POSITIONING BASED ON SATISFACTION ATTRIBUTES IN THE CONTEXT OF A DOMESTIC TOURISM DESTINATION: THE CASE OF YOR ISLAND, THAILAND

By
NAIYANA NGOWSIRI

Thesis Submitted to the Centre for Graduate Studies, Universiti Utara Malaysia, in Fulfillment of the Requirement for the Degree of Doctor of Philosophy
PERMISSION TO USE

In presenting this thesis in fulfillment of the requirements for a post graduate degree from UUM, I agree that the University Library may make it freely available for inspection. I further agree that permission for copying of this thesis in any manner, in whole or in part, for scholarly purposes may be granted by my supervisors or, in the absence, by the Assistant of Vice Chancellor of College of Law, Government and International Studies.

It is also understood that any copying or publication or use of this thesis or parts thereof for financial gain shall not be allowed without any written permission. It is also understood that due recognition shall be given to me and to UUM for any scholarly use which may be made of any material from my thesis.

Request for permission to copy to make other use of materials in this thesis, in whole or in part, should be addressed to:

UUM College of Law, Government and International Studies
Universiti Utara Malaysia, 06010
UUM Sintok, Kedah, Malaysia
Strategi pemposisian destinasi sering dilaksanakan hanya dalam konteks destinasi utama, tetapi tidak dalam konteks destinasi mini atau kecil. Penyelidikan ini bertujuan memecah tradisi dengan merangka dan mencadangkan satu strategi mengenal pasti pemposisian pasaran yang berasaskan suatu destinasi mini atau kecil iaitu Pulau Yor dalam konteks sebuah destinasi yang lebih besar iaitu Songkla. Bagi mengukur daya saing Pulau Yor berbanding pesaing-pesaingnya maka kepuasan pelancong terhadap aspek penawaran pelancongan di Pulau Yor telah dikaji. Para pelancong tempatan telah dibahagikan mengikut aspek sosiodemografi bagi mengenal pasti potensi pasaran untuk Pulau Yor. Penyelidikan menggunakan pendekatan kaedah penyelidikan secara bercampur. Setelah itu, penilaian telah dibuat dengan memfokuskan kepada kepuasan pelancong. Data kualitatif daripada temu duga dengan lapan orang pakar pelancongan setempat telah menghasilkan maklumat untuk kaedah analisis SWOT. Data kuantitatif daripada 400 pelancong tempatan telah dianalisis menggunakan kaedah analisis multidimensional scaling dan correspondence analysis. Hasil analisis ini telah memberikan pelbagai maklumat mengenai persamaan, kelebihan serta kehendak pelancong mengenai imej Pulau Yor dan pesaing-pesaingnya. Selain itu, terdapat juga hubungan antara aspek kepuasan pelancong ke destinasi tersebut. Pendekatan kaedah penyelidikan bercampur ini juga telah menunjukkan bahawa pengunjung yang berpotensi melawat Pulau Yor yang patut dijadikan sasaran pasaran ialah mereka yang berumur antara 25 hingga 34 tahun, berkelulusan ijazah sarjana muda dan purata pendapatan antara RM 2000.00 hingga RM 3000.00. Tambah lagi, ciri kemesraan penduduk tempatan telah diketengahkan sebagai satu ciri yang sesuai dijadikan panduan dalam usaha membangunkan strategi mengenal pasti pemposisian pasaran untuk Pulau Yor. Secara keseluruhannya, tesis ini telah berjaya menunjukkan bahawa strategi mengenal pasti pemposisian pasaran berasaskan kajian adalah strategi yang bukan sahaja sesuai untuk destinasi-destinasi besar, malahan sesuai untuk destinasi-destinasi mini atau kecil.

Kata kunci: Pemposisian, Ciri-ciri kepuasan, Kaedah-kaedah campuran, Pelancongan domestik
ABSTRACT

Positioning strategy is often adopted for major destinations, but not for smaller or mini destinations. This research breaks with tradition by attempting to develop and recommend an optimum research-based market-positioning strategy for a mini destination or a small destination i.e. Yor Island, within a larger area i.e. Songkla. Tourists’ satisfaction toward product attributes of Yor Island compared to its competitors was measured to investigate the competitiveness of Yor Island. Domestic tourists were divided based on socio-demographic basis before the potential target markets of Yor Island were identified. The evaluation focused on tourists’ post-consumption satisfaction using mixed methods approach. Qualitative data from interviews with eight local tourism experts generated information for a SWOT analysis of Yor Island. Quantitative data from the survey of 400 domestic tourists was analysed using multidimensional scaling and correspondence analysis. Results from using these analytical techniques provided a variety of information on destination image similarities, strengths, and ideals between Yor Island and its competitors, as well as the relationships of major socio-demographic characteristics of visitors to the destinations. The mixed method approach has also highlighted the potential target tourists of Yor Island whose age are between 25-34 years old with at least a bachelor’s degree, and monthly income of between RM 2,000.00 to RM 3,000.00. Moreover, it also showed that ‘friendliness of the people’ is an attribute that could be used as leverage in the development of the Yor Island’s positioning strategy. Overall, this study has illustrated that research-based market-positioning strategy is applicable not only to major destinations, but to a mini or small destination as well.

Keywords: Positioning, Satisfaction attributes, Mixed methods, Domestic tourism
ACKNOWLEDGMENTS

I would like to thank many people who had helped me accomplish this long PhD journey. The completion of my thesis could not have been written without the academic, professional, and personal support of the following people.

First and foremost, I would like to give special thanks to Assoc. Prof. Dr. Azilah Kasim, my thesis advisor, for her tireless encouragement. I am so lucky to have met you. Without your constant nurturing and assistance, I could not have made it. I am more grateful than I can express. Thank you very much, Dr. Azilah.

I would like to thank to Professor Kadir Din, Assoc. Prof. Dr. Kalsom Kayat, Assoc. Prof. Dr. Ibrahim Hamid, and Assoc. Prof. Dr. Hisham Dzakiria as my lecturers at the Universiti Utara Malaysia, who provided wisdom and experience to me with constant guidance and kindness. Thank you very much, my lecturers.

Furthermore, I would like to thank the Ministry of Education Thailand for the Scholarship Fund awarded to me. As well, thanks to my survey participants and interviewees for your time and enthusiasm in contributing to the research. In addition, I would like to thank to Mr. Suwatchai Duangphattrra for helping in the stage of data analysis.

Special thanks are sent to my sister, brother, brother in-law, husband, and lovely sons for their love and support which have enabled me to meet all the challenges and occasionally to turn what I perceive as impossible into a possible one. Thank you very much, everyone in my family.
TABLE OF CONTENTS

PERMISSION TO USE .............................................................................................................I
ABSTRACT ...............................................................................................................................II
ABSTRAK .................................................................................................................................III
ACKNOWLEDGMENTS .............................................................................................................IV
TABLE OF CONTENTS ...........................................................................................................V
LIST OF TABLES ....................................................................................................................IX
LIST OF FIGURES ..................................................................................................................XI
LIST OF ABBREVIATIONS ......................................................................................................XIV

CHAPTER 1 ............................................................................................................................1
INTRODUCTION ....................................................................................................................1
  1.1 Background .....................................................................................................................1
  1.2 Problem Statement .......................................................................................................13
  1.3 Purpose of the Study ....................................................................................................21
  1.4 Objectives of the Research ..........................................................................................21
  1.5 The Study Context .......................................................................................................22
  1.6 Significance of the Study .............................................................................................33
  1.7 Organization of the Study ...........................................................................................35
  1.8 Operational Definition ...............................................................................................36
  1.9 Summary ......................................................................................................................37

CHAPTER 2 ............................................................................................................................38
LITERATURE REVIEW ..........................................................................................................38
  2.1 Introduction ...................................................................................................................38
  2.2 The Concept of Positioning in Tourism ........................................................................38
  2.3 Satisfaction-Based Positioning ....................................................................................50
    2.3.1 Image .......................................................................................................................51
    2.3.2 Service Quality ........................................................................................................54
    2.3.3 Measuring Satisfaction ...........................................................................................57
      2.3.3.1 The expectation-disconfirmation paradigm (EDP) ........................................57
      2.3.3.2 The Equity Theory ...........................................................................................59
2.3.3.3 Congruity model.........................................................60
2.4 Past Studies on Positioning in Tourism......................................62
2.5 Techniques Used in Positioning Studies ....................................66
2.6 Models Used in Past Positioning Studies..................................73
2.7 The Role and Significance of Domestic Tourism..........................90
2.8 Conceptual Framework.........................................................107
2.9 Summary.............................................................................109

CHAPTER 3........................................................................110
METHODOLOGY...................................................................110
3.1 Introduction........................................................................110
3.2 The alternatives (Yor Island and its competitors)..........................111
3.3 Research Variables...............................................................137
  3.3.1 Tourists’ Satisfaction......................................................137
  3.3.2 Socio-demographic Variables............................................140
3.4 Research Design and Methodology........................................142
  3.4.1 A Mixed Methods Approach............................................142
  3.4.2 Stage 1: Qualitative Research..........................................146
    3.4.2.1 Research Methodology.............................................146
    3.4.2.2 Data Collection Procedure.......................................148
    3.4.2.3 Reliability and Validity.............................................151
    3.4.2.4 Data Analysis and Interpretation.................................152
  3.4.3 Stage 2: Quantitative – qualitative Research.........................152
    3.4.3.1 Quantitative Method.................................................153
      A. Data Collection...........................................................153
         - Questionnaire Design.................................................153
         - Population and Sampling............................................158
         - Data Collection Procedure.......................................159
      B. Data Analysis.............................................................160
         - Validity and Reliability of the Questionnaire..................164
3.4.3.2 Qualitative Method ................................................. 166
   A. Method ..................................................................... 166
   B. Participants .............................................................. 169
   C. Procedure .................................................................. 171
   D. Reliability and Validity .............................................. 173
   E. Data Analysis and Interpretation .............................. 174
3.5 Determination of an Optimum Position of Yor Island .......... 174
3.6 Summary .................................................................. 176

CHAPTER 4 ..................................................................... 177
ANALYSIS AND RESULTS ................................................. 177
4.1 Introduction ............................................................... 177
4.2 Stage 1: Qualitative Data Analysis ............................... 177
4.3 Stage 2: Quantitative and Qualitative Data Analysis ..... 184
   4.3.1 Quantitative Data Analysis .................................... 184
       4.3.1.1 Demographic Profile of Respondents .................. 184
       4.3.1.2 Trip Characteristics of Questionnaire Respondents .... 188
       4.3.1.3 Overall Perceptions of Yor Island Tourism ............ 194
       4.3.1.4 Results of the KYST Technique ............................ 196
       4.3.1.5 Results of the PROFIT Technique ....................... 201
       4.3.1.6 Results of the PREFMAP Technique ..................... 205
       4.3.1.7 Results of the Correspondence Analysis ............... 207
   4.3.2. Qualitative Data Analysis ...................................... 214
       A. Trip Characteristics of Focus Group Interviewees ....... 216
       B. Overall Perception of Yor Island by the Participant of Focus Group Interview ...................................................... 217
       C. The Perception of Similarities and Dissimilarities of Image of the seven Destinations .............................................. 219
       D. Identifying the Most Appropriate Attributes for Each Destinations ................................................................. 227
       E. Identifying an Ideal Point ......................................... 237
F. Identifying Target Tourists of Yor Island ................. 240
4.4 Positioning Results of Yor Island ............................... 244
4.5 Summary .................................................................. 253

CHAPTER 5 ........................................................................... 255
SUMMARY, CONCLUSIONS AND RECOMMENDATIONS .... 255
5.1 Introduction .................................................................. 255
5.2 Summary of the Findings ............................................. 256
5.3 Discussions on the Findings ......................................... 259
  5.3.1 Positioning Based on Mixed Methods Approach ........ 260
  5.3.2 Positioning Based on Tourists’ Satisfaction of a Destination’s
        Product Attributes .................................................... 266
  5.3.3 Positioning Based on Socio-demographic Segments ......... 269
5.4 Implication of the Study ................................................. 274
5.5 Limitations and Suggestions for Future Research .............. 276
5.6 Summary ................................................................. 278

REFERENCES ....................................................................... 279
Appendixes ........................................................................ 330
Appendix A- Depth Interview Transcript .............................. 330
Appendix B- Focus Group Interview Transcript ...................... 398
Appendix C- Questionnaires Used ........................................ 438
Appendix D- Computer Programs ........................................ 461
LIST OF TABLES

Table 1.1 Number of International and Domestic Tourists ...........................................2
1.2 Criteria Used to Identify the Optimum Target Market .................................9
1.3 Major Events and Festivals of Songkhla Province .................................15
1.4 Number of domestic tourists visiting Yor Island ....................................17
1.5 Number and income of domestic tourists visiting Songkhla Province ..........18
1.6 General Information and Trip Characteristics of Domestic Tourists Who Visited Songkhla Province .............................................................26
2.1 Hypothesized Relationship of Functional Evaluative Congruity between Expectation and Perceived Experience .........................................60
2.2 A Review of Positioning Studies in Tourism Literature ..........................63
2.3 A Summary of Positioning Research Articles Reviewed and Research Techniques Used in Tourism Literature ...............................66
2.4 The Popular Techniques Used in Positioning Research in Tourism Field ........69
2.5 Summary of the Main Reasons for Presenting the Five Models ..............73
2.6 The Four Mistakes in Positioning ........................................................78
2.7 Global International Arrivals by Region Visited ...................................90
2.8 The Direct and Indirect Effects of Foreign and Domestic Tourism ..........102
3.1 Stress and Goodness of Fit ...........................................................165
3.2 Demographic Information of Focus Group Participants ..........................171
4.1 Checklist Questions for Yor Island’s SWOT Analysis ............................178
4.2 The Strengths and Weaknesses of Yor Island ..................................179
4.3 The Opportunities and Threats ...........................................................183
4.4 Demographic Information of the Respondents (Gender and Age) ..............185
Demographic Information of the Respondents
(Residence Area and Marital Status) ........................................186
Demographic Information of the Respondents (Education,
Occupation, and Monthly Income)...........................................187
Overall perceptions of Yor Island-survey method....................195
Overall perceptions of Yor Island-survey method (Continued) .....196
Showed Strong Attributes of the Destinations........................204
Compare Focus Group Trip Characteristics to Survey .............216
Compare the Overall Perception of Yor Island between the
Participants in Focus Group Interview and Questionnaire
Respondents.................................................................218
The Strong Attributes of the 7 Destinations............................228
The Best Corresponding Attributes of Each Destination
According to the Focus Group Interview as Compared to the
PROFIT Method...........................................................229
An Ideal Point and Preference Score......................................237
Target Groups of Yor Island................................................241
Relationships between Yor Island’s Target Tourists and Their
Trip Characteristics..........................................................250
Interviewees’ Background..................................................331
Personal Data of Nine Participants.........................................399
Attribute Rating of Destinations..........................................414
Satisfaction Level Ranking on Attributes of Destinations.........426
Satisfaction Scores on Attributes of Destinations...............428
# LIST OF FIGURES

<table>
<thead>
<tr>
<th>Figure</th>
<th>Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1</td>
<td>Location of Yor Island</td>
<td>27</td>
</tr>
<tr>
<td>1.2</td>
<td>Map of Yor Island’ Resources</td>
<td>28</td>
</tr>
<tr>
<td>2.2</td>
<td>Steps in the Positioning Process by Boyd and Walker (1990)</td>
<td>80</td>
</tr>
<tr>
<td>2.3</td>
<td>Developing a Market Positioning Strategy (Lovelock and Wirtz, 2004)</td>
<td>83</td>
</tr>
<tr>
<td>2.4</td>
<td>Model for Positioning Tourism Destinations by Reich 1999</td>
<td>86</td>
</tr>
<tr>
<td>2.5</td>
<td>Conceptual Framework for Destination’s Positioning</td>
<td>107</td>
</tr>
<tr>
<td>3.1</td>
<td>Yor Island Homestay</td>
<td>112</td>
</tr>
<tr>
<td>3.2</td>
<td>Tinsulanond Bridge</td>
<td>112</td>
</tr>
<tr>
<td>3.3</td>
<td>Yor Island Woven Fabric</td>
<td>112</td>
</tr>
<tr>
<td>3.4</td>
<td>Yor Island Woven Fabric</td>
<td>112</td>
</tr>
<tr>
<td>3.5</td>
<td>Integrated Farming</td>
<td>113</td>
</tr>
<tr>
<td>3.6</td>
<td>Sapodilla Plantation</td>
<td>114</td>
</tr>
<tr>
<td>3.7</td>
<td>Sapodilla Plantation</td>
<td>114</td>
</tr>
<tr>
<td>3.8</td>
<td>Snapper Breeding in Floating Net</td>
<td>114</td>
</tr>
<tr>
<td>3.9</td>
<td>Snapper Breeding in Floating Net</td>
<td>114</td>
</tr>
<tr>
<td>3.10</td>
<td>Snapper Breeding in Floating Net</td>
<td>115</td>
</tr>
<tr>
<td>3.11</td>
<td>Viewing Way of Local Fishing Folk Life</td>
<td>115</td>
</tr>
<tr>
<td>3.12</td>
<td>Viewing Way of Local Fishing Folk Life</td>
<td>115</td>
</tr>
<tr>
<td>3.13</td>
<td>Jampada-Kanoon</td>
<td>116</td>
</tr>
<tr>
<td>3.14</td>
<td>Jampada-Kanoon</td>
<td>116</td>
</tr>
<tr>
<td>3.15</td>
<td>Gracilaria Fisheri Salad</td>
<td>116</td>
</tr>
<tr>
<td>3.16</td>
<td>The Institute for Southern Thai Studies</td>
<td>117</td>
</tr>
<tr>
<td>3.17</td>
<td>The Institute for Southern Thai Studies</td>
<td>117</td>
</tr>
<tr>
<td>3.18</td>
<td>The Institute for Southern Thai Studies</td>
<td>118</td>
</tr>
<tr>
<td>3.19</td>
<td>The Institute for Southern Thai Studies</td>
<td>118</td>
</tr>
<tr>
<td>3.20</td>
<td>The Institute for Southern Thai Studies</td>
<td>118</td>
</tr>
<tr>
<td>3.21</td>
<td>Khao BorTemple</td>
<td>119</td>
</tr>
<tr>
<td>3.22</td>
<td>Tay Yor Temple</td>
<td>120</td>
</tr>
<tr>
<td>3.23</td>
<td>Tay Yor Temple</td>
<td>120</td>
</tr>
<tr>
<td>Page</td>
<td>Location</td>
<td></td>
</tr>
<tr>
<td>------</td>
<td>-----------------------------------</td>
<td></td>
</tr>
<tr>
<td>3.24</td>
<td>Tai Kong Shrine</td>
<td></td>
</tr>
<tr>
<td>3.25</td>
<td>Somdej Chao Koh Yo</td>
<td></td>
</tr>
<tr>
<td>3.26</td>
<td>Somdej Chao Koh Yo</td>
<td></td>
</tr>
<tr>
<td>3.27</td>
<td>Samila Beach</td>
<td></td>
</tr>
<tr>
<td>3.28</td>
<td>Samila Beach</td>
<td></td>
</tr>
<tr>
<td>3.29</td>
<td>Son On Cape</td>
<td></td>
</tr>
<tr>
<td>3.30</td>
<td>Mouse and Cat Island</td>
<td></td>
</tr>
<tr>
<td>3.31</td>
<td>Mouse and Cat Island</td>
<td></td>
</tr>
<tr>
<td>3.32</td>
<td>Tang Kuan Hill</td>
<td></td>
</tr>
<tr>
<td>3.33</td>
<td>Tang Kuan Hill</td>
<td></td>
</tr>
<tr>
<td>3.34</td>
<td>Ton-nga-chang Waterfall</td>
<td></td>
</tr>
<tr>
<td>3.35</td>
<td>Hat Yai Municipal Park</td>
<td></td>
</tr>
<tr>
<td>3.36</td>
<td>Hat Yai Municipal Park</td>
<td></td>
</tr>
<tr>
<td>3.37</td>
<td>Hat Yai Municipal Park</td>
<td></td>
</tr>
<tr>
<td>3.38</td>
<td>Hat Yai Municipal Park</td>
<td></td>
</tr>
<tr>
<td>3.39</td>
<td>Kim Yong Market</td>
<td></td>
</tr>
<tr>
<td>3.40</td>
<td>Kim Yong Market</td>
<td></td>
</tr>
<tr>
<td>3.41</td>
<td>Kim Yong Market</td>
<td></td>
</tr>
<tr>
<td>3.42</td>
<td>Kim Yong Market</td>
<td></td>
</tr>
<tr>
<td>3.43</td>
<td>Sadao Border</td>
<td></td>
</tr>
<tr>
<td>3.44</td>
<td>Duty Free Complex</td>
<td></td>
</tr>
<tr>
<td>3.45</td>
<td>Padang Besar Border</td>
<td></td>
</tr>
<tr>
<td>3.46</td>
<td>Khao Lop Chang Temple</td>
<td></td>
</tr>
<tr>
<td>3.47</td>
<td>Sequential Exploratory Design</td>
<td></td>
</tr>
<tr>
<td>3.48</td>
<td>Market Positioning Steps of Yor Island</td>
<td></td>
</tr>
<tr>
<td>4.1</td>
<td>The Number of Yor Island Experiences</td>
<td></td>
</tr>
<tr>
<td>4.2</td>
<td>The Frequency of Visiting Yor Island</td>
<td></td>
</tr>
<tr>
<td>4.3</td>
<td>Favorite Visiting Time to Yor Island</td>
<td></td>
</tr>
<tr>
<td>4.4</td>
<td>The Purpose of Visiting Yor Island</td>
<td></td>
</tr>
<tr>
<td>4.5</td>
<td>The Traveling Companion</td>
<td></td>
</tr>
<tr>
<td>4.6</td>
<td>The Number of Traveling Companion</td>
<td></td>
</tr>
<tr>
<td>4.7</td>
<td>The Average Expense When Visiting Yor Island</td>
<td></td>
</tr>
</tbody>
</table>
**LIST OF ABBREVIATIONS**

<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Full Form</th>
</tr>
</thead>
<tbody>
<tr>
<td>NESDP</td>
<td>National Economic and Social Development Plans</td>
</tr>
<tr>
<td>TAT</td>
<td>Tourism Authority of Thailand</td>
</tr>
<tr>
<td>WTO</td>
<td>World Tourism Organization</td>
</tr>
<tr>
<td>WTTC</td>
<td>World Travel and Tourism Council</td>
</tr>
<tr>
<td>UNEP</td>
<td>United Nations Environment Programme</td>
</tr>
<tr>
<td>UNWTO</td>
<td>United Nations World Organization</td>
</tr>
</tbody>
</table>
CHAPTER 1

INTRODUCTION

1.1 Background

This study is concerned with understanding the concept of positioning, within the context of domestic tourism in Thailand. Destination positioning is a concept that has been widely discussed and applied within the context of global competition (as will be described in the literature review section). However, little empirical evidence is available in the literature on how the concept can be applied to help a domestic tourism destination compete with its competitors. Domestic tourism is an important area of research because as the World Tourism Organization (WTO, 1999) has predicted domestic tourism of developing countries in Asia, Latin America, Middle East and Africa, will grow faster than tourism worldwide, both in the number of tourists and tourism receipts, estimated at 10 and 3-4 times respectively.

In Thailand, the Thai government has paid constant attention to domestic tourism. The number of domestic tourists and tourism receipts continue to increase since 1999 (see Table1.1). The support for domestic tourism in Thailand can be seen from the campaigns by the Tourism Authority of Thailand (TAT) such as “Thai Tiew Thai” (Thais Travel Thailand) and “Tiew Thai Pai Dai Took Duen” (Travelling Thailand) to encourage Thai people to travel inside the country. The implication of this policy is that each mini destinations in Thailand will now have to compete against each other in order to attract the same market i.e the local tourists. As with any competition, only the strongest, most unique and most innovative in its marketing approach will be able to stand out in the eyes of the market.
The contents of the thesis is for internal user only
REFERENCES


Agricultural housewife group of Yor Island. (n.d.). *Gracilaria fisheri of Yor Island*. Retrieved July 05, 2011 from http://www.otoptoday.com/wisdom/provinces/south/%E0%B8%AA%E0%B8%87%E0%B8%82%E0%B8%A5%E0%B8%B2/1309860748.


Kotler, P. (2004). Fall from grace path to recovery: Marketing mistakes are common; don’t let them kill your brand. *Brandweek, 45*(17), 24-30.


Liangpornpan, S. (1997). ภูมิทรัพย์สัตว์ป่าในประเทศไทย [Conservation of wildlife in Thailand]. Songkhla: Thaksin University, Faculty of Humanities and Social Sciences, Department of Geography.


Limpychart, M. (2009, June 18). ขณะพักอยู่ที่นี่ เรามีโอกาสได้ไปดูการเลี้ยงปลากะพงในกระชัง [During we stayed at Yor Island, we had a change to watch snapper breeding in floating net]. *Daily News*, pp.12.


Office of Songkhla Provincial Governor, (2002). โครงการจัดทำแผนยุทธศาสตร์การพัฒนาเมืองสงขลาและปริมณฑลใน 20 ปีข้างหน้า(2545-2564) [Project of development strategy of Songkhla City and its field areas in next 20 years (2002-2021)]. Songkhla, Secretary Office: Author.


Rao, N. & Suresh, K. T. (2001). Domestic tourism in India. In K. Ghimire (Eds.), The Native Tourist: Mass Tourism within Developing Countries (pp.198-228), London: Earths can.


Um, S. & Crompton, J. (1999). The roles of image and perceived constraints at different stages in the tourist’s destination decision process. In A. Pizam & Y. Mansfeld (Eds.), *Consumer Behavior in Travel and Tourism* (pp. 81-102). New York; Hawort Press.


Wikipedia encyclopedia. (n.d.¹). เพื่อระบายสัตว์ป่าโตนงาช้าง [Ton-ngachang Wildlife Conservative Area]. Retrieved March 04, 2012, from http://th.wikipedia.org/wiki/%E0%B9%80%E0%B8%82%E0%B8%95%E0%B8%A3%E0%B8%B1%E0%B8%81%E0%B8%A9%E0%B8%B2%E0%B8%9E%E0%B8%81%E0%B8%99%E0%B8%98%E0%B8%B0%E0%B8%8B%E0%B8%A7%E0%B9%8C%E0%B8%88%E0%B8%8A%E0%B8%B3%E0%B9%89%E0%B8%B2%E0%B8%8A%E0%B8%8B%E0%B8%87.

Wikipedia encyclopedia. (n.d.²). ตลาดกิมหยง [Kim Yong Market]. Retrieved June 14, 2012, from http://th.wikipedia.org/wiki/%E0%B8%95%E0%B8%A5%E0%B8%81%E0%B8%94%E0%B8%B2%E0%B8%B4%E0%B8%A1%E0%B8%AB%E0%B8%A2%E0%B8%87.


