

CHAPTER 4

FINDINGS

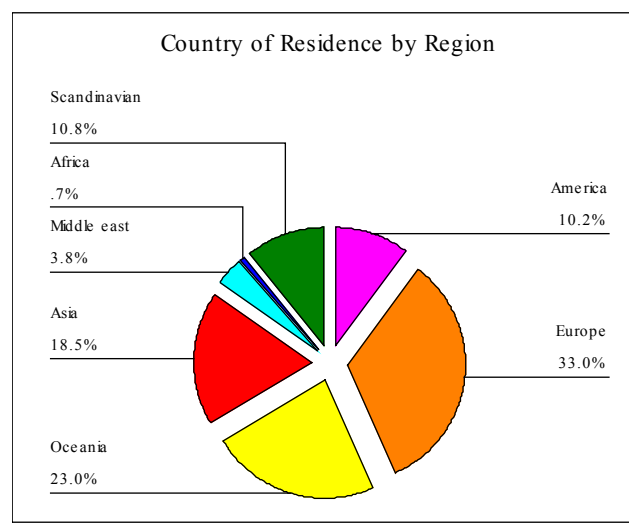
The conclusion from the questionnaires can be present as follow:

4.1 Frequency Statistics

Part I

1. Country of Residence

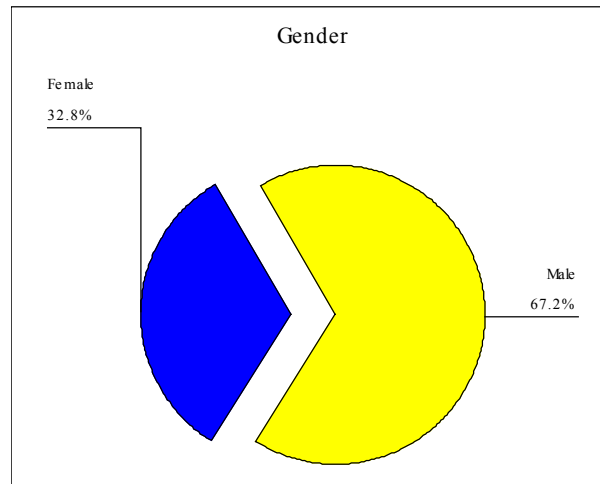
Figure 4.1



Most of tourists come from Europe 33.0%. The second is Oceania 23.0%, Asia 18.5%, Scandinavia 10.8%, America 10.2%, Middle East 3.8% and Africa 0.7% respectively.

2. Gender

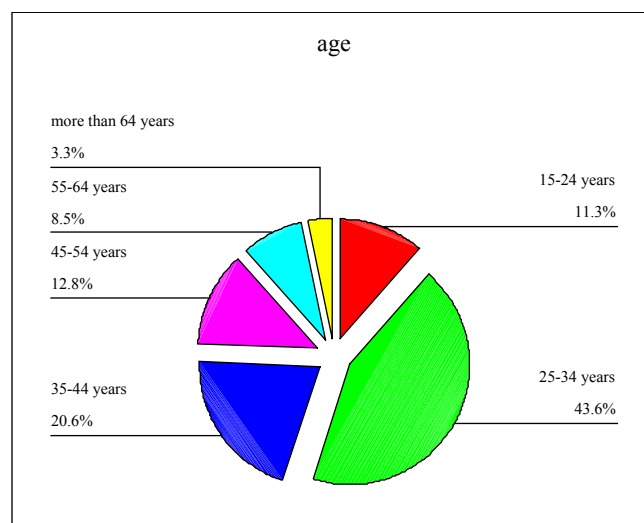
Figure 4.2



There are male tourists 67.2%, female tourists 32.8%. It can be easily seen that male tourists are twice more than female.

3. Age

Figure 4.3



There is 43.4% tourist age between 25-34 years old, 20.4% age between 35-44 years old, 12.8% age between 45-54 years old, 11.3% age between 15-24 years old, 8.5% age between 55-64 years old, and finally, there is 3.3% tourist age more than 3.3%.

Part II
Table 4.1 Frequency Statistics Categorized by Activities

Activities	Very Unimportant		Unimportant		Neither		Important		Very Important		Total
	N	%	N	%	N	%	N	%	N	%	
Sightseeing	33	8.3	38	9.5	63	15.8	141	35.3	113	28.3	388
Travelling	22	5.5	43	10.8	92.0	23.0	158	39.5	69	17.3	384
Sunbathing	31	7.8	59	14.8	105.0	26.3	114	28.5	71	17.8	380
Diving	69	17.3	70	17.5	100.0	25.0	88	22.0	52	13.0	379
Canoeing	81	20.3	74	18.5	129.0	32.3	67	16.8	28	7.0	379
Golfing	169	42.3	61	15.3	77.0	19.3	36	9.0	33	8.3	376
Cooking Lesson	143	35.8	62	15.5	88.0	22.0	52	13.0	29	7.3	374
Art & Handicraft											
Lesson	147	36.8	73	18.3	83.0	20.8	50	12.5	25	6.3	378
Thai Language Lesson	88	22.0	63	15.8	114.0	28.5	75	18.8	33	8.3	373
Health Treatment in Spa	59	14.8	40	10.0	117.0	29.3	108	27.0	50	12.5	374

The tourists consider that sightseeing is important 35.3% for their longstay visit, which is the highest score and very unimportant is the least score, 8.3%.

The tourists consider that travelling is important 39.5% for their longstay visit and the least one is very unimportant 5.5%.

The tourists consider that sunbathing is important 28.5% for their longstay visit, while very unimportant get the least score, 7.8%.

The tourists consider that diving is neither important nor unimportant 25.0% for their longstay visit and the least percentage is very important 13.0%.

The tourists consider that canoeing is neither important nor unimportant 32.3% for their longstay visit and the least percentage is very important 7.0%.

The tourists consider that golfing is very unimportant 42.3% for their longstay visit. The fourth rank and the least one are not much different. The fourth one is important 9.0% and the last one is very important 8.3%.

The tourists consider that cooking lesson is very unimportant 35.8% for their longstay visit and very important 7.3% is the least one.

The tourists consider that art & handicraft is very unimportant 36.8% for their longstay visit and very important 6.3% is the least one.

The tourists consider that Thai language lesson is neither important nor unimportant 28.5% for their longstay visit and very important 8.3% is the least one.

The tourists consider that health treatment in spa is neither important nor unimportant 29.3% for their longstay visit and unimportant get the least one 10.0%.

In conclusion, the important activities compose of sightseeing, travelling and sunbathing. The neither important nor unimportant activities compose of diving, canoeing, Thai language lesson, and health treatment in spa. It's only that specific groups of tourists are interested in golfing, cooking and art & handicraft lesson.

Table 4.2 Frequency Statistics Categorized by Related Products and Services

Related Products and services	Very Unimportant		Unimportant		Neither		Important		Very Important		Total
	N	%	N	%	N	%	N	%	N	%	
Restaurant	32	8.0	13	3.3	30	7.5	158	39.5	158	39.5	391
Pub & Bar	36	9.0	45	11.3	95	23.8	145	36.3	68	17.0	389
Local Transportation	28	7.0	24	6.0	93	23.3	145	36.3	91	22.8	381
Car rental	81	20.3	71	17.8	126	31.5	64	16.0	33	8.3	375
Shopping	23	5.8	44	11.0	97	24.3	123	30.8	96	24.0	383
Movie Theater	102	25.5	93	23.3	110	27.5	45	11.3	21	5.3	371
Post Office	54	13.5	93	23.3	129	32.3	53	13.3	40	10.0	369
Bank/Money Exchange	35	8.8	22	5.5	72	18.0	126	31.5	125	31.3	380
Internet Cafe	47	11.8	41	10.3	86	21.5	122	30.5	80	20.0	376
Hospital and Supporting Services	33	8.3	20	5.0	61	15.3	115	28.8	144	36.0	373

For restaurant, the highest percentage is 39.5%, which is shared by very important and important. The lowest is unimportant 3.3%.

The tourists consider that pub & bar is important 36.3% for their longstay visit and the lowest one is very unimportant 9.0%.

The tourists consider that local transportation is important 36.3% for their longstay visit and the lowest one is unimportant 6.0%.

The tourists consider that car rental is neither important nor unimportant 31.5% for their longstay visit and very important 8.3% is the least one.

The tourists consider that shopping is important 30.8% for their longstay visit and the lowest one is very unimportant 5.8%.

The tourists consider that movie theater is neither important nor unimportant 27.5% for their longstay visit and the lowest percentage is very important 5.3%.

The tourists consider that post office is neither important nor unimportant 32.3% for their longstay visit. The lowest percentage is very important 10.0%.

The tourists consider that bank/money exchange is important 31.5% for their longstay visit and the lowest one is unimportant 5.5%.

The tourists consider that internet cafe is important 30.5% for their longstay visit and the lowest one is unimportant 10.3%.

The tourists consider that hospital and supporting services is very important 36.0% for their longstay visit and the least percentage is unimportant 5.0%.

In conclusion, very important related products and services are hospital and supporting services and restaurant. Important products and services compose of pub & bar, local transportation, shopping, bank/money exchange and internet cafe. Neither important nor unimportant compose of car rental, movie theater and post office.

Table 4.3 Frequency Statistics Categorized by Facilities/Services on the premise Available

Facilities/Services on the Premise Available	Very Unimportant		Unimportant		Neither		Important		Very Important		Total
	N	%	N	%	N	%	N	%	N	%	
	Ability of staff to communicate	29	7.3	24	6.0	42	10.5	132	33.0	158	
Room Cleaning	27	6.8	26	6.5	54	13.5	149	37.3	129	32.3	385
Laundry Service	21	5.3	50	12.5	117	29.3	129	32.3	65	16.3	382
Kitchen	45	11.3	51	12.8	119	29.8	92	23.0	66	16.5	373
Swimming pool/Tennis Court	34	8.5	39	9.8	73	18.3	129	32.3	108	27.0	383
Health & Fitness Center	42	10.5	59	14.8	123	30.8	100	25.0	57	14.3	381
Spa & body Treatment	49	12.3	47	11.8	102	25.5	116	29.0	67	16.8	381
Convenience Store	25	6.3	37	9.3	111	27.8	119	29.8	78	19.5	370
Barber & Beauty Salon	72	18.0	85	21.3	141	35.3	48	12.0	28	7.0	374
First Aid	32	8.0	23	5.8	93	23.3	112	28.0	113	28.3	373
Security	25	6.3	17	4.3	42	10.5	123	30.8	174	43.5	381
Business Center	73	18.3	57	14.3	128	32.0	76	19.0	40	10.0	374

The tourists consider that ability of staff to communicate is very important 39.5% for their longstay visit and unimportant 6.0% is the least one.

The tourists consider that room cleaning is important 32.3% for their longstay visit and unimportant 6.5% is the least one.

The tourists consider that laundry service is important 32.3% for their longstay visit and the lowest percentage is very unimportant 5.3%.

The tourists consider that kitchen is neither important nor unimportant 29.8% for their longstay visit and very unimportant 11.3% is the least one.

The tourists consider that swimming pool/tennis court is important 32.3% for their longstay visit and very unimportant 8.5% is the least one.

The tourists consider that health & fitness center is neither important nor unimportant 30.8% for their longstay visit. The lowest percentage is very unimportant 10.5%.

The tourists consider that spa & body treatment is neither important 29.0% for their longstay visit and unimportant 11.8% is the least one.

The tourists consider that convenience store is important 29.8% for their longstay visit and very unimportant 6.3% comes the last.

The tourists consider that barber & beauty salon is neither important nor unimportant 35.3% for their longstay visit in Phuket and very important 7.0% is the least one.

The tourists consider that first aid is neither very important 28.3% for their longstay visit and unimportant 5.8% is the least one.

The tourists consider that security is very important 43.5% for their longstay visit in Phuket and unimportant 4.3% is the least one.

The tourists consider that business center is neither important nor unimportant 32.0% for their longstay visit and the lowest percentage is very important 10.0%.

In conclusion, Very important facilities/services on the premise available compose of ability of staff to communicate, first aid and security. Important facilities/services in the premise available compose of room cleaning, laundry service, swimming pool/tennis court, spa & body treatment and convenience store. Neither important nor unimportant facilities/services on the premise available compose of kitchen, health treatment in spa, barber & beauty salon and business center.

4.2 Descriptive Statistics

$$\begin{aligned}
 \text{Approximate class width} &= \frac{\text{Largest value} - \text{Smallest value}}{\text{Class width}} \\
 &= \frac{5 - 1}{5} \\
 &= 0.8
 \end{aligned}$$

Very important needs and preferences	4.21-5.0
Important needs and preferences	3.41-4.2
Neither important nor unimportant needs and preferences	2.61-3.4
Unimportant needs and preferences	1.81-2.6
Very unimportant needs and preferences	1.0-1.80

Table 4.4 Descriptive Statistics of Activities by Using the Comparison of Means

	N	Mean	Std. Deviation
Sightseeing	388	3.68	1.23
Travelling	384	3.54	1.09
Sunbathing	380	3.36	1.19
Diving	379	2.96	1.30
Canoeing	379	2.70	1.20
Golfing	376	2.21	1.34
Cooking lesson	374	2.36	1.32
Art&Hadicraft Lesson	378	2.29	1.28
Thai Language Lesson	373	2.74	1.27
Health Treatment in Spa	374	3.13	1.24
Valid N (listwise)	345		

From the table above, the important activities compose of sightseeing and traveling. Neither important nor unimportant activities compose of sunbathing, diving, canoeing, Thai language lesson and health treatment in spa. Golfing, cooking lesson and art & handicraft lesson are the important factor for specific target group of tourists during their stay in Phuket.

Table 4.5 Descriptive Statistics of Related products and services by Using the Comparison of Means

	Mean	N	Std. Deviation
Restaurant	4.02	391	1.16
Pub&Bar	3.42	389	1.18
Local Transportation	3.65	381	1.13
Car Rental	2.73	375	1.23
Shopping	3.59	383	1.16
Movie Theater	2.43	371	1.18
Post Office	2.82	369	1.18
Bank/Money Exchange	3.75	380	1.23
Internet Cafe	3.39	376	1.28
Hospital and Supporting Services	3.85	373	1.24
Valid N (listwise)		350	

From the table above, the important related products and services compose of restaurant, pub & bar, local transportation, shopping, bank/money exchange and hospital and supporting services. Neither important nor unimportant related products and services compose of car rental, post office and internet cafe. Movie theater are the important factor for specific target group of tourists during their stay in Phuket.

**Table 4.6 Descriptive Statistics of Facilities/Services on the premise available by
Using the Comparison of Means**

	N	Mean	Std. Deviation
Ability of staff to communicate	385	3.95	1.20
Room cleaning	385	3.85	1.17
Laundry Service	382	3.44	1.09
Kitchen	373	3.22	1.24
Swimming pool/Tennis court	383	3.62	1.24
Health&Fitness Center	381	3.19	1.19
Spa&Body Treatment	381	3.28	1.25
Convenience Store	370	3.51	1.13
Barber&Beauty Salon	374	2.67	1.15
First Aid	373	3.67	1.21
Security	381	4.06	1.16
Business enter	374	2.87	1.25
Valid N (listwise)	345		

From the table above, the important facilities/services on the premise available compose of ability of staff to communicate, room cleaning, laundry service, swimming pool/tennis court, convenience store, first aid and security. Neither important nor unimportant related products and services compose of kitchen, spa & body treatment, barber & beauty salon and business center.

4.3 Relationship between Country of Residence and Activities by Using Cross-tabulation Chi-Square

Table 4.7 Relationship between Country of Residence and Activities (Sightseeing) by Using Cross-tabulation Chi-Square

		Country of Residence by Region														Total
		America		Europe		Oceania		Asia		Middle East		Africa		Scandinavia		
		N	%	N	%	N	%	N	%	N	%	N	%	N	%	
Sightseeing	Very unimportant	5	12.50	7	5.51	7	7.61	8	11.11	2	15.38			4	9.76	33
	Unimportant			13	10.24	5	10.24	11	15.28					9	21.95	38
	Neither important nor unimportant	2	5.00	19	14.96	16	17.39	8	11.11	4	30.77	2	66.67	12	29.27	63
	Important	16	40.00	56	44.09	36	39.13	22	30.56	2	15.38	1	33.33	8	19.51	141
	Very important	17	42.50	32	25.20	28	30.43	23	31.94	5	38.46			8	19.51	113
Total		40	100	127	100	92	100	72	100	13	100	3	100	41	100	388

Sig. = 0.002

Table 4.8 Relationship between Country of Residence and Activities (Traveling) by Using Cross-tabulation Chi-Square

		Country of Residence by Region														
		America		Europe		Oceania		Asia		Middle East		Africa		Scandinavia		Total
		N	%	N	%	N	%	N	%	N	%	N	%	N	%	
Travelling	Very unimportant	3	7.69	5	3.94	5	5.56	7	9.59	1	8.33			1	2.50	22
	Unimportant	5	12.82	19	14.96	9	10.00	5	6.85	2	16.67			3	7.50	43
	Neither important nor unimportant	9	23.08	23	18.11	27	30.00	16	21.92	4	33.33	2	66.67	11	27.50	92
	Important	15	38.46	50	39.37	39	43.33	36	49.32	3	25.00	1	33.33	14	35.00	158
	Very important	7	17.95	30	23.62	10	11.11	9	12.33	2	16.67			11	27.50	69
Total		39	100	127	100	90	100	73	100	12	100	3	100	40	100	384

Sig. = 0.380

Table 4.9 Relationship between Country of Residence and Activities (Sunbathing) by Using Cross-tabulation Chi-Square

		Country of Residence by Region														
		America		Europe		Oceania		Asia		Middle East		Africa		Scandinavia		Total
		N	%	N	%	N	%	N	%	N	%	N	%	N	%	
Sunbathing	Very unimportant	3	7.50	7	5.56	10	11.24	6	8.33					5	13.16	31
	Unimportant	3	7.50	20	15.87	13	14.61	18	25.00	3	25.00			2	5.26	59
	Neither important nor unimportant	12	30.00	40	31.75	24	26.97	19	26.39	2	16.67	2	66.67	6	15.79	105
	Important	12	30.00	35	27.78	28	31.46	26	31.94	6	50.00			10	26.32	114
	Very important	10	25.00	24	19.05	14	15.73	6	8.33	1	8.33	1	33.33	15	39.47	71
Total		40	100	126	100	89	100	72	100	12	100	3	100	38	100	380

Sig. = 0.040

Table 4.10 Relationship between Country of Residence and Activities (Diving) by Using Cross-tabulation Chi-Square

		Country of Residence by Region														
		America		Europe		Oceania		Asia		Middle East		Africa		Scandinavia		Total
		N	%	N	%	N	%	N	%	N	%	N	%	N	%	
Diving	Very unimportant	7	17.95	22	17.89	19	20.88	6	8.33	2	16.67			13	32.50	69
	Unimportant	9	23.08	23	18.70	16	17.58	16	22.22	2	16.67			4	10.00	70
	Neither important nor unimportant	11	28.21	28	22.76	28	30.77	20	27.78	5	41.67	1	50.00	7	17.50	100
	Important	9	23.08	29	23.58	16	17.58	22	30.56	2	16.67	1	50.00	9	22.50	88
	Very important	3	7.69	21	17.07	12	13.19	8	11.11	1	8.33			7	17.50	52
Total		39	100	123	100	91	100	72	100	12	100	2	100	40	100	379

Sig. = 0.504

Table 4.11 Relationship between Country of Residence and Activities (Canoeing) by Using Cross-tabulation Chi-Square

		Country of Residence by Region														
		America		Europe		Oceania		Asia		Middle East		Africa		Scandinavia		Total
		N	%	N	%	N	%	N	%	N	%	N	%	N	%	
Canoeing	Very unimportant	9	22.50	25	20.00	21	23.08	8	11.59	2	16.67			16	40.00	81
	Unimportant	5	12.50	28	22.40	15	16.48	15	21.74	2	16.67			9	22.50	74
	Neither important nor unimportant	16	40.00	36	28.80	37	40.66	23	33.33	4	33.33	2	100.00	11	27.50	129
	Important	9	22.50	21	16.80	13	14.29	19	27.54	2	16.67			3	7.50	67
	Very important	1	2.50	15	12.00	5	5.49	4	5.80	2	16.67			1	2.50	28
Total		40	100	125	100	91	100	69	100	12	100	2	100	40	100	379

Sig. = 0.070

Table 4.12 Relationship between Country of Residence and Activities (Golfing) by Using Cross-tabulation Chi-Square

		Country of Residence by Region														
		America		Europe		Oceania		Asia		Middle East		Africa		Scandinavia		Total
		N	%	N	%	N	%	N	%	N	%	N	%	N	%	
Golfing	Very unimportant	16	41.03	62	50.82	40	43.96	19	27.14	6	50.00			26	66.67	169
	Unimportant	10	25.64	19	15.57	15	16.48	10	14.29	4	33.33			3	7.69	61
	Neither important nor unimportant	8	20.51	23	18.85	19	20.88	22	31.43	1	8.33	2	66.67	2	5.13	77
	Important	3	7.69	7	5.74	10	10.99	11	15.71			1	33.33	4	10.26	36
	Very important	2	5.13	11	9.02	7	7.69	8	11.43	1	8.33			4	10.26	33
Total		39	100	122	100	91	100	70	100	12	100	3	100	39	100	376

Sig. = 0.019

Table 4.13 Relationship between Country of Residence and Activities (Cooking) by Using Cross-tabulation Chi-Square

		Country of Residence by Region														
		America		Europe		Oceania		Asia		Middle East		Africa		Scandinavia		Total
		N	%	N	%	N	%	N	%	N	%	N	%	N	%	
Cooking Lesson	Very unimportant	13	34.21	49	40.50	29	31.87	23	32.39	7	58.33	1	50.00	21	53.85	143
	Unimportant	8	21.05	17	14.05	14	15.38	17	23.94	2	16.67			4	10.26	62
	Neither important nor unimportant	8	21.05	29	23.97	23	25.27	19	26.76			1	50.00	8	20.51	88
	Important	9	23.68	13	10.74	17	18.68	7	9.86	1	8.33			5	12.82	52
	Very important			13	10.74	8	8.79	5	7.04	2	16.67			1	2.56	29
Total		38	100	121	100	91	100	71	100	12	100	2	100	39	100	374

Sig. = 0.256

Table 4.14 Relationship between Country of Residence and Activities (Art & Handicraft Lesson) by Using Cross-tabulation Chi-Square

		Country of Residence by Region														
		America		Europe		Oceania		Asia		Middle East		Africa		Scandinavia		Total
		N	%	N	%	N	%	N	%	N	%	N	%	N	%	
Art & Handicraft Lesson	Very unimportant	16	40.00	54	43.55	28	31.82	16	22.54	7	53.85	1	50.00	25	62.50	147
	Unimportant	6	15.00	20	16.13	20	22.73	21	29.58	2	15.38			4	10.00	73
	Neither important nor unimportant	6	15.00	27	21.77	23	26.14	18	25.35	1	7.69	1	50.00	7	17.5	83
	Important	11	27.50	11	8.87	12	13.64	12	16.90					4	10.00	50
	Very important	1	2.50	12	9.68	5	5.68	4	5.63	3	23.08					25
Total		40	100	124	100	88	100	71	100	13	100	2	100	40	100	378

Sig. = 0.003

Table 4.15 Relationship between Country of Residence and Activities (Thai Language Lesson) by Using Cross-tabulation Chi-Square

		Country of Residence by Region														
		America		Europe		Oceania		Asia		Middle East		Africa		Scandinavia		Total
		N	%	N	%	N	%	N	%	N	%	N	%	N	%	
Thai Language Lesson	Very unimportant	9	23.68	30	24.19	19	21.35	8	11.43	5	41.67			17	44.74	88
	Unimportant	4	10.53	18	14.52	17	19.10	12	17.14	4	33.33			8	21.05	63
	Neither important nor unimportant	11	28.95	35	28.23	29	32.58	29	41.43	1	8.33	2	100.00	7	18.42	114
	Important	11	28.95	24	19.35	18	20.22	16	22.86	1	8.33			5	13.16	75
	Very important	3	7.89	17	13.71	6	6.74	5	7.14	1	8.33			1	2.63	33
Total		38	100	124	100	89	100	70	100	12	100	2	100	38	100	373

Sig. = 0.035

Table 4.16 Relationship between Country of Residence and Activities (Health Treatment in Spa) by Using Cross-tabulation Chi-Square

		Country of Residence by Region														
		America		Europe		Oceania		Asia		Middle East		Africa		Scandinavia		Total
		N	%	N	%	N	%	N	%	N	%	N	%	N	%	
Health Treatment in Spa	Very unimportant	5	12.50	17	14.05	14	16.09	10	14.08	1	8.33			12	29.27	59
	Unimportant	4	10.00	20	16.53	6	6.90	3	4.23	1	8.33			6	14.63	40
	Neither important nor unimportant	11	27.50	42	34.71	32	36.78	18	25.35	3	25.00	1	50.00	10	24.39	117
	Important	12	30.00	33	27.27	21	24.14	27	38.03	4	33.33	1	50.00	10	24.39	108
	Very important	8	20.00	9	7.44	14	16.09	13	18.31	3	25.00			3	7.32	50
Total		40	100	121	100	87	100	71	100	12	100	2	100	41	100	374

Sig. = 0.169

From the tables above, the country of residence of tourists that have significant value less than 0.05 will have a significant difference with the activities during they have a longstay visit in Phuket. Therefore, when taking a look from the whole picture, the country of residence of tourists has a significant difference with sightseeing, sunbathing, golfing, art & handicraft lesson and Thai language lesson.

Tourists from different places may pay attention to different activities. Sightseeing and sunbathing are the popular tourism activities, which depend on natural resources. If Phuket can provide and support valuable tourist attractions such as keep the beaches clean and tidy, create policy or regulation to forbid all sellers to disturb the tourists and control transportation fee to be fair between foreigners and Thais, the tourists will be happier staying here.

In terms of golfing, it stills the most physical alternatives to choose. Even though mean value from the whole picture shows that just only a small group of tourists give importance to this aspect, it stills important and challenging to create a marketing campaign to promote more towards Asian and Scandinavian.

Golf is still a definite growth area for Phuket. The market for winter golf tours is still somewhat restricted to those who have been to Spain, Portugal and USA several times and are ready for a change. The offering of package tours with a golf club, bringing members on a spring warm-up-training session is growing but needs more development.

Phuket today regarded as one of the world's top golfing destinations. The international standard golf courses with full option of facilities and services needed during the game are completely provided to every golfers. Therefore, this is the important factor that tourists will pay attention during they have a longstay visit in Phuket.

Art & handicraft and Thai language lesson are, now, very popular in Phuket. Longstay visit takes longer time than usual visit, then, the tourists may like to spend their leisure time on learning something new such as Thai culture and tradition. Art & handicraft including Thai language are the good symbol, which apparently represent traditional Thai style. Therefore these are the good activities that Phuket should be provide to satisfied tourist's need during they have a longstay visit here.

4.4 Relationship between Country of Residence and Related Products and Services by Using Cross-tabulation Chi-Square

Table 4.17 Relationship between Country of Residence and Related Products and Services (Restaurant) by Using Cross-tabulation Chi-Square

		Country of Residence by Region														
		America		Europe		Oceania		Asia		Middle East		Africa		Scandinavia		Total
		N	%	N	%	N	%	N	%	N	%	N	%	N	%	
Restaurant	Very unimportant	2	5.00	12	9.16	7	7.61	9	12.68	2	15.38					32
	Unimportant			3	2.29	2	2.17	5	7.04	1	7.69			2	4.88	13
	Neither important nor unimportant	3	7.50	11	8.40	2	2.17	5	7.04	1	7.69			8	19.51	30
	Important	15	37.50	57	43.51	38	41.30	29	40.85	3	23.08	1	66.67	15	36.59	158
	Very important	20	50.00	48	36.64	43	46.74	23	32.39	6	46.15	2	33.33	16	39.02	158
Total		40	100	131	100	92	100	71	100	13	100	3	100	41	100	391

Sig. = 0.179

Table 4.18 Relationship between Country of Residence and Related Products and Services (Pub & Bar) by Using Cross-tabulation Chi-Square

		Country of Residence by Region														
		America		Europe		Oceania		Asia		Middle East		Africa		Scandinavia		Total
		N	%	N	%	N	%	N	%	N	%	N	%	N	%	
Pub & Bar	Very unimportant	1	2.50	14	10.77	8	8.70	5	7.04	1	7.69			7	17.50	36
	Unimportant	3	7.50	15	11.54	7	7.61	12	16.90	5	38.46			3	7.50	45
	Neither important nor unimportant	9	22.50	30	23.08	24	26.09	20	28.17	1	7.69	1	33.33	10	25.00	95
	Important	20	50.00	49	37.69	36	39.13	24	33.80	3	23.08	1	33.33	12	30.00	145
	Very important	7	17.50	22	16.92	17	18.48	10	14.08	3	23.08	1	33.33	8	20.00	68
Total		40	100	130	100	92	100	71	100	13	100	3	100	40	100	389

Sig. = 0.378

Table 4.19 Relationship between Country of Residence and Related Products and Services (Local Transportation) by Using Cross-tabulation Chi-Square

		Country of Residence by Region														
		America		Europe		Oceania		Asia		Middle East		Africa		Scandinavia		Total
		N	%	N	%	N	%	N	%	N	%	N	%	N	%	
Local Transportation	Very unimportant	2	5.00	8	6.30	3	3.30	8	11.59	2	15.38			5	12.82	28
	Unimportant	2	5.00	13	10.24	4	4.40	3	4.35					2	5.13	24
	Neither important nor unimportant	8	20.00	37	29.13	17	18.68	16	23.19	3	23.08	1	50.00	11	28.21	93
	Important	16	40.00	41	32.28	41	45.05	28	40.58	6	46.15	1	50.00	12	30.77	145
	Very important	12	30.00	28	22.05	26	28.57	14	20.29	2	15.38			9	23.08	91
Total		40	100	127	100	91	100	69	100	13	100	2	100	39	100	381

Sig. = 0.579

Table 4.20 Relationship between Country of Residence and Related Products and Services (Car Rental) by Using Cross-tabulation Chi-Square

		Country of Residence by Region														
		America		Europe		Oceania		Asia		Middle East		Africa		Scandinavia		Total
		N	%	N	%	N	%	N	%	N	%	N	%	N	%	
Car Rental	Very unimportant	10	25.00	18	14.75	27	29.67	8	11.76	1	7.69			17	44.74	81
	Unimportant	10	25.00	27	22.13	11	12.09	11	16.18	3	23.08			9	23.68	71
	Neither important nor unimportant	10	25.00	43	35.25	36	39.56	24	35.29	6	46.15	2	66.67	5	13.16	126
	Important	7	17.50	24	19.67	12	13.19	24	20.59	1	7.69	1	33.33	5	13.16	64
	Very important	3	7.50	10	8.20	5	5.49	11	16.18	2	15.38			2	5.26	33
Total		40	100	122	100	91	100	68	100	13	100	3	100	38	100	375

Sig. = 0.009

**Table 4.21 Relationship between Country of Residence and Related Products and Services (Shopping) by Using Cross-tabulation
Chi-Square**

		Country of Residence by Region														Total
		America		Europe		Oceania		Asia		Middle East		Africa		Scandinavia		
		N	%	N	%	N	%	N	%	N	%	N	%	N	%	
Shopping	Very unimportant			11	8.66	6	6.67	3	4.23	2	15.38			1	2.50	23
	Unimportant	4	10.00	24	18.90	1	1.11	10	14.08	2	15.38			3	7.50	44
	Neither important nor unimportant	12	30.00	31	24.41	15	16.67	20	28.16	4	30.77	1	50.00	14	35.00	97
	Important	16	40.00	37	29.13	32	35.56	24	33.80	2	15.38	1	50.00	11	27.50	123
	Very important	8	20.00	24	18.90	36	40.00	14	19.72	3	23.08			11	27.50	96
Total		40	100	127	100	90	100	71	100	13	100	2	100	40	100	383

Sig. = 0.009

Table 4.22 Relationship between Country of Residence and Related Products and Services (MovieTheater) by Using Cross-tabulation Chi-Square

		Country of Residence by Region														
		America		Europe		Oceania		Asia		Middle East		Africa		Scandinavia		Total
		N	%	N	%	N	%	N	%	N	%	N	%	N	%	
Movie Theater	Very unimportant	13	32.50	36	30.25	25	27.47	6	8.70	4	30.77			18	48.65	102
	Unimportant	8	20.00	32	26.89	19	20.88	22	31.88	2	15.38			10	27.03	93
	Neither important nor unimportant	12	30.00	31	26.05	30	32.97	26	37.68	4	30.77	2	100.00	5	13.51	110
	Important	7	17.50	13	10.92	9	9.89	10	14.49	3	23.08			3	8.11	45
	Very important			7	5.88	8	8.79	5	7.25					1	2.70	21
Total		40	100	119	100	91	100	69	100	13	100	2	100	37	100	371

Sig. = 0.034

Table 4.23 Relationship between Country of Residence and Related Products and Services (Post Office) by Using Cross-tabulation Chi-Square

		Country of Residence by Region														
		America		Europe		Oceania		Asia		Middle East		Africa		Scandinavia		Total
		N	%	N	%	N	%	N	%	N	%	N	%	N	%	
Post Office	Very unimportant	9	22.50	18	15.00	10	11.11	4	5.80	4	33.33			9	24.32	54
	Unimportant	7	17.50	30	25.00	16	17.78	27	39.93	5	41.67			8	21.62	93
	Neither important nor unimportant	14	35.00	45	37.50	34	37.78	24	34.78	2	16.67	1	100.00	9	24.32	129
	Important	8	20.00	15	12.50	19	21.11	8	11.59					3	8.11	53
	Very important	2	5.00	12	10.00	11	12.22	6	8.70	1	8.33			8	21.62	40
Total		40	100	120	100	90	100	69	100	12	100	1	100	37	100	369

Sig. = 0.030

Table 4.24 Relationship between Country of Residence and Related Products and Services (Bank/Money Exchange) by Using Cross-tabulation Chi-Square

		Country of Residence by Region														Total
		America		Europe		Oceania		Asia		Middle East		Africa		Scandinavia		
		N	%	N	%	N	%	N	%	N	%	N	%	N	%	
Bank/Money Exchange	Very unimportant	4	10.00	9	7.14	9	10.00	10	14.49	2	15.38			1	2.56	35
	Unimportant	1	2.50	12	9.52	3	3.33	6	8.70							22
	Neither important nor unimportant	6	15.00	23	18.25	13	14.44	16	23.19	1	7.69	1	33.33	12	30.77	72
	Important	16	40.00	43	34.13	29	32.22	19	27.54	6	46.15	1	33.33	12	30.77	126
	Very important	13	32.50	39	30.95	36	40.00	18	26.09	4	30.77	1	33.33	14	35.90	125
Total		40	100	126	100	90	100	69	100	13	100	3	100	39	100	380

Sig. = 0.403

Table 4.25 Relationship between Country of Residence and Related Products and Service (Internet Cafe) by Using Cross-tabulation Chi-Square

		Country of Residence by Region														
		America		Europe		Oceania		Asia		Middle East		Africa		Scandinavia		Total
		N	%	N	%	N	%	N	%	N	%	N	%	N	%	
Internet Cafe	Very unimportant	5	12.50	22	17.60	11	12.22	5	7.25	1	8.33			3	7.89	47
	Unimportant	3	7.50	10	8.00	17	18.89	8	11.59					3	7.89	41
	Neither important nor unimportant	7	17.50	23	18.40	22	24.44	22	31.88	2	16.67	1	50.00	9	23.68	86
	Important	11	27.50	49	39.20	27	30.00	20	28.99	4	33.33			11	28.95	122
	Very important	14	35.00	21	16.80	13	14.44	14	20.29	5	41.67	1	50.00	12	31.58	80
Total		40	100	125	100	90	100	69	100	12	100	2	100	38	100	376

Sig. = 0.090

Table 4.26 Relationship between Country of Residence and Related Products and Services (Hospital and Supporting Services) by Using Cross-tabulation Chi-Square

		Country of Residence by Region														
		America		Europe		Oceania		Asia		Middle East		Africa		Scandinavia		Total
		N	%	N	%	N	%	N	%	N	%	N	%	N	%	
Hospital and Supporting services	Very unimportant	3	7.50	14	11.57	8	8.79	6	8.96	1	7.69			1	2.63	33
	Unimportant	3	7.50	4	3.31	4	4.40	7	10.45	1	7.69			1	2.63	20
	Neither important nor unimportant	4	10.00	16	13.22	14	15.38	16	23.88	2	15.38			9	23.68	61
	Important	12	30.00	38	31.40	28	30.77	22	32.84	4	30.77	1	66.67	10	26.32	115
	Very important	18	45.00	49	40.50	37	40.66	16	23.88	5	38.46	2	33.33	17	44.74	144
Total		40	100	121	100	91	100	67	100	13	100	3	100	38	100	373

Sig. = 0.690

From the tables above, country of residence of tourists that have significant value less than 0.05 will have a significant different with related products and services during they have a longstay visit in Phuket. Therefore, when taking a look from the whole picture, the country of residence of tourists will have a significant different with car rental, shopping, movie theater and post office.

These related products and services are quite important for their daily life during they have a longstay visit in Phuket. Car rental including bike, motorbike-riding along the beach- and jeep are the very necessary factor for living in other destination besides their home.

Shopping for the longstay visitors is a necessity, it can also be an enormous pleasure. Firstly, reassured that daily purchase and necessities are all readily available at department stores, supermarkets, convenience stores and drug stores. In addition there are the traditional Thai markets that offer the freshest of fresh product.

Then, for luxury and pleasure shopping, a galaxy of retail outlets ranges from plazas to street walls. With a huge choice of not only what to buy but also where to buy, bargain hunting is more an engrossing experience than just the simple purchase of souvenirs, handicrafts or luxury items.

In terms of movie theater, longstayers always spend their leisure time for relaxation and recreation. Even though mean value from the whole picture shows that just only a small group of tourists give importance to this aspect, it stills important and challenging to create a marketing campaign to promote more towards Asian and Middle East. Obviously seen that, watching movies is a good way to relax, therefore Phuket should consider more in terms of entertainment complex.

According to longstay tourism has some unique requirement that different from general tourism. Tourists may come to regard Phuket as a home away from home, at the same time; there is no sense of being cut off from their home country. International air links, computer and telecommunications are easy and convenient. Faster communication medias such as international calls or internet access are often using. Post office maybe required for some specific target group because sending letters, postcards or parcels still very essential for them.

4.5 Relationship between Country of Residence and Facilities/Services n the premise Available by Using Cross-tabulation Chi-Square

Table 4.27 Relationship between Country of Residence and Facilities/Services on the Premise (Ability of staff to communicate) by Using Cross-tabulation Chi-Square

		Country of Residence by Region														Total
		America		Europe		Oceania		Asia		Middle East		Africa		Scandinavia		
		N	%	N	%	N	%	N	%	N	%	N	%	N	%	
Ability of staff to communicate	Very unimportant	2	5.00	7	5.47	10	10.87	8	11.43	1	7.69			1	2.56	29
	Unimportant	1	2.50	9	7.03	3	3.26	7	10.00					4	10.26	24
	Neither important nor unimportant	7	17.50	14	10.94	3	3.26	7	10.00	1	7.69			10	25.64	42
	Important	11	27.50	54	42.19	29	31.52	23	32.86	4	30.77	1	66.67	10	25.64	132
	Very important	19	47.50	44	34.38	47	51.09	25	35.71	7	53.85	2	33.33	14	35.90	158
Total		40	100	128	100	92	100	70	100	13	100	3	100	39	100	385

Sig. = 0.057

Table 4.28 Relationship between Country of Residence and Facilities/Services on the Premise (Room Cleaning) by Using Cross-tabulation Chi-Square

		Country of Residence by Region														
		America		Europe		Oceania		Asia		Middle East		Africa		Scandinavia		Total
		N	%	N	%	N	%	N	%	N	%	N	%	N	%	
Room Cleaning	Very unimportant	2	5.00	9	6.98	4	4.40	7	10.00	1	7.69			4	10.26	27
	Unimportant	1	2.50	8	6.20	6	6.59	6	8.57	1	7.69			4	10.26	26
	Neither important nor unimportant	8	20.00	14	10.85	7	7.69	13	18.57	2	15.38			10	25.64	54
	Important	15	37.50	54	41.86	40	43.96	21	30.00	3	23.08	2	66.67	14	35.90	149
	Very important	14	35.00	44	34.11	34	37.36	23	32.86	6	46.15	1	33.33	7	17.95	129
Total		40	100	129	100	91	100	70	100	13	100	3	100	39	100	385

Sig. = 0.535

Table 4.29 Relationship between Country of Residence and Facilities/Services on the Premise (Laundry Service) by Using Cross-tabulation Chi-Square

		Country of Residence by Region														
		America		Europe		Oceania		Asia		Middle East		Africa		Scandinavia		Total
		N	%	N	%	N	%	N	%	N	%	N	%	N	%	
Laundry Service	Very unimportant	3	7.50	7	5.47	3	3.30	3	4.41	1	7.69			4	10.26	21
	Unimportant	4	10.00	17	13.28	7	7.69	12	17.65	2	15.38			8	20.52	50
	Neither important nor unimportant	11	27.50	38	29.69	27	29.67	28	41.18	3	23.08			10	25.64	117
	Important	17	42.50	41	32.03	38	41.76	17	25.00	2	15.38	3	100.00	11	28.21	129
	Very important	5	12.50	25	19.53	16	17.58	8	11.76	5	38.46			6	15.38	65
Total		40	100	128	100	91	100	68	100	13	100	3	100	39	100	382

Sig. = 0.230

Table 4.30 Relationship between Country of Residence and Facilities/Services on the Premise (Kitchen) by Using Cross-tabulation Chi-Square

		Country of Residence by Region														
		America		Europe		Oceania		Asia		Middle East		Africa		Scandinavia		Total
		N	%	N	%	N	%	N	%	N	%	N	%	N	%	
Kitchen	Very unimportant	5	13.16	14	11.11	9	10.00	9	13.43	2	15.38			6	16.67	45
	Unimportant	4	10.53	23	18.25	12	13.33	7	10.40	1	7.69			4	11.11	51
	Neither important nor unimportant	14	36.84	31	24.60	29	32.22	30	44.77	4	30.77			11	30.56	119
	Important	9	23.68	31	24.60	22	24.44	14	20.90	2	15.38	2	66.67	12	33.33	92
	Very important	6	15.79	27	21.43	18	20.00	7	10.45	4	30.77	1	33.33	3	8.33	66
Total		38	100	126	100	90	100	67	100	13	100	3	100	36	100	373

Sig. = 0.516

Table 4.31 Relationship between Country of Residence and Facilities/Services on the Premise (Swimming Pool/Tennis Court) by Using Cross-tabulation Chi-Square

		Country of Residence by Region														
		America		Europe		Oceania		Asia		Middle East		Africa		Scandinavia		Total
		N	%	N	%	N	%	N	%	N	%	N	%	N	%	
Swimming pool/Tennis court	Very unimportant	4	10.00	12	9.30	4	4.35	3	4.35	1	7.69			10	27.02	34
	Unimportant	5	12.50	10	7.75	5	5.43	11	15.94	4	30.77			4	1.81	39
	Neither important nor unimportant	9	22.50	31	24.03	6	6.52	11	15.94	4	30.77	1	66.67	11	29.73	73
	Important	12	30.00	45	34.88	33	35.87	28	40.58	1	7.69	2	33.33	8	21.62	129
	Very important	10	25.00	31	24.03	44	47.83	16	23.19	3	2.08			4	10.81	108
Total		40	100	129	100	92	100	69	100	13	100	3	100	37	100	383

Sig. = 0.000

Table 4.32 Relationship between Country of Residence and Facilities/Services on the Premise (Health & Fitness Center) by Using Cross-tabulation Chi-Square

		Country of Residence by Region														
		America		Europe		Oceania		Asia		Middle East		Africa		Scandinavia		Total
		N	%	N	%	N	%	N	%	N	%	N	%	N	%	
Health & Fitness Center	Very unimportant	6	15.00	15	11.72	8	8.79	3	4.35					10	26.32	42
	Unimportant	8	20.00	20	15.63	7	7.69	12	17.39	6	46.15			6	15.79	59
	Neither important nor unimportant	12	30.00	48	37.5	29	31.87	18	26.09	3	23.08	1	50.00	12	31.58	123
	Important	10	25.00	30	23.44	25	27.47	27	39.13	1	7.69	1	50.00	6	15.79	100
	Very important	4	10.00	15	11.72	22	24.18	9	13.04	3	23.08			4	10.53	57
Total		40	100	128	100	91	100	69	100	13	100	2	100	38	100	381

Sig. = 0.005

Table 4.33 Relationship between Country of Residence and Facilities/Services on the Premise (Spa & Body treatment) by Using Cross-tabulation Chi-Square

		Country of Residence by Region														
		America		Europe		Oceania		Asia		Middle East		Africa		Scandinavia		Total
		N	%	N	%	N	%	N	%	N	%	N	%	N	%	
Spa & Body Treatment	Very unimportant	4	10.00	17	13.39	9	9.89	8	11.59					11	28.21	49
	Unimportant	6	15.00	18	14.17	8	8.79	6	8.70	4	30.77			5	12.82	47
	Neither important nor unimportant	9	22.50	37	29.13	28	30.77	13	18.84	3	23.08			12	30.77	102
	Important	14	35.00	38	29.92	25	27.47	25	36.23	2	15.38	2	100.00	10	25.64	116
	Very important	7	17.50	17	13.39	21	23.08	17	24.64	4	30.77			1	2.56	67
Total		40	100	127	100	91	100	69	100	13	100	2	100	39	100	381

Sig. = 0.045

Table 4.34 Relationship between Country of Residence and Facilities/Services on the Premise (Convenience Store) by Using Cross-tabulation Chi-Square

		Country of Residence by Region														
		America		Europe		Oceania		Asia		Middle East		Africa		Scandinavia		Total
		N	%	N	%	N	%	N	%	N	%	N	%	N	%	
Convenience Store	Very unimportant			8	6.50	5	5.49	3	4.62	2	15.38			7	20.00	25
	Unimportant	3	7.50	15	12.20	6	6.59	7	10.77	1	7.69			5	14.29	37
	Neither important nor unimportant	9	22.50	42	34.15	21	23.08	17	26.15	3	23.08	1	33.33	18	51.43	111
	Important	19	47.50	35	28.46	35	38.46	23	35.38	3	23.08	1	33.33	3	8.57	119
	Very important	9	22.50	23	18.70	24	26.37	15	23.08	4	30.77	1	33.33	2	5.71	78
Total		40	100	123	100	91	100	65	100	13	100	3	100	35	100	370

Sig. = 0.009

Table 4.35 Relationship between Country of Residence and Facilities/Services on the Premise (Barber & Beauty Salon) by Using Cross-tabulation Chi-Square

		Country of Residence by Region														
		America		Europe		Oceania		Asia		Middle East		Africa		Scandinavia		Total
		N	%	N	%	N	%	N	%	N	%	N	%	N	%	
Barber & Beauty Salon	Very unimportant	11	28.95	17	13.60	20	22.22	8	11.76	3	23.08			13	34.21	72
	Unimportant	9	23.68	32	25.60	19	21.11	13	19.12	1	7.69			11	28.95	85
	Neither important nor unimportant	11	28.95	51	40.80	31	34.44	34	50.00	6	46.15	1	50.00	7	18.42	141
	Important	5	13.16	13	10.40	12	13.33	9	13.24	1	7.69	1	50.00	7	18.42	48
	Very important	2	5.26	12	9.60	8	8.89	4	5.88	2	15.38					28
Total		38	100	125	100	90	100	68	100	13	100	2	100	38	100	374

Sig. = 0.122

Table 4.36 Relationship between Country of Residence and Facilities/Services on the Premise (First Aid) by Using Cross-tabulation Chi-Square

		Country of Residence by Region														
		America		Europe		Oceania		Asia		Middle East		Africa		Scandinavia		Total
		N	%	N	%	N	%	N	%	N	%	N	%	N	%	
First Aid	Very unimportant	2	5.13	11	8.94	7	7.69	6	8.82	1	7.69			5	13.89	32
	Unimportant	2	5.13	7	5.69	5	5.49	6	8.82	1	7.69			2	5.56	23
	Neither important nor unimportant	12	30.77	24	19.51	15	16.48	29	42.65	3	23.08			10	27.78	93
	Important	13	33.33	44	35.77	29	31.87	16	23.53	1	7.69	1	66.67	8	22.22	112
	Very important	10	25.64	37	30.08	35	38.46	11	16.18	7	53.85	2	33.33	11	30.56	113
Total		39	100	123	100	91	100	68	100	13	100	3	100	36	100	373

Sig. = 0.099

Table 4.37 Relationship between Country of Residence and Facilities/Services on the Premise (Security) by Using Cross-tabulation Chi-Square

		Country of Residence by Region														
		America		Europe		Oceania		Asia		Middle East		Africa		Scandinavia		Total
		N	%	N	%	N	%	N	%	N	%	N	%	N	%	
Security	Very unimportant	2	5.00	8	6.25	5	5.56	8	11.59	1	7.69			1	2.63	25
	Unimportant	1	2.50	6	4.69	5	5.56	3	4.35	1	7.69			1	2.63	17
	Neither important nor unimportant	6	15.00	12	9.38	5	5.56	11	15.94	2	15.38			6	15.79	42
	Important	16	40.00	48	37.5	26	28.89	19	27.54	3	23.08	1	33.33	10	26.32	123
	Very important	15	37.50	54	42.19	49	54.44	28	40.58	6	46.15	2	66.67	20	52.63	174
Total		40	100	128	100	90	100	69	100	13	100	3	100	38	100	381

Sig. = 0.778

Table 4.38 Relationship between Country of Residence and Facilities/Services on the Premise (Business Center) by Using Cross-tabulation Chi-Square

		Country of Residence by Region														
		America		Europe		Oceania		Asia		Middle East		Africa		Scandinavia		Total
		N	%	N	%	N	%	N	%	N	%	N	%	N	%	
Business Center	Very unimportant	12	30.00	22	18.03	17	18.89	9	13.24	3	23.08			10	26.32	73
	Unimportant	5	12.50	22	18.03	10	11.11	11	16.18	1	7.69			8	21.05	57
	Neither important nor unimportant	14	35.00	40	32.79	34	37.78	27	39.71	4	30.77	1	33.33	8	21.05	128
	Important	8	20.00	26	21.31	16	17.78	14	20.59	1	7.69	1	33.33	10	26.32	76
	Very important	1	2.50	12	9.84	13	14.44	7	10.29	4	30.77	1	33.33	2	5.26	40
Total		40	100	122	100	90	100	68	100	13	100	3	100	38	100	374

Sig. = 0.382

From the tables above, country of residence of tourists that have significant value less than 0.05 will have a significant different with facilities/services on the premise available during they have a longstay visit in Phuket. Therefore, when taking a look from the whole picture, the country of residence of tourists has a significant different with swimming pool/tennis court, health & fitness center, spa & body treatment and convenience store.

Swimming pool/tennis court and health & fitness center are the facilities needed for the longstayers nowadays. Most of luxurious accommodation will provide these kinds of facilities to satisfied tourist's need as much as possible. This is a good guideline to accommodate business in Phuket to indicate that these two important facilities should be added according to the tourist's preferences.

Nowadays spa & body treatment is very popular and becoming the crucial aspect which have an impact towards tourist's decision making in order to choose their destination during they have a longstay visit. Phuket is now widely recognized for spa tourism. People interested and pay more attention to health in terms spa & body treatment more and more. Therefore Phuket should consider providing fully spa packages to attract health lovers.

All tourists can be assured that daily purchase and necessities are all readily available at convenience stores in Phuket. This is also the important facility for tourist's opinion in order to select their longstay destination.

4.6 Relationship between Gender and Activities by Using Cross-tabulation Chi-Square

Table 4.39 Relationship between Gender and Activities (Sightseeing) by Using Cross-tabulation Chi-Square

		Gender			
		Male		Female	
		N	%	N	%
Sightseeing	Very unimportant	26	9.89	7	5.65
	Unimportant	30	11.41	8	6.45
	Neither important nor unimportant	42	15.97	27	21.77
	Important	94	35.74	47	37.90
	Very important	71	27.00	41	33.06
Total		263	100	124	100

Sig. = 0.276

Table 4.40 Relationship between Gender and Activities (Travelling) by Using Cross-tabulation Chi-Square

		Gender			
		Male		Female	
		N	%	N	%
Travelling	Very unimportant	16	6.23	6	4.46
	Unimportant	33	12.84	10	7.93
	Neither important nor unimportant	66	25.68	26	20.63
	Important	101	39.30	57	45.24
	Very important	41	15.95	27	21.43
Total		257	100	126	100

Sig. = 0.270

Table 4.41 Relationship between Gender and Activities (Sunbathing) by Using Cross-tabulation Chi-Square

		Gender			
		Male		Female	
		N	%	N	%
Sunbathing	Very unimportant	29	11.24	2	1.65
	Unimportant	43	16.67	16	13.22
	Neither important nor unimportant	73	28.29	32	26.45
	Important	75	29.07	39	32.23
	Very important	38	14.73	32	26.45
Total		258	100	121	100

Sig. = 0.003

Table 4.42 Relationship between Gender and Activities (Diving) by Using Cross-tabulation Chi-Square

		Gender			
		Male		Female	
		N	%	N	%
Diving	Very unimportant	48	18.75	21	17.21
	Unimportant	47	18.36	23	18.85
	Neither important nor unimportant	69	26.95	30	24.59
	Important	62	24.22	26	21.31
	Very important	30	11.72	22	18.03
Total		256	100	122	100

Sig. = 0.560

Table 4.43 Relationship between Gender and Activities (Canoeing) by Using Cross-tabulation Chi-Square

		Gender			
		Male		Female	
		N	%	N	%
Canoeing	Very unimportant	55	21.65	26	20.97
	Unimportant	52	20.47	22	17.74
	Neither important nor unimportant	84	33.07	44	35.48
	Important	42	16.54	25	20.16
	Very important	21	8.27	7	5.65
Total		254	100	124	100

Sig. = 0.760

Table 4.44 Relationship between Gender and Activities (Golfing) by Using Cross-tabulation Chi-Square

		Gender			
		Male		Female	
		N	%	N	%
Golfing	Very unimportant	111	43.87	58	47.54
	Unimportant	39	15.42	22	18.03
	Neither important nor unimportant	50	19.76	26	21.31
	Important	28	11.07	8	6.56
	Very important	25	9.88	8	6.56
Total		253	100	122	100

Sig. = 0.483

**Table 4.45 Relationship between Gender and Activities (Cooking Lesson) by
Using Cross-tabulation Chi-Square**

		Gender			
		Male		Female	
		N	%	N	%
Cooking Lesson	Very unimportant	105	42.00	38	30.89
	Unimportant	43	17.20	18	14.63
	Neither important nor unimportant	50	20.00	38	30.89
	Important	30	12.00	22	17.89
	Very important	22	8.80	7	5.69
Total		250	100	123	100

Sig. = 0.037

**Table 4.46 Relationship between Gender and Activities (Art & Handicraft) by
Using Cross-tabulation Chi-Square**

		Gender			
		Male		Female	
		N	%	N	%
Art & Handicraft Lesson	Very unimportant	116	45.85	31	25.00
	Unimportant	47	18.58	25	20.16
	Neither important nor unimportant	42	16.60	41	33.06
	Important	29	11.46	21	16.94
	Very important	19	7.51	6	4.84
Total		253	100	124	100

Sig. = 0.000

Table 4.47 Relationship between Gender and Activities (Thai language Lesson) by Using Cross-tabulation Chi-Square

		Gender			
		Male		Female	
		N	%	N	%
Thai Language Lesson	Very unimportant	60	23.90	28	23.14
	Unimportant	46	18.33	16	13.22
	Neither important nor unimportant	70	27.89	44	36.36
	Important	46	18.33	29	23.97
	Very important	29	11.55	4	3.31
Total		251	100	121	100

Sig. = 0.029

Table 4.48 Relationship between Gender and Activities (Health treatment in Spa) by Using Cross-tabulation Chi-Square

		Gender			
		Male		Female	
		N	%	N	%
Health Treatment in Spa	Very unimportant	46	18.33	13	10.66
	Unimportant	34	13.55	6	4.92
	Neither important nor unimportant	83	33.07	34	27.87
	Important	69	27.49	38	31.15
	Very important	19	7.57	31	25.41
Total		251	100	122	100

Sig. = 0.000

From the tables above, gender of tourists that have significant value less than 0.05 will have a significant different with activities during they have a longstay visit in Phuket. Therefore, when taking a look from the whole picture, the gender of tourists has a significant different with sunbathing, cooking lesson, art & handicraft lesson, health treatment in spa and Thai language lesson.

For cooking and art & handicraft lesson, these kinds of activities may influence or attract female to learn more than male.

Art & Handicraft lesson will reflect tourist's interesting in term of Thai culture and tradition. Thai culture is very special and unique; therefore these activities may attract longstayers during longstay period.

According from the results, Phuket may try to promote batik painting through many interesting medias such as local Phuket newspaper or brochure. Batik painting can generate such a huge amount of revenue to Phuket and this is also a good way to direct foreign currency to the local people.

However, sunbathing and Thai language lesson still important for both male and female during they have a longstay visit here.

4.7 Relationship between Gender and Related Products and Services by Using Cross-tabulation Chi-Square

Table 4.49 Relationship between Gender and related Products and services (Restaurant) by Using Cross-tabulation Chi-Square

		Gender			
		Male		Female	
		N	%	N	%
Restaurant	Very unimportant	25	9.47	7	5.55
	Unimportant	11	4.17	2	1.59
	Neither important nor unimportant	23	8.71	7	5.55
	Important	114	43.18	44	34.92
	Very important	91	34.47	66	52.38
Total		264	100	126	100

Sig. = 0.013

Table 4.50 Relationship between Gender and related Products and services (Pub & Bar) by Using Cross-tabulation Chi-Square

		Gender			
		Male		Female	
		N	%	N	%
Pub & Bar	Very unimportant	28	10.65	8	6.40
	Unimportant	30	11.41	14	11.20
	Neither important nor unimportant	64	24.33	31	24.80
	Important	94	35.74	51	40.80
	Very important	47	17.87	21	16.80
Total		263	100	125	100

Sig. = 0.682

Table 4.51 Relationship between Gender and related Products and services (Local Transportation) by Using Cross-tabulation Chi-Square

		Gender			
		Male		Female	
		N	%	N	%
Local transportation	Very unimportant	24	9.38	4	3.23
	Unimportant	22	8.59	2	1.61
	Neither important nor unimportant	70	27.34	23	18.55
	Important	90	35.16	55	44.35
	Very important	50	19.53	40	32.26
Total		256	100	124	100

Sig. = 0.000

Table 4.52 Relationship between Gender and related Products and services (Car Rental) by Using Cross-tabulation Chi-Square

		Gender			
		Male		Female	
		N	%	N	%
Car Rental	Very unimportant	57	22.80	24	19.35
	Unimportant	49	19.60	22	17.74
	Neither important nor unimportant	87	34.80	39	31.45
	Important	35	14.00	28	22.58
	Very important	22	8.80	11	8.87
Total		250	100	124	100

Sig. = 0.342

**Table 4.53 Relationship between Gender and related Products and services
(Shopping) by Using Cross-tabulation Chi-Square**

		Gender			
		Male		Female	
		N	%	N	%
Shopping	Very unimportant	20	7.72	3	2.44
	Unimportant	36	13.90	8	6.50
	Neither important nor unimportant	73	28.19	24	19.51
	Important	80	30.89	43	34.96
	Very important	50	19.31	45	36.59
Total		259	100	123	100

Sig. = 0.000

**Table 4.54 Relationship between Gender and related Products and services
(Movie Theater) by Using Cross-tabulation Chi-Square**

		Gender			
		Male		Female	
		N	%	N	%
Movie Theater	Very unimportant	75	30.24	27	22.13
	Unimportant	63	25.40	30	24.59
	Neither important nor unimportant	62	25.00	47	38.52
	Important	32	12.90	13	10.66
	Very important	16	6.45	5	4.10
Total		248	100	122	100

Sig. = 0.085

Table 4.55 Relationship between Gender and related Products and services (Post Office) by Using Cross-tabulation Chi-Square

		Gender			
		Male		Female	
		N	%	N	%
Post Office	Very unimportant	41	16.47	13	10.92
	Unimportant	66	26.51	26	21.85
	Neither important nor unimportant	85	34.14	44	36.97
	Important	30	12.05	23	19.33
	Very important	27	10.84	13	10.92
Total		249	100	119	100

Sig. = 0.237

Table 4.56 Relationship between Gender and related Products and services (Bank/Money Exchange) by Using Cross-tabulation Chi-Square

		Gender			
		Male		Female	
		N	%	N	%
Bank/Money Exchange	Very unimportant	28	10.89	7	5.74
	Unimportant	18	7.00	4	3.28
	Neither important nor unimportant	55	21.40	17	13.93
	Important	92	35.80	34	27.87
	Very important	64	24.90	60	49.18
Total		257	100	122	100

Sig. = 0.000

**Table 4.57 Relationship between Gender and related Products and services
(Internet Cafe) by Using Cross-tabulation Chi-Square**

		Gender			
		Male		Female	
		N	%	N	%
Internet Cafe	Very unimportant	36	14.23	11	9.02
	Unimportant	26	10.28	15	12.30
	Neither important nor unimportant	65	25.69	20	16.39
	Important	77	30.43	45	36.89
	Very important	49	19.37	31	25.41
Total		253	100	122	100

Sig. = 0.104

**Table 4.58 Relationship between Gender and related Products and services
(Hospital and Supporting Services) by Using Crosstabulation Chi-Square**

		Gender			
		Male		Female	
		N	%	N	%
Hospital and Supporting Services	Very unimportant	28	11.11	5	4.17
	Unimportant	15	5.95	5	4.17
	Neither important nor unimportant	43	17.06	18	15.00
	Important	81	32.14	34	28.33
	Very important	85	33.73	58	48.33
Total		252	100	120	100

Sig. = 0.040

From the tables above, gender that have significant value less than 0.05 will have a significant different with related products and services during they have a longstay visit in Phuket. Therefore, when taking a look from the whole picture, the gender of tourists will have a relationship with restaurant, local transportation, shopping, bank/money exchange and hospital and supporting services.

These products and services are very necessary for their daily life during they have longstay visit. They have to find great restaurants for their meal. They have to travel by local transportation such as local bus, tuk-tuk, taxi, and motorcycle. For shopping, especially female tourists, they would like to buy local products such as hand-made batik clothes, which are very unique and popular in Phuket, handicrafts, souvenir, etc.

Because each country has their own currency, tourists who come to Thailand must exchange their own currency to the new one according to their destination. Therefore bank/money exchange is very crucial for tourists for their daily life here.

Hospital and supporting services are also the crucial point. Security and safety purposes are very necessary when choosing the destination to stay away from home country at least a month. No doubt that these factors will have a significant different with gender.

4.8 Relationship between Gender and Facilities/Services on the Premise Available by Using Cross-tabulation Chi-Square

Table 4.59 Relationship between Gender and Facilities/Services on the Premise Available (Ability of staff to communicate) by Using Cross-tabulation Chi-Square

		Gender			
		Male		Female	
		N	%	N	%
Ability of staff to communicate	Very unimportant	23	8.81	6	4.88
	Unimportant	17	6.51	7	5.69
	Neither important nor unimportant	33	12.64	9	7.32
	Important	98	37.55	34	27.64
	Very important	90	34.48	67	54.47
Total		261	100	123	100

Sig. = 0.006

Table 4.60 Relationship between Gender and Facilities/Services on the Premise Available (Room Cleaning) by Using Cross-tabulation Chi-Square

		Gender			
		Male		Female	
		N	%	N	%
Room Cleaning	Very unimportant	23	8.85	4	3.23
	Unimportant	21	8.08	5	4.03
	Neither important nor unimportant	39	15.00	14	11.29
	Important	104	40.00	45	36.29
	Very important	73	28.08	56	45.16
Total		260	100	124	100

Sig. = 0.007

Table 4.61 Relationship between Gender and Facilities/Services on the Premise Available (Laundry Service) by Using Crosstabulation Chi-Square

		Gender			
		Male		Female	
		N	%	N	%
Laundry Service	Very unimportant	18	7.00	3	2.42
	Unimportant	38	14.79	12	9.68
	Neither important nor unimportant	82	31.91	34	27.42
	Important	78	30.35	51	41.13
	Very important	41	15.95	24	19.35
Total		257	100	124	100

Sig. = 0.065

Table 4.62 Relationship between Gender and Facilities/Services on the Premise Available (Kitchen) by Using Cross-tabulation Chi-Square

		Gender			
		Male		Female	
		N	%	N	%
Kitchen	Very unimportant	32	12.80	13	10.66
	Unimportant	37	14.80	14	11.48
	Neither important nor unimportant	75	30.00	43	35.25
	Important	61	24.40	31	25.41
	Very important	45	18.00	21	17.21
Total		250	100	122	100

Sig. = 0.782

Table 4.63 Relationship between Gender and Facilities/Services on the Premise Available (Swimming Pool/Tennis Court) by Using Cross-tabulation Chi-Square

		Gender			
		Male		Female	
		N	%	N	%
Swimming pool/Tennis court	Very unimportant	28	10.85	6	4.84
	Unimportant	29	11.24	10	8.06
	Neither important nor unimportant	52	20.16	21	16.94
	Important	87	33.72	41	33.06
	Very important	62	24.03	46	37.10
Total		258	100	124	100

Sig. = 0.045

Table 4.64 Relationship between Gender and Facilities/Services on the Premise Available (Health treatment in Spa) by Using Cross-tabulation Chi-Square

		Gender			
		Male		Female	
		N	%	N	%
Health & Fitness Center	Very unimportant	31	12.02	11	9.02
	Unimportant	45	17.44	14	11.48
	Neither important nor unimportant	81	31.40	42	34.43
	Important	65	25.19	34	27.87
	Very important	36	13.95	21	17.21
Total		258	100	122	100

Sig. = 0.459

Table 4.65 Relationship between Gender and Facilities/Services on the Premise Available (Spa & Body Treatment) by Using Cross-tabulation Chi-Square

		Gender			
		Male		Female	
		N	%	N	%
Spa & Body Treatment	Very unimportant	37	14.40	12	9.76
	Unimportant	36	14.01	11	8.94
	Neither important nor unimportant	71	27.63	31	25.20
	Important	79	30.74	36	29.27
	Very important	34	13.23	33	26.83
Total		257	100	123	100

Sig. = 0.017

Table 4.66 Relationship between Gender and Facilities/Services on the Premise Available (Convenience Store) by Using Cross-tabulation Chi-Square

		Gender			
		Male		Female	
		N	%	N	%
Convenience Store	Very unimportant	19	7.54	6	5.13
	Unimportant	32	12.70	5	4.27
	Neither important nor unimportant	85	33.73	26	22.22
	Important	73	28.97	46	39.32
	Very important	43	17.06	34	29.06
Total		252	100	117	100

Sig. = 0.001

Table 4.67 Relationship between Gender and Facilities/Services on the Premise Available (Barber & Beauty Salon) by Using Cross-tabulation Chi-Square

		Gender			
		Male		Female	
		N	%	N	%
Barber & Beauty Salon	Very unimportant	48	19.12	24	19.67
	Unimportant	59	23.51	25	20.49
	Neither important nor unimportant	100	39.84	41	33.61
	Important	28	11.16	20	16.39
	Very important	16	6.38	12	9.84
Total		251	100	122	100

Sig. = 0.373

Table 4.68 Relationship between Gender and Facilities/Services on the Premise Available (First Aid) by Using Cross-tabulation Chi-Square

		Gender			
		Male		Female	
		N	%	N	%
First Aid	Very unimportant	24	9.45	8	6.78
	Unimportant	20	7.87	3	2.54
	Neither important nor unimportant	64	25.20	29	24.58
	Important	78	30.71	34	28.81
	Very important	68	26.77	44	37.29
Total		254	100	118	100

Sig. = 0.114

Table 4.69 Relationship between Gender and Facilities/Services on the Premise Available (Security) by Using Cross-tabulation Chi-Square

		Gender			
		Male		Female	
		N	%	N	%
Security	Very unimportant	18	6.98	7	5.74
	Unimportant	16	6.20	1	0.82
	Neither important nor unimportant	29	11.24	13	10.66
	Important	90	34.88	33	27.05
	Very important	105	40.70	68	55.74
Total		258	100	122	100

Sig. = 0.024

Table 4.70 Relationship between Gender and Facilities/Services on the Premise Available (Business Center) by Using Cross-tabulation Chi-Square

		Gender			
		Male		Female	
		N	%	N	%
Business Center	Very unimportant	46	18.25	27	22.31
	Unimportant	44	17.46	13	10.74
	Neither important nor unimportant	86	34.13	42	34.71
	Important	49	19.44	26	21.49
	Very important	27	10.71	13	10.74
Total		252	100	121	100

Sig. = 0.512

From the tables above, gender of tourists that have significant value less than 0.05 will have a significant different with facilities/services on the premise available during they have a longstay visit in Phuket. Therefore, when taking a look from the whole picture, the gender of tourists has a significant different with ability of staff to communicate, swimming pool/tennis court, spa & body treatment, convenience store and security.

Longstay visit spend longer time than usual visit, hence, ability of staff to communicate or good speaking English or other languages maybe required.

Swimming pool/tennis court and spa & body treatment are very important facilities nowadays. Most of tourists pay more attention to sports and health care more than the past. Easily seen that health tourism is becoming popular, so this is a good trend for Phuket to provide these facilities to every accommodation business.

Convenience store is, no doubt, very important for their daily life during living here. Female may consider to this aspect very much. So gender will have a relationship with this aspect quite clear.

Finally, security is very important for every tourist during they have a longstay in Phuket. In general, female always consider about safety and security first when travel to other places outside their home. Especially in this case, because they have to stay in the other places quite long (at least a month), no doubt that they will consider to this aspect very much.

4.9 Relationship between Age and Activities by Using Cross-tabulation Chi-Square

Table 4.71 Relationship between Age and Activities (Sightseeing) by Using Cross-tabulation Chi-Square

		Age											
		15-24 years		25-34 years		35-44 years		45-54 years		55-64 years		More than 64	
		N	%	N	%	N	%	N	%	N	%	N	%
Sightseeing	Very unimportant			14	8.24	7	8.54	6	12.50	5	16.13	1	7.69
	Unimportant	5	11.63	17	10.00	10	12.20	2	4.17	3	9.68	1	7.69
	Neither important nor unimportant	7	16.28	28	16.47	13	15.85	7	14.58	5	16.13	3	23.08
	Important	15	34.88	60	35.29	35	42.68	20	41.67	9	29.03	1	7.69
	Very important	16	37.21	51	30.00	17	20.73	13	27.08	9	29.03	7	53.85
Total		43	100	170	100	82	100	48	100	31	100	13	100

Sig. = 0.462

Table 4.72 Relationship between Age and Activities (Travelling) by Using Cross-tabulation Chi-Square

		Age											
		15-24 years		25-34 years		35-44 years		45-54 years		55-64 years		More than 64	
		N	%	N	%	N	%	N	%	N	%	N	%
Travelling	Very unimportant	1	2.27	11	6.55	4	5.00	3	6.38	3	9.38		
	Unimportant	5	11.36	17	10.22	7	8.75	7	14.89	4	12.5	2	16.67
	Neither important nor unimportant	13	29.55	40	23.81	19	23.75	13	27.66	4	12.5	3	25.00
	Important	14	31.82	73	43.45	37	46.25	18	38.30	11	34.38	5	41.67
	Very important	11	25.00	27	16.07	13	16.25	6	12.77	10	31.25	2	16.67
Total		44	100	168	100	80	100	47	100	32	100	12	100

Sig. = 0.808

Table 4.73 Relationship between Age and Activities (Sunbathing) by Using Cross-tabulation Chi-Square

		Age											
		15-24 years		25-34 years		35-44 years		45-54 years		55-64 years		More than 64	
		N	%	N	%	N	%	N	%	N	%	N	%
Sunbathing	Very unimportant	1	2.27	12	7.10	5	6.41	3	6.39	7	22.59	3	30.00
	Unimportant	5	11.36	24	14.20	13	16.67	7	14.89	6	19.35	3	30.00
	Neither important nor unimportant	14	31.82	45	26.63	24	30.77	16	34.04	4	12.90	2	20.00
	Important	14	31.82	55	32.54	28	35.90	10	21.28	5	16.13	2	20.00
	Very important	10	22.73	33	19.53	8	10.26	11	23.40	9	29.03		
Total		44	100	169	100	78	100	47	100	31	100	10	100

Sig. = 0.020

Table 4.74 Relationship between Age and Activities (Diving) by Using Cross-tabulation Chi-Square

		Age											
		15-24 years		25-34 years		35-44 years		45-54 years		55-64 years		More than 64	
		N	%	N	%	N	%	N	%	N	%	N	%
Diving	Very unimportant	6	13.64	16	9.58	13	16.67	9	19.15	18	60.00	7	58.33
	Unimportant	7	15.91	33	19.76	14	17.95	11	23.40	2	6.67	3	25.00
	Neither important nor unimportant	11	25.00	48	28.74	23	29.49	15	31.92	2	6.67		
	Important	13	29.55	43	25.75	20	25.64	4	8.51	7	23.33	1	8.33
	Very important	7	15.91	27	16.17	8	10.26	8	17.02	1	3.33	1	8.33
Total		44	100	167	100	78	100	47	100	30	100	12	100

Sig. = 0.000

Table 4.75 Relationship between Age and Activities (Canoeing) by Using Cross-tabulation Chi-Square

		Age											
		15-24 years		25-34 years		35-44 years		45-54 years		55-64 years		More than 64	
		N	%	N	%	N	%	N	%	N	%	N	%
Canoeing	Very unimportant	14	31.11	22	13.02	15	19.48	9	20.00	13	43.33	8	66.67
	Unimportant	4	8.89	36	21.30	13	16.88	14	31.11	4	13.33	3	25.00
	Neither important nor unimportant	21	46.67	58	34.32	25	32.47	16	35.56	7	23.33	1	8.33
	Important	3	6.67	40	23.67	16	20.78	2	4.44	6	20.00		
	Very important	3	6.67	13	7.69	8	10.39	4	8.89				
Total		45	100	169	100	77	100	45	100	30	100	12	100

Sig. = 0.000

Table 4.76 Relationship between Age and Activities (Golfing) by Using Cross-tabulation Chi-Square

		Age											
		15-24 years		25-34 years		35-44 years		45-54 years		55-64 years		More than 64	
		N	%	N	%	N	%	N	%	N	%	N	%
Golfing	Very unimportant	25	55.56	68	40.24	37	50.00	21	47.73	13	41.94	5	41.67
	Unimportant	4	8.89	33	19.53	10	13.51	6	13.64	6	19.35	2	16.67
	Neither important nor unimportant	13	28.89	37	21.89	11	14.87	5	11.36	8	25.81	2	16.67
	Important	2	4.44	16	9.47	10	13.51	6	13.64			2	16.67
	Very important	1	2.22	15	8.88	6	8.11	6	13.64	4	12.90	1	8.33
Total		45	100	169	100	74	100	44	100	31	100	12	100

Sig. = 0.348

Table 4.77 Relationship between Age and Activities (Cooking Lesson) by Using Cross-tabulation Chi-Square

		Age											
		15-24 years		25-34 years		35-44 years		45-54 years		55-64 years		More than 64	
		N	%	N	%	N	%	N	%	N	%	N	%
Cooking Lesson	Very unimportant	23	52.27	58	34.12	26	34.67	16	37.21	13	44.83	6	50.00
	Unimportant	4	9.09	33	19.41	9	12.00	8	18.60	6	20.69	2	16.67
	Neither important nor unimportant	10	22.73	38	22.35	22	29.33	12	27.91	4	13.79	2	16.67
	Important	5	11.36	29	17.06	8	10.67	4	9.30	4	13.79	2	16.67
	Very important	2	4.55	12	7.06	10	13.33	3	6.98	2	6.90		
Total		44	100	170	100	75	100	43	100	29	100	12	100

Sig. = 0.585

Table 4.78 Relationship between Age and Activities (Art & Handicraft Lesson) by Using Cross-tabulation Chi-Square

		Age											
		15-24 years		25-34 years		35-44 years		45-54 years		55-64 years		More than 64	
		N	%	N	%	N	%	N	%	N	%	N	%
Art & Handicraft Lesson	Very unimportant	22	48.89	61	35.88	25	32.89	18	40.91	13	43.33	8	66.67
	Unimportant	3	6.67	38	22.35	13	17.11	13	29.55	4	13.33	2	16.67
	Neither important nor unimportant	13	28.89	40	23.53	17	22.37	6	13.64	6	20.00	1	8.33
	Important	4	8.89	17	10.00	16	21.05	5	11.36	6	20.00	1	8.33
	Very important	3	6.67	14	8.24	5	6.58	2	4.55	1	3.33		
Total		45	100	170	100	76	100	44	100	30	100	12	100

Sig. = 0.188

Table 4.79 Relationship between Age and Activities (Thai Language Lesson) by Using Cross-tabulation Chi-Square

		Age											
		15-24 years		25-34 years		35-44 years		45-54 years		55-64 years		More than 64	
		N	%	N	%	N	%	N	%	N	%	N	%
Thai Language Lesson	Very unimportant	16	37.21	40	23.95	13	17.33	5	11.11	8	26.67	6	50.00
	Unimportant	3	6.98	32	19.16	11	14.67	10	22.22	6	20.00	1	8.33
	Neither important nor unimportant	16	37.21	50	29.94	24	32.00	13	28.89	7	23.33	4	33.33
	Important	5	11.63	35	20.96	19	25.33	9	20.00	6	20.00	1	8.33
	Very important	3	6.98	10	5.99	8	10.67	8	17.78	3	10.00		
Total		43	100	167	100	75	100	45	100	30	100	12	100

Sig. = 0.111

Table 4.80 Relationship between Age and Activities (Health treatment in Spa) by Using Cross-tabulation Chi-Square

		Age											
		15-24 years		25-34 years		35-44 years		45-54 years		55-64 years		More than 64	
		N	%	N	%	N	%	N	%	N	%	N	%
Health Treatment in Spa	Very unimportant	8	18.18	26	15.38	11	14.86	2	4.55	8	27.59	4	30.77
	Unimportant	4	9.09	13	7.69	7	9.46	9	20.45	5	17.24	2	15.38
	Neither important nor unimportant	16	36.36	51	30.18	21	28.38	16	36.36	9	31.03	4	30.77
	Important	15	34.09	48	28.40	26	35.14	9	20.45	6	20.69	3	23.08
	Very important	1	2.27	31	18.34	9	12.16	8	18.18	1	3.45		
Total		44	100	169	100	74	100	44	100	29	100	13	100

Sig. = 0.051

From the tables above, age that have significant value less than 0.05 will have a significant different with activities during they have a longstay visit in Phuket. Therefore, when taking a look from the whole picture, age of tourists has a significant different with sunbathing, diving and canoeing.

Diving and canoeing are adventure activities. Teenagers and mid-age are likely to give importance on these exercises. On the other hand, older tourists may not suit with these motions. Therefore age has obviously relationship with these kinds of activities.

Phuket's beaches remain the main product of choice of this market. The tourists want an active holiday. Scuba diving and canoeing are the most physical alternatives to choose. As Phuket is offering such a choice of things to do, that is the main advantage over most of the competitive destinations.

4.10 Relationship between Age and Related Products and Services by Using Cross-tabulation Chi-Square

Table 4.81 Relationship between Age and Related Products and Services (Restaurant) by Using Cross-tabulation Chi-Square

		Age											
		15-24 years		25-34 years		35-44 years		45-54 years		55-64 years		More than 64	
		N	%	N	%	N	%	N	%	N	%	N	%
Restaurant	Very unimportant	3	6.67	16	9.47	5	6.10	6	12.24	2	6.25		
	Unimportant	1	2.22	6	3.55	3	3.66	1	2.04	1	3.13	1	47.69
	Neither important nor unimportant	5	11.11	9	5.33	7	8.54	3	6.12	2	6.25	4	30.77
	Important	21	46.67	63	37.28	38	46.34	20	40.82	10	31.25	6	46.15
	Very important	15	33.33	75	44.38	29	35.37	19	38.78	17	53.13	2	15.38
Total		45	100	169	100	82	100	49	100	32	100	13	100

Sig. = 0.292

Table 4.82 Relationship between Age and Related Products and Services (Pub & Bar) by Using Cross-tabulation Chi-Square

		Age											
		15-24 years		25-34 years		35-44 years		45-54 years		55-64 years		More than 64	
		N	%	N	%	N	%	N	%	N	%	N	%
Pub & Bar	Very unimportant	4	8.89	13	7.74	6	7.41	4	8.16	8	25	1	7.69
	Unimportant	2	4.44	21	12.5	11	13.58	7	14.29	4	12.5		
	Neither important nor unimportant	8	17.78	39	23.21	23	28.40	13	26.53	7	21.88	5	38.49
	Important	23	51.11	67	39.88	28	34.57	15	30.61	6	18.75	6	46.15
	Very important	8	17.78	28	16.67	13	16.05	10	20.41	7	21.88	1	7.69
Total		45	100	168	100	81	100	49	100	32	100	13	100

Sig. = 0.231

Table 4.83 Relationship between Age and Related Products and Services (Local Transportation) by Using Cross-tabulation Chi-Square

		Age											
		15-24 years		25-34 years		35-44 years		45-54 years		55-64 years		More than 64	
		N	%	N	%	N	%	N	%	N	%	N	%
Local Transportation	Very unimportant	4	9.09	11	6.59	3	3.70	3	6.38	6	19.36	1	10.00
	Unimportant	3	6.82	7	4.19	5	6.17	5	10.64	2	6.45	2	20.00
	Neither important nor unimportant	7	15.91	41	24.55	20	24.69	18	38.30	6	19.36	1	10.00
	Important	15	34.09	73	43.71	34	41.98	12	25.53	6	19.36	4	40.00
	Very important	15	34.09	35	20.96	19	23.46	9	19.15	11	35.48	2	20.00
Total		44	100	167	100	81	100	47	100	31	100	10	100

Sig. = 0.052

Table 4.84 Relationship between Age and Related Products and Services (Car Rental) by Using Cross-tabulation Chi-Square

		Age											
		15-24 years		25-34 years		35-44 years		45-54 years		55-64 years		More than 64	
		N	%	N	%	N	%	N	%	N	%	N	%
Car Rental	Very unimportant	8	17.78	35	20.96	9	12.00	7	15.91	13	40.63	9	81.82
	Unimportant	10	22.22	31	18.56	13	17.33	9	20.45	7	21.88		
	Neither important nor unimportant	17	37.78	51	30.54	36	47.00	15	34.09	6	18.75	1	9.09
	Important	7	15.56	32	19.16	13	17.33	8	18.18	3	9.38	1	9.09
	Very important	3	6.67	18	10.78	4	5.33	5	11.36	3	9.38		
Total		45	100	167	100	75	100	44	100	32	100	11	100

Sig. = 0.001

Table 4.85 Relationship between Age and Related Products and Services (Shopping) by Using Cross-tabulation Chi-Square

		Age											
		15-24 years		25-34 years		35-44 years		45-54 years		55-64 years		More than 64	
		N	%	N	%	N	%	N	%	N	%	N	%
Shopping	Very unimportant			9	5.29	7	8.97	4	8.51	2	6.67	1	8.33
	Unimportant	5	11.11	17	10.00	12	15.38	5	10.64	4	13.33	1	8.33
	Neither important nor unimportant	12	26.67	38	22.35	25	32.05	16	34.04	5	16.67	1	8.33
	Important	13	28.89	60	35.29	20	25.64	14	29.79	9	30.00	6	50.00
	Very important	15	33.33	46	27.06	14	17.95	8	17.02	10	33.33	3	25.00
Total		45	100	170	100	78	100	47	100	30	100	12	100

Sig. = 0.460

Table 4.86 Relationship between Age and Related Products and Services (Movie Theater) by Using Cross-tabulation Chi-Square

		Age											
		15-24 years		25-34 years		35-44 years		45-54 years		55-64 years		More than 64	
		N	%	N	%	N	%	N	%	N	%	N	%
Movie Theater	Very unimportant	14	31.82	40	24.10	19	25.00	9	21.43	14	45.16	6	54.55
	Unimportant	7	15.91	48	28.92	20	26.32	11	26.20	5	16.13	2	18.18
	Neither important nor unimportant	16	36.36	46	27.71	23	30.26	15	35.71	7	22.58	2	18.18
	Important	6	13.64	22	13.25	11	14.47	4	9.52	2	6.45		
	Very important	1	2.27	10	6.02	3	3.95	3	7.14	3	9.68	1	9.09
Total		44	100	166	100	76	100	42	100	31	100	11	100

Sig. = 0.466

Table 4.87 Relationship between Age and Related Products and Services (Post Office) by Using Cross-tabulation Chi-Square

		Age											
		15-24 years		25-34 years		35-44 years		45-54 years		55-64 years		More than 64	
		N	%	N	%	N	%	N	%	N	%	N	%
Post Office	Very unimportant	8	19.05	26	15.66	8	10.53	6	13.95	3	10.00	3	27.27
	Unimportant	7	16.67	50	30.12	15	19.74	12	27.91	7	23.33	1	9.09
	Neither important nor unimportant	14	33.33	59	35.54	31	40.79	14	32.56	9	30.00	2	18.18
	Important	10	23.81	20	12.05	13	17.11	5	11.63	3	10.00	2	18.18
	Very important	3	7.14	11	6.63	9	11.84	6	13.95	8	20.67	3	27.27
Total		42	100	166	100	76	100	43	100	30	100	11	100

Sig. = 0.112

**Table 4.88 Relationship between Age and Related Products and Services (Bank/Money Exchange) by Using Cross-tabulation
Chi-Square**

		Age											
		15-24 years		25-34 years		35-44 years		45-54 years		55-64 years		More than 64	
		N	%	N	%	N	%	N	%	N	%	N	%
Bank/Money Exchange	Very unimportant	4	9.09	15	8.98	7	8.86	6	13.64	3	9.38		
	Unimportant	3	6.82	13	7.78	4	5.06			2	6.25		
	Neither important nor unimportant	6	13.64	25	14.97	23	29.11	8	18.18	4	12.50	5	38.46
	Important	14	31.82	58	34.73	23	29.11	20	45.45	8	25.00	3	23.08
	Very important	17	38.64	56	33.53	22	27.85	10	22.73	15	46.68	5	38.46
Total		44	100	167	100	79	100	44	100	32	100	13	100

Sig. = 0.218

Table 4.89 Relationship between Age and Related Products and Services (Internet Cafe) by Using Cross-tabulation Chi-Square

		Age											
		15-24 years		25-34 years		35-44 years		45-54 years		55-64 years		More than 64	
		N	%	N	%	N	%	N	%	N	%	N	%
Internet Cafe	Very unimportant	4	9.09	16	9.64	7	8.86	6	13.33	10	33.33	4	36.36
	Unimportant	6	13.64	17	10.24	7	8.86	6	13.33	2	6.67	3	27.27
	Neither important nor unimportant	8	18.18	34	20.48	23	29.11	12	26.67	7	23.33	1	9.09
	Important	15	34.09	59	35.54	29	36.71	12	26.67	5	16.67	2	18.18
	Very important	11	25.00	40	24.10	13	16.46	9	20.00	6	20.00	1	9.09
Total		44	100	166	100	79	100	45	100	30	100	11	100

Sig. = 0.041

Table 4.90 Relationship between Age and Related Products and Services (Hospital and Supporting Services) by Using Cross-tabulation Chi-Square

		Age											
		15-24 years		25-34 years		35-44 years		45-54 years		55-64 years		More than 64	
		N	%	N	%	N	%	N	%	N	%	N	%
Hospital and Supporting Services	Very unimportant	7	15.91	13	7.83	6	7.79	3	7.14	3	9.68	1	8.33
	Unimportant	1	2.27	10	6.02	6	7.79	1	2.38	1	3.23	1	8.33
	Neither important nor unimportant	7	15.91	28	16.87	9	11.69	9	21.43	6	19.35	2	16.67
	Important	12	27.27	53	31.93	28	36.36	12	28.57	7	22.58	2	16.67
	Very important	17	38.63	62	37.35	28	36.36	17	40.48	14	45.16	6	50.00
Total		44	100	166	100	77	100	42	100	31	100	12	100

Sig. = 0.940

From the tables above, age that have significant value less than 0.05 will have a significant different with related products and services during they have a longstay visit in Phuket. Therefore, when taking a look from the whole picture, age of tourists will have a significant different with car rental and internet cafe.

Teenagers may pay more attention on car rental such as bike, motorbike to ride along the beach or jeep to travel around the island. In the same way as internet cafe, teenagers may interested in higher speed technology, so they may use very fast communication medias such as international calls or internet access from internet café.

4.11 Relationship between Age and Facilities/Services on the Premise Available by Using Cross-tabulation Chi-Square

Table 4.91 Relationship between Age and Facilities/Services on the Premise Available (Ability of staff to communicate) by Using Cross-tabulation Chi-Square

		Age											
		15-24 years		25-34 years		35-44 years		45-54 years		55-64 years		More than 64	
		N	%	N	%	N	%	N	%	N	%	N	%
Ability of staff to communicate	Very unimportant	3	6.82	13	7.74	5	6.25	4	8.51	3	9.38	1	7.69
	Unimportant	3	6.82	11	6.55	5	6.25	3	6.38	1	3.13	1	7.69
	Neither important nor unimportant	5	11.36	12	7.14	12	12.50	5	10.64	8	25		
	Important	12	27.27	59	35.12	29	36.25	17	36.17	9	28.13	5	38.46
	Very important	21	47.73	73	43.45	29	36.25	18	38.30	11	34.38	6	46.15
Total		44	100	168	100	80	100	47	100	32	100	13	100

Sig. = 0.802

Table 4.92 Relationship between Age and Facilities/Services on the Premise Available (Room Cleaning) by Using Cross-tabulation Chi-Square

		Age											
		15-24 years		25-34 years		35-44 years		45-54 years		55-64 years		More than 64	
		N	%	N	%	N	%	N	%	N	%	N	%
Room Cleaning	Very unimportant	3	6.82	8	4.73	4	4.94	5	10.64	6	20.00	1	7.69
	Unimportant	2	4.55	12	7.10	8	9.88	1	2.13	1	3.33	2	15.38
	Neither important nor unimportant	9	20.45	27	15.98	10	12.35	3	6.38	4	13.33	1	7.69
	Important	20	45.45	61	36.09	34	41.98	18	38.30	8	26.66	7	53.85
	Very important	10	22.73	61	36.09	25	30.86	20	42.55	11	36.67	2	15.38
Total		44	100	169	100	81	100	47	100	30	100	12	100

Sig. = 0.150

Table 4.93 Relationship between Age and Facilities/Services on the Premise Available (Laundry Service) by Using Cross-tabulation Chi-Square

		Age											
		15-24 years		25-34 years		35-44 years		45-54 years		55-64 years		More than 64	
		N	%	N	%	N	%	N	%	N	%	N	%
Laundry Service	Very unimportant	1	2.27	8	4.76	1	1.28	4	8.51	5	16.13	2	15.38
	Unimportant	9	20.45	23	13.69	9	11.54	5	10.64	2	6.45	2	15.38
	Neither important nor unimportant	14	31.82	56	33.33	22	28.21	11	23.40	11	35.48	2	15.38
	Important	14	31.82	54	32.14	36	46.15	15	31.91	4	12.90	6	46.15
	Very important	6	13.64	27	16.07	10	12.82	12	25.53	9	29.03	1	7.695
Total		44	100	168	100	78	100	47	100	31	100	13	100

Sig. = 0.028

Table 4.94 Relationship between Age and Facilities/Services on the Premise Available (Kitchen) by Using Cross-tabulation Chi-Square

		Age											
		15-24 years		25-34 years		35-44 years		45-54 years		55-64 years		More than 64	
		N	%	N	%	N	%	N	%	N	%	N	%
Kitchen	Very unimportant	5	11.36	18	10.91	9	12.00	6	12.77	4	12.90	3	30.00
	Unimportant	8	18.18	25	15.15	7	9.33	7	14.89	3	9.68	1	10.00
	Neither important nor unimportant	13	29.05	59	35.76	23	30.67	15	31.91	9	29.03		
	Important	14	31.82	37	22.42	25	33.33	7	14.89	6	19.35	2	20.00
	Very important	4	9.09	26	15.76	11	14.67	12	25.53	9	29.03	4	40.00
Total		44	100	165	100	75	100	47	100	31	100	10	100

Sig. = 0.218

Table 4.95 Relationship between Age and Facilities/Services on the Premise Available (Swimming Pool/Tennis Court) by Using Cross-tabulation Chi-Square

		Age											
		15-24 years		25-34 years		35-44 years		45-54 years		55-64 years		More than 64	
		N	%	N	%	N	%	N	%	N	%	N	%
Swimming pool/Tennis court	Very unimportant	5	11.36	11	6.51	4	5.06	5	10.64	8	25.81	1	8.33
	Unimportant	6	13.64	22	13.02	5	6.33	3	6.38	1	3.23	2	16.67
	Neither important nor unimportant	9	20.45	33	19.53	17	21.52	6	12.77	6	19.35	2	16.67
	Important	15	34.09	51	30.18	30	37.97	22	46.81	8	25.81	2	16.67
	Very important	9	20.45	52	30.77	23	29.11	11	23.40	8	25.81	5	41.67
Total		44	100	169	100	79	100	47	100	31	100	12	100

Sig. = 0.124

Table 4.96 Relationship between Age and Facilities/Services on the Premise Available (Health & Fitness Center) by Using Cross-tabulation Chi-Square

		Age											
		15-24 years		25-34 years		35-44 years		45-54 years		55-64 years		More than 64	
		N	%	N	%	N	%	N	%	N	%	N	%
Health & fitness Center	Very unimportant	8	18.18	17	10.18	5	6.25	3	6.52	7	22.58	2	16.67
	Unimportant	6	13.64	29	17.37	11	13.75	7	15.22	4	12.90	2	16.67
	Neither important nor unimportant	16	36.36	54	32.34	25	31.25	19	41.30	8	25.81	1	8.33
	Important	9	20.45	40	23.95	28	35.00	10	21.74	7	22.58	5	41.67
	Very important	5	11.36	27	16.17	11	13.75	7	15.22	5	16.13	2	16.67
Total		44	100	167	100	80	100	46	100	31	100	12	100

Sig. = 0.523

Table 4.97 Relationship between Age and Facilities/Services on the Premise Available (Spa & Body Treatment) by Using Cross-tabulation Chi-Square

		Age											
		15-24 years		25-34 years		35-44 years		45-54 years		55-64 years		More than 64	
		N	%	N	%	N	%	N	%	N	%	N	%
Spa & body Treatment	Very unimportant	9	20.45	19	11.31	6	7.60	5	11.11	8	25.81	2	15.38
	Unimportant	6	13.64	19	11.31	11	13.92	6	13.33	3	9.68	2	15.38
	Neither important nor unimportant	12	27.27	43	25.60	23	29.11	14	31.11	7	22.58	3	23.08
	Important	14	31.82	49	29.17	29	36.71	11	24.44	8	25.81	5	38.46
	Very important	3	6.82	38	22.62	10	12.66	9	20.00	5	16.13	1	7.69
Total		44	100	168	100	79	100	45	100	31	100	13	100

Sig. = 0.506

Table 4.98 Relationship between Age and Facilities/Services on the Premise Available (Convenience Store) by Using Cross-tabulation Chi-Square

		Age											
		15-24 years		25-34 years		35-44 years		45-54 years		55-64 years		More than 64	
		N	%	N	%	N	%	N	%	N	%	N	%
Convenience Store	Very unimportant	3	6.98	9	5.52	4	5.26	4	8.89	4	13.33	1	8.33
	Unimportant	4	9.30	17	10.43	7	9.21	6	13.33	3	10.00		
	Neither important nor unimportant	14	32.56	41	25.15	23	30.26	16	35.56	11	36.67	5	41.67
	Important	17	39.53	57	34.97	26	34.21	11	24.45	4	13.33	4	33.33
	Very important	5	11.63	39	23.93	16	21.05	8	17.78	8	26.66	2	16.66
Total		43	100	163	100	76	100	45	100	30	100	12	100

Sig. = 0.711

Table 4.99 Relationship between Age and Facilities/Services on the Premise Available (Barber & Beauty Salon) by Using Cross-tabulation Chi-Square

		Age											
		15-24 years		25-34 years		35-44 years		45-54 years		55-64 years		More than 64	
		N	%	N	%	N	%	N	%	N	%	N	%
Barber & Beauty Salon	Very unimportant	12	27.27	29	17.37	12	16.00	6	13.64	7	22.58	5	41.67
	Unimportant	10	22.73	39	23.35	15	20.00	11	25.00	8	25.81	2	16.67
	Neither important nor unimportant	16	36.36	65	38.92	31	41.33	19	43.18	8	25.81	2	16.67
	Important	4	9.09	21	12.57	13	17.33	4	9.09	5	16.13	1	8.33
	Very important	2	4.55	13	7.78	4	5.33	4	9.09	3	9.68	2	16.67
Total		44	100	167	100	75	100	44	100	31	100	12	100

Sig. = 0.746

**Table 4.100 Relationship between Age and Facilities/Services on the Premise Available (First Aid) by Using Cross-tabulation
Chi-Square**

		Age											
		15-24 years		25-34 years		35-44 years		45-54 years		55-64 years		More than 64	
		N	%	N	%	N	%	N	%	N	%	N	%
First Aid	Very unimportant	6	13.64	8	4.91	6	7.59	5	11.36	6	20.00	1	8.33
	Unimportant	4	9.09	11	6.75	5	6.33	2	4.55			1	8.33
	Neither important nor unimportant	10	22.73	45	27.61	22	27.85	8	18.18	6	20.00	2	16.67
	Important	12	22.73	50	30.67	25	31.65	16	36.36	5	16.67	4	33.33
	Very important	12	27.27	49	30.06	21	26.58	13	29.55	13	43.33	4	33.33
Total		44	100	163	100	79	100	44	100	30	100	12	100

Sig. = 0.534

Table 4.101 Relationship between Age and Facilities/Services on the Premise Available (Security) by Using Cross-tabulation Chi-Square

		Age											
		15-24 years		25-34 years		35-44 years		45-54 years		55-64 years		More than 64	
		N	%	N	%	N	%	N	%	N	%	N	%
Security	Very unimportant	5	11.36	8	4.79	6	7.59	4	8.51	2	6.67		
	Unimportant	3	6.82	12	7.19	2	2.53						
	Neither important nor unimportant	8	18.18	20	11.98	8	10.13	3	6.38	2	6.67	1	7.69
	Important	12	27.27	52	31.14	31	39.24	13	27.66	10	33.33	5	38.46
	Very important	16	36.36	75	44.91	32	40.51	27	57.45	16	53.33	7	53.85
Total		44	100	167	100	79	100	47	100	30	100	13	100

Sig. = 0.412

Table 4.102 Relationship between Age and Facilities/Services on the Premise Available (Business Center) by Using Cross-tabulation Chi-Square

		Age											
		15-24 years		25-34 years		35-44 years		45-54 years		55-64 years		More than 64	
		N	%	N	%	N	%	N	%	N	%	N	%
Business Center	Very unimportant	11	25.00	30	17.96	10	12.82	6	13.95	12	40.00	4	36.36
	Unimportant	11	25.00	22	13.17	10	12.82	10	23.26	2	6.67	2	18.18
	Neither important nor unimportant	11	25.00	68	40.72	25	32.05	14	32.56	6	20.00	3	27.27
	Important	9	20.45	25	14.97	26	33.33	9	20.93	5	16.67	2	18.18
	Very important	2	4.55	22	13.17	7	8.97	4	9.30	5	16.67		
Total		44	100	167	100	78	100	43	100	30	100	11	100

Sig. = 0.010

From the tables above, age that have significant value less than 0.05 will have a significant different with facilities/services on the premise available during they have a longstay visit in Phuket. Therefore, when taking a look from the whole picture, the age of tourists will have a significant different with laundry service and business center.

Mid-age like businessmen may pay attention on this aspects because they need comfortable and convenient living. Hence, they may give importance to this service. In the same way as business center, they may would like to make sure that they can work according to work commitments during they are away from their home country.

Business travellers, for the segment of trade fairs, congress and conference, incentive travel and activities where the business travel is combined with leisure activities are continuous grow every year. These can become potential group in order to generate income to the province. Therefore Phuket should retain these markets and try to promote more.

4.12 Tourists' Recommendations

1. Phuket needs more regulation on transportaive for example, boat, tuk-tuk, taxi and other local fares. Public transportation between Patong beach and Phuket town, specifically, is not convenient. It should be more flexible with more choices for tourists. Moreover, Phuket should be more availability of transportation to near islands such as Phi Phi Island.

2. Shopping and business centre opening period should be extended until morning. In the same way, clubs and discos should be open longer at least up to 4 a.m.

3. Phuket Town is not prospective as expected, more construction needed, more develop to street and the town. It is not well connected to the outskirts, local transportation needed.

4. Local people pay very less attention to the cleanliness. There are many dirty things such as cola cans, empty bottles, and plastic bags along the beach. Need to keep it clean and tidy. Also garbage collection must be improved. In more developed countries, garbage are placed at streets which are lifted and emptied automatically into the garbage truck.

5. For people considering long-term stay in Phuket, there are a number of infrastructure issues, which should be added. One issue is related to TOT and the availability of telephone lines in Phuket and the other related issue is internet access. Fast internet access is only considered for business purposes.

6. Phuket's environment should not suffer and too commercial because of tourism. A lot of rubbish, especially plastic bags, which are danger to turtles on the beach and many gibbons, suffer needlessly to provide 'entertainment' for tourists is not good experiences. Should preserve natural beauty, forests, seas and wildlife as much as possible.

7. Local people should be co-operative and helpful and sellers along the roads should be more controlled.