

CHAPTER 4

RESULTS

4.1 Introduction

This chapter included the results of primary data, which included questionnaires analysis results and interview SWOT analysis results. Therefore, the results showed personal characteristics of respondents, the tourism present situation in term of marketing mix view, the prospect of tourism in Songkhla province and tourism affective to Songkhla after develop tourism market in near the future.

4.2 Personal characteristics of respondents

The questionnaires were launched to the sample groups, which are tourism supplier in the period of January -February 2006 randomly around Songkhla.

There were altogether 234 questionnaires used in this study, there were 200 questionnaires collected from the provider sector. In addition, there were 34 questionnaires had collected from the Supporter sector.

There were five major groups of *provider sector*, that the researcher launched the questionnaires, which were travel agents, souvenir and local shops, transport businesses, lodging businesses and restaurants. When collecting the questionnaires back, it came up with 43 from travel agents, 38 from souvenir and local shops, and 38 from transport businesses, 60 from lodging businesses, and only 21 from the restaurants. The proportion of provider sector was 85.5 percent from total respondents (Table 4.1)

Table 4.1: Number of providers sector classify by types of provider

Types of provider	Number	Percentage
Travel agent	43	18.4
Souvenir and local shop	38	16.2
Transportation business	38	16.2
Restaurant	21	9.0
Lodging business	60	25.6
Total	200	85.5

There were five major groups of “*Supporter sector*” that the researcher launched the questionnaires, which were tourism police, TAT zone one, financial institutes, education institutes, and customs house. When collected the questionnaires back, it came up with seven from tourism police, 16 from TAT zone one, 3 from financial institutes, 5 from education institutes, and 3 from customs house. The proportion of supporter sector was 14.5 percent from total respondents.

Table 4.2: Number of supporters sector classify by types of supporter

Types of provider	Number	Percentage
Safety and security unit	7	3.0
Tourism information organization	16	6.8
International financial business (Bank)	3	1.3
Education organization	5	2.1
Custom house	3	1.3
Total	34	14.5

There were 62 percent of the respondents were female and only 38 percent were male.

Most of the respondents had their age in the range less than 30 years at 35 percent, while the respondents whose age between 31–39 years was 32.5 percent. Next, at 40–49 years period was 21.4 percent and whose age above 50 years was 11.1 percent.

Most of respondents were from southern part with 91.3 percent. There were 5.5 percent of respondents from central part. There were 1.8 percent of respondents from eastern part. There were 0.5 percent of respondents from western part and there are 0.9 percent of respondents from the northern part of Thailand.

The majority of the respondents, there were 38 percent of respondents had bachelor degree while 31.6 percent of respondents had the education level from high school. In addition, there were 15 percent of respondent had finished their education in vocational school level. There were 9.8 percent of respondents had certificate degree. Moreover, there were 5.1 percent of respondents had higher education degree.

To evaluate service quality of people in supply side, tourism-training program, in term of provider sector had only 19.2 percent from total respondents who ever had the tourism training programs. (22.5 percent with in provider sector) While the supporter had only 3.0 percent from total respondents who ever had the tourism training programs. (20.6 percent with in supporter sector) These results showed a lack of tourism training program so that the TAT and local government should to provide more tourism training and provide the legal service quality standard to control the people factor in the supply side.

Nevertheless, the position of the respondents was executive manager 26.5 percent. There was 15.4 percent of respondent's works as a head manager or manager position. In addition, there was 58.1 percent of respondent's works as a officer position. The result of this analysis showed lack of training to be a problem with people who serve tourists. In addition, the supply people service with their own experience more than real tourism, acknowledge that there might be a problem for quality and standard service at Songkhla (Table 4.3)

Table 4.3: Number and percentages of personal characteristics among respondents

Personal Characteristics		Provider		Supporter		Total (%)
		Number	Percent	Number	Percent	
Gender	Male	69	29.5	20	8.5	38.00
	Female	131	56.0	14	6.0	62.00
Age	Less than 30 years	77	32.9	5	2.1	35.0
	31-39 yrs.	65	27.8	11	4.7	32.5
	40-49 yrs.	40	17.1	10	4.3	21.4
	50-59 yrs.	18	7.7	8	3.4	11.1
Domicile	Southern	177	80.8	23	10.5	91.3
	Central part	6	2.7	6	2.7	5.5
	Eastern	3	1.4	1	0.5	1.8
	Western	1	0.5	-	-	0.5
	Northern	2	0.9	-	-	0.9
Education	High school	69	29.5	5	2.1	31.6
	Vocational school	36	15.4	-	-	15.4
	Certificate	20	8.5	3	1.3	9.8
	Bachelor degree	71	30.3	18	7.7	38.0
	Higher than Bachelor degree	4	1.7	8	3.4	5.1
Tourism training	Ever pass training	45	19.2	7	3.0	22.2
	Never pass training	155	66.2	27	11.5	77.8
Position at Organization	Executive manager	61	26.1	1	0.4	26.5
	Head manager/Manager	29	12.4	7	3.0	15.4
	Officer/lecturer	110	47	26	11.1	58.1

4.3 The tourism present situation in term of marketing mix view

Product

The first marketing mix factor was "Product." The essential elements for product factor were distinguish of natural destination, identity of local cultural, identity of historical destination, identity of religion destination, identity product for shopping destination and diversity of tourism destination. The results showed all essential elements had moderate potentiality. Therefore, the product factor was attractive for tourists who travel in Songkhla. However, supporter and providers should to develop or build the new tourism destination to attract the visitors to come to travel more and more (Table 4.4).

Table4.4: The frequency score and percentage of each essential element for product in marketing mix factor

An essential element	Superlative		High		Moderate		Low		Least		Total
	No.	(%)	No.	(%)	No.	(%)	No.	(%)	No.	(%)	No.
Distinguish of natural destination	19	8.2	84	36.4	100	43.3	26	11.3	2	0.9	231
Identity of local cultural	19	8.2	55	23.6	112	48.1	40	17.2	7	3.0	233
Identity of historical destination	12	5.2	43	18.5	109	47.0	55	23.7	13	5.6	232
Identity of religion destination	24	10.3	74	31.8	92	39.5	37	15.9	6	2.6	233
Identity product for shopping destination	31	13.4	75	32.3	96	41.4	25	10.8	5	2.2	232
Diversity of tourism destination	25	10.7	75	32.2	106	45.5	23	9.9	4	1.7	233

Comparison of mean scores between provider and supporter was to identify the potential tourism products in Songkhla. The test results of independent sample T-test, degree of freedom (d.f.) and P-value (statistically significant) were used to indicate the significant difference among group of respondents and the potential tourism products.

The result of potential tourism products, the supporters, and providers had same opinion in each essential element.

There was the same opinion from providers and supporters that the tourism products in Songkhla are moderate potential to support the visitors.

Table 4.5: Statistical comparison of the mean score of product factor in marketing mix between two groups of respondents (provider and supporter)

Potentiality of tourism products	Group of respondents		Summary of Test results		
	Provider	Supporter	T-value	d.f.	P-value
Distinguish of natural destination	3.39	3.47	-0.551	229	0.582
Identity of local cultural	3.18	3.12	0.349	231	0.731
Identity of historical destination	2.92	3.03	-0.608	230	0.544
Identity of religion destination	3.34	2.18	0.911	231	0.363
Identity product for shopping destination	3.41	3.61	-1.112	230	0.267
Diversity of tourism destination	3.40	3.45	-0.363	231	0.717

- Remark
- 1: T-value = Independent-Sample T-Test (computed) value
 - 2: d.f. = (degree of freedom) the amount of information from the sample data that has been used up.
 - 3: P-value = Level of statistically significant (2-tailed)

The potentiality of product factor was moderate the same as the result from table4.4 which most of tourism products were in the moderate potential level. It might because the visitors did not know others tourism products in Songkhla that there were many tourism products in Songkhla but not as popular as they should be.

Therefore, supporter sectors and provider sectors in Songkhla should develop or increase to promote tourism in Songkhla.

Table4.6: Mean score of potentiality level for product factor in marketing mix of Songkhla

Essential elements	Low potentiality 1.00-2.33	Moderate potentiality 2.34-3.66	High potentiality 3.67-5.00
Identity product for shopping destination		3.44	
Distinguish of natural destination		3.40	
Diversity of tourism destination		3.40	
Identity of religion destination		3.31	
Identity of local cultural		3.17	
Identity of historical destination		2.94	

Price

The second marketing mix factor was "Price" that essential elements for price factor were public tourism destination fees, accommodation price, entertainment complex service price, transportation fare in city, transportation fare between tourism destination, transportation fare between province, souvenir and local product price, cost of living, and service charge from Travel agent. From table 4.7, showed the highest frequency score and percentage percent from all essential elements were in the moderate level. Therefore, the price factor marketing mix in supply side opinion was reasonable for visitors who travel in Songkhla.

Table 4.7: The frequency score and percentage of each essential element for price in marketing mix factor

An essential element	Superlative		High		Moderate		Low		Least		Total
	No.	(%)	No.	(%)	No.	(%)	No.	(%)	No.	(%)	No.
Public tourism destination fees	4	1.8	20	8.8	135	59.5	57	25.1	11	4.8	227
Accommodation price	3	1.3	25	10.7	115	49.4	68	29.2	22	9.4	233
Entertainment complex service price	1	0.4	22	9.6	111	48.3	80	34.8	16	7.0	230
Transportation fare in city	4	1.7	20	8.7	121	52.6	74	32.2	11	4.8	230
Transportation fare between tourism destination	8	3.4	19	8.2	121	51.9	73	31.3	12	5.2	233
Transportation fare between province	4	1.7	20	8.5	137	58.5	67	28.6	6	2.6	234
Souvenir and local product price	2	0.9	33	14.2	127	54.7	56	24.1	14	6.0	232
Cost of living	2	0.9	16	6.8	129	55.1	72	30.8	15	6.4	234
Service charge from Travel agent	2	0.9	27	12.2	117	52.7	55	24.8	21	9.5	222

However, the effective factors to the cost of tourism suppliers were currency exchange rate and interest rate in moderate level while fuel/electrical price had high level to effected tourism cost (Table 4.8).

Table 4.8: The frequency score and percentage of each essential element, which effected to cost of tourism suppliers

An essential element	Superlative		High		Moderate		Low		Least		Total
	No.	(%)	No.	(%)	No.	(%)	No.	(%)	No.	(%)	No.
Currency Exchange rate	22	9.8	75	33.5	81	36.2	40	17.9	6	2.7	224
Fuel/Electrical price	56	24.2	95	41.1	67	29.0	11	4.8	2	0.9	231
Interest rate	42	19.0	73	33.0	77	34.8	24	10.9	5	2.3	221

Comparison of mean scores between provider and supporter was to identify the potential tourism prices. The test results of independent sample T-test, degree of freedom (d.f.) and P-value (statistically significant) were used to indicate the significant difference among groups of respondents and the potential tourism prices.

The result of potential tourism prices, the supporters, and providers had the same opinion in each essential element; That Songkhla was moderate level in term of "Price" in tourism market (Table4.9)

Table4.9: Statistical comparison the mean score of place factor in marketing mix between two groups of respondents (provider and supporter)

Potentiality of tourism prices	Group of respondents		Summary of Test results		
	Provider	Supporter	T-value	d.f.	P-value
Public tourism destination fees	2.79	2.67	0.906	225	0.366
Accommodation price	2.64	2.71	-0.400	231	0.690
Entertainment complex service price	2.65	2.39	1.806	228	0.072
Transportation fare in city	2.69	2.81	-0.647	35.589	0.522
Transportation fare between tourism destination	2.69	3.00	-2.065	231	0.050
Transportation fare between province	2.77	2.88	-1.111	56.017	0.271
Souvenir and local product price	2.78	2.91	-0.915	230	0.361
Cost of living	2.63	2.79	-1.235	232	0.218
Service charge from Travel agent	2.70	2.70	-0.043	220	0.966
Currency Exchange rate	3.29	3.35	-0.353	222	0.724
Fuel/Electrical price	3.86	3.69	1.322	229	0.187
Interest rate	3.58	3.44	0.736	219	0.462

Remark

1: T-value = Independent-Sample T-Test (computed) value

2: d.f. = (degree of freedom) the amount of information from the sample data that has been used up.

3: P-value = Level of statistically significant (2-tailed)

The first potential price with highest mean was souvenir and local price. Due to the souvenir and local products, most were the export products from Singapore, Malaysia, and China. Therefore, local products prices were cheaper than products in the other provinces. For others essential elements were in the moderate level. Therefore, Songkhla had suitable in term of tourism price for visitors who come to visited (Table4.10)

Table4.10: Mean score of potentiality level for price factor in marketing mix of Songkhla

Essential elements	Low potentiality 1.00-2.33	Moderate potentiality 2.34-3.66	High potentiality 3.67-5.00
Souvenir and local product price		2.80	
Transportation fare between province		2.79	
Public tourism destination fees		2.78	
Transportation fare between tourism destination		2.73	
Transportation fare in city		2.70	
Service charge from Travel agent		2.70	
Accommodation price		2.65	
Cost of living		2.65	
Entertainment complex service price		2.62	

The important economic impact on cost of tourism suppliers were fuel and electricity prices. Because the electricity price and fuel price were not certain that makes it made tourism businesses difficult to evaluate their cost. Therefore, the tourism prices in Songkhla were not fixed (Table 4.11).

Table4.11: Mean score of economic impact to tourism cost of supplier

Type in ordering	Low Impact 1.00-2.33	Moderate Impact 2.34-3.66	High Impact 3.67-5.00
Fuel/Electrical price			3.83
Interest rate		3.56	
Currency Exchange rate		3.30	

Place

The essential elements of "Place" marketing mix factor, which had influence to visitors decision making. First was a facility, Songkhla had 45.5 percent was a highest frequency in high level from respondents in term of facility. Therefore, facility in Songkhla had high potential to serve visitors. Second, transportation, Songkhla had 48.9 percent was highest percent in high level. Therefore, Songkhla had high potential to serve visitors for easy to traveling in Songkhla. This result was the same result of tourism accessibility from secondary data that is Songkhla has strength in term of transportation. Third, there was 44.9 percent at moderate level, which was the highest percent for safety, and security. Therefore, Safety and security in Songkhla still is safe for visitors. Finally, there were 47 percent at moderate level the highest percent for sanitation physical environment. Therefore, the local governments should control safety and security, and sanitation in tourism destinations to increase the number of visitors (Table 4.12)

Table4.12: The frequency score and percentage of each essential element for places in marketing mix factor

An essential element	Superlative		High		Moderate		Low		Least		Total
	No.	(%)	No.	(%)	No.	(%)	No.	(%)	No.	(%)	No.
Fully facilities	24	10.4	105	45.5	89	38.5	11	4.8	2	0.9	231
Fully Transportation	48	20.6	114	48.9	59	25.3	10	4.3	2	0.9	233
Safety & Security	24	10.3	64	27.4	105	44.9	32	13.7	9	3.8	234
Sanitation physical Environment	20	8.5	66	28.2	110	47.0	31	13.2	7	3.0	234

Potentiality level of essential element in term of "Place" from table 4.13 showed Songkhla had high potentiality tourism destinations especially fully of facilities and transportation to serve visitors, for safety and security, which was in the moderate potentiality level the same as sanitary physical environment. The local government should develop these two essential elements for tourism development plan in the future. However, the result of statistic comparison about safety and security was significant. Therefore, the

providers and supporters had difference opinion. It was because of the supporters known how to do the marketing plan so they do not worry about it too much. While the providers believed the effect of unsafely and security in three-border provinces southern Thailand was the one reason for the decreasing number of visitors.

Table4.13: Statistical comparison of the mean score of place factor in marketing mix between two groups of respondents (provider and supporter)

Potentiality of tourism places	Group of respondents		Summary of Test results		
	Provider	Supporter	T-value	d.f.	P-value
Fully facilities	3.56	3.79	-1.612	229	0.108
Fully Transportation	3.80	4.06	-1.1664	231	0.97
Safety & Security	3.19	3.71	-2.967	232	0.003
Sanitation physical Environment	3.23	3.44	-1.265	232	0.207

Remark

1: T-value = Independent-Sample T-Test (computed) value

2: d.f. = (degree of freedom) the amount of information from the sample data that has been used up.

3: P-value = Level of statistically significant (2-tailed)

From table 4.14, the first place factor potential in high level was fully transportation. The second was fully of facilities for visitors. In moderate level, Songkhla had safety and security, and sanitation in physical environment of tourism destinations that should have develop in seriously for sustainable development.

Table 4.14: Mean score of potentiality level for place factor in marketing mix of Songkhla

Essential elements	Low potentiality 1.00–2.33	Moderate potentiality 2.34–3.66	High potentiality 3.67–5.00
1) Fully Transportation			3.84
2) Fully facilities			3.6
3) Safety & Security		3.26	
4) Sanitation physical Environment		3.26	

Potentiality of tourism attractions in Songkhla

The tourism destination in Songkhla for this study had divided into 8 themes of tourism famous attractions in Songkhla. From table 4.15 showed the frequency of visitors' favorable in each tourism attractions. First, natural tourism attraction, most frequency was in moderate level with 45.1 percent. Therefore, Songkhla had moderate level to attract visitors by natural tourism attractions. Second, cultural, and traditional tourism attraction, most frequency was in moderate and high level with 35.1 percent of both levels. Therefore, Songkhla had moderate to high level to attract visitors by cultural and traditional tourism attractions. Third, historical tourism attraction, most frequency was in moderate level with 41.1 percent. Therefore, Songkhla had moderate level to attract visitors by historical tourism attractions. Fourth, religion remains tourism attraction, most frequency was in moderate level with 33.8 percent. Therefore, Songkhla had moderate level to attract visitors by religion remains tourism attractions. Fifth, Entertainment tourism attraction, most frequency was in high level with 43.5 percent. Therefore, Songkhla had high level to attract visitors by religion remains tourism attractions. Sixth, shopping place tourism attraction, most frequency was in high level with 39.5 percent. Therefore, Songkhla had high level to attract visitors by shopping places in Songkhla. Seventh, national park, park and zoo tourism attraction, most frequency was in moderate level with 47.6 percent. Therefore, Songkhla had moderate level to attract visitors by national park, park, and zoo in Songkhla. Finally, Special event tourism attraction, most frequency was in

high level with 34.9 percent. Therefore, Songkhla had high level to attract visitors by operate special tourism events in Songkhla.

Table4.15: The frequency of visitors' favorable in each tourism attractions of Songkhla

Type	Superlative		High		Moderate		Low		Least		Total
	No.	(%)	No.	(%)	No.	(%)	No.	(%)	No.	(%)	No.
Natural tourism attraction	29	12.4	73	31.3	105	45.1	23	9.9	3	1.3	233
Cultural & Traditional tourism attraction	21	9.1	81	35.1	81	35.1	44	19.0	4	1.7	231
Historical tourism attraction	9	3.9	30	13.0	95	41.1	79	34.2	18	7.8	231
Religion remains tourism attraction	19	8.2	73	31.6	78	33.8	49	21.2	12	5.2	231
Entertainment tourism attraction	70	30.4	100	43.5	43	18.7	14	6.1	3	1.3	230
Shopping place tourism attraction	49	21.0	92	39.5	70	30.0	20	8.6	2	0.9	233
National park/Park/Zoo tourism attraction	6	2.6	35	15.2	110	47.6	56	24.2	24	10.4	231
Special event tourism attraction	36	15.5	81	34.9	78	33.6	32	13.8	5	2.2	232

The providers and supporters had the same opinion in terms of tourism destination attractiveness and that the most famous of tourism products in Songkhla was entertainment, which has potential ranging, was 3.96 mean score. The second famous of tourism attraction was shopping places that Songkhla provide many areas for visitors to shopping especially Hatyai district. The ranging of shopping attractions was 3.71 point. For the others attraction they were all in the moderate potential so if the TAT zone one and local government develop and promote tourism they can be developed to be a high potential attraction for tourism in absolutely (Table4.16), (Table4.17).

Table4.16: Statistical comparison the mean score of tourism destination attractive between two groups of respondents (provider and supporter)

Potentiality of tourism attractions	Group of respondents		Summary of Test results		
	Provider	Supporter	T-value	d.f.	P-value
Natural attraction	3.42	3.53	-0.657	231	0.512
Cultural & Traditional attraction	3.34	3.15	1.246	51.865	0.219
Historical attraction	2.70	2.79	-0.573	229	0.568
Region remains attraction	3.14	3.29	-1.009	48.284	0.317
Entertainment attraction	3.95	3.97	-0.096	228	0.924
Shopping attraction	3.69	3.83	-1.140	53.258	0.259
National park/Park/Zoo	2.74	2.85	-0.786	53.347	0.436
Special event attraction	3.48	3.44	0.234	230	0.812

- Remark
- 1: T-value = Independent-Sample T-Test (computed) value
 - 2: d.f. = (degree of freedom) the amount of information from the sample data that has been used up.
 - 3: P-value = Level of statistically significant (2-tailed)

Table4.17: Mean score of potentiality level for attractiveness in tourism destinations at Songkhla

Essential elements	Low potentiality 1.00-2.33	Moderate potentiality 2.34-3.66	High potentiality 3.67-5.00
1)Entertainment attractions			3.96
2)Shopping attractions			3.71
3)Special event attractions		3.48	
4)Natural attractions		3.44	
5)Cultural & Traditional attractions		3.31	
6)Region remains attractions		3.16	
7)National park/Park/Zoo		2.75	
8)Historical attractions		2.71	

Promotion

The fourth marketing mix factor was "Promotion", which essential elements for promotion factor were promote by special event, festival and traditional, special package and TAT special event. The highest frequency percentage was promote by special event and festival and traditional were both in high level with 37.8 and 47.6 percent. In addition, the highest percent for promote by package and TAT special event were both in moderate level with 41.1 and 34.9 percent (Table4.18). Moreover, the information factor (Table4.19) which had influence to tourist decision making are 4 source, the first was the influence by personnel source that the most of respondents selected in high level with 50.7 percent. The second was the influence by commercial source that the most of respondents selected in high level with 45 percent. So these 2 sources had influence to tourist decision making to travel in Songkhla while the other 2 sources which were the influence by public source and the influence by experimental source that the highest percent were in the moderate level with 40.6 and 42.1 percent.

Table4.18: The frequency score and percentage of each essential element for promotion in marketing mix factor

An essential element	Superlative		High		Moderate		Low		Least		Total
	No.	(%)	No.	(%)	No.	(%)	No.	(%)	No.	(%)	No.
Special event	60	25.8	88	37.8	58	24.9	24	10.3	3	1.3	233
Festival and traditional	68	29.2	111	47.6	42	18.0	8	3.4	4	1.7	233
Special package	36	15.6	71	30.7	95	41.1	26	11.3	3	1.3	231
TAT special event	45	19.4	79	34.1	81	34.9	25	10.8	2	0.9	232

Table 4.19: The frequency score and percentage of information factor which have affected tourists' decision-making.

The information factor	Superlative		High		Moderate		Low		Least		Total
	No.	(%)	No.	(%)	No.	(%)	No.	(%)	No.	(%)	No.
Influence by personnel source	39	17.2	115	50.7	59	26.0	12	5.3	2	0.9	227
Influence by commercial source	32	14.0	103	45.0	81	35.4	12	5.2	1	0.4	229
Influence by public source	20	8.7	80	34.9	93	40.6	33	14.4	3	1.3	229
Influence by experimental source	17	7.5	62	27.2	96	42.1	46	20.2	7	3.1	228

Comparison of mean scores between provider and supporter was to identify the potential tourism promotions. The test results of independent sample T-test, degree of freedom (d.f.) and P-value (statistically significant) were used to indicate the significant difference among group of respondents and the potential tourism promotions.

The result of potential tourism promotion, the supporters, and providers had same opinion in each essential element.

There was the same opinion from providers and supporters that the tourism promotions in Songkhla were high potentiality to support the visitors.

Table4.20: Statistical comparison of the mean score of promotion factor in marketing mix between two groups of respondents (provider and supporter)

Potentiality of tourism promotions	Group of respondents		Summary of Test results		
	Provider	Supporter	T-value	d.f.	P-value
Special event	3.75	3.82	-0.378	231	0.705
Festival and traditional	4.02	3.82	1.211	231	0.227
Special package	3.50	3.35	0.864	229	0.388
TAT special event	3.58	3.74	-0.878	230	0.381
Influence by personnel source	3.76	3.88	-0.747	225	0.456
Influence by commercial source	3.67	3.65	0.172	227	0.863
Influence by public source	3.37	3.27	0.571	227	0.569
Influence by experimental source	3.18	3.03	1.205	67.133	0.232

Remark

1: T-value = Independent-Sample T-Test (computed) value

2: d.f. = (degree of freedom) the amount of information from the sample data that has been used up.

3: P-value = Level of statistically significant (2-tailed)

At the present potentiality of tourism's promotion in Songkhla was high potential in each activity. However, the problems of promotions were because activities had not change the style or had no new activities to attraction the visitors. Therefore, the number of visitors decreased compared to other provinces, which had new activities (Table 4.21)

The most important information source that had influence on decision making of visitors was personnel source. The personnel sources include family, neighborhood, relatives, and friends. In addition, the second important information source was commercial source, which included advertising, sale person, and leader. Therefore, the results were the indicators for provider and supporter to realize that if the visitors were satisfied in the quality of service and tourism destinations they might tell others by word of mouth. Therefore, the providers and supporters should collaborate to develop the standard of tourism service to be a paradise destination for visitors (Table4.22)

Table4.21: Mean score of potentiality level for promotion factor in marketing mix of Songkhla

Essential elements	Low potentiality 1.00-2.33	Moderate potentiality 2.34-3.66	High potentiality 3.67-5.00
Festival and traditional			3.99
Special event			3.76
TAT special event			3.60
Special package			3.48

Table4.22 Mean score of potentiality level for information source factor in marketing mix of Songkhla

Essential elements	Low potentiality 1.00-2.33	Moderate potentiality 2.34-3.66	High potentiality 3.67-5.00
Influence by personnel source			3.75
Influence by commercial source			3.67
Influence by public source		3.35	
Influence by experimental source		3.16	

Process

The fifth marketing mix factor was "Process" that essential elements for process factor were convenience of custom etiquette entering to Songkhla by airplane and convenience of custom etiquette entering to Songkhla by car. The result of convenience of custom etiquette entering to Songkhla by airplane the highest percent was at the high level with 44.6 percent while result of convenience of custom etiquette entering to Songkhla by car the highest percent was at the moderate level with 28.8 percent. Therefore, the customhouse at Sadao district should to develop their custom etiquette to be more convenience for tourists (Table4.23).

Table4.23: The frequency score and percentage of each essential element for process in marketing mix factor

An essential element	Superlative		High		Moderate		Low		Least		Total No.
	No.	(%)	No.	(%)	No.	(%)	No.	(%)	No.	(%)	
Convenience of custom etiquette entering by airplane	44	19.0	103	44.6	72	31.2	11	4.8	1	0.4	231
Convenience of custom etiquette entering by car	34	14.7	83	35.8	20	38.8	21	9.1	4	1.7	232

Comparison of mean scores between provider and supporter was to identify the potential tourism process management. The test results of independent sample T-test, degree of freedom (d.f.) and P-value (statistically significant) were use to indicate the significant difference among group of respondents and the potential tourism processes.

The result of potential tourism process management, the supporters, and providers had the same opinion in each essential element.

There was the same opinion from providers and supports that the tourism processes in Songkhla are moderate potential to support the visitors (Table4.24)

Table4.24 Statistical comparison of the mean score of process factor in marketing mix between two groups of respondents (provider and supporter)

Potentiality of tourism processes	Group of respondents		Summary of Test results		
	Provider	Supporter	T-value	d.f.	P-value
Convenience of custom etiquette entering by airplane	3.75	3.91	-1.217	50.399	0.299
Convenience of custom etiquette entering by car	3.52	3.52	-0.431	230	0.667

Remark

1: T-value = Independent-Sample T-Test (computed) value

2: d.f. = (degree of freedom) the amount of information from the sample data that has been used up.

3: P-value = Level of statistically significant (2-tailed)

The customhouse at airport had high potential to support the visitor. In addition, the customhouse at Sadao district had moderate potential. Because of, most visitors come to visited Songkhla by road transportation. Therefore, the custom house Sadao district has to develop their service management faster to support the number of visitors that will increase after promoting tourism market plans (Table4.25)

Table4.25: Mean score of potentiality level for process factor in marketing mix of Songkhla

Essential elements	Low potentiality 1.00-2.33	Moderate potentiality 2.34-3.66	High potentiality 3.67-5.00
Convenience of custom etiquette entering by airplane			3.77
Convenience of custom etiquette entering by car		3.53	

People

The sixth marketing mix factor was "People" which essential elements for people factor were the hospitality of local people, qualify service providers and the sufficient number of service providers. The results from all essential elements are highest frequency in moderate level showed that the supply side should develop human resource management by giving more training to the employees. Moreover, local government should support the knowledge of service quality to providers and education sector should provide more educate in term of hospitality service to increase the number of professionals to support the growth of volume of tourists in the future (Table4.26).

Table4.26: The frequency score and percentage of each essential element for process in marketing mix factor

An essential element	Superlative		High		Moderate		Low		Least		Total No.
	No.	(%)	No.	(%)	No.	(%)	No.	(%)	No.	(%)	
The hospitality of local people	18	7.7	81	34.6	94	40.2	29	12.4	12	5.1	234
Qualify service providers	22	9.4	86	36.8	107	45.7	15	6.4	4	1.7	234
The sufficient number of service providers	26	11.2	82	35.3	93	40.1	28	12.1	3	1.3	232

Comparison of mean scores between provider and supporter was to identify the potential tourism people. The test results of independent sample T-test, degree of freedom (d.f.) and P-value (statistically significant) were use to indicate the significant difference among group of respondents and the potential tourism people.

The result of potential tourism people, the supporters, and providers had same opinion in each essential element.

There was same opinion from providers and supports that the tourism people in Songkhla are moderate potential to support tourism in Songkhla (Table4.27)

Table4.27: Statistical comparison of the mean score of people factor in marketing mix between two groups of respondents (provider and supporter)

Potentiality of tourism people	Group of respondents		Summary of Test results		
	Provider	Supporter	T-value	d.f.	P-value
The hospitality of local people	3.25	3.41	-0.913	232	0.362
Qualify service providers	3.45	3.50	-0.329	232	0.743
The sufficient number of service providers	3.44	3.35	0.533	230	0.581

- Remark
- 1: T-value = Independent-Sample T-Test (computed) value
 - 2: d.f. = (degree of freedom) the amount of information from the sample data that has been used up.
 - 3: P-value = Level of statistically significant (2-tailed)

The tourism people who served the visitors should have to develop the quality. The local government and TAT zone one have to provide training programs for tourism service providers. Because of, the result of potentiality tourism people was in moderate level (Table4.28).

Table4.28: Mean score of potentiality level for people factor in marketing mix of Songkhla

Essential elements	Low potentiality 1.00-2.33	Moderate potentiality 2.34-3.66	High potentiality 3.67-5.00
Qualify service providers		3.46	
The sufficient number of service providers		3.43	
The hospitality of local people		3.27	

Physical Evident

The last factor was "Physical evident" those essential elements for physical evident factor were the standard and trendy night entertainment complex with highest percent of respondents at high level with 42.9 percent. The second was the quality of accommodation with highest percent of respondents at high level with 46.2 percent (Table4.29). so physical evident for tourism in Songkhla province was high potential, this factor was ready to support the growth rate of tourism in the future by tourism development plan of the local government (Table4.30).

Table4.29: The frequency score and percentage of each essential element for physical evident in marketing mix factor

An essential element	Superlative		High		Moderate		Low		Least		Total
	No.	(%)	No.	(%)	No.	(%)	No.	(%)	No.	(%)	No.
Standard & trendy night entertainment complexes	53	22.7	100	42.9	64	27.5	11	4.7	5	2.1	233
Quality of accommodations	54	23.1	108	46.2	61	26.1	11	4.7	0	0	234

Comparison of mean scores between provider and supporter was to identify the potential tourism physical evident. The test results of independent sample T-test, degree of freedom (d.f.) and P-value (statistically significant) were use to indicate the significant difference among group of respondents and the potential tourism physical evident.

The result of potential tourism physical evident factor, the supporters, and providers had same opinion in quality of accommodations. However, in standard and trendy night entertainment complexes had statistical significant (Table 4.30).

Table4.30: Statistical comparison of the mean score of physical evident factor in marketing mix between two groups of respondents (provider and supporter)

Potentiality of tourism physical evident	Group of respondents		Summary of Test results		
	Provider	Supporter	T-value	d.f.	P-value
Standard & trendy night entertainment complexes	3.74	4.09	-2.033	231	0.043
Quality of accommodations	3.86	4.00	-0.957	232	0.340

- Remark
- 1: T-value = Independent-Sample T-Test (computed) value
 - 2: d.f. = (degree of freedom) the amount of information from the sample data that has been used up.
 - 3: P-value = Level of statistically significant (2-tailed)

The tourism physical evident in Songkhla had high potentiality to support the visitors. The first was the quality of accommodations in Songkhla. Another was standard and trendy of night entertainment complexes (Table4.31).

Table4.31: Mean score of potentiality level for physical evident factor in marketing mix of Songkhla

Essential elements	Low potentiality 1.00-2.33	Moderate potentiality 2.34-3.66	High potentiality 3.67-5.00
Quality of accommodations			3.88
Standard & trendy night entertainment complexes			3.79

Statistical comparison the mean score of marketing mix 7Ps between two groups of respondents (provider and supporter)

Comparison of mean scores between provider and supporter was to identify the potential of essential element of the tourism market present situation by using the marketing mix 7Ps. The test results of independents sample T-test, degree of freedom (d.f.) and P-value (statistically significant) were use to indicate the significant among group of respondents and potential marketing mix.

The result of marketing mix 7Ps at mean value of supporters higher than providers and the P-value is 0.015 the supporters and providers had statistical significant.

For the others the statistic was not different so the opinion of supporter and providers were the same way.

Table4.32: Statistical comparison the mean score of marketing mix 7Ps of Songkhla tourism market between two groups of respondents (provider and supporter)

Potentiality of Songkhla	Group of respondents		Summary of Test results		
	Provider	Supporter	T-value	d.f.	P-value
1. Place	3.43	3.73	-2.457	229	0.015
2. Price	2.67	2.76	-0.789	205	0.426
3. Product	3.26	3.28	-0.207	225	0.836
4. Promotion	3.63	3.57	-0.421	218	0.674
5. Process	3.36	3.75	-0.831	227	0.404
6. People	3.38	3.42	-0.237	230	0.813
7. Physical evident	3.79	4.04	-1.0767	231	0.079

- Remark
- 1: T-value = Independent-Sample T-Test (computed) value
 - 2: d.f. = (degree of freedom) the amount of information from the sample data that has been used up.
 - 3: P-value = Level of statistically significant (2-tailed)

Comparison of mean scores in types of respondents and the results of marketing mix was to identify the potential of tourism market in the present situation. The test results are F-value means the value of One-Way ANOVA, degree of freedom (d.f.) and P-value (statistically significant) were used to indicate the significant difference among types of respondent and potential marketing mix.

The result in type of respondents and the results of marketing mix showed they were non-statistically significant. Therefore, all types had the same opinion in the results of the marketing mix (Table4.33)

4.2.1.5 Statistical comparison the mean score of marketing mix 7Ps between types of respondents (ANOVA)

Table 4.33: Statistical comparison the mean score of marketing mix 7Ps between types of respondents

Types	Travel agents /Safety and security	Souvenir and local shop/ Tourism Information	Transport business/ Currency exchange or International financial business	Restaurants/Education sectors	Lodging/ Custom house	F	d.f	P
	Mean	Mean	Mean	Mean	Mean			
Place	3.53	3.53	3.34	3.42	3.47	0.637	230	0.636
Price	2.55	2.75	2.71	2.54	2.76	1.599	206	0.176
Product	3.34	3.26	3.11	3.17	3.33	0.973	226	0.423
Promotion	3.67	3.73	3.46	3.51	3.63	1.324	219	0.262
Process	3.74	3.67	3.33	3.62	3.77	2.383	228	0.052
People	3.51	3.36	3.22	3.35	3.45	0.969	231	0.426
Physical evident	3.83	3.85	3.59	3.75	4.01	2.053	232	0.88

Remarks

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

2: d.f = Degrees of freedom (the amount of information from the sample data that has been used up), d.f. for numerator = 2; d.f. for denominator = 125

3: P-value = Level of statistically significant

4.4 Evaluate the potential and prospect support from respondents for Songkhla tourism marketing development plan

Started from this part the researcher had set the indicator to ask the respondents to answer in three levels of potential and prospect support from respondents for Songkhla tourism marketing development plans in the future.

High potentiality 3 points = ready the support/Can development immediately

Medium potentiality 2 points = have to study/repair before development

Low potentiality 1 points = not ready to support/ high investment to develop

The potential and prospect of Songkhla tourism destination to develop had four plans. The opinions of the respondents in each plan are to be an eco-tourism destination, to be a sport and recreation tourism destination, to be a health and medical tourism destination and to be a duty free shopping tourism destination. The results of all plans were moderate potential and prospect. Therefore, the local government should study before developing and following these four plans (Table4.34).

Table4.34: The frequency score and percentage of tourism products development plan

Development plan	High potential & Prospect		Moderate potential & Prospect		Low potential & Prospect		Total
	No.	(%)	No.	(%)	No.	(%)	No.
Eco-Tourism destinations	46	20.1	142	62.0	41	17.9	229
Sports recreation tourism destinations	35	15.3	153	66.8	41	17.9	229
Health & Medical tourism destinations	49	21.3	136	59.1	45	19.6	230
Duty free shopping center	102	44.0	108	46.6	22	9.5	232

4.4.1 Statistical comparison the mean score of tourism products development plan between two groups of respondents (provider and supporter)

Comparison of mean scores between provider and supporter was to identify the potential and prospect of Songkhla tourism destination development. The test results of independent sample T-test, degree of freedom (d.f.) and P-value (statistically significant) were used to indicate the significant difference among group of respondents and the potential and prospect of Songkhla tourism destination development.

The result of the potential and prospect of Songkhla tourism destination development, the mean value of supporters higher than providers and the P-value was 0.540 the supporters and providers had statistically no difference.

Therefore, the supporter and provider had the same opinion that the potential and prospect of Songkhla tourism destination development was moderate potential and prospect to development (Table 4.35).

Table 4.35: Statistical comparison of the mean score of tourism products development plan between two groups of respondents (provider and supporter)

Product plan	Group of respondents		Summary of Test results		
	Provider	Supporter	T-value	d.f.	P-value
The potential and prospect of Songkhla tourism destination	2.05	2.10	-0.614	220	0.540

- Remark
- 1: T-value = Independent-Sample T-Test (computed) value
 - 2: d.f. = (degree of freedom) the amount of information from the sample data that has been used up.
 - 3: P-value = Level of statistically significant (2-tailed)

The first opinion for development tourism destinations from respondents ready for develop was duty free shopping destinations. Because of Songkhla, has advantage in term of located border to Malaysia. Therefore, the duty free product will be cheap and various. The second was health and medical tourism destinations. Because of Songkhla has Songkla Nakarin hospital, which was located at the Medical Faculty Prince of Songkla University Hatyai campus, was the main medical and health center in Southern Thailand.

Moreover, there were seven hospitals, with high quality of service and treatment, and located around Songkhla province. The third was developing eco-tourism destinations. Songkhla has eco-tourism destinations at Songkhla lake area but it was not as popular as it should be. Therefore, tourism promotion plan should promote eco-tourism in Songkhla. The final was sports and recreation tourism destinations. In fact, Songkhla had operated recreation tourism activities the whole year such as the Hatyai mini half marathon, FISU international volleyball beach competition. Therefore, the respondents want to promote and develop other tourism products (Table4.36)

Table4.36: Mean score of potentiality level for tourism product development plan for Songkhla

Type in ordering	Low potentiality 1.00-1.66	Moderate potentiality 1.67-2.33	High potentiality 2.34-3.00
Duty free shopping center			2.34
Health & Medical tourism destinations			2.02
Eco-Tourism destinations			2.02
Sports & recreation tourism destinations		1.97	

4.4.2 Evaluate the potential and prospect support for the development of tourism promotion at Songkhla

The potential and prospect of Songkhla tourism promotion plan to develop seven tourism activities. The seven tourism activities are car rally, travel by train, online advertising, tourism product and service exhibition, special tour package, printed media tourism information for promote and promoting uniqueness of Songkhla. The results of all plans are moderate potential and prospect. Therefore, the local government and TAT zone one should study before promoting these seven tourism activities (Table4.37).

Table4.37: The frequency score and percentage of tourism promotion development plan

Promotion plan	High potential & Prospect		Moderate potential & Prospect		Low potential & Prospect		Total
	No.	(%)	No.	(%)	No.	(%)	No.
Car rally	71	31.0	123	53.7	35	15.3	229
Travel by train	30	13.0	128	55.7	72	31.3	230
Online advertising	57	24.9	127	55.5	45	19.7	229
Tourism product and service exhibition	79	34.1	134	57.8	19	8.2	232
Special tour package	58	25.2	133	57.8	39	17.0	230
Printed media tourism information	69	30.1	123	53.7	37	16.2	229
Promoting uniqueness of Songkhla	56	24.6	134	58.8	38	16.7	228

4.4.3 Statistical comparison of the potential and prospect support for the development of tourism promotion at Songkhla between groups of respondents (providers and supporters)

Comparison of mean scores between provider and supporter was to identify the potential and prospect of Songkhla tourism promotion plan. The test results of independent sample T-test, degree of freedom (d.f.) and P-value (statistically significant) were used to indicate the significant difference among groups of respondents and the potential and prospect of Songkhla tourism promotion development plan.

The result of the potential and prospect of Songkhla tourism promotion development plan, the mean value of supporters higher than providers and the P-value was 0.457 the supporters and providers were statistically not different.

Therefore, the supporter and provider had the same opinion that the potential and prospect of Songkhla tourism promotion plan was moderate potential and prospect to development (Table 4.38).

Table 4.38: Statistical comparison the potential and prospect support for the development of tourism promotion at Songkhla between group of respondents (providers and supporters)

Promotion plan	Group of respondents		Summary of Test results		
	Provider	Supporter	T-value	d.f.	P-value
The potential and prospect of Songkhla tourism promotion plan	2.07	2.14	-0.745	216	0.457

Remark

1: T-value = Independent-Sample T-Test (computed) value

2: d.f. = (degree of freedom) the amount of information from the sample data that has been used up.

3: P-value = Level of statistically significant (2-tailed)

The opinion of respondents to develop the promotion plan was that the first plan should be the development of tourism product and service exhibition. The second was car rally through three countries (Indonesia–Malaysia–Thailand) under the IMT–GT collaborative. The third was printed media tourism information for promoting Songkhla. The fourth was promoting uniqueness of Songkhla that should have to develop and rebuild tourism brand of Songkhla or theme of tourism in Songkhla. The fifth was special tour package, which operate by TAT zone one and providers sector. The final was promoting visitor to travel by train (Table4.39)

Table4.39: Mean score of potentiality level for tourism promotion development plan for Songkhla

Type in ordering	Low potentiality 1.00-1.66	Moderate potentiality 1.67-2.33	High potentiality 2.34-3.00
Tourism product and service exhibition		2.26	
Car rally		2.16	
Printed media tourism information		2.14	
Promoting uniqueness of Songkhla		2.08	
Special tour package		2.08	
Online advertising		2.05	
Travel by train		1.82	

4.4.4 Evaluate the potential and prospect for develop quality of people to serve international tourists

The potential and prospect for develop quality of people to serves international tourists. The main regions of tourist who visit Songkhla were from East Asia and Europe and the result show potential and prospective highest percent in moderate level. Nevertheless, for tourists from Arabian, the new target market, Songkhla still had low potential and prospect to serve them although Songkhla was close to Yala, Pattani and Narathiwat of which most of the population are Muslim, but the number of tourists from Arabian was low. So for the future if TAT more promote Songkhla into the Arabian market Songkhla can develop to be an Arabian and others regions tourism destination (Table 4.40).

Table4.40: The frequency score and percentage of tourism promotion development plan

Region	High potential & Prospect		Moderate potential & Prospect		Low potential & Prospect		Total No.
	No.	(%)	No.	(%)	No.	(%)	
East-Asia	46	19.8	132	56.9	54	23.3	232
Europe	23	10.0	123	53.5	84	36.5	230
Arabian	18	7.9	85	37.4	124	54.6	227

4.4.5 Statistical comparison of the potential and prospect support for service quality development plan to serve international visitors at Songkhla between group of respondents (providers and supporters)

Comparison of mean scores between provider and supporter was to identify the potential and prospect people to serve international tourists. The test results of independent sample T-test, degree of freedom (d.f.) and P-value (statistically significant) were used to indicate the significant differences among groups of respondents and the potential and prospect people to serve international tourists.

The result of the potential and prospect people to serve international tourists, the mean value of supporters higher than providers and the P-value was 0.46 the supporters and providers were statistically not different.

Therefore, the supporter and provider had the same opinion that the potential and prospect for people to serve international tourists was moderate potential and prospect to development (Table 4.41).

Table 4.41: Statistical comparison of the potential and prospect support for service quality development plan to serve international visitors at Songkhla between group of respondents (providers and supporters)

Service quality development plan	Group of respondents		Summary of Test results		
	Provider	Supporter	T-value	d.f.	P-value
The potential and prospect people to serve international tourists	1.7436	1.8047	-0.745	53.406	0.460

Remark

1: T-value = Independent-Sample T-Test (computed) value

2: d.f. = (degree of freedom) the amount of information from the sample data that has been used up.

3: P-value = Level of statistically significant (2-tailed)

The respondents were ready to serve international visitor in moderate level. The high potential and prospect was visitors from East Asia, The second was visitors from Europe. The final was visitors from Arabia. Therefore, TAT and local governments should provide more training programs to support the tourism developments in the future especially the Arabian language training programs, which is the new target market in the future (Table4.42)

Table4.42: Mean score of potentiality level for people development plan to serve international visitors for Songkhla

Type in ordering	Low potentiality 1.00-1.66	Moderate potentiality 1.67-2.33	High potentiality 2.34-3.00
East-Asia		1.97	
Europe		1.73	
Arabian		1.53	

4.4.6 Evaluate the potential and prospect of Songkhla tourism infrastructure and facilities development

The result of potential and prospect tourism infrastructure and facilities development in term of transportation, infrastructure, safety regulation, and environmental management regulation are in the moderate level of potential and prospect. The percentages were 59.5, 50.0, 62.1, 61.6 percents. The infrastructure and facility of Songkhla are quite suitable to serves the tourist but need to develop a little in term of safety regulations and environmental management regulation (Table 4.43).

Table4.43: The frequency score and percentage of Songkhla tourism infrastructure and facilities development

Place development	High potential & Prospect		Moderate potential & Prospect		Low potential & Prospect		Total
	No.	(%)	No.	(%)	No.	(%)	No.
Transportation	81	34.9	138	59.5	13	5.6	232
Infrastructure	99	42.7	116	50.0	17	7.3	232
Safety regulation	34	14.7	144	62.1	54	23.3	232
Environmental management regulation	32	14.0	141	61.6	56	24.5	229

4.4.7 Statistical comparison of the potential and prospect support for Songkhla tourism infrastructure and facilities development between groups of respondents (providers and supporters)

Comparison of mean scores between provider and supporter was to identify the potential and prospect of Songkhla tourism infrastructure and facilities development. The test results of independent sample T-test, degree of freedom (d.f.) and P-value (statistically significant) were use to indicate the significant difference among group of respondents and potential and prospect of Songkhla tourism infrastructure and facilities development.

The result of the potential and prospect of Songkhla tourism infrastructure and facilities development, the mean value of supporters higher than providers and the P-value was 0.024 the supporters and providers were statistically different.

Therefore, the supporter and provider had different opinions about potential and prospect of Songkhla tourism infrastructure and facilities development (Table4.44).

Table4.44: Statistical comparison of the potential and prospect support for Songkhla tourism infrastructure and facilities development between group of respondents (providers and supporters)

Place tourism development	Group of respondents		Summary of Test results		
	Provider	Supporter	T-value	d.f.	P-val
The potential and prospect of Songkhla tourism infrastructure and facilities development	2.0903	2.2425	-2.316	224	0.02

Remark

1: T-value = Independent-Sample T-Test (computed) value

2: d.f. = (degree of freedom) the amount of information from the sample data that has been used up.

3: P-value = Level of statistically significant (2-tailed)

Songkhla had moderate potential and prospect to develop tourism infrastructure and facilities. The first was infrastructure of the tourism destination area that the local governments should develop. The second was transportation that should provide services into the tourism destination areas. The third was the safety regulations in tourism destinations that local government should operate. The final was environmental management regulation in tourism destination areas to protect environment in tourism destinations of Songkhla province (Table4.45)

Table4.45: Mean score of potentiality level for place factor in tourism infrastructure and facilities development

Type in ordering	Low potentiality 1.00-1.66	Moderate potentiality 1.67-2.33	High potentiality 2.34-3.00
Infrastructure			2.35
Transportation		2.29	
Safety regulation		1.91	
Environmental management regulation		1.90	

4.4.8 Evaluate the potential and prospect of Songkhla tourism process development.

The result of potential and prospect of Songkhla tourism process development in term of availability and supply of tourism information and convenience of custom etiquette were in the moderate level of potential and prospect. The percentages were 69.5 and 69.5 percents (Table 4.46).

Table4.46: The frequency score and percentage of Songkhla tourism process development plan

Process development	High potential & Prospect		Moderate potential & Prospect		Low potential & Prospect		Total
	No.	(%)	No.	(%)	No.	(%)	No.
Tourism information	38	17.8	148	69.5	27	12.7	213
Custom etiquette	40	17.7	157	69.5	29	12.8	226

4.4.9 Statistical comparison of the potential and prospect support for Songkhla tourism process development plan between groups of respondents (providers and supporters)

Comparison of the mean scores between provider and supporter was to identify the potential and prospect of tourism process development plans. The test results of independent sample T-test, degree of freedom (d.f.) and P-value (statistically significant) were used to indicate the significant difference among group of respondents and potential and prospect of Songkhla tourism process development plans.

The result of the potential and prospect of Songkhla tourism process development plans, the mean value of supporters higher than providers and the P-value was 0.687 the supporters and providers were statistically not different.

Therefore, the supporter and provider had the same opinion about potential and prospect of tourism process development plans (Table 4.47).

Table 4.47: Statistical comparison the potential and prospect support for Songkhla tourism process development plan between group of respondents (providers and supporters)

Process development	Group of respondents		Summary of Test results		
	Provider	Supporter	T-value	d.f.	P-value
The potential and prospect of Songkhla tourism process development	2.0359	2.0714	-0.404	207	0.687

Remark

1: T-value = Independent-Sample T-Test (computed) value

2: d.f. = (degree of freedom) the amount of information from the sample data that has been used up.

3: P-value = Level of statistically significant (2-tailed)

4.4.10 Evaluate the potential and prospect of Songkhla tourism physical evident development plans.

The result of potential and prospect of Songkhla tourism physical evident development plans was the standard of accommodation was 57.5 percent at the high potential and prospect level (Table 4.48). The mean value of provider was 2.55 and supporter was 2.59. Therefore, the respondents had the same opinion and the accommodation standard in Songkhla had high potential and prospect to support the growth of tourism market (Table 4.49).

Table4.48: The frequency score and percentage of Songkhla tourism physical evident development plan

Physical evident development	High potential & Prospect		Moderate potential & Prospect		Low potential & Prospect		Total
	No.	(%)	No.	(%)	No.	(%)	No.
Standard of accommodation	134	57.5	94	40.3	5	2.1	233

Table4.49: Statistical comparison mean score the potential and prospect support for Songkhla tourism physical evident development plan between groups of respondents (providers and supporters)

Physical evident development	Mean	
	Provider	Supporter
Standard of accommodation	2.55	2.59

4.5 Tourism affective to Songkhla after develop tourism market

The macro economic factor, which will have an effect on tourism industry in the future, were the economic impact, the result was high level with highest percent at 42.1 percent. While 39.2 percent was the highest percent at moderate level for social and religion impact, 36.1 percent was the highest percent at high level for political impact and 37.7 percent was the highest percent at superlative level for safety and security impact. Therefore, the most impact to tourism in Songkhla was the safety and security in the country. Because of the terrorism in three borders, southern province of Thailand (Yala, Pattani, and Narathiwat) had effected to tourism in Songkhla. The number of tourists in Songkhla increased until the bomb situation at Carreful department store, Hatyai, and Hatyai International airport in 3 April 2005. Then after that, the number of tourists had increased a little bit until now. Therefore, the safety and security impact had high effect on tourism in Songkhla.

Table4.50: The frequency score and percentage of tourism affect by macro economic factor

Macro factor	Superlative		High		Moderate		Low		Least		Total
	No.	(%)	No.	(%)	No.	(%)	No.	(%)	No.	(%)	No.
Economic	81	34.8	98	42.1	43	18.5	8	3.4	3	1.3	233
Social & Religion	32	13.8	80	34.5	91	39.2	24	10.3	5	2.2	232
Political	47	20.4	83	36.1	75	32.6	23	10.0	2	0.9	230
Safety & Security	87	37.7	69	29.9	59	25.5	15	6.5	1	0.4	231

4.5.1 Statistical comparison of the mean score of the macro economic impact on tourism between two groups of respondents (provider and supporter)

Comparison of mean scores between provider and supporter was to identify the macro economic impact on tourism. The test results of independent sample T-test, degree of freedom (d.f.) and P-value (statistically significant) were use to indicate the significant difference among group of respondents and the macro economic impact on tourism.

The result of macro economic affect on tourism put the mean value of supporters higher than providers and the P-value was 0.202 the supporters and providers were not statistical not different.

So the supporter and provider had the same opinion that macro economic are effective to tourism industry at Songkhla (Table 4.51).

Table4.51: Statistical comparison the mean score of the macro economic impact on tourism between two groups of respondents (provider and supporter)

Impact	Group of respondents		Summary of Test results		
	Provider	Supporter	T-value	d.f.	P-value
Macro economic impact	3.76	3.93	-1.280	227	0.202

- Remark
- 1: T-value = Independent-Sample T-Test (computed) value
 - 2: d.f. = (degree of freedom) the amount of information from the sample data that has been used up.
 - 3: P-value = Level of statistically significant (2-tailed)

The most effective on growth rate of tourism was the economy of the country. The second was the safety and security. The third was the political situation. Finally was the social and religion situation in Thailand (Table4.52)

Table4.52: Mean score of potentiality level for economic impact on tourism growth rate of Songkhla

Essential elements	Low potentiality 1.00-2.33	Moderate potentiality 2.34-3.66	High potentiality 3.67-5.00
Economic			4.06
Safety & Security			3.98
Political		3.65	
Social & Religion		3.47	

4.5.2 Effective level of tourism marketing development to local people

The tourism marketing development will have effect to local people in 4 sectors which were local economy, local social and religion, local environment and local cultural and tradition. The result showed local economy, local social and religion and local environment will have high effected for tourism with highest percent at high-level were 44.9, 39.7 and 41.4 percent. While the respondents though the tourism will have affect to local cultural and tradition in highest percent at moderate level with 43.5 percent (Table4.53).

Table4.53: The frequency score and percentage of effective level of tourism marketing development to local people

Macro factor	Superlative		High		Moderate		Low		Least		Total No.
	No.	(%)	No.	(%)	No.	(%)	No.	(%)	No.	(%)	
Local economy	71	30.3	105	44.9	43	18.4	11	4.7	4	1.7	234
Local social & Religion	26	11.2	92	39.7	88	37.9	22	9.5	4	1.7	232
Local Environment	48	20.7	96	41.4	65	28.0	19	8.2	4	1.7	232
Local cultural & traditional	28	12.1	75	32.3	101	43.5	23	9.9	5	2.2	232

4.5.3 Statistical comparison of the mean score of effective level of tourism marketing development to local people between two groups of respondents (provider and supporter)

Comparison of mean scores between provider and supporter was to identify the tourism marketing development which would have effect on the local people. The test results of independent sample T-test, degree of freedom (d.f.) and P-value (statistically significant) were used to indicate the significant difference among groups of respondents and the tourism marketing development will have effect on the local people.

The result of tourism marketing development will have effect on local people, the mean value of supporters higher than providers and the P-value was 0.522 the supporters and providers were statistically not different.

Therefore, the supporter and provider had the same opinion that tourism-marketing development will have effect to local people (Table 4.54).

Table 4.54: Statistical comparison of the mean score of effective level in tourism marketing development to local people between two groups of respondents (provider and supporter)

	Group of respondents		Summary of Test results		
	Provider	Supporter	T-value	d.f.	P-value
Effective level in tourism marketing development to local people	3.63	3.71	-0.595	230	0.522

Remark

1: T-value = Independent-Sample T-Test (computed) value

2: d.f. = (degree of freedom) the amount of information from the sample data that has been used up.

3: P-value = Level of statistically significant (2-tailed)

The most affected from tourism marketing development to local people was the local economy. Therefore, to take advantage local economy will increase. A disadvantage, the cost of living will increase too. The second was local environment. Therefore, the providers and supporters should to collaborate to protect and management of local environment. The third was local social and religion. The final was local culture and traditional. Therefore, local people should protect the local cultural and traditional by collaborate with providers and supporters. In addition, to promote local culture and

traditional to attract visitors they should have to study the effect before they do the marketing plan (Table4.55)

Table 4.55: Mean score of effective level for tourism marketing development to local people of Songkhla

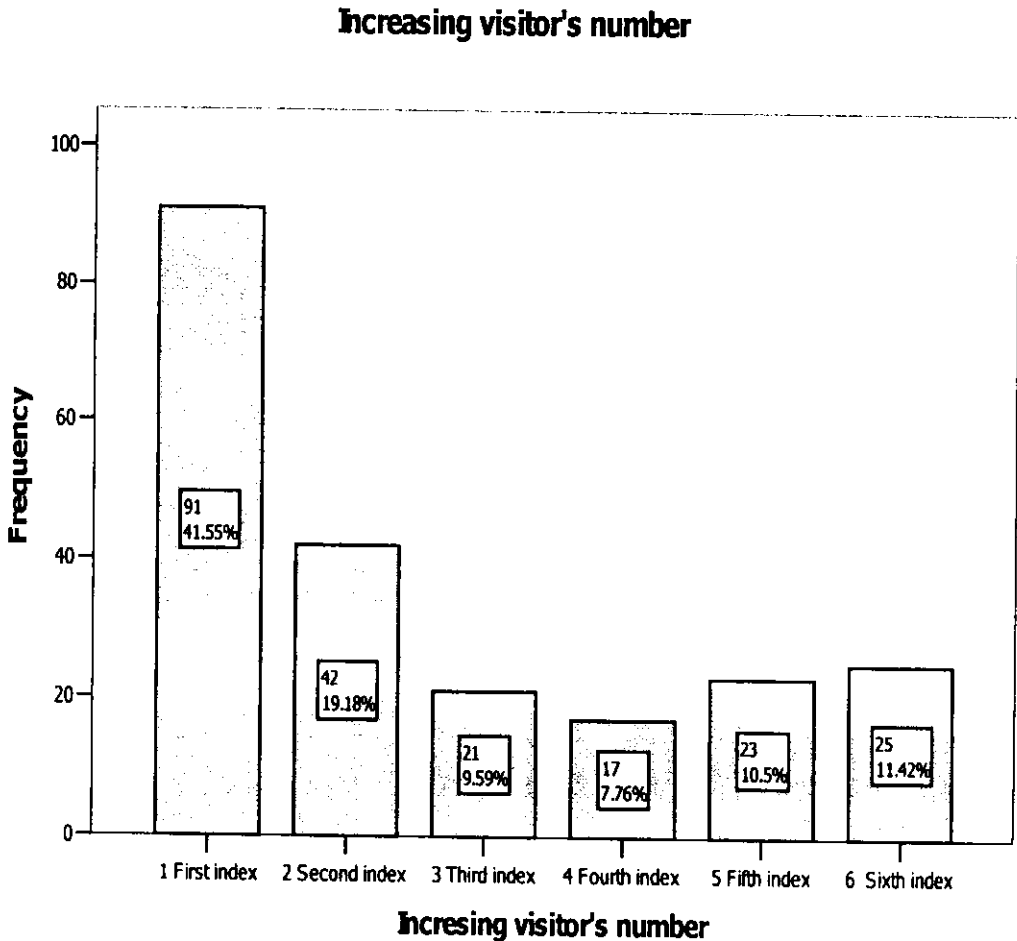
Type in ordering	Low effective 1.00–2.33	Moderate effective 2.34–3.66	High effective 3.67–5.00
Local economy			3.97
Local environment			3.71
Local social & Religion		3.49	
Local cultural & traditional		3.42	

4.5.4 The indicators of success for tourism market development in Songkhla

The indicators of success for tourism market development in Songkhla that research give 6 indicators for respondent to order the most important indication to the least important indicator by putting number 1-6 when 1 is the most important and 6 is the least important. The indicators are:

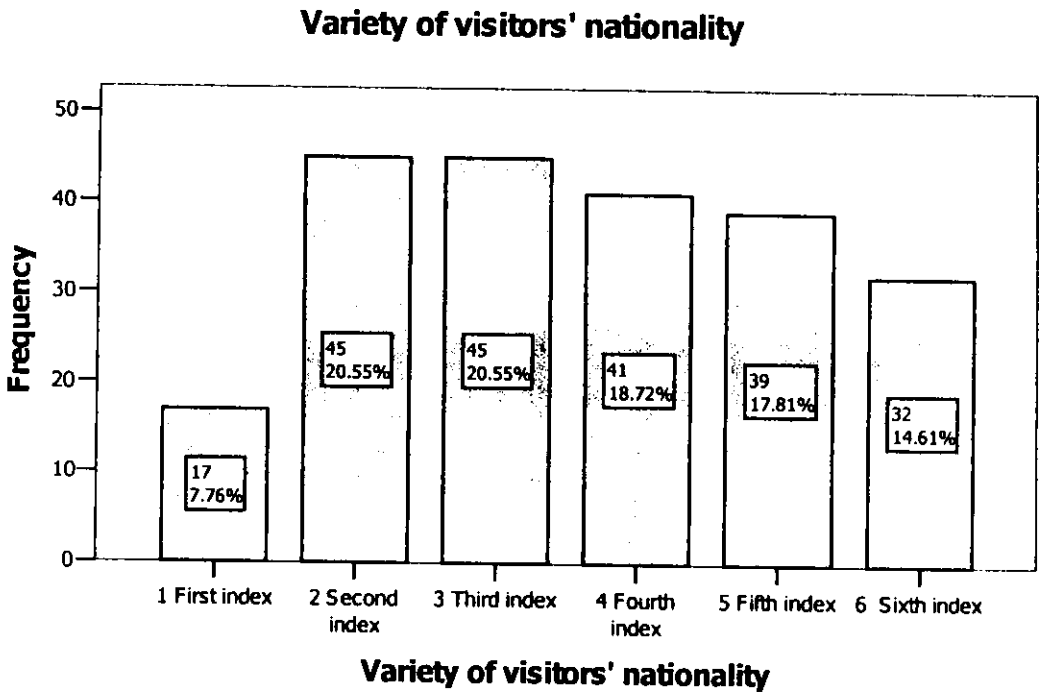
1. Increasing visitor's number. The result showed this indicator had chosen to be first index of successful for tourism market indicator with 41.55 percent (Figure4.1).

Figure 4.1: Increasing of visitor's number



2. Variety of visitors' nationality the result showed this indicator had chosen to be second and third index of success for tourism market indicator with 20.55 percent was the highest percent (Figure4.2).

Figure 4.2: Variety of visitors' nationality



3. Increasing numbers of infrastructure and facility the result showed this indicator had chosen to be the third and fourth index of success for tourism market indicator with 25.57 percent was the highest percent (Figure4.3).
4. Growth of the economy in Songkhla the result showed this indicator had chosen to be sixth index of success for tourism market indicator with 22.83 percent the highest percent (Figure4.4).
5. Increasing tourism promotion in Songkhla by government the result showed this indicator had chosen to be fourth index of successful for tourism market indicator with 22.83 percent the highest percent (Figure4.5).
6. Increasing tourism promotion in Songkhla by private sectors the result showed this indicator had chosen to be fifth index of success for tourism market indicator with 26.48 percent the highest percent (Figure4.6).

Figure 4.3: Increasing the infrastructure and facilities

Increasing the infrastructure and facilities

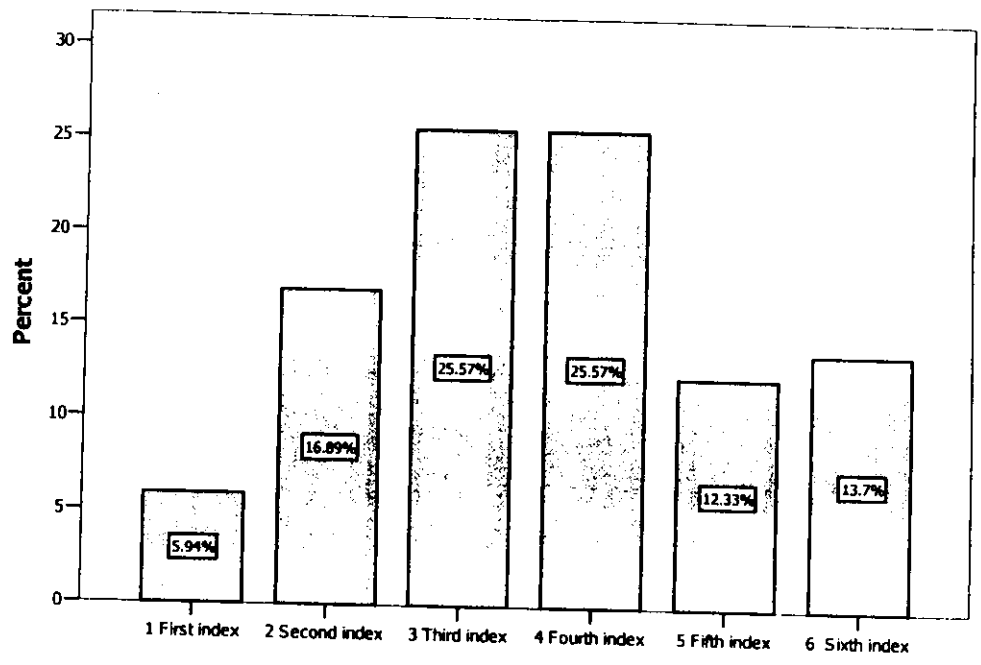


Figure 4.4: Growth of economy in Songkhla

Growth of economy in Songkhla

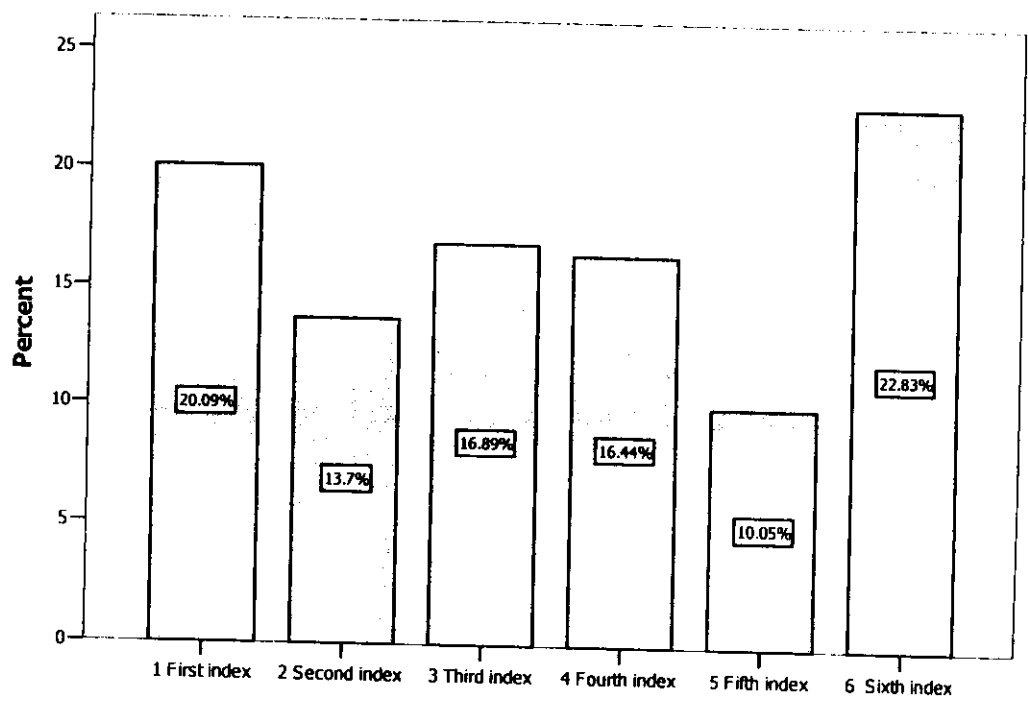


Figure 4.5: Increasing tourism promotion in Songkhla by the government

Increasing tourism promotion in Songkhla by the government sectors

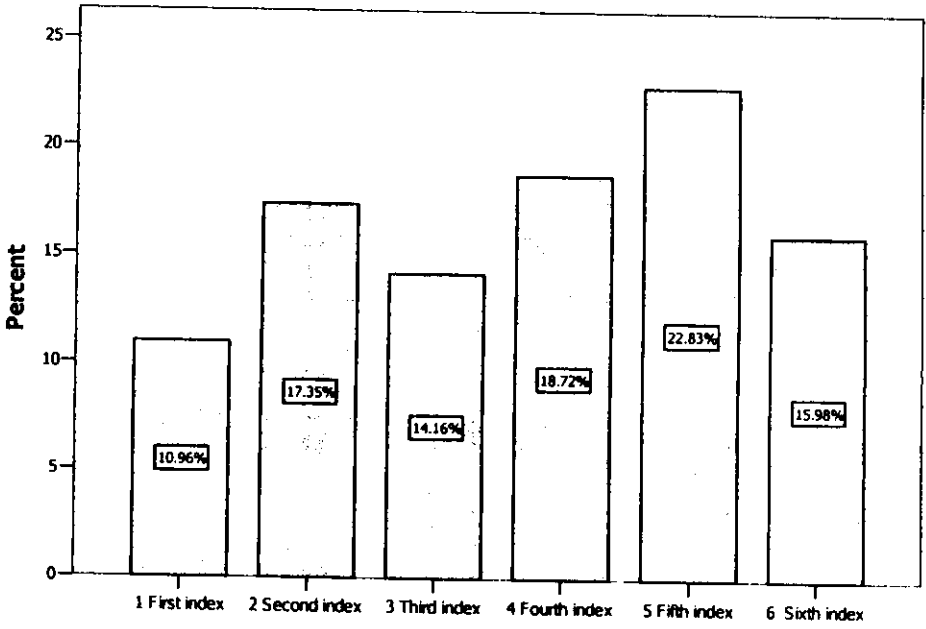
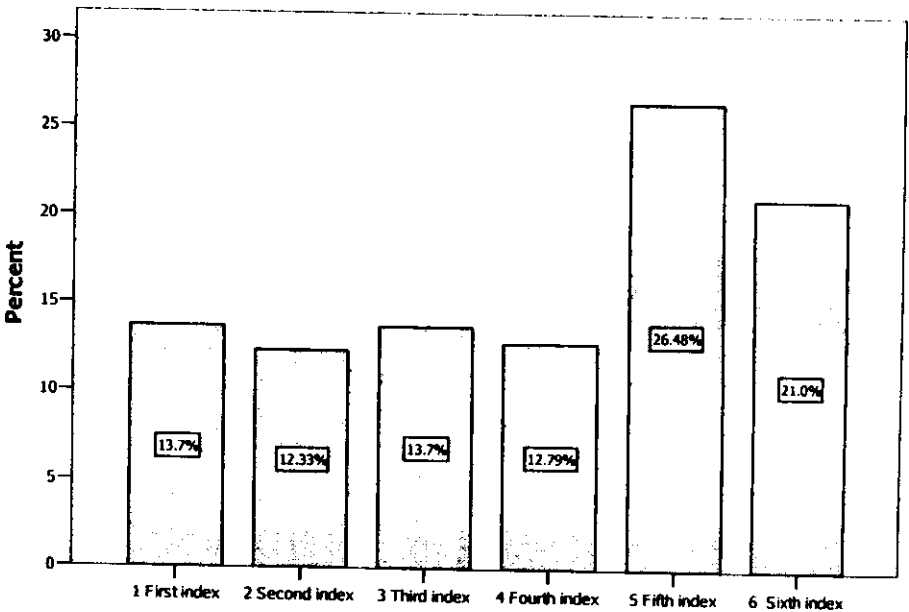


Figure 4.6: Increasing tourism promotion in Songkhla by private sectors

Increasing tourism promotion in Songkhla by the private sectors



4.5.5 The benefits of intermediaries from tourism market development

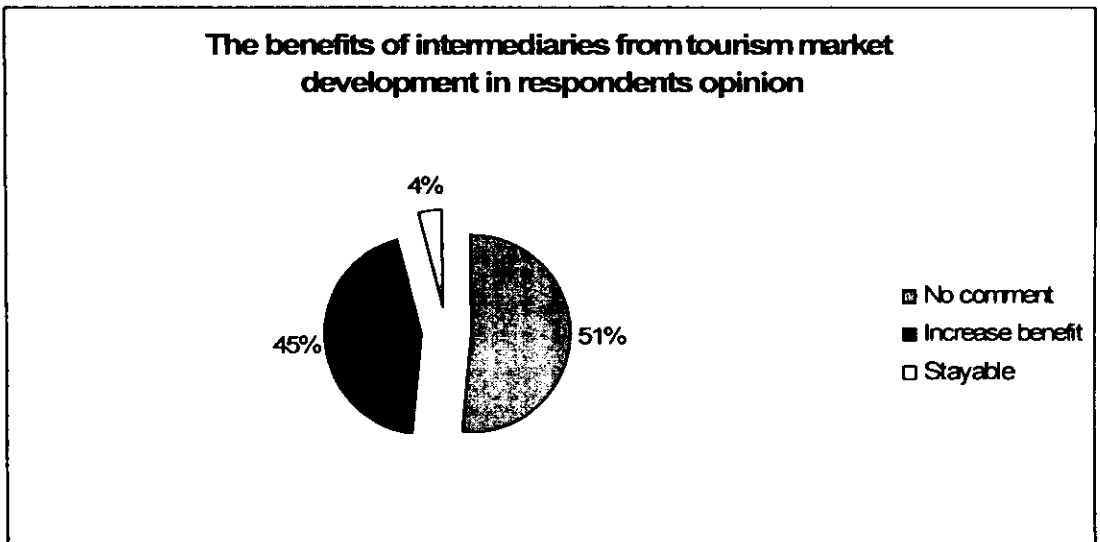
This question was asked providers about the benefits intermediaries will receive from tourism market development. For example of intermediaries are sales persons and travel agencies. In addition, the result showed 51.5 percent of respondent had no comment on this topic because these questions were too close to them so they felt uncomfortable in answering. While 44.5 percent of respondents believed its will increase the benefit to intermediaries and 4.0 percent of respondents that the benefit will stay the same as the present (Table4.56) (Figure4.7).

Table4.56: The benefits of intermediaries from tourism market development

Benefit of middlemen when develop market

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0 No comment	103	51.5	51.5	51.5
1 Increase	89	44.5	44.5	96.0
2 Stayable	8	4.0	4.0	100.0
Total	200	100.0	100.0	

Figure4.7: The benefits of intermediaries from tourism market development



4.5.6 The problems of tourism in Songkhla

The results of problems in Songkhla were collected by the open question for respondents to suggest the real problem in tourism. The result has divided in to 4 parts (Table4.57).

Table4.57: The problems of tourism in Songkhla

	Problem	Frequency
Tourism destinations/infrastructure & facility/tourism product	Sanitation of tourism destination	24
	Safety and security	45
	Tourism products	42
	Infrastructure & facility	33
	Tourism price	23
	Problem	Frequency
Human resource/tourism information	Professional/Tour guide	32
	Tourism information/tourism sign	17
	Problem	Frequency
Social cultural/local economy/environment	Local value judgment	10
	To take advantage of tourist	12
	Tourism environment	15
	Problem	Frequency
Tourism promotion	Lack of promotion	42
	Lack of promote tourism to local people	12

1) Tourism destinations/infrastructure & facility/tourism product

The highest frequency of this part was safety and security in Songkhla that this problem was related to the terrorism in 3 border provinces of southern Thailand that are connect to Songkhla province. The second problem was tourism products that have to develop the infrastructure and facility. In addition, promote the new tourism destination or build the new tourist destinations and tourism activities to attract tourists more. The third problem was infrastructure and facility and the next problem was sanitation all tourism factors. In addition, the last problem was tourism price that in high season some providers increased their price too high. That makes tourist not want travel in Songkhla.

2) Human resource/tourism information

The professional of the person who have tourism knowledge not enough to serve the tourism and the illegal guide make tourism problem in Songkhla. In addition, the tourism information or tourism sign for tourists or visitors is not enough.

3) Social cultural/local economy/environment

The tourism environment needs the regulation to protect. The innate character to taken advantage of visitors or tourist still happened in Songkhla. In addition, the local value judgment had a bit effect to tourism.

4) Tourism promotion

The lack of promotion of tourism was not continuity and not enough to attract tourists. In addition, lack of support with tourism knowledge to local people was the important problem at the present.

4.6 Interview results

The researcher had interview with the vice director of TAT Zone one, the interview had divided in to 3 questions.

1. The present situation of tourism in Songkhla

Tourism in Songkhla now has been the effected from the terrorism at 3-border province Southern Thailand. TAT. Zone one try to promote tourism in Songkhla by promoting tourism activities and specials, for example the TAT and Songkhla local Government have operated the Lantern International Festival at Hatyai, Songkhla. Although the number of foreign tourists has not increased as much as the Thai tourists, TAT believe that the foreign tourists who visited realized that Songkhla has safety for tourism so, the number of foreign tourists will increase more in the future. After that TAT zone one, will promote others activities for visitors including the old traditions and cultural fair. In addition, at the same time develop new activities for to attract tourists in term of "Proactive market" to develop the tourism in Songkhla.

2. The potential and prospect of tourism market in Songkhla

Tourism in Songkhla has a moderate potential and prospect to support develop plan from the government. Therefore, the local government should collaborate to providers and local people to follow the development plans together. Moreover, the local governments should study the tourism impact before do the development plans. Therefore, the first method is the give the tourism acknowledges to local people and makes the tourism professional person from local people. In addition, in the future the number of visitors will be increase and more variety nationality. Therefore, the human resource management, the service quality standard, tourism destination management, and tourism activities should provide more international quality personnel.

3. Tourism problems in Songkhla

The first problem was about safety and security. The second problem was the substitute products in the main shopping areas in Songkhla at Hatyai, the local products most are import from Malaysia, Singapore and China. The main products are electrical products, cosmetic and food products that at present are provide around Thailand such as

Khong-toey market, Bangkok. The third problem was tourism products especially souvenir product that are common. Therefore, they should have to develop local product for example produce local products by hand and put the serial number on the products to increase value added to be a premium products. The fourth problem was providers did not understand the main idea about marketing plan, they though only the promotions from government are enough. Therefore, when the numbers of tourists decrease they will blemish TAT. Actually, the providers should have their own advertising to attract the tourists from TAT promotions. The TAT promotes the whole image of tourism in Songkhla. Therefore, providers should have their own marketing plan to promote their businesses. The fifth problem was tourism destinations management, that the number of visitors in Songkhla not enough to have high effects to tourism destinations. The main products are the manmade but some local people are selfish to destroy the tourism destinations so the tourism destination management was one of the important problems to resolve. The last problem was about price of service and accommodations that most of providers increase prices too much in high season that makes the visitors do not want to come to travel in Songkhla that it is difficult of TAT. To control this problem the main duty of TAT is to develop the tourism marketing. So the collaboration of providers to fix the price of service both in high and low season will help to resolve this problem.

Table 4.58: The results of interview analyzed by using SWOT analysis

Strengths	
1.	Songkhla province has a diversity of tourism attractions
2.	Songkhla has full service transportation
3.	Songkhla is located in a border area that is easy to transport for Malaysia and Singapore
4.	Songkhla has fully serviced accommodation and facilities to serve visitors
Weaknesses	
1.	The number of tourism professional people are not enough for serving the visitors
2.	The prices of services are uncertain and make the visitor confused
3.	Lack of collaboration between TAT zone 1, local government and providers
4.	Lack of standards in quality and in service
Opportunities	
1.	TAT chose Songkhla to be a main area and border area with high potential to promote as a tourism city center
2.	AS the tourism in the Andaman area southern Thailand increases it will affect tourism in Songkhla too
Threats	
1.	The terrorism in 3 southern border provinces of Thailand has a high effect on tourism in Songkhla
2.	The substitute products in other provinces make tourism in Songkhla decrease