

Appendix A: General information of Nakhon Si Thammarat

(Source: Tourism information from Tourism Authority of Thailand, Nakhon Si Thammarat municipality)

Nakhon Si Thammarat is the second largest province in Thailand's southern region southern edging the Gulf of Thailand. The province encompasses an area of 6,214,064 rai or 9,942.502 square kilometers. It is divided into 21 districts (amphurs) and 2 sub-districts. The capital city of Nakhon Si Thammarat is 780 kilometers from south of Bangkok. The capital is known locally as "Muang Nakhon" and was the center of an ancient and highly sophisticated civilization

Boundary

The boundary to the north is Surat Thani and Gulf of Thailand, to the south are Phatthalung and Songkla. The east of Nakhon Si Thammarat consist of 225 kilometer long The Gulf of Thailand coast with beaches, while the west are Trang and Krabi.

Distances from Nakhon Si Thammarat to nearby provinces:

| | | | |
|-------------|----------------|-------|----------------|
| Surat Thani | 134 kilometers | Trang | 123 kilometers |
|-------------|----------------|-------|----------------|

| | | | |
|-------------|----------------|---------|----------------|
| Phatthalung | 112 kilometers | Songkla | 161 kilometers |
| Krabi | 233 kilometers | Phuket | 366 kilometers |

Climate

There are two seasons in Nakhon Si Thammarat because of influencing from Southwest monsoon and northeast monsoon. Summer is from February to April. Rainy season is from May to January. Average temperature is 27-28 °C, and it is slightly cooler in rainy season.

Historical background of Nakhon Si Thammarat

Nakhon Si Thammarat is an ancient city with a large community that is at least 1,500 year old. The existence of the province has appeared in various documents and dispatches since the 6th-7th Buddhist century under different names such as Tambralinga, Tan Ma Ling, Lochac, Si Thammarat, Siri Tham Nakhon, Nakhon Ton Phra, and Ligor.

The coastal sand bank on the Gulf of Thailand that stretches for at least 100 kilometers was the location of the Tambralinga land. During the late the 13th Buddhist century trade was firmly established between Nakhon Si Thammarat and Southern India

especially Ceylon (Sri Lanka). This resulted in an “inter-marriage” between India merchants and locals. The center was at the beach, at area called “Hat Sai Kaeo” nowadays. Nakhon Si Thammarat has known as “The Glorious City of King in Dharma”, has been a historical center of Buddhism since the 17th Buddhist century. The center gradually prospered under the rule of kings of Si Thammasokarat dynasty until the early Ayutthaya period in the 20th Buddhist century. Local culture and beliefs stem from the influences of the relationships between the foreign merchants and locals. Artifacts found in the area indicate that the province was probably the center of Buddhism more than 1,700 years ago during the Sivichaya period. Nakhon Si Thammarat is rich both historically and culturally.

Tourist attractions

- Religious sites

Wat Phra Mahatat Woramaha Wihan

Wat Phra Mahatat Woramaha Wihan is in Tambon Nai Muang in Amphoe Muang. It has an area of 40,800 square meters.

Wat Phra Mahatat Woramaha Wihan is one of Southern Thailand's most revered temples that has been with the city a very long time. Locals call the temple by names like "Wat Pra That and Wat Phra Maha That" However, according to thelay Officials Section of the Ministry of Religious Affairs regarding the regulations of royal temples dated 30 September 1935, this temple was designated as a primary royal temple of the "Woramaha Wihan" type (only 6 exist in Thailand) and was to be called "Wat Pra Maha That Woramaha Wihan". An enormous structure centered on pagoda 77 meters high which is the second tallest pagoda in Thailand. This symbol of Nakhon Si Thammarat and establishment of Lanka Wong sect in Thailand is well known among Thai Buddhists. The final summit of this structure stands on square platform decorated with mural of eight of the Lord Buddha's followers and it is covered with gold leaf. The pagoda was built some 1,700 years ago during the Sivichaya period to house the Lord Buddha's relics, which were brought from Ceylon (Sri Lanka). The origin of the temple is clouded in mystery.

Within the temple complex there are many interesting religious artifacts and historical sites. For example, The small Museum is a cluster of priceless artifacts and

archeological finds. *Vihara Luang* is a chapel that the ceiling is intricately painted and decorated. The building is a perfect example of Ayudhya Style Art. *Vihara Pra Ma* contains two National Masterpieces. The mural on the wall at the base of the stairway depicts the life of Lord Buddha in India before he was ordained.

Wat Thao Khot (In Amphoe Muang)

Wat Thao Khot is in Tanbon Nai Muang that is a very old riverside temple. The present temple incorporates 5 abandoned temples, which are Wat Sop, wat Chai Na, Wat Wa, Wat Tharawadi and Wat Thao Khot. The large compound has many artifacts of historical and archaeological relevance like ancient temple boundary markers and a Si Wichai-period pagoda. The temple was in a dilapidated state until 1988 when the Fine Arts Department renovated it by keeping most of its original form intact. An interesting part of the temple is the old convocation hall from the early Ayutthaya period with murals.

Wat Na Phra Lan (In Amphoe Muang)

Wat Na Phra Lan is south of Wat Phra Maha That Woramaha Wihan. It has a collection of several old and important Buddha images. In addition, there is a pool that is famous all over as its water is regarded as sacred. The water was used in royal coronation ceremonies, pledge of allegiance to the king and Buddhist rites.

Phra Sua Muang Shrine (In Amphoe Muang)

Phra Sua Muang is an angle or the protective spirit of the city. It protects the city from all dangers, protects the armed forces and gives peace to the locals. The shrine was built to house an image of the same name. Originally built in the Ayutthaya period, the shrine has received gradual renovations and additions until it has transformed into its current style of Chinese architecture. The Phra Sua Muang image is a standing image beside a kneeling female image in regalia. Interior décor also shows strong Chinese influence.

Ho Phra Phutthasihing (In Amphoe Muang)

The chapel is an important historical site of the city and is as important as the Pra Phutthasihing image itself. It used to belong to kings and lords of the city. It is

between the provincial hall and the provincial court. The chapel is divided into 2 parts. A plaster-covered brick wall is in the front part where the Buddha image is located as well as an image carrying a bowl. The back part has 3 small pagodas that contain the bones of the Na Nakorn family (famous family)

The King of Lanka commissioned Phra Phutthasihing in 157 AD for Nakhon Si Thammarat. And later King Ramkhamhaeng the Great came down to Nakhon Si Thammarat himself to receive the image and take it to Sukhothai. Up to 1985, there were 3 Phra Phutthasihing images in Thailand (Nakhon Si Thammarat, Chiang Mai, and Bangkok)

Wihan Phra Sung (In Amphoe Muang)

This building is called Bot Phra Sung. It is situated on a high earth hill. The building itself is made of bricks covered with plaster. It has a wooden roof of the late Ayutthaya period style. The interior wall has drawings of falling flowers, The building houses a plaster sitting Buddha image from the Ayutthaya period called “Phra Sung”. The Buddha image is widely revered by locals.

Wat Sema Muang (In Amphoe Muang)

Wat Sema Muang is as old as Phra Boroma That pagoda. This temple is considered the first temple in Nakhon Si Thammarat. Wat Sema Muang is a temple of great historical and archaeological significance to the province and the Si Wichai Empire. An inscription on a sandstone temple boundary marker that has proven very instrument in unraveling the secrets of Thailand's history and archaeology.

Holy Water Sources

Nakhon Si Thammarat has more 5 more such holy water sources:

1. The pool at Wat Sema Muang in Tambon Nai Muang
2. The pool at Wat Sema Chai in Tambon Nai Muang
3. The pool of Wat Pratu Khao, an abandoned temple in Tanbon Khlang.
4. The brook at khao Maha Chai flows down from the mountain to the area of the Nakhon Si Thammarat Rajabhat Institute. The brook water is believed to bring good fortune and victory.
5. The winding brook at Pak Nakharat look like a serpent when the water is full. It is in Amphoe Lan Saka.

There are pools that are famous all over as their water is regarded as sacred. The water were used in royal coronation ceremonies, pledge of allegiance to the king and Buddhist rites.

Ho Phra Narai (In Amphoe Muang)

The chapel houses the image of Narai, a Brahman god, and was used in Brahmanic ceremonies. Brahmans that came to Nakhon Si Thammarat could be divided into those that mostly worshipped Phra Narai and performed rites at Phra Narai chapel. Inside the chapel is a damaged god statue similar to a four-handed Narai image. There is no evidence to indicate if this is an original statue or it was built to replace an older one.

Ho Phra Isuan (In Amphoe Muang)

The chapel is opposite Pra Narai chapel. To the south is Sao Chingcha (Giant Swing). There used to be a Brahman church near the swing, but there is not one any longer. The only remnant is the swing that stands today. This one was erected to replace the old one that was used for the Tri Yampawai and Tri Pawai ceremonies of the

Brahmans of the province. The chapel houses the image of Phra Isuan (Shiva), a Brahman god. Believed built in the Ayutthaya period, it was used for Brahman religious ceremonies. The original chapel eroded away and the Fine Arts Development now renovated the one that is present in 1966. The tower has a collection of Siva Linga and their bases that were relocated from the Brahman church.

Solahudin Mosque (In Amphoe Muang)

Once known as “Surao Nok”, this mosque has been a religious center for all Muslims nearby.

Wat Tham Tong Phannara (In Amphoe Tham Phannara)

This temple is in Tong Cave. It located 2 kms. far from Tham Phannara district office. Locals believe that two Buddhist nuns who established this temple, brought offering and property to build Wat Phramaha That. But on the way they knew the news that Wat Phramaha That was completely built. Then the nuns decided to build Lying-Buddha image in Tong cave and bury their offering and property in this image. And after the nuns died, their relative built two Buddha image to house their relic. Annually on 1st

new moon day of the eleventh lunar month, it has the revered festival. Locals come to pay homage to Buddha image in the cave and visit beauty of natural cave.

Wat Mok Ka Lan Archaeological Site (In Amphoe Tha Sala)

This site located about 10 kms. from the city. This area was constructed in following Saiva sect of Brahma religion during the 12th –14th Buddhist century. Example interesting evidences are lines of stone column, carved stone doorframes, images of Shiva (Linga) and ancient pool.

Khao Ka Archaeological Site (In Amphoe Sichon)

This area was constructed in following Saiva sect of Brahma religion during the 13th –14th Buddhist century. Ka mountain is the center of universe like Phra Sumane Mountain in following Brahma belief. An exploration found many interesting antiques (such as base of Linga (Yoni), tubes of holy water) and ruin of Brahma shrine.

Wat Khra Duknga (In Amphoe Khanom)

This temple was built in the Ayutthaya period. The Buddhist temple hall has interior wall with exquisite drawing of Buddha story and the Buddha image from Ayutthaya period.

Wat That Taram or Wat Khao That (In Amphoe Khanom)

This temple has coral pagoda stand on That mountain peak. Locals believe that Chaiya people who established this temple, brought property to build Wat Phramaha That. But on the way they knew the news that Wat Phramaha That was completely built. Then they decided to build this coral pagoda in That mountain. The pagoda form is in the

shape of an inverted woven bowl, which has 5-6 meters base diameter. Around the pagoda base has red sandstone carved Buddha images.

Wat Nun Tharam (In Amphoe Pak Panang)

Luang Pho Poot is red sandstone carved Buddha images in the Ayutthaya period style, was placed in this temple. And an interesting antique is large image of Shiva (Linga) from Khao Ka Archaeological Site that is the most completely Linga found in the South. It was carved from limestone in some 1,200 years ago during 12th-14th Buddhist century.

Kuan Yin Bodhisattva

It situates in Cham Po Khong foundation. This Bodhisattva is 19 meters high, a image in blessing and standing posture, stand on large lotus flower.

Talod Cave

This cave has many large sacred laying-Buddha images. Nap Thichinphong, famous Nakhon Si Thammarat artist drew a mural paintings about Buddha story.

- Historic sites and buildings

City Wall and Northern Gate (In Amphoe Muang)

The city wall is a symbol of the province's ancient history. Together the wall and gate originally measured some 400 meters wide and 2,320 meters long and surrounded the old city. Local legend says that the first wall was built in the reign of the King Si Thammasokarat and was an earth wall. Indian and southern Mon workers completed the wall. The plaster-covered brick wall that is still left in some parts to the north of the ancient city was built during the 18th – 19th Buddhist centuries. Throughout the years restorations have been made to the wall.

Sala Phradu Hok (In Amphoe Muang)

Sala Pradu Hok sites at the city's entrance. The Pavilion's location was originally the northern city gate called "Chai Sak". Around the pavilion were 6 large shade trees of the genus Pterocarpus. Therefore, locals call the pavilion "La Do Hok"(La is pavilion, Do is the trees and Hok is six)

The City Pillar Hall (In Amphoe Muang)

Another landmark as the city founding mark, according the Thai tradition, was a Takian wooden pillar brought from a deep Nakhon Si Thammarat's mountain.

The Giant Pagoda (In Amphoe Muang)

This Ceylon-typed pagoda, the second biggest pagoda to Phra Barom That Chedi in Nakhon Si Thammarat, presumably has been constructed in the same period of Phra Barom That Chedi. It is frontage has a revered Buddha Image named Phra Ngern.

Century monastery of Wat Wang Tawan Tok (In Amphoe Muang)

Within this temple complex there is Southern Thai Style house. Construction of the house began in 1888 and it took 13 years to complete. The building was constructed without nail and is actually was 3 building adjoined structures displays a refined unique architectural style of Nakhon city.

Chinese-styled small house of Wat Chaeng (In Amphoe Muang)

This temple was built sometime between 1784 and 1787. “Keng Jeen” a small Chinese Style building is decorated with wood importanted from China. The ashes of one of Nakhon Si Thammarat’s rulers and his wife are in two small pagoda in this building

Chinese-styled small house of Wat Pradoo (In Amphoe Muang)

A characteristically square Chineses-styled small house with refined-caved door panes importanted from China, houses the revered relic of of Nakhon Si Thammarat’s rulers (Chao Phraya Nakhon (Noi Klang)) and the revered relic of King Taksin, the Great.

Wat Khao Khun Pha Nom (In Amphoe Phrom Kiree)

Wat Khao Khun Pha Nom is a temple of important historical and archaeological. This temple is in the caves that has many artifacts of historical and archaeological relevance like ancient wall with temple boundary markers like city wall, the interior wall decorated with Chinese-styled ceramic tiles and the thirty bronze Buddha images and Buddha footprint. Locals believe that in the past this temple had been a house of King Taksin, the Great in the end of his reign.

Stone inscription of Khao Chong Koy

The stone inscription was engraved with Phunlawat Sanskrit language during 12th-14th Buddhist century. It is the oldest language found in the South. This inscription show the detail about Shiva, guardian spirit of forest and mottos

- Local village and lifestyle

Kiriwong Village (In Amphoe Lansaka)

This village is located about 23 kms. from the city. Kiriwong is a small village where the local people are friendly and welcoming. The village as at the foot of Khao Luang (Luang Mountain), which raises 1,835 meters. Parts of the village were destroyed

during floods and landslides in 1988. Despite the devastation of the floods, the atmosphere of the village is still characterized by its natural beauty and culture. Kiriwong Village is the model community for managing ecotourism and got a Thailand Tourism Award Year 1998 (city and community aspect) from Tourism Authority of Thailand. This village has many tourism activities such as local mixed orchard tour, home stay, traditional tie-dyed fabric tour, and herbal manufacturing tour.

Khao Khun Pa Nom Village (In Amphoe Phrom Kiree)

This village located about 15 kms. from the city. Khao Khun Pa Nom is a small village where locals participate to manage the agricultural tourism in this community like orchard tour by bike.

- Museums

National Museum of Nakhon Si Thammarat (In Amphoe Muang)

It houses a collection of historical and archeological evidences in this province and other seven uppermost southern provinces

Center of Art and Culture, Nakhon si thammarat Ratchaphat University (In Amphoe Muang)

This center located about 13 kms. from the city, in Nakhon Si thammarat Ratchaphat University. It houses a collection of historical and archeological evidences in this province since established city, local language and literatures and local performance.

Museum of Enhanced the King Bhumibol's Prestige and Pak Phanang's River Basin Area Development Project

This museum was built from Pak Phanang's River Basin Area Development Project under an edict of the present king for developing areas in Nakhon Si Thammarat, Phattalung, and Songkhla. It consists of three main exhibition rooms that are the duties of King King Bhumibol exhibition, project info exhibition and Pak Phanang historical exhibition.

- Site associated with historic events and famous people

Sa Lang Dap Si Prat (In Amphoe Muang)

Si Prat was a great poet of Aytthaya who prospered during the reign of King Narai the Great. However, when he had a misconduct related to royal custom, he was banished to Nakhon Si Thammarat. He later committed adultery and was executed by Chao Phraya Nakhon. “Sa Lang Dap Si Prat” was where Si Prat was executed. It is said that after the execution, the executioner washed his sword in the pool here.

The Monument of Thai conquerors

This warrior monument in the combating post is a memorial of the defense of courageous Thai warriors against Japanese soldiers during World War II on the D-Day on December 8, 1941.

Muang Nakhon Palace (In Amphoe Phrom Kiree)

Muang Nakhon palace is Thai royalty family's resident when they come to Nakhon si Thammarat. It located in old orchard which own by Thong Sa Mak's family. This family built the palace for offering to King King Bhumibol and Thai royal family in the name of Nakhon Si Thammarat people.

Krung Ching forest in Khao Luang National Park

It had been an important base of South Communist Party. Along 3.8 kms. trail in Krung Ching forest has many interest historical evidences like battle field, Phratu Chai cave (air raid shelter), Khlur cave (food store cave), basketball field. And the end of this trail has Phon San Ha waterfall, the most beautiful waterfall in this park.

- Local sports

Buffalo Fighting

Bull pitted against bull is a popular game in Southern Thailand, particularly in Nakhon Si Thammarat.

- Festivals and special events

Hae Pha Kean That Festival (Pagoda Clothing Festival)

Annually held on the 15th new moon day of the third lunar month (Between February and March) and after the sixth lunar month, this festival features a noble practice by clothing the base of Phra Baromma That Chedi with fabric strips. Locals pay homage to the sacred enshrined relics of the Lord Buddha. There are a number of religious ceremonies, among them a traditional merit making procession that brings a Pha Phra Bot (a cloth painting of the Lord Buddha's life story) to be placed upon the pagoda of Phra Mahathat Temple. Another interesting tradition is Mathupayat rice (sticky rice in coconut and sugar cane syrup) stirring ceremony.

Songkran Festive

Nakhon Si Thammarat is different from those of other provinces, given its unique environment and beliefs. The highlight is the bathing ceremony for Phra Phutthasihing, major Buddha image. And The traditional Procession of Nang Darn is an important tradition during Songkran festival. Formerly, it was the Hindu's local traditional festival. However, it was disappeared for over 90 years. The purpose of performing the procession of Nang darn was to welcome the god Shiva who descended from heaven to

visit human being for 10 days once a year. This procession is the procession of three boards; the God of the Sun and Moon, the God of the River, and the God of the earth.

The Tenth Lunar Month Festival of Nakhon

This festival is celebrated on the last ten days of the waning moon in September (The Tenth Lunar Month). According to local belief, this is when ancestors are allowed to visit their relatives. On this occasion, there are merit making ceremonies for ancestors. This festival is a 10 day celebration at Phra Mahathat Temple and Princess Mother 84 Public Park. The major festival event is the Hmrub Procession (Hmrum mean traditional delicately decorated food and dessert along Ratchadamneon Road to Princess Mother 84 Public Park. People all over Thailand join the merit making and religious rituals.

The Buddhist ceremony of festooned thrones in parade (Chak Phra Festival)

This ceremony has influenced from Indian believe which is celebrated on the 1st of the waning moon on October every year. In many temples, Locals lift a Buddha image in holding an alms-bowl posture to place on exquisite throne and haul along the

road. And at Pak Phanang river, it has the Buddhist ceremony of festooned boats in parade and boat race.

- Traditional arts and crafts

Suchart Sapsin's Shadow Puppet Show: It is an unmatched shadow puppet show house, demonstrating the puppet performance, ranging from puppet carving to displaying a collection of Thai shadow puppets in diverse periods together with foreign puppets for educational and visiting purposes.

Yan lophao: Yan Liphao is a clinging vine that grows in this area. The vine is split into threads and hand woven into beautiful products. There is a Yan liphao Center to visit at tha Rua village, 10 kms. from the city.

Pottery: Mok Ka Lan is the famous pottery's village. In the past, this village produced soil brick and vase, but in the present the local producers develop their pottery to has various kind and high quality. "Bang Poo", a famous pottery market located about 17 kms. from the city near Bang Poo three-way intersection.

Pha Yok: Pha Yok is a rare cloth weave only in Nakhon Si Thammarat . The pattern and colors of the fabric are exquisite. It is possible to visit a “Pha Yok” weaving center and watch expert weavers at work

Other crafts from this area include neiloware, silverware, brassware and bronzware. There are many craft shops along Tha Chang road and Wat Phramahathat.

- Traditional performances

Nakhon Si Thammarat has unique traditional performance such as Ma NoRa dancing, Local song (Plang Bok), Shadoe puppet show etc.

- Traditional food and drinks

Nakhon Si Thammarat has a number of foods and desserts different in character and flavor from those of other areas in Thailand. Foods are not just delicious tasting For every meal,these are usually accompanied by several kinds of fresh vegetables.

Foods

- “*Kanohm Jin*” Nakhon styled Thai Noodle with variety of spicy curry sauces
- “*Kang LuangYellow*” curry (sour curry with fish and vegetables)

- “*Kang Pung Pla*” Fish viscera curry
- “*Kol Kling Nua*” Stir-fried meat with chili paste
- “*Yum Pung Pla*” Fermented fish spicy salad
- “*Tom Som Pla Kabok*” Sea mullet fish sour soup
- “*Pla Kabok Tot Kamin*” Fried sea mullet fish with turmeric powder

Desserts

- “*Khow Tom Look Yon*” Sticky rice in coconut-typed leaves
- “*Durian Kuan*” Preserved durian with smoked betel palm husk
- “*Ka Nom La*” La sweet (typical Tenth Month Festival dessert)
- “*Mang Kut Kat*” Crispy mangosteen
- “*Jum Pa Da Tot*” Crispy fried jack fruit

There are markets throughout the city. The night market along Chamrean

Withee Road is particularly colorful. All of the markets sell local foods and other interesting goods.

Appendix B: Other supply factors' analysis

2. Other supply factors

According to A study for national action plan for the tourism industry in the 9th National Economic and Social Development Plans (2002-2006), it has the analysis for identifying a suitable province for tourism development. A part of study analyzes provincial supply variable. And the result shows that supply factors in Nakhon Si Thammarat has high potentiality for tourism. Hence, the research will emphatically analyze the potential of cultural tourist attractions and activities, and review with the following supply factors in Nakhon Si Thammarat:

2.1 Accommodation

Nakhon Si Thammarat has accommodations facility in the area. According to marketing information (Year 2002) from office of provincial trade and Tourism Authority of Thailand: region 2 office, hotels and resorts were classified their class by Rack rate.

And the research found that it has 3 groups in this province (Group 3: 1000-1499 B., Group 4: 501-999 B. and Group 5: Lower than 500 B.). Hotels and resorts in Nakhon Si Thammarat have 1,956 rooms as show in (Table A).

Table A Number of hotel and resort in Nakhon Si Thammarat classified by price.

| Area | Group 1 Over 500B. | Group 2 1500- 2400B. | Group 3 1000- 1400B. | Group 4 500- 999B. | Group 5 Lower 500B. |
|---------------------|--------------------------|----------------------------|----------------------------|--------------------------|---------------------------|
| City | - | - | 1+ (420 rooms) | 1 (80 rooms) | 12 (862 rooms) |
| Sub city | | | | | |
| Thung song district | - | - | - | - | 4 (173 rooms) |
| Pakpanang district | - | - | - | - | 2 (77 rooms) |

| | | | | | |
|----------------------|---|---|---------------------|---------------------|-----------------------|
| Seaboard city | | | | | |
| Khanom district | | | 3 (124 rooms) | 2 (47 rooms) | 3 (37 rooms) |
| Sichon district | - | - | 1 (27 rooms) | 1 (10 rooms) | 4 (99 rooms) |
| Total | - | - | 5 (571 rooms) | 4 (137 rooms) | 25 (1248 rooms) |

In addition, Khao Luang national park offers tent area and guest houses for visitors. And many communities in Nakhon Si Thammarat has village based tourism and homestay for tourists

2.2 Other tourist facilities and service

Tour service

Nakhon Si Thammarat has 9 tour agencies. Most of them serve tour bus and van rental service and tour program in other provinces. Tours in this province mostly

operate by tour agencies outside province. The community based tourism or village tourism has village center to facilitate and operate tour for tourists.

Informational center

Nakhon Si Thammarat has major tourism information centers at Tourism Authority of Thailand: region 2 office and municipality hall. In addition, some communities have small tourism information center.

Restaurants

Nakhon Si Thammarat has more than 65 famous restaurants, which serve Thai, Chinese, Muslim and a semblance of European food.

Postal facilities and services

Nakhon Si Thammarat has 144 post offices (include 29 public offices, 115 private offices), 76 postage shops, and 356 mailboxes. The Thai post office service is usually reliable. It has mail service, express mail service, international call service, and post pay service. And there are many 24 hours mailboxes in important places.

Medical facilities

Nakhon Si Thammarat has public and private health services. It has 22 hospitals with 1,603 sickbeds, 5 private hospitals with 222 sickbeds, 251 public health

centers, 107 doctor's clinics and 190 pharmacies. Health officers are 206 doctors (service rate 1: 7,425), 1,255 nurses (service rate 1:1,219).

Bank and money exchanges

Financial institution in Nakhon Si Thammarat has 51 commercial banks, 14 government saving banks, and 14 agricultural banks. They have many automated teller machines (ATM) around the city and nearby some district banks. But few of automated teller machines service 24 hours. Money exchange services only at the banks in the city.

Crafts and souvenirs

Nakhon Si Thammarat is well known for its crafts and souvenirs. Famous local products are neiloware, silverware, brassware, bronzware, shadow puppets, Pha Yok (a rare cloth weave), Woven articles (Yan Liphao), pottery, tie-dyed fabric with natural color. In the city, there are many craft shops along Tha Chang road and Wat Phramahathat. In Outbound the city, visitors can see a produce process's demonstration and buy souvenirs from produce's villages for example pottery at Mok Kalan village, shadow puppets at Suchat house, Woven articles (Yan Liphao) at Tha Rua village, tie-dyed fabric with natural color at Kiriwong village.

2.3 Transportation

Nakhon Si Thammarat has 3 ways for access:

1) Air transportation

Nakhon Si Thammarat has an international standard airport under controlling of department of commercial air transport. It located 15 kms. north of the city. Thai Airways International, Thailand's national airline, operates a daily round trip flights to Nakhon Si Thammarat. Flying time is 1 hour and 50 minutes.

2) Rail transportation

The State railway of Thailand organizes an efficient rail system link from Bangkok to Nakhon Si Thammarat with 2 express trains (No.85) and 2 slower trains (No.173) (distance 832 kms.). Domestic trains comprise first, second and third class carriages. Moreover, many southern route's trains pass Thung Song Station, once of Nakhon Si Thammarat's railway station, which tourists can change the train to the city. And 3 suburb trains go to nearby provinces.

3) Road transportation

Nakhon Si Thammarat has 1 main highway, 5-sub highway and 43 provincial roads. Domestic bus service offers fast means of travel from Nakhon Si Thammarat to Bangkok with about 6 bus companies. For transporting to nearby provinces, it has various kind of transport to select- van, taxi and public bus. In provincial traveling, visitors can travel by minibus. Transportation in the province is minibus

4) Sea transportation

There are no regular ship or cruise connections with Nakhon Si Thammarat. Three local seaports use to transport cargo and fishery.

In summarization, the means of transportation to the location are varied- highways, railways, and air. It can guarantee that Nakhon Si Thammarat can be reached easily from Bangkok. Nevertheless the research found that the obstacles of travel from Bangkok are high air fare, only a morning flight to Nakhon Si Thammarat and a morning return flight to Bangkok, demanding much time and late arrival when travel by trains from Bangkok to Nakhon Si Thammarat. Although Nakhon Si Thammarat is located nearby Surat Thani, Krabi, Trang and Songkla (famous tourist destinations of the South), no proper linkage is available to bring tourists to the location. In the location itself, the

destination points are not clearly assigned, no self-drive rental car/ rental motorbike and the local public bus service is not adhere to regular schedules.

2.4 Other infrastructures

Electricity: Electricity in Thailand is 220 Volts AC at 50 cycles. Nakhon Si Thammarat has a provincial electricity authority office, 7-district electricity authority offices and a power plant. Electricity was totally used 28,103,183.86 Units and users were 240,101 person (Year 2002). In Nakhon municipality's area it has electric supply 100% and outbound area 99%

Water supply: In year 2002, provincial waterworks authority can produce 12,120,635 cubic meters and sell 6,493,135 cubic meters(54%from an amount of producing water supply). From 1,320 villages in Nakhon Si Thammarat, it has water supply 317 villages (24%). However, the percentage of having water supply was low potentiality. The local government solves problem by using mountain water supply, and ground water supply.

Communication: Telecommunication, the provincial telephone organization and partnership company (TT&T company), offer 85,556 numbers. Only 69,610 numbers was used. Most of users use at home, business, official and public. It has a lot of domestic public telephones service. And international public telephone will service nearby many post offices and major hotels. The telephone organizations have plan to increase telephone number for support a growth in future. E-mail services, there are some Internet cafes in the city and some towns.

2.5 Institutional element

The status of Nakhon Si Thammarat as a cultural site attracts many parties with many interests. Tourism of Nakhon Si Thammarat is under controlled by a provincial tourism committee, which consists of the representatives from concerned government (ex. Tourism Authority of Thailand: Region 2, cultural council), private organizations (an association of tourism business, an association of hotel), and educational institute. This bring a misunderstanding about which is each responsibility to develop, promote, and maintain the cultural sites and activities of Nakhon Si Thammarat, and lack of cooperation to develop tourism. Another issue is that although educational institutes in Nakhon Si

Thammarat give knowledge to local communities about role for managing and developing to sustainable tourism. And they assemble to have a communities' network for changing knowledge, and adding their opportunity and role. The communities is not significantly participate public sector tourism planning and development control systems. Though the locals pay more attention to tourism, but they lack for understanding how to be good host.

Appendix C: (English and Thai version)

Questionnaire Number _ _ _

Area/Date...../ (...../...../.....)

QUESTIONNAIRE

**Factors that influence tourists' decisions to select cultural tourism
in South of Thailand**

.....

The purpose of this questionnaire is to collect the data for the Graduate Thesis entitled “Marketing Strategies For Sustainable Cultural Tourism In Nakhon Si Thammarat, Thailand” for the Master of Business Administration Program in Hospitality and Tourism Management (International Program), the Faculty of Service Industries at Prince of Songkla University, Phuket Campus. The data collected will be analyzed for the academic purpose that determine the factors influencing both Thai and foreign tourists to make a destination decision to select cultural tourism in southern provinces and utilize as a guideline in developing marketing strategies to achieve sustainable cultural tourism in Nakhon Si Thammarat and other concerned region.

The researcher would like to express the special thankfulness and appreciation for your kind cooperation and attention in developing your valued time to complete the relevant information to make the thesis reliable and successful.

Yours truly,

Waneewan Srisuwan

The Researcher

Faculty of Service Industry

Prince of Songkhla University, Phuket campus

Part 1 Tourist Personal Data

Note Please check in the which corresponds to your answer.

The followings are some personal questions that will be used for statistical purpose only.

1.1 Gender: Male Female

1.2 Age:

16 - 25 yrs. 26 - 35 yrs. 36 - 45 yrs.

46 - 55 yrs. 56 - 65 yrs. Over 65 yrs.

1.3 Nationality _____

1.4 Marital status: Single Married Divorce/widow

1.5 Education:

Lower than Bachelor degree Master degree

Bachelor degree Other (Please specify _____)

1.6 Occupation:

- Professional Employee/ Company officer

Student

- Commercial personnel Housewife or unpaid family
 Administrative and Managerial Retired and Unemployed
 Government officer/State enterprise Other (Please specify _____)

1.7 Income per month (40 Baht: 1 USD)

- 10,000 Baht or less than 10,001 - 25,000 Baht 25,001 - 40,000

Baht

- 40,001-55,000Baht 55,001 – 70,000 Baht Over 70,000 Baht

Part 2 Tourism behavior**2.1 Most of your trip, you prefer traveling with:**

- Alone Friend Family/relative Travel agency
 Organization Other _____

2.2 Who influence to your decision making to travel?

- Alone Friend Family/relative Other _____

2.3 What kind of transportation do you prefer?

- By plane By bus By cruise/ship
 By private car/ rental car By tour bus

2.4 Purpose of visit:

- Holiday/ Pleasure Business Visiting friend/Relatives

- Official Meeting/Seminar Other

2.5 Are you interested in a cultural tourism in the South?


- Yes Perhaps

- No (Please give the reason _____

2.6 Are you interested in a cultural tourism in Nakhon Si Thammarat?

- Yes Perhaps

- No (Please give the reason _____

_____ 

2.7 What kind of cultural tourist attractions and activities do you prefer?

(Can tick more than one answer)

1. Religious site 7. Festivals and special event

2. Historic site and building 8. Traditional arts and

crafts

3. Local village and lifestyle 9. Traditional performances

4. Museum 10. Traditional food & drinks

5. Site associated with historic events& famous people

6. Local sports

11. Other

Part 3 The access to information of cultural tourism

3.1 Do you get any information on cultural tourism?

Yes

No (skip to Question 3.3)

3.2 What is the media you obtained the cultural tourism information from?

(Can tick more than one answer)

Newspaper

Television

Friend/Relative/
Colleague

Magazine/Journal

Radio

Tour operator/
Travel agent

Brochure/ Leaflet

Internet/Website

Other

3.3 What is the media you prefer the most? (Can tick only one answer)

Newspaper

Television

Friend/Relative/Colleague

Magazine / Journal

Radio

Touroperator/Travel agent

Brochure/ Leaflet

Internet/Website

Other

Part 4 The importance of marketing mix's factors that influence tourists' decisions

Note Please check in the which corresponds to your answer.

| Marketing mix's factors | | Level of important (point) | | | | | Official Use Only |
|-------------------------|--|-------------------------------|----------|-----------|----------|---------|-------------------|
| | | importa | importan | importan | importan | importa | |
| 1. Product | | | | | | | |
| 1.1 | The variety of cultural tourist attractions and activities | 5 | 4 | 3 | 2 | 1 | |
| 1.2 | Famous cultural attraction places | 5 | 4 | 3 | 2 | 1 | |
| 1.3 | Unique cultural tourist attractions and traditions | 5 | 4 | 3 | 2 | 1 | |
| 1.4 | Image of cultural tourist attractions and activities | 5 | 4 | 3 | 2 | 1 | |
| 1.5 | Novelty of the destination | 5 | 4 | 3 | 2 | 1 | |
| 1.6 | Special events | 5 | 4 | 3 | 2 | 1 | |
| 1.7 | Night life and entertainment | 5 | 4 | 3 | 2 | 1 | |
| 1.8 | Accommodation (price, quality, variety) | 5 | 4 | 3 | 2 | 1 | |
| 1.9 | Restaurant and food service (price, quality, variety) | 5 | 4 | 3 | 2 | 1 | |
| Marketing mix's factors | | Level of important (point) | | | | | Official Use Only |
| | | most | Highly | important | Lowly | Least | |

| | | | | | | | |
|---------------------|---|---|---|---|---|---|--|
| 1.1 0 | Adequacy of infrastructures e.g. telephone, electricity | 5 | 4 | 3 | 2 | 1 | |
| 1.1 1 | Adequacy of support services e.g. car rental, hospital | 5 | 4 | 3 | 2 | 1 | |
| 2. Price | | | | | | | |
| 2.1 | Reasonable price | 5 | 4 | 3 | 2 | 1 | |
| 2.2 | Cost of trip (trip cost, on-site cost) | 5 | 4 | 3 | 2 | 1 | |
| 3. Place | | | | | | | |
| 3.1 | Not far from other tourist attractions | 5 | 4 | 3 | 2 | 1 | |
| 3.2 | Accessibility | 5 | 4 | 3 | 2 | 1 | |
| 3.3 | Time of opening and closing | 5 | 4 | 3 | 2 | 1 | |
| 3.4 | Tourism Information center and booking service | 5 | 4 | 3 | 2 | 1 | |
| 4. Promotion | | | | | | | |
| 4.1 | Literature e.g. guidebook, booklet | 5 | 4 | 3 | 2 | 1 | |
| 4.2 | Advertising e.g. brochure, TV, posters | 5 | 4 | 3 | 2 | 1 | |
| 4.3 | Sale promotion, discount, special price | 5 | 4 | 3 | 2 | 1 | |
| 4.4 | Packaging | 5 | 4 | 3 | 2 | 1 | |
| 4.5 | Public relations | 5 | 4 | 3 | 2 | 1 | |
| 4.6 | By word of mouth | 5 | 4 | 3 | 2 | 1 | |
| 5. People | | | | | | | |
| 5.1 | Attitudes of the host community (warm, hospitable) | 5 | 4 | 3 | 2 | 1 | |
| 5.2 | Professional tour guides and service staffs | 5 | 4 | 3 | 2 | 1 | |
| 5.3 | Common language | 5 | 4 | 3 | 2 | 1 | |