption of import VAT is started, and with the Immigration Bureau, to authorize a foreign ship crew to stay in the Kingdom of Thailand for one year instead of thirty days. In addition, the central government is in consideration to provide the investment promotion privileges and incentives for marina development. Currently, the marina service providers have been granted for the investment promotion privileges under the B1 category which refer to the industry when its process doesn't need high technology to support but remain important to value chain to be A3 category while A3 refer to the industry when its operation is taking high technology and importance to developing country. To apply A3 category with the marina service providers, it will provide the incentives and stimulate investment in marina activities, for example, the exemption of import duty for machinery and material for export production, granted zero corporate income tax for five years and non-tax incentives such as the permission for foreign nationality to enter the Kingdom of Thailand for the purpose of studying investment opportunities, permission for bringing into the Kingdom skilled workers and experts to work in investment promoted activities as well as the permission for land ownership and permission for remittance of money abroad which refer to revenue arising from doing business in the Kingdom of Thailand.

In accordance with the foreign super yacht commercial requirement in Thai waters from the yacht charter entrepreneurs, the Chief of Phuket Marine Department response to

the possibility of foreign super yacht chartering in Thai waters in two modes; 1) Registering Super Yacht to be Thai Flag (Thai Nationality) and 2) Obtaining permission from the Ministry of Transport according to section 47 Tawi of Vessel Act Thailand.

The first mode by registering Super Yacht to be Thai Flag can be enrolled by Thai citizen or Thai juristic corporate company. The two important conditions applied with Thai juristic corporate company are the directors of the company shall not less than half must hold Thai nationality and at least 70 percent of company's capital is from the Thai Nationality.

The second mode by obtaining permission from Ministry of Transport according to section 47 Tawi of Vessel Act Thailand. With this mode, the marine department will establish the committee for the rules, and regulations platform to allow a foreign super yacht chartering in Thai waters. The committee will make a draft of rules, regulations and conditions for foreign super yacht to trade in Thai waters. The term super yacht is defined as a pleasure craft with the length of overall from 30 meters onward carry the passenger not over than twelve persons. The super yacht is subject to the compulsory of third-party liability and vessel insurance coverage. When the Ministry of Transport provides the permission, Phuket Marine Department will then issue the charter license for a foreign super yacht to charter in Thai waters not exceeding 1 year.

Threats

Although, Phuket has a potential to develop as a yacht tourism destination in the region, but there are some external factors that would lead the competitiveness of other yacht destinations in the market, for example, the duty free port in Langkawi, Malaysia with unlimited access to Malaysia waters as well as the marina development in the two neighboring countries, (Tawai in Myanmar and Danang in Vietnam) which both of their natural resources remains luxurious for yacht tourism destination.

- Duty-Free Port in Langkawi, Malaysia with unlimited of entering into Malaysia waters.
- Marina Development in Tawai, Myanmar
- Marina Development in Danang, Vietnam

“Langkawi try to compete with us with ease regulations for yacht travelers as well as the management concept conditions for Yacht tourism. Being inattentive this is not good for Thailand.”

“Vietnam has a beautiful virgin sea compared with Thailand but they just turn their country into the marine tourism sector. Thailand need to change the mind concept, for instance, requested to build the marina in Phuket, there is a lot of complexity concerning with many laws and regulations from each authority. Some government units try to keep their own law and sometimes the law is a problem maker. It does not improve the environmental problem. We need a discussion in term of policy integration from related government units”.

“Phuket is a tourism overpopulated already so high-end customers will find new destinations, for example, Myanmar and Indonesia”.

“In Asia today, only Indonesia (for larger yacht only) is a competition compared with Phuket’s positioning on the Yacht tourism industry. Soon or later Myanmar will become a competitor”.

Summary of yacht charter in Phuket is presented in Table 4.9

Table 4.9 Summary of Yacht Charters

Charter Entrepreneurs	Type of Yacht	No. of Yacht	Length of Over All (ft.)	Type of Yacht Charter	Marina base	Tourist Attraction	Additional Activities	Gasoline (liters)	Cabin Crews	Total Employment
1	Motor	5	40-45	60% of Day trip 20% of 3 days 2 nights	Ao Po Grand Marina Yacht Haven Marina	Phang-Nga Bay Krabi (Boda & Chicken Islands) Phi Phi Island	N/A	300-800	4	20
2	Motor	1	50	30 of Day trips up per year	Ao Po Grand Marina	James Bond Island Panak Island & Hong Island Panyi Island & Pak Bia Island	Jet Ski 15 mins Kayak 40-50 mins	400-500	3	7
3	Motor	1	56	2-3 day trips per month	Ao Po Grand Marina	Hong Island in Phang-Nga Phi Phi Island Hong Island in Krabi	Jet Ski 1 hour Kayak	650-900	4	5
4	Motor	1	63	80% of Day trip 20% of 3 days 2 nights	Royal Phuket Marina	Phi Phi Island Krabi Island	Diving	700-900	3	3
5	Motor	8	2 of 36 & 80 4 of 60	60% of Day trip 20% of 3 days 2 nights	Yacht Haven Marina	Phi Phi Island Similan Island Surin Island	N/A	400-1,000	3-5	60
6	Motor Sailing	1 1	25 40	100 Day trip per year 140 Day trips per year	Ao Po Grand Marina	Phang-Nga Bay James Bond Island Phi Phi Island Khai-Nai & Khai Nok Island	Fishing	4,000 THB 1,000 THB	2 3	6

CHAPTER 5

CONCLUSION, DISCUSSION, AND RECOMMENDATIONS

This chapter aims to give an overview of the current situation of yacht tourism assessment in Phuket which based on the result of in-depth interviews with the selected key informants related to yacht tourism in Phuket and aligned with the objectives in Chapter 1 as follows:

1. To examine the current situation of yacht tourism in Phuket.
2. To conduct SWOT analysis in Phuket as a yacht tourism destination.
3. To identify current obstacles of developing Phuket as a yacht tourism destination.

The discussion, which is based on the result of the research, the main findings, the conclusion, and the recommendation, provided further research and its limitation.

This research revealed the current situation of yacht tourism in Phuket and the SWOT analysis conducted by qualitative approach until data-saturated. The measurement was used face to face in-depth interview with twenty-one of the selected key informants. The interviews were arranged during thirty to sixty minutes depending on the availability of key informants' time. The whole interview was video tape recorded and transcribed to ensure that the data collection is interpreted to clarify the doubts in the most possible unbiased manner by the researcher. The content analysis was used to code the text into manageable content categories related with previous literature reviews.

5.1 Summary of the main finding

5.1.1 Current yacht tourism assessment

In Phuket, there are two types of yacht charter. 70 percent of yacht charter is day trip of a motor yacht with full service of captain, crew, and hostess onboard and 30 percent is operated as a sailing yacht which customers preferred to charter without captain and crew onboard. The most popular of yacht tourism destinations are in the area of small islands surrounding Phuket, such as Phang-Nga Bay and Phi Phi islands. These two areas are the most

preference for day trip charter. Similan Island, Surin Island and Krabi are the most popular destinations for overnight charter which consist of three days two nights.

Any foreign yachts arriving in Phuket for a pleasure used need to register their arrival at only one stop yacht center in AoChalong called as “Phuket Yacht Control Center (PYCC)” before going to their desired destinations. The rules and regulation give the foreign yacht permission to stay in Thai water for six months on arrival and there is a possibility to extend for another six months according to the consideration of Phuket Customs House. The captain, crews, and yacht passengers are granted to stay not exceeding than thirty days authorized by Phuket Immigration Bureau. The foreign yacht, when entered to Thailand, need to register their arrival and departure through the online program “Phuket Yacht Control System (PYCS)”. In addition, the foreign yacht must install “Automatic Identification System (AIS)” for the purpose of monitoring and tracking their cruising during the stay in Thai waters through Very-High Frequency (VHF) Maritime Band Radio. There are two port stations to capture the foreign yacht location in Thai waters which the first station captured on the west coast of Phuket inclusive of Phang-Nga Bay and the second station captured on Patong beach, east coast and south of Phuket.

There are two type of yacht tourists’ arrival to Phuket

- Yacht tourists arrived with the yacht
- Yacht tourists arrived by airplane

The number of yacht tourists was recorded by the program “Phuket Yacht Control System (PYCS)” which pointed to the yacht tourists arrival with the yacht while the number of yacht tourists arrival by airplane was unknown. The top ten of yacht passengers were Australian, British, French, Filipino, Russian, Malaysian, American, New Zealand, German and South African respectively. The top ten of yacht nationalities (yacht flag) were Malaysian, United Kingdom, France, Australian, United State of America, Singapore, Germany, Canada, Russia, and Sweden respectively.

There are four professional marina service providers to support yacht tourism in Phuket which are Yacht Haven Marina, Ao Po Grand Marina, Boat Lagoon Marina and Royal Phuket Marina. The services provided at these four marinas are a parking lot in water, fresh water, fuel and electricity. The additional service available on hardstand for the yacht

maintenance is provided at only three marinas which are Ao Po Grand Marina, Boat Lagoon Marina, and Royal Phuket Marina.

5.1.2 Phuket positioning of yacht tourism

The rapid growth of yacht tourism in Phuket is the benefit from advantage gain on natural resources. Abundance of beautiful island, coastline and tropical climate were empowered and supported the yacht tourist attraction as the activity of yacht mainly concerns with the marine environment. Adequate professional marina service providers and qualified labor for the yacht maintenance enabled a huge development of yacht tourism. Central government and local government have tried to develop Phuket as a yacht tourism destination in terms of policy support and strategic implementation in order to promote Phuket as “Maritime hub of ASEAN”. However, the four existing marinas are not sufficient to support yacht tourism in the future. Therefore, the government especially Phuket Marine Department conducted the preliminary survey of the potential area for marina development. Two potential areas are Asia Marina which is located at Sirey Island in Rassada Sub-district and Kung Bay Marina which is located in Pa Klok Sub-district. Presently these two marinas are used for dockyard, anchorage and repair services. Moreover, central government established the policy support to enhance marina development with the investment privilege from B1 category to A3 category. This investment privilege enabled the income tax exemption for five years on marina building to foreign investment by registering Thai company inclusive of importation duty of machinery exemption and importation duty of material for export production exemption.

In addition, to further develop yacht tourism in Phuket, The Thai government aims to attract foreign super yacht operators to bring their vessels and charter in Thai waters. The relevant laws and regulations amendment is on the process to authorize the permission of foreign super yachts. Reviewing condition of a foreign super yacht to charter in Thai waters by issuance of the period charter license with a validity of one-year basis inclusive of crew members to be in Thai territorial waters not exceeding one year instead of thirty days. Currently, there are records of 5,000 super yachts mainly located in the Mediterranean Sea, when only 50 foreign super yachts were visited Phuket because of charter prohibition and the burden of Value Added Tax (VAT) as well as the requirement of Thai laws asking the foreign super yacht to change its flag to be Thai flag before chartering in Thai waters which resulted in unfavorable conditions for foreign super

yachts. However, the support of Tourist Authority of Thailand launched Thailand Yacht Show to promote Thailand as “Marina Hub of ASEAN” contributed positive impact toward the yacht tax collection by Phuket Customs House for the foreign yachts who aims to charter in Thai waters.

5.1.3 6As scheme to support Phuket as a yacht tourism destination

5.1.3.1 Attractions – extensive marine natural resources, beautiful coastlines and tropical climate played as important factors to attract yacht tourists to Phuket

5.1.3.2 Activities – during yacht charter, there are also the marine recreational activities available for customers to participate, such as jet skiing and kayaking in neighboring provinces.

5.1.3.3 Amenities – sufficient services at the marina are the important factors to enhance yacht tourism development in Phuket.

5.1.3.4 Accessibility – easy access for foreign yacht tourists to Phuket. According to its location, Phuket is in the middle of South East Asia, therefore it can develop to be both final destinations as well as the transit pathway to other countries, for instance, India or Myanmar.

5.1.3.5 Available packages –the quality of sufficient infrastructures, simply registration at one stop yacht center for the purpose of visa and customs permission, the ability of Thai captains and Thai workers enable the comprehensive of yacht tourism in Phuket.

5.1.3.6 Ancillary Services – yacht tourism is one of the luxury segments which the customers prefer to pay extra in order to have the best selection. Safety and security issues, groceries, taxi and laundry services are available for yacht tourist during their visit to Phuket.

5.1.4 Economic impact of yacht tourism

The result of Thailand Yacht Show in year 2016 at Ao Po Grand Marina made the yacht tax collection in total of 54 million baht greater than the year 2014 and 2015 which the yacht tax collection were 16 and 19 million baht respectively. As a result of yacht tax collection, number of foreign yacht changing its flag to be Thai flag in the purpose of charter in Thailand also increased to 72 yachts in year 2016 compared with 39 foreign yachts in 2014 and 32 foreign yachts in 2015 respectively. Moreover, there is income distribution toward business chain in Phuket, local community and neighboring provinces, for example, property development, engine and spare part of yacht manufacturing, accommodations, marine technician, carpenters, groceries,

kayaking, diving and jet skiing. The Marina, as a base service provider, is a good indicator of yacht growth in Phuket. The income statement from four marinas in year 2016 showed the greater result compare with year 2015 which came from the yacht owner spending during anchorage. The growth of yacht also created the direct and indirect employment toward the related business with yacht.

5.1.5 Strength, Weaknesses, Opportunities and Challenges of yacht tourism

In this study, the SWOT analysis is applied to assess current situation of yacht tourism in Phuket. The results pointed out that Phuket has a significant number of marine tourist attractions with beautiful marine natural resources which made Phuket a great yacht destination. The sufficient of infrastructures such as, marinas, experienced of Thai captains, Thai crews and repair-renovation of yacht service providers made the attraction of foreign owners to anchorage their vessels in Phuket. However, the results also revealed the weaknesses of further development of yacht tourism in Phuket due to the limitation of laws and regulations. Majority of limitations are 1) permission of yacht stays for six months while the permission for yacht captains and crews is not exceeding one month, 2) To make any charter in Thai waters, the foreign super yacht must pay the Value Added Tax (VAT) according to the yacht's value and change the origin of flag to be Thai flag, 3) For any yacht with Thai flag, if it's a bareboat charter, letting the foreign customers, even though he or she has an official international certificate, yachting without a Thai captain is unaccepted to Thai Marine Police and may result in arrest with penalty and fine, 4) Uncertainty of authorized license or related documents that turn into illegal documents after the investment, and 5) Inconsistency of government units attention toward yacht tourism.

The opportunities and challenges to promote Phuket as a "Marina Hub of ASEAN" and to attract foreign super yacht, the Central government had authorized a temporary of charter license which allowed the foreign super yacht to be in Thai waters for one year. The same principle should apply to foreign captains and crews. In addition, to attract the foreign investment on marina development, by providing the investment promotion privileges and granting the exemption of import duty for machinery and zero corporate income tax for five years. Furthermore, with the support from Tourist Authority of Thailand to create a channel to sell on international yacht and marina exhibition, promote local yacht entrepreneurs to meet with high-end customers. The increasing number of yacht in Phuket and improving yacht tourism to

attract the new customers, as well as maintaining the existing customers, shows a positive growth of yacht tourism in Phuket. Nevertheless, the development of marina at neighboring country, such as Myanmar and Vietnam will challenge the growth of yacht tourism in Phuket in the nearest future.

5.2 Discussion

5.2.1 Current yacht tourism assessment in Phuket

In this section, the research has found the current situation of yacht tourism in Phuket, according to the in-depth interview with twenty-one selected key informants involved in yachting industry, Phuket has a great potential to develop as yacht tourism destination. The advantage gains on natural resources, professional marina service providers and qualified labor for the yacht maintenance played as important factors for the success of yacht tourism in Phuket. This finding is supported with the research result of Sevinc&Guzel, (2017); Sariisik, Turkey&Akova, (2011); and Doganer, (2001). The tropical climate of Phuket is the additional beneficial factor for the yacht tourism. Likewise, in Ukraine, the seasonality of yacht tourism is also the important factor to consider for this sector (Yarovaya, 2011). The study of Balearic Islands, all these factors (natural resources, base facility of infrastructures, climatic characteristic) are the most attributes for yacht tourism destination. (Payeras et al., 2011). While in other countries, the seasonality of cruising is not possible for year round, for instance, the Northern of Europe can be cruised only May until September, Southern of Europe can be cruised from April to October, the same as East Mediterranean of Europe, while North of America can be cruised only June to September. (Sevinc&Guzel, 2017). The majority of yacht charter in Phuket is motor yacht. For one-day trip, motor yacht accounted for 70 percent of yacht business while 30 percent is operated as sailing yacht.

However, the results addressed the current obstacles and competitiveness to further develop yacht tourism in Phuket from the relevant laws and regulations, especially the permission of yacht stays and permission of captains, crews and yacht passengers. Like the other studies on yacht tourism destination, it is also encountered the obstacles from the laws and legislation, for example, the case study of sustainability of yacht tourism in Greece is shown the result of customer dissatisfaction from country's legislation at most. (Chen et al., 2016). The

awareness of law limitation is also seen among EU countries and therefore they tried to adjust the policies involvement in order to enhance competitiveness of yacht tourism. (Sevinc&Guzel, 2017). In addition, the holder of International Certificate of Competence (ICC) or the Royal Yachting Association (RYA) is not accepted by Thai marine police when the customers charter yacht with bareboat condition. While it is world-wide accepted in other countries, yachters who hold the international competence certificate that can sail by themselves, the Thai marine police doesn't. For example, the study of Lekakou&Tzannatos (2001), reported that majority of sailing yacht charter was without captains and crews for the marine tourists' preference. The unacceptance of these particular world-wide certificates in Thailand has shown a disadvantage and not align with any other literatures. While Phuket deals with these problems, the yacht tourism around the world focused on the aspect of sustainability issuance, in particular, the marine environmental pollutions, for example, at the coasts of Western Mediterranean and Eastern Mediterranean. The necessary rules and regulations were established to control marine contamination and pollution from the seabed and coastal zone utilization. (Sevinc&Guzel, 2017).

5.2.2 Economic Impact of yacht tourism in Phuket

The current status of yacht tourism in Phuket has generated jobs opportunities and income distribution to local community, improved economics distribution to business chains, and at last increased the gross domestic product and national income towards the host country. The finding revealed the results related with the research of Archer (1995); Archer & Fletcher (1996); Kreag (2001); Brida& Aguirre (2008); Diakomihalis& Lagos (2008); and Pratt (2010). Indirect impact of yacht tourism happens the same as any other type of tourism, for example, the purchase of wines, beverages, fresh food, groceries, fresh water and fuel from local communities. In addition, there were sports activities in neighboring province that earned revenue from the yacht charter sector. On the other hand, the growth of yacht tourism also created the price increase for related business according to its demand. These positive and negative effects were in line with the research of Stynes (1997); and Kreag (2001). The findings pointed out that the stakeholders' percept showed interest of investment toward yacht tourism. There was an attempt from private sector that likes to improve yacht tourism in Phuket to be more sustainable and bring attraction from the world-wide yacht market. However, Sariisik, Turkay&Akova, (2011) addressed the Value Added Tax (VAT) exemption to yacht maintenance sector in Turkey, while

in Thailand yacht industry is subject to Value Added Tax category. Nevertheless, Guner&Guler, (2000) also pointed out the exemption of tax on fuel for the foreign yacht usage in Turkey, which gave Thailand a loss in both criteria of competitiveness.

5.2.3 SWOT Analysis of yacht tourism in Phuket

According to the data gathered from the selected key informants, Phuket has a great potential to become “Marina Hub of ASEAN”. A SWOT analysis has been utilized to analyze the strengths, weaknesses, opportunities and challenges of yacht tourism in Phuket. The information can be summarized as follow:

Strengths

- A beautiful of cruising area with abundant of marine natural resources and small islands surrounded around Phuket is a great combination of attraction for yacht traveler.
- The support from the government to promote Phuket to be “World-Class of Marine Tourism Center” and “Marina Hub of ASEAN” by launching the strategies with 4M policy. To achieve the goal, strong advertising campaign through on-line marketing was done to attract target customers to invest in Phuket.
- The investment privilege promotion provided for marina development to foreign investment.
- The attempt to reduce the burden of VAT charged to foreign super yacht to trade in Thai waters. Thai government aimed to make Phuket positioning for sustainable tourism and attract the 5,000 foreign super yachts in Mediterranean Sea to Phuket.
- The sufficient marina service providers in the perspective of berthing in water, supplement on utilities and fuel services, and dry dock for the yacht maintenance with qualified experience of Thai technicians, Thai captains and Thai crews.

Weaknesses

- Unstable laws of legislation, changing from time to time, for example, the land title deed for the marina development. It has shown insecurity to the foreign investors to invest.
- Unacceptance of world-wide yachting international certificate by Thai marine police also made an unfavorable issue for the sailing yachters who preferred to sail by themselves.

- The limited permission for foreign yacht to stay and visa for foreign captains and crews in Thai waters.

- An obstacle of VAT charged and changing of its original flag on foreign super yachts to charter in Thai waters.

- Too high import duty and tax for the needed equipment for yacht.

Opportunities

- Consideration of authority governments for an approval on temporary of charter license for foreign super yachts to make charter in Thai waters.

- Attending the International Yacht Show Exhibition to attract high-end customers and Mediterranean yacht into Asia Market and considered Phuket as a marina hub in Asia.

- Enhancing Phuket to be recognized as a yacht destination with the world-wide yacht representatives.

- Attracting foreign investment for the marina development in order to support yacht demand.

Threats

- A duty free port in Langkawi, Malaysia with unlimited access into Malaysia waters.

- Marine development in Tawai, Myanmar and in Danang, Vietnam.

SWOT analysis is taken to determine the possibility that Phuket can be world-wide yacht destination and marina hub of ASEAN. Similarly, many research papers were conducted on impacts of yacht tourism from coastline countries in order to enhance the policies and strategies development and be competitive with rival countries. (Guner&Guler, 2000; Diakomihalis& Lagos, 2008; Alcover *et al.*, 2011; Sarrisak, Turkay&Akova, 2011; Yang & Liu, 2016; Sevinc&Guzel, 2017).

5.3 Recommendation

The results of this study provide practical recommendation which is beneficial for yacht tourism in terms of sustainable development to government, non-government and

private sector of stakeholders. Developing strategies in order to enhance the improvement of yacht tourism in Phuket to be a world-class yacht destination as provided below:

- Creating awareness of sustainable yacht tourism among Government units, Non-government units, Yacht charter entrepreneurs and local communities. In particular, the support from government to enhance the captains and crews' ability to the international standard of yachting, for example, establish the official school of yacht learning and issue the international certificate license for captain and crew.

- Providing the knowledge of marine tourism' ethics in term of service quality performance. Following the marine rules and regulations, especially for the marine environmental issue.

- Promoting yacht captain and crew's club in order to determine the competency of yachting skills and followed the new update information from the world-wide yacht market. An annual training might be considered to maintain the service quality performance as well as the safety and security issues for marine tourism.

- Improving of laws legislation concerns in yacht tourism in order to attract the world-wide yacht tourist and be competitiveness in yacht market.

- Amendment of the import duty and tax tariff rate of yacht equipment in order to attract the foreign investment of yacht builders' industry in Thailand. The yacht builder's industry will utilize the knowhow to Thai workers.

5.4 Limitations and Suggestions for future research

1. This research is focusing on the supply stakeholders with the relevant key selected informants. The demand side should be explored to have a full view of yacht tourism.

2. Future research should conduct the advantage gain of yacht nationalities flag due to the beneficial of nationality flag which affected the decision-making of yacht owner to register their yacht.

3. Future research should study the impact of marina, considered as base facilities toward yacht tourism

4. Future research should determine the foreign super yacht charter license toward economic distribution to host country.

5. Future research should analyze the investment privilege for the foreign investment on marina building affected to Phuket in term of economic and environmental impact.

6. Future research should assess yacht tourism situation in other area of Thailand, such as, Samui Island.

7. Future research should examine the aspect of yacht maintenance, yacht insurance and yacht brokerage (for the second hand of yacht buy and sell). As the researcher focused only on yacht charter.

BIBLIOGRAPHY

- Andereck, K. L., Valentine, K. M., Knopf, R. C., & Vogt, C. A. (2005). Residents' perceptions of community tourism impacts. *Annals of Tourism Research*, 32(4), 1056-1076.
- Akça, H. (2006). Assessment of rural tourism in Turkey using SWOT analysis. *Journal of Applied sciences*, 6(13), 2837-2839.
- Alcover, A., Alemany, M., Jacob, M., Payeras, M., García, A., & Martínez-Ribes, L. (2011). The economic impact of yacht charter tourism on the Balearic economy. *Tourism Economics*, 17(3), 625-638.
- Archer, B. H. (1995). Importance of tourism for the economy of Bermuda. *Annals of Tourism Research*, 22(4), 918-930.
- Archer, B. H., & Fletcher, J. (1996). The economic impact of tourism in the Seychelles. *Annals of Tourism Research*, 23(1), 32-47.
- Bartelmus, P. (1986). *Environmental and Development*. London : Allen & Unwin.
- Barison, M. N., & Laut, J. R. (1991). Marine Tourism Industry trends and prospects. *Compendium*, 455, 261-070.
- Bech, M. (2002). Imposax and tributyltin contamination as a consequence of the establishment of a marina, and increasing yachting activities at Phuket Island, Thailand. *Environmental Pollution*, 117(3), 421-429.
- Brida, J. G., & Aguirre, S. Z. (2008). The impacts of the cruise industry on tourism destinations. *Sustainable tourism as a factor of local development*, pp. 7-9
- Brida, J. G., Osti, L. & Faccioli, M. (2011). Residents' perception and attitudes towards tourism impacts: a case study of tourism on local communities. *Asian Social Science*, 5(7), 130-137.
- Buhalis, D. (2000). Marketing the competitive destination of the future. *Tourism management*, 21(1), 97-116.
- Butler, R. W. (1999). Sustainable tourism: A state-of-the-art review. *Tourism geographies*, 1(1), 7-25.
- Chen, J. M., Balomenou, C., Nijkamp, P., Poulaki, P., & Lagos, D. (2016). The sustainability of yachting tourism: A case study on Greece. *International Journal of Research*

- in Tourism and Hospitality (IJRTH)*, 2(2), 42-49.
- Chermack, T. J., & Kasshanna, B. K. (2007). The use and misuse of SWOT analysis and implications for HRD professionals. *Human Resource Development International*, 10(4), 383-399.
- Collins, J. H. (2008). Marine tourism in the Kimberley region of western Australia. *Geographical Research*, 46(1), 111-123.
- Diakomihalis, M. N., & Lagos, D. G. (2008). Estimation of the economic impacts of yachting in Greece via the tourism satellite account. *Tourism Economics*, 14(4), 871-887.
- Dimoska, T. (2008). Sustainable tourism development as a tool for eliminating poverty. *Series: Economics and organization*, 5(2), 173-178.
- Doğaner, S. (2001). *Türkiye turizm coğrafyası*. Çantay Kitabevi. N/D.
- Dwyer, L., & Forsyth, P. (1998). Economic significance of cruise tourism. *Annals of Tourism Research*, 25(2), 393-415.
- Frechtling, D. C. (1994). Assessing the economic impacts of travel and tourism- Introduction to Travel economic impact estimation. *Travel, Tourism and Hospitality Research, Second Edition, John Wiley and Sons, New York*, 359-366.
- Goranczewski, B., & Puciato, D. (2010). SWOT analysis in the formulation of tourism development strategies for destinations. *tourism*, 20(2), 45-53.
- Hall, C. M. (2001). Trends in ocean and coastal tourism: the end of the last frontier? *Ocean & Coastal Management*, 44 (9), 601-618.
- Hennigs, Nadine, Klaus-Peter Wiedmann, Christiane Klarmann, and Stefan Behrens. (2013). "Sustainability as part of the luxury essence: delivering value through social and environmental excellence." *The Journal of Corporate Citizenship*, 52(2013), 25.
- Henry, E. W., & Deane, B. (1997). The contribution of tourism to the economy of Ireland in 1990 and 1995. *Tourism Management*, 18(8), 535-553.
- Hudders, L., Pandelaere, M., & Vyncke, P. (2013). The meaning of luxury brands in a democratized luxury world. *International Journal of Market Research*, 55(3), 391-412.
- Hunter, C. (1997). Sustainable tourism as an adaptive paradigm. *Annals of tourism research*, 24(4), 850-867.

- İncöz Güner, S., & Güler, N. (2000). The conditions and problems of Turkish Yacht tourism. In *International conference on maritime engineering and ports* (pp. 231-239).
- International Boat Shows. (2015). Retrieved April 1, 2018 from <https://www.connecting-mallorca.com/international-boat-shows-related-events/>
- Introduction of Phuket. Retrieved September 24, 2013 from http://www.phukettourism.org/phuket/intro_history.htm.
- Jennings, G. (2003). *Marine tourism*. New York: Haworth Hospitality Press.
- Jung Choo, H., Moon, H., Kim, H., & Yoon, N. (2012). Luxury customer value. *Journal of Fashion Marketing and Management: An International Journal*, 16(1), 81-101.
- Klein, R. A. (2011). Responsible cruise tourism: Issues of cruise tourism and sustainability. *Journal of Hospitality and Tourism Management*, 18(1), 107-116.
- Kreag, G. (2001). The Impact of Tourism. Retrieved May 12, 2014 from <http://www.seagrant.umn.edu/tourism/pdfs/ImpactsTourism.pdf>
- Kuisma, T. (2008). *Conspicuous consumption: an analysis of Finnish and Malaysian luxury good consumers* (Doctoral dissertation, USM).
- Kweka, J., Morrissey, O., & Blake, A. (2003). The economic potential of tourism in Tanzania. *Journal of International Development*, 15(3), 335-351.
- Lekakou, M., & Tzannatos, E. (2001). Cruising and Sailing: A New Tourist Product for the Ionian Sea, Volume in Honor of Emeritus Professor M. Rafael. *University of Piraeus, Piraeus*
- Li, G., Li, G., & Kambele, Z. (2012). Luxury fashion brand consumers in China: Perceived value, fashion lifestyle, and willingness to pay. *Journal of Business Research*, 65(10), 1516-1522.
- Luxury Travel. (2017). Retrieved May 10, 2018 from https://www.itb-berlin.de/en/Press/PressReleases/News_47502.html?referrer=/en/Press/PressReleases/
- Marina lands prestigious 'Asia's Maritime Capital' tag for Phuket. (2007). Retrieved September 24, 2013 from <https://www.sail-world.com/USA/Phuket-Voted-Asias-Maritime-Capital/33105>
- Marzuki, A. (2012). Local residents' perceptions towards economic impacts of tourism development in Phuket. *Tourism*, 60(2), 199-212.

- Moldan, B., Janoušková, S., & Hák, T. (2012). How to understand and measure environmental sustainability: Indicators and targets. *Ecological Indicators*, 17, 4-13.
- Orams, M. (2002). *Marine tourism: development, impacts and management*. Routledge.
- Papathanassis, A., & Beckmann, I. (2011). Assessing the 'poverty of cruise theory' hypothesis. *Annals of Tourism Research*, 38(1), 153-174.
- PAYERAS, M., JACOB, M., García, M. A., Alemany, M., Alcover, A., Martinez-Ribes, L., & Maurer, O. (2011). The Yachting Charter Tourism SWOT: A Basic Analysis to Design Marketing Strategies. *Tourismos : An International Multidisciplinary Journal of Tourism*, 6(3), 111-134.
- Peter M., Judith A., Allan B., John J., & Stephanie T (2007). *A Strategy and Action plan for the development of marine tourism and leisure*. Loughs Agency : n/d
- Phuket King's Cup Regatta. (2015). Retrieved Aug 25, 2014 from <http://www.kingscup.com/history.cfm>
- Poundra, G. A. P., Utama, I. K. A. P., Hardianto, D., & Suwasono, B. (2017). Optimizing Trimaran Yacht Hull Configuration Based on Resistance and Seakeeping Criteria. *Procedia engineering*, 194, 112-119.
- Pratt, S. (2010). Economic linkages and impacts across the TALC. *Annals of Tourism Research*, 38(2), 630-650.
- Sariisik, M., Turkyay, O., & Akova, O. (2011). How to manage yacht tourism in Turkey: A swot analysis and related strategies. *Procedia-Social and Behavioral Sciences*, 24,1014-1025.
- Sekaran, U., & Bougie, R. (2013). *Research methods for business: A skill building approach*. 6th ed. New York : John Wiley.
- Sevinç, F., & Güzel, T. (2017). Sustainable Yacht Tourism Practices. *Management & Marketing Journal*, 15(1).61 - 76
- Stynes, D. J. (1997). *Economic impacts of Tourism: A handbook for tourism professionals*. Urbana, IL: University of Illinois, Tourism Research Laboratory, 1-32.
- Sun, X., Feng, X., & Gauri, D. K. (2014). The cruise industry in China: Efforts, progress and challenges. *International Journal of Hospitality Management*, 42, 71-84.
- Tanone, B. (1991). International tourism in Thailand: environment and community development *Contours (Bangkok)*, 5(2), 7-9.

- Tellis, G. J., & Johnson, J. (2007). The value of quality. *Marketing Science*, 26(6), 758-773.
- Thailand Marine Destination of Asia. (2013). Retrieved September 23, 2014
from <https://www.slideshare.net/boinyc/thailand-marine-destination-of-asia-29531907>
- Thomas, S., Chie, Q. T., Abraham, M., Jalarajan Raj, S., & Beh, L. S. (2014). A qualitative review of literature on peer review of teaching in higher education: An application of the SWOT framework. *Review of Educational Research*, 84(1), 112-159.
- Tian, K. T., Bearden, W. O., & Hunter, G. L. (2001). Consumers' Need for Uniqueness: Scale Development and Validation. *Journal of Consumer Research*, 28(1), 50-66.
- Tosun, C. (2001). Challenges of sustainable tourism development in the developing world: the case of Turkey. *Tourism management*, 22(3), 289-303.
- Tynan, C., McKechnie, S., & Chhuon, C. (2010). Co-creating value for luxury brands. *Journal of Business Research*, 63(11), 1156-1163.
- UN, (2002). *Report of the World summit on sustainable development. Johan-nesberg, South Africa, 26 August – 4 September 2002*. United Nations, New York.
- Yacht. (200-). Retrieved May 14, 2014 from www.wikipedia.org/yacht
- Vanhaleweyk G. (2017). Thailand: Tourist Arrivals from 2009 till third Quarter
2017. Retrieved October 23, 2017 from <http://www.thaiwebsites.com/tourism.asp>
- Warren, J. A., & Taylor, C. N. (1994). *Developing eco-tourism in New Zealand*. NZ Institute for Social Research and Development.
- Weisbrod, G., & Weisbrod, B. (1997). Measuring economic impacts of projects and programs. *Economic Development Research Group*, 10, 1-11.
- Wiedmann, K. P., Hennigs, N., & Siebels, A. (2007). Measuring consumers' luxury value perception: a cross-cultural framework. *Academy of Marketing Science Review*, 7(7), 333-361.
- Wiedmann, K. P., Hennigs, N., & Siebels, A. (2009). Value-based segmentation of luxury consumption behavior. *Psychology & Marketing*, 26(7), 625-651.
- World Travel & Tourism Council. (2017). *The Economic Impact of Travel & Tourism 2017*, London: WTTC. Retrieved November 27, 2017 from <https://www.wttc.org/-/media/>

[files/reports/benchmark-reports/country-reports-2017/thailand.pdf](#)

Yachting categories. (2013). Retrieved May 02, 2014 from <http://etatjournal.com/mobile/index.php/menu-read-web-etatjournal/menu-2013-oct-dec/135-42556-yacht>

Yang, Y. C., & Liu, H. P. (2016). Determinants of banking sector's credit granting policy

for the yacht industry in Taiwan. *Maritime Business Review*, 1(1), 55-75.

Yarovaya, N. V. (2011). Perspectives of yacht tourism in Ukraine. *Октябрь*, 2011, 2012.

Yeoman, I. (2011). The changing behaviors of luxury consumption. *Journal of Revenue &*

Pricing Management, 10(1), 47-50.

Yuden, Chhimi (2013). Assessment of stakeholders' perception of Bhutan as a Meeting and

Incentive Destination. *A Thesis Submitted in Partial Fulfillment of the Requirements*

for the Degree of Master of Business Administration in Hospitality and Tourism

Management (International Program) Prince of Songkla University. Phuket : Prince of

Songkla University

Zhan, L., & He, Y. (2012). Understanding luxury consumption in China: Consumer perceptions

of best-known brands. *Journal of Business Research*, 65(10), 1452-1460.

Zhang, X. (2012). Research on the development strategies of rural tourism in Suzhou based

on SWOT analysis. *Energy Procedia*, 16, 1295-1299.

APPENDIX A



INTERVIEW CHECKLIST

Current Yacht Tourism Assessment – A case study of Phuket

Dear Sir / Madam,

I am a MBA student in Business Administration, Faculty of Hospitality and Tourism Management (International Program), Prince of Songkla University, Phuket Campus, Thailand. The purpose of this interview is to collect data for my MBA thesis on “**Current Yacht Tourism Assessment – A case study of Phuket**”, the information you supply is confidential and will be used for academic purpose and the collective data will be beneficial for the future and sustainability of yacht tourism in Phuket. Your comments are really important and greatly appreciated.

Thank you for your kind participation to share and helping to improve yacht tourism in Phuket with our study.

Ms. Suporn Pongsanukulwech

062-192 2614

1. What is your opinion about the current situation of Yacht tourism in Phuket?
2. How do you perceive the economic impact of Yacht tourism in Phuket?
3. What is Phuket's positioning on the Yacht tourism industry? What are the strengths and weaknesses of Phuket to be Yacht tourist destination, compared to its competitors?
Which country is the most compete with Phuket?
4. Which strategy has been implemented to improve Yacht tourism in Phuket, for the past few years? (i.e. pricing policy, positioning policy, geography and natural resources policy)
5. What are the most important attributes about Phuket, which makes it an important destination for Yacht tourism? According to you, for which reasons should Phuket be selected to be Yacht tourist destination?
6. What is your opinion about the existing infrastructures to develop Yacht tourism in Phuket? Are they sufficient for the current demand?
7. What kind of problems do you anticipate in Yacht tourism in Phuket and what are opportunities for yacht tourism in Phuket?
8. How do you promote Phuket as Yacht tourist destination? Which type of communication do you use and which markets are you dedicating your communication to?
9. What do you think about the future sustainable yacht tourism in Phuket? What need to implement to be success in Yacht tourism industry?
10. What are the income distributions to the Phuket's communities from Yacht tourism in Phuket?
11. Finally, what recommendations and improvement should be made in order to improve the competitiveness and visibility of Phuket's Yacht offer?

Thank you for your kind assistance

APPENDIX B



INTERVIEW CHECKLIST

Current Yacht Tourism Assessment – A case study of Phuket

Dear Sir / Madam,

I am a MBA student in Business Administration, Faculty of Hospitality and Tourism Management (International Program), Prince of Songkla University, Phuket Campus, Thailand. The purpose of this interview is to collect data for my MBA thesis on **“Current Yacht Tourism Assessment – A case study of Phuket”**, the information you supply is confidential and will be used for academic purpose and the collective data will be beneficial for the future and sustainability of yacht tourism in Phuket. Your comments are really important and greatly appreciated.

Thank you for your kind participation to share and helping to improve yacht tourism in Phuket with our study.

Ms. Suporn Pongsanukulwech

062-192 2614

1. What is your opinion about the current situation of Yacht tourism in Phuket?
2. How do you perceive the economic impact of Yacht tourism in Phuket?
3. What is Phuket's positioning on the Yacht tourism industry? What are the strengths and weaknesses of Phuket to be Yacht tourist destination, compared to its competitors? Which country is the most compete with Phuket?
4. What are the most important attributes about Phuket, which makes it an important destination for Yacht tourism? According to you, for which reasons should Phuket be selected to be Yacht tourist destination?
5. What is your opinion about the existing infrastructures to develop Yacht tourism in Phuket? Are they sufficient for the current demand?
6. What kind of problems do you anticipate in Yacht tourism in Phuket and what are opportunities for yacht tourism in Phuket?
7. What do you think about the future sustainable yacht tourism in Phuket? What need to implement to be success in Yacht tourism industry?
8. Doing a yacht charter company in Phuket.
 - What are the most selected option from yacht customers between Sailing Yacht and Motor Yacht? Please provide the size of the yacht mostly booked by customers.
 - Are they normally booked for bare boat or crewed boat?
 - What is the average rate per day? What are the average trips during high season and low season?
 - How long do customers normally cruise per trip?
 - How many people in average chartering the yacht? Are they travel with family, friends or else?
 - Where are the most destinations the yacht customers will go per trip?
 - Apart from yacht charter rate, what kind of any expenditures or activities most of yacht customers will take? Can you provide in details?

- How do you promote the yacht charter in Phuket? Which channel of distribution do you take to sell the product?
 - How many employees in your company? What is the ratio of local employees and foreign expat in your organization (if any)? How many are they (both local & foreign) in management level? How many are they (both local & foreign) in operation level?
9. How do you perceive the government policy in terms of supporting and competitiveness of yacht tourism in Phuket?
10. Finally, what recommendations and improvement should be made in order to improve the competitiveness and visibility of Phuket's Yacht offer.

Thank you for your kind assistance

APPENDIX C



APPENDIX D

Motor Yacht



Sailing Yacht



VITAE

Name Miss Suporn Pongsanukulwech

Student ID 5630120021

Educational Attainment

Degree	Name of Institution	Year of Graduation
Bachelor of Science (Faculty of Science)	Prince of Songkla University (Songkhla)	2000

Work – Position and Address

3/124 Moo. 5, Sinsuk Thani Village

Thepkrasattri Road., Srisoonthorn Sub-district, Thalang District, Phuket 83110

Mobile: 062-192 2614

Email: pakarang394@hotmail.com

List of Publication and Proceeding

Suporn Pongsanukulwech and Kullada Phetvaroon Asst. Prof. Dr. (2018). Current Yacht Tourism Assessment A case study of Phuket. *ASEAN Tourism Research Conference (ATRAC 2018)*, January 28-29, 2018. Prince of Songkla University, Phuket Campus, Thailand.