



**The Local Residents' Attitudes towards the Market Expansion
of Chinese Inbound Tourism in Phuket**

Sikan Sudboo

**A Thesis Submitted in Partial Fulfillment of the Requirements for the Degree of
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ชื่อวิทยานิพนธ์	ทัศนคติของคนท้องถิ่นที่มีต่อการขยายตัวของตลาดการท่องเที่ยวขาเข้าของนักท่องเที่ยวชาวจีนในภูเก็ต
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บทคัดย่อ

ปัจจุบันภูเก็ตตั้งอยู่บนเงื่อนไขของอุตสาหกรรมการท่องเที่ยวอย่างมีนัยสำคัญตามที่รู้จักกันว่าเกาะแห่งนี้คืออีกหนึ่งจุดหมายปลายทางการท่องเที่ยวที่มีชื่อเสียงโด่งดังในระดับโลก ชาวจีนจากจีนแผ่นดินใหญ่หลั่งไหลเข้ามาที่เกาะแห่งนี้ตลอดทั้งปี เมื่อเร็ว ๆ นี้พวกเขาจัดอยู่ในอันดับต้น ๆ ของจำนวนนักท่องเที่ยวต่างชาติและรายได้การท่องเที่ยวในจังหวัดภูเก็ต ซึ่งมีอิทธิพลทำให้การขยายตัวของตลาดการท่องเที่ยวขาเข้าของนักท่องเที่ยวชาวจีนกลายเป็นเงื่อนไขที่โดดเด่นบนเกาะอย่างรวดเร็ว สถานการณ์ดังกล่าวส่งผลกระทบต่อเกาะและคนท้องถิ่นอย่างมากโดยรวมแล้วส่งผลเชิงบวกในขณะที่ผลกระทบเชิงลบในวงกว้างก็ยังมีแนวคิดมาด้วยเช่นกัน ความร่วมมือของผู้อยู่อาศัยมีความสำคัญต่อการพัฒนาการท่องเที่ยวอย่างยั่งยืนซึ่งสามารถส่งเสริมให้เกิดผลกระทบในทางที่ดีในขณะที่ช่วยบรรเทาผลกระทบที่ไม่พึงประสงค์ ดังนั้นงานวิจัยนี้จึงมีวัตถุประสงค์หลักเพื่อสำรวจการรับรู้ผลกระทบการท่องเที่ยวของผู้อยู่อาศัยและสำรวจทัศนคติของพวกเขาที่มีต่อการสนับสนุนการพัฒนาตลาดเกี่ยวกับการท่องเที่ยวขาเข้าของนักท่องเที่ยวชาวจีนในภูเก็ต ด้านเศรษฐกิจ สังคมวัฒนธรรม และสิ่งแวดล้อม

การศึกษาในครั้งนี้ใช้ระเบียบวิธีวิจัยเชิงปริมาณเป็นหลัก ซึ่งแบบสอบถามที่สมบูรณ์ทั้งหมด 400 ฉบับได้ถูกนำมาวิเคราะห์เพื่อสกัดออกมาเป็นผลการศึกษา ข้อมูลเชิงปริมาณได้ถูกวิเคราะห์โดยใช้โปรแกรมสำเร็จรูปทางสถิติเพื่อการวิจัยทางสังคมศาสตร์ (SPSS) เวอร์ชัน 25 นอกจากนี้การศึกษายังใช้การวิเคราะห์เนื้อหา (content analysis) เพื่อหาปริมาณและวิเคราะห์คำตอบของผู้อยู่อาศัยจากคำถามปลายเปิดสิบสองคำถามในแบบสอบถามอีกด้วย

การสรุปผลการวิจัยเกี่ยวกับการรับรู้และทัศนคติโดยรวมของผู้อยู่อาศัยชี้ให้เห็นว่าผู้อยู่อาศัยส่วนใหญ่เห็นว่าการขยายตัวของตลาดส่งผลดีต่อภูเก็ตและพวกเขายินดีที่จะสนับสนุนการพัฒนาตลาดการท่องเที่ยวขาเข้าของนักท่องเที่ยวชาวจีนในภูเก็ต อย่างไรก็ตามผลการวิจัยพบว่าชาวภูเก็ตรับรู้ผลกระทบทั้งเชิงบวกและเชิงลบทั้งหมดจำนวน 62 ประการจากการขยายตัวของตลาดนี้ การจำแนกประเภทแบ่งออกเป็นผลกระทบด้านเศรษฐกิจ 21 ประการ ด้านสังคม-วัฒนธรรม 28 ประการ และผลกระทบที่เหลืออีก 13 ประการถูกพบภายใต้มุมมองด้านสิ่งแวดล้อม นอกจากนี้การ

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สุดท้ายนี้ผลการศึกษานำไปใช้เป็นข้อเสนอแนะและแนวทางในการพัฒนาตลาดการท่องเที่ยวขาเข้าของนักท่องเที่ยวชาวจีนและอุตสาหกรรมการท่องเที่ยวของภูเก็ตได้อย่างมีประสิทธิภาพ โดยสรุปการศึกษาชี้ให้เห็นว่าควรส่งเสริมให้เกิดผลประโยชน์ทางเศรษฐกิจในชุมชนและผู้อยู่อาศัยจะมีความกังวลเกี่ยวกับผลกระทบทางสังคม-วัฒนธรรมและสิ่งแวดล้อมลดน้อยลง จะส่งผลต่อผู้อยู่อาศัยให้มองการพัฒนาการท่องเที่ยวในท้องถิ่นโดยรวมในแง่ดีมากขึ้น จากนั้นจะมีผู้อยู่อาศัยที่มีแนวโน้มที่จะร่วมมือและสนับสนุนการพัฒนาการท่องเที่ยวในชุมชนมากขึ้น ในที่สุดเกาะแห่งนี้จะบรรลุเป้าหมายระยะยาวในการพัฒนาการท่องเที่ยวอย่างยั่งยืนทำให้เกิดผลประโยชน์สูงสุดและบรรเทาผลกระทบด้านลบบนเกาะภูเก็ต รวมทั้งส่งเสริมให้ผู้อยู่อาศัยในภาคส่วนต่างๆ ซึ่งเป็นผู้มีส่วนได้ส่วนเสียในชุมชนและผู้มาเยือนท้องถิ่นอยู่ร่วมกันบนเกาะภูเก็ตอย่างมีความสุขมากยิ่งขึ้น

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ABSTRACT

Nowadays, Phuket is significantly conditional on the tourism industry as the island is known as one of the famous worldwide tourist destinations. Chinese from mainland China flowed flocked to this island all year-round. Recently, they ranked on the top line of the international foreigner arrival and tourism receipts in Phuket. It influences the expansion of the Chinese inbound tourism market rapidly became the dominant position on the island. The circumstances significantly impact the island and locals. Overall, it affects positive, while broadly negative impacts were also attached. Residents' cooperation is essential to achieving sustainable tourism development, which potentially promotes favorable while mitigating unfavorable impacts. Consequently, this research mainly aims to examine residents' perceptions of tourism impacts and investigate their attitudes towards supporting the market development regarding Chinese inbound tourism in Phuket in the fields of economic, socio-cultural, and environmental perspectives as the primary purpose.

The study principally employed a quantitative research methodology. The 400 useable questionnaires were analyzed to extract the study results. The quantitative data were analyzed using a statistical package for the social sciences (SPSS) program version 25. Moreover, the study also used content analysis to quantify and analyze residents' answers from the twelve open-ended questions in the questionnaire.

A summary of the research findings on overall residents' perceptions and attitudes suggested that the majority of residents agreed that the market expansion has a positive effect on Phuket and that they are willing to support the Chinese inbound tourism market development in Phuket. However, the findings revealed that Phuket residents perceived a total of 62 both positive and negative impacts regarding this market expansion. The classification is divided into 21 economic impacts, 28 socio-cultural impacts, and the remaining 13 are found

under environmental fields. In addition, an in-depth survey of residents' attitudes found that they exhibited 13 of the most liked feelings about the expansion of this market and the 21 most disliked. Subsequently, the study revealed 7 opinions of residents about the most significant advantages of supporting the market expansion and the 19 most significant disadvantages. Finally, the findings examined 20 impact solution guidelines regarding market expansion and 11 other approaches concern with supporting market development, which were analyzed from the suggestions of Phuket residents.

Onward, the study found 16 socio-demographic characteristics that influenced residents' perceptions and attitudes towards this market expansion significantly differences while the 4 other variables do not. The findings suggested that residents' overall perception of impact, either positively or negatively, was greatly influenced by the perceived economic, socio-cultural, and environmental effects of market expansion. After, the study found that residents' overall perceptions of impact from the market expansion significantly further predicted their attitudes towards supporting market development. It ensured that when residents perceived the overall effect positively, they were inclined to support the market development. In contrast, when the perceived overall impact of residents is negative, they were declined to support the market development or even refused it.

Lastly, the study findings could be used effectively as suggestions and guidelines for the sustainable development of the Chinese inbound tourism market and the Phuket tourism industry. In brief, the study suggested that should encourage economic benefactions in the community and residents will less anxious about socio-cultural and environmental impacts. It will further influence residents to views overall local tourism development more optimistically. Then, there will be more residents incline to cooperate and support tourism development in the community. Finally, this island will achieve the long-term goal of sustainable tourism development, maximize benefits, and mitigate negative impacts on Phuket Island. As well as encourage residents in different sectors who are community stakeholders and local guests to live together happier on Phuket Island.

Keywords: Socio-demographic characteristic factors, residents' perceptions and attitudes, tourism impacts, the Chinese inbound tourism market, social exchange theory

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Sikan Sudboo

CONTENTS

	Page
บทคัดย่อ	v
Abstract	vii
Acknowledgement	ix
Contents	xi
List of tables	xvii
List of figures	xxiii
Chapter	
1 Introduction	1
1.1 Introduction.....	1
1.2 The significance of residents’ attitudes towards the sustainable tourism developments in the community.....	20
1.3 Research Objectives.....	22
1.4 Research Questions.....	22
1.5 Research conceptual framework.....	22
1.6 Research hypothesis.....	28
1.7 Definition of key terms in the research.....	29
1.8 Significance of the research.....	30
1.9 Scope of the study.....	31
1.10 Research time.....	31
2 Literature review	33
2.1 The factors influencing residents’ perceptions and attitudes towards tourism development.....	33
2.2 The impacts of the market expansion regarding Chinese inbound tourism in Phuket Province on residents.....	37
2.2.1 Economic impacts.....	37
2.2.2 Socio-cultural impacts.....	44
2.2.3 Environmental impacts.....	50

CONTENTS (Continued)

	Page
2.3 The prediction of residents' perceptions and attitudes towards the Chinese inbound tourism market development in Phuket Province.....	56
3 Methodology	61
3.1 Research approach and design.....	61
3.2 Research Setting.....	62
3.3 Population and Sampling.....	64
3.3.1 Population.....	64
3.3.2 Determining sample size.....	65
3.3.3 The sampling criteria.....	66
3.4 Data collection instruments.....	66
3.5 Pretest of questionnaire.....	80
3.6 Reliability test.....	81
3.7 Data Collection Procedures.....	81
4 Results	85
4.1 Descriptive analysis.....	84
4.1.1 Respondents' socio-demographic characteristics.....	84
4.1.2 Respondents' perceptions and attitudes towards impacts regarding the market expansion of Chinese inbound tourism in Phuket Province in the field of economic, socio-cultural, and environmental perspectives.....	91
4.2 Cronbach's alpha.....	98
4.3 Factor analysis.....	100
4.4 Independent sample t-test analysis.....	112
4.4.1 Independent samples t-test analysis of residents' perceptions and attitudes towards economic impacts regarding the market expansion of Chinese inbound tourism in Phuket Province.....	117

CONTENTS (Continued)

	Page
4.4.2 Independent samples t-test analysis of residents’ perceptions and attitudes towards socio-cultural impacts regarding the market expansion of Chinese inbound tourism in Phuket Province.....	126
4.4.3 Independent samples t-test analysis of residents’ perceptions and attitudes towards environmental impacts regarding the market expansion of Chinese inbound tourism in Phuket Province.....	131
4.4.4 Independent sample t-test analysis of residents’ overall perceptions and attitudes regarding the market expansion of Chinese inbound tourism in Phuket Province.....	137
4.5 One-way analysis of variance (ANOVA)	145
4.5.1 One-way ANOVA analysis of residents’ perceptions and attitudes towards economic impacts regarding the market expansion of Chinese inbound tourism in Phuket Province.....	145
4.5.2 One-way ANOVA analysis of residents’ perceptions and attitudes towards socio-cultural impacts regarding the market expansion of Chinese inbound tourism in Phuket Province.....	151
4.5.3 One-way ANOVA analysis of residents’ perceptions and attitudes towards environmental impacts regarding the market expansion of Chinese inbound tourism in Phuket Province.....	155
4.5.4 One-way ANOVA analysis of residents’ overall perceptions and attitudes regarding the market expansion of Chinese inbound tourism in Phuket Province.....	158
4.6 Standard multiple regression analysis.....	161
4.6.1 Regression analysis of residents’ overall perceptions and attitudes towards impacts regarding the Chinese inbound tourism market expansion in Phuket Province (ova_at1) from economic (eco), socio-cultural (soc), and environmental impacts (env)	164

CONTENTS (Continued)

	Page
4.6.2 Regression analysis of residents’ overall attitudes towards supporting the Chinese inbound tourism market development in Phuket Province (ova_at2) from economic (eco), socio-cultural (soc), and environmental impacts (env)	168
4.6.3 Regression analysis of residents’ overall attitudes towards supporting the market development (ova_at2) from the overall perceptions of impacts (ova_at1) regarding Chinese inbound tourism in Phuket Province.....	172
4.7 Content analysis.....	173
4.7.1 Content analysis of residents’ perceptions towards the impacts of the Chinese inbound tourism market expansion in Phuket Province.....	174
4.7.2 Content analysis of residents’ suggestion concerning solution/supporting guidelines regarding the market expansion of the Chinese inbound tourism in Phuket Province.....	188
4.7.3 Content analysis of residents’ overall opinion regarding the market expansion of the Chinese inbound tourism in Phuket Province.....	197
5 Conclusion and discussion.....	209
5.1 Conclusion.....	209
5.2 Summary of key findings.....	211
5.2.1 Summary of residents’ socio-demographic characteristics.....	211
5.2.2 Summary of residents’ perceptions and attitudes towards impacts regarding the market expansion of the Chinese inbound tourism in Phuket Province in fields of economic, socio-cultural, and environmental perspectives.....	214
5.2.3 Summary of Cronbach’s alpha.....	220
5.2.4 Summary of factor analysis.....	221

CONTENTS (Continued)

	Page
5.2.5 Socio-demographic characteristics and the differences in residents' perceptions and attitudes of impacts regarding the market expansion of Chinese inbound tourism in Phuket Province in fields of economic, socio-cultural, and environmental perspectives.....	228
5.2.6 The prediction of residents' overall perceptions and attitudes of impacts (ova_at1) regarding the Chinese inbound tourism market expansion in Phuket Province from economic (eco), socio-cultural (soc), and environmental impacts (env)	254
5.2.7 The prediction of residents' overall attitudes towards supporting the market development (ova_at2) from residents' overall perceptions of impacts (ova_at1) regarding the Chinese inbound tourism market in Phuket Province.....	259
5.2.8 The investigation of residents' perceptions and attitudes regarding the market expansion of Chinese inbound tourism in Phuket Province.....	260
5.3 Discussion.....	265
5.3.1 Residents perceptions and attitudes of economic, socio-cultural, and environmental impacts regarding the Chinese inbound tourism market expansion in Phuket Province.....	266
5.3.2 The differences in residents' perceptions and attitudes towards impacts regarding the market expansion of Chinese inbound tourism in Phuket Province in the field of economic, socio-cultural, and environmental perspectives.....	293
5.3.3 Residents' attitudes towards supporting the market development of Chinese inbound tourism in Phuket Province.....	330
5.4 Implications and recommendations.....	341
5.5 Limitations and suggestions for future study.....	348

CONTENTS (Continued)

	Page
Bibliography	351
Appendix	363
Appendix A: Questionnaire (Thai).....	363
Appendix B: Questionnaire (English).....	370
Appendix C: Coding sheet for structured questions.....	377
Appendix D: Coding sheet for open-ended questions.....	385
Appendix E: Conference Certificate.....	400
Vitae	401

LIST OF TABLES

Table	Page
1.1 Top 10 destinations in Thailand for Chinese travelers during the Golden Week holiday as of 2017 to 2019.....	12
2.1 Socio-demographic characteristic factors.....	34
2.2 Economic impacts.....	41
2.3 Socio-cultural impacts.....	47
2.4 Environmental impacts.....	54
3.1 Phuket general information from registration records as of 2017.....	63
3.2 Question statements regarding economic impacts and sources of statements under study.....	68
3.3 Question statements regarding socio-cultural impacts and sources of statements under study.....	70
3.4 Question statements regarding environmental impacts and sources of statements under study.....	72
3.5 Question statements regarding residents' overall attitudes and sources of statements under study	75
3.6 Question statements regarding residents' socio-demographic characteristics and sources of questions under study.....	76
3.7 Results of Cronbach's alpha (Pretest questionnaire 30 copies)	81
3.8 Interval of scales.....	84
4.1 Results of descriptive analysis of residents' socio-demographic characteristics.....	85
4.2 Residents' perceptions and attitudes towards economic impacts regarding the market expansion of Chinese inbound tourism in Phuket Province.	91
4.3 Residents' perceptions and attitudes towards socio-cultural impacts regarding the market expansion of Chinese inbound tourism in Phuket Province.....	93
4.4 Residents' perceptions towards environmental impacts regarding the market expansion of Chinese inbound tourism in Phuket Province.....	96
4.5 Residents' overall perceptions and attitudes regarding the market expansion of Chinese inbound tourism in Phuket Province.....	98

LIST OF TABLES (Continued)

Table	Page
4.6 Results of Cronbach's alpha (The questionnaire 400 copies)	98
4.7 Results of factor analysis of residents' perceptions and attitudes towards economic impacts regarding the market expansion of Chinese inbound tourism in Phuket Province.....	102
4.8 Results of factor analysis of residents' perceptions and attitudes towards socio-cultural impacts regarding the market expansion of Chinese inbound tourism in Phuket Province.....	105
4.9 Results of factor analysis of residents' perceptions and attitudes of environmental impacts regarding the market expansion of Chinese inbound tourism in Phuket Province.....	110
4.10 Result of independent sample t-test analysis of residents' perceptions and attitudes towards economic impacts regarding the market expansion of Chinese inbound tourism in Phuket Province.	114
4.11 Result of independent sample t-test analysis of residents' perceptions and attitudes towards socio-cultural impacts regarding the market expansion of Chinese inbound tourism in Phuket Province.....	122
4.12 Result of independent sample t-test analysis of residents' perceptions and attitudes towards environmental impacts regarding the market expansion of Chinese inbound tourism in Phuket Province.....	131
4.13 Result of independent sample t-test analysis of residents' overall perceptions and attitudes regarding the market expansion of Chinese inbound tourism in Phuket Province.....	137
4.14 Result of One-way ANOVA analysis of residents' perceptions and attitudes towards economic impacts regarding the market expansion of Chinese inbound tourism in Phuket Province.....	146

LIST OF TABLES (Continued)

Table	Page
4.15 Result of One-way ANOVA analysis of residents' perceptions and attitudes towards socio-cultural impacts regarding the market expansion of Chinese inbound tourism in Phuket Province.....	150
4.16 Result of One-way ANOVA analysis of residents' perceptions and attitudes towards environmental impacts regarding the market expansion of Chinese inbound tourism in Phuket Province.....	154
4.17 Result of one-way ANOVA analysis of residents' overall perceptions and attitudes regarding the market expansion of Chinese inbound tourism in Phuket Province.....	158
4.18 Results of regression analysis of residents' overall perceptions and attitudes towards impacts regarding the Chinese inbound tourism market expansion in Phuket Province (ova_at1) from economic (eco), socio-cultural (soc), and environmental impacts (env)	164
4.19 Results of regression analysis of residents' overall attitudes towards supporting the Chinese inbound tourism market development in Phuket Province (ova_at2) from economic (eco), socio-cultural (soc), and environmental impacts (env).....	168
4.20 Results of regression analysis of residents' overall attitudes towards supporting the market development (ova_at2) from the overall perceptions of impacts (ova_at1) regarding Chinese inbound tourism in Phuket Province.....	172
4.21 Result of content analysis regarding residents' perceptions of positive economic impacts from the market expansion of the Chinese inbound tourism in Phuket Province (peco).....	174
4.22 Result of content analysis regarding residents' perceptions of negative economic impacts from the market expansion of the Chinese inbound tourism in Phuket Province (neco)	176
4.23 Result of content analysis regarding residents' perceptions of positive socio-cultural impacts from the market expansion of the Chinese inbound tourism in Phuket Province (psoc).....	178

LIST OF TABLES (Continued)

Table	Page
4.24 Result of content analysis regarding residents' perceptions of negative socio-cultural impacts from the market expansion of the Chinese inbound tourism in Phuket Province (nsoc).....	181
4.25 Result of content analysis regarding residents' perceptions of positive environmental impacts from the market expansion of the Chinese inbound tourism in Phuket Province (penv).....	183
4.26 Result of content analysis regarding residents' perceptions of negative environmental impacts from the market expansion of the Chinese inbound tourism in Phuket Province (nenv).....	186
4.27 Result of content analysis of residents' suggestion concerning solution guidelines regarding the market expansion of the Chinese inbound tourism in Phuket Province (sol).....	188
4.28 Result of content analysis of residents' suggestion concerning supporting guidelines regarding the market expansion of the Chinese inbound tourism in Phuket Province (sup).....	195
4.29 Result of content analysis regarding the point of view that residents' feel like the most about the Chinese inbound tourism in Phuket Province (fl).....	197
4.30 Result of content analysis regarding the point of view that residents' feel dislike the most about the Chinese inbound tourism in Phuket Province (fd)	200
4.31 Result of content analysis of residents' opinions concerning the most significant advantages towards the future market development of the Chinese inbound tourism in Phuket Province (av).....	203
4.32 Result of content analysis of residents' opinions concerning the most significant disadvantages towards the future market development of the Chinese inbound tourism in Phuket Province (dv).....	206
5.1 The ranking of residents' perceptions and attitudes towards fourteen economic impacts regarding the market expansion of the Chinese inbound tourism in Phuket Province.....	214

LIST OF TABLES (Continued)

Table	Page
5.2 The ranking of residents' perceptions and attitudes towards fourteen socio-cultural impacts regarding the market expansion of the Chinese inbound tourism in Phuket Province.....	215
5.3 The ranking of residents' perceptions and attitudes towards nine environmental impacts regarding the market expansion of the Chinese inbound tourism in Phuket Province.....	217
5.4 The comparative ranking of residents' perceptions and attitudes between economic, socio-cultural, and environmental impacts regarding the market expansion of the Chinese inbound tourism in Phuket Province.....	219
5.5 Summary of residents' overall perceptions and attitudes towards the market expansion of Chinese inbound tourism in Phuket Province.....	220
5.6 Summary of Cronbach's alpha.....	220
5.7 Summary of factor analysis of residents' perceptions and attitudes towards economic impacts regarding the market expansion of the Chinese inbound tourism in Phuket Province.....	221
5.8 Summary of factor analysis of residents' perceptions and attitudes towards socio-cultural impacts regarding the market expansion of the Chinese inbound tourism in Phuket Province.....	223
5.9 Summary of factor analysis of residents' perceptions and attitudes towards environmental impacts regarding the market expansion of the Chinese inbound tourism in Phuket Province.....	225
5.10 Summary of socio-demographic characteristics and the differences in residents' perceptions and attitudes of economic impacts regarding the market expansion of the Chinese inbound tourism in Phuket Province.....	229
5.11 Summary of socio-demographic characteristics and the differences in residents' perceptions and attitudes of socio-cultural impacts regarding the market expansion of the Chinese inbound tourism in Phuket Province.....	235

LIST OF TABLES (Continued)

Table	Page
5.12 Summary of socio-demographic characteristics and the differences in residents' perceptions and attitudes of environmental impacts regarding the market expansion of the Chinese inbound tourism in Phuket Province.....	242
5.13 Summary of socio-demographic characteristics and the differences in residents' perceptions and attitudes regarding the market expansion of Chinese inbound tourism in Phuket Province.....	248
5.14 Summary of residents' perceptions of economic impacts regarding the market expansion of Chinese inbound tourism in Phuket Province.....	267
5.15 Summary of residents' perceptions of socio-cultural impacts regarding the market expansion of Chinese inbound tourism in Phuket Province.....	275
5.16 Summary of residents' perceptions of environmental impacts regarding the market expansion of Chinese inbound tourism in Phuket Province.....	286
5.17 The comparative ranking of residents' perceptions and attitudes of economic, socio-cultural, and environmental impacts regarding the market expansion of the Chinese inbound tourism in Phuket Province.....	327
5.18 Residents overall perceptions and attitudes towards the market expansion of Chinese inbound tourism in Phuket Province.....	331
5.19 Recommendation based on residents' suggestion concerning impact protection/solution guidelines regarding the Chinese inbound tourism market expansion in Phuket Province.....	345

LIST OF FIGURES

Figure	Page
1.1 Number of outbound tourists departing from China as of 2010 to 2019 (Million)...	2
1.2 Total expense on China's outbound tourism as of 2013 to 2018 (Billion USD).....	2
1.3 Chinese outbound tourism market share by continent as of 2018.....	3
1.4 Number of Chinese tourists in top 10 outbound destinations as of 2017 to 2019 (Million).....	4
1.5 Outbound travel plans of Chinese consumers as of 2018.....	5
1.6 International tourist arrivals to Thailand as of 2004 to 2019 (Million).....	5
1.7 International tourist arrivals to Thailand by country of residence as of 2019 (Thousand).....	6
1.8 Chinese tourists arrivals to Thailand as of 2012 to 2019 (Million).....	7
1.9 Thailand tourism receipts from international tourist arrivals as of 2015 to 2019 (Million Baht).....	8
1.10 Thailand tourism receipts from international tourist arrivals by country as of residence as of 2019 (Million Baht).....	8
1.11 Thailand tourism receipts from Chinese tourists arrivals as of 2012 to 2019 (Million Baht).....	9
1.12 Thailand tourism receipts from Chinese tourists arrivals by expenditure item as o 2019 (Million Baht).....	10
1.13 Visitors arrivals to Phuket Province as of 2014 to 2019.....	15
1.14 Tourism receipts from visitor arrivals to Phuket Province as of 2014 to 2019 (Million Baht).....	15
1.15 Top 5 international tourist arrivals at accommodation establishments in Phuket Province by country of residence as of 2018 to 2019 (Thousand)	17
1.16 Chinese tourist arrivals at accommodation establishments in Phuket Province between January to December as of 2018 and 2019 (Thousand).....	17
1.17 Research Conceptual framework.....	28
3.1 Map of Phuket Province, Thailand.....	63

LIST OF FIGURES

Figure	Page
3.2 Quota sampling based on the total of 400 questionnaires with 402,017 provincial population in Phuket Province as of 2017.....	83
5.1 The three summary highlights of each additional observation topic.....	260
5.2 Gender.....	294
5.3 Age.....	295
5.4 Marital status.....	297
5.5 Education level.....	298
5.6 Occupation.....	300
5.7 Occupation directly related to the Chinese inbound tourism market in Phuket Province.....	303
5.8 A proportions of monthly income earned from tourism.....	306
5.9 Average monthly income.....	309
5.10 English communication skills.....	311
5.11 Chinese communication skills.....	312
5.12 Thai citizens with ethnic Chinese ancestry.....	313
5.13 Native residents.....	314
5.14 Length of residence.....	316
5.15 District of residence.....	319
5.16 Residence in the tourist area.....	320
5.17 Contact/Interaction experience with Chinese people in Phuket Province.....	321
5.18 Social relationship as a relative.....	323
5.19 Social relationship as a spouse/couple/girlfriend/boyfriend.....	323
5.20 Social relationship as a friend/colleague.....	324
5.21 Social relationship as a customer.....	325
5.22 Residents' overall perceptions and attitudes of impacts positive (ova_at1) that can predict by the perceptions of impacts (eco, soc, and env) regarding the market expansion of Chinese inbound tourism in Phuket Province.....	328

LIST OF FIGURES

Figure	Page
5.23 Residents' overall attitudes towards supporting the market development (ova_at2 that can predict by the overall perceptions and attitudes of impacts positive (ova_at1) regarding the Chinese inbound tourism in Phuket Province.....	332

CHAPTER 1

INTRODUCTION

1.1 Introduction

Traveling for tourism

Since ancient times, travel has evolved along with human beings, while the difference is the journey's objectives and goals. Formerly, human beings travel with the desire to settle their lives, earn their lives, and be at wars to seize resources and territories, and after that, disseminate religions. Heretofore, the human being takes the journey and travel to relax, spend leisure time and make less anxious from works, so calls "traveling for tourism" (Sasitorn Chetanont, 2015).

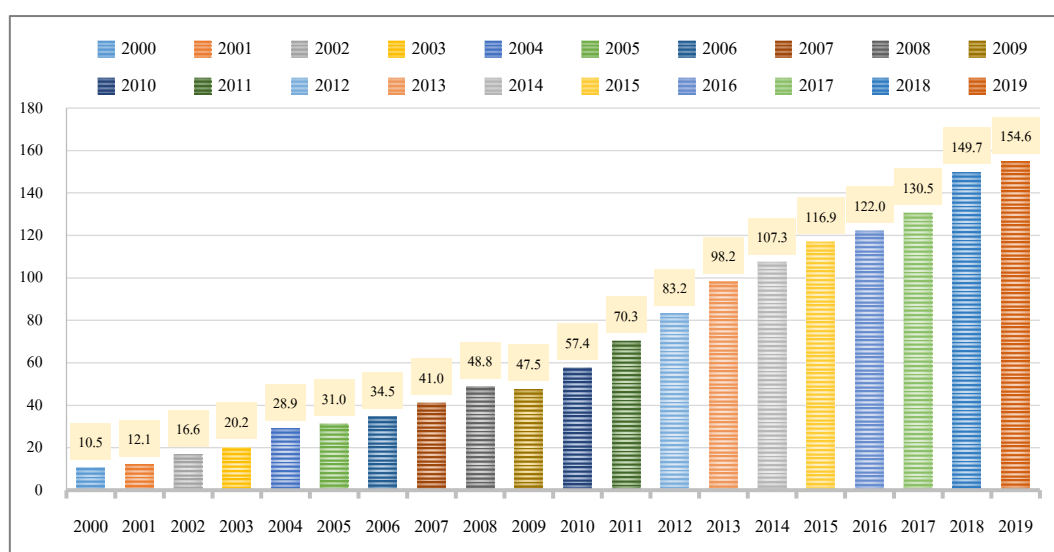
International travelers' arrivals worldwide

World Tourism Organization (UNWTO) stated that international tourist arrivals worldwide in 2019 were 1,461 million people (Change in relative terms 4% and change in absolute terms 54 million from a previous year). Within ten years, the number had extended more than doubled when it was 680 million in 2000. Meanwhile, it assigned global tourism receipts up to 1,494 USD billion (Change in relative terms 3.3% and change in absolute terms 32 USD billion from a previous year). The figure had greater than tripled of 475 USD million which was accounted for the year 2000. It indicated that international tourism's blooming keeps on to outpace the world economy (UNWTO Tourism Dashboard, 2020).

Narrow down to Asia and the Pacific, the region was the second-largest number of internal tourist arrivals while reached 360 million people in 2019 shared for 24.66% of the global (Change in relative terms 4% and change in absolute terms 14 million people from a previous year). It generated receipts of 443 USD billion accounted for 29.65% of the global (Change in relative terms 1.4%, Change in absolute terms 8 USD billion (UNWTO Tourism Dashboard, 2020). The world outbound tourism and travel leading country as of 2019 was China, with 154.6 million outbound trips. The duration of ten years, Chinese people travel abroad increasingly enlarged almost tripled, since there were 57.4 million trips in 2010 (see Figure 1.1). The greater in world's tourism receipts could be partially significant due to Chinese travelers'

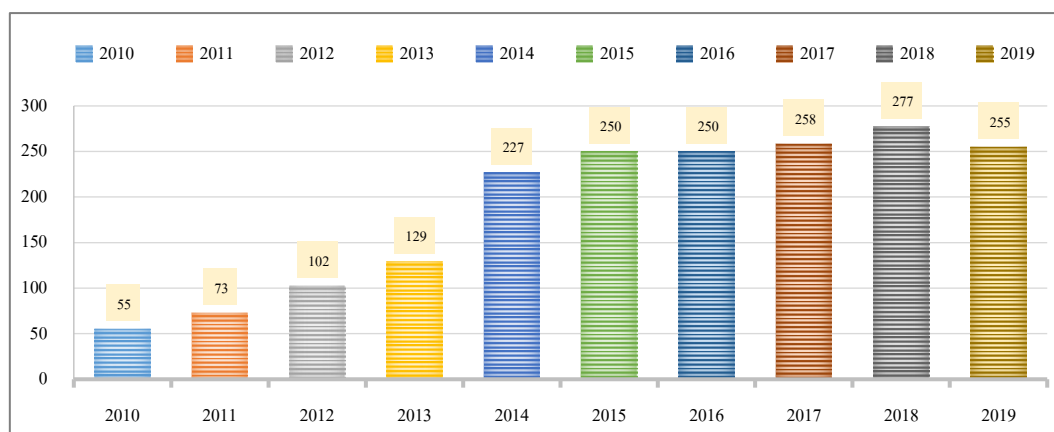
spending. The global outbound tourism and travel was a total of approximately 1,307,109 USD million in 2019 (UNWTO Tourism Dashboard, 2020). In the meantime, Chinese travelers generated the highest receipts than any other country worldwide. There was a total of 255 USD million accounted for 19.48% of the global outbound tourism and travel. In brief, the amount is annually increasing when the last decade, 2010 their expenditure accounts for 55 USD million (see Figure 1.2).

Figure 1.1 Number of outbound tourists departing from China as of 2010 to 2019 (Million)



Source: Allison, 2020; China Tourism Academy (CTA) 2019, as cited in Cecilia Xu, 2019; C. Textor, 2020; Knoema Corporation, 2020

Figure 1.2 Total expense on China's outbound tourism as of 2010 to 2019 (Billion USD)

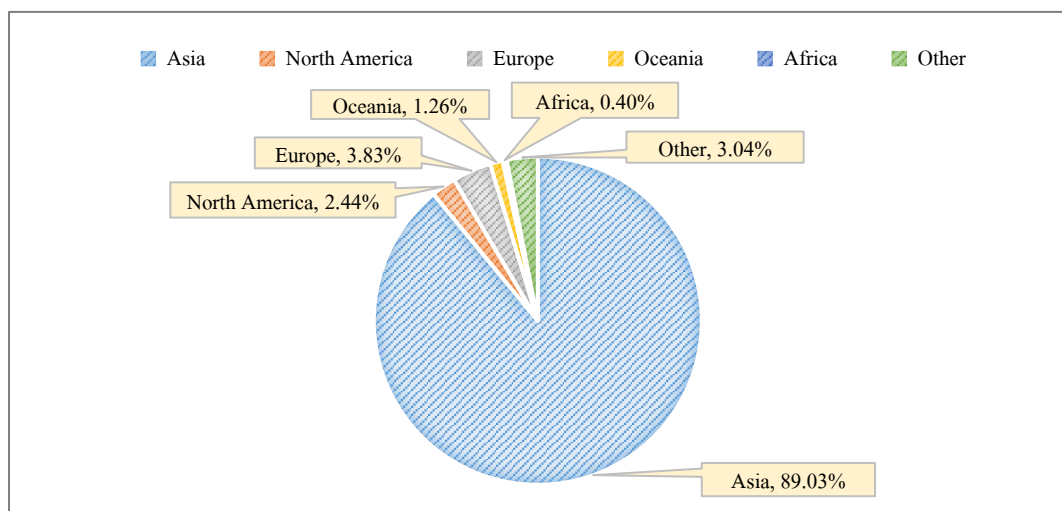


Source: Allison, 2020; Knoema Corporation, 2020; Yihan Ma, 2020; UNWTO Tourism Dashboard, 2020

Outbound tourism and travel from mainland China

Emphasize outbound tourism and travel from mainland China. Since the Chinese economic reform or opening of China, which was the phenomenon of China's economic transforms denominated "Socialism with Chinese characteristics" and "socialist market economy," was launched on 18 December 1978. Contributed to the changed from a communist system to a free trade system, and over the last few decades, the tourism industry in China has considerably explicated (Liang, 2012). Chinese people started to have greater purchasing power due to the rapid economic growth in the country. It contributed to increasing an affluent middle class's germination. Meanwhile, there were more mitigating movement restrictions, facilitating more accessible communication' opportunities between locals and foreigners. Besides, more and more travel destinations were approved for Chinese citizens, and exchange controls monetary policies also were relieved. Accordingly, the magnitude of Chinese outbound tourism - travel and consumption products/services worldwide has grown dramatically since they were more convenient to travel internationally (Liang, 2012). Chin's inbound and outbound tourism market is now one of the most viewed markets in the world. In 2019, the number of Chinese domestic travel up to 60.7 million trips. Meanwhile, it reached 154.6 million trips in terms of Chinese international travel in the same year. This demonstrated substantial growth paralleled to the figure of trips over the past decade (see Figure 1.1 and Figure 1.2).

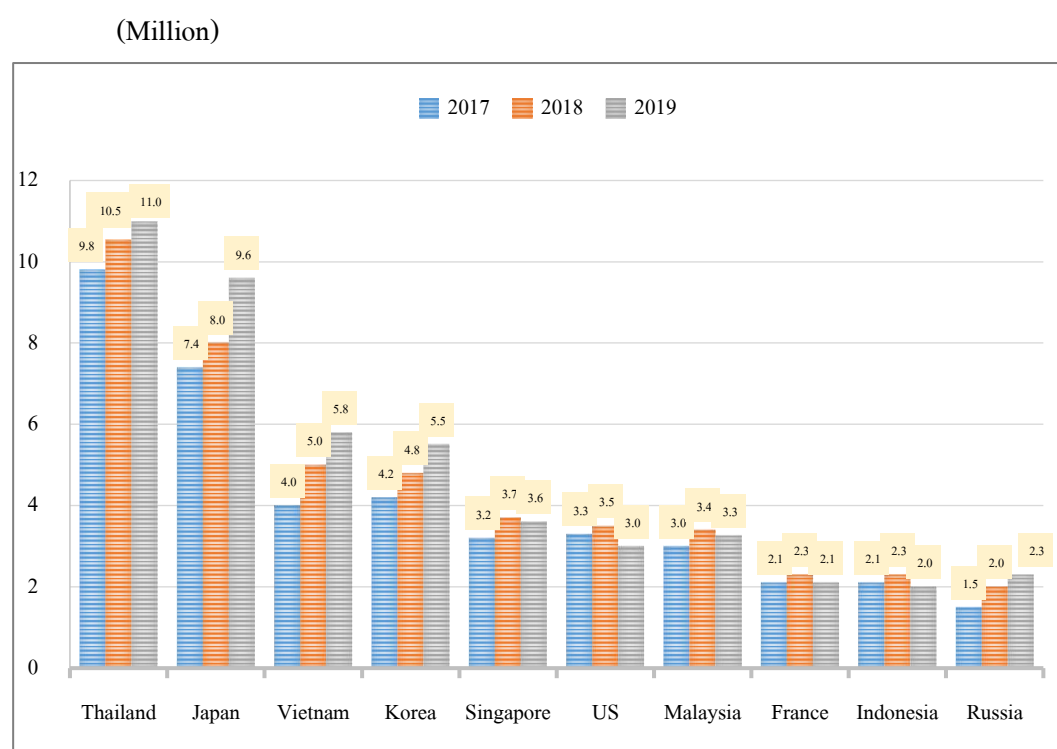
Figure 1.3 Chinese outbound tourism market share by continent as of 2018



Source: China Tourism Academy (CTA), 2019, as cited in Cecilia Xu, 2019

In 2018, Asia was the continent with the largest share of China's outbound tourism market, accounting for 89.03%, more than four-fifths of the total (see Figure 1.3). Furthermore, according to the China Tourism Academy (CTA) and Ctrip.com International reports, as of August 2019, it was revealed that 81.29% of Chinese travelers departed to other Asian countries during the first half of this year. Consequently, the above data suggest that Asian countries are recently the most popular outbound destinations among Chinese tourists.

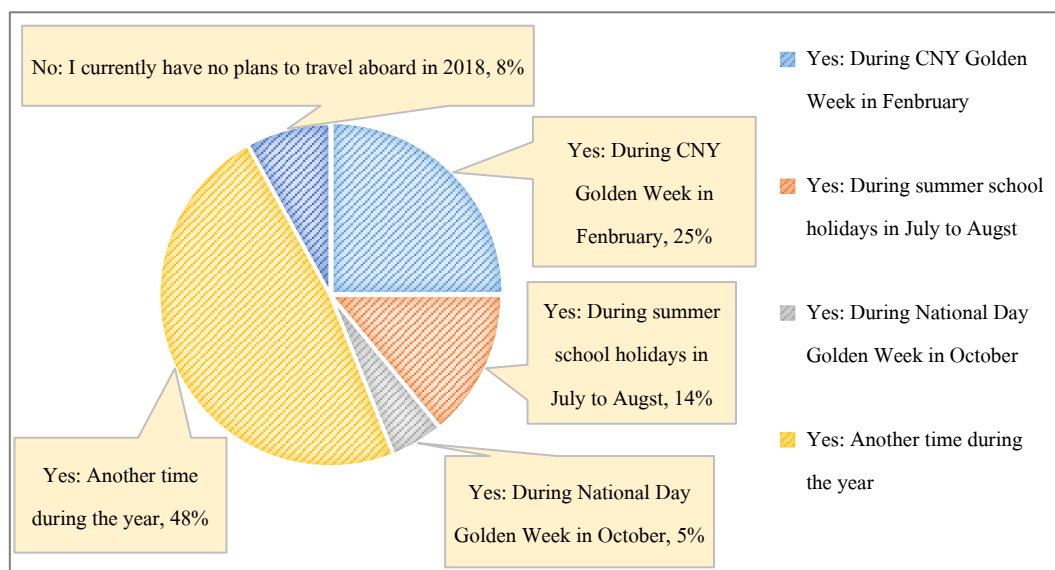
Figure 1.4 Number of Chinese tourists in top 10 outbound destinations as of 2017 to 2019



Source: Allison, 2020

The top ten Chinese outbound destinations from 2017 to 2019 were Thailand, Japan, Vietnam, Korea, Singapore, USA, Malaysia, France, Indonesia, and Russia. However, eight of ten destinations were Asia's countries while the other two countries were one in Europe and one in America. In fact, the number of Chinese tourists in the top ten outbound destinations during 2017 to 2019 indicated that Thailand exceeded over 10 million Chinese and was the most popular outbound destination among Chinese travelers for those three consecutive years (see Figure 1.4).

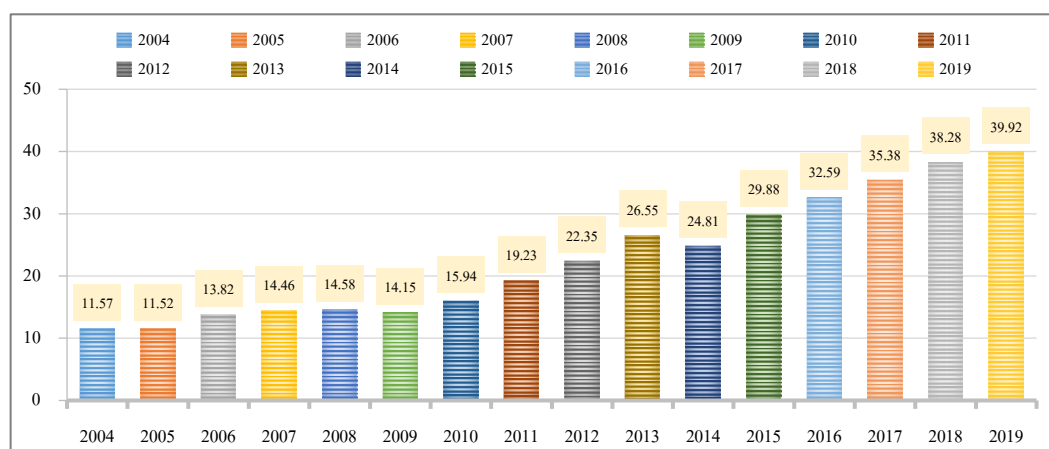
Figure 1.5 Outbound travel plans of Chinese consumers as of 2018



Source: Juwai, 2018.

Chinese people 92% exposed that they plan to travel abroad during the year 2018. The most favorable time, 25% plans to take journeys during Chinese New Year Golden Week or Lunar New Year in February, 14% during summer school holidays in July to August, 5% during National Day Golden Week in October, and 48% another time during the year. However, there were 8% of Chinese people had no plans to travel abroad in this year (China tourism Academy, Dragon Trail International, 2019) (see Figure 1.5).

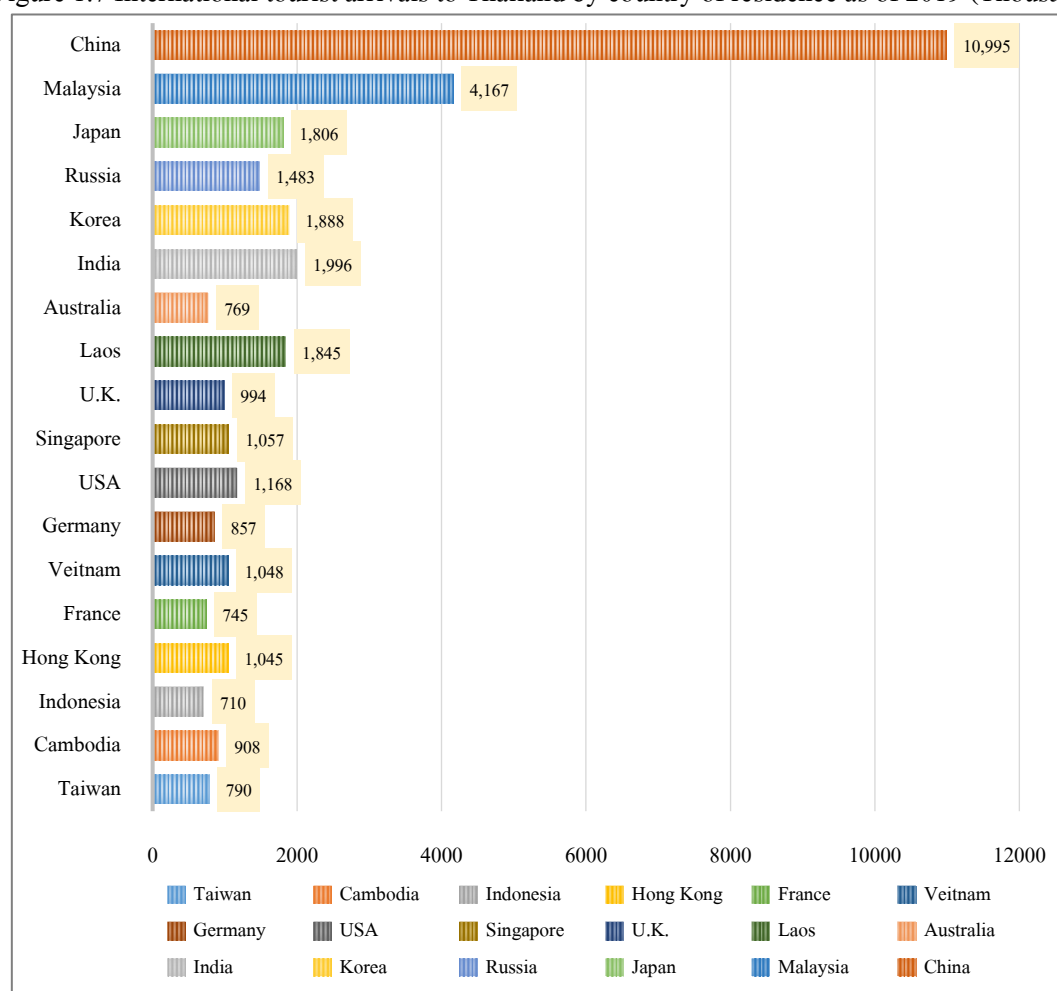
Figure 1.6 International tourist arrivals to Thailand as of 2004 to 2019 (Million)



Source: Ministry of Tourism and Sports Thailand, 2020

Tourism in Thailand was growing steadily. In 2014 foreign tourist arrivals in Thailand were 24,809,683 people. A year after, in 2015 were 29,881,091 people, which means within a year, the total number of foreign visitors increased by 20.44%. The arrivals continued to grow throughout 2016, and it was 32,588,303 tourists arrived during this year. This presented a rise of 2,707,212 tourists and up to 8.91% from the previous year. To continue, in 2017 were 35,381,210 million foreigners visited Thailand, up to 8.57% compared with a year before. Furthermore, the number still keeps expanding to be 38,277,300 million people (+7.54%) in 2018. Over the past five years, statistics showed that the number was increasing every year. Most recently, in 2019, the number of foreign tourists entering Thailand has extended a maximum to be 39,797,406 visitors, an increase of 4.24% from the previous year (see Figure 1.6).

Figure 1.7 International tourist arrivals to Thailand by country of residence as of 2019 (Thousand)

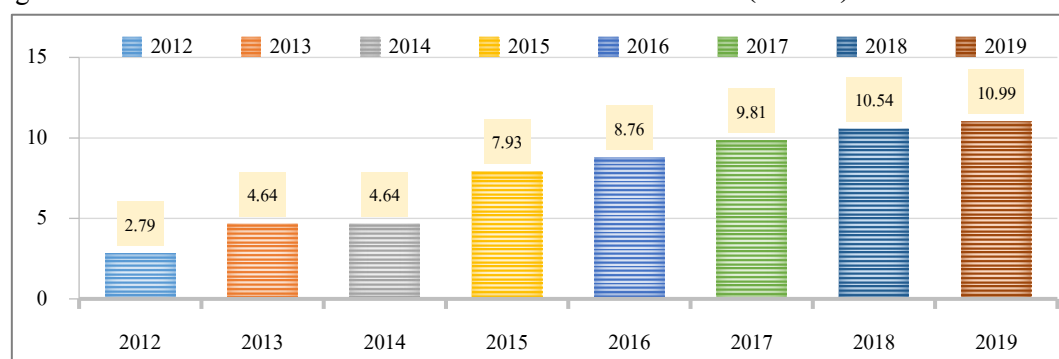


Source: Ministry of Tourism and Sports, Thailand, 2020

Emphasize foreign tourists' arrivals to Thailand segmented by country of residence recently. In 2019, the greatest number in the chart of 39,797,406 visitors was significant due to Chinese tourists from mainland China with 10,994,721 people accounted for 27.63% of the amount. Meanwhile, there were visitors from the other ten countries that arrivals to Thailand exceed million people. There were Malaysia tourists, 4,166,868 people (10.47%), Indian 1,995,516 people (5.01%), South Korean 1,887,853 people (4.74%), Laos 1,845,375 people (4.64%), Japanese 1,806,340 people (4.54%), Russian 1,483,453 (3.73%), Americans 1,167,845 people (2.93%), Singaporean 1,056,836 people (2.66%), Vietnamese 1,047,629 people (2.63%), and from Hong Kong 1,045,198 people (2.63%), respectively. In the meantime, the rest visitors from other nationalities were accounted for less than a million. However, those visitors still were a small-scales percentage compared to the number of Chinese visitors (see Figure 1.7).

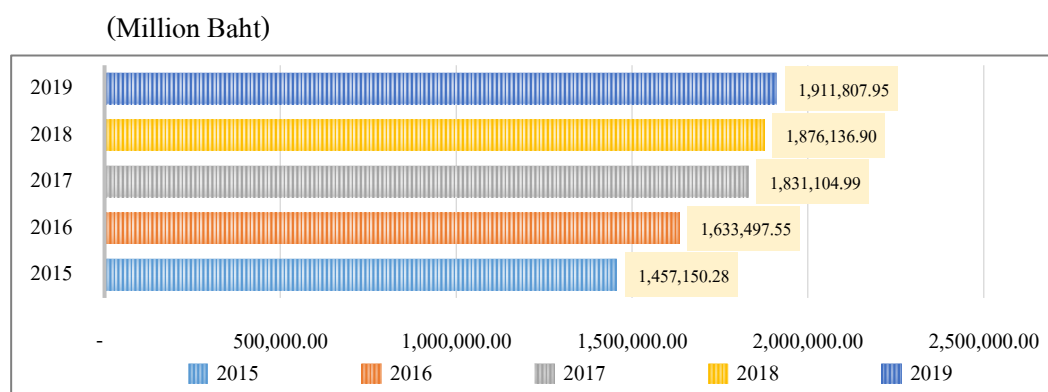
Now focus on Chinese tourists from mainland China. Since 2012 a great sphere of visitors to Thailand was due to the significant rise in Chinese tourists. From then on, they were consistently rank on the top chart of tourists visiting Thailand. In 2016, Chinese tourists' arrivals to Thailand 8,757,466 people accounted for 26.87% of the total foreigners' visitors, up 822,675. Heading to 2017, the top spot foreign visitors to Thailand still occupied by Chinese tourists from Mainland China with 9,805,753 million people. It took a proportion of 27.71% of the total visitors to Thailand. Later in 2018 were 10,935,555 Chinese tourists arrived (28.57% of the total). The number does not stop to grow as in the year 2019 was a total of 10,994,721 Chinese tourists (27.63% of the total). In conclusion, the statistics pointed that Chinese tourists were the most international visitors' arrivals to Thailand since 2012 (see Figure 1.8).

Figure 1.8 Chinese tourists arrivals to Thailand as of 2012 to 2019 (Million)



Source: Ministry of Tourism and Sports, Thailand, 2020

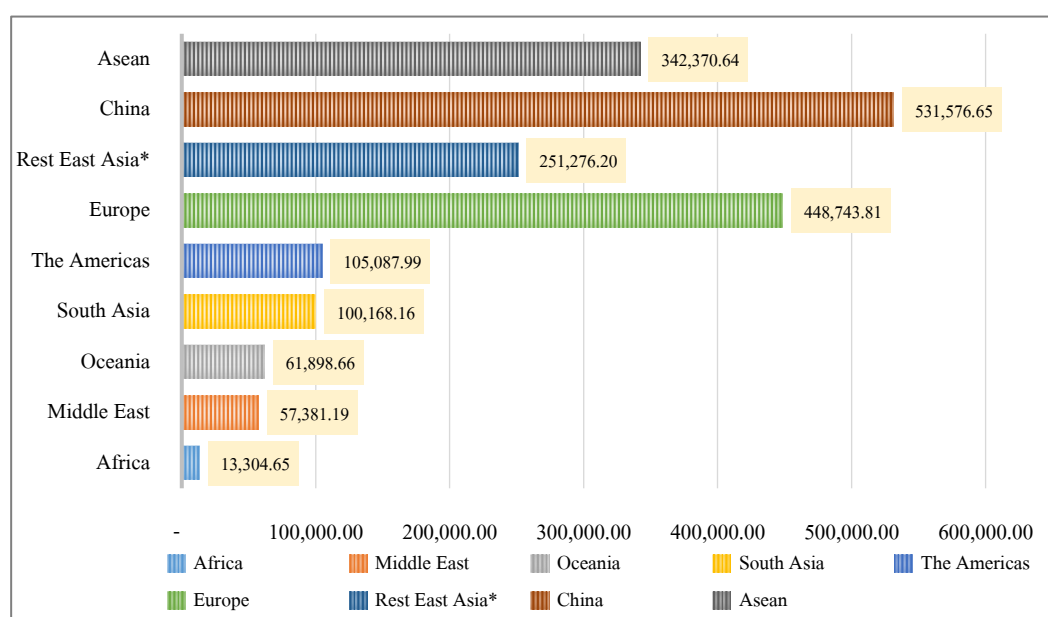
Figure 1.9 Thailand tourism receipts from international tourist arrivals as of 2015 to 2019



Source: Ministry of Tourism and Sports, Thailand, 2020

Look forwards to tourism receipts from international tourist arrivals in Thailand. A total of 1.46 trillion baht poured in 2015. Since then, revenues from the tourism industry continues to grow steadily. Lately, in 2019, it generated up to 1.83 trillion baht for the country. Over the past five years, from 2015 to 2019, the foreign tourism receipts became greater and greater each year (see Figure 1.9).

Figure 1.10 Thailand tourism receipts from international tourist arrivals by country of residence as of 2019 (Million Baht)



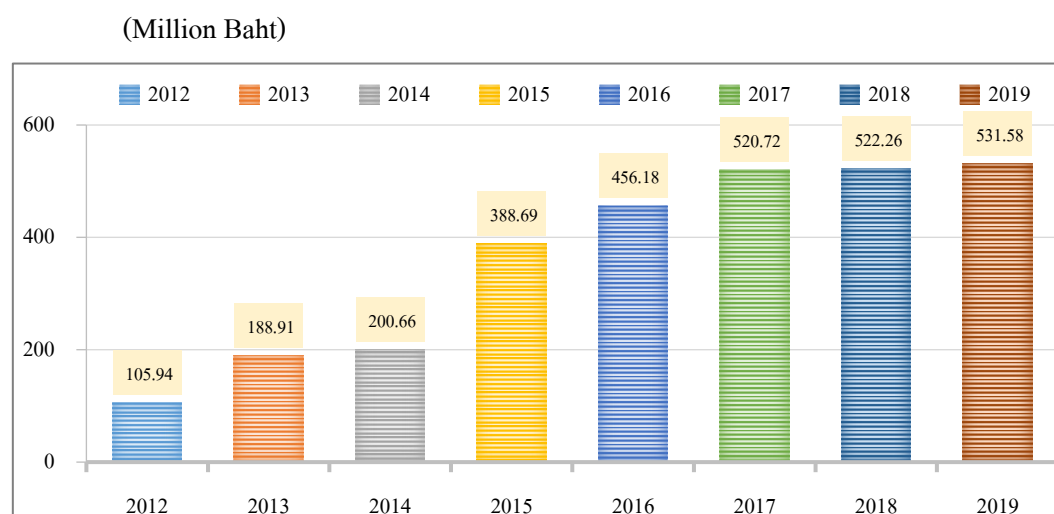
Note: Exchange rate 1 US\$ = 31.05 Baht

Source: Ministry of Tourism and Sports, Thailand, 2020

Furthermore, the increase in Thailand tourism receipts from international tourists from 2015 to recently was significant due to the intensification in revenues earned from Chinese tourist arrivals. Compared foreign tourism receipts gained from tourists in different countries of residence recently in 2019. Chinese tourists' spending paved Thai tourism to fling up the total passes of 1.9 trillion baht while they surged the most extraordinary proportions of this grand total than the other countries with 531,576.65 million baht, accounted for 28%. In the meantime, the other 72% of the total foreign tourism receipts occupied by tourists' revenues from Europe (23%), ASEAN (18%), Rest East Asia (13%), The Americas (6%), South Asia (5%), Oceania (3%), Middle East (3%), and Africa (1%) (see Figure 1.10).

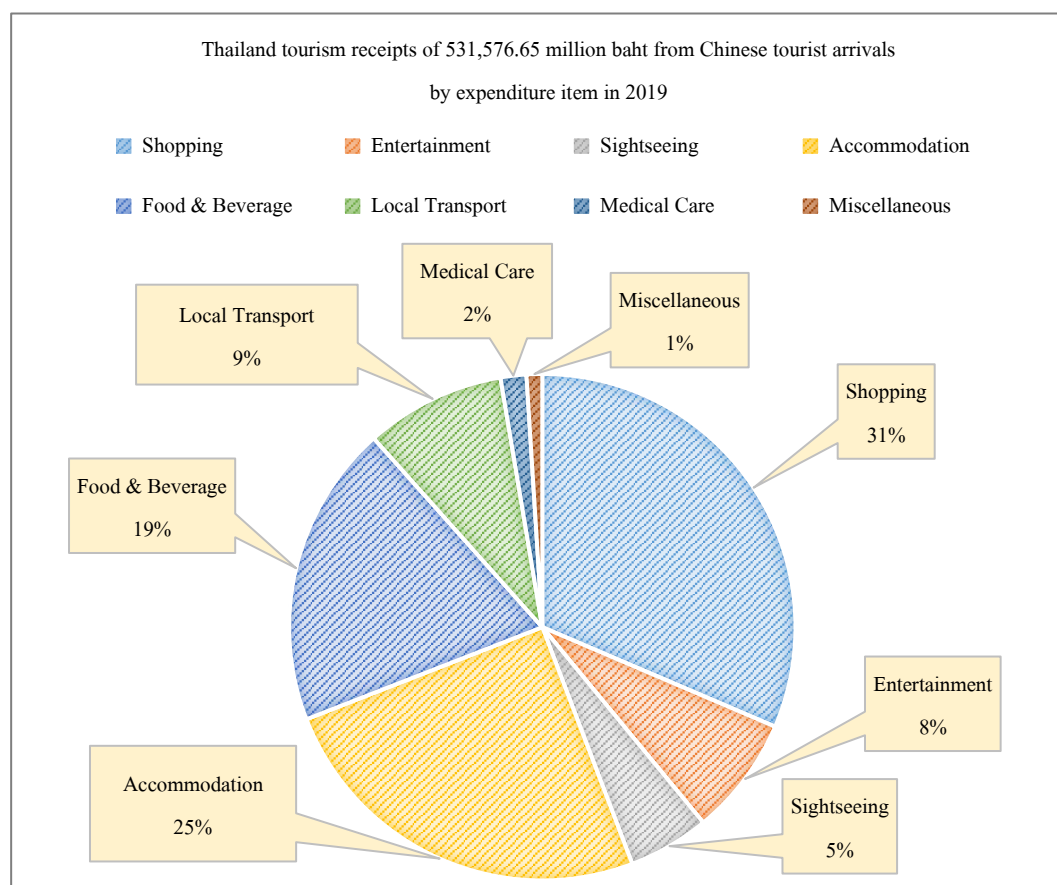
As mentioned earlier, the increase in Chinese tourists visiting Thailand since 2012 was a crucial factor in the country's growing number of foreign tourists. Moreover, they were the key payers who paved the way for Thailand to generate higher annual international tourism revenues. In 2012 they generated 105,943.91 million baht (11% of the total). 2013 was 188,912.67 million baht (16% of the total). 2014 was 200,658.69 million baht (17% of the total). 2015 was 388,694.10 million baht (27% of the total). 2016 was 456,183.67 million baht (28% of the total). 2017 was 520,722.39 million baht (28% of the total). 2018 was 522,264.78 million baht (28% of the total), and 2019 reached up to 531,576.65 million baht (28% of the total) (see Figure 1.11).

Figure 1.11 Thailand tourism receipts from Chinese tourists arrivals as of 2012 to 2019



Source: Ministry of Tourism and Sports, Thailand, 2020

Figure 1.12 Thailand tourism receipts from Chinese tourists arrivals by expenditure item as of 2019 (Million Baht)



Source: Ministry of Tourism and Sports Thailand, 2020

Chinese tourists' arrivals during 2019 generated 531,576.65 million baht to Thailand tourism receipts. Based on Chinese tourists' expenditure items, the highest proportion was 31% surged through their shopping of 167,050.69 million baht. The secondary was spent on accommodation 132,141.87 million baht accounted for 25%. The third item was paid out for food & beverage 102,743.52 million baht, which accounted for 19%. The fourth most significant expenditure, 47,566.43 million baht, was poured for local transportations and accounted for 9%. The fifth item was discharged for seeking entertainments 40,421.47, accounted for 8%. This follows by spending for sightseeing 27,583.63 million baht, which accounted for 5%. The rest three percent were distributed through medical care, 8,748.50 million baht accounted for 2%, and miscellaneous 5,320.54 million baht, which was 1% of the grand total (see Figure1.12).

The information revealed indicates the prominence of the Chinese inbound tourism market in the Thai tourism industry recently. Accordingly, China was arguably the most critical country in generating tourists and foreign tourism receipts for Thailand than other Asian countries and even any country worldwide. By the way, the high number of Chinese tourists' arrivals to Thailand and their expenses have played a key role in bolstering the state's economy. Stimulate employment and income distribution across the country. Besides, it has helped develop the Chinese inbound tourism market to Thailand became a major driving force in its economy.

Reason of Thailand is popular among Chinese tourists

Several factors attract worldwide' travelers to visit Thailand. However, Chinese traveler is the most visitor arrivals to the kingdom recently. The number of Chinese traveling to Thailand has increased steadily every year since 2012. By the way, Thailand is a tropical country with tropical climates, atmospheres, and abundant natural beauty. The country presents a ray of beautiful sunshine, a breath of air, and cozy atmospheres. The diversity of attractions such as natural attractions, historical attractions, cultural attractions, man-made attractions, etc., as visitors can enjoy various activities at each place. A wide range of activities such as recreational activities, health and wellness, weddings and honeymoons, sports tourism, local experiences, etc. Besides, Chinese tourists recognized Thailand as an economic destination with skillful service qualities, friendly local people, and good value for money (Agoda.com, 2019; Sasitorn Chetanont, 2015; Zhang Xiaoli, 2012). As a result, Thailand became the most popular outbound destination among Chinese travelers recently.

Most popular Thailand's destinations among Chinese tourists

Since 2000, the Chinese have been paying importance to celebrate the Golden Week National Day, which spans 7 - 8 days a year. They take a break from the hustle and bustle of everyday life and turn to enjoy leisure activities, traveling to neighboring countries also a popular activity during a period. Ctrip.com, China's largest online travel agency, revealed that Thailand was the top-ranked Chinese outbound destination during National Day Golden Week in October 2018. These were followed by Japan, Hong Kong SAR, Vietnam, Singapore, Taiwan, and South Korea. Narrow down to Thailand's most popular destinations for Chinese travelers in the meantime, and there were Bangkok, Pattaya, Phuket, and Chiang Mai, respectively. Furthermore, Agoda (OTA online travel agency) is one of the world's fastest-growing digital

travel companies headquartered in Asia. Has revealed the top ten Thailand most popular destinations for Chinese tourists during National Day Golden Week, 1 - 7 October 2017 to 2019 based on booking data was collated for 1 - 7 October 2017, 2018, and 2019. During three consecutive years, Bangkok was the most popular city, followed by Chiang Mai and Phuket vying for second and third, respectively. However, in 2019 Phuket ranked as the second most popular Thailand destination for National Day Golden Week in October (Agoda.com, 2019). The island offers much more than a sea sun sand destination as there was a wide range of attractions and activities to enjoy. The summary of the top ten destinations in Thailand for Chinese travelers during the Golden Week holiday as of 2017 to 2019 presents in Table 1.1.

Table 1.1 Top 10 destinations in Thailand for Chinese travelers during the Golden Week holiday as of 2017 to 2019

Top 10 destinations in Thailand for Chinese travelers during the Golden Week holiday as of 2017 to 2019			
Rank	1-7 October 2017	1-7 October 2018	1-7 October 2019
Top1	Bangkok	Bangkok	Bangkok
Top2	Chiang Mai	Chiang Mai	Phuket
Top3	Phuket	Phuket	Chiang Mai
Top4	Pattaya	Pattaya	Koh Samui
Top5	Krabi	Krabi	Pattaya
Top6	Koh Samui	Koh Samui	Krabi
Top7	Pai	Hua Hin/ Cha-am	Koh Lanta
Top8	Koh Chang	Pai	Hua Hin/ Cha-am
Top9	Koh Lanta	Koh Lanta	Koh Lipe
Top10	Hua Hin/ Cha-am	Koh Lipe	Pai

Note: Agoda booking data was collated for 1-7 October 2017, 2018, and 2019.

Source: Agoda.com, 2019

General information of Phuket Province

Phuket is the only province in Thailand with islands territory. It contains the island of Phuket, Thailand's largest island, and 39 other satellite islands close to its coast. The location is in the southern region, off the western coast of Thailand in the Andaman Sea. By the way, it is roughly 862 kilometers south of Bangkok, the capital city of Thailand's Kingdom. In the north of Phuket Island, Sarasin Bridge directly connects to Phang Nga Province, the only land route with access to the mainland. To the east, it borders Phang Nga Bay, and next is Krabi Province, which is regarded as another neighboring city. The Andaman Sea surrounds the south and west coasts. The island has an area of 576 km² (222 sq mi), the length longest 50 km (31 mi), and the largest width 20 km (12 mi) (phuket.go.th, 2018; Wikipedia, The Free Encyclopedia, 2021)

Phuket province consists of three districts with seventeen sub-districts divided into one hundred and four communities. Recently, the capital of Phuket province is located in Mueang Phuket District. Most populations live in this district, which accounted for 140,045 households and 242,821 people. The area regarded as the second largest from Thalang District comprises eight sub-districts, shared to be forty-four villages. The territory of Thalang Districts is considered the largest of wide range, which encloses six sub-districts separated into forty-six communities. When focusing on the number of households and populations living in the area, a district is considered secondary from Muang district, consisting of 65,609 households with 101,946 people. Since then, Kathu District has the smallest size in terms of territory and population. Kathu District's geographical area is located in the middle of the island, consisting of three sub-districts, fourteen communities, 41,817 households, and 57,250 people. Consequently, the total household and population in Phuket Province accounted for 247,471 households with 402,017 people. A total of 211,798 people accounted for females, and 190,219 people are males (Department of Provincial Administration Registration, 2017).

Phuket is a tropical island with a tropical monsoon climate feature (Wikitravel, The Free Travel Guide, 2020). Weather conditions throughout the year, widely between hot, warm, cool, rainy, and humid. In fact, it was never actually too cold. Generally, there was classified into two main seasons, high season and low season, or known as monsoon season. The high season is the period between November to February. There was raining slightly in November

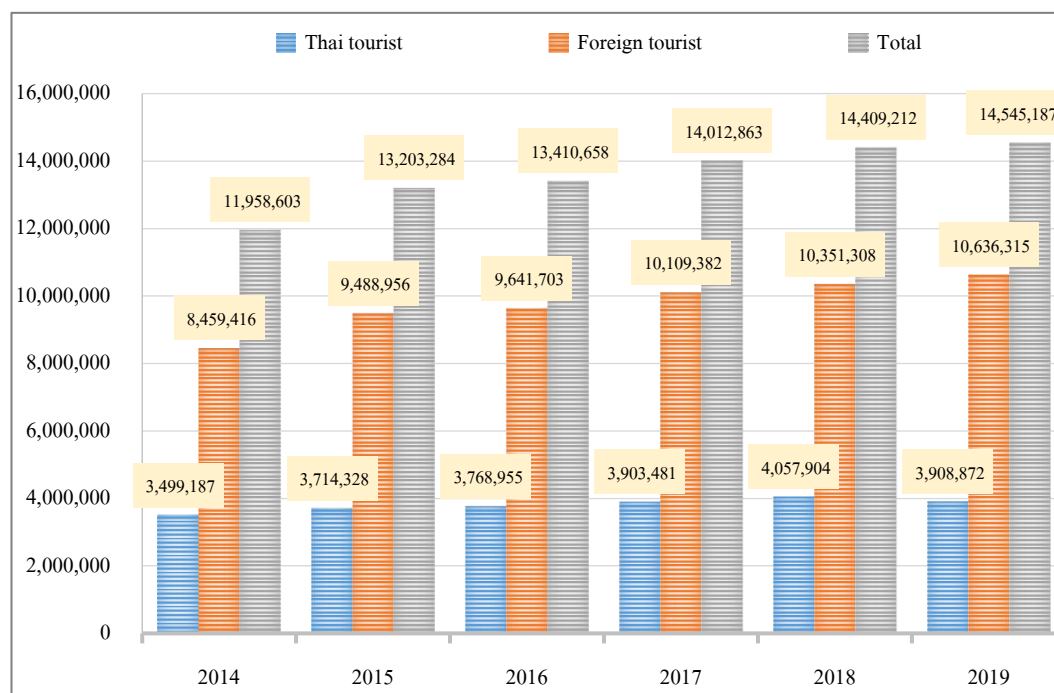
then steadily changing to be cool in December. Finally, it turned to be good conditions of beautiful sunshine in February after the weather remained and became quite hotter in March until May. Approximately started from the middle of May is noticed as monsoon season which goes on until October. The wind changes directions, raining begins again during the season, and the islands become greener everywhere. This is overall Phuket's weather every year (Phuket.Net, 2018; Phuket Holiday Guide, 2018; Wikitravel, The Free Travel Guide, 2020)

The island is well-known as a sea-sun-sand destination. The tourism industry is regarded chiefly as economic growth machinery and inferior to a province's income source. Phuket Island is one of many places with the most diverse cultures. In fact, Phuket has long been one of Thailand's most popular holiday destinations among Thai and foreign visitors. It is one of the world's most visited destinations, especially during the high season from October to May. However, typically most tourists flocked from all over the world during the peak season, generally starting from November to February, particularly for Christmas, New Year, and Chinese New Year Golden Week. The tourist arrivals on the island swell to over a million people during these times.

Phuket Province offers much more than a tropical island destination, beaches, national parks, and abundant natural beauty. Still, there is a wide range of attractions available such as tourist spots, entertainment sites, shopping malls, markets, old towns, historical buildings, etc. Besides, Phuket allows travelers to enjoy a wide range of various activities on the land, sea, and even in the air, such as recreational and entertainment activities, excursion tours, wedding and honeymoon, health and wellness, gastronomy tourism, sports tourism, and many more to discover. Apart from that, a wide range of several local experiences is also another attractive factor.

Accordingly, the number of domestic and international visitor arrivals in Phuket Province grows steadily year on year. Lately, a total of 39.92 million foreign travelers entered Thailand in 2019, and 10.64 million people flew to the holiday island of Phuket. In fact, there a total of 14.55 million people entered the island while foreign travelers exceed over 10 million people. During the past five years, international visitors increased continuously, when it was 8.46 million people in 2014 (see Figure1.13).

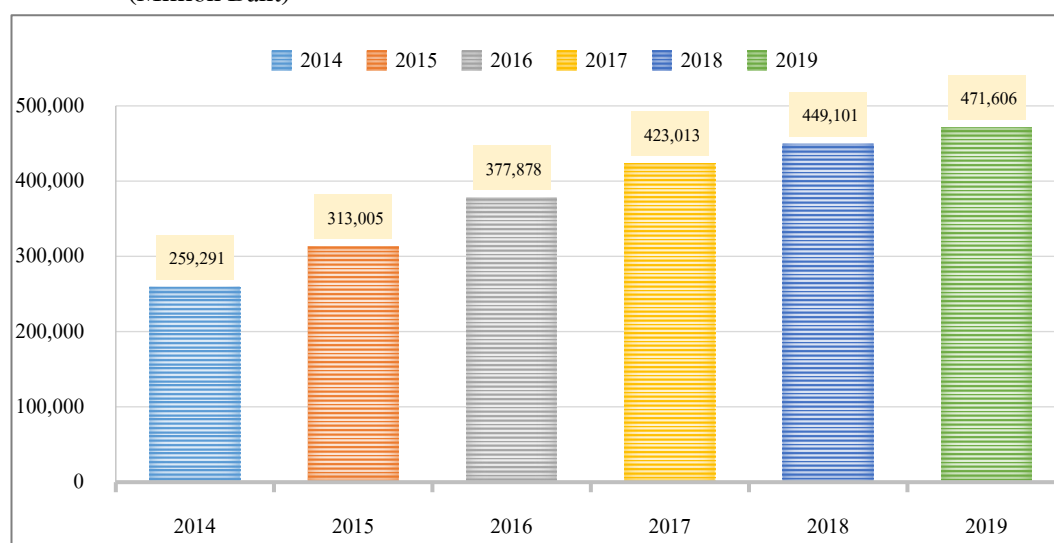
Figure 1.13 Visitors arrivals to Phuket Province as of 2014 to 2019



Source: Marine Office 5TH Phuket Branch, 2020, Ministry of Tourism and Sports, Department of Tourism, 2020, The Civil Aviation Authority of Thailand, 2020, as cited in The Phuket Provincial Office of the National statistical Office (NSO), 2020

Figure 1.14 Tourism receipts from visitor arrivals to Phuket Province as of 2014 to 2019

(Million Baht)



Source: Ministry of Tourism and Sports, 2020; The Phuket Provincial Office of the National Statistical Office (NSO), 2020

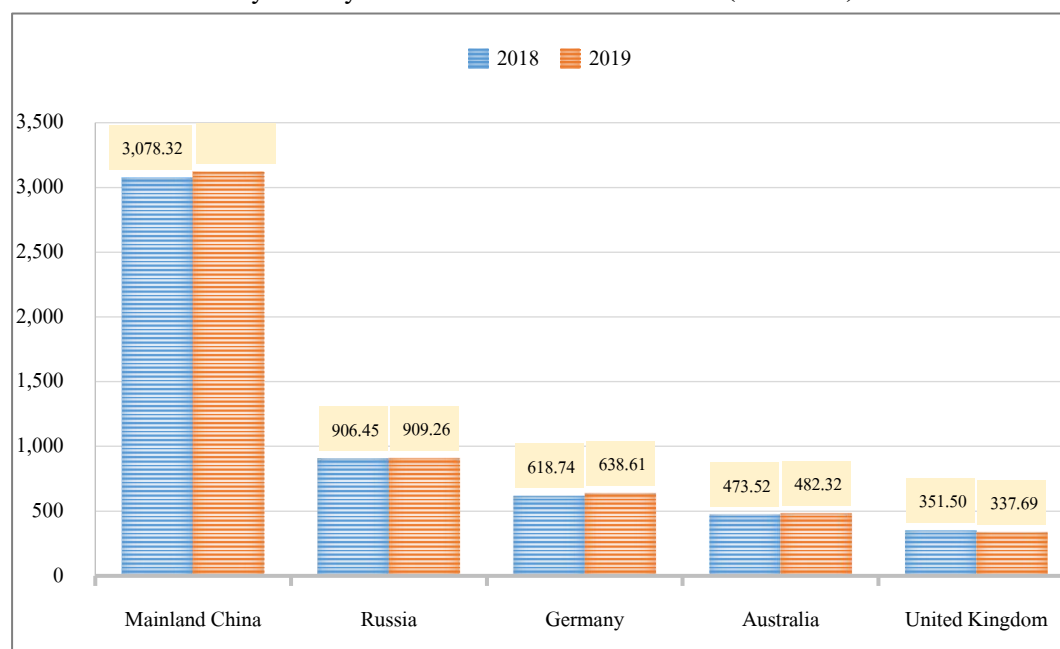
By the way, there was not only growth in the number of visitor arrivals to Phuket, while its tourism receipts do so. In 2019, Thailand earned tourism receipts from tourist arrivals to the Kingdom 1,911,807.95 million baht, and almost a quarter accounted for 24.67% of the total surged by Phuket Province. The 471,606 million baht were a grand total of Phuket's tourism receipts in 2019, and figures presented that in five years, tourism in the province had grown incessantly as its revenue received double when it was 259,591 million baht in 2014 (see Figure 1.14).

The expansion of the Chinese inbound tourism market to Phuket Province

The top five international tourist arrivals at accommodation establishments in Phuket Province by country of residence in 2018 and 2019, most tourists were from mainland China followed by Russia, Germany, Australia, and United Kingdom, respectively. Recently in 2019, Chinese tourists were 3,118,901 people, Russia 909,261 people, Germany 638,609 people, Australia 482,320 people, and United Kingdom 337,691 people. It is especially noteworthy that only Chinese tourists exceeded three million while the other second, third, fourth, and fifth nationalities do not even reach a million. Chinese guests remained in the top rank with the outstanding number more than threefold greater than the four other countries during these past two consecutive years (see Figure 1.15).

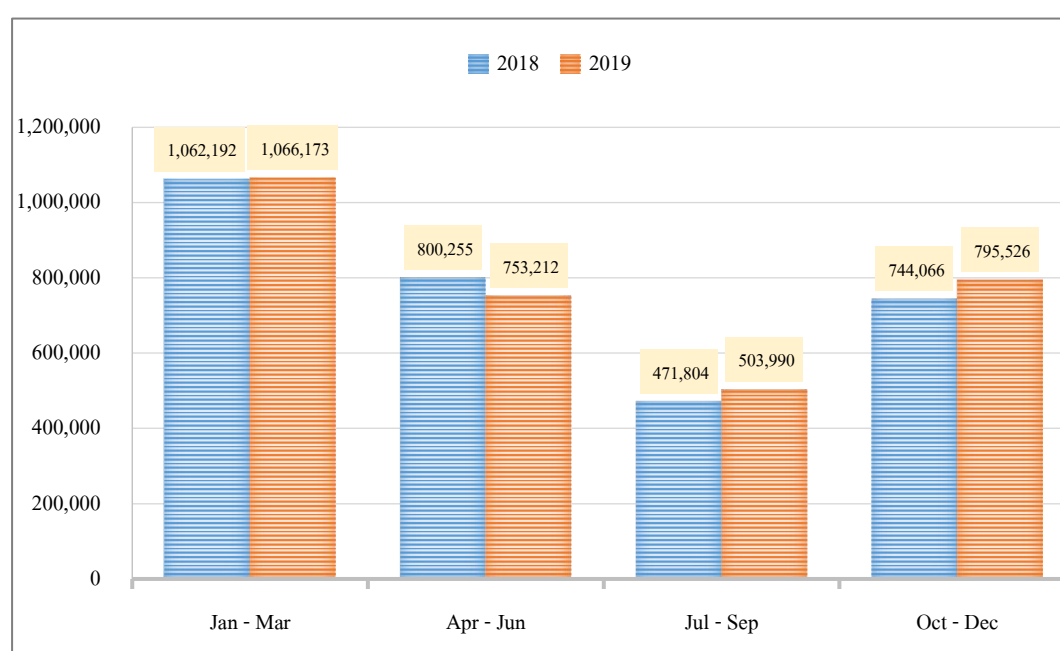
The Ministry of Tourism and Sports of Thailand 2020 reported that the number of Chinese tourists arriving at accommodation in Phuket in 2018 and 2019 was the highest in the first three months of the year, from January to March. There were next, followed by the last quarter between October and December. At the same time, the second and third quarters between January to March and July to September are the third and fourth most popular travel times for Chinese travelers (see Figure 1.16). Such information partially corresponds to Figure 1.5 outbound travel plans of Chinese consumers as of 2018 revealed by China tourism Academy, 2019 and Dragon Trail International, 2019. With content that Chinese people, 92% exposed that they plan to travel abroad during 2018. There were 25% plans to take journeys during Chinese New Year Golden Week in February, 14% during summer school holidays in July to August, 5% during National Day Golden Week in October, and 48% another time during the year. However, 8% of Chinese people had no plans to travel abroad this year (see Figure 1.5).

Figure 1.15 Top 5 international tourist arrivals at accommodation establishments in Phuket Province by country of residence as of 2018 to 2019 (Thousand)



Source: Ministry of Tourism and Sports Thailand, 2020

Figure 1.16 Chinese tourist arrivals at accommodation establishments in Phuket Province between January to December as of 2018 and 2019 (Thousand)



Source: Ministry of Tourism and Sports, Thailand, 2020

The impacts of the Chinese inbound tourism market in Phuket Province on residents

Accordingly, the statistical number figured out that the most visitors arrivals to Thailand during the last decade significant due to Chinese travelers. The Chinese inbound tourism market to Thailand had grown dramatically year on year. Phuket Province is one of most of Thailand's holiday destinations among Chinese tourists. It contributed to the market expansion of Chinese inbound tourism in Phuket. The circumstances impact both positively and negatively on the province. Widely the phenomenon presented economic impacts positively than socio-cultural and environmental perspectives to the island and its residents.

Positive impacts on residents

The market expansion presents several economic advantages to the province and residents, such as generate more tourism-related revenue for Phuket's tourism industry. Attract more investments to Phuket. Increase employment opportunities for residents. Generate higher incomes for residents. Provide more new business opportunities for residents. Improve public utility infrastructures in Phuket, such as roads, electricity, and water supply. Local entrepreneurs in the community improve products/services to welcoming Chinese tourists.

Further to favorable socio-cultural consequences, such as promote cultural exchanges between residents and Chinese tourists. Residents have more knowledge about Chinese culture and language. Residents are adapt more to the arrival of Chinese tourists in the community. The government promotes and supports the Chinese inbound tourism market in the community. The government has more policies to handle issues arising over the Chinese inbound tourism market in the community. Chinese tourists have more knowledge about local culture/Thai culture. Chinese tourists adapt more to local culture/Thai culture. Residents are proud that the community regards as a popular destination among Chinese tourists.

In terms of positive environmental impacts, such as improve the better landscape and surrounding appearance of Phuket, especially in popular tourist attractions. Increase in varieties of recreational facilities, products, and services in the hospitality and tourism industry of Phuket. Promote protection and conservation of natural resources/environments in the community, such as encouraging better environmental planning/management, enhancing environmental awareness. Improve rules and regulations to protect and conserve the natural resource/environment of Phuket Province in the long term.

Negative impacts on residents

In the meantime, there were several unfavorable circumstances attached. In terms of economic impacts, for example, increase the number of non-residents in Phuket. Increase the competition of job employments between residents and non-residents. Increase the prices of products and services in Phuket Province, such as real estate prices. Generates “Zero-Dollar Tours” problems in the community. Declines in the number of tourists (non-Chinese) from other nationalities. Declines in incomes earned from tourists (non-Chinese) other nationalities.

Negative socio-cultural impacts, for example, residents have less privacy. Disturb to the community and residents, such as talking loudly, jumping queues, pushing others, smoke in public, spit in public, littering carelessly, etc. Create chaos from the lack of respect to the rules in tourist attractions and places such as government offices and schools. Increase the number of Chinese establishments businesses and work illegally in the community such as tour guides, photographers, setting tour companies, hotels, and others, using fake documents like Thai national identifications card. Culture - Traditions are offered more commercially, and the virtual tradition has formed to attract Chinese tourists, such as selling Thai Buddha amulets in the temples. Increase crime, commercial sex business, prostitution, drugs, gambling, and theft in the community. Residents have less safety and security in the life and properties.

Negative environmental impacts, for example, increase the physical effects from tourism developments and tourism activities on ecosystems, such as constructing recreational and entertainment facilities through nature destruction, marine activities tours, and adventure activities tours in the forest. Increase overcrowding of traffic congestion/traffic jams in Phuket. Increase accident rates on the roads and traffic problems in Phuket. Increase pollution in various fields, such as marine pollution, water pollution, water pollution, air pollution, noise pollution, solid waste, and other environmental infections.

The revealed impacts have influenced residents’ perceptions and attitudes towards the market expansion of Chinese inbound tourism in Phuket differently. Accordingly, individual residents might exhibit different perceptions and attitudes to give or refuse to support the market development. However, residents’ perceptions and attitudes are complicated as they are not restricted only, but they depend on several factors.

Besides, residents themselves are also essential critical effects on Chinese tourists to perceive Phuket Province and its residents' images either positively or negatively. Then it may convince tourists' decision to visit Phuket. Accordingly, the state of problems should be speculated, which means the sustainable development of the Chinese inbound tourism market in Phuket is necessary for mitigate negative impacts and maximizing positive consequences. Like that, it will encourage harmony among stakeholders, tourists, residents, private sectors, and public sectors to live on the islands together happier.

1.2 The significance of residents' attitudes towards the sustainable tourism developments in the community

Residents are regarded as significant primary factors for the tourism industry when considering and administrating the economic, socio-cultural, and environmental stages to form tourism development in any locality (Andereck & Vogt, 2000; Andereck & Nyaupane, 2011; Kim, Uysal & Sirgy, 2013). Therefore, investigating the perceived tourism impacts on residents and knowing their attitudes towards supporting tourism development is necessary for its sustainability. Vargas-Sanchez, Plaza-Mejia & Porrás-Bueno (2008) claimed that understanding residents' attitudes towards tourism development in the area minimize negative impacts in maximizing support for tourism initiatives. According to Andereck & Vogt (2000) and Andereck & Nyaupane (2011), understanding residents' perceptions of tourism impacts consider as encouraging residents to be involved in the planning of tourism development, which will lead the community to succeed in sustainable tourism development. Collaboration from every stakeholder, including residents, is virtually an essential requirement for tourism development in any area (Vargas Sanchés et al., 2008). Furthermore, Nunkoo & Ramkissoon (2011) claimed that residents' perceptions and attitudes towards tourism impacts are essential during the preliminary process of tourism policy-making and planning in the community. Apart from that, emphasizing residents' perceptions and attitudes is essential for designing tourism development in order to obtain more positive attitudes from residents and attract more tourists to visit the community (Andriotis & Vaughan, 2003; Diedrich & García-Buades, 2009; Gursoy, Jurovski & Uysal, 2002; Ritchie & Inkari, 2006). The tourism industry will be more prominent if it recognizes the reasons residents give or refuse to cooperate in tourism development in their communities. It is precious

and valuable for the design of tourism development. Besides, offering quality tourism, which means increasing residents' interests, is essential to mitigate adverse impacts (Gursoy et al., 2002). Consequence, sustainable tourism development planning habitually required residents' participation and support at all development stages.

In terms of getting residents involved in tourism development, residents' positive attitudes towards tourism in their community are extremely important. If not as follows, residents may uncover their feeling unhappily or unsatisfied. The critical is that the negative attitudes of residents towards support tourism development in the community. In fact, it is potentially passed on to tourists who, in rotation, can be unenthusiastic about making a journey to the locality where they feel unpleasant. Moreover, the willingness to participate or work in the tourism industry of residents will be drop. Then, there will be just a small number of entrepreneurs and innovation initiatives, and finally, interactions between residents and tourists may also likely be unfavorable. In short, since residents' cooperation is a critical component of sustainable tourism. Therefore, the elite aim of success in sustainable tourism development propaganda in the locality is to understand the residents' perceptions and attitudes as locals' reactions to the tourism industry is significant as a tourism material. Besides, it probably leads to ease of reach residents' support inclination for administrating the local' tourism development plan, which will further benefit the community while mitigating adverse effects (Akis, Peristianis & Warner, 1996).

Most previous studies conducted in Phuket Province have emphasized residents' attitudes towards tourism development in a given area. However, no research regarding residents' attitudes towards the market expansion of Chinese inbound tourism has been conducted within Phuket's context so far. Therefore, in an effort to fill this gap, the main objective of this study is to explore residents' perceptions and attitudes on the expansion of the Chinese inbound tourism market in Phuket Province. It is the most booming market in the local tourism industry lastly and constantly absorbs changes in several aspects to its residents. Indeed, this study aims to explore what and how residents are affected. Overall, it has either a positive or negative effect on them. And finally, how residents shape their attitudes towards supporting this market's development.

1.3 Research Objectives

This study aims

1) To examine tourism impacts on residents regarding the market expansion of Chinese inbound tourism in Phuket Province in the field of economic, socio-cultural, and environmental perspectives.

2) To investigate residents' perceptions and attitudes towards tourism impacts regarding the market expansion of Chinese inbound tourism in Phuket Province in the field of economic, socio-cultural, and environmental perspectives.

3) To investigate residents' attitudes towards supporting the market development regarding Chinese inbound tourism in Phuket Province.

1.4 Research Questions

1) What are the impacts on residents regarding the market expansion of Chinese inbound tourism in Phuket Province in the field of economic, socio-cultural, and environmental perspectives?

2) What are residents' perceptions and attitudes towards tourism impacts regarding the market expansion of Chinese inbound tourism in Phuket Province in the field of economic, socio-cultural, and environmental perspectives?

3) What are residents' attitudes towards supporting the market development regarding Chinese inbound tourism in Phuket Province?

1.5 Research conceptual framework

This study investigates residents' perceptions and attitudes towards the expansion of the Chinese inbound tourism market in Phuket Province in the field of economic, socio-cultural, and environmental perspectives. Also, residents' attitudes towards supporting the market development. The first aim to examine tourism impacts from this market expansion that residents perceive. The second is to investigate residents' attitudes and perceptions towards the perceived tourism impacts from this market expansion. Finally, the last purpose is to investigate residents' attitudes towards supporting the market development.

The conceptual framework emphasizes residents' perceptions of tourism impacts and attitudes towards supporting the development regarding the Chinese inbound tourism market in Phuket as the primary purpose. The resident is a significant preliminary factor for the tourism industry when considering and managing economic, socio-cultural, and environmental factors staged to forming tourism development in any area (Andereck & Vogt, 2000, Andereck & Nyaupane, 2011; Kim et al., 2013). In fact, residents' perception of the stability between costs and benefits of tourism is imperative and positively reflects local visitors' satisfaction. Moreover, it plays a role in the prosperity of local' sustainable tourism development campaign since it latently paves an optimized perspective among host-guest and attracts more tourists visiting locals (Andriotis & Vaughan, 2003; Gursoy et al., 2002; Ritchie & Inkari, 2006). Furthermore, Chen (2015) stated that sustainability of tourism development primarily requires sympathy from local people as the dominant towards their supporting tourism development in the community. Thus, understanding the perceived tourism impacts on residents in economic impacts, socio-cultural impacts, and environmental impacts are associated. By the way, it is significant to understand components of attitudes philosophy and combinations of factors influencing residents' attitudes. Besides, reaching the conditions and the degree to which they assess whether the tourism development program is positive or negative to their livelihood and community is equally essential.

This study proposed the twenty socio-demographic characteristics as the first group of *independent variables* and factors influencing residents' perceptions to explain the variations in their perceptions of impacts and attitudes of supportive advocacy regarding the market expansion of the Chinese inbound tourism in Phuket province. There are diverse factors influencing residents' perceptions and attitudes revealed through previous studies, including gender, age, marital status, educational level, occupation, average monthly income, economically dependent on tourism, and economic involvement in tourism (Akarapong Untong, Mingsarn Kaosa-ard, Vicente Ramos, Korawan Sangkakorn and Javier Rey-Maqueira., 2010; Andereck & Nyaupane, 2011; Buakhao & Weerakit, 2012; Chen, 2016; Esmat Zaidan & Jason F. Kovacs, 2017; Grace Siu, Louisa Y.S. Lee & Daniel Leung, 2013; Gursoy, Chi & Dryer, 2010; Korawan et al., 2017; Kuvan & Akan, 2005; Lankford & Howard, 1994; Lankford & Howard, 1994; Látková & Vogt, 2011; Long & Kayat, 2011; McGehee & Andereck, 2004; Nunkoo & Gursoy

2012; Petrzelka, Krannich, Brehm & Trentelman, 2005; Rasoolimanesh, Jaafar, Kock & Ramayah, 2015; Soontayatron, 2010; Wang & Pfister, 2008; Ward & Berno, 2011).

Besides these general factors, other more specific factors should be considered, includes English communication skills, Chinese communication skills (developed by an advisor and a researcher), Thai citizens with ethnic Chinese ancestry, a native resident of the area, length of residence, and area of residence (Akarapong et al., 2010; Andereck & Nyaupane, 2011; Buakhao & Weerakit, 2012; Chen, 2016; Grace Siu et al., 2013; Gursoy et al., 2010; Korawan et al., 2017; Látková & Vogt, 2011; Long & Kayat, 2011; Pulina, Meleddu, & Chiappa, 2013; Rasoolimanesh et al., 2015; Soontayatron, 2010). Apart from that, spotlight some more specific characteristics, for instance, type, degree of interaction/contact/social relationship, and amount/frequency between residents - tourists relevantly expedient in investigating residents' perceptions and attitudes (Andereck & Nyaupane, 2011; Chen, 2016; Grace Siu et al., 2013; Korawan et al., 2017; Soontayatron, 2010; Ward & Berno, 2011). Accordingly, more than the individual senses and varieties factors, socio-demographic characteristics mentioned earlier could intensity influence residents' perceptions and attitudes towards impacts regarding the market expansion of the Chinese inbound tourism in Phuket Province significantly different either positively or negatively. Apart from that, it could be further differenced potentially affects their attitudes towards supporting tourism development in the area as well.

The tourism impacts from the market expansion of the Chinese inbound tourism in Phuket on residents were proposed as *dependent variables* when residents' socio-demographic characteristics were *independent variables*. Tourism impacts consist of fourteen economic impacts, fourteen socio-cultural impacts, and nine environmental impacts mainly developed from several previous studies, while several news and articles were also reviewed. Onward, it made sense that residents with different socio-demographic characteristic backgrounds would potentially demonstrate their perceptions of tourism impacts differently. Hence, it can appear to be optimistically or adversely.

Furthermore, after residents perceived those three tourism impact dimensions, then they would be further processed and extracted in the form of overall perceptions and attitudes towards this particular market expansion positively or negatively. Consequently, the

study proposed residents' overall perceptions and attitudes both positively and negatively as other *dependent variables*.

Finally, if residents perceived positive tourism impacts, they would demonstrate an overall attitude positively and incline to support the market development. On the other hand, if residents perceived negative consequences, they might negatively exhibit general attitude and potential support less or even refuse the market development support advocacy. Accordingly, this study proposed residents' attitudes towards supporting the market development of Chinese inbound tourism in Phuket Province as a primary *dependent variable*.

Several earlier tourism studies applied the social exchange theory to explain residents' attitudes towards tourism development in the community (Akarapong et al., 2010; Andereck et al., 2005; Andereck & Nyaupane, 2011; Ap, 1990; Chen, 2016; Grace Siu et al., 2013; Gursoy et al., 2002; Haobin Ye, Qiu Zhang, Huawen Shen & Goh, 2014; Jurowski, Uysal & Williams, 1997; Ko & Stewart, 2002; Látková & Vogt, 2011; McGehee & Andereck, 2004; Nunkoo & Ramkissoon, 2012; Nunkoo, Smith & Ramkissoon, 2013; Perdue, Long & Allen, 1990; Long & Kayat, 2011; Rasoolimanesh et al., 2015; Sharpley, 2014; Wang & Pfister, 2008; Yoon, Gursoy & Chen, 2001). This research's main objective was to study residents' perceptions and attitudes towards the Chinese inbound tourism market expansion in Phuket. Therefore, this conceptual framework also applied social exchange theory to explain residents' attitudes towards the particular market.

Social Exchange Theory was major contributed by an American sociologist named George Caspar Homans (1910 - 1989). However, there were other developers of this theory worth mentioning include John W. Thibaut (1917 - 1986), Peter M. Blue (1918 - 2002), and Harold H. Kelley (1921 - 2003) (Emerson, 1976). Additionally, Richard Marc Emerson (1976) was another developer included (Boley et al., 2014, as cited in Rasoolimanesh et al., 2015). This theory study cognition and social behavior in the interaction between two or more social groups, assessing the exchange process based on economics, sociology, and psychology. Relationships arise through analysis or weighing of costs minus potential benefits. Meanwhile, the rewards can be materials, financial gains, social statuses, and emotional efforts. Relationships will form if exchanging is reciprocated for each other, and it will commit if the outcome is profitable. On the other hand, this theory suggests that if the exchange process involves a higher

cost or relational effort than the benefits or rewards that will receive, then the relationship may be failed, rejected, and may not eventually form (Boley et al., 2014, as cited in Rasoolimanesh et al., 2015; Emerson, 1976; Homans, 1961).

Substitution of the social exchange theory to this study explains the process of social exchange between residents' perceptions and attitudes towards the market expansion of Chinese inbound tourism in Phuket. It means that residents who more potentially benefit from this market expansion would perceive more positive impacts than negative impacts and would be more likely to be involved in the social exchange process of this market's development than those who do not (Ap, 1992; Jurowski et al., 1997; Rasoolimanesh et al., 2015). However, earlier studies revealed various factors influenced different outcomes after weighing the costs and benefits expressed through residents' perceptions and attitudes. Apart from personal socio-demographic characteristic, several previous studies stated factors that affect residents' perceptions and attitudes towards tourism development. It consists of economic gains, social values, environmental attitudes, available tourism resources in communities that residents can utilize, and quality of life (Akarapong et al., 2010; Andereck & Nyaupane, 2011; Gursoy et al., 2002; Rasoolimanesh et al., 2015). Meanwhile, several scholars claimed the perceived impact of tourism influences residents in three basic cost-benefit categories: economic, environmental, and socio-cultural (Akarapong et al., 2010; Andereck et al., 2005; Buakhao & Weerakit, 2012; Dyer et al., 2007; Grace Siu et al., 2013; Kim et al., 2013; Rasoolimanesh et al., 2015; Vargas-Sánchez et al., 2008; Yoon et al., 2001; Sharpley, 2014). However, this study has summarized the content of those factors mentioned earlier. The differences in residents' perceptions and attitudes towards tourism development would be influenced through personal perceived tourism impacts in three features: economic, socio-cultural, and environmental impacts. Consequently, residents, who benefited or believed that the market expansion would contribute to profitability to their well-being and community throughout these three benefit categories they would perceive this phenomenon rather optimistically than adversely. After, it would lead to their overall impacts perceptions from the market expansion of Chinese inbound tourism in the community rather positively than negatively. Finally, they would be more inclined to support the market's development than those who do not (Rasoolimanesh et al., 2015).

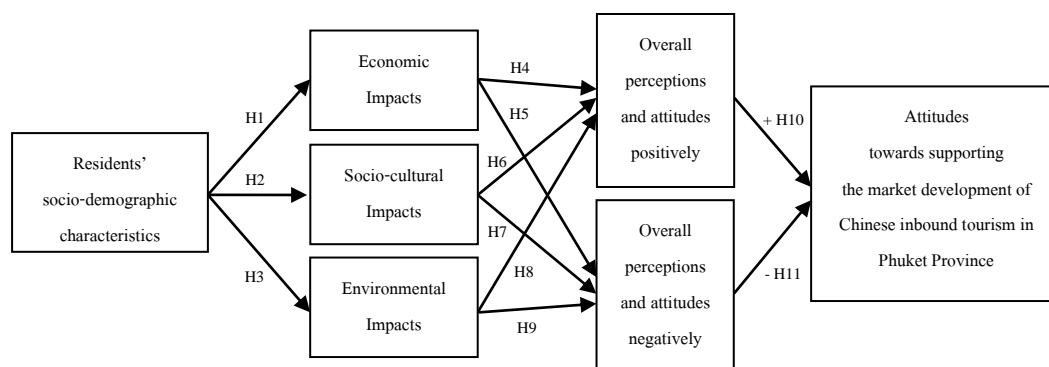
In addition, since this study primarily concerns residents' attitudes accordingly, attitude components were another essential constitutive. Eagly & Chaiken (1993) stated that the attitude components are cognitive, affective, and behavioral. In concise, the cognitive portion centered on individual beliefs, thoughts, or opinions. Further, the existence of subjective emotions and feelings is a connection drew within the affective component. The last element, the behavioral trait, concerns the action tendency or the predisposition to behave towards an attitude. It correlated with sensations, consciousness, and reason. The behavior pattern occurs when a person is ready to respond to events or things.

The philosophy of attitudes explains how residents shape their attitudes towards supporting tourism development in the community. The first component is cognitive, which holds that residents who perceive the overall impacts of the Chinese inbound tourism market expansion more positively rather than negatively. Therefore, they justify their action agreed with the development of this market, believing it would be beneficial in some way. The second component is affective, which holds that a resident may say overall I positively perceived impacts from the market expansion and would like to support this market development because it contributed to benefits rather than costs. The last component is behavioral. Residents who perceive the overall impact of this market expansion positively rather than negatively will react more responsive and cooperative to optimistic supporting this market's development than those who do not. As a result, attitudes are stimulated by individual cognitive, affective, and behavioral through analysis and demonstrated in social interactions.

However, it is simply that the community will always consist of diverse residents. Individual residents are different in socio-demographic characteristics that made their cognitive, affective, and behavioral do so. It means individual residents will perceive tourism impacts from the market expansion of the Chinese inbound tourism in Phuket differently. Resulting residents exhibit differently in overall attitudes and will demonstrate differences in their support for tourism development. The social exchange theory is suitable to explain residents' attitudes towards the Chinese inbound tourism market development in Phuket. The approach suggested that if the social exchange result presents the benefits' weight is heavy than cost, residents' overall attitudes towards the market expansion will be positive rather than negative. Some residents might support tourism development if they can gain advantages to their

livelihood. On the other hand, some residents might give less or even refuse to support after weighing the costs and benefits of exchanges, and it resulted in some way that costs have overestimated the benefits. Finally, the study conducted by Sánchez del Río-Vázquez, Rodríguez-Rad & Revilla-Camacho (2019) revealed that residents value economic impact as the most significant indicator influencing their satisfaction with tourism administration in the community versus socio-cultural and environmental impacts. Thus, when individuals benefited from tourism development, they will often perceive more excellently economic benefits and only small scales of adverse socio-cultural and environmental effects than those who do not. However, several previous studies argued that positive and negative impacts of tourism development on residents in terms of economic, socio-cultural, and environmental impacts are closely coordinated.

Figure 1.17 Research Conceptual framework



1.6 Research hypothesis

H1: Socio-demographic characteristics influence residents' perceptions and attitudes of economic impacts significantly differences.

H2: Socio-demographic characteristics influence residents' perceptions and attitudes of socio-cultural impacts significantly differences.

H3: Socio-demographic characteristics influence residents' perceptions and attitudes of environment impacts significantly differences.

H4: There is a positive relationship between economic impacts and residents' overall attitudes towards impacts positively.

H5: There is a positive relationship between economic impacts and residents' overall attitudes towards impacts negatively.

H6: There is a positive relationship between socio-cultural impacts and residents' overall attitudes towards impacts positively.

H7: There is a positive relationship between socio-cultural impacts and residents' overall attitudes towards impacts negatively.

H8: There is a positive relationship between environmental impacts and residents' overall attitudes towards impacts negatively.

H9: There is a positive relationship between environmental impacts and residents' overall attitudes towards impacts negatively.

H10: If residents' overall perceptions and attitudes towards impacts are positive, then they are likely to support the market development regarding Chinese inbound tourism in Phuket Province.

H11: If residents' overall perceptions and attitudes towards impacts are negative, then they are likely less or even refuse to support the market development regarding Chinese inbound tourism in Phuket Province.

1.7 Definition of key terms in the research

The market expansion of Chinese inbound tourism in Phuket Province: The expansion of the Chinese inbound tourism market in Phuket Province concerning growth in the number of Chinese tourist arrivals on the island, the tourism-related revenues generated from Chinese visitors, enlargement of related business movements, and all activities in the province that regarded the Chinese inbound tourism market in Phuket.

Economic impacts: The positive and negative economic effects on residents regarding the market expansion of Chinese inbound tourism in Phuket.

Socio-cultural impacts: The positive and negative socio-cultural effects on residents regarding the market expansion of Chinese inbound tourism in Phuket.

Environmental impacts: The positive and negative environmental effects on residents regarding the market expansion of Chinese inbound tourism in Phuket.

Overall perceptions and attitudes: Overall perceptions and attitudes of economic, socio-cultural, and environmental impacts regarding the market expansion of Chinese inbound tourism in Phuket.

1.8 Significance of the research

Nowadays, the hospitality and tourism industry is regarded as the primary source of income for Phuket Province. In terms of the international foreigner arrival and expenditure, Chinese tourists ranked in the top spot. Moreover, the expansion of the Chinese inbound tourism market to Phuket province is continuously growing rapidly. The particular market contributed various advantages to the destination, while several unfavorable circumstances attached as well. In order to minimize costs while maximizing benefits, the sustainability development of the Chinese inbound tourism market in the province appropriately must be considered.

According to sustainable tourism campaign habitually required residents collaboration and support at all stages of development. Therefore, local people are regarded as significant primary factors when considering and managing the economic, socio-cultural, and environmental, which staged in shaping tourism development in the locality. Acknowledgment of residents' perceived tourism impacts and understanding their attitudes towards tourism development also lead to reduce the negative impacts in maximizing tourism initiatives' support. In fact, when residents' positive attitudes towards tourism, then they would also exhibit optimistic interaction with local's visitors. Onward, it will further pave satisfaction for tourists and potentially attract them to revisits the destination where they feel welcome. For those reasons, residents' perceptions and attitudes towards expanding the Chinese inbound tourism market to Phuket Province were a severe issue to establish the sustainability of tourism development between the local community and its guests. Therefore, this study emphasized residents' perceptions of tourism impacts and their attitudes towards supporting the Chinese inbound tourism market development in Phuket province as the main objectives.

The study findings will be used effectively as suggestions and guidelines for the sustainability development of the Chinese inbound tourism market in Phuket province, minimizing negative impacts while promoting positive results. It also encourages stakeholders: tourists, residents, private sectors, and public sectors in the area to live together happier.

1.9 Scope of the study

The study's population was the entire Phuket residents. The target populations included in the sample group were determined to meet the following specific criteria. Selected residents have to be Thailand-born residents (Thai nationality), hold a household registration and live in Phuket Province permanently within the past five years, and be 20 years old or older.

1.10 Research time

This study started to conduct in 2017 and completed in 2021.

CHAPTER 2

LITERATURE REVIEWS

2.1 The factors influencing residents' perceptions and attitudes towards tourism development

Generally, the development of tourism in any locality considerably affects many community stakeholders. Meanwhile, effects are commonly contributed to in the aspects of both positive and negative consequences. Thus, the community's attitudes, especially its locals, are speculated as one of the principal components, which is regarded as a primary factor in the success and sustainability of the local's tourism development campaigns (Andereck & Vogt, 2000, Andereck & Nyaupane, 2011; Kim et al., 2013). In fact, it is imperative to understand the diversity competence of factors that influencing residents significantly different shape their perceptions and attitudes of the various tourism impacts, whether positive or negative. Residents' perception of the stability between costs and benefits of tourism is imperative and positively reflects local visitors' satisfaction. Moreover, it plays a role in the prosperity of local' sustainable tourism development campaign since it latently paves an optimized perspective among host-guest and attracts more tourists visiting locals (Andriotis & Vaughan, 2003; Gursoy et al., 2002; Ritchie & Inkari, 2006). Furthermore, Chen (2015) stated that sustainability of tourism development primarily requires sympathy from local people as the dominant towards their supporting tourism development in the community. In concluding the perceived tourism impact of residents is based on their individual and varieties of potential factors. However, most scholars earlier claimed that demographics profiles, such as gender, age, education level, occupation, and income, are ordinary variables to investigate the diversification of residents' attitudes regarding tourism development. Meanwhile, several studies argued that social backgrounds and demographic characteristics are qualified to clarify the residents' tourism perspectives. However, this study summarized and employed the socio-demographic characteristics as factors influencing residents' perceptions and attitudes towards the market expansion of the Chinese inbound tourism in Phuket province.

In fact, there were diverse factors influencing residents' perceptions and attitudes proposed through previous studies, including gender, age, marital status, educational level, occupation, economically dependence on tourism, economic involvement in tourism, and average monthly income (Akarapong et al., 2010; Andereck & Nyaupane, 2011; Buakhao & Weerakit, 2012; Chen, 2016; Esmat Zaidan & Jason F. Kovacs, 2017; Grace Siu et al., 2013; Gursoy, et al., 2010; Korawan et al., 2017; Kuvan & Akan, 2005; Lankford & Howard, 1994; Látková & Vogt, 2011; Long & Kayat, 2011; McGehee & Andereck, 2004; Nunkoo & Gursoy 2012; Petrzelka et al., 2005; Rasoolimanesh et al., 2015; Soontayatraton, 2010; Wang & Pfister, 2008; Ward & Berno, 2011). Besides these general factors, other more specific factors should be considered, includes English communication skills, Chinese communication skills (developed by an advisor and a researcher), Thai citizens with ethnic Chinese ancestry, a native resident of the area, length of residence, and area of residence (Akarapong et al., 2010; Andereck & Nyaupane, 2011; Buakhao, & Weerakit, 2012; Chen, 2016; Grace Siu et al., 2013; Gursoy et al., 2010; Korawan et al., 2017; Látková & Vogt, 2011; Long & Kayat, 2011; Pulina et al., 2013; Rasoolimanesh et al., 2015; Soontayatraton, 2010). Apart from that, spotlight some more specific characteristics, for instance, type, degree of interaction/contact/social relationship, and amount/frequency between residents - tourists relevantly expedient in investigating residents' perceptions and attitudes (Andereck & Nyaupane, 2011; Chen, 2016; Grace Siu et al., 2013; Korawan et al., 2017; Soontayatraton, 2010; Ward & Berno, 2011). Accordingly, more than the individual senses and varieties factors, socio-demographic characteristics mentioned earlier could intensity influence residents' perceptions and attitudes towards impacts regarding the market expansion of the Chinese inbound tourism in Phuket Province significantly different either positively or negatively. Apart from that, it could be further differenced potentially affects their attitudes towards supporting tourism development in the area as well. Socio-demographic characteristic variables in this study present in the following detail in Table 2.1.

Table 2.1 Socio-demographic characteristic factors

Variables	Previous studies
Socio-demographic characteristic factors	
Gender	Akarapong et al., 2010; Andereck & Nyaupane, 2011; Buakhao & Weerakit, 2012; Chen, 2016; Esmat Zaidan & Jason F. Kovacs, 2017; Grace Siu et al., 2013; Korawan et al., 2017; Látková & Vogt, 2011; Long & Kayat, 2011; McGehee & Andereck, 2004; Nunkoo & Gursoy 2012; Rasoolimanesh et al., 2015; Soontayatron, 2010; Wang & Pfister, 2008
Age	Akarapong et al., 2010; Andereck & Nyaupane, 2011; Buakhao & Weerakit, 2012; Chen, 2016; Esmat Zaidan & Jason F. Kovacs, 2017; Grace Siu et al., 2013; Korawan et al., 2017; Látková & Vogt, 2011; Long & Kayat, 2011; McGehee & Andereck, 2004; Nunkoo & Gursoy 2012; Rasoolimanesh et al., 2015; Soontayatron, 2010
Marital status	Esmat Zaidan & Jason F. Kovacs, 2017; Kuvan & Akan, 2005; Lankford & Howard, 1994; Long & Kayat, 2011; Petrzela et al., 2005
Education	Akarapong et al., 2010; Andereck & Nyaupane, 2011; Buakhao & Weerakit, 2012; Chen, 2016; Esmat Zaidan & Jason F. Kovacs, 2017; Grace Siu et al., 2013; Korawan et al., 2017; Látková & Vogt, 2011; Long & Kayat, 2011; McGehee & Andereck, 2004; Nunkoo & Gursoy 2012; Rasoolimanesh et al., 2015; Soontayatron, 2010
Occupation	Buakhao & Weerakit, 2012; Esmat Zaidan & Jason F. Kovacs, 2017; Grace Siu et al., 2013; Korawan et al., 2017; Rasoolimanesh et al., 2015; Soontayatron, 2010

Table 2.1 Continued

Variables	Previous studies
Economically dependent on tourism, Economic involvement in tourism, Job status-related to tourism	Andereck et al. 2005; Andereck & Nyaupane, 2011; Akarapong et al., 2010; Buakhao & Weerakit, 2012; Chen, 2016; Gursoy et al., 2010; Korawan et al., 2017; Kuvan & Akan, 2005; Látková & Vogt, 2011; Long & Kayat, 2011; McGehee & Andereck, 2004; Rasoolimanesh et al., 2015; Wang & Pfister, 2008; Ward & Berno, 2011
Average monthly income	Andereck & Nyaupane, 2011; Buakhao & Weerakit 2012; Chen, 2016; Esmat Zaidan & Jason F. Kovacs, 2017; Kuvan & Akan, 2005; Látková & Vogt, 2011; Long & Kayat, 2011; Rasoolimanesh et al., 2015
English communication skills	Developed by an advisor and a researcher
Chinese communication skills	Developed by an advisor and a researcher
Thai citizens with ethnic Chinese ancestry (ethnicity)	Andereck & Nyaupane, 2011; Long & Kayat, 2011
Native residents	Buakhao & Weerakit, 2012; Gursoy et al., 2010; Long & Kayat, 2011; Rasoolimanesh et al., 2015
Length of residence	Akarapong et al., 2010; Andereck & Nyaupane, 2011; Buakhao & Weerakit, 2012; Chen, 2016; Grace Siu et al., 2013; Gursoy et al., 2010; Látková & Vogt, 2011; Long & Kayat, 2011; Rasoolimanesh et al., 2015; Soontayatron, 2010
Area of residence, Residence in the tourist area	Akarapong et al., 2010; Buakhao & Weerakit, 2012; Chen, 2016; Korawan et al., 2017; Pulina et al., 2013; Soontayatron, 2010
Contact with tourists. The Type and degree of interaction between residents and tourists. Frequencies of interaction with Chinese tourists.	Andereck & Nyaupane, 2011; Chen, 2016; Grace Siu et al., 2013; Korawan et al., 2017; Soontayatron, 2010; Ward & Berno, 2011

2.2 The impacts of the market expansion regarding Chinese inbound tourism in Phuket

Province on residents

Over the last ten years, residents' perceptions and attitudes toward tourism development were explored by several scholars (Akarapong et al., 2010; Andereck & Nyaupane, 2011; Buakhao & Weerakit, 2012; Chen, 2016; Esmat Zaidan & Jason F. Kovacs, 2017; Deery, Jago, & Fredline, 2012; Diedrich & García-Buades, 2009; Grace Siu et al., 2013; Gursoy et al., 2010; Hall & Page, 2014; Kim et al., 2013; Korawan et al., 2017; Látková & Vogt, 2011; Lee et al., 2010; Lertporn, 2020; Long & Kayat, 2011; Marzuki, 2012; Nunkoo & Gursoy 2012; Pulina, et al., 2013; Rasoolimanesh et al., 2015; Sharpley, 2014; Soontayatron, 2010; Wanapinyosak, 2015; Zhou, 2010). Recently, the increase in the number of tourists and revenue earned through the hospitality and tourism industry has generated direct income to Thailand's economy. The significance is due to the Chinese tourist inbound tourism market in the country. Emphasize Thailand's popular tourist destinations as Phuket Island, nowadays the top rank of tourists visiting and the tourist expenditures contributed through the Chinese tourist. The expansion of the Chinese inbound tourism market on the island continues proliferating. Generally, most Chinese tourists are traveling in large quantities as group tours, while currently, they are increasing in the number of FIT trips (Foreign Independent Traveler) from mainland China. Therefore, there is a combination of the different Chinese travelers spending holidays on the island. Accordingly, it attracted many new businesses established by residents and non-residents investors entranced into the hospitality and tourism industry of the island due to the reason to offering products and services and seeking benefits from the Chinese inbound tourism market in Phuket Island. It contributed to the impacts of the expansion on the community and its residents. Meanwhile, it could affect collectives or individuals in the form of positive or negative consequences depending on personality senses and several factors experienced in their lives.

Sharpley (1994) has stated that the residents' perceived tourism impacts will directly affect their livelihood by increasing their subsequent interaction with tourists, the development of public infrastructures, and tourism facilities in the locality. There are the conditions that initiate a change to the community in various fields such as the field of community's value, the welfare of individuals and collectives, resident's quality of life, attitudes, behavioral patterns, expressions of creativity, and resident's lifestyles (Andereck & Nyaupane,

2011; Andereck & Vogt, 2000; Hall & Page, 2014). Also, the resident's attitudes regarded as one of the significant principally factors for tourism development in the community when managing economic, socio-cultural, and environmental perspectives, which is displayed in the series of setting up the management tourism development planning in areas (Andereck & Vogt, 2000, Andereck & Nyaupane, 2011; Kim et al., 2013; Sharpley, 2014). Therefore, understanding the residents' perceived tourism impacts is essential to examine their attitudes towards supporting tourism development in the community. Consequently, it demonstrates that the market expansion of the Chinese inbound tourism Phuket should take into account to minimize negative impacts while maximizing the positive benefits to the community and its residents.

2.2.1 Economic impacts

Several previous studies revealed the economic impact of tourism development in the community on residents (Akarapong, 2006; Akarapong et al., 2010; Andereck et al., 2005; Andereck & Nyaupane, 2011; Buakhao, & Weerakit, 2012; Deery et al., 2012; Diedrich & García-Buades, 2009; Grace Siu et al., 2013; Korawan et al., 2017; Látková & Vogt, 2011; Lee & Black, 2003; Lee, Kang, Long & Reisinger, 2010; Long & Kayat, 2011; Marzuki, 2012; McGehee & Andereck, 2004; Rasoolimanesh et al., 2015; Wanapinyosak, 2015; Zhou, 2010; Zhou & Ap, 2009). As mentioned earlier, most tourism-related revenues and tourists visiting Phuket Island nowadays significant due to Chinese tourists from mainland China. This contributed to the expansion of the Chinese inbound tourism market on the island growth rapidly. It habitually came up with costs and benefits to the community and its residents regarding economic consequences. There were studies in a similar context were conducted in different places, while it presented economic benefits that revealed similarities. Refer to the case study of Grace Siu et al., 2013 held in the Hong Kong context, and it argued that Chinese tourists have a "unique shopping pattern." Since they were likely to purchase all levels of goods on the island, and the profits earned to restaurants, accommodations, and other tourism-related businesses were generated through their consuming influences. Accordingly, this tourism phenomenon is employed to explain Chinese tourists' consuming patterns on Phuket Island. In fact, this study's primary aim to review the tourism impacts regarding the market expansion of the Chinese inbound tourism market in several geographical areas, while several studies related to general tourism development also applied. Most studies revealed that economic benefit effects on the

community and residents include *(more residents holding employment status due to direct-indirect increasing employment opportunities and encouraging job creation¹. Raises new business opportunities for local people to welcome Chinese tourists²)* (Akarapong, 2006; Akarapong et al., 2010; Andereck & Nyaupane, 2011; Buakhao, & Weerakit, 2012; Deery et al., 2012; Diedrich & García-Buades, 2009; Grace Siu et al., 2013; Korawan et al., 2017; Látková & Vogt, 2011; Lee & Black, 2003; Long & Kayat, 2011; Marzuki, 2012; McGehee & Andereck, 2004; Rasoolimanesh et al., 2015; Zhou, 2010; Zhou & Ap, 2009).

Meanwhile, Phuket Island, combined with several Chinese travelers' styles, enjoys excursion trips, while many are spending the holiday as FIT (Foreign Independent Traveler) tourists. During their trip spending on the island, there are no restricted chances to benefit only the entrepreneurs in the Chinese tourism market. In fact, it also contributes to the mass market and grassroots business as local shops, restaurants, and other tourism-related business. Apart from that, the money from this tourism phenomenon earned by urban and rural areas encourages *(increases in residents' income³). (Generating tourism-related revenue at local levels improves the local economy⁴), further (stimulating provincial economic growth and increasing provincial tourism-related revenue⁵)* (Akarapong, 2006; Akarapong et al., 2010; Grace Siu et al., 2013; Korawan et al., 2017; Látková & Vogt, 2011; Lee & Black, 2003; Lee et al., 2010; Marzuki, 2012; Rasoolimanesh et al., 2015; Zhou et al., 2010; Zhou & Ap, 2009).

Since many Chinese tourists flowed flocked to Phuket Island, which led to expanding this particular market on the island, the local government also cautions and keeps a watchful eye on this tourism phenomenon to obtain maximum potential benefits while minimizing costs. Besides, to boost tourism and success in any tourism development program, the government's investment budget is considered one of the necessary keys. Accordingly, it led to *(the improvement of public utility infrastructures in the community, such as roads, electricity, and water supply⁶)*, in order to draw more and ready to welcome tourists (Akarapong et al., 2010; Andereck et al., 2005; Andereck & Nyaupane, 2011; Buakhao & Weerakit, 2012; Deery et al., 2012; Grace Siu et al., 2013; Marzuki, 2012; Látková & Vogt, 2011; Long & Kayat, 2011; Rasoolimanesh et al., 2015). Besides, it positively impacted the economic perspective since it capacitated many Chinese tourist arrivals to Phuket Island. Also, *(it attracted more investments from locals, and several outsider investors entranced the community⁷)* (Akarapong et al., 2010;

Buakhao & Weerakit, 2012; Korawan et al., 2017; Long & Kayat, 2011; Marzuki, 2012; Rasoolimanesh et al., 2015). Significantly, invest in the Chinese inbound tourism market to obtain potential benefits through offering products and services to welcome incoming Chinese tourists. It further urges (*the improvement of local entrepreneurs' products and services in order to make them more readily available for the satisfaction of incoming Chinese travelers*⁸) (Korawan et al., 2017). Consequently, local people are beneficial as better public utility infrastructures and more recreational facilities services appear in the community and can consume a wider range of various leisure activities.

Since Chinese tourists likely to spend on their preferred goods/services, this contributed to some negative economic consequences attached to those benefits gained. The expansion of the Chinese inbound tourism market in Phuket has contributed to a shift in tourism business strategies to welcome the influx of Chinese tourists on the island. In addition, it resulted in (*higher competition in local employment between locals and non-locals people*⁹), such as Chinese tour guide, Chinese tour company employees, salespersons, and any other Chinese inbound tourism market-related business in Phuket (Akarapong et al., 2010; Grace Siu et al., 2013; Khaosod, 2017; Korawan et al., 2017; Marzuki, 2012; Prachachat Online, 2016, Post Today, 2015; Phuket 7 days Online News, 2018; Thongtub, E., 2017; Workpoint News, 2017). Since then, the expansion of this lucrative market has led to an increased rate of being occupied by immigrant labor. In fact, it is not limited to the Chinese entering the community while those other non-residents such as people from neighboring provinces and neighboring countries are included as well. It is another case of a further (*increase in the number of non-residents living in the locality*¹⁰) (Akarapong et al., 2010; Andereck et al., 2005; Buakhao, & Weerakit, 2012; Deery et al., 2012; Diedrich & García-Buades, 2009; Grace Siu et al., 2013; Korawan et al., 2017; Marzuki, 2012; Post Today, 2015).

In addition, since several Thai, Chinese, and other foreign investors are willing to pay large amounts for investment on the island, many mega projects have been set up. For instance, souvenir shops, luxury jewelry shops, accommodations, shopping plaza, properties, real estate, clubhouse, office building, China Town, hospital, and other Chinese inbound tourism market-related business in Phuket Island. This circumstance potentially affects local people through the price level raised on lands, housing, and other related goods and services.

Significantly, while tourism is developing mainly in the peak season, *(local people are also aware of increasing costs of living, such as the price of properties (land & housing), commodities, and services in Phuket¹¹)* (Akarapong, 2006; Akarapong et al., 2010; Buakhao & Weerakit, 2012; Deery et al., 2012; Grace Siu et al., 2013; Korawan et al., 2017; Látková & Vogt, 2011; Lee & Black, 2003; Lee et al., 2010; Long & Kayat, 2011; Marzuki, 2012; Rasoolimanesh et al., 2015; Zhou, 2010; Zhou & Ap, 2009).

Moreover, several scholars and news agencies argued regarding *(“The Chinese Zero Dollar Tour” problems in Phuket Island¹²)*. The tour characteristic regarding the entire supply chains is managed by proxy companies escorted through Chinese owners while registered in Phuket Island. The process starts at those free or very cheap tour packages, which meals and accommodations included, and Chinese clients were the notion that their satisfies will deserved without having to speak the Thai language. Those package tours were offered to Chinese tourists by travel agencies in China. During spending time on trips in Phuket, they are often pressured to purchase commodities or services from certain shops and sometimes browbeaten into purchase additional souvenirs. While if Chinese tourists oppose, their tourist guide will scold, punished, and even forced them to return their hotel room keys. This circumstance portrayed such a “forced shopping” tour, contributed to tainting visitors’ image of the island, and negatively impacting the appearance and economy of Phuket. Furthermore, due to their financial management patterns, which share the revenue among themselves, most gains earned returns back companies in China. The local Thai hoteliers and restaurateurs’ segment reached only minor divisions of the income, and the local economy also obtained relatively a slightly the tourists’ spending. Besides that, they also avoid local taxes, which led to the government deprived of tax revenues (A. Khamlo & S. Fein, L., 2010; Chadamas, 2015; Khaosod, 2016; Keawpromman, 2015; Manager Daily 360 Degree, 2018; Matichon Online, 2016; Newton, 2018; Ngamsangchaikit, 2016; Piriyaangsan, 2016; Post Today, 2015; Prachachat Online, 2016; Zhang, H., Heung, V. & Yan, Y., 2009). Apart from that, it indirectly resulted in *(a decrease in the number of tourists from other nationalities (non-Chinese)¹³)* and further potentially led to *(a decline in the income generated from tourist other nationals (Non-Chinese)¹⁴)* (Korawan et al., 2017; Wanapinyosak, 2015).

However, the overall Chinese inbound tourism market in Phuket Island still sympathized as one of the island's significant income sources. This phenomenon contributed to different impacts in different groups of residents, which might be at risk if Chinese tourists had defeated theirs in traveling to the Island, while some residents may not. Moreover, tourism development also enhances economic benefits on the community and residents, which are considered positive factors in developing the local economy. In general, economic consequences are regarded as the most beneficial aspects sought after by residents and significantly influencing their attitudes toward supporting tourism development in the community. The majority of scholars who investigated the relationship between the benefit of economic gains and residents' attitudes toward their support tourism development revealed a positive association (Akarapong, 2006; Akarapong et al., 2010; Andereck & Nyaupane, 2011; Buakhao & Weerakit, 2012; Deery et al., 2012; Diedrich & García-Buades, 2009; Grace Siu et al., 2013; Korawan et al., 2017; Long & Kayat, 2011; Marzuki, 2012; Rasoolimanesh et al., 2015; Zhou, 2010; Zhou & Ap, 2009). Likewise, the findings from previous studies regarding residents' perceptions and attitudes of the Chinese inbound tourism market in the locality revealed the overall economic impact regarding the expansion of the Chinese tourism market in the community positively affected the community and its residents. Finally, economic benefits significantly influence local people to support the market development and do not feel like they have to move to other cities to earn their living (Chen, 2016; Grace Siu et al., 2013; Korawan et al., 2017; Wanapinyosak, 2015). The 14 economic impacts present in the following detail in Table 2.2.

Table 2.2 Economic impacts

Statements	Previous studies
Positive economic impacts	
Increase employment opportunities for residents.	Akarapong, 2006; Akarapong et al., 2010; Andereck & Nyaupane, 2011; Buakhao & Weerakit, 2012; Deery et al., 2012; Diedrich & García-Buades, 2009; Grace Siu et al., 2013; Korawan et al., 2017; Látková & Vogt, 2011; Lee & Black, 2003; Long, & Kayat, 2011; Marzuki, 2012; Rasoolimanesh et al., 2015; Zhou, 2010; Zhou & Ap, 2009

Table 2.2 Continued

Statements	Previous studies
Increase new business opportunities for residents.	Akarapong et al., 2010; Buakhao & Weerakit, 2012; Grace Siu et al., 2013; Korawan et al., 2017; Lee & Black, 2003; Marzuki, 2012; McGehee & Andereck, 2004; Rasoolimanesh et al., 2015; Zhou, 2010; Zhou & Ap, 2009
Generate higher incomes for residents.	Akarapong, 2006; Akarapong et al., 2010; Grace Siu et al., 2013; Korawan et al., 2017; Látková & Vogt, 2011; Lee et al., 2010; Marzuki, 2012
Generate more tourism-related revenues to the local communities.	Akarapong et al., 2010; Grace Siu et al., 2013; Korawan et al., 2017; Marzuki, 2012; Rasoolimanesh et al., 2015; Zhou & Ap, 2009
Generate more tourism-related revenue to the tourism industry in the community.	Akarapong et al., 2010; Grace Siu et al., 2013; Korawan et al., 2017; Lee & Black, 2003; Lee et al., 2010; Marzuki, 2012; Rasoolimanesh et al., 2015; Zhou & Ap, 2009
Improve public utility infrastructures in the community, such as roads, electricity, and water supply.	Akarapong et al., 2010; Andereck et al., 2005; Andereck & Nyaupane, 2011; Buakhao & Weerakit, 2012; Deery et al., 2012; Grace Siu et al., 2013; Marzuki, 2012; Látková & Vogt, 2011; Long & Kayat, 2011; Rasoolimanesh et al., 2015; Zhou, 2010; Zhou & Ap, 2009
Attract more investments in the community.	Akarapong et al., 2010; Buakhao & Weerakit, 2012; Korawan et al., 2017; Long & Kayat, 2011; Marzuki, 2012; Rasoolimanesh et al., 2015
Local entrepreneurs improve products and services to welcoming Chinese tourists.	Korawan et al., 2017

Table 2.2 Continued

Statements	Previous studies
Negative economic impacts	
Generates “Zero-Dollar Tours” problems in the community.	A. Khamlo & S. Fein, L., 2010; Chadamas, 2015; Khaosod, 2016; Keawpromman, 2015; Manager Daily 360 Degree, 2018; Matichon Online, 2016; Newton, 2018; Ngamsangchaikit, 2016; Piriyarangsan, 2016; Post Today, 2015; Prachachat Online, 2016; Zhang, H., Heung, V. & Yan, Y., 2009
Increase the competition of job employments between residents and non-residents.	Akarapong et al., 2010; Grace Siu et al., 2013; Khaosod, 2017, December 21; Korawan et al., 2017; Marzuki, 2012; Post Today, 2015, June 14; Phuket 7 days Online News, 2018, November 19; Thongtub, E., 2017, December, 22; Workpoint News, 2017, December 22
Increase the number of non-residents living in the community.	Andereck et al., 2005; Akarapong et al., 2010; Buakhao & Weerakit, 2012; Deery et al., 2012; Diedrich & García-Buades, 2009; Grace Siu et al., 2013; Korawan et al., 2017; Marzuki, 2012; Post Today, 2015, June 14
Increase the prices of commodities and services in the community, such as real estate prices.	Akarapong, 2006; Akarapong et al., 2010; Buakhao & Weerakit, 2012; Deery et al., 2012; Grace Siu et al., 2013; Korawan et al., 2017; Látková & Vogt, 2011; Lee & Black, 2003; Lee et al., 2010; Long & Kayat, 2011; Marzuki, 2012; Rasoolimanesh et al., 2015; Zhou, 2010; Zhou & Ap, 2009
Declines in the number of tourists from other nationalities (non-Chinese).	Korawan et al., 2017; Wanapinyosak, 2015
Declines in incomes earned from tourists other nationalities (non-Chinese).	Korawan et al., 2017; Wanapinyosak, 2015

2.2.2 Socio-cultural impacts

Several scholars have revealed residents' perceptions and attitudes of the socio-cultural impact regarding tourism development in the community (Akarapong, 2006; Akarapong et al., 2010; Andereck et al., 2005; Andereck & Nyaupane, 2011; Buakhao & Weerakit, 2012; Deery et al., 2012; Diedrich, & García-Buades, 2009; Grace Siu et al., 2013; Korawan et al., 2017; Látková & Vogt, 2011; Lee & Back, 2003; Lee et al., 2010; Lertporn, 2020; Long & Kayat, 2011; Rasoolimanesh et al., 2015; Wanapinyosak, 2015; Zhou, 2010; Zhou & Ap, 2009). In addition, some studies highlight residents' perceptions and attitudes towards the expansion of the Chinese inbound tourism market in the community (Chen, 2016; Grace Siu et al., 2013; Korawan et al., 2017; Wanapinyosak, 2015). In fact, studies in different geographical areas were found to yield the same and different results. However, the rapid expansion of the Chinese inbound tourism market on Phuket Island has affected the community and residents in several dimensions. Apart from many tourism activities, during Chinese tourists spending time in Phuket, it is obvious to interact with local people. Meanwhile, the tourism growth and interaction between local people and tourists once tourists visit destinations led to establishing host and guest relationships. Also, it contributed to several impacts on the community, residents, and also tourists. In terms of socio-cultural effects, it influences the residents' livelihood by adjusting the way of living throughout their habits, social life, beliefs, and values. It can be resulting in favorable or unfavorable ways in different residents, depending on their individual and others several factors.

Several earlier studies revealed positive consequences regarding the socio-cultural impacts of tourism development on the community and local people (Akarapong, 2006; Akarapong et al., 2010; Andereck & Nyaupane, 2011; Deery et al., 2012; Diedrich, & García-Buades, 2009; Korawan et al., 2017; Long & Kayat, 2011). Narrow down to a more specific context, the study conducted by Grace Siu et al. (2013) found residents perceived no positive socio-cultural consequences regarding the Chinese tourism market development in Hong Kong. On the other hand, Korawan et al. (2017) emphasized the development of the Chinese tourism market in the northern part of Thailand revealed some positive social and cultural impacts of this tourism phenomenon on local people. In this study, as mentioned earlier, many Chinese tourists arrivals on Phuket Island, which led to expanding this particular market on the island. In fact, it notices the local government keeps an eye on this market expansion circumstances to maintain

most of the benefits while mitigating unfavorable circumstances. Accordingly, *(it stimulates the government to promote and support the Chinese inbound tourism market in Phuket¹)*. Besides, it also encourages *(the government to have more policies to handle issues arising over the Chinese inbound tourism market in Phuket²)* (Korawan et al., 2017). It serves Phuket to be more capacitated the immense amount of Chinese tourists to the island. The more Chinese on the island, the more local people have chances to interact with Chinese people. It indirectly *(promotes cultural exchanges between local people and Chinese tourists³)* (Akarapong, 2006; Akarapong et al., 2010; Andereck & Nyaupane, 2011; Korawan et al., 2017; Long & Kayat, 2011).

In addition, it facilitated *(residents to adapt more to Chinese tourist arrivals in the community⁴)*. In turn, it further enhances *(Chinese tourists to have more knowledge about the local/ Thai culture⁵)* while capacitating the notion for *(Chinese tourists to adapt more to local/ Thai culture⁶)*. Besides, it could make *(residents proud that the community is a popular destination among Chinese tourists⁷)* (Akarapong et al., 2010; Andereck & Nyaupane, 2011; Deery et al., 2012; Diedrich & García-Buades, 2009; Lee et al., 2010; Long & Kayat, 2011). However, Korawan et al. (2017) revealed that residents in northern Thailand disagreed that the government has the policy to handle issues that arises over Chinese tourists visit their communities. Besides, they disagreed that Chinese tourist visits their communities have understood and adapted to Lanna/ Thai cultures. Finally, they did not feel proud that their communities are popular destinations among Chinese tourists from mainland China. On the other aspect, several studies revealed the adverse socio-cultural effects regarding tourism development on residents (Akarapong, 2006; Akarapong et al., 2010; Buakhao & Weerakit, 2012; Deery et al., 2012; Grace Siu et al., 2013; Korawan et al., 2017; Látková & Vogt, 2011; Lee et al., 2010; Lertporn, 2020; Rasoolimanesh et al., 2015; Wanapinyosak, 2015; Zhou, 2010; Zhou & Ap, 2009). In Grace Siu et al. (2013) alleged there have no positive consequences of the Chinese tourists' wave in Hong Kong demonstrated regarding the perceived socio-cultural impacts on its residents. Refer Korawan et al. (2017) presented that the local people perceived social consequences of Chinese tourists' phenomenon in the northern part of Thailand neutrally. Studies argued that it *(create chaos from the lack of respect to the rules in tourist attractions and places such as government offices and schools⁸)*. Furthermore, Chinese tourists contribute to *(the decline in peace and privacy of local people and the community, especially in tourist destinations⁹)*

(Korawan et al., 2017; Grace Siu et al., 2013; Lertporn, 2020; Wanapinyosak, 2015). Also, residents felt frustrated with the improper manner of some Chinese tourists. According to *(it disturbing to the community and locals, such as talking loudly, standing too close when queuing, jumping queues, pushing others, smoke in public, spit in public, littering carelessly, etc.¹⁰)* (Grace Siu et al., 2013; Jonette, 2015, May 11; Korawan et al., 2017; Lertporn, 2020; Thai Rath, 2015; Wanapinyosak, 2015).

Since Phuket province is diverse of beautiful attractions such as historical sites like Phuket old town, sea sun sand destinations as beaches, small islands surrounded, man-made attractions, etc. The island became popular among Chinese tourists to capture their special events, especially pre-wedding albums. Whether in Phuket old town or natural sites as beaches, mountains, and other attractions, it is common to see several Chinese couples with their Chinese photographers' organizer capturing the pre-wedding photos. It should be the pride of the local people to see foreigners fascinate in their own locality. Nonetheless, several photographers were working without work permits from Thailand. Therefore, it has become the case that locals have complained, and several news agencies have reported about this circumstance that it had a negative impact on residents and the island. According to, *(increasing rate of Chinese people come to work illegally on the island¹¹)*, such as unlawful photographer organizers for Chinese tourists, illegal tourist guides for Chinese tourists, etc. Also, even business establishments such as Chinese tour companies, Chinese hotels, Chinese restaurants, and other related activities use fake documents, especially the Thai identification card, education background, tourist guide licenses to set up businesses and work (Naknakhon, D., 2016; Manager Daily 360 Degree, 2015; Post Today, 2015; Prachachat Online, 2016; The Phuket News, 2016; Thongtub, E., 2017; Thongtub E., 2019). This circumstance negatively crashed into residents, local entrepreneurs, and several local businesses, particularly in an existing related industry such as Thai Chinese tour guides, tour companies, photographer organizers, hotels, restaurants, and other related business.

In addition, when the community's labor force increases in the number of illegal immigrant workers, it has also led to other negative consequences. *(Local/ Thai cultures and traditions are presented more commercially, and virtual traditions have formed to attract Chinese tourists¹²)* because some foreign workers are conscious less of Thai culture than Thai people. Meanwhile, the Thai amulets and talismans popular among Chinese people. Generally, the

reputation emerged due to several factors, such as individual beliefs in luck and fortune, the reputation among Chinese people, business people, or even Hong Kong celebrities like Jackie Chan, dramas, movies, and others. Accordingly, there was more distorting, scamming, and exploitation to Chinese tourists over some entrepreneurs. For example, some religious places built fake churches to welcome only Chinese tourists. In fact, there were places that the guide will create a rough trust in order to convince the Chinese tour group to gain confidence. Then rent or sell overpriced amulets along with useless counterfeit goods (Akarapong et al., 2010; Buakhao & Weerakit, 2012; Khaosod, 2018; Korawan et al., 2017; Manager Daily 360 Degree, 2017; Manager Daily 360 Degree, 2018; Newton, 2018; Patcharathorn, A., 2017). Furthermore, due to the ease of earning money from these tourism circumstances, some residents might get involved in *(crime, commercial sex business, prostitution, drugs, gambling, and theft in the community¹³)*. Also, implicitly *(lack safety and security in life and properties of local people in the community¹⁴)* (Akarapong, 2006; Akarapong et al., 2010; Andereck et al., 2005; Andereck & Nyaupane, 2011; Buakhao & Weerakit, 2012; Deery et al., 2012; Diedrich & García-Buades 2009; Grace Siu et al., 2013; Korawan et al., 2017; Látková & Vogt, 2011; Lee & Back, 2003; Lee et al., 2010; Long & Kayat, 2011; Rasoolimanesh et al., 2015; Thai Rath, 2018; Zhou, 2010; Zhou & Ap, 2009). The 14 socio-cultural impacts present in the following detail in Table 2.3.

Table 2.3 Socio-cultural impacts

Statements	Previous studies
Positive socio-cultural impacts	
Residents adapt more to Chinese tourist arrivals in the community.	Korawan et al., 2017
Promote cultural exchanges between residents and Chinese tourists.	Akarapong, 2006; Akarapong et al., 2010; Andereck & Nyaupane, 2011; Korawan et al., 2017; Long & Kayat, 2011
The government promotes and supports the Chinese inbound tourism market in the community.	Korawan et al., 2017

Table 2.3 Continued

Statements	Previous studies
The government has more policies to handle issues arising over the Chinese inbound tourism market in the community.	Korawan et al., 2017
Chinese tourists have more knowledge about local/ Thai culture.	Korawan et al., 2017
Chinese tourists adapt more to local/ Thai culture.	Korawan et al., 2017
Residents are proud that the community is popular destination among Chinese tourists.	Akarapong et al., 2010; Andereck & Nyaupane, 2011; Deery et al., 2012; Diedrich, & García-Buades, 2009; Korawan et al., 2017; Lee et al., 2010; Long & Kayat, 2011
Negative socio-cultural impacts	
Residents have less peace and privacy.	Grace Siu et al., 2013; Korawan et al., 2017; Lertporn, 2020; Wanapinyosak, 2015
Disturb to the community and residents, such as talking loudly, jumping queues, pushing others, smoke in public, spit in public, littering carelessly, etc.	Grace Siu et al., 2013; Jonette, 2015; Korawan et al., 2017; Lertporn, 2020; Thai Rath; Wanapinyosak, 2015
Create chaos from the lack of respect to the rules in tourist attractions and places such as government offices and schools.	Grace Siu et al., 2013; Korawan et al., 2017; Lertporn, 2020; Wanapinyosak, 2015
Increase the number of Chinese establishments businesses and work illegally in the community such as tour guides, photographers, setting tour companies, hotels, and others, using fake documents like Thai national ID card, educational backgrounds, tourist guide licenses, passports, etc.	Naknakhon, D., 2016; Manager Daily 360 Degree, 2015; Post Today, 2015; Prachachat Online, 2016; The Phuket News, 2016; Thongtub, E., 2017; Thongtub E., 2019

Table 2.3 Continued

Statements	Previous studies
Local/ Thai culture and traditions are offered more commercially, and the virtual tradition has formed to attract Chinese tourists, such as selling overpriced/ fake Thai Buddha amulets in the temples.	Akarapong et al., 2010; Buakhao & Weerakit, 2012; Khaosod, 2018; Korawan et al., 2017; Manager Daily 360 Degree, 2017; Manager Daily 360 Degree, 2018; Newton, 2018; Patcharathorn, A., 2017
Increase crime, commercial sex business, prostitution, drugs, gambling, and theft in the community.	Akarapong, 2006; Akarapong et al., 2010; Andereck et al., 2005; Andereck & Nyaupane, 2011; Buakhao & Weerakit, 2012; Deery et al., 2012; Diedrich & García-Buades 2009; Grace Siu et al., 2013; Korawan et al., 2017; Látková & Vogt, 2011; Lee & Back, 2003; Lee et al., 2010; Long & Kayat, 2011; Rasoolimanesh et al., 2015; Thai Rath, 2018; Zhou, 2010; Zhou & Ap, 2009
Residents have less safety and security in the life and properties.	Akarapong et al., 2010; Korawan et al., 2017

2.2.3 Environmental impacts

Several studies revealed the environmental impact of tourism on the residents (Akarapong, 2006; Akarapong et al., 2010; Andereck et al., 2005; Andereck & Nyaupane, 2011; Buakhao & Weerakit, 2012; Chen, 2016; Deery et al., 2012; Grace Siu et al., 2013; Korawan et al., 2017; Látková & Vogt, 2011; Lee & Black, 2003; Lee et al., 2010; Long & Kayat, 2011; Marzuki, 2012; Rasoolimanesh et al., 2015; Zhou, 2010; Zhou & Ap, 2009). Nowadays travel is an activity that people worldwide pay attention to. Thus, tourism has become one of the popular events and the vital motivating people to visiting worldwide destinations. Accordingly, it led to a growth in the number of tourist arrivals in Phuket Island recently, especially Chinese tourists from mainland China. In terms of tourism development, the environmental goal is another essential component. Then several recreational facilities were created to support tourism development. At the same time, environmental protection and conservation campaigns also

another relevant order. Environmental conditions are essential for tourism development in the community to facilitate local visitors and equally important to pay attention to local people's environment. In views of tourism better environment can occupy more tourists and obtain more benefits gains in economic fields. Since the more tourists, the more tourism growth, and it could generate significant revenues to the community and residents. However, besides those financial benefits, tourism development could also impact residents, the surrounded environments, and destinations' ecosystems positively and negatively.

Several studies revealed the positive effects regarding the environmental impact of tourism on the residents, (Akarapong, 2006; Akarapong et al., 2010; Andereck et al., 2005; Andereck & Nyaupane, 2011; Buakhao & Weerakit, 2012; Chen, 2016; Deery et al., 2012; Grace Siu et al., 2013; Korawan et al., 2017; Látková & Vogt, 2011; Lee et al., 2010; Long & Kayat, 2011; Marzuki, 2012; Rasoolimanesh et al., 2015; Zhou, 2010; Zhou & Ap, 2009). Apart from economic and socio-cultural perspectives, stimulating tourism and attracting more tourists into the area, emphasizing the surrounding environments and overall atmosphere of the community is another crucial strand. Accordingly, the beautiful surroundings of the destinations could pave by landscaping, plant trees and shrubs regularly to welcome incoming local's visitors. In the meantime, several entrepreneurs satisfy and create familiarity with Chinese customers by providing them homelike environments, especially during the peak seasons for Chinese holidays like the Chinese New Year Golden Week and National Day Golden Week. In order to communicate and facilitate Chinese tourists' easier understanding of the message sending, the media or symbols in Chinese and Chinese atmospheres decorations in places were arranged by both the local government and entrepreneurs. Such as the airport, hotels, restaurants, souvenir shops, jewelry shops, tourist spots, etc. These circumstances make the community more touristy while being more beautiful and cleaner. It also contributes to (*improving the community's landscapes and the surrounding environment appearances¹*), especially in popular tourist spots, which gives the city a better overview (Akarapong et al., 2010; Andereck & Nyaupane, 2011; Látková & Vogt, 2011; Long & Kayat, 2011).

Many Chinese tourists to Phuket are willing to spend all levels of commodities and services they desire. Hence, it has spurred the rise of new entrepreneurs rapidly entering the community. Moreover, it led to (*an increase in the varieties of recreational facilities, products,*

*and services in the hospitality and tourism industry of the community*²) (Akarapong et al., 2010; Andereck & Nyaupane, 2011; Deery et al., 2012; Grace Siu et al., 2013; Marzuki, 2012; Látková & Vogt, 2011; Long & Kayat, 2011; Rasoolimanesh et al., 2015). As a result, there were various of new emerged leisure facilities developed in the area such as hotels, resorts, luxury villas, restaurants, spa and wellness places, souvenir shops, shopping stores, duty-free stores, medical centers, luxury jewelry stores, real estates, China commercial areas, natural attractions, and many more tourist spots. In fact, it is the case of a tremendous influence on the continued growth of the Chinese inbound tourism market in the city.

Furthermore, mainland China travelers are not seasonal as others nationalities, while Phuket island has opportunities to welcome them all year-round. Therefore, they ranked in the top of tourists visiting the island, and generally several traveling in a large group. Thus, once they arrive at national sites like cultural attractions, islands, national parks, historical sites, and other places, it generates direct financial on government revenues by visiting fees earning. Another fact, once tourists arrived at the attractions, several impacts appeared on the environmental and natural resources. However, in turn, it contributes to *(promoting protection and conservation of natural resources/ environments in the community, such as encouraging better environmental planning/ management, enhancing environmental awareness*³) (Akarapong et al., 2010; Andereck & Nyaupane, 2011; Buakhao & Weerakit, 2012; Látková & Vogt, 2011; Long & Kayat, 2011). Besides that, it stimulates *(an improvement of rules and regulations to protect and conserve the natural resource/ environment of the community in the long term*⁴) (Andereck et al., 2005; Buakhao & Weerakit, 2012; Long & Kayat, 2011).

Several previous studies revealed negative impacts of tourism development in the community on its residents (Akarapong, 2006; Akarapong et al., 2010; Andereck et al., 2005; Andereck & Nyaupane, 2011; Buakhao & Weerakit, 2012; Deery et al., 2012; Grace Siu et al., 2013; Korawan et al., 2017; Látková & Vogt, 2011; Lee & Black, 2003; Lee et al., 2010; Long & Kayat, 2011; Rasoolimanesh et al., 2015; Zhou, 2010; Zhou & Ap, 2009). According to the quality of the community's surrounding environment, whether it is natural, historical, or human-made attractions, these are considered virtual elements for the tourism industry. However, in terms of environmental impacts, the attachment between tourism and the environment is complicated. It is the combination of several circumstances that might potentially harm the

natural resources in the area. Previous studies often argued that the environmental impact of tourism negatively affected on community and local people. As actually, tourism development often required some natural resources interventions, which contributed to the physical impact on the ecosystem. Due to the fact, there were many leisure facilities regarding the Chinese inbound tourism market that emerged on Phuket Island, as mentioned earlier. Specifically the constructions of resorts in nature areas and any mega projects. The particular market was even influenced indirectly on public infrastructure development, such as expanding roads, harbors, airports, etc. These conditions are connected with *(an increase in the physical impacts from tourism developments on ecosystems, such as constructing recreational and entertainment facilities through nature destruction and intensified land use⁵)* (Akarapong et al., 2010; Buakhao & Weerakit, 2012; Deery et al., 2012; Grace Siu et al., 2013; Lee & Black, 2003; Lee et al., 2010; Long & Kayat, 2011; Rasoolimanesh et al., 2015). These tourism circumstances also indistinctly notified potential threats to various natural territories and gradually harms and depletes environmental resources in the community. There was not only tourism development that contributed to physical impacts on the ecologic during the tourism enlargement process. Besides, it attached the increase in *(the physical effects of tourism activities on ecosystems, such as adventure activities in the forest, trampling, anchoring, marine actions, and others⁶)*. Moreover, alteration of ecosystems by tourist activities are also significantly harmed when the visitors' volume utilized, exceeded the environment's capacities and primarily if tourists environmentally carelessly (Akarapong et al., 2010; Buakhao & Weerakit, 2012; Deery et al., 2012; Grace Siu et al., 2013; Khaosod, 2018, Lee & Black, 2003; Lee et al., 2010; Long & Kayat, 2011; Manager Daily 360 Degree, 2015; Post Today, 2017; Thai PBS, 2018; Thongtub, E., 2017).

Furthermore, several previous studies revealed that tourism expansion impacted residents and their community at fields of causing *(increase overcrowding of traffic congestion/traffic jams in the community⁷)* (Akarapong et al., 2010; Andereck et al., 2005; Andereck & Nyaupane, 2011; Deery et al., 2012; Korawan et al., 2017; Látková & Vogt, 2011; Lee et al., 2010; Rasoolimanesh et al., 2015; Zhou, 2010; Zhou & Ap, 2009). At the meantime several news agencies and scholars also reported that it *(increases accident rates on the roads and traffic problems in the community⁸)* (Akarapong et al., 2010; Ban Muang, 2018; Deery et al., 2012; Channel 8 (Thailand), 2017; China.org.cn, 2015; Korawan et al., 2017; Látková & Vogt,

2011; Lee et al., 2010; Manager Daily 360 Degree, 2015; People’s Daily, 2016; Rasoolimanesh et al., 2015; Siangtai Daily, 2018; Thai Rath, 2018; Thongtub, E., 2018; Salinee Prap, 2017; Zhou, 2010; Zhou & Ap, 2009). Apart from that, some news agencies reported accidents on roads regarding the Chinese inbound tourism market on Phuket Island. For example, a transport bus was carrying Chinese tourists overturned on a downhill Patong road (Salinee Prap, 2017). Other news reported that a Chinese tourist bus brakes fail, collides with a pickup truck, then plunged into a roadside ditch during its drives down Kata Hill (Thai Rath, 2018; Thongtub, E., 2018). And some further mentioned that a van was carrying Chinese tourists braking system crashes, locking wheels, and plunging into a road ditch in Thalang District (Siangtai Daily. 2018). However, there were many more accident cases happened in Phuket. Finally, many previous studies revealed environmental impacts from tourism in most area that it (*increases pollution in various fields, such as solid waste, water pollution, air pollution, noise pollution, and other ecological infections*)⁹) (Akarapong, 2006; Akarapong et al., 2010; Andereck et al., 2005; Andereck & Nyaupane, 2011; Buakhao & Weerakit, 2012; Deery et al., 2012; Grace Siu et al., 2013; Korawan et al., 2017; Látková & Vogt, 2011; Lee & Black, 2003; Lee et al., 2010; Long & Kayat, 2011; Rasoolimanesh et al., 2015; Zhou, 2010; Zhou & Ap, 2009). The 9 environmental impacts present in the following detail in Table 2.4.

Table 2.4 Environmental impacts

Statements	Previous studies
Positive environmental impacts	
Improve in better landscape and surrounding environment appearances of the community, especially in popular tourist attractions.	Akarapong et al., 2010; Andereck & Nyaupane, 2011; Látková & Vogt, 2011; Long & Kayat, 2011
Increase in varieties of recreational facilities, products, and services in the hospitality and tourism industry of the community.	Akarapong et al., 2010; Andereck & Nyaupane, 2011; Deery et al., 2012; Grace Siu et al., 2013; Marzuki, 2012; Látková & Vogt, 2011; Long & Kayat, 2011; Rasoolimanesh et al., 2015; Zhou, 2010; Zhou & Ap, 2009

Table 2.4 Continued

Statements	Previous studies
Promote protection and conservation of natural resources/ environments in the community, such as encouraging better environmental planning/ management, enhancing environmental awareness.	Akarapong et al., 2010; Andereck & Nyaupane, 2011; Buakhao & Weerakit, 2012; Látková & Vogt, 2011; Long & Kayat, 2011
Improve rules and regulations to protect and conserve the natural resource/ environment of the community in the long term.	Andereck et al., 2005; Buakhao & Weerakit, 2012; Long & Kayat, 2011
Negative environmental impacts	
Increase the physical impacts from tourism developments on ecosystems, such as constructing recreational and entertainment facilities through nature destruction.	Akarapong et al., 2010; Buakhao & Weerakit, 2012; Deery et al., 2012; Grace Siu et al., 2013; Lee & Black, 2003; Lee et al., 2010; Long & Kayat, 2011; Rasoolimanesh et al., 2015
Increase the physical impacts from tourism activities on ecosystems, such as marine activities tours, adventure activities tours in the forest, etc.	Akarapong et al., 2010; Buakhao & Weerakit, 2012; Deery et al., 2012; Grace Siu et al., 2013; Khaosod, 2018, Lee & Black, 2003; Lee et al., 2010; Long & Kayat, 2011; May 27; Manager Daily 360 Degree, 2015, January 9; Post Today, 2017, December 11; Thai PBS, 2018 February 15; Thongtub, E., 2017, May 11
Increase overcrowding of traffic congestion/ traffic jam in the community.	Akarapong et al., 2010; Andereck et al., 2005; Andereck & Nyaupane, 2011; Deery et al., 2012; Korawan et al., 2017; Látková & Vogt, 2011; Lee et al., 2010; Rasoolimanesh et al., 2015; Zhou, 2010; Zhou & Ap, 2009

Table 2.4 Continued

Statements	Previous studies
Increase accident rates on the roads and traffic problems in the community.	Akarapong et al., 2010; Ban Muang, 2018, February 16; Deery et al., 2012; Channel 8 (Thailand), 2017, November 26; China.org.cn, 2015, July 27; Korawan et al., 2017; Látková & Vogt, 2011; Lee et al., 2010; Manager Daily 360 Degree, 2015, March 25; People's Daily, 2016, August 10; Rasoolimanesh et al., 2015; Siangtai Daily, 2018, February 10; Thai Rath, 2018, June 13; Thongtub, E., 2018, June 13; Salinee Prap, 2017, August 8; Zhou, 2010; Zhou & Ap, 2009
Increase pollution in various fields, such as marine pollution, water pollution, water pollution, air pollution, noise pollution, solid waste, and other environmental infections.	Akarapong, 2006; Akarapong et al., 2010; Andereck et al., 2005; Andereck & Nyaupane, 2011; Buakhao & Weerakit, 2012; Deery et al., 2012; Grace Siu et al., 2013; Korawan et al., 2017; Látková & Vogt, 2011; Lee & Black, 2003; Lee et al., 2010; Long & Kayat, 2011; Rasoolimanesh et al., 2015; Zhou, 2010; Zhou & Ap, 2009

2.3 The prediction of residents' perceptions and attitudes towards the Chinese inbound tourism market development in Phuket Province

Several earlier tourism studies applied the social exchange theory to explain residents' attitudes towards tourism development in the community (Akarapong et al., 2010; Andereck et al., 2005; Andereck & Nyaupane, 2011; Ap, 1990; Chen, 2016; Grace Siu et al., 2013; Gursoy et al., 2002; Haobin et al., 2014; Jurowski et al., 1997; Ko & Stewart, 2002; Látková & Vogt, 2011; McGehee & Andereck, 2004; Nunkoo & Ramkissoon, 2012; Nunkoo et al., 2013; Perdue et al., 1990; Long & Kayat, 2011; Rasoolimanesh et al., 2015; Sharpley, 2014; Wang & Pfister, 2008; Yoon et al., 2001). This research's main objective was to study residents'

perceptions and attitudes towards the Chinese inbound tourism market expansion in Phuket. Therefore, this conceptual framework also applied social exchange theory to explain residents' attitudes towards the particular market expansion.

Social Exchange Theory was major contributed by an American sociologist named George Caspar Homans (1910 - 1989). However, there were other developers of this theory worth mentioning include John W. Thibaut (1917 - 1986), Peter M. Blue (1918 - 2002), and Harold H. Kelley (1921 - 2003) (Emerson, 1976). Additionally, Richard Marc Emerson (1976) was another developer included (Boley et al., 2014, as cited in Rasoolimanesh et al., 2015). This theory study cognition and social behavior in the interaction between two or more social groups, assessing the exchange process based on economics, sociology, and psychology. Relationships arise through analysis or weighing of costs minus potential benefits. Meanwhile, the rewards can be materials, financial gains, social statuses, and emotional efforts. Relationships will form if exchanging is reciprocated for each other, and it will commit if the outcome is profitable. On the other hand, this theory suggests that if the exchange process involves a higher cost or relational effort than the benefits or rewards that will receive, then the relationship may be failed, rejected, and may not eventually form (Boley et al., 2014, as cited in Rasoolimanesh et al., 2015; Emerson, 1976; Homans, 1961).

Once again, in conclusion, this is a sociological and psychological theory related to the process of reward-seeking under weighing the costs and benefits of two or more social parties. The interchanges can demonstrate outcomes in terms of riskiness or advantageousness. It performs as an arrow influencing decisions in which to behave in social interactions. However, the theory emphasizes the individual's consideration of determining interactions rather than collective. The core of this theory is seeking to minimize costs while maximizing benefits. Hence it is ordinary that people attempt to search for maximum benefits from social exchanges with each other. If the deal is rewarding, the relationship will form, while if it is profitable, the relationship will commit. In contrast, if it required costs higher than benefits, then the relationship may be expired or revoked.

Now claimed social exchange theory to this study explains the process of social exchange between residents' attitudes towards the market expansion of Chinese inbound tourism in Phuket. It means that residents who perceive positive impacts rather than negative impacts are

more likely to be involved in the social exchange process with this market's development than those who do not (Ap, 1992; Jurowski et al., 1997; Rasoolimanesh et al., 2015). Several factors influenced different results after weighing the costs and benefits expressed through residents' perceptions and attitudes. Some previous studies stated factors that affect residents' perceptions and attitudes towards tourism development include economic gains, social values, environmental attitudes, available tourism resources in communities that residents can utilize, and quality of life (Akarapong et al., 2010; Andereck & Nyaupane, 2011; Gursoy et al., 2002; Jurowski et al., 1997; Rasoolimanesh et al., 2015). Meanwhile, several scholars claimed that the perceived impact of tourism influences residents in three basic cost-benefit categories: economic, environmental, and socio-cultural (Akarapong et al., 2010; Andereck et al., 2005; Buakhao & Weerakit, 2012; Dyer et al., 2007; Grace Siu et al., 2013; Kim et al., 2013; Rasoolimanesh et al., 2015; Vargas Sanchés et al., 2008; Yoon et al., 2001; Sharpley, 2014). However, this study has summarized the content of those factors mentioned earlier. The differences in residents' perceptions and attitudes towards tourism development would be influenced through personal perceived tourism impacts in three features: economic, socio-cultural, and environmental impacts. Consequently, residents who benefited or believed that the market expansion would contribute to profitability to their well-being and community would perceive this phenomenon rather optimistically than adversely. After, it would lead to their overall impacts perceptions from the market expansion of Chinese inbound tourism in the community rather positively than negatively. Finally, they would be more inclined to support the market's development than those who do not (Rasoolimanesh et al., 2015).

In addition, since this study primarily concerns residents' attitudes accordingly, attitude components were another essential constitutive. Eagly & Chaiken (1993) stated that the attitude components are cognitive, affective, and behavioral. In concise, the cognitive portion centered on individual beliefs, thoughts, or opinions. Further, the existence of subjective emotions and feelings is a connection drew within the affective component. The last element, the behavioral trait, concerns the action tendency or the predisposition to behave towards an attitude. It correlated with sensations, consciousness, and reason. The behavior pattern occurs when a person is ready to respond to events or things.

The philosophy of attitudes explains how residents shape their attitudes towards supporting tourism development in the community. The first component is cognitive, which holds that residents who perceive the overall impacts of the Chinese inbound tourism market expansion more positively rather than negatively. Therefore, they justify their action agreed with the development of this market, believing it would be beneficial in some way. The second component is affective, which holds that a resident may say overall I positively perceived impacts from the market expansion and would like to support this market development because it contributed to benefits rather than costs. The last component is behavioral. Residents who perceive the overall impact of this market expansion positively rather than negatively will react more responsive and cooperative to optimistic supporting this market's development than those who do not. As a result, attitudes are stimulated by individual cognitive, affective, and behavioral through analysis and demonstrated in social interactions.

However, it is simply that the community will always consist of diverse residents. Individual residents are different in socio-demographic characteristics that made their cognitive, affective, and behavioral do so. It means individual residents will perceive tourism impacts from the market expansion of the Chinese inbound tourism in Phuket differently. Resulting residents exhibit differently in overall attitudes and will demonstrate differences in their support for tourism development. The SET theory suggested that relationship forming is based on economics, sociology, and psychology, and the relationship will build if exchanging is rewarding. It means residents would cooperate with tourism forming programs and direct potentially incline to support tourism development if they benefit significantly over than costs from tourism (Andereck et al., 2005; Andereck & Nyaupane, 2011; Chen, 2016; Gursoy et al., 2002; Jurovski et al., 1997; Ko & Stewart, 2002; Látková & Vogt, 2011; McGehee & Andereck, 2004; Nunkoo & Ramkissoon, 2012; Rasoolimanesh et al., 2015). Residents who economic dependent on the tourism industry are gain better personal benefits from tourism. In fact, it convinced them directly potential perceive more excellent economic contributions while a small scale of negative socio-cultural and environmental impacts than those who do not. It holds that those residents who earn honors from tourism tend to gain better rewards in their interaction from tourism development than those who do not (Andereck & Nyaupane, 2011; Gursoy et al., 2010; Kuvan & Akan, 2005; McGehee & Andereck, 2004; Long & Kayat, 2011; Wang & Pfister, 2008; Ward & Berno, 2011).

Like this, the relationship will form, which means those residents will support tourism development since they also get support from tourism in terms of economic gain in returns. However, social exchange costs and benefits could be a compass to lead residents' attitudes towards tourism development. The relationship will form if it is rewarding. Some residents may support tourism development if they can gain any advantage to their well-being. Meanwhile, some people may keep less or even refuse to support tourism development, if after weighing cost-benefit from an exchange and resulted in some way that costs overestimated the benefits. In brief, if residents perceived overall impacts from the market expansion positively, then they likely to support tourism development. In contrast, if residents perceived it negatively, they may keep less or even refuse to support tourism development.

Some researchers have summarized that the residents of economic depression are likely to believe that tourism development will bring them more excellent financial benefits. Consequently, they will estimate the costs of tourism development to be less important than the economic benefits that they will gain (Liu & Var, 1986; Sheldon & Var, 1984). Thus, it seems realistic that when the perception of the state's economy is more inferior, then the community interaction with the tourism is better (Cater, 1987). Moreover, the more significant community reaction towards tourism, the more residents will have a positive attitude towards tourism development. It allows residents to acquire a favorable outcome from their relationships with tourists and tourism activities (Allen et al., 1998). Most studies found that residents perceived overall economic impacts from tourism development positively rather than negatively (Pulina et al., 2010). In the meantime, residents perceived socio-cultural and environmental impacts generated more negative rather than positive (Akarapong, 2006; Akarapong et al., 2010; Grace Siu et al., 2013; Jurowski et al., 1997; Yoon et al., 2001). Sánchez del Río-Vázquez et al., (2019) found that residents value economic impact as the most significant indicator influencing their satisfaction with tourism administration in the community versus socio-cultural and environmental impacts. Thus, when individuals benefit from tourism development, they will often perceive more excellently economic benefits and only small scales of adverse socio-cultural and environmental effects than those who do not. However, several previous studies argued that positive and negative impacts of tourism development on residents in terms of economic impacts, socio-cultural impacts, and environmental impacts are closely linked.

In fact, the community will always consist of residents with different socio-demographic characteristics, influencing individual residents to perceive tourism impacts and exhibit attitudes towards tourism development differently. Hence, social interactions' costs and benefits could be compasses to lead individual residents' attitudes towards tourism development, either positive or negative. This study applied social exchange theory to explain residents' attitudes towards the Chinese inbound tourism market development in Phuket. It holds that if social exchange result presents the benefits' weight is heavy than cost, residents' overall attitudes towards the market expansion will be positive rather than negative. Some residents might support tourism development if they can gain advantages to their life or well-being. On the other hand, some residents might give less or even refuse to support after weighing the costs and benefits of exchanges, and it resulted in some way that costs have overestimated the benefits.

CHAPTER 3

METHODOLOGY

3.1 Research approach and design

Recently, most studies concerned about residents' attitudes and perceptions towards tourism development employed a quantitative approach as such a participant method (Akarapong et al., 2010; Andereck & Nyaupane, 2011; Buakhao & Weerakit, 2012; Chen, 2016; Deery et al., 2012; Esmat Zaidan & Jason F. Kovacs, 2017; Korawan et al., 2017; Látková & Vogt, 2011; Lertporn, 2020; Long & Kayat, 2011; Rasoolimanesh et al., 2015). According to Burns and Grove (1993, p.777), quantitative research is a kind of objectivity, formally and methodically procedure. Hence, it is patronizing to explain the appraisal correlations and valuable to investigate incentives and fructification reciprocate between variables. By using this method, the data collected will present in the form of a generalized conclusion to the researcher (Woosnam, 2011).

This study primarily aimed to investigate residents' attitudes and perceptions towards the market expansion of the Chinese inbound tourism in Phuket Province, to collect data and more thoroughly address the study's objectives. Accordingly, the quantitative research procedure was used as a study methodology. The population of this research is Phuket residents. Nevertheless, there is a large population's size and unable to reach the entire population of interest, then it considered no sampling frame. Consequently, the non-probability sampling technique is a sample type of this study to collect data and answer research questions efficiently. The targeted populations of this study were selected by using specific sampling criteria. The residents who met the requirements were a sample group. Data collected from the subjects included in the sample group using a quota sampling technique relied on the participants' geography. A survey method employed a self-administered survey technique, using a structured questionnaire with open-ended, structured, and closed-ended (checklist) questions adapted and developed from previous studies, news, and articles. Finally, 415 questionnaires were distributed/collected personally to the subject at home, workplaces, department stores, and any other places where they were a convenient source of data for a researcher.

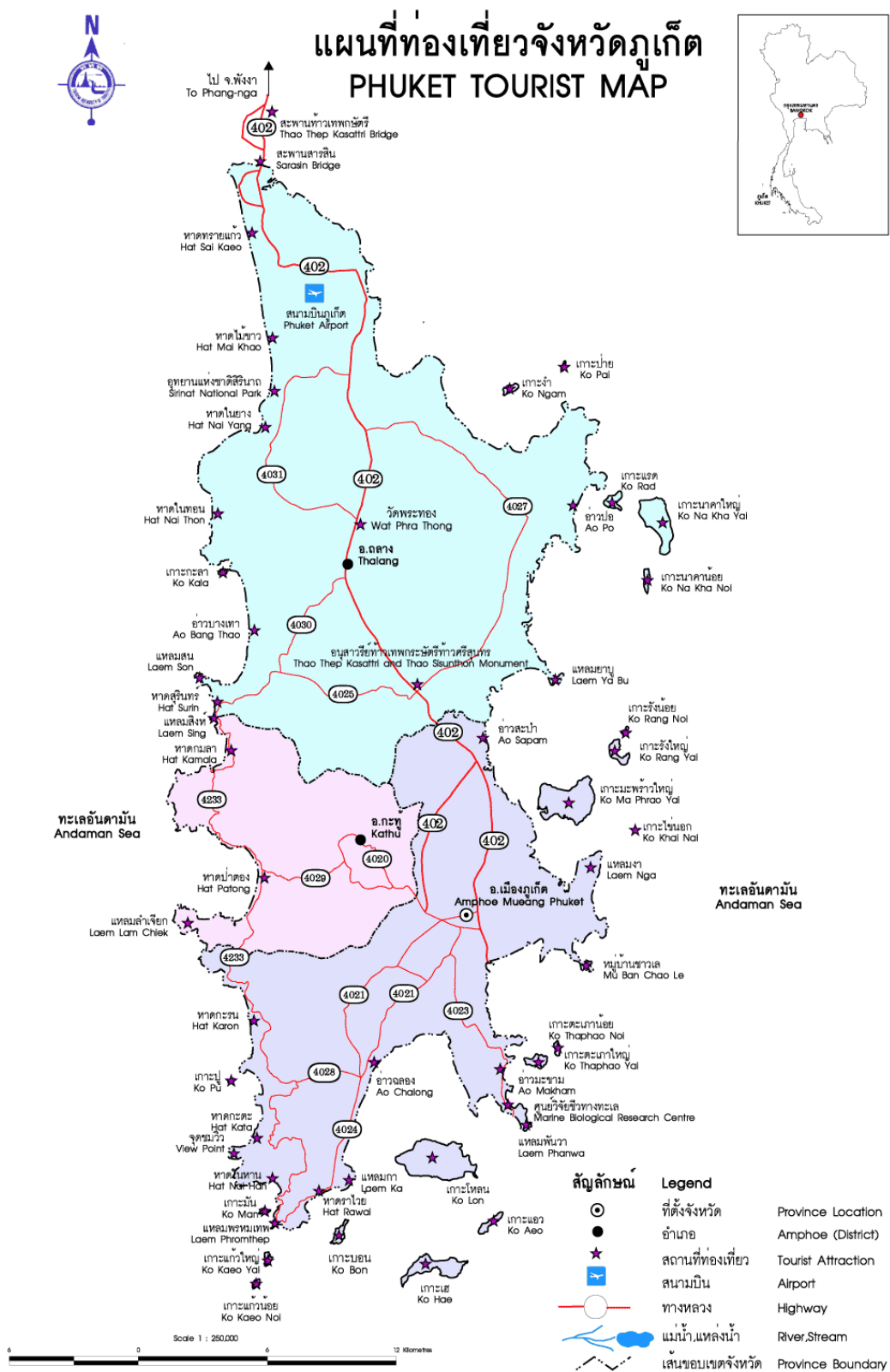
3.2 Research Setting

A researcher conducted this study in Phuket from 2017 to 2021. The data collection process started in February 2020 and was temporarily suspended due to COVID-19 epidemic restrictions. However, the process continues again, with most 90% of the questionnaires distributed and collected to/from subjects in August and completed in September the same year. Therefore, it can be regarded as a retrospective study.

Phuket province is the largest island of Thailand consist of three districts, including Thalang District, Kathu District, and Mueang Phuket District, together with seventeen sub-districts and one hundred and four villages (see Figure 3.1 and Table 3.1). At present, the hospitality and tourism industry is a significant source of income in the province. Most areas in Phuket developed due to tourism reasons. It attracts more investments, increases the variety of job opportunities for residents, and more non-residents living in the community. Accordingly, the resident on the island combined with native and nonnative, while most people hold careers in the hospitality and tourism industry, but there is no mean for everybody. Due to the uniqueness of geographies and socio-cultural backgrounds of local people in each area on the island, it provides the coexistence of people with diverse occupations. These being the case of the selection criteria were developed to select a member of residents who should be the target population of this study accurately.

Furthermore, to avoid bias and represent the entire target population in different socio-demographic characteristics has an equal chance of being selected. Therefore a quota sampling technique was applied in this study to gather representative residents from every district. The preferred research area was any place in Phuket Province, such as at respondents' homes, workplaces, department stores, and any other places where they were a convenient source of data for a researcher. Moreover, each domain is also different in terms of tourism offerings, distinguishing each sector from the others. Some area residents are more familiar with tourism activities regarding the Chinese inbound tourism market, while some do not. Finally, due to differences in geographical areas and socio-cultural backgrounds, these may therefore influence individual residents' perceptions and attitudes towards tourism impacts differently.

Figure 3.1 Map of Phuket Province, Thailand



Source: Tourism Authority of Thailand (TAT), 2009

3.3 Population and Sampling

3.3.1 Population

Table 3.1 Phuket general information from registration records as of 2017

No.	District/Sub-District	Village	Household	Population
1.	Mueang Phuket District	44	140,045	242,821
1.1	Talat Yai	0	15,755	57,085
1.2	Talat Nuea	0	10,494	22,177
1.3	Ko Kaeo	7	10,483	14,633
1.4	Ratsada	7	28,861	47,374
1.5	Wichit	9	33,031	49,824
1.6	Chalong	10	17,319	25,368
1.7	Rawai	7	16,319	18,192
1.8	Karon	4	7,783	8,168
2.	Kathu District	14	41,817	57,250
2.1	Kathu	8	20,280	29,395
2.2	Patong	0	15,799	20,897
2.3	Kamala	6	5,738	6,958
3.	Thalang District	46	65,609	101,946
3.1	Thep Krasattri	11	13,061	22,935
3.2	Si Sunthon	8	18,753	24,482
3.3	Choeng Thale	6	13,085	18,485
3.4	Pa Khlok	9	8,307	16,441
3.5	Mai Khao	7	6,950	13,166
3.6	Sakhu	5	5,453	6,437
Total		104	247,471	402,017

Source: Department of provincial administration registration, 2017

As mentioned earlier, Phuket province consists of three districts with seventeen sub-districts divided into one hundred and four communities. Recently, the capital of Phuket province is located in Mueang Phuket District. Most populations live in this district, which

accounted for 140,045 households and 242,821 people. The area regarded as the second largest from Thalang District comprises eight sub-districts, shared to be forty-four villages. The territory of Thalang Districts is considered the largest of wide range, which encloses six sub-districts separated into forty-six communities. When focusing on the number of households and populations living in the area, a district is considered secondary from Muang District, consisting of 65,609 households with 101,946 people. After that, Kathu District has the smallest size in terms of territory and population. Kathu District's geographical area is located in the middle of the island, consisting of three sub-districts, fourteen communities, 41,817 households, and 57,250 people. Consequently, the total household and population in Phuket Province accounted for 247,471 households with 402,017 people. A total of 211,798 people accounted for females, and 190,219 people are males (Department of Provincial Administration Registration, 2017) (see Figure 3.2.1). The study considered the entire residents in Phuket as the study's population, while the target population included in the sample group was determined by specific sampling criteria. Therefore, subjects for the observation in the study were residents who met the requirements.

3.3.2 Determining sample size

A researcher calculated the sample size of this research based on Taro Yamane's Formula (Yamane, 1967) with a 95% confidence level (only 5% of error). The population of this study is a total of 402,017 residents in Phuket Province. To determine the sample size, therefore, the calculation formula of Taro Yamane presented as follows.

$$n = \frac{N}{1 + N(e)^2}$$

Where, *n*: Sample size

N: Population size

e: Level of precision or Margin of error (MoE)

Substitute numbers in formula:

$$n = \frac{402,017}{1 + 402,017(0.05)^2}$$

$$n = \frac{402,017}{1,006.0425}$$

$$n = 399.6024024829960$$

$$n = 400 \text{ (Rounded)}$$

After calculated the sample size by substituting the numbers into the Yamane formula, the sample was the number of 399.6024024829960. To obtain reliable data, therefore, a researcher has increased sample size to 400 people.

3.3.3 The sampling criteria

The target population included in the sample group were selected to meet the following specific criteria.

- Thailand-born resident (Thai nationality).
- Hold a household registration and live in Phuket Province permanently within the past 5 years.
- Age of 20 years old or older.

3.4 Data collection instruments

In this study, the research instrument used for data collection was a structured questionnaire designed in the Thai version (Appendix: A). It was a delivery and collection questionnaire using self-administered surveying techniques. Therefore, the survey questionnaires were distributed and required the respondent to review and refill in the provided space, then collected through researcher administered.

A researcher designed the question formats to be open-ended, structured, and closed-ended (checklist). It aims to obtain information concerning residents' perceptions and attitudes towards the market expansion of the Chinese inbound tourism in Phuket Province as a primary purpose. The researchers designed this questionnaire to complement the study's objectives. The first one explores the real impact that Phuket residents perceived from this market expansion in terms of economic, socio-cultural, and environmental perspectives. Subsequently, a researcher arranged the statements regarding the impacts of this market expansion in those three aspects adopted and developed from several previous studies, news, and articles to investigate residents' perceptions and attitudes towards those impacts. After that, to examine resident overall perceptions and attitudes, whether they perceived widespread effects either positively or negatively, and if overall they would like to support this market development in Phuket. Henceforth, to achieve residents' suggestion concerns solutions guidelines and support guidelines regarding this market expansion. Besides, residents' opinions concerns what are they like/do not

like the most. What is the most significant advantage/disadvantage regarding this market expansion, were also another deserved. Finally, this questionnaire expects to gather information on residents' socio-demographic characteristics as well. The following details below were well described how a researcher developed this questionnaire.

The survey questionnaire consists of three parts, presented as shown in the information below.

Section 1 is the survey of residents' perceptions and attitudes towards tourism impacts from the market expansion of the Chinese inbound tourism in Phuket province regarding economic impacts, socio-cultural impacts, and environmental impacts. There were three main sub-set of questions arranged based on those three impacts. A researcher designed queries to be open-end and structured.

Open-ended questions were developed by an advisor, experts, and a researcher to examine the tourism impacts that Phuket residents perceived from this market expansion. It presents on top of each tourism impact statement question tabular. Accordingly, this section's open-ended questions required respondents to identify their perceived positive and negative tourism impacts in those three perspectives on the space provided for answers.

After that, the question statement lists regarding the impacts from the market expansion on residents, which were adopted and developed from several previous studies, news, and articles, were arranged as structured questions presented in tabular form. Individual tables show under each of the open-end questions. The first table of statement questions were fourteen economic impacts (see Table 3.2). The second table was fourteen socio-cultural impacts (see Table 3.3). The last table of statement questions in this section were nine environmental impacts (see Table 3.4). It aims to investigate residents' perceptions and attitudes towards impacts from this market expansion. Those question statements were a 1-5 Likert type scale, which required respondents to respond on rating scales from 5 strongly agree to 1 strongly disagree. Besides, a researcher applied the interval scale to those three question tables.

Table 3.2 Question statements regarding economic impacts and sources of statements under study

Items	Statements	Sources
Economic impacts		
1	Increase employment opportunities for residents.	Akarapong, 2006; Akarapong et al., 2010; Andereck & Nyaupane, 2011; Buakhao & Weerakit, 2012; Deery et al., 2012; Diedrich & García-Buades, 2009; Grace Siu et al., 2013; Korawan et al., 2017; Látková & Vogt, 2011; Lee & Black, 2003; Long, & Kayat, 2011; Marzuki, 2012; Rasoolimanesh et al., 2015; Zhou, 2010; Zhou & Ap, 2009
2	Increase new business opportunities for residents.	Akarapong et al., 2010; Buakhao & Weerakit, 2012; Grace Siu et al., 2013; Korawan et al., 2017; Lee & Black, 2003; Marzuki, 2012; McGehee & Andereck, 2004; Rasoolimanesh et al., 2015; Zhou, 2010; Zhou & Ap, 2009
3	Generate higher incomes for residents.	Akarapong, 2006; Akarapong et al., 2010; Grace Siu et al., 2013; Korawan et al., 2017; Látková & Vogt, 2011; Lee et al., 2010; Marzuki, 2012
4	Generate more tourism-related revenues to the local communities.	Akarapong et al., 2010; Grace Siu et al., 2013; Korawan et al., 2017; Marzuki, 2012; Rasoolimanesh et al., 2015; Zhou & Ap, 2009
5	Generate more tourism-related revenue to the tourism industry in Phuket Province.	Akarapong et al., 2010; Grace Siu et al., 2013; Korawan et al., 2017; Lee & Black, 2003; Lee et al., 2010; Marzuki, 2012; Rasoolimanesh et al., 2015; Zhou & Ap, 2009
6	Improve public utility infrastructures in Phuket Province, such as roads, electricity, and water supply.	Akarapong et al., 2010; Andereck et al., 2005; Andereck & Nyaupane, 2011; Buakhao & Weerakit, 2012; Deery et al., 2012; Grace Siu et al., 2013; Marzuki, 2012; Látková & Vogt, 2011; Long & Kayat, 2011; Rasoolimanesh et al., 2015; Zhou, 2010; Zhou & Ap, 2009

Table 3.2 Continued

Items	Statements	Sources
7	Attract more investments in Phuket Province.	Akarapong et al., 2010; Buakhao & Weerakit, 2012; Korawan et al., 2017; Long & Kayat, 2011; Marzuki, 2012; Rasoolimanesh et al., 2015
8	Generates “Zero-Dollar Tours” problems in Phuket Province.	A. Khamlo & S. Fein, L., 2010; Chadamas, 2015; Khaosod, 2016; Keawpromman, 2015; Manager Daily 360 Degree, 2018; Matichon Online, 2016; Newton, 2018; Ngamsangchaikit, 2016; Piriyarangsan, 2016; Post Today, 2015; Prachachat Online, 2016; Zhang, H., Heung, V. & Yan, Y., 2009
9	Local entrepreneurs improve products and services to welcoming Chinese tourists.	Korawan et al., 2017
10	Increase the number of non-residents living in Phuket Province	Andereck et al., 2005; Akarapong et al., 2010; Buakhao & Weerakit, 2012; Deery et al., 2012; Diedrich & García-Buades, 2009; Grace Siu et al., 2013; Korawan et al., 2017; Marzuki, 2012; Post Today, 2015
11	Increase the competition of job employments between residents and non-residents.	Akarapong et al., 2010; Grace Siu et al., 2013; Khaosod, 2017; Korawan et al., 2017; Marzuki, 2012; Post Today, 2015; Phuket 7 days Online News, 2018; Thongtub, E., 2017; Workpoint News, 2017
12	Increase the prices of commodities and services in Phuket Province, such as real estate prices.	Akarapong, 2006; Akarapong et al., 2010; Buakhao & Weerakit, 2012; Deery et al., 2012; Grace Siu et al., 2013; Korawan et al., 2017; Látková & Vogt, 2011; Lee & Black, 2003; Lee et al., 2010; Long & Kayat, 2011; Marzuki, 2012; Rasoolimanesh et al., 2015; Zhou, 2010; Zhou & Ap, 2009

Table 3.2 Continued

Items	Statements	Sources
13	Declines in the number of tourists from other nationalities (non-Chinese).	Korawan et al., 2017; Wanapinyosak, 2015
14	Declines in incomes earned from tourists other nationalities (non-Chinese).	Korawan et al., 2017; Wanapinyosak, 2015

Table 3.3 Question statements regarding socio-cultural impacts and sources of statements under study

Items	Statements	Sources
Socio-cultural impacts		
1	Residents have less peace and privacy.	Grace Siu et al., 2013; Korawan et al., 2017; Lertporn, 2020; Wanapinyosak, 2015
2	Disturb to the community and residents, such as talking loudly, jumping queues, pushing others, smoke in public, spit in public, littering carelessly, etc.	Grace Siu et al., 2013; Jonette, 2015, May 11; Korawan et al., 2017; Lertporn, 2020; Thai Rath, 2015; Wanapinyosak, 2015
3	Create chaos from the lack of respect to the rules in tourist attractions and places such as government offices and schools.	Grace Siu et al., 2013; Korawan et al., 2017; Lertporn, 2020; Wanapinyosak, 2015
4	Increase the number of Chinese establishments businesses and work illegally in Phuket Province such as tour guides, photographers, setting tour companies, hotels, and others, using fake documents like Thai national ID card, educational backgrounds, tourist guide licenses, passport, etc.	Naknakhon, D., 2016; Manager Daily 360 Degree, 2015; Post Today, 2015; Prachachat Online, 2016; The Phuket News, 2016; Thongtub, E., 2017; Thongtub E., 2019

Table 3.3 Continued

Items	Statements	Sources
5	Local/ Thai culture and traditions are offered more commercially, and the virtual tradition has formed to attract Chinese tourists, such as selling overpriced/ fake Thai Buddha amulets in the temples.	Akarapong et al., 2010; Buakhao & Weerakit, 2012; Khaosod, 2018; Korawan et al., 2017; Manager Daily 360 Degree, 2017; Manager Daily 360 Degree, 2018; Newton, 2018 Patcharathorn, A., 2017
6	Increase crime, commercial sex business, prostitution, drugs, gambling, and theft in Phuket Province.	Akarapong, 2006; Akarapong et al., 2010; Andereck et al., 2005; Andereck & Nyaupane, 2011; Buakhao & Weerakit, 2012; Deery et al., 2012; Diedrich & García-Buades 2009; Grace Siu et al., 2013; Korawan et al., 2017; Látková & Vogt, 2011; Lee & Back, 2003; Lee et al., 2010; Long & Kayat, 2011; Rasoolimanesh et al., 2015; Thai Rath, 2018 April 19; Zhou, 2010; Zhou & Ap, 2009
7	Residents have less safety and security in the life and properties.	Akarapong et al., 2010; Korawan et al., 2017
8	Residents adapt more to Chinese tourist arrivals in Phuket Province.	Korawan et al., 2017
9	The government promotes and supports the Chinese inbound tourism market in Phuket Province	Korawan et al., 2017
10	The government has more policies to handle issues arising over the Chinese inbound tourism market.	Korawan et al., 2017
11	Promote cultural exchanges between residents and Chinese tourists.	Akarapong, 2006; Akarapong et al., 2010; Andereck & Nyaupane, 2011; Korawan et al., 2017; Long & Kayat, 2011

Table 3.3 Continued

Items	Statements	Sources
12	Chinese tourists have more knowledge about local/ Thai cultures.	Korawan et al., 2017
13	Chinese tourists adapt more to local/ Thai cultures.	Korawan et al., 2017
14	Residents are proud that the community is a popular destination among Chinese tourists.	Akarapong et al., 2010; Andereck & Nyaupane, 2011; Deery et al., 2012; Diedrich, & García-Buades, 2009; Korawan et al., 2017; Lee et al., 2010; Long & Kayat, 2011

Table 3.4 Question statements regarding environmental impacts and sources of statements under study

Items	Statements	Sources
Environmental impacts		
1	Improve in better landscape and surrounding environment appearances of Phuket Province, especially in popular tourist attractions.	Akarapong et al., 2010; Andereck & Nyaupane, 2011; Látková & Vogt, 2011; Long & Kayat, 2011
2	Increase in varieties of recreational facilities, products, and services in the hospitality and tourism industry of Phuket Province.	Akarapong et al., 2010; Andereck & Nyaupane, 2011; Deery et al., 2012; Grace Siu et al., 2013; Marzuki, 2012; Látková & Vogt, 2011; Long & Kayat, 2011; Rasoolimanesh et al., 2015; Zhou, 2010; Zhou & Ap, 2009
3	Increase the physical impacts from tourism developments on ecosystems, such as constructing recreational and entertainment facilities through nature destruction.	Akarapong et al., 2010; Buakhao & Weerakit, 2012; Deery et al., 2012; Grace Siu et al., 2013; Lee & Black, 2003; Lee et al., 2010; Long & Kayat, 2011; Rasoolimanesh et al., 2015

Table 3.4 Continued

Items	Statements	Sources
4	Increase the physical impacts from tourism activities on ecosystems, such as marine activities tours, adventure activities tours in the forest, etc.	Akarapong et al., 2010; Buakhao & Weerakit, 2012; Deery et al., 2012; Grace Siu et al., 2013; Khaosod, 2018, Lee & Black, 2003; Lee et al., 2010; Long & Kayat, 2011; Manager Daily 360 Degree, 2015, Post Today, 2017; Thai PBS, 2018; Thongtub, E., 2017
5	Increase overcrowding of traffic congestion/ traffic jams in Phuket Province.	Akarapong et al., 2010; Andereck et al., 2005; Andereck & Nyaupane, 2011; Deery et al., 2012; Korawan et al., 2017; Látková & Vogt, 2011; Lee et al., 2010; Rasoolimanesh et al., 2015; Zhou, 2010; Zhou & Ap, 2009
6	Increase accident rates on the roads and traffic problems in Phuket Province.	Akarapong et al., 2010; Ban Muang, 2018; Deery et al., 2012; Channel 8 (Thailand), 2017; China.org.cn, 2015; Korawan et al., 2017; Látková & Vogt, 2011; Lee et al., 2010; Manager Daily 360 Degree, 2015; People's Daily, 2016; Rasoolimanesh et al., 2015; Siangtai Daily, 2018; Thai Rath, 2018; Thongtub, E., 2018; Salinee Prap, 2017; Zhou, 2010; Zhou & Ap, 2009
7	Increase pollution in various fields, such as marine pollution, water pollution, water pollution, air pollution, noise pollution, solid waste, and other environmental infections.	Akarapong, 2006; Akarapong et al., 2010; Andereck et al., 2005; Andereck & Nyaupane, 2011; Buakhao & Weerakit, 2012; Deery et al., 2012; Grace Siu et al., 2013; Korawan et al., 2017; Látková & Vogt, 2011; Lee & Black, 2003; Lee et al., 2010; Long & Kayat, 2011; Rasoolimanesh et al., 2015; Zhou, 2010; Zhou & Ap, 2009

Table 3.4 Continued

Items	Statements	Sources
8	Promote protection and conservation of natural resources/ environments in Phuket Province, such as encouraging better environmental planning/ management, enhancing environmental awareness.	Akarapong et al., 2010; Andereck & Nyaupane, 2011; Buakhao & Weerakit, 2012; Látková & Vogt, 2011; Long & Kayat, 2011
9	Improve rules and regulations to protect and conserve the natural resource/ environment of Phuket Province in the long term.	Andereck et al., 2005; Buakhao & Weerakit, 2012; Long & Kayat, 2011

Section 2 is the survey of residents' overall perceptions and attitudes towards impacts solutions and support regarding the market expansion of the Chinese inbound tourism in Phuket Province. There were three main sub-set of questions designed to be open-end and structured.

It started with two open-ended questions developed by an advisor and a researcher, which deserved to obtain residents' suggestions concerning impact solution guidelines and supportive ideas, respectively. Questions required respondents to suggest their opinions or concerns regarding advice for impact solutions and supporting ideas that they might wish to share on the space provided for answer. After that, a table of two statement questions regarding overall attitudes towards this market development adopted and developed from previous studies (see Table 3.5). The first statement concerns residents' attitudes towards their perceived widespread impacts from the market expansion. Meanwhile, another statement was residents' overall attitudes towards support for this market development. The two question statements were a 1-5 Likert type scale, which required respondents to respond on rating scales from 5 strongly agree to 1 strongly disagree. Besides, a researcher applied the interval scale to both question statements.

Table 3.5 Question statements regarding residents' overall attitudes and sources of statements under study

Items	Statements	Sources
Residents' overall attitudes		
1	Overall, I think the market expansion of Chinese inbound tourism has positively impacted (good) Phuket Province.	Akarapong et al., 2010; Chen, 2016; Grace Siu et al., 2013; Korawan et al., 2017; Látková &
2	Overall, I would like to support the market development of Chinese inbound tourism in Phuket Province.	Vogt, 2011; Long & Kayat, 2011; Rasoolimanesh et al., 2015;

Finally, another four short open-ended questions in this section were developed by an advisor and a researcher arranged to acquire more in-depth of residents' overall attitudes. Respondents were required to identify brief answers concerning what they liked/do not like the most regarding this market. This section enclosed by the two other questions asked respondents to express their opinions about the most significant advantages and disadvantages towards the future development of the Chinese inbound tourism market in Phuket Province.

Section 3 is the survey of residents' socio-demographic characteristics. This final section contains nineteen questions adopted and developed from several previous studies (see Table 3.6). Questions were presented in the form of closed-ended questions (checklist) to gain general information on residents' profiles. The detail of sampling consists of demographic data, social-economic information, and interaction-communication information. Those questions certainly required respondents to fill in the blank and tick in the box related to their answers. By the ways, a researcher applied ratio, nominal and dichotomous scales to those questions. Finally, free space was prepared in the last question for respondents to add any additional comments, concerns, or suggestions that they might wish to share.

Table 3.6 Question statements regarding residents' socio-demographic characteristics and sources of questions under study

Items/ Questions/ response		
Question regarding	alternatives	Sources
Residents' socio-demographic characteristics		
Gender	Gender <input type="checkbox"/> Male <input type="checkbox"/> Female	Akarapong et al., 2010; Andereck & Nyaupane, 2011; Buakhao & Weerakit, 2012; Chen, 2016; Esmat Zaidan & Jason F. Kovacs, 2017; Grace Siu et al., 2013; Korawan et al., 2017; Látková & Vogt, 2011; Long & Kayat, 2011; McGehee & Andereck, 2004; Nunkoo & Gursoy 2012; Rasoolimanesh et al., 2015; Soontayatron, 2010; Wang & Pfister, 2008
Age	Age groups <input type="checkbox"/> 20 - 30 years old <input type="checkbox"/> 31 - 40 years old <input type="checkbox"/> 41 - 50 years old <input type="checkbox"/> 51 - 60 years old <input type="checkbox"/> Over 60 years old	Akarapong et al., 2010; Andereck & Nyaupane, 2011; Buakhao & Weerakit, 2012; Chen, 2016; Esmat Zaidan & Jason F. Kovacs, 2017; Grace Siu et al., 2013; Korawan et al., 2017; Látková & Vogt, 2011; Long & Kayat, 2011; McGehee & Andereck, 2004; Nunkoo & Gursoy 2012; Rasoolimanesh et al., 2015; Soontayatron, 2010
Marital status	Marital status <input type="checkbox"/> Single <input type="checkbox"/> Married <input type="checkbox"/> Widowed/ Divorced/ Separated	Esmat Zaidan & Jason F. Kovacs, 2017; Kuvan & Akan, 2005; Lankford & Howard, 1994; Long & Kayat, 2011; Petrzelka et al., 2005

Table 3.6 Continued

Question regarding	Items/ Questions/ response alternatives	Sources
Education	Highest education level <input type="checkbox"/> Primary education or lower <input type="checkbox"/> Secondary education <input type="checkbox"/> Certificate/ Diploma <input type="checkbox"/> Bachelor's Degree <input type="checkbox"/> Postgraduate	Akarapong et al., 2010; Andereck & Nyaupane, 2011; Buakhao & Weerakit, 2012; Chen, 2016; Esmat Zaidan & Jason F. Kovacs, 2017; Grace Siu et al., 2013; Korawan et al., 2017; Látková & Vogt, 2011; Long & Kayat, 2011; McGehee & Andereck, 2004; Nunkoo & Gursoy 2012; Rasoolimanesh et al., 2015; Soontayatron, 2010
Occupation	Occupation <input type="checkbox"/> Government employee/ State enterprise <input type="checkbox"/> Company employee <input type="checkbox"/> Business Owner <input type="checkbox"/> Freelance worker <input type="checkbox"/> Housewife/ Househusband/ Retire <input type="checkbox"/> Student <input type="checkbox"/> Unemployed/ Looking for work <input type="checkbox"/> Others (Please specify) ____.	Buakhao & Weerakit, 2012; Esmat Zaidan & Jason F. Kovacs, 2017; Grace Siu et al., 2013; Korawan et al., 2017; Rasoolimanesh et al., 2015; Soontayatron, 2010
Economically dependence on tourism, Economic involvement in tourism, Job status-related to tourism	Do you have any proportion of your monthly income earned from the tourism industry? <input type="checkbox"/> Yes, I earned around _____% of total monthly income. <input type="checkbox"/> No	Andereck et al. 2005; Andereck & Nyaupane, 2011; Akarapong et al., 2010; Buakhao & Weerakit, 2012; Chen, 2016; Gursoy et al., 2010; Korawan et al., 2017; Kuvan & Akan, 2005; Látková & Vogt, 2011; Long & Kayat, 2011;

Table 3.6 Continued

Question regarding	Items/ Questions/ response alternatives	Sources
	Is your occupation directly related to the Chinese inbound tourism market in Phuket Province? <input type="checkbox"/> Yes <input type="checkbox"/> No	McGehee & Andereck, 2004; Rasoolimanesh et al., 2015; Wang & Pfister, 2008; Ward & Berno, 2011
Average monthly income	Please indicate your average monthly income in Thai Baht <input type="checkbox"/> No Income <input type="checkbox"/> Less than ฿10,000 <input type="checkbox"/> ฿10,001 - ฿20,000 <input type="checkbox"/> ฿20,001 - ฿30,000 <input type="checkbox"/> ฿30,001 - ฿40,000 <input type="checkbox"/> Over ฿40,000	Andereck & Nyaupane, 2011; Buakhao & Weerakit 2012; Chen, 2016; Esmat Zaidan & Jason F. Kovacs, 2017; Kuvan & Akan, 2005; Látková & Vogt, 2011; Long & Kayat, 2011; Rasoolimanesh et al., 2015
English communication skills	Are you able to communicate in English language? <input type="checkbox"/> Yes <input type="checkbox"/> No	Developed by an advisor and a researcher
Chinese communication skills	Are you able to communicate in Chinese language? <input type="checkbox"/> Yes <input type="checkbox"/> No	Developed by an advisor and a researcher
Thai citizens with ethnic Chinese ancestry (ethnicity)	Are you Thai citizens with ethnic Chinese ancestry? <input type="checkbox"/> Yes <input type="checkbox"/> No	Andereck & Nyaupane, 2011; Long & Kayat, 2011

Table 3.6 Continued

Question regarding	Items/ Questions/ response alternatives	Sources
Native residents	Are you a native resident of Phuket province? <input type="checkbox"/> Yes <input type="checkbox"/> No	Buakhao & Weerakit, 2012; Gursoy et al., 2010; Long & Kayat, 2011; Rasoolimanesh et al., 2015
Length of residence	How long is your length of residence in Phuket Province? <input type="checkbox"/> 5 - 10 Years <input type="checkbox"/> 11 - 15 Years <input type="checkbox"/> 16 - 20 Years <input type="checkbox"/> Over 20 Years	Akarapong et al., 2010; Andereck & Nyaupane, 2011; Buakhao & Weerakit, 2012; Chen, 2016; Grace Siu et al., 2013; Gursoy et al., 2010; Látková & Vogt, 2011; Long & Kayat, 2011; Rasoolimanesh et al., 2015; Soontayatron, 2010
Area of residence, Residence in the tourist area	Please indicate your district of residence in Phuket Province. <input type="checkbox"/> Mueang Phuket District <input type="checkbox"/> Kathu District <input type="checkbox"/> Thalang District Is the area of your residence located in tourist attractions? <input type="checkbox"/> Yes <input type="checkbox"/> No	Akarapong et al., 2010; Buakhao & Weerakit, 2012; Chen, 2016; Korawan et al., 2017; Pulina et al., 2013; Soontayatron, 2010
Contact with tourists, The type and degree of interaction between residents and tourists. Frequencies of interaction with Chinese tourists.	Have you ever “contacted/ interacted/ met / talked” with Chinese people from mainland China in Phuket Province? (If answered “No” please skip question 17 and 18) <input type="checkbox"/> Yes <input type="checkbox"/> No	Andereck & Nyaupane, 2011; Chen, 2016; Grace Siu et al., 2013; Korawan et al., 2017; Soontayatron, 2010; Ward & Berno, 2011

Table 3.6 Continued

Question regarding	Items/ Questions/ response	Sources
	<p>If you have “contacted/ interacted / met / talked” with Chinese people from mainland China in Phuket Province, please specify your social relationship(s). (Tick all that apply)</p> <p><input type="checkbox"/> Relative</p> <p><input type="checkbox"/> Spouse/ Couple/ Girlfriend/ Boyfriend</p> <p><input type="checkbox"/> Friend/ Colleague</p> <p><input type="checkbox"/> Customer</p> <p><input type="checkbox"/> Others (Please specify)___.</p>	
	<p>If you have “contacted/ interacted/ met / talked” with Chinese people from mainland China in Phuket Province, please specify your length of social contact ___ Year(s), ___ Month(s)</p>	

Note. USD 1.00 = THB 31.05 as of August 31, 2020

3.5 Pretest of questionnaire

A total of 30 survey questionnaires were pilot tested with residents who met the specific criteria. All were distributed and collected to/ from subjects at three department stores in Phuket include Central Festival, Tesco Lotus, and Big C, ten sets in each place, during February 2020. After that, the questionnaire was edited and improved for more efficient use as a data collection instrument in this study. Finally, the revised questionnaire was completed by consolidating feedbacks/ recommendations from pretest questionnaires’ respondents and experts.

3.6 Reliability test

Each scale's internal consistency in impacts from the market expansion on residents had experimented with applying Cronbach's alpha coefficients. Cronbach's alpha, also known as coefficient alpha, was developed in 1951 by an American psychologist named Lee Joseph Cronbach. He proposed Cronbach's Alpha as the measurement of scale internal consistency or reliability coefficient (Cronbach 1951). It will use for kind of Likert scale questions. In fact, this is the most standard used reliability test since it has been applied in several studies to assess the scale internal consistency. Pallant (2016) stated that the scale's reliability indicates the questionnaire's error-free and consistent in different circumstances. The coefficient alpha value will be ranged from minimum at 0 to maximum at 1 while the more values refer to the more reliability. However, Nunnally and Bernstein (1994) suggested the acceptance rule was that α of 0.7 indicated a minimum acceptable level of reliability.

In this study, after computed, the reliability statistics analysis displayed alpha coefficients for economic fourteen impacts, socio-cultural fourteen impacts, environmental nine impacts, and overall attitudes of two were .845, .770, .747, and .753, respectively. Consequently, no items delete as those items had relatively high internal consistency and reached an acceptable principle of 0.70 or higher (see Table 3.7).

Table 3.7 Results of Cronbach's alpha (Pretest questionnaire 30 copies)

Scale name	Standardized Cronbach's α	N of Items
Economic impacts (eco)	.845	14
Socio-cultural impacts (soc)	.770	14
Environmental impacts (env)	.747	9
Overall perceptions and attitudes (ova_at)	.753	2

3.7 Data Collection Procedures

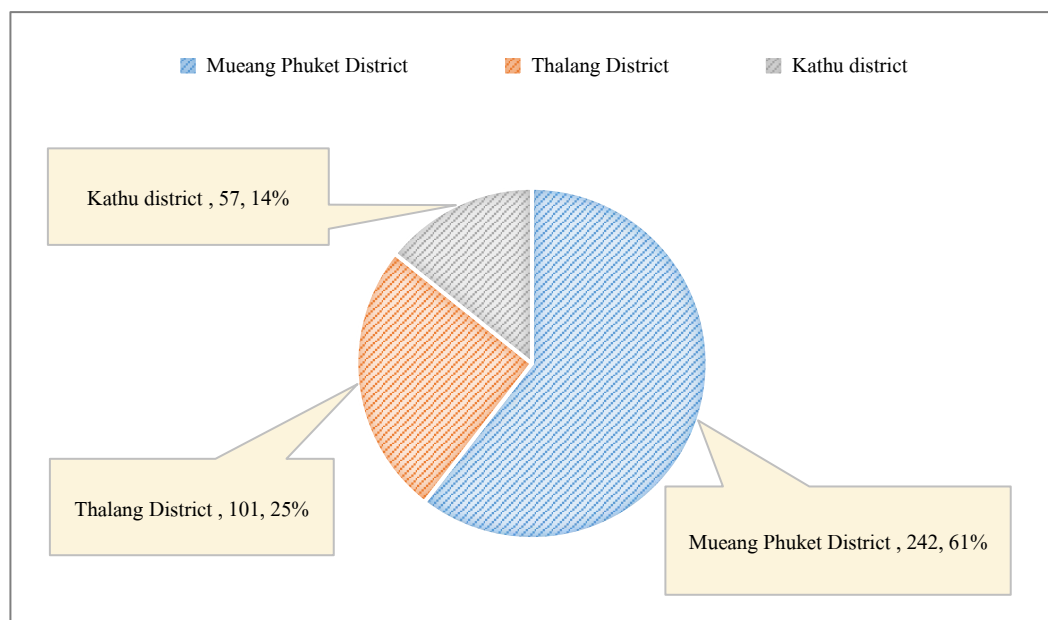
The study calculated the sample size by substituting the number of population 402,017 people into the Yamane formula, and the sample was the number of 399.6024024829965. To obtain reliable data, therefore, a researcher has increased the sample size to 400 people. Subjects included in the sample group were determined according to the specific

criteria. The requirements include Thailand-born residents (Thai nationality), household registration, and living in Phuket Province permanently within the past five years and age of 20 years old or older. The data was collected and gathered via non-probability sampling techniques. Thus, avoiding bias and representing the total of 402,017 provincial population in Phuket Province who is different in socio-demographic characteristics to have an equal chance of being selected. Therefore a quota sampling technique was applied in this study to gather representative residents from every district. Most of the residents living in Mueang Phuket District refer to 242,821 people accounted for 60.40% of the total, which regards more than half of the entire population in the province. Therefore, most of the questionnaires total 242 sets distributed/collected to/from this area's citizens. Thalang District contains 101,946 people accounted for 25.35% of the total, which accounted for 101 questionnaires. Kathu district is the smallest in terms of territory and population number 57,250 people registered as citizens of an area accounted for 14.24% of the total. Therefore the rest of the questionnaires, 57 sets distributed to the people who were recorded as Kathu citizens (see Figure 3.2). Apart from that, in order to obtain the usable returned questionnaire as closest to 400 sets as possible, a researcher also distributed and collected the other 15 additional questionnaires divided into 5 sets in each district.

A survey method employed a self-administered survey technique, using a structured questionnaire with open-ended, structured, and closed-ended (checklist) questions. As described earlier, it was adopted and developed from several previous studies, news, and articles (see Table 3.2 to Table 3.6). A total of 415 questionnaires were distributed and collected to/ from residents personally by researchers at their home, workplaces, shopping department stores, and any location where they were a convenient resource for researchers.

The data collection process started in February 2020 and has been temporarily suspended due to COVID-19 epidemic restrictions. However, the process continued again, with mainly 90% of the questionnaires distributed and collected to/ from participants in August and completed in September the same year. Finally, a researcher obtained 400 useable questionnaires from 415 in the total, and it was the data used for the analysis in this study.

Figure 3.2 Quota sampling based on the total of 400 questionnaires with 402,017 provincial population in Phuket Province as of 2017



Source: Author's calculation.

3.8 Data analysis

The 400 usable questionnaires were analyzed to extract the study results. The quantitative data were analyzed using IBM SPSS Statistics Version 25. The basic statistics used in this study were frequency, percentage, mean, and standard deviation. By the way, the analysis performs descriptive statistics, factor analysis, independent sample t-test, one-way analysis of variance (ANOVA), and standard multiple regression analysis. Moreover, a researcher also used content analysis to quantify and analyze residents' answers from the twelve open-ended questions in the questionnaire. Furthermore, those Likert scale questions, which ranged from 1 to 5, also used descriptive statistics to acquire mean and standard deviation.

The mean scores were categorized into five interval levels to analyze the data concerning the Likert-type scale calculated as follow:

$$\begin{aligned}
 \text{The interval level} &= \frac{(\text{Max}-\text{Min})}{n} \\
 &= \frac{(5-1)}{5} \\
 &= 0.80
 \end{aligned}$$

Therefore, statements' results were interpreted as the following intervals scales presented in the table below.

Table 3.8 Interval of scales

Interval scale	Perception level	Mean score
1	Strongly disagree	1.00 - 1.80
2	Disagree	1.81 - 2.60
3	Not sure	2.61 - 3.40
4	Agree	3.41 - 4.20
5	Strongly agree	4.21 - 5.00

Finally, the research also aims to attempt an application of Social “Exchange Theory” as a framework for explaining the findings. The survey results will be used effectively as suggestions and guidelines for the sustainable development of the Phuket province’s tourism industry, maximizing positive while minimizing negative impacts. As well as encourage residents in different sectors who are community stakeholders and local guests to live together happier.

CHAPTER 4

RESULTS

In order to achieve this research objective, which investigates residents' attitudes towards the market expansion of the Chinese inbound tourism in Phuket Province, a researcher collected data from 415 residents. After the data filling accuracy in questionnaires was checked, there were a total of 400 useable questionnaires analyzed as the following details.

The quantitative data were analyzed using IBM SPSS Statistics Version 25. The basic statistics used in this study were frequency, percentage, mean, and standard deviation. By the way, the analysis performs descriptive statistics, factor analysis, independent sample t-test, one-way analysis of variance (ANOVA), and standard multiple regression analysis. Moreover, a researcher also used content analysis to quantify and analyze residents' answers from the twelve open-ended questions in the questionnaire. Furthermore, those Likert scale questions, which ranged from 1 to 5, also used descriptive statistics to acquire mean and standard deviation.

4.1 Descriptive analysis

4.1.1 Respondents' socio-demographic characteristics

Table 4.1 Results of descriptive analysis of residents' socio-demographic characteristics

Variables		F	%
Gender	Male	186	46.5
	Female	214	53.5
Age group	20 - 30 years old	247	61.8
	31 - 40 years old	91	22.8
	41 - 50 years old	43	10.8
	51 - 60 years old	16	4.0
	Over 60 years old	3	0.8
Marital status	Single	293	73.3
	Married	92	23.0
	Widowed/ Divorced/ Separated	15	3.8

Table 4.1 Continued

Variables		F	%
Education level	Primary education or lower	13	3.3
	Secondary education	52	13.0
	Certificate/ Diploma	26	6.5
	Bachelor's Degree	291	72.8
	Postgraduate	17	4.3
Occupation	Government employee/ State enterprise	73	18.3
	Company employee	127	31.8
	Business Owner	59	14.8
	Freelance worker	37	9.3
	Housewife/ Househusband/ Retire	6	1.5
	Student	93	23.3
	Unemployed/ Looking for work	5	1.3
	Occupation directly related to the Chinese inbound market in Phuket Province	Yes	136
	No	251	62.8
A proportion of the monthly income earned from tourism	Yes	190	47.5
	No	206	51.5
Average monthly income	No Income	71	17.8
	Less than ฿10,000	44	11.0
	฿10,001 - ฿20,000	128	32.0
	฿20,001 - ฿30,000	97	24.3
	฿30,001 - ฿40,000	31	7.8
	Over ฿40,000	29	7.3
English language skills	Yes	295	73.8
	No	105	26.3
Chinese language skills	Yes	89	22.3
	No	310	77.5

Table 4.1 Continued

Variables		F	%
Length of residence	5 Years	102	25.5
	6 - 10 Years	90	22.5
	11 - 15 Years	36	9.0
	16 - 20 Years	30	7.5
	More than 20 Years	142	35.5
A district of residence	Mueang Phuket District	242	60.5
	Kathu District	57	14.3
	Thalang District	101	25.3
Residence in the tourist area	Yes	177	44.3
	No	214	53.5
Contact/ Interaction experience with Chinese people in Phuket Province	Yes	258	64.5
	No	142	35.5
Social relationship as a relative	Yes	14	3.5
	No	386	96.5
Social relationship as a Spouse/ Couple/ Girlfriend/ Boyfriend	Yes	5	1.3
	No	395	98.8
Social relationship as a friend/ colleague	Yes	109	27.3
	No	291	72.8
Social relationship as a customer	Yes	168	42.0
	No	232	58.0
Social relationship as other	Chinese neighbors	1	0.3
	Chinese tourists	20	5.0

Table 4.1 Continued

Variables	Number	Min	Max	Mean	SD
Percentage of the monthly income earned from tourism	187	5	100	65.80	35.06
The length of contact/ interaction experience with Chinese people in Phuket Province (Month(s))	245	2	240	58.38	55.18

Note: $N = 400$; USD 1.00 = THB 31.05 as of August 31, 2020.

4.1.1.1 Age

Table 4.1.1.1 presented that the majority were 214 females (53.5%) and 186 males (46.5%), giving a total of 400 respondents.

4.1.1.2 Gender

More than half, 247 people (61.8%) were aged between 20 to 30 years, followed by 31 - 40 years old 91 people (22.8%), 41 - 50 years old 43 people (10.8%), 51 - 60 years old, 16 people (4%), and only 3 people (0.8%) were older than 60 years.

4.1.1.3 Marital status

Respondents were generally single, with a total of 293 people (73.3%), while 92 people (23%) were married, and 15 people (3.8%) were those who were holding widowed/divorced/separated status.

4.1.1.4 Education level

Furthermore, almost three-quarters of the respondents or 291 people (72.8%) had a Bachelor's degree, followed up by secondary education 52 people (13%), next down was certificate/diploma 26 people (6.5%), then, postgraduate 17 people (4.3%), and the smallest proportion as those who had primary education or lower which was only 13 people and accounted for 3.3 percent of the total.

4.1.1.5 Occupation

Emphasize their occupations, mostly, a proportion of 31.8% of respondents or 127 people were company employees. Secondary, 73 people (18.3%) were working as government employees/state enterprise employees. Third, 59 people (14.8%) were businesses owner. Fourth, 9.3 percent or 37 people were freelance workers, and the lowest

percent was 1.5 or 6 people, those mentioned that they were the position of housewife/househusband/retire.

4.1.1.6 Occupation directly related to the Chinese inbound tourism market in Phuket Province

However, most of the occupations asked were not directly related to the Chinese inbound tourism market in Phuket Province, with a total of 251 people (62.7%). Meanwhile, respondents were still 136 people (34%) who revealed their careers straightly engaged in this particular market.

4.1.1.7 A proportion of the monthly income earned from tourism

The sample of those exposed that had percentages of a monthly income generated from the tourism industry was 190 people (47.5%), whilst those who do not were 206 people (51.5%). Indeed, the output presented the summarized information requested for each of both variables. The variable “have percentages of the monthly income generated from the tourism industry” contained information of 187 respondents, ranging in percentage that they earned incomes from minimum at 5 percent to maximum 100 percent, with a mean of 65.80 and standard deviation of 35.056.

4.1.1.8 Average monthly income

Moreover, majority 128 respondents (32%) had an average monthly income ranged between ฿10,001 to ฿20,000, afterward, 97 people (24.3%) earned approximately around ฿ 20,001 to ฿ 30,000. In comparison, 71 people (17.8%) mentioned that they gained no income, and 44 people (11%) obtained less than ฿ 10,001 a month. Onwards, 31 people (7.8%) had their overhead earnings monthly between ฿ 30,001 to ฿ 40,000 in the meantime, those who reached receipts over ฿ 40,001 were just 29 people (7.3%), which was the smallest ratio (USD 1.00 = THB 31.05 as of August 31, 2020).

4.1.1.9 English communication skills

Henceforward, mainly of the respondents, 73.8% accounted for 295 people able to communicate in English while 105 people (26.3%) were not.

4.1.1.10 Chinese communication skills

On the other hand, only 22.3% or 89 people had Chinese communication skills, while entirely 286 people (71.5%) were not.

4.1.1.11 Thai citizens with ethnic Chinese ancestry

By the way, the output has shown that only 114 people, or 28.5%, were Thai citizens with ethnic Chinese ancestry, whilst the proportion of up to 71.5% or 286 people were not.

4.1.1.12 Native residents

Moreover, three-quarters of respondents, 253 people (63.3%), were nonnative, and the other 147 (36.8%) people were native residents.

4.1.1.13 Length of residence

On the whole, they were mostly residents who had lengths of residence for more than 20 years which accounted for 142 people (35.5%). Followed by those who live permanently in the province in the past 5 years, 102 people (25.5%). Then, durations between 5 to 6 years were 90 people (22.5%) while 11 to 15 years 36 people (9%) and 30 people (7.5%) were distances roughly between periods of 16 to 20 years, respectively.

4.1.1.14 District of residence

Since the beginning, in order to obtain residents' attitudes from every area in Phuket Province equally, this study employed a quota sampling technique to involve local people from all districts. Accordingly, the proportion of respondents from each locality were predicted in advance. They were substantially 242 people (60.5%) who had residences in Mueang Phuket district, 101 people (25.3%) in Thalang district, and 57 people (14.3%) live in Kathu district respectively.

4.1.1.15 Residence in the tourist area

An almost equal part of respondents, 214 people (53.5%), mentioned that their residences were not located in tourist attractions' zones. Contrary to the other 177 people (44.3%) exposed that they were residing in the touristic areas.

4.1.1.16 Contact/ Interaction/ Social relationship experience with Chinese people in Phuket Province

Ahead to proportions of residents who have been interacted and those who never had, results indicated that 142 people (35.5%) revealed that they had never experienced Chinese people's interaction. In contrast, they were more than half which up to 258 people (64.5%) had social relationships with Chinese people.

4.1.1.17 Social relationships with Chinese people in Phuket Province

In most cases stated that they have social ties with Chinese people up to 168 people (42%) as customers while 109 people (27.3%) as a friend(s)/ colleague(s). This was followed by a total of 14 people (3.5%) who have Chinese relatives. Then relationships as a Spouse(s)/ Couple(s)/ Girlfriend(s)/ Boyfriend(s) were 5 people (1.3%). Moreover, the other two types of social interaction experiences that did not include in the questionnaire were also identified by respondents. As 20 people (5%) mentioned that they had interacted with general Chinese tourists in Phuket, only 1 (0.03%) identified interacting with Chinese neighbors.

4.1.1.18 Length of contact/ interaction/ social relationship experience with Chinese people in Phuket Province

In more detail, the output also included the information recapitulated inquired for variables regarding the length of social contacts with Chinese people/tourists in Phuket Province and referred to the data from 245 respondents. The results presented the shortest length of experience interaction was 2 months, and the longest was 20 years, with a mean of 58.38 and standard deviation of 55.18.

For more information, the socio-demographic characteristics of residents were summed up in Table 4.1.

4.1.2 Respondents' perceptions and attitudes towards impacts regarding the market expansion of Chinese inbound tourism in Phuket Province in the field of economic, socio-cultural, and environmental perspectives

Table 4.2 Residents' perceptions and attitudes towards economic impacts regarding the market expansion of Chinese inbound tourism in Phuket Province

Economic impacts	M	SD	Interpretation
eco2.1: Increase employment opportunities for residents.	4.11	0.79	Agree
eco2.2: Increase new business opportunities for residents.	4.02	0.84	Agree
eco2.3: Generate higher incomes for residents.	4.10	0.90	Agree
eco2.4: Generate more tourism-related revenues to the local communities.	4.08	0.82	Agree

Table 4.2 Continued

Economic impacts	M	SD	Interpretation
eco2.5: Generate more tourism-related revenue to the tourism industry of Phuket Province.	4.27	0.77	Strongly agree
eco2.6: Improve public utility infrastructures in Phuket Province, such as roads, electricity, and water supply.	3.80	0.91	Agree
eco2.7: Attract more investments in Phuket Province.	4.16	0.85	Agree
eco2.8: Create “Zero-Dollar Tours” problems in Phuket Province.	4.11	0.83	Agree
eco2.9: Local entrepreneurs improve products and services to welcoming Chinese tourists.	4.10	0.79	Agree
eco2.10: Increase the number of non-residents living in Phuket Province.	4.12	0.76	Agree
eco2.11: Increase the competition of job employments between residents and non-residents.	4.06	0.81	Agree
eco2.12: Increase the prices of commodities and services in Phuket Province, such as real estate prices.	4.32	0.79	Strongly agree
eco2.13: Declines in the number of tourists from other nationalities (non-Chinese).	3.98	0.94	Agree
eco2.14: Declines in incomes earned from tourists other nationalities (non- Chinese).	3.87	0.96	Agree
Total	4.08	0.84	Agree

Table 4.2 presents residents’ perceptions in each statement of the fourteen economic impacts regarding the market expansion of the Chinese inbound tourism in Phuket Province. Respondents strongly agree that this market enlargement contributed to *(increasing the prices of commodities and services in Phuket Province, such as real estate prices)* (Mean = 4.32, SD = 0.79). However, they also exhibited a second strong agreement that *(generates more tourism-related revenue to the tourism industry)* (Mean = 4.27, SD = 0.77).

At the same time, respondents have shown further agreement with the other twelve economic impacts. They agreed that this particular market (*attracts more investments in Phuket Province*) (Mean = 4.16, SD = 0.85) while it also (*increases the number of non-residents living in the province*) (Mean = 4.12, SD = 0.76). Meanwhile, respondents exhibited the same mean scores that (*increase employment opportunities for residents*) (Mean = 4.11, SD = 0.79) while it also contributed to (*creating “Zero-Dollar Tours” problems in the province*) (Mean = 4.11, SD = 0.83). Furthermore, they agreed that the market expansion of the Chinese inbound tourism in Phuket (*stimulated local entrepreneurs to improve products/services to welcoming Chinese tourists*) (Mean = 4.10, SD = 0.79). (*Generates higher incomes for residents*) (Mean = 4.10, SD = 0.90) and (*generates more tourism-related revenues to the local community*) (Mean = 4.08, SD = 0.82). Besides, it contributed to (*increases the competition of job employments between residents and non-residents*) (Mean = 4.06, SD = 0.81) whilst it also (*increases new business opportunities for residents*) (Mean = 4.02, SD = 0.84). Apart from that, respondents agreed that it (*declines in the number of tourists from other nationalities (non-Chinese)*) (Mean = 3.98, SD = 0.94) and (*falls in incomes earned from tourists other nationalities (non-Chinese)*) (Mean = 3.87, SD = 0.96). Finally, they showed the least agree that it (*improves public utility infrastructures, such as roads, electricity, and water supply*) (Mean = 3.80, SD = 0.91).

The respondents’ brief perceived economic impacts showed they agreed with the fourteen statements (Mean = 4.08, SD = 0.84).

Table 4.3 Residents’ perceptions and attitudes towards socio-cultural impacts regarding the market expansion of Chinese inbound tourism in Phuket Province

Socio-cultural impacts	M	SD	Interpretation
soc4.1: Residents have less peace and privacy.	4.00	0.88	Agree
soc4.2: Disturb to the communities and residents, such as from Chinese who were talking loudly, jumping queues, pushing others, smoking in public, spit in public, littering carelessly, etc.	4.18	0.81	Agree
soc4.3: Create chaos from the lack of respect to the rules in places such as tourist attractions, government offices, schools, etc.	4.12	0.79	Agree

Table 4.3 Continued

Socio-cultural impacts	M	SD	Interpretation
soc4.4: Increase the number of Chinese establishment businesses and work illegally in Phuket Province, such as tour guides, photographers, setting tour companies, hotels, and other related businesses, using fake documents like Thai national ID card, educational backgrounds, tourist guide licenses, passports, etc.	4.13	0.82	Agree
soc4.5: Local/ Thai cultures and traditions are offered more commercially, and the virtual tradition has formed to attract Chinese tourists, such as selling overpriced/ fake Thai Buddha amulets in temples.	4.05	0.85	Agree
soc4.6: Increase crime, commercial sex business, prostitution, drugs, gambling, and theft in Phuket Province.	3.88	0.89	Agree
soc4.7: Residents have less safety and security in life and properties.	3.78	0.94	Agree
soc4.8: Residents have adapted more to the arrival of Chinese tourists.	4.03	0.79	Agree
soc4.9: The government promotes and supports the Chinese inbound tourism market in Phuket Province.	3.96	0.83	Agree
soc4.10: The government has more policies to handle issues arising over the Chinese inbound tourism market in Phuket Province.	3.82	0.92	Agree
soc4.11: Promote cultural exchanges between residents and Chinese tourists.	3.96	0.91	Agree
soc4.12: Chinese tourists have more knowledge about local/ Thai cultures.	3.83	0.93	Agree
soc4.13: Chinese tourists have adapted more to local/ Thai cultures.	3.72	0.95	Agree
soc4.14: Residents are proud that Phuket Province is a popular destination among Chinese tourists.	3.89	0.88	Agree
Total	3.95	0.87	Agree

Table 4.3 presents residents' perceptions in each statement of the fourteen socio-cultural impacts regarding the market expansion of the Chinese inbound tourism in Phuket Province. Respondents exhibited agree with those statements. However, the most substantial degree of agreement perception was that it (*disturbs the communities and residents. Such as from Chinese who talked loudly, jumping queues, pushing others, smoking in public, spit in public, littering carelessly, etc.*) (Mean = 4.18, SD = 0.81). Second, they have agreed that this market's growth contributed to (*an increase in the number of Chinese establishment businesses and work illegally in Phuket Province, such as tour guides, photographers, setting tour companies, hotels, and other related businesses, using fake documents like Thai national identifications card, educational backgrounds, tourist guide licenses, passports, etc.*) (Mean = 4.13, SD = 0.82). This follows by (*creating chaos from the lack of respect to the rules in places such as tourist attractions, government offices, schools, etc.*) (Mean = 4.12, SD = 0.79). (*Local/ Thai cultures - Traditions are offered more commercially, and the virtual tradition has formed to attract Chinese tourists, such as selling overpriced/ fake Thai Buddha amulets in the temples*) (Mean = 4.05, SD = 0.85). In the meantime, they also agreed that it (*provoked residents to adapt more to the arrival of Chinese tourists*) (Mean = 4.03, SD = 0.79). (*Residents less peace and privacy*) (Mean = 4.00, SD = 0.88). Furthermore, respondents have shown that this market enlargement (*stimulated the government to promote and support the Chinese inbound tourism market to Phuket Province*) (Mean = 3.96, SD = 0.83). (*Encourage cultural exchanges between residents and Chinese tourists*) (Mean = 3.96, SD = 0.91). Besides, it (*built residents pride as Phuket Province is a popular destination among Chinese tourists*) (Mean = 3.89, SD = 0.88). However, they also agreed on (*increased crime, commercial sex business, prostitution, drugs, gambling, and theft in Phuket*) (Mean = 3.88, SD = 0.89). Meanwhile, they agreed that it (*made Chinese tourists more knowledgeable about local/ Thai cultures*) (Mean = 3.83, SD = 0.93). (*The government has more policies to handle the Chinese inbound tourism market in the province*) (Mean = 3.82, SD = 0.92). At the same time, respondents agreed that it contributed to (*less safety and security in residents' life and properties*) (Mean = 3.78, SD = 0.94). Finally, the least agreed was (*Chinese tourists adapt more to local/ Thai cultures*) (Mean = 3.72, SD = 0.95).

The respondents' overall perceived socio-cultural impacts showed that they agreed with the fourteen statements (Mean = 3.95, SD = 0.87)

Table 4.4 Residents' perceptions towards environmental impacts regarding the market expansion of Chinese inbound tourism in Phuket Province

Environmental impacts	M	SD	Interpretation
env6.1: Improve in better landscape and surrounding appearance of Phuket Province, especially in popular tourist attractions.	3.94	0.82	Agree
env6.2: Increase in varieties of recreational facilities, products, and services in the hospitality and tourism industry of Phuket Province.	4.08	0.72	Agree
env6.3: Increase the physical impacts from tourism developments on ecosystems of Phuket Province, such as constructing recreational and entertainment facilities through nature destruction.	4.19	0.76	Agree
env6.4: Increase the physical impacts from tourism activities on ecosystems of Phuket Province, such as marine activities tours, adventure activities tours in the forest, etc.	4.18	0.79	Agree
env6.5: Increase accident rates on the roads and traffic problems in Phuket Province.	4.18	0.86	Agree
env6.6: Increase overcrowding of traffic congestion/ traffic jams in Phuket Province.	4.29	0.78	Strongly agree
env6.7: Increase pollution in various fields, such as marine pollution, water pollution, water pollution, air pollution, noise pollution, solid waste, and other environmental infections.	4.28	0.77	Strongly agree
env6.8: Promote protection and conservation of natural resources/ environments, such as encouraging better environmental planning/ management, enhancing environmental awareness.	4.03	0.85	Agree
env6.9: Improve rules and regulations to protect and conserve the natural resource/ environment of Phuket Province in the long term.	3.93	0.89	Agree
Total	4.12	0.81	Agree

Table 4.4 presents residents' perceptions in each statement of the nine environmental impacts regarding the market expansion of the Chinese inbound tourism in Phuket Province. Respondents strongly agreed the most that the market enlargement contributed to *(increasing overcrowding of traffic congestion/ traffic jams in the province)* (Mean = 4.29, SD = 0.78). Subsequently, *(increase pollution in various fields, such as marine pollution, water pollution, air pollution, noise pollution, solid waste, and other environmental infections)* (Mean = 4.28, SD = 0.77).

Furthermore, they exhibited agreed on the other seven environmental statements. They agreed that it *(increases the physical impacts from tourism developments on ecosystems, such as constructing recreational and entertainment facilities through nature destruction)* (Mean = 4.19, SD = 0.76). Meanwhile, they showed identical mean scores that this market's growth contributed to *(increases the physical impacts from tourism activities on ecosystems, such as marine activities tours, adventure activities tours in the forest, etc.)* (Mean = 4.18, SD = 0.79). Simultaneously, it contributed to *(increased accident rates on the roads and traffic problems in the province)* (Mean = 4.18, SD = 0.86). Onwards they agreed that it also contributed to *(increases the varieties of recreational facilities, products, and services in the hospitality and tourism industry of Phuket)* (Mean = 4.08, SD = 0.72). However, they also agreed that it *(promotes the protection and conservation of natural resources/ environments in the province, such as encouraging better environmental planning/ management, enhancing environmental awareness, etc.)* (Mean = 4.03, SD = 0.85). Finally, respondents least agreed that this market' expansion contributed to *(improving in better landscape and surrounding appearance of Phuket)* (Mean = 3.94, SD = 0.82) and *(improve rules and regulations to protect and conserve the natural resource/ environment of Phuket Province in the long term)* (Mean = 3.93, SD = 0.89), respectively.

In conclusion, the respondents' overall perceived environmental impacts showed that they agreed with the nine statements (Mean = 3.95, SD = 0.87).

Table 4.5 Residents' overall perceptions and attitudes regarding the market expansion of Chinese inbound tourism in Phuket Province

Overall perceptions and attitudes	M	SD	Interpretation
ova_at1: Overall, I think the market expansion of Chinese inbound tourism has positively impacted (good) Phuket Province.	4.07	0.80	Agree
ova_at2: Overall, I would like to support the market development of Chinese inbound tourism in Phuket Province.	4.10	0.85	Agree
Total	4.08	0.83	Agree

Table 4.5 presents residents' overall perceptions and attitudes regarding the market expansion of the Chinese inbound tourism in Phuket Province. Respondents exhibited agreed that (*overall, the market expansion of Chinese inbound tourism has positively impacted (good) Phuket Province*) (Mean = 4.07, SD = 0.80). Meanwhile, respondents also agreed that (*overall, they would like to support the market development of Chinese inbound tourism in Phuket Province*) (Mean = 4.10, SD = 0.85).

In summary, residents' overall perceptions and attitudes showed they agreed that the expansion of the market has positive consequences on the island. Later, the study findings also revealed an inclination in which residents would support the development of the Chinese inbound tourism market in Phuket (Mean = 4.08, SD = 0.83).

4.2 Cronbach's alpha

Table 4.6 Results of Cronbach's alpha (The questionnaire 400 copies)

Scale name	Standardized Cronbach's α	N of Items
Economic impacts (eco)	.871	14
Socio-cultural impacts (soc)	.853	14
Environmental impacts (env)	.834	9
Overall perceptions and attitudes (ova_at)	.790	2

Each scale's internal consistency of impacts from the market expansion on residents had experimented with applying Cronbach's alpha coefficients. Cronbach's alpha, also known as coefficient alpha, was developed in 1951 by an American psychologist named Lee Joseph Cronbach. He proposed Cronbach's Alpha as the measurement of scale internal consistency or reliability coefficient (Cronbach 1951). It will use for kind of Likert scale questions. In fact, this is the most standard used reliability test since it has been applied in several studies to assess the scale internal consistency. Pallant (2016) stated that the scale's reliability indicates the questionnaire's error-free and consistent in different circumstances. The coefficient alpha value will be ranged from minimum at 0 to maximum at 1 while the more values refer to the more reliability. However, Nunnally and Bernstein (1994) suggested the acceptance rule was that α of 0.7 indicated a minimum acceptable level of reliability.

In this study, after computed, the reliability statistics analysis displayed alpha coefficients for economic fourteen impacts, socio-cultural fourteen impacts, environmental nine impacts, and overall attitudes of two were .871, .853, .834, and .790, respectively. Consequently, no items delete as those items had relatively high internal consistency and reached an acceptable principle of 0.70 or higher (see Table 4.6).

4.3 Factor analysis

The study employed exploratory factor analysis (EFA) to assess the impacts of the Chinese inbound tourism market expansion in Phuket Province on residents' perceptions and attitudes. It regarding fourteen economic impacts, fourteen socio-cultural impacts, and nine environmental impacts using the principal component analysis and varimax as a rotation method. The three factors analysis tables presented factor loading and commonality of each variable singly. Meanwhile, the Eigenvalue, percentage of variance, and commutative percentage of individual extracted factors were also displayed in charts. Besides, Kaiser-Meyer-Olkin (KMO) and Bartlett's Test of Sphericity (p -value) figured separately, each in all the three sets of factors.

Ensure that datasets of economic, socio-cultural, and environmental impacts are appropriate for factor analysis. Both tests, Kaiser-Meyer-Olkin and Bartlett's Test of Sphericity, are also important to consider. Simultaneously, mutual respect for the two tests allowed the study

to recognize a minimum standard of whether the data would be suitable to be conducted factor analysis or to be passed.

Kaiser-Meyer-Olkin measure of sampling adequacy test consequence is a statistical value represented variables variance percentage that can be created through fundamental factors. There will be 0 and maximum at 1.0 of measurement varies, while the higher value (closer to 1.0), the more factor analysis would rather be gainful in accordance the data. However, a KMO correlation greater than .60 to .07 is the minimum value recommended for analyzing the EFA output (Netemeyer, Bearden and Sharma, 2003). Considering the KMO test of economic, socio-cultural, and environmental impacts, the statistics presented were 0.872, 0.844, and 0.842, respectively. Consequently, since values were greater than .60 and closer to 1.0, it indicated that the data would be suitable for the factor analysis (see Table 4.7, Table 4.8, and Table 4.9).

Bartlett's Test of Sphericity is used to analyze whether a correlation matrix is an identity matrix. At the same time, it examines whether there is any redundancy between the variables that certain factors can sum up. In this study, results presented Chi-square approximation values of those three factors individually were 2117.716, 2217.766, and 1174.980 while statistically significant as $p = .000$, $.000$, and $.000$, respectively, suggesting that there were met the acceptable rules of $p < .05$ (see Table 4.7, Table 4.8, and Table 4.9).

With such statistics, fourteen variables in economic impact, fourteen variables in socio-cultural impact, and nine variables in environmental impact, each factor was a correlation matrix while not an identity matrix. Accordingly, based on the KMO and the Bartlett Test of Sphericity, the results provided a minimum standard indicated that those variables suitable to conduct a principal components analysis.

By the way, the sum of squared loadings for the variables notices as the sum of community values. Individual variable's variance percentages that retained components can be explained, known as the extracted factors' communality values. The higher values of variables present, the more likely variables are well performed in the common factor area. On the other hand, the lower values of variables present, the more likely variables are not well performed in the common factor area. In this study, a total of thirty-seven variables, each communality value of an individual variable statistics presents, used varimax as a rotation method. The fourteen

economic impact variables ranked the highest at .852 while the lowermost at .376. Then the fourteen socio-cultural impacts were values between .779 and .534. Apart from that, the nine environmental impacts ranged from .659 to .491. Statistics indicated that those were acceptable values (see Table 4.7, Table 4.8, and Table 4.9).

Furthermore, the study used factor loading values after the rotated component matrix employing varimax as a rotation method to determine which variables should fit into which components. The minimum load factor should be greater .30 to .40 in large sample sizes with 350 or more, and it were categorized into 0.30 = minimal, 0.40 = importance and 0.50 = practically (Hair, et al., 1995a). As a result, since this study comprised 400 samples, economic, socio-cultural, and environmental impact variables were extracted based on statistic values greater than .30 as a significant factor loading. However, the analysis results showed that each variable was statistically significant in thirty-seven variables since each factor loading was greater than .40 (see Table 4.7, Table 4.8, and Table 4.9).

Besides, the rotation criterion for the number of components regarding Eigenvalue greater than 1.0 (Kaiser, 1960). In this study, Eigenvalue greater than 1.0 were found three variables in economic, four variables in socio-cultural, and environmental impacts with two variables (see Table 4.7, Table 4.8, and Table 4.9).

Once again, in brief, Table 4.7, Table 4.8, and Table 4.9 present factor analysis results through principal component analysis and using varimax as a rotation method. This particular statistical procedure was utilized to explain the percentage of variance among variables. Also, emphasize the possibility of making fewer unobserved variables by the mean of correlated variables. Accordingly, based on Eigenvalue and factor loading after rotated component matrix. The study found three factors in economic were extracted while explained the cumulative percentage of variance at 59.563. Onwards, socio-cultural impacts presented of four extracted factors with a commutative value of 66.987 percent of the variance. Finally, there were two factors extracted in environmental impacts, which accounted for 57.678 commutative percent of the variance. Furthermore, those extracted factors were labeled regarding nature, characteristics, and structures of the evidence from variables that can be observed.

Table 4.7 Results of factor analysis of residents' perceptions and attitudes towards economic impacts regarding the market expansion of Chinese inbound tourism in Phuket Province

Economic impact factors	Factor Loading			Communities
	F1	F2	F3	
Factor 1: Economic benefits (eco1_bnf)				
eco1_bnf1: Generate higher incomes for residents.	.840			.715
eco1_bnf2: Increase new business opportunities for residents.	.796			.657
eco1_bnf3: Increase employment opportunities for residents.	.773			.645
eco1_bnf4: Generate more tourism-related revenues to the local communities.	.706			.608
eco1_bnf5: Generate more tourism-related revenue to the tourism industry of Phuket Province.	.574			.549
eco1_bnf6: Attract more investments in Phuket Province.	.497			.486
eco1_bnf7: Improve public utility infrastructures in Phuket Province, such as roads, electricity, and water supply.	.477			.376
Factor 2: Economic competitions (eco2_cpt)				
eco2_cpt1: Increase the number of non-residents living in Phuket Province.		.777		.628
eco2_cpt2: Generate "Zero-Dollar Tours" problems in Phuket Province.		.673		.521
eco2_cpt3: Local entrepreneurs improve products and services to welcoming Chinese tourists.		.669		.557
eco2_cpt4: Increase the prices of commodities and services.		.621		.452
eco2_cpt5: Increase the competition of job employments between residents and non-residents.		.562		.453

Table 4.7 Continued

Economic impact factors	Factor Loading			Communities
	F1	F2	F3	
Factor 3: Economic dependence on non-Chinese tourists (eco3_dnc)				
eco3_dnc1: Declines in incomes earned from tourists other nationalities (non-Chinese).			.900	.852
eco3_dnc2: Declines in the number of tourists from other nationalities (non-Chinese).			.884	.840
Eigenvalue	5.375	1.795	1.170	
% of Variance	38.391	12.818	8.354	
Cumulative	38.391	51.209	59.563	
p-value			.000	
KMO			.872	

Table 4.7 presents the first set of factors include fourteen economic impacts. There extracted into three factors. Named as following factor 1: economic benefits (eco1_bnf), factor 2: economic competitions (eco2_cpt), and factor 3: economic dependence on non-Chinese tourists (eco3_dnc).

Factor 1 was labeled **economic benefits** (eco1_bnf), contained seven variables, explaining the variance of those variables at 38.391 percent of the total variance.

The most significant degree of covariate described for this factor was generating higher incomes for residents. Then increasing new business opportunities, increasing employment opportunities, higher tourism-related revenues to the local community, higher tourism-related revenue to the tourism industry in Phuket Province, attracting more investments in Phuket Province, and improving public utility infrastructures in Phuket Province, such as roads, electricity, and water supply, respectively.

Factor loadings were ranged maximum from .840 to a minimum of .477. Considering its factor loadings, Eigenvalue, and percentage of the variance between the three extracted factors in the economic impacts factors. The study found that the most outstanding

values belong to the first factor economic benefits (eco1_bnf). There presented an Eigenvalue of 5.375 and explained the variance of those seven variables at 38.391 percent of the total variables' variance. Simultaneously, its cumulative percentage accounted for 38.391. In brief, those revealed statistics results indicated that the economic benefits factor (eco1_bnf) was the most significant component while rotated as the number one in the economic impacts (see Table 4.7).

Factor 2 was labeled **economic competitions** (eco2_cpt), consisted of five variables, explaining the variance of those variables at 12.818 percent of the total variance.

Increase the number of non-residents living in Phuket Province (eco2.10) was the best covariate variable described for this component factor. Following by generating “Zero-Dollar Tours” problems in Phuket Province, local entrepreneurs improve products and services to welcome Chinese tourists, increase prices of products and services in Phuket Province, and increase job competition employments between residents and non-residents, respectively.

The best loading value was .777 and .562 as the smallest number. The study found that factor number two economic competitions (eco2_cpt) held the second most significant values by deliberating its factor loadings, Eigenvalue, and percentage of the variance between the three extracted factors in the economic impacts. There represented an Eigenvalue with 1.795 and explained the variance of those five variables at 12.818 percent of the total variables' variance. Apart from that, its cumulative percentage was 51.209, which was a value subordinated to factor number one. In conclusion, those exposed statistics results demonstrated that the economic competition factor (eco2_cpt) was the second significant component while rotated as number two in the economic impacts (see Table 4.7).

Factor 3 was labeled as **economic dependence on non-Chinese tourists** (eco3_dnc), included two variables while can explain the variance of those variables at 8.354 percent of the total variance.

Onwards, the decline in incomes earned from tourists (non-Chinese) other nationalities was the best covariate portrayed this factor compared with the decline in the number of tourists (non-Chinese) from other nationalities with factor loadings .900 and .884, respectively.

Regarding its factor loadings, Eigenvalue, and percentage of the variance between the three extracted factors in the economic impacts. The analysis presented that the lowermost ranked values be associated with factor number three economic dependence on non-

Chinese tourists (eco3_dnc). There displayed an Eigenvalue of 1.170 and explained the variance of its two variables at 8.354 percent of the total variables' variance. Furthermore, its cumulative percentage value was 38.391. In short, those presented statistical values identified that the economic dependence on non-Chinese tourists' factor (eco3_dnc) was the most negligible significant factor while rotated as a number three in the economic impacts (see Table 4.7).

Table 4.8 Results of factor analysis of residents' perceptions and attitudes towards socio-cultural impacts regarding the market expansion of Chinese inbound tourism in Phuket Province

Socio-cultural impact factors	Factor Loading				Communalities
	F1	F2	F3	F4	
Factor 1: Socio-cultural exchanges (soc1_exc)					
soc1_exc1: Chinese tourists have adapted more to local/ Thai cultures.	.836				.707
soc1_exc2: Chinese tourists have more knowledge about local/Thai cultures.	.813				.697
soc1_exc3: Residents are proud that Phuket Province is as a popular destination among Chinese tourists.	.742				.587
soc1_exc4: Promote cultural exchanges between residents and Chinese tourists in Phuket Province.	.689				.639
soc1_exc5: The government has more policies to handle issues arising over the Chinese inbound tourism market in Phuket Province.	.667				.534

Table 4.8 Continued

Socio-cultural impact factors	Factor Loading				Communities
	F1	F2	F3	F4	
Factor 2: Socio-cultural clashes (soc2_cls)					
soc2_cls1: Disturb to the communities and residents such as talking loudly, jumping queues, pushing others, smoke in public, spit in public, littering carelessly, etc.		.836			.774
soc2_cls2: Create chaos from the lack of respect to the rules in places such as tourist attractions, schools.		.824			.772
soc2_cls3: Residents have less peace and privacy.		.748			.711
Factor 3: Socio-cultural alterations (soc3_atr)					
soc3_atr1: Local/ Thai cultures and traditions are offered more commercially, and the virtual tradition has formed to attract Chinese tourists such as selling overpriced/ fake Thai Buddha amulets in temples.			.695		.619
soc3_atr2: Increase the number of Chinese establishments businesses and work illegally in Phuket, such as tour guides, photographers, setting tour companies, hotels, and others, using fake documents like Thai national ID cards, education backgrounds, tourist guide licenses, passports, etc.			.660		.622
soc3_atr3: Residents have adapted more to Chinese tourist arrivals in Phuket Province.			.620		.534

Table 4.8 Continued

Socio-cultural impact factors	Factor Loading				Communalities
	F1	F2	F3	F4	
soc3_atr4: The government promotes and supports the Chinese inbound tourism market in Phuket Province.			.567		.606
Factor 4: Socio-cultural incidents (soc4_icd)					
soc4_icd1: Increase crime, commercial sex business, prostitution, drugs, gambling, and theft in Phuket Province.				.823	.779
soc4_icd2: Residents have less safety and security in life and properties.				.823	.798
Eigenvalue	4.842	2.400	1.100	1.036	
% of Variance	34.584	17.141	7.859	7.403	
Cumulative	34.584	51.725	59.584	66.987	
p-value			.000		
KMO			.844		

Table 4.8 presents the second set of factors include fourteen socio-cultural impacts. There extracted into four factors. Named as following factor 1: socio-cultural exchanges (soc1_exc), factor 2: socio-cultural clashes (soc2_cls), factor 3: socio-cultural alterations (soc3_atr), and factor 4 socio-cultural incidents (soc4_icd).

Factor 1 was labeled **socio-cultural exchanges** (soc1_exc), consisted of five variables and can explain those variables' variance at 34.584 percent of the total variance.

Chinese tourists adapt more to Phuket culture/Thai culture was the best covariate variable to explain its component. Following by, Chinese tourists have more knowledge about local/Thai cultures. Then, Residents are proud that Phuket Province is a popular destination among Chinese tourists. After that, promote cultural exchanges between residents and Chinese tourists in Phuket Province. And the government has more policies to handle issues arising over

the Chinese inbound tourism market in Phuket Province as the most miniature factor loading score in its component.

Factor loadings rated between .836 to a minimum of .667. Considers its factor loadings, Eigenvalue, and percentage of the variance between the four extracted factors in the socio-cultural impacts, the study found that the most significant values belong to the factor number one socio-cultural exchanges (soc1_exc). Results presented an Eigenvalue of 4.842 and explained the variance of those five variables at 34.584 percent of the total variables' variance. Simultaneously, its cumulative percentage accounted for 34.584. In brief, those revealed statistic values indicated that the socio-cultural exchanges factor (soc1_exc) was the most significant component while rotated as the number one in socio-cultural impacts (Table 4.8).

Factor 2 was labeled **socio-cultural clashes** (soc2_cls), contained three variables, explaining the variance of those variables at 17.141 percent of the total variance.

The best covariate explained this component was to disturb the communities and residents in Phuket Province, such as talking loudly, jumping queues, pushing others, smoke in public, spit in public, littering carelessly, etc. It follows by creating chaos from the lack of respect to the rules places such as tourist attractions, government offices, schools, etc. The last, residents have less peace and privacy.

Those variables held factors leading between .836 and .748. Compare its factor loadings, Eigenvalue, and percentage of the variance among the four extracted factors in the socio-cultural impacts. The analysis defined that factor number two socio-cultural clashes (soc2_cls) represented the second most significant values. Outputs were an Eigenvalue of 2.400 and explained the variance of those three variables at 17.141 percent of the total variables' variance. Meanwhile, its cumulative percentage was 51.725, which was a value be inferior to factor one. In conclusion, those mentioned values identified that the socio-cultural clashes factor (soc2_cls) was the second significant component while rotated as a number two in socio-cultural impacts (Table 4.8).

Factor 3 was labeled **socio-cultural alterations** (soc3_atr), comprised four variables while can explain the variance of those variables at 7.859 percent of the total variables' variance.

Based on factor loading values, the greatest covariate illustrated this component was local/Thai cultures - traditions are offered more commercially, and the virtual tradition has formed to attract Chinese tourists such as selling fake or overpriced Buddha amulets in the temples. Therefrom, an increase in the number of Chinese establishes businesses and works illegally in Phuket. For instance, tour guides, photographers (pre-wedding), or even setting tour companies, hotels, and other related businesses, using fake documents such as Thai national identifications card, educational backgrounds, tourist guide licenses, etc. Then, residents have adapted more to the arrival of Chinese tourists in Phuket Province. Finishing the last variable with the government promotes and supports the Chinese inbound tourism market in Phuket Province.

Factor loading rated highest at .695 and the lowest at .567. Regard its factor loadings, Eigenvalue, and percentage of the variance among the four extracted components in the Socio-cultural impacts factors. The outcomes showed that factor number three socio-cultural alteration (soc3_atr) holding the third most significant values. Results were an Eigenvalue of 1.100 and explained the variance of those four variables at 7.859 percent of the total variables' variance. In the meantime, its cumulative percentage found a value of 59.584 while next on down from factor two. In summary, those displayed values referred that the socio-cultural alterations factor (soc3_atr) was the third significant component while rotated as a number three in socio-cultural impacts (Table 4.8).

Factor 4 was labeled **socio-cultural incidents** (soc4_icd), which gathered from two variables while can explain the variance of those variables at 7.403 percent of the total variance.

However, the first variables shown in the analysis results tabular were to increase crime, commercial sex business, prostitution, drugs, gambling, and theft in Phuket Province. It was enclosed by residents have less safety and security in life and properties, respectively.

By the way, both variables holding the same factor loading, which was .823. However, discussing its factor loadings, Eigenvalue, and percentage of the variance between the four extracted components in the socio-cultural impacts factors. The study indicated that factor number four socio-cultural incidents (soc4_icd) occupying the least great values. Outputs presented an Eigenvalue of 1.036 and explained those two variables' variance at 7.403 percent of

the total variables' variance. Concurrently, its cumulative percentage was 66.987, which was a value next below factor three. In sum, those revealed values determined that the socio-cultural incidents factor (soc4_icd) was the least significant component while rotated as a number four in socio-cultural impacts (Table 4.8).

Table 4.9 Results of factor analysis of residents' perceptions and attitudes of environmental impacts regarding the market expansion of Chinese inbound tourism in Phuket Province

Environmental impact factors	Factor Loading		Communities
	F1	F2	
Factor 1: Environmental issues (env1_iss)			
env1_iss1: Increase overcrowding of traffic congestion/ traffic jams in Phuket Province.	.804		.659
env1_iss2: Increase the physical impacts from tourism activities on ecosystems, such as marine activities tours, adventure activities tours in the forest, etc.	.749		.591
env1_iss3: Increase pollution in various fields, such as marine pollution, water pollution, water pollution, air pollution, noise pollution, solid waste, and other environmental infections.	.733		.557
env1_iss4: Increase the physical impacts from tourism developments on ecosystems, such as constructing recreational and entertainment facilities through nature destruction.	.717		.610
env1_iss5: Increase accident rates on roads and traffic problems in Phuket Province.	.658		.491
Factor 2: Environmental improvement (env2_ipm)			
env2_ipm1: Improve rules and regulations to protect and conserve the natural resource/ environment of Phuket Province in the long term.		.774	.638

Table 4.9 Continued

Environmental impact factors	Factor Loading		Communities
	F1	F2	
env2_ipm2: Improve in better landscape and surrounding appearance of Phuket Province, especially in popular tourist attractions.		.755	.571
env2_ipm3: Promote protection and conservation of natural resources/environments in Phuket Province, such as encouraging better environmental planning/management, enhancing environmental awareness.		.664	.591
env2_ipm4: Increase in varieties of recreational facilities, products, and services in the hospitality and tourism industry of Phuket Province.		.645	.554
Eigenvalue	3.939	1.252	
% of Variance	43.769	13.909	
Cumulative	43.769	57.678	
<i>p</i>-value		.000	
KMO		.842	

Table 4.9 presents the last set of factors include nine environmental impacts. There extracted into two factors. Named as following factor 1: environmental issues (env1_iss) and factor 2: environmental improvements (env2_ipm).

Factor 1 was labeled **environmental issues** (env1_iss), contained five variables while can explain the variance of those variables at 43.769 percent of the total variance.

Referred to factor loading scores, the best covariate variables described for this component was increase overcrowding of traffic congestion/traffic jam in Phuket Province. Next, increase the physical impacts from tourism activities on ecosystems, such as marine activities tours, adventure activities tours in the forest, etc. Then increase pollution in various fields, such as marine pollution, water pollution, water pollution, air pollution, noise pollution, solid waste, and other environmental infections. Increase the physical impacts from tourism developments on

ecosystems, such as constructing recreational and entertainment facilities through nature destruction, etc. The last variable was increase accident rates on the roads and traffic problems.

The factor loading was rated from highest at .840 to a minimum of .658. Considering its factor loadings, Eigenvalue, and percentage of the variance between the two extracted components in the environmental impacts factors. The study found that the most significant values belong to factor number one environmental issues (env1_iss). Its Eigenvalue was 3.393 and explained the variance of those five variables at 43.769 percent of the total variables' variance. Meanwhile, its cumulative percentage accounted for 43.769. In brief, those revealed statistic values indicated that the environmental issues factor (env1_iss) was the most significant component while rotated as the number one in environmental impacts (see Table 4.9).

Factor 2 was labeled **environmental improvements** (env2_ipm), comprised of four variables, explained the variance of those four variables at 13.909 percent of the total variance.

The most significant covariate variable that can explain this component was improvement rules and regulations to protect and conserve the natural resource/environment of Phuket Province in the long term. Secondary, improve Phuket Provinces landscape and surrounding appearance, especially in popular tourist attractions. Third, it promotes the protection and conservation of natural resources/environments in Phuket Province, such as encouraging better environmental planning/management, enhancing environmental awareness, etc. Finally ending with, increase in varieties of recreational facilities, products, and services in the hospitality and tourism industry of Phuket Province.

Factor loading ranked between .774 and .745. By respecting its factor loadings, Eigenvalue, and percentage of the variance among the two extracted components in the environmental impacts factors. The analysis exposed that factor number two environmental improvement (env2_ipm) holding the least values. There represented an Eigenvalue of 1.252 and explained those four variables' variance at 13.909 percent of the total variables' variance. Simultaneously, its cumulative percentage raked at 57.678, which was a value secondary to factor one. Shortly, those revealed statistical values pointed out that the environmental improvement factor (env2_ipm) was significantly less than a factor one environmental issue while rotated as a number two in environmental impacts (see Table 4.9).

4.4 Independent sample t-test analysis

The independent samples t-test analysis used to assess the difference in residents' perceptions and attitudes concerning economic, socio-cultural, and environmental impacts and also overall perceptions and attitudes of the perceived consequences and support for the development regarding the market expansion of the Chinese inbound tourism in Phuket Province respecting thirteen variables upon their socio-demographic characteristics. This study used an independent samples t-test analysis at a 95 percent confidence level of the *p*-value. It compares means of residents' demographic characteristics thirteen variables that segmented into two groups to determine any statistically significant difference among these means.

The variables were gender, occupation directly related to the Chinese inbound tourism market in Phuket, a proportion of monthly income generated from the tourism industry, English communication skills, Chinese communication skills, Thai-Chinese ancestry, native residents, residences located in tourist areas, contact/interaction experience with Chinese people, and four kinds of social relationships with Chinese people.

Table 4.10 Result of independent sample t-test analysis of residents' perceptions and attitudes towards economic impacts regarding the market expansion of Chinese inbound tourism in Phuket Province.

Economic impacts Variables	eco1_bnf				eco2_cpt				eco3_dnc			
	M	SD	<i>t</i>	<i>p</i>	M	SD	<i>t</i>	<i>p</i>	M	SD	<i>t</i>	<i>p</i>
Gender												
Male	.04	1.10	.62	.534	-.04	.93	-.77	.444	.03	1.04	.50	.615
Female	-.03	.91			.04	1.06			-.02	.97		
Occupation directly related to the Chinese inbound market												
Yes	.16	.92	2.50	.013*	.12	.89	1.65	.099	.10	1.03	1.43	.153
No	-.10	1.01			-.05	1.04			-.05	.99		
A proportion of the monthly income earned from tourism												
Yes	.07	1.05	1.34	.180	.15	.90	3.02	.003**	.10	1.02	2.01	.046*
No	-.07	.95			-.16	1.07			-.11	.97		
English communication skills												
Yes	.01	1.02	.23	.817	.10	1.00	3.41	.001**	.01	1.04	.24	.810
No	-.02	.96			-.29	.95			-.02	.88		

Table 4.10 Continued

Economic impacts	eco1_bnf				eco2_cpt				eco3_dnc				
	Variables	M	SD	<i>t</i>	<i>p</i>	M	SD	<i>t</i>	<i>p</i>	M	SD	<i>t</i>	<i>p</i>
Chinese communication skills													
Yes	-.03	1.01	-.30	.765	.04	.89	.49	.624	.01	1.11	.13	.896	
No	.01	1.00			-.02	1.03			.00	.97			
Thai - Chinese ancestry													
Yes	-.10	1.06	-1.23	.219	-.03	.99	-.35	.727	-.11	1.17	-1.26	.209	
No	.04	.97			.01	1.00			.05	.92			
Native residents													
Yes	-.03	.92	-.38	.705	.07	.97	1.05	.295	-.01	1.03	-.11	.915	
No	.01	1.04			-.04	1.02			.00	.99			
Residence in the tourist area													
Yes	-.05	1.01	-.72	.472	.02	1.03	.13	.901	-.01	.98	-.24	.813	
No	.02	.97			.01	.98			.02	1.00			
Contact/ interaction experience with Chinese people													
Yes	.01	1.02	.24	.810	.10	.95	2.69	.008**	.04	.99	.93	.353	
No	-.02	.97			-.19	1.07			-.06	1.01			

Table 4.10 Continued

Economic impacts Variables	eco1_bnf				eco2_cpt				eco3_dnc			
	M	SD	<i>t</i>	<i>p</i>	M	SD	<i>t</i>	<i>p</i>	M	SD	<i>t</i>	<i>p</i>
Social relationship as a relative												
Yes	.33	.86	1.27	.205	-.14	.88	-.55	.584	.18	1.03	.68	4.96
No	-.01	1.00			.01	1.01			-.01	1.00		
Social relationship as a spouse/ couple/ girlfriend/ boyfriend												
Yes	.02	.48	.04	.966	-.06	.66	-.13	.896	.68	.68	1.54	.124
No	.00	1.01			.00	1.00			-.01	1.00		
Social relationship as a friend/ colleague												
Yes	.05	.94	.59	.559	-.01	.91	-.07	.945	.12	.92	1.42	.803
No	-.02	1.02			.00	1.03			-.04	1.03		
Social relationship as a customer												
Yes	.05	1.02	.75	.455	.20	.96	3.31	.001**	.02	1.00	.25	.803
No	-.03	.98			-.14	1.01			-.01	1.00		

p* < .05; *p* < .01.

4.4.1 Independent samples t-test analysis of residents' perceptions and attitudes towards economic impacts regarding the market expansion of Chinese inbound tourism in Phuket Province

Table 4.10 presents independent samples t-test analysis of residents' perceptions and attitudes towards economic impacts regarding the market expansion of Chinese inbound tourism in Phuket Province as the following results below.

4.4.1.1 Gender

Based on the analysis output in Table 4.3.1, the study found no statistically significant differences among respondents' gender towards their perceptions and attitudes of economic impacts. Each impact results were economic benefits (eco1_bnf) at ($t(379) = .62, p = .534$, two-tailed), economic competitions (eco2_cpt) at ($t(379) = -.77, p = .444$, two-tailed), and economic dependence on non-Chinese tourists (eco3_dnc) at ($t(379) = .50, p = .615$, two-tailed) (see Table 4.10).

4.4.1.2 Occupation directly related to the Chinese inbound tourism market in Phuket Province

Subsequently, the study also found that residents who had occupations directly related to the Chinese inbound tourism market in Phuket and those who had careers non-directly revealed no significant differences in their perceptions and attitudes of economic competition (eco2_cpt) at ($t(367) = 1.65, p = .099$, two-tailed) and economic dependence on non-Chinese tourists (eco3_dnc) at ($t(367) = 1.43, p = .153$, two-tailed). On the other hand, there were significant differences in their perceptions and attitudes of economic benefits (eco1_bnf), with a statistical value of ($t(367) = 2.50, p = .013^*$, two-tailed).

As residents working in this market ($M = .16, SD = .92$) had more clearly agreed that the market expansion generates economic benefits (eco1_bnf) for residents, rather than those whose occupations were non-directly involved in the market ($M = -.10, SD = 1.01$). The magnitude of differences in the means (mean difference = .27, 95% CI: .06 to .48) was small effect (eta squared = .017) (see Table 4.10).

4.4.1.3 A proportion of the monthly income earned from tourism

Furthermore, the analysis found that residents with a proportion of the monthly income earned from the tourism industry and those without it. They exhibited

perceptions and attitudes towards the impacts of economic benefits (eco1_bnf) no significantly different at statistics of ($t(375) = 1.34, p = .180$, two-tailed). In contrast, there were significant differences in their perceptions and attitudes of economic competition (eco2_cpt) and economic dependence on non-Chinese tourists (eco3_dnc) with statistical values of ($t(375) = 3.02, p = .003^{**}$, two-tailed) and ($t(375) = 2.01, p = .046^*$, two-tailed), respectively.

The statistical results revealed that respondents who had percentages of the monthly income generated from the tourism industry ($M = .15, SD = .90$) higher agreed that the expansion of the Chinese inbound tourism market contributed to economic competition impacts (eco2_cpt) on residents, whereas those who do not earn any income from the industry ($M = -.16, SD = 1.07$) exhibited lower agreement. The magnitude of differences in the means (mean difference = .31, 95% *CI*: .11 to .51) was small effect (eta squared = .024). Onwards, they ($M = .10, SD = 1.02$) also exhibited a more vital agreement that this market expansion contributed to the impacts regarding the economic dependence of non-Chinese tourists (eco3_dnc) in the provinces than those without tourism incomes ($M = -.11, SD = .97$). The magnitude of differences in the means (mean difference = .21, 95% *CI*: .00 to .41) was small effect (eta squared = .011) (see Table 4.10).

4.4.1.4 English communication skills

Thereafter, there were no significant differences in perceptions and attitudes towards economic benefits (eco1_bnf) and economic dependence of non-Chinese tourists (eco3_dnc) between residents with English communication skills and those who do not, with statistical values of ($t(379) = .23, p = .817$, two-tailed) and ($t(379) = .24, p = .810$, two-tailed), respectively. However, there was a significant difference in perceptions and attitudes to economic competition impacts (eco2_cpt), where a statistical value of ($t(379) = 3.41, p = .001^{**}$, two-tailed).

The study found that residents who able to communicate in English ($M = .10, SD = 1.00$) more agreed that the expansion of the Chinese inbound tourism market in Phuket contributed to the impact of economic competition (eco2_cpt) rather than those who had no English communication skills ($M = -.29, SD = .95$). The magnitude of differences in the means (mean difference = .39, 95% *CI*: .17 to .62) was very small effect (eta squared = .030) (see Table 4.10).

4.4.1.5 Chinese communication skills

After that, the study found no significant differences in perceptions and attitudes of economic impacts between residents with Chinese communication skills and those without it. Individual variable results of each presented as follows economic benefits (eco1_bnf) ($t(378) = -.30, p = .765$, two-tailed), economic competition (eco2_cpt) ($t(378) = .49, p = .624$, two-tailed), and economic dependence on non-Chinese tourists (eco3_dnc) ($t(378) = .13, p = .896$, two-tailed) (see Table 4.10).

4.4.1.6 Thai citizens with ethnic Chinese ancestry

Likewise, the study found that Thai citizens with ethnic Chinese ancestry and non-Thai-Chinese residents were no significant differences in perceptions and attitudes towards economic impacts. Variables' statistical values individually as the following economic benefits (eco1_bnf) ($t(379) = -1.23, p = .219$, two-tailed), economic competition (eco2_cpt) ($t(379) = -.35, p = .727$, two-tailed), and economic dependence on non-Chinese tourists (eco3_dnc) ($t(379) = -1.26, p = .209$, two-tailed) (see Table 4.10).

4.4.1.7 Native residents

Therewith, the study found the analysis scores on perceptions and attitudes towards economic impacts between native and nonnative residents no statistically significant difference. Results singly of each impact presents as economic benefits (eco1_bnf) ($t(379) = -.38, p = .705$, two-tailed), economic competition (eco2_cpt) ($t(379) = 1.05, p = .295$, two-tailed), and economic dependence on non-Chinese tourists (eco3_dnc) ($t(379) = -.11, p = .915$, two-tailed) (see Table 4.10).

4.4.1.8 Residence in the tourist area

However, the study found that residents living in tourism areas and non-residents in tourism areas had no significant differences in their perceptions and attitudes towards economic impacts. Individual results were economic benefits (eco1_bnf) ($t(370) = -.72, p = .472$, two-tailed), economic competition (eco2_cpt) ($t(370) = .13, p = .901$, two-tailed), and economic dependence on non-Chinese tourists (eco3_dnc) ($t(370) = -.24, p = .813$, two-tailed) (see Table 4.10).

4.4.1.9 Contact/ interaction/ social relationship experience with Chinese people

Furthermore, respondents who had experience interacted with Chinese people in the province and those who never exhibited their perceptions and attitudes no significant differences towards economic benefits (eco1_bnf) and economic dependence on non-Chinese tourists (eco3_dnc), with statistical values ($t(379) = .24, p = .810$, two-tailed) and ($t(379) = .93, p = .353$, two-tailed), respectively. Nonetheless, they were substantial differences in perceived economic competition impact (eco2_cpt) where a statistical value of ($t(379) = 2.69, p = .008^{**}$, two-tailed).

Residents with experience interacting ($M = .10, SD = .95$) showed higher terms that market expansion impacted economic competition in Phuket (eco2_cpt) than those without experience ($M = -.19, SD = 1.07$). The magnitude of differences in the means (mean difference = .29, 95% CI: .08 to .50) was very small effect (eta squared = .019) (see Table 4.10).

4.4.1.10 Social relationship as a relative

Residents who have Chinese relatives and those without Chinese relatives exhibited their perceptions and attitude were no significant difference towards economic impacts regarding the market expansion of the Chinese inbound tourism in Phuket. Statistical outcomes of each were economic benefits (eco1_bnf) ($t(379) = 1.27, p = .205$, two-tailed), economic competition (eco2_cpt) ($t(379) = -.55, p = .584$, two-tailed), and economic dependence on non-Chinese tourists (eco3_dnc) ($t(379) = .68, p = .496$, two-tailed) (see Table 4.10).

4.4.1.11 Social relationship as a spouse/ couple /girlfriend/ boyfriend

Besides, residents who have social relationships with Chinese people as a spouse(s)/ couple(s)/ boyfriend(s)/ girlfriend(s) and those who do not. They exhibited perceptions and attitudes were no significant difference towards economic impacts regarding the market expansion of the Chinese inbound tourism in Phuket. Individual impacts' results were economic benefits (eco1_bnf) ($t(379) = .04, p = .966$, two-tailed), economic competition (eco2_cpt) ($t(379) = -.13, p = .896$, two-tailed), and economic dependence on non-Chinese tourists (eco3_dnc) ($t(379) = 1.54, p = .124$, two-tailed) (see Table 4.10).

4.3.1.12 Social relationship as a friend/ colleague

Apart from that, residents who have social relationships with Chinese people as a friend(s)/ colleague(s) and those who do not. They exhibited perceptions and attitudes were no significant difference towards economic impacts regarding the market expansion of the Chinese inbound tourism in Phuket. The statistical values of each variable were economic benefits (eco1_bnf) ($t(379) = .59, p = .559$, two-tailed), economic competition (eco2_cpt) ($t(379) = -.07, p = .945$, two-tailed), and economic dependence on non-Chinese tourists (eco3_dnc) ($t(379) = 1.45, p = .155$, two-tailed) (see Table 4.10).

4.4.1.13 Social relationship as a customer

In the meantime, residents who have social relationships with Chinese people as customers and those who do not. They exhibited perceptions and attitudes were no significant difference in the impacts of economic benefits (eco1_bnf) and economic dependence on non-Chinese tourists (eco3_dnc) regarding this market expansion, with statistical values of ($t(379) = .75, p = .455$, two-tailed) and ($t(379) = .25, p = .803$, two-tailed), respectively. However, they were significantly different in perceptions and attitudes of economic competition (eco2_cpt) at a statistical of ($t(379) = 3.31, p = .001^{**}$, two-tailed).

Residents who have social ties with Chinese customers ($M = .20, SD = .96$) showed higher agreements than those not dealing with Chinese clients ($M = -.14, SD = 1.01$), where the expansion of the Chinese inbound tourism market in Phuket had caused the impacts of economic competition in the province (eco2_cpt). The magnitude of differences in the means (mean difference = .34, 95% *CI*: .14 to .54) was very small effect (eta squared = .028) (see Table 4.10).

Table 4.11 Result of independent sample t-test analysis of residents' perceptions and attitudes towards socio-cultural impacts regarding the market expansion of Chinese inbound tourism in Phuket Province.

Socio-cultural impacts Variables	soc1_exc				soc2_cls				soc3_atr				soc4_icd			
	M	SD	t	p	M	SD	t	p	M	SD	t	p	M	SD	t	p
Gender																
Male	.10	.96	1.77	.077	.07	.96	1.33	.185	-.05	1.00	-.84	.399	.04	.97	.79	.429
Female	-.08	1.03			-.06	1.03			.04	1.00			-.04	1.03		
Occupation directly related to the Chinese inbound market																
Yes	.08	.97	1.28	.201	.03	.94	.34	.733	.17	.94	2.70	.007**	-.18	1.09	-2.82	.005**
No	-.06	1.02			-.01	1.04			-.11	1.02			.11	.91		
A proportion of the monthly income earned from tourism																
Yes	.00	1.02	-.02	.986	.02	1.08	.29	.768	.12	.97	2.41	.017*	-.19	1.10	-3.59	.000**
No	.00	.98			-.01	.91			-.12	1.01			.17	.87		

Table 4.11 Continued

Socio-cultural impacts	soc1_exc				soc2_cls				soc3_atr				soc4_icd			
	M	SD	<i>t</i>	<i>p</i>	M	SD	<i>t</i>	<i>p</i>	M	SD	<i>t</i>	<i>p</i>	M	SD	<i>t</i>	<i>p</i>
English communication skills																
Yes	-.04	1.04	-1.31	.190	.05	.96	1.80	.072	.10	1.00	3.52	.000**	-.03	1.03	-.96	.337
No	.11	.87			-.15	1.09			-.30	.94			.08	.91		
Chinese communication skills																
Yes	.09	1.03	.93	.351	-.11	.88	-1.23	.220	.10	1.05	1.05	.295	-.04	1.03	-.46	.646
No	-.02	.99			.04	1.03			-.03	.98			.01	.99		
Thai - Chinese ancestry																
Yes	-.12	1.02	-1.54	.124	-.21	1.08	-2.64	.009**	-.05	1.07	-.64	.523	-.10	.96	-1.26	.207
No	.05	.99			.08	.96			.02	.97			.04	1.02		
Native residents																
Yes	.02	1.00	.35	.729	-.21	1.02	-3.26	.001**	.05	1.10	.75	.453	.02	.98	.28	.777
No	-.01	1.00			.13	.97			-.03	.94			-.01	1.01		

Table 4.11 Continued

Socio-cultural impacts Variables	soc1_exc				soc2_cls				soc3_atr				soc4_icd			
	M	SD	<i>t</i>	<i>p</i>	M	SD	<i>t</i>	<i>p</i>	M	SD	<i>t</i>	<i>p</i>	M	SD	<i>t</i>	<i>p</i>
Residence in the tourist area																
Yes	-.05	1.03	-.70	.483	.02	.96	.44	.663	.06	1.05	.76	.450	-.02	1.09	-.44	.657
No	.03	.98			-.02	1.03			-.02	.93			.03	.93		
Contact/ interaction with Chinese people																
Yes	-.01	1.07	-.35	.724	.04	.96	1.03	.303	.10	.95	2.62	.009**	-.01	1.00	-.14	.890
No	.02	.86			-.07	1.07			-.18	1.06			.01	1.01		
Social relationship as a relative																
Yes	.40	.93	1.54	.125	.07	.62	.28	.778	-.07	1.29	-.25	.800	.29	.68	1.12	.263
No	-.01	1.00			.00	1.01			.00	.99			-.01	1.01		

Table 4.11 Continued

Socio-cultural impacts Variables	soc1_exc				soc2_cls				soc3_atr				soc4_icd			
	M	SD	<i>t</i>	<i>p</i>	M	SD	<i>t</i>	<i>p</i>	M	SD	<i>t</i>	<i>p</i>	M	SD	<i>t</i>	<i>p</i>
Social relationship as a spouse/ couple/ girlfriend/ boyfriend																
Yes	-.20	.83	-.45	.654	-.44	.60	-.99	.323	-.10	.39	-.22	.828	.21	.56	.48	.635
No	.00	1.00			.01	1.00			.00	1.01			.00	1.00		
Social relationship as a friend/ colleague																
Yes	.09	.86	1.20	.232	.04	.89	.50	.617	.12	.96	1.48	.139	-.10	1.04	-1.28	.202
No	-.03	1.05			-.02	1.04			-.05	1.01			.04	.98		
Social relationship as a customer																
Yes	.00	1.11	.00	.997	-.02	1.02	-.26	.794	.15	.95	2.54	.011*	-.03	1.03	-.44	.663
No	.00	.91			.01	.99			-.11	1.02			.02	.98		

p* < .05; *p* < .01.

4.4.2 Independent samples t-test analysis of residents' perceptions and attitudes towards socio-cultural impacts regarding the market expansion of Chinese inbound tourism in Phuket Province

Table 4.11 presents independent samples t-test analysis of residents' perceptions and attitudes towards socio-cultural impacts regarding the market expansion of Chinese inbound tourism in Phuket Province as the following results below.

4.4.2.1 Gender

Table 4.11 presents that the study found no statistically significant differences among residents' gender towards their perceptions and attitudes of socio-cultural impacts. The statistical results of individual impact were socio-cultural exchanges (soc1_exc) ($t(392) = 1.77, p = .077$, two-tailed), socio-cultural clashes (soc2_cls) ($t(392) = 1.33, p = .185$, two-tailed), socio-cultural alterations (soc3_atr) ($t(392) = -.84, p = .399$, two-tailed), and socio-cultural incidents (soc4_icd) ($t(392) = .79, p = .429$, two-tailed) (see Table 4.11).

4.4.2.2 Occupation directly related to the Chinese inbound tourism market in Phuket Province

After that, compare the perceived socio-cultural impacts between respondents who had occupations directly related to the Chinese inbound tourism market in the province and those who do not. The study found no significant differences in their perceptions and attitudes of socio-cultural exchanges (soc1_exc) at a value of ($t(392) = 1.28, p = .201$ two-tailed) and socio-cultural clashes (soc2_cls) at ($t(392) = .34, p = .733$, two-tailed). On the other hand, there were significant differences in their perceptions and attitudes towards impacts of socio-cultural alterations (soc3_atr) and socio-cultural incidents (soc4_icd), where the statistic values ($t(392) = 2.70, p = .007^{**}$, two-tailed) and ($t(392) = -2.82, p = .005^{**}$, two-tailed), respectively.

Residents working in this market ($M = .17, SD = .94$) exhibited prominent agreement rather than those whose occupations were non-directly involved ($M = -.11, SD = 1.02$). In matter of the expansion of this market contributed to socio-cultural alterations (soc3_atr) in the province. The magnitude of differences in the means (mean difference = .29, 95% *CI*: .08 to .50) was small effect (eta squared = .019). In contrast, market workers ($M = -.18, SD = 1.09$) agreed less than those non-directly workers ($M = .11, SD = .91$). Citing market expansion has

contributed to social and cultural incidents (soc4_icd) in the province. The magnitude of differences in the means (mean difference = $-.30$, 95% *CI*: $-.50$ to $-.09$) was small effect (eta squared = $.019$) (see Table 4.11).

4.4.2.3 *A proportion of the monthly income earned from tourism*

There were no significant differences between residents with a proportion of the monthly income earned from tourism and those without it concerning their perceptions and attitudes of socio-cultural exchange (soc1_exc) and socio-cultural clashes (soc2_cls), where the statistic values ($t(388) = -.02$, $p = .986$, two-tailed) and ($t(388) = .29$, $p = .768$, two-tailed), respectively. On the other hand, they had significantly different perceptions and attitudes towards the impacts regarding the socio-cultural changes (soc3_atr) and socio-cultural incidents (soc4_icd), where the statistic values ($t(388) = 2.41$, $p = .017^*$, two-tailed) and ($t(388) = -3.59$, $p = .000^{**}$, two-tailed), respectively.

Residents with a ratio of income from tourism ($M = .12$, $SD = .97$) stronger agreed than those who earned no income from tourism ($M = -.12$, $SD = 1.01$). Concerning the expansion of the Chinese inbound tourism market in Phuket contributed to socio-cultural alterations (soc3_atr). The magnitude of differences in the means (mean difference = $.24$, 95% *CI*: $.04$ to $.44$) was small effect (eta squared = $.015$). In contrast, those with a proportion of income from tourism ($M = -.19$, $SD = 1.10$) agreed less compared to those without tourism income ($M = .17$, $SD = .87$). Regarding the market's expansion contributed to socio-cultural incidents (soc4_icd) in the province. The magnitude of differences in the means (mean difference = $-.36$, 95% *CI*: $-.56$ to $-.16$) was small effect (eta squared = $.032$) (see Table 4.11).

4.4.2.4 *English communication skills*

Moreover, results revealed no statistically significant differences in perceptions and attitudes towards socio-cultural exchanges (soc1_exc), socio-cultural clashes (soc2_cls), and socio-cultural incidents (soc4_icd) between residents who had English communication skills and those who do not, with statistical values of ($t(392) = -1.31$, $p = .190$, two-tailed) and ($t(392) = 1.80$, $p = .072$, two-tailed), and ($t(392) = -.96$, $p = .337$, two-tailed), respectively. On the other side, they significantly different perceptions and attitudes of socio-cultural alterations (soc3_atr), where a statistical significance was ($t(392) = 3.52$, $p = .000^{**}$, two-tailed).

Residents who can communicate in English ($M = .10$, $SD = 1.00$) higher agreed than those who mentioned that they have no skills ($M = -.30$, $SD = .94$). Concerning the expansion of the Chinese inbound tourism market in the province contributed to the impact of socio-cultural alterations in the area (soc3_atr). The magnitude of differences in the means (mean difference = .40, 95% *CI*: .18 to .62) was very small effect (eta squared = .031) (see Table 4.11).

4.4.2.5 Chinese communication skills

Onward, residents with Chinese communication skills and those without this skill were no significant differences in their perceptions and attitudes towards socio-cultural impacts. According to the fair access on socio-cultural exchanges (soc1_exc) ($t(391) = .93$, $p = .351$, two-tailed), socio-cultural clashes (soc2_cls) ($t(391) = -1.23$, $p = .220$, two-tailed), socio-cultural changes (soc3_atr) ($t(391) = 1.05$, $p = .295$, two-tailed), and socio-cultural incidents (soc4_icd) ($t(391) = -.46$, $p = .646$, two-tailed) (see Table 4.11).

4.4.2.6 Thai citizens with ethnic Chinese ancestry

The analysis found that there were no significant differences in the perceptions and attitudes towards the impact of socio-cultural exchanges (soc1_exc), socio-cultural alterations (soc3_atr), and socio-cultural incidents (soc4_icd) between Thai citizens with ethnic Chinese ancestry and non-Thai-Chinese residents, where statistical values ($t(392) = -1.54$, $p = .124$, two-tailed), ($t(392) = -.64$, $p = .523$, two-tailed), and ($t(392) = -1.26$, $p = .207$, two-tailed), respectively. Another side was a statistically significant difference found in their perceptions and attitudes of socio-cultural clashes (soc2_cls), with the value at ($t(392) = -2.64$, $p = .009^{**}$, two-tailed).

The results indicated that Thai-Chinese residents ($M = -.21$, $SD = 1.08$) exhibited lower agreed than those who are not Thai with Chinese ethnic ($M = .08$, $SD = .96$). Concerning the expansion of the Chinese inbound tourism market in Phuket contributed to the impacts of socio-cultural clashes (soc2_cls). The magnitude of differences in the means (mean difference = -.29, 95% *CI*: -.51 to -.08) was small effect (eta squared = .018) (see Table 4.11).

4.4.2.7 Native residents

Native and non-native residents had no significant differences in their perceptions and attitudes towards socio-cultural exchanges (soc1_exc), socio-cultural changes (soc3_atr), and socio-cultural incidents (soc4_icd), statistic values ($t(392) = .35$, $p = .729$, two-

tailed), ($t(392) = .75, p = .453$, two-tailed), and ($t(392) = .28, p = .777$, two-tailed), respectively. On the other hand, a significant difference in the perceptions and attitudes of socio-cultural clashes (soc2_cls) at a value of ($t(392) = -3.26, p = .001^{**}$, two-tailed).

The results of the study indicated that native residents ($M = -.21, SD = 1.02$) agreed less than non-native residents ($M = .13, SD = .97$). Regarding the expansion of the Chinese inbound tourism market in Phuket has contributed to the impact of socio-cultural clashes (soc2_cls). The magnitude of differences in the means (mean difference = $-.34$, 95% CI: $-.54$ to $-.13$) was small effect (eta squared = $.026$) (see Table 4.11).

4.4.2.8 Residence in the tourist area

Thereafter, the study found no significant differences in perceptions and attitudes on socio-cultural impacts between residents living in tourism areas and non-residents in tourism areas. When they fair access on socio-cultural exchanges (soc1_exc) ($t(383) = -.70, p = .483$, two-tailed), socio-cultural clashes (soc2_cls) ($t(383) = .44, p = .663$, two-tailed), socio-cultural alterations (soc3_atr) ($t(383) = .76, p = .450$, two-tailed), and socio-cultural incidents (soc4_icd) ($t(383) = -.44, p = .657$, two-tailed) (see Table 4.11).

4.4.2.9 Contact/ interaction/ social relationship experience with Chinese people in Phuket Province

The result showed no significant differences between residents who had interacted with Chinese people and those who never, in terms of their perceptions and attitudes towards the impacts of socio-cultural exchanges (soc1_exc), socio-cultural clashes (soc2_cls), and socio-cultural incidents (soc4_icd), with statistical values ($t(392) = -.35, p = .742$, two-tailed), ($t(392) = 1.03, p = .303$, two-tailed), and ($t(392) = -.14, p = .890$, two-tailed), respectively. However, there was a significant difference regarding socio-cultural alterations (soc3_atr), where a statistical significance of ($t(392) = 2.62, p = .009^{**}$, two-tailed).

Respondents who had interaction experiences ($M = .10, SD = .95$) higher agreed than those who have no interaction experiences ($M = -.18, SD = .99$). Concerning the expansion of the Chinese inbound tourism market in Phuket contributed to the impact of socio-cultural alterations (soc3_atr) in the province. The magnitude of differences in the means (mean difference = $.27$, 95% CI: $.07$ to $.48$) was very small effect (eta squared = $.017$) (see Table 4.11).

4.4.2.10 Social relationship as a relative

The study found that residents with Chinese relatives and those without Chinese relatives had no statistically significant differences in perceptions and attitudes of social and cultural impacts. Statistical outcomes of each were socio-cultural exchanges (soc1_exc) ($t(392) = 1.54, p = .125$, two-tailed), socio-cultural clashes (soc2_cls) ($t(392) = .28, p = .778$, two-tailed), socio-cultural alterations (soc3_atr) ($t(392) = -.25, p = .800$, two-tailed), and socio-cultural incidents (soc4_icd), ($t(392) = 1.12, p = .263$, two-tailed) (see Table 4.11).

4.4.2.11 Social relationship as a spouse/ couple/ girlfriend/ boyfriend

Besides, residents who have social relationships with Chinese people as a spouse(s)/ couple(s)/ boyfriend(s)/ girlfriend(s) and those who do not. They exhibited perceptions and attitudes were no significant difference towards socio-cultural impacts. Individual impacts' results were socio-cultural exchanges (soc1_exc) ($t(392) = -.45, p = .654$, two-tailed), socio-cultural clashes (soc2_cls) ($t(392) = -.99, p = .323$, two-tailed), socio-cultural alterations (soc3_atr) ($t(392) = -.22, p = .828$, two-tailed), and socio-cultural incidents (soc4_icd), ($t(392) = .48, p = .635$, two-tailed) (see Table 4.11).

4.4.2.12 Social relationship as a friend/ colleague

Therewith, residents who have social relationships with Chinese people as a friend(s)/ colleague(s) and those who do not. They exhibited perceptions and attitudes were no significant difference towards socio-cultural impacts. The statistical values of each variable were socio-cultural exchanges (soc1_exc) ($t(392) = 1.20, p = .232$, two-tailed), socio-cultural clashes (soc2_cls) ($t(392) = .50, p = .617$, two-tailed), socio-cultural alterations (soc3_atr) ($t(392) = 1.48, p = .139$, two-tailed), and socio-cultural incidents (soc4_icd), ($t(392) = -1.28, p = .202$, two-tailed) (see Table 4.11).

4.4.2.13 Social relationship as a customer

This is the comparison between residents who have social relationships with Chinese people as customers and those who do not. The study found that they exhibited perceptions and attitudes were no significant difference towards the impacts of socio-cultural exchanges (soc1_exc), socio-cultural clashes (soc2_cls), and socio-cultural incidents (soc4_icd) regarding the market expansion of the Chinese inbound tourism in Phuket. The statistical significances were ($t(392) = .00, p = .997$, two-tailed), ($t(392) = -.26, p = .794$, two-tailed), and

($t(392) = -.44, p = .663$, two-tailed), respectively. However, they were significantly different in perceptions and attitudes of socio-cultural alterations (soc3_atr) at a statistical of ($t(392) = 2.54, p = .011^*$, two-tailed).

Residents who have social interactions with Chinese customers ($M = .15, SD = .95$) revealed more substantial agreements than those who have no social ties with Chinese clients ($M = -.11, SD = 1.02$). Concerning the expansion of the Chinese inbound tourism market in Phuket had caused the impacts of socio-cultural alterations (soc3_atr) in the province. The magnitude of differences in the means (mean difference = .26, 95% *CI*: .06 to .46) was very small effect (eta squared = .016) (see Table 4.11).

4.4.3 Independent samples t-test analysis of residents' perceptions and attitudes towards environmental impacts regarding the market expansion of Chinese inbound tourism in Phuket Province

Table 4.12 Result of independent sample t-test analysis of residents' perceptions and attitudes towards environmental impacts regarding the market expansion of Chinese inbound tourism in Phuket Province

Environmental impact	env1_iss				env2_ipm			
	M	SD	<i>t</i>	<i>p</i>	M	SD	<i>t</i>	<i>p</i>
Gender								
Male	.03	1.05	.56	.573	-.05	1.00	-.83	.407
Female	-.03	.96			.04	1.00		
Occupation directly related to the Chinese inbound market								
Yes	-.05	1.03	-.81	.416	.13	.93	1.98	.048*
No	.03	.97			-.08	1.04		
A proportion of the monthly income earned from tourism								
Yes	-.06	1.02	-.87	.386	.09	.97	1.50	.135
No	.03	.96			-.06	1.00		

Table 4.12 Continued

Environmental impact Variables	env1_iss				env2_ipm			
	M	SD	t	p	M	SD	t	p
English communication skills								
Yes	.00	1.03	.03	.976	.04	1.00	1.18	.239
No	.00	.92			-.10	1.01		
Chinese communication skills								
Yes	-.02	1.02	-.16	.873	.21	1.08	2.29	.023*
No	.00	.99			-.06	.97		
Thai - Chinese ancestry								
Yes	-.09	1.05	-1.05	.293	.04	1.04	.54	.588
No	.03	.98			-.02	.99		
Native residents								
Yes	-.03	1.01	-.40	.692	.02	1.01	.34	.737
No	.02	1.00			-.01	.99		
Residence in the tourist area								
Yes	-.01	.99	-.14	.890	.08	.94	1.16	.247
No	.01	1.00			-.04	1.02		
Contact/ interaction experience with Chinese people								
Yes	.01	.99	.16	.874	.03	.96	.71	.467
No	-.01	1.03			-.05	1.07		
Social relationship as a relative								
Yes	.29	.90	1.12	.264	.47	.88	1.79	.074
No	-.01	1.00			-.02	1.00		
Social relationship as a spouse/ couple/ girlfriend/ boyfriend								
Yes	.21	1.08	.46	.645	.04	1.23	.09	.930
No	.00	1.00			.00	1.00		

Table 4.12 Continued

Environmental impact Variables	env1_iss				env2_ipm			
	M	SD	t	p	M	SD	t	p
Social relationship as a friend/ colleague								
Yes	.09	.97	1.13	.261	-.11	.99	-1.31	.192
No	-.04	1.01			.04	1.00		
Social relationship as a customer								
Yes	-.07	1.02	-1.26	.209	.10	.94	1.62	.105
No	.05	.98			-.07	1.04		

* $p < .05$; ** $p < .01$.

Table 4.12 presents independent samples t-test analysis of residents' perceptions and attitudes towards environmental impacts regarding the market expansion of Chinese inbound tourism in Phuket Province as the following results below.

4.4.3.1 Gender

According to statistical outputs in Table 4.4.3, the study found males and females had no significant differences in perceptions and attitudes towards environmental issues (env1_iss) at ($t(391) = .56, p = .573$, two-tailed) and environmental improvements (env2_ipm) at ($t(391) = -.83, p = .407$, two-tailed) regarding the market expansion of the Chinese inbound tourism in Phuket Province (see Table 4.4.3).

4.4.3.2 Occupations directly related to the Chinese inbound tourism market in Phuket Province

After, compare the perceptions and attitudes of environmental impacts between respondents who had occupations directly related to the Chinese inbound tourism market in the province and those who occupation non-directly related. The study found no significant differences in their perceived environmental issues (env1_iss) at ($t(378) = -.81, p = .416$, two-tailed). On the other side, there were significant differences in the perceived impacts of environmental improvements (env2_ipm) regarding this market expansion at ($t(378) = 1.98, p = .048^*$, two-tailed).

The statistical results suggested that residents who work in this market ($M = .13$, $SD = .93$) stronger agreed more than those whose occupational non-directly related ($M = -.08$, $SD = 1.04$). Concerning this market expansion of the Chinese inbound tourism has contributed to the environmental improvement (env2_ipm) in Phuket. The magnitude of differences in the means (mean difference = .21, 95% *CI*: .00 to .42) was small effect (eta squared = .010) (see Table 4.12).

4.4.3.3 *A proportion of the monthly income earned from tourism*

Thereafter, the study found no statistically significant differences in the perceptions and attitudes of environmental impacts between residents who earn the percentage of monthly income from tourism and those without it. The statistical results of each impact were as follows, environmental issues (env1_iss) at values of ($t(387) = -.87$, $p = .386$, two-tailed) and environmental improvements (env2_ipm) at values of ($t(387) = 1.50$, $p = .135$, two-tailed) (see Table 4.12).

4.4.3.4 *English communication skills*

Likewise, results revealed no statistically significant differences in the perceptions and attitudes of environmental impacts regarding this market expansion between residents who can communicate in English and those with no capability. The individual impact result presents below, the environmental issues (env1_iss) were ($t(391) = .03$, $p = .976$, two-tailed), and the environmental improvements (env2_ipm) were ($t(391) = 1.18$, $p = .239$, two-tailed) (see Table 4.12).

4.4.3.5 *Chinese communication skills*

Besides, results also indicated no statistically significant differences found in the perceptions and attitudes towards the impacts of environmental issues (env1_iss) regarding this market expansion between residents who can communicate in Chinese and those no this capability, where statistic values of ($t(391) = -.16$, $p = .873$, two-tailed). However, contrary to the perceived environmental improvement (env2_ipm) since the analysis results indicated that they were significantly different when the statistical of ($t(391) = 2.29$, $p = .023^*$, two-tailed).

Residents with Chinese communication skills ($M = .21$, $SD = 1.08$) more prominent agreed that this expansion of the Chinese inbound tourism market contributed to environmental improvements (env2_ipm) in the province than those who have no communication

skills in Chinese ($M = -.06$, $SD = .97$). The magnitude of differences in the means (mean difference = .28, 95% *CI*: .04 to .51) was small effect (eta squared = .010) (see Table 4.12).

4.4.3.6 Thai citizens with ethnic Chinese ancestry

Onwards, the analysis results presented no significant differences in the perceptions and attitudes towards environmental impacts regarding this market expansion between Thai-Chinese residents and those non-Thai-Chinese. The result individually of each as follows, environmental issues (*env1_iss*) at ($t(391) = -1.05$, $p = .293$, two-tailed) and environmental improvements (*env2_ipm*) at ($t(391) = .54$, $p = .588$, two-tailed) (see Table 4.12).

4.4.3.7 Native residents

Afterward, there were no significant differences in the perceptions and attitudes towards the environmental impacts and environmental improvements (*env2_ipm*) regarding this market expansion between native and non-native residents. Each of the single impact statistical values presented as follows, environmental issues (*env1_iss*) ($t(391) = -.40$, $p = .692$, two-tailed) and environmental improvements (*env2_ipm*) ($t(391) = .34$, $p = .737$, two-tailed) (see Table 4.12).

4.4.3.8 Residence in the tourist area

Therewith, the study also showed no significant differences in the perceptions and attitudes towards the environmental impacts regarding this market expansion between residents living in tourism areas and non-residents in tourism areas. The individual impact results were the following environmental issues (*env1_iss*) ($t(382) = -.14$, $p = .890$, two-tailed) and environmental improvements (*env2_ipm*) ($t(382) = 1.16$, $p = .247$, two-tailed) (see Table 4.12).

4.4.3.9 Contact/ interaction/ social relationship experience with Chinese people in Phuket Province

Similarly, there were no significant differences in the perceptions and attitudes towards the environmental impacts regarding this market expansion between residents who had experience interacting with Chinese people in the province and those who never. The statistical values of each impact revealed as the following environmental issues (*env1_iss*) ($t(391) = .16$, $p = .874$, two-tailed) and environmental improvements (*env2_ipm*) ($t(391) = .71$, $p = .476$, two-tailed) (see Table 4.12).

4.4.3.10 *Social relationship as a relative*

Furthermore, there were no significant differences in the perceptions and attitudes towards the environmental impacts regarding this market expansion between residents who have Chinese relatives and those without Chinese relatives. Statistical outcomes of each were environmental issues (env1_iss) ($t(391) = 1.12, p = .264$, two-tailed) and environmental improvements (env2_ipm) ($t(391) = 1.79, p = .074$, two-tailed) (see Table 4.12).

4.4.3.11 *Social relationship as a spouse/ couple/ girlfriend/ boyfriend*

Furthermore, there were no significant differences in the perceptions and attitudes towards the environmental impacts regarding this market expansion between residents who have social relationships with Chinese people as a spouse(s)/ couple(s)/ boyfriend(s)/ girlfriend(s) and those who do not. Individual impacts' results were environmental issues (env1_iss) ($t(391) = .46, p = .645$, two-tailed) and environmental improvements (env2_ipm) ($t(391) = .09, p = .930$, two-tailed) (see Table 4.12).

4.4.3.12 *Social relationship as a friend/ colleague*

Additionally, there were no significant differences in the perceptions and attitudes towards the environmental impacts regarding this market expansion between respondents who have social relationships with Chinese people as a friend(s)/ colleague(s) and those who do not. The statistical values of each variable were environmental issues (env1_iss) ($t(391) = 1.13, p = .261$, two-tailed) and environmental improvements (env2_ipm) ($t(391) = -1.31, p = .192$, two-tailed) (see Table 4.12).

4.4.3.13 *Social relationship as a customer*

Lastly, there were no significant differences in the perceptions and attitudes towards the environmental impacts regarding this market expansion between respondents who interacted with Chinese customers and those who have no this experience. The statistical values presented as the following environmental issues (env1_iss) ($t(391) = -1.26, p = .209$, two-tailed) and environmental improvements (env2_ipm) ($t(391) = 1.62, p = .105$, two-tailed) (see Table 4.12).

4.4.4 Independent sample t-test analysis of residents' overall perceptions and attitudes regarding the market expansion of Chinese inbound tourism in Phuket Province

Table 4.13 Result of independent sample t-test analysis of residents' overall perceptions and attitudes regarding the market expansion of Chinese inbound tourism in Phuket Province

Overall perceptions and attitudes									
Variables	ova_at1				ova_at2				
	M	SD	t	p	M	SD	t	p	
Gender									
Male	4.15	.80	1.82	.069	4.16	.81	1.46	.144	
Female	4.00	.80			4.04	.88			
Occupation directly related to the Chinese inbound market									
Yes	4.21	.73	2.97	.003**	4.33	.78	4.30	.000**	
No	3.96	.82			3.95	.86			
A proportion of the monthly income earned from tourism									
Yes	4.15	.83	1.95	.052	4.31	.77	4.87	.000**	
No	4.00	.77			3.90	.86			
English communication skills									
Yes	4.09	.83	.76	.448	4.13	.87	1.40	.163	
No	4.02	.74			4.00	.79			
Chinese communication skills									
Yes	4.07	.80	-.03	.973	4.16	.83	.82	.414	
No	4.07	.80			4.07	.86			
Thai - Chinese ancestry									
Yes	3.90	.94	-2.35	.020*	4.02	.93	-1.16	.247	
No	4.13	.73			4.13	.82			

Table 4.13 Continued

Overall perceptions and attitudes								
Variables	ova_at1				ova_at2			
	M	SD	<i>t</i>	<i>p</i>	M	SD	<i>t</i>	<i>p</i>
Native residents								
Yes	4.08	.81	0.14	.890	4.16	.77	1.10	.272
No	4.06	.80			4.06	.90		
Residence in the tourist area								
Yes	4.01	.94	-1.33	.185	4.03	.96	-1.49	.137
No	4.12	.67			4.16	.76		
Contact/ interaction experience with Chinese people								
Yes	4.05	.84	-0.44	.663	4.13	.91	.99	.325
No	4.09	.74			4.04	.74		
Social relationship as a relative								
Yes	4.14	.66	0.35	.723	4.21	.89	0.53	.597
No	4.07	.81			4.09	.85		
Social relationship as a spouse/ couple/ girlfriend/ boyfriend								
Yes	4.40	.55	0.93	.353	4.80	.45	1.86	.063
No	4.06	.81			4.09	.85		
Social relationship as a friend/ colleague								
Yes	3.94	.75	-2.03	.043*	4.05	.92	-0.72	.475
No	4.12	.82			4.11	.83		
Social relationship as a customer								
Yes	4.13	.83	1.23	.219	4.22	.88	2.51	.013*
No	4.03	.79			4.00	.83		

* $p < .05$; ** $p < .01$.

Table 4.13 presents independent samples t-test analysis of residents' overall perceptions and attitudes regarding the market expansion of Chinese inbound tourism in Phuket Province as the following results below.

4.4.4.1 Gender

Based on the t-Test table above, revealed that respondents with different genders were not significantly different in their overall perceptions towards impacts of the market expansion (ova_at1) at ($t(395) = 1.82, p = .069$, two-tailed), and overall attitudes towards support the Chinese inbound tourism market development to Phuket Province (ova_at2) at ($t(395) = 1.46, p = .114$, two-tailed).

However, the statistical results shown that males ($M = 4.15, SD = .80$) agreed more that the expansion had positive impacts on Phuket Province (ova_at1) than females ($M = 4.00, SD = .80$). And the magnitude of differences in the means (mean difference = .15, 95% *CI*: -.01 to .31) was very small effect (eta squared = .008). Furthermore, the output presented that males ($M = 4.16, SD = .81$) tended to support the future development (ova_at2) than females ($M = 4.04, SD = .88$). In addition to the magnitude of differences in the means (mean difference = .13, 95% *CI*: -.04 to .29) was also very small effect as well (eta squared = .005) (see Table 4.13).

4.4.4.2 Occupation directly related to the Chinese inbound tourism market

Onward, the analysis results indicated that there was a significant difference between respondent who had occupations directly related to the Chinese inbound tourism market in Phuket and those who do not, regarding their overall perceptions of impacts (ova_at1), ($t(382) = 2.97, p = .003^{**}$, two-tailed) and overall attitudes towards supporting the market development (ova_at2), ($t(382) = 4.30, p = .000^{**}$, two-tailed).

Since those whose occupations were directly related to a particular market ($M = 4.22, SD = .73$) appeared to recognized the favorable consequences of expansion (ova_at1) than those who do not ($M = 3.90, SD = .82$). And for the magnitude of differences in the means (mean difference = .25, 95% *CI*: .08 to .42) was small (eta squared = .023). Referred to means score, it confirmed that a group of those were working in a particular market ($M = 4.33, SD = .78$) tended to support the development of a market (ova_at2) those who occupation non-directly related to the market ($M = 3.95, SD = .86$). The magnitude of differences in the means (mean difference = .38, 95% *CI*: .21 to .56) was small (eta squared = .046) (see Table 4.13).

4.4.4.3 *A proportion of the monthly income earned from tourism*

The analysis results showed residents who have a percentage of monthly income earned from tourism exhibited overall perceptions towards impacts from the market expansion (ova_at1) no significantly different from those who do not have any proportionate income from tourism, ($t(382) = 1.95, p = .052$, two-tailed). However, in the meantime, both resident clusters were significantly different in their overall attitudes towards supporting the market development (ova_at2), ($t(384) = 4.87, p = .000^{**}$, two-tailed).

In fact, the statistic results presented that residents who benefited from the tourism industry ($M = 4.15, SD = .83$) were more likely to perceive the overall impact of the market expansion positively (ova_at1) than those who did not ($M = 4.00, SD = .77$). The magnitude of differences in the means (mean difference = .16, 95% *CI*: .00 to .32) was small effect (eta squared = .010). Meanwhile, the results indicated that respondents earned incomes from the tourism industry ($M = 4.31, SD = .86$) inclined to support the market development (ova_at2) than those who do not ($M = 3.90, SD = .81$). The magnitude of differences in the means (mean difference = .41, 95% *CI*: .24 to .58) was small effect (eta squared = .057) (see Table 4.13).

4.4.4.4 *English communication skills*

In terms of qualifications, English communication skills among residents, statistical results showed no significant differences affecting their perceptions towards overall impacts from the market expansion (ova_at1) ($t(201) = .76, p = .448$, two-tailed), and overall attitudes of supporting the market development (ova_at2) ($t(199) = 1.40, p = .163$, two-tailed).

However, the statistical results showed that residents with English communication skills ($M = 4.09, SD = .83$), ($M = 4.13, SD = .87$) perceived the overall impact of the market expansion (ova_at1) more positively and likely to support the market development (ova_at2) than those without English communication skills ($M = 4.02, SD = .74$), ($M = 4.00, SD = .79$). The magnitude of differences in the means (mean difference = .07, 95% *CI*: -.11 to .24), (mean difference = .13, 95% *CI*: -.05 to .31) were small effect (eta squared = .001), (eta squared = .005), respectively (see Table 4.13).

4.4.4.5 Chinese communication skills

Likewise, the t-test results also found that respondents with Chinese communication skills showed overall perceptions of market expansion (ova_at1), ($t(394) = -.03$, $p = .973$, two-tailed) and overall attitudes towards supporting the market development (ova_at2), ($t(394) = .82$, $p = .414$, two-tailed), which does not differ significantly those who cannot speak Chinese.

The statistic output showed that respondents with Chinese communication skills ($M = 4.07$, $SD = .80$) and those without skills ($M = 4.07$, $SD = .80$) perceived overall impacts of the Chinese market expansion (ova_at1) were no significantly different. The magnitude of differences in the means (mean difference = $.00$, 95% *CI*: $-.19$ to $.19$) was very small effect (eta squared = $.000$). Onward, those who can communicate in Chinese ($M = 4.16$, $SD = .83$) tended to support the Chinese market development in the community (ova_at2) than those who cannot communicate in Chinese ($M = 4.07$, $SD = .86$). The magnitude of differences in the means (mean difference = $.08$, 95% *CI*: $-.12$ to $.29$) was very small effect (eta squared = $.000$) (see Table 4.13).

4.4.4.6 Thai citizens with ethnic Chinese ancestry

Furthermore, emphasized on the differences perspectives between residents who were Thai citizens with ethnic Chinese ancestry and those who do not, the outcome stated that they perceived overall impacts from the expansion (ova_at1) significantly different as the following statistics ($t(171) = -2.35$, $p = .020^*$, two-tailed). While there was statistically no significant difference in their overall attitudes towards supporting a market's development (ova_at2), ($t(395) = -1.16$, $p = .247$, two-tailed).

The mean scores displayed for residents with ethnic Chinese ancestry ($M = 3.90$, $SD = .94$) perceived overall impacts from the market expansion (ova_at1) less positively than those non-Thai-Chinese residents ($M = 4.13$, $SD = .73$). In which magnitude of the difference in mean (mean difference = $-.23$, 95% *CI*: $-.42$ to $.04$) was a negligible effect (eta squared = $.014$). Furthermore, Thai-Chinese residents ($M = 4.02$, $SD = .93$) seem to support the market expansion (ova_at2) less than those non-Thai-Chinese ($M = 4.13$, $SD = .82$). The magnitude of differences in the means (mean difference = $-.11$, 95% *CI*: $-.30$ to $.08$) was very small effect (eta squared = $.003$) (see Table 4.13).

4.4.4.7 Native residents

The study found native residents exhibited their overall perceptions of the impacts from the market expansion (ova_at1), ($t(395) = .14, p = .890$, two-tailed), and overall attitudes towards supporting market development (ova_at2), ($t(395) = 1.10, p = .272$, two-tailed) were no significantly different from those of non-native residents.

However, the results showed that native residents ($M = 4.08, SD = .81$) perceived impacts of the market expansion positively (ova_at1) than those non-native residents ($M = 4.06, SD = .80$). The magnitude of differences in the means (mean difference = .01, 95% *CI*: -.15 to .18) was very small effect (eta squared = .000). Furthermore, native residents ($M = 4.16, SD = .77$) also inclined to support the market development (ova_at2) than those non-native residents ($M = 4.06, SD = .90$). The magnitude of differences in the means (mean difference = .10, 95% *CI*: -.08 to .27) was very small effect (eta squared = .003) (see Table 4.13).

4.4.4.8 Residence in the tourist area

The study found that residents of tourism areas showed their overall perception of the impact of market expansion (ova_at1), ($t(312) = -1.33, p = .185$, two-tailed), and their overall attitude towards supporting market development (ova_at2), ($t(332) = -1.49, p = .137$, two-tailed) was not significantly different from those who live in non-tourist areas.

However, the results suggested that respondents who live in tourism areas ($M = 4.01, SD = .94$) quite recognize favorable outcomes of the market expansion (ova_at1) gradually than those who live in non-tourist areas. ($M = 4.12, SD = .67$). The magnitude of differences in the means (mean difference = -.11, 95% *CI*: -.28 to .05) was very small or no effect (eta squared = .005). Onward, residents residing in tourism areas ($M = 4.03, SD = .96$) less support the market development (ova_at2) than those who live in non-tourist areas ($M = 4.16, SD = .76$). The magnitude of differences in the means (mean difference = -.13, 95% *CI*: -.31 to .04) was very small effect (eta squared = .006) (see Table 4.13).

4.4.4.9 Contact/ interaction/ social relationship experience with Chinese people in Phuket Province

Moreover, statistics showed no significant differences in the mean scores of overall perceptions towards overall impacts from the market expansion (ova_at1) for respondents who had experience interacted with Chinese people in the province and those who

never ($t(394) = .17, p = .867$, two-tailed). Onward, the results further presented no statistically significant difference in overall attitudes towards supporting the market development (ova_at2) for both residents clusters ($t(372) = 1.08, p = .279$, two-tailed).

However, respondents with interaction experiences ($M = 4.07, SD = .84$) show little more positive perceptions towards the overall impacts of the market expansion (ova_at1) than those without experiences ($M = 4.06, SD = .74$). The magnitude of differences in the means (mean difference = .01, 95% *CI*: -.15 to .18) was very small effect (eta squared = .000). Furthermore, respondents who had interaction experiences ($M = 4.13, SD = .91$) also likely to support the market expansion (ova_at2) more than those without experiences ($M = 4.04, SD = .76$). The magnitude of differences in the means (mean difference = .09, 95% *CI*: -.07 to .26) was very small effect (eta squared = .003) (see Table 4.13).

4.4.4.10 Social relationship as a relative

The study found that residents with Chinese relatives and those without Chinese relatives were no significantly different in perceptions towards the overall impact of market expansion (ova_at1), ($t(395) = .35, p = .723$, two-tailed), and their supportive attitude to market development (ova_at2), ($t(395) = .53, p = .597$, two-tailed).

However, statistics show that residents with Chinese relatives ($M = 4.14, SD = .66$), ($M = 4.21, SD = .89$) perceived the overall impact of market expansion positively (ova_at1) and were more likely to support market development (ova_at2) than those without Chinese relatives ($M = 4.07, SD = .81$), ($M = 4.09, SD = .85$). The magnitude of differences in the means (mean difference = .08, 95% *CI*: -.35 to .51), (mean difference = .12, 95% *CI*: -.33 to .58) were very small effect (eta squared = .000), (eta squared = .001), respectively (see Table 4.13).

4.4.4.11 Social relationship a spouse/ couple/ girlfriend/ boyfriend

Furthermore, the analysis indicated that residents who have a Chinese spouse(s)/ couple(s)/ boyfriend(s)/ girlfriend(s) and those without these social relationships were not significantly different in perceptions towards the overall impact of market expansion (ova_at1), ($t(395) = .93, p = .353$, two-tailed), and their supportive attitude to market development (ova_at2), ($t(395) = 1.86, p = .063$, two-tailed).

However, statistics show that residents with these social relationships ($M = 4.40$, $SD = .55$), ($M = 4.80$, $SD = .45$) perceived the overall impact of market expansion positively (ova_at1) and were more likely to support market development (ova_at2) than those without these social relationships ($M = 4.06$, $SD = .81$), ($M = 4.09$, $SD = .85$). The magnitude of differences in the means (mean difference = .34, 95% *CI*: -.37 to 1.05), (mean difference = .71, 95% *CI*: -.04 to 1.47) were very small effect (eta squared = .002), (eta squared = .009), respectively (see Table 4.13).

4.4.4.12 Social relationship as a friend/ colleague

The statistics then indicated that residents with Chinese peers or colleagues and those without these social relationships had significantly different perceptions of the overall impact of the market expansion (ova_at1), ($t(395) = -2.03$, $p = .043$, two-tailed). However, their attitudes towards supporting market development for these two groups (ova_at2) were not statistically different, ($t(395) = -.72$, $p = .475$, two-tailed).

The results showed that residents with a Chinese friend(s) or colleague(s) ($M = 3.94$, $SD = .75$) perceived overall impacts from the Chinese inbound tourism market (ova_at1) less positively than those without these social relationships ($M = 4.12$, $SD = .82$). The magnitude of differences in the means (mean difference = -.18, 95% *CI*: -.36 to -.01) was very small effect (eta squared = .010). Likewise, residents who have Chinese a friend(s) or colleague(s) ($M = 4.05$, $SD = .92$) exhibited inclinations to support the market development (ova_at2) than those without these relationships ($M = 4.11$, $SD = .83$). The magnitude of differences in the means (mean difference = -.07, 95% *CI*: -.26 to .12) was very small effect (eta squared = .001) (see Table 4.13).

4.4.4.13 Social relationship as a customer

Finally, those residents who have contacted Chinese customers and those without this relationship were statistically no significant differences in their perceptions of overall impacts from the market expansion (ova_at1), ($t(395) = 1.23$, $p = .219$, two-tailed). However, when looking forwards to the overall attitudes of supporting the market development of Chinese inbound tourism to the community (ova_at2). The results revealed statistically significant differences in mean scores for residents who have interacted with customers and those without this social relationship, ($t(343) = .251$, $p = .013^*$, two-tailed).

However, according to the average mean scores, residents who had social relationships with the Chinese as customers ($M = 4.13$, $SD = .83$) were more likely to perceive the overall impact of the expansion positively rather than those without Chinese clients ($M = 4.03$, $SD = .79$). The magnitude of differences in the means (mean difference = .10, 95% *CI*: -.06 to .26) was very small effect (eta squared = .004). Onward, since residents who potentially benefit from a specific market like those who had Chinese customers ($M = 4.22$, $SD = .88$) were probably to support the market development than those without Chinese customers ($M = 4.00$, $SD = .83$). The magnitude of differences in the means (mean difference = .22, 95% *CI*: .05 to .39) was the small effect (eta squared = .001) (see Table 4.13).

4.5 One-way analysis of variance (ANOVA)

One-way analysis of variance (ANOVA) used to assess the difference in residents' perceived tourism impacts concerning economic, socio-cultural, and environmental consequences and also overall perceptions and attitudes of the perceived impacts and support for the development regarding the market expansion of the Chinese inbound tourism in Phuket Province respecting seven variables upon their socio-demographic characteristics. This study used a one-way analysis of variance at a 95 percent confidence level of the *p*-value. It compares means of residents' demographic characteristics seven variables that segmented into more than two groups to determine any statistically significant difference among these means.

The variables were age group, marital status, education level, occupation, average monthly income in baht, area of residence, and length of stay.

4.5.1 One-way ANOVA analysis of residents' perceptions and attitudes towards economic impacts regarding the market expansion of Chinese inbound tourism in Phuket Province

Table 4.14 presents one-way ANOVA analysis of residents' perceptions and attitudes towards economic impacts regarding the market expansion of Chinese inbound tourism in Phuket Province as the following results below.

Table 4.14 Result of One-way ANOVA analysis of residents' perceptions and attitudes towards economic impacts regarding the market expansion of Chinese inbound tourism in Phuket Province.

Economic impacts Variables	eco1_bnf			eco2_cpt			eco3_dnc		
	F	P	Gabriel	F	P	Gabriel	F	P	Gabriel
Age groups ^a	0.714	.583		1.840	.121		0.999	.408	
Marital status ^b	1.312	.271		0.714	.490		2.074	.127	
Education level ^c	1.342	.254		1.661	.158		0.469	.758	
Occupation ^d	1.999	.065		3.410	.003**	7, 3 > 6	2.412	.027*	3 > 7
Average monthly income ^e	0.925	.465		3.041	.011*	4 > 1	3.252	.007**	4 > 3
District of residence ^f	2.305	.101		3.510	.031*	2 > 1	2.354	.096	
Length of residence ^g	2.084	.082		3.084	.016*	5 > 1	0.946	.437	

* $p < .05$; ** $p < .01$.

^a1 = 20 - 30 years old; 2 = 31 - 40 years old; 3 = 41 - 50 years old; 4 = 51 - 60 years old; 5 = Over 60 years old.

^b1 = Single; 2 = Married; 3 = Widowed/ Divorced/ Separated.

^c1 = Primary education or lower; 2 = Secondary education; 3 = Certificate/ Diploma; 4 = Bachelor's Degree; 5 = Postgraduate.

^d1 = Government employee/State enterprise; 2 = Company employee; 3 = Business Owner; 4 = Freelance worker; 5 = Housewife/ Househusband/ Retire; 6 = Student; 7 = Unemployed/ Looking for work; 8 = other.

^e1 = No Income; 2 = Less than ฿10,000; 3 = ฿10,001 - ฿20,000; 4 = ฿20,001 - ฿30,000; 5 = ฿30,001 - ฿40,000; 6 = Over ฿40,000.

^f1 = Mueang Phuket District; 2 = Kathu District; 3 = Thalang District.

^g1 = 5 Years; 2 = 6 - 10 Years; 3 = 11 - 15 Years; 4 = 16 - 20 Years; 5 = Over 20 Years.

4.5.1.1 Age group^a

The results showed that residents of different age groups exhibited their perceptions and attitudes no statistically significant differences towards those three economic impacts at p -values greater than .05, with the statistics results according to economic benefits (eco1_bnf) [F(4, 376) = .714, p = .583], economic competitions (eco2_cpt) [F(4, 376) = 1.840, p = .121], and economic dependence on non-Chinese tourists (eco3_dnc) [F(4, 376) = .999, p = .408] (see Table 4.14).

4.5.1.2 Marital status^b

Subsequently, the study found that residents of different marital statuses revealed their perceptions and attitudes no significant differences in the three economic impacts at p -values greater than .05. The following statistical results economic benefits (eco1_bnf) [F(2, 378) = 1.312, p = .271], economic competitions (eco2_cpt) [F(2, 378) = .714, p = .490], and economic dependence on non-Chinese tourists (eco3_dnc) [F(2, 378) = 2.074, p = .127] (see Table 4.14).

4.5.1.3 Education level^c

Furthermore, the findings also showed residents with different education levels exposed their perceptions and attitudes towards all three aspects of economic impacts no significantly different at p -values greater than .05. Outcomes economic variables individually as follow economic benefits (eco1_bnf) [F(4, 375) = 1.342, p = .254], economic competition [F(4, 375) = 1.661, p = .158], and economic dependence of non-Chinese tourists (eco3_dnc) [F(4, 375) = .469, p = .758] (see Table 4.14).

4.5.1.4 Occupation^d

In the meantime, concerning the influence of residents with different occupations, the analysis outputs presented that they showed perceptions and attitudes of economic benefits (eco1_bnf) impacts no significantly different as a p -value greater than .05, [F(6, 374) = 1.999, p = .065]. However, the study found that residents with different occupations perceived the effects of economic competitions (eco2_cpt) and economic dependence on non-Chinese tourists (eco3_dnc) significantly different at p -values less than .05, [F(6, 374) = 3.410, p = .003**] and [F(6, 374) = 2.412, p = .027*] respectively.

Post-hoc comparison engaging the Gabriel test demonstrated that residents with unemployed or looking for work⁷ (mean = 1.100, SD = 1.337) and business owners³, (mean = .277, SD = 1.068) mean scores of perceived economic competitions (eco2_cpt) impact statically significantly different from students⁶ (mean = -.314, SD = 1.068). Since residents with unemployed or looking for work⁷ and business owners³ exhibited higher agreement with the effects of economic competition (eco2_cpt) contributed from this market expansion than students⁶. Moreover, analysis results also revealed that business owners³ (mean = .282, SD = .874) perceived the impacts of economic dependence on non-Chinese tourists (eco3_dnc) significantly different from those residents who unemployed or looking for work⁷ (mean = -1.082, SD = .799). As business owners³ revealed more substantial agreement that this market expansion contributed to the impacts of economic dependence on non-Chinese tourists (eco3_dnc) rather than those who unemployed or looking for work⁷ (see Table 4.14).

4.5.1.5 Average monthly income in Thai Baht^e

The study found no statistically significant difference among residents with different average monthly incomes towards their perceptions and attitudes of economic benefits (eco1_bnf) at a p -value greater than .05, [F(5, 375) = .925, p = .465]. Whilst there were significant differences found in their perceptions and attitudes towards economic competitions (eco2_cpt) and economic dependence on non-Chinese tourists (eco3_dnc) at p -values less than .05, [F(5, 375) = 3.041, p = .011*] and [F(5, 375) = 3.252, p = .007**], respectively.

Post-hoc comparison engaging the Gabriel test indicated that residents who earned average monthly incomes between ฿20,001 - ฿30,000⁴ (mean = .136, SD = .848) perceived economic competitions (eco2_cpt) impacts significantly different from residents with no incomes¹ (mean = -.377, SD = 1.086). Since residents with average monthly incomes between ฿20,001 - ฿30,000⁴ perceived a higher degree of economic competition impacts from this market expansion (eco2_cpt) than those who earn no income¹. In the meantime, statistics also indicated significant differences in perceived economic dependence on non-Chinese tourists (eco3_dnc) between residents with average monthly incomes between ฿20,001 - ฿30,000⁴ (mean = .270, SD = .986) and those earned between ฿10,001 - ฿20,000³ (mean = -.206, SD = 1.031). As residents who earned average monthly income between ฿20,001 - ฿30,000⁴ indicated higher agreement

that this market expansion contributed to the impacts of economic dependence on non-Chinese tourists (eco3_dnc) than those who earned between ฿10,001 - ฿20,000³ (see Table 4.14).

4.5.1.6 District of residence^f

In the view of residence areas, the study found that residents living in different districts exhibited perceptions and attitudes were no significant difference towards the impacts of economic benefits (eco1_bnf) and economic dependence on non-Chinese tourists (eco3_dnc), p -values greater than .05. In contrast, they perceived economic competitions (eco2_cpt) significantly different at a p -value less than .05, and statistical results are as follows [F(2, 378) = 2.305, p = .101], [F(2, 378) = 2.354, p = .096], and [F(2, 378) = 3.510, p = .031*], respectively.

Post-hoc comparison using the Gabriel test stated that residents living in Kathu District (mean = .287, SD = .906) perceived economic competitions (eco2_cpt) significantly different from those in Mueang Phuket District (mean = -.093, SD = 1.039). Since Kathu's residents stronger agreed the market expansion contributed to economic competition impacts (eco2_cpt) in the province rather than residents of Mueang Phuket District (see Table 4.14).

4.5.1.7 Lengths of residence^g

Finally, the analysis outcomes indicated that residents with different residence lengths presented no significant differences in their perceptions and attitudes towards the impacts of economic benefits (eco1_bnf) and economic dependence on non-Chinese tourists (eco3_dnc) at p -values greater than .05, [F(4, 376) = 2.084, p = .082] and [F(4, 376) = .946, p = .437], respectively. Nonetheless, they were significant difference in terms of the perceived economic competitions (eco2_cpt) when a p -value < .05, [F(4, 376) = 3.084, p = .016*].

Post-hoc comparison engaging the Gabriel test revealed that residents living in Phuket Province for longer than 20 years⁵ (mean = .161, SD = 1.001) perceived economic competitions (eco2_cpt) significantly different from those permanently living within the past 5 years¹ (mean = -.251, SD = 1.017) As residents who live in Phuket for more than 20 years⁵ showed, a strong agreed rather than those permanently living within the past 5 years¹ as this market expansion affects economic competition (eco2_cpt) in the province (see Table 4.14).

Table 4.15 Result of One-way ANOVA analysis of residents' perceptions and attitudes towards socio-cultural impacts regarding the market expansion of Chinese inbound tourism in Phuket Province.

Socio-cultural impacts Variables	soc1_exc			soc2_cls			soc3_atr			soc4_icd		
	F	P	Gabriel	F	P	Gabriel	F	P	Gabriel	F	P	Gabriel
Age groups ^a	3.684	.006**	2 > 1	1.937	.104		0.590	.670		0.971	.423	
Marital status ^b	9.350	.000**	2 > 1, 3	1.374	.254		0.820	.441		0.237	.789	
Education level ^c	1.055	.379		0.580	.677		2.386	.051		2.156	.073	
Occupation ^d	2.334	.032*	1, 4, 2, 3, 6 > 7	0.724	.630		2.509	.021*	7, 2 > 6	2.005	.064	
Average monthly income ^e	0.772	.571		1.603	.158		5.772	.000**	6, 5, 4, 3 > 1; 6, 4 > 3	1.062	.381	
District of residence ^f	.767	.465		1.661	.191		3.363	.036*	3 > 1	1.336	.264	
Length of residence ^g	0.981	.418		2.615	.035*	3 > 5	5.261	.000**	5, 2 > 1	0.206	.935	

* $p < .05$; ** $p < .01$.

^a1 = 20 - 30 years old; 2 = 31 - 40 years old; 3 = 41 - 50 years old; 4 = 51 - 60 years old; 5 = Over 60 years old.

^b1 = Single; 2 = Married; 3 = Widowed/ Divorced/ Separated.

^c1 = Primary education or lower; 2 = Secondary education; 3 = Certificate/ Diploma; 4 = Bachelor's Degree; 5 = Postgraduate.

^d1 = Government employee/State enterprise; 2 = Company employee; 3 = Business Owner; 4 = Freelance worker; 5 = Housewife/ Househusband/ Retiree; 6 = Student; 7 = Unemployed/ Looking for work; 8 = other.

^e1 = No Income; 2 = Less than ฿10,000; 3 = ฿10,001 - ฿20,000; 4 = ฿20,001 - ฿30,000; 5 = ฿30,001 - ฿40,000; 6 = Over ฿40,000.

^f1 = Mueang Phuket District; 2 = Kathu District; 3 = Thalang District.

^g1 = 5 Years; 2 = 6 - 10 Years; 3 = 11 - 15 Years; 4 = 16 - 20 Years; 5 = Over 20 Years.

4.5.2 One-way ANOVA analysis of residents' perceptions and attitudes towards socio-cultural impacts regarding the market expansion of Chinese inbound tourism in Phuket Province

Table 4.15 presents one-way ANOVA analysis of residents' perceptions towards socio-cultural impacts regarding the market expansion of Chinese inbound tourism in Phuket Province as the following results below.

4.5.2.1 Age group^a

The results showed that residents of different age groups exhibited their perceptions and attitudes were no statistically significant differences towards three socio-cultural impacts at p -values greater than .05. There were socio-cultural clashes (soc2_cls) [F(4, 389) = 1.937, p = .104], cultural alteration (soc3_atr) [F(4, 389) = .590, p = .670], and socio-cultural incidents (soc4_icd) [F(4, 389) = .971, p = .423]. In opposite, they were significantly different regarding the impacts of socio-cultural exchanges (soc1_exc) at a p -value of less than .05, [F(4, 389) = 3.684, p = .006**].

Post-hoc comparison engaging the Gabriel test demonstrated that residents between the ages of 31 and 40² (mean = .237, SD = 1.066) perceived socio-cultural exchanges (soc1_exc) significantly different from those aged between 20 to 30 years old¹ (mean = -.148, SD = .949). Residents between the ages of 31 and 40² had perceived a more substantial degree than those aged between 20 to 30 years old¹ regarding socio-cultural exchanges (soc1_exc) (see Table 4.15).

4.5.2.2 Marital status^b

Residents of different marital status had no significant differences in perceptions and attitudes on the three socio-cultural impacts at p -values greater than .05. Each variables' results were socio-cultural clashes (soc2_cls) [F(2, 391) = 1.937, p = .104], socio-cultural alterations (soc3_atr) [F(2, 391) = .590, p = .670], and socio-cultural incidents (soc4_icd) [F(2, 391) = .971, p = .423]. In contrast, they were significant differences towards socio-cultural exchange impacts (soc1_exc) with a p -value lower than .05, [F(2, 391) = 9.350, p = .000**].

Post-hoc comparison concerning the Gabriel test indicated the mean score of the perceived socio-cultural exchanges (soc1_exc) for married residents² (mean = .383, SD = .926) was significantly different from those single¹ (mean = -.106, SD = .992) and who widowed/

divorced/ separated³ (mean = -.300, SD = 1.053). The study found that married residents² perceived stronger degrees than those single¹ and those who were widowed/ divorced/ separated³ regarding socio-cultural exchanges (soc1_exc) impacts from this market expansion (see Table 4.15).

4.5.2.3 Education level^c

The findings showed that residents with different education levels exposed perceptions and attitudes towards socio-cultural impacts no significantly different at p -values greater than .05. Variables' statistical results individually presented as follows, socio-cultural exchanges (soc1_exc) [F(2, 391) = 9.350, p = .000**], socio-cultural clashes (soc2_cls) [F(2, 391) = 9.350, p = .000**], socio-cultural alterations (soc3_atr), and socio-cultural incidents (soc4_icd) [F(2, 391) = 9.350, p = .000**] (see Table 4.15).

4.5.2.4 Occupation^d

However, concerning the influence of residents with different occupations, analysis outputs indicated that their perceptions and attitudes of social-cultural clashes (soc2_cls) and socio-cultural incidents (soc4_icd) affected no significantly different were where p -values of greater than .05. The statistical of each variable were [F(6, 387) = .724, p = .630] and [F(6, 387) = 2.005, p = .064], respectively. In opposite, the study found that they exhibited perceptions and attitudes significantly different towards impacts of socio-cultural exchanges (soc1_exc) and socio-cultural alterations (soc3_atr) where p -values of less than .05, [F(6, 387) = 2.334, p = .032*] and [F(6, 387) = 2.509, p = .021*], respectively.

Post-hoc comparison using the Gabriel test presented that residents working as government employees/ state enterprises¹ (mean = .144, SD = .836), freelance workers⁴ (mean = .092, SD = 1.041), company employees² (mean = .041, SD = 1.025), businesses owners³ (mean = -.070, SD = 1.173), and students⁶ (mean = -.120, SD = .936) perceived socio-cultural exchanges (soc1_exc) were significantly different from those unemployed/ looking for work⁷ (mean = -1.340, SD = .689). Government employees/state enterprises¹, freelance workers⁴, company employees², business owners³, and students⁶ perceived more vigorous socio-cultural exchanges (soc1_exc) effects contributed from this market expansion than those unemployed/ looking for work⁷. Apart from that, analysis outputs also revealed that residents unemployed/ looking for work⁷ (mean = .927, SD = 1.050) and company employees² (mean = .133, SD = .910)

and those perceived socio-cultural alterations (soc3_atr) were significantly different from students⁶ (mean = -.294, SD = 1.031). The analysis results also revealed that residents who were unemployed/ looking for work⁷ and those company employees² exhibited more substantial perceived effects regarding socio-cultural alterations (soc3_atr) consequences from this market expansion rather than students⁶ (see Table 4.15).

4.5.2.5 Average monthly income in Thai Baht^e

Onward, the study found no statistically significant difference among residents with different average monthly incomes towards their perceptions and attitudes of socio-cultural exchanges (soc1_exc), socio-cultural clashes (soc2_cls), and socio-cultural incidents, where p -values greater than .05. The statistical of each variable were [F(5, 388) = .772, p = .571], [F(5, 388) = 1.603, p = .158], and [F(5, 388) = 1.062, p = .381], respectively. Whilst there were significant differences found in their perceptions and attitudes towards socio-cultural alterations (soc3_atr), when p -values less than .05, [F(5, 388) = 5.772, p = .000***].

Post-hoc comparison engaging the Gabriel test indicated that residents who earned average monthly incomes residents who earned average monthly incomes over ฿40,000⁶ (mean = .380, SD = .967), between ฿30,001 - ฿40,000⁵ (mean = .338, SD = .838), ฿20,001 - ฿30,000⁴ (mean = .288, SD = .937), and 10,001 - ฿20,000³ (mean = -.188, SD = .970) perceived socio-cultural alterations impact (soc3_atr) significantly different from those no incomes¹ (mean = -.373, SD = 1.013). According to residents with average monthly incomes over ฿40,000⁶, between 30,001 - ฿40,000⁵, and ฿20,001 - ฿30,000⁴, ฿10,001 - ฿20,000³ perceived a higher degree of socio-cultural alterations impacts (soc3_atr) from this market expansion than those no income¹, respectively. Besides, the study had shown that residents with monthly incomes higher than ฿40,000⁶ (mean = .380, SD = .967) and those earning between ฿20,001 - ฿30,000⁴ (mean = .288, SD = .937) also perceive the impact of socio-cultural alterations (soc3_atr) significantly different than those who gain between of ฿10,001 - ฿20,000³ (mean = -.188, SD = .970). Residents were earning more than 40,000⁶ baht and those who make between ฿20,001 - ฿30,000⁴ also perceive the impact of socio-cultural alterations impacts (soc3_atr) from this market expansion more than those with an average income of ฿10,001 - ฿20,000³ (see Table 4.15).

4.5.2.6 District of residence^f

In the aspects of residence areas, the study found that residents living in different districts were not significantly different perceptions and attitudes towards socio-cultural exchanges (soc1_exc), socio-cultural clashes (soc2_cls), and socio-cultural incidents (soc4_icd), at p -value greater than .05. The statistical results were as follows [F(2, 391) = .767, p = .465], [F(2, 391) = 1.661, p = .191], and [F(2, 391) = 1.336, p = .264], respectively. On the other hand, their perceptions and attitudes were significantly different towards socio-cultural alterations (soc3_atr) at a p -value less than .05, [F(2, 391) = 3.363, p = .036*].

Post-hoc comparison using the Gabriel test stated that residents living in Thalang District³ (mean = .168, SD = .928) perceived socio-cultural alterations impact (soc3_atr) significantly different from those in Mueang Phuket District¹ (mean = -.106, SD = 1.037). The study found that residents living in Thalang District³ perceived socio-cultural alterations impact (soc3_atr) significantly stronger than those in Mueang Phuket District¹ (see Table 4.15).

4.5.2.7 Length of residence^g

In the end, the study found that residents of different lengths of residence showed no significant differences in perceptions and attitudes towards socio-cultural exchanges (soc1_exc) and the impact of socio-cultural incidents (soc4_icd) at p -values greater than .05, [F(4, 389) = .981, p = .418] and [F(4, 389) = .206, p = .935], respectively. However, the study found that their perceptions and attitudes towards socio-cultural clashes (soc2_cls) and socio-cultural alterations (soc3_atr) were significantly different at a p -value < .05, [F(4, 389) = 2.615, p = .035*] and [F(4, 389) = 5.216, p = .000**], respectively.

Post-hoc comparison concerning the Gabriel test revealed that residents with a length of stay in Phuket between 11 to 15 years³ (mean = .308, SD = 1.008) perceived socio-cultural clashes (soc2_cls) impacts significantly different from those residences for over 20 years⁵ (mean = -.151, SD = 1.114). Residents with lengths of stay between 11 to 15 years³ perceived socio-cultural clashes (soc2_cls) regarding this market expansion higher degrees than those whose residence lengths longer than 20 years⁵. Further, residents with lengths of stay longer than 20 years⁵ (mean = .185, SD = 1.060) and those between 6 - 10 years² (mean = .181, SD = .838) perceived socio-cultural alterations (soc3_atr) significantly different from residents who permanently live within the past 5 years¹ (mean = -.306, SD = 1.016). Since, residents with

lengths of stay over 20 years⁵ and those between 6 - 10 years² perceived socio-cultural alterations (soc3_atr) more than those who permanently live within the past 5 years¹ (see Table 4.15).

4.5.3 One-way ANOVA analysis of residents' perceptions and attitudes towards environmental impacts regarding the market expansion of Chinese inbound tourism in Phuket Province

Table 4.16 Result of One-way ANOVA analysis of residents' perceptions and attitudes towards environmental impacts regarding the market expansion of Chinese inbound tourism in Phuket Province

Environmental impacts Variables	env1_iss			env2_ipm		
	F	p	Gabriel	F	p	Gabriel
Age group ^a	0.073	.990		0.813	.517	
Marital status ^b	1.259	.285		1.430	.241	
Education level ^c	0.442	.778		2.204	.068	
Occupation ^d	0.980	.439		0.439	.814	
Average monthly income ^e	0.810	.543		0.651	.661	
District of residence ^f	1.747	.176		1.855	.158	
Length of residence ^g	2.597	.036*	2 > 1	0.172	.953	

* $p < .05$; ** $p < .01$.

^a1 = 20 - 30 years old; 2 = 31 - 40 years old; 3 = 41 - 50 years old; 4 = 51 - 60 years old; 5 = Over 60 years old.

^b1 = Single; 2 = Married; 3 = Widowed/ Divorced/ Separated.

^c1 = Primary education or lower; 2 = Secondary education; 3 = Certificate/ Diploma; 4 = Bachelor's Degree; 5 = Postgraduate.

^d1 = Government employee/ State enterprise; 2 = Company employee; 3 = Business Owner; 4 = Freelance worker; 5 = Housewife/ Househusband/ Retire; 6 = Student; 7 = Unemployed/ Looking for work; 8 = other.

^e1 = No Income; 2 = Less than ฿10,000; 3 = ฿10,001 - ฿20,000; 4 = ฿20,001 - ฿30,000; 5 = ฿30,001 - ฿40,000; 6 = Over ฿40,000.

^f1 = Mueang Phuket District; 2 = Kathu District; 3 = Thalang District.

^g1 = 5 Years; 2 = 6 - 10 Years; 3 = 11 - 15 Years; 4 = 16 - 20 Years; 5 = Over 20 Years.

Table 4.16 presents one-way ANOVA analysis of residents' perceptions and attitudes towards environmental impacts regarding the market expansion of Chinese inbound tourism in Phuket Province as the following results below.

4.5.3.1 Age group^a

The findings found no statistically significant difference among residents in different age groups regarding their perceptions and attitudes of environmental impacts at a p -value greater than .05. Each variables' results revealed as follows, environmental issues (env1_iss) [F(4, 388) = .073, p = .990] and environmental improvements (env2_ipm) [F(4, 388) = .813, p = .517] (see Table 4.16).

4.5.3.2 Marital status^b

Subsequently, the study results showed that residents of different marital statuses had no significant difference in their perceptions and attitudes towards the environmental impacts regarding the expansion of the Chinese inbound tourism market in Phuket at p -values greater than .05. The statistical parameters of individual variables were environmental issues (env1_iss) [F(2, 390) = 1.259, p = .285] and environmental improvements (env2_ipm) [F(2, 390) = 1.430, p = .241] (see Table 4.16).

4.5.3.3 Education level^c

Thereafter, residents of different educational levels were no significant differences in their perceptions and attitudes of environmental impacts regarding the expansion of the Chinese inbound tourism market in Phuket, with p -values greater than .05. Variables' outcomes singly displayed as environmental issues (env1_iss) [F(4, 387) = .442, p = .778] and environmental improvements (env2_ipm) [F(4, 387) = 2.204, p = .068] (see Table 4.16).

4.5.3.4 Occupation^d

Furthermore, the analysis outputs revealed residents with different occupations were no significant differences in their perceptions and attitudes towards environmental impacts regarding the market where p -values greater than .05. Presenting of each variables' statistical were environmental issues (env1_iss) [F(6, 386) = .980, p = .439] and environmental improvements (env2_ipm) [F(6, 386) = .439, p = .814] (see Table 4.16).

4.5.3.5 Average monthly income in Thai Baht^e

Moreover, evidence-based statistical resultants pointed out that residents with different average monthly incomes were no significant differences in their perceptions and attitudes towards environmental impacts regarding the expansion of the Chinese inbound tourism market when p -values greater than .05. The individual variables found findings as follows: environmental issues (env1_iss) [F(5, 387) = .810, p = .543] and environmental improvements (env2_ipm) [F(5, 387) = .651, p = .661] (see Table 4.16).

4.5.3.6 District of residence^f

The findings indicated that residents of different residential districts also exhibited perceptions and attitudes towards the environmental impacts not significantly different at a statistic of p -values greater than .05. Variables' results individually demonstrated the following, environmental issues (env1_iss) [F(2, 390) = 1.747, p = .176] and environmental improvements (env2_ipm) [F(2, 390) = 1.855, p = .158] (see Table 4.16).

4.5.3.7 Length of residence

Besides, the study also found that residents of different lengths of stay exposed perceptions and attitudes towards the impacts of environmental improvements (env2_ipm) regarding this market expansion no significantly different with a p -value greater than .05, [F(4, 388) = .172, p = .953]. However, their perceptions and attitudes of environmental issues (env1_iss) showed significant differences at a p -value less than .05, [F(4, 388) = 2.597, p = .036*].

Besides, Post-hoc comparison engaging the Gabriel test revealed that residents with lengths of stay in Phuket between 6 to 10 years² (mean = .272, SD = .839) perceived environmental issues (env1_iss) significantly different from those permanently reside within the past 5 years¹ (mean = -.181, SD = 1.098). Since they² perceived the impacts of environmental issues (env1_iss) regarding the market expansion of the Chinese inbound tourism market in the province more substantially than those permanently residing within the past 5 years¹. (see Table 4.16).

4.5.4 One-way ANOVA analysis of residents' overall perceptions and attitudes regarding the market expansion of Chinese inbound tourism in Phuket Province

Table 4.17 Result of one-way ANOVA analysis of residents' overall perceptions and attitudes regarding the market expansion of Chinese inbound tourism in Phuket Province

Overall perceptions and attitudes	ova_at1			ova_at2		
	F	p	Gabriel	F	p	Gabriel
Age groups ^a	0.635	.638		3.592	.007**	3 > 1
Marital status ^b	2.916	.055		8.052	.000**	2 > 1
Education level ^c	2.780	.027*	1, 3, 4 > 5	1.854	.118	
Occupation ^d	1.610	.143		4.266	.000**	2 > 6, 7; 2, 3 > 7
Average monthly income ^e	0.842	.512		2.748	.019*	3 > 1
District of residence ^f	3.134	.045*	3 > 2	6.046	.003**	3 > 1, 2
Length of residence ^g	0.754	.556		2.375	.052	

* $p < .05$; ** $p < .01$.

^a1 = 20 - 30 years old; 2 = 31 - 40 years old; 3 = 41 - 50 years old; 4 = 51 - 60 years old; 5 = Over 60 years old.

^b1 = Single; 2 = Married; 3 = Widowed/ Divorced/ Separated.

^c1 = Primary education or lower; 2 = Secondary education; 3 = Certificate/ Diploma; 4 = Bachelor's Degree, 5 = Postgraduate.

^d1 = Government employee/ State enterprise; 2 = Company employee; 3 = Business Owner; 4 = Freelance worker; 5 = Housewife/ Househusband/ Retire; 6 = Student; 7 = Unemployed/ Looking for work; 8 = other.

^e1 = No Income; 2 = Less than ฿10,000; 3 = ฿10,001 - ฿20,000; 4 = ฿20,001 - ฿30,000; 5 = ฿30,001 - ฿40,000; 6 = Over ฿40,000.

^f1 = Mueang Phuket District; 2 = Kathu District; 3 = Thalang District.

^g1 = 5 Years; 2 = 6 - 10 Years; 3 = 11 - 15 Years; 4 = 16 - 20 Years; 5 = Over 20 Years.

Table 4.17 presents one-way ANOVA analysis of residents' overall perceptions and attitudes regarding the market expansion of Chinese inbound tourism in Phuket Province as the following results below.

4.5.4.1 Age group^a

The result presented that age groups were not a statistically significant difference at $p = .638$ in the score of residents' attitudes towards perceived overall tourism impacts (ova_at1) [F (4, 392) = .635, $p = .638$]. While there was significant differences at $p = .007^{**}$ in the score of overall attitudes towards supporting the development (ova_at2) [F (4, 392) = 3.592, $p = .007^{**}$].

Post-hoc comparison using the Gabriel test indicated that residents aged between 20 to 30 years¹ (mean = 3.996, SD = .844) did not provide a strong agreement, while those who were 41 to 50 years old³ (mean = 4.395, SD = .728) tend to deliver stronger agrees and more likely to support the development (ova_at2) of the Chinese inbound tourism market to Phuket Province (see Table 4.17).

4.5.4.2 Marital status^b

Furthermore, residents' marital status was no significant differences at $p = .055$ in the mean scores of residents' attitudes towards perceived overall impacts (ova_at1) [F (2, 394) = 2.916, $p = .055$]. However, their overall attitudes towards supporting the development (ova_at2) were significant differences between cluster 2 (2 = Married) and cluster1 (1 = Single) at $p = .000^{**}$ [F (2, 394) = 8.052, $p = .000^{**}$].

Based on Post-hoc comparison using the Gabriel test outcomes, married residents² (mean = 4.007, SD = .864) were more substantial in agreement to support the development than those single¹ (mean = 4.402, SD = .664) (see Table 4.17).

4.5.4.3 Education levels^c

The influence of residents' education levels was not statistically different at $p = .118$ in the overall attitudes of supporting the development (ova_at2) [F (4, 391) = 1.854, $p = .118$]. However, the statistics also indicated that residents with different education levels were different perceptions of the overall tourism impacts. As the analysis result yielded, there were statistical differences at $p = .027^*$ in the concurrences of the perceived overall impacts of expanding the Chinese inbound tourism market in Phuket Province (ova_at1) [F (4, 391) = 2.780, $p = .027^*$].

Post-hoc comparison employing the Gabriel test revealed that residents with primary education or lower¹ (mean = 4.385, SD = .768), residents with certificate/diploma³ (mean = 4.231, SD = .587), and those with bachelor's degrees⁴ (mean = 4.076, SD = .752) were significantly different from residents with postgraduate degrees⁵ (mean = 3.529, SD = 1.179). According to the research, residents with primary education or lower¹ showed a more evident agreement that the expansion of this niche market positively benefited Phuket, followed by residents with a certificate/diploma³, a bachelor's degree⁴, and the least score was disclosed by those with postgraduates' education⁵ (see Table 4.17).

4.5.4.4 Occupation^d

Concerning the influence of residents' occupations on their perceived overall impacts' scores (ova_at1), outputs presented that there were not significantly different at $p = .143$ [F (6, 390) = 1.610, $p = .143$]. However, the research found that the variables had a statistically significant difference at $p = .000^{**}$ to the average score of their overall attitudes towards supporting the markets' development (ova_at2) [F (6, 390) = 4.266, $p = .000^{**}$].

Post-hoc comparison engaging the Gabriel test demonstrated that the company employees², mean score (mean = 4.294, SD = .859) was significantly different from students⁶ (mean = 3.857, SD = .754) and those who were unemployed or looking for work⁷ (mean = 3.200, SD = .837). The study results also presented that residents who are company employees² and business owners³ (mean = 4.254, SD = .883) were significantly different from those unemployed or looking for work⁷. Statistics revealed led to the conclusion that company employees² were the more evidence of supporting this market development than students⁶ and those who were unemployed or looking for work⁷. Meanwhile, company employees² and business owners³ inclined a more substantial agreement to support the Chinese inbound tourism market development to Phuket rather than those who were unemployed or looking for work⁷ (see Table 4.17).

4.5.4.5 Average monthly income in Thai Baht^e

The residents' average monthly income was not statistically significant at $p = .521$ in scores of their attitudes towards the perceived overall impacts (ova_at1) [F (5, 391) = .842, $p = .521$]. Whilst it influenced to their overall attitudes towards supporting the development (ova_at2) at $p = .019^*$ [F (5, 391) = 2.748, $p = .019^*$].

Post-hoc comparison engaging the Gabriel test indicated that the mean score for residents with average monthly incomes between ฿10,001 to ฿20,000³ (mean = 4.164, SD = .791) was significantly different from residents with no revenues¹ (mean = 3.797, SD = .815). As residents with incomes between ฿10,001 to ฿20,000³ seem to benefit from this phenomenon, and it was reasonable that they were more likely to support a particular tourism development than those who earned no income¹ (see Table 4.17).

4.5.4.6 District of residence^f

In the view of the district of residence' the result showed that there was a statistically significant difference at $p = .045^*$ and $p = .003^*$ in residents' perceptions of overall impacts (ova_at1) and overall attitudes of support (ova_at2) regarding the expansion of the Chinese inbound tourism market in their province, [F (2, 394) = 3.134, $p = .045^*$], [F (2, 394) = 6.046, $p = .003^*$], respectively.

Post-hoc comparison using the Gabriel test stated that residents in the Thalang district³ (mean = 4.192, SD = .695) perceived the expansion impacts positively than those who live in the Kathu district² (mean = 3.860, SD = .990). Furthermore, the analysis results pointed out that those who live in Thalang district³ (mean = 4.343, SD = .702) were tended to support the future development of the particular market than those who residences in Mueang Phuket district¹ (mean = 4.033, SD = .836), and Kathu district² (mean = 3.930, SD = 1.067), respectively (see Table 4.17).

4.5.4.7 Length of residence^g

However, statistic results indicated that residents' attitudes towards perceived overall impacts and supporting regarding the expansion of the Chinese inbound tourism market in the province presented no differences in residents' length of residence [F (4, 392) = .754, $p = .556$] and [F (4, 392) = 2.375, $p = .052$], respectively (see Table 4.17).

4.6 Standard multiple regression analysis

Standard multiple regression analysis was performed to predict residents' overall perceptions and attitudes towards the perceived impacts (ova_at1) and overall attitudes towards support for the development (ova_at2). Regarding the market expansion of Chinese inbound tourism in Phuket Province from three economic impacts (eco), four socio-cultural impacts (soc),

and two environmental impacts (env). Besides, this analysis also investigates the prediction of residents' overall attitudes towards supporting the development (ova_at2) from their overall perceptions of impacts (ova_at1). Table 4.18, Table 4.19, and Table 4.20 present the statistical outcomes of the predictor models.

The study relied on the Variance Inflation Factor (VIF) and tolerance value to reflect the multicollinearity effect of individual predictor variables among the predictor variables. Simultaneously, the multicollinearity describes how the predictive variables in the model relate to each other. The VIF value was a measure to show that if the prediction variables are correlated, then the variance in the regression model's the estimated coefficients will increase. Which when it rises, that means poor conditions as the analysis required estimation accuracy. Besides, as the variance increases, it indicated that the reliability of the static model decreases. Hence, in case if the estimated coefficients are inflated, then multicollinearity has existed. If all the independent variables are not correlated, then the VIF value is 1, where the values typically range from 1 to infinity. The VIF criteria are also at the discretion of the researcher. However, Ho (2006) suggested that the multicollinearity problems will have existed independent variables when the VIF value is up to 10 or more. Generally, the tolerance is between 0 and 1 in conditions where the value approaches 1, then indicates that the variables are independent of each other. Whist if coming to 0, then there is problem multicollinearity.

Narrow down to the VIF and tolerance values of those predictor variables in this study individually. The output presented that each independent variable's VIF value was below the threshold of 10, and tolerance values were approximately mediated between 0 and 1. In contrast with the information mentioned earlier, since the results appeared with low VIF values that represented a low correlation between the predictor variables, the variance in the regression model's the estimated coefficients would be decreased. Which when it fell, that means right conditions as the analysis required estimation accuracy. Also, as the variance decreased, it indicated that the reliability of the static model increased. The statistics explained that the tolerance values were min at 0.999 and max at 1.000, while VIF values between 1.000 but not over 2 fell below the threshold of 10. Thus it revealed that both matters were not meet the multicollinearity problem criteria (see Table 4.18, Table 4.19, and Table 4.20).

The Durbin-Watson (D-W) statistic was assessed to detect autocorrelation in the residuals from a regression analysis. Chatterjee and Hadi (2006) stated that the statistic will always range between 0 and 4. A positive autocorrelation will be examined if there are values from 0 but not more than 2. While in case, a matter of 2.0 indicated that there is no autocorrelation found in the sample. Besides, conditions that values are range from 2 to 4 explained a negative autocorrelation.

This study investigated values for seven predictor variable models. It concerned with economic, socio-cultural, and environmental impacts factors towards residents' overall perceptions and attitudes towards the impacts of the market expansion (ova_at1) ($D-W = 1.761, 1.877, \text{ and } 1.846$) and their overall attitudes towards supporting the market development (ova_at2) ($D-W = 1.799, 1.863, \text{ and } 1.843$). Apart from that, another predictor variable model was residents' overall perceptions and attitudes towards the impacts of the market expansion (ova_at1) and their overall attitudes towards supporting the market development (ova_at2) ($D-W = 1.898$). The results revealed that statistical values ranged from 0 to less than 2, which described that those predictor models were positive autocorrelation within the acceptable range, respectively (see Table 4.18, Table 4.19, and Table 4.20).

Standardized beta coefficients displayed in Table 4.18, Table 4.19, and Table 4.20 present the effectiveness magnitude between the predictor variables and the criterion variable. The R^2 describes the percentage of variance in the response, while the greater the value, the more the model will fit the data. Additionally, models' prediction accuracy relied on the adjusted R^2 values.

The statistic resultants of residents' overall perceptions and attitudes towards impacts of the market expansion (ova_at1) that can be predicted by economic impacts (eco1_bnf, eco2_cpt, and eco3_dnc) was $R^2 = 0.179$ (adjusted $R^2 = 17.2\%$), socio-cultural impacts (soc1_exc, soc2_cls, soc3_atr, and soc4_icd) was $R^2 = 0.158$ (adjusted $R^2 = 14.9\%$), and environmental impacts (env1_iss and env2_ipm) was $R^2 = 0.024$ (adjusted $R^2 = 1.93\%$).

Furthermore, residents' overall attitudes towards supporting the market development (ova_at2) that can be predicted by economic impacts (eco1_bnf, eco2_cpt, and eco3_dnc) was $R^2 = 0.185$ (adjusted $R^2 = 17.8\%$), socio-cultural impacts (soc1_exc, soc2_cls,

soc3_atr, and soc4_icd) was $R^2 = 0.139$ (adjusted $R^2 = 13.0\%$), and environmental impacts (env1_iss and env2_ipm) was $R^2 = 0.004$ (adjusted $R^2 = -0.1\%$).

The analysis revealed that the overall attitude of residents towards supporting market development (ova_at2) that can be predicted by perceiving the overall impact of market expansion (ova_at1) is $R^2 = 0.428$ (adjusted $R^2 = 42.6\%$) (see Table 4.18, Table 4.19, and Table 4.20).

4.6.1 Regression analysis of residents' overall perceptions and attitudes towards impacts regarding the Chinese inbound tourism market expansion in Phuket Province (ova_at1) from economic (eco), socio-cultural (soc), and environmental impacts (env)

Table 4.18 Results of regression analysis of residents' overall perceptions and attitudes towards impacts regarding the Chinese inbound tourism market expansion in Phuket Province (ova_at1) from economic (eco), socio-cultural (soc), and environmental impacts (env)

Variables	<i>B</i>	Std. Error	Beta	<i>t</i>	Sig.	Tolerance	VIF
eco							
(Constant)	4.062	0.038		107.934	.000***		
eco1_bnf	0.336	0.038	0.416	8.912	.000***	1.000	1.000
eco2_cpt	0.029	0.038	0.036	0.772	.441	1.000	1.000
eco3_dnc	0.051	0.038	0.064	1.365	.173	1.000	1.000
$R^2 = 0.179$. Adjusted $R^2 = 0.172$							
$F = 27.298$ ($p = .000$), <i>D-W</i> value = 1.761							
soc							
(Constant)	4.066	0.037		108.903	.000***		
soc1_exc	0.313	0.037	0.391	8.389	.000***	1.000	1.000
soc2_cls	-0.050	0.037	-0.063	-1.345	.179	1.000	1.000
soc3_atr	-0.006	0.037	-0.007	-0.161	.872	1.000	1.000
soc4_icd	0.020	0.037	0.025	0.547	.585	1.000	1.000
$R^2 = 0.158$. Adjusted $R^2 = 0.149$							
$F = 18.139$ ($p = .000$), <i>D-W</i> value = 1.877							

Table 4.18 Continued

Variables	<i>B</i>	Std. Error	Beta	<i>t</i>	Sig.	Tolerance	VIF
env							
(Constant)	4.074	0.040		101.292	.000***		
env1_iss	-0.106	0.040	-0.131	-2.614	.009**	1.000	1.000
env2_ipm	0.068	0.040	0.084	1.683	.093	1.000	1.000
$R^2 = 0.024$. Adjusted $R^2 = 0.019$							
$F = 4.841$ ($p = .008$), $D-W$ value = 1.846							

* $p < .05$; ** $p < .01$; *** $p < .001$.

The study used a multiple linear regression analysis to test the predictions of residents' overall perceptions towards impacts regarding the market expansion of the Chinese inbound tourism in Phuket Province (ova_at1) from three economic factors (eco1_bnf, eco2_cpt, eco3_dnc), four socio-cultural (soc1_exc, soc2_cls, soc3_atr, soc4_icd), and two environmental impacts (env1_iss, env2_ipm) (see Table 4.18).

4.6.1.1 Residents' overall perceptions and attitudes towards impacts of the market expansion (ova_at1) that can be predicted by economic impacts (eco)

After ensuring the assumption of multiple regressions, the study found that the economic impact model (eco1_bnf, eco2_cpt and eco3_dnc) significantly predicted residents' overall perceptions of the impact regarding the market expansion (ova_at1), $F(3, 376) = 27.297$, $p < .000***$, $R^2 = 0.179$. It explained that $R^2 = 0.179$ was 17.9 percent of the variance in residents' overall perceptions of the impact regarding the market expansion (ova_at1) could be predicted through those three economic factors.

Moreover, the outcome also displayed one variable added statistically significantly to the prediction, $p < .05$. The findings indicated that the economic benefits factor (eco1_bnf) directly optimistic influenced residents' overall perceptions of the market expansion impacts positively than the other two variables, which accounted for (std beta-number = .416, $t = 8.912$, $p = .000***$).

This could be determined that those who were gainful from economic benefits factors (eco1_bnf) were directly influenced to perceive the overall impacts from the Chinese market expansion positively than those who do not. Economic benefits factors

(ecol_bnf) consists of generating higher incomes for residents, increasing new business opportunities for residents, increasing employment opportunities for residents, generating more tourism-related revenues to the local communities, generating more tourism-related revenue to the tourism industry in Phuket Province, attracting more investments in Phuket Province, and improving public utility infrastructures in Phuket Province, such as roads, electricity, and water supply (see Table 4.18).

4.6.1.2 Residents' overall perceptions and attitudes towards impacts of the market expansion (ova_at1) that can be predicted by socio-cultural impacts (soc)

After analyzing the assumption of multiple regressions, the study found that the socio-cultural impact model (soc1_exc, soc2_cls, soc3_atr, and soc4_icd) significantly predicted residents' overall perceptions of the impact regarding the market expansion (ova_at1), $F(4, 388) = 18.139, p < .000***, R^2 = .158$. It explained that $R^2 = 0.158$ was 15.8 percent of the variance in residents' overall perceptions of the impact regarding the market expansion (ova_at1) could be predicted through those four socio-cultural factors.

By the way, the outputs also indicted one variable added statistically significantly to the prediction, $p < .05$. The findings revealed that the socio-cultural exchange factors (soc1_exc) directly optimistic influenced residents' overall perceptions of the market expansion impacts positively than the three other variables, which accounted for variables (std beta-number = .391, $t = 8.389, p = .000***$).

The findings suggested that the more residents agreed on the socio-cultural exchange factors (soc1_exc), the more directly they will perceive the overall impact of market expansion positively than those who do not. Socio-cultural exchange factors (soc1_exc) includes Chinese tourists adapt more to local/Thai cultures, Chinese tourists have more knowledge about local/Thai cultures, residents are proud that Phuket Province is a popular destination among Chinese tourists, promote cultural exchanges between residents and Chinese tourists, and the government has more policies to handle issues arising over the Chinese inbound tourism market in Phuket Province (see Table 4.18).

4.6.1.3 Residents' overall perceptions and attitudes towards impacts of the market expansion (ova_at1) that can be predicted by environmental impacts (env)

After verifying the assumption of multiple regressions, the study found that the environmental impact model (env1_iss and env2_ipm) significantly predicted residents' overall perceptions of the impact regarding the market expansion (ova_at1), $F(2, 389) = 4.841$, $p < .008^{**}$, $R^2 = .024$. It explained that $R^2 = 0.024$ was 2.4 percent of the variance in residents' overall perceptions of the impact regarding the market expansion (ova_at1) could be predicted through those four socio-cultural factors.

Onward, the analysis results suggested one variable added statistically significantly to the prediction, $p < .05$. The findings revealed that the environmental issues factors (env1_iss) directly adverse influenced residents' overall perceptions of the market expansion impacts positively than another variable, which accounted for variables (std beta-number = $-.131$, $t = -2.614$, $p = .009^{**}$).

The findings suggest that the more residents perceive environmental issues (env1_iss), the less likely they will perceive the overall impact of market expansion positively compared with those who do not. Environmental issues factors (env1_iss) include increasing pollution in various fields, such as marine pollution, water pollution, air pollution, noise pollution, solid waste, and other environmental infections. Increase the physical impacts from tourism activities on ecosystems, such as marine activities tours, adventure activities tours in the forest, etc. Increase the physical impacts from tourism developments on ecosystems, such as constructing recreational and entertainment facilities through nature destruction. Increase overcrowding of traffic congestion/traffic jams and increase accident rates on the roads/traffic problems in Phuket Province. (see Table 4.18).

4.6.2 Regression analysis of residents' overall attitudes towards supporting the Chinese inbound tourism market development in Phuket Province (ova_at2) from economic (eco), socio-cultural (soc), and environmental impacts (env)

Table 4.19 Results of regression analysis of residents' overall attitudes towards supporting the Chinese inbound tourism market development in Phuket Province (ova_at2) from economic (eco), socio-cultural (soc), and environmental impacts (env)

Variables	<i>B</i>	Std. Error	Beta	<i>t</i>	Sig.	Tolerance	VIF
eco							
(Constant)	4.078	0.040		102.094	.000***		
eco1_bnf	0.328	0.040	0.382	8.209	.000***	1.000	1.000
eco2_cpt	0.119	0.040	0.139	2.976	.003**	1.000	1.000
eco3_dnc	0.120	0.040	0.140	2.999	.003**	1.000	1.000
$R^2 = 0.185$. Adjusted $R^2 = 0.178$							
$F = 28.405$ ($p = .000$), $D-W$ value = 1.799							
soc							
(Constant)	4.099	0.040		102.132	.000***		
soc1_exc	0.300	0.040	0.352	7.472	.000***	1.000	1.000
soc2_cls	-0.028	0.040	-0.033	-0.693	.489	1.000	1.000
soc3_atr	0.095	0.040	0.111	2.359	.019*	1.000	1.000
soc4_icd	0.031	0.040	0.037	0.775	.439	1.000	1.000
$R^2 = 0.139$. Adjusted $R^2 = 0.130$							
$F = 15.620$ ($p = .000$), $D-W$ value = 1.863							
env							
(Constant)	4.092	0.043		94.576	.000***		
env1_iss	-0.055	0.043	-0.065	-1.276	.203	1.000	1.000
env2_ipm	-0.009	0.043	-0.011	-0.210	.834	1.000	1.000
$R^2 = 0.004$. Adjusted $R^2 = -0.001$							
$F = 0.836$ ($p = .434$), $D-W$ value = 1.843							

* $p < .05$; ** $p < .01$; *** $p < .001$.

The study employed multiple linear regression analysis to test the predictions of residents' overall attitudes towards supporting the Chinese inbound tourism market development in Phuket Province (ova_at2) from three economic factors (eco1_bnf, eco2_cpt, eco3_dnc), four socio-cultural (soc1_exc, soc2_cls, soc3_atr, soc4_icd), and two environmental impacts (env1_iss, env2_ipm) (see Table 4.19).

4.6.2.1 Residents' overall attitudes towards supporting the market development (ova_at2) that can be predicted by economic impacts (eco)

After ensuring the assumption of multiple regressions, the study found that the economic impact model (eco1_bnf, eco2_cpt, and eco3_dnc) significantly predicted residents' overall attitudes towards supporting the market development (ova_at2), $F(3, 376) = 28.405, p < .000$ ***, $R^2 = .185$. It explained that $R^2 = 0.185$ was 18.5 percent of the variance in residents' overall attitudes towards supporting the market development (ova_at2) could be predicted through those three economic factors. Moreover, when emphasizing the economic variables individually, findings found that all the three impacts added statistically significantly influenced the prediction of residents' overall attitudes towards supporting the market development (ova_at2) at $p < .05$.

The analysis has displayed a direct positive relationship between economic benefits (eco1_bnf) and the attitudes towards supporting the market development (ova_at2). The analysis has displayed a direct positive relationship between economic benefits (eco1_bnf) and the attitudes towards supporting the market development (ova_at2). Besides, this relationship made the most significant contribution to residents' overall attitudes of supporting the market development than the other two economic impacts factors at the statistic of (std beta-number = .382, $t = 8.209, p = .000$ ***).

It means those who gainful from economic benefits (eco1_bnf) from the market' expansion inclined to support the development of the Chinese inbound tourism market expansion than others. Economic benefits (eco1_bnf) includes generating higher incomes for residents, increasing new business opportunities for residents, increasing employment opportunities for residents, generating more tourism-related revenues to the local communities, generating more tourism-related revenue to the local tourism industry, attracting more

investments in Phuket, and improving public utility infrastructures, such as roads, electricity, and water supply.

While the findings revealed that the economic dependence on non-Chinese tourists factors (eco1_dnc) was the second strongest predictor and presented a positive association with residents' overall attitudes towards supporting the market development, which referred from the outcomes of (std beta-number = .140, $t = 2.999$, $p = .003^{**}$). Accordingly, it can interpret that even residents exhibited higher levels of agreement that the expansion of the Chinese inbound tourism market contributed to a decline in incomes earned from tourists other nationalities (non-Chinese) and a fall in the number of tourists from other nationalities (non-Chinese). However, these residents still were more likely to support the market development than those who do not.

Furthermore, it found that economic competition impacts (eco2_cpt) also presented a positive relationship which made the smallest contribution to predicted residents' attitudes towards the future market development compared to the other two impacts following the statistic results of (std beta-number = .139, $t = 2.976$, $p = .003^{**}$). According to the study results, although residents higher agreed that the Chinese inbound tourism market expansion in Phuket contributed to economic competition impacts (eco2_cpt), they still inclined to support the market development more than those who do not. Economic competition factors (eco2_cpt) include an increasing number of non-residents living in Phuket Province. It contributed to "Zero-Dollar Tours" problems in Phuket Province. Local entrepreneurs in Phuket Province improve products/services to welcoming Chinese tourists. Increase the prices of commodities and services in Phuket Province. Increase the competition of job employments between residents and non-residents (see Table 4.19).

4.6.2.2 Residents' overall attitudes towards supporting the market development (ova_at2) that can be predicted by socio-cultural impacts (soc)

After ensuring the assumption of multiple regressions, the study found that the socio-cultural impact model (soc1_exc, soc2_clas, soc3_atr, and soc4_icd) significantly predicted residents' overall attitudes towards supporting the market development (ova_at2), $F(4, 388) = 15.620$, $p < .000^{***}$, $R^2 = 0.139$. It explained that $R^2 = 0.139$ was 13.9 percent of the variance in residents' overall attitudes towards supporting the market development (ova_at2)

could be predicted through those three economic factors. Onward, when emphasizing the socio-cultural variables individually, findings found two impacts added statistically significantly influenced the prediction of residents' overall attitudes towards supporting the market development (ova_at2) at $p < .05$.

The analysis revealed that the socio-cultural exchange impact factor (soc1_exc) was a positive relationship and made the largest contribution to predicting residents' overall attitudes towards supporting the market development when the other three variables were calculated (std beta-number = .352, $t = 7.472$, $p = .000$ ***).

The findings indicated that residents with a higher agreement on socio-cultural exchange impacts (soc1_exc) were more likely to support the market development of the Chinese inbound tourism than those who do not. Socio-cultural exchange factors (soc1_exc) include Chinese tourists more adapted to Phuket culture/Thai cultures. Chinese tourists become more knowledgeable about Phuket culture/Thai cultures. Residents are proud that Phuket Province is a popular destination among Chinese tourists. It promotes cultural exchanges between residents and Chinese tourists in Phuket Province. The government has more policies to handle issues arising over the Chinese inbound tourism market in Phuket Province.

The analysis revealed that the socio-cultural alterations factor (soc3_atr) was a positive relationship and made the subsequent significant contribution to predicting residents' overall attitudes towards supporting the market development when the other three variables were calculated (std beta-number = .111, $t = 2.359$, $p = .019$ **).

The study outcome pointed that even residents exhibited a higher agreement the market expansion contributed to the socio-cultural alterations impacts in Phuket. However, they are still inclined to support the market development than those who do not. Meanwhile, the socio-cultural alterations factors (soc3_atr) include local/Thai cultures and traditions are offered more commercially, and the virtual tradition has formed to attract Chinese tourists, such as selling Thai Buddha amulets in the temples. Increase the number of Chinese businesses establishment and work illegally in Phuket Province. Such as tour guides, photographers, owner tour companies, hotels, and other related businesses, by using fake documents like Thai national identification card, educational backgrounds, tourist guide licenses, etc. Residents have adapted more to the arrival of Chinese tourists in Phuket Province. The

government promotes and supports the Chinese inbound tourism market in Phuket Province (see Table 4.19).

4.6.2.3 Residents' overall attitudes towards supporting the market development (ova_at2) that can be predicted by environmental impacts (env)

After ensuring the assumption of multiple regressions, the study found that the environmental impact model (env1_iss and env2_ipm) was not a significant predictor for residents' overall attitudes towards supporting the market development (ova_at2), $F(2, 389) = .836, p = .434, R^2 = 0.004$. It explained that $R^2 = 0.004$ was only 0.4 percent of the variance in residents' overall attitudes towards supporting the market development (ova_at2) could be explained through those two environmental impact factors. Apart from that, the environmental variable model coefficient showed a very slight influence of predictor variables on the residents' overall attitudes towards supporting the market development (ova_at2) when p -value greater than .05 (see Table 4.19).

4.6.3 Regression analysis of residents' overall attitudes towards supporting the market development (ova_at2) from the overall perceptions of impacts (ova_at1) regarding Chinese inbound tourism in Phuket Province

Table 4.20 Results of regression analysis of residents' overall attitudes towards supporting the market development (ova_at2) from the overall perceptions of impacts (ova_at1) regarding Chinese inbound tourism in Phuket Province

Variables	<i>B</i>	Std. Error	Beta	<i>t</i>	Sig.	Tolerance	VIF
ova_at1							
(Constant)	1.267	0.168		7.554	.000***		
ova_at1	0.695	0.040	0.654	17.184	.000***	1.000	1.000
$R^2 = 0.428$. Adjusted $R^2 = 0.426$							
$F = 295.300$ ($p = .434$), <i>D-W</i> value = 1.898							

* $p < .05$; ** $p < .01$; *** $p < .001$.

The study also used a multiple linear regression analysis to test the predictions of residents' overall attitudes towards supporting the market development (ova_at2) from their overall perceptions of impacts (ova_at1) regarding Chinese inbound tourism in Phuket Province (see Table 4.20).

4.6.3.1 Residents' overall attitudes towards supporting the market development (ova_at2) that can be predicted by the overall perceptions of impacts (ova_at1) regarding Chinese inbound tourism in Phuket Province

After ensuring the assumption of multiple regressions, the study found that the residents' overall perceptions of impacts from the market expansion significantly predicted their overall attitudes towards supporting the market development (ova_at2), $F(1, 395) = 295.300, p < .000^{***}, R^2 = 0.428$. It explained that $R^2 = 0.428$ was 42.8 percent of the variance in residents' overall attitudes towards supporting the market development (ova_at2) could be predicted through their overall perceptions of impacts.

Furthermore, the study found a directly positive relationship between residents' overall perceptions of impacts (ova_at1) and their overall attitudes towards supporting the market development (ova_at2), (std beta-number = .695, $t = 17.148, p = .000^{***}$).

In brief, it could be determined that residents who have overall perceptions and attitudes towards impacts of the market expansion positively (ova_at1) were directly influenced to incline to support the Chinese inbound tourism market development in Phuket rather than those who do not. In turn, if residents' overall perceptions and attitudes towards impacts negatively, then they are likely to support less or even refuse to support the market development (see Table 4.20).

4.7 Content analysis

The study applied content analysis to quantify and analyze data collated through nine open-end questions regarding residents' perceptions and attitudes towards the market expansion of Chinese inbound tourism in Phuket Province. The investigation revealed both positive and negative impacts that residents perceived from the market's growth. Furthermore, the study provided suggestions concerning solution guidelines and supportive ideas from residents. Moreover, more in-depth residents' attitudes were confirmed through their feeling of like and

dislike the most regarding this market expansion. Besides, residents' opinions about the most significant advantages and disadvantages for future market developments are also well described in this section. In fact, the content analysis results facilitate categorizing, distinguishing, and ensuring virtual levels of residents' perceptions and attitudes towards the market expansion of Chinese inbound tourism in Phuket Province efficiency.

4.7.1 Content analysis of residents' perceptions towards the impacts of the Chinese inbound tourism market expansion in Phuket Province

Table 4.21 Result of content analysis regarding residents' perceptions of positive economic impacts from the market expansion of the Chinese inbound tourism in Phuket Province (peco)

Residents' perceptions of positive economic impacts (peco)	F	%
peco1: Increase employment opportunities for residents.	109	15.68
peco2: Generate higher incomes for residents.	203	29.21
peco3: Increase new business opportunities for residents.	31	4.46
peco4: Generate more tourism-related revenues to the local communities.	15	2.16
peco5: Generate more tourism-related revenue to the Phuket tourism industry.	58	8.35
peco6: Improve public utility infrastructures in Phuket Province, such as roads, electricity, and water supply.	16	2.30
peco7: Attract more investments in Phuket Province.	45	6.47
peco8: Local entrepreneurs improve products and services to welcoming Chinese tourists.	9	1.29
peco9: The real estate market in Phuket Province grows rapidly.	8	1.15
peco10: Increase income distribution in Phuket Province.	42	6.04
peco11: Generate a better economy in Phuket Province.	115	16.55
peco0: No impact on residents.	41	5.90
peco999: Missing	3	0.43
Total	695	100.00

Note. 1. Given many Chinese tourists visiting and many businesses established in the Chinese inbound tourism market in Phuket, how does such circumstance affect you regarding the “economic” impact?

1.1) Positive “economic” impact(s) (Please indicate at least 1 impact)

Table 4.21 presents content analysis's results of residents' perceived positive economic impacts regarding the market expansion of the Chinese inbound tourism in Phuket Province (peco). The eleven impacts show in the tabular were categorized based on characteristics and construct, ranking as the details below.

No. 1: Residents perceived *generating higher incomes for residents* was the market expansion's most significant economic positive impact, accounting for 29.21%. As respondents' answers, for example, "earned higher incomes" and "earned a higher salary." Several people exhibited "earned good incomes" and "earned extra incomes." Some people said, "shops/ stores earned better revenues." Meanwhile, some exposed that "created incomes," "generated incomes for local people in communities," and "generated incomes for residents in the province." Apart from that, some people expressed "earned a better salary as it higher hotel service charges." Also, residents exhibited "better incomes because of tourism growth."

No. 2: Residents perceived *generating a better economy in Phuket Province* was the market expansion's subsequent significant positive economic impact, accounting for 16.55%. As respondents' answers, for example, "better economy," "generating a prosperous economy," and "economy expands." Several people exhibited "stimulate the economy," "boosting the local economy," and "economic revitalized." Some people mentioned "the economy recovered quickly" and "better trading." Meanwhile, some exposed "the economy in Phuket grows" and "the domestic economy is improving."

No. 3: Residents perceived *increasing employment opportunities for residents* was the market expansion's third significant positive economic impact, accounting for 15.68%. As respondents' answers, for example, "more varieties of job employments in Phuket," "create employment opportunities for local people," "increase in employment rate in the area," "more local people have jobs," and "created a career for local people." Some people exhibited "creates new job application opportunities," and "creates a career and makes money to spend on family." Meanwhile, some said, "creates jobs for people as new businesses have emerged to welcome Chinese tourists to Phuket and many places need employees." Apart from that, a respondent exposed that "Received employment opportunities from businesses investing in Phuket, which Chinese tourists are among the target customers such as King Power Duty-Free."

Table 4.22 Result of content analysis regarding residents' perceptions of negative economic impacts from the market expansion of the Chinese inbound tourism in Phuket Province (neco)

Residents' perceptions of negative economic impacts (neco)	F	%
neco1: Increase the number of non-residents working in Phuket Province.	70	12.87
neco2: Increase the competition of job employments between residents and non-residents.	49	9.01
neco3: Increase economic competition in Phuket Province.	66	12.13
neco4: Revenues generated from the Chinese inbound tourism market in Phuket Province is almost concentrated only among the capitalists.	39	7.17
neco5: Arise the monopoly in the Chinese inbound tourism market in Phuket Province, due to the Chinese capitalists come to do business from upstream to downstream.	46	8.46
neco6: Revenues generated from the Chinese inbound tourism market in Phuket Province leak out of the country and circle back to Chinese capitalists.	42	7.72
neco7: Declines in the number of tourists from other nationalities (non-Chinese).	34	6.25
neco8: Declines in incomes earned from tourists other nationalities (non-Chinese).	17	3.13
neco9: Higher costs of living in Phuket Province.	78	14.34
neco0: No impact on residents.	99	18.20
neco999: Missing	4	0.74
Total	544	100.00

Note. 1. Given many Chinese tourists visiting and many businesses established in the Chinese inbound tourism market in Phuket, how does such circumstance affect you regarding the “economic” impact?

1.2) Negative “economic” impact(s) (Please indicate at least 1 impact)

Table 4.22 presents content analysis's results of residents' perceived negative economic impacts regarding the market expansion of the Chinese inbound tourism in Phuket Province (neco). The nine impacts show in the tabular were categorized based on characteristics and construct, ranking as the details below.

No. 1: Residents perceived *higher costs of living in Phuket Province* was the market expansion's most significant economic negative impact, accounting for 14.34%. As respondents' answers, for example, "higher prices of products and services," "some products have increased prices, such as durian and seafood," and "some products are priced too high." Several people exhibited "higher cost of living in Phuket," "higher cost of living in the tourism area," "several products and services become more expensive according to tourists," and "higher prices of products in tourist attractions." Meanwhile, some said, "several products are more demanded, resulting in higher prices." Besides, some people exposed "food and taxi fare in Phuket are expensive." Some people mentioned that "products and services in tourism become more expensive, such as hotel rooms, trip tours, spas, etc." Apart from that, a respondent exposed "higher prices of products and services, as Phuket becomes more urbanized." Also, a respondent exhibited, "Real estate prices rise in areas where tourism facilities are invested, such as lands, houses, condos, apartments, etc."

No. 2: Residents perceived *increases in the number of non-residents working in Phuket Province* was the market expansion's subsequent significant economic negative impact, accounting for 12.87%. As respondents' answers, for example, "more non-residents come work in Phuket," and "more people from other provinces and foreigners come to work and live in Phuket." Several people said "more foreign workers," "more Chinese people come to work," "more Burmese were hired as lower wages than Thai people." Some people mentioned "contributing to the problem of more migrant workers coming to work in Phuket." Apart from that, a respondent said, "an increase in labor demand with Chinese language skills contributed to more Chinese working in Phuket." Also, a respondent mentioned, "an increase in the number of Chinese working in Phuket, such as on Phang Muang Sai Kor Road, Patong, has many Chinese businesses with Chinese employees such as hotels, restaurants, shops, etc."

No. 3: Residents perceived *increase economic competition in Phuket Province* was the market expansion's third significant negative economic impact, accounting for 12.13%. As respondents' answer, for example, "more marketing competitors." Several people said, "high competition in business investments." Meanwhile, some exhibited "marketing strategies have changed to adapt to more Chinese tourists." Some said "pressure on selling prices of products/services." A respondent said, "sometimes the tour operators earned small profits as the

agencies that send Chinese customers often negotiate prices and like cheap products.” Besides, a respondent mentioned, “selling undercut to compete for Chinese customers.” Apart from that, some exposed “competitive pricing and production cost.” Also, a respondent exhibited “problems taking customers and taking jobs.”

However, the study found that most respondents perceived no negative economic impacts regarding the market expansion of the Chinese inbound tourism in Phuket Province, accounting for 18.20%.

Table 4.23 Result of content analysis regarding residents’ perceptions of positive socio-cultural impacts from the market expansion of the Chinese inbound tourism in Phuket Province (psoc)

Residents’ perceptions of positive socio-cultural impacts (psoc)	F	%
psoc1: Promote cultural exchanges between residents and Chinese tourists.	82	11.31
psoc2: Residents have more knowledge about Chinese culture and language.	108	14.90
psoc3: Residents have adapted more to the arrival of Chinese tourists in Phuket Province.	92	12.69
psoc4: The government promotes and supports the Chinese inbound tourism market to Phuket Province.	24	3.31
psoc5: The government has more policies to handle issues arising over the Chinese inbound tourism market in Phuket Province.	19	2.69
psoc6: Encourage the conservation/ dissemination of Phuket’s traditional society-culture.	93	12.83
psoc7: Allows a more exotic and wide range of alternative commodities/ services in Phuket Province.	42	5.79
psoc8: Chinese tourists have more knowledge about local/ Thai cultures.	54	7.45
psoc9: Chinese tourists have adapted more to local/ Thai cultures.	27	3.72
psoc10: Build good relationships between residents and Chinese people.	13	1.79
psoc11: Promote socio-cultural diversity in Phuket Province.	32	4.41
psoc12: Promote Phuket Province to have a lively and bustling society all the time.	28	3.86

Table 4.23 Continued

Residents' perceptions of positive socio-cultural impacts (psoc)	F	%
psoc13: Promote Phuket Province to become a more famous and well-known tourist destination.	56	7.72
psoc14: Residents have a better standard of living/ quality of life.	20	2.76
psoc15: Residents are proud that Phuket Province is a popular destination for Chinese tourists.	10	1.38
psoc0: No impact on residents.	22	3.03
psoc999: Missing	3	0.41
Total	725	100.00

Note. 2. Given many Chinese tourists visiting and many businesses established in the Chinese inbound tourism market in Phuket, how does such circumstance affect you regarding the “socio-cultural” impact?

2.1) Positive “socio-cultural” impact(s) (Please indicate at least 1 impact)

Table 4.23 presents content analysis’s results of residents’ perceived positive socio-cultural impacts regarding the market expansion of the Chinese inbound tourism in Phuket Province (psoc). The fifteen impacts show in the tabular were categorized based on characteristics and construct, ranking as the details below.

No. 1: Respondents perceived *residents have more knowledge about Chinese culture and language* was the market expansion’s most significant socio-cultural positive impact, accounting for 14.90%. As respondents’ answers, for example, “local people have improved their Chinese language skills,” “local people have more practiced using Chinese with native speakers,” and “more local people able to communicate in the Chinese language.” Several respondents said, “more local people with Chinese language skills.” Some people exhibited “local people have more opened up their horizons about Chinese culture.” Meanwhile, some said, “more local people have learned and understood Chinese culture.” A respondent mentioned, “local people have learned more about Chinese society and culture, such as language, behavior, etc.” Apart from that, a person exposed, “local people have more interacted with Chinese people, such as acquaintances, friends, couples, teachers, students, customers, bosses, subordinates, colleagues, tourists, etc.”

No. 2: Residents perceived *encourage the conservation/dissemination of Phuket's traditional society-culture* was the market expansion's secondary significant socio-cultural positive impact, accounting for 12.83%. As respondents' answers, for example, "the local culture is prevalent and interesting among Chinese tourists." "Chinese tourists are interested in learning Thai culture and wisdom; for example, they favor attending Thai boxing competitions, learning Thai boxing, watching Thai dance, and various Thai massages." "Watching Thai social-cultural shows in Phuket is popular among Chinese tourists, such as Phuket Fantasea, Siam Niramit, Phuket Simon Cabaret (lady boy's performances)." "Visiting local cultural attractions such as temples and the old town. (Sino-Portuguese building) and so on are popular among Chinese tourists in Phuket." "Chao Fah Variety Market, Chillva Market, and many other Phuket markets are popular for shopping among Chinese tourists." "Chinese tourists like to eat Thai food, such as street food, local food, seafood, etc." "Buying local products such as dried fruits, snacks, and others return back to China as souvenirs are popular among Chinese tourists during their visit to Phuket." "Chinese tourists are interested in Thai handicrafts, silks, amulets, and sacred objects." "Rent / buy Thai amulets, and sacred objects are popular with Chinese tourists, thus making them sell well, have higher prices, and the Thai amulet business is bustling." "Promotes Phuket's traditional culture to become well known, such as the vegetarian festival." "Encourage local people to see more importance in preserving local arts, cultures, and traditions, such as encouraging an annual Phuket Chinese New Year Day and Old Phuket Town Festival, restoring historical and artistic places, and so on."

No. 3: Respondents perceived *residents more adapted to Chinese tourist arrivals in Phuket* was the market's expansion third most significant social-cultural positive impact, accounting for 12.69%. As respondents' answers, for example, "local people are eager to learn a third language," "people around turn more attention to the Chinese language." Several people exhibited "more local people are interested in learning Chinese culture," and "more local people are interested in eating Chinese food." "Some respondents said, "more local people were seen greeting Chinese tourists in Chinese." Some exposed "more ways to learn Chinese both online/offline available in Phuket," Meanwhile, some people mentioned, "more educational institutions are offering Chinese language courses." Apart from that, a respondent answered,

“more local people have applied Chinese cultures, such as Chinese restaurants, mala shops, etc.”
Also, a people said, “Local people are more familiar with the Chinese.”

Table 4.24 Result of content analysis regarding residents’ perceptions of negative socio-cultural impacts from the market expansion of the Chinese inbound tourism in Phuket Province (nsoc)

Residents’ perceptions of negative socio-cultural impacts (nsoc)	F	%
nsoc1: The language barrier problem as it difficult for residents to communicate since most Chinese tourists only speak Chinese.	33	4.51
nsoc2: Residents have less peace and privacy.	102	13.95
nsoc3: Disturb to the communities and residents, such as from Chinese who talk loudly, jump queues, push others, smoke in public, spit in public, litter carelessly, etc.	180	24.62
nsoc4: Create chaos from too many Chinese tourists in places such as tourist attractions.	127	17.37
nsoc5: Scramble to consume local products/ services between residents and Chinese tourists, such as buying products/ services at tourist attractions, flea markets, convenience stores, etc.	22	3.01
nsoc6: Increase the number of Chinese establishment businesses and work illegally in Phuket Province, such as tour guides, photographers, setting tour companies, hotels, and other related businesses using fake documents like the Thai national ID cards, educational backgrounds, tourist guide licenses, passports, etc.	66	9.03
nsoc7: Create problems from some entrepreneurs deceive/ exploit Chinese tourists.	21	2.87
nsoc8: Local/ Thai cultures and traditions are offered more commercially, and the virtual tradition has formed to attract Chinese tourists, such as selling overpriced/ fake Thai Buddha amulets in the temples.	33	4.51
nsoc9: Increase incidence of crime, commercial sex business, prostitution, drugs, gambling, and theft in Phuket Province.	14	1.92
nsoc10: Some entrepreneurs present misinformation that cause a misunderstanding about local/ Thai cultures to Chinese tourists.	31	4.24

Table 4.24 Continued

Residents' perceptions of negative socio-cultural impacts (nsoc)	F	%
nsoc11: Some Chinese tourists are perceived the image of Phuket Province distortedly.	30	4.10
nsoc12: Discriminate to common customers, as operators in this particular market target offering their products/ services to Chinese customers.	37	5.06
nsoc13: Residents have less safety and security in the life and properties.	11	1.50
nsoc0: No impact on residents.	22	3.01
nsoc999: Missing	3	0.41
Total	732	100.00

Note. 2. Given many Chinese tourists visiting and many businesses established in the Chinese inbound tourism market in Phuket, how does such circumstance affect you regarding the “socio-cultural” impact?

2.2) Negative “socio-cultural” impact(s) (Please indicate at least 1 impact)

Table 4.24 presents content analysis’s results of residents’ perceived negative socio-cultural impacts regarding the market expansion of the Chinese inbound tourism in Phuket Province (nsoc). The thirteen impacts show in the tabular were categorized based on characteristics and construct, ranking as the details below.

No. 1: Respondents perceived *disturb to the communities and residents, such as from Chinese who talk loudly, jump queues, push others, smoke in public, spit in public, litter carelessly, etc.*, was the market expansion’s most significant socio-cultural negative impact, accounting for 24.62%. As respondents’ answers, for example, “Chinese tourists talking loudly,” “they often smoking in public,” “their eating is sloppy and noisy,” and “Chinese tourists littering carelessly.” Many people exhibited “lack of cleanliness,” and “several Chinese tourists lack respect for site rules and local culture,” and “Chinese tourists have no regulations, speak loudly, disturb others, and do not maintain cleanliness.” Several said, “careless crossing roads, walking obstruction on roads, walking to cut in front of the car.” “careless driving, lack of local traffic disciplines.” Some exposed, “I often saw Chinese tourists spitting in public, and it made me feel distasteful.” Some people said, “some Chinese tourists dressed improperly in religious sites, such as temples.” A resident mentioned, “I don’t particularly appreciate when I see Chinese tourists scrambling for services such as skimp on food in buffet restaurants.” Besides, another person

said, “leaving food scraps and tissue paper on the dining table.” A part from that, a resident exhibited “taking photos without asking for permission. For example, Chinese photographer teams took pre-wedding photos of Chinese couples in several places. Such as at villagers’ properties, on the road in Phuket Old Town by obstructing traffic, in temples by improperly like kisses and hug, etc.”

No. 2: Respondents perceived *it creates chaos from too many Chinese tourists in places such as tourist attractions* was the market expansion’s subsequent significant socio-cultural negative impact, accounting for 17.37%. As most respondents’ answers, for example, “Chinese tourist is chaotic.” Several people said, “there was chaos/crowds as the overwhelming number of Chinese tourists in popular tourist attractions,” and “Chaos from Chinese tourists who lack disrespect for local rules and regulations.” Meanwhile, a resident exhibited “this contributes to chaos from differences in cultures. For example, if Chinese tourists do not study the destination culture prior to arrival, it could lead to acts of disparaging the local culture.” Another one exposed, “if Chinese tourists do not understand Phuket’s values and culture, they can abuse and cause chaos.”

No. 3: Respondents perceived *residents’ less privacy* was the market expansion’s third significant socio-cultural negative impact, accounting for 13.95%. As most respondents’ answers, for example, “it less privacy in living.” Some exposed “The more people, cars, buildings in Phuket, making living less privacy.” A residents said, “nowadays many Chinese tourists come to do tour activities on the islands and the sea around here, thus making the privacy of life a bit lessened. However, I am still pleased to welcome them.”

Table 4.25 Result of content analysis regarding residents’ perceptions of positive environmental impacts from the market expansion of the Chinese inbound tourism in Phuket

Province (penv)		
Residents’ perceptions of positive environmental impacts (penv)	F	%
penv1: Spread the reputation of the beautiful nature in Phuket Province to the world.	31	6.49
penv2: Improve in better landscape and surrounding of Phuket Province, especially in popular tourist attractions.	115	24.06

Table 4.25 Contined

Residents' perceptions of positive environmental impacts (penv)	F	%
penv3: Increase in varieties of recreational facilities, products, and services in the hospitality and tourism industry of Phuket Province.	89	18.62
penv4: Promote protection and conservation of natural resources/ environments in Phuket Province, such as encouraging better environmental planning/ management, enhancing environmental awareness.	64	13.39
penv5: Improve rules and regulations to protect and conserve the natural resource/ environment of Phuket Province in the long term.	54	11.30
penv0: No impact on residents.	122	25.52
penv999: Missing	3	0.63
Total	478	100.00

Note. 3. Given many Chinese tourists visiting and many businesses established in the Chinese inbound tourism market in Phuket, how does such circumstance affect you regarding the “environmental” impact?

3.1) Positive “environmental” impact(s) (Please indicate at least 1 impact)

Table 4.25 presents content analysis’s results of residents’ perceived positive environmental impacts regarding the market expansion of the Chinese inbound tourism in Phuket Province (penv). The five impacts show in the tabular were categorized based on characteristics and construct, ranking as the details below.

No. 1: Respondents perceived that it *improved Phuket’s landscape and surroundings, especially in popular tourist destinations*, as the most significant environmental positive impact of market expansion, representing 24.06%. As respondents’ answers, for example, “contributed to the development of Phuket Province,” and “the community has more developed.” Several exhibited, “bring prosperity to the province.” Some people said, “tourist attractions become more beautiful, lively, attractive, and interesting.” Meanwhile, some mentioned, “natural sites are more prosperous, such as waterfalls, viewpoints, beaches, etc.” Some exhibited, “people in the community are eager to make their places more beautiful to welcome Chinese tourists.” Some said, “local people began to develop more landscapes in their communities, such as community organizing, decorating, developing temples, etc.” A resident exposed, “during the Chinese New Year, tourism operators will set up Chinese-style decorations to welcome Chinese

tourists.” Besides, a respondent said, “the government pays more attention to tourist attractions organizing. Such as planting trees on traffic islands, zones organizing, creating landmarks, creating Chinese signs, adding trash cans, expanding parking lots, etc.” Apart from that, another person exhibited, “encourage Phuket to become more high-class and luxurious. As manga projects have invested in the Chinese tourist market, such as jewelry stores, shopping plazas, clubhouses, residential, etc.”

No. 2: Residents perceived *increase in varieties of recreational facilities, products, and services in the hospitality and tourism industry of Phuket Province* was the market expansion’s subsequent significant economic negative impact, accounting for 18.62%. As respondents’ answers, for example, “more duty-free shopping malls in Phuket, such as King Power and GMS Duty Free.” Some people said, “there are more new attractions.” Some mentioned, “encourage Phuket to have a wider variety of products and services, such as food in the market, restaurants, shops, and new hotels.” A resident exhibited, “there was a development of commercial areas such as Chinatown in Patong, contributed to many new products available there.” Meanwhile, a people said, “more flea markets in tourist areas have been developed to accommodate Chinese tourists, while other nationals and residents have benefited as well.” Besides, another person exposed, “a wider range of tourism facilities exists in Phuket due to the Chinese tourist market, such as hotels/accommodations, restaurants, spas, massage shops, shops, souvenir shops, jewelry shops, etc.” Also, a resident answered, “the discovery and development of new natural attractions such as beaches.”

No. 3: Respondents perceived *promoting protection and conservation of natural resources/ environments in Phuket Province, such as encouraging better environmental planning/ management and enhancing environmental awareness*, was the market expansion’s third significant environmental’ s positive impact, accounting for 13.39%. As respondents’ answers, for example, “raise environmental awareness among local people,” and “local people are more alert to protect environmental and natural resources in the community.” Several exhibited “encourages the planning for development and improvement of natural resources in tourist areas regularly.” Some residents said, “the government, entrepreneurs, local people, and tourists became more aware of cleanliness in the area.” Meanwhile, some mentioned, “more beach and sea cleanup activities are being carried out in Phuket.” Some exposed “more protection of coral

reefs.” Besides, some said, “it contributed to better awareness of marine nature’s protection from Chinese tourists’ case studies in Phuket Province.” A respondent exhibited “encourages better environmental protection due to problems arise, which leads to learning and better improvement.” Another exposed “tourism operators in the area are more concerned with environmental protection.” Apart from that, a resident mentioned, “Chinese tourists have better littering behaviors.”

However, the study found that most respondents perceived no positive environmental impacts regarding the market expansion of the Chinese inbound tourism in Phuket Province, accounting for 25.52%.

Table 4.26 Result of content analysis regarding residents’ perceptions of negative environmental impacts from the market expansion of the Chinese inbound tourism in Phuket Province (nenv)

Residents’ perceptions of negative environmental impacts (nenv)	F	%
nenv1: Increase the physical impacts from tourism developments on ecosystems, such as constructing recreational and entertainment facilities through nature destruction.	84	11.54
nenv2: Increase the physical impacts from tourism activities on ecosystems, such as marine activities tours, adventure activities tours in the forest, etc.	117	16.07
nenv3: Increase overcrowding of traffic congestion/ traffic jams.	94	12.91
nenv4: Increase accident rates on the roads and traffic problems.	38	5.22
nenv5: Increase congestion in places, such as popular tourist attractions	73	10.03
nenv6: Increase pollution in various fields, such as marine pollution, water pollution, air pollution, noise pollution, solid waste, and other environmental infections.	192	26.37
nenv7: Cause the environment/ natural resources more degraded.	92	12.64
nenv8: Cause insufficient resources to meet the needs of the residents.	22	3.02
nenv0: No impact on residents.	14	1.92
nenv999: Missing	2	0.27
Total	728	100.00

Note 3. Given many Chinese tourists visiting and many businesses established in the Chinese inbound tourism market in Phuket, how does such circumstance affect you regarding the “environmental” impact?

3.2) Negative “environmental” impact(s) (Please indicate at least 1 impact)

Table 4.26 presents content analysis’s results of residents’ perceived negative environmental impacts regarding the market expansion of the Chinese inbound tourism in Phuket Province (neco). The eight impacts show in the tabular were categorized based on characteristics and construct, ranking as the details below.

No. 1: Respondents perceived *increase pollution in various fields, such as solid waste, water pollution, air pollution, noise pollution, and other environmental infections* was the market expansion’s most significant environmental negative impact, accounting for 26.37%. As most respondents’ answers, for example, “littering carelessly,” “creates more garbage,” “more garbage along the beach,” and “more garbage on land and sea.” Several people said, “Chinese tourists littering carelessly, leave their things in a place, making it look untidy.” “Create more waste, smoking pollution from Chinese smokers.” “There is an increase in littering, spitting, and noise pollution.” “There is an increase in air pollution from the number of cars on the road and the traffic congestion.” Some people exposed “it increased marine pollution, including littering carelessly.” “The community becomes dirtier, increasing garbage and pollution.” “More pollution from waste, cigarette smoke, car fumes, wastewater, and various.” Meanwhile, a respondent mentioned, “Chinese tourists are not aware of protecting the environment. Littering carelessly and not keeping clean. Destroy the ecosystem.” Besides, a respondent exhibited, “this resulted in an increase in litter, insufficient trash cans to meet the demand for littering, pollution from old Chinese tour buses.” Also, another person said, “ecosystems are increasingly disturbed. More wastewater is released into the sea. There is more garbage on land and sea.”

No. 2: Respondents perceived *an increase in the physical impacts from tourism activities on ecosystems, such as marine activities tours, adventure activities tours in the forest, etc.*, was the market expansion’s subsequent significant negative environmental impact, accounting for 16.07%. As respondents’ answers, for example, “Chinese tourists are not aware of conserving natural resources, such as standing on coral reefs, bringing home coral, catching marine animals to take pictures, etc.” Some people said, “the destruction of coral reefs from Chinese tourists does not take the proper precautions while visiting Phuket.” Meanwhile, some

exhibited, “destroy forest areas for tourism activities such as elephant riding, ATV driving, zipline, white water rafting, etc.” Apart from that, a respondent mentioned, “to do tours and sea activities such as parasailing, banana boat, snorkeling, etc. contributed to the physical impacts on ecosystems.

No. 3: Respondents perceived *increased overcrowding of traffic congestion/traffic jams in Phuket Province* was the market expansion’s third significant negative environmental impact, accounting for 12.91%. As most respondents’ answers, for example, “too many Chinese tour bus on roads,” “traffic jams,” “traffic congestions,” and “many Chinese tourists driving on roads lack traffic discipline.” Some people said, “there are too many vehicles on the road, especially taxis and buses, causing traffic jams and delays in local traffic.” “Several Chinese tourists have rented motorcycles or cars and drive without traffic discipline.” Also, a respondent exposed, “causing trouble and annoyance to people in the area from the lack of traffic discipline, heavy traffic, and chaos.”

4.7.2 Content analysis of residents’ suggestion concerning solution/supporting guidelines regarding the market expansion of the Chinese inbound tourism in Phuket Province

Table 4.27 Result of content analysis of residents’ suggestion concerning impact protection/ solution guidelines regarding the market expansion of Chinese inbound tourism in Phuket Province (sol)

Residents’ suggestion concerning protection/solution guidelines (sol)	F	%
sol1: Should organize meetings regularly among government, residents, and private sectors to exchange opinions about the improvement guideline regarding the overall organization’s operators’ standards in the Chinese inbound tourism market in Phuket Province to be in the same standard.	17	2.44
sol2: Should set up the Chinese inbound tourism market business information center in Phuket Province, providing information and check after for the overall organization’s operators’ standards such as management, human resource, product/service, etc. to meet the same standard.	24	3.44

Table 4.27 Continued

Residents' suggestion concerning protection/solution guidelines (sol)	F	%
sol3: Should organize regulations/penalties regarding the entry of Chinese tourists in Phuket Province, such as limiting the number of group tours, campaigning for self-trips (FIT), and applying the actual penalties for those who do not obey the rules, etc., reduce the violation of the rules and to stimulate the distribution of Chinese tourists within the province.	35	5.01
sol4: Should organize Chinese people's boundaries doing work/business in Phuket Province, with the rights reserved primarily for local people.	13	1.86
sol5: Should organize training/seminars regularly for people working (HR such as tour guides, receptionists, salespeople, drivers, etc.) in the Chinese tourism market in Phuket Province, regarding the efficient performances guidelines, to have a better understanding of the job duties, update currents situations, and learn Chinese culture and language skills correctly, etc.	20	2.87
sol6: Tour operators should service, advise, and control Chinese tourists.	62	8.88
sol7: Should encourage tourism operators and tour guides to have consciousness providing accurate and appropriate information to Chinese tourists without expecting for their self-interest.	20	2.87
sol8: Should organize the standard of pricing for products/services in the Chinese inbound tourism market in Phuket Province.	16	2.29
sol9: Should organize transportation, use of vehicles and use of public roads together. To provide convenience, safety and reduce traffic congestion problems, including the rate of accidents on the road, such as increasing the number of public transport vehicles, strict on the driver's qualifications, limiting the size of vehicles to suit each road, improving and repairing roads, sidewalk management, bicycle paths, emergency roads, etc.	21	3.01
sol10: Should raise awareness and encourage all sectors to pay more attention to the conservation of environmental and natural resources in Phuket Province.	38	5.44

Table 4.27 Continued

Residents' suggestion concerning protection/solution guidelines (sol)	F	%
sol11: Should promote Chinese tourists to know local values and culture to achieve learning and practice before traveling to Phuket Province.	32	4.58
sol12: Should provide both Offline and Online media such as Chinese language signs, symbols, brochures, pamphlets, placards, Do's & Don'ts manuals, Tourism Application, videos, short films, etc. to public relations for tourism information and appropriate regulatory compliance guidelines for Chinese tourists.	192	27.51
sol13: Should establish the Chinese Tourist Information Center/Call Center (on-call Chinese interpreter) providing tourism information and assistance to Chinese tourists in Phuket Province.	7	1.00
sol14: Should encourage Social-Cultural Exchanges between local people and Chinese people in Phuket Province to preserve traditional culture, stimulate tourism, and build good relations. For example, the student study/internship exchange program between Phuket Province - China, MICE events between Phuket Province - China such as exhibition promoting tourism & culture of Phuket Province in China and China in Phuket Province, corporate Social Responsibility activities (CSR) between local people - Chinese people in Phuket Province, cultural exchange festival between Phuket Province - China in Phuket Province, etc.	22	3.15
sol15: Should encourage local people to learn about Chinese culture and language skills, provide both offline-online classes in communities, increasing local potential to support the expansion of the Chinese inbound tourism market in Phuket Province.	61	8.74
sol16: Should involve educational institutions in the Chinese inbound tourism market management process, such as providing students volunteer as Chinese teachers in free offline-online learning Chinese classes for local people, volunteering as Chinese interpreters in popular tourist attractions, and volunteering as Chinese interpreters on-call in the Chinese Tourist Information Center, etc.	10	1.43

Table 4.27 Continued

Residents' suggestion concerning protection/solution guidelines (sol)	F	%
sol17: Should develop and improve every tourist attraction in Phuket Province to be in the same standard, maintain their own uniqueness, attractiveness, and readiness to accommodate tourists. Promote to draw in Chinese tourists to visit, encourage the diversification in various locations, and reduce the congestion problem in popular attractions.	12	1.72
sol18: Should involve communities in the Chinese inbound tourism market management process and simulation jobs and income distribution to local people.	17	2.44
sol19: Should encourage local people/service providers to have positive attitudes in serving and helping Chinese tourists, creating a good impression and good image of the residents, communities, and Phuket Province.	24	3.44
sol20: Should provide a suggestion box at the airport for Chinese tourists to express their feelings. Add any additional comments, concerns, or suggestions they may wish to share before returning to their destination.	1	0.14
sol0: No suggestion	51	7.31
sol999: Missing	3	0.43
Total	698	100.00

Note 4. What will be your suggestions concerning “solutions guidelines” towards the market expansion of the Chinese inbound tourism in Phuket Province?”

Table 4.27 presents content analysis's results of residents' suggestion concerning solution guidelines regarding the market expansion of the Chinese inbound tourism in Phuket Province (sol). The twenty solutions guideline show in the tabular were categorized based on characteristics and construct, ranking as the details below.

No. 1: *should provide both Offline and Online media such as Chinese language signs, symbols, brochures, pamphlets, placards, Do's & Don'ts manuals, Tourism Application, videos, short films, etc. to public relations for tourism information and appropriate regulatory compliance guidelines for Chinese tourists* was the most residents' suggestion concerning

solution guidelines regarding the market expansion of the Chinese inbound tourism in Phuket Province, accounting for 27.51%.

As respondents answer, for example, “increase the public relations area.” “PR (public relation) activities in China, such as roadshow.” “The public and private sectors cooperate in providing accurate and accessible media information for Chinese tourists.” “There should be advertising material that clear and easy to understand provided in all important spots.” “There should be advertisements and signs in the Chinese language for easier to communicate with Chinese tourists.”

Meanwhile, respondents answers, for example, “it essential to produce signage for instructions in Chinese or four languages Thai, English, Chinese, and Myanmar in Phuket.” “There should be language signs with Chinese language or symbols provided at various places or attractions to make Chinese tourists understand and easy to follow.” “Create attractive Chinese signage to make Chinese tourists feel like they want to read and gain awareness.” “There should be signs in Chinese to warn Chinese people, such as not smoking or spitting out.” “The public and private sectors should make more information signs in Chinese.” “Show Phuket’s readiness for tourism by providing Chinese language media or signage to make Chinese tourists aware of Phuket’s good culture and focus on cleanliness.” “Make a Chinese written sign as we would like to see you return to Phuket again.”

Furthermore, respondents also answer, for example, “should provide videos showing Chinese tourists to see and easy access to Thai people.” “Create an interesting Do’s & Don’ts guidebook in Chinese-language to provide information on Phuket travel for Chinese tourists.” “Create a website / online page on Phuket travel that Chinese tourists can access, and then promote, review, or recommend to Chinese tourists.” “Create a tourism application as another Phuket tourism information source for tourists in three languages: Thai, English, and Chinese.” “Create a tourism application to provide information on Phuket travel and Chat in the Chinese language if Chinese tourists have any questions.” “Create a dedicated application for Chinese tourists to recommend more routes to attractions and increase cleanliness intensity.” “Create promotional banners such as campaigning to take photos, download applications, or check-ins in exchange for a discount for tourists to promote tourism and the beauty of Phuket to the Chinese and the world.” “Create discounts for Chinese tourists in more applications.”

Moreover, respondents also answer, for example, “create online and offline advertising materials on Phuket travel for the Chinese people in Thailand and China to acknowledge.” “Create a short film about traveling in Phuket and interpolate Phuket’s good culture and demonstrate tourists’ proper behavior. Promote the Chinese people want to travel Phuket in the footsteps of the short film. Perform screening in China as a medium to promote Phuket culture and invite Chinese people to travel to Phuket with understanding.” “Create understanding through various media for Chinese tourists about the culture of living of Phuket people.” “Create media campaigns to cultivate the Chinese people in regulations, culture, caring for the environment more, and publicize them widely.” “Create promotional materials to invite Chinese people to Thailand by campaigning for them to appreciate the Thai culture and gain respect when they come to Thailand.”

No. 2: *Tour operators should service, advise, and control Chinese tourists* were the second most residents’ suggestion concerning solution guidelines regarding the market expansion of the Chinese inbound tourism in Phuket Province, accounting for 8.88%.

Most respondents answer, for example, “tour guides or related persons should inform Chinese tourists with essential details before visiting the attraction, such as prohibitions, dos/don’ts, etc.” “Tour guides should explain all necessary details to provide tourists with a clear understanding of Phuket’s wellbeing and culture.” Several people exhibited, “the operator should have a positive attitude towards Chinese customers and have basic knowledge about Chinese culture to communicate and control customers better.” “Operators should take care of their customers with pleasure in order to create happiness for all sectors.” Meanwhile, some people suggested, “those involved should provide information and ensure that the Chinese people respect the local culture as well.” Besides, a respondent said, “the necessary information should be promoted to Chinese tourists while providing information and advice from operators is also another essential part.” In the meantime, a person exposed, “Chinese tourists visiting as a group should be accompanied by guides to provide appropriate guidance.” Another person said, “establish regulations that Chinese tourists must accept and follow.” Also, a respondent suggested, “all instructions must be easy to understand, comprehensive, and clear.”

No. 3: *should encourage local people to learn about Chinese culture and language skills, provide both offline-online classes in communities, increasing local potential to support the expansion of the Chinese inbound tourism market in Phuket Province* were the second most residents' suggestion concerning solution guidelines regarding the market expansion of the Chinese inbound tourism in Phuket Province, accounting for 8.74%.

As respondents answer, for example, "provide free Chinese language lessons in Phuket to local people in both offline and online classrooms." "There should be free Chinese language training for local people to reduce the illegal work from migrant workers." "Should encourage Thai people to learn Chinese from childhood." "Thailand should encourage Thais to learn Chinese language skills and have a more positive attitude towards the Chinese." "Open a free Chinese class for interested locals to promote the good quality of residents." "Provide Chinese language classes in communities for free for children and interested adults." "Increase the Chinese language skills for residents, such as providing a Chinese class Offline and Online for local people with volunteer teachers to teach, such as those who are qualified and interested in teaching, potential students, etc." "Encourage free teaching and learning of Chinese in every community."

"Encourage more Thai people to become an interpreter and guide in Chinese." "Encourage local people to learn Chinese culture and language to be Chinese guides more, creating equal and sufficient potential for the needs of the Chinese inbound tourism market in Phuket." "Encourage local people interest to be Chinese interpreters."

"Each village should provide free training to the villagers about the Chinese language and the correct Chinese culture. Let them know the Chinese people better, including the use of primary Chinese language for little guides or children in the village for free."

Table 4.28 Result of content analysis of residents' suggestion concerning supporting guidelines regarding the market expansion of the Chinese inbound tourism in Phuket Province (sup)

Residents' suggestion concerning support guidelines (sup)	F	%
sup1: Pleased to see Chinese tourists travel to Phuket Province.	62	12.50
sup2: Proud to see Phuket Province is a popular destination among Chinese tourists.	65	13.10
sup3: Happy that Phuket has been talking about and the tourists taking pictures posted on online social media.	13	2.62
sup4: Feel good to see Chinese tourists had good impressions and memories from their visiting Phuket Province.	22	4.44
sup5: Want to see Chinese tourists often revisiting Phuket.	37	7.46
sup6: Want to see local people have a good attitude to provide services and a pleasure to assist Chinese tourists.	33	6.65
sup7: Want to learn Chinese to be able to communicate with Chinese tourists.	24	4.84
sup8: Want to see local people able to communicate with Chinese tourists using Chinese.	53	10.69
sup9: Pleased to see the government have policies to promote and support tourism for Chinese tourists.	39	7.86
sup10: Feel good to see communities and attractions in Phuket Province being improved/developed the landscape/surrounding appearances more beautiful.	10	2.02
sup11: Feel good to see the signboard along the way, restaurant, or tourist attraction contains the Chinese language.	83	16.73
sup0: No suggestion	51	10.28
sup999: Missing	4	0.81
Total	496	100.00

Note 5. What will be your suggestions concerning “supporting guidelines” regarding the market expansion of the Chinese inbound tourism in Phuket Province?

Table 4.28 presents content analysis's results of residents' suggestion concerning support guidelines regarding the market expansion of the Chinese inbound tourism in Phuket Province (sup). The eleven guidelines show in the tabular were categorized based on characteristics and construct, ranking as the details below.

No. 1: *Feel good to see signs along the way, restaurant or tourist attraction contains the Chinese language* was the most residents' suggestion concerning support guidelines regarding the market expansion of the Chinese inbound tourism in Phuket Province, accounting for 16.73%. As respondents answer, for example, "it's nice to see many places in Phuket have Chinese signs such as in tourism areas." "Feel good to see an increase in signs with the Chinese language in Phuket." "It's nice to have signs described details, directions, or prices in Chinese." Several people exhibited, "it feels good to see signs on the streets or the menus in restaurants in Chinese." "It feels good to see the media, signs, or labels clearly detailed in different languages." Meanwhile, some people mentioned, "it feels good to see entrepreneurs and governments start to have the Chinese language on the signboards." Some said, "it feels good to see Chinese on various signs in Phuket because it feels like an international city." Also, a respondent exposed, "I am glad to see several people in Phuket pay great attention to adding Chinese to their signs."

No. 2: *Proud to see Phuket Province is a popular destination among Chinese tourists* was the second most residents' suggestion concerning support guidelines regarding the market expansion of the Chinese inbound tourism in Phuket Province, accounting for 13.10%. As respondents answer, for example, "I am proud that Phuket is a famous tourist destination for Chinese people." "Proud that Phuket's reputation extends to China." "Proud that Phuket is a famous tourist destination." Several people said, "Proud that Phuket is one of the top tourist destinations in the world." "Proud that Chinese people know Phuket and want to visit here." "I am delighted and proud to see the Chinese enjoy coming to Phuket." Meanwhile, some people said, "glad and proud that foreigners know Phuket like this Phuket will continue to flourish." Besides, a respondent exhibited, "I am proud that Phuket is known to many foreigners and glad that Thai people in the area have money to pay for eating and spend in life." Another person exposed, "having many tourists come to Thailand is the pride of Thai people that our country is as good as any other nation in the world."

No. 3: *Pleased to see Chinese tourists travel to Phuket Province* was the third most residents' suggestion concerning support guidelines regarding the market expansion of the Chinese inbound tourism in Phuket Province, accounting for 12.50%. Most residents answer, for example, "it's a pleasure to see the Chinese come to Phuket," and "it feels good to have a lot of Chinese tourists visiting Phuket." Several people exhibited, "glad that Chinese people are interested in visiting Phuket." Some people said, "I happy to see Phuket is a popular destination for Chinese people and have the pleasure to welcome Chinese tourists to the Islands." Meanwhile, a respondent exposed, "it feels good to see Phuket is widely known among the Chinese and Chinese tourists are welcomed." Apart from that, another person said, "it feels good to have Chinese tourists in Phuket as they contribute to a better economy in the province."

4.7.3 Content analysis of residents' overall opinion regarding the market expansion of the Chinese inbound tourism in Phuket Province

Table 4.29 Result of content analysis regarding the point of view that residents' feel like the most about the Chinese inbound tourism in Phuket Province (fl)

The point of view that residents' feel like the most (fl)	F	%
fl1: Increase employment opportunities for residents.	43	7.14
fl2: Generate higher incomes for residents.	170	28.24
fl3: Generate more tourism-related revenue to the tourism industry of Phuket Province.	51	8.47
fl4: Increase income distribution in Phuket Province.	31	5.15
fl5: Generate a better economy in Phuket Province.	95	15.78
fl6: Residents have more knowledge about Chinese culture and language.	19	3.16
fl7: Residents have adapted more to the arrival of Chinese tourists in Phuket Province.	18	2.99
fl8: Allows a more exotic and wide range of alternative products/ services in Phuket Province.	12	1.99
fl9: Promote Phuket Province to have a lively and bustling society all the time.	22	3.65
fl10: Promote Phuket Province to become a more famous and well-known tourist destination.	47	7.78

Table 4.29 Continued

The point of view that residents' feel like the most (fl)	F	%
fl11: Increase in varieties of recreational facilities, commodities, and services in the hospitality and tourism industry of Phuket Province.	21	3.49
fl12: Spread the beautiful nature of Phuket Province to the world.	14	2.33
fl13: Other fl		
fl113.1: Chinese tourists have more knowledge about local/ Thai cultures.		
fl113.2: Chinese tourists have adapted more to local/ Thai cultures.	8	1.33
fl0: Don't have	49	8.14
fl999: Missing	2	0.33
Total	602	100.00

Note 6. I "feel like the most" about the Chinese inbound tourism market in Phuket Province is _____.

Table 4.29 presents content analysis's results of the view that residents feel like the most regarding the market expansion of the Chinese inbound tourism in Phuket Province (fl). The thirteen statements show in the tabular were categorized based on characteristics and construct, ranking as the details below.

No. 1: *Generate higher incomes for residents in Phuket Province* was residents feel like the most regarding the market expansion of the Chinese inbound tourism in Phuket Province, accounting for 28.24%. As respondents' answer, for example, "incomes," "generate incomes," "higher incomes," "good incomes," "higher sales," "finance," "better finance," and "financial flexibility." Several people exhibited, "Phuket business is bustling, and local shops have income." "People in the area have an income." "Villagers have an income." "People in the province have higher incomes." "Make people in Phuket have a good income." "The community has increased incomes." "It contributed to opportunities to generate more income." "Create extra incomes." Meanwhile, some people said, "earn higher incomes because many Chinese tourists come to Phuket." "Chinese tourists buy a lot of things resulting in sell well." "Chinese tourists often came in bulk at a time, making a lot of money at a time." Apart from that, a respondent mentioned, "the fact that Chinese tourists visit throughout the year provides jobs and incomes all year round."

No. 2: *generate a better economy in Phuket Province* was residents feel like the second most regarding the market expansion of the Chinese inbound tourism in Phuket Province, accounting for 15.78%. Most residents answer, for example, “good economy,” “better economy,” “prosperous economy,” “boost economy,” “economic stimulus,” “economic expansion,” “economic development,” and “economic growth.” Several people exhibited, “create a driving force for Phuket’s economy.” “Phuket has improved the economy.” “The economy recovered very quickly.” “The prosperity of Phuket.” Meanwhile, some people said, “tourism has grown, the economy has improved,” and “thriving tourism.” Some mentioned, “it has contributed to the good economy and multiple expenditures in Phuket.” Besides, a respondent said, “the overall economy more alert, the economy grows, higher spreads money in Phuket.” Another person said, “rich Chinese tourists come to travel, making the economy better.” Apart from that, a respondent exposed an excellent economy due to Chinese tourists’ good purchasing power.”

No. 3: *generate more tourism-related revenue to the tourism industry in Phuket Province* was residents feel like the third most regarding the market expansion of the Chinese inbound tourism in Phuket Province, accounting for 8.47%. As residents answer, for example, “generate income for Phuket,” “generate income for the tourism industry,” “generate higher incomes for Phuket,” “generate good tourism-related revenues for Phuket Province,” and “generate higher tourism revenues for Phuket Province.” Several people mentioned “income for the country,” “generate better incomes for the country,” and “generate incomes for communities, the province, and the country.” Meanwhile, some people exposed “revenues from Chinese tourist expenditures in Thailand.” Some said, “the number of tourists is large, the province has a lot of income, and the economy is good.” In the meantime, a respondent exhibited, “it generates higher incomes for the country due to many Chinese tourists.” Also, a respondent said, “the number of Chinese tourists is high throughout the year, making Phuket earn income all year round.”

Table 4.30 Result of content analysis regarding the point of view that residents' feel dislike the most about the Chinese inbound tourism in Phuket Province (fd)

The point of view that residents' feel dislike the most (fd)	F	%
fd1: Increase the number of non-residents living in Phuket Province.	18	2.72
fd2: Increase the competition of job employments between residents and non-residents.	12	1.82
fd3: Revenues generated from the Chinese inbound tourism market in Phuket Province is almost concentrated only among the capitalists.	15	2.27
fd4: Arise the monopoly in the Chinese inbound tourism market in Phuket Province, due to the Chinese capitalists come to do business from upstream to downstream.	26	3.93
fd5: Revenues generated from the Chinese inbound tourism market in Phuket Province leak out of the country and circle back to Chinese capitalists.	11	1.66
fd6: Higher costs of living in Phuket Province.	17	2.57
fd7: Difficult for residents to communicate, as most Chinese tourists speak Chinese.	10	1.51
fd8: Less privacy of residents in Phuket Province.	36	5.45
fd9: Disturb to the communities and residents, such as some Chinese who talk loudly, jump queues, push others, smoke in public, spit in public, litter carelessly, etc.	154	23.30
fd10: Create chaos from too many Chinese tourists in places such as tourist attractions.	67	10.14
fd11: Increase the number of Chinese businesses establishment and work illegally in Phuket Province, such as tour guides, photographers, owner tour companies, hotels, and other related-businesses using fake documents, such as Thai national ID cards, educational backgrounds, tourist guide licenses, passports, etc.	34	5.14
fd12: Create problems from some entrepreneurs deceive/ exploit Chinese tourists.	12	1.82
fd13: Some Chinese tourists are perceived the image of Phuket Province distortedly.	16	2.42

Table 4.30 Continued

The point of view that residents' feel dislike the most (fd)	F	%
fd14: Increase the physical impacts from tourism developments on ecosystems, such as constructing recreational and entertainment facilities through nature destruction.	19	2.87
fd15: Increase the physical impacts from tourism activities on ecosystems, such as marine activities tours, adventure activities tours in the forest, etc.	21	3.18
fd16: Increase overcrowding of traffic congestion/ traffic jams.	41	6.20
fd17: Increase accident rates on the roads.	13	1.97
fd18: Increase congestion in places, such as tourist attractions	29	4.39
fd19: Increase pollution in various fields, such as marine pollution, water pollution, air pollution, noise pollution, solid waste, and other infections.	30	4.54
fd20: Cause the environment/ natural resources more degraded.	14	2.12
fd21: Other fd		
fd21.1: Increase economic competition in Phuket Province.		
fd21.2: Declines in the number of tourists from other nationalities (non-Chinese).		
fd21.3: Scramble to consume local commodities/ services between residents and Chinese tourists, such as buying products/ services at flea markets, Convenience stores (7-11), etc.		
fd21.4: Increase crime, commercial sex business, prostitution, drugs, gambling, and theft in Phuket Province.		
fd21.5: Residents have less safety and security in life and properties.	22	3.33
fd0: Don't have	40	6.05
fd999: Missing	3	0.45
Total	660	100.00

Note 7. I “feel dislike the most” about the Chinese inbound tourism market in Phuket Province is _____.

Table 4.30 presents content analysis's results of the view that residents feel dislike the most regarding the market expansion of the Chinese inbound tourism in Phuket Province (fd). The twenty-one statements show in the tabular were categorized based on characteristics and construct, ranking as the details below.

No. 1: *Disturb to the communities and residents, such as from Chinese who talk loudly, jump queues, push others, smoke in public, spit in public, litter carelessly, etc.* was residents feel dislike the most regarding the market expansion of the Chinese inbound tourism in Phuket Province, accounting for 23.30%. As respondents' answers, for example, "manners," "manners and behaviors," "habits and behaviors," "Chinese tourist behavior," "etiquette on public use," and "lack of social etiquette," and "in terms of etiquette, coexistence with others in society." Several people said, "talking loudly," "lack of cleanliness," "lack of discipline," "jumping queues," "littering carelessly," "spitting in public," "pushing others," "sloppy eating," "smoking in public," and "lack of traffic discipline." Some people said, "lack of discipline of Chinese tourists," "lack of compliance with local regulations," and "etiquette and adjustment of Chinese tourists." Some said, "many Chinese tourists carelessly lack cleanliness and respect for the rules of the place." Meanwhile, a respondent mentioned, "regardless of the adverse effects in the future, some travelers are careless and dirty." Another exposed "lack of presumptuousness or respect for Thai culture." Also, a respondent exhibited, "disordered, does not obey the rules, and does not respect foreign destinations' regulations and cultures."

No. 2: *Create chaos from too many Chinese tourists in places such as tourist attractions* was residents feel dislike the second most regarding the market expansion of the Chinese inbound tourism in Phuket Province, accounting for 10.14%. As respondents' answer, for example, "chaotic society," "crowded people," "a busy city," "society is crowded and chaotic," "society is chaotic, disordered," "it crowded, noisy, and chaotic," and "it contributed to be more chaos in Phuket." "Several exhibited, "there are too many Chinese tourists it caused chaos on the island." "This caused the tourist attractions to become crowded due to the excessive number of people." "Society is crowded, especially on roads and tourist attractions." Some people said, "the city is chaotic, dirty, and unregulated." Meanwhile, a respondent exposed, "sometimes there was chaos in the convenience store when the China tour came." Besides, a respondent mentioned, "the hustle and bustle that is going on and the disorder of the too many Chinese tourists." Apart from

that, a respondent said, “too many Chinese tourists in Phuket, which makes some areas look too narrow.”

No. 3: *Increase overcrowding of traffic congestion/ traffic jams in Phuket Province* was residents feel dislike the third most regarding the market expansion of the Chinese inbound tourism in Phuket Province, accounting for 6.20%. Most respondents answer, for example, “traffic congestions,” “more traffic jams,” “traffic problems,” and “too many Chinese tour buses.” Some people said, “overcrowded of people, causing more traffic jams on the island.” Meanwhile, a respondent exhibited, “the traffic on roads is worse and creates congestion because there are Chinese tourists in every area.”

Table 4.31 Result of content analysis of residents’ opinions concerning the most significant advantages towards the future market development of the Chinese inbound tourism in Phuket Province (av)

Residents’ opinions concerning the most significant advantages (av)	F	%
av1: Increase employment opportunities for residents.	53	9.78
av2: Generate higher incomes for residents.	135	24.91
av3: Generate more tourism-related revenue to the tourism industry in Phuket Province.	63	11.62
av4: Increase income distribution in Phuket Province.	32	5.90
av5: Generate a better economy in Phuket Province.	124	22.88
av6: Stimulate the development of the Phuket hospitality and tourism industry	50	9.23
av7: Other av		
av7.1: Attract more investments in Phuket Province.		
av7.2: Promote cultural exchanges between residents and Chinese tourists		
av7.3: Residents have more knowledge about Chinese culture and language.		
av7.4: Allows a more exotic and wide range of alternative commodities/ services in Phuket Province.		
av7.5: More convenience for the transactions between Phuket Province and China.		
av7.6: Build good relationships between residents and Chinese people.		

Table 4.31 Continued

Residents' opinions concerning the most significant advantages (av)	F	%
av7.7: Improve in better landscapes/ surrounding appearances of Phuket Province, especially in popular tourist attractions.	23	4.24
av0: Don't know	59	10.89
av999: Missing	3	0.55
Total	542	100.00

Note 8. I think "the most significant advantage" of supporting the Chinese inbound tourism market development to Phuket Province is _____.

Table 4.31 presents content analysis results of residents' opinions concerning the most significant advantages towards the future market development of the Chinese inbound tourism in Phuket Province (av). The seven advantages show in the tabular were categorized based on characteristics and construct, ranking as the details below.

No. 1: *Generate higher incomes for residents* was residents' opinions concerning the most significant advantage towards the market development of the Chinese inbound tourism in Phuket Province, accounting for 24.91%. As most respondents' answers, for example, "good incomes," "generate incomes for local people," and "generate higher incomes for local people." Several people exhibited, "encourage local people to earn income." "Local people have money to spend." "Local people have a higher income ceiling." "Have money for living expenses." "Have good finances." Some people said, "Chinese tourists like to shop for Thai products back to their country and travel to Thailand all year round." "Chinese tourists have good purchasing power." "Create more sales opportunities." "Have higher sales." "Profitable." "More customers, resulting in more income." "Shops have good sales and earn good incomes." "Causing shops in Phuket to earn more income." "Several shops are outselling because of Chinese customers." "Make the shops have good sales and profit." Meanwhile, a respondent exposed, "when Chinese customers come to my shops, it made a substantial income." Apart from that, a respondent mentioned, "Chinese customer consumption generates higher incomes and creates more expansion opportunities for local entrepreneurs."

No. 2: *Generate a better economy in Phuket Province* was residents' opinions concerning the second most significant advantage towards the market development of the Chinese inbound tourism in Phuket Province, accounting for 22.88%. As respondents' answers, for example, "economic benefits," "good economy," "prosperous economy," "booming economy," "agile economy," "economic growth," and "the economy is expanding and growing." Several people exposed, "boost the economy," "support economy to be better," and "economy awake." Some people mentioned "economic development in Phuket." "The economy recovers very quickly." "The economy is developing quickly." "The economy has improved in a positive direction." "The economy expands continuously." "Driving the economy steadily." Meanwhile, a respondent exhibited, "trading is bustling all year round." Besides, a respondent said, "the business' expansion is in a good direction." Also, a respondent said, "the economy is very ready."

No. 3: *Generate more tourism-related revenue to the tourism industry in Phuket Province* was residents' opinions concerning the second most significant advantage towards the market development of the Chinese inbound tourism in Phuket Province, accounting for 11.62%. As respondents' answers, for example, "generating more tourism revenues for Phuket," "bring revenues to the province," "revenues entering the province," "the province has revenues entering," and "generating incomes for the tourism industry." Some people said, "generating income in Phuket and Thailand." Meanwhile, a respondent exhibited, "generating incomes for the province by collecting rental fees for business areas and shops in the tourist areas." A respondent said, "generating incomes for the province by collecting fees for visiting tourist attractions such as historical sites, natural attractions, national parks, etc." Another respondent exposed "revenue from all channels such as airports, airlines, hotels, consumer products, and services businesses."

Table 4.32 Result of content analysis of residents' opinions concerning the most significant disadvantages towards the future market development of the Chinese inbound tourism in Phuket Province (dv)

Residents' opinions concerning the most significant disadvantages (dv)	F	%
dv1: Increase the number of non-residents living in Phuket Province.	25	4.54
dv2: Increase the competition of job employments between residents and non-residents.	20	3.63

Table 4.32 Continued

Residents' opinions concerning the most significant disadvantages (dv)	F	%
dv3: Increase economic competition in Phuket Province.	19	3.45
dv4: Revenues generated from the Chinese inbound tourism market in Phuket Province is almost concentrated only among the capitalists.	12	2.18
dv5: Arise the monopoly in the Chinese inbound tourism market in Phuket Province, due to the Chinese capitalists come to do business from upstream to downstream.	35	6.35
dv6: Revenues generated from the Chinese inbound tourism market in Phuket Province leak out of the country and circle back to Chinese capitalists.	16	2.90
dv7: Declines in the number of tourists from other nationalities (non-Chinese).	39	7.08
dv8: Higher costs of living in Phuket Province.	11	2.00
dv9: Difficult for residents to communicate, as most Chinese tourists speak Chinese.	13	2.36
dv10: Disturb to the communities and residents, such as from some Chinese people who talk loudly, jump queues, push others, smoke in public, spit in public, litter carelessly, etc.	14	2.54
dv11: Create chaos from too many Chinese tourists in places such as tourist attractions.	18	3.27
dv12: Increase the number of Chinese businesses establishment and work illegally in Phuket Province, such as tour guides, photographers, owner tour companies, hotels, and other related- businesses using fake documents, such as Thai national ID cards, educational backgrounds, tourist guide licenses, passports, etc.	15	2.72
dv13: Destroy the natural resources/ environment in Phuket Province.	61	11.07
dv14: Increase overcrowding of traffic congestion/ traffic jams.	47	8.53
dv15: Increase accident rates on the roads and traffic problems.	10	1.81
dv16: Increase congestion in places, such as tourist attractions.	14	2.54
dv17: Increase pollution in various fields, such as marine pollution, water pollution, air pollution, noise pollution, solid waste, and other environmental infections.	54	9.80
dv18: Cause the environment/natural resources more degraded.	31	5.63

Table 4.32 Continued

Residents' opinions concerning the most significant disadvantages (dv)	F	%
dv19: Other dv		
dv19.1: Phuket's traditional culture may be changed somewhat.		
dv19.2: Residents have less peace and privacy.		
dv19.3: Increase crime, commercial sex business, prostitution, drugs, gambling, and theft in Phuket Province.		
dv19.4: Cause degradation in Phuket Province.		
dv19.5: Cause inequality in Phuket Province.		
dv19.6: Cause insufficient resources to meet the needs of residents.	27	4.90
dv0: Don't know	67	12.16
dv999: Missing	3	0.54
Total	551	100.00

Note 9. I think “the most significant disadvantage” of supporting the Chinese inbound tourism market development to Phuket Province is _____.

Table 4.32 presents content analysis results of residents' opinions concerning the most significant disadvantages towards the market development of the Chinese inbound tourism in Phuket Province (dv). The nineteen disadvantages show in the tabular were categorized based on characteristics and construct, ranking as the details below.

No. 1: *Destroy the natural resources/ environment in Phuket Province* was residents' opinions concerning the most significant disadvantage towards the market development of the Chinese inbound tourism in Phuket Province, accounting for 11.07%. Most respondents' answers, for example, “more destruction of the environment,” and “more destruction of nature.” Several people exhibited “destroying environmental and natural resources,” and “the forest area has decreased.” Some people said, “it may destroy the natural environment of local people in Phuket and become dirtier.” “Chinese tourists lack awareness of preserving the environment and natural resources, and it can destroy nature unknowingly.” Meanwhile, a respondent exposed, “destroying forest areas such as beaches, islands, hills to create tourist attractions such as viewpoints, camp tours, accommodations, restaurants, shops, buildings, etc.”

No. 2: *increase pollution in various fields, such as marine pollution, water pollution, water pollution, air pollution, noise pollution, solid waste, and other environmental infections* was residents' opinions concerning the second most significant disadvantage towards the market development of the Chinese inbound tourism in Phuket Province, accounting for 9.80%. Most respondents' answers, for example, "garbage problems," "create more garbage," and "increase pollution in various fields." Several people exposed, "it will create more waste in Phuket." "More garbage on tourist attractions." "More garbage on the beach." "The beach becomes dirtier." "In the sea will be more waste and dirtier." "pollution on roads from vehicles fumes" Meanwhile, a respondent said, "it will contribute to environmental problems such as waste, air pollution, and marine pollution."

No. 3: *increased overcrowding of traffic congestion/ traffic jams in Phuket Province* was residents' opinions concerning the third most significant disadvantage towards the market development of the Chinese inbound tourism in Phuket Province, accounting for 8.53%. Most respondents' answers, for example, "road congestion," "road traffic problems," and "more traffic jam." Several people said, "roads will be congested due to too many Chinese tour buses." Meanwhile, a respondent said that "road traffic will be congested during rush hours due to Chinese tour buses, minivans, and taxis."

However, the study found that most residents exhibited *don't know* for the most significant disadvantages of supporting the market development of the Chinese inbound tourism to Phuket Province, accounting for 12.16%.

CHAPTER 5

CONCLUSION AND DISCUSSION

This chapter concerns the conclusion of the research, which studies residents' attitudes towards the market expansion of the Chinese inbound tourism in Phuket Province. The details present consist of six main sections: conclusion, summary of key findings, discussion, recommendations, limitations, and suggestions for future study. The study was conducted with the following objectives as presented below.

1) To examine tourism impacts on residents regarding the market expansion of the Chinese inbound tourism in Phuket Province in the field of economic, socio-cultural, and environmental perspectives.

2) To investigate residents' perceptions and attitudes towards the tourism impacts regarding the market expansion of the Chinese inbound tourism in Phuket Province in the field of economic, socio-cultural, and environmental perspectives.

3) To investigate residents' attitudes towards supporting the market development regarding the Chinese inbound tourism in Phuket Province.

5.1 Conclusion

This research employed a quantitative approach as such a participant method. The population used in this study was a total of 402,017 Phuket residents. First, a researcher calculated the sample size based on Taro Yamane's Formula (Yamane, 1967) with a 95% confidence level. After calculating the sample size by substituting the numbers into the Yamane formula, the sample was 399.6024024829960. To obtain reliable data, therefore, a researcher has increased the sample size to 400 people. However, the target population included in the sample group was determined by the specific sampling criteria. Therefore, subjects for the observation in this study were residents who met the requirements. The sampling criteria include Thailand-born residents (Thai nationality), held a household registration together with lived in Phuket Province permanently within the past 5 years, and ages of 20 years old or older.

The research instrument used for data collection was a structured questionnaire designed in the Thai version (Appendix: A). A researcher designed the question formats to be open-ended, structured, and closed-ended (checklist). This questionnaire was developed based on the desire to achieve the study's objectives. It aims to obtain information concerning residents' attitudes and perceptions towards the market expansion of the Chinese inbound tourism in Phuket Province as a primary purpose. The survey questionnaire consists of three parts.

The first one explores the real impact that Phuket residents perceived from this market expansion in terms of economic, socio-cultural, and environmental perspectives. Subsequently, a researcher arranged the statements regarding the impacts of this market expansion in those three aspects adopted and developed from several previous studies, news, and articles (see Table 3.2, Table 3.3, and Table 3.4) to investigate residents' perceptions and attitudes towards those impacts. The second part examines residents' overall perceptions and attitudes, whether they perceived overall impacts either positively or negatively. After that, if overall, they would like to support this market development in Phuket. Henceforth, to achieve residents' suggestion concerns solutions guidelines and support guidelines regarding this market expansion. At the end of this section, residents' opinions concern what is they like/do not like the most and what is the most significant advantage/disadvantage regarding this market expansion, were also another deserved. Finally, the last part expects to gather information on residents' socio-demographic characteristics.

The data was collected and gathered via non-probability sampling techniques. Based on this method, residents were at an unequal chance of being selected to be included in the sample group. In order to reduce such biases, then the quota sampling technique was applied. Residents were quota into three groups relied on a total of populations in each district. After substituting the number of 402,017 Phuket's residents in each district into proportion, the results were 60.40% for Mueang Phuket District, which contained 242,821 people, 25.35% for Thalang District of 101,946 people, and 14.24% for Kathu District from 57,250 people. Consequently, questionnaires were distributed/collected to/from respondents referred from those percentages. There were 242 sets in Mueang Phuket District, 101 sets in Thalang District, and 57 sets for Kathu Districts residents (see Figure 3.2). Apart from that, in order to obtain the usable returned

questionnaire as close to 400 sets as possible, a researcher also distributed and collected the other 15 additional questionnaires divided into 5 sets in each district.

A survey method employed a self-administered surveying technique. A total of 415 questionnaires were distributed and collected to/from residents personally by researchers at their homes, workplaces, department stores, and any other location where they were a convenient source for a researcher. The data collection process started in February 2020 and has been temporarily suspended due to COVID-19 epidemic restrictions. However, the process continued again, with mainly 90% of the questionnaires distributed and collected to/from participants in August and completed in September the same year.

Finally, a researcher obtained 400 useable questionnaires, and it was analyzed to extract the study results. The quantitative data were analyzed using IBM SPSS Statistics Version 25. The basic statistics used in this study were frequency, percentage, mean, and standard deviation. By the way, the analysis performs descriptive statistics, factor analysis, independent sample t-test, one-way analysis of variance (ANOVA), and standard multiple regression analysis. Moreover, a researcher also used content analysis to quantify and analyze residents' answers from the twelve open-ended questions in the questionnaire. Furthermore, those Likert scale questions, which ranged from 1 to 5, also used descriptive statistics to acquire mean and standard deviation.

5.2 Summary of key findings

5.2.1 Summary of residents' socio-demographic characteristics

According to the study result, it presented that the majority were 214 people (53.5%) were females and the other 186 people (46.5%) were males, giving a total of 400 respondents. More than half, 247 people (61.8%) were aged between 20 to 30 years, followed by 31 - 40 years old 91 people (22.8%), 41 - 50 years old 43 people (10.8%), 51 - 60 years old, 16 people (4%), and only 3 people (0.8%) were older than 60 years. Respondents were generally single, with a total of 293 people (73.3%), while 92 people (23%) were married, and 15 people (3.8%) were those who were holding widowed/divorced/separated status. Furthermore, almost three-quarters of the respondents or 291 people (72.8%) had a Bachelor's degree, followed up by secondary education 52 people (13%), next down was certificate/diploma 26 people (6.5%), then,

postgraduate 17 people (4.3%), and the smallest proportion as those who had primary education or lower which was only 13 people and accounted for 3.3 percent of the total.

Emphasize their occupations, mostly, a proportion of 31.8% of respondents or 127 people were company employees. Secondary, 73 people (18.3%) were working as government employees/state enterprise employees. Third, 59 people (14.8%) were businesses owner. Fourth, 9.3 percent or 37 people were freelance workers, and the lowest percent was 1.5 or 6 people, those mentioned that they were the statues of housewife/househusband/retire. However, most of the occupations asked were not directly related to the Chinese inbound tourism market in Phuket Province, with a total of 251 people (62.7%). Meanwhile, respondents were still 136 people (34%) who revealed their careers straightly engaged in this particular market. The sample of those exposed that had percentages of a monthly income generated from the tourism industry was 190 people (47.5%), whilst those who do not were 206 people (51.5%). Indeed, the output presented the summarized information requested for each of both variables. The variable “have percentages of the monthly income generated from the tourism industry” contained information of 187 respondents, ranging in percentage that they earned incomes from minimum at 5 percent to maximum 100 percent, with a mean of 65.80 and standard deviation of 35.056. Onward, the majority 128 respondents (32%) had an average monthly income ranged between ฿ 10,001 to ฿ 20,000, afterward, 97 people (24.3%) earned approximately around ฿ 20,001 to ฿ 30,000. In comparison, 71 people (17.8%) mentioned that they gained no income, and 44 people (11%) obtained less than ฿ 10,000 a month. Onwards, 31 people (7.8%) had their overhead earnings monthly between ฿30,001 to ฿40,000 in the meantime, those who reached receipts over ฿40,000 were just 29 people (7.3%), which was the smallest ratio (USD 1.00 = THB 31.05 as of August 31, 2020).

Henceforward, almost three-quarters of the respondents, 73.8%, accounted for 295 people able to communicate in English while 105 people (26.3%) were not. On the other hand, only 22.3% or 89 people had Chinese communication skills, while entirely 286 people (71.5%) were not. By the way, the output has shown that only 114 people, or 28.5%, were Thai citizens with ethnic Chinese ancestry, while the proportion of up to 71.5% or 286 people were non-Thai-Chinese residents.

Moreover, three-quarters of respondents, 253 people (63.3%), were nonnative, and the other 147 (36.8%) people were native residents. On the whole, they were mostly residents who had lengths of residence for more than 20 years which accounted for 142 people (35.5%). Followed by those who live permanently in the province in the past 5 years, 102 people (25.5%). Then, durations between 5 to 6 years were 90 people (22.5%) while 11 to 15 years 36 people (9%) and 30 people (7.5%) were distances roughly between periods of 16 to 20 years, respectively.

Since the beginning, in order to obtain residents' attitudes from every area in Phuket Province equally, this study employed a quota sampling technique to involve local people from all districts. Accordingly, the proportion of respondents from each locality were predicted in advance. They were substantially 242 people (60.5%) who had residences in Mueang Phuket district, 101 people (25.3%) in Thalang district, and 57 people (14.3%) live in Kathu district respectively. An almost equal part of respondents, 214 people (53.5%), mentioned that their residences were not located in tourist attractions' zones. Contrary to the other 177 people (44.3%) exposed that they were residing in the touristic areas.

Ahead to proportions of residents who have been interacted and those who never had, results indicated that 142 people (35.5%) revealed that they had never experienced Chinese people's interaction. In contrast, they were more than half which up to 258 people (64.5%) had social relationships with Chinese people. In most cases stated that they have social ties with Chinese people up to 168 people (42%) as customers while 109 people (27.3%) as a friend(s)/colleague(s). This was followed by a total of 14 people (3.5%) who have Chinese relatives. Then relationships as a spouse(s)/partner(s) were 5 people (1.3%). Moreover, the other two types of social interaction experiences that did not include in the questionnaire were also identified by respondents. As 20 people (5%) mentioned that they had interacted with general Chinese tourists in Phuket, and only 1 (0.03%) identified interacting with Chinese neighbors. In more detail, the output also included the information recapitulated inquired for variables regarding the length of social contacts with Chinese people/tourists in Phuket Province and referred to the data from 245 respondents. The results presented the shortest length of experience interaction was 2 months, and the longest was 20 years, with a mean of 58.38 and standard deviation of 55.18.

5.2.2 Summary of residents' perceptions and attitudes towards impacts regarding the market expansion of the Chinese inbound tourism in Phuket Province in fields of economic, socio-cultural, and environmental perspectives

Table 5.1 The ranking of residents' perceptions and attitudes towards fourteen economic impacts regarding the market expansion of the Chinese inbound tourism in Phuket Province

Economic impacts (eco)
No.1: Increase the prices of commodities and services in Phuket Province, such as real estate.
No.2: Generate more tourism-related revenue to the tourism industry of Phuket Province.
No.3: Attract more investments in Phuket Province.
No.4: Increase the number of non-residents living in Phuket Province.
No.5: Increase employment opportunities for residents.
No.6: Create "Zero-Dollar Tours" problems in Phuket Province.
No.7: Local entrepreneurs improve products and services to welcoming Chinese tourists.
No.8: Generate higher incomes for residents.
No.9: Generate more tourism-related revenues to the local community.
No.10: Increase the competition of job employments between residents and non-residents.
No.11: Increase new business opportunities for residents.
No.12: Declines in the number of tourists from other nationalities (non-Chinese).
No.13: Declines in incomes earned from tourists other nationalities (non-Chinese).
No.14: Improve public utility infrastructures in Phuket Province, such as roads, electricity, and water supply.

Refer to analysis results of residents' perceptions in each statement of the fourteen economic impacts regarding the market expansion of the Chinese inbound tourism in Phuket Province. The top-ranking was that residents strongly agree that this market expansion has contributed to (*higher prices of goods and services in Phuket, such as real estate prices*¹). They also revealed a secondary strongly agree that it (*generates more tourism-related revenue to the tourism industry of Phuket*²).

At the same time, residents have shown further agreement with the other twelve economic impacts. They agreed that this particular market (*attracts more investments in Phuket*³) while (*increasing the number of non-residents living in the province*⁴). Meanwhile, respondents exhibited identical mean scores that (*increased employment opportunities for residents*⁵) while also (*creating “Zero-Dollar Tours” problems in the province*⁶). Furthermore, they agreed that the market expansion of the Chinese inbound tourism in Phuket (*stimulated local entrepreneurs to improve products/services to welcome Chinese tourists*⁷). (*Generates higher incomes for residents*⁸) and (*generates more tourism-related revenues to the local community in Phuket*⁹). Besides, residents exposed agreed that (*it increased the competition of job employments between residents and non-residents*¹⁰) while (*it also increases new business opportunities for residents*¹¹). Apart from that, respondents agreed that (*it declines in the number of tourists (non-Chinese) from other nationalities*¹²) and (*falls in incomes earned from tourists (non-Chinese) different nationalities*¹³). Finally, they showed the least agree that (*it improves public utility infrastructures, such as roads, electricity, and water supply*¹⁴).

The residents’ brief perceived economic impacts showed that they agreed with all the fourteen economic impact statements. For more distinctly, a researcher summed up the ranking of residents’ perceptions and attitudes of economic impacts regarding the market expansion of the Chinese inbound tourism in Phuket Province in Table 5.1.

Table 5.2 The ranking of residents’ perceptions and attitudes towards fourteen socio-cultural impacts regarding the market expansion of the Chinese inbound tourism in Phuket Province

Socio-cultural impacts (soc)
No.1: Disturb to the communities and residents, such as from some Chinese who talk loudly, jump queues, push others, smoke in public, spit in public, litter carelessly, etc.
No.2: Increase the number of Chinese establishment businesses and work illegally in Phuket Province, such as tour guides, photographers, setting tour companies, hotels, and other related businesses, using fake documents like Thai national identifications cards, educational backgrounds, tourist guide licenses, passports, etc.
No.3: Create chaos from the lack of respect to the rules in tourist attractions and places such as government offices and schools.

Table 5.2 Continued

Socio-cultural impacts (soc)
No.4: Local/ Thai cultures and traditions are offered more commercially, and virtual traditions have formed to attract Chinese tourists, such as selling overpriced/ fake Thai Buddha amulets in temples.
No.5: Residents have adapted more to Chinese tourist arrivals in Phuket Province.
No.6: Residents have less peace and privacy.
No.7: The government promotes and supports the Chinese inbound tourism market in Phuket Province.
No.8: Promote cultural exchanges between residents and Chinese tourists in Phuket Province.
No.9: Residents are proud that Phuket Province is a popular destination among Chinese tourists.
No.10: Increase crime, commercial sex business, prostitution, drugs, gambling, and theft in Phuket Province.
No.11: Chinese tourists have more knowledge about local/ Thai cultures.
No.12: The government has more policies to handle issues arising over the Chinese inbound tourism market in Phuket Province.
No.13: Residents have less safety and security in life and properties.
No.14: Chinese tourists have adapted more to local/ Thai cultures.

Refer to analysis results of residents' perceptions in each statement of the fourteen socio-cultural impacts regarding the market expansion of the Chinese inbound tourism in Phuket Province. Residents exhibited agree with all those statements.

However, mean scores indicated the most substantial degree of agreement residents' perception was that they believed that this market expansion contributed to *(the disturbance of the communities and residents. Such as from Chinese who talked loudly, jumping queues, pushing others, smoking in public, spit in public, littering carelessly, etc.¹)*. Second, they have agreed that *(it contributed to an increase in the number of Chinese establishes businesses and works illegally in Phuket. Such as working as tour guides, photographers, or even setting tour companies, hotels, and others, using fake documents like Thai national identifications card, educational backgrounds, tourist guide licenses, and etc.²)*. It follows by *(creating chaos from*

the lack of respect to the rules in tourist attractions and places such as government offices and schools³). (Local/ Thai cultures and traditions are offered more commercially, and virtual traditions have formed to attract Chinese tourists, such as selling Thai Buddha amulets in the temples⁴). In the meantime, they also agreed that (it provoked residents to adapt more to the arrival of Chinese tourists⁵ while it makes residents have less privacy⁶). Furthermore, respondents have shown that this market enlargement (stimulated the government to promote and support the Chinese inbound tourism market to Phuket Province⁷). (Encourage cultural exchanges between residents and Chinese tourists⁸). Besides, (it built residents pride since Phuket Province is a popular destination among Chinese tourists⁹). However, they also agreed on (increased crime, commercial sex business, prostitution, drugs, gambling, and theft in Phuket¹⁰). Meanwhile, they agreed that (it made Chinese tourists more knowledgeable about local/ Thai cultures¹¹). (The government has more policies to handle the Chinese inbound tourism market in the province¹²). Simultaneously, residents agreed that (it contributed to less safety and security in their life and properties¹³). Finally, the bottom-ranked was (Chinese tourists have adapted more to local/Thai cultures¹⁴).

In conclusion, the respondents' overall perceived socio-cultural impacts showed that they agreed with the fourteen statements. For more distinctly, a researcher summed up the ranking of residents' perceptions and attitudes of the socio-cultural effects regarding the market expansion of the Chinese inbound tourism in Phuket Province in Table 5.2.

Table 5.3 The ranking of residents' perceptions and attitudes towards nine environmental impacts regarding the market expansion of the Chinese inbound tourism in Phuket Province

Environmental impacts (env)
No.1: Increase overcrowding of traffic congestion/ traffic jams in Phuket Province.
No.2: Increase pollution in various fields, such as marine pollution, water pollution, water pollution, air pollution, noise pollution, solid waste, and other environmental infections.
No.3: Increase the physical impacts from tourism developments on ecosystems of Phuket Province, such as constructing recreational and entertainment facilities through nature destruction.
No.4: Increase the physical impacts from tourism activities on ecosystems of Phuket Province, such as marine activities tours, adventure activities tours in the forest, etc.

Table 5.3 Continued

Environmental impacts (env)
No.5: Increase accident rates on roads and traffic problems in Phuket Province.
No.6: Increase in varieties of recreational facilities, commodities, and services in the hospitality and tourism industry of Phuket Province.
No.7: Promote protection and conservation of natural resources/ environments in Phuket Province, such as encouraging better environmental planning/ management, enhancing environmental awareness, etc.
No.8: Improve in better landscapes/surrounding appearances of Phuket Province, especially in popular tourist attractions.
No.9: Improve rules and regulations to protect and conserve the natural resource/ environment of Phuket Province in the long term.

Refer to analysis results of residents' perceptions in each statement of the nine environmental impacts regarding the Chinese inbound tourism market expansion in Phuket Province. Residents exhibited strongly agreed with two effects. The top-ranked was that they perceived that this market enlargement (*increases the overcrowding of traffic congestion/ traffic jams in the provin¹*). Meanwhile, residents also strongly agreed that it contributed to (*increasing pollution in various fields, such as solid waste, water pollution, air pollution, noise pollution, and other environmental infections²*).

However, residents exhibited agreed on the other seven environmental impact statements. Residents agreed that (*it increases the physical impacts from tourism developments on ecosystems, such as constructing recreational and entertainment facilities through nature destruction³*). Meanwhile, they showed identical mean scores that this market's growth contributed to (*increases the physical impacts from tourism activities on ecosystems, such as marine activities tours, adventure activities tours in the forest, etc.⁴*). Furthermore, they agreed that it contributed to (*increased accident rates on the roads and traffic problems in the province⁵*). Later, residents agreed that it (*grows the varieties of recreational facilities, products, and services in the hospitality and tourism industry of Phuket⁶*). Onwards, they also agreed that (*it promotes the protection and conservation of natural resources/environments in the province, such as encouraging better environmental planning/management, enhancing environmental awareness,*

*etc.*⁷). Finally, the residents least agreed that this market expansion contributed to (*improving the better landscape and surrounding appearance of Phuket*⁸) and (*improve rules and regulations to protect and conserve the natural resource/ environment of Phuket Province in the long term*⁹).

In summing, residents' overall perceived environmental impacts showed that they agreed with all nine statements. For more distinctly, a researcher summed up the ranking of residents' perceptions and attitudes of the environmental consequences regarding the market expansion of the Chinese inbound tourism in Phuket Province in Table 5.3.

Table 5.4 The comparative ranking of residents' perceptions and attitudes between economic, socio-cultural, and environmental impacts regarding the market expansion of Chinese inbound tourism in Phuket Province

Residents' perceptions and attitudes of impacts	M	SD	Interpretation
No.1: Environmental impacts (env)	4.12	0.81	Agree
No.2: Economic impacts (eco)	4.08	0.84	Agree
No.3: Socio-cultural impacts (soc)	3.95	0.87	Agree

Table 5.4 presents the comparative ranking of residents' perceptions and attitudes between economic, socio-cultural, and environmental impacts regarding the market expansion of the Chinese inbound tourism in Phuket Province. The result ensured that this market enlargement contributed to those 37 impacts on Phuket and its residents. Residents exhibited agreed on the most with environmental impacts followed by economic impacts and socio-cultural effects. In turn, it indicated that environmental effects held the most considerable magnitude on residents' perceptions and attitudes towards this market expansion. The secondary was economic impacts and socio-cultural consequences as the least intensity. Accordingly, environmental costs and benefits should be the most critical factors influencing residents' perceptions and attitudes towards this market development, while economic and socio-cultural come after. However, all impacts are considerably correlated when highlighting the statistical results as residents exhibited exceedingly similar agreement magnitudes towards those consequences.

Table 5.5 Summary of residents' overall perceptions and attitudes towards the market expansion of Chinese inbound tourism in Phuket Province

Overall perceptions and attitudes	M	SD	Interpretation
ova_at1: Overall, I think the market expansion of Chinese inbound tourism has positively impacted (good) Phuket Province.	4.07	0.80	Agree
ova_at2: Overall, I would like to support the market development of Chinese inbound tourism in Phuket Province.	4.10	0.85	Agree

Table 5.5 presents a summary of residents' overall perceptions and attitudes regarding the market expansion of Chinese inbound tourism in Phuket Province. The study result indicated that residents exhibited agreed that overall, the market expansion of Chinese inbound tourism has positively impacted Phuket. Meanwhile, residents also agreed that they would like to support the market development of Chinese inbound tourism in the province. In brief, the residents' overall perceptions and attitudes showed they endorsed that this market expansion positively affected Phuket, and they were inclined to support the Chinese inbound tourism market development to Phuket Province.

5.2.3 Summary of Cronbach's alpha

Table 5.6 Summary of Cronbach's alpha

Scale name	Standardized Cronbach's α	N of Items
Economic impacts (eco)	.871	14
Socio-cultural impacts (soc)	.853	14
Environmental impacts (env)	.834	9
Overall perceptions and attitudes (ova_at)	.790	2

Each scale's internal consistency of impacts from the market expansion on residents had experimented with applying Cronbach's alpha coefficients. According to Nunnally and Bernstein (1994) suggested the acceptance rule was that α of 0.7 indicated a minimum acceptable level of reliability. In this study, after computed, the reliability statistics analysis

displayed alpha coefficients for economic fourteen impacts, socio-cultural fourteen impacts, environmental nine impacts, and overall attitudes of two were .871, .853, .834, and .790, respectively. Consequently, no items delete as those items had relatively high internal consistency and reached an acceptable principle of 0.70 or higher (see Table 5.6).

5.2.4 Summary of factor analysis

The study employed exploratory factor analysis (EFA) to assess the impacts of the Chinese inbound tourism market expansion in Phuket Province on residents' perceptions and attitudes. It regarding fourteen economic impacts, fourteen socio-cultural impacts, and nine environmental impacts using the principal component analysis and varimax as a rotation method. This particular statistical procedure was utilized to explain the percentage of variance among variables. Also, emphasize the possibility of making fewer unobserved variables by the mean of correlated variables.

The three factors analysis tables (Table 5.7, Table 5.8, and Table 5.9) presented factor loading and commonality of each variable singly. Meanwhile, the Eigenvalue, percentage of variance, and commutative percentage of individual extracted factors were also displayed in charts. Besides, Kaiser-Meyer-Olkin (KMO) and Bartlett's Test of Sphericity (*p*-value) figured separately, each in all the three sets of factors.

Table 5.7 Summary of factor analysis of residents' perceptions and attitudes towards economic impacts regarding the market expansion of the Chinese inbound tourism in Phuket Province

Economic factors (eco)	Factor Loading			Communities
	F1	F2	F3	
Factor 1: Economic benefits (eco1_bnf)				
eco1_bnf1: Generate higher incomes for residents.	.840			.715
eco1_bnf2: Increase new business opportunities for residents.	.796			.657
eco1_bnf3: Increase employment opportunities for residents.	.773			.645
eco1_bnf4: Generate more tourism-related revenues to the local communities	.706			.608

Table 5.7 Continued

Economic factors (eco)	Factor Loading			Communities
	F1	F2	F3	
eco1_bnf5: Generate more tourism-related revenue to the tourism industry of Phuket Province.	.574			.549
eco1_bnf6: Attract more investments in Phuket Province.	.497			.486
eco1_bnf7: Improve public utility infrastructures in Phuket Province, such as roads, electricity, and water supply.	.477			.376
Factor 2: Economic competitions (eco2_cpt)				
eco2_cpt1: Increase the number of non-residents living in Phuket Province.		.777		.628
eco2_cpt2: Generate “Zero-Dollar Tours” problems in Phuket Province.		.673		.521
eco2_cpt3: Local entrepreneurs improve products/ services to welcoming Chinese tourists.		.669		.557
eco2_cpt4: Increase the prices of commodities and services in Phuket Province such as real estates.		.621		.452
eco2_cpt5: Increase the competition of job employments between residents and non-residents.		.562		.453
Factor 3: Economic dependence on non-Chinese tourists (eco3_dnc)				
eco3_dnc1: Declines in incomes earned from tourists other nationalities (non-Chinese).			.900	.852
eco3_dnc2: Declines in the number of tourists from other nationalities (non-Chinese).			.884	.840
Eigenvalue	5.375	1.795	1.170	
% of Variance	38.391	12.818	8.354	
Cumulative	38.391	51.209	59.563	
p-value			.000	
KMO			.872	

Table 5.8 Summary of factor analysis of residents' perceptions and attitudes towards socio-cultural impacts regarding the market expansion of the Chinese inbound tourism in Phuket Province

Socio-cultural factors (soc)	Factor Loading				Communities
	F1	F2	F3	F4	
Factor 1: Socio-cultural exchanges (soc1_exc)					
soc1_exc1: Chinese tourists have adapted more to local/ Thai cultures.	.836				.707
soc1_exc2: Chinese tourists have more knowledge about local/ Thai cultures.	.813				.697
soc1_exc3: Residents are proud that Phuket Province is a popular destination among Chinese tourists.	.742				.587
soc1_exc4: Promote cultural exchanges between residents and Chinese tourists in Phuket Province.	.689				.639
soc1_exc5: The government has more policies to handle issues arising over the Chinese inbound tourism market.	.667				.534
Factor 2: Socio-cultural clashes (soc2_cls)					
soc2_cls1: Disturb to the communities and residents, such as from some Chinese who talk loudly, jump queues, push others, smoke in public, spit in public, litter carelessly, etc.		.836			.774
soc2_cls2: Create chaos from the lack of respect to the rules in places such as tourist attractions, government offices, schools, etc..		.824			.772
soc2_cls3: Residents have less peace/ privacy.		.748			.711

Table 5.8 Continued

Socio-cultural factors (soc)	Factor Loading				Communities
	F1	F2	F3	F4	
Factor 3: Socio-cultural alterations (soc3_atr)					
soc3_atr1: Local/ Thai cultures and traditions are offered more commercially, and the virtual tradition has formed to attract Chinese tourists, such as selling overpriced/ fake Thai Buddha amulets in temples.			.695		.619
soc3_atr2: Increase the number of Chinese establishments businesses and work illegally in Phuket, such as tour guides, photographers, setting tour companies, hotels, and others, using fake documents like Thai national ID cards, educational backgrounds, tourist guide licenses, passport, etc.			.660		.622
soc3_atr3: Residents adapt more to Chinese tourist arrivals in Phuket Province.			.620		.534
soc3_atr4: The government promotes and supports the Chinese inbound tourism market in Phuket Province.			.567		.606
Factor 4: Socio-cultural incidents (soc4_icd)					
soc4_icd1: Increase crime, commercial sex business, prostitution, drugs, gambling, and theft.				.823	.779
soc4_icd2: Residents have less safety and security in life and properties.				.823	.798

Table 5.8 Continued

Socio-cultural factors (soc)	Factor Loading				Communities
	F1	F2	F3	F4	
Eigenvalue	4.842	2.400	1.100	1.036	
% of Variance	34.584	17.141	7.859	7.403	
Cumulative	34.584	51.725	59.584	66.987	
<i>p</i>-value			.000		
KMO			.844		

Table 5.9 Summary of factor analysis of residents' perceptions and attitudes towards environmental impacts regarding the market expansion of the Chinese inbound tourism in Phuket Province

Environmental factors (env)	Factor Loading		Communities
	F1	F2	
Factor 1: Environmental issues (env1_iss)			
env1_iss1: Increase overcrowding of traffic congestion/ traffic jams in Phuket Province.	.804		.659
env1_iss2: Increase the physical impacts from tourism activities on ecosystems, such as marine activities tours, adventure activities tours in the forest, etc.	.749		.591
env1_iss3: Increase pollution in various fields, such as marine pollution, water pollution, water pollution, air pollution, noise pollution, solid waste, and other environmental infections.	.733		.557
env1_iss4: Increase the physical impacts from tourism developments on ecosystems, such as constructing recreational and entertainment facilities through nature destruction.	.717		.610
env1_iss5: Increase accident rates on roads and traffic problems in Phuket Province.	.658		.491

Table 5.9 Continued

Environmental factors (env)	Factor Loading		Communities
	F1	F2	
Factor 2: Environmental improvement (env2_ipm)			
env2_ipm1: Improve rules and regulations to protect and conserve the natural resource/ environment of Phuket Province in the long term.		.774	.638
env2_ipm2: Improve in better landscape and surrounding appearance of Phuket Province, especially in popular tourist attractions.		.755	.571
env2_ipm3: Promote protection and conservation of natural resources/ environments in Phuket Province, such as encouraging better environmental planning/ management, enhancing environmental awareness.		.664	.591
env2_ipm4: Increase in varieties of recreational facilities, products, and services in the hospitality and tourism industry of Phuket Province.		.645	.554
Eigenvalue	3.939	1.252	
% of Variance	43.769	13.909	
Cumulative	43.769	57.678	
p-value		.000	
KMO		.842	

Kaiser-Meyer-Olkin measure of sampling adequacy test consequence is a statistical value represented variables variance percentage that can be created through fundamental factors. KMO correlation values greater than .60 to .07 is the minimum value recommended for analyzing the EFA output (Netemeyer, Bearden and Sharma, 2003). In this study, results presented the KMO test of economic, socio-cultural, and environmental impacts, the statistics presented were 0.872, 0.844, and 0.842, respectively (see Table 5.7, Table 5.8, and Table 5.9). Consequently, since values were greater than .60 and closer to 1.0, it indicated that the data would be suitable for the factor analysis.

Bartlett's Test of Sphericity is used to analyze whether a correlation matrix is an identity matrix. At the same time, it examines whether there is any redundancy between the variables that certain factors can sum up. In this study, results presented Chi-square approximation values of those three (economic, socio-cultural, and environmental impacts) factors individually were 2117.716, 2217.766, and 1174.980 while statistically significant as $p = .000$, $.000$, and $.000$, respectively, suggesting that there were met the acceptable rules of $p < .05$ (see Table 5.7, Table 5.8, and Table 5.9).

Furthermore, the study used factor loading values after the rotated component matrix employing varimax as a rotation method to determine which variables should fit into which components. The minimum load factor should be greater .30 to .40 in large sample sizes with 350 or more, and it were categorized into 0.30 = minimal, 0.40 = importance and 0.50 = practically (Hair, et al., 1995a). As a result, since this study comprised 400 samples, economic, socio-cultural, and environmental impact variables were extracted based on statistic values greater than .30 as a significant factor loading. However, the analysis results showed that each variable was statistically significant in thirty-seven variables since each factor loading was greater than .40 (see Table 5.7, Table 5.8, and Table 5.9).

Besides, the rotation criterion for the number of components regarding Eigenvalue greater than 1.0 (Kaiser, 1960). In this study, Eigenvalue greater than 1.0 were found three variables in economic, four variables in socio-cultural, and environmental impacts with two variables (see Table 5.7, Table 5.8, and Table 5.9).

Accordingly, based on Eigenvalue and factor loading after rotated component matrix.

The study found three factors in economic were extracted while explained the cumulative percentage of variance at 59.563. Each extracted factor were labeled as follow factor 1: economic benefits (eco1_bnf), factor 2: economic competitions (eco2_cpt), and factor 3: economic dependence on non-Chinese tourists (eco3_dnc). This fourteen economic impact variables shown communality values ranked the highest at .852 while the lowermost at .376 (see Table 5.7).

Onwards, socio-cultural impacts presented of four extracted factors with a commutative value of 66.987 percent of the variance. Each extracted factor were labeled as following factor 1: socio-cultural exchanges (soc1_exc), factor 2: socio-cultural clashes (soc2_cls), factor 3: socio-cultural alterations (soc3_atr), and factor 4 socio-cultural incidents (soc4_icd). The communality values of this fourteen socio-cultural impacts were values between .779 and .534 (see Table 5.8).

Finally, there were two factors extracted in environmental impacts, which accounted for 57.678 commutative percent of the variance. Each extracted factor were labeled as following factor 1: environmental issues (env1_iss) and factor 2: environmental improvement (env2_ipm). The communality values of this nine environmental impacts ranged from .659 to .491 (see Table 5.9).

Those extracted factors were labeled regarding nature, characteristics, and structures of the evidence from variables that can be observed.

5.2.5 Socio-demographic characteristics and the differences in residents' perceptions and attitudes of impacts regarding the market expansion of Chinese inbound tourism in Phuket Province in fields of economic, socio-cultural, and environmental perspectives

This section aims to present three of the study's hypothesis tests. It concerns twenty socio-demographic characteristics variables and the differences in residents' perceptions and attitudes towards impacts regarding the market expansion of the Chinese inbound tourism in Phuket Province in fields of three economic, four socio-cultural, and the other two environmental perspectives.

5.2.5.1 Testing hypothesis 1

Hypothesis 1: *Socio-demographic characteristics influence residents' perceptions and attitudes of economic impacts significantly differences.*

Table 5.10 Summary of socio-demographic characteristics and the differences in residents' perceptions and attitudes of economic impacts regarding the market expansion of the Chinese inbound tourism in Phuket Province

Socio-demographic characteristics	Economic impacts/ <i>p</i> -value		
	eco1_bnf	eco2_cpt	eco3_dnc
Gender	-	-	-
Age group	-	-	-
Marital status	-	-	-
Education level	-	-	-
Occupation	-	.003**	.027*
Occupation directly related to Chinese inbound tourism	.013*	-	-
A proportion of the monthly income earned from tourism	-	.003**	.046*
Average monthly income	-	.011*	.007**
English communication skills	-	.001**	-
Chinese communication skills	-	-	-
Thai citizens with ethnic Chinese ancestry	-	-	-
Native residents	-	-	-
Length of residence	-	.016*	-
District of residence	-	.031*	-
Residence in the tourist area	-	-	-
Contact/ interaction experience with Chinese people	-	.008**	-
Social relationship as a relative	-	-	-
Social relationship as a spouse/ couple/ girlfriend/ boyfriend	-	-	-
social relationship as a friend/ colleague	-	-	-
Social relationship as a customer	-	.001**	-

p* < .05; *p* < .01.

5.2.5.1.1 Gender

The study found no statistically significant differences among residents' gender towards their perceptions and attitudes of economic impacts. Since males and females showed fair access in perceived economic benefits (eco1_bnf), economic competitions (eco2_cpt), and economic dependence on non-Chinese tourists (eco3_dnc).

5.2.5.1.2 Age group

Subsequently, the analysis results showed residents in different age groups were no statistically significant differences in their attitudes and perceptions of the three economic impacts include economic benefits (eco1_bnf), economic competitions (eco2_cpt), and economic dependence on non-Chinese tourists (eco3_dnc).

5.2.5.1.3 Marital status

Residents of different marital status had no significant differences in perceptions and attitudes on the three economic impacts include economic benefits (eco1_bnf), economic competitions (eco2_cpt), and economic dependence on non-Chinese tourists (eco3_dnc).

5.2.5.1.4 Education level

Furthermore, the findings also showed that residents with different education levels exposed perceptions and attitudes towards all three aspects of economic impacts include economic benefits (eco1_bnf), economic competition, and economic dependence of non-Chinese tourists (eco3_dnc) no significantly different.

5.2.5.1.5 Occupation

However, concerning the influence of residents with different occupations, analysis outputs indicated that their perceptions and attitudes of economic benefits (eco1_bnf) affected no significantly different. In contrast, the study found that residents with different occupations exhibited perceptions and attitudes significantly different towards impacts of economic competitions (eco2_cpt) and economic dependence on non-Chinese tourists (eco3_dnc).

Residents with unemployed or looking for work⁷ and business owners³ perceived a higher degree of economic competition (eco2_cpt) effects contributed from this market expansion than students⁶. Moreover, analysis results also revealed that residents who are

business owners³ exhibited more substantial agreement that this market expansion contributed to the impacts of economic dependence on non-Chinese tourists (eco3_dnc) rather than those who unemployed or looking for work⁷.

5.2.5.1.6 Occupation directly related to the Chinese inbound tourism market in Phuket Province

The study found that residents who had occupations directly related to the Chinese inbound tourism market in Phuket and those who had careers non-directly revealed no significant differences in their perceptions and attitudes of economic competition (eco2_cpt) and economic dependence on non-Chinese tourists (eco3_dnc). On the other hand, there were significant differences in their perceptions and attitudes of economic benefits (eco1_bnf).

As residents working in this market had more clearly agreed that the market expansion generates economic benefits (eco1_bnf) for residents, rather than those whose occupations were non-directly involved in the market.

5.2.5.1.7 A proportion of the monthly income earned from tourism

Furthermore, the analysis found that residents with a proportion of the monthly income earned from the tourism industry and those without it. They exhibited perceptions and attitudes towards the impacts of economic benefits (eco1_bnf) no significantly different. In contrast, there were significant differences in their perceptions and attitudes of economic competition (eco2_cpt) and economic dependence on non-Chinese tourists (eco3_dnc).

The statistical results revealed that respondents who had percentages of the monthly income generated from the tourism industry higher agreed that the expansion of the Chinese inbound tourism market contributed to economic competition impacts (eco2_cpt) on residents, whereas those who do not earn any income from the industry exhibited lower agreement. Onwards, they also exhibited a more vital agreement that this market expansion contributed to the impacts regarding the economic dependence of non-Chinese tourists (eco3_dnc) in the provinces than those without tourism incomes.

5.2.5.1.8 Average monthly income

The study found no statistically significant difference among residents with different average monthly incomes towards their perceptions and attitudes of economic benefits (eco1_bnf). Whilst there were significant differences found in their perceptions and

attitudes towards economic competitions (eco2_cpt) and economic dependence on non-Chinese tourists (eco3_dnc).

Residents with average monthly incomes between ฿ 20,001 - ฿ 30,000⁴ perceived a higher degree of economic competition impacts from this market expansion (eco2_cpt) than those who earn no income¹. In the meantime, residents who earned average monthly income between ฿ 20,001 - ฿ 30,000⁴ indicated higher agreement that this market expansion contributed to the impacts of economic dependence on non-Chinese tourists (eco3_dnc) than those who earned between ฿10,001 - ฿20,000³.

5.2.5.1.9 English communication skills

Thereafter, there were no significant differences in perceptions and attitudes towards economic benefits (eco1_bnf) and economic dependence of non-Chinese tourists (eco3_dnc) between residents with English communication skills and those who do not. However, there was a significant difference in perceptions and attitudes to economic competition impacts (eco2_cpt).

The study found that residents who able to communicate in English more agreed that the expansion of the Chinese inbound tourism market in Phuket contributed to the impact of economic competition (eco2_cpt) rather than those who had no English communication skills.

5.2.5.1.10 Chinese communication skills

After that, the study found that residents with Chinese communication skills and those without it were no significant differences in their perceptions and attitudes towards economic benefits (eco1_bnf), economic competition (eco2_cpt), and economic dependence on non-Chinese tourists (eco3_dnc) regarding the market expansion of the Chinese inbound tourism market.

5.2.5.1.11 Thai citizens with ethnic Chinese ancestry

Likewise, the study found that Thai citizens with ethnic Chinese ancestry and non-Thai-Chinese residents were no significant differences in perceptions and attitudes towards economic impacts as the following economic benefits (eco1_bnf, economic competition (eco2_cpt), and economic dependence on non-Chinese tourists (eco3_dnc).

5.2.5.1.12 *Native residents*

Therewith, native and nonnative residents no statistically significant difference in their perceptions and attitudes towards economic impacts as present economic benefits (eco1_bnf), economic competition (eco2_cpt), and economic dependence on non-Chinese tourists (eco3_dnc).

5.2.5.1.13 *Length of residence*

Residents with different residence lengths presented no significant differences in their perceptions and attitudes towards the impacts of economic benefits (eco1_bnf) and economic dependence on non-Chinese tourists (eco3_dnc). Nonetheless, they were significant difference in terms of the perceived economic competitions (eco2_cpt).

Residents living in Phuket for longer than 20 years⁵ had perceived a more substantial degree than those permanently living within the past 5 years¹ regarding this market expansion affects economic competition (eco2_cpt) in the province.

5.2.5.1.14 *District of residence*

In the view of residence areas, the study found that residents living in different districts exhibited perceptions and attitudes were no significant difference towards the impacts of economic benefits (eco1_bnf) and economic dependence on non-Chinese tourists (eco3_dnc). In contrast, they perceived economic competitions (eco2_cpt) significantly different.

Residents living in Kathu District² perceived economic competitions (eco2_cpt) significantly different from those in Mueang Phuket District¹. Since Kathu's residents² stronger agreed the market expansion contributed to economic competition impacts (eco2_cpt) in the province rather than residents of Mueang Phuket District¹.

5.2.5.1.15 *Residence in the tourist area*

However, the study found that residents living in tourism areas and non-residents in tourism areas had no significant differences in their perceptions and attitudes towards economic impacts. There were economic benefits (eco1_bnf), economic competition (eco2_cpt), and economic dependence on non-Chinese tourists (eco3_dnc) regarding the market expansion of the Chinese inbound tourism market.

5.2.5.1.16 Contact/ interaction/ social relationship experience with Chinese people in Phuket Province

Furthermore, respondents who had experience interacted with Chinese people in the province and those who never exhibited their perceptions and attitudes no significant differences towards economic benefits (eco1_bnf) and economic dependence on non-Chinese tourists (eco3_dnc). Nonetheless, they were substantial differences in perceived economic competition impact (eco2_cpt).

Residents with interacting experiences showed higher terms that market expansion impacted economic competition in Phuket (eco2_cpt) than those without experience.

5.2.5.1.17 Social relationship as a relative

Residents who have Chinese relatives and those without Chinese relatives exhibited their perceptions and attitudes no significant difference towards the impacts of economic benefits (eco1_bnf), economic competition (eco2_cpt), and economic dependence on non-Chinese tourists (eco3_dnc) regarding the market expansion of the Chinese inbound tourism in Phuket.

5.2.5.1.18 Social relationship as a spouse/ couple/ girlfriend/ boyfriend

Besides, residents who have social relationships with Chinese people as a spouse(s)/couple(s)/boyfriend(s)/girlfriend(s) and those who do not. They exhibited perceptions and attitudes were no significant difference towards the impacts of economic benefits (eco1_bnf), economic competition (eco2_cpt), and economic dependence on non-Chinese tourists (eco3_dnc) regarding the market expansion of the Chinese inbound tourism in Phuket.

5.2.5.1.19 Social relationship as a friend/ colleague

Moreover, residents who have social relationships with Chinese people as a friend(s)/colleague(s) and those who do not. They exhibited perceptions and attitudes were no significant difference towards the impacts of economic benefits (eco1_bnf), economic competition (eco2_cpt), and economic dependence on non-Chinese tourists (eco3_dnc) regarding the market expansion of the Chinese inbound tourism in Phuket.

5.2.5.1.20 Social relationship as a customer

In the meantime, residents who have social relationships with Chinese people as a customer and those who do not. They exhibited perceptions and attitudes were no

significant difference in the impacts of economic benefits (eco1_bnf) and economic dependence on non-Chinese tourists (eco3_dnc) regarding the market expansion of the Chinese inbound tourism in Phuket. However, they were significantly different in perceptions and attitudes of economic competition (eco2_cpt).

Residents who have social ties with Chinese customers showed higher agreements than those not dealing with Chinese clients, where the expansion of the Chinese inbound tourism market in Phuket had caused the impacts of economic competition (eco2_cpt) in the province.

5.2.5.2 Testing hypothesis 2

Hypothesis 2: *Socio-demographic characteristics influence residents' perceptions and attitudes of socio-cultural impacts significantly differences.*

Table 5.11 Summary of socio-demographic characteristics and the differences in residents' perceptions and attitudes of socio-cultural impacts regarding the market expansion of the Chinese inbound tourism in Phuket Province

Socio-demographic characteristics	Socio-cultural impacts/ <i>p</i> -value			
	soc1 _exc	soc2 _cls	soc3 _atr	soc4 _icd
Gender	-	-	-	-
Age group	.006**	-	-	-
Marital status	.000**	-	-	-
Education level	-	-	-	-
Occupation	.032*	-	.021*	-
Occupation directly related to Chinese inbound tourism	-	-	.007**	.005**
A proportion of the monthly income earned from tourism	-	-	.017*	.000**
Average monthly income	-	-	.000**	-
English communication skills	-	-	.000**	-
Chinese communication skills	-	-	-	-
Thai citizens with ethnic Chinese ancestry	-	.009**	-	-
Native residents	-	.001**	-	-

Table 5.11 Continued

	Socio-cultural impacts/ <i>p</i> -value			
	soc1 _exc	soc2 _cls	soc3 _atr	soc4 _icd
Socio-demographic characteristics				
Length of residence	-	.035*	.000**	-
District of residence	-	-	.036*	-
Residence in the tourist area	-	-	-	-
Contact/ interaction experience with Chinese people	-	-	.009**	-
Social relationship as a relative	-	-	-	-
Social relationship as a spouse/ couple/ girlfriend/ boyfriend	-	-	-	-
Social relationship as a friend/ colleague	-	-	-	-
Social relationship as a customer	-	-	-	-

* $p < .05$; ** $p < .01$.

5.2.5.2.1 Gender

The study found no statistically significant differences among residents' gender towards their perceptions and attitudes of socio-cultural impacts. Since males and females showed fair access in perceived socio-cultural exchanges (soc1_exc, socio-cultural clashes (soc2_cls), socio-cultural alterations (soc3_atr, and socio-cultural incidents (soc4_icd).

5.2.5.2.2 Age group

The results showed that residents of different age groups exhibited their perceptions and attitudes were no statistically significant differences towards three socio-cultural impacts. There were socio-cultural clashes (soc2_cls), cultural alteration (soc3_atr), and socio-cultural incidents (soc4_icd). In opposite, they were significantly different regarding the impacts of socio-cultural exchanges (soc1_exc).

The study found that residents between the ages of 31 and 40² had perceived a more substantial degree than those aged between 20 to 30 years old¹ regarding socio-cultural exchanges (soc1_exc).

5.2.5.2.3 Marital status

Residents of different marital status had no significant differences in perceptions and attitudes on the three socio-cultural impacts include socio-cultural clashes (soc2_cls), socio-cultural alterations (soc3_atr), and socio-cultural incidents (soc4_icd). In contrast, they were significant differences towards socio-cultural exchange impacts (soc1_exc).

The study found that married residents² perceived stronger degrees than those single¹ and those who were widowed/divorced/separated³ regarding socio-cultural exchanges (soc1_exc) impacts from this market expansion.

5.2.5.2.4 Education level

The findings showed that residents with different education levels exposed perceptions and attitudes towards socio-cultural impacts no significantly different. They showed fair access socio-cultural exchanges (soc1_exc), socio-cultural clashes (soc2_cls), socio-cultural alterations (soc3_atr), and socio-cultural incidents (soc4_icd).

5.2.5.2.5 Occupation

However, concerning the influence of residents with different occupations, analysis outputs indicated that their perceptions and attitudes of social-cultural clashes (soc2_cls) and socio-cultural incidents (soc4_icd) affected no significantly different. In opposite, the study found that they exhibited perceptions and attitudes significantly different towards impacts of socio-cultural exchanges (soc1_exc) and socio-cultural alterations (soc3_atr).

Residents who work as government employees/state enterprises¹, freelance workers⁴, company employees², business owners³, and students⁶ perceived more vigorous socio-cultural exchanges (soc1_exc) effects contributed from this market expansion than those unemployed/looking for work⁷. Besides, analysis results also revealed that residents who are residents unemployed/looking for work⁷ and those company employees² exhibited more substantial perceived effects regarding socio-cultural alterations (soc3_atr) consequences from this market expansion rather than students⁶.

5.2.5.2.6 Occupation directly related to the Chinese inbound tourism market in Phuket Province

After that, compare the perceived socio-cultural impacts between respondents who had occupations directly related to the Chinese inbound tourism market in the

province and those who do not. The study found no significant differences in their perceptions and attitudes of socio-cultural exchanges (soc1_exc) and socio-cultural clashes (soc2_cls). On the other hand, there were significant differences in their perceptions and attitudes towards impacts of socio-cultural alterations (soc3_atr) and socio-cultural incidents (soc4_icd).

Residents working in this market exhibited prominent agreement rather than those whose occupations were non-directly involved. In matter of the expansion of this market contributed to socio-cultural alterations (soc3_atr) in the province. In contrast, market workers agreed less than those non-directly workers. Citing market expansion has contributed to social and cultural incidents (soc4_icd) in the province.

5.2.5.2.7 A proportion of the monthly income earned from tourism

There were no significant differences between residents with a proportion of the monthly income earned from tourism and those without it concerning their perceptions and attitudes of socio-cultural exchange (soc1_exc) and socio-cultural clashes (soc2_cls). On the other hand, they had significantly different perceptions and attitudes towards the impacts regarding the socio-cultural changes (soc3_atr) and socio-cultural incidents (soc4_icd).

Residents with a ratio of income from tourism stronger agreed than those who earned no income from tourism. Concerning the expansion of the Chinese inbound tourism market in Phuket contributed to socio-cultural alterations (soc3_atr). In contrast, those with a proportion of income from tourism agreed less compared to those without tourism income. Regarding the market's expansion contributed to socio-cultural incidents (soc4_icd) in the province.

5.2.5.2.8 Average monthly income

Onward, the study found no statistically significant difference among residents with different average monthly incomes towards their perceptions and attitudes of socio-cultural exchanges (soc1_exc), socio-cultural clashes (soc2_cls), and socio-cultural incidents. Whilst there were significant differences found in their perceptions and attitudes towards socio-cultural alterations (soc3_atr).

According to residents with average monthly incomes over B 40,000⁶, between 30,001 - B 40,000⁵, and B 20,001 - B 30,000⁴, B 10,001 - B 20,000³ perceived a higher degree of socio-cultural alterations impacts (soc3_atr) from this market expansion than those no

income¹, respectively. Besides, the study had shown that residents were earning more than 40,000⁶ baht and those who make between ฿ 20,001 - ฿ 30,000⁴ also perceive the impact of socio-cultural alterations impacts (soc3_atr) from this market expansion more than those with an average income of ฿ 10,001 - ฿ 20,000³.

5.2.5.2.9 English communication skills

Moreover, results revealed no statistically significant differences in perceptions and attitudes towards socio-cultural exchanges (soc1_exc), socio-cultural clashes (soc2_cls), and socio-cultural incidents (soc4_icd) between residents who had English communication skills and those who do not. On the other side, they significantly different perceptions and attitudes of socio-cultural alterations (soc3_atr).

Residents who can communicate in English higher agreed than those who mentioned that they have no skills. Concerning the expansion of the Chinese inbound tourism market in the province contributed to the impact of socio-cultural alterations (soc3_atr) in the area.

5.2.5.2.10 Chinese communication skills

Onward, residents with Chinese communication skills and those without this skill were no significant differences in their perceptions and attitudes towards socio-cultural impacts. According to the fair access on socio-cultural exchanges (soc1_exc), socio-cultural clashes (soc2_cls), socio-cultural changes (soc3_atr), and socio-cultural incidents (soc4_icd).

5.2.5.2.11 Thai citizens with ethnic Chinese ancestry

The analysis found that there were no significant differences in the perceptions and attitudes towards the impact of socio-cultural exchanges (soc1_exc), socio-cultural alterations (soc3_atr), and socio-cultural incidents (soc4_icd) between Thai citizens with ethnic Chinese ancestry and non-Thai-Chinese residents. Another side was a statistically significant difference found in their perceptions and attitudes of socio-cultural clashes (soc2_cls).

The results indicated that Thai-Chinese residents exhibited lower agreed than those who are not Thai with Chinese ethnic. Concerning the expansion of the Chinese inbound tourism market in Phuket contributed to the impacts of socio-cultural clashes (soc2_cls).

5.2.5.2.12 Native residents

Native and non-native residents had no significant differences in their perceptions and attitudes towards socio-cultural exchanges (soc1_exc), socio-cultural changes (soc3_atr), and socio-cultural incidents (soc4_icd). On the other hand, a significant difference in the perceptions and attitudes of socio-cultural clashes (soc2_cls).

The results of the study indicated that native residents agreed less than non-native residents. Regarding the expansion of the Chinese inbound tourism market in Phuket has contributed to the impact of socio-cultural clashes (soc2_cls).

5.2.5.2.13 Length of residence

Residents of different lengths of residence showed no significant differences in perceptions and attitudes towards socio-cultural exchanges (soc1_exc) and the impact of socio-cultural incidents (soc4_icd). However, the study found that their perceptions and attitudes towards socio-cultural clashes (soc2_cls) and socio-cultural alterations (soc3_atr) were significantly different.

The analysis results revealed that residents a length of stay in Phuket Province between 11 to 15³ years perceived socio-cultural clashes (soc2_cls) regarding this market expansion higher degrees than those whose residence a length longer than 20 years⁵. Further, residents with lengths of stay over 20 years⁵ and those between 6 - 10 years² perceived socio-cultural alterations (soc3_atr) more than those who permanently live within the past 5 years¹.

5.2.5.2.14 District of residence

Residents living in different districts were not significantly different perceptions and attitudes towards socio-cultural exchanges (soc1_exc), socio-cultural clashes (soc2_cls), and socio-cultural incidents (soc4_icd). On the other hand, their perceptions and attitudes were significantly different towards socio-cultural alterations (soc3_atr).

The study found that residents living in Thalang District³ perceived socio-cultural alterations impact (soc3_atr) significantly stronger than those in Mueang Phuket District¹.

5.2.5.1.15 Residence in the tourist area

Thereafter, the study found no significant differences in perceptions and attitudes on socio-cultural impacts between residents living in tourism areas and non-residents in

tourism areas. When they fair access on socio-cultural exchanges (soc1_exc), socio-cultural clashes (soc2_cls), socio-cultural alterations (soc3_atr), and socio-cultural incidents (soc4_icd).

5.2.5.2.16 Contact/ interaction/ social relationship experience with Chinese people in Phuket Province

The result showed no significant differences between residents who had interacted with Chinese people and those who never, in terms of their perceptions and attitudes towards the impacts of socio-cultural exchanges (soc1_exc), socio-cultural clashes (soc2_cls), and socio-cultural incidents (soc4_icd). However, there was a significant difference regarding socio-cultural alterations (soc3_atr).

Respondents who had interaction experiences higher agreed than those who have no interaction experiences. Concerning the expansion of the Chinese inbound tourism market in Phuket contributed to the impact of socio-cultural alterations (soc3_atr) in the province.

5.2.5.2.17 Social relationship as a relative

The study found that residents with Chinese relatives and those without Chinese relatives had no significant differences in perceptions and attitudes of social and cultural impacts. When the study found residents exhibited fair access socio-cultural exchanges (soc1_exc), socio-cultural clashes (soc2_cls), socio-cultural alterations (soc3_atr), and socio-cultural incidents (soc4_icd).

5.2.5.2.18 Social relationship as a spouse/ couple/ girlfriend/ boyfriend

Besides, residents who have social relationships with Chinese people as a spouse(s)/couple(s)/boyfriend(s)/girlfriend(s) and those who do not. They exhibited perceptions and attitudes were no significant difference towards socio-cultural impacts. Since the study found they exhibited fair access on socio-cultural exchanges (soc1_exc), socio-cultural clashes (soc2_cls), socio-cultural alterations (soc3_atr), and socio-cultural incidents (soc4_icd) regarding the market expansion of the Chinese inbound tourism in Phuket.

5.2.5.2.19 Social relationship as a friend/ colleague

Moreover, residents who have social relationships with Chinese people as a friend(s)/colleague(s) and those who do not. They exhibited perceptions and attitudes were no significant difference towards socio-cultural impacts. When the study found they exhibited fair access on socio-cultural exchanges (soc1_exc), socio-cultural clashes (soc2_cls), socio-cultural

alterations (soc3_atr), and socio-cultural incidents (soc4_icd) regarding the market expansion of the Chinese inbound tourism in Phuket.

5.2.5.2.20 Social relationship as customer

This is the comparison between residents who have social relationships with Chinese people as customers and those who do not. The study found that they exhibited perceptions and attitudes were no significant difference towards the impacts of socio-cultural exchanges (soc1_exc), socio-cultural clashes (soc2_cls), and socio-cultural incidents (soc4_icd) regarding the market expansion of the Chinese inbound tourism in Phuket. However, they were significantly different in perceptions and attitudes of socio-cultural alterations (soc3_atr).

Residents who have social interactions with Chinese customers revealed more substantial agreements than those who have no social ties with Chinese clients. Concerning the expansion of the Chinese inbound tourism market in Phuket had caused the impacts of socio-cultural alterations (soc3_atr) in the province.

5.2.5.3 Testing hypothesis 3

Hypothesis 3: *Socio-demographic characteristics influence residents' perceptions and attitudes of environment impacts significantly differences*

Table 5.12 Summary of socio-demographic characteristics and the differences in residents' perceptions and attitudes of environmental impacts regarding the market expansion of the Chinese inbound tourism in Phuket Province

Socio-demographic characteristics	Environmental impacts/ <i>p</i> -value	
	env1_iss	env2_ipm
Gender	-	-
Age group	-	-
Marital status	-	-
Education level	-	-
Occupation	-	-
Occupation directly related to Chinese inbound tourism	-	.048*
A proportion of the monthly income earned from tourism	-	-
Average monthly income	-	-

Table 5.12 Continued

Socio-demographic characteristics	Environmental impacts/ <i>p</i> -value	
	env1_iss	env2_ipm
English communication skills	-	-
Chinese communication skills	-	.023*
Thai citizens with ethnic Chinese ancestry	-	-
Native residents	-	-
Length of residence	.036*	-
District of residence	-	-
Residence in the tourist area	-	-
Contact/ interaction experience with Chinese people	-	-
Social relationship as a relative	-	-
Social relationship as a spouse/ couple/ girlfriend/ boyfriend	-	-
Social relationship as a friend/ colleague	-	-
Social relationship as a customer	-	-

* $p < .05$; ** $p < .01$.

5.2.5.3.1 Gender

The study found males and females had no significant differences in perceptions and attitudes towards environmental issues (env1_iss) and environmental improvements (env2_ipm) regarding the market expansion of the Chinese inbound tourism in Phuket Province.

5.2.5.3.2 Age group

The findings found no statistically significant difference among residents in different age groups concerning their perceptions and attitudes towards the impacts of environmental issues (env1_iss) and environmental improvements (env2_ipm) regarding the expansion of the Chinese inbound tourism market in Phuket.

5.2.5.3.3 Marital status

After that, the study results showed that residents of different marital statuses had no significant difference in their perceptions and attitudes towards the impacts of

environmental issues (env1_iss) and environmental improvements (env2_ipm) regarding the expansion of the Chinese inbound tourism market in Phuket.

5.2.5.3.4 Education level

Thereafter, residents of different educational levels were no significant differences in their perceptions and attitudes towards the impacts of environmental issues (env1_iss) and environmental improvements (env2_ipm) regarding the expansion of the Chinese inbound tourism market in Phuket.

5.2.5.3.5 Occupation

Furthermore, the analysis outputs revealed residents with different occupations were no significant differences in their perceptions and attitudes towards the impacts of environmental issues (env1_iss) and environmental improvements (env2_ipm) regarding the expansion of the Chinese inbound tourism market in Phuket.

5.2.5.3.6 Occupation directly related to the Chinese inbound tourism market in Phuket Province

Residents whose occupations directly related to the Chinese inbound tourism market and those who work non-directly had no significant differences in perceptions and attitudes towards environmental issues (env1_iss). On the other side, there were significant differences in the perceived impacts of environmental improvements (env2_ipm) regarding this market expansion.

The statistical results suggested that residents who work in this market stronger agreed more than those whose occupational non-directly related. Concerning this market expansion of the Chinese inbound tourism has contributed to the environmental improvement (env2_ipm) in Phuket.

5.2.5.3.7 A proportion of the monthly income earned from tourism

Thereafter, the study found no statistically significant differences in the perceptions and attitudes of environmental issues (env1_iss) and environmental improvements (env2_ipm) between residents who earn the percentage of monthly income from tourism and those without it.

5.2.5.3.8 Average monthly income

Moreover, evidence-based statistical resultants pointed out that residents with different average monthly incomes were no significant differences in their perceptions and attitudes towards the impacts of environmental issues (env1_iss) and environmental improvements (env2_ipm) regarding the expansion of the Chinese inbound tourism market.

5.2.5.3.9 English communication skills

Likewise, results revealed no statistically significant differences found in the perceptions and attitudes towards the impacts of environmental issues (env1_iss) and environmental improvements (env2_ipm) regarding this market expansion between residents who can communicate in English and those no this capability.

5.2.5.3.10 Chinese communication skills

Besides, results also indicated no significant differences in the perceptions and attitudes towards the impacts of environmental issues (env1_iss) regarding this market expansion between residents who can communicate in Chinese and those no this capability. However, contrary to the perceived environmental improvement (env2_ipm) since they were significantly different.

Residents with Chinese communication skills more prominent agreed that this expansion of the Chinese inbound tourism market contributed to environmental improvements (env2_ipm) in the province than those who have no communication skills in Chinese.

5.2.5.3.11 Thai citizens with ethnic Chinese ancestry

Onwards, there were no significant differences in the perceptions and attitudes towards the impacts of environmental issues (env1_iss) and environmental improvements (env2_ipm) regarding this market expansion between Thai-Chinese residents and those non-Thai-Chinese.

5.2.5.3.12 Native residents

Afterward, there were no significant differences in the perceptions and attitudes towards the impacts of environmental issues (env1_iss) and environmental improvements (env2_ipm) regarding this market expansion between native and non-native residents.

5.2.5.3.13 Length of residence

Besides, residents of different lengths of stay exposed perceptions and attitudes towards the impacts of environmental improvements (env2_ipm) regarding this market expansion no significantly different. However, their perceptions and attitudes of environmental issues (env1_iss) showed significant differences.

Residents with lengths of stay in Phuket between 6 to 10 years perceived the impacts of environmental issues regarding the market expansion of the Chinese inbound tourism market in the province more substantially than those permanently residing within the past 5 years.

5.2.5.3.14 District of residence

The findings indicated that residents of different residential districts also exhibited perceptions and attitudes towards the impacts of environmental issues (env1_iss) and environmental improvements (env2_ipm) regarding this market expansion, not significant differences.

5.2.5.3.15 Residence in the tourist area

The findings indicated that residents of different residential districts also exhibited perceptions and attitudes towards the impacts of environmental issues (env1_iss) and environmental improvements (env2_ipm) regarding this market expansion, not significantly different.

5.2.5.3.16 Contact/ interaction/ social relationship experience with Chinese people in Phuket Province

However, there were no significant differences in the perceptions and attitudes towards the impacts of environmental issues (env1_iss) and environmental improvements (env2_ipm) regarding this market expansion between residents who had experience interacting with Chinese people in the province and those who never.

5.2.5.3.17 Social relationship as a relative

Furthermore, there were no significant differences in the perceptions and attitudes towards the impacts of environmental issues (env1_iss) and environmental improvements (env2_ipm) regarding this market expansion between residents who have Chinese relatives and those without Chinese relatives.

5.2.5.3.18 Social relationship as a spouse/ couple/ girlfriend/ boyfriend

Moreover, there were no significant differences in the perceptions and attitudes towards the impacts of environmental issues (env1_iss) and environmental improvements (env2_ipm) regarding this market expansion between residents who have social relationships with Chinese people as a spouse(s)/couple(s)/ boyfriend(s)/girlfriend(s) and those who do not.

5.2.5.3.19 Social relationship as a friend/ colleague

Additionally, there were no significant differences in the perceptions and attitudes towards the impacts of environmental issues (env1_iss) and environmental improvements (env2_ipm) regarding this market expansion between respondents who have social relationships with Chinese people as a friend(s)/colleague(s) and those who do not.

5.2.5.3.20 Social relationship as a customer

Lastly, there were no significant differences in the perceptions and attitudes towards the impacts of environmental issues (env1_iss) and environmental improvements (env2_ipm) regarding this market expansion between respondents who interacted with Chinese customers and those who have no this experience.

5.2.5.4 Summary of testing hypothesis 1, hypothesis 2, and hypothesis 3

Table 5.13 present the summary of testing hypothesis 1, hypothesis 2, and hypothesis 3. It concerns 20 socio-demographic characteristic variables and the differences in residents' perceptions and attitudes towards three main impacts variables (economic (eco), socio-cultural (soc), and environmental (env)) also two overall perceptions and attitudes variables (overall perceptions of impacts (ova_at1) and overall attitudes of support (ova_at2)) regarding the market expansion of the Chinese inbound tourism in Phuket Province.

In brief, the study found 16 socio-demographic characteristic variables influence residents' perceptions and attitudes towards this market expansion significantly differences. There were age group, marital status, education level, occupation, average monthly income, occupation directly related to the Chinese inbound tourism market in Phuket Province, a proportion of the monthly income earned from tourism, English communication skills, Chinese communication skills, Thai citizens with ethnic Chinese ancestry, native residents, district of residence, length of residence, contact/interaction experience with Chinese people in Phuket Province, social

relationship as a friend/ colleague, and social relationship as a customer. In contrast, the 4 other variables were not influenced residents' perceptions and attitudes towards this market expansion significantly differently. There were gender, residence in the tourist area, social relationship as a relative, and social relationship as a spouse/ couple/ girlfriend/ boyfriend.

Onward, further details regarding the differences in residents' perceptions and attitudes towards the Chinese inbound tourism market expansion in Phuket Province are well described in the following passages below.

Table 5.13 Summary of socio-demographic characteristics and the differences in residents' perceptions and attitudes regarding the market expansion of Chinese inbound tourism in Phuket Province

Socio-demographic characteristics	Economic impacts (eco), Socio-cultural impacts (soc), Environmental impacts (env), Overall perceptions of impacts (ova_at1), Overall attitudes of support (ova_at2)/ <i>p</i> -values										
	eco1	eco2	eco3	soc1	soc2	soc3	soc4	env1	env2	ova	ova
	_bnf	_cpt	_dnc	_exc	_cls	_atr	_icd	_iss	_ipm	_at1	_at2
Gender	-	-	-	-	-	-	-	-	-	-	-
Age group	-	-	-	.006**	-	-	-	-	-	-	.007**
Marital status	-	-	-	.000**	-	-	-	-	-	-	.000**
Education level	-	-	-	-	-	-	-	-	-	.027*	-
Occupation	-	.003**	.027*	.032*	-	.021*	-	-	-	-	.000**
Occupation directly related to the Chinese inbound tourism market	.013*	-	-	-	-	.007**	.005**	-	.048*	.003**	.000**
A proportion of the monthly income earned from tourism	-	.003**	.046*	-	-	.017*	.000**	-	-	-	.000**
Average monthly income	-	.011*	.007**	-	-	.000**	-	-	-	-	.019*
English communication skills	-	.001**	-	-	-	.000**	-	-	-	-	-
Chinese communication skills	-	-	-	-	-	-	-	-	.023*	-	-

Table 5.13 Continued

	Economic impacts (eco), Socio-cultural impacts (soc), Environmental impacts (env), Overall perceptions of impacts (ova_at1), Overall attitudes of support (ova_at2)/ <i>p</i> -values										
	eco1	eco2	eco3	soc1	soc2	soc3	soc4	env1	env2	ova	ova
Socio-demographic characteristics	_bnf	_cpt	_dnc	_exc	_cls	_atr	_icd	_iss	_ipm	_at1	_at2
Thai citizens with ethnic Chinese ancestry	-	-	-	-	.009**	-	-	-	-	.020*	-
Native residents	-	-	-	-	.001**	-	-	-	-	-	-
Length of residence	-	.016*	-	-	.035*	.000**	-	.036*	-	-	-
District of residence	-	.031*	-	-	-	.036*	-	-	-	.045*	.003**
Residence in the tourist area	-	-	-	-	-	-	-	-	-	-	-
Contact/ interaction experience with Chinese people	-	.008**	-	-	-	.009**	-	-	-	-	-
Social relationship as a relative	-	-	-	-	-	-	-	-	-	-	-
Social relationship as a spouse/ couple/ girlfriend/ boyfriend.	-	-	-	-	-	-	-	-	-	-	-
Social relationship as a friend/ colleague	-	-	-	-	-	-	-	-	-	.043*	-
Social relationship as a customer	-	.001**	-	-	-	.011*	-	-	-	-	.013*

5.2.5.4.1 Summary of testing hypothesis 1

Hypothesis 1: *Socio-demographic characteristics influence residents' perceptions and attitudes of economic impacts significantly differences.*

The testing of hypothesis 1: socio-demographic characteristics influence residents' perceptions and attitudes of economic impacts significantly differences were partially valid and accepted. According to this study found 9 socio-demographic characteristic variables from 20 variables influence residents' perceptions and attitudes towards economic impacts regarding this market expansion significantly differences. There were occupation, average monthly income, occupation directly related to this Chinese inbound tourism market, a proportion of monthly income earned from tourism, English communication skills, district of residence, length of residence, contact/interaction experience with Chinese people in Phuket Province, and social relationship with Chinese people as a customer (see Table 5.13).

The study found that only residents who had occupations directly related to the Chinese inbound tourism market in Phuket and those who had careers non-directly significantly differed in their perceptions and attitudes of economic benefits (eco1_bnf). As residents working in this market had more clearly recognized that the market expansion generates economic benefits (eco1_bnf) for the province and its residents, rather than those whose occupations were non-directly involved in the market.

Onward, residents with different occupations exhibited perceptions and attitudes significantly different towards impacts of economic competitions (eco2_cpt) and economic dependence on non-Chinese tourists (eco3_dnc). Since residents with unemployed or looking for work⁷ and business owners³ perceived a higher degree of economic competition (eco2_cpt) effects contributed from this market expansion than students⁶. Moreover, analysis results also revealed that residents who are business owners³ exhibited more substantial agreement that this market expansion contributed to the impacts of economic dependence on non-Chinese tourists (eco3_dnc) rather than those who unemployed or looking for work⁷.

Likewise, residents with a proportion of the monthly income earned from the tourism industry and those without it also exhibited significant differences in their perceptions and attitudes of economic competition (eco2_cpt) and economic dependence on non-Chinese tourists (eco3_dnc). Residents who had percentages of the monthly income from tourism

perceived a more substantial level of economic competition impacts (eco2_cpt) regarding this market expansion than those who do not earn any income from tourism. Onwards, they also exhibited a more vital agreement that this market expansion contributed to the impacts concerning the economic dependence of non-Chinese tourists (eco3_dnc) in the provinces than those without tourism incomes. Furthermore, residents with average monthly incomes between ฿ 20,001 - ฿ 30,000⁴ perceived a higher degree of economic competition impacts (eco2_cpt) than those who earn no income¹. In the meantime, residents who earned average monthly income between ฿ 20,001 - ฿ 30,000⁴ indicated higher agreement that this market expansion contributed to the impacts of economic dependence on non-Chinese tourists (eco3_dnc) than those who earned between ฿10,001 - ฿20,000³.

Likewise, residents of different districts showed significantly different perceptions and attitudes toward competition economic impacts (eco2_cpt). According to Kathu's residents² perceived more considerable economic competition impacts (eco2_cpt) rather than residents of Mueang Phuket District¹. Similarity, residents living in Phuket for longer than 20 years⁵ had perceived a more substantial degree than those permanently living within the past 5 years¹ regarding this market expansion affects economic competition (eco2_cpt) in the province.

Thereafter, the study results revealed that residents who can communicate in English more significantly recognized the impact of economic competition (eco2_cpt) rather than those who had no English communication skills. Furthermore, residents who had experience interacted with Chinese people in the province showed higher terms that market expansion impacted economic competition in Phuket (eco2_cpt) than those without experience. Apart from that, residents who have social relationships with Chinese people as customers more recognized the impacts of economic competition (eco2_cpt) in the province that contributed by the expansion of the Chinese inbound tourism market rather than those not dealing with Chinese clients.

5.2.5.4.2 Summary of testing hypothesis 2

Hypothesis 2: *Socio-demographic characteristics influence residents' perceptions and attitudes of socio-cultural impacts significantly differences.*

The testing of hypothesis 2: socio-demographic characteristics influence residents' perceptions and attitudes of socio-cultural impacts significantly differences

were partially valid and accepted. According to this study found 13 socio-demographic characteristic variables from 20 variables influence residents' perceptions and attitudes of socio-cultural impacts regarding this market expansion significantly differences. There were age group, marital status, occupation, average monthly income, occupation directly related to this Chinese inbound tourism market, a proportion of monthly income earned from the tourism industry, English communication skills, Thai citizens with ethnic Chinese ancestry, native residents, district of residence, length of residence, contact/interaction experience with Chinese people in Phuket Province, and social relationship with Chinese people as a customer (see Table 5.13).

The analysis results indicated that residents of different age groups exhibited their perceptions and attitudes towards the impacts of socio-cultural exchanges (soc1_exc) regarding the Chinese inbound tourism market were statistically significant differences. Residents between the ages of 31 and 40² had perceived a more substantial degree regarding socio-cultural exchanges consequences (soc1_exc) than those aged between 20 to 30 years old¹. Likewise, residents with different marital statuses also had perceptions and attitudes that were significant differences towards socio-cultural exchange impacts (soc1_exc). Married residents² perceived social and cultural exchange (soc1_exc) consequences from this market expansion more considerably rather than singles¹ and those widowed/divorced/separated³. Apart from that, residents who work as government employees/ state enterprises¹, freelance workers⁴, company employees², business owners³, and students⁶ perceived more vigorous socio-cultural exchanges (soc1_exc) effects than those unemployed/ looking for work⁷.

Moreover, analysis results also revealed that residents who are unemployed/looking for work⁷ and those company employees² exhibited more substantial perceived effects regarding socio-cultural alterations (soc3_atr) consequences from this market expansion rather than students⁶. Onward, residents with average monthly incomes over ฿40,000⁶, between ฿30,001 - ฿40,000⁵, and ฿20,001 - ฿30,000⁴, ฿10,001 - ฿20,000³ perceived a higher degree of socio-cultural alterations impacts (soc3_atr) than those no income¹, respectively. Besides, the study had shown that residents were earning more than 40,000⁶ baht and those who make between ฿20,001 - ฿30,000⁴ also perceive the impact of socio-cultural alterations impacts (soc3_atr) from this market expansion more than those with an average income of ฿10,001 - ฿20,000³. Similarly, residents who can communicate in English more recognized the impact of

socio-cultural alterations (soc3_atr) than those with no English communication capability. Meanwhile, residents living in Thalang District³ perceived socio-cultural alterations impact (soc3_atr) significantly stronger than those in Mueang Phuket District¹. Furthermore, residents who had interaction/ social relationship experiences with Chinese people in Phuket perceived more significantly socio-cultural alterations (soc3_atr) effects than those who had no experiences. Besides that, residents who have interaction/ social relationships with Chinese as customers revealed more substantial perceptions of socio-cultural alterations (soc3_atr) regarding this market expansion than those with no social ties with Chinese clients.

Also, residents who had occupations directly related to the Chinese inbound tourism market in Phuket exhibited prominent perceptions of socio-cultural alterations (soc3_atr) rather than those whose occupations were non-directly involved. In the meantime, residents who work in this market agreed less than those non-directly workers regarding this market expansion has contributed to social and cultural incidents (soc4_icd) in the province. Likewise, the study also found that residents with tourism income ratios perceived more severe effects of socio-cultural changes (soc3_atr) than those without tourism income. Meanwhile, those with a proportion of income from tourism agreed less compared to those without tourism income. Regarding the market's expansion contributed to socio-cultural incidents (soc4_icd) in the province.

Further, residents with lengths of stay over 20 years⁵ and those between 6 - 10 years² perceived socio-cultural alterations (soc3_atr) more than those who permanently live within the past 5 years¹. Besides, residents a length of stay in Phuket Province between 11 to 15³ years perceived socio-cultural clashes (soc2_cls) regarding this market expansion higher degrees than those whose residence a length longer than 20 years⁵. Onward, the study indicated that native residents recognized socio-cultural clashes (soc2_cls) less than non-native residents. Apart from that, the study also found that Thai citizens with ethnic Chinese ancestry residents perceived a smaller scale of socio-cultural clashes (soc2_cls) the expansion of the Chinese inbound tourism market in Phuket than those who are not Thai with Chinese ethnic.

5.2.5.4.3 Summary of testing hypothesis 3

Hypothesis 3: *Socio-demographic characteristics influence residents' perceptions and attitudes of environmental impacts significantly differences.*

The testing of hypothesis 3: socio-demographic characteristics influence residents' perceptions and attitudes of environmental impacts significantly differences were partially valid and accepted. According to this study found 3 socio-demographic characteristic variables influence residents' perceptions and attitudes of environmental impacts regarding this market expansion significantly differences. There were occupation directly related to this Chinese inbound tourism market, Chinese communication skills, and length of residence (see Table 5.13).

Residents whose occupations directly related to the Chinese inbound tourism market in Phuket stronger agreed concerning this market expansion has affected the environmental improvement (env2_ipm) in the province rather than those whose occupational non-directly related. Likewise, residents with Chinese communication skills more prominent perceived the consequences of environmental improvements (env2_ipm) than those who cannot communicate in Chinese.

In the meantime, the study found the only residents with different lengths of stay had significantly different perceptions and attitudes towards the impact of environmental issues (env1_iss). Since residents with lengths of stay in Phuket between 6 to 10 years perceived the effects of environmental issues (env1_iss) more substantially than those permanently residing within the past 5 years.

5.2.6 The prediction of residents' overall perceptions and attitudes of impacts (ova_at1) regarding the Chinese inbound tourism market expansion in Phuket Province from economic (eco), socio-cultural (soc), and environmental impacts (env)

This section aims to present six of the study's hypothesis tests. It concerns the prediction of residents' overall perceptions and attitudes towards the perceived impacts regarding the market expansion of the Chinese inbound tourism in Phuket Province (ova_at1) from three economic factors (eco1_bnf, eco2_cpt, eco3_dnc), four socio-cultural (soc1_exc, soc2_cls, soc3_atr, soc4_icd), and two environmental impacts (env1_iss, env2_ipm).

5.2.6.1 Testing hypothesis 4 and hypothesis 5

Hypothesis 4: *There is a positive relationship between economic impacts and residents' overall attitudes towards impacts positively.*

Hypothesis 5: *There is a positive relationship between economic impacts and residents' overall attitudes towards impacts negatively.*

The testing of hypothesis 4: there is a positive relationship between economic impacts and residents' overall attitudes towards impacts positively. The result was valid and accepted. Conversely, hypothesis 5: there is a positive relationship between economic impacts and residents' overall attitudes towards impacts negatively. The result was invalid and rejected. According to this study found that the economic impact model (eco1_bnf, eco2_cpt, and eco3_dnc) significantly predicted residents' perceptions and attitudes of impacts regarding the Chinese inbound tourism market expansion in Phuket Province positively (ova_at1).

Onwards, there was a variable added significantly to the prediction, $p < .05$. The finding indicated that the economic benefit factor (eco1_bnf) had a direct positive relationship with residents' overall perceptions and attitudes of impact positively rather than the other two economic impacts. It could be determined that those residents who more gainful from economic benefits factors (eco1_bnf) were directly influenced to perceive the overall impacts from the Chinese market expansion positively than those who do not.

Economic benefits factors (eco1_bnf) consists of generating higher incomes for residents, increasing new business opportunities for residents, increasing employment opportunities for residents, generating more tourism-related revenues to the local community, generating more tourism-related revenue to the tourism industry in Phuket Province, attracting more investments in Phuket Province, and improving public utility infrastructures in Phuket Province, such as roads, electricity, and water supply.

5.2.6.2 Testing hypothesis 6 and hypothesis 7

Hypothesis 6: *There is a positive relationship between socio-cultural impacts and residents' overall attitudes towards impacts positively.*

Hypothesis 7: *There is a positive relationship between socio-cultural impacts and residents' overall attitudes towards impacts negatively.*

The testing of hypothesis 6: there is a positive relationship between socio-cultural impacts and residents' overall attitudes towards impacts positively. The result was valid and accepted. Conversely, hypothesis 7: there is a positive relationship between socio-cultural impacts and residents' overall attitudes towards impacts negatively. The result was invalid and rejected. According to this study found that the socio-cultural impacts model (soc1_exc, soc2_cls, soc3_atr, and soc4_icd) significantly predicted residents' perceptions and attitudes of impacts regarding the Chinese inbound tourism market expansion in Phuket Province positively (ova_at1).

By the way, there was a variable added significantly to the prediction, $p < .05$. The finding revealed that the socio-cultural exchange factor (soc1_exc) had a direct positive relationship with residents' overall perceptions and attitudes of impact positively (ova_at1) rather than the other three socio-cultural impacts. It could be determined that those residents who more recognized impacts regarding socio-cultural exchange factors (soc1_exc) were directly influenced to perceive the overall impacts from the Chinese market expansion positively than those who do not.

Socio-cultural exchange factors (soc1_exc) includes Chinese tourists adapt more to local/Thai cultures, Chinese tourists have more knowledge about local/Thai cultures, residents are proud that Phuket Province is a popular destination among Chinese tourists, promote cultural exchanges between residents and Chinese tourists, and the government has more policies to handle issues arising over the Chinese inbound tourism market in Phuket Province.

5.2.6.3 Testing hypothesis 8 and hypothesis 9

Hypothesis 8: *There is a positive relationship between environmental impacts and residents' overall attitudes towards impacts positively.*

Hypothesis 9: *There is a positive relationship between environmental impacts and residents' overall attitudes towards impacts negatively.*

The testing of hypothesis 8: there is a positive relationship between environmental impacts and residents' overall attitudes towards impacts positively. The result was invalid and rejected. Conversely, hypothesis 9: there is a positive relationship between environmental impacts and residents' overall attitudes towards impacts negatively. The result was valid and acceptable. According to this study found that the environmental impacts model (env1_iss and env2_ipm) significantly predicted residents' perceptions and attitudes of impacts regarding the Chinese inbound tourism market expansion in Phuket Province positively (ova_at1).

Furthermore, there was a variable added significantly to the prediction, $p < .05$. The finding showed that the environmental issues factor (env1_iss) had a direct negative relationship with residents' overall perceptions and attitudes of impact positively (ova_at1) rather than another environmental impacts. It could be determined that those residents who considerably be aware of environmental issues (env1_iss) were directly influenced to perceive the overall impacts from the Chinese market expansion negatively rather than those who do not.

Environmental issues factors (env1_iss) include increasing overcrowding of traffic congestion/traffic jams on the island. Second, increase the physical impacts from tourism activities on local ecosystems, such as marine activities tours, adventure activities tours in the forest, etc. Third, increase the physical effects from tourism developments on the island's ecosystems, such as constructing recreational and entertainment facilities through nature destruction. Fourth, increase pollution in various fields, such as solid waste, water pollution, air pollution, noise pollution, and other environmental infections. Finally, increase accident rates on the roads and traffic problems in Phuket Province.

5.2.7 The prediction of residents' overall attitudes towards supporting the market development (ova_at2) from residents' overall perceptions of impacts (ova_at1) regarding the Chinese inbound tourism market in Phuket Province

This section aims to present the last two of the study's hypothesis tests. It concerns the prediction of residents' overall attitudes towards supporting the market development (ova_at2) from residents' overall perceptions of impacts (ova_at1) regarding the Chinese inbound tourism market in Phuket Province.

Testing hypothesis 10 and hypothesis 11

Hypothesis 10: *If residents' overall perceptions and attitudes towards impacts are positive, then they are likely to support the market development regarding Chinese inbound tourism in Phuket Province.*

Hypothesis 11: *If residents' overall perceptions and attitudes towards impacts are negative, then they are likely less or even refuse to support the market development regarding Chinese inbound tourism in Phuket Province.*

The testing of hypothesis 10: If residents' overall perceptions and attitudes towards impacts are positive, then they are likely to support the market development regarding Chinese inbound tourism in Phuket Province. The result was valid and accepted. Meanwhile, hypothesis 11: If residents' overall perceptions and attitudes towards impacts are negative, then they are likely less or even refuse to support the market development regarding Chinese inbound tourism in Phuket Province. The result was valid and acceptable.

According to the study findings, residents' perceptions and attitudes towards impacts positively model (ova_at1) significantly predicted residents' attitudes towards supporting the market development (ova_at2). Onward, the results revealed a direct positive relationship between residents' overall perceptions of impacts positively (ova_at1) and residents' overall attitudes towards supporting the market development (ova_at2).

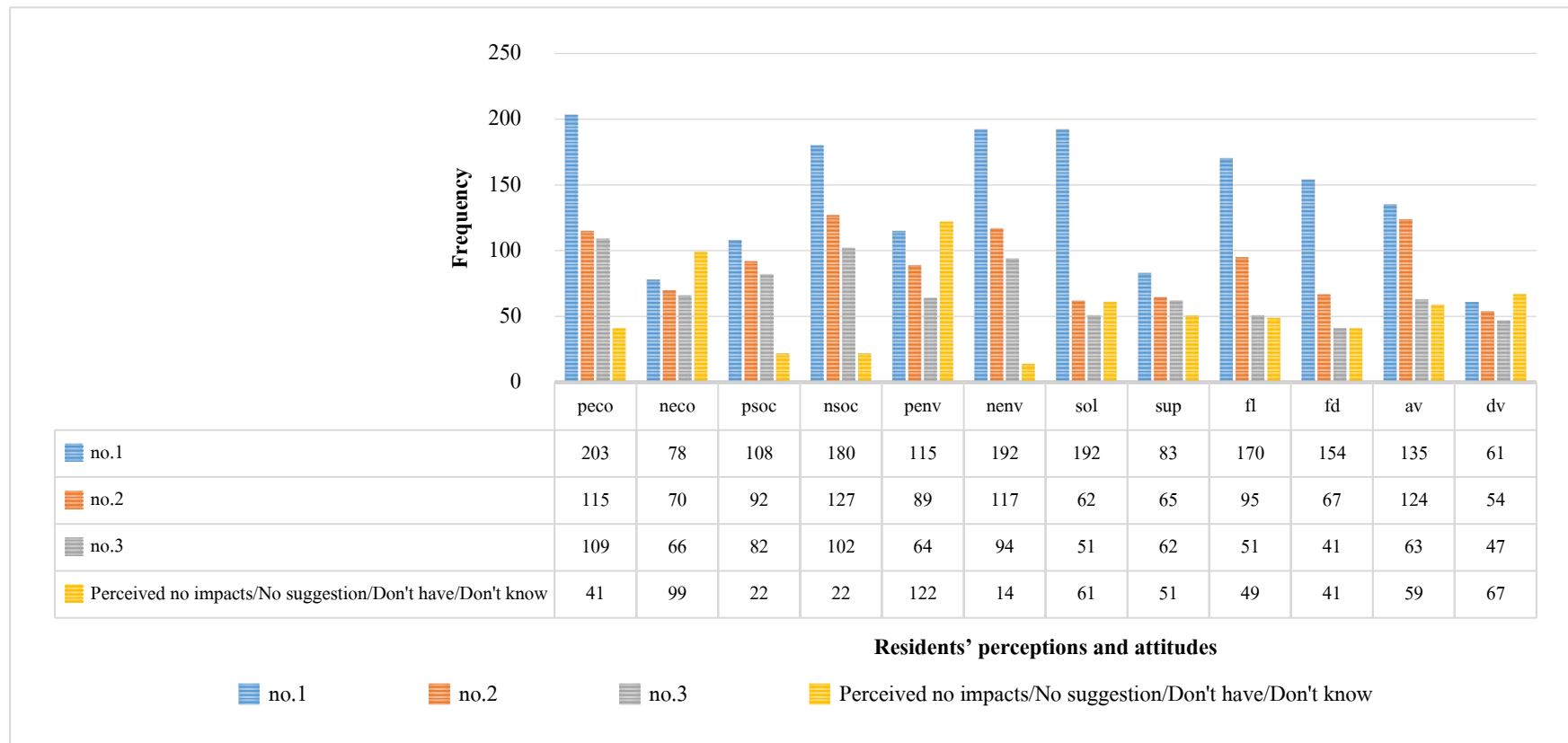
In brief, it could be determined that those residents who had overall perceptions and attitudes of impacts positively (ova_at1) were directly inclined to support the market development rather than those who do not. In turn, if residents' overall perceptions and attitudes towards impacts negatively, then they are likely less or even refuse to support the Chinese inbound tourism market development in Phuket Province than those who do not.

5.2.8 The investigation of residents' perceptions and attitudes regarding the market expansion of Chinese inbound tourism in Phuket Province

This section aims to present the three summary highlights of each additional observation topic regarding residents' perceptions and attitudes towards the market expansion of the Chinese inbound tourism in Phuket Province, extracted through content analysis. The study used content analysis to quantify and analyze data collated through nine open-end questions.

The investigation revealed both virtual positive and negative impacts that residents perceived from the Chinese inbound tourism market expansion on the island. Furthermore, the study provided solution guidelines and supportive ideas gathered from residents' suggestions. Moreover, more in-depth residents' attitudes were confirmed through their feeling of like and dislike the most regarding this market expansion. Apart from that, residents' opinions about the most significant advantages and disadvantages of future market developments are also well described in this section. In fact, the content analysis results facilitate categorizing, distinguishing, and ensuring virtual degrees of residents' perceptions and attitudes towards the market expansion of Chinese inbound tourism in Phuket Province efficiency. The three main features of each observation topic were summarized in Figure 5.1 , and further details were well described in the passage down below.

Figure 5.1 The three summary highlights of each additional observation topic



Note. positive economic impacts = peco; negative economic impacts = neco; positive socio-cultural impacts = psoc; negative socio-cultural impacts = nsoc; positive environmental impacts = penv; negative environmental impacts = nenv; solution guidelines = sol; support guidelines = sup; feel like the most = fl; feel dislike the most = fd; the most advantage = av; the most disadvantage = dv.

5.2.8.1 Residents' perceived economic impacts (*peco & neco*)

Residents' perceived twenty economic impacts regarding the market expansion of the Chinese inbound tourism in Phuket Province. There were eleven positive impacts and nine negative impacts. Those consequences were categorized based on characteristics and structures, the three summary highlights ranking as the details below.

The market expansion's most significant economic positive impact, No. 1: residents exhibited that generating higher incomes for residents. No. 2: developing a better economy in Phuket Province. No. 3: increasing employment opportunities for residents.

In contrast, No. 1: residents be aware of higher costs of living in Phuket was the market expansion's most significant economic negative impact. No. 2: increases in the number of non-residents working in Phuket Province. No. 3: increase economic competition in Phuket Province. However, the study found that most respondents perceived no negative economic impacts regarding the market expansion.

5.2.8.2 Residents' perceived socio-cultural impacts (*psoc & nsoc*)

Residents' perceived twenty-eight socio-cultural impacts regarding the market expansion of the Chinese inbound tourism in Phuket Province. There were fifteen positive impacts and thirteen negative impacts. Those consequences were categorized based on characteristics and structures, the three summary highlights ranking as the details below.

Onwards, the market expansion's most significant socio-cultural positive impact, No. 1: residents have more knowledge about Chinese culture and language. No. 2: encourage the conservation/dissemination of Phuket's traditional society-culture. No. 3: residents more adapted to Chinese tourist arrivals in Phuket.

On the other hand, No. 1: disturbing to the communities and residents, such as from Chinese who were talking loudly, jumping queues, pushing others, smoking in public, spit in public, littering carelessly, etc., the market expansion's most significant socio-cultural negative impact. No. 2: it creates chaos from too many Chinese tourists in places such as tourist attractions. No. 3: residents have less privacy.

5.2.8.3 Residents' perceived environmental impacts (*penv & nenv*)

Residents perceived thirteen environmental impacts regarding the market expansion of the Chinese inbound tourism in Phuket Province. There were five positive impacts

and eight negative impacts. Those consequences were categorized based on characteristics and structures, the three summary highlights ranking as the details below.

After that, No. 1: improved Phuket's landscape and surroundings, especially in popular tourist destinations, as the most significant environmental positive impact of this market expansion. No. 2: increase in varieties of recreational facilities, products, and services in the hospitality and tourism industry of Phuket Province. No. 3: promoting protection and conservation of natural resources/environments in Phuket Province, such as encouraging better environmental planning/management and enhancing environmental awareness. However, the study found that most residents perceived no positive environmental impacts.

On the opposite, No. 1: residents perceived increase pollution in various fields, such as marine pollution, water pollution, air pollution, noise pollution, solid waste, and other environmental infections was the market expansion's most significant environmental negative impact. The number one was the garbage problems, such as in the sea, beaches, famous tourist attractions, etc. Then noise pollution and air pollutants such as from vehicles exhaust smoke and even from the smoker. No. 2: an increase in the physical impacts from tourism activities on ecosystems, such as marine activities tours, adventure activities tours in the forest, etc. No. 3: increased overcrowding of traffic congestion/traffic jams in Phuket Province.

5.2.8.4 Residents' suggestion concerning solution guidelines (sol)

Residents' suggestions concerning solution guidelines regarding the market expansion of the Chinese inbound tourism in Phuket Province were categorized into twenty statements based on characteristics and structures. The three summary highlights ranking in the details below.

The most residents' suggestion, No. 1: should provide both offline and online media such as Chinese language signs, symbols, brochures, pamphlets, placards, Do's & Don'ts manuals, Tourism Application, videos, short films, etc. to public relations for tourism information and appropriate regulatory compliance guidelines for Chinese tourists. No. 2: Tour operators should service, advise, and control Chinese tourists. No. 3: should encourage local people to learn about Chinese culture and language skills, provide both offline-online classes in

communities, increasing local potential to support the expansion of the Chinese inbound tourism market in Phuket Province.

5.2.8.5 Residents' suggestion concerning support guidelines (sup)

Residents' suggestions concerning support guidelines regarding the market expansion of the Chinese inbound tourism in Phuket Province were categorized into eleven statements based on characteristics and structures. The three summary highlights ranking in the details below.

The most residents' suggestion, No. 1: feel good to see signs along the way, restaurant or tourist attraction contains the Chinese language. No. 2: Proud to see Phuket Province is a popular destination among Chinese tourists. No. 3: Pleased to see Chinese tourists travel to Phuket Province.

5.2.8.6 Residents feel like the most (fl)

The view that residents feel like the most regarding the market expansion of the Chinese inbound tourism in Phuket Province were categorized into thirteen statements based on characteristics and structures. The three summary highlights ranking in the details below.

The study found, No. 1: generate higher income for residents was residents feel like the most regarding the market expansion of the Chinese inbound tourism in Phuket Province. No. 2: generate a better economy in Phuket Province. No. 3: generate more tourism-related revenue to the tourism industry in Phuket Province.

5.2.8.7 Residents feel dislike the most (fd)

The view that residents feel do not like the most regarding the market expansion of the Chinese inbound tourism in Phuket Province were categorized into twenty-one statements based on characteristics and structures. The three summary highlights ranking in the details below.

The study found, No. 1: Annoy to the communities and residents, such as from Chinese who were talking loudly, jumping queues, pushing others, smoking in public, spit in public, littering carelessly, etc. were residents feel do not like the most regarding the market expansion of the Chinese inbound tourism in Phuket Province. No. 2: Create chaos from too many Chinese tourists in places such as tourist attractions. No. 3: Increase overcrowding of traffic congestion/traffic jam in Phuket Province.

5.2.8.8 Residents' opinions concerning the most significant advantages towards the future market development (av)

Residents' opinions concerning the most significant advantages towards the future market development of the Chinese inbound tourism in Phuket Province were categorized into seven statements based on characteristics and structures. The three summary highlights ranking in the details below.

No. 1: Generate higher income for residents was the residents' opinions concerning the most significant advantage towards the market development of the Chinese inbound tourism in Phuket Province. No. 2: Generate a better economy in Phuket Province. No. 3: Generate more tourism-related revenue to the tourism industry in Phuket Province.

5.2.8.9 Residents' opinions concerning the most significant disadvantages towards the future market development (dv)

Residents' opinions concerning the most significant disadvantages towards the future market development of the Chinese inbound tourism in Phuket Province were categorized into nineteen statements based on characteristics and structures. The three summary highlights ranking in the details below.

No. 1: Destroy the natural resources/environment was the residents' opinions concerning the most significant disadvantage towards the market development of the Chinese inbound tourism in Phuket Province. No. 2: increase pollution in Phuket Province in various fields, such as solid waste, water pollution, air pollution, noise pollution, and other environmental infections. The number one was the garbage problems, such as in the sea, beaches, famous tourist attractions, etc. Then noise pollution and air pollutants such as from vehicles exhaust smoke and even from the smoker. No. 3: increased overcrowding of traffic congestion/traffic jams in Phuket Province.

5.3 Discussion

The rapid growth of the tourism industry in Thailand lately was partly significant due to the increase in the number of Chinese tourists visiting Thailand. When targeting the most famous touristic island in Thailand as Phuket Island, it is inevitable to mention that China was the most tourist-generating market on this island. Chinese visitors travel to Thailand all year round,

even during the low season. While during the peak season, the number of Chinese tourists on the island swelled to over a million, flocked to Phuket, especially around the Golden Week China national holidays and Chinese New Year. They were the strong spender considered one of the primary sources of tourism income to Phuket, generating the most foreign tourism receipts to Thailand. The particular market contributes various advantages to the destination and its residents, while several unfavorable circumstances were attached. In order to maximize benefits while minimizing costs, the sustainability of tourism development regarding the Chinese inbound tourism market in Phuket should be considered seriously. In general, sustainable tourism planning habitually requires local residents to cooperate and support all stages of development. Consequently, residents' perceptions of the impact and attitudes towards supporting the development of the Chinese inbound tourism market in the province can be regarded as one of the primary factors in considering and managing the economic, socio-cultural, and environmental, which included in the process of forming tourism development in any community.

The research findings presented several degrees of statistically significant differences among residents' socio-demographic characteristics upon their perceptions of impacts and attitudes towards supporting the market development regarding Chinese inbound tourism in Phuket. Furthermore, the analysis results also revealed the magnitude of relationships between individual predictor variables and the criterion variable as residents' overall perceptions and attitudes towards this market expansion. Moreover, this research also provided nine other additional observation variables, which allowed the study to examine the virtual impacts that residents perceived from this market expansion in economic, socio-cultural, and environmental aspects. Apart from that, there were also residents' suggestions for impact solutions, supporting perspectives, and overall attitudes toward the particular market indeed.

5.3.1 Residents perceptions and attitudes of economic, socio-cultural, and environmental impacts regarding the Chinese inbound tourism market expansion in Phuket Province

Objective 1: To examine tourism impacts on residents regarding the market expansion of Chinese inbound tourism in Phuket Province in the field of economic, socio-cultural, and environmental perspectives.

This study results indicated that Phuket residents perceived all the 37 impacts regarding the market expansion of Chinese inbound tourism in Phuket Province examined in this study. There were 14 economic impacts, 14 socio-cultural impacts, and 9 other impacts belong to environmental perspectives. Apart from those investigated impacts, the study also found the additional 25 circumstances from this market expansion that affected residents. There were 7 economic impacts, 14 socio-cultural impacts, and 4 environmental impacts.

In conclusion, the findings revealed that Phuket residents perceived 62 impacts regarding the Chinese inbound tourism market expansion on the island in the total. Classifications were 21 of the economic effects, 28 of socio-cultural, and the rest 13 effects under the environmental field. Individual results in these three perspectives were summarized in Table 5.14, Table 5.15, Table 5.16, and further details are also well described in the passages below.

Table 5.14 Summary of residents' perceptions of economic impacts regarding the market expansion of Chinese inbound tourism in Phuket Province

No.	Economic impacts
1	Increase the prices of products and services in Phuket Province, such as real estate.
2	Generate more tourism-related revenue to the tourism industry of Phuket Province.
3	Attract more investments in Phuket Province.
4	Increase the number of non-residents living in Phuket Province.
5	Increase employment opportunities for residents.
6	Create "Zero-Dollar Tours" problems in Phuket Province.
7	Local entrepreneurs improve products and services to welcoming Chinese tourists.
8	Generate higher incomes for residents.
9	Generate more tourism-related revenues to the local community in Phuket Province.
10	Increase the competition of job employments between residents and non-residents.
11	Increase new business opportunities for residents.
12	Declines in the number of tourists other nationalities (non-Chinese).
13	Declines in incomes earned from tourists other nationalities (non-Chinese).
14	Improve public utility infrastructures, such as roads, electricity, and water supply.
15	The real estate market in Phuket Province grows rapidly.
16	Increase income distribution in Phuket Province.

Table 5.14 Continued

No.	Economic impacts
17	Generate a better economy in Phuket Province.
18	Increase economic competition in Phuket Province.
19	Revenues generated from the Chinese inbound tourism market in Phuket Province is almost concentrated only among the capitalists.
20	Arise the monopoly in the Chinese inbound tourism market in Phuket Province, due to the Chinese capitalists come to do business from upstream to downstream.
21	Revenues generated from the Chinese inbound tourism market in Phuket Province leak out of the country and circle back to Chinese capitalists.

5.3.1.1 Economic impacts

Once again, nowadays, most tourist arrivals and tourism-related revenues on Phuket Island significantly surged after Chinese tourists from mainland China. It provoked the expansion of the Chinese inbound tourism market on the island growth rapidly. In the meantime, tourism enlargement habitually came up with economic benefits and costs to the community and its residents. The arrivals of Chinese tourists generate several positive economic effects among community stakeholders, such as local governments, entrepreneurs, and even local people. The number of Chinese FIT tourists (Foreign Independent Traveler) has recently increased, while large groups of Chinese tourists are still common. Firstly, once Chinese tourist arrivals, it generates many direct financial benefits to local governments such as local airport taxes, visa on arrival fees, historical sites visiting fees, national park visiting fees, including other direct and indirect revenues. Furthermore, refer to the study conducted by Grace Siu et al. (2013) held in the Hong Kong context, and it supports Chinese consumption behaviors in Phuket since the scholars revealed that Chinese tourists in Hong Kong have a “unique shopping pattern.” They were likely to purchase all ranges of goods and services on the island with their bulk purchasing behaviors, while Chinese tourists visiting Phuket do so. Consequently, Chinese tourists consuming influences significantly directly generate the profits earned to several tourism-related businesses in Phuket such as transportations like taxies, accommodations, restaurants, spas-wellness, private hospitals, medical centers, tour operators, travel agencies, events agencies, tourist attractions, souvenirs shops, jewelry stores, shopping department stores, local shops, etc.

Those circumstances (*stimulate investments from locals and attract more several outsider investors entranced the community*¹). Significantly, invest in the Chinese inbound tourism market to obtain potential benefits through offering products and services to welcome incoming Chinese tourists. Meanwhile, the more new businesses have emerged to welcome Chinese tourists to Phuket, the more employees' requirements. It contributed to (*more residents holding employment status due to increasing employment opportunities and encouraging job creation*²) since there were more varieties of job employments available in Phuket. Apart from that, it also (*raised new business opportunities establishments for local people to welcome Chinese tourist arrivals in their community*³). Moreover, the prominences of these consequences (*stir up residents to earn a higher income for their livelihoods*⁴). Several businesses and entrepreneurs in Phuket generated progressive sales while employers gained a better salary such as higher hotel service charges, commotions, profits, etc. Those circumstances are consistent with several previous studies in a similar context which were conducted in different geographical areas (Akarapong, 2006; Akarapong et al., 2010; Andereck & Nyaupane, 2011; Buakhao & Weerakit, 2012; Deery et al., 2012; Diedrich & García-Buades, 2009; Grace Siu et al., 2013; Korawan et al., 2017; Látková & Vogt, 2011; Lee & Black, 2003; Lee et al., 2010; Long & Kayat, 2011; Marzuki, 2012; McGehee & Andereck, 2004; Rasoolimanesh et al., 2015; Zhou, 2010; Zhou & Ap, 2009). The favorable yields from the market expansion of Chinese inbound tourism in Phuket regarding residents' economic perspectives do not end up. This study further found an additional impact since residents earned a better income it influenced multiple effects as (*an increase in income distribution in Phuket Province*⁵). In contrast, Akarapong (2006) argued that residents perceived inequality of income distribution as one of the economic impacts of tourism in Chiang Mai and Chiang Rai.

Korawan et al. (2017) revealed the Chinese tourist market in the Northern part of Thailand contributed to an adjustment of local entrepreneurs to meet the needs of Chinese tourists in the areas. Similarly to this study, which found that (*it encouraged local entrepreneurs to improve products and services to welcome Chinese tourists arrival on the island*⁶) as well. Meanwhile, as mentioned earlier, Phuket, combined with several Chinese travelers' styles, enjoys holidays, while many are spending the holiday as FIT (Foreign Independent Traveler) tourists. There are no restricted chances to benefit only this niche market during their trip spending on the

island. At the same time, it also contributes to the mass market and grassroots business as local shops, restaurants, and other tourism-related businesses. Apart from increases residents' incomes, the money from this tourism phenomenon earned by urban and rural areas (*generates better financial reserves at local communities levels*⁷) and (*generates more tourism-related receipts to the Phuket tourism industry*⁸). Thus, the positive vibrations are consistent with these previous studies (Akarapong et al., 2010; Dyer, et al., 2007; Grace Siu et al., 2013; Korawan et al., 2017; Lee & Black, 2003; Lee et al., 2010; Marzuki, 2012; Rasoolimanesh et al., 2015; Zhou & Ap, 2009).

In the meantime, Chinese tourists still more and more flowed flocked to Phuket Island. It aware of the local government to cautions and keeps track of this tourism phenomenon to obtain maximum potential positive impacts while mitigating negative impacts. However, to promote tourism and success in the development programs, the government's investment budget is considered one of the mandatory cores. Intern, the tourism-related revenues surged after this particular market expansion contributed to (*improving public utility infrastructures in Phuket, such as transportations, roads, electricity, water supply, sewage, and other obligatory*⁹). Consequently, local people were beneficial as better public utility infrastructures and more recreational facilities services appeared in the community, bring opportunities to consume various leisure activities. Accordingly, this finding supports several previous studies (Akarapong et al., 2010; Andereck et al., 2005; Andereck & Nyaupane, 2011; Buakhao & Weerakit, 2012; Deery et al., 2012; Dyer, et al., 2007; Grace Siu et al., 2013; Korawan et al., 2017; Látková & Vogt, 2011; Long & Kayat, 2011; Marzuki, 2012; Rasoolimanesh et al., 2015; Zhou, 2010; Zhou & Ap, 2009). On the other side, it is inconsistent with Korawan et al. (2017), as the scholars revealed that local people disagreed that the Chinese inbound tourism market in northern Thailand affects the better public infrastructure in their communities. Instead, they argued that it developed on the authority of the mass tourism market rather than a niche market.

Moreover, the findings based on the additional observation gathered through open-end questions found that the Chinese tourist market in Phuket (*actuate the real estate market in the province proliferates growth*¹⁰). This study found that recently guesthouses, apartments, condos, and private villas became popular among Chinese tourists besides

availabilities of standard hotels. Meanwhile, there was an increase in the number of Chinese buying real estate in Phuket since it potentially benefits in return on investments from rental yields. Finally, those favorable economic circumstances revealed significantly stimulate economic growth, increases the volume of provincial financial reserves, and (*improve a better economy in Phuket Province*¹¹). It consistent with Andereck & Nyaupane (2011), Látková & Vogt (2011), and Long & Kayat (2011).

On the other hand, this study also found that the expansion of this market had negative impacts on the local economy, similar to other studies on the tourism development context (Akarapong, 2006; Akarapong et al., 2010; Andereck et al., 2005; Buakhao & Weerakit, 2012; Deery et al., 2012; Diedrich & García-Buades, 2009; Grace Siu et al., 2013; Korawan et al., 2017; Marzuki, 2012; Rasoolimanesh et al., 2015; Wanapinyosak, 2015; Zhang & Yan, 2009).

Most studies revealed tourism development negatively affected locals' economy in terms of an increase in the prices of products and services in the community (Akarapong, 2006; Akarapong et al., 2010; Buakhao & Weerakit, 2012; Deery et al., 2012; Grace Siu et al., 2013; Korawan et al., 2017; Lee & Black, 2003; Lee et al., 2010; Long & Kayat, 2011; Marzuki, 2012; Rasoolimanesh et al., 2015; Zhou, 2010; Zhou & Ap, 2009). Meanwhile, the Chinese inbound tourism market in Phuket does so. Especially during the peak season, (*local people are aware of increasing living costs, such as foods, commodities, services, and properties (land & housing)*¹²). By the way, Chinese tourists likely to spend on their preferred goods/services. Therefore, it contributed to local commodities/services that popular demanded among Chinese tourists had higher prices. Such as seafood, local fruits, especially durians, some items in 7-11 stores, spa and wellness services rates, products/services in tourist attractions, Thai amulets, etc. It signs that many investors recognize the potential benefits earning from this lucrative market. Since several Thai, Chinese, and foreign (non-Chinese) investors were willing to pay large amounts for investment on mega projects on the island. It includes souvenir shops, luxury jewelry shops, accommodations, shopping plaza, hospitals, properties, real estate, clubhouse, office building, commercial areas (such as China Town), and other Chinese inbound tourism market-related businesses in Phuket Island. Consequently, these circumstances also affected locals through the price level raised on lands, housing, and other related products and services.

Furthermore, as the number of Chinese tourists grew dramatically, many new businesses also emerged through several investors, both locals and foreigners. It allowed local entrepreneurs to experiences and more access to the need of this market. Several entrepreneurs in Phuket started to adapt and improve their businesses to welcome Chinese tourist arrivals to surge benefits after the Chinese tourist consumptions. On the other view, by additional observation questions, this study found that these benefits gain also contributed to *(an increase in economic competition among entrepreneurs in Phuket¹³)*. For example, residents exhibited more tourism business competitors, high competition in enterprise investment, selling undercut to compete for a large group of Chinese customers, competitive pricing and production costs, etc. Apart from that, the tourism business strategy in Phuket has started to absorb constant changes to lend a hand to the influx of Chinese tourists. The market desired more human resources with Chinese language skills, while Burmese workers also were required in some work positions since their wage rates were lower than Thais. This integration facilitated an increasing rate of being occupied by immigrant workers not restricted only Chinese people entranced into the community's labor force wherewith other non-residents such as people from neighboring provinces and neighboring countries included as well. This study found it significantly led to *(an increase in the number of non-residents living in the community¹⁴)*. In the meantime, it pronouncedly contributed to *(the higher competition of job employment between residents and non-residents¹⁵)*. These impacts are consistent with earlier studies (Akarapong et al., 2010; Andereck et al., 2005; Buakhao & Weerakit, 2012; Deery et al., 2012; Diedrich & García-Buades, 2009; Grace Siu et al., 2013; Korawan et al., 2017; Marzuki, 2012). However, the job employment competition impacts in Phuket were primarily among a Chinese tourist guide, Chinese tour company employees, duty-free shopping store employees, and other Chinese inbound tourism market business-related in Phuket. These impacts revealed the same as those news agencies reported (Khaosod, 2017; Post Today, 2015; Phuket 7 days Online News, 2018; Thongtub, E., 2017; Workpoint News, 2017).

Moreover, several scholars and news agencies argued regarding “The Chinese Zero Dollar Tour” problems in the destinations (A. Khamlo & S. Fein, L., 2010; Chadamas, 2015; Khaosod, 2016; Keawpromman, 2015; Manager Daily 360 Degree, 2018; Matichon Online, 2016; Newton, 2018; Ngamsangchaikit, 2016; Piriyanangsan, 2016; Post

Today, 2015; Prachachat Online, 2016; Zhang & Yan, 2009). After investigations, the study findings ensured that the Chinese inbound tourism market in Phuket significantly contributed to (*“The Chinese Zero Dollar Tour” problems in the province*¹⁶). The tour characteristic regarding the entire supply chains is managed by proxy companies escorted through Chinese owners while registered in Phuket Island. The process starts at those free or very cheap tour packages, which meals and accommodations included, and Chinese clients were the notion that their satisfies will deserved without having to speak the Thai language. Those package tours were offered to Chinese tourists by travel agencies in China. During spending time on trips in Phuket, they are often pressured to purchase commodities or services from certain shops and sometimes browbeaten into purchase additional souvenirs. While if they oppose, their tourist guide will scold, punished, and even forced them to return their hotel room keys. This circumstance portrayed such a “forced shopping” tour, contributed to tainting visitors’ image of the island, and negatively impacting the appearance and economy of destinations. Residents’ opinions further confirmed the unfavorable economic circumstances of this phenomenon. The perceptions were gathered by additional questions observed from locals in Phuket. Residents exposed that (*revenues generated from the Chinese inbound tourism market in Phuket Province is almost concentrated only among the capitalists rather than locals*¹⁷). (*The monopoly of the Chinese inbound tourism market in Phuket arose as Chinese capitalists entered business from upstream to downstream*¹⁸). Also, (*revenues generated from the Chinese inbound tourism market in Phuket Province leak out of the country and circle back to Chinese capitalists*¹⁹). Residents explained that, according to this financial management patterns, which share the revenue among themselves, most gains earned returns back companies in China. The local Thai hoteliers, restaurateurs, souvenir shops, travel agencies, tour operators, and other related segments reached only minor divisions of the income, and the local economy also obtained relatively a slightly the tourists’ spending. Besides that, they also avoid local taxes, which led to the government deprived of tax revenues.

Onward, the study finding also revealed same as Korawan et al. (2017) and Wanapinyosak (2015) that the market expansion of the Chinese inbound tourism contributed to (*a decline in the number of tourists other nationalities (non-Chinese)*²⁰) and resulted in (*decrease-related revenues generated by tourists other nationalities (non-Chinese)*²¹). According to

additional observations, residents mentioned most other (non-Chinese) tourists avoid/do not want to do tourism activities with Chinese tourists. Such as taking a van/boat to do tour activities, snorkeling, white water rafting, dining, etc. During the peak period of Chinese tourists, various locations may be chaotic, making other tourists dislike the chaos. Residents claim that companies, stores, hotels, restaurants, attractions, or places where Chinese tourists visit a lot will decrease tourists from other countries. Also, several residents exhibited that Phuket's image may become a tourist destination for Chinese travelers, resulting in a decrease in tourists from other countries. Like that it will be more Chinese tourists while other foreign tourists will less popular to visit Phuket. Finally, it may cause other tourists, such as Europeans changing vacation destinations somewhere other than Phuket Island.

However, the overall Chinese inbound tourism market in Phuket Island still sympathized as one of the island's significant income sources. This phenomenon contributed to different impacts in different groups of residents. It might be at risk for some residents if Chinese tourists had defeated their in traveling to the Island, while some residents may not. Moreover, tourism development also enhances economic benefits on the community and residents, which are considered positive factors in developing the local economy. In general, economic consequences are regarded as the most beneficial aspects sought after by residents and significantly influencing their attitudes toward supporting tourism development in the community. This study found that residents positively impacted the overall economic impact regarding the expansion of the Chinese inbound tourism market in the area. Therefore, local people do not feel like they have to move to other cities to earn their living. In fact, most several previous studies revealed a positive relationship as well (Akarapong, 2006; Akarapong et al., 2010; Andereck & Nyaupane, 2011; Buakhao & Weerakit, 2012; Deery et al., 2012; Diedrich & García-Buades, 2009; Grace Siu et al., 2013; Korawan et al., 2017; Marzuki, 2012; Rasoolimanesh et al., 2015; Zhou, 2010; Zhou & Ap, 2009).

Table 5.15 Summary of residents' perceptions of socio-cultural impacts regarding the market expansion of Chinese inbound tourism in Phuket Province

No.	Socio-cultural impacts
1	Disturb to the communities and residents, such as from some Chinese who talk loudly, jump queues, push others, smoke in public, spit in public, litter carelessly, etc.
2	Increase the number of Chinese establishment businesses and work illegally in Phuket Province, such as tour guides, photographers, setting tour companies, hotels, and others, using fake documents like Thai national ID cards, education backgrounds, tourist guide licenses, passports, etc.
3	Create chaos from the lack of respect to the rules in tourist attractions and places such as government offices and schools.
4	Cultures and traditions are offered more commercially, and virtual traditions have formed to attract Chinese tourists, such as selling overpriced/ fake Thai Buddha amulets in the temples.
5	Residents adapt more to Chinese tourist arrivals in Phuket Province.
6	Residents have less peace and privacy.
7	The government promotes and supports the Chinese inbound tourism market in Phuket Province.
8	Promote cultural exchanges between residents and Chinese tourists.
9	Residents are proud that Phuket Province is a popular destination among Chinese tourists.
10	Increase crime, commercial sex business, prostitution, drugs, gambling, and theft in Phuket Province.
11	Chinese tourists have more knowledge about local/ Thai cultures.
12	The government has more policies to handle issues arising over the Chinese inbound tourism market in Phuket Province.
13	Residents have less safety and security in life and properties.
14	Chinese tourists adapt more to local/ Thai cultures.
15	Residents have more knowledge about Chinese culture and language.
16	Encourage the conservation/ dissemination of Phuket's traditional society-culture.
17	Allows a more exotic and wide range of alternative products/ services in Phuket Province.
18	Build good relationships between residents and Chinese people.
19	Build socio-cultural diversity in Phuket Province.

Table 5.15 Continued

No.	Socio-cultural impacts
20	Make Phuket Province have a lively and bustling society all the time.
21	Promote Phuket Province to become a more famous and well-known tourist destination.
22	Residents have a better standard of living/ quality of life.
23	The language barrier problem as it difficult for residents to communicate since most Chinese tourists only speak Chinese.
24	Scramble to consume local products/ services between residents and Chinese tourists, such as buying products/services at flea markets, convenience stores (7-11), tourist attractions, etc.
25	Create problems of some entrepreneurs deceive/ exploit Chinese tourists.
26	Some tour operators present misinformation that cause a misunderstanding about local/ Thai cultures to Chinese tourists.
27	Some Chinese tourists have perceived the distorted image of Phuket Province.
28	Discriminate to ordinary customers, as operators in this particular market target offering their products/ services to Chinese customers.

5.3.1.2 Socio-cultural impacts

Several studies revealed socio-cultural impacts regarding tourism development on residents and their communities (Akarapong, 2006; Akarapong et al., 2010; Andereck & Nyaupane, 2011; Buakhao & Weerakit, 2012; Deery et al., 2012; Diedrich & García-Buades, 2009; Grace Siu et al., 2013; Korawan et al., 2017; Látková & Vogt, 2011; Lee et al., 2010; Lertporn, 2020; Rasoolimanesh et al., 2015; Wanapinyosak, 2015; Zhou, 2010; Zhou & Ap, 2009). In addition, some studies highlight residents' perceptions and attitudes towards the expansion of the Chinese tourism market in the community (Grace Siu et al., 2013; Korawan et al., 2017; Lertporn, 2020; Wanapinyosak, 2015). Studies in different geographic areas were found to yield the same and different results. However, the rapid expansion of the Chinese inbound tourism market on Phuket Island has also affected the community and residents in several socio-cultural dimensions.

Grace Siu et al. (2013) revealed that residents perceived no positive socio-cultural consequences regarding the Chinese tourists' wave in Hong Kong. However, this study found residents agreed that the Chinese tourism market growth in Phuket (*encourages the government to promote further and support the Chinese inbound tourism market in the province¹*). The government has played a more managerial role in the Chinese tourist market. It encourages the development of prominent local points, such as organizing local festivals to attract Chinese tourists. More and more Chinese tourists are welcomed, such as free visa on arrival fees for Chinese tourists, promoting Thai tourism in China by organizing various roadshows. Moreover, it also (*urges the government to have more policies to better handle this particular market's issues²*). The government has also increasingly played a role in solving the problem in the Chinese tourist market. For example, more Chinese-language travel notice boards or advertising billboards have begun to appear at popular local attractions. Become more rigorous in examining business operations of related entrepreneurs, etc. The findings partially support the study of the Korawan et al. (2017), which revealed residents agreed that the Chinese tourist market in northern Thailand stimulated the government to support and promote local tourism to Chinese tourists. However, the scholars found that the residents strongly disagreed that the government has the policy to tackle the problems raised over Chinese tourists in the communities.

Onward, Akarapong (2006), Akarapong et al. (2010), Andereck & Nyaupane (2011), Buakhao & Weerakit, (2012), Látková & Vogt (2011), and Long & Kayat (2011) revealed positive socio-cultural impacts of tourism in the communities as it activated locals pride and turned to be more reviving and taking care of their local traditional culture and rituals. It supports further observations in this study, as investigations have found that the expansion of the Chinese tourism market in Phuket (*encourages the preservation/ dissemination of local socio-cultural traditions³*). Many residents mentioned the Phuket's local culture is popular and attractive among Chinese tourists. Once Chinese tourists arrived in Phuket, they are interested in learning Thai culture and wisdom. For example, they favor attending Thai boxing competitions, learning Thai boxing, watching Thai dance, and enjoying various Thai massages. Furthermore, they favor watching Thai social-cultural shows such as Phuket Fantasea, Siam Niramit, Phuket Simon Cabaret (ladyboy shows). Meanwhile, Chinese tourists also enjoy visiting local cultural attractions such as temples, Phuket old town (Sino-Portuguese building), etc. In

addition, shopping in local flea markets such as Chao Fah Variety Market, Chilva Market, Talad Yai Market, and many other markets is another popular activity among Chinese tourists. Similarly, they favor eating Thai food, such as Thai street food, local food, seafood, and so on. Furthermore, buying local products back to their country as souvenirs such as cosmetics, medicine, dried fruits, fresh fruits, and snacks was also popular among Chinese people once visiting Thailand. Apart from that, jewelry, handicrafts, silk, carvings, amulets, and sacred objects of Thailand were good reputation items for Chinese tourists. Significantly, they are popular to rent/buy Thai amulets and holy things. It makes those items sell well, has a higher price, and the Thai amulet business is becoming more bustling. Moreover, some residents said it promote local traditions to be more well known, such as Vegetarian Festival, Phor Tor Festival (Chinese Ancestor Festival), Chinese New Year, etc. Encourage local communities to be aware of the importance of preserving local traditional arts and crafts, such as the restoration of cultural attractions and historical sites. Encourage the transmission of culture from local people to Chinese people. Apart from that, it promotes the dissemination of local culture to international indirectly through Chinese tourists visiting.

Apart from that, it facilitated (*Chinese tourists to have more knowledge about the local/ Thai cultures*⁴) while capacitating the notion for (*Chinese tourists to adapt more to local/ Thai cultures*⁵). It evidenced since many Thai items are popular among Chinese tourists. Besides, the statistical number of Chinese arrivals in Phuket and other provinces in Thailand dramatically grows every year. More and more Chinese tourists desire to visit the beautiful kingdom of Thailand. In addition, Phuket residents commented that certain Chinese tourists, such as the new generation of Chinese tourists or FIT (foreign independent traveler) travelers. They have more adapt to the local's rules and culture, such as dress modestly entrance cultural sites, better littering behaviors, respect cleanliness once using public toilets, etc. However, Korawan et al. (2017) revealed that local people in northern Thailand disagreed that Chinese tourists who visit their communities have an understanding of Lanna/ Thai cultures. Also, they disagreed that Chinese tourists have adapted to Lanna/Thai cultures.

In fact, the government advocate is another essential factor that serves Phuket to be more capacitated by the immense number of Chinese tourists to Phuket. The more Chinese on the island, the more chances between locals and Chinese travelers to experience, see,

interact, or contact with each other. In the meantime, it also indirectly (*promotes cultural exchanges between local people and Chinese tourists*⁶). Residents exposed that it encourages exchanging experiences and knowledge in several contexts such as society, tradition, culture, language usage, life, study, business, work, etc. This finding is consistent with studies conducted by Akarapong (2006), Akarapong et al. (2010), Andereck & Nyaupane (2011), Korawan et al. (2017), and Long & Kayat (2011).

Furthermore, additional observations allowed this study to acknowledge that the Chinese tourist market expansion in Phuket (*enhances residents' knowledge about Chinese culture and its language*⁷). Meanwhile, it clears the way for (*residents to ease adaptation to Chinese tourist arrivals in the community*⁸). Many residents exhibited that they have more social interactions with Chinese such as teachers, students, bosses, peers, friends, couples, entrepreneurs, tour guides, tourists, salespersons, customers, acquaintances, etc. It contributed to their learning process regarding the Chinese society and culture, such as Chinese values, language usages, various living behaviors of the Chinese people, and so on. Further point was that nowadays, local people have more access to Chinese language learning. Besides, they also have the advantage of having the opportunity to practice Chinese more with native speakers in the community. It allows residents to improve their Chinese language skills and led to more skilled residents in Phuket. It raises the opening of Chinese culture's perspective to the local people, allowing them to learn, understand, and have more knowledge about Chinese culture. Moreover, the study found many respondents revealed that Phuket residents were more eager to learn Chinese languages and cultures. Some residents exhibited that more people around them were interested in learning Chinese. At the same time, some people said that there were more channels to study Chinese available in Phuket, both online/offline, more educational institutions offering Chinese language courses, more local people interested in eating Chinese food. In addition, some revealed that more local people adapted Chinese cultures to utilized, such as opening Chinese food restaurants, Mala BBQ stalls, offering Chinese language courses, etc. It indicated that Phuket residents have adapted and become more familiar with Chinese people and Chinese culture. It is partially consistent with the finding of Korawan et al. (2017) as revealed that there had been an adaptation of local people to the Chinese tourist arrivals in northern Thailand.

Further observations also revealed more positive circumstances as residents exposed that this market expansion (*promotes socio-cultural diversity in Phuket Province*⁹). As more and more Chinese come to travel, work, study, and even live in Phuket, it has also contributed to more significant social and environmental changes. The Chinese culture has become more prevalent. For example, more local people adopted Chinese culture to utilized, as previously mentioned. Accordingly, residents portrayed that these consequences could promote a diversity of cultures and expand Phuket society. Onward, the additional investigation also found that (*it builds good relationships between residents and Chinese people*¹⁰). As residents revealed, the expansion of the Chinese inbound tourism market in Phuket promotes good relationships between Thailand and China, establishing good trade relationships with Chinese people, and shape good friendships with Chinese people/tourists. In the meantime, this study further found that it (*allows a more exotic and wide range of alternative products/ services in Phuket Province*¹¹). Residents commented that many more new exotic businesses related to the Chinese tourist market emerged in Phuket, more exotic and diverse products/services, and more options for consuming commodities/services. For example, there are more varieties of tourism activities available in Phuket, such as accommodations, restaurants, spas, excursion tours, tourist attractions, real estates, spa and wellness, etc. Some residents mentioned that there are more shopping options available both offline and online. At the same time, some have explained that there are new payment methods to accommodate more Chinese travelers, for example, Siam Commercial Bank (WeChat Pay and Alipay), at 7-11 and FamilyMart convenience stores Chinese tourists can pay via Alipay, etc. Some said that there is more convenience in transactions between Phuket and China, such as communication, transportation, shipping, etc. It is more convenient for traveling since many flights were operating every day directly between Phuket and China. Also, more comfortable in parcels shipping between Phuket and China as there were more companies services for shipping goods, parcels, documents, express, etc. available in Phuket. After that, this study further found many residents exposed that this market (*brought about a more vibrant and bustling society to Phuket Province*¹²). Several tourist attractions in Phuket are filled with Chinese tourists. In addition, it significantly attracts many shops small stalls to the areas. In fact, those revealed circumstances contributed to (*promotes Phuket Province to become a more famous and well-known tourist destination*¹³). Besides, residents also commented that Chinese tourists have a

penchant for taking pictures and posting on social media. Indirectly, this has resulted in disseminating the excellent image of Phuket and promoting it to be well known and even more a famous worldwide tourist destination.

Sharpley (1994) stated that local infrastructure would undergo significant improvements as communities develop tourism. In the meantime, interactions between locals and visitors will obviously increase as well. In addition, it noted that the values, lifestyles, livelihoods, and quality of locals' lives in the community also tend to change where tourism develops exceed in the area (Andereck et al., 2005; Andereck & Nyaupane, 2011; Hall & Page, 2014; Látková & Vogt, 2011; Lee & Black, 2003; Lee et al., 2010; Long & Kayat, 2011). It is consistent with these previous studies. This recent study found that many residents said that the market expansion of Chinese inbound tourism in Phuket had given them (*a better standard of living/ quality of life*¹⁴). Some residents reveal that it creates opportunities for future family building, such as having a job, earning money, and buying a house. Some say that local people have the money to spend easily, easy shopping, and sustainable income. In addition, some people commented that the economy is good, the villagers have employment, income, and everyone has money to spend on their daily life. It also promote the development of Phuket as local people have a better public infrastructure and more wide range of commodities/services available on the island. After that, this study found that (*local people are proud that Phuket Province is a popular destination among Chinese tourists*¹⁵). It is consistent with several previous studies (Akarapong et al., 2010; Andereck & Nyaupane, 2011; Deery et al., 2012; Diedrich & García-Buades, 2009; Lee et al., 2010; Long & Kayat, 2011). On the other hand, Korawan et al. (2017) found that residents in northern Thailand did not feel proud that their communities are popular destinations among Chinese tourists from mainland China.

In another perspective, several studies revealed the tourism development affects the adverse socio-cultural impacts on residents (Akarapong, 2006; Akarapong et al., 2010; Andereck et al., 2005; Andereck & Nyaupane, 2011; Buakhao & Weerakit, 2012; Deery et al., 2012; Diedrich & García-Buades 2009; Grace Siu et al., 2013; Korawan et al., 2017; Látková & Vogt, 2011; Lee et al., 2003; Lee et al., 2010; Lertporn, 2020; Rasoolimanesh et al., 2015; Wanapinyosak, 2015; Zhou, 2010; Zhou & Ap, 2009). This recent study also found that the market expansion of Chinese inbound tourism in Phuket contributed to (*the decline in local*

*people's privacy and peace in the community and tourist destinations*¹⁶). Residents further exposed that *(it creates chaos as it overcrowded Chinese tourists in places such as tourist attractions while some Chinese have lack of respect to the rules in tourist attractions and areas such as schools*¹⁷). As most respondents' answers, for example, "Chinese tourist is chaotic." Several people said, "there was chaos/crowds as the overwhelming number of Chinese tourists in popular tourist attractions," and "chaos from Chinese tourists who lack disrespect for local rules and regulations." Meanwhile, some residents' responses explained, "since our school is located on the Kamala Beach, then several Chinese tourists often come to use the school toilets without asking for permission." The findings revealed similarly to those previous studies, Grace Siu et al. (2013), Korawan et al. (2017), Lertporn (2020), and Wanapinyosak (2015). Furthermore, residents felt disturbances with the inappropriate manners that some Chinese tourists demonstrated while visiting Phuket. *(It is disturbing to the community and people in the areas, such as talking loudly, standing too close when queuing, jumping queues, pushing others, smoking in public, spit in public, littering carelessly, etc*¹⁸). As respondents' answers, for example, "Chinese tourists talking loudly," "they often smoking in public," "their eating is sloppy and noisy," and "Chinese tourists littering carelessly." Many residents exhibited "some Chinese tourists lack cleanliness," and "several Chinese tourists lack respect for site rules and local culture." Several said, "Chinese tourists are careless crossing roads, walking obstruction on roads, walking to cut in front of the car" and "careless driving, and lack local traffic disciplines." Some people said, "I often saw Chinese tourists spitting in public, and it made me feel distasteful." Some exposed, "some Chinese tourists dressed improperly visit religious sites, such as temples." A resident mentioned, "I don't particularly appreciate when I see Chinese tourists scrambling for services such as skimp on food in buffet restaurants." Besides, another person said, "many Chinese tourists leaving food scraps and tissue paper on the dining table." The findings have been disclosed as with some news agencies and previous studies (Grace Siu et al., 2013; Jonette, 2015; Korawan et al., 2017; Lertporn, 2020; Thai Rath, 2015; Wanapinyosak, 2015).

Based on additional observations, this study further found *(scramble problems for consuming local commodities/ services between local people and Chinese tourists*¹⁹). Residents mentioned a scramble to purchase goods/services or use facilities such as at 7-11, restaurants, local shops, flea markets, tourist attractions, hotels, and any other places.

Meanwhile, some residents commented that they have to queue up to buy products/use services for longer than usual. Moreover, sometimes, they run out of products/services as Chinese tourists have bulk purchasing behavior. Besides, some said, Chinese tourists, vying for food at buffet restaurants. Similarly, Grace Siu et al. (2013) revealed that once Chinese tourists visit Hong Kong, they tend to bulk buying many local products return to mainland China as they believed that commodities are of good quality and value for money. It affected residents as it contributed to insufficiency commodities for local people in the area. Apart from that, Korawan et al. (2017) identified a similar impact, as studies have shown that Chinese tourists in northern Thailand have contributed to scramble problems in local public services. Such as Rod-Songthaew (pick-up truck taxi), Rod-Si-Lor-Dang (pick-up truck taxi), and commodities.

Onwards, the market expansion of Chinese inbound tourism in Phuket contributed to *(an increase in the number of Chinese establishment businesses and worked illegally on the island²⁰)*. Such as tour guides, employees in tour companies, employees in properties agencies, employees in nightclubs, photographers (Pre-wedding for Chinese couple), setting tour companies, hotels, restaurants, and any other related businesses. Many Chinese people using fake documents such as Thai national identifications card, educational backgrounds, tourist guide licenses, passports, etc. As residents explained, many Chinese people illegally set up tour companies, guesthouses, lodging restaurants, etc., through forging documents, such as counterfeiting Thai national identification cards, educational qualifications, tourist guide licenses, passports, and other documents. Meanwhile, many residents said, more and more Chinese people are taking over the jobs of local people and work in several careers in the tourism industry without being permission. Especially work as company employees of Chinese capitalists in different positions, Chinese tour guides, Chinese photographer organizers, etc.

In addition, when the community's labor force increases in the number of illegal immigrant workers, it has also led to other negative consequences. As *(local/ Thai cultures and traditions are presented more commercially, and virtual traditions have formed to attract Chinese tourists²¹)*. This circumstance initiated faster since some foreign workers might be less conscious of Thai culture than native Thai people. Meanwhile, the Thai amulets and talismans popular among Chinese people. Accordingly, there was more distorting, scamming, and exploitation to Chinese tourists over some entrepreneurs. Residents argued that several tour

operators created excursion tours while the itinerary included visiting temples. In fact, some tour aims to prevalent Thai culture to foreign while some deserve more in terms of financial gains. However, some are quite complicated, while some are obviously tangible. Several entrepreneurs formed virtual traditions to attract Chinese tourists, focusing on trade rather than cultural value. For example, Zero Dollar Tour or some religious places built fake churches to welcome only Chinese tourists. In fact, there were places that the guide will create a rough trust in order to convince the Chinese tour group to gain confidence. Then rent or sell overpriced amulets along with useless counterfeit goods. This finding ensured a previous study and several news agencies' reports (Akarapong et al., 2010; Khaosod, 2018; Korawan et al., 2017; Manager Daily 360 Degree, 2017; Manager Daily 360 Degree, 2018; Newton, 2018; Patcharathorn, A., 2017).

The additional investigation continued to disclose adverse impacts, and it found (*problems of some entrepreneurs deceive/ exploit Chinese tourists*²²). Besides, (*some entrepreneurs, salespersons, tour guides, and others presented misinformation that causes a misunderstanding about local/ Thai culture to Chinese tourists*²³). Several residents said that some entrepreneurs were selling products/services too expensive. Meanwhile, some entrepreneurs sell goods/services by distorted offering or exaggerated advertising. For example, some tour guides scam Chinese tourists to rent or buy fake Thai amulets/sacred objects with overpriced as mentioned earlier. Meanwhile, some tourist guides sell souvenir items overpriced such as rubber pillows. Some shops sell fake products such as counterfeit Thai silk. Moreover, some residents explained some entrepreneurs sell substandard products/services to both locals and tourists. There were some representative cases, for example, forged fruit juices (fake orange juice and passion fruit juice) in float market or tourist attractions, substandard boats, substandard buses, substandard tour activities equipment, inappropriate qualification personnel, etc. In fact, it also directly negatively affected Phuket's tourism image and indirectly affected residents' livelihoods as well. The continued effect from those revealed impacts was that (*some Chinese tourists have distortedly perceived the image of Phuket Province*²⁴). Significantly, the Zero Dollar Tour phenomenon has contributed to a lot of damage to Phuket's image since tour itineraries emphasized attracting tourists to shopping rather than exploring the island's beautiful scenery. It resulted in missing out on the charming sights of Phuket. Illegal Chinese tour guides offer

distorting information where providing tourists with data is not the same as data supplied from native-Thai tour guides, especially about local history and culture.

Furthermore, due to the ease of earning money from these tourism circumstances, *(it attracted more crime, commercial sex business, prostitution, drugs, gambling, and theft in Phuket²⁵)*. At the same time, some residents might also get involved with these circumstances. Moreover, this study also found that some businesses in this niche market were not in tune with morality/ethics, such as Ping-Pongs shows, Adult Show (sex shows), etc. Some were offenses of cultural traditions such as prostitution, etc. By the way, these impacts all potential indirectly contributed to *(the decline in safety and security in life and property of community and residents²⁶)*. Both findings revealed similar as some news reports and several previous studies (Andereck et al., 2005; Andereck & Nyaupane, 2011; Akarapong, 2006; Akarapong et al., 2010; Buakhao & Weerakit, 2012; Deery et al., 2012; Diedrich & García-Buades 2009; Grace Siu et al., 2013; Korawan et al., 2017; Látková & Vogt, 2011; Lee & Back, 2003; Lee et al., 2010; Long & Kayat, 2011; Rasoolimanesh et al., 2015; Thai Rath, 2018; Zhou, 2010; Zhou & Ap, 2009).

Besides that, additional observations found several businesses in the Chinese tourism market *(discriminate against common customers, as operators in this particular market target offering their products/services to Chinese customers²⁷)*. There was a segregation of some tourist attractions since there were no accepting normal tourist services while emphasizing only serving Chinese customers. Onward, the study further found also *(the language barrier problem as it difficult for residents to communicate since most Chinese tourists only speak Chinese²⁸)*. Respondents said it lack Chinese language and culture knowledge provided for residents, very few local people with Chinese language skills, and communication disadvantage due to few locals who can communicate in Chinese, resulting in misunderstandings from miscommunication. Some residents said Thais lose benefits such as employment opportunities in the Chinese market because job competitors are Chinese, native speakers of the Chinese language and culture. Meanwhile, some people mentioned that Phuket people who do not speak Chinese would lose their jobs, and people without Chinese skills will find it challenging to find work.

Table 5.16 Summary of residents' perceptions of environmental impacts regarding the market expansion of Chinese inbound tourism in Phuket Province

No.	Environmental impacts
1	Increase overcrowding of traffic congestion/ traffic jams in Phuket Province.
2	Increase pollution in various fields, such as marine pollution, water pollution, water pollution, air pollution, noise pollution, solid waste, and other environmental infections.
3	Increase the physical impacts from tourism developments on ecosystems, such as constructing recreational and entertainment facilities through nature destruction.
4	Increase the physical impacts from tourism activities on ecosystems, such as marine activities tours, adventure activities tours in the forest, etc.
5	Increase accident rates on roads and traffic problems in Phuket Province.
6	Increase in varieties of recreational facilities, products, and services in the local hospitality and tourism industry.
7	Promote protection and conservation of natural resources/ environments in Phuket Province, such as encouraging better environmental planning/ management and enhancing environmental awareness.
8	Improve in better landscape and surrounding of Phuket, especially in popular tourist attractions.
9	Improve rules and regulations to protect and conserve the natural resource/ environment of Phuket Province in the long term.
10	Spread the reputation of the beautiful nature in Phuket Province to the world.
11	Increase congestion in places, such as popular tourist attractions
12	Cause the environment/ natural resources more degraded.
13	Cause insufficient resources to meet the needs of the residents.

5.3.1.3 Environmental impacts

In addition to tourism development generally can contribute to economic and social-cultural impacts. The environment and the surrounding ecosystem are also important since they can typically affect both positive and negative on destinations and their locals as well. In fact, the environmental goal is another essential factor for any tourism development program while also equally necessary to pay attention to local people's environment. Several recreational

facilities are required to accommodate tourism growth. At the same time, environmental protection and conservation campaigns are also essential segments. The justification basically aims to obtain financial reserves for the community and achieve sustainable tourism. This study found several favorable and unfavorable impacts from the market expansion of Chinese inbound tourism on the community and residents. The study findings consistent with several previous studies regarding the positive environmental impact of tourism on the residents (Akarapong, 2016; Akarapong et al., 2010; Andereck et al., 2005; Andereck & Nyaupane, 2011; Buakhao & Weerakit, 2012; Chen, 2016; Deery et al., 2012; Diedrich & García-Buades, 2009; Grace Siu et al., 2013; Kim et al., 2013; Látková & Vogt, 2011; Long & Kayat, 2011; Marzuki, 2012; Rasoolimanesh et al., 2015; Sharpley, 2014; Vargas Sanchés et al., 2008; Yoon, Gursoy & Chen, 2001; Zhou, 2010; Zhou & Ap, 2009). In contrast, Korawan et al. (2017) found no positive environmental impacts on locals regarding the Chinese tourism market in northern Thailand.

However, this study found Phuket's residents agreed that the Chinese inbound tourism market in Phuket contributed to *(improving the better community's landscape and the surrounding environmental appearances, especially in popular tourist destinations¹)*. Residents exposed that it encourages people in Phuket were more alert to improve their places. The government has more organized tourist attractions such as planting trees on road islands, zoning, creating Chinese signs, adding trash bins, expanding parking lots, restoring/repairing various tourist attractions, etc. Furthermore, local people began to develop more their community's landscapes, such as developing temples areas. Moreover, several local entrepreneurs satisfy and create familiarity with Chinese customers by providing them homelike environments. Especially during the peak seasons for Chinese holidays like the Chinese New Year Golden Week and National Day Golden Week, the media or symbols in Chinese and Chinese atmospheres decorations in places were well arranged by both the local government and entrepreneurs. Such as the airport, tourist spots, hotels, restaurants, spas, massages, souvenir shops, department stores, jewelry shops, etc. These circumstances made Phuket became a more touristic city, beautiful, and provides a better overview of the community. Furthermore, it led to *(an increase in the varieties of recreational facilities, products, and services in the hospitality and tourism industry of the community²)*. Meanwhile, both findings consistent with those studies (Akarapong et al., 2010; Andereck & Nyaupane, 2011; Deery et al., 2012; Grace Siu et al., 2013; Marzuki, 2012; Látková

& Vogt, 2011; Long & Kayat, 2011; Rasoolimanesh et al., 2015). There were various of new emerged leisure facilities developed in Phuket such as hotels, resorts, luxury villas, condos, clubhouse, restaurants, spa and wellness places, hospitals, souvenir shops, cabaret shows, show places, shopping stores, duty-free stores, luxury jewelry stores, real estates, Chinese commercial areas, natural attractions, and many more other tourist spots. In fact, it is the case of a tremendous influence on the continued growth of the Chinese inbound tourism market in the city. Besides, residents benefit since it means increasing the availability of recreational facilities and developing their community.

Apart from those positive environmental impacts examined, this study found another new effect as many residents mentioned that Chinese tourists visiting Phuket contributed to *(spreading the reputation of the beautiful nature in Phuket Province to the world³)*. Residents perceived that Chinese tourists like to enjoy the beach and sea breeze, take pictures and often post on social media. In fact, it has contributed to the increasing popularity of the natural attractions in Phuket. Simultaneously, since some investors realize the potential of financial gains in return, it allows natural attractions to be developed into new tourist destinations such as private beaches, viewpoints, restaurants, resorts, etc. Moreover, mainland China travelers are not seasonal as others nationalities, while Phuket island has opportunities to welcome them all year-round. They ranked in the top of tourists visiting the island, and generally several traveling in a large group. Therefore, once they arrive at national sites like islands, national parks, historical sites, cultural attractions, and other related places, it generates excellent revenues directly on government financial by visiting fees earning. Commonly, once a large number of tourists and often arrived at the attractions, several impacts appeared on the environmental and natural resources. In turn, it contributed to *(promoting the protection and conservation of natural resources/ environments in the community, such as encouraging better ecological planning/ management and enhancing environmental awareness⁴)*. Also, it stimulates *(an improvement of rules and regulations to protect and conserve the natural resource/environment of the community in the long term⁵)*. The environmental impacts found in line with previous studies (Akarapong et al., 2010; Andereck & Nyaupane, 2011; Andereck et al., 2005; Buakhao & Weerakit, 2012; Látková & Vogt, 2011; Long & Kayat, 2011).

However, the attachment between tourism and the environment is complicated. It is the combination of several circumstances that might potentially harm the natural resources in the area. Most studies argued that the environmental impact of tourism affected negatively local people and their community (Akarapong, 2006; Akarapong et al., 2010; Buakhao & Weerakit, 2012; Deery et al., 2012; Grace Siu et al., 2013; Korawan et al., 2017; Látková & Vogt, 2011; Lee et al., 2010; Rasoolimanesh et al., 2015; Zhou, 2010; Zhou & Ap, 2009), and this study do so. Grace Siu et al. (2013) revealed that the Chinese tourists' wave in Hong Kong contributed to pollution on locals regarding noise and cleanliness pollution. Some Chinese talked loudly while some littered and spat carelessly, affected the city's cleanliness. A study conducted by Korawan et al. (2017) indicated the same messages since Chinese tourists visiting the northern of Thailand also affected local people in terms of noise pollution, littering carelessly, and creates more garbage in the areas. Similarly, this study found residents strongly agreed that this market expansion contributed to *(increasing pollution in various fields, such as marine pollution, water pollution, water pollution, air pollution, noise pollution, solid waste, and other environmental infections⁶)*. As most residents answer, for example, "Chinese tourists littering carelessly, leave their things in a place, making it look untidy." Several people said, "Create more waste, smoking pollution from Chinese smokers." "There is an increase in littering, spitting in public, and noise pollution." "There is an increase in air pollution from the number of cars on the road while the traffic congestion." Some people exposed "the community becomes dirtier, increasing garbage and pollution." "More pollution from waste, cigarette smoke, car fumes, wastewater, and various." Some say "ecosystems are more disrupted, more garbage on beaches and in the sea" and "more wastewater released into the sea." Besides, this finding also supports more previous studies (Akarapong, 2006; Akarapong et al., 2010; Andereck et al., 2005; Andereck & Nyaupane, 2011; Buakhao & Weerakit, 2012; Deery, et al., 2012; Látková & Vogt, 2011; Lee & Black, 2003; Lee et al., 2010; Long & Kayat, 2011; Rasoolimanesh et al., 2015; Zhou & Ap, 2009).

Furthermore, this study found Phuket residents perceived *(an increase in the physical impacts from this tourism development on ecosystems, such as constructing recreational and entertainment facilities through nature destruction⁷)*. Similar to the study of these scholars (Akarapong et al., 2010; Andereck et al., 2005; Buakhao & Weerakit, 2012; Deery

et al., 2012; Grace Siu et al., 2013; Lee & Black, 2003; Lee et al., 2010; Long & Kayat, 2011; Rasoolimanesh et al., 2015). Due to the fact, many leisure facilities regarding the Chinese inbound tourism market emerged on Phuket Island, as mentioned earlier. Specifically the constructions of resorts, restaurants, tour camps, in nature areas and any other mega projects. It required some natural resources interventions, which contributed to the physical impact on the ecosystem. Moreover, this particular market was even influenced indirectly on public infrastructure development, such as expanding roads, harbors, airports, etc. These conditions are also connected with an increase in the physical impacts from tourism developments on ecosystems, such as nature destruction and intensified land use. These tourism circumstances also indistinctly notified potential threats to various natural territories and gradually harms and depletes environmental resources in Phuket. Moreover, there was not only tourism development that contributed to physical impacts on the ecologic during the tourism enlargement process. Besides, this study found that residents also agreed that it attached (*the increase in the physical effects of tourism activities on ecosystems, such as adventure activities in the forest, trampling, anchoring, marine actions, and others*⁸). This finding matched with studies and local news published previously (Akarapong et al., 2010; Andereck et al., 2005; Buakhao & Weerakit, 2012; Deery et al., 2012; Grace Siu et al., 2013; Khaosod, 2018; Lee & Black, 2003; Lee et al., 2010; Long & Kayat, 2011; Manager Daily 360 Degree, 2015; Post Today, 2017; Thai PBS, 2018; Thongtub, E., 2017). As respondents' answers, for example, "Chinese tourists are not aware of conserving natural resources, such as standing on coral reefs, bringing home coral, catching marine animals to take pictures, etc." Some people said, "the destruction of coral reefs from Chinese tourists does not take the proper precautions while visiting Phuket." Meanwhile, some exhibited, "destroy forest areas for tourism activities such as elephant riding, ATV driving, zipline, white water rafting, etc." Apart from that, a respondent mentioned, "to do tours and sea activities such as parasailing, banana boat, snorkeling, etc. contributed to the physical impacts on ecosystems. Moreover, alteration of ecosystems by tourist activities are also significantly harmed when the visitors' volume utilized, exceeded the environment's capacities and primarily if tourists environmentally carelessly.

Grace Siu et al. (2013) disclosed that the tide of Chinese tourists in Hong Kong is adversely affecting the cleanliness of the city and the health of its residents. Chinese tourists are also deliberately damaging public facilities or even stealing public resources. And on top of that, the study found that this phenomenon also harmed Hong Kong's ecological environment. In a similar way to Korawan et al. (2017) since this study found that Chinese tourists in northern Thailand impacted the environment in terms of creating more garbage and littered carelessly. Besides, this previous study also stated that the Chinese tourist market development contributed to the destruction of the nature and landscape of Chiang Mai without precaution. Identically, this recent investigation found residents also exhibited that Chinese tourists visiting Phuket (*further degraded the environment/ natural resources in Phuket*⁹). As residents answer, for example, tourist attractions degrade more quickly, a lot of garbage, dirty, less clean, and untidy such as the public toilet area. Some people mentioned local resource damage, environmental destruction, environmental degradation, ecological degradation, finally led to lack of fertility in the community. Apart from that, the additional observation finding is also associated with other previous studies (Akarapong et al., 2010; Buakhao & Weerakit, 2012).

Onward, Phuket residents continued to expose that the Chinese tourism market in their province significantly caused (*an increase in overcrowding of traffic congestion and traffic jams on roads*¹⁰). Residents commented that Phuket is an island and usually has many vehicles of people living in the area. Nevertheless, the increase in the number of Chinese tourists has noticeably increased the number of vehicles on the road. Due to the fact that many Chinese tourists visit Phuket as a group tour, most found that they do island tours by buses, vans, or taxis. Besides, many Chinese tourists rent vehicles to drive themselves, be it a motorcycle or a car. These all contributed to increasing traffic congestion and delays in local traffic. The same as several previous studies revealed that tourism expansion impacted traffic congestions/ traffic jams in the community (Andereck et al., 2005; Andereck & Nyaupane, 2011; Akarapong et al., 2010; Deery et al., 2012; Korawan et al., 2017; Látková & Vogt, 2011; Lee et al., 2010; Rasoolimanesh et al., 2015; Zhou, 2010; Zhou & Ap, 2009). In addition, a case study of Chinese tourism development in northern Thailand also found that this circumstance increased traffic congestion, traffic jams, and accident rates on local roads (Korawan et al., 2017). Once again, it supports this current study since Phuket residents mentioned another caution impact regarding the Chinese

tourist market in Phuket that notably (*increased accident rates on the roads and traffic problems in the province*¹¹). They commented that some buses that do not meet safety standards carry Chinese tourists, such as being too old or too large, not suitable for carrying tourists through certain roads, for example, driving up and down hilly roads. It was another reason for an increased rate of local accidents, such as accidents from Chinese tour buses brakes failure, cornering, overturning, collision with electric poles, crashing with cars or motorcycles, etc. Besides, some Chinese tourists driving without knowing the local traffic rules. These all escalate the risk of accidents to road users. Apart from that, several news agencies reported accidents on roads regarding the Chinese inbound tourism market on Phuket Island. For example, a transport bus was carrying Chinese tourists overturned on a downhill Patong road (Salinee Prap, 2017). Other news reported that a Chinese tourist bus brakes fail, collides with a pickup truck, then plunged into a roadside ditch during its drives down Kata Hill (Thai Rath, 2018; Thongtub, E., 2018). And some further mentioned that a van was carrying Chinese tourists braking system crashes, locking wheels, and plunging into a road ditch in Thalang District (Siangtai Daily. 2018). However, these were just a few incidents while many more accident cases happened in Phuket Island. Moreover, several other news agencies and scholars also reported that tourism development contributed to increased accident rates and traffic problems on roads in the community (Akarapong et al., 2010; Ban Muang, 2018; Deery et al., 2012; Channel 8 (Thailand), 2017; China.org.cn, 2015; Korawan et al., 2017; Látková & Vogt, 2011; Lee et al., 2010; Manager Daily 360 Degree, 2015; People's Daily, 2016; Rasoolimanesh et al., 2015; Zhou, 2010; Zhou & Ap, 2009). However, Grace Siu et al. (2013) revealed that the Chinese tourists' wave in Hong Kong does not affect traffic congestion and accident rates on local roads.

Andereck & Nyaupane (2011) and Látková & Vogt (2011) stated that the more tourism extends to the community, and the more local areas become congested. It consistent with additional observations, found the two other impacts from the expansion of the Chinese tourist market in Phuket on locals. As residents said that it seriously (*increased congestion in Phuket, such as in popular tourist attractions*¹²), and (*caused insufficient resources to meet the needs of the residents*¹³). Residents commented that many places in Phuket are becoming more congested. Especially in the famous tourist destinations due to the excessive number of Chinese tourists, such as Promthep Cape, Chilwa Market, Chao Fha Variety Weekend Market, Talad Yai

Market (Lard Yai The Old Phuket Town Walking Street), 7-11 stores, even small islands around Phuket, etc. Several residents mentioned there were congested and overcrowded also on roads. Furthermore, some residents revealed that there was a more concentration of housing. More buildings were built while fewer trees are available. These things make Phuket society more congested. Residents also showed that the expanding Chinese tourism market in the area indirectly causes insufficient resources to meet the needs of residents, especially in the high tourism season, such as water and trashcan. While some people said, local natural resources are dwindling, degraded, and partially destroyed.

5.3.2 The differences in residents' perceptions and attitudes towards impacts regarding the market expansion of Chinese inbound tourism in Phuket Province in the field of economic, socio-cultural, and environmental perspectives

Objective 2: To investigate residents' perceptions and attitudes towards the tourism impacts regarding the market expansion of Chinese inbound tourism in Phuket Province in the field of economic, socio-cultural, and environmental perspectives.

This section presents the summary of 20 socio-demographic characteristic variables and the differences in residents' perceptions and attitudes towards three main impacts variables and two overall attitudes variables regarding the market expansion of the Chinese inbound tourism in Phuket Province in the fields of economic, socio-cultural, and environmental perspectives.

In conclusion, this study found 16 socio-demographic characteristic variables influence residents' perceptions and attitudes towards this market expansion significantly differences. There were age group, marital status, education level, occupation, average monthly income, occupation directly related to the Chinese inbound tourism market in Phuket Province, a proportion of the monthly income earned from the tourism industry, English communication skills, Chinese communication skills, Thai citizens with ethnic Chinese ancestry, native residents, district of residence, length of residence, contact/ interaction/ social relationship experience with Chinese people, social relationship as a friend/ colleague, and social relationship as a customer.

Meanwhile, the 4 other variables were not considerably dominant residents' perceptions and attitudes towards this market differently. There were gender, residence in the tourist area, social relationship as a relatives, and social relationship as a spouse/couple/girlfriend/boyfriend. The discussion is well presented further as the following details below.

Figure 5.2 Gender



Several scholars also employed gender identity in the study of residents' perceptions and attitudes towards tourism development contexts (Akarapong et al., 2010; Andereck & Nyaupane, 2011; Buakhao & Weerakit, 2012; Chen, 2016; Esmat Zaidan & Jason F. Kovacs, 2017; Grace Siu et al., 2013; Korawan et al., 2017; Látková & Vogt, 2011; Long & Kayat, 2011; McGehee & Andereck, 2004; Nunkoo & Gursoy 2012; Rasoolimanesh et al., 2015; Soontayatron, 2010; Wang & Pfister, 2008). The previous study's findings proposed varies; some found significant differences between gender heterogeneity while others do not.

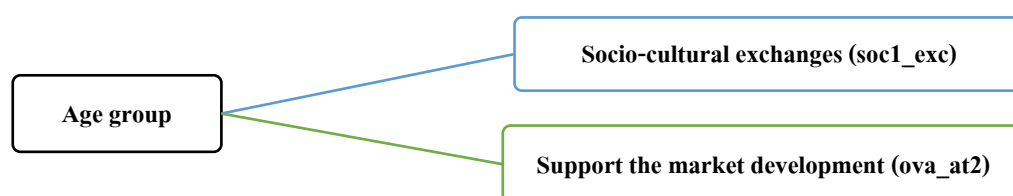
However, this recent study found no statistically significant differences among residents' gender towards their perceptions and attitudes of three main impacts variables and two overall attitudes variables regarding the market expansion of the Chinese inbound tourism in Phuket Province. Since males¹ and females² showed fair access in perceived economic benefits (eco1_bnf), economic competitions (eco2_cpt), economic dependence on non-Chinese tourists (eco3_dnc), socio-cultural exchanges (soc1_exc), socio-cultural clashes (soc2_cls), socio-cultural alterations (soc3_atr), and socio-cultural incidents (soc4_icd), environmental issues (env1_iss), environmental improvements (env2_ipm), overall attitudes of perceived impacts, and overall attitudes of support for the market development regarding the market expansion of the Chinese inbound tourism in Phuket Province.

Thus, it accorded with Wang & Pfister (2008) since this previous study revealed that residents' gender identity did not significantly influence their attitudes and perceptions towards tourism in the community differently. At the same time, it was also consistent with Andereck & Nyaupane (2011), as scholars did not address significantly different perceptions of tourism between different genders. Moreover, this finding further partially entrusted with

Buakhao & Weerakit (2012) as scholars indicated that male and female residents were not significantly different perceived environmental impacts from long-stay tourism in the community. However, residents were the other significant in perceptions of economic and socio-cultural effects since females were a more vital perceived economic while a lower degree of socio-cultural impacts rather than males.

However, several previous studies also found that residents of heterosexuals had significant differences in perceptions and attitudes towards community tourism. Esmat Zaidan & Jason F. Kovacs (2017), Látková & Vogt (2011), and McGehee & Andereck (2004) argued that gender identity influences personal residents, women, and men significantly differ in their perceptions and attitudes towards tourism impacts and further development. Similarly, Nunkoo and Gursoy (2012) also revealed that differences in residents' attitudes towards support for tourism were significantly affected through gender characteristics. Rasoolimanesh et al. (2015) found that gender was a factor that influences residents' perceptions towards tourism development while females perceived both positive and negative tourism impacts were stronger than males. Long & Kayat (2011) exposed that males showed a greater substantial degree to support tourism development in the community than females' residents. Chen (2016) also found that residents' gender heterogeneity significantly affects residents' attitudes towards the Chinese tourism market in Taiwan. Females exhibited a superior perception of tourism quality impacts while a minor magnitude of overall tourism impacts and perspectives towards tourism development rather than males.

Figure 5.3 Age



Several previous studies in residents' perceptions and attitudes towards contextual tourism relationships employed age as residents demographic variables (Akarapong et al., 2010; Andereck & Nyaupane, 2011; Buakhao & Weerakit, 2012; Chen, 2016; Esmat Zaidan

& Jason F. Kovacs, 2017; Grace Siu et al., 2013; Korawan et al., 2017; Látková & Vogt, 2011; Long & Kayat, 2011; McGehee & Andereck, 2004; Nunkoo & Gursoy 2012; Rasoolimanesh et al., 2015; Soontayatron, 2010). Some studies investigated whether residents of different ages have significantly different perceptions of impacts from tourism, while others emphasized residents' attitudes towards support tourism development. Meanwhile, many scholars pay attention to both perceptions of tourism impacts and attitudes of advocating tourism while some do not. However, previous studies have appeared with various considerable outcomes.

Buakhao & Weerakit (2012) revealed inconsistent findings with this recent study since there were no significantly different perceptions of tourism impacts among residents of various ages found in this previous study. On the other views, Látková & Vogt (2011) and McGehee & Andereck (2004) stated that different age residents allow individuals to synthesize different perceptions of tourism impacts. These traits further influence their attitudes towards tourism development also differently. It is consistent with this recent study found that residents of different age groups exhibited their perceptions and attitudes towards the impacts of socio-cultural exchanges (soc1_exc) and support for the market development (ova_at2) regarding the Chinese inbound tourism market were significant differences.

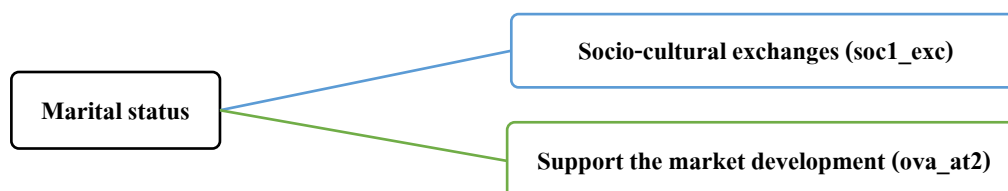
Residents between the ages of 31 and 40² had perceived a more substantial degree regarding socio-cultural exchanges consequences (soc1_exc) than those aged between 20 to 30 years old¹. Meanwhile, the study found that residents aged between 20 to 30 years¹ did not provide a firm agreement, whereas those who were 41 to 50 years old³ tend to deliver stronger agrees and more likely to support the development (ova_at2) of the Chinese inbound tourism market to Phuket Province.

According to older residents, substantially agreed that the Chinese inbound tourism market expansion in Phuket contributed to Chinese tourists have more knowledge about Phuket culture/Thai cultures and adapt more to Phuket culture/Thai cultures. It promotes cultural exchanges between residents and Chinese tourists in Phuket Province. It motivated the government to have more policies to handle issues arising over the Chinese inbound tourism market in Phuket Province. Also, older residents were more proud than younger residents that Phuket Province is a popular destination among Chinese tourists.

In concluded, older residents appreciated optimistic socio-cultural exchange (soc1_exc) consequences and inclined to support the Chinese market development in Phuket (ova_at2) significantly considerably than younger residents. It agreeable with Chen (2016), Látková & Vogt (2011), McGehee & Andereck (2004), and Rasoolimanesh et al. (2015) found that senior residents tended to perceive more positive consequences from tourism rather than those younger residents. Regarding the impact of the Chinese tourism market in Taiwan, Chen (2016) exposed that older residents exhibited a more excellent favorable agreement with overall tourism impacts and likely inclined to support the market expansion to the country.

Further to Látková & Vogt (2011) found that elderly residents obtained more tremendous advantages from tourism. Therefore, it made sense that they were exposed substantially positively towards tourism development in the community than junior residents. Likewise, McGehee & Andereck (2004) revealed that older residents appreciated the benefits of tourism while not being significantly affected by tourism costs. Similarly, Rasoolimanesh et al. (2015), age significantly different influences residents' negative perceptions of support tourism development. Younger residents were more enthusiastic about the community's adverse impacts from tourism development than those elderly residents. Nonetheless, contrary to Andereck & Nyaupane (2011), since findings revealed older residents seem to recognize a personal benefit from tourism suggestively negligible than those youngers. Moreover, this recent study found contradictions with Long & Kayat (2011) since this previous study argued that younger residents exhibited substantially positive perceptions towards tourism and were rather inclined to support the tourism development program than those residents older.

Figure 5.4 Marital status



This recent study found findings contradicted with Kuvan & Akan (2005) and Long & Kayat (2011). These previous studies revealed that residents with different marital

statuses exhibited perceptions of tourism impacts and that supporting tourism development in the communities was not significantly different. On the other tasks, Lankford & Howard (1994) and Petrzelka et al. (2005) proposed that marital status influenced residents' perceptions and attitudes towards tourism significantly differently. There are consistent with this recent study as residents with different marital statuses had perceptions and attitudes, significant differences in socio-cultural exchange impacts (soc1_exc), and supported market development (ova_at2) regarding Chinese inbound tourism in Phuket.

The study found that married residents² perceived social and cultural exchange (soc1_exc) consequences from this market expansion more considerably rather than singles¹ and those widowed/divorced/separated³. The evidence appeared since married residents exceptionally agreed that the Chinese inbound tourism market expansion on the island facilitated Chinese tourists to have more knowledge about Phuket culture/Thai cultures and adapt more to Phuket culture/Thai cultures. After, they exhibited a more substantial agreement that it promotes cultural exchanges between residents and Chinese tourists in Phuket Province. Furthermore, it stimulated the government to have more policies to handle issues arising over the Chinese inbound tourism market in Phuket Province. Apart from that, married residents² were more proud than those with the single marital status that Phuket Province is a popular destination among Chinese tourists.

Finally, the finding revealed that married residents also were more substantial in agreement to support this market development (ova_at2) than those single.

Figure 5.5 Education level



Several previous studies applied education level as a residents demographic characteristics explaining their perceptions and attitudes towards tourism development (Akarapong et al., 2010; Andereck & Nyaupane, 2011; Buakhao & Weerakit, 2012; Chen, 2016; Esmat Zaidan & Jason F. Kovacs, 2017; Grace Siu et al., 2013; Korawan et al., 2017; Látková & Vogt, 2011; Long & Kayat, 2011; McGehee & Andereck, 2004; Nunkoo & Gursoy 2012; Rasoolimanesh et al., 2015; Soontayatron, 2010). Studies outcomes presented varieties; some

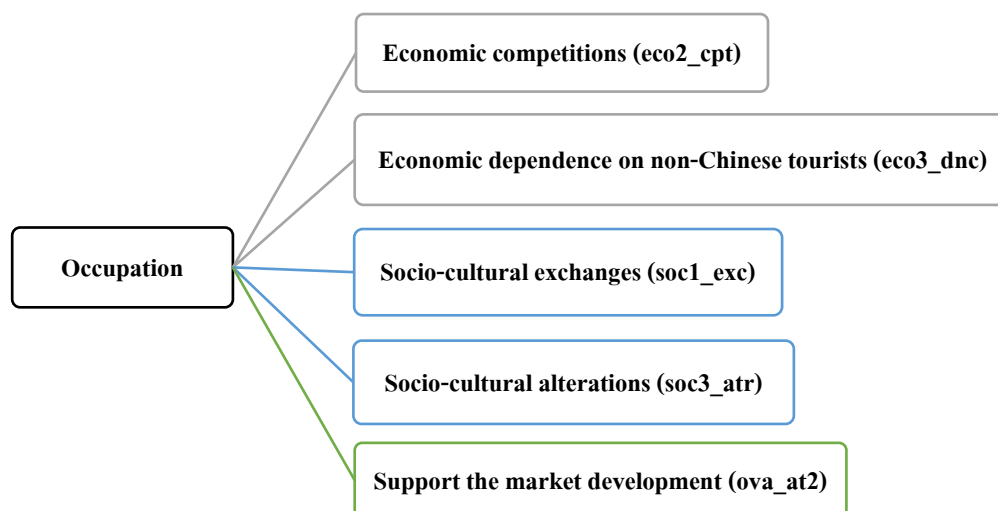
found this characteristic influences residents' perceptions and attitudes of tourism significantly different while others do not. Látková & Vogt (2011) exposed that educational level is another factor that affects personal residents to figure out tourism impacts substantially different and further influence individual exhibited different perceptions towards tourism development. This previous study found that residents with varying levels of education perceived positive tourism impacts significantly differently in their communities. Similarly, this current study yield also indicated that residents of different educational levels were significant differences in their positive perceptions and attitudes of overall impacts (ova_at1) regarding the market expansion of Chinese inbound tourism in Phuket. As residents with primary education or lower¹ showed a more evident agreement, the evolution of this niche market positively benefited Phuket (ova_at1), followed by residents with a certificate/diploma³, a bachelor's degree⁴, and those with postgraduates' education⁵ disclosed the least score.

In short, the results confirmed that education level was another influence power towards residents' overall perceptions and attitudes of impacts (ova_at1). Residents with lower education degrees had conscious of the general effects from this market expansion exceeding optimistically rather than those with higher education levels. It correlated with Látková & Vogt (2011), Long & Kayat (2011), and Rasoolimanesh et al. (2015) that also revealed residents with different education levels were significantly different perceptions and attitudes of tourism development. Rasoolimanesh et al. (2015) argued that residents with varying levels of education significantly different perceived negative tourism impacts but not positive perceptions. Residents of higher educational levels exhibited a notable anxious magnitude of adverse tourism impacts while lower academic degree residents were not considerably negative tourism consequences in their community. On another ward, it is consistent with this recent study since findings revealed that lower educational degree residents were more positively perceived impacts from tourism than those higher education levels. Further to Látková & Vogt (2011), as mentioned earlier found residents exhibited significantly different towards their positive perceptions of tourism impacts but not antagonistic perspectives. Scholars further disclosed that residents with varying degrees of education in different geographical areas formed their positive perceptions of tourism impacts in their communities were different. As higher educational degree residents in a more tourism developed country considerably more significant favorable consequences of tourism in their

nation rather than those lower academic levels. Conversely, in a lesser tourism developed country, residents with lower educational degrees were meaningful positive impacts from tourism in their country greater than higher education residents.

However, this recent study is inconsistent with Long & Kayat (2011) since this previous study argued that residents with higher education levels recognized favorable outcomes from tourism development considerably than those with lower educational levels. Meanwhile, residents of lower academic degrees agreed more with unfavorable tourism outcomes than those of higher educated degree residents. On the other hand, previous studies by Andereck & Nyaupane (2011), Buakhao, S. & Weerakit, N., (2012), McGehee & Andereck (2004), and Chen (2016) revealed that educational level did not influence how residents' perceptions of tourism impacts and attitudes towards tourism development were significantly different.

Figure 5.6 Occupation



Several earlier scholars used occupations as independent variables in the studies regarding residents' perceptions and attitudes of tourism (Buakhao & Weerakit 2012; Esmat Zaidan & Jason F. Kovacs, 2017; Grace Siu et al., 2013; Korawan et al., 2017; Rasoolimanesh et al., 2015; Soontayatron, 2010) Buakhao & Weerakit (2012) found different findings as occupations different have no influence residents' perceptions of economic, socio-cultural, and environmental impacts of tourism in their communities significantly different. However, the study found similarly to several previous research that residents with different occupations exhibited

perceptions and attitudes significantly different towards tourism impacts and supportive advocacy. Since the finding presented residents' perceptions were significant differences towards economic competitions (eco2_cpt), economic dependence on non-Chinese tourists (eco3_dnc), socio-cultural exchanges (soc1_exc), socio-cultural alterations (soc3_atr), and support the market development (ova_at2).

Residents with unemployed or looking for work⁷ and business owners³ perceived a higher degree of economic competition (eco2_cpt) effects contributed from this market expansion than students⁶. It is judicious since the finding suggested that residents with unemployed or looking for work and those who are entrepreneurs were more impacted in terms of an increase in the competition of job employments between residents and non-residents in Phuket. They exceedingly agreed that the Chinese market expansion on the island significantly contributed to “Zero-Dollar Tours” problems in Phuket. Meanwhile, those unemployed and business owners exhibited considerable acceptance that it energized local entrepreneurs to improve products/services to welcoming Chinese tourist arrivals on the island. Furthermore, these two residents cluster had more recognized with an increase in the number of non-residents living on the island. Also, an increase in the prices of commodities and services in Phuket Province significantly more potent than those students.

Apart from that, entrepreneurs³ exhibited more substantial agreement that this market expansion contributed to the impacts of economic dependence on non-Chinese tourists (eco3_dnc) rather than those who unemployed or looking for work⁷. It makes sense with the study results revealed that business owners were more worried than those who are unemployed. This is because they were increasingly affected by the impact of declines in incomes earned from tourists from other nationalities (non-Chinese) and decreases in tourists from different nationalities (non-Chinese).

In the socio-cultural consequences, residents who work as government employees/state enterprises¹, freelance workers⁴, company employees², business owners³, and students⁶ perceived more vigorous socio-cultural exchanges (soc1_exc) effects than those unemployed/looking for work⁷. According to these five residents, clusters exhibited a higher agreement that the phenomenon of this niche market expansion encourages promoting cultural exchanges between residents and Chinese tourists in Phuket Province. Facilitated Chinese tourists

have more knowledge about Phuket/Thai cultures and adapt more to Phuket/Thai cultures. These residents feel proud that Phuket Province is a popular destination among Chinese tourists. Finally, they substantially agreed that the government has more policies to handle issues arising over the Chinese inbound tourism market in Phuket Province than those unemployed/looking for work.

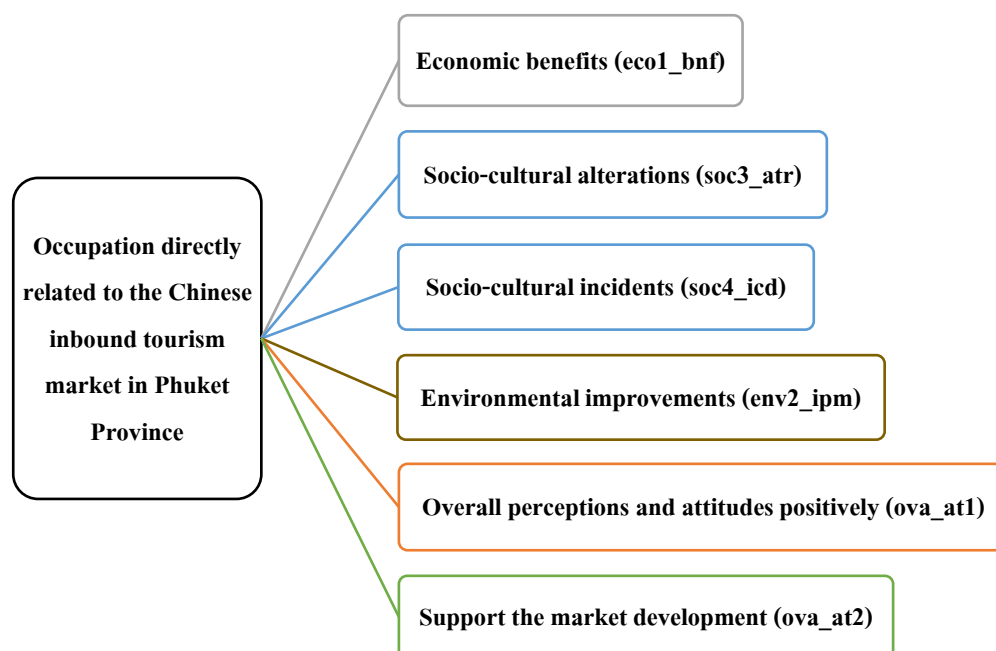
Meanwhile, residents who are unemployed/looking for work⁷ and that company employees² exhibited more substantial perceived effects regarding socio-cultural alterations (soc3_atr) circumstances from this market expansion rather than students⁶. Another reasonable finding revealing residents who are unemployed and companies employed higher agreed that local people adapt more to Chinese tourist arrivals on the island. It activated the government to promote and support the Chinese inbound tourism market to Phuket. At the same time, they perceived more a crucial increase in the number of Chinese establishments businesses and worked illegally in Phuket. Such as tour guides, photographers, setting tour companies, hotels, and others, using fake documents like Thai national identification cards. In addition, residents who are unemployed and company employees considerably recognized than those students about it affected cultures and traditions are offered more commercially, and the virtual tradition has formed to attract Chinese tourists.

Finally, the study revealed that company employees² were the more evidence of supporting this market development (ova_at2) than students⁶ and those who were unemployed or looking for work⁷. Also, company employees² and business owners³ inclined a more substantial agreement to support the Chinese inbound tourism market development to Phuket (ova_at2) rather than those who were unemployed or looking for work⁷. Similar to this current study concerning the comparison among residents with different occupations, earlier studies often proposed that business owners were substantially more positive towards tourism in the community than other residents' clusters (Pizam, 1987).

In brief, residents with work, whether they are administrators, company employees, employers, entrepreneurs, unemployed, or job seekers, overall these residents more perceived to both positive-negative consequences and likely to support the market development regarding the Chinese inbound tourism market expansion rather than those students which mostly still not yet entrance to the community workforce. In addition, it somewhat in line with finding earlier regarding age and marital status characteristics as revealed that overall older residents

inclined to support the Chinese inbound tourism market development to Phuket (ova_at2) significantly considerably than younger residents. Also, married residents were more substantial in advocating this market development (ova_at2) than those single.

Figure 5.7 Occupation directly related to the Chinese inbound tourism market in Phuket Province



Most earlier studies regarding residents' perceptions and attitudes towards tourism development applied economic dependence on tourism as independent variables explaining the combination of findings (Andereck et al. 2005; Andereck & Nyaupane, 2011; Akarapong et al., 2010; Buakhao & Weerakit, 2012; Chen, 2016; Gursoy et al., 2010; Korawan et al., 2017; Kuvan & Akan, 2005; Látková & Vogt, 2011; Long & Kayat, 2011; McGehee & Andereck, 2004; Rasoolimanesh et al., 2015; Wang & Pfister, 2008; Ward & Berno, 2011). In fact, the recent study is consistent with these studies since most previous scholars found this characteristic influenced residents' perceptions and attitudes of tourism significantly different. Interestingly, the study found that only residents who had occupations directly related to the Chinese inbound tourism market in Phuket and those who had careers non-directly significantly differed in their perceptions and attitudes towards the impacts of economic benefits (eco1_bnf). Meanwhile, residents both clusters were also further considerably different perceptions of socio-

cultural alterations (soc3_atr), social and cultural incidents (soc4_icd), environmental improvement (env2_ipm), overall perceptions of impacts (ova_at1), and overall attitudes of supporting the market development (ova_at2) regarding the Chinese inbound tourism market in Phuket.

Concerning economic features, residents working in this market had more distinctly recognized that the market expansion generates economic benefits (eco1_bnf) for the province and its residents, rather than those whose occupations were non-directly involved in the market. Residents jobs directly related to the market exhibited an overpowering belief that it generates higher incomes, increase new business opportunities, increase employment opportunities, create more tourism-related revenues to the local community, create more tourism-related revenue to the tourism industry of Phuket Province, attract more investments to the island, and it contributed to the more improvement of public utility infrastructures in Phuket, such as roads, electricity, and water supply rather than those occupations non-directly involved in this particular market.

In socio-cultural aspects, residents who had occupations directly related to the Chinese inbound tourism market in Phuket also exhibited prominent perceptions of socio-cultural alterations (soc3_atr) rather than those whose domains were non-directly involved. People whose work has a direct interest more evidently agreed that it convinced the government to promote and support the Chinese inbound tourism market to Phuket. They also highly perceived that local people adapt more to Chinese tourist arrivals in the province. Onward, it seriously affected these residents cluster in terms of an increase in the number of Chinese establishments businesses and work illegally in Phuket, such as tour guides, photographers, setting tour companies, hotels, and others, using fake documents, for instance, Thai national identification cards, educational backgrounds, tourist guide licenses, etc. They further agreed that it impacted as local/Thai cultures and traditions are offered more commercially, and the virtual tradition has formed to attract Chinese tourists.

However, residents who work in this market agreed less than those non-directly workers regarding this market expansion has contributed to social and cultural incidents (soc4_icd) in the province. Residents whose occupations directly involved in this market share exhibited negligible than those indirectly concerned with this affair that the expansion of this

market contributed to increased crime, commercial sex business, prostitution, drugs, gambling, and theft in Phuket Province. Also, local people have less safety and security in life and properties.

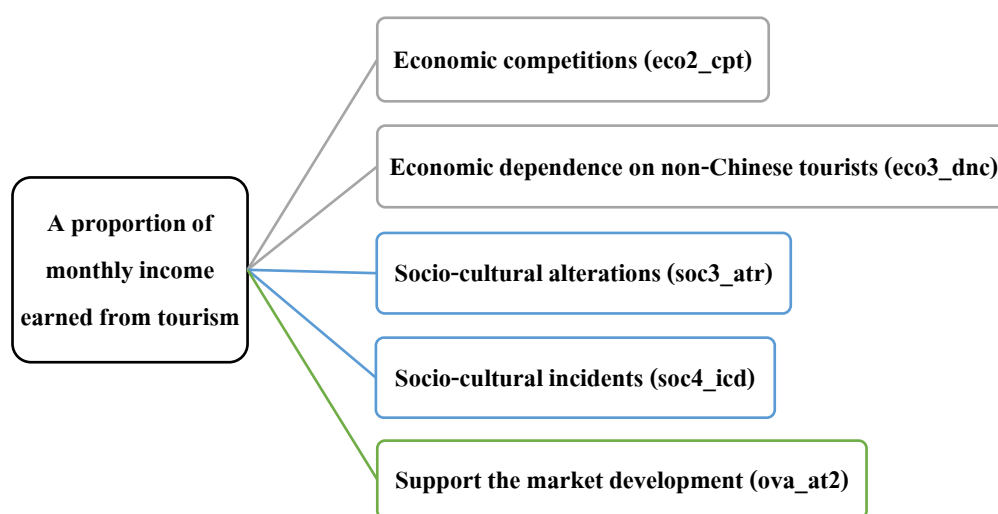
Further to environmental views, whose line of works directly related to this market exposed a more robust agreement concerning this market expansion has influenced the environmental improvement (env2_ipm) in the province rather than those whose non-directly related jobs. Residents directly earned benefits from the market instead agreed than those occupations non-directly that the Chinese tourist market expansion on the island ascended an improvement of rules and regulations to protect and conserve Phuket's natural resource/environment in the long term. Improve in better landscape and surrounding appearance of Phuket, especially in popular tourist attractions. Grow in varieties of recreational facilities, products, and services in the local hospitality and tourism industry. Also, promote protection and conservation of natural resources/environments in the community, such as encouraging better environmental planning/management, enhancing environmental awareness.

However, the study found a more significant difference between respondents who had occupations directly related to the Chinese inbound tourism market in the province and those who do not. Since those whose professions were directly associated with a particular market appeared to recognized the favorable consequences of expansion (ova_at1) than those who do not. Onward, study outcomes confirmed that a group of those were working in a particular market suggestively tended to support the market development (ova_at2) rather than another opposite group.

In short, the findings suggested that those whose occupations directly related to this market had more engaged to the Chinese tourism market expansion. As a result, they perceived a more substantial impact, more optimistic, less adverse, and inclined to support the market development than those residents who are working not directly related in this niche market. It is consistent with a study conducted by Andereck et al. (2005) proposed that residents who have the field of work in tourism were often gain more interest from the industry and substantially more positive views towards tourism territory. The present finding further accorded with Látková & Vogt (2011) stated that residents' perceptions of tourism impact more optimism and less adverse have resulted from their awareness that tourism is an essential local economic

mechanism as any other dominant industries. Onward, this recent study found in line with McGehee & Andereck (2004) proposes that once residents receive economic support from tourism, overall optimistic perception of tourism will appear to enhance, and a positive attitude towards support for tourism will also increase. Similarly, Long & Kayat (2011) revealed that residents with job status related to tourism exhibited a more optimistic attitude towards tourism impacts in the area than those whose jobs non-related.

Figure 5.8 A proportions of monthly income earned from tourism



Ward & Berno (2011) argue that the tourism industry's employment parameters can significantly predict the positive attitudes of residents towards tourism development programs. Chen (2016) revealed that Taiwanese people were not heavily affected by the Chinese tourism market. There is no significant difference between family's economic dependence and independence in the tourism industry on their perceptions of tourism impacts from the Chinese inbound tourism in the country. On the other hand, this previous study found that the perception of the two population clusters differed significantly in supporting the development of a particular market. Since residents working in tourism areas are more likely to support the Chinese inbound tourism market than non-tourism professionals. There are partially consistent with this recent study which found that residents with a proportion of the monthly income earned from the tourism industry and those without it also exhibited significant differences in their perceptions and attitudes. Toward the impacts of economic competition (eco2_cpt), economic dependence on

non-Chinese tourists (eco3_dnc), socio-cultural changes (soc3_atr), socio-cultural incidents (soc4_icd), and overall attitudes of supporting the market development (ova_at2) regarding the Chinese inbound tourism market in Phuket.

Residents who had percentages of the monthly income from tourism perceived a more substantial level of economic competition impacts (eco2_cpt) regarding this market expansion than those who do not earn any income from tourism. Owing to the fact is that residents' economic dependence on tourism was more considerably impacted by an increase in the competition of job employments on the island between residents and non-residents. They further agreed that the enlargement of this niche market contributed to a rise in the number of non-residents living in Phuket. It creates "Zero-Dollar Tours" problems on the island. It stirred up local entrepreneurs to improve products/services to welcoming Chinese tourist arrivals on the island. Also, they obviously accepted that it led to an increase in the prices of commodities and services in Phuket Province.

They also exhibited a more vital agreement that the expansion of this market contributed to the economic dependence on non-Chinese tourists (eco3_dnc) in the provinces than those without tourism incomes. According to residents with a proportion of revenues earned from tourism perceived more effects of declines in incomes earned from tourists other nationalities (non-Chinese) and falls in the number of tourists from different nationalities (non-Chinese).

Likewise, the study also found that residents with tourism income ratios perceived more severe effects of socio-cultural changes (soc3_atr) than those without tourism income. Residents with a proportion of tourism revenues exhibited a higher agreement that this expansion phenomenon activated the government to promote and support the Chinese inbound tourism market to Phuket. Also, they had a more substantial perception that it convinced local people to adapt more to Chinese tourist arrivals on the island. In fact, those residents' income economically related to tourism exposed more significantly agreement that it led to the impacts of local/Thai cultures and traditions are offered more commercially, and the more virtual tradition has formed to attract Chinese tourists. Furthermore, they substantially agreed that it increased the number of Chinese establishments businesses and working illegally in Phuket. Such as tour guides, photographers, setting tour companies, hotels, and others, using fake documents like Thai national identification cards, educational backgrounds, tourist guide licenses, etc.

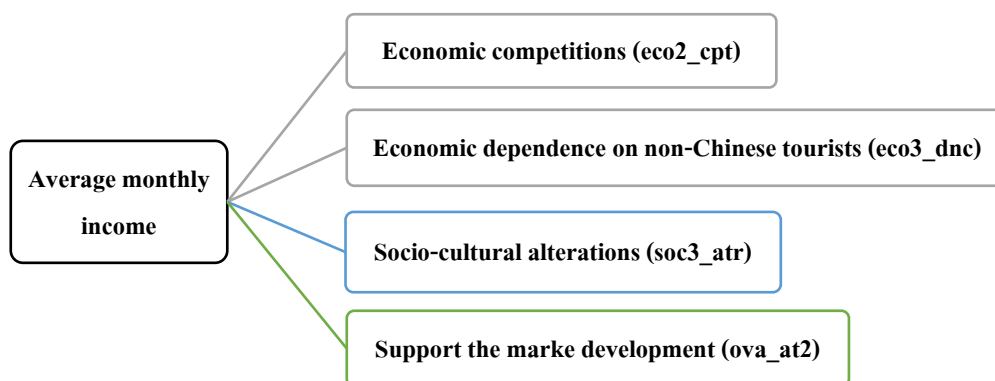
On the other hand, those with a proportion of revenue from tourism agreed less compared to those without tourism income. Regarding the market's expansion contributed to socio-cultural incidents (soc4_icd) in the province. According to they exhibited a more trivial that the market growth phenomenon contributed to an increase in crime, commercial sex business, prostitution, drugs, gambling, and theft on the island. Also, residents have less safety and security in life and properties.

However, the study revealed that residents who benefited from the tourism industry exhibited a more substantial favorable agreement regarding their overall attitude towards supporting the market development (ova_at2) than those who earned no income from the tourism industry.

In summary, the study found that residents with a proportion of monthly income earned from tourism more tended to participate in the Chinese inbound tourism market development in the community. Although they perceived a higher degree of impact from the market expansion, these residents cluster still exhibited a predominant inclination to support market development than those without revenue percentage of tourism. It is somewhat consistent with these scholars Andereck & Nyaupane (2011), Gursoy et al. (2010), Kuvan & Akan (2005), and Wang & Pfister (2008). Andereck & Nyaupane (2011) found that a tourism employment variable had the most potent forecasted residents' benefit from tourism. Residents who commitments status in the tourism industry perceived more excellent individual benefits from tourism than those nontourism' employees. Also, these scholars further revealed that the optimistic attitude towards supporting tourism is significantly predicted by residents' benefits from tourism. Gursoy et al. (2010) stated that residents' tourism financial reliance features could significantly predict their perceptions of various tourism development programs. Residents who believe that tourism augmentation can boost the community's economy and improve the quality of their livelihoods appeared that they would cooperate and support tourism development into the local ground than those who do not. Kuvan & Akan (2005) and Wang & Pfister (2008) proposed in fact, the economic benefaction of tourism to the local community was the most powerful incentive that convinced residents to support the development of tourism into their locality. Accordingly, when compared between residents who finance non-depend on tourism and those dependent, residents who considerably relied on and better obtained economic benefits from

tourism tend to recognize more optimistic tourism impacts than negative consequences. Also, their perspective of support tourism development was displayed positively.

Figure 5.9 Average monthly income



Several researchers applied average monthly incomes as independent variables in studies concerning residents' perceptions and attitudes towards tourism (Andereck & Nyaupane, 2011; Buakhao & Weerakit, 2012; Chen, 2016; Esmat Zaidan & Jason F. Kovacs, 2017; Kuvan & Akan, 2005; Látková & Vogt, 2011; Long & Kayat, 2011; Rasoolimanesh et al., 2015). These studies excepted Buakhao & Weerakit (2012) are accordant with this recent study since there disclosed the income characteristic influenced residents' perceptions of tourism in their communities significantly different. This study found that residents of different average monthly incomes significantly differed in their perceptions and attitudes towards the impacts of economic competition (eco2_cpt), economic dependence on non-Chinese tourists (eco3_dnc), socio-cultural alterations (soc3_atr), and overall perspectives of supporting the market development (ova_at2) regarding the expansion of the Chinese inbound tourism market in Phuket.

In the economic areas, residents with average monthly incomes between ฿20,001 to ฿ 30,000⁴ perceived a higher degree of economic competition impacts (eco2_cpt) than those who earn no income¹. According to residents with average monthly incomes between ฿20,001 to ฿ 30,000⁴ were more impacted in terms of an increase in the competition of job employments between residents and non-residents in Phuket. Onward, they substantially agreed that the Chinese market expansion on the island seriously contributed to "Zero-Dollar Tours" problems in Phuket. After, this group of residents exposed agreement that it stimulated local entrepreneurs to

improve products/services to welcoming Chinese tourist arrivals on the island. Furthermore, they had more realized with an increase in the number of non-residents living on the island. Finally, they also perceived more effect of an increase in the prices of commodities and services in Phuket Province considerably more influential than those with no income¹.

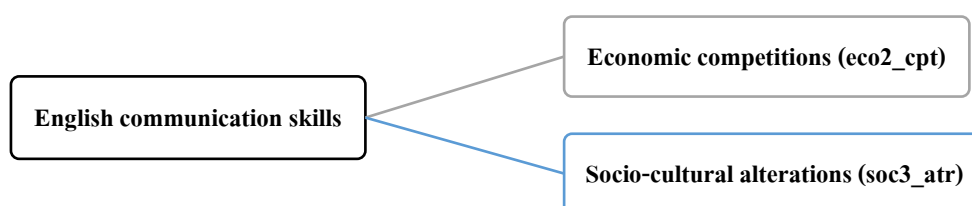
In the meantime, residents who earned average monthly incomes between ฿20,001 - ฿30,000⁴ also indicated higher agreement that this market expansion contributed to the impacts of economic dependence on non-Chinese tourists (eco3_dnc) than those who earned between ฿10,001 - ฿20,000³. Because residents earning between ฿ 20,001 - ฿ 30,000⁴ were more affected by the impact of a decrease in income earned by tourists from other nationalities (Non-Chinese) and the decline in tourists of different races (Non-Chinese), thus causing more anxiety than people making between ฿ 10,001 - ฿ 20,000³.

Respect to socio-cultural views, residents with average monthly incomes over ฿40,000⁶, between 30,001 - ฿40,000⁵, ฿20,001 - ฿30,000⁴, and ฿10,001 - ฿20,000³ perceived a higher degree of socio-cultural alterations impacts (soc3_atr) than those no income¹, respectively. Besides, residents earning greater than 40,000⁶ baht and those who make between ฿ 20,001 - ฿ 30,000⁴ also awarded the impact of socio-cultural alterations (soc3_atr) from this market expansion tangibly than those with an average income of ฿ 10,001 - ฿ 20,000³. It suggested that these residents with higher incomes exhibited a more vital agreement that since the initiatives of the Chinese tourist market expansion in Phuket, there were also the preliminary local people who had more adapt to Chinese tourist arrivals on the island. These residents' clusters further accepted that it encouraged the government to promote and support the Chinese inbound tourism market. Meanwhile, residents of these clusters recognized the impacts of an increase in the number of Chinese establishments businesses and worked illegally in Phuket. Such as tour guides, photographers, setting tour companies, hotels, and others, using fake documents like Thai national identification cards. Finally, these residents with higher average monthly incomes earning somewhat significantly conscious concerning its affected cultures and traditions are offered more commercially, and the virtual tradition has formed to attract Chinese tourists than those lower and without incomes.

Onward, the finding also further revealed that residents with average monthly incomes between ₪ 10,001 - ₪ 20,000³ were significantly different from residents with no revenues¹ regarding supportive attitudes (ova_at2). Since residents with incomes seem to benefit from this phenomenon, and it was reasonable that they were more likely to support a particular tourism development (ova_at2) than those who earned no income.

In conclusion, this recent finding indicated that the higher the average monthly income residents, the more they perceived the impact of the market expansion and the tendency to support the market expansion at a greater level than the income segment little and no income. Thus, income and personal interests from tourism were enthusiastically synchronized (Andereck & Nyaupane, 2011). Furthermore, residents who earn superior incomes monthly were more likely satisfied and substantially optimistic in connection with tourism development since they had more potential in terms of leisure possibilities advantages (Látková & Vogt, 2011). It is further somewhat consistent with Chen (2016), Kuvan & Akan (2005), and Long & Kayat (2011). According to these scholars, residents with higher average monthly incomes exhibited that they perceived the impacts of tourism as more optimistic, less adverse, and were more likely to support tourism development in their communities than lower earners.

Figure 5.10 English communication skills



Interestingly, the study found significant differences between residents with English communication skills and those without this qualification concerning their perceptions and attitudes towards the impacts of economic competition (eco2_cpt) and socio-cultural alterations (soc3_atr) regarding the market expansion of the Chinese inbound tourism market in Phuket. Since residents who can communicate in English more significantly recognized the impact of economic competition (eco2_cpt) and socio-cultural alterations (soc3_atr) rather than those with no English communication capability.

The finding suggested that residents who can communicate in English more vital agreed that the Chinese tourist market growth in Phuket contributed to an increase in the number of non-residents living on the island. Meanwhile, they were more impacted in terms of job employment competition in Phuket. After, they substantially agreed that the Chinese tourist market expansion in Phuket contributed to the impacts of “Zero-Dollar Tours” problems on the island. Onward, they more robust agreed that it hastened local entrepreneurs to tie up on improving their products/services to welcoming Chinese tourist arrivals on the island. In addition, they more significantly agreed that it contributed to higher prices for commodities and services on the island than those without English communication skills.

The study result suggested that residents with English communication skills tangibly perceived the impacts of socio-cultural alterations (soc3_atr) than those without these capabilities. Residents who can communicate in English exposed a more substantial agreement that the Chinese tourist market expansion on the island stirred up local people who had adapted more to the arrival of Chinese tourists on the island. Besides, they substantially agreed that it provoked the government to promote and support the Chinese inbound tourism market to Phuket. Also, residents who have English communication skills more heavily agreed that it contributed to an increase in the number of Chinese establishments businesses and worked illegally on the island. Such as tour guides, photographers, setting tour companies, hotels, and other related companies, using fake documents like Thai national identification cards, educational backgrounds, tourist guide licenses, etc. Eventually, they continue to exhibit a more sturdy imperative agreement that this market extension contributed to cultures and traditions are offered more commercially, and the virtual tradition has more formed to attract Chinese tourists than those without English communication skills.

Figure 5.11 Chinese communication skills

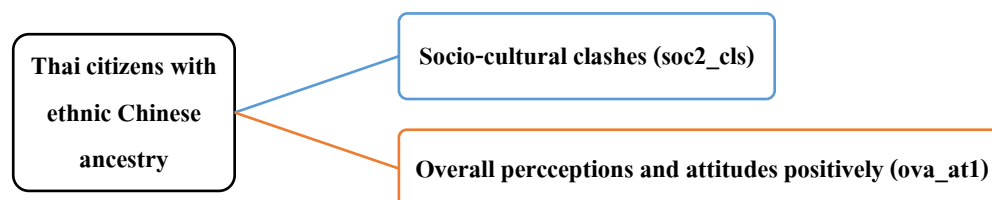


Likewise, the study found significant differences between residents with Chinese communication skills and those without this capability concerning their perceptions and attitudes

towards environmental improvements (env2_ipm) regarding the market expansion of the Chinese inbound tourism market in Phuket. Residents with Chinese communication skills more prominent perceived the consequences of environmental improvements (env2_ipm) than those who cannot communicate in Chinese.

The findings showed that residents who have Chinese communication skills considerably recognized that the growth of this niche market contributed to improvement in better landscape and surrounding appearance of Phuket, especially in popular tourist attractions. Grow in varieties of recreational facilities, products, and services in the local hospitality and tourism industry. Improve rules and regulations to protect and conserve the natural resource/environment of Phuket Province in the long term. Furthermore, they also more significantly agreed that it promote protection and conservation of natural resources/environments in the community, such as encouraging better environmental planning/management, enhancing locals' environmental awareness.

Figure 5.12 Thai citizens with ethnic Chinese ancestry



Andereck & Nyaupane (2011) and Long & Kayat (2011) revealed that ethnicity is another factor influencing residents' perceptions of tourism development significantly differently. Onward, it is consistent with this finding. The current study found significant differences in the comparison between Thai citizens with ethnic Chinese ancestry and non-Thai-Chinese residents regarding their perceptions and attitudes towards the impact of socio-cultural clashes (soc2_cls) and the positive perceptions of the overall effects of the Chinese inbound tourism market expansion in Phuket (ova_at1).

The results indicated that Thai-Chinese residents exhibited lower agreement than those who are non-Thai-Chinese ethnic concerning this market expansion contributed to the impacts of socio-cultural clashes (soc2_cls) in Phuket. Interestingly, Thai-Chinese residents

agreed less than non-Thai-Chinese that this market expansion positively affected Phuket. It showed that socio-cultural clashes (soc2_cls) affected non-Thai-Chinese residents considerably than those Thai-Chinese residents. It because non-Thai-Chinese more agreed that this market expansion contributed to residents have less privacy. Create chaos from the lack of respect to the rules in tourist attractions and places. Also, they perceived more serious disturbance impacts from some Chinese tourists who demonstrated improper behaviors while visiting Phuket, such as talking loudly, jumping queues, pushing others, smoke in public, spit in public, littering carelessly, etc.

However, non-Thai-Chinese residents still believed that overall the market expansion of Chinese inbound tourism positively impacts Phuket. In addition, another reliable argument that the study results revealed non-Thai-Chinese perceived more substantial impacts and more inclined to support for this market development rather than Thai-Chinese. It might be due to there were more residents who are non-Thai-Chinese living in Phuket than Those Thai with Chinese ethnic. This may suggest why the study results reveal that non-Chinese Thais had a greater share of impact perceptions and support for market development than Chinese Thais.

Figure 5.13 Native residents

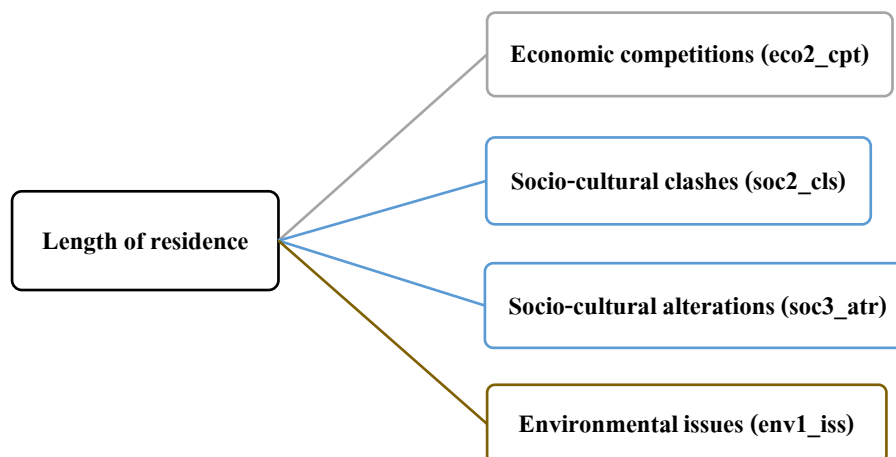


Previous studies applied native residents as a residents' demographic characteristic explaining their perceptions and attitudes towards tourism development (Buakhao & Weerakit, 2012; Gursoy et al., 2010; Long & Kayat, 2011; Rasoolimanesh et al., 2015). Several scholars revealed consistent findings with this recent study. Gursoy et al. (2010) and Long & Kayat (2011) proposed native and non-native residents' perceptions and attitudes towards tourism in their communities were significantly different. In comparison, Rasoolimanesh et al. (2015) found inconsistent results since native and nonnative residents were no significantly different positive and negative perceptions of tourism in the community.

This recent study finding recently indicated significant differences between native and non-native residents concerning their perceptions and attitudes towards the impacts of socio-cultural clashes (soc2_cls) regarding the market expansion of Chinese inbound tourism in Phuket. As native residents recognized the socio-cultural clashes consequences (soc2_cls) from this market expansion less than non-native residents. It suggested that non-native residents exhibited a higher agreement than native residents that the Chinese tourism market in Phuket contributed to residents' less privacy. It creates chaos from some Chinese people in Phuket who lack respect for tourist attractions and places. Also, it disturbs the communities and residents of some Chinese people who behaved in unfavorable manners during spending time visiting Phuket, such as talking loudly, jumping queues, pushing others, smoke in public, spit in public, littering carelessly, etc. In fact, Phuket acquired a combination of residents while it derived with quite a big scale of non-native residents. There were several reasons, but another apparent reason is that Phuket is portrayed as one of the famous tourism worldwide destinations. Thus it might be another essential motivation that attracted people from other provinces who immigrated mainly is to ease their living in Phuket. Many people live in Phuket according to work conditions. Still, after they decided to settle their life on this island, some made a family, bought a house, and eventually registered as official Phuket residents. That is why Phuket harvests the diversity of incorporation among its registered residents. Some are origin from the island, while others were born in another community. However, they all have high consistency to perceive impacts from this tourism phenomenon.

However, the finding from this study suggested that those native residents negligible perceived the impacts of socio-cultural clashes (soc2_cls) regarding the Chinese inbound tourism market in Phuket slightly than those nonnative residents. Moreover, it tied to the findings proposed by Gursoy et al. (2010), the firmly the residents' attachment to the community. Thus the more extraordinary the perception of the optimistic effects of tourism will be.

Figure 5.14 Length of residence



Several previous studies have used the length of residence as a factor influencing residents' perceptions of tourism contexts (Akarapong et al., 2010; Andereck & Nyaupane, 2011; Buakhao & Weerakit, 2012; Chen, 2016; Grace Siu et al., 2013; Gursoy et al., 2010; Látková & Vogt, 2011; Long & Kayat, 2011; Rasoolimanesh et al., 2015; Soontayatron, 2010). Some studies found this feature not predicted residents' perceptions and attitudes towards the tourism phenomenon while others do not. It contradictory with this recent study since Andereck & Nyaupane (2011), Chen (2016), and Rasoolimanesh et al. (2015) proposed that this characteristic did not influence competence residents' perceptions and attitudes of tourism. However, on the other perspectives, it is consistent with this recent study as Gursoy et al. (2010), Látková & Vogt (2011) and Long & Kayat (2011) found significant different perceptions and attitudes towards the tourism phenomenon among residents with different length of residency. This recent study found the residents with varying lengths of residency had significantly different perceptions and attitudes towards the impact of economic competition (eco2_cpt), socio-cultural clashes (soc2_cls), socio-cultural alterations (soc3_atr), and environmental issues (env1_iss) regarding the market expansion of the Chinese inbound tourism market in Phuket.

It revealed that residents living in Phuket for longer than 20 years⁵ had perceived a more substantial degree than those permanently living within the past five years¹ regarding this market expansion affects economic competition (eco2_cpt) in the province. The finding ensured that those living longer obviously recognized that the Chinese inbound tourism market expansion on the island contributed to economic competition (eco2_cpt) on the island. The first evidence

appeared since residents with longer lengths of residence more recognized the effect of an increase in the number of non-residents living in Phuket Province. They further were affected more concerning an increase in the competition of job employments in Phuket with non-residents. Onward, they were more aware that the Chinese tourist market enlargement on the island contributed to the impacts of “Zero-Dollar Tours” problems in their province. Meanwhile, those residents more considerably agreed that it motivated local entrepreneurs to emphasize improving products/services to welcoming Chinese tourist arrival in Phuket. Furthermore, in the end, it was also dramatically impacted in terms of rising prices of goods and services in Phuket.

The finding correlated with native and nonnative residents’ variable since it revealed that residents who stay in Phuket between 11 to 15 years³ be aware of socio-cultural clashes (soc2_cls) regarding this market expansion higher degrees than those whose residence was longer than 20 years⁵. It suggested that residents with shorter lengths of residency were substantially affected concerning socio-cultural clashes (soc2_cls) than those living longer on the island. Socio-cultural clashes (soc2_cls) impacts included residents have less privacy. Disturbing to the communities and residents from some Chinese people who performed rudeness behaviors while visiting Phuket, such as talking loudly, jumping queues, pushing others, smoke in public, spit in public, littering carelessly, etc. Create chaos from the lack of respect to the rules in tourist attractions and places.

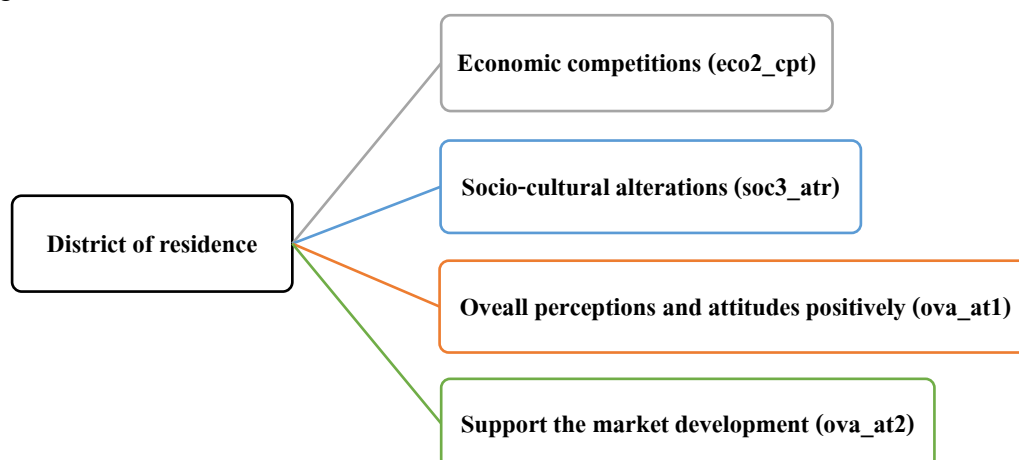
Besides, residents living on the island over 20 years⁵ and those between 6 to 10 years² recognized socio-cultural alterations consequences (soc3_atr) substantially than those who permanently live within the past five years¹. The study results indicated that residents living in Phuket longer considerably perceived the impacts regarding socio-cultural alterations (soc3_atr) than those shorter length of residing. It makes sense since this finding revealed that residents with longer periods of stay on the island have more adapted to the arrival of Chinese tourists in Phuket. Meanwhile, they have seen more evolution of how the governments react since the expansion of the Chinese inbound tourism market emerged. Thus, they earnestly agreed that the government has promoted and supports the Chinese inbound tourism market in Phuket Province. Apart from that, these residents were furthermore conscious that this market expansion contributed to an increase in the number of Chinese establishments businesses and worked illegally in Phuket. Such as tour guides, photographers, setting tour companies, hotels, and other related companies, using

fake documents like Thai national identification cards, educational backgrounds, tourist guide licenses, etc. In fact, they also exhibited a more vital agreement that it contributed to multiple affected cultures and traditions are offered more commercially, and the virtual tradition has more formed to attract Chinese tourists.

In the meantime, the study found the only residents with different lengths of residence had significantly different perceptions and attitudes towards the impact of environmental issues (env1_iss). It revealed that residents who residency in Phuket between 6 to 10 years² perceived the effects of environmental issues (env1_iss) more seriously than those permanently residing within the past five years¹. The evidence was that the residents with longer lengths of residency in Phuket exhibited more obvious perceptions towards environmental issues (env1_iss) that have arisen from the Chinese tourism market on the island than the residents of the ranges shorter.

The attestation approved since these residents stronger agreed that this market expansion contributed to increased physical impacts from tourism developments and tourism activities on the island's ecosystems. Such as constructing recreational and entertainment facilities through nature destruction, marine activities tours, adventure activities tours in the forest, etc. Next, they exposed considerable agreement that it increases the overcrowding of traffic congestion/traffic jams. Increase accident rates on the roads and traffic problems on the island. Onwards, these residents were more severe with the impacts of increased pollution in various fields, such as solid waste, water pollution, air pollution, noise pollution, and other environmental infections.

Figure 5.15 District of residence



Several scholars applied the residential area as residents' socio-demographic characteristics variable in the study concerning residents' perceptions of tourism contexts (Akarapong et al., 2010; Buakhao & Weerakit, 2012; Chen, 2016; Korawan et al., 2017; Pulina et al., 2013; Soontayatron, 2010). However, outcomes varied; some revealed significantly different residents' perceptions towards tourism while other do not. This study is partially consistent with these scholars since it found that residential area is another factor influencing residents' perceptions of tourism impacts and attitudes of tourism development.

The analysis results proposed that residents living in different districts showed significantly different perceptions and attitudes. Toward the impacts of competition economic (eco2_cpt), socio-cultural alterations (soc3_atr), overall perceptions of effects (ova_at1), and prevalent attitudes of supporting the market development (ova_at2) regarding the Chinese inbound tourism market in Phuket. According to Kathu's residents² perceived more considerable economic competition impacts (eco2_cpt) rather than residents of Mueang Phuket District¹. Meanwhile, residents living in Thalang District³ perceived socio-cultural alterations impact (soc3_atr) significantly more potent than those in Mueang Phuket District¹. Concerning residents' overall impacts perceptions and attitudes (ova_at1), residents in the Thalang District³ perceived the expansion positively than those who live in the Kathu District². At the same time, residents who live in Thalang District³ were inclined to support the development of the particular market (ova_at2) than those who reside in Mueang Phuket District¹ and Kathu District², respectively.

The finding suggested that Kathu's residents² substantially agreed that it increased the number of non-residents living in Phuket. At the same time, they were more affected in the competition of job employments in Phuket with non-residents. Onward, they distinctly agreed that the Chinese tourist market expansion on the island contributed to the impacts of "Zero-Dollar Tours" problems in Phuket. Furthermore, residents in Kathu² more significantly agreed that it urged local entrepreneurs to anchor on improving their products/services to welcoming Chinese tourist arrivals in Phuket. Moreover, they considerably agreed that it contributed to higher prices of commodities and services on the island than those in Mueang Phuket District¹.

The finding further displayed that Thalang's residents³ considerably perceived the impacts regarding socio-cultural alterations (soc3_atr) than those Mueang Phuket District¹. Thalang's residents³ exhibited a higher agreement that the Chinese tourist market expansion on the island convinced local people had adapted more to the arrival of Chinese tourists in Phuket. Also, they heavily agreed that it activated the government to promote and support the Chinese inbound tourism market to the island. Besides, they more highly agreed that it contributed to an increase in the number of Chinese establishments businesses and worked illegally in Phuket. Such as tour guides, photographers, setting tour companies, hotels, and other related businesses, using fake documents like Thai national identification cards, educational backgrounds, tourist guide licenses, etc. Finally, they further exhibited a more robust binding agreement that this market extension contributed to cultures and traditions are offered more commercially, and the virtual tradition has more formed to attract Chinese tourists than those Mueang Phuket District' residents¹.

Figure 5.16 Residence in the tourist area

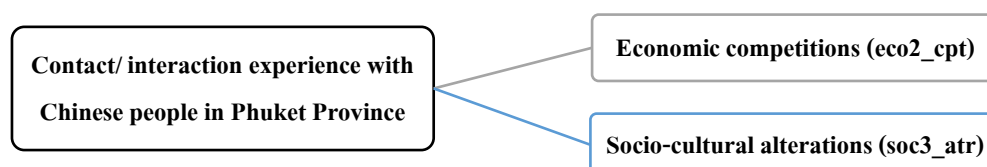


Pulina et al. (2013) found residents living at different distances from famous tourist attractions were significantly different perceptions and attitudes of tourism development. This previous study argued that residents with residency nearer to popular tourist sites potentially

absorbed more extraordinary favorable circumstances of tourism and tended to more supporting the tourism development program in the area than those farther away residential. However, it is contradictory with this recent study. The finding revealed residents living in the tourist areas and non-residents in the tourist areas were not significantly different perceptions and attitudes of three main impact variables and two overall attitudes variables regarding the market expansion of the Chinese inbound tourism in Phuket Province. Since both clusters showed fair access in perceived economic benefits (eco1_bnf), economic competitions (eco2_cpt), economic dependence on non-Chinese tourists (eco3_dnc), socio-cultural exchanges (soc1_exc), socio-cultural clashes (soc2_cls), socio-cultural alterations (soc3_atr), and socio-cultural incidents (soc4_icd), environmental issues (env1_iss), environmental improvements (env2_ipm), overall attitudes of perceived impacts (ova_at1), and overall attitudes of support for the market development (ova_at2) regarding the market expansion of the Chinese inbound tourism in Phuket Province.

Onward, it is also partially consistent with Chen (2016), since this previous study found residents with different residency distances from tourist zones exhibited no significant differences towards perceptions of tourism impacts. On the other hand, there were significantly different attitudes of supporting tourism development. This scholar concluded that residents inhabiting distances shorter (10 km) to popular tourism attractions exposed more excellent positive attitudes towards support tourism development in the areas rather than those longer distances (30 km). In addition, previous studies further elucidated social exchange theory to explain this relationship. Therefore, residents living shorter distances from tourism zones were more likely to support tourism development. As they believed it potentially contributes advantage consequences to their livelihood comparatively than those who live farther.

Figure 5.17 Contact/Interaction experience with Chinese people in Phuket Province



Several previous studies revealed significant differences between residents who had contact/ interaction/ social relationship experiences with tourists and those inexperienced

residents regarding their perceptions and attitudes towards tourism contexts (Andereck & Nyaupane, 2011; Chen, 2016; Grace Siu et al., 2013; Korawan et al., 2017; Soontayatron, 2010; Ward & Berno, 2011). The finding from Andereck & Nyaupane (2011), Chen (2016), and Ward & Berno (2011) were inconsistent this current study as these scholar suggested that the more frequent residents interact with tourists, the more positive their perceptions of tourism will be. Another view it is consistent with this recent study since Grace Siu et al. (2013) proposed that local people with more degree of interactive experiences with Chinese tourists visiting Hong Kong exhibited negligible favorable attitudes towards the Chinese inbound tourism market wave in Hong Kong Island. The recent study found significant differences between residents who had interaction/social relationships with Chinese and those without these experiences concerning their perceptions and attitudes towards tourism impacts. There were the impacts of economic competition (eco2_cpt) and socio-cultural alterations (soc3_atr) regarding the Chinese inbound tourism market expansion in Phuket. The study found that residents who had interacted with Chinese people in the province showed higher terms that market expansion impacted economic competition (eco2_cpt) and socio-cultural alterations (soc3_atr) effects in Phuket than those who had no experience.

The finding reassured that residents with experiences distinctly agreed that it increased in the number of non-residents living in Phuket. In the meantime, they were more affected in the competition of job employments in Phuket with non-residents. Onward, they substantially agreed that the Chinese tourist market expansion on the island contributed to the impacts of “Zero-Dollar Tours” problems in Phuket. Furthermore, residents had interacted with Chinese people more highly agreed that it activated local entrepreneurs to value improving products/services to welcoming Chinese tourist arrivals on the island. Moreover, these residents coherently decided that the expansion of this market contributed to higher prices for goods and services on the island than the inexperienced.

After that, the finding further revealed that residents had experienced substantially agreed with socio-cultural alterations (soc3_atr) than those who never interact with Chinese people. Therefore, it is reasonable that experienced residents have adapted more to the arrival of Chinese tourists on the island. Also, they conscientiously agreed that the government has promoted and supports the Chinese inbound tourism market to Phuket. Besides, they were

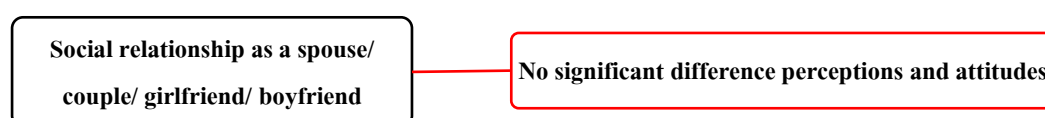
stronger decided that this market growth contributed to an increase in the number of Chinese establishments businesses and worked illegally in Phuket. Such as tour guides, photographers, setting tour companies, hotels, and other related jobs, using fake documents like Thai national identification cards, educational backgrounds, tourist guide licenses, etc. Eventually, they further exposed a higher binding agreement that this market extension contributed to cultures and traditions are offered more commercially, and the virtual tradition has more formed to attract Chinese tourists.

Figure 5.18 Social relationship as a relative



However, this study found no statistically significant differences between residents who have Chinese relatives and those without Chinese relatives towards their perceptions and attitudes of three main impacts variables and two overall attitudes variables regarding the market expansion of the Chinese inbound tourism in Phuket Province. Since residents both clusters showed fair access in perceived economic benefits (eco1_bnf), economic competitions (eco2_cpt), economic dependence on non-Chinese tourists (eco3_dnc), socio-cultural exchanges (soc1_exc), socio-cultural clashes (soc2_cls), socio-cultural alterations (soc3_atr), and socio-cultural incidents (soc4_icd), environmental issues (env1_iss), environmental improvements (env2_ipm), overall attitudes of perceived impacts (ova_at1), and overall attitudes of support for the market development (ova_at2) regarding the market expansion of the Chinese inbound tourism in Phuket Province.

Figure 5.19 Social relationship as a spouse/couple/girlfriend/boyfriend



Likewise, this study further found no statistically significant differences between respondents who have social relationships with Chinese people as spouses/ couple/ girlfriend/

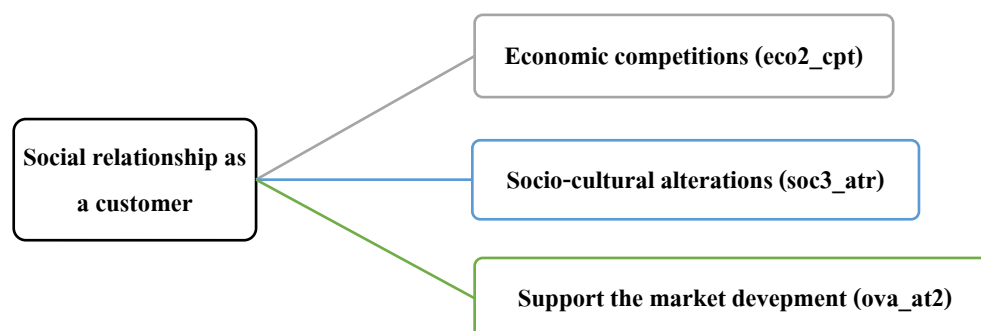
boyfriend and residents without those relations. Towards their perceptions and attitudes of three main impacts variables and two overall attitudes variables regarding the market expansion of the Chinese inbound tourism in Phuket Province. Since residents both clusters showed fair access in perceived economic benefits (eco1_bnf), economic competitions (eco2_cpt), economic dependence on non-Chinese tourists (eco3_dnc), socio-cultural exchanges (soc1_exc), socio-cultural clashes (soc2_cls), socio-cultural alterations (soc3_atr), and socio-cultural incidents (soc4_icd), environmental issues (env1_iss), environmental improvements (env2_ipm), overall attitudes of perceived impacts (ova_at1), and overall attitudes of support for the market development (ova_at2) regarding the market expansion of the Chinese inbound tourism in Phuket Province

Figure 5.20 Social relationship as a friend/colleague



Interestingly as the study found significant differences between respondents who have social relationships with Chinese people as a friend(s)/ colleague(s) and residents without those relations towards their perceptions of overall impacts positively (ova_at1). It revealed that residents who have a Chinese friend(s) or colleague(s) perceived widespread effects from the Chinese inbound tourism market less positively than those who do not. Accordingly, it support Grace Siu et al. (2013) proposed that local people with more degree of interactive experiences with Chinese tourists visiting Hong Kong exhibited negligible favorable attitudes towards the Chinese inbound tourism market wave in Hong Kong Island. On the other dimensions, it is inconsistent with Andereck & Nyaupane (2011), Chen (2016), and Ward & Berno (2011), who suggested that the more frequent residents interact with tourists, the more positive their perceptions of tourism will be.

Figure 5.21 Social relationship as a customer



Several scholars revealed the type and degree of interaction/contact/social relationship between residents and tourists significantly different predicted residents' perceptions of tourism (Andreck & Nyaupane, 2011; Chen, 2016; Grace Siu et al., 2013; Korawan et al., 2017; Soontayatron, 2010; Ward & Berno, 2011). They partially supported the recent findings since the study found significant differences between residents who had interaction/social relationships with Chinese as a customer(s) and those without these experiences. Concerning their perceptions and attitudes towards the impacts of economic competition (eco2_cpt), socio-cultural alterations (soc3_atr), and overall attitudes of supporting the development (ova_at2) regarding the Chinese inbound tourism market expansion in Phuket. Residents who have interaction/social relationships with Chinese people as customers more recognized the impacts of economic competition (eco2_cpt) and socio-cultural alterations (soc3_atr) in the province that contributed by the expansion of the Chinese inbound tourism market rather than those who no social ties with Chinese clients. In addition, these findings correlated with the interaction experiences variable described earlier that found residents who have contacted with Chinese people considerably perceived the impacts of economic competition (eco2_cpt) and socio-cultural alterations (soc3_atr) than residents inexperienced.

The results declared that residents who have Chinese clients exhibited a higher agreement that this Chinese market expansion contributed to an increase in the number of non-residents living in Phuket, increasing the competition of job employments in Phuket between residents and non-residents. Onward, they earnestly perceived the impacts of "Zero-Dollar Tours" problems in Phuket. In the meantime, these residents exposed more vital agreements that it stirred up local entrepreneurs to focus more on improving products/services to welcoming Chinese

tourist arrivals on the island. Furthermore, they also agreed that the growth of this niche market contributed to higher prices for goods and services on the island than those who have no interaction with Chinese customers.

Later on, the study continued to present that residents had Chinese customers significantly agreed with the impacts of socio-cultural alterations (soc3_atr) contributed from the Chinese tourist inbound market expansion in Phuket than those without Chinese clients. Those residents who contact Chinese customers agreed more that local people had adapted more to the arrival of Chinese tourists on the island. At the same time, residents with Chinese customers also substantially agreed that the government has more promoted and supports the Chinese inbound tourism market to Phuket. On the other aspects, they seem to be more anxiety recognized that this market enlargement stereotype contributed to an increase in the number of Chinese establishments businesses and worked illegally in Phuket. Significantly, such as tour guides, photographers, setting tour companies, hotels, and other related jobs, using fake documents like Thai national identification cards, educational backgrounds, tourist guide licenses, etc. Moreover, they, even more, exhibited a binding stringer agreement that the Chinese market prolongation contributed to local/Thai cultures and traditions are offered more commercially, and the virtual tradition has more formed to attract Chinese tourists.

However, when looking forwards, the study finding figured out that residents who potentially benefit from a specific phenomenon like those who had Chinese customers were probably to support the Chinese inbound tourism market development to Phuket Island (ova_at2) than those who do not.

In conclusion, the finding suggested that despite residents who have social relationships with Chinese customers were more aware of economic competition (eco2_cpt) and socio-cultural alterations (soc3_atr). However, they still tended to support the Chinese inbound tourism market to Phuket rather than those never in contact with the Chinese as clients. Consequently, in this point it partially contradicted with Grace Siu et al. (2013) since the earlier study proposed that local people with more degree of interactive experiences with Chinese tourists visiting Hong Kong exhibited negligible favorable attitudes towards the Chinese inbound tourism market wave in Hong Kong Island. On the other hand, the findings are partially consistent with Andereck & Nyaupane (2011), Chen (2016), and Ward & Berno (2011).

Andereck & Nyaupane (2011) revealed that the level of interaction experiences between residents and tourists could predict residents' perceptions towards tourism. This previous study found positive relationships between residents' contact with tourists and their personal benefit from tourism. The more residents had contacted tourists, the brighter optimistic tourism perceptions. Onwards, Chen (2016) indicated that the more opportunities residents get in touch with Chinese tourists, the more positive perceptions about the overall tourism impact and support tourism development trends would become. Also, Ward & Berno (2011) suggested that residents' more magnificent favorable attitudes of tourism would be better initiative when residents and tourists had more excellent repeatedly and pleasurable communication. In addition, scholars further proposed that residents would substantially optimistic perceptions while slighter adverse formula and unease between parties would be lower contribution forecasted positive attitude.

Table 5.17 The comparative ranking of residents' perceptions and attitudes of economic, socio-cultural, and environmental impacts regarding the market expansion of the Chinese inbound tourism in Phuket Province

Residents' perceptions and attitudes of impacts	M	SD	Interpretation
No.1: Environmental impacts (env)	4.12	0.81	Agree
No.2: Economic impacts (eco)	4.08	0.84	Agree
No.3: Socio-cultural impacts (soc)	3.95	0.87	Agree

Table 5.17 presents the comparative ranking of residents' perceptions and attitudes between economic, socio-cultural, and environmental impacts regarding the market expansion of the Chinese inbound tourism in Phuket Province. The result ensured those 37 impact statements affected on Phuket and its residents. Residents exhibited agreed on the most with environmental impacts followed by economic impacts and socio-cultural effects. In turn, it indicated that environmental effects held the most considerable magnitude on residents' perceptions and attitudes towards this market expansion. The secondary was economic impacts and socio-cultural consequences as the least intensity. Accordingly, environmental costs and benefits were the most critical factors influencing residents' perceptions and attitudes towards this market development, while economic and socio-cultural come after. However, when highlighting

the statistical results, all impacts are considerably correlated as residents exhibited similar agreement magnitudes towards those consequences.

Figure 5.22 Residents' overall perceptions and attitudes of impacts positive (ova_at1) that can predict by the perceptions of impacts (eco, soc, and env) regarding the market expansion of Chinese inbound tourism in Phuket Province

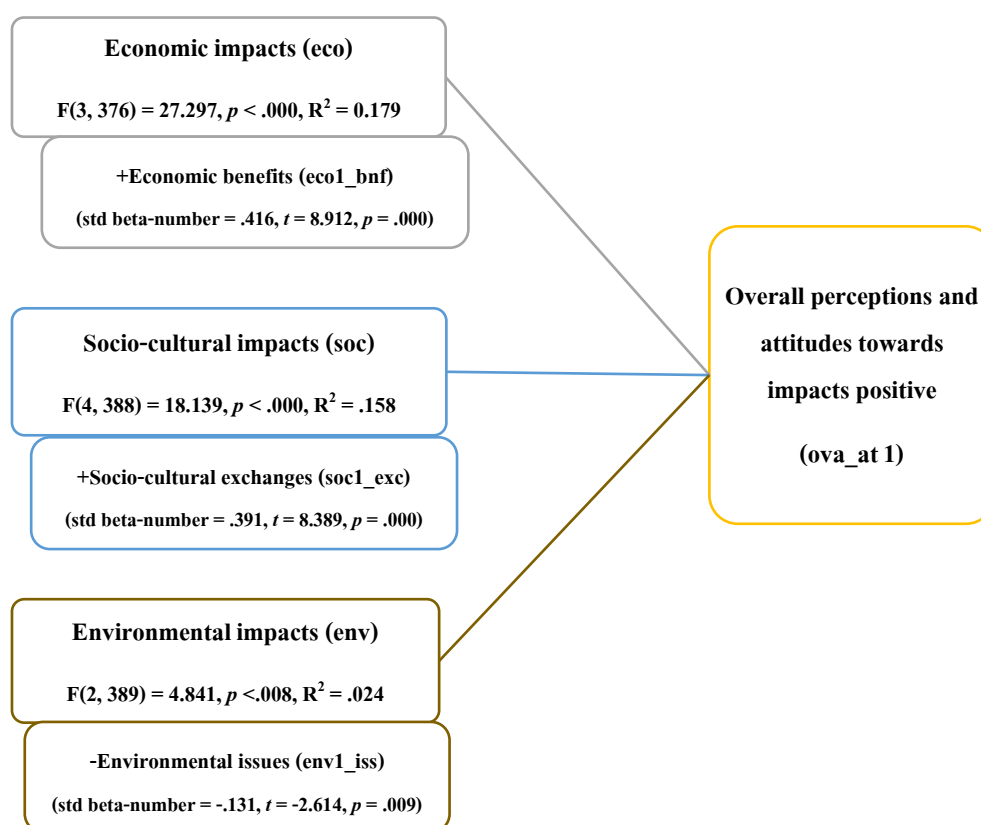


Figure 5.22 presents residents' overall perceptions and attitudes towards impacts positive (ova_at1) that can predict by the perceptions of economic, socio-cultural, and environmental impacts regarding the market expansion of Chinese inbound tourism in Phuket Province. The study found that residents' perceptions of the economic effects play a significant role in their overall perceptions and attitudes towards the Chinese inbound tourism market positively, whereas the results of socio-culture came after. Nonetheless, environmental impacts conversely affected residents' overall perceptions and attitudes of a positive impact. Further findings in more detail are well described below.

In the view of economic dimensions, the study found that the model of the economic impact (eco1_bnf, eco2_cpt, and eco3_dnc) was significantly predicted residents' perceptions and attitudes towards impacts positively (ova_at1). Onwards, there was a variable added significantly to the prediction, $p < .05$. The finding indicated that the economic benefit factor (eco1_bnf) had a direct positive relationship with residents' overall perceptions and attitudes of impact positively rather than the other two economic effects.

Therefore, it could be determined that those residents who more gainful from economic benefits factors (eco1_bnf) were directly influenced to perceive the overall impacts from the Chinese market expansion positively than those who do not. Economic benefits factors (eco1_bnf) consists of generating higher incomes for residents, increasing new business opportunities for residents, increasing employment opportunities for residents, generating more tourism-related revenues to the local community, generating more tourism-related revenue to the tourism industry in Phuket Province, attracting more investments in Phuket Province, and improving public utility infrastructures in Phuket Province, such as roads, electricity, and water supply.

Further to socio-cultural dimensions, the study found that the model of the socio-cultural impacts factor (soc1_exc, soc2_cls, soc3_atr, and soc4_icd) was significantly predicted residents' perceptions and attitudes towards impacts positively (ova_at1). By the way, there was a variable added significantly to the prediction, $p < .05$. The finding revealed that the socio-cultural exchange factor (soc1_exc) had a direct positive relationship with residents' overall perceptions and attitudes of impact positively (ova_at1) rather than the other three socio-cultural impacts.

Therefore, it could be determined that those residents who more recognized impacts regarding socio-cultural exchange factors (soc1_exc) were directly influenced to perceive the overall impacts from the Chinese market expansion positively than those who do not. Socio-cultural exchange factors (soc1_exc) includes Chinese tourists adapt more to Phuket culture/Thai culture, Chinese tourists have more knowledge about local/ Thai culture, residents are proud that Phuket Province regards as a popular destination among Chinese tourists, promote cultural exchanges between residents and Chinese tourists in Phuket Province, and the government has more policies to handle issues arising over the Chinese inbound tourism market in Phuket Province.

Finally, owing to environmental dimensions, this study found that the model of the environmental impacts factor (env1_iss and env2_ipm) was significantly predicted residents' perceptions and attitudes towards impacts positively (ova_at1). In addition, there was a variable added significantly to the prediction, $p < .05$. The finding showed that the environmental issues factor (env1_iss) had a direct positive relationship with residents' overall perceptions and attitudes of impact positively (ova_at1) rather than another environmental impact.

Therefore, it could be determined that those residents who were more aware of environmental issues (env1_iss) were directly influenced to perceive the overall effects from the Chinese market expansion negatively rather than those who do not. Environmental issues factors (env1_iss) include increasing pollution in various fields, such as marine pollution, water pollution, air pollution, noise pollution, solid waste, and other environmental infections. Increase the physical impacts from tourism activities on ecosystems, such as marine activities tours, adventure activities tours in the forest, etc. Increase the physical effects from tourism developments on ecosystems, such as constructing recreational and entertainment facilities through nature destruction, etc. Increase overcrowding of traffic congestions/ traffic jams. Increase accident rates on the roads and traffic problems in Phuket Province.

5.3.3 Residents' attitudes towards supporting the market development of Chinese inbound tourism in Phuket Province

Objective 3: To investigate residents' attitudes towards supporting the market development regarding the Chinese inbound tourism in Phuket Province.

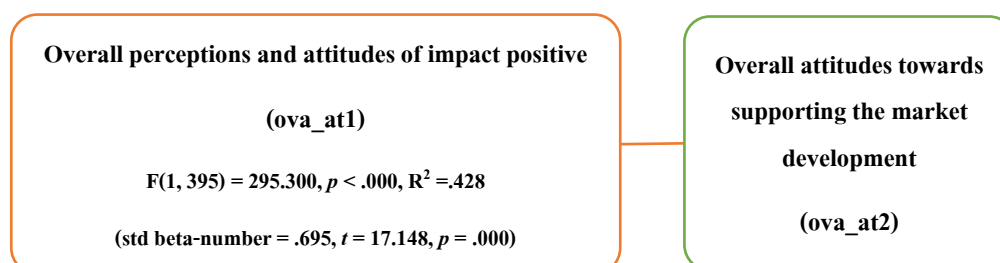
Table 5.18 Residents overall perceptions and attitudes towards the market expansion of Chinese inbound tourism in Phuket Province

Overall perceptions and attitudes	M	SD	Interpretation
ova_at1: Overall, I think the market expansion of Chinese inbound tourism has positively impacted (good) Phuket Province.	4.07	0.80	Agree
ova_at2: Overall, I would like to support the market development of Chinese inbound tourism in Phuket Province.	4.10	0.85	Agree

Table 5.18 presents residents' overall perceptions and attitudes regarding the market expansion of the Chinese inbound tourism in Phuket Province. The study result indicated residents exhibited agreed that overall, the Chinese inbound tourism market expansion has positively impacted Phuket. Meanwhile, residents also agreed that they would like to support the Chinese inbound tourism market development in the province. In summary, the residents' overall perceptions and attitudes showed most residents endorsed that this market expansion positively affected Phuket, and they were inclined to support this market development to Phuket.

The study results ensured that, although environmental impacts appeared as the most affected on residents' perceptions, it also contrasts with the perceived positive impacts of the residents as a whole. While economic and socio-cultural impacts were sequential consequences, which positively influence residents' overall impact perception optimistically. However, the environmental impact was not capable of causing most residents to exhibit that they perceived the overall impact of this market expansion negatively and refused to support the development of this market. Since the study eventually revealed that most residents had perceived optimistic rather than adverse effects of the Chinese inbound tourism market expansion. Also, residents were more inclined to support a market development than to decline. Accordingly, it concluded that the positive power of economic and socio-cultural impacts still played a significant role in influencing residents' perceptions of overall impacts and attitudes of supporting the market development rather than environmental impacts can do. This finding supported a previous study conducted by Sánchez del Río-Vázquez et al. (2019). These scholars found that residents value economic impact as the most significant indicator influencing their satisfaction with tourism administration in the community versus socio-cultural and environmental impacts. Thus, when individuals benefit from tourism development, they were often perceived more excellently economic benefits while adverse socio-cultural and environmental effects were only more minor scales than those who do not.

Figure 5.23 Residents' overall attitudes towards supporting the market development (ova_at2) that can predict by the overall perceptions and attitudes of impacts positive (ova_at1) regarding the Chinese inbound tourism in Phuket Province



Furthermore, Figure 5.23 was formed based on regression analysis results. The study found that the model of residents' overall perceptions and attitudes towards impacts positive (ova_at1) significantly predicted residents' overall attitudes towards supporting the market development (ova_at2) regarding the Chinese inbound tourism in Phuket Province.

The findings revealed a positive linear relationship between residents' overall perceptions and attitudes of impacts positively (ova_at1) and their overall attitudes towards supporting the market development (ova_at2). In brief, it could be determined that those residents who had general perceptions and attitudes of impacts positively (ova_at1) were directly influenced to be likely to support the market development regarding the Chinese inbound tourism in Phuket Province rather than those who do not. Conversely, if residents' overall perceptions and attitudes towards impacts negatively, then they were likely to less or even refused to support the market development than those who do not.

In summary, the study found that residents' overall perceptions of impact from the market expansion can predict their attitudes towards supporting market development. When residents perceived the overall effect positively, they were inclined to support the market development. On the other hand, when the perceived overall impact of residents is negative, they were declined to support the market development or even refused it.

The study concluded that residents' overall perceptions and attitudes towards impacts could be predicted by their perceiving economic, socio-cultural, and environmental impacts regarding the market expansion. In fact, the study's findings confirmed that socio-demographic characteristics of residents substantially influence the personal perceived individual

impact of market expansion significantly differently. As described above, the comparison among twenty socio-demographic characteristics of residents revealed eight features that directly influenced residents' overall attitudes towards supporting the market development of Chinese inbound tourism in Phuket significantly differently. There were age group, marital status, occupation, occupation directly related to the Chinese inbound tourism market, a proportion of monthly income earned from tourism, average monthly income, district of residence, and interaction/contact/social relationship as a customer.

Concerning the age group, older residents were more likely to support the market development than those younger as locals aged 41 to 50 exhibited more vital agreement compared with those aged between 20 to 30 years. Onward, married residents also were more substantial in agreement to support this market development than those single. In terms of occupations, company employees and business owners inclined a more significant agreement to support market development rather than those students who were unemployed or looking for work. Furthermore, the study confirmed that groups of residents were working in a particular market, and those who had a proportion of revenues earned from tourism suggestively tended to support the market development rather than other opposition groups. Meanwhile, residents with average monthly incomes between ฿ 10,001 to ฿ 20,000 were significantly different from residents with no revenues regarding supportive attitudes. Since residents with incomes seem to benefit from this phenomenon, and it was reasonable that they were more likely to support a particular tourism development than those who earned no income. After, it disclosed that residents who live in Thalang District were inclined to support the growth of this niche market than those who reside in Mueang Phuket and Kathu District, respectively. When looking forwards, the study finding figured out that residents who potentially benefit from a specific phenomenon like those who had Chinese customers were probably to support the Chinese inbound tourism market development to Phuket Island than those who do not.

The findings have just revealed above are correlated as it appeared that residents who are older, married, working (company employees and entrepreneurs), holding occupation directly related to this niche market, earned a proportion of revenue from tourism, gained higher incomes, contact with Chinese customers, and residential in Thalang District were more likely to support the Chinese inbound tourism market than others.

When applied social exchange theory explaining the findings, residents who tended to more support the Chinese tourism market to Phuket were reasonably benefited from this market than other people in somewhat. In general, older people have married more than younger while younger, who still have a single status more than older. In fact, those more senior and who got married often have a job than those younger and single. It seems associated with the findings that company employees and entrepreneurs were inclined to support the market development than students and those unemployed or looking for work. Normally, students were supported to be those younger people with a single status, mostly not yet entrance to the community workforce. It might be another argument that older, married, working as company employees and business owners were potentially more benefited and led to support with this market development than younger, single, students, and unemployed or looking for work. It agreeable with Chen (2016), Látková & Vogt (2011), and McGehee & Andereck (2004) found that elderly residents obtained more tremendous advantages from tourism. Therefore, it made sense that they were exposed substantially positively towards tourism development in the community than younger residents. On another ward, Rasoolimanesh et al. (2015) revealed that age significantly different influences residents' negative perceptions of support tourism development. Younger residents were more enthusiastic about the community's adverse impacts from tourism development than those elderly residents. On the other tasks, Lankford & Howard (1994) and Petrzalka et al. (2005) proposed that marital status influenced residents' perceptions and attitudes towards tourism significantly differently. According to Pizam (1987), entrepreneurs were substantially more optimistic towards tourism in the community than other residents' clusters.

It is further consistent with the social exchange theory since the study results ensured that residents with occupations directly related to this particular market and those who had a proportion of incomes earned from tourism significantly leaned to support the market development rather than those who economic non-dependence on tourism. It is judicious that locals financially dependent on the tourism industry would more absorb more substantial benefits from this market development. The findings indicated that although these residents cluster perceived more impacts from the market expansion, they were inclined to support the market development than those economically not related to tourism. The findings are somewhat consistent with several scholars (Andereck et al., 2005; Andereck & Nyaupane, 2011; Gursoy et

al, 2010; Kuvan & Akan, 2005; Látková & Vogt, 2011; Long & Kayat, 2011; McGehee & Andereck, 2004; Wang & Pfister, 2008; Ward & Berno, 2011). The tourism industry's employment parameters had the most potent forecasted residents' benefit from tourism. Residents who commitments status in the tourism industry perceived more excellent individual benefits from tourism than those non-tourism employees. Also, the optimistic attitude towards supporting tourism is significantly predicted by residents' benefits from tourism (Andereck & Nyaupane, 2011; Chen, 2016; Long & Kayat, 2011; Ward & Berno, 2011). Furthermore, Andereck et al. (2005) and Látková & Vogt (2011) proposed that residents who have the field of work in tourism were often gain more interest from the industry and substantially more positive views towards tourism territory.

Onward, McGehee & Andereck (2004) claimed that once residents receive economic support from tourism, the overall optimistic perception of tourism will appear to enhance, and a positive attitude towards support for tourism will also increase. Gursoy et al. (2010) stated that residents' tourism financial reliance features could significantly predict their perceptions of various tourism development programs. This previous study further explained that residents who believe that tourism augmentation can boost the community's economy and improve the quality of their livelihoods appeared that they would cooperate and support tourism development into the local ground than those who do not. Moreover, Kuvan & Akan (2005) and Wang & Pfister (2008) proposed, in fact, the economic benefaction of tourism to the local community was the most powerful incentive that convinced residents to support the development of tourism into their locality.

Accordingly, when compared between residents who finance non-depend on tourism and those dependent, residents who considerably relied on and better obtained economic benefits from tourism tend to recognize more optimistic tourism impacts than negative consequences. Also, their perspective of support tourism development was displayed positively. On condition that explains income characteristics through the social exchange theory, study results suggested that residents with incomes seem to recognize favorable consequences from this phenomenon. Therefore, it was reasonable that they were more likely to support a particular tourism development than those who earned no income. Finally, Andereck & Nyaupane (2011) indicated that income and personal interests from tourism were enthusiastically synchronized.

Furthermore, residents who earn superior incomes monthly were more likely satisfied and substantially optimistic in connection with tourism development since they had more potential in terms of leisure possibilities advantages (Látková & Vogt, 2011).

After that, the comparison among residents' three districts in Phuket presented that local people living in Thalang District were the most likely to support the development of this niche market than those who reside in Mueang Phuket and Kathu District, respectively. It might be because Thalang District has the largest area, and not all tracts are well developed. Mueang Phuket District is the second-largest city and considered the capital city of Phuket, so most of the precinct is automatically relatively progressive. Later, Kathu District, which is the smallest, has a territory located in the middle of the island, geographically suitable for commercial areas, so most of the space has been developed. According to these reasons, Thalang residents might have faith and expected that the market development of Chinese inbound tourism in Phuket would promote more areas in their districts and bring about economic contributions to the island and its inhabitants. In comparison, Mueang and Kathu residents might felt that their communities are adequately developed and crowned with a mix of various recreational facilities and many origin people in the area. Hence, this could be a reference to how the population of Thalang proves to be more likely to support the development of the Chinese inbound tourism market to Phuket significantly than the residents of Muang and Kathu Districts. It is shaded consistent with Liu & Var (1986) and Sheldon & Var (1984) that had claimed that residents with more deficient economic situations were likely to believe that tourism development will bring them more excellent financial benefits. As a result, they would estimate the costs of tourism development to be negligible important than the economic benefits that they would obtain. Consistency, Cater (1987) also suggested that community interaction with tourism improves as the community's economic perception deteriorates.

Finally, the study further revealed another reasonable finding and fitted with the social exchange theory. It figured out that residents who frequently interact and potential benefit from tourists like those who had Chinese customers were obviously to support the Chinese inbound tourism market development to Phuket Island than those who do not. The findings are partially consistent with Andereck & Nyaupane (2011), Chen (2016), and Ward & Berno (2011). The degree of interaction experiences between residents and tourists could predict residents'

perceptions of tourism. Meanwhile, there were positive relationships between residents' contact with tourists and residents' personal benefit from tourism. The more residents had contacted tourists, the brighter optimistic tourism perceptions (Andereck & Nyaupane, 2011). Onwards, Chen (2016) indicated that the more opportunities residents get in touch with Chinese tourists, the more positive perceptions about the overall tourism impact and support tourism development trends would become. Also, Ward & Berno (2011) suggested that residents' more magnificent favorable attitudes of tourism would be better initiative when residents and tourists had more excellent repeatedly and pleasurable communication. In addition, scholars further proposed that residents would substantially optimistic perceptions while slighter adverse formula and unease between parties would be lower contribution forecasted positive attitude.

The attitude component

Since this study primarily concerns residents' attitudes accordingly, attitude components were another essential constitutive. Eagly & Chaiken (1993) stated that the attitude components are cognitive, affective, and behavioral. In concise, the cognitive portion centered on individual beliefs, thoughts, or opinions. Further, the existence of subjective emotions and feelings is a connection drew within the affective component. The last element, the behavioral trait, concerns the action tendency or the predisposition to behave towards an attitude. It correlated with sensations, consciousness, and reason. The behavior pattern occurs when a person is ready to respond to events or things. When applied, the attitude component philosophy explains the finding above regarding how residents form their attitudes towards the Chinese market development.

1) The first component is *cognitive*, which holds that residents who perceived the overall impacts of the Chinese inbound tourism market expansion more positively rather than negatively. Therefore, they justify their action agreed with the development of this market, believing it would be beneficial in some way.

2) The second component is *affective*, which holds that a resident who overall positively perceived impacts from the market expansion and would like to support this market development because it contributed to benefits rather than costs.

3) Finally, the last component is *behavioral*. Residents who perceive the overall impact of this market expansion positively rather than negatively will react more responsive and cooperative to optimistic supporting this market's development than those who do not.

As a result, attitudes are stimulated by individual cognitive, affective, and behavioral through analysis and demonstrated in social interactions. However, it is simply that the community will always consist of diverse residents. Individual residents are different in socio-demographic characteristics that made their cognitive, affective, and behavioral do so. The study ensured that individual residents perceived tourism impacts from the market expansion of the Chinese inbound tourism in Phuket differently. Resulting residents exhibited differently in overall attitudes and demonstrated differences in their support for tourism development.

Social Exchange Theory

Apart from the attitude component philosophy, the social exchange theory well explained the findings. It is a convention to clarify how residents' perceptions and attitudes toward tourism development in their communities were formed. By the way, the concept is a sociological and psychological theory related to the process of reward-seeking under weighing the costs and benefits of two or more social parties. The interchanges can demonstrate outcomes in terms of riskiness or advantageousness. Thus, it performs as an arrow influencing decisions in which to behave in social interactions. However, the theory emphasizes the individual's consideration of determining interactions rather than collective. The core of this theory is seeking to minimize costs while maximizing benefits. Hence it is ordinary that people attempt to search for maximum benefits from social exchanges with each other. On another word, relationships arise through analysis or weighing of costs minus potential benefits. The rewards can be materials, financial gains, social statuses, and emotional efforts. Relationships will form if exchanging is reciprocated for each other, and it will commit if the outcome is profitable. The comparison, if the exchange process involves a higher cost or relational effort than the benefits or rewards that will receive, then the relationship may be failed, rejected, and may not eventually form (Andereck et al., 2005; Andereck & Nyaupane, 2011; Chen, 2016; Emerson, 1976; Homans, 1961; Gursoy et al., 2002; Jurovski et al., 1997; Ko & Stewart, 2002; Látková & Vogt, 2011; McGehee & Andereck, 2004; Nunkoo & Ramkissoon, 2012; Rasoolimanesh et al., 2015).

In addition, earlier studies claimed that apart from socio-demographic characteristics factors, differences in overall attitudes of residents towards tourism development are influenced by residents' perceptions of three primary tourism impacts areas, economic, social, cultural, and environmental (Akarapong et al., 2010; Andereck et al., 2005; Buakhao & Weerakit, 2012; Grace Siu et al., 2013; Kim et al., 2013; Rasoolimanesh et al., 2015; Vargas Sanchés et al., 2008; Sharpley, 2014). Most studies found that residents perceived overall economic impacts from tourism development positively rather than negatively. However, in the meantime, residents perceived socio-cultural and environmental impacts generated more negative rather than positive (Akarapong, 2006; Akarapong et al., 2010; Grace Siu et al., 2013; Jurowski et al., 1997; Pulina et al., 2010; Yoon et al., 2001). Sánchez del Río-Vázquez et al. (2019) found that residents value economic impact as the most significant indicator influencing their satisfaction with tourism administration in the community versus socio-cultural and environmental impacts. Thus, when individuals benefit from tourism development, they will often perceive more excellently economic benefits and only small scales of adverse socio-cultural and environmental effects than those who do not. Furthermore, several studies ensured that residents economically dependent on tourism tended to gain more excellent personal benefits from tourism, recognized tourism impacts more optimistically, and likely to support tourism development than others (Andereck et al., 2005; Andereck & Nyaupane, 2011; Chen, 2016; Gursoy et al., 2010; Jurowski et al., 1997; Ko & Stewart, 2002; Kuvan & Akan, 2005; Long & Kayat, 2011; McGehee & Andereck, 2004; Pizam, 1978; Rasoolimanesh et al., 2015; Snaith & Haley, 1999; Wang & Pfister, 2008; Ward & Berno, 2011). Moreover, Nunkoo & Ramkissoon (2012) revealed that, in fact, the sustainability of tourism development programs heavily relies on residents' positive support attitudes, while their advocate power, either positive or negative, depends on residents' perception of tourism impacts. Accordingly, it is practicable that residents' personal financial concerns or those who benefit from tourism will be more optimistic views toward the industry and incline to support tourism administrations in the community than others.

The present finding is consistency. Residents' perceptions of economic impact were the most significantly predicted their overall positive perceptions towards this niche market expansion while socio-cultural impacts perceptions came after. On the other hand, perceived environmental effects appeared to be conversely predicted residents' overall perceptions of the

market expansion phenomenon positively. However, in general, Phuket residents exhibited the overall perception positively and likely to support the Chinese inbound tourism market in Phuket. It confirmed that when residents perceived substantial benefits from economic contributions, they tended to recognize more minor threats from socio-cultural and environmental impacts than those who did not. The study also confirmed that residents who are occupations directly related to the Chinese market on the island and those who earned a proportion of income from tourism perceived more positive impacts, fewer adverse effects. Further significantly agreed that overall market expansion positively impacted Phuket and was inclined to support the market development to the island than those who do not. Consequently, it proved that residents who benefited economically from this market expansion perceived more positive impacts, the overall perceptions more positively, and more likely to cooperate and support the Chinese inbound tourism market development than others. The social exchange theory suggested that relativism depends on weighing costs and benefits in terms of economics, sociology, and psychology, and relativism will be built if the exchange is worthwhile. This study further confirmed that residents who gave their engagement to this market circumstance were those who more potential to support the market development, as they benefited significantly rather than costs from their social exchanging. This study revealed social exchange circumstances between local people and tourism development in their community that rewarding was greatly sought after in economic interests rather than socio-cultural and environmental consequences. Hence, personal who absorbed the more economic preferences effects, the fewer socio-cultural and environmental consciousness have appeared. Onward, it influenced these residents to view that overall, the Chinese market expansion on the island is considerably positively impacted Phuket Island. In turn, it would further be advantageous to residents' well-being, finally, appreciably predisposition to support the Chinese tourist market development to the community substantially than others.

Once again, the relationship had formed, where residents were engaged in the exchange process and inclined to support tourism development when they also got support from tourism in terms of economics, sociology, or psychology interests in returns. Accordingly, social exchange costs and benefits outcome was a compass to lead residents' attitudes towards the Chinese tourist market development. The relationship had formed when it was rewarding. Residents who were inclined to support the market development perceived more positive impacts

from the market expansion in their livelihood. Meanwhile, some people were less or even refused to support the market development, as after weighing cost-benefit from an exchange and resulted in some way that costs overestimated the benefits.

According to the social exchange theory, the study concluded that if residents benefited or believed that market expansion led to an economic contribution to their livelihoods. They perceived the impact as more favorable economically and negligible concerned about socio-cultural and environmental impacts. They later agreed that the overall market expansion positively affected their well-being and the community. Ultimately they were more inclined to support this market development. In contrast, if residents did not believe or felt that the market expansion led to economic contributions in their livelihoods, they perceived less favorable economic while were more crucially concerned about socio-cultural and environmental impacts. As a result, they later exhibited a declining agreement or even disagreement that the overall market expansion positively affected their well-being and the community. Finally, it lessened or even refused to support the Chinese inbound tourism market development to Phuket Province.

5.4 Implications and recommendations

Phuket Province is significantly dependent on the tourism industry as the island is known as one of the popular tourist destinations worldwide. Chinese from mainland China flowed flocked to the province all year-round. Lately, they were ranked on the top line of tourists visiting the island. Thus, the particular market continuously expansion bigger and bigger. At the same time, the phenomenon generated several circumstances on the community and its residents. Outcomes were generally positive on the province while broadly costs were attached.

The state of spectacles led to the importance of tourism development in the area. Sustainable development is essential for long-term goals to maximize the benefit and minimize the cost. Success has required the participant from every stakeholder, the government, the private sector, residents, and visitors. Accordingly, residents' attitudes towards tourism situations in the community regarded as one of the primary factors when consider managing and planning economic, socio-cultural, and environmental which stated in the process of tourism development in any areas.

When differences in socio-demographic characteristics, then differences in interpretations, and that made sense. Consequently, the research objectives mainly aim to investigate residents' perceptions of tourism impacts and attitudes towards supporting the market development regarding Chinese inbound tourism in Phuket Province. The results revealed the different degrees of perceived tourism impacts among residents' diverse social and demographic backgrounds. Also, the significant factors influence residents' attitudes towards support tourism development. Moreover, the study revealed both positive and negative impacts of the market expansion perceived by residents indeed. Onward, residents' suggestions concerning the impact solution guidelines and their support ideas also were examined. Furthermore, more in-depth residents' attitudes were confirmed through their feeling of like and dislike the most about the Chinese inbound tourism market in Phuket. Finally, residents' opinions regarding the most significant advantages and disadvantages for future Chinese inbound tourism market development on the island were also well-explained.

The study findings revealed that Phuket residents were most aware of environmental impacts, while economic and socio-cultural effects came after. However, residents perceived these three impact dimensions closely related, as the study found just a negligible magnitude difference among these three impacts' perceptions. When looking further at the predictors of overall perceptions and attitudes of impacts positively, the study found those three impact dimensions significantly predicted residents' positive attitudes. Results presented that economic impact was the most contribution, socio-cultural second, and environmental had the minor influence. However, the economic benefit was the most significant indicator that motivated residents exhibited that the Chinese inbound tourism market overall positively affected Phuket and its locals. At the same time, the consequence of socio-cultural exchange was another significant predictor followed. Nonetheless, environmental issues significantly have resisted the residents' overall positive perceptions and attitudes of the market expansion. However, most Phuket residents gave the impression sign of welcoming as they agreed that overall, this market expansion is positively impacting the island and locals. Also, residents decided to support the market development of Chinese inbound tourism in Phuket Island. Consequently, to achieve long-term goals of the Chinese inbound tourism market and local tourism sustainable development, the study findings recommend that it should promote economic benefits and socio-cultural exchanges

while mitigating environmental issues. Like this, residents' optimistic view of the Chinese inbound tourism market expansion will enhance. As a result, more residents will be inclined to cooperate and support the market development of Chinese inbound tourism in Phuket Island.

Recently, most locals who agreed to support the market development are those who benefit significantly from this market and tourism territory, like residents whose occupations are directly related to this market, residents who earn a proportion of revenue from tourism. Interestingly, residents who are older, married, company employees, business owners, have monthly income earning, and those who have Chinese customers were also included in the cluster of residents who agreed to see the Chinese tourism market development on the island than others. In addition, Thalang District's residents were inclined to support this market administration than those in Mueang Phuket and Kathu District. Accordingly, the study would recommend that these residents' clusters could be the group of target market for further promoting the Chinese inbound tourism market in Phuket. Beyond that, the other unmentioned resident group is like a local government challenge that should be critical of these residents' perceptions and attitudes on how they shape their views to this market expansion. Understanding the different residents' perspectives will lead to more accurate, targeted, and feasible solutions that can increase residents' collaboration towards market development.

The three highlights of residents' preference for the Chinese tourism market in Phuket include generating higher income for residents, generating a better economy on the island, and generating more tourism-related revenue for the local tourism industry. On the other hand, residents felt criticism the most with the impact of disturbance on the communities and locals, such as Chinese talking loudly, jumping queues, pushing others, smoking in public, spit in public, littering carelessly, etc. Second, creating chaos from too many Chinese tourists in places such as tourist attractions. In addition, residents felt disliked with an increase in the overcrowding of traffic congestion/traffic jams on the island. Interestingly, when asking residents to express their opinions concerning the most significant advantage to Phuket from the Chinese inbound tourism market development, the most frequently mentioned were appeared the same as what they felt like the most. It includes generate higher income for residents, generates a better economy on the island, and create more tourism-related revenue for the local tourism industry. In comparison, when asking residents what they think is the most significant disadvantage, residents most

anxious that the market expansion might harm the local natural resources/environment. After, they worried that it might increase pollution in various fields, such as marine pollution water pollution, water pollution, air pollution, noise pollution, solid waste, and other environmental infections on the island. In fact, most residents aware of the garbage problems, such as in the sea, beaches, famous tourist attractions, etc. Then noise pollution and air pollutants such as from vehicles exhaust smoke and even from the smoker. Finally, they thought this market development might increase overcrowding of traffic congestion/traffic jams in Phuket Province. In brief, based on the content analysis, findings ensured that the residents were preference the most with economic benefactions while anxious the most concerning socio-cultural and environmental impacts. Therefore, in order to enhance residents' positive perceptions and attitudes while mitigating their negative perspectives, it should emphasize promoting economic interests and mitigating adverse socio-cultural and environmental impacts. As a result, residents will perceive more positive impacts and view the market expansion circumstance more optimistic. Eventually, more residents will likely engage and support the market development of Chinese inbound tourism in Phuket Island.

Further to residents' suggestions concerning support opinions, most three frequently mentioned include feeling good to see signs along the way, restaurant or tourist attraction contains the Chinese language. Proud that Phuket is a popular destination among Chinese tourists. Glad to see Chinese tourists travel to Phuket Island. Onward, as often mentioned, to succeed in the sustainable tourism development program is primary heavily relies on residents' cooperation. Accordingly, the study would like to recommend residents' suggestions concerning the impact solution guideline. The study categorized guiding principles into twenty statements based on characteristics and structures. However, most residents' suggestion includes it should provide both offline and online media such as Chinese language signs, symbols, brochures, pamphlets, placards, Do's & Don'ts manuals, Tourism Application, videos, short films, etc. to public relations for tourism information and appropriate regulatory compliance guidelines for Chinese tourists. Second, tour operators should service, advise, and control Chinese tourists. Third, it should encourage local people to learn about Chinese culture and language skills, provide both offline-online classes in communities, increasing local potential to support the expansion of the Chinese inbound tourism market in Phuket Province. The study results of Phuket

residents' suggestions concerning impact solutions guidelines towards the Chinese inbound tourism market expansion in Phuket Province present in Table 5.19 with well-described details.

Table 5.19 Recommendation based on residents' suggestion concerning impact protection/
solution guidelines regarding the Chinese inbound tourism market expansion in
Phuket Province

No.	Residents' suggestion concerning solution guidelines
1	Should organize meetings regularly among government, residents, and private sectors to exchange opinions about the improvement guideline regarding the overall organization's operators' standards in the Chinese inbound tourism market in Phuket Province to be in the same standard.
2	Should set up the Chinese inbound tourism market business information center in Phuket Province, providing information and check after for the overall organization's operators' standards such as management, human resource, product/service, etc. to meet the same standard.
3	Should organize regulations/penalties regarding the entry of Chinese tourists in Phuket Province, such as limiting the number of group tours, campaigning for self-trips (FIT), and applying the actual penalties for those who do not obey the rules, etc., reduce the violation of the rules and to stimulate the distribution of Chinese tourists within the province.
4	Should organize Chinese people's boundaries doing work/business in Phuket Province, with the rights reserved primarily for local people.
5	Should organize training/seminars regularly for people working (HR such as tour guides, receptionists, salespeople, drivers, etc.) in the Chinese tourism market in Phuket Province, regarding the efficient performances guidelines, to have a better understanding of the job duties, update currents situations, and learn Chinese culture and language skills correctly, etc.
6	Tour operators should service, advise, and control Chinese tourists.
7	Should encourage tourism operators and tour guides to have consciousness providing accurate and appropriate information to Chinese tourists without expecting for their self-interest.
8	Should organize the standard of pricing for products/services in the Chinese inbound tourism market in Phuket Province.

Table 5.19 Continued

No.	Residents' suggestion concerning solution guidelines
9	Should organize transportation, use of vehicles and use of public roads together. To provide convenience, safety and reduce traffic congestion problems, including the rate of accidents on the road, such as increasing the number of public transport vehicles, strict on the driver's qualifications, limiting the size of vehicles to suit each road, improving and repairing roads, sidewalk management, bicycle paths, emergency roads, etc.
10	Should raise awareness and encourage all sectors to pay more attention to the conservation of environmental and natural resources in Phuket Province.
11	Should promote Chinese tourists to know local values and culture to achieve learning and practice before traveling to Phuket Province.
12	Should provide both Offline and Online media such as Chinese language signs, symbols, brochures, pamphlets, placards, Do's & Don'ts manuals, Tourism Application, videos, short films, etc. to public relations for tourism information and appropriate regulatory compliance guidelines for Chinese tourists.
13	Should establish the Chinese Tourist Information Center/Call Center (on-call Chinese interpreter) providing tourism information and assistance to Chinese tourists in Phuket Province.
14	Should encourage Social-Cultural Exchanges between local people and Chinese people in Phuket Province to preserve traditional culture, stimulate tourism, and build good relations. For example, the student study/internship exchange program between Phuket Province - China, MICE events between Phuket Province - China such as exhibition promoting tourism & culture of Phuket Province in China and China in Phuket Province, corporate Social Responsibility activities (CSR) between local people - Chinese people in Phuket Province, cultural exchange festival between Phuket Province - China in Phuket Province, etc.
15	Should encourage local people to learn about Chinese culture and language skills, provide both offline-online classes in communities, increasing local potential to support the expansion of the Chinese inbound tourism market in Phuket Province.

Table 5.19 Continued

No.	Residents' suggestion concerning solution guidelines
16	Should involve educational institutions in the Chinese inbound tourism market management process, such as providing students volunteer as Chinese teachers in free offline-online learning Chinese classes for local people, volunteering as Chinese interpreters in popular tourist attractions, and volunteering as Chinese interpreters on-call in the Chinese Tourist Information Center, etc.
17	Should develop and improve every tourist attraction in Phuket Province to be in the same standard, maintain their own uniqueness, attractiveness, and readiness to accommodate tourists. Promote to draw in Chinese tourists to visit, encourage the diversification in various locations, and reduce the congestion problem in popular attractions.
18	Should involve communities in the Chinese inbound tourism market management process and simulation jobs and income distribution to local people.
19	Should encourage local people/service providers to have positive attitudes in serving and helping Chinese tourists, creating a good impression and good image of the residents, communities, and Phuket Province.
20	Should provide a suggestion box at the airport for Chinese tourists to express their feelings. Add any additional comments, concerns, or suggestions they may wish to share before returning to their destination.

Accordingly, the findings from the study will be efficient to the tourism authority of the locality and the nation. It is not too limited only to the public since its local communities, and private sectors as businessmen can benefit from the information explored in the study. It will be helpful as a suggestion, guideline, and blueprint or even formulate policies and strategies for the future development of the Chinese inbound tourism market as well as the hospitality and tourism industry in Phuket Province. Since there was well-equipped information, both quantitative and qualitative data described earlier in the research. Once again, in brief, the study finding will be used effectively as suggestions and guidelines for long-term goals of sustainable tourism development in Phuket province, promoting positive impacts and mitigating adverse effects. As well as encourage local people and local visitors on the island to live together happier.

5.5 Limitations and suggestions for future study

Broadly target populations

However, it has limited accessibility in the research process. The study is indeed interested in acquiring perceptions and attitudes from the entire residents. Whether they do not get impacts, in-direct impacted, or directly affected by the Chinese tourism market expansion. Not too critical on the residents' social and demographic background such as gender, age, marital status, education, occupation, residence area, etc. As in fact, this study's objective aims to understand the perceptions and attitudes of the whole Phuket's residents as it does not depend on only any specific group. Accordingly, issues may arise during the data collection process. As residents who are not impacted or not directly impacted, they may not be recognized of impacts that they are perceiving and may not have any answer or even refuse to answer questionnaires. As the reason, this may be enclosed with inexactitude and maybe not reached entirely accurate of the findings' results. Consequently, instead of the broad target population, future studies can be adapt the arrow of the research's objectives to narrow down to focus groups on those residents who directly perceive impacts from the particular market. Then the finding outcomes may be higher contains accuracy percentages.

Questionnaire development

The study's questionnaire was primarily developed through reviewed literature reviews, previous studies, online-offline media, news, articles, advisors, and researcher. However, those studies referenced were not conducted in Phuket Province. For example, Chiang Mai (Thailand), Malaysia, Hong Kong, Taiwan, the United States, etc. Hence, several tourism impacts in structured questions adapted from those previous studies may not be all that applied to the Chinese tourist market in Phuket Province. Besides, as media, news, and articles were not a hundred percent formerly official information like literature reviews or findings from previous research since it was written by journalists, reporters, or others, even overall it applicable, this may comprise individual bias. Consequently, future studies' suggestions to develop the study questionnaire can be made through focus group interviews from the community stakeholders. It may be will provides more relevant information to complete data collection instruments like the questionnaire.

Data collection methods (convenient sampling technique)

To forward, since the data collecting methods used in the study was a quota sampling technique. Accordingly, a convenient sample, a type of non-probability sampling, was automatically applied. Meanwhile, the convenient sampling technique has resulted in injustice against population selection as all members did not have the same chance for exposure. The questionnaires were distributed to the respondents at the convenience of the researcher. Therefore, this may still be biased to retain the findings' outcomes (Chen., 2015; Grace Siu et al., 2013).

Data analysis methods (content analysis)

Apart from the quantitative methods, content analysis was also employed to quantify and analyze the collected qualitative data. The insightful technique was used to determine the meaning and categorized answers obtained from residents through open-end questions. The details overall were regarding the perceived tourism impacts and supporting residents' future development attitudes towards the expansion of the Chinese inbound tourism market in the province. Thereby, it was totally the combination of opinions, perceptions, and perspectives expressed through residents' feelings. Simultaneously, to interpret, determine, codify, categorize, and quantify were competed manually beyond the researcher conducting. Accordingly, analysis outputs may be attached to the researcher's personalized bias (Grace Siu et al., 2013).

Data collection limitations (Covid-19 epidemic)

The data collection process started in February 2020 and was temporarily suspended due to COVID-19 epidemic restrictions in March 2020. The epidemic spread rapidly to almost around the world, resulting in the world lockdown for the first time, including in Thailand. Moreover, the specific characteristics of the coronavirus-19 pandemic are that straightforward to spread to others. This was a new curious phenomenon to happen on earth, and this made shock among humans. Everybody was aware of going out from the home to touch anything or even to breathe. For those reasons, the distribution/collection questionnaire was temporarily stopped. After humans acknowledge COVID-19, situations were more extricate, the world has to live with the new normal. Finally, the process continues again, with most 90% of the questionnaires distributed and collected from/to subjects in August and completed in September the same year. Therefore, this study can be regarded as a retrospective study.

Residents' perceptions and attitudes (Covid-19 epidemic)

However, as mentioned earlier, the pandemic made the world lockdown due to safety reasons. It contributed to the policy to temporarily close Thailand. In the past, lately, Chinese from mainland China was the top ranked in foreign visitors to Phuket Province. Since February 2020, those Chinese traveling as group tours were not allowed to enter Thailand, while FIT travelers were still permitted to visit the country. Nevertheless, in March of the same year, no foreigners were permitted to enter the country, including Chinese people. For those reasons, the world had changed; the country, the province, and its residents do so. Consequently, residents' attitudes towards the Chinese inbound tourism market in Phuket Province in the past before and after the Covid-19 pandemic may not be retained the same.

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APPENDIX A

Questionnaire (Thai)

เลขที่แบบสอบถาม _____



แบบสอบถาม

ทัศนคติของคนท้องถิ่นที่มีต่อการขยายตัวของตลาดการท่องเที่ยวขาเข้าของนักท่องเที่ยวชาวจีนในภูเก็ต

คำชี้แจง

แบบสอบถามชุดนี้จัดทำขึ้นโดย นางสาว ศิการ์ สุคนธ์ นักศึกษาหลักสูตรบริหารธุรกิจมหาบัณฑิต คณะการบริการและการท่องเที่ยว สาขาการจัดการการบริการและการท่องเที่ยว มหาวิทยาลัยสงขลานครินทร์ วิทยาเขตภูเก็ต เพื่อใช้เป็นข้อมูลประกอบการทำวิทยานิพนธ์ในหัวข้อ “ทัศนคติของคนท้องถิ่นที่มีต่อการขยายตัวของตลาดการท่องเที่ยวขาเข้าของนักท่องเที่ยวชาวจีนในภูเก็ต” มีจุดประสงค์หลัก “เพื่อสำรวจการรับรู้ผลกระทบการท่องเที่ยวและทัศนคติของคนท้องถิ่นที่มีต่อการสนับสนุนการพัฒนาตลาดการท่องเที่ยวขาเข้าของนักท่องเที่ยวชาวจีนในจังหวัดภูเก็ต” ซึ่งผลการศึกษาที่ได้สามารถนำไปเป็นข้อเสนอแนะและแนวทางในการพัฒนาตลาดการท่องเที่ยวขาเข้าของนักท่องเที่ยวชาวจีนรวมถึงอุตสาหกรรมการท่องเที่ยวจังหวัดภูเก็ตให้มีประสิทธิภาพมากยิ่งขึ้น ซึ่งสามารถส่งเสริมผลกระทบเชิงบวกในขณะที่ช่วยบรรเทาผลกระทบเชิงลบส่งเสริมให้ทั้งภาครัฐ เอกชน คนท้องถิ่น และนักท่องเที่ยวบนเกาะภูเก็ตอยู่ร่วมกันได้อย่างมีความสุขมากยิ่งขึ้น

สำหรับผู้ตอบแบบสอบถามในการสำรวจครั้งนี้คือ “คนท้องถิ่นในจังหวัดภูเก็ต” ซึ่งมีข้อกำหนดให้ผู้ตอบแบบสอบถาม “เป็นคนท้องถิ่นที่มีสัญชาติไทยโดยกำเนิด, มีชื่ออยู่ตามทะเบียนราษฎรของจังหวัดภูเก็ต, พำนักหรืออาศัยอยู่ในจังหวัดภูเก็ตถาวรในช่วงระยะเวลา 5 ปีที่ผ่านมา, และมีอายุตั้งแต่ 20 ขึ้นไป” ซึ่งข้อมูลทั้งหมดที่เก็บรวบรวมเพื่อการศึกษาจะไม่ระบุชื่อผู้ตอบแบบสอบถาม และข้อมูลเหล่านี้จะถูกลบมาใช้เพื่อการทำวิจัยเท่านั้น.

ตอนที่ 1 การสำรวจการรับรู้และทัศนคติของคนท้องถิ่นที่มีต่อผลกระทบการท่องเที่ยวอันเนื่องมาจากการขยายตัวของตลาดการท่องเที่ยวขาเข้าของนักท่องเที่ยวชาวจีนในจังหวัดภูเก็ต ด้านเศรษฐกิจ, สังคม-วัฒนธรรม, และสิ่งแวดล้อม

1. จังหวัดภูเก็ตมีนักท่องเที่ยวชาวจีนเดินทางเข้ามาท่องเที่ยวเป็นจำนวนมากรวมไปถึงธุรกิจต่างๆที่เกี่ยวข้องกับตลาดการท่องเที่ยวขาเข้าของนักท่องเที่ยวชาวจีนได้ก่อตั้งขึ้นมากมายเช่นกัน ดังนั้นท่านคิดว่ามันส่งผลกระทบต่อ “ด้านเศรษฐกิจ” ต่อตัวท่านอย่างไรบ้าง
ผลกระทบเชิงบวก “ด้านเศรษฐกิจ” (โปรดระบุอย่างน้อย 1 ข้อ)

ผลกระทบเชิงลบ “ด้านเศรษฐกิจ” (โปรดระบุอย่างน้อย 1 ข้อ)

2. ท่านมีความคิดเห็นต่อผลกระทบ “ด้านเศรษฐกิจ” อันเนื่องมาจากการขยายตัวของตลาดการท่องเที่ยวขาเข้าของนักท่องเที่ยวชาวจีนในจังหวัดภูเก็ตต่อไปน้ออย่างไร

กรุณาทำเครื่องหมาย ✓ ลงในช่องว่างทางขวามือให้ตรงกับความคิดเห็นของท่านมากที่สุดเพียง 1 ช่องต่อ 1 ข้อ

โดย 5 = เห็นด้วยอย่างยิ่ง 4 = เห็นด้วย 3 = ไม่แน่ใจ 2 = ไม่เห็นด้วย 1 = ไม่เห็นด้วยอย่างยิ่ง

ที่	รายการ ผลกระทบด้านเศรษฐกิจ	ระดับการประเมิน				
		5	4	3	2	1
1	สร้างโอกาสในการจ้างงานแก่คนท้องถิ่นเพิ่มมากขึ้น					
2	สร้างโอกาสในการทำธุรกิจใหม่ๆแก่คนท้องถิ่นเพิ่มมากขึ้น					
3	สร้างรายได้ให้คนท้องถิ่นเพิ่มมากขึ้น					
4	สร้างรายได้ที่เกี่ยวข้องกับการท่องเที่ยวแก่ชุมชนท้องถิ่นในจังหวัดภูเก็ตเพิ่มมากขึ้น					
5	สร้างรายได้ที่เกี่ยวข้องกับการท่องเที่ยวแก่อุตสาหกรรมการท่องเที่ยวจังหวัดภูเก็ตเพิ่มมากขึ้น					
6	ส่งเสริมการพัฒนาด้านสาธารณูปโภคจังหวัดภูเก็ต เช่น ถนน ไฟฟ้า และน้ำประปาที่ดีขึ้น					
7	ดึงดูดให้มีการลงทุนในจังหวัดภูเก็ตเพิ่มมากขึ้น					
8	ก่อให้เกิดปัญหาทัวริสซึมหรือปัญหาในจังหวัดภูเก็ตเพิ่มมากขึ้น					
9	ทำให้ผู้ประกอบการท้องถิ่นปรับปรุงผลิตภัณฑ์และบริการเพื่อต้อนรับนักท่องเที่ยวชาวจีนเพิ่มมากขึ้น					
10	ทำให้จำนวนคนนอกพื้นที่ย้ายเข้ามาอาศัยในจังหวัดภูเก็ตเพิ่มมากขึ้น					
11	ทำให้เกิดการแข่งขันการจ้างงานระหว่างคนท้องถิ่นกับแรงงานนอกพื้นที่เพิ่มมากขึ้น					
12	ทำให้ราคาสินค้าและบริการในจังหวัดภูเก็ตเพิ่มสูงขึ้น เช่น ราคาอสังหาริมทรัพย์					
13	ทำให้จำนวนนักท่องเที่ยวชาติอื่น (ที่ไม่ใช่ชาวจีน) ลดน้อยลง					
14	ทำให้รายได้ที่เกิดจากนักท่องเที่ยวชาติอื่น (ที่ไม่ใช่ชาวจีน) ลดน้อยลง					

3. จังหวัดภูเก็ตมีนักท่องเที่ยวจีนเดินทางเข้ามาท่องเที่ยวเป็นจำนวนมากรวมไปถึงธุรกิจต่างๆที่เกี่ยวข้องกับตลาดการท่องเที่ยวของนักท่องเที่ยวจีนได้ก่อตั้งขึ้นมากมายเช่นกัน ดังนั้นท่านคิดว่ามันส่งผลกระทบ “ด้านสังคม-วัฒนธรรม” ต่อตัวท่านอย่างไรบ้าง
ผลกระทบเชิงบวก “ด้านสังคม-วัฒนธรรม” (โปรดระบุอย่างน้อย 1 ข้อ)

ผลกระทบเชิงลบ “ด้านสังคมวัฒนธรรม-” (โปรดระบุอย่างน้อย 1 ข้อ)

4. ท่านมีความคิดเห็นต่อผลกระทบ “ด้านสังคม-วัฒนธรรม” อันเนื่องมาจากการขยายตัวของตลาดการท่องเที่ยวของนักท่องเที่ยวจีนในจังหวัดภูเก็ตต่อไปนี้อย่างไร

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โดย 5 = เห็นด้วยอย่างยิ่ง 4 = เห็นด้วย 3 = ไม่แน่ใจ 2 = ไม่เห็นด้วย 1 = ไม่เห็นด้วยอย่างยิ่ง

ที่	รายการ	ระดับการประเมิน				
	ผลกระทบด้านสังคม-วัฒนธรรม	5	4	3	2	1
1	ทำให้ความสงบและความเป็นส่วนตัวของคนท้องถิ่นลดน้อยลง					
2	ก่อให้เกิดการรบกวนแก่ชุมชนและคนท้องถิ่น เช่น ส่งเสียงดัง, แชนกิว, ผลักผู้อื่น, สูบบุหรี่, ไม่รักษาความสะอาด, ถ่มน้ำลาย, ทิ้งขยะไม่เป็นที่, เป็นต้น					
3	ทำให้เกิดความวุ่นวายจากการไม่เคารพกฎกติกาในสถานที่ต่างๆ เช่น สถานที่ท่องเที่ยว, สถานที่ราชการ, โรงเรียน, เป็นต้น					
4	ทำให้มีจำนวนชาวจีนจัดตั้งธุรกิจและทำงานอย่างผิดกฎหมายในจังหวัดภูเก็ตเพิ่มมากขึ้น เช่น มัคคุเทศก์ภาษาจีน, ช่างภาพถ่าย(ฟรีเวดคิงชาวจีน), จัดตั้งบริษัททัวร์, โรงแรม, และธุรกิจที่เกี่ยวข้องอื่นๆ โดยใช้เอกสารปลอม เช่น บัตรประจำตัวประชาชนเป็นชาวไทย, วุฒิการศึกษา, ใบอนุญาตเป็นมัคคุเทศก์, พาสปอร์ต เป็นต้น					
5	ทำให้ประเพณีและวัฒนธรรมท้องถิ่น/ไทยถูกนำเสนอขายไปในเชิงพาณิชย์เพิ่มมากขึ้นรวมถึงเกิดการสร้างประเพณีเสมือนเพื่อดึงดูดนักท่องเที่ยวชาวจีน เช่น การขาย/เช่าพระเครื่องแพงเกินราคา/ปลอมตามวัดต่างๆ					
6	ทำให้เกิดปัญหาอาชญากรรม, ทุจริตแพศพาณิชย์ (การขายบริการทางเพศ), ยาเสพติด, การพนัน, และโจรกรรมในจังหวัดภูเก็ตเพิ่มมากขึ้น					
7	ทำให้ความปลอดภัยในการดำเนินชีวิตและทรัพย์สินของคนท้องถิ่นลดน้อยลง					
8	ทำให้คนท้องถิ่นเริ่มมีการปรับตัวต่อการเข้ามาของนักท่องเที่ยวชาวจีนเพิ่มมากขึ้น					
9	ทำให้ภาครัฐมีส่วนช่วยส่งเสริมและประชาสัมพันธ์การท่องเที่ยวจังหวัดภูเก็ตไปยังตลาดการท่องเที่ยวของชาวจีนเพิ่มมากขึ้น					
10	ทำให้ภาครัฐมีนโยบายการแก้ไขปัญหาผลกระทบที่มาจากกาขยายตัวของตลาดการท่องเที่ยวของชาวจีนในจังหวัดภูเก็ตเพิ่มมากขึ้น					
11	ส่งเสริมให้เกิดการแลกเปลี่ยนประเพณี/ วัฒนธรรมระหว่างคนท้องถิ่นและนักท่องเที่ยวชาวจีนเพิ่มมากขึ้น					

12	ทำให้นักท่องเที่ยวชาวจีนมีความเข้าใจวัฒนธรรมท้องถิ่น/ ไทยเพิ่มมากขึ้น					
13	ทำให้นักท่องเที่ยวชาวจีนรู้จักปรับตัวให้เข้ากับวัฒนธรรมท้องถิ่น/ ไทยเพิ่มมากขึ้น					
14	ทำให้นักท่องเที่ยวชาวจีนรู้สึกภาคภูมิใจที่จังหวัดภูเก็ตเป็นอีกหนึ่งจุดหมายปลายทางการท่องเที่ยวที่ช่วยodynิยมในหมู่นักท่องเที่ยวชาวจีน					

5. จังหวัดภูเก็ตมีนักท่องเที่ยวชาวจีนเดินทางเข้ามาท่องเที่ยวเป็นจำนวนมากรวมไปถึงธุรกิจต่างๆที่เกี่ยวข้องกับตลาดการท่องเที่ยวของนักท่องเที่ยวชาวจีนได้ก่อตั้งขึ้นมากมายเช่นกัน ดังนั้นท่านคิดว่ามันส่งผลกระทบ “ด้านสิ่งแวดล้อม” ต่อตัวท่านอย่างไรบ้าง

ผลกระทบเชิงบวก “ด้านสิ่งแวดล้อม” (โปรดระบุอย่างน้อย 1 ข้อ)

ผลกระทบเชิงลบ “ด้านสิ่งแวดล้อม” (โปรดระบุอย่างน้อย 1 ข้อ)

6. ท่านมีความคิดเห็นต่อผลกระทบ “ด้านสิ่งแวดล้อม” อันเนื่องมาจากการขยายตัวของตลาดการท่องเที่ยวของนักท่องเที่ยวชาวจีนในจังหวัดภูเก็ตต่อไปนี้อย่างไร

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โดย 5 = เห็นด้วยอย่างยิ่ง 4 = เห็นด้วย 3 = ไม่แน่ใจ 2 = ไม่เห็นด้วย 1 = ไม่เห็นด้วยอย่างยิ่ง

ที่	รายการ	ระดับการประเมิน				
	ผลกระทบด้านสิ่งแวดล้อม	5	4	3	2	1
1	ทำให้เกิดการปรับปรุงพัฒนาภูมิทัศน์และบริเวณโดยรอบของจังหวัดภูเก็ต โดยเฉพาะสถานที่ท่องเที่ยวต่างๆให้มีความสวยงามเพิ่มมากขึ้น					
2	ทำให้มีสิ่งอำนวยความสะดวกด้านการท่องเที่ยวรวมไปถึงสินค้า/การบริการต่างๆในภาคอุตสาหกรรมบริการและการท่องเที่ยวจังหวัดภูเก็ตเพิ่มมากขึ้น					
3	ให้เกิดผลกระทบทางกายภาพต่อระบบนิเวศจังหวัดภูเก็ตเพิ่มมากขึ้น จากการพัฒนาสถานที่ทำกิจกรรมต่างๆในภาคอุตสาหกรรมบริการและการท่องเที่ยว เช่น การก่อสร้างสิ่งอำนวยความสะดวกด้านการท่องเที่ยว/บันเทิงโดยการทำลายพื้นที่ธรรมชาติ					
4	ทำให้เกิดผลกระทบทางกายภาพต่อระบบนิเวศจังหวัดภูเก็ตเพิ่มมากขึ้น จากการทำกิจกรรมสันตนาการต่างๆในภาคอุตสาหกรรมบริการและการท่องเที่ยว เช่น กิจกรรมทัวร์ผจญภัยบริเวณป่า, กิจกรรมทัวร์ทางทะเล, เป็นต้น					
5	ทำให้มีอัตราการเกิดอุบัติเหตุ/ปัญหาจราจรบนท้องถนนจังหวัดภูเก็ตเพิ่มมากขึ้น					
6	ทำให้มีการจราจรคับคั่ง/ปัญหาการติดบนท้องถนนจังหวัดภูเก็ตเพิ่มมากขึ้น					
7	ทำให้มีมลพิษทางสิ่งแวดล้อมรูปแบบต่างๆในจังหวัดภูเก็ตเพิ่มมากขึ้น เช่น มลพิษทางทะเล, มลพิษทางน้ำ, มลพิษทางอากาศ, มลพิษทางเสียง, และมลพิษที่เกิดจากขยะมูลฝอยและสิ่งปฏิกูล เป็นต้น					
8	ส่งเสริมให้เกิดการคุ้มครองและอนุรักษ์ทรัพยากรธรรมชาติ/ สิ่งแวดล้อมในจังหวัดภูเก็ตเพิ่มมากขึ้น เช่น ส่งเสริมการจัดการ/ การวางแผนด้านสิ่งแวดล้อมที่ดีขึ้น, ส่งเสริมให้นักท่องเที่ยว					

	เกิดความตระหนักด้านสิ่งแวดล้อมเพิ่มมากขึ้น เป็นต้น					
9	ทำให้เกิดการปรับปรุงแก้ไขมาตรการและกฎระเบียบตลอดจนข้อบังคับต่างๆ ในการคุ้มครองและอนุรักษ์ทรัพยากรธรรมชาติ/ สิ่งแวดล้อมจังหวัดภูเก็ตในระยะยาวที่ดีขึ้น					

ตอนที่ 2 การสำรวจการรับรู้และทัศนคติโดยรวมของคนท้องถิ่นที่มีต่อแนวทางการป้องกัน/แก้ไข ปัญหาผลกระทบและแนวทางการสนับสนุนการพัฒนาเกี่ยวกับตลาดการท่องเที่ยวขาเข้าของนักท่องเที่ยวชาวจีน ในจังหวัดภูเก็ต

1. ท่านมีข้อเสนอแนะต่อ “แนวทางการป้องกัน/แก้ไข” ปัญหาผลกระทบอันเนื่องมาจากการขยายตัวของตลาดการท่องเที่ยวของนักท่องเที่ยวชาวจีนจังหวัดภูเก็ตอย่างไร
- (เช่น ควรจัดทำป้ายสื่อภาษาจีนหรือสัญลักษณ์ต่างๆ เพื่อให้นักท่องเที่ยวชาวจีนเข้าใจได้ง่ายขึ้น, ผู้ประกอบการควรให้บริการ ให้คำแนะนำและควบคุมดูแลนักท่องเที่ยวชาวจีนอย่างมีประสิทธิภาพ, ควรมีการประชาสัมพันธ์ให้นักท่องเที่ยวชาวจีนทราบถึงค่านิยม-วัฒนธรรมท้องถิ่นเพื่อให้เกิดการเรียนรู้และปฏิบัติก่อนเดินทางมาท่องเที่ยวจังหวัดภูเก็ต เป็นต้น)

2. ท่านมีข้อเสนอแนะต่อ “แนวทางการสนับสนุน” การพัฒนาตลาดการท่องเที่ยวของนักท่องเที่ยวชาวจีนจังหวัดภูเก็ตอย่างไร
- (เช่น รู้สึกดีที่เห็นป้ายตามทาง ร้านอาหาร หรือแหล่งท่องเที่ยวต่างๆ ในจังหวัดภูเก็ตมีภาษาจีนประกอบ, รู้สึกภูมิใจที่จังหวัดภูเก็ตเป็นแหล่งท่องเที่ยวที่มีชื่อเสียงสำหรับชาวจีน, รู้สึกอยากให้นักท่องเที่ยวชาวจีนกลับมาเที่ยวจังหวัดภูเก็ตอีกบ่อยๆ เป็นต้น)

3. ท่านมี “ความคิดเห็นโดยรวม” ต่อการพัฒนาตลาดการท่องเที่ยวขาเข้าของนักท่องเที่ยวชาวจีนในจังหวัดภูเก็ตต่อไปอย่างไร

กรุณาทำเครื่องหมาย ✓ ลงในช่องว่างทางขวามือให้ตรงกับความคิดเห็นของท่านมากที่สุดเพียง 1 ช่องต่อ 1 ข้อ

โดย 5 = เห็นด้วยอย่างยิ่ง 4 = เห็นด้วย 3 = ไม่น่าใจ 2 = ไม่เห็นด้วย 1 = ไม่เห็นด้วยอย่างยิ่ง

ที่	รายการ ความคิดเห็นโดยรวม	ระดับการประเมิน				
		5	4	3	2	1
1	โดยรวมแล้วฉันคิดว่า การขยายตัวของตลาดการท่องเที่ยวขาเข้าของนักท่องเที่ยวชาวจีนส่งผลด้านบวก (ดี) ต่อจังหวัดภูเก็ต					
2	โดยรวมแล้วฉันยินดีที่จะสนับสนุนการพัฒนาตลาดการท่องเที่ยวขาเข้าของนักท่องเที่ยวชาวจีนในจังหวัดภูเก็ต					

4. สิ่งที่คุณ “รู้สึกชอบมากที่สุด” เกี่ยวกับตลาดการท่องเที่ยวขาเข้าของนักท่องเที่ยวชาวจีนในจังหวัดภูเก็ต คือ _____.
5. สิ่งที่คุณ “รู้สึกไม่ชอบมากที่สุด” เกี่ยวกับตลาดการท่องเที่ยวขาเข้าของนักท่องเที่ยวชาวจีนในจังหวัดภูเก็ต คือ _____.
6. ฉันคิดว่า “ผลประโยชน์ที่สำคัญที่สุด” จากการสนับสนุนการพัฒนาตลาดการท่องเที่ยวขาเข้าของนักท่องเที่ยวชาวจีนในจังหวัดภูเก็ต คือ _____.
7. ฉันคิดว่า “ข้อเสียเปรียบที่สำคัญที่สุด” จากส่งเสริมและสนับสนุนการพัฒนาตลาดการท่องเที่ยวขาเข้าของนักท่องเที่ยวชาวจีนในจังหวัดภูเก็ต คือ _____.

ตอนที่ 3 การสำรวจข้อมูลส่วนบุคคลของผู้ตอบแบบสอบถาม

กรุณาทำเครื่องหมาย ✓ ลงใน หรือเติมข้อความลงในช่องว่างให้ตรงกับความเป็นจริงมากที่สุด

1. เพศ
 - ชาย
 - หญิง
2. อายุ
 - 20 - 30 ปี
 - 31 - 40 ปี
 - 41 - 50 ปี
 - 51 - 60 ปี
 - อายุมากกว่า 60 ปีขึ้นไป
3. สถานภาพสมรส
 - โสด
 - สมรส
 - หย่าร้าง/ หม้าย/ แยกกันอยู่
4. ระดับการศึกษาสูงสุด
 - ประถมศึกษาหรือต่ำกว่า
 - มัธยมศึกษา/เทียบเท่า
 - อนุปริญญา/ ปวส.
 - ปริญญาตรี
 - สูงกว่าปริญญาตรี
5. อาชีพ
 - ข้าราชการ/ พนักงานของรัฐ/ รัฐวิสาหกิจ
 - พนักงาน/ ลูกจ้างบริษัทเอกชน
 - เจ้าของธุรกิจ/ ธุรกิจส่วนตัว/ ค้าขาย
 - รับจ้างทั่วไป
 - พ่อบ้าน/ แม่บ้าน/ เกษียณอายุ
 - นักเรียน/ นักศึกษา
 - ยังไม่ได้งานทำงาน/ กำลังว่างงาน
 - อื่นๆ (โปรดระบุ) _____.
6. อาชีพของท่านมีความเกี่ยวข้องโดยตรงกับตลาดการท่องเที่ยวขาเข้าของนักท่องเที่ยวชาวจีนในจังหวัดภูเก็ตหรือไม่
 - ใช่
 - ไม่ใช่

7. รายได้โดยรวม/เดือน
- | | |
|--|--|
| <input type="checkbox"/> ไม่มีรายได้ | <input type="checkbox"/> ต่ำกว่า 10,000 บาท |
| <input type="checkbox"/> 10,001 - 20,000 บาท | <input type="checkbox"/> 20,001 - 30,000 บาท |
| <input type="checkbox"/> 30,001 - 40,000 บาท | <input type="checkbox"/> 40,000 บาทขึ้นไป |
8. ท่านมีส่วนรายได้ที่มาจากอุตสาหกรรมการท่องเที่ยวหรือไม่
- มี, ประมาณ _____ % ต่อเดือนจากรายได้ทั้งหมด
- ไม่มี
9. ท่านสามารถสื่อสารภาษาอังกฤษได้หรือไม่ ได้ ไม่ได้
10. ท่านสามารถสื่อสารภาษาจีนได้หรือไม่ ได้ ไม่ได้
11. ท่านเป็นชาวไทยเชื้อสายจีนหรือไม่ ใช่ ไม่ใช่
12. ท่านเป็นคนจังหวัดภูเก็ตโดยกำเนิดหรือไม่ ใช่ ไม่ใช่
13. ระยะเวลาที่ท่านอาศัยอยู่ในจังหวัดภูเก็ต
- | | | |
|-------------------------------------|--|-------------------------------------|
| <input type="checkbox"/> 5 ปี | <input type="checkbox"/> 6 - 10 ปี | <input type="checkbox"/> 11 - 15 ปี |
| <input type="checkbox"/> 16 - 20 ปี | <input type="checkbox"/> มากกว่า 20 ปี | |
14. อำเภอที่ท่านพักอาศัยอยู่ในจังหวัดภูเก็ต
- | | | |
|-------------------------------------|-------------------------------------|------------------------------------|
| <input type="checkbox"/> อำเภอเมือง | <input type="checkbox"/> อำเภอกะทู้ | <input type="checkbox"/> อำเภอถลาง |
|-------------------------------------|-------------------------------------|------------------------------------|
15. พื้นที่พักอาศัยของท่านอยู่ในแหล่งท่องเที่ยวหรือไม่
- ใช่ ไม่ใช่
16. ท่านเคย “ติดต่อ/ ปฏิสัมพันธ์/ พบปะพูดคุย” กับชาวจีนจากประเทศจีนในจังหวัดภูเก็ตหรือไม่ (ถ้าตอบ “ไม่ใช่” กรุณาข้ามคำถามข้อ 17 และ ข้อ 18)
- ใช่ ไม่ใช่
17. หากท่านเคย “ติดต่อ/ ปฏิสัมพันธ์/ พบปะพูดคุย” กับชาวจีนจากประเทศจีนในจังหวัดภูเก็ต กรุณาระบุความสัมพันธ์ทางสังคม (ตอบได้มากกว่าหนึ่งข้อ)
- | | |
|--|--|
| <input type="checkbox"/> ญาติ | <input type="checkbox"/> คู่สมรส/ คู่รัก/ แฟนหนุ่ม/ แฟนสาว |
| <input type="checkbox"/> เพื่อน/ เพื่อนร่วมงาน | <input type="checkbox"/> ลูกค้า |
| <input type="checkbox"/> อื่นๆ (โปรดระบุ) _____. | |
18. หากท่านเคย “ติดต่อ/ ปฏิสัมพันธ์/ พบปะพูดคุย” กับชาวจีนจากประเทศจีนในจังหวัดภูเก็ต กรุณาระบุระยะเวลาความสัมพันธ์ทางสังคมโดยประมาณ _____ ปี _____ เดือน
19. ข้อเสนอแนะเพิ่มเติม (ถ้ามี)

ขอขอบพระคุณเป็นอย่างสูงที่ท่านกรุณาใช้เวลาให้ความร่วมมือในการตอบแบบสอบถามครั้งนี้

Appendix B

Questionnaire (English)

Respondent no. _____



QUESTIONNAIRE

The Local Residents' Attitudes towards the Market Expansion of Chinese Inbound Tourism in Phuket

Instructions

My name is Sikan Sudboo, an MBA student in Hospitality and Tourism, majoring in Tourism Management (International Program) at Prince of Songkhla University, Phuket Campus. This questionnaire is part of a thesis conduct for a Master's degree in Business Administration requirement. I am researching "The local residents' attitudes towards the market expansion of Chinese inbound tourism market in Phuket." The primary purpose is "to investigate residents' perceptions of tourism impact and attitudes towards supporting the market development regarding Chinese inbound tourism in Phuket Province." The study findings will be used effectively as suggestions and guidelines for developing the Chinese inbound tourism market and the Phuket tourism industry. It will promote positive consequences while mitigating the negative impacts. It also encourages the local government sector, private sector, local people, and tourists on the island to live together happier.

The survey's respondent is "**Phuket residents**" who meet the following specific criteria: "**Thailand-born resident (Thai nationality), holds a household registration, living in Phuket Province permanently within the past 5 years, and age of 20 years old or older.**" The information obtained from this questionnaire will be confidential and use for academic purposes only. Thank you very much for taking the time to complete this questionnaire.

Section 1 The survey of residents' perceptions and attitudes of tourism impacts regarding the market expansion of the Chinese inbound tourism in Phuket province in the field of economic impacts, socio-cultural impacts, and environmental impacts

1. Given many Chinese tourists visiting and many businesses established in the Chinese inbound tourism market in Phuket, how does such circumstance affect you regarding the “economic” impact?

Positive “economic” impacts (Please indicate at least 1 item)

Negative “economic” impacts (Please indicate at least 1 item)

2. How would you evaluate the following “economic” impacts from the market expansion of Chinese inbound tourism market in Phuket province?

Note: please tick ✓ to the extent that you agree in each of the following statements

Evaluation Criteria 5 = strongly agree, 4 = agree, 3 = not sure, 2 = disagree, 1 = strongly disagree

No	Statements	Agreement level				
	Economic Impact	5	4	3	2	1
1	Increase employment opportunities for residents.					
2	Increase new business opportunities for residents.					
3	Generate higher incomes for residents.					
4	Generate more tourism-related revenues to the local communities in Phuket.					
5	Generate more tourism-related revenue to the tourism industry in Phuket.					
6	Improve better public utility infrastructures, such as roads, electricity, and water supply.					
7	Attract more investments in Phuket.					
8	Generate “Zero-Dollar Tours” problems in Phuket.					
9	Local entrepreneurs improve products and services to welcoming Chinese tourists.					
10	Increase the number of non-residents living in Phuket.					
11	Increase the competition of job employments between residents and non-residents.					
12	Increase the prices of commodities and services in Phuket, such as real estate.					
13	Declines in the number of tourists from other nationalities (non-Chinese).					
14	Declines in incomes earned from tourists other nationalities (non-Chinese).					

3. Given many Chinese tourists visiting and many businesses established in the Chinese inbound tourism market in Phuket, how does such circumstance affect you regarding the “socio-cultural” impact?

Positive “socio-cultural” impacts (Please indicate at least 1 item)

Negative “socio-cultural” impacts (Please indicate at least 1 item)

4. How would you evaluate the following “socio-cultural” impacts from the market expansion of Chinese inbound tourism in Phuket province?

Note: please tick ✓ to the extent that you agree in each of the following statements

Evaluation Criteria 5 = strongly agree, 4 = agree, 3 = not sure, 2 = disagree, 1 = strongly disagree

No	Statements	Agreement level				
	Socio-cultural Impact	5	4	3	2	1
1	Residents have less peace and privacy.					
2	Disturb to the community and residents, such as from some Chinese who talking loudly, jumping queues, pushing others, smoke in public, spit in public, littering carelessly, etc.					
3	Create chaos from the lack of respect to the rules in places such as tourist attractions, government offices, schools, etc.					
4	Increase the number of Chinese establishments businesses and work illegally in Phuket, such as tour guides, photographers (pre-wedding for Chinese), setting tour companies, hotels, and other related businesses, using fake documents like Thai national ID cards, education backgrounds, tourist guide licenses, passports, etc.					
5	Local/ Thai cultures and traditions are offered more commercially, and the virtual tradition has formed to attract Chinese tourists, such as selling overpriced/ fake Thai Buddha amulets in temples.					
6	Increase the incidence of crime, commercial sex business, prostitution, drugs, gambling, and theft in Phuket Province.					
7	Residents have less safety and security in the life and properties.					
8	Residents have adapted more to the arrival of Chinese tourists in Phuket.					
9	The government promotes and supports the Chinese inbound tourism market in Phuket.					
10	The government has more policies to handle issues arising over the Chinese inbound tourism market in Phuket.					
11	Promote cultural exchanges between residents and Chinese tourists in Phuket.					
12	Chinese tourists have more knowledge about local/ Thai cultures.					
13	Chinese tourists have adapted more to local/ Thai cultures.					
14	Residents are proud that Phuket is a popular destination among Chinese tourists.					

5. Given many Chinese tourists visiting and many businesses established in the Chinese inbound tourism market in Phuket, how does such circumstance affect you regarding the “environmental” impact?

Positive “environmental” impacts (Please indicate at least 1 item)

Negative “environmental” impacts (Please indicate at least 1 item)

6. How would you evaluate the following “environment” impacts from the market expansion of Chinese inbound tourism in Phuket province?

Note: please tick ✓ to the extent that you agree in each of the following statements

Evaluation Criteria 5 = strongly agree, 4 = agree, 3 = not sure, 2 = disagree, 1 = strongly disagree

No	Statements	Agreement level				
	Environmental Impact	5	4	3	2	1
1	Improve in better landscape and surrounding of Phuket, especially in popular tourist attractions.					
2	Increase in varieties of recreational facilities, products, and services in the Phuket hospitality and tourism industry.					
3	Increase the physical impacts from tourism developments on ecosystems, such as constructing recreational and entertainment facilities through nature destruction.					
4	Increase the physical impacts from tourism activities on ecosystems, such as marine activities tours, adventure activities tours in the forest, etc.					
5	Increase accident rates on the roads and traffic problems in Phuket.					
6	Increase overcrowding of traffic congestions/ traffic jams in Phuket.					
7	Increase pollution in various fields, such as marine pollution, water pollution, water pollution, air pollution, noise pollution, solid waste, and other environmental infections.					
8	Promote protection and conservation of natural resources/ environments in the community, such as encouraging better environmental planning/ management, enhancing locals’ environmental awareness.					
9	Improve better rules and regulations to protect and conserve the natural resource/ environment of Phuket in the long term.					

Section 2 The survey of residents' overall perceptions and attitudes towards impact protection/solution guidelines and supporting development regarding the Chinese inbound tourism market in Phuket Province

1. What will be your suggestions concerning impact "protection/solution guidelines" regarding the market expansion of Chinese inbound tourism in Phuket Province?

(For example, provide language signs in Chinese or symbols for Chinese tourists to understand easier, etc., entrepreneurs should efficiently service, advise, and control Chinese customers, should public relations for Chinese tourists understand local values and cultures before traveling to Phuket.)

2. What will be your suggestions concerning "supporting guidelines" regarding the market development of Chinese inbound tourism in Phuket Province?

(For example, feel good to see signs along the way, restaurant or tourist attractions in Phuket contain the Chinese language, proud that Phuket is a popular destination among Chinese tourists, would like to see Chinese tourists often revisiting Phuket, etc.)

3. How would you evaluate the following "overall perceptions and attitudes" towards the market expansion of Chinese inbound tourism in Phuket Province?

Note: please tick ✓ to the extent that you agree in each of the following statements

Evaluation Criteria 5 = strongly agree, 4 = agree, 3 = not sure, 2 = disagree, 1 = strongly disagree

No	Statements	Agreement level				
	Overall perceptions and attitudes	5	4	3	2	1
1	Overall, I think the market expansion of Chinese inbound tourism has positively impacted (good) Phuket Province.					
2	Overall, I would like to support the market development of Chinese inbound tourism in Phuket Province.					

4. I feel "like the most" about the Chinese inbound tourism market in Phuket Province is _____.
5. I feel "dislike the most" about the Chinese inbound I tourism market in Phuket Province is _____.

6. I think “the most significant advantage” of supporting the Chinese inbound tourism market development to Phuket Province is _____
_____.
7. I think “the most significant disadvantage” of supporting the Chinese inbound tourism market development to Phuket Province is _____
_____.

Section 3 General information.

Note: please tick ✓ in that related with your answer.

1. Gender
 - Male Female
2. Age groups
 - 20 - 30 years old 31 - 40 years old 41 - 50 years old
 - 51 - 60 years old Over 60 years old
3. Marital status
 - Single
 - Married
 - Widowed/ Divorced/ Separated
4. Highest education level
 - Primary education or lower Secondary education
 - Certificate/ Diploma Bachelor's Degree
 - Postgraduate
5. Occupation
 - Government employee/ State enterprise Company employee
 - Business Owner Freelance worker
 - Housewife/ Househusband/ Retire Student
 - Unemployed/ Looking for work other (Please specify)_____.
6. Is your occupation directly related to the Chinese inbound tourism market in Phuket Province?
 - Yes No
7. Please indicate your average monthly income in Thai Baht
 - No Income Less than 10,000 Thai baht
 - 10,001 - 20,000 Thai baht 20,001 - 30,000 Thai baht
 - 30,001 - 40,000 Thai baht Over 40,000 Thai baht

8. Do you have any proportion of your monthly income earned from the tourism industry?
 Yes, I earned around _____% of total monthly income.
 No
9. Are you able to communicate in English language? Yes No
10. Are you able to communicate in Chinese language? Yes No
11. Are you a native resident of Phuket province? Yes No
12. Are you Thai citizens with ethnic Chinese ancestry? Yes No
13. How long is your length of residence in Phuket Province?
 5 Years 6 - 10 Years 11 - 15 Years
 16 - 20 Years Over 20 Years
14. Please indicate your district of residence in Phuket Province.
 Mueang Phuket District Kathu District Thalang District
15. Is the area of your residence located in the tourist area?
 Yes No
16. Have you ever “contacted/ interacted/ met/ talked” with Chinese people from mainland China in Phuket Province? (If answered “No” please skip question 17 and 18)
 Yes No
17. If you have “contacted/ interacted/ met/ talked” with Chinese people from mainland China in Phuket Province, please specify your social relationship(s). (Check all that apply)
 Relative Spouse/ Couple/ Girlfriend/ Boyfriend
 Friend/ Colleague Customer
 Other (Please specify)_____.
18. If you have “contacted/ interacted/ met/ talked” with Chinese people from mainland China in Phuket Province, please specify your length of social contact _____Year(s),_____ Month(s).
19. This space is provided for you to add any additional comments, concerns, and/or suggestions that you might wish to share. (if any)

I sincerely appreciate your time and cooperation. Thank you very much.

Appendix C

Coding sheet for structured questions

Respondent no. (ID) _____



QUESTIONNAIRE

The Local Residents' Attitudes towards the Market Expansion of Chinese Inbound Tourism in Phuket

Instructions

My name is Sikan Sudboo, an MBA student in Hospitality and Tourism, majoring in Tourism Management (International Program) at Prince of Songkhla University, Phuket Campus. This questionnaire is part of a thesis conduct for a Master's degree in Business Administration requirement. I am researching "The local residents' attitudes towards the market expansion of Chinese inbound tourism market in Phuket." The primary purpose is "to investigate residents' perceptions of tourism impact and attitudes towards supporting the market development regarding Chinese inbound tourism in Phuket Province." The study findings will be used effectively as suggestions and guidelines for developing the Chinese inbound tourism market and the Phuket tourism industry. It will promote positive consequences while mitigating the negative impacts. It also encourages the local government sector, private sector, local people, and tourists on the island to live together happier.

The survey's respondent is "**Phuket residents**" who meet the following specific criteria: "**Thailand-born resident (Thai nationality), holds a household registration, living in Phuket Province permanently within the past 5 years, and age of 20 years old or older.**" The information obtained from this questionnaire will be confidential and use for academic purposes only. Thank you very much for taking the time to complete this questionnaire.

Section 1 The survey of residents' perceptions and attitudes of tourism impacts regarding the market expansion of the Chinese inbound tourism in Phuket province in the field of economic impacts, socio-cultural impacts, and environmental impacts

1. Given many Chinese tourists visiting and many businesses established in the Chinese inbound tourism market in Phuket, how does such circumstance affect you regarding the “economic” impact?

Positive “economic” impacts (Please indicate at least 1 item) (peco)

Negative “economic” impacts (Please indicate at least 1 item) (neco)

2. How would you evaluate the following “economic” impacts from the market expansion of Chinese inbound tourism market in Phuket province?

Note: please tick ✓ to the extent that you agree in each of the following statements

Evaluation Criteria 5 = strongly agree, 4 = agree, 3 = not sure, 2 = disagree, 1 = strongly disagree

No	Statements	Agreement level				
	Economic Impact	5	4	3	2	1
1	Increase employment opportunities for residents. (eco2.1)					
2	Increase new business opportunities for residents. (eco2.2)					
3	Generate higher incomes for residents. (eco2.3)					
4	Generate more tourism-related revenues to the local communities in Phuket. (eco2.4)					
5	Generate more tourism-related revenue to the tourism industry in Phuket. (eco2.5)					
6	Improve better public utility infrastructures, such as roads, electricity, and water supply. (eco2.6)					
7	Attract more investments in Phuket. (eco2.7)					
8	Generate “Zero-Dollar Tours” problems in Phuket. (eco2.8)					
9	Local entrepreneurs improve products and services to welcoming Chinese tourists. (eco2.9)					
10	Increase the number of non-residents living in Phuket. (eco2.10)					
11	Increase the competition of job employments between residents and non-residents. (eco2.11)					
12	Increase the prices of commodities and services in Phuket, such as real estate prices. (eco2.12)					
13	Declines in the number of tourists from other nationalities (non-Chinese). (eco2.13)					
14	Declines in incomes earned from tourists other nationalities (non-Chinese). (eco2.14)					

3. Given many Chinese tourists visiting and many businesses established in the Chinese inbound tourism market in Phuket, how does such circumstance affect you regarding the “socio-cultural” impact?

Positive “socio-cultural” impacts (Please indicate at least 1 item) (psoc)

Negative “socio-cultural” impacts (Please indicate at least 1 item) (nsoc)

4. How would you evaluate the following “socio-cultural” impacts from the market expansion of Chinese inbound tourism in Phuket province?

Note: please tick ✓ to the extent that you agree in each of the following statements

Evaluation Criteria 5 = strongly agree, 4 = agree, 3 = not sure, 2 = disagree, 1 = strongly disagree

No	Statements	Agreement level				
	Socio-cultural Impact	5	4	3	2	1
1	Residents have less peace and privacy. (soc4.1)					
2	Disturb to the community and residents, such as from some Chinese who talking loudly, jumping queues, pushing others, smoke in public, spit in public, littering carelessly, etc. (soc4.2)					
3	Create chaos from the lack of respect to the rules in places such as tourist attractions, government offices, schools, etc. (soc4.3)					
4	Increase the number of Chinese establishments businesses and work illegally in Phuket, such as tour guides, photographers (pre-wedding for Chinese), setting tour companies, hotels, and other related businesses, using fake documents like Thai national ID cards, education backgrounds, tourist guide licenses, passports, etc. (soc4.4)					
5	Local/ Thai cultures and traditions are offered more commercially, and the virtual tradition has formed to attract Chinese tourists, such as selling overpriced/ fake Buddha amulets in temples. (soc4.5)					
6	Increase the incidence of crime, commercial sex business, prostitution, drugs, gambling, and theft in Phuket Province. (soc4.6)					
7	Residents have less safety and security in the life and properties. (soc4.7)					
8	Residents have adapted more to the arrival of Chinese tourists in Phuket. (soc4.8)					
9	The government promotes and supports the Chinese inbound tourism market in Phuket. (soc4.9)					
10	The government has more policies to handle issues arising over the Chinese inbound tourism market in Phuket. (soc4.10)					
11	Promote cultural exchanges between residents and Chinese tourists in Phuket. (soc4.11)					
12	Chinese tourists have more knowledge about local/ Thai cultures. (soc4.12)					

13	Chinese tourists have adapted more to local/ Thai cultures. (soc4.13)					
14	Residents are proud that Phuket is a popular destination among Chinese tourists. (soc4.14)					

5. Given many Chinese tourists visiting and many businesses established in the Chinese inbound tourism market in Phuket, how does such circumstance affect you regarding the “environmental” impact?

Positive “environmental” impacts (Please indicate at least 1 item) (penv)

Negative “environmental” impacts (Please indicate at least 1 item) (nenv)

6. How would you evaluate the following “environment” impacts from the market expansion of Chinese inbound tourism in Phuket province?

Note: please tick ✓ to the extent that you agree in each of the following statements

Evaluation Criteria 5 = strongly agree, 4 = agree, 3 = not sure, 2 = disagree, 1 = strongly disagree

No	Statements	Agreement level				
	Environmental Impact	5	4	3	2	1
1	Improve in better landscape and surrounding of Phuket, especially in popular tourist attractions. (env6.1)					
2	Increase in varieties of recreational facilities, products, and services in the Phuket hospitality and tourism industry. (env6.2)					
3	Increase the physical impacts from tourism developments on ecosystems, such as constructing recreational and entertainment facilities through nature destruction. (env6.3)					
4	Increase the physical impacts from tourism activities on ecosystems, such as marine activities tours, adventure activities tours in the forest, etc. (env6.4)					
5	Increase accident rates on the roads and traffic problems in Phuket. (env6.5)					
6	Increase overcrowding of traffic congestions/ traffic jams in Phuket. (env6.6)					
7	Increase pollution in various fields, such as marine pollution, water pollution, water pollution, air pollution, noise pollution, solid waste, and other environmental infections. (env6.7)					
8	Promote protection and conservation of natural resources/ environments in the community, such as encouraging better environmental planning/ management, enhancing locals’ environmental awareness. (env6.8)					
9	Improve better rules and regulations to protect and conserve the natural resource/ environment of Phuket in the long term. (env6.9)					

Section 2 The survey of residents' overall perceptions and attitudes towards impact protection/solution guidelines and supporting development regarding the Chinese inbound tourism market in Phuket Province

1. What will be your suggestions concerning impact “protection/solution guidelines” regarding the market expansion of Chinese inbound tourism in Phuket Province? (sul)

(For example, provide language signs in Chinese or symbols for Chinese tourists to understand easier, etc., entrepreneurs should efficiently service, advise, and control Chinese customers, should public relations for Chinese tourists understand local values and cultures before traveling to Phuket.)

- What will be your suggestions concerning “supporting guidelines” regarding the market development of Chinese inbound tourism in Phuket Province? (sup)

(For example, feel good to see signs along the way, restaurant or tourist attractions in Phuket contain the Chinese language, proud that Phuket is a popular destination among Chinese tourists, would like to see Chinese tourists often revisiting Phuket, etc.)

- How would you evaluate the following “overall perceptions and attitudes” towards the market expansion of Chinese inbound tourism in Phuket Province?

Note: please tick ✓ to the extent that you agree in each of the following statements

Evaluation Criteria 5 = strongly agree, 4 = agree, 3 = not sure, 2 = disagree, 1 = strongly disagree

No	Statements	Agreement level				
		5	4	3	2	1
1	Overall, I think the market expansion of Chinese inbound tourism has positively impacted (good) Phuket Province. (ova_at1)					
2	Overall, I would like to support the market development of Chinese inbound tourism in Phuket Province. (ova_at2)					

8. I feel “like the most” about the Chinese inbound tourism market in Phuket Province is (fl) _____.
-
9. I feel “dislike the most” about the Chinese inbound tourism market in Phuket Province is (fd) _____.
-

10. I think “the most significant advantage” of supporting the Chinese inbound tourism market development to Phuket Province is (av) _____

11. I think “the most significant disadvantage” of supporting the Chinese inbound tourism market development to Phuket Province is (dv) _____

Section 3 General information.

Note: please tick ✓ in that related with your answer.

1. Gender (sex)

Male (1) Female (2)

2. Age groups (age)

20 - 30 years old (1)

31 - 40 years old (2)

41 - 50 years old (3)

51 - 60 years old (4)

Over 60 years old (5)

3. Marital status (marital)

Single (1)

Married (2)

Widowed/ Divorced/ Separated (3)

4. Highest education level (edlevel)

Primary education or lower (1)

Secondary education (2)

Certificate/ Diploma (3)

Bachelor's Degree (4)

Postgraduate (5)

5. Occupation (occupa)

Government employee/ State enterprise (1)

Company employee (2)

Business Owner (3)

Freelance worker (4)

Housewife/ Househusband/Retire (5)

Student (6)

Unemployed/ Looking for work (7)

other (Please specify) _____. (8)

*** (occupa_other)

6. Is your occupation directly related to the Chinese inbound tourism market in Phuket Province?

(occupa_cntrm)

Yes (1) No (2)

7. Please indicate your average monthly income in Thai Baht (**income**)
- No Income (1) Less than 10,000 Thai baht (2)
- 10,001 - 20,000 Thai baht (3) 20,001 - 30,000 Thai baht (4)
- 30,001 - 40,000 Thai baht (5) Over 40,000 Thai baht (6)
8. Do you have any proportion of your monthly income earned from the tourism industry? (**income_trm**)
- Yes, I earned around _____% of total monthly income. (1)
- *** (**income_trm_percent**)
- No (2)
9. Are you able to communicate in English language? (**en_skill**) Yes (1) No (2)
10. Are you able to communicate in Chinese language? (**cn_skill**) Yes (1) No (2)
11. Are you a native resident of Phuket province? (**native_res**) Yes (1) No (2)
12. Are you Thai citizens with ethnic Chinese ancestry? (**thcn_res**) Yes (1) No (2)
13. How long is your length of residence in Phuket Province? (**length_res**)
- 5 Years (1) 6 - 10 Years (2) 11 - 15 Years (3)
- 16 - 20 Years (4) Over 20 Years (5)
14. Please indicate your district of residence in Phuket Province. (**district_res**)
- Mueang Phuket District (1)
- Kathu District (2)
- Thalang District (3)
15. Is the area of your residence located in the tourist area? (**touist_res**)
- Yes (1) No (2)
16. Have you ever “contacted/ interacted/ met/ talked” with Chinese people from mainland China in Phuket Province? (If answered “No” please skip question 17 and 18) (**interact_cn**)
- Yes (1) No (2)
17. If you have “contacted/ interacted/ met/ talked” with Chinese people from mainland China in Phuket Province, please specify your social relationship(s). (Check all that apply)
- Relative (**sr_relative**) (Yes (1), No (2))
- Spouse/ Couple/ Girlfriend/ Boyfriend (**sr_couple**) (Yes (1), No (2))
- Friend/ Colleague (**sr_friend**) (Yes (1), No (2))
- Customer (**sr_customer**) (Yes (1), No (2))
- Other (Please specify) _____. (Yes (1), No (2)) *** (**sr_other**)
18. If you have “contacted/ interacted/ met/ talked” with Chinese people from mainland China in Phuket Province, please specify your length of social contact ____ Year(s), ____ Month(s). (**lenght_scontact**)

19. This space is provided for you to add any additional comments, concerns, and/or suggestions that you might wish to share. (if any) (suggest)

I sincerely appreciate your time and cooperation. Thank you very much.

Appendix D

Coding sheet for Open-ended questions

Coding sheet for question no. 1: Given many Chinese tourists visiting and many businesses established in the Chinese inbound tourism market in Phuket, how does such circumstance affect you regarding the “economic” impact?

Coding sheet for question no. 1	Code
“Positive economic” impacts (peco)	
Increase employment opportunities for residents.	peco1
Generate higher incomes for residents.	peco2
Increase new business opportunities for residents.	peco3
Generate more tourism-related revenues to the local communities in Phuket Province.	peco4
Generate more tourism-related revenue to the tourism industry in Phuket Province.	peco5
Improve public utility infrastructures in Phuket Province, such as roads, electricity, and water supply.	peco6
Attract more investments in Phuket Province.	peco7
Local entrepreneurs improve products and services to welcoming Chinese tourists.	peco8
The real estate market in Phuket Province grows rapidly.	peco9
Increase income distribution in Phuket Province.	peco10
Generate a better economy in Phuket Province.	peco11
No impact on residents.	peco0
Missing	peco999
“Negative economic” impacts (neco)	
Increase the number of non-residents working in Phuket Province.	neco1
Increase the competition of job employments between residents and non-residents.	neco2
Increase economic competition in Phuket Province.	neco3

Coding sheet for question no. 1	Code
Revenues generated from the Chinese inbound tourism market in Phuket Province is almost concentrated only among the capitalists.	neco4
Arise the monopoly in the Chinese inbound tourism market in Phuket Province, due to the Chinese capitalists come to do business from upstream to downstream.	neco5
Revenues generated from the Chinese inbound tourism market in Phuket Province leak out of the country and circle back to Chinese capitalists.	neco6
Declines in the number of tourists from other nationalities (non-Chinese).	neco7
Declines in incomes earned from tourists other nationalities (non-Chinese).	neco8
Higher costs of living in Phuket Province.	neco9
No impact on residents.	neco0
Missing	neco999

Coding sheet for question no. 2: Given many Chinese tourists visiting and many businesses established in the Chinese inbound tourism market in Phuket, how does such circumstance affect you regarding the “socio-cultural” impact?

Coding sheet for question no. 2	Code
“Positive socio-cultural” impact(s) (psoc)	
Promote cultural exchanges between residents and Chinese tourists.	psoc1
Residents have more knowledge about Chinese culture and its language.	psoc2
Residents have adapted more to the arrival of Chinese tourists in Phuket Province.	psoc3
The government promotes and supports the Chinese inbound tourism market to Phuket Province.	psoc4
The government has more policies to handle issues arising over the Chinese inbound tourism market in Phuket Province.	psoc5
Encourage the conservation/ dissemination of Phuket’s traditional society-culture.	psoc6
Allows a more exotic and wide range of alternative commodities/services in Phuket.	psoc7
Chinese tourists have more knowledge about local/Thai cultures.	psoc8
Chinese tourists have adapted more to local/Thai cultures.	psoc9
Build good relationships between residents and Chinese people.	psoc10
Promote socio-cultural diversity in Phuket Province.	psoc11
Promote Phuket Province to have a lively and bustling society all the time.	psoc12
Promote Phuket Province to become a more famous and well-known tourist destination.	psoc13
Residents have a better standard of living/ quality of life.	psoc14
Residents are proud that Phuket Province is a popular destination for Chinese tourists.	psoc15
No impact on residents.	psoc0
Missing	psoc999

Coding sheet for question no. 2	Code
The language barrier problem as it difficult for residents to communicate since most Chinese tourists only speak Chinese.	nsoc1
Residents have less peace and privacy.	nsoc2
Disturb to communities and residents, such as from Chinese who talk loudly, jump queues, push others, smoke in public, spit in public, litter carelessly, etc.	nsoc3
Create chaos from too many Chinese tourists in places such as tourist attractions.	nsoc4
Scramble to consume local products/ services between residents and Chinese tourists, such as purchasing products/ services at tourist attractions, flea markets, convenience stores, etc.	nsoc5
Increase the number of Chinese establishment businesses and work illegally in Phuket Province, such as tour guides, photographers, setting tour companies, hotels, and others, using fake documents like the Thai national ID cards, educational backgrounds, tourist guide licenses, passports, etc.	nsoc6
Create problems from some entrepreneurs deceive/ exploit Chinese tourists.	nsoc7
Local/ Thai cultures and Traditions are offered more commercially, and the virtual tradition has formed to attract Chinese tourists, such as selling fake or overpriced Buddha amulets in the temples.	nsoc8
Increase incidence of crime, commercial sex business, prostitution, drugs, gambling, and theft in Phuket Province.	nsoc9
Some entrepreneurs present misinformation that cause a misunderstanding about local/ Thai culture to Chinese tourists.	nsoc10
Some Chinese tourists are perceived the image of Phuket Province distortedly.	nsoc11
Discriminate to common customers, as operators in this particular market target offering their products/ services to Chinese customers.	nsoc12
Residents have less safety and security in the life and properties.	nsoc13
No impact on residents.	nsoc0
Missing	nsoc999

Coding sheet for question no. 3: Given many Chinese tourists visiting and many businesses established in the Chinese inbound tourism market in Phuket, how does such circumstance affect you regarding the “environmental” impact?

Coding sheet for question no. 3	Code
“Positive environmental” impacts (penv)	
Spread the reputation of the beautiful nature in Phuket Province to the world.	penv1
Improve in better landscape and surrounding of Phuket Province, especially in popular tourist attractions.	penv2
Increase in varieties of recreational facilities, products, and services in the Phuket hospitality and tourism industry.	penv3
Promote protection and conservation of natural resources/ environments in Phuket Province, such as encouraging better environmental planning/ management, enhancing environmental awareness.	penv4
Improve rules and regulations to protect conserve the natural resource/ environment of Phuket Province in the long term.	penv5
No impact on residents.	penv0
Missing	penv999
“Negative environmental” impacts (nenv)	
Increase the physical impacts from tourism developments on ecosystems, such as constructing recreational/ entertainment facilities through nature destruction.	nenv1
Increase the physical impacts from tourism activities on ecosystems, such as marine activities tours, adventure activities tours in the forest, etc.	nenv2
Increase overcrowding of traffic congestions/ traffic jams in Phuket Province.	nenv3
Increase accident rates on the roads and traffic problems in Phuket Province.	nenv4
Increase congestion in places, such as popular tourist attractions	nenv5
Increase pollution in various fields, such as solid waste, water pollution, air pollution, noise pollution, and other environmental infections.	nenv6
Cause the environment/ natural resources more degraded.	nenv7
Cause insufficient resources to meet the needs of the residents.	nenv8
No impact on residents.	nenv0
Missing	nenv999

Coding sheet for question no. 4: What will be your suggestions concerning impact “protection/ solution guidelines” regarding the market expansion of Chinese inbound tourism in Phuket Province?

Coding sheet for question no. 4	Code
“Impact protection/ solution guidelines” (sol)	
Should organize meetings regularly among government, residents, and private sectors to exchange opinions about the improvement guideline regarding the overall organization’s operators’ standards in the Chinese inbound tourism market in Phuket Province to be in the same standard.	sol1
Should set up the Chinese inbound tourism market business information center in Phuket Province, providing information and check after for the overall organization’s operators’ standards such as management, human resource, product/service, etc. to meet the same standard.	sol2
Should organize regulations/penalties regarding the entry of Chinese tourists in Phuket Province, such as limiting the number of group tours, campaigning for self-trips (FIT), and applying the actual penalties for those who do not obey the rules, etc., reduce the violation of the rules and to stimulate the distribution of Chinese tourists within the province.	sol3
Should organize Chinese people’s boundaries doing work/business in Phuket Province, with the rights reserved primarily for local people.	sol4
Should organize training/ seminars regularly for people working (HR such as tour guides, receptionists, salespeople, drivers, etc.) in the Chinese tourism market in Phuket Province, regarding the efficient performances guidelines, to have a better understanding of the job duties, update currents situations, and learn Chinese culture and language skills correctly, etc.	sol5
Tour operators should service, advise, and control Chinese tourists.	sol6
Should encourage tourism operators and tour guides to have consciousness providing accurate and appropriate information to Chinese tourists without expecting for their self-interest.	sol7
Should organize the standard of pricing for products/services in the Chinese inbound tourism market in Phuket Province.	sol8

Coding sheet for question no. 4	Code
<p>Should organize transportation, use of vehicles and use of public roads together. To provide convenience, safety and reduce traffic congestion problems, including the rate of accidents on the road, such as increasing the number of public transport vehicles, strict on the driver's qualifications, limiting the size of vehicles to suit each road, improving and repairing roads, sidewalk management, bicycle paths, emergency roads, etc.</p>	sol9
<p>Should raise awareness and encourage all sectors to pay more attention to the conservation of environmental and natural resources in Phuket Province.</p>	sol10
<p>Should promote Chinese tourists to know local values and culture to achieve learning and practice before traveling to Phuket Province.</p>	sol11
<p>Should provide both Offline and Online media such as Chinese language signs, symbols, brochures, pamphlets, placards, Do's & Don'ts manuals, Tourism Application, videos, short films, etc. to public relations for tourism information and appropriate regulatory compliance guidelines for Chinese tourists.</p>	sol12
<p>Should establish the Chinese Tourist Information Center/Call Center (on-call Chinese interpreter) providing tourism information and assistance to Chinese tourists in Phuket Province.</p>	sol13
<p>Should encourage Social-Cultural Exchanges between local people and Chinese people in Phuket Province to preserve traditional culture, stimulate tourism, and build good relations. For example, the student study/internship exchange program between Phuket Province - China, MICE events between Phuket Province - China such as exhibition promoting tourism & culture of Phuket Province in China and China in Phuket Province, corporate Social Responsibility activities (CSR) between local people - Chinese people in Phuket Province, cultural exchange festival between Phuket Province - China in Phuket Province, etc.</p>	sol14
<p>Should encourage local people to learn about Chinese culture and language skills, provide both offline-online classes in communities, increasing local potential to support the expansion of the Chinese inbound tourism market in Phuket Province.</p>	sol15

Coding sheet for question no. 4	Code
Should involve educational institutions in the Chinese inbound tourism market management process, such as providing students volunteer as Chinese teachers in free offline-online learning Chinese classes for local people, volunteering as Chinese interpreters in popular tourist attractions, and volunteering as Chinese interpreters on-call in the Chinese Tourist Information Center, etc.	sol16
Should develop and improve every tourist attraction in Phuket Province to be in the same standard, maintain their own uniqueness, attractiveness, and readiness to accommodate tourists. Promote to draw in Chinese tourists to visit, encourage the diversification in various locations, and reduce the congestion problem in popular attractions.	sol17
Should involve communities in the Chinese inbound tourism market management process and simulation jobs and income distribution to local people.	sol18
Should encourage local people/service providers to have positive attitudes in serving and helping Chinese tourists, creating a good impression and good image of the residents, communities, and Phuket Province.	sol19
Should provide a suggestion box at the airport for Chinese tourists to express their feelings. Add any additional comments, concerns, or suggestions they may wish to share before returning to their destination.	sol20
No suggestion	sol0
Missing	sol999

Coding sheet for question no. 5: What will be your suggestions concerning “supporting guidelines” regarding the market development of Chinese inbound tourism in Phuket Province?

Coding sheet for question no. 5	Code
“Supporting guidelines” (sup)	
Pleased to see Chinese tourists travel to Phuket Province.	sup1
Proud to see Phuket Province is a popular destination among Chinese tourists.	sup2
Happy that Phuket has been talking about and the tourists taking pictures posted on online social media.	sup3
Feel good to see Chinese tourists had good impressions and memories from their visiting Phuket Province.	sup4
Want to see Chinese tourists often revisiting Phuket.	sup5
Want to see local people have a good attitude to provide services and a pleasure to assist Chinese tourists.	sup6
Want to learn Chinese to be able to communicate with Chinese tourists.	sup7
Want to see local people able to communicate with Chinese tourists using Chinese.	sup8
Pleased to see the government have policies to promote and support tourism for Chinese tourists.	sup9
Feel good to see communities and attractions in Phuket Province being improved/ developed the landscape/ surrounding appearances more beautiful.	sup10
Feel good to see the signboard along the way, restaurant, or tourist attraction contains the Chinese language.	sup11
No suggestion	sop0
Missing	sop999

Coding sheet for question no. 6: I “feel like the most” about the Chinese inbound tourism market in Phuket Province is _____.

Coding sheet for question no. 6	Code
“Feel like the most” (fl)	
Increase employment opportunities for residents in Phuket Province.	f11
Generate higher incomes for residents in Phuket Province.	f12
Generate more tourism-related revenue to the tourism industry in Phuket Province.	f13
Increase income distribution in Phuket Province.	f14
Generate a better economy in Phuket Province.	f15
Residents have more knowledge about Chinese culture and language.	f16
Residents have adapted more to the arrival of Chinese tourists in Phuket Province.	f17
Allows a more exotic and wide range of alternative products/ services in Phuket Province.	f18
Promote Phuket Province to have a lively and bustling society all the time.	f19
Promote Phuket Province to become a more famous and well-known tourist destination.	f110
Increase in varieties of recreational facilities, commodities, and services in the hospitality and tourism industry of Phuket Province.	f111
Spread the beautiful nature of Phuket Province to the world.	f112
Other fl f113.1: Chinese tourists have more knowledge about local/ Thai cultures. f113.2: Chinese tourists have adapted more to local/ Thai cultures.	f113
Don't have	f10
Missing	f1999

Coding sheet for question no. 7: I “feel dislike the most” about the Chinese inbound tourism market in Phuket Province is _____.

Coding sheet for question no. 7	Code
“Feel dis like the most” (fd)	
Increase the number of non-residents living in Phuket Province.	fd1
Increase the competition of job employments between residents and non-residents.	fd2
Revenues generated from the Chinese inbound tourism market in Phuket Province is almost concentrated only among the capitalists.	fd3
Arise the monopoly in the Chinese inbound tourism market in Phuket Province, due to the Chinese capitalists come to do business from upstream to downstream.	fd4
Revenues generated from the Chinese inbound tourism market in Phuket Province leak out of the country and circle back to Chinese capitalists.	fd5
Higher costs of living in Phuket Province.	fd6
Difficult for residents to communicate, as most Chinese tourists speak Chinese.	fd7
Less privacy of residents in Phuket Province.	fd8
Disturb to the communities and residents, such as from Chinese who were talking loudly, jumping queues, pushing others, smoking in public, spit in public, littering carelessly, etc.	fd9
Create chaos from too many Chinese tourists in places such as tourist attractions.	fd10
Increase the number of Chinese businesses establishment and work illegally in Phuket Province such as tour guides, photographers, owner tour companies, hotels, and others, using fake documents, such as Thai national identifications card, educational background, tourist guide licenses, etc.	fd11
Create problems from some entrepreneurs deceive/ exploit Chinese tourists.	fd12
Some Chinese tourists are perceived the image of Phuket Province distortedly.	fd13
Increase the physical impacts from tourism developments on ecosystems, such as constructing recreational and entertainment facilities through nature destruction, etc.	fd14

Coding sheet for question no. 7	Code
Increase the physical impacts from tourism activities on ecosystems, such as marine activities tours, adventure activities tours in the forest, etc.	fd15
Increase overcrowding of traffic congestions/ traffic jams in Phuket Province.	fd16
Increase accident rates on the roads in Phuket Province.	fd17
Increase congestion in places, such as tourist attractions	fd18
Increase pollution in Phuket Province in various fields, such as solid waste, water pollution, air pollution, noise pollution, and other environmental infections.	fd19
Cause the environment/ natural resources more degraded.	fd20
<p>Other fd</p> <p>fd21.1: Increase economic competition in Phuket Province.</p> <p>fd21.2: Declines in the number of tourists from other nationalities (non-Chinese).</p> <p>fd21.3: Scramble to consume local commodities/ services between residents and Chinese tourists, such as buying products/ services at flea markets, convenience stores (7-11), etc.</p> <p>fd21.4: Increase crime, commercial sex business, prostitution, drugs, gambling, and theft in Phuket Province.</p> <p>fd21.5: Residents have less safety and security in life and properties.</p>	fd21
fd0: Don't have	fd0
fd999: Missing	fd999

Coding sheet for question no. 8: I think “the most significant advantage” of supporting the Chinese inbound tourism market development to Phuket Province is _____.

Coding sheet for question no. 8	Code
“The most significant advantages” (av)	
Increase employment opportunities for residents in Phuket Province.	av1
Generate higher incomes for residents in Phuket Province.	av2
Generate more tourism-related revenue to the tourism industry in Phuket Province.	av3
Increase income distribution in Phuket Province.	av4
Generate a better economy in Phuket Province.	av5
Stimulate the development of the hospitality and tourism industry in Phuket Province.	av6
Other av av7.1: Attract more investments in Phuket Province. av7.2: Promote cultural exchanges between residents and Chinese tourists av7.3: Residents have more knowledge about Chinese culture and language. av7.4: Allows a more exotic and wide range of alternative commodities/services in Phuket Province. av7.5: More convenience for the transactions between Phuket Province and China. av7.6: Build good relationships between residents and Chinese people. av7.7: Improve in better landscapes and surrounding appearances of Phuket Province, especially in popular tourist attractions.	av7
Don't know	av0
Missing	so1999

Coding sheet for question no. 9: I think “the most significant disadvantage” of supporting the Chinese inbound tourism market development to Phuket Province is _____.

Coding sheet for question no. 9	Code
“The most significant disadvantages” (dv)	
Increase the number of non-residents living in Phuket Province.	dv1
Increase the competition of job employments between residents and non-residents.	dv2
Increase economic competition in Phuket Province.	dv3
Revenues generated from the Chinese inbound tourism market in Phuket Province is almost concentrated only among the capitalists.	dv4
Arise the monopoly in the Chinese inbound tourism market in Phuket Province, due to the Chinese capitalists come to do business from upstream to downstream.	dv5
Revenues generated from the Chinese inbound tourism market in Phuket Province leak out of the country and circle back to Chinese capitalists.	dv6
Declines in the number of tourists from other nationalities (non-Chinese).	dv7
Higher costs of living in Phuket Province.	sol8
The language barrier problem as it difficult for residents to communicate since most Chinese tourists only speak Chinese.	dv9
Disturb to the communities and residents, such as from some Chinese people who talk loudly, jump queues, push others, smoke in public, spit in public, litter carelessly, etc.	dv10
Create chaos from too many Chinese tourists in places such as tourist attractions.	dv11
Increase the number of Chinese establishment businesses and work illegally in Phuket Province, such as tour guides, photographers, setting tour companies, hotels, and other related business and work, using fake documents, such as Thai national ID cards, educational backgrounds, tourist guide licenses, passports, etc.	dv12
Destroy the natural resources/ environment in Phuket Province.	dv13

Coding sheet for question no. 9	Code
Increase overcrowding of traffic congestions/ traffic jams in Phuket Province.	dv14
Increase accident rates on the roads and traffic problems in Phuket Province.	dv15
Increase congestion in places, such as tourist attractions.	dv16
Increase pollution in Phuket Province in various fields, such as solid waste, water pollution, air pollution, noise pollution, and other environmental infections.	dv17
Cause the environment/ natural resources more degraded.	dv18
Other dv dv19.1: Phuket's traditional culture may be changed somewhat. dv19.2: Residents have less privacy. dv19.3: Increase crime, commercial sex business, prostitution, drugs, gambling, and theft in Phuket Province. dv19.4: Cause degradation in Phuket Province. dv19.5: Cause inequality in Phuket Province. dv19.6: Cause insufficient resources to meet the needs of residents.	dv19
Don't know	dv0
Missing	so1999

Appendix E

Conference certificate



The certificate features a yellow background with green and dark green diagonal accents on the left side. It includes logos for Kasetsart University (KU), the TOURIST Business School, and the Erasmus+ Programme of the European Union. The text certifies Sikan Sudboo for presenting a paper at the 2nd TOURIST International Conference on Sustainable Tourism, held from July 20th to 21st, 2020, at the Ramada Plaza by Wyndham Bangkok Menam Riverside Hotel.

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Co-funded by the
Erasmus+ Programme
of the European Union

This is to certify that

Sikan Sudboo

has successfully presented

**"The Residents' Attitudes Towards The Expansion of Chinese Inbound
Tourism Market In Phuket Province, Thailand"**

The 2nd TOURIST International Conference Sustainable Tourism : Shaping a Better Future
Organized by Faculty of Business Administration, Kasetsart University, Bangkok, Thailand.
20th – 21st July, 2020.
Presented at Ramada Plaza by Wyndham Bangkok Menam Riverside Hotel on 21st July 2020.



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List of Publication and Proceeding

Sudboo Sikan and Panuwat Phakdee-auksorn. (2020). The Residents' Attitudes Towards The Expansion of The Chinese Inbound Tourism Market in Phuket Province, Thailand. *Preceding Sustainable tourism: Shaping a Better Future, July 20-21, 2020: Kasetsart University, Bangkok, Thailand*, 342-350.