Tourists' Perceptions of Samui Island, Thailand

As a Tourist Destination

By

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ABSTRACT

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The study examined Thai and non-Thai tourists' point of view toward the overall image of Samui Island and investigated problems with the infrastructural services, and the environment of Samui Island. The purpose of this study was to determine tourists' perceptions toward the quality of the infrastructure and the environment of Samui Island, Thailand.

The sample of this study consisted of a population of tourists who used services at the Moom Thong restaurant in Nathon, Samui Island between 11:00 am to 2:00 pm during the second and third weeks of July 2001. The survey instrument was distributed to twenty tourists who used services at the participating restaurant each day. 225 usable questionnaires were collected.

Based on the findings of this study, Thai and returning tourists tended to perceive the quality of the island lower than foreign and first-time tourists did. Also, Samui Island

should improve, develop, and preserve the infrastructural services and its environment especially in four areas including accessibility, road condition and safety, cleanliness, and prices of goods and services.

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TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

Chapter I

Research Problem and Objectives

Tourism Industry is one of the world's fastest growing industries. It has also been identified as a means to generate the national income in less industrialized economic systems (Rattanasuwongchai, 1998). Like many developing countries, Thailand relies on tourism to bring about a major proportion of its national income (Rattanasuwongchai, 1998; Tourism Authority of Thailand (abbreviated TAT), 1998). Wangpaichite (1996) noted that tourism industry has played a major role in generating Thailand's national income since 1987. Tourism is also a major source of its revenue and foreign exchange earnings, especially during these years of economic slump (TAT, 1998). In addition, tourism industry creates jobs and promotes the distribution of incomes and rural development (TAT, 2001).

However, because of the tourism's growth and financial successes, the social and cultural environments in some of Thailand's major tourist destinations, such as Pattaya and Koh Samui, were being abused (Wangpaichite, 1996). In response to these negative side effects, the Tourism Authority of Thailand, the agency responsible for governing tourist activities, shifted its policy towards more sustainable tourism development, focusing on conservation and benefits to local communities. As in "News from Amazing Thailand" (2001) by TAT, the newly-appointed Minister to the Prime Minister's Office and Tourism Authority of Thailand Chairman H. E., Mr. Somsak Thepsutin said "Sustainable and well-managed growth of the Thai tourism industry will not only help to boost the economy, but also develop our society. The concept of tourism development is

therefore as equally important as the conservation and restoration of national arts, culture, and tourism resources," (p. 2). To date, TAT has launched several sustainable tourism development programs at major tourist destinations and published a pamphlet to promote sustainable tourism among Thai citizens, as shown in Figure 1-1.

Figure 1-1: Sustainable Tourism Promotion Pamphlet.

Source: Tourism Authority of Thailand

Tourism Authority of Thailand (1998) divides the country into four principal regions of tourism industry:

1) The Upper Northern Area, consisting of Chiangmai, Chiangrai, Mae Hong Sorn, and their surrounding areas,

2) The Bangkok Metropolitan Area,

3) The East Coast Area, and

4) The Central-Southern Area, consisting of Ao Phang-nga area, Krabi, Phuket, which are areas on the coast of the Andaman sea, and the areas around Koh Samui in Surat Thani province, of the coast of Gulf of Thailand.

A ten-year statistics collected by the Statistic and Research Division of the Tourism Authority of Thailand showed that the beauty of the tourist attractions in the Central-Southern area has drawn millions of tourists to visit them (1998). Phuket was the most attractive place on the list, followed by Samui Island, which attracted more than 700,000 people a year (TAT, 1999). This increase in the number of visitors in this area does not only bring more income to the country and the local people, but also leads to an increasing use of these tourist attractions, which might affect on tourists' impression and satisfaction of the area.

Tourists' prior experience at a place often influences their choice of future destination. Gartner (1993) stated that previous experiences with the product class, activity preference, and knowledge of performance characteristics are a few of the factors that determine a person's attitudinal position in the consideration of his/her destination choice set. In other word, if tourists' previous visits at a place were not impressive and satisfactory, he/she would be less likely to consider that place as one of their next possible destinations.

According to Conlin and Baum (1995), the impact of tourism on the island can be immense. Tourism is more pervasive in its impact on a small island community than it is on a larger, mainland destination with good communications between the locals and urban centers. They also said that a large number of tourists' arrivals on an island destination is likely to have a more profound effect on the island in cultural, social and

environmental terms because of the community's small size (1995). Furthermore, native people will have more contact with tourists on an island than what they might have at a mainland tourist destination, especially in a large, developed metropolitan area. This contact could produce a negative effect on local culture, as the locals try to incorporate foreign cultures into their daily life. Overtime, the new lifestyle may shy them away from their own heritage. This problem is well recognized as a cultural impact concern (Conlin & Baum, 1995).

The small scale of an island's physical resources also causes it to be far more defenseless to the negative effects of mass development and greatly increased usage which tourism brings (Conlin & Baum, 1995; Swarbrooke, 1999). The impact of excessive water demand by tourism on agriculture in Phuket, Thailand is a good example of this impact. Cohen's study (1996) showed that tourists used more water than local people both on Phuket and Samui Island. He also stated that hotels and resorts' owners or managers would buy and stock water from the mainland for their customer. Thus, islands can be considerably damaged over the generations and perhaps forever by unplanned and uncontrolled tourism (Conlin & Baum, 1995). Islands simply do not have the intensity of resources that are necessary for its own recovery. Swarbrooke (1999) also identified other negative impacts to an island, which tourism often brings. These include traffic congestion, air and noise pollution, new constructions that are in conflict with the traditional, religious-based architectural styles of the area, and flooding after rains because of inadequate sewers.

Samui Island is now facing these kinds of problems. Each year, it attracts about more than 700,000 (TAT, 1999); in the year 2000, the number of visitors exceeded

823,000 (Jirasakunthai, 2001). Nowadays, Samui is expected to serve about 900,000 people a year, 38,000 local people included (Intarakomalyasut, 2001). This number definitely exceeds the island's capacity (Jariyasombat, 1998). What make Koh Samui attractive include its small, clean beautiful beaches, modest bungalows under the coconut trees, not luxury hotels (Cohen, 1996; Jariyasombat, 1998). Jariyasombat (1998) also said that if Samui developed too fast, it would lose its loveliness, like Bangkok, Chiang Mai, and Phuket. This problem has become apparent, as large number of back-packers already left Samui for its surrounding islands, such as Pha Ngun Island, Tao Island, and other, in their search for unspoiled beaches (1998). In order to attract more people to Samui, its authority needs to know how tourists perceive or think about the island itself. Also, it needs to identify urgent problems that should be addressed regarding the development, maintenance, and restoration of the island.

<u>Study Area</u>

Samui Island or Koh Samui (*Koh* means island) is located 310 miles (500 kilometers) from Bangkok and 18 ½ miles (30 kilometers) off the coast of Surat Thani in the Gulf of Thailand (Figure 1-2). Samui is an alternative vacation destination to Phuket (Paulus, 1995), which has become too commercialized for some people. However, today, Samui is facing the same problem with Puhket and Pattaya.

Figure 1-2: Gulf of Thailand

Source: Tourism Authority of Thailand.

According to the "About Samui" article (2001), in the history of Koh Samui, the island was first used as a getaway for pirates in the Gulf of Thailand before immigrants from Hainan, China settled the island about a hundred and fifty years ago. Settlers turned

the island into one of the most productive coconut producing areas in the world. There is

an argument about whether the first foreigners to arrive were German tourists in the mid-

1960s or an American Peace Corps volunteer in 1971. No one knows exactly who came

first; however, these first groups of tourists have now been followed by visitors from

around the world.

Figure 1-3: Koh Samui

Source: Samui Guide, 2001.

Samui Island (Figure 1-3) is half the size of Phuket, and it can be easily toured in

a day. Koh Samui is just 21 kilometers at its widest and 25 kilometers at its longest. The

Interior of the island is predominantly covered with coconut trees. Tourists, however, come for the sun and beach, not for sightseeing. The best beaches, those with glistening white sand and clear waters, are on the island's East Coast. The most famous beach is called Chaweng Beach. The weather at Koh Samui is different from Phuket on the West Coast (Paulus, 1995). Unlike Phuket, typhoons hit Koh Samui in November and December, and the monsoon season extends from May through November. Off-season prices are forty percent lower than those during peak season (January – June). The average temperature on Samui Island is about 90 degrees Fahrenheit all year round ("About Samui," 2001).

Problem Statement

As the author stated earlier in the chapter, tourists' previous experience at a particular place is a dominant factor influencing their choice of future destination. The purpose of this study is to determine tourists' perceptions toward the quality of infrastructure and environment of Samui Island, Thailand. The Samui Island's authorities have to know how tourists perceive the quality of the island itself and identify urgent problems that should be addressed regarding the development, maintenance, and restoration of the island in order to attract more tourists to the island.

Research Objectives

The objectives of this study include:

(1) To determine the differences in perspectives toward quality of infrastructure and environment of Samui Island among

- First-time Thai visitors

- First-time foreign visitors

- Returning Thai visitors, and

- Returning foreign visitors.

(2) To identify problems in the infrastructure and the environment of Samui Island.

Significance of the Study

Recently, there have been several studies concerning customers' perspectives on tourist destinations in Thailand, especially on Samui Island. Thailand is an attractive tourist destination, and is famous in the tourism industry but the research about customers' perspectives or guests' expectations has received little consideration. There are many famous tourist attractions in Thailand, especially beaches in the southern part of the country. One of the famous beaches or island destinations is Samui Island, which is second only to Phuket Island. Now, Samui is facing an impact of tourism on its landscape and environment. Several businesses are experiencing the downturn in repeat business. Also, the current government of Thailand wants Samui Island to be the first model in Thailand for sustainable tourism. Therefore, the government and local authorities in Samui need information on tourists' points of view toward the overall image of the island in order to improve, maintain, or develop the island to meet tourist needs and expectations.

Definition of Terms

For clarity of understanding, the following terms need to be defined.

- *Convenience Sampling* is a sampling from what is readily available (Crowl, 1993).

- *Cultural Impact Concern* is a problem that tourism has a negative impact on local culture, as the locals try to incorporate foreign cultures into their daily life. Overtime, the new lifestyle may shy them away from their own heritage (Conlin & Baum, 1995).

- *Eco-tourism* is visitation methods that minimize disruption of natural setting and negative impacts of tourism activity, in order to enjoy and appreciate nature. The eco-tourism promotes low negative visitor impact, and provides benefits to local communities (Ceballos-Lascurain, 1996).

- *Environment* is the surrounding conditions or influences. It may refer to physical, natural or built environment or some other set of conditions or influences as in economic, social, cultural or political environment (Medlik, 1993).

- *Ferry* is a boat (ferryboat), which used to transport passengers, goods and / or vehicles on a regular route between two points, usually across a river, lake, sea, or other body of water (Medlik, 1993).

- *Infrastructure* is all forms of construction required by an inhabited area in communication with the outside world, which support and make economic development possible (Medlik, 1993). It includes roads and railways, harbors and airports, as well as public utility services of water supply, drainage and sewage disposal, power supply and telecommunications.

- *Perception* is the process by which an individual selects, organizes, and interprets information to create a meaningful picture of the world (Hudson, 1999).

- *Service* can be seen simply as those points of interactions between service providers, normally the employees of an operation, and their customers (Lockwood, 2000). A service is intangible and perishable product. It is usually created and consumed simultaneously. Services can be grouped into five areas: business services such as consulting, finance and banking; trade services such as retailing maintenance and repair; infrastructure services such as communications and transportation; social/personal services such as restaurants, hotels, and health care; and public services such as educations and government (Lockwood, 2000).

- *Sustainable Tourism* as defined by the Organization of Eastern Caribbean States (2001) is "the optimal use of natural and cultural resources for national development on an equitable and self sustaining basis to provide a unique visitor experience and an improved quality of life through partnership among government, the private sector and communities," (p. 1).

Overview of the Study

This research is a study regarding the perceptions of tourists toward the quality of infrastructure and environment of Samui Island, which was written in five chapters. Chapter I introduces the background, study area, purpose, research objectives, significance of study, definition of terms, and overview of the study. Chapter II reviews related literature on the theoretical basis of problems in this study. This chapter examined the current literature pertinent on this topic and relevant issues. Chapter III is comprised

of the methodology. This chapter depicts in details the method conducted to accomplish this research study. Chapter IV presents the research results. Finally, Chapter V presents the conclusions and recommendations of the research.

Chapter II

Review of Literature

Many destination marketers are concerned about how people perceive the image of their expected destinations. Also, there are many tourism studies on how people consume travel and tourism products (Pizam & Mansfeld, 1999). They stated that the effort to unveil determinants that form travel behavior stemmed not only from pure academic interest, but also from practical business considerations. The evolving marketplace of tourism industry has realized that understanding the travel behavior is essential in today's highly competitive business environment. Therefore, this chapter will discuss travel motivation, tourist typologies, destination choice and selection process, destination image, and destination perception.

Motivation of Tourists

Jamrozy and Uysal (1994) considered a motive to be an internal factor that arouses, directs, and integrates a person's behavior. Hudson (1999) also pointed that many researchers see motivation as a major determinant of the tourist's behavior. Moreover, most content theories of motivation are based on the concept of need. Needs are seen as an important factor that arouses motivated behavior. Therefore, it is essential to discover what needs people have and to fulfill them (Hudson, 1999). Many authors agreed that Maslow's Hierarchy of Needs (Table 2-1) is the first and the most well known of all motivation theories (Jamrozy & Uysal, 1994; Hudson, 1999). In tourism,

several theories and concepts about motivations have been applied including Maslow's theories (1994).

Table 2-1: Maslow's Hierarchy of Needs

Physical Needs	Hunger, thirst, sex, sleep, Air, etc.
Safety Needs	Freedom from threat or danger
Love (social) Needs	Feeling of belonging, affection, and friendship
Esteem Needs	Self-respect, achievement, self-confidence, reputation, recognition, prestige
Needs for Self-actualization	Self-fulfillment, realizing one's potential

Source: Hudson, 1999.

Hudson pointed that Maslow developed this theory in the field of clinical psychology, but it has become widely influential in many applied areas such as industrial and organizational psychology, counseling, marketing, and definitely tourism (1999). However, in tourism field, Witt and Wright (1992) criticized the theory for excluding several important needs, such as dominance, abasement, play, and aggression, perhaps because they do not fit into Maslow's Hierarchy framework.

Hudson (1999) reviewed that Dann (1977) attempted to explain tourist motivation with Maslow's theory. Dann proposed that there are two basic factors in a decision to travel, the push factors and the pull factors. Push factors are factors that make people want to travel, and pull factors are factors that affect where people travel. He also cited that Crompton (1979) agreed with Dann's theory. Crompton identified that the push motives include escape from a perceived mundane environment, exploration and evaluation of self, relaxation, prestige, regression, enhancement of kinship relationships,

and facilitation of social interaction. The pull motives are innovation and education (Crompton, 1979).

In addition, Mannel and Iso-Ahola (1987) and Krippendorf (1987) came up with similar suggestions for push and pull factors. Mannel and Iso-Ahola suggested that people are motivated to travel to leave behind personal or interpersonal problems of their environment and to obtain compensating personal or interpersonal rewards. These personal rewards can be self-determination, sense of competence, challenge, learning, exploration, and relaxation, while interpersonal rewards arise from social interactions. Likewise, Krippendorf stated that travel is firstly motivated by "going away from" rather than "going toward" something; secondly, travelers' motives and behavior are obviously self- oriented.

An article, "Travel Motivation Variations of Overseas German Visitors" by Jamrozy and Uysal (1994) is a good example of Mannel and Iso-Ahola idea's about push and pull factors. In Germany, they personally conducted several in-home interviews with people who met the following criteria: 1) 18 years old or older, and 2) had taken an international vacation trip of four nights or longer by plane outside of Europe and the Mediterranean in the past three years or intended to take that trip in the next two years. However, in this study they only focused on 609 respondents who actually took a vacation trip overseas for four nights or longer in the past three years. They used a questionnaire as a survey instrument. The questionnaire contained thirty motivational push factors and fifty-three pull factors and asked the respondents to rate on a four-point scale how important these variables were to them. The finding of their study showed that "Escape" was the most important push factor that motivated Germans to travel. "Novelty

and experience", "Family, friends togetherness", "Sports activities", and "Adventure, excitement" were ranked in order of more to less important push factors, respectively. For the pull factors, the most concerning one is "Active sports environment", followed by "Unique natural environment", "Clean safe environment", "Sunshine environment", and "Inexpensive environment". These results of Jamrozy and Uysal's study tie in very well with Mannel and Iso-Ahola's (1987) and Krippendorf's (1987) ideas that people want to go away from something, or want to escape from the present problems or environment to experience the new thing. Also, unique natural environment was probably an important pull factor for tourists at large, even though this study was only focused on German travelers (Jarozy & Uysal, 1994).

Typologies of Tourists

Many tourism researchers have tried to explain tourist recreational behavior by developing typologies of tourist roles (Hudson, 1999). Even though tourists may be divided into different types, they share some basic characteristics: looking for adventure, discovering new cultures versus accustomed daily habits, budget spent on the holiday, importance given to nature and authenticity, and seeking relaxation, sun, sand, and sea (1999).

In 1993, Stewart proposed a tourist typology model, which is built on the empirical observation that as people become wealthier they tend to travel more, and their experience in travel increases. The model differentiates among four different phases of travelers (Table 2-2), which are related to levels of affluence and travel experience. In

each phase, different destinations, as well as different types of holiday products, become

more or less popular (1993).

Table 2-2: Typologies of Tourists Model

Phase I - The Bubble Travelers	Phase II – Idealized-Experience Seekers	Phase III – Wide-Horizon Travelers	Phase IV – Total Immersers
Characteristics * Low affluence * Low Travel Experience	Characteristics * More affluent * Have a base of overseas travel experience	Characteristics * A further progression in affluence and travel experience	Characteristics * Reach a stage that is almost beyond tourism as it is currently understood
Motivation * Curiosity and the traditional package holiday concept	Motivation * More adventurous * More Flexible * More individually oriented * Look deeply in culture and geographical terms of their holiday destinations	Motivation * Independence * Flexibility * Self-oriented travel to a wider range of destinations	Motivation * Become exposed to the cultural experience of a native of destination * Fully immersed in its language, culture, heritage, and patterns of life

In effect according to this model, increasing experience of leisure travel is taken

as an essential determinant of the dominant type of travel product, which consumers will

demand. At the present time, few international tourists are operating in Phase 4, but in

German market in particular, there are indications that this kind of travel motivation is

beginning to reveal itself in various ways (Stewart, 1993).

In 1999, Zins suggested an alternative tourist typology. She divided tourists into nine types. She investigated these nine typologies of tourists from two empirical studies: the Austrian National Guest Survey 1994 and an analogous travel study in five European countries (Italy, Netherlands, Switzerland, Belgium, and Great Britain) in 1995. Figure 2-1 presents the typology with the key active variables: first motivation aspects and the typical travel activities.

Figure 2-1: Vacation Style Typology and Main Characteristics.

Sightseeing tourist	Family escapist	Carefree wellness tourist
• cultural sights and offers • lifestyle of local people • sightseeing • visiting museums • make excursions	• rest and relax • escape from usual surrounding • programmes for children • ride on bicycle	• safety • everything organised • health/beauty of my body • play tennis, golf • swimming, bathing • health care facilities
Comfort seeker	**Demanding pleasure traveller**	**Cultural interactionist**
• free-and-easy-going • comfort, to be spoilt • relax, do nothing • go out in the evening • go shopping	• fun, entertainment • sufficient entertainment facilities • excitement, challenge • water sports	• good company, get in touch with people • realise my creativity • organised excursions • concerts, exhibitions • theatre, musical, opera
Relax-in-safety tourist	**Nature-loving vacationer**	**Ambience seeker**
• rest and relax • safety • relax, do nothing • walking	• unspoilt nature, landscape • emphasis on maintaining the unspoilt nature • exert myself physically • hiking and climbing • walking	• cosiness; romantic, nostalgic spirit • sensual atmosphere • realise my creativity • health/beauty of my body • experience: water and sun

Source: Zins, 1999

Furthermore, the additional characteristics and the values for each of the traveler types are shown in Figure 2-2.

Figure 2-2: Significant Characteristics Of the Nine Vacation Style Segments

Characteristic (in %)	avg.	1	2	3	4	5	6	7	8	9	sign
					Vacation Styles						
Type of accommodation											.001
hotel, hotel garni	38	52	17	57	35	38	52	48	38	35	
apartment, private r.	43	31	45	40	50	41	38	42	39	50	
on a farm	1	1	1	0	0	0	2	1	1	1	
camping	18	16	38	4	14	21	8	10	23	15	
Type of trip											.001
sport or adventure	11	13	8	20	6	24	11	8	31	11	
culture or education	8	28	2	0	2	7	27	9	0	5	
health care	1	0	0	16	0	0	1	0	0	0	
bathing	15	8	14	13	20	22	10	9	4	23	
hiking	5	4	3	4	1	3	7	7	26	5	
Strong intention to visit Austria	11	14	8	16	6	9	16	13	23	15	.001
Age in years	41	44	40	43	36	34	43	52	42	39	.001
# of persons on trip	2.5	2.1	3.5	2.0	2.2	2.5	1.8	2.0	2.6	2.7	.001
# of children on trip	.6	.4	1.4	.4	.5	.6	.3	.2	.4	.9	.001
Travel budget per week and person in 1,000 AS	4.1	5.1	2.7	4.6	4.1	5.1	5.6	3.9	4.1	4.2	.001
average # of city trips/year	.7	.9	.3	.7	.7	.7	1.0	.9	.8	.8	.001
average # of short trips/y	1.3	1.5	.9	1.9	1.1	1.4	1.9	1.3	1.9	1.6	.05

Vacation styles: 1 = 'Sightseeing,' 2 = 'Family,' 3 = 'Wellness,' 4 = 'Comfort,' 5 = 'Pleasure,' 6 = 'Culture,' 7 = 'Relax,' 8 = 'Nature,' 9 = 'Ambience.'

Source: Zins, 1999

Zins (1999) concluded that "the more information is gathered about the potential customers regarding their buying and consumption behavior, the better our understanding of the various functions of products and services" (p. 18). This new model of vocational typology can enable marketers to develop executable marketing programs; however, building a customer typology does not mean having discovered the one and only true

market segmentation (1999). It serves as an instrument to form the market and to demonstrate typical perceptual-behavioral relationships.

Tourist Destination Choice and its Selection

Many studies of destination choice have analyzed personal values to determine why consumers choose a particular choice of destinations. In 1986, Shih reviewed the concept of Values and Lifestyles (VALS) and its use in assistance to Pennsylvania's tourism market research. Lifestyle variables reveal something beyond demographics, and they are real, meaningful, and relevant. Shih found that the key VALS segments, which are belongers, achievers, and the socially conscious, provide valuable information about market segmentation, advertising copy appeals, and media selection (1986). Shih focused on perceptions and images as determinants of destination choice because many previous researches showed how perceptions of tourist regions strongly influence the choice of vacation destinations. In many cases, it is probably the image of a place more than the factual information that affects a tourist's decision on where to travel (Shih, 1986).

Um and Crompton (1990) tested the role of attitudes in the leisure travel destination choice process. As cited, destination choice has been conceptualized as having two phases (Crompton, 1977). The first one is a generic phase that addressed the basic issue of whether or not to have a vacation at all. Once the decision in favor of a vacation is made, the second phase is concerned with where to go. They explored the second phase by developing a framework of travel destination choice to provide a context for the study (Figure 2-3).

Figure 2-3: A Model of the Pleasure Travel Destination Choice Process
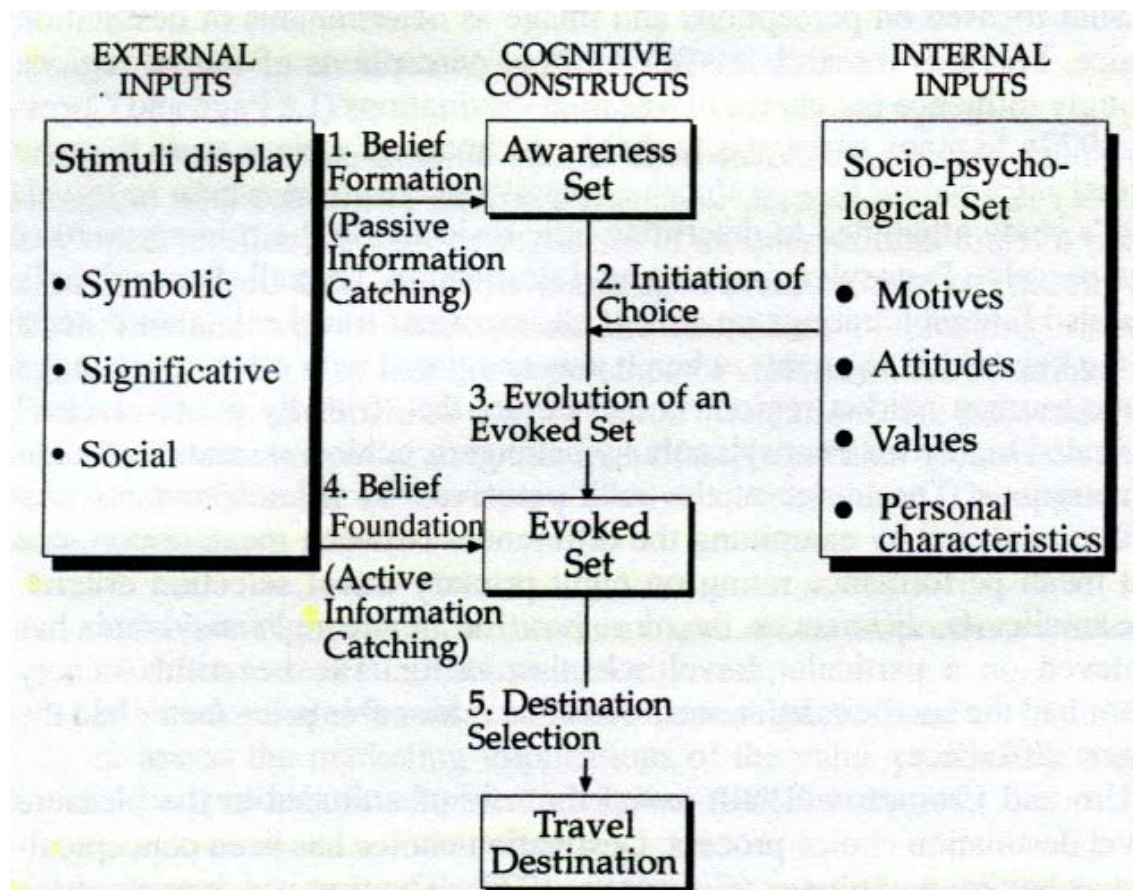
Source: Um and Crompton (1990), p. 435

The concepts of this model were described as external inputs, internal inputs, and
cognitive constructs (Um and Crompton, 1990). External inputs are a combination of
social interactions and marketing communications to which a potential traveler is
exposed including previous visits to a destination, promotional materials, and words of
mouth. On the other hand, personal characteristics, motives, values, and attitudes of a
potential tourist form internal inputs. Cognitive constructs represent a combination of the
internal and external inputs into the awareness set of destinations and the evoked set of
destinations. The awareness set includes all places that people consider as potential
destinations or would like to go to but the evoked set consists of all travel destinations are

considered to be reasonable alternatives in selecting a specific destinations. Based on their findings, the author concluded that attitude was influential in determining whether a potential destination would be selected as part of the evoked set and in selecting a final destination (1990).

As explained earlier, it is important for tourism marketers to know why people travel, which destinations they choose, and which factors play important roles in their selection of a vacation destination. Many researchers noted the push and pull factors as fundamental factors that influence vacation destination choices (Dann, 1977; Gartner, 1993; Sirakaya, McLellan, & Uysal, 1996; Andreu, Bigne, & Cooper, 2000). Push factors enable potential tourists to develop attitudes toward traveling in general; on the other hand, pull factors refer to man-made attractions, natural attractions, and socio-cultural attractions (Sirakaya, Mclellan, and Uysal, 1996). They also presented a table of "Factors Affecting travel Destination Choices" as in table 2-3. All of these factors are similar in that they tend to attract visitors to an area.

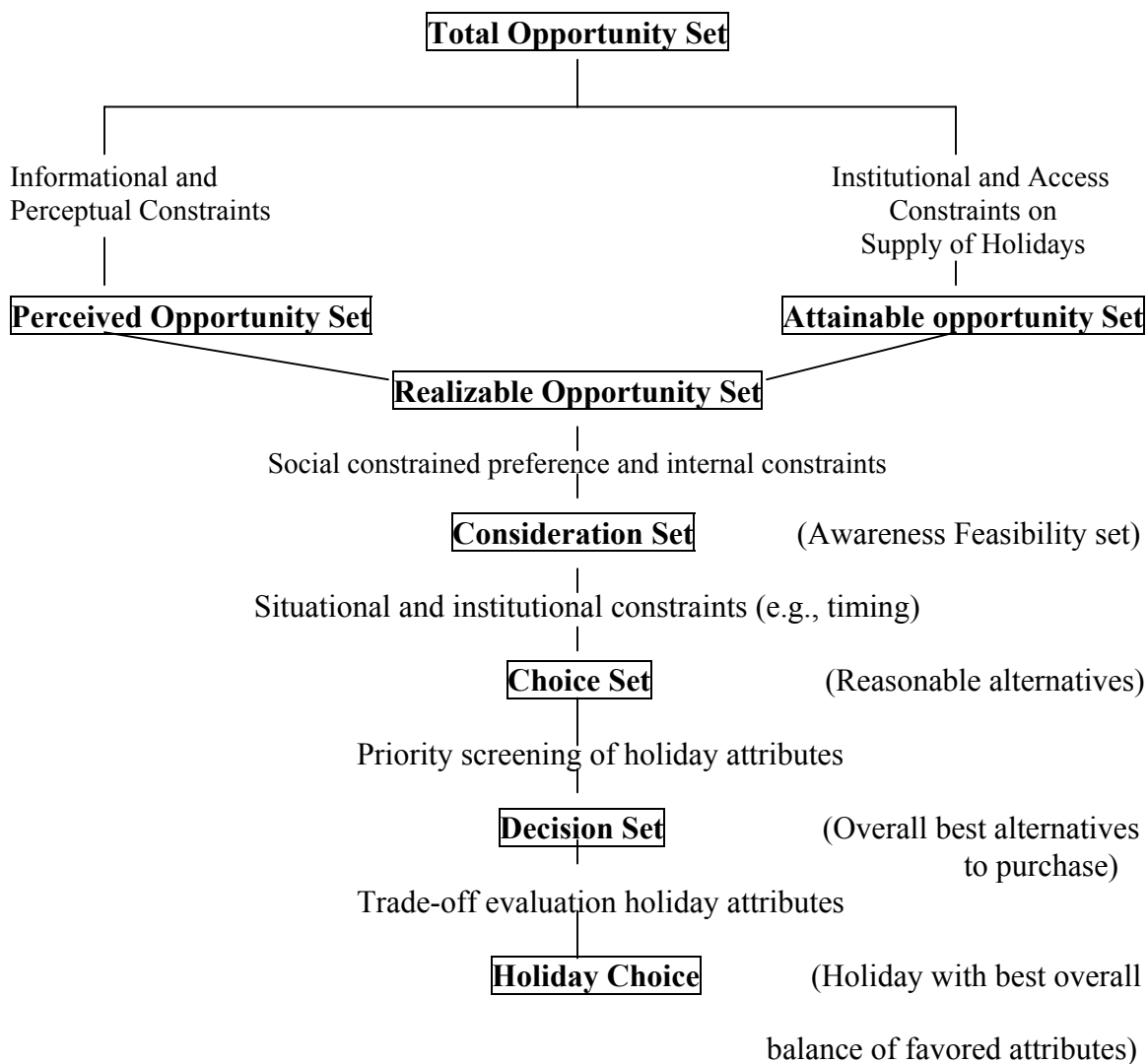Table 2-3: Factors Affecting Travel Destination Choices

Physical Attractions	Man-Made Tourist Attractions - Infrastructure - Superstructure (facilities for sports and outdoor activities, casinos, hotels and resorts, shopping facilities) - Publicity efforts	Natural Tourist Attractions - Scenic attractions (state parks, beautiful scenery, wilderness, landscape type, opportunities, trailing, hiking) - Historical sights - Beaches - Climate (sun, snow) - Hot springs
Social-Psychological Attractions	Social Cultural Attractions - Attitudes of the host community (warm, hospitable) - Cultural activities (theaters, museums) - Nightlife and entertainment	Psychological Attractions - Historical interest - Ancestry link - Family and friends - Novelty of the destination - Tourist conveniences - Accessibility - Suitability - Good food - Good accommodation - Hotel room density - Quietness of the place - Common Language
Exogenous factors	- Political and social environments - Political block affiliation - Epidemics - Natural disaster - Terrorism	
Total Travel Costs	Transport Costs - Cost of trip - Time spent traveling - Actual geographical distance	Holiday Costs - Exchange rate - Reasonable prices (relative level of consumer prices) - Good value for money (index of consumer prices)
Available Time	- Amount of travel time - Amount of vacation time	

Source: Based on Sirakaya, Mclellan, & Uysal, 1996.

Pull factors affect process of destination choice and selection similarly to the external inputs set in Um and Crompton's destination choice model and to the consideration set in Gartner's model.

Gartner (1993) reviewed a model of destination selection process approach presented by Goodall in 1991 (Figure 2-4). The initial opportunity set consists of the combination of possible destinations; however, particular destinations are not even considered because they are unknown to the decision making body or are impossible in terms of money, time or some other constraint (1993). The remaining destinations form the realizable opportunity set. Similarly to the awareness set in Um and Crompton's model, mostly the realizable opportunity set is large, and it requires further reduction to a consideration set. If the set is still large, an additional evaluation with respect to operational constraints is undertaken to reduce the number of destinations to a choice set (1993). Gartner explained that destinations are now evaluated against expected returns, and each attribute provided by each destination is evaluated separately. He (1993) said, "at this point, the acquired destination images become secondary to attitudes held with respect to the product class" (p. 192). Previous experience with product class, activity preference, and knowledge of performance characteristics are a few of the factors that determine attitudinal position. Then, after evaluating all of destination attributes, the group of possible destinations is reduced down to a decision or evoked set, which normally contains no more than three destinations (1993). Finally, all of the remaining destinations in the decision set are evaluated, and the final destination selection is made.

Figure 2-4: Destination Selection Process

Total Opportunity Set

Informational and
Perceptual Constraints

Institutional and Access
Constraints on
Supply of Holidays

Perceived Opportunity Set   **Attainable opportunity Set**

Realizable Opportunity Set

Social constrained preference and internal constraints

Consideration Set   (Awareness Feasibility set)

Situational and institutional constraints (e.g., timing)

Choice Set   (Reasonable alternatives)

Priority screening of holiday attributes

Decision Set   (Overall best alternatives
to purchase)

Trade-off evaluation holiday attributes

Holiday Choice   (Holiday with best overall

balance of favored attributes)

Source: Gartner, 1993.

Gartner implied that if his model is applicable then destination image becomes an

important component of the destination selection process as soon as an individual decides

to travel (1993).

<u>Destination Image</u>

Since tourism products such as tourist destinations cannot be tried or sampled before being sold, potential consumers or tourists use their perceptions of a particular destination (destination image) in order to make a decision to travel to that destination (Gartner, 1993; Sussman & Unel, 1999; Andreu, Bigne, & Cooper, 2000). Tapachai and Waryszak (2000) also agreed that the destination image plays an important role in the destination decision process because of the lack of the destination knowledge. Therefore, understanding the image formation process is an important tool for destination marketers in order to project the right image to potential tourists.

There are different definitions of the word 'image', among various tourism and marketing literatures. An image is said to be an intangible concept in people mind, which is influenced by past promotion, reputation and peer evaluation of the alternatives; also, an image can be the expectation of the user (Gartner & Hunt, 1987). Stringer (1984) has a similar definition of 'image', which refers to a reflection or representation of sensory or conceptual information. Thus, an image is a picture or information that people perceived from their past and from experience (Dann, 1996). Andreu, Bigne, and Cooper (2000) agreed with Dann that an image is a consumer's perception of a product, institution, brand, company or person, which may or may not correspond to the reality.

In term of image formation, Gartner (1986) said, "every person perceives a certain image of an object by relating it to similar objects within a determined cognitive structure," p. 635. However, Sussman and Unel (1999) argued that a destination that tourists know nothing about would be perceived as the same as other destinations in the same region.

Gunn's (1988) exploration of the image phenomenon revealed that a tourist destination image could be divided into organic image and induced image. An organic image is formed by printed noncommercial media including newspapers, periodicals, and books that are related to a destination. This image is very difficult to change because it is mostly maintained by stereotypes and prejudices. On the other hand, the induced image is formed as a result of a conscious promotional effort and advertisements.

Gartner (1993) argued that a destination image is formed by three components; cognitive, affective, and conative. The interrelationships between these components will determine product predisposition. He also explained where these three components fit in to the "Destination Selection Process" (Figure 2-4).

The cognitive image component is a combination of beliefs and attitudes of an object toward some internally accepted pictures of its attributes. Gartner (1993) also noted that a tourism product is an unpretestable product; for this reason, tourism images will often be based on perceptions than reality. Tourists will use this cognitive image to categorize destinations into the perceived, realistic, and attainable opportunity sets (see Figure 2-4).

The affective component of an image depends on motivation that an individual has for the destination selection (Gartner, 1993). As reviewed earlier that push and pull motivation factors that tourists wish to obtain from the considering object, such as to experience new things, to explore another culture, affect object evaluation. The affective component of image will occur when tourists begin the evaluation stage of destination selection; this component will take place when considering the choice set of destinations.

The conative image component is related to behavior because it is the action component (Gartner, 1993). In this stage, a destination from the decision set is selected after processing all internal and external data. The conative component depends on the images developed during the cognitive stage and evaluated during the affective stage.

Gartner (1993) concluded that the image formation process is interrelated with the destination selection process. At all stages in the selection process, tourism images help determine which destinations remain for further evaluation and which are eliminated from further consideration. Understanding how destination images are formed can help destination promoters to develop appropriate destination images of selected target markets.

In addition, Echtner and Ritchie (1993) stated that product positioning is one of the most important components of marketing strategy. Generally, creating appropriate images of a product in the minds of consumers in the target markets is the main concept of product positioning. Therefore, creating and managing an appropriate destination image are important to effective positioning and marketing strategy.

Destination Perception

Kozak and Rimmington (1999) stated that the overall image of a destination is considered when tourists decide where to travel. However, within a destination, many independent business as well as local authority, charitable and government organizations contribute to the visitors' experience in different ways. A tourist destination composed of attractions, infrastructure, transportation, and hospitality. Therefore, benchmarking destination performance is problematic because so many different elements contribute to

tourist satisfaction (1999). Tourist destination promoters tend to focus on overall perception of destinations, particularly with regard to destination choice.

Destination perception is defined as the process, which a person receives, selects, organizes, and interprets information to create a picture of the destination (Mayo and Jarvis, 1981). Andreu, Bigne, and Cooper (2000) stated that people perceived images by using their previous knowledge of the places, or their experience at the destinations. The tourist's evaluation of that knowledge will affect his/her image of the destination.

Laws (1995) claimed that tourist destinations are the central elements of the tourism system. Laws categorized features of a destination into two main features, primary and secondary features. Primary features are climate, ecology, culture, and traditional architecture; on the other hand, secondary features are those developments introduced specifically for tourism such as hotels, catering, transportations, and entertainment. Together these two elements contribute to overall attractiveness of a tourist destination. Also, as tourists gain experience of other destinations, which are directly or indirectly in competition, their perceptions of quality and overall performance of a destination will play a significant role in determining the possibility of repeated business or positive word-of-mouth recommendations. Explicitly, tourists make comparisons between facilities, attractions, and service standards of various destinations in order both to select a particular destination to travel and to form a perception or an image of that destinaiton(Laws, 1995).

Mayo and Jarvis (1981) noted that nobody exactly perceives a destination in the same way. People's perceptions are selective and vary not only form person to person but also from one country to another as well. In addition, tourists' perception of the

destination (types and quality of resorts, prices, hotel ambiance, atmosphere, etc.) is likely to influence the formation of and changes in the destination visitor image (Sirgy & Su, (2000).

<u>Conclusion</u>

In order to stay competitive with other tourist destinations, destinations promoters should understand the motivations (needs and expectations) of potential tourists are. Therefore, they can find an appropriate way to promote and form the image of a destination in tourists' minds. As Gartner (1993) said, people use destination images to compare and decide where to go. "Word-of-mouth" also play an important role in the considering stage of destination selection. Thus, destination promoters have to understand how people perceive their destination's quality (both in term of service and environment) in order to improve their destination image.

Chapter III

Research Methods

This is a study of tourist perceptions of quality of Samui Island's infrastructure and environment. The current government of Thailand would like to develop Samui Island as a model for sustainable island tourism in the country. For this reason, the author thought that this is a valuable opportunity to study tourists' perceptions of Samui Island in order to propel development, maintenance, and restoration necessary to meet the government's goal. This research will determine and identify the differences in perspectives toward the quality of Samui Island's infrastructure and environment, among tourists of the following categories:

- First-time Thai visitors

- First-time foreign visitors

- Returning Thai visitors, and

- Returning foreign visitors.

Also, problems regarding services, facilities, and environment of Samui Island will be discussed.

This chapter presents the procedure of the research. It discusses the research design, the surveyed population and sample selection, the instrumentation, data analyses, and limitations of this research.

Research Design

Descriptive survey design and observation were used for this study. The objective

of the survey was to determine what tourists thought about the quality of services,

facilities, and environment of Samui Island. Therefore, the information input was from

tourists who visited the island. They were asked to contribute their opinion on the

island's image, what they liked or disliked about the infrastructure and environment of

the island by using a Likert scale questionnaire. The researcher planned to administer the

survey on the ferry going back from the island to the mainland (Surat Thani province)

three times a day. However, this plan could not be used due to an inadequate budget plan,

as the cost of the ferry and accommodation were more expensive than what the researcher

had experienced during her previous visit. Therefore, the researcher distributed the

questionnaire to tourists at the Moom Thong restaurant in Nathon (Samui's downtown)

area instead.

For observation of quality of infrastructure and environment of Samui Island, the

researcher traveled to Samui as a tourist and made observations on the quality of the

island based on the questionnaire shown in Appendix 1. Also, the researcher took a

picture at each point of the observation.

Population

The population of the survey consisted of tourists who come to Samui Island

during the year 2001. The Tourism Authority of Thailand showed that the largest

proportion of international tourists who visited Thailand or Samui Island during past

three years were from European countries (TAT, 2000). In addition, the largest

proportion of them belonged to an age range of 25-34. Leisure was the most common purpose to visit Thailand. However, occupations of tourists varied from students to professionals.

The Tourism authority of Thailand also showed that over the past five years Samui Island attracted more than 700,000 tourists a year and about 80 percent of them are international tourists. The largest proportion of international tourists who came to Samui during the past three years were from Germany as shown in Table 3-1. Entrepreneur was the most common occupation of those who visited. In addition, Leisure was most common purpose to come to Samui. Nonetheless, differences in the nationalities, age, occupations, and purposes of staying might result in differences in perspectives and expectations among the tourists who visited the island.

Table 3-1: Statistics of visitors on Samui Island from years 1998-2000, categorized by nationalities.

Nationality	1998	1999	2000
Thai	95,451	87,106	85,030
Japanese	52,353	49,064	56,538
German	133,757	173,321	144,269
Italian	55,994	46,383	42,394
British	78,297	87,903	104,140

Source: The Tourism Authority of Thailand, Samui Island Branch

Sample Selection

The samples in this study comprised every traveler who used services at the Moom Thong restaurant in Nathon, Samui Island between 11:00 am to 2:00 pm during the second and third weeks of July 2001. The Moom Thong restaurant is located at the

corner of Nathon junction across from police station and the District Office; also it is close to all major banks, especially the Bangkok Bank, bus station (both inland transportation and to Surat Thani), pier to Surat Thani and Ang Thong National Marine Park, shopping facilities, and Tourist Information Center. Most tourists would not stay in Nathon because it lacks beautiful beaches; yet, it is the center of Samui Island. All of governmental, major banking, and shopping facilities are located in this area. Therefore, people come to Nathon to shop, to use banking services, and to get access to transportation to the mainland. In addition, the restaurant is famous for good Thai food and fair prices. However, researcher could have missed sampling groups of tourists who were not interested in shopping or banking services.

On average, the sample size of this study was 20 travelers who used services at the participating restaurant each day during two weeks of data collection. The total number of respondents in this study was 240 tourists. The convenience sampling was used to select the participants of the survey; in other word, any tourists who came to use services of the Moom Thong restaurant during 11:00 a.m. and 2:00 p.m. were selected.

Instrumentation

The study designed to collect information on tourists' perspectives via a 5-point scale questionnaire, part of which included an opened-ended question (Appendix I). Tourists were asked to rate the positive and/or negative aspects of services, facilities, and the environment on Samui Island.

The questionnaire is divided into two parts. The first part contained 6 questions. Question number 1 was to identify the respondents with categories of tourists as outlined

in the beginning of this chapter. Question number 2 asked the respondents to identify,

from a given list, all applicable items that helped them to decide on Samui Island as a

destination. Question number 3 asked them to rate, on scale of 1-5 (1=Inferior, 2=Poor,

3=Average, 4=Good, and 5=Superior), the quality of the infrastructure and the

environment of the island, and to indicate on a scale of 1-5 (1=Not Important, 2=

Somewhat Important, 3=Important, 4=Very Important, and 5=Essential) the importance

of these services, facilities, and the environment. Question number 4 was open-ended

question asking the respondents for any additional opinions regarding the island.

Question number 5 to 6 asked whether or not they would return to Samui, and whether

they would recommend it to friends and relatives, respectively. Part two of the

questionnaire asked for demographic data, such as nationality, gender, age, and

education.

Pilot Test

To maximize the reliability and validity of the questionnaire, the researcher

conducted an initial survey to ten Thai people who have been on Samui Island during

past two years via e-mail on April 20, 2001. Also, as part of a pilot test, the researcher

distributed copies of the questionnaire to the Spring 2001Colloquium class (HT 681) at

the University of Wisconsin-Stout. The participants were asked to fill out the initial

surveys based on the experience of their latest vacation on an island. The initial survey

took about five to ten minutes to complete. The instruction and some questions were not

clear, also, the format of the questionnaire confused the respondents in answering the

questions. The questionnaire was modified based on the pilot test and the final version of

the questionnaire was completed after a review by the University of Wisconsin-Stout thesis advisor.

Data Collection

The researcher planned to distribute the questionnaires to tourists before they embarked on the ferry trip to the mainland, three times a day during a week of data collection. However, this method was out of the researcher's budget as explained earlier in research design section. Next, researcher tried to collect data on Chaweng beach; however, this plan did not work well either because, there, tourists were constantly bothered by street vendors on the beach. Consequently, they would probably be less inclined to participate in the survey. Therefore, the researcher asked the owner of the Moom-Thong restaurant, located opposite the District Office of Nathon (Figure 3-1), in the downtown of Samui Island, for cooperation. The researcher distributed the questionnaires to tourists who used services at this restaurant between 11:00 am and 2:00 pm during the second and third weeks of July 2001.

Figure 3-1: Map of Nathon Town, Samui Island. The Moom Thong Restaurant, where the survey was conducted, is located opposite to the District office.
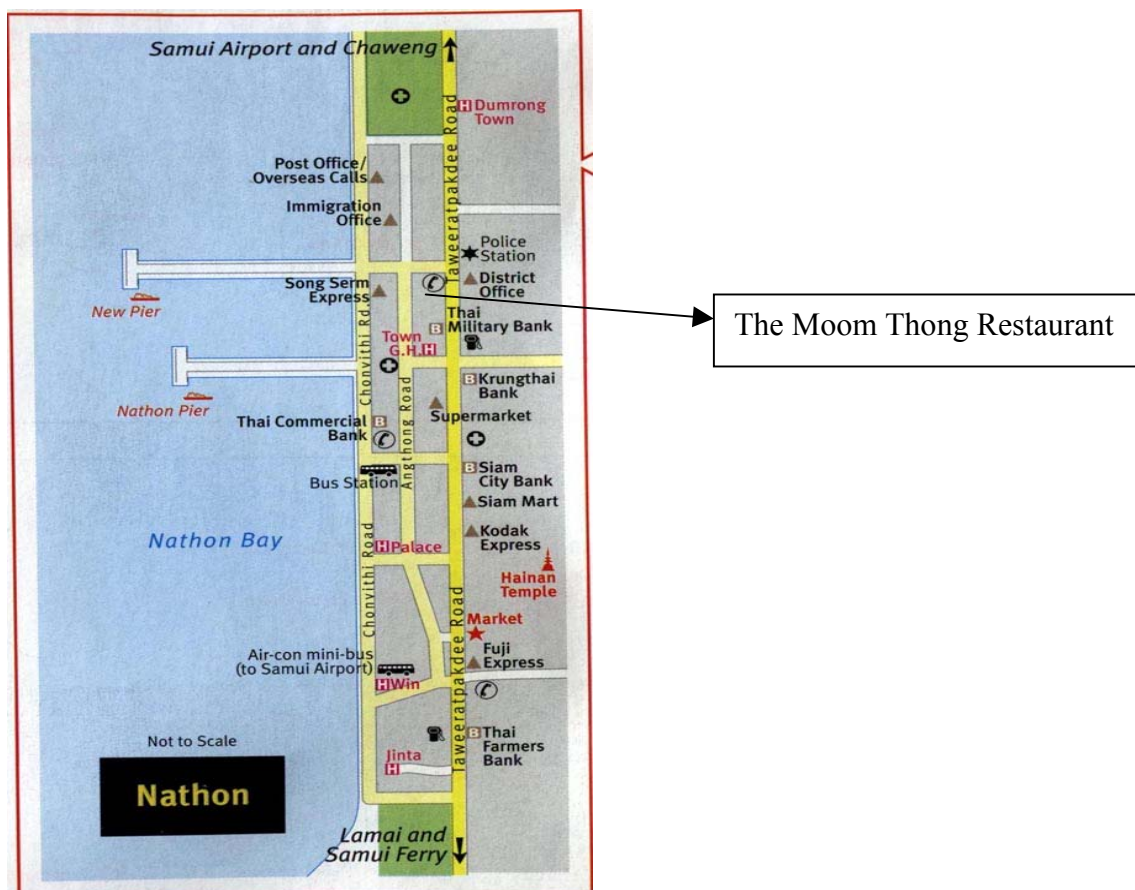
Source: Tourism Authority of Thailand

Data Analysis

The total sample comprised 225questionnaires. Results were entered into a data file and analyzed using the Statistical Program for the Social Science (SPSS) version 10.0. Frequency counts, percentage distributions, and means were calculated and analyzed. The results of these analyses were used to assess the tourists' perceptions of the quality of the infrastructure and the environment on Samui Island, Thailand.

For open-ended question, researcher used qualitative data analysis strategies as described in *Designing Qualitative Research* by Marshall and Rossman (1995). The researcher grouped the data into 4 cells of matrices, based on the following categories: first-time Thai tourists, first-time foreign tourists, returning Thai tourists, and returning foreign tourists, in accordance with the objectives of this study. Then, the data were subcategorized by themes of problems found on the island.

Limitations of Study

Limitations of this study might affect the obtained results directly or indirectly. These limitations included the following observations.

1. The total number of respondents (N = 225) was only a small number comparing to the total number of tourists all year round (more than 700,000 a year). For this reason, the results of this study might not apply to the total population of tourists.

2. The questionnaire was presented in English language. By design, it would limit the respondents to tourists with a fair command of English. As it turned out, some tourists could not understand English well enough to complete the questionnaire.

3. The questionnaire was relatively long; therefore, some people did not have enough time or simply not to participate in the survey based its length.

4. The use of one restaurant as a survey administration center was a limitation of this study. Tourists have many choices of restaurants to choose from. Some people might never use the service at this restaurant or

never come to visit Nathon area. Thus, the data obtained in this study might not be as representative of all tourists who visited Samui Island as they could have been.

Chapter IV

Results and Data Analysis

This study determined tourist perspectives toward the quality of the infrastructure and environment of Samui Island, and its problems. The questionnaires were developed from destination image and perception literature reviews. The island visitors, who visited Samui from July 7th to July 21st, 2001, were asked various questions to identify their perceptions toward the quality of infrastructural services and the environment of the island.

In this chapter the objectives of the research will be addressed and compared with the results of the survey. The objectives includes:

1) To determine the differences in perspectives toward the quality of the infrastructure and environment of Samui Island among

- First-time Thai visitors

- First-time foreign visitors

- Returning Thai visitors, and

- Returning foreign visitors.

2) To identify problems in the infrastructure and the environment of Samui Island.

Information that had been collected during the survey was entered into a data file and analyzed using the Statistical Program for the Social Science (SPSS) for responses to five-point scale questions. Frequencies and percentages of the responses were tabulated. In addition, the qualitative data analysis was used to analyze the opened-ended question.

In this chapter, the results of the survey were determined in the following order:

- The respondent profile,

- The differences between Thai and foreign tourists' perceptions of Samui Island,

- The problems of infrastructural services and environment of the island,

- The opened-ended question, and

- The observation of the infrastructure and environment of Samui Island.

Respondent Profile

The total number of respondents was 225 (Table 4-1). Among these, there were 107 Thai tourists (47.6 %) and 118 non-Thai tourists (52.4 %).

Table 4-1: Thai and Non-Thai Tourists

Nationality	Number	Percentage (%)
Thai	107	47.6
Non-Thai	118	52.4
Total	225	100.0

N = 225

Data regarding the gender of the respondents are shown in Table 4-2. The numbers of male and female respondents were 118 (52.4 %) and were 107 (47.6 %), respectively.

Table 4-2: Gender of Respondents

Gender	Number	Percentage (%)
Male	118	52.4
Female	107	47.6
Total	225	100.0

N = 225

Table 4-3 presents ranges of the respondents' age. The majority of the respondents were 25 and 34 years of age (44.0 %). The next range down was 18-24 years old (21.3 %). Only 5 tourists (2.2 %) were between 55-65 years of age and none of them was over 65 years of age.

Table 4-3: Age Category of Respondents

Age Category	Number	Percentage (%)
18-24	48	21.3
25-34	99	44.0
35-44	46	20.4
45-54	27	12.0
55-65	5	2.2
Total	225	100.0

N = 225

Most of the respondents (46.7%) had a bachelor's degree (Table 4-4). 23.1%, 22.2%, and 7.6% of respondents had some college degree, high school degree, and master's or doctorate degree, respectively.

Table 4-4: Level of Education

Level of Education	Number	Percentage (%)
High School	50	22.2
Some College	52	23.1
Bachelor's Degree	105	46.7
Master's/Doctorate	17	7.6
Total	224*	100.0

N = 225   * Number varies due to non-respondents.

The following table shows the data on the respondents' purpose of travel (Table 4-5). The majority of the respondents, 176 people (78.2 %), traveled to Samui for leisure. Only 22 respondents (9.8 %) went to the island for business and 27 respondents (12.0 %) traveled to Samui for other reasons.

Table 4-5: Purposes of Travel

Purpose of Travel	Number	Percentage (%)
Business	22	9.8
Leisure	176	78.2
Other	27	12.0
Total	225	100.0

N = 225

52.9 % or 119 respondents did not go to Samui for the first time (Table 4-6). The

respondents who went to Samui for the first time comprised 106 persons or 47.1 %.

Table 4-6: First Visit

First Visit	Number	Percentage (%)
Yes	106	47.1
No	119	52.9
Total	225	100.0

N = 225

The following table indicates items that helped the respondents to make the

decision to travel to Samui Island. Friend and relative factors contributed the most in the

decision-making process, comprising 125 respondentes or 55.6%. Travel guide books,

previous visits, travel magazines, and televisions or radios comprised 65 (28.9 %), 55

(24.4 %), 34 (15.1 %), and 21 respondents (9.3%), respectively.

Table 4-7: Factors that helped the respondents made the decision to travel to Samui

Island

Factors	Number	Percentage (%)
Friends/Relatives	125	55.6
Travel Guidebook	65	28.9
Previous Visits	55	24.4
Travel Magazine	34	15.1
Television/Radio	21	9.3

N = 225 (100 %)

Table 4-8 shows that 194 respondents (86.2%) would return to the island for another vacation based on their current holiday experience. Only 13.8 % of them would not return.

Table 4-8: Future return to Samui

Return to Samui	Number	Percentage (%)
Yes	194	86.2
No	31	13.8
Total	225	100.0

N = 225

92.4 % or 208 of the respondents would recommend Samui to their friends, relatives, co-workers, or acquaintances (Table 4-9). Only 7.6% or 17 of them would not do so.

Table 4-9: Recommend Samui to Friends

Recommend Samui	Number	Percentage (%)
Yes	208	92.4
No	17	7.6
Total	225	100.0

N = 225

Differences Between Thai and Foreign Tourists' Perceptions of Samui Island

Objective number one of this study was to identify the differences among perspectives of first-time Thai, first-time foreign, returning Thai, and returning foreign tourists toward the quality of the infrastructure and environment of Samui Island. In order to assess this objective, questions about first visit (question number 1, part 1) and nationality (questions number 1, part 2) were asked as shown in Appendix I. The results obtained from these questions were presented in Table 4-1 and Table 4-6. In addition, the respondents were asked to rate 27 variables concerning infrastructural services and the environment of the island for both the quality that they experienced and the importance of these variables.

The analysis of variance (ANOVA) was used to analyze the data, testing the differences among the means of each group of visitors. F-value acts as the indicator of variance among groups. The more F-value increases, the more variance between groups increases. The researcher used the levels of significance of 0.05 as a cutoff point. This means variables that were high in F-value and had a significant value less than 0.05 were rated as being different among first-time Thai, first-time foreign, returning Thai, and returning foreign visitors. The table of analysis of variance of the quality and importance of each variable and mean score were presented in Appendix II.

There were only nine out of twenty-seven items including "Inland Transportation," "Natural Landscape," "Tourist Attractions," "Tourist Information Center," "Overall Prices of Goods and Services," "Beach Condition," "Receptiveness of Local Residents to Tourists," "Road Condition," and "Overall Prices of Lodging," that first-time and returning visitors rated differently for the quality, as shown in Table 4-10. The items were tabulated by F-values. The "Inland Transportation" was answered the

most differently between first-time and returning visitors. Its F-value was 10.187 and significant value was .002. The least significant difference in perspectives between these two groups of visitors toward the quality of Samui Island was the "Overall Prices of Lodging." Its F-value was 4.096 and its significant value was .044.

Table 4-10: Significance Values of Quality from Comparisons between Fist-time and Returning Visitors

	F	Sig.*
Inland Transportation	10.187	.002
Natural Landscape	7.639	.006
Tourist Attractions	6.572	.011
Tourist Information Center	6.615	.011
Overall Prices of Goods and Services	5.994	.015
Beach Condition	5.414	.021
Receptiveness of Local Residents to Tourists	5.183	.024
Road Condition	4.187	.042
Overall Prices of Lodging	4.096	.044

* Less than .05

Table 4-11 shows that Thai and non-Thai visitors perceived the quality of Samui Island differently on more than 60 percent of all variables. As shown in the table, seventeen items were differently rated by these two groups of tourists; they were tabulated by F-values. There were eight items, "Overall Prices of Food," "Easy to Reach/Accessible," "Safety for Tourists," "Tourist Attractions," "Overall Prices of Goods and Services," "Inland Transportation," "Friendly People," and "Quality of Restaurants,"

that were considered to be the most significant because all of them had a significant value of .000. However, the F-value indicated that the "Overall Prices of Food" showed the most significant difference in mean scores between Thai and foreign visitors (F-value = 33.116). The "Overall Quality of Destination" showed the least significant difference between the answers from Thai and non-Thai tourists.

Table 4-11: Significance Values of Quality by Nationality

	F	Sig.*
Overall Prices of Food	33.116	.000
Easy to Reach/Accessible	29.999	.000
Safety for Tourists	24.935	.000
Tourist attractions	20.808	.000
Overall Prices of Goods and Services	15.875	.000
Inland Transportation	13.574	.000
Friendly People	12.985	.000
Quality of Restaurants	12.577	.000
Pleasant Attitude of Service Personal	10.127	.002
Overall Prices of Lodging	9.174	.003
Nightlife/Entertainment	7.978	.005
Beach Condition	7.492	.007
Shopping Facilities	6.971	.009
Overall Value as a Vacation Destination	6.191	.014

*Less than .05   (continued)

Table 4-11: Significance Values of Quality by Nationality (continued)

	F	Sig.*
Plenty of Outdoor activities	5.939	.016
Natural Landscape	5.085	.025
Overall Quality of Destination	4.983	.027

*Less than .05

There was only one item, "Easy to Reach/Accessible," that was differently perceived in its quality by first-time Thai, first-time foreign, returning Thai, and returning foreign visitors. Its F-value was 7.519 and its significant value was .007.

Most items were rated differently by nationality. There were six items that were significantly different both by nationality and frequent visit, which were "Inland Transportation," "Natural Landscape," "Tourist Attractions," "Overall Prices of Goods and Services," "Beach Condition," and "Overall Prices of Lodging." "Easy to Reach/Accessible" was only one item that was rated differently both between first-time and returning tourists in general and between first-time Thai, first-time non-Thai, returning Thai, and returning non-Thai tourists. Mostly returning tourists and Thai visitors rated the quality of Samui Island lower than first-time and foreign tourists, except for the quality of tourist attractions.

In the questionnaire, tourists also were asked to rate how all the 27 items were important to them. The researcher also used the Analysis of Variance to analyze the data. There was no different between first-time and returning tourists. Table 4-12 presents the eleven items that Thai and non-Thai tourists rated differently, these include "Religious Attractions," "Road Condition," "Tourist Attractions," "Easy to Reach/Accessible,"

"Tourist Information Center," "Lodging Facilities," "Local Culture is Interesting,"

"Shopping Facilities," "Inland Transportation," "Plenty Outdoor Activities," and "Good

Climate." Eight items had significant value of .000, which were considered to be the most

significance. However, "Religious Attractions" had the highest F-value of 60.900.

Therefore, Thai and foreign visitors had different perceptions regarding the importance of

"Religious Attractions". The "Good Climate" showed the least significant difference

between these two groups of visitors (F=4.584 and Sig.=.035).

Table 4-12: Significance Values of Importance by Nationality

	F	Sig.*
Religious Attractions	60.900	.000
Road Condition	48.844	.000
Tourist Attractions	38.411	.000
Easy to Reach/Accessible	33.929	.000
Tourist Information Center	20.303	.000
Lodging Facilities	17.045	.000
Local Culture is Interesting	16.682	.000
Shopping Facilities	13.950	.000
Inland Transportation	10.422	.001
Plenty Outdoor Activities	4.657	.032
Good Climate	4.365	.038

* Less than .05

Table 4-13 shows the F-values and the significant values of two-way analyses

between first-time Thai, first-time foreign, returning Thai, and returning foreign tourists.

There were only three items, "Rest and Relaxation," "Quietness," and "Easy to Reach/Accessible," the importance of which was perceived differently by these groups of tourists. "Rest and Relaxation" was the most significantly different in the answers from these four groups of tourists. "Easy to Reach" was the least significant difference.

Table 4-13: Significance Values of Importance by First-visit and Nationality

	F	Sig.*
Rest and Relaxation	10.751	.001
Quietness	9.823	.002
Easy to Reach/Accessible	4.484	.035

* Less than .05

"Easy to Reach" was rated differently between visitors' nationalities and the number of times that they had visited the island. For all that showed significance, Thai tourists rated them higher in their importance than foreign tourists did.

In conclusion, tourists had the most differing opinions about the quality and importance of Samui Island's accessibility. Thai tourists rated most of the significant variables lower in their quality but higher in their importance than non-Thai tourists did.

Problems of Infrastructural Services and the Environment of Samui Island

The last objective of this research is concerned with identification of problems of Samui Island's infrastructure and environment. In order to accomplish this objective, a Likert Scale or a five-point scale, ranging from inferior to superior for the island's quality and from not important to essential for the importance of each variable, was used. The

respondents were asked to rate each variable for both the quality of the services and the environment that they experienced and for the importance of that variable to them.

Items that were rated low in quality (inferior or poor) but high in importance (very important or essential) were indicative of a problem. Table 4-14 presents the top seven variables that were rated low in quality and high in importance, out of 27 variables total.

Table 4-14: Problems of the Infrastructure and the Environment of Samui Island. Items in this table were rated low in their quality but high in their importance to the respondents.

Variables	Number of Respondents	Percentage (%) of Respondents
Easy to Reach/Accessible	44	19.6
Road Condition	40	17.8
Safety for Tourists	40	17.8
Cleanliness	39	17.3
Overall Prices of Food	37	16.4
Inland Transportation	32	14.2
Quietness	31	13.8

44 of 225 respondents (19.6 %) rated "Easy to reach/Accessible" low in its quality and high in its importance. 40 respondents (17.8 %) indicated that both "Road condition" and "Safety for tourists" were very important or essential to them but they experienced inferior or poor quality. In addition, more than thirty respondents rated cleanliness, overall prices of food, inland transportations, and quietness low in quality and high in

importance; the numbers of the respondents were 39 (17.3 %), 37 (16.4 %), 32 (14.2 %), and 31 (13.8 %) respectively.

The Open-ended Question

Question number four in the survey is an opened-ended question, which is "***what are your suggestions about developing and improving Samui Island as a tourist destination?***" The purpose of this question is to allow tourists to give their opinions freely and to make suggestions regarding the quality of the island, which might have been excluded from the attributes in question number three of the questionnaire.

In order to address the research objectives, the author divided all of the answers from the opened-ended question (see the answers in Appendix III) into four groups according to research objective 1: Thai first-time visitors, non-Thai first-time visitors, Thai returning visitors, and non-Thai returning visitors. Then, researcher grouped the similar suggestions or complaints together into themes. Ten themes were recognized:

1) Samui Island development,

2) Environment and pollution,

3) Safety and road condition,

4) Transportation,

5) Local culture,

6) Activities and services,

7) Nightlife,

8) Service providers,

9) Prices of goods and services, and

10) Others.

Table 4-15 shows the number of respondents to this question and the themes of the answers from each group of tourists. One hundred forty-six tourists or 64.86 percent of the sample selection (N=225) answered the opened-ended questions. Sixteen of them are first-time Thai tourists, whose answers covered six themes: Samui development, environment and pollution, transportation, activities and services, service providers, and prices. Forty-three returning Thai tourists made suggestions and complaints about Samui development, environment and pollution, safety and road condition, transportation, activities and services, nightlife, service providers, prices, and others. On the other hand, the answers of non- Thai tourists could be categorized under all ten themes. Forty-nine first-time non-Thai visitors and thirty-eight returning non-Thai visitors answered this opened-ended question.

As stated above, the number of Thai first-time visitors in this survey was 34 but only 16 of them answered this question. Two tourists complained that some restaurants overstepped the beaches by putting the tables and chairs on them. About the accessibility, most tourists said it took a long time to reach Samui (at least three hours waiting for ferry) and they suggested that the authority increase the ferry line. For the environment and pollution theme, three people advised that the local people should be more careful about the cleanliness of the island. One person said, "Preserve the environment." Another person suggested that the local authority should "create activities or events that both tourists and local people can participate in, such as games and sports to build a good relationship and impression between tourists and the local." Some of the respondents recommended that service providers should serve every guest fairly, as one said, "Service

providers welcome foreign customers more warmly than Thai customers." Also, the

prices of overall goods and services are very expensive.

Table 4-15: Response Rate to the Opened-ended Question

	N	Percent	Valid	Valid Percent	Themes
Thai	107	47.6%	59	26.2%	
* First Visit	34	15.1%	16	7.1%	• Samui Development • Environment • Transportation • Activities & Services • Service Providers • Prices
* Returning	73	32.4%	43	19.1%	• Samui Development • Environment • Safety • Transportation • Activities & Services • Nightlife • Service Provider • Prices • Other
Non-Thai	118	52.4%	87	38.7%	
* First Visit	72	32.0%	49	21.8%	• All of 10 themes
* Returning	46	20.4%	38	16.9%	• All of 10 themes
Total	225	100.0%	146	64.89%	

In this survey, there were 73 returning Thai tourists and 43 of them answered this question. Their answers covered nine categories and most of the visitors complained about transportation. It took many hours waiting for a ferry to the island. They said, "Increase the ferry line and improve the cleanliness on the ferry" and "Car queue for boarding a ferry is very long and the fee is expensive." However, one person said, " Don't develop too much in reaching Samui to limit the number of tourists." Furthermore, a lot of them complained about the prices of goods and services, for example, "Everything is expensive" and "Don't take advantages of tourists." They also said that there are problems about garbage collection and the cleanliness of the island. For the safety and road condition, they wanted "more lights on roads" and said "police patrol should be more strict about traffic regulations." In addition, some of the respondents wanted the police to take care of the increasing of prostitution and drugs using. Two of them also wanted "more budget hotels" and "more fun center and movie theater" (there is no movie theater on the island).

First-time non-Thai visitors contributed the most to this question (see Table 4-15). Their answers fit all of the themes. Most of these answers are concerned with the environment and the pollution of Samui Island, especially the cleanliness of the island, streets, and beaches. One of them said, " There are no good ways of throwing away the garbage." The second concern was safety and road condition. Not only about the safety for tourists the respondents were also concerned about the safety for local people. For instance, they commented "safety at night for the children selling flowers in the streets," and "young children should not be selling goods at night (3 p.m., too late)." About the road condition, they complained that the road was too narrow and the traffic control was

very bad especially the speed control, which made it difficult for pedestrian to cross the road. One person suggested, "Widen and clear marking for motorbike traffic from 4-wheel vehicles and I hope the cars and motorcycles can't drive in the city, or maximum 30 km./hr."

Many tourists would not like to see more development of the island. They suggested the local to stop developing and building big hotels, for example, "No more development, improve what the island already has." In addition, they expected to see more local culture as they said, "Local culture or Thai culture seems to be too influenced by the Americans or American ideas. Would like to see more traditional Thai culture being promoted, instead of American culture (music, architecture of buildings, events, tourist attractions, selling of wares)." "Keep the evolution of the island down. This is to keep its culture of origin and not to loose it like many other places." About the nightlife and entertainment, they complained that there is a lot of prostitution and too many nightclubs on the island. Furthermore, the price of transportation systems, both inland and between-land, is expensive.

The last group is returning non-Thai travelers. Their concern was mostly about the environment and pollution on the island. They said, "The environment is quickly degrading, affecting the natural beauty, and decreasing the overall main attraction on Samui." They also wanted the local authority to take care of water, sewage, and waste treatment. For the development of the island, two of them stated, "Samui is too developed already." "Too much development going on. We have been coming here for six years. Originally enjoyable, not too busy, unfortunately this is all changing for the worse." They

agreed with the first-time non-Thai tourist group that the local people should not develop the island anymore.

For the issues of tourist protection and communication, one suggested, "Take motor-sea sports out to sea away from swimmers. This is why we no longer go to Phuket where it is dangerous." Also, they wanted more traffic controller in the road and to have a fixed price for airport tax and taxi, as one complained, "It is getting too expensive and sleazy." In addition, they commented that the communication between tourists and service provider should be improved. One of them said, "teach people to know English because it is very difficult to make a contract without this."

Objective 1: To determine the differences in perspectives among first-time Thai, first-time Non-Thai, returning Thai, and returning non-Thai tourists toward the quality of the infrastructure and the environment of Samui Island.

The environment and the pollution of the island was the top consideration of every group of tourists. They are all concerned about the cleanliness of the roads and the beaches and environmental preservation. However, returning Thai tourists emphasized more on improving and increasing the ferry line and safety, but reducing prices of goods and services. Both first-time and returning Thai visitors did not mention anything about the local culture, and both groups agreed that the service providers are more focused on serving foreigners than Thai. In addition, first-time non-Thai tourists were concerned about the local culture, nightlife and entertainment, safety and road condition more than returning non-Thai tourists. On the other hand, returning non-Thai tourists emphasized more on the preservation of the island.

Objective 2: To identify problems with the infrastructure and the environment of Samui Island.

From all of the answers to this question, Samui has four main problems, which are

1) Environment and pollution,

2) Safety and road condition,

3) Transportation, and

4) Prices of goods and services.

The problem concerning the environment and pollution, especially the cleanliness of streets and beaches, is the core concern. Also, there is a problem on garbage collection and sewage treatment. The second area of problems is safety and road condition. The traffic control including speed limits on the island is inferior. For this reason, it is difficult for tourists to cross the streets. The next problem is about the service of the ferry line and airlines. There are limited numbers of ferry; therefore, the queue is very long. Also, there is only one airline landing on Samui Island; so the schedule is limited and the fare is expensive, including the airport tax. Likewise, for inland transportation, the price of the taxi is too expensive. The last area of problem is prices of goods and services. The prices are not reasonable for tourists. They are more expensive than what the tourists had expected. In conclusion, the tourists suggested that the local authorities should focus on improving the environment, infrastructural services, and prices of goods and services.

The Observation of the Infrastructure and Environment of Samui Island

The purpose of the observation in this study was to be more in depth to assess the objective number two of this study. Researcher observed based on the variables in the survey questionnaire.

Natural Landscape and Climate

- The researcher has already explained about the landscape and climate of the island under 'Study Area' in Chapter I.

Accessibility

- Tourists can go to Samui Island in many ways, such as by car, bus, train, and plane. The easiest and quickest way to reach the island is to go by plane. The second easiest way is by bus but it will take about 12 to 14 hours from Bangkok. However, an advantage is that there are many bus companies, a large selection of buses, and various price ranges to choose from.

- Currently, a single company operates the ferry from mainland, Surat Thani, to Samui Island. People who drive to or from the island have to wait in line for at least three to four hours to embark upon the ferry (Figure 4-1). However, people who go by bus do not have to wait for embarking the ferry; tourist buses can board the ferry right away.

Figure 4-1: Car queue at the ferry pier on Samui Island.

- For people who go to Samui by train, they will get off the train at Surat Thani and then take a bus from the train station to Samui Island.

- There is only one airline, which is the Bangkok Airways (Figure 4-2), that flies to Samui Island daily from Bangkok, Phuket, and Singapore. The price is very high when compare to its Bangkok-Surat Thani route.

Figure 4-2: The Bangkok Airways

Road Conditions

- There is only one main load (Taweeratpakdee Road) which circles around the island.

- Most part of the main road (Figure 4-3) goes either uphill or downhill, due to the island's geography (Figure 4-4); also there are many curves along the road. However, there are no sign for speed limits and no passing zone. Therefore, people usually drive pretty fast on the island and it is very dangerous.

Figure 4-3: Samui's Main Road (Taweeratpakdee Road)
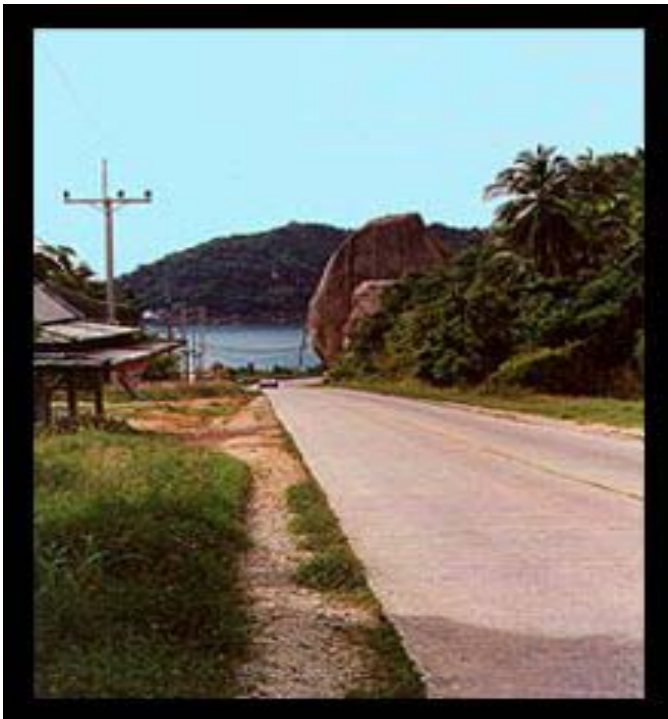
Figure4-4: Samui Island Geography

Source: Tourism Authority of Thailand

- The traffic is very bad and dangerous on part of the road that runs in parallel to the beach in Chaweng and Lamai, the two most popular beach areas. The capacity of this two-way road is too small. Besides, there are a lot of cars parking along either side of the road, and also a lot of motorcycles in the traffic.

Beach Conditions

- The condition of beaches is quite good. On Chaweng and Lamai beaches, there is some garbage on the beach but not much as the researcher expected to see.

- In general, the seawater is quite clear and relatively clean. There is not much evidence of garbage in seawater along the beaches.

Quietness

- The island is relatively quiet without much noise pollution. Occasionally, noises from jet skies, boats, and advertising cars that go around the island might disturb tourists on the beach (Figure 4-5).

Figure 4-5: Jet Skies on Chaweng Beach

Cleanliness

- There is some evidence of garbage on the road close to community centers; otherwise, it is quite clean.

- There is evidence of disposal of garbage into the sea at the fresh market in Hua Thanon Town (Figure 4-6).

Figure 4-6: The Fresh Market of Baan Hua Thanon.

- The island has just built a new incinerator (Figure 4-7). It can burn up to 140 tons of garbage in a day. However, the island has a problem with garbage collection. There are not enough budgets to collect the garbage in every area on the island. The island can only collect the garbage along the main road and it is only about 60 tons a day.

Figure 4-7: Samui Solid Waste Incineration Plant.

- Samui has problem with its sewage systems in some areas of the island. Some of the roads, such as the Chaweng beach road, become flooded every time it rains.

Rest and Relaxation

- There are a lot of street vendors (Figure 4-8) on the beaches. They could disturb the tourists who are trying to relax or sunbathing. These vendors are quite persistent in persuading a tourist to buy from them. Most tourists quite wary of these vendors.

Figure 4-8: Street Vendors

- As an anecdote, the researcher was often mistaken as a street vendor, when she approached a tourist on the beach. There, most tourists refused to participate in the survey either because they did not want to be disturbed or because they eventually filled out the questionnaire but only after the researcher explained to them in detail about her research project.

- Noises from water sports, such as Jet Ski and Banana boat may occasionally disturb people on the beaches.

Tourist Attractions

- There are not many tourist attractions on Samui Island. The main tourist attractions are Na Muang waterfall, Hin Lad waterfall, Hin Ta Hin Yai (the grandfather's and grandmother's rock; Figure 4-9), and the Samui airport (Figure 4-10).

Figure 4-9: Hin Ta
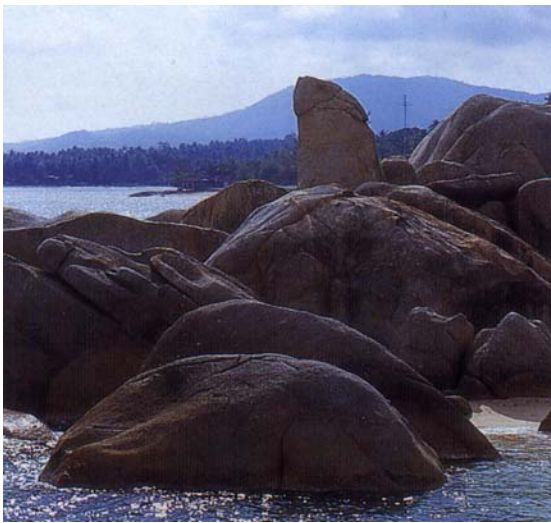
Figure 4-10: Samui Airport

- At Hin Ta Hin Yai, there is a sign that tells the folklore concerning these two rocks. However, the position of Hin Yai, one of the rocks, is not clearly marked. Most tourists will recognize Hin Ta because it stands uptight above the seawater. They often Hin Yai as it is located at the sea level and often partially submerged.

Religious Attractions

- There is only one major religious attraction, which is Pra Yai or Big Buddha image (Figure 4-11). It is located at Big Buddha Temple on Bang Rak Bay.

Figure 4-11: The Big Buddha.

- Buddhists on the island celebrate most of their religious holidays. These religious events may attract more tourists to the island during the period of time. However, these events are not advertised internationally. Lists of religious events are available on brochures printed in Thai language. None is in English.

Local Culture

- The researcher did not experience any real Samui Island's culture. Most local life styles have been influenced by Western cultures.

Tourist Information Center

- The tourist information center of the Tourism Authority of Thailand is located in Nathon Town. It is a very good and informative center. It provides information on tourist attractions on Samui Island, as well as on the surrounding islands. Also, it provides good pamphlets about services and facilities, and how to survive on Samui Island (Figure 4-12 and 4-13).

Figure 4-12: Pamphlets, which are provided by the Tourist Information Center on Samui Island
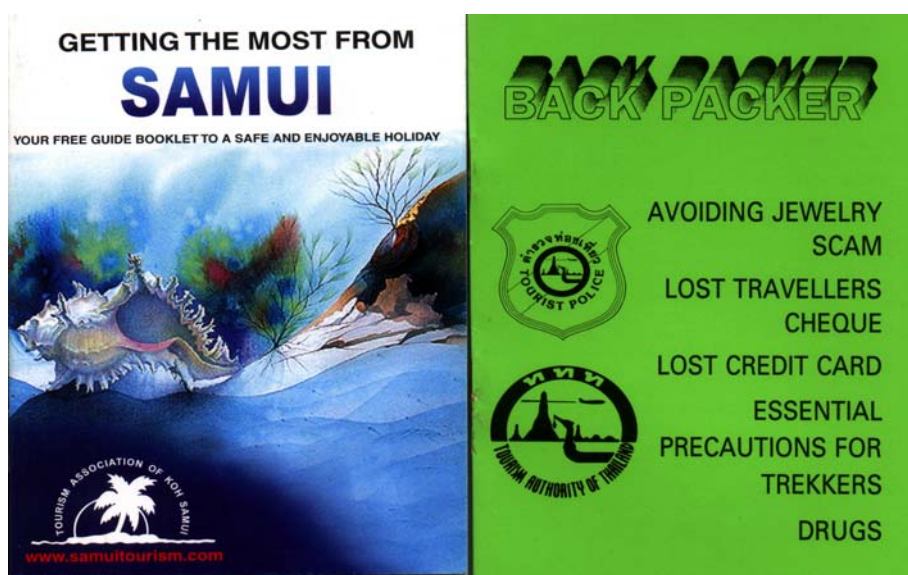
Figure 4-13: Advice for Tourists provided by the Tourist Information Center on Samui
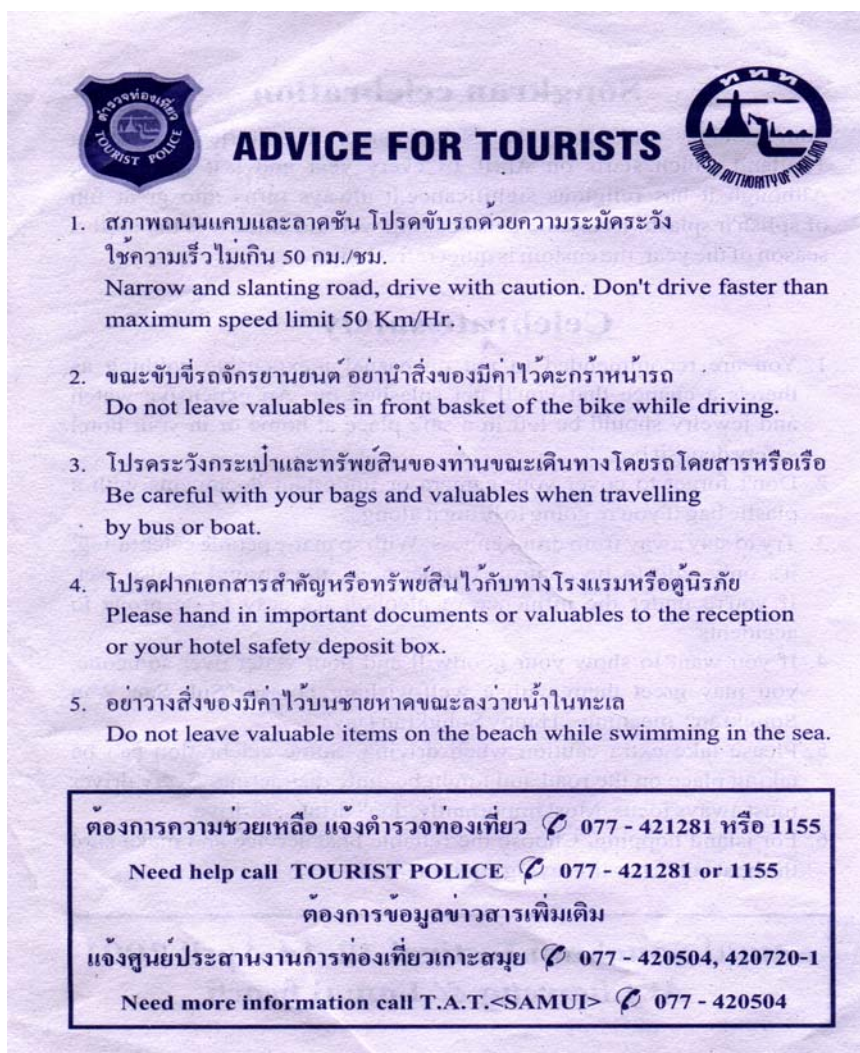
Island

- Unfortunately, the location of this information center is its drawback. It is not on
  the main road, and the direction provided on street signs is not adequate.

Inland Transportation/ Taxi/ Bus

- Tourists can go around the island by a red minibus or Songthaew (Figure 4-14) or
  taxi if they do not want to rent a car or motorcycle.

Figure 4-14: Red Mini Bus, the only public transportation on the island.

- The Red Minibus is the cheapest way to go around the island. There is no exact schedule for the time and bus stops. The bus station is located in Nathon. All route begin at the station and go around the island. The bus will stop when its riders ring a bell. Tourists can board the bus anywhere along the route. The bus will stop to pick up people when drivers see someone waiting or waving at the bus for boarding. The fare is quite expensive.

- Regarding taxi services, even though all taxies are marked "Taxi-Meter" as in Figure 4-15, the drivers do not use the meter to calculate the cost. The fare is very expensive.

Figure 4-15: The So-called "Taxi-Meter"

- The cheapest car rental is a Suzuki Caribbean because it costs less for rental companies to acquire one. Nonetheless, it is also the most suitable for the geography of Samui Island. The cost of rental is about 800-900 Bahts or about $20 per day.

- Motorcycle is the most dangerous and fastest way to go around the island. Rental companies do not usually provide helmets with rented vehicles.

Shopping Facilities

- The main shopping center is in Nathon. Most of goods are not originally from the Island except coconut-shell wares.

- There are some shopping stores on the Chaweng and Lamai beach roads, and streets vendors on beaches.

- There are fresh markets in several areas but mostly local people go there.

Outdoor Activities

- There are many outdoor activities on Samui Island, such as, snorkeling, scuba diving, hiking, bicycling, and jet skiing.

Nightlife/ Entertainment

- There are many different types of bar and nightclubs on the island (Figure 4-16 and 4-17). Most of them are located on Chaweng and Lamai beaches.

Figure 4-16: Beach Bar.

Figure 4-17: Go-go Girls Bar

Source: Samui Welcome

Tourist Safety

- Samui Island is quite safe for tourists except for the traffic around the island.

- In Thailand, people drive on the same side as in the United Kingdom, or on the opposite side to the United States. On the main road, the researcher observed only one sign between Lamai and Chaweng that tells tourists to be aware of driving the wrong side of the road.

Local Residents and Service Personnel

- Local people very well accept tourists who come to Samui; also they have a high attitude toward providing good services.

- Most of the local people cannot speak English fluently. Therefore, there is often a communication problem between service personnel and tourists. For example,

many waiters and waitresses in restaurants can only take orders from international tourists if they are listed on a menu. However, they cannot explain in English the details of the dishes such as the ingredients and how the food is prepared. Another example is the communication problem between minibus drivers and tourists. The drivers cannot explain the details of the route in English to tourists. They only know how to ask the tourists where they want to go and to tell them how much the fare would be.

Quality of Lodging Facilities

- There are many types and prices for lodging on the island. High-quality hotels and resorts (4 to 5 stars) provide high-quality services and facilities but the prices are also high.

- The researcher experienced low quality of services at a lover-priced resort (not a 4 or 5-star one) where she stayed during the data collection period. It was a low season; there were not many tourists and the lodging was not all booked. The researcher did not make a reservation but every room in the resort is expected to be clean when a guest is checked in. However, when the researcher entered the room that was given to her, it was dirty.

Quality of Restaurant

- Restaurants on the island are clean and the quality of the food, including taste cleanliness, is good but the price of food is very expensive in comparison to restaurants in Bangkok and other tourist attractions in Thailand.

<u>Conclusion</u>

Overall, Samui Island is a very nice place for rest and relaxation. It has beautiful beaches and crystal clear seawater. However, its main problems reside in garbage collection, sewage management, road traffic control, high costs, and a communication barrier between the locals or service personal and tourists. Good communication between service personnel and tourists is very important for famous tourist attractions such as Samui Island because it is the only way to make a good impression to the tourists without creating any misunderstanding and confusion.

The next and final chapter covers a summary of the findings in this study. It also contains recommendations for local authorities and the Tourism Authority of Thailand to improve the quality of infrastructure and environment of Samui Island. Finally, recommendations for further research are presented.

Chapter V

Conclusion and Recommendations

This final chapter includes significant findings and the conclusions of this study. Recommendations for Samui Island's authorities and the Tourism Authority of Thailand are made. Additionally, the researcher also suggests recommendations for a future study.

Restatement of Problems and Research Objectives

Tourists' previous experience at a particular place is a dominant factor that influences their choice of future destination. The purpose of this study is to determine tourists' perceptions toward the quality of infrastructure and the environment of Samui Island, Thailand. The Samui Island's authorities have to know how tourists perceive the quality of the island itself and identify urgent problems that should be addressed regarding the development, maintenance, and restoration of the island in order to attract more tourists to the island. Due to the purpose of this study, the following objectives were discussed:

(3) To determine the differences in perspectives toward the quality of infrastructure and the environment of Samui Island among

- First-time Thai visitors

- First-time foreign visitors

- Returning Thai visitors, and

- Returning foreign visitors.

(4) To identify problems in the infrastructure and the environment of Samui Island.

Summary of Methodology

Questionnaire and personal observations were used as data collection instruments for this study. The sample was a population of tourists who visited Samui Island, Thailand, between July 7 and July 21, 2001. The location for distributing the survey was the Moom Thong restaurant at Nathon, the downtown of Samui Island. The total number of respondents was 225, which consisted of 107 Thai visitors and 118 foreign visitors. For observation of the quality of infrastructure and environment of Samui Island, the researcher made observations based on the questionnaire and took a picture at each point of the observation.

Discussion on Significant Findings

This section covers a summary of important findings of this study. The findings were discussed based on the objectives of the study.

Objective 1 To determine the differences in perspectives toward the quality of infrastructure and environment of Samui Island among first-time Thai, first-time foreign, returning Thai, and returning foreign visitors.

The total number of respondents was 225, consisting of 107 Thai visitors and 118 foreign visitors (Table 4-1). There were 106 first-time visitors consisting of thirty-four Thai and seventy-two foreign tourists and 119 returning visitors including seventy-three Thai and forty-six foreign tourists (Table 4-6).

First-time and returning visitors had different perceptions toward the quality of the infrastructure and environment of the island, regarding "Inland Transportation,"

"Natural Landscape," "Tourist Attractions," "Tourist Information Center," "Overall Prices of Goods and Services," "Beach Condition," "Receptiveness of Local Residents to Tourists," "Road Condition," and "Overall Prices of Lodging." The most significant difference in opinions between first-time and returning visitors was on the "Inland Transportation." The least significant difference between these two groups was on the "Overall Prices of Lodging." First-time visitors perceived both items higher in quality than returning visitors.

It is not surprising that returning tourists perceived the quality of those items lower than first-time tourists. Returning tourists often had higher expectation of the island or expected that everything would be the same as the first or last time they had visited. Therefore, local authorities and residents should preserve the environment and improve the infrastructural services of the island to serve tourists' needs.

Thai and non-Thai visitors perceived the quality of Samui Island differently on more than 60 percent of all variables. These were "Overall Prices of Food," "Easy to Reach/Accessible," "Safety for Tourists," "Tourist Attractions," "Overall Prices of goods and Services," "Inland Transportation," "Friendly People," "Quality of Restaurants," "Pleasant Attitude of Service Personnel," "Overall Prices of Lodging," "Nightlife/Entertainment," " Beach Condition," " Shopping Facilities," "Overall Value as a Vacation Destination," "Plenty of Outdoor Activities," "Natural Landscape," and "Overall Quality of Destination." The "Overall Prices of Food" showed the most significant difference between Thai and non-Thai tourists. The "Overall Quality of Destination" showed the least significant difference between the answers from these two

groups. Foreign visitors perceived better quality in these items than Thai tourists did, except for the quality of "Tourist Attractions."

Thai tourists rated those items lower in quality because most of them were not first-time visitors. They compared everything with their previous experiences and with other tourist destination in Thailand.

An item, "Easy to Reach/Accessible," was differently perceived in its quality by first-time Thai, first-time foreign, returning Thai, and returning foreign visitors. First-time and non-Thai tourists' perspectives toward the accessibility of the island were better in quality than those of returning and Thai tourists.

From the opened-ended question, the environment and pollutions of the island were the top considerations of every group of tourists. The tourists were concerned about the cleanliness of the roads and beaches and environmental preservation. However, returning Thai tourists emphasized more on improving and increasing the number of ferry lines and safety, but reducing prices of goods and services. Both first-time and returning Thai visitors did not mention anything about the local culture, and both groups agreed that the service providers were more focused on serving foreigners than Thai. In addition, first-time non-Thai tourists were concerned about the local culture, nightlife and entertainment, safety and road conditions more than returning non-Thai tourists were. On the other hand, returning non-Thai tourists emphasized more on the preservation of the island.

It is not surprising that Thai tourists emphasized more in improving and increasing the number of ferry lines because most of them drove to Samui and faced the inconvenience of the accessibility of the island. They had to wait at least three hours both

ways to embark on the ferry. Also, Thai tourists did not expect to see or experience a different culture as foreigner did. Most Thai tourists have some knowledge about the local culture of every part of the country from school and know when and where they can experience it.

In 1996, the Tourism Authority of Thailand conducted a survey about characteristics of tourists who came to Samui Island. The survey showed that Thai visitors favored natural tourist places and eco-tourism while international visitors preferred not only natural tourist places but also antiques, ancient places or customs and also eco-tourism. Therefore, foreign visitors expected to see local culture and tradition more than Thai visitors did.

Objective 2 To identify problems in the infrastructure and the environment of Samui Island

The accessibility of the island was perceived to be the core problem of the infrastructural services. Road conditions and safety for tourists were the second problem that the local authority should urgently solve. The next problem involved the cleanliness of the island. Prices of goods and services were perceived as the last area of problem that should urgently be improved.

Samui Island is facing the accessibility problem. The island is now providing only one ferry line, Racha Ferry, to mainland Surat Thani. Therefore, people who drive to the island have to wait for at least three hours to board the ferry due to the limited capacity available and the rising popularity of the island. In addition, there is only one airline, the Bangkok Airways, which flies to Samui Island daily from Bangkok, Phuket, and

Singapore. However, the fares are very high comparing to its Bangkok-Surat Thani route. The Samui Airport's tax is also very expensive at 400 Bahts comparing to the Bangkok International Airport's tax, 500 Bahts.

The local authorities should increase the number of ferry lines and have more than one airline scheduled to land on the island. The authorities should also cooperate with the airport and airlines to reduce the price and airport tax. Furthermore, the promoters should cooperate with the bus companies to find a strategy to attract more tourists to bus to Samui instead of driving, to reduce the number of cars coming to the island.

Road conditions and safety for tourists were the second big problem of the island's infrastructural services. Part of the Samui's main road, Taweeratpakdee Road, goes either uphill or downhill, due to the island's geography; also there are many curves along the road. However, there are no sign for speed limits and no passing zone. Therefore, people usually drive pretty fast on the island, and it is very dangerous for both tourists and local residents. It is difficult for pedestrians to cross the road. The local authorities should launch a law regarding speed limits and post signs along the road. Similar actions should be taken for the passing zones. In addition, the police should be stricter about speed limits and traffic regulation.

Another concern about road conditions on the island is the traffic on Chaweng and Lamai beaches. The roads are too narrow and are used as two-way roads, which were over their capacity. Besides, there are a lot of cars parking along either side of the road, and also a lot of motorcycles in the traffic. The authorities should make the road be parking-free or have a 15-minute parking lot on either side of the road. Another

suggestion is to make it into a one-way road as in Nathon and to allow the cars to park on the left side and motorcycles on the right side of the road.

Another problem that the tourists were concerned about was cleanliness of the island, especially the beaches. There was some garbage on the famous beaches, Chaweng and Lamai, but not as much comparing to Pattaya and other famous beaches in Thailand. In addition, the seawater is quite clear and relatively clean. There was not much evidence of garbage in seawater along the beaches. However, there was some evidence of garbage on part of the road where communities are located. To solve this problem, Samui has just built a new incinerator but the island does not have enough budgets to collect the garbage in every area on the island. Therefore, the authorities should pay more attention to enlarge the garbage collection budget or find a way to cope with this problem.

Goods and services on Samui Island are quite expensive when compares to prices at other tourist destinations in Thailand. Tourists mostly complained about the prices of foods, although most of the ingredients have to be shipped from the mainland; so the cost may be a little bit higher than at other mainland tourist destinations. However, seafood dishes on the island are still more expensive than what the tourists would expect. Another area that tourists complained about was prices of inland transportations. The mini-red bus fee is very expensive without a fixed schedule of departure and arrival time. Regarding taxi services, even though all taxies are marked "Taxi-Meter", the drivers do not use the meter to calculate the cost. The fare is very expensive. The authorities should fix the prices and introduce or promote those prices to the tourists.

<u>Conclusion</u>

Thai and returning tourists tended to perceive the quality of the island lower than foreign and first-time tourists did. Form the finding, previous visits and experiences play a significant role in tourists' mind to form a destination image and also act as an important indicator to evaluate the quality of the destination in returning visit. Therefore, Samui Island should improve, develop, and preserve the infrastructural services and its environment especially in four areas including accessibility, road condition and safety, cleanliness, and prices of goods and services to create a good image of the island.

<u>Recommendations for Local Samui Island Authorities</u>

This study provides information that could benefit the local authorities to better understand tourists' perceptions. The authorities should consider and develop the following factors in response to the needs of the visitors.

1. Accessibility – The local authorities should urgently increase the number of ferry lines to attract more Thai tourists to the island. They should also cooperate with the airport and the airline to reduce the price and airport tax. Furthermore, the promoters should cooperate with bus companies to find a strategy to attract more tourists to use the bus to Samui instead of driving to reduce the number of cars to the island.

2. Traffic control – The island should develop clear direction signs and traffic regulation. Speed limits should be instituted and a tighter speed-limit signs should be posted along the road.

3. Garbage collection – the authorities should pay more attention to enlarge the garbage collection budget; otherwise, the new incinerator would be totally wasted without garbage to burn.

4. Prices of goods and services – The authorities should fix some of the prices and introduce or promote them to the tourists.

Recommendations for the Tourism Authority of Thailand, Koh Samui Branch

1. From tourists' arrival statistics and the findings from this study, the majority of tourists who came to visit the island were foreigners. Thai visitors perceived the quality of the infrastructure and environment of the island lower than the foreigners. TAT's tourism promoters should improve marketing strategies to attract more Thai tourists to come to Samui.

2. As mentioned in the findings that tourists rarely saw the real local culture, TAT should promote the special events and religious events more rigorously both in Thai and foreign languages.

3. TAT should provide better directions and clear street signs to its tourist information center.

4. As noted in the findings that, at the "Grandfather and Grandmother Stones", there is no sign telling the tourists where the Grandmother stone is. TAT should make a clear direction so that visitors can recognize the stone more easily.

Recommendations for Future Studies

1. Future research similar to this study is recommended. However, the duration of the survey should be expanded to get a larger sample size and to support findings that can be adapted to the rest of the tourist population.

2. This research could be replicated for other nationalities to determine if there are similarities to or differences from this study.

3. Similar research could also be conducted on other islands in Thailand or other countries.

4. The questionnaire should be translated into languages other than English and the local language, if the sample of the study contains tourists from the countries where English is not the main communication language.

5. Qualitative research of this study, using questionnaires with more detailed open-ended questions, is recommended to get better and in depth information or opinions from tourists.

Concluding Comments

As a citizen of Thailand, it could not be more appreciate for the researcher to study about hers home country and to be part of improving and developing one of the most famous island destinations in Thailand. As stated in chapter one that tourism is a major source of income of Thailand, Samui Island is a tourist destination that attracts more than 700,000 tourists and brings in a large amount of foreign currency a year. The income from tourism widely spreads to local communities. Tourism opens up career

opportunities for local people suchas producing and selling souvenirs or other tourism products.

Another advantage of tourism is that it can help reviving and protecting Thai arts, cultures, and customs, which attract many tourists to travel to Thailand. The findings of this study also show that foreigners who visited Samui Island expected to see and experience local cultures and traditions. This study could be a guideline to improve, develop, and preserve infrastructural services and the environment of Samui Island for both related authorities and local residents. Also, this study could be a model for other tourist destinations in Thailand for improving, developing, and preserving destination resources to suit tourists' need.

The researcher was told that tourism industry is a never-ending industry unless there are no more tourism products to serve tourists. Although tourism industry in Thailand is successful, it also needs a lot of attentions, especially in the long-termed development and preservation of tourism resources. Therefore, Thai people should realize the importance of tourism and help protecting their tourism resources and cultures before there is nothing to be protected.

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Appendix I

Questionnaire

Tourists' Perceptions of Samui Island, Thailand
as a Tourist Destination

The purpose of this study is to determine tourists' perceptions of quality of services, facilities, and environment of Samui Island, Thailand. This study is being conducted as part of the requirements for a master thesis at the University of Wisconsin-Stout in Menomonie, Wisconsin. Your response is very important. Please answer all of the questions, as your survey cannot be used in the study unless each question is answered. Thank you for your cooperation.

Part I: Tourist's perceptions toward quality of Samui Island

1. Is this your first visit to Samui Island?

___ Yes   ___ No

2. Which of the following items helped you make your decision to choose Samui Island as your vacation destination? (Check all that apply)

___ Travel Magazine

___ Newspaper

___ Travel Guidebook

___ Tourist Office

___ Tour Company Brochure

___ Friends/ Relatives

___ Television/ Radio

___ Previous Visits

___ Travel agent

___ Other Sources (please specify)_____

3. *First*, please rate the quality of services, facilities, and environment of Samui
   Island.

   Second, please indicate how important these services, facilities, and environment
   are to you.

   Circle the number that corresponds to your opinions regarding <u>quality</u> and <u>importance</u>.
   Quality: 1= (I) Inferior, 2= (P) Poor, 3= (A) Average, 4= (G) Good, 5= (S) Superior

   Importance: 1= (NI) Not Important, 2= (SI) Somewhat Important, 3= (I) Important,
   4= (VI) Very Important, 5= (E) Essential

QUALITY					SAMUI ISLAND	IMPORTANCE				
I	P	A	G	S		NI	SI	I	VI	E
1	2	3	4	5	Natural Landscape	1	2	3	4	5
1	2	3	4	5	Climate	1	2	3	4	5
1	2	3	4	5	Easy to reach/ Accessible	1	2	3	4	5
1	2	3	4	5	Road Condition	1	2	3	4	5
1	2	3	4	5	Beach Condition	1	2	3	4	5
1	2	3	4	5	Quietness (No Noise Pollution)	1	2	3	4	5
1	2	3	4	5	Cleanliness	1	2	3	4	5
1	2	3	4	5	Rest and Relaxation	1	2	3	4	5
1	2	3	4	5	Tourist Attractions	1	2	3	4	5
1	2	3	4	5	Religious Attractions	1	2	3	4	5
1	2	3	4	5	Local Culture is Interesting	1	2	3	4	5
1	2	3	4	5	Tourist Information Center	1	2	3	4	5
1	2	3	4	5	Inland Transportation/ Taxi/ Bus	1	2	3	4	5
1	2	3	4	5	Good Shopping Facilities	1	2	3	4	5
1	2	3	4	5	Plenty of Outdoor Activities	1	2	3	4	5
1	2	3	4	5	Good Nightlife/ Entertainment	1	2	3	4	5
1	2	3	4	5	Safe for Tourists	1	2	3	4	5
1	2	3	4	5	Friendly People	1	2	3	4	5
1	2	3	4	5	Receptiveness of Local Residents to Tourists	1	2	3	4	5
1	2	3	4	5	Pleasant Attitude of Service Personnel	1	2	3	4	5
1	2	3	4	5	Quality of Lodging Facilities	1	2	3	4	5
1	2	3	4	5	Overall Prices of Lodging	1	2	3	4	5
1	2	3	4	5	Quality of Restaurants	1	2	3	4	5
1	2	3	4	5	Overall Prices of Food	1	2	3	4	5
1	2	3	4	5	Overall Prices of Goods and Services	1	2	3	4	5
1	2	3	4	5	Overall Value as a Vacation Destination	1	2	3	4	5
1	2	3	4	5	Overall Quality of Destination	1	2	3	4	5

4. What are your suggestions about developing and improving Samui Island as a tourist destination?

_____

_____

_____

_____

5. Would you return to Samui Island for another vacation based on your current holiday experiences?   ___ Yes   ___ No

6. Would you recommend Samui Island for a vacation to a friend, relative, co-worker, or acquaintance?   ___ Yes   ___ No

Part II: Demographic Data

1. Nationality: _____

2. Gender: ___ Male   ___ Female

3. Age: ___ 18-24   ___ 25-34   ___ 35-44
            ___ 45-54   ___ 55-65   ___ 66 or older

4. Education: ___ High School   ___ Some College/ Technical School
               ___ Bachelor's Degree   ___ Masters/ Doctorate Degree

5. Occupation: ___ Professional   ___ Manager/ Administrator
               ___ Entrepreneur   ___ Laborer/ Production
               ___ Agricultural Worker   ___ Government Official
               ___ College Student   ___ Retired
               ___ Unemployed   ___ Other

_____

6. Primary Purpose of travel: ___ Business

                              ___ Leisure

                              ___ Other_____

☺ **Thank you very much for your valuable time and your cooperation.**

แบบสอบถามความคิดเห็นของนักท่องเทียวต่อเกาะสมุย

จุดประสงค์ของทำแบบสอบถามในครั้งนี้เพื่อต้องการรู้ถึงความคิดเห็นของนักท่องเทียวทีมีต่อเกาะสมุย

ทั้งทางด้านการบริการและสิ่งแวดล้อมของเกาะ

การทำการศึกษาค้นคว้าในครั้งนี้เป็นส่วนหนึ่งของการทำวิทยานิพนธ์ในสาขาวิชา Hospitality and Tourism ณ University of Wisconsin-Stout

ความคิดเห็นของคุณมีความสำคัญเป็นอย่างมาก

กรุณาตอบคำถามทุกคำถามเพื่อเป็นประโยชน์ในการประมวลผล

ขอบคุณเป็นอย่างมากสำหรับความร่วมมือของท่าน

ส่วนที ๑: ความคิดเห็นของนักท่องเทียวทีมีต่อเกาะสมุย

๑.

การมาเทียวเกาะสมุยในครั้งนี้เป็นการมาเทียวเป็นครั้งแรกของท่าน

_____ ใช่ _____ ไม่ใช่

๒. ปัจจัยอะไรทีทำให้ท่านตัดสินใจมาเทียวเกาะสมุยในครั้งนี้

_____ นิตยสารเกี่ยวกับการท่องเทียว

_____ หนังสือพิมพ์

_____ คู่มือการท่องเทียว

_____ แผ่นโฆษณาของบริษัททัวร์

_____ เจ้าหน้าทีบริษัททัวร์

_____ ท.ท.ท.

_____ โทรทัศน์ หรือ วิทยุ

_____ เพื่อน หรือ ญาติ

_____ การมาเทียวในครั้งทีแล้ว

_____ อื่น ๆ (โปรดระบุ) _____

.หนึ่ง, กรุณาประเมินคุณภาพของการบริการ สิ่งอำนวยความสะดวก และ สภาพแวดล้อมของเกาะสมุย

,

กรุณาวงหมายเลขทีตรงกับความคิดเห็นของท่านทีมีต่อคุณภาพและความสำคัญ

คุณภาพ: 1 = ไม่ดีมาก, 2 = ไม่ดี, 3 = ปานกลาง, 4 = ดี, 5 = ดีมาก

ความสำคัญ: 1 = ไม่สำคัญ, 2 = สำคัญน้อย, 3 = สำคัญ, 4 = สำคัญมาก, 5 = สำคัญที่สุด

คุณภาพ					เกาะสมุย	ความสำคัญ				
1	2	3	4	5		1	2	3	4	5
1	2	3	4	5		1	2	3	4	5
1	2	3	4	5		1	2	3	4	5
1	2	3	4	5		1	2	3	4	5
1	2	3	4	5		1	2	3	4	5
1	2	3	4	5		1	2	3	4	5
1	2	3	4	5		1	2	3	4	5
1	2	3	4	5		1	2	3	4	5
1	2	3	4	5		1	2	3	4	5
1	2	3	4	5		1	2	3	4	5
1	2	3	4	5		1	2	3	4	5
1	2	3	4	5		1	2	3	4	5
1	2	3	4	5	การคมนาคมบนเกาะ (taxi, bus)	1	2	3	4	5
1	2	3	4	5	(shopping center, gift shop)	1	2	3	4	5
1	2	3	4	5		1	2	3	4	5
1	2	3	4	5		1	2	3	4	5
1	2	3	4	5	ความปลอดภัยสำหรับนักท่องเที่ยว	1	2	3	4	5
1	2	3	4	5	ความเป็นมิตรของคนในท้องถิ่น	1	2	3	4	5
1	2	3	4	5	คนท้องถิ่นยอมรับการมาของนักท่องเที่ยว	1	2	3	4	5
1	2	3	4	5	ทัศนคติของผู้ให้บริการนักท่องเที่ยว	1	2	3	4	5
1	2	3	4	5	คุณภาพของที่พัก	1	2	3	4	5
1	2	3	4	5	ราคาโดยรวมของที่พัก	1	2	3	4	5

1 2 3 4 5	คุณภาพของร้านอาหาร	1 2 3 4 5
1 2 3 4 5	ราคาโดยรวมของอาหาร	1 2 3 4 5
1 2 3 4 5	ราคาโดยรวมของสินค้าและการบริการ	1 2 3 4 5
1 2 3 4 5	ความพอใจสำหรับการเป็นสถานที่ในการมาพักผ่อน	1 2 3 4 5
1 2 3 4 5	. คุณภาพโดยรวมของเกาะ	1 2 3 4 5

๔. ความคิดเห็นอื่นๆในการประบปรุงและพัฒนาเกาะสมุย

_____

_____

_____

๕. จากประสบการณ์การมาเทียวในครั้งนี้ของท่าน
    ท่านจะกลับมาเทียวเกาะสมุยอีกหรือไม่?
   __กลับ   __ไม่กลับ

๖.ท่านจะแนะนำเพื่อนญาติ
   เพื่อนร่วมงานหรือ
   คนคุ้นเคยของท่าน
   ให้มาเทียวเกาะสมุยหรือไม่?
   __แนะนำ   __ไม่แนะนำ

<u>ส่วนที่ ๒: ข้อมูลส่วนตัว</u>

๑. เพศ: ___ชาย   __หญิง

๒. อายุ:   ___ 18-24   ___ 25-34   ___ 35-44

___ 45-54   ___ 55-65   ___ 66 หรือแก่กว่า

๓. การศึกษา: ___ มัธยมปลาย หรือต่ำกว่า

              ___ ป.ว.ส. หรือ อนุปริญญา

              ___ ปริญญาตรี

              ___ ปริญญาโท หรือ เอก

๔. อาชีพ: _____

๕. จุดประสงค์ในการเดินทางในครั้งนี้:

              ___ ธุรกิจ

              ___ พักผ่อน

              ___ อื่น ๆ (โปรดระบุ)_____

☺ **ขอบคุณเป็นอย่างมากสำหรับความร่วมมือและเวลาอันมีค่าของท่านในการตอบแบบสอบถามนี้**

Appendix II

Mean Score Tables

Means of Quality by First Visit by Nationality

First Visit	Nationality		Quality of Natural Landscape	Quality of Climate	Quality of Easy to Reach
Yes	Thai	Mean	3.88	4.15	3.24
		N	34	34	34
		Std. Deviation	.84	.89	1.35
	Non-Thai	Mean	4.21	3.97	3.60
		N	72	72	72
		Std. Deviation	.60	.77	.91
	Total	Mean	4.10	4.03	3.48
		N	106	106	106
		Std. Deviation	.70	.81	1.08
No	Thai	Mean	3.70	4.04	2.56
		N	73	73	73

		Std. Deviation	.81	.72	1.12
	Non-Thai	Mean	3.85	4.04	3.74
		N	46	46	46
		Std. Deviation	.67	.70	.93
	Total	Mean	3.76	4.04	3.02
		N	119	119	119
		Std. Deviation	.76	.71	1.19
Total	Thai	Mean	3.76	4.07	2.78
		N	107	107	107
		Std. Deviation	.82	.77	1.23
	Non-Thai	Mean	4.07	4.00	3.65
		N	118	118	118
		Std. Deviation	.65	.74	.92
	Total	Mean	3.92	4.04	3.24
		N	225	225	225
		Std. Deviation	.75	.76	1.16

(Continued)

(Continued)

First Visit	Nationality		Quality of Road Condition	Quality of Beach Condition	Quality of Quietness
Yes	Thai	Mean	3.26	3.68	3.53
		N	34	34	34
		Std. Deviation	1.05	.91	1.16
	Non-Thai	Mean	2.97	3.96	3.25
		N	72	72	72
		Std. Deviation	.92	.88	1.06
	Total	Mean	3.07	3.87	3.34
		N	106	106	106
		Std. Deviation	.97	.90	1.09

No	Thai	Mean	2.78	3.36	3.16
		N	73	73	73
		Std. Deviation	.89	.89	.88
	Non-Thai	Mean	2.89	3.72	3.22
		N	46	46	46
		Std. Deviation	.88	.69	.81
	Total	Mean	2.82	3.50	3.18
		N	119	119	119
		Std. Deviation	.88	.83	.85
Total	Thai	Mean	2.93	3.46	3.28
		N	107	107	107
		Std. Deviation	.96	.90	.99
	Non-Thai	Mean	2.94	3.86	3.24
		N	118	118	118
		Std. Deviation	.90	.82	.97
	Total	Mean	2.94	3.67	3.26
		N	225	225	225
		Std. Deviation	.93	.88	.98

(Continued)

(Continued)

First Visit	Nationality		Quality of Cleanliness	Quality of Rest and Relaxation	Quality of Tourist Attractions
Yes	Thai	Mean	3.32	4.03	3.94
		N	34	34	34
		Std. Deviation	.98	.94	.78
	Non-Thai	Mean	3.21	4.10	3.53
		N	72	72	70
		Std. Deviation	.75	.82	.83
	Total	Mean	3.25	4.08	3.66
		N	106	106	104
		Std. Deviation	.83	.86	.83
No	Thai	Mean	3.15	3.81	3.74

		N	73	73	73
		Std. Deviation	.95	.78	.71
	Non-Thai	Mean	3.07	4.04	3.20
		N	46	46	46
		Std. Deviation	.90	.70	.72
	Total	Mean	3.12	3.90	3.53
		N	119	119	119
		Std. Deviation	.93	.75	.76
Total	Thai	Mean	3.21	3.88	3.80
		N	107	107	107
		Std. Deviation	.96	.83	.73
	Non-Thai	Mean	3.15	4.08	3.40
		N	118	118	116
		Std. Deviation	.81	.78	.80
	Total	Mean	3.18	3.98	3.59
		N	225	225	223
		Std. Deviation	.88	.81	.79

(Continued)

(Continued)

First Visit	Nationality		Quality of Religious Attractions	Quality of Culturally Interest	Quality of Information Center
Yes	Thai	Mean	3.79	3.44	3.52
		N	34	34	33
		Std. Deviation	.91	1.02	.94
	Non-Thai	Mean	3.53	3.62	3.64
		N	62	68	66
		Std. Deviation	.86	.91	.69
	Total	Mean	3.63	3.56	3.60
		N	96	102	99
		Std. Deviation	.89	.95	.78
No	Thai	Mean	3.47	3.23	3.36

		N	72	73	73
		Std. Deviation	.89	.95	.86
	Non-Thai	Mean	3.38	3.33	3.19
		N	42	45	42
		Std. Deviation	.85	.98	.94
	Total	Mean	3.44	3.27	3.30
		N	114	118	115
		Std. Deviation	.87	.96	.89
Total	Thai	Mean	3.58	3.30	3.41
		N	106	107	106
		Std. Deviation	.90	.97	.88
	Non-Thai	Mean	3.47	3.50	3.46
		N	104	113	108
		Std. Deviation	.86	.95	.83
	Total	Mean	3.52	3.40	3.43
		N	210	220	214
		Std. Deviation	.88	.96	.85

First Visit	Nationality		Quality of Inland Transportation	Quality of Shopping Facilities	Quality of Outdoor Activities
Yes	Thai	Mean	3.26	3.44	3.29
		N	34	34	34
		Std. Deviation	.96	.82	1.06
	Non-Thai	Mean	3.74	3.85	3.63
		N	72	71	72
		Std. Deviation	.96	.94	.85
	Total	Mean	3.58	3.71	3.52
		N	106	105	106
		Std. Deviation	.98	.92	.93
No	Thai	Mean	2.79	3.34	3.21

		N	73	73	73
		Std. Deviation	.96	.67	.82
	Non-Thai	Mean	3.33	3.57	3.46
		N	46	46	46
		Std. Deviation	1.06	.86	.69
	Total	Mean	3.00	3.43	3.30
		N	119	119	119
		Std. Deviation	1.03	.75	.78
Total	Thai	Mean	2.94	3.37	3.23
		N	107	107	107
		Std. Deviation	.98	.72	.90
	Non-Thai	Mean	3.58	3.74	3.56
		N	118	117	118
		Std. Deviation	1.02	.91	.79
	Total	Mean	3.28	3.56	3.40
		N	225	224	225
		Std. Deviation	1.05	.84	.86

(Continued)

(Continued)

First Visit	Nationality		Quality of Nightlife	Quality of Safety	Quality of Friendly People
Yes	Thai	Mean	3.59	3.21	3.76
		N	34	34	34
		Std. Deviation	1.05	1.12	1.21
	Non-Thai	Mean	3.72	3.79	4.37
		N	72	72	72
		Std. Deviation	.91	.95	.74
	Total	Mean	3.68	3.60	4.18
		N	106	106	106
		Std. Deviation	.95	1.04	.95
No	Thai	Mean	3.25	3.00	3.78

		N	73	73	73
		Std. Deviation	.97	1.07	.73
	Non-Thai	Mean	3.80	3.80	4.07
		N	46	46	46
		Std. Deviation	.81	.93	.90
	Total	Mean	3.46	3.31	3.89
		N	119	119	119
		Std. Deviation	.95	1.09	.81
Total	Thai	Mean	3.36	3.07	3.78
		N	107	107	107
		Std. Deviation	1.00	1.08	.90
	Non-Thai	Mean	3.75	3.80	4.25
		N	118	118	118
		Std. Deviation	.87	.94	.82
	Total	Mean	3.56	3.45	4.03
		N	225	225	225
		Std. Deviation	.95	1.07	.89

(Continued)

(Continued)

First Visit	Nationality		Quality of Receptiveness of Local	Quality of Service Personnel	Quality of Lodging Facilities
Yes	Thai	Mean	4.09	3.65	3.68
		N	34	34	34
		Std. Deviation	.97	.95	.84
	Non-Thai	Mean	4.01	4.08	3.69
		N	71	71	72
		Std. Deviation	.77	.87	.74
	Total	Mean	4.04	3.94	3.69
		N	105	105	106
		Std. Deviation	.83	.92	.77
No	Thai	Mean	3.92	3.58	3.56

		N	73	73	73
		Std. Deviation	.78	.72	.83
	Non-Thai	Mean	3.70	3.91	3.65
		N	46	46	46
		Std. Deviation	.70	.96	.79
	Total	Mean	3.83	3.71	3.60
		N	119	119	119
		Std. Deviation	.75	.84	.82
Total	Thai	Mean	3.97	3.60	3.60
		N	107	107	107
		Std. Deviation	.84	.80	.83
	Non-Thai	Mean	3.89	4.02	3.68
		N	117	117	118
		Std. Deviation	.75	.91	.76
	Total	Mean	3.93	3.82	3.64
		N	224	224	225
		Std. Deviation	.79	.88	.80

(Continued)

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First Visit	Nationality		Quality of Prices of Lodging	Quality of Restaurants	Quality of Overall Prices of Food
Yes	Thai	Mean	3.32	3.47	3.03
		N	34	34	34
		Std. Deviation	1.04	.71	1.09
	Non-Thai	Mean	3.62	3.88	4.03
		N	72	72	72
		Std. Deviation	.72	.77	.89
	Total	Mean	3.53	3.75	3.71
		N	106	106	106
		Std. Deviation	.84	.77	1.06

No	Thai	Mean	3.00	3.48	3.03
		N	73	73	73
		Std. Deviation	.90	.78	1.01
	Non-Thai	Mean	3.43	3.87	3.65
		N	46	46	46
		Std. Deviation	.98	.93	1.02
	Total	Mean	3.17	3.63	3.27
		N	119	119	119
		Std. Deviation	.95	.86	1.06
Total	Thai	Mean	3.10	3.48	3.03
		N	107	107	107
		Std. Deviation	.95	.76	1.03
	Non-Thai	Mean	3.55	3.87	3.88
		N	118	118	118
		Std. Deviation	.83	.83	.95
	Total	Mean	3.34	3.68	3.48
		N	225	225	225
		Std. Deviation	.92	.82	1.08

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First Visit	Nationality		Quality of Overall Prices of Services	Quality of Overall Value	Quality of Destination
Yes	Thai	Mean	3.32	3.74	3.79
		N	34	34	34
		Std. Deviation	.94	.99	1.01
	Non-Thai	Mean	3.76	4.11	4.10
		N	72	72	72
		Std. Deviation	.70	.62	.63
	Total	Mean	3.62	3.99	4.00
		N	106	106	106
		Std. Deviation	.81	.77	.78

No	Thai	Mean	3.00	3.71	3.66
		N	73	73	73
		Std. Deviation	.91	.68	.80
	Non-Thai	Mean	3.50	3.89	3.85
		N	46	46	46
		Std. Deviation	.89	.92	.73
	Total	Mean	3.19	3.78	3.73
		N	119	119	119
		Std. Deviation	.93	.78	.78
Total	Thai	Mean	3.10	3.72	3.70
		N	107	107	107
		Std. Deviation	.93	.79	.87
	Non-Thai	Mean	3.66	4.03	4.00
		N	118	118	118
		Std. Deviation	.79	.76	.68
	Total	Mean	3.40	3.88	3.86
		N	225	225	225
		Std. Deviation	.90	.78	.79

Means of Importance by First Visit by Nationality

First Visit	Nationality		Importance of Natural Landscape	Importance of Climate	Importance of Easy to Reach
Yes	Thai	Mean	4.29	4.47	4.47
		N	34	34	34
		Std. Deviation	.84	.61	.71
	Non-Thai	Mean	4.14	4.01	3.39
		N	72	72	72
		Std. Deviation	.88	.86	.99
	Total	Mean	4.19	4.16	3.74
		N	106	106	106

		Std. Deviation	.86	.82	1.04
No	Thai	Mean	4.21	4.21	4.19
		N	73	73	73
		Std. Deviation	.88	.83	.94
	Non-Thai	Mean	4.17	4.15	3.67
		N	46	46	46
		Std. Deviation	.90	.79	1.06
	Total	Mean	4.19	4.18	3.99
		N	119	119	119
		Std. Deviation	.89	.81	1.01
Total	Thai	Mean	4.23	4.29	4.28
		N	107	107	107
		Std. Deviation	.86	.78	.88
	Non-Thai	Mean	4.15	4.07	3.50
		N	118	118	118
		Std. Deviation	.88	.83	1.02
	Total	Mean	4.19	4.17	3.87
		N	225	225	225
		Std. Deviation	.87	.81	1.03

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First Visit	Nationality		Importance of Road Condition	Importance of Beach Condition	Importance of Quietness
Yes	Thai	Mean	4.21	4.35	4.44
		N	34	34	34
		Std. Deviation	.91	.81	.70
	Non-Thai	Mean	3.11	4.47	3.88
		N	72	72	72
		Std. Deviation	1.04	.71	1.05
	Total	Mean	3.46	4.43	4.06
		N	106	106	106

		Std. Deviation	1.12	.74	.98
No	Thai	Mean	4.08	4.37	3.89
		N	73	73	73
		Std. Deviation	.92	.74	.87
	Non-Thai	Mean	3.15	4.17	4.11
		N	46	46	46
		Std. Deviation	1.23	.85	.77
	Total	Mean	3.72	4.29	3.97
		N	119	119	119
		Std. Deviation	1.14	.78	.84
Total	Thai	Mean	4.12	4.36	4.07
		N	107	107	107
		Std. Deviation	.92	.76	.86
	Non-Thai	Mean	3.13	4.36	3.97
		N	118	118	118
		Std. Deviation	1.11	.78	.95
	Total	Mean	3.60	4.36	4.01
		N	225	225	225
		Std. Deviation	1.14	.77	.91

(Continued)

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First Visit	Nationality		Importance of Cleanliness	Importance of Rest and Relaxation	Importance of Tourist Attractions
Yes	Thai	Mean	4.26	4.56	4.09
		N	34	34	34
		Std. Deviation	.86	.61	.87
	Non-Thai	Mean	4.15	4.11	3.24
		N	72	72	70
		Std. Deviation	.80	.94	1.08
	Total	Mean	4.19	4.25	3.52
		N	106	106	104
		Std. Deviation	.82	.87	1.09

No	Thai	Mean	4.36	4.15	4.05
		N	73	73	73
		Std. Deviation	.86	.83	.85
	Non-Thai	Mean	4.33	4.46	3.17
		N	46	46	46
		Std. Deviation	.76	.72	1.16
	Total	Mean	4.34	4.27	3.71
		N	119	119	119
		Std. Deviation	.82	.80	1.07
Total	Thai	Mean	4.33	4.28	4.07
		N	107	107	107
		Std. Deviation	.86	.79	.85
	Non-Thai	Mean	4.22	4.25	3.22
		N	118	118	116
		Std. Deviation	.79	.88	1.11
	Total	Mean	4.27	4.26	3.62
		N	225	225	223
		Std. Deviation	.82	.83	1.08

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First Visit	Nationality		Importance of Religious Attractions	Importance of Culturally Interest	Importance of Information Center
Yes	Thai	Mean	3.74	4.06	3.82
		N	34	34	33
		Std. Deviation	.93	.92	.92
	Non-Thai	Mean	2.49	3.49	3.47
		N	67	72	70
		Std. Deviation	1.13	1.11	1.00
	Total	Mean	2.91	3.67	3.58
		N	101	106	103

		Std. Deviation	1.22	1.08	.99
No	Thai	Mean	3.77	3.93	4.07
		N	73	73	73
		Std. Deviation	.91	.80	.86
	Non-Thai	Mean	2.69	3.40	3.22
		N	45	45	45
		Std. Deviation	1.20	.96	1.17
	Total	Mean	3.36	3.73	3.75
		N	118	118	118
		Std. Deviation	1.15	.90	1.06
Total	Thai	Mean	3.76	3.97	3.99
		N	107	107	106
		Std. Deviation	.91	.84	.88
	Non-Thai	Mean	2.57	3.45	3.37
		N	112	117	115
		Std. Deviation	1.16	1.05	1.07
	Total	Mean	3.15	3.70	3.67
		N	219	224	221
		Std. Deviation	1.20	.99	1.03

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First Visit	Nationality		Importance of Inland Transportation	Importance of Shopping Facilities	Importance of Outdoor Activities
Yes	Thai	Mean	4.06	3.59	3.74
		N	34	34	34
		Std. Deviation	1.01	.89	.86
	Non-Thai	Mean	3.83	3.13	3.47
		N	72	71	72
		Std. Deviation	.99	1.05	.82
	Total	Mean	3.91	3.28	3.56
		N	106	105	106
		Std. Deviation	1.00	1.02	.84

No	Thai	Mean	4.16	3.58	3.58
		N	73	73	73
		Std. Deviation	.87	.90	.83
	Non-Thai	Mean	3.59	3.00	3.30
		N	46	46	46
		Std. Deviation	.86	1.15	1.07
	Total	Mean	3.94	3.35	3.47
		N	119	119	119
		Std. Deviation	.90	1.04	.94
Total	Thai	Mean	4.13	3.58	3.63
		N	107	107	107
		Std. Deviation	.91	.89	.84
	Non-Thai	Mean	3.74	3.08	3.41
		N	118	117	118
		Std. Deviation	.95	1.09	.93
	Total	Mean	3.92	3.32	3.51
		N	225	224	225
		Std. Deviation	.95	1.03	.89

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First Visit	Nationality		Importance of Nightlife	Importance of Safety	Importance of Friendly People
Yes	Thai	Mean	3.24	4.47	4.38
		N	34	34	34
		Std. Deviation	1.10	.83	.74
	Non-Thai	Mean	3.42	4.50	4.42
		N	72	72	72
		Std. Deviation	1.21	.79	.71
	Total	Mean	3.36	4.49	4.41
		N	106	106	106
		Std. Deviation	1.17	.80	.71

No	Thai	Mean	3.18	4.52	4.49
		N	73	73	73
		Std. Deviation	1.15	.78	.69
	Non-Thai	Mean	3.22	4.57	4.50
		N	46	46	46
		Std. Deviation	1.09	.75	.81
	Total	Mean	3.19	4.54	4.50
		N	119	119	119
		Std. Deviation	1.12	.77	.74
Total	Thai	Mean	3.20	4.50	4.46
		N	107	107	107
		Std. Deviation	1.13	.79	.70
	Non-Thai	Mean	3.34	4.53	4.45
		N	118	118	118
		Std. Deviation	1.16	.77	.75
	Total	Mean	3.27	4.52	4.45
		N	225	225	225
		Std. Deviation	1.15	.78	.73

(Continued)

(Continued)

First Visit	Nationality		Importance of Receptiveness	Importance of Service Personnel	Importance of Lodging Facilities
Yes	Thai	Mean	4.35	4.24	4.24
		N	34	34	34
		Std. Deviation	.92	.78	.78
	Non-Thai	Mean	4.07	4.20	3.99
		N	71	71	72
		Std. Deviation	.85	.86	.78
	Total	Mean	4.16	4.21	4.07
		N	105	105	106

		Std. Deviation	.88	.83	.78
No	Thai	Mean	4.19	4.03	4.26
		N	73	73	73
		Std. Deviation	.81	.85	.75
	Non-Thai	Mean	4.07	4.22	3.63
		N	46	46	46
		Std. Deviation	.88	.87	.90
	Total	Mean	4.14	4.10	4.02
		N	119	119	119
		Std. Deviation	.84	.86	.86
Total	Thai	Mean	4.24	4.09	4.25
		N	107	107	107
		Std. Deviation	.84	.83	.75
	Non-Thai	Mean	4.07	4.21	3.85
		N	117	117	118
		Std. Deviation	.86	.86	.84
	Total	Mean	4.15	4.15	4.04
		N	224	224	225
		Std. Deviation	.85	.84	.83

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First Visit	Nationality		Importance of Prices of Lodging	Importance of Quality of Restaurants	Importance of Prices of Food
Yes	Thai	Mean	4.15	3.88	4.03
		N	34	34	34
		Std. Deviation	.82	.88	.97
	Non-Thai	Mean	4.07	4.18	4.13
		N	72	72	72
		Std. Deviation	.76	.74	.75
	Total	Mean	4.09	4.08	4.09
		N	106	106	106
		Std. Deviation	.77	.79	.82

No	Thai	Mean	4.07	4.19	4.07
		N	73	73	73
		Std. Deviation	.80	.81	.79
	Non-Thai	Mean	4.02	4.15	4.15
		N	46	46	46
		Std. Deviation	.75	.73	.73
	Total	Mean	4.05	4.18	4.10
		N	119	119	119
		Std. Deviation	.78	.78	.76
Total	Thai	Mean	4.09	4.09	4.06
		N	107	107	107
		Std. Deviation	.81	.84	.84
	Non-Thai	Mean	4.05	4.17	4.14
		N	118	118	118
		Std. Deviation	.75	.73	.74
	Total	Mean	4.07	4.13	4.10
		N	225	225	225
		Std. Deviation	.78	.78	.79

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First Visit	Nationality		Importance of Prices of Services	Importance of Overall Value	Importance of Quality of Destination
Yes	Thai	Mean	3.97	4.21	4.24
		N	34	34	34
		Std. Deviation	.90	.84	.82
	Non-Thai	Mean	3.96	4.17	4.28
		N	72	72	72
		Std. Deviation	.80	.79	.72
	Total	Mean	3.96	4.18	4.26
		N	106	106	106

		Std. Deviation	.83	.80	.75
No	Thai	Mean	4.05	4.25	4.44
		N	73	73	73
		Std. Deviation	.85	.89	.71
	Non-Thai	Mean	3.80	4.33	4.35
		N	46	46	46
		Std. Deviation	.78	.67	.67
	Total	Mean	3.96	4.28	4.40
		N	119	119	119
		Std. Deviation	.83	.81	.69
Total	Thai	Mean	4.03	4.23	4.37
		N	107	107	107
		Std. Deviation	.86	.88	.75
	Non-Thai	Mean	3.90	4.23	4.31
		N	118	118	118
		Std. Deviation	.79	.74	.70
	Total	Mean	3.96	4.23	4.34
		N	225	225	225
		Std. Deviation	.83	.81	.72

Appendix III

Opened-Ended Question

First-time Thai Tourists

- The price on goods is very expensive.

- Take long time to reach Samui.

- Take long time to reach Samui.

- Cleanliness on streets.

- Increase ferry.

- Increase ferry.

- Cleanliness.

- Cleanliness.

- Service providers welcome foreign customers more warmly than Thai customers.

- Service providers welcome foreign customers more warmly than Thai customers.

- Preserve environment.

- Improve how to reach Samui to be more comfortable.

- Should create activities or events that both tourists and local people can participate in, such as games and sports to build a good relationship and impression between tourists and the local.

- Exceed beaches.

- Overstep beaches by putting the tables (restaurants).

First-time Non-Thai Tourists

- No night clubs

- No tourism shops

- There are no good ways of throwing the garbage. The good thing is that there is no trash on the beach, just on the streets.

- Fixed prices for transport

- Better beaches

- Just keep it like this. It's a nice island.

- Clean up the toilets. Do not charge for such revolting toilets.

- Do not commercialize. Keep rustic but comfortable and clean.

- Do not encourage hotel developers.

- Separate families and young travelers.

- Cutting down on prostitution.

- Road condition- Widen and clear marking for motorbike traffic from 4 wheel vehicles.

- Vehicle speed enforcement

- Limit height of the buildings to one or two stories (preferably one) to keep the village/ towns visibly appealing.

- Improve bus system (punctual, regularity, and low cost) to lower use of motorcycles, cars, and taxies.

- Not aware of any religious Attractions

- Road-traffic control is very poor.

- Local culture or Thai culture seems to be too influenced by Americans or American ideas. Would like to see more traditional Thai culture promoted instead of American culture (music, architecture of buildings, events, tourist attractions, selling of wares).

- No big hotel!!!

- Improve the ferry/boat from Surat Thani to Samui.

- No more development, improve what the island already has.

- Not too develop it any more!

- It is wonderful as it is.

- Better transport

- Not too westernize it too much!!!

- Limit number of tourists and tourist development very soon.

- Less of cost iron

- No commercial smiles

- More security on road

- Less of distrust by local people for foreigners

- There are too much robbers!! There is a thing to do!

- Availability of smooth boat trip from Ko Pha Ngan

- Regulation on prostitution

- Safety at night for the children selling flowers on the streets.

- More police patrol.

- Young children should not be selling goods at night-time (3 am, too late).

- There should be more bars without go-go girls.

- Better roads.

- Less garbage.

- Less harassment from bar staffs (ladies!!)

- Cleanliness of streets.

- Improve the bathrooms in the bungalows.

- Clean the beaches

- More ATM machine on Chaweng beach

- No increase in quantity of beach vendors

- Have boat tour and dive tour operators are more sensitive to coral reefs and marine lives.

- More diversity in shopping choices on Chaweng beach.

- I hope the cars and motorcycles can't drive in the city, or maximum 30 km/hr.

- Too many taxis.

- The streets must be clean.

- Improve road condition-make it easier to cross the street.

- Keep the evolution of the island down. This to keep its culture of origin and not loose it likes many other places.

- I like it the way it is.

- Not developing

- Friendly People, good meal

- Samui Island is a great place to relax and unwind, which is exactly what we have done.

- Local culture and activities ought to be improved (they are not local enough)

- The night life is close to being "non-existent"

- To preserve environment conditions (cleanliness of beach)

- To improve outdoor activities and nightlife entertainment and to reduce "cover-girls" bars!!!!

- Take care of the environment. Pollution will destroy the tourism possibilities.

- Put a limitation number of hotel beds

- Keep Samui clean

- Keep Samui clean and authentic

- Preserve the environment

- Keep it clean

- Keep Samui clean

- The black muck in the water is very unappealing. Don't know if it is like that all along the coast.

- Keep the beaches clean and streets clean of garbage.

- Make sure the roads are safe for walking sidewalks.

- Keep Samui as Thai culture. Not everybody comes here and wants to meet English people.

- Better roads and more lighting.

- Keep clean.

- More traffic safety.

- Improve toilets.

- Airport tax is very expensive.

- For motorcycle rental, the operators should provide helmet with motorcycle.

- In some roads become flood when it rains.

Returning Thai Tourists

- Keep it clean.

- Do not build more building.

- Improve on how to get to Samui.

- Increase the ferry line.

- No more big hotels.

- Less of prostitution.

- Do no more development.

- Taxi is too expensive.

- Tourist information center should have clear sign of direction to it. Should relocate on the main street of Nathon.

- Be careful about driving.

- Transportation between mainland and Samui.

- The road is too narrow.

- Too many buildings.

- Improve ferry line.

- Safety.

- Cleanliness.

- Increase ferry line.

- The prices of goods are very high.

- Decrease the airfare.

- The government should focus on quality of beaches instead of road construction.

- Police patrol should be more strict about traffic regulations

- Took long time to reach Samui from Surat thani. Should improve ferry line.

- Improve transportation between Surat and Samui.

- Widen the road.

- Improve the electricity on the road at night.

- Communication and transportation.

- Safety of tourists and their belonging.

- Drugs.

- Improve safety for tourists.

- Traffic.

- Safety.

- Most restaurants serve only international foods.

- The price on good is very high, especially in Chaweng.

- Take long time to wait for ferry.

- Keep it clean and beauty.

- Don't develop too much in reaching Samui to limit the number of tourists.

- Improve services and safety.

- Improve the restaurant on the island by fixing the standard of food and prices.

- Improve and increase ferry line.

- The prices on food and accommodation are very expensive.

- Improve ferry line and cleanliness on the ferry.

- The airfare to Samui is very expensive.

- Beaches are dirty.

- Quietness.

- Friendliness of local people and operators.

- Prices on food and accommodation are pretty high comparing with others tourist attractions.

- Most of the hotels focus on serving foreigners more than Thai people.

- Expensive.

- Car queue for boarding a ferry is very long and the fee is expensive.

- Car queue for boarding a ferry is very long and the fee is expensive.

- Airfare is very expensive.

- Improve ferry line and air plane

- More budget hotels

- Ferry service is very poor

- Expensive airfare

- Drugs protection.

- Safety for tourists of using roads and protect their belonging.

- Road condition.

- Road condition.

- Don't take advantage on tourists.

- Everything is expensive.

- More lighting on street.

- Traffic sign.

- Environment.

- Environment.

- Cleanliness.

- Garbage collection.

- More fun center and theater.

Returning Non-Thai Tourists

- Nature.

- Do no over develop.

- Do not overdevelop the island. It is charming now.

- Mountain environment

- Improve communications

- Waste treatment

- Electricity

- Motor-sea sports out to sea away from swimmers. This is why we no longer got o Phuket where it's dangerous.

- Too much development going on. We have been coming for 6 years. Originally enjoyable, not too noisy, unfortunately this all changing for the worse.

- Stop building and opening new shops.

- Golf Course

- Teach Thai people how to keep Samui Clean (plastic bags, bottles, cigarettes everywhere!!!).

- And look like they (Thai people) forgot how to smile and say "Thank you"!

- Price of airport taxes and taxi are crazy!!! (400 Baht)

- Do not develop Samui more. It's going be too much to soon. Keep it simple, as the backpackers want it.

- The traffic on Chaweng beach road is dangerous. Make the traffic one-way. Look in the evening!!!

- Get rid of all girlie bars off main street of Chaweng and other tourist areas. It's not good for families.

- It is getting too expensive and sleazy.

- More arcades and fun centers.

- The environment is quickly degrading, affecting the natural beauty, and decreasing the overall main attraction on Samui.

- Water ski on Chaweng beach is noisy, disturbing, and polluting.

- Keeping the centers and beaches clean of rubbish and sewage, which I noticed quite evident.

- Samui is too developed already.

- Keep Samui as Samui is now!

- Preserve it not develop.

- Stop bad press in travel guides.

- Take no notice of backpackers with bad attitudes especially western women.

- Make sure that Lamai and Chaweng don't expand furthers. We are many people who like it quieter, and I feel it's a shame that Lamai has expanded since last year.

- Keep the rivers and canals clean.

- No further development.

- No further development.

- International airport.

- Modernization of trains (40 years old! Even more!)

- Better budget accommodation.

- The roads are abysmal.

- Break up the taxi mafia at airport and ferry terminals.

- Introduce driving standards through teaching etc.

- Remove Bangkok airways exclusively to the airport introducing competitive fares.

- Try to maintain the original island feel.

- Do not commercialize.

- Keep beaches clean

- Improve healthy and safety standards.

- No mass tourism. Leaving the island as natural as possible

- Improving the pollution of environment.

- Teach people to know English because it's very difficult to make a contract without this.

- Regulate the number of beach vendors and ask them to stop harassing tourists.

- Stop noise pollution from the boats advertising Thai kickboxing.

- Tourist information center

- Samui culture center

- Move the dogs from the beach at night

- Roads

- Rubbish removal

- Water system

- Protection for tourists

- Fair prices

- Don't overdevelop the island—Don't let is become another "Bali"

- Do not overdevelop beaches with 5 stars hotels

- Keep beaches clean; remove rubbish form streets wherever possible.

- Improve rubbish and sewage systems. I have been coming here for 5 years and it is worse every year.

- Rip-offs—trucks, hotels etc. escalating will turn people away.

- Set prices and advertise these prices.

- Far too much rubbish—big clean up.

- Local taxis tend to rip tourists off far too much.

- Dangerous road driving.

- Sewage.

- Keep the beaches clean.

- Safer and slower driving (trucks and mini buses).

- Maybe more water activities.

- Improve roads.

- The operators that run bus tourist are unfriendly. I had many problems, such as, they lost my boat ticket or I had to take taxi for connections in SuratThani or being let it wait in uncomfortable place, etc.

- Don't spoil the environment by building too much tourist facilities (hotels and restaurants).

- Keep traditional Thai culture alive. This will attract more tourists in future.

- Keep prices reasonable, otherwise people will look for alternatives like Pattaya, Hua Hin, or Cha-am.

- Build the parking in to hillside.

- Don't allow cars traffic.