

Appendix A: General information of Phuket

(Source: Tourism information from Tourism Authority of Thailand, Phuket)

Phuket is Located approximately 862 kilometers south of Bangkok is Phuket, Thailand's largest island, which is often dubbed as the pearl of the Andaman, or the pearl of the south. Its natural resources- rocky peninsular, limestone cliffs, white powdery beaches, tranquil broad bays and tropical in-land forests contribute to making it the South's wealthiest, busiest, most visited and most popular island and province.

Nestled in the tropical zone off the west coast of the southern part of Thailand in the Andaman Sea and the Indian Ocean, the province covers an area of approximately 543 square kilometers (excluding small islets). It is estimated that Phuket Province covers an area of approximately 590 square kilometers if its 39 other small islands are included. The islands total length, from north to south, is estimated at 48.7 kilometers and approximately 21.3 kilometers wide. Phuket is divided into 3 administrative counties namely Amphoe Muang, Amphoe Thalang and Amphoe Kathu

Boundary

Phuket borders on Phang-nga Province to the north. The other 3 sides are encircled by the Andaman Sea the place where many of the best diving sites are located. The island is connected to Phang-nga Province by Sarasin Bridge and Thep Krasattri Bridge.

Climate

Staying on the island is easy, as there are only two seasons in a year - the rainy season (May to October) and the hot season (November to April). The low season of phuket is between September and October as they are the wettest months. The best period for a visit, is from November to February, when it is possible to see the clear blue sky, feel the fresh sea breeze

and marvel at the crystal clear water while lying on powdery, palm-fringed beaches. Average temperatures ranges between 23°C and 33°C.

Phuket's topology is exceptional with 70 percent of its area covered with mountains which stretch from north to south and the remaining 30 percent being plains located in the central and eastern parts of the island. The island does not have any major rivers except for a total of 9 brooks and creeks.

Historical background of Phuket

Most geologists believe that the area known as Phuket today was once a cape that extended into the Andaman Sea. Geographical formations gradually changed the capes location, finally detaching it from the mainland. A famous Greek philosopher, Claudius Ptolemy, was the first person who mentioned the cape in his book written in the year 157. The cape was locally referred to as Jung Ceylon, which was located between latitudes 6 N and 8 N (the present site of Phuket Island).

During the 16th century, the island was a popular trading port for tin with Chinese, Portuguese, Dutch, English and French traders flocking to the island. Apart from serving as a meeting point for traders from Europe, Central Asia and China, Phuket also attracted ambitious immigrants, especially those from Portugal and China, to work in the tin mines. With its colorful history, visitors admire the Sino-Portuguese style architecture in the city especially those buildings located along the Thalang and Yaowarat Roads.

Thalang town was surrounded by Burmese troops who invaded the coastal area in 1785. It was under the leadership of Chan, the widow of the governor, and her sister, Muk, who united local residents and successfully fought and drove the invaders out of Phuket. It took over 30 days for the defending troops of Phuket, under the command of Chan and Muk, to claim their victory. As a result of such heroic deeds, noble titles were granted to Chan and Muk as Thao Thep Krasattri and Thao Si Sunthon respectively. To honor them, a monument was established at Tha Ruea Intersection, 12 kilometers to the north of Phuket City in 1966. They are still highly respected by Phuket residents even today.

When Phuket was elevated to a town in 1850, it attracted more immigrants from Thalang and nearby communities. In 1894, Phuket was promoted to be a Monthon administrative unit under the supervision of the central administrative body (located in Bangkok). In 1902,

Phraya Ratsada Korsimbi, a Sino-Thai businessman who contributed to developing the modern city of Phuket was appointed Governor of Phuket. He also helped to improve the welfare of local residents and set up the market system in the countryside. In 1916, Phuket became a province.

The tin mining industry has gradually failed to generate economic growth in Phuket, especially after 1985 when the price of tin fell by half. However, with its natural resources, Phuket later emerged as a tourist destination with great potential. This polished pearl of the Andaman is truly a destination that provides visitors with memorable experiences. The islands long history has shaped the distinctive Phuket of the present with its diverse ethnic groups, culture, architectural influence, and fine cuisine. With approximately 35 percent of the population being comprised of Thai-Muslims, it is possible to see an equal number of Wats (Thai temples) located next to Mosques.

Tourist attractions

❖ Amphoe Krathu

Hat Kalim (Kalim Beach)

Located north of Patong Beach is a secluded beach dotted with rocks and coral reefs. Accommodations and restaurants are available. Another interesting stopover is Freedom Beach, which is located around the head of Laem Ka Sai Rot and is accessible by a chartered long-tailed boat.

Hat Kamala (Kamala beach)

Located approximately 26 kilometers from Phuket City, Hat Kamala is a relatively secluded 2-kilometer beach that is suitable for total relaxation. Accommodations are available.

Hat Patong (Patong Beach)

This Beach is the most developed, most vibrant, most visited beach of Phuket that never fails to impress visitors. Located approximately 15 kilometers from the city, the beach has a wide range of accommodations and shopping arcades, and provides magnificent leisure activities and energetic night-time entertainment. It is a picture perfect postcard view of a 3-

kilometer long white sandy beach that is perfect for swimming, lazing, and enjoying challenging water sports such as jet skiing, windsurfing snorkeling, sailing, and parasailing. In addition, Patong offers gastronomical delights for seafood lovers. There are plenty of good restaurants located along the beach.

Krathu Cultural Conservation Center

Located approximately 7 kilometers from Amphoe Kratu town, the center is located in the compound of Ban Kratu School. This is where a collection of ore, mining equipment, utilities, etc. are put on display. The center opens from 8.30 a.m. to 4.30 p.m. Call 076 321035 for more details.

Namtok Krathu

This relatively small waterfall with a simple view but unique atmosphere is located approximately 4 kilometers from Amphoe Krathu. The entrance to the waterfall is located next to the Log Palm Golf Club. Restaurants and basic tourist amenities are available.

Phuket Fantasea

Located on Kamala beach, Phuket Fantasea is dubbed as the ultimate nighttime cultural theme park of Phuket. It has won several awards from the TAT, among the distinctive ones are Best Attraction Thailand Tourism Award (for the years 2000 to 2003). This large-scale night time amusement center is spread out over an area of 140 acres near the village of Kamala Bay, or just 4 kilometers north of Patong. Attractions include the Culture-Illusion Stage Show, Fantasy of the Kingdom, a spectacular buffet restaurant Golden Kinnaree Restaurant, shopping village the enchanted Festive Village, Cultural Parade & Street Shows, Traditional Games and Carnivals, Handicraft Demonstrations & Live Performances (performed in Palace of the Elephants).

❖ Amphoe Mueang

Ao Chalong

This bay, which has the islands largest and most visited pier, is located 11 kilometers south of town. From this pier, holidaymakers can get chartered boats to some nearby islands south of Phuket. The bay area is dotted with dive shops, a few travel agencies and superb

seafood restaurants. Although the bay has a stunning setting and relaxing ambience, swimming is not recommended here. Accommodations are available at the Phuket Youth Hostel.

Hat Karon (Karon Beach)

Located south of Patong Beach, Hat Karon is a curving beach that lies beautifully in the sun with small sand dunes, casuarinas and palm trees. The crescent bay is the beach's signature that drawing travelers attention. From May to October, the beach may be affected by serious undertows, as the bay open. Watch out for those warning flags before going swimming or surfing at the southern end of the beach. During the high season, the beach is ideal for relaxation, swimming or sunbathing. A wide range of accommodations, from top-end to budget and mid-range, are available. Other facilities such as nightclubs, restaurants and other evening entertainment are located along the beachfront road.

The beach is located approximately 20 kilometers from the town and can be reached by taking either s or buses from Ranong Market in Phuket City. Transportation is available from 7.00 a.m. to 5.00 p.m. and costs approximately 20 baht / person / trip. Taking a taxi to the town is another option. It costs approximately 200 baht to Phuket City and 150 baht to Patong Beach.

Hat Kata (Kata Beach)

Located approximately 17 kilometers from Phuket City are Kata Noi (Small Kata) and Kata Yai (Big Kata) Beaches. Both are renowned for snorkeling to see the coral, tropical fishes and the seas eco-system. Also worth visiting is Ko Pu, a small uninhabited island located off Laem Sai. Most visitors find snorkeling along the islands rich coral reef enjoyable. Diverse beach activities are available on both beaches. Accommodations on Hat Kata are set amidst tropical and cliff settings. Visitors can choose to stay in budget to top end accommodations according to their preference. Well known hotels located here are Club Med and the Boathouse.

Had Nai Harn

Located a few kilometers from Kata Beach, next to Phromthep Cape, approximately 18 kilometers from town is Hat Nai Han, an extra-ordinary beach that has white powdery sand and crystal clear water. The beach borders on two charming landscaped lagoons surrounded by rubber trees and other tropical plants. As the beach has not yet been fully

developed to its full potential, it is less crowded, more peaceful, thus is ideal for people seeking solitude. Holidaymakers are not recommended to swim during the monsoon season from May to October. Watch out for the red flag! This beach can be reached by songthaeos, which leaves from the intersection of Ranong Road and the fountain circle. The fare is 25 baht / person / trip. In addition, visitors can also charter tuk-tuks which costs a lot more at 150 baht to 200 baht / trip.

Had Rawai

Located approximately 17 kilometers from town is the less crowded, more peaceful and less commercial beach with a second-to-none pristine beach. The Beach is home to a well-established community of Phuket's Chao Le people (sea gypsies). In addition, from this beach visitors can charter boats to explore other offshore islands. Hat Laem Kha, located to the northeast of the beach, is the departure point for those wishing to visit Ko Lon, and Ko He. Laem Phromthep, Phuket's landmark, is located at the southern end of the beach. This cape is an ideal spot for diving and snorkeling.

Khao Rang

A small hill located northeast of the town, Khao Rang offers a fascinating view of Phuket City. Inside the park is a fitness park, restaurants and souvenir shops. The statue of Phraya Ratsada Korsimbi, (Ratsada Korsimbi Na Ranong) the Governor of Phuket between 1890 and 1909 is also situated here.

Ko He

Located southwest of Cape Panwa, the island is famous for its white powdery beach and rich coral reefs which are ideal for swimming, snorkeling, scuba diving, fishing and other water sports. As the island is not affected very much by the monsoon, would be visitors can enjoy traveling to the place year round. Ko He has become a popular one-day tour from Phuket as it is only half an hour from the Chalong Pier. It is also dubbed the Coral Island by tourists. Accommodations and basic tourist facilities are available, contact the TAT Phuket Office for more up-to-date information.

Ko Kaeo

A small island located approximately 3 kilometers from Rawai Beach, south of Laem Phromthep where a replica of the Lord Buddha's Holy Footprint is enshrined. This quiet,

white, sandy beach complimented by rich coral reef is a major tourist attraction. The island can be reached by taking a 30-minute boat trip.

Ko Racha

The island consists of **Racha Yai** and **Racha Noi** islands located south of Phuket. Ko Racha Yai (Big Racha) has an enchanting beach located on the west between the valleys that resembles horseshoes. The area is known as Ao Bungalow which is famous for its white powdery beach and crystal clear water. Visitors can marvel at the delightful panoramic view of the whole island from the vantage point at the peak of the mountain located south of the bay.

Ko Racha Yai is the ultimate place to explore the wonders of the underwater world, especially at Ao Siam, Ao Tue and Khon Kae. Accommodations are available.

Ko Racha Noi (Small Racha) is located just 10 kilometers from Big Racha Island. Originating from the accumulation of coral stones, the island has more rocky hills than beaches, thus the island is more suitable for fishing. To get there, visitors can charter long-tailed or speed boats from Chalong Pier. Alternatively, they can buy a package tour from reliable travel agencies.

Ko Si-re

An interesting site to visit where visitors can explore the daily life of Chao Le as it is the oldest and biggest community of Phukets sea gypsies. With an area of approximately 20 square kilometers, the island is located approximately 4 kilometers southeast of Phuket and is separated from the main island only by the small Thachin Canal. The mountain-top temple on the island houses a big Buddha image in the reclining position. The island is not an ideal place for swimming, but is perfect for discovering the sea gypsies' way of life, especially at Laem Tukkae.

Laem Phromthep or Phromthep Cape

Literally translate as Brahmas Cape, Laem Phromthep is perhaps one of Phuket's most important landmarks. There is a saying that you haven't been to Phuket unless you visit Laem Phromthep. It is here that visitors soak up the sun and savor the breathtaking panoramic view of the Andaman Sea from the islands southern-most tip. The Cape is crowded especially in the evening, as it is a popular observation point at sunset. Laem Phromthep is located approximately 2 kilometers from Rawai Beach.

Phuket Butterfly Farm

Located approximately 3 kilometers from Phuket City via Yaowarat Road and the Sam Kong intersection, the farm proudly presents a unique collection of tropical creatures such as butterflies and insects. The farm opens daily from 9 a.m. to 5 p.m. The entrance fee is 150 baht for adults and 60 baht for children. Call tel. 0 7621 5616, or 0 7621 0861 for more information.

Phuket City and old buildings

Phuket City is a fascinating city that can be explored on foot or by traditional means of transportation, tuk-tuk or Sino-Portuguese architecture that is evident in the city's shop houses provides the town with a charming atmosphere and a late 19th century ambience. For visitors interested in strolling along the city, start the trip at the central post office and walk west along Thalang Road, then turn south at the Standard Chartered Bank building and walk towards Yaowarat Road. Continue the trip to Fountain Circle, then head west to Ranong Road and proceed to Patipat Road, which connects with the historic Krabi Road.

Phuket Cultural Center

Located in the compound of the Rajabhat Institute of Phuket, the Center features an exhibition of Phuket's intriguing history. Highlights of the daily lifestyles, traditional houses, household utilities and Thailand's history are exhibited. A library is located on the ground floor where books on the history, culture and arts of Phuket can be found. Call 076 211959 for more details.

Phuket Sea Shell Museum

Phuket Sea Shell Museum is located near Rawai Beach on the island's southwestern shores. On display are private collections of seashells from Thai waters (off Phuket Island itself). They are considered the most sought-after shells by collectors. In addition to such the collection, seashells from other parts of Thailand and other parts of the world are also on display. The main attractions at this Museum are the world's largest golden 140-karat pearl, the world's earliest known life form seen in sections of sedimentary rock containing shell fossils and a gigantic 250-kilogram shell. The museum is open daily from 8 a.m. to 7 p.m. Call tel. 0 7638 1266 or 0 7638 1274 for more information.

Phuket Submarine

Phuket Submarine operates 5 dives daily and carries forty eight passengers into the waters southeast of Phuket. The dives will be to a depth of the thirty meters. The submarine is fully air conditioned and boasts the latest technology available in tourist submarines. Large 72 centimeter viewing ports and LCD screens enhance the viewing experience for the passengers. Schools of tropical fish and soft coral formations are a highlight of the dive site.

Phuket Zoo

Located on the way to Chalong Bay, the Zoo features a collection of Asian and African mammals and birds. Elephant and crocodile shows are performed daily. The entrance fee is 400 baht for adult and 200 baht for children. Call 0 7638 1337, 0 7638 1227 for more details.

Saphan Hin

public park located by the sea at the end of Phuket Road, Saphan Hin is a recreational park for both locals and tourists. The Tin Mining Monument dedicated to the memory of Captain Edward Thomas Miles, the Australian who brought the first dredge to Phuket in 1909, is located inside the park. The Saphan Hin Sports Center is also located here.

Thai Village and Orchid Farm

Located on Thepkasattri Road, approximately 3 kilometers from Phuket City is an extraordinary place for culture lovers. The village provides stunning classical Thai dance performances, sword-fighting, Thai boxing, southern customs and elephant shows. Handicrafts and traditional mining techniques are also featured. The orchid farm outside is worth exploring. The performances are at 11.00 a.m., 2.00 p.m. and 5.30 p.m. The fees are 400 baht for adults and 200 baht for children. Call 076 214860 for more information.

The Viewpoint

The most famous observation point of the 3 beaches, Kata Not, Kata and Karon, is located on the road half-way between Nai Harn Beach and Kata Noi Beach. From this spot, an intriguing view of the 3 beaches and Ko Pu has constantly impresses visitors.

Wat Chalong

Phukets most popular and famous temple, Wat Chai Tararam, or Wat Chalong, was built in 1837. Located approximately 8 kilometers from the city, the temple houses the famous Luang Po Cham, a monk who helped the locals fight the Ang Yi rebellion during the

reign of King Rama V (in 1876). A recent addition to the temple is a 61.4-meter high chedi containing the Phra Borom Sareerikatat relic, a piece of the Lord Buddha's bones brought over from Sri Lanka. The chedi is a mixture of southern, central and northeastern architectural styles and is the first in this region to house the holy Buddha's relic

❖ **Amphoe Thalang**

Ao Bang Thao

A large open bay that is the location of one of Phuket's longest beaches, Ao Bang Thao has a long history related to the economy of the island. Previously a tin mining area the location has been transformed into an area where Phuket's luxurious resorts and golf courses, especially Laguna complex, are located. Additional accommodations outside Laguna at the bays south end are also available.

Ban Thao Thepkasattri

recent discovery has identified the house of Phuket's heroine, Thao Thepkasattri. The place is located at Ban Kien, Tambol Thepkasattri. To get there from the town, travel along Thepkasattri Road, at kilometer 19 marker, take the road that leads to Ban Riang and proceed for approximately 2 kilometers.

Hat Surin

Located approximately 24 kilometers from town and only in a short distance north of Laem Sing is an enchanting beach lined with casuarinas trees. Isolated and secluded, the beach is ideal for sunbathing and relaxing. The beach, however, is not suitable for swimming as it has a steep sloping beach and the weather fluctuates during the southwest monsoon. In addition, there is a golf course which was established in the reign of King Rama VII.

Several Muslim fishing communities are located nearby and Mosques are situated to the west of the beach. The local Mosque, Matsayit Mukaram, is worth visiting as it is an elegant whitewashed structure with lacquered wooden doors.

Laem Sing

Located just one kilometer from Surin Beach, Laem Sing is a relatively small quite beach perfect for a break from the crowd. Laem Sing has a white sandy beach that glitters in the sun and is dotted with uniquely shaped rocks.

Sirinath National Park

The park is located approximately 30 kilometers from Phuket City. Occupying an area of 90 square kilometers, the park has a 13-kilometer beach. Formerly known as Nai Yang National Park, it was declared a National Park on 13 July 1981.

Hat Nai Thon

Nestled on the rim of a secluded bay south of the park is another popular tourist attraction, especially for day trippers. Nai Thon Beach has a unique natural setting with both ends of the beach being protected by granite outcrops that serve as a natural shield making the bay a perfect nursery for both marine life and corals. The beach is suitable for swimming. For those seeking utmost solitude, it's not that far. Just walk a few hundred metres to Hin Kruai Bay to savor the moment.

Hat Nai Yang

Located to the south of Mai Khao Beach, Hat Nai Yang is a serene and isolated bay ideal for swimming and family picnics. The beach itself is impressive, as it is fringed by shady pine trees. Nearby coral reefs make explorations into the underwater world worthwhile. In addition, sea turtles are inhabitants in the area. The park's headquarters is located here.

Hat Mai Khao

Also known as the Airport Beach (Hat Sanambin), the beach is located at the northern end of Phuket Island. As Phuket's longest beach, Hat Mai Khao is famous for its tranquil beach set in a relaxing ambience. Camping grounds are provided. The beach is not recommended for swimming as it slopes steeply. Hat Mai Khao is home to wonderful creatures such as sea cicadas and turtles. In addition, it is an egg-laying ground for sea turtles.

The Beach can be reached by taking the Thepkasattri Road on to the Thao Thepkasattri Bridge, then taking a left turn at the directional sign pointing to Mai Khao Beach or follow the Thepkasattri Road that passes the Airport intersection. At the Sarasin Bridge, turn left and proceed for approximately 3.5 kilometers.

Hat Sai Kao

Located to the north, next to Mai Khao Beach, Hat Sai Kaeo is a long white powdery beach naturally decorated with groves of pines along the shore. Ideal for relaxation, the beach is Phuket's northernmost beach.

Mangrove Forest

Located in the area of Tha Chatchai, the mangrove forest covers an area of approximately 320 acres. Situated on the islands northern tip, the place offers interesting nature trails for those wishing to learn more about the forest that protects the land and nature's sea creatures.

Thalang National Museum

Located near the Two Heroines Monument, the museum features a permanent exhibition of life in old Phuket and ancient artifacts and remains discovered on the coast as well as materials used during war with Burma (Myanmar). It is open daily except national holidays from 8.30 a.m. to 4 p.m. For more information call 076 311426 or 076 311025. Admission fee is 30 baht / person.

The Khao Phra Thaeo Wildlife Sanctuary

Located in Thalang District, approximately 20 kilometers from Phuket City, the sanctuary covers an area of 13,925 rai (5,570 acres) of rich and fertile land which is home to several types of wild animals.

The compound was declared a wildlife sanctuary in July 1969. The special Palm called Chao Mueang Thalang Palm (Lang Khao Palm) can only be seen here. Major attractions in the sanctuary include:

Namtok Ton Sai

The waterfall is located approximately 22 kilometers from the town. A relatively small waterfall that looks its best in the rainy season, Namtok Ton Sai is shaded by big and small trees which make it ideal for relaxation. To get there from Thepkasattri Road, turn left at Amphoe Thalang intersection and proceed for approximately 3 kilometers. Call 076 311998 for more information.

Namtok Bang Pae

A relatively small cascade located amidst the dense woods, the waterfall is also home to the Gibbon Rehabilitation Center. To get there from the town, follow the route to the

Two Heroines Monument, then turn right to Tambon Pa Khlok and proceed for approximately 7 kilometers.

For nature enthusiasts, the sanctuary has mapped out some walking trails. Further information may be obtained from the Nature Study Center.

The Two Heroines Monument

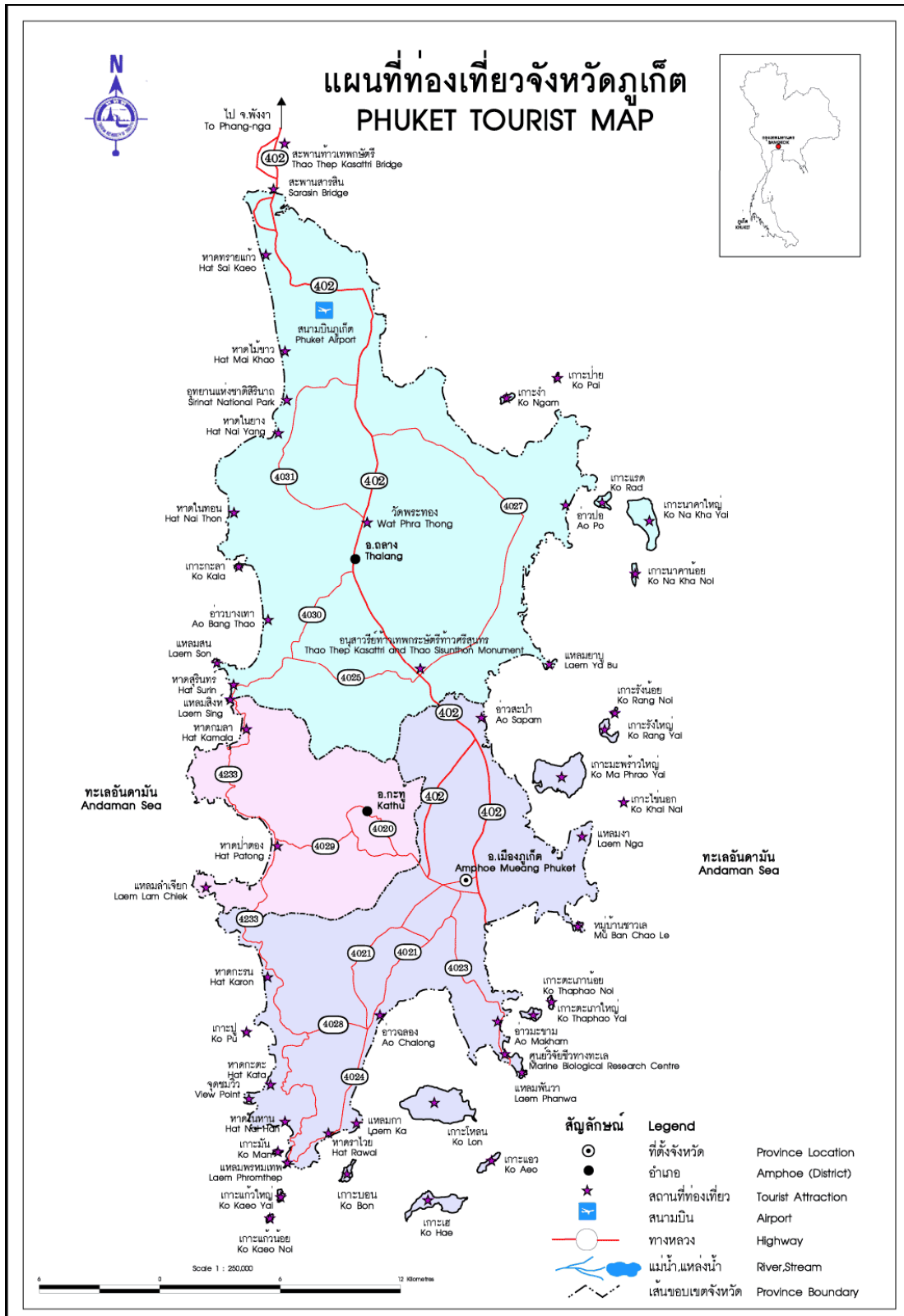
This monument was established by local residents in 1966 to honor the heroic deeds of Thao Thepkasattri and Thao Srisunthorn. It is located at the Tha Ruea intersection, Amphoe Thalang.

Wat Phra Thong

The temple is a popular attraction for both visitors and local residents. Located in the temple is the upper half of a large Buddha statue which seems to emerge from the ground. Legend has it that during the invasion of Thalang town in 1785, the Burmese made several attempts to excavate the statue in order to take it back to Burma. Each time they dug into the ground, swarms of hornets would swoop on them and they had to give up in the end. Later, the visible part of the statue was covered with gold by the villagers and has remained as such until today.

The temple is located approximately 20 kilometers from Phuket City. Travel along Thepkasattri Road, upon reaching the Thalang District Office, turn right and proceed directly to the temple.

Appendix B: Phuket Tourist Map



Appendix C: Real estate developer in Phuket

Source: phuket index, (2007)

Location	Name
Phuket town and Kratue	
	Ban Prangthong
	Baan Rommai Chailay
	Horisun Ville
	Chesterton Petty
	Royal Phuket marina
	The Boat Lagoon Park Residence
	The Woodlands (Nine Hills)
	Baan Suan Loch Palm
	The Heritage Suites
	Dalaburi
	Hole 7
	Sri Suchart Grand View
	Villa Daorung
	Villa California
	The Royal Place
Patong and Kalim	
	Aroonpat
	Patong Natural Home
	Patong View Talay
	L'orchidee'
	Piyalai Villa Phuket
	Villa Santi
	Patong Loft Condominium
Kata and Karon	

	Kata Gardens
	Katamanda
	The Breakers at Kata Beach
	The Heights
	Kata Gardens
	Mövenpick Residence
Kamala, Chengtalay and Surin	
	Laguna Phuket Property Sales
	Lakewood Hills
	Layan Estate
	Layan Gardens
	Kamala Beach Estate
	Orchard Springs
	Infinity Height
	Tamarind Hills
	Laguna Village
	The Park Villas
	Chom Tawan
	Lotus garden
	Luna Phuket
	The Chava
	Baan Talay
	Baan Wana
	Botanica Villas
	The Coolwater
	The Plantation
Rawai, Naiharn and Chalong	
	Baan Rom Yen
	Coral Tree Properties

	The Rawana
	East West Properties Co., Ltd.
	Land & Houses Park Phuket
	Kalita at Rawai Coast
	Dartmouth Villas
	Na Sai Yuan
	Patak Villa
	Phu Chao Fa Residence
	Phuket Nature Home
	Serenity Terraces
	Sun Palm Village Co., Ltd.
	The Pier
	Rawai Villas
	Tamarind Valley
	Wanphum Estate Co., Ltd.
Talang, Pa-kok and Ao-por	
	Tawan Views
	Panason
	Bann Suan Yoo Cha-Roen
	Krissana Parkland
Naiyang and Maikao	
	Turtle Cove
	The Estate
	Phuri Phimaan
	The Village Coconut Island
	West Sands
	Pearl of Naithon
Panwa and Ao Makan	
	Sri Panwa

	Tamarind Phuket

Appendix D: Questionnaires for Long Stay Tourist and Expatriates



Questionnaire

Topic : What are the main influences effecting the decision to purchase / rent a property in Phuket

I am doing research for my Master degree thesis in “Business Administration”. My thesis topic is “Real estate’s marketing strategies for long stay tourists and expatriates in Phuket.”

I would very much appreciate your co-operation in completing this short questionnaire. The answers that you give will be used for academic purposes only and will be kept confidential. The entire process should take less than 15 minutes. Thank-you.

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Part 1

Please mark (X) next to the answers that are most applicable to you. Multiple responses are allowed.

1. How would you categorize yourself from the following?
 - () 1. Long Stay Tourist; *Non Resident of Thailand but a regular visitor to Phuket.*
 - () 2. Expatriate; *Living and working in Phuket; spending more than 180 days/year here.*

2. Are you a full time resident of Phuket?

() 1. If yes, How long have you lived in Phuket? _____ Years

() 2. If No, How many weeks per year do you visit Phuket? _____ weeks

3. In what type of accommodation do you stay in?

() 1. Own house

() 2. Rental house

() 3. Hotel room

() 4. Apartment or condominium

() 5. Time share

() 6. Guesthouse or bungalow

() 7. Others, please state, _____

4. If you are renting your property, how much do you pay per month?

() 1. less than 15,000 Baht

() 2. 15,0001 - 30,000 Baht

() 3. 30,001 - 45,000 Baht

() 4. 45,0001 - 60,000 Baht

() 5. More than 60,001 Baht

5. How many people stay in your accommodation including yourself?

() 1. 1

() 2. 2

() 3. 3

() 4. More than 4

6. In which area of Phuket do you live currently?

() 1. Phuket town and Kathu

() 2. Patong and Kalim

() 3. Kata and Karon

() 4. Kamala, Surin and Chengtalay

() 5. Rawai, Naihan and Chalong

() 6. Talang, Pakok and Ao-por

() 7. Naiyang and Mai kao

() 8. Panwa and Ao-Makam

() 9. Others, please state _____

7. Which area of Phuket would you consider most desirable for renting or owning a property?

() 1. Phuket town and Kathu

() 2. Patong and Kalim

() 3. Kata and Karon

() 4. Kamala, Surin and Chengtalay

- () 5. Rawai, Naihan and Chalong () 6. Talang, Pakok and Ao-por
 () 7. Naiyang and Mai kao () 8. Panwa and Ao-Makam
 () 9. Others, please state _____

8. What is your favorite style of architecture?

- () 1. Thai style () 2. Modern
 () 3. Bali () 4. European
 () 5. Country () 6. Contemporary
 () 7. Others, please state _____

9. How did you find out about your accommodation?

- () 1. Magazine () 2. Television
 () 3. Internet () 4. Newspaper
 () 5. Brochure and Poster () 6. Marketing staff or sale executive
 () 7. Friends and family () 8. Others, please state _____

Part 2 The influential factors on the customer's decision making in choosing a real estate.

Please rate from very important to least important in the table below.

No.	Factors	Degree of importance				
		Very important	Important	Medium	Less important	Least important
	Product					
2.1	Creditability of the developer					
2.2	Interior design					
2.3	Overall size of the accommodation					
2.4	Space in each room					

2.5	Telephone line connected to high speed internet					
2.6	Enough parking					
2.7	House included swimming pool					
2.8	Own garden area					
2.9	Layout of the house					
	Price					
2.10	Value for money					
2.11	Availability of finance					
2.12	Favorable payment term					
2.13	Electric and water rate					
	Place					
2.14	Its location by the sea or nearby					
2.15	Its location in the golf course or nearby					
2.16	Near by working place					
2.17	Near by community and shopping mall					
2.18	The convenience of transportation					
	Promotion					
2.19	Sale promotion ex: discount, gift voucher etc.					
2.20	Advertising sign					
2.21	Knowledge and presentation from sale representative					
2.22	Advertising on newspaper					
2.23	Website promotion					
	Person					

2.24	Efficient/courteous service staff					
2.25	Convenience in contacting staff					
2.26	Easy communication with staff					
	Physical					
2.27	Atmosphere around the property and surrounding					
2.28	General appearance of the property					
	Process					
2.29	Cleaning service provided					
2.30	Security service provided					
2.31	Availability of service/maintenance					
2.32	Spaces common area					
2.33	Additional service e.g. swimming pool, fitness center, spa and restaurant etc.					

2.34 What are the most important criteria effecting your decision in buying or renting property in Phuket? Please rank in order of importance from 1 = most important to 7 = least important.

- () 1. Product () 2. Price () 3. Place (location)
 () 4. Promotion () 5. Person () 6. Physical () 7. Process

Part 3 Comments/Suggestions (please, identify).

3.1 Could you make any suggestions or recommendations to real estate developers/real estate agents on elements that they should try to improve upon?

6. Occupation

- Self Employed Unemployed/Retired
- Company employee Business Owner
- Freelance Professional (lawyer, doctor, teacher etc.)
- Others, please state.....

7. Which country are you from?.....

#####

Thank you very much for completing this questionnaire.

Your assistance is greatly appreciated.

Appendix E: Questionnaires for Real Estate Developers (English and Thai)



Questionnaire

Topic : What are the main influences effecting the decision to purchase / rent a property in Phuket

I am doing research for my Master degree thesis in “Business Administration”. My thesis topic is “Real estate’s marketing strategies for long stay tourists and expatriates in Phuket.”

I would very much appreciate your co-operation in completing this short questionnaire. The answers that you give will be used for academic purposes only and will be kept confidential. The entire process should take less than 15 minutes. Thank-you.

Part 1

Please mark **X** next to the answers that are most applicable to you. Multiple responses are allowed.

1. In which area of Phuket is your project located?

- | | |
|--|--|
| <input type="checkbox"/> 1. Phuket town and Kratue | <input type="checkbox"/> 2. Patong and Kalim |
| <input type="checkbox"/> 3. Kata and Karon | <input type="checkbox"/> 4. Kamala, Chengtalay and Surin |
| <input type="checkbox"/> 5. Rawai, Niharn and Chalong | <input type="checkbox"/> 6. Talang, Pakok and Ao-por |
| <input type="checkbox"/> 7. Naiyang and Mai kao | <input type="checkbox"/> 8. Panwa and Ao Makam |
| <input type="checkbox"/> 9. Others, please state _____ | |

2. In what type of real estate do you sell?

- | | |
|--|--|
| <input type="checkbox"/> 1. Single house | <input type="checkbox"/> 2. Twin house |
|--|--|

3. Town house 4. Apartment or condominium

5. Time share 6. Villa

7. Others, please state _____

3. What is your property price per unit?

1. Below 1 millions 2. 1.1 - 5 millions

3. 5.1-10 millions 4. 10.1- 15 millions

5. 15.1- 20 millions 6. 20.1- 30 millions

7. 30.1- 40 millions 8. More than 40.1 millions

4. What is your architecture style?

1. Thai style 2. Modern

3. Bali 4. European

5. Country 6. Contemporary

7. Others, please state _____

5. How do you advertise your accommodation?

1. Magazine 2. Television

3. Internet 4. Newspaper

5. Brochure and Poster 6. Marketing staff or sale executive

7. Friends and family 8. Others, please state _____

Part 2 Factors that most influence the customers decision making process when choosing a real estate project.

Please rate from very important to least important in the table below.

No.	Factors	Degree of importance				
		Very important	Important	Medium	Less important	Least important
	Product					
2.1	Creditability of the developer					

2.2	Interior design					
2.3	Overall size of the accommodation					
2.4	Space in each room					
2.5	Telephone line connected to high speed internet					
2.6	Enough parking					
2.7	House included swimming pool					
2.8	Own garden area					
2.9	Layout of the house					
	Price					
2.10	Value for money					
2.11	Availability of finance					
2.12	Favorable payment term					
2.13	Electric and water rate					
	Place					
2.14	Its location by the sea or nearby					
2.15	Its location in the golf course or nearby					
2.16	Near by working place					
2.17	Near by community and shopping mall					
2.18	The convenience of transportation					
	Promotion					
2.19	Sale promotion ex: discount, gift voucher etc.					
2.20	Advertising sign					
2.21	Knowledge and presentation					

	from sale representative					
2.22	Advertising on newspaper					
2.23	Website promotion					
	Person					
2.24	Efficient/courteous service staffs					
2.25	Convenience in contacting staffs					
2.26	Foreign language speaking staffs					
	Physical					
2.27	Atmosphere around the property and surrounding					
2.28	General appearance of the property					
	Process					
2.29	Cleaning service provided					
2.30	Security service provided					
2.31	Availability of service/maintenance					
2.32	Spaces common area					
2.33	Additional service e.g. swimming pool, fitness center, spa etc.					

2.34 What are the most important factors effecting customer's decision in buying or renting your property? Please rank in order of importance from 1 = most important to 7 = least important.

- () 1. Product () 2. Price () 3. Place (location)
 () 4. Promotion () 5. Person () 6. Physical () 7. Process

Part 3 Comments/Suggestions (please, identify).

3.1 What changes would you most like to see in the real estate industry, or identify areas that require improvement?

3.2 Could you make any suggestions or recommendations to the Thai government regarding this issue, on how they can help or improve the current situation?

3.3 What is your opinion about the real estate market to expatriates and long stay market in Phuket?

#####

Thank you very much for completing this questionnaire.

Your assistance is greatly appreciated.



แบบสอบถาม

เรื่อง พฤติกรรมการเลือกซื้อหรือเช่าอสังหาริมทรัพย์ในจังหวัดภูเก็ต

แบบสอบถามชุดนี้มีวัตถุประสงค์เพื่อรวบรวมข้อมูลเกี่ยวกับพฤติกรรมการเลือกซื้อหรือเช่าอสังหาริมทรัพย์ของนักท่องเที่ยวพำนักระยะยาวและชาวต่างชาติที่ทำงานในจังหวัดภูเก็ต เพื่อประกอบการเขียนวิทยานิพนธ์ หลักสูตรบริหารธุรกิจมหาบัณฑิต สาขาการจัดการบริการและการท่องเที่ยว (นานาชาติ) คณะอุตสาหกรรมบริการ มหาวิทยาลัยสงขลานครินทร์ วิทยาเขตการศึกษาภูเก็ต เรื่อง กลยุทธ์การตลาดของธุรกิจอสังหาริมทรัพย์สำหรับนักท่องเที่ยวพำนักระยะยาวและชาวต่างชาติที่ทำงานในจังหวัดภูเก็ต จึงใคร่ขอความอนุเคราะห์จากท่าน ในการตอบแบบสอบถามนี้ ข้อมูลทั้งหมดจะเก็บเป็นความลับและใช้ในการศึกษาเท่านั้น ขอขอบคุณสำหรับความร่วมมือ

ตอนที่ 1

คำชี้แจง โปรดทำเครื่องหมาย X ลงในช่อง () และตอบคำถามตรงกับความเป็นจริง

1. ที่ตั้งของโครงการ

- | | |
|----------------------------|---------------------------------|
| () 1. เมืองภูเก็ตและกะทู้ | () 2. ป่าตองและกะหลิม |
| () 3. กะตะและกะรน | () 4. กมลา, สุรินทร์, เซิงทะเล |
| () 5. ราไวย์, ในหาน, ฉลอง | () 6. ถลาง, ป่าคลอก, อ่าวปอ |
| () 7. ในยาง, ไม้ขาว | () 8. พันวา, อ่าวมะขาม () 9. |
| อื่นๆ..... | |

2. ประเภทของอสังหาริมทรัพย์ที่ให้เช่าหรือซื้อ (ตอบได้มากกว่า 1 ข้อ)

- | | |
|------------------------------------|--------------------|
| () 1. บ้านเดี่ยว | () 2. บ้านแฝด |
| () 3. อาคารพาณิชย์ | () 4. ทาวน์เฮ้าส์ |
| () 5. คอนโดมิเนียมหรืออพาร์ทเมนท์ | () 6. อื่นๆ |

3. ราคาอสังหาริมทรัพย์ต่อหน่วย (บาท)

- () 1. ต่ำว่า 1 ล้าน () 2. 1.1-5 ล้าน
 () 3. 5.1-10 ล้าน () 4. 10.1-15 ล้าน
 () 5. 15.1-20 ล้าน () 6. 20.1-30 ล้าน
 () 7. 30.1-50 ล้าน () 8. มากกว่า 50.1 ล้าน

4. รูปแบบการตกแต่งของอสังหาริมทรัพย์ในโครงการ

- () 1. ไทย () 2. สมัยใหม่
 () 3. บาห์ลี () 4. ยูโรป
 () 5. ชนบท () 6. ร่วมสมัย
 () 7. อื่นๆ

5. โครงการของท่านโฆษณาผ่านสื่ออะไร (ตอบได้มากกว่า 1 ข้อ)

- () 1. นิตยสาร () 2. ทีวี
 () 3. เว็บไซต์ () 4. หนังสือพิมพ์
 () 5. แผ่นพับโปสเตอร์ () 6. วิทยุ
 () 7. งานแสดงสินค้าบ้านและที่ดิน () 8. บอกต่อ
 () 9. อื่นๆ

ตอนที่ 2

ท่านคิดว่าโครงการของท่านมีปัจจัยเหล่านี้หรือให้ความสำคัญต่อปัจจัยต่อไปนี้มากน้อยเพียงใด โปรดทำเครื่องหมาย ✓ ตรงกับช่องระดับความเห็นของท่าน

ลำดับ	ปัจจัย	ระดับความสำคัญ				
		มากที่สุด	มาก	ปานกลาง	น้อย	น้อยที่สุด
	ปัจจัยด้านผลิตภัณฑ์					
2.1	ความน่าเชื่อถือของโครงการ					
2.2	การตกแต่งภายใน					
2.3	ขนาดของบ้านหรือห้อง					
2.4	พื้นที่ในแต่ละห้อง					
2.5	การมีโทรศัพท์ต่อกับอินเทอร์เน็ต ความเร็วสูง					

2.6	มีที่จอดรถเพียงพอ					
2.7	บ้านแต่ละหลังมีสระว่ายน้ำ					
2.8	มีส่วนส่วนตัว					
2.9	รูปแบบของบ้าน					
	ปัจจัยด้านราคา					
2.10	คุ้มค่ากับราคา					
2.11	บริการสินเชื่อจากสถาบันการเงิน					
2.12	อัตราดอกเบี้ย					
2.13	อัตราค่าน้ำ ค่าไฟ					
	ปัจจัยด้านสถานที่					
2.14	โครงการอยู่ใกล้ทะเล					
2.15	โครงการอยู่ใกล้สนามกอล์ฟ					
2.16	โครงการใกล้ที่ทำงานของลูกค้า					
2.17	โครงการอยู่ใกล้แหล่งชุมชนและศูนย์การค้า					
2.18	ความสะดวกในการเดินทาง					
	ปัจจัยด้านการส่งเสริมการตลาด					
2.19	ส่วนลดพิเศษและของขวัญต่างๆ					
2.20	ป้ายโฆษณาตามสถานที่ต่างๆ					
2.21	ความรู้และการนำเสนอของพนักงานฝ่ายขาย					
2.22	การโฆษณาในหนังสือพิมพ์					
2.23	การโฆษณาในอินเทอร์เน็ต					
	ปัจจัยด้านบุคคล					
2.24	อัยยาศัยไมตรีของพนักงาน					
2.25	ความสะดวกสบายในการติดต่อกับพนักงาน					
2.26	พนักงานมีทักษะในการสื่อสารดี					
	ปัจจัยด้านลักษณะทางกายภาพ					

2.27	สภาพโดยรวมของโครงการ					
2.28	ความน่าอยู่ของโครงการ					
	ปัจจัยด้านการบริการ					
2.29	มีบริการทำความสะอาดห้องพัก/ ที่อยู่อาศัย					
2.30	การดูแลรักษาความปลอดภัย					
2.31	มีบริการซ่อมแซมที่พักอาศัย/ อุปกรณ์ในทันที					
2.32	พื้นที่ใช้สอยภายในโครงการ					
2.33	บริการอื่นๆ เช่น มีสระว่ายน้ำ, ฟิตเนส, สปา, ร้านอาหาร เป็นต้น					

2.34 ท่านคิดว่าปัจจัยใดเป็นส่วนสำคัญต่อการซื้อขายอสังหาริมทรัพย์ของท่านมากที่สุด

(กรุณาเรียงลำดับจาก 1 มากที่สุด ถึง 7 น้อยที่สุด)

- () ปัจจัยด้านผลิตภัณฑ์ () ปัจจัยด้านราคา () ปัจจัยด้านสถานที่
 () ปัจจัยด้านการส่งเสริมการตลาด () ปัจจัยด้านบุคคล
 () ปัจจัยด้านลักษณะทางกายภาพ () ปัจจัยด้านการบริการ

ตอนที่ 3 ข้อคิดเห็นและข้อเสนอแนะ

3.1 ท่านคิดว่าปัญหาเกี่ยวกับธุรกิจอสังหาริมทรัพย์ในปัจจุบันคืออะไร

.....

3.2

ท่านคิดว่ารัฐบาลควรให้ความช่วยเหลือหรือส่งเสริมธุรกิจอสังหาริมทรัพย์อย่างไร

.....

3.2 ท่านมีความคิดเห็นอย่างไรต่อตลาดชาวต่างประเทศที่เข้ามาทำงานในจังหวัดภูเก็ตและ

นักท่องเที่ยวผ่านกระยะยาว ต่อการซื้อหรือให้เช่าอสังหาริมทรัพย์

.....
.....
.....

ขอขอบคุณผู้ตอบแบบสอบถามทุกท่านสำหรับความร่วมมือ