

The copyright © of this thesis belongs to its rightful author and/or other copyright owner. Copies can be accessed and downloaded for non-commercial or learning purposes without any charge and permission. The thesis cannot be reproduced or quoted as a whole without the permission from its rightful owner. No alteration or changes in format is allowed without permission from its rightful owner.



**PERCEPTIONS AND ATTITUDES OF NAKHON SI THAMMARAT  
RESIDENTS TOWARDS TOURISM IMPACTS AND  
DEVELOPMENT**



**PATCHAREE SUMETHOKHUL (91892)**

**UUM**  
Universiti Utara Malaysia

**DOCTOR OF PHILOSOPHY  
UNIVERSITI UTARA MALAYSIA  
2016**

**PERCEPTIONS AND ATTITUDES OF NAKHON SI THAMMARAT  
RESIDENTS TOWARDS TOURISM IMPACTS AND  
DEVELOPMENT**



**PATCHAREE SUMETHOKHUL (91892)**

**UUM**  
Universiti Utara Malaysia

**A Thesis submitted to the Ghazali Shafie Graduate School of  
Government  
in fulfillment of the requirements for the Doctor of Philosophy  
Universiti Utara Malaysia**

## **Permission to Use**

In presenting this thesis in partial fulfillment of the requirements for PhD degree from Universiti Utara Malaysia, 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 either in whole or in part, for scholarly purposes may be granted by my supervisor or in his absence, by the Dean, Ghazali Shafie Graduate School of Government, College of Law, Government and International Studies (COLGIS). It is understood that any copying or publication or use of this thesis or parts thereof for financial gain shall not be allowed without my written permission. It is also understood that due recognition shall be given to me and to Universiti Utara Malaysia for any scholarly use which may be made of any material from my thesis.

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

**Dean (Ghazali Shafie Graduate School of Government)**

**UUM College of Law, Government and International Studies**

**Universiti Utara Malaysia**

**06010 UUM Sintok**

**Kedah Darul Aman**

## Acknowledgement

To my beloved late father Mr. Udom Sumethokul all I did is for you, you are always in my heart and to my mother Mrs. Rotjana Sumethokul, to my sister Mrs. Patcharin Boonsawat and my brothers Mr. Ravee Sumethokul and Mr. Jakravee Sumethokul, to my special friend Mr. William Chong and relatives in Thailand.

Foremost, I would like to express my sincere gratitude to my thesis supervisor Assoc. Prof. Dr. Shaharuddin Tahir, who continuously supports my research work, for his patience, motivation, and immense knowledge. His guidance, devotion and assistance rendered in the completion of this thesis and the correction to the writing of this thesis. His guidance helped me in all the time. I could not have imagined having a better advisor and mentor for my PhD study.

My thanks are also given to the CBT Network in Nakhon Si Thammarat province and local residents who participated as respondent in my study. My sincere thanks also go to Dr. Agus Ridwan, Mr. Ataul Karim Patwary and Mr. Yang Huai who assisted me in the statistical analysis part of the thesis.

I am very grateful to my doctoral student peers, especially Ms Fatimah Lili and Ms Napat Ruanganapakul who makes me cheerful during my “down times” and rarely felt lonely in this journey. My special thanks also go to Assoc. Prof. Dr. Basri Rashid, Dr. Abdul Alem Mohammad, Mrs. Nor Fatimah Hashim, Mrs. Yus Aslam Yusoff, Mr. A. Butt s/o Ooi Boon Chai, staff of the college Mrs. Waraporn Khachin, Mr. Pisit Kanjanapangha, Mrs. Kitti Sompan, Miss Pothjanart Homprasitan and Miss Srisuda Meejunkaew.

Last but not least, I would like to thank again my loving family, for supporting me spiritually throughout my life and Nakhon Si Thammarat Rajabhat University for giving me the chance to pursue my PhD at Universiti Utara Malaysia.

## ABSTRACT

In Thailand, tourism is viewed as a tool for community development, especially in the rural areas, and is often considered as an instrument in revitalizing the local economy, facilitating the improvement of the quality of life and safeguarding the natural and cultural resources. However, studies suggest that tourism development brings environmental, sociocultural and economic impacts to the community. Thus, it is vital that the planners and the stakeholders of tourism understand the local residents' perception of tourism and its impacts and must engage them actively during the planning stage of tourism development. The study examines how the residents of Nakhon Si Thammarat province in Southern Thailand perceive the impacts of tourism and how this relates to their support for future tourism development. This study used mixed methods, combining a survey using questionnaires, in-depth qualitative interviews, and participant observation. A total of 544 usable questionnaires were analyzed and the respondents of the study were divided into two groups; tourism participants and tourism non-participants. While for the in-depth qualitative interview, 12 community leaders were involved. Findings of this study show that the residents recognize several positive impacts of tourism, such as; better standards of roads and other public facilities, preservation of heritage attraction and cultural festivals. While the negative impacts of tourism are; poor air quality, crowded areas during the cultural festival, construction of large hotels, resorts and tourists' attractions has destroyed the natural environment. There are eight research hypotheses in this study. Results of the hypothesis testing found some significant differences in perception between residents grouped by their participation in tourism, their employment, and length of residency; towards the positive and negative impacts of tourism. The study also found that the residents who perceived positive impacts of tourism will support for additional tourism development while those who perceived negative impacts will support for restricted tourism development. This study thus contributes to the theoretical advancement in the field of residents' attitudes studies. Specifically, the study findings demonstrate that residents' perceptions on the impacts of tourism can serve as a valuable concept in evaluating residents' support for future tourism development.

**Key Words:** Residents' Perception, Tourism Impacts, Residents' Support, Tourism Development, Southern Thailand.

## ABSTRAK

Di Thailand, pelancongan dilihat sebagai satu cara untuk membangunkan masyarakat, terutamanya masyarakat luar bandar. Pelancongan juga sering dianggap sebagai instrumen untuk memperkukuhkan ekonomi tempatan, di samping membantu meningkatkan kualiti hidup dan melindungi sumber alam semula jadi dan budaya masyarakat setempat. Pada masa yang sama, terdapat kajian yang menunjukkan bahawa pembangunan pelancongan membawa kesan kepada alam sekitar, sosiobudaya dan ekonomi masyarakat tempatan. Oleh itu, adalah penting bagi para perancang dan pihak yang berkepentingan dalam pelancongan untuk memahami persepsi penduduk tempatan terhadap pelancongan dan juga kesannya. Penduduk tempatan mestilah dilibatkan secara aktif pada peringkat awal perancangan pembangunan pelancongan. Kajian ini mengkaji persepsi penduduk wilayah Nakhon Si Thammarat di Selatan Thailand terhadap kesan pelancongan dan kaitannya dengan sokongan mereka kepada pembangunan pelancongan pada masa hadapan. Kajian yang dijalankan ini menggunakan kaedah gabungan, iaitu dengan menggabungkan kajian menggunakan borang soal selidik, temubual kualitatif secara mendalam, serta pemerhatian secara penyertaan. Sebanyak 544 borang soal selidik telah dianalisa dan responden kajian ini dibahagikan kepada dua kumpulan; iaitu mereka yang terlibat dalam pelancongan dan yang tidak terlibat dalam pelancongan. Manakala untuk temubual kualitatif secara mendalam, kajian ini telah melibatkan seramai 12 orang pemimpin komuniti. Hasil kajian ini menunjukkan bahawa penduduk telah mengenalpasti beberapa kesan positif pelancongan, seperti; tahap jalan raya dan kemudahan awam yang lebih baik, pemeliharaan tarikan warisan dan perayaan kebudayaan. Manakala kesan negatif pelancongan adalah; kualiti udara yang teruk, kesesakan semasa pesta kebudayaan, kemusnahan alam sekitar akibat dari pembinaan hotel-hotel besar, pusat peranginan dan tempat tarikan pelancong. Terdapat lapan hipotesis penyelidikan dalam kajian ini. Keputusan ujian hipotesis menunjukkan terdapat beberapa perbezaan persepsi yang signifikan antara penduduk yg terlibat dan yang tidak terlibat dalam pelancongan, pekerjaan mereka, dan tempoh menetap; terhadap kesan positif dan negatif daripada pelancongan. Kajian ini juga mendapati bahawa penduduk yang berpandangan pelancongan memberi kesan positif akan menyokong kepada pembangunan tambahan pelancongan manakala mereka yang berpandangan sebaliknya akan menyokong kepada pembangunan pelancongan yang terhad. Kajian ini sekali gus menyumbang kepada kemajuan teori dalam bidang kajian sikap penduduk. Secara khususnya, hasil kajian menunjukkan bahawa persepsi penduduk terhadap kesan pelancongan boleh digunakan sebagai satu konsep untuk menilai sokongan penduduk terhadap pembangunan pelancongan pada masa hadapan.

**Katakunci:** Persepsi Penduduk, Kesan Pelancongan, Sokongan Penduduk, Pembangunan Pelancongan, Selatan Thailand.

## TABLE OF CONTENTS

Permission to Use	i
Abstract	ii
Abstrak	iii
Acknowledgements	iv
Table of Contents	v
List of Tables	x
List of Figures	xii

### CHAPTER ONE: INTRODUCTION

1.1 Introduction	1
1.2 An Overview of Thailand's Tourism Industry	3
1.3 Theoretical Background on Tourism Impacts and using CBT for Community Development	11
1.4 Problem Statement	16
1.5 Research Objectives	18
1.6 Research Questions and Hypotheses	19
1.7 Significance of the Study	21
1.8 The Research Area	25
1.9 Key Terms and Definitions	27
1.10 Organization of the Chapters	30

### CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction	31
2.2 ASEAN Economic Community and 2015 Discover <i>Thainess</i> Campaign	32
2.2.1 Tourism related Organizations in Thailand	35
2.2.1.1 The Tourism Authority of Thailand (TAT)	35

2.2.1.2 Ministry of Tourism and Sports	36
2.2.1.3 The Department of Local Administration, Ministry of Interior and Local Government and Administration	37
2.2.1.4 Tourism Council of Thailand	37
2.3 Resident Attitudes toward Tourism Development	38
2.3.1 Residents' Perceptions of Tourism Impacts	39
2.3.1.1 Perceived Economics Impacts of Tourism	40
2.3.1.2 Perceived Socio-Cultural Impacts of Tourism	42
2.3.1.3 Perceived Environmental Impacts of Tourism	43
2.4 Resident Support for Tourism Development	45
2.4.1 Resident Characteristics and Attitudes Towards Tourism	49
2.4.2 Tourism Impacts on Resident's Wellbeing	50
2.5 Tourism as a Community Development Strategy	54
2.6 Theoretical Approach of Residents' Attitude towards Tourism Development	58
2.6.1 Life Cycle Model	59
2.6.2 Power Theory	61
2.6.3 Social Exchange Theory (SET)	61
2.6.3 The Extrinsic/Intrinsic Framework	64
2.7 Analytical Framework	68
2.8 Research Hypotheses	69
2.9 Research Framework	71
 <b>CHAPTER THREE: RESEARCH METHODOLOGY</b>	
3.1 Introduction	71
3.2 Research Paradigm	71
3.3 Research Design	73
3.4 Population and Sample of the Study	74
3.5 Instrumentation	75
3.5.1 Questionnaire Development	76
3.5.2 In-Depth Interview Questions	77

3.6 Data Collection	78
3.7 Overview of the Data Collected and Response Rate	84
3.8 Reliability and Validity	85
3.9 Pilot Test	86
3.10 Discussion of the Pilot Test	89
3.11 Test for Reliability and Validity of the Pilot Study	89
3.12 Measurement of Variable	92
3.13 Method of Data Analysis	93
3.14 Conclusion	94

#### **CHAPTER FOUR: RESULTS OF THE STUDY**

4.1 Introduction	95
4.2 Test of Reliability and Validity	96
4.3 Quantitative Research Finding	98
4.3.1 Descriptive Statistic for All Respondents	99
4.3.1.1 All Respondents' Perceptions on the Positive Impacts of Tourism	99
4.3.1.2 All Respondents' Perceptions on the Negative Impacts of Tourism	100
4.3.1.3 All Respondents' Views on the Possible Solutions to the Impacts of Tourism	101
4.3.1.4 Involvement with Tourists by All Respondents	103
4.3.2 Descriptive Statistic for Tourism Participants (TP)	104
4.3.2.1 Tourism Participants' Perceptions on the Positive Impacts of Tourism	106
4.3.2.1 Tourism Participants' Perceptions on the Negative Impacts of Tourism	107
4.3.2.3 Tourism Participants' Views on the Possible Solutions to the Impacts of Tourism	109
4.3.2.4 Involvement with Tourists by Tourism Participants (TP)	109

4.3.3 Descriptive Statistic for Tourism Non-Participants (TNP)	112
4.3.3.1 Tourism Non-Participants' Perceptions on the Positive Impacts of Tourism	114
4.3.3.2 Tourism Non-Participants' Perceptions on the Negative Impacts of Tourism	115
4.3.3.3 Tourism Non-Participants' Views on the Possible Solutions to the Impacts of Tourism	116
4.3.3.4 Involvement with Tourists by Tourism Non- Participants (TNP)	118
4.4 Qualitative Research Finding	119
4.4.1 Interview with representatives of Community Leader In Tourism in Nakhon Si Thammarat Province	122
4.5 Test of Hypotheses	132
4.5.1 Test of Research Hypothesis 1	133
4.5.2 Test of Research Hypothesis 2	135
4.5.3 Test of Research Hypothesis 3	136
4.5.4 Test of Research Hypothesis 4	138
4.5.5 Test of Research Hypothesis 5	139
4.5.6 Test of Research Hypothesis 6	141
4.5.7 Test of Research Hypothesis 7	143
4.5.8 Test of Research Hypothesis 8	144
4.6 Summary of the Chapter	145
4.6 Conclusion	146

<b>CHAPTER FIVE: CONCLUSIONS, IMPLICATIONS, AND RECOMMENDATIONS</b>	
5.1 Review of the Study and Conclusions	147
5.2 Summary of Study Findings	150
5.3 Implications of the Study	155
5.4 Discussion of the Results	157
5.5 Recommendation for Future Research	159
5.6 Suggestions	160
REFERENCES	161
APPENDICES	175



# CHAPTER ONE

## INTRODUCTION

### 1.1 Introduction

In many developing nations, including Thailand, the role of tourism in socioeconomic development is well-established. Tourism is such industry which is able to generate significant income for the country and, for many years, tourism had been the largest source of income for Thailand in relations to other economic sectors. In 2012, tourists' arrivals to Thailand had for the first time exceeded the 20 million mark. This was made possible through Tourism Authority of Thailand (TAT)'s various tourism promotional activities and its slogan: "*Amazing Thailand: It begins with People*".

The use of tourism for regional development has become a popular strategy for many communities. Scholarly literature tracing the evolution of tourism planning offers a widening view of tourism as a resource-based industry, with the host community at the nucleus of the product. Thailand has 77 provinces and Nakhon Si Thammarat is one of the provinces in Southern Thailand. It is known for its historical, cultural and natural tourist attractions scattered all over its 23 districts. This study aims to explore how the general residents of Nakhon Si Thammarat province in Southern Thailand perceived the impacts of tourism in their province and their support for future tourism development. It is at this level of the destination community that the impacts of tourism are most intense.

Murphy had written in 1985 what has now become a new paradigm for tourism planning, “tourism, as a community industry”.

"The product and image that intermediaries package and sell is a destination experience, and as such creates an industry that is highly dependent on the goodwill and cooperation of local communities. ... It is the citizen who must live with the cumulative outcome of such developments and needs to have greater input into how this community is packaged and sold as a tourism product" (Murphy P., 1985: 16).

In this study, the research will mainly emphasize on how participation and non-participation of residents in any tourism related programmes; conducted by Tourism Authority of Thailand (TAT), Nakhon Si Thammarat Local Authority, Non-Governmental Organizations (NGOs) and universities, effects and shapes the way they perceive the impacts of tourism in their province.

Hence, this introductory chapter firstly introduces Thailand's tourism industry and the theoretical background on tourism impacts and community based tourism (CBT) as a tool for community development. This is followed by the problem statement, research objectives, research questions and hypotheses, significance of study, scope of the study, and key terms and definitions. The final part of this chapter presents the organization of all the chapters of this thesis.

## **1.2 An Overview of Thailand's Tourism Industry**

Tourism had a long time been known as an important tool for economic development, contributing to employment opportunities, foreign exchange earnings and gross domestic product (de Kadt, 1979). That is usually defined and discussed as the one of the aspects of being multi-faceted as it needs inputs from the perspective of economic, social, cultural and environmental nature (Lickorish, L.J. & Jenkins, C.L., 2013). Among the earliest definition of tourism was by Burkart & Medlik (1981) who stated tourism as “the phenomenon arising from temporary visits (or stay away from home) outside the normal place of residence for any reason other than furthering the occupation remunerated from within the place visited”.

Meanwhile UNWTO in its Understanding Tourism: Basic Glossary (UNWTO, 2013) defined tourism as “a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which imply tourism expenditure. As such, tourism has implications on the economy, on the natural and built environment, on the local population at the destination and on the tourists themselves.” (UNWTO, 2013).

According to UNWTO World Tourism Barometer of January 2014, in the year 2013, international tourist arrivals have grown by 5%, which has reached the record of 1,087 million tourist arrivals. In spite of various economic challenges around the world, results of international tourism raised more than its marginal expectation, with an addition of 52 million international tourists travelling the world in 2013. In 2014,

UNWTO forecasts 4% to 4.5% growth and this is again, it also exceeded the usual expectations (UNWTO, 2014). In 2013, the global Travel & Tourism industry contributed a total of 3% growth on world's Gross Domestic Product (GDP). It is considered as faster than any other sectors in the world, for example manufacturing, retail and financial and public services, outperforming overall GDP growth for the third consecutive year (WTTC, 2014). The United Nations World Tourism Organization (UNWTO)'s 2013 Tourism Highlights reported that, in 2012 the Asia and the Pacific region had a 23% share in total world arrivals and 30% in receipts. International tourist arrivals to the Asia and Pacific were estimated as 234 million tourists and earning receipts of US\$ 324 billion in 2012. Within the Asian sub-regions, South-East Asia had the highest growth with 9% more arrivals, largely due to the strong intraregional demand. Thailand received the highest absolute growth of 16% over 2011, while its neighbors Cambodia and Vietnam also posted double digit growth of 24% and 14% respectively.

Thailand comprises of several tourism attractions which is included with nature-based destinations, historical/heritage artifacts, monuments, culture, deposition of friendly people, Thai cuisine, recreational facilities and creative events. Concentrated efforts are being made in order to help on protecting and preserving the environment at all tourists' destinations. In recent years, which results in increasing the reputation and acceptance of eco-friendly or green tourism. Within the protected natural environment, green tourism supports and upholds local communities, traditional ways of life. The current marketing buzzword is "*Thainess*", which is positioned as a concept that highlights the best of Thai identity, culture, cuisine, heritage and traditions.

Thailand's brand image enjoys its best status today thanks largely to the marketing initiated by two auspicious Royal birthday events. The first was, 1987 Visit Thailand Year, marked the auspicious 5<sup>th</sup> cycle 60<sup>th</sup> birthday of the King. Visit Thailand Year 1987 saw an increase of visitor arrivals from 2.8 million in 1986 to 3.4 million in 1987 and again to 4.2 million in 1988. The second was the King's 6<sup>th</sup> cycle 72<sup>nd</sup> birthday in 1999, when the Amazing Thailand tagline was born. The arrivals again surged from 7.7 million in 1998 and 8.5 million in 1999 to 9.5 million in 2000. Other events produced lesser results, primarily due to external factors, but they all helped build the Thai tourism image.

Most importantly, 1987 Visit Thailand Year reproduced visit years worldwide, including a regional Visit ASEAN Year in 1992 to mark the 25<sup>th</sup> anniversary of the founding of ASEAN. The Economic Update by Oxford Business Group (8 April 2013), reported that according to the Ministry of Tourism and Sports of Thailand, the number of visitors to Thailand hit 22.3 million in 2012, up 15.98% from the previous year and breaking the 22 million-barrier for the first time (Refer to Table 1.1).

Table 1.1

*International Visitor Arrivals to Thailand 2004 – 2015*

<b>Year</b>	<b>Number</b>	<b>% Change</b>
2004	15,290,994	+0.99
2005	15,395,264	-0.80
2006	18,626,510	+1.20
2007	14,464,228	+ 4.65
2008	14,584,220	+ 0.83
2009	14,149,841	-2.98
2010	15,936,400	+ 12.63
2011	19,230,470	+ 20.67
2012	22,353,903	+16.24
2013	26,546,725	+18.76
2014	24,809,683	- 6.66
2015	29,881,091	+20.44

Source: Immigration Bureau, Royal Thai Police, Ministry of Tourism and Sports

In 2012, Thailand was successful in attracting tourists from a wide range of countries, mostly from the Asian markets. In that year, visitor numbers totaled more than 2 million from both Malaysia and China, while tourists from India, Korea, Japan, and Russia had either reached or passed the one million figures. While the remaining, nine Associations of Southeast Asian Nations (ASEAN) member states, contributed a large figure of six million tourists to Thailand. Visitor numbers from India were up by 11.03%, confirming Tourism Authority of Thailand (TAT)'s observation that the Indian tourists have begun visiting more destinations, including Phuket and Chiang Mai. Tourist arrivals from the UK reached 870,000 (a rise of 3%), while visitor numbers from Australia hit 931,000 (up 12.1%) and from the United States totaled 1.10 million (an increase of 13.4%).

World Travel & Tourism Council (WTTC) stated that in 2012 the tourism and travel sector contributed directly to Thailand's GDP an amount of Bt 825.6 billion (US\$27.99 billion). This is equivalent to 7.3% of Thailand's GDP. Once direct, indirect and induced impact on the economy, were taken into account, the sector's value rose to Bt1.8967 trillion (US\$64.3 billion), or 16.7% of GDP. In terms of the contribution of tourism and travel sector to employment, there were more than 2 million people were directly employed in this sector in 2012. When combined with the indirect employment the figures rose to around 4.8 million jobs. The sector was also successful in attracting investment. In 2012, the tourism and travel sector was able to attract investment amounting to Bt227.5 billion (US\$7.71 billion), or 6.8% of the national total for the year. It is projected that by the year 2015, tourism will generate an income of two trillion Thai Baht (Business Education, 2012).

The total number of tourist arrivals to Thailand in 2013 was 26,546,725. It is interesting to note here that in this year the female tourist arrivals had finally reached and exceeded the 10 million figure. The tourist arrivals numbers would have been even better had the industry not been hit by the slowdown triggered by the political disorders during the months of November until December in 2013. The ratio of male to female travelers improved from an overall 58:42 in 2012 to 57:43 in 2013. It was the tourists from Russia, Malaysia and China that had lead this trend of more female travelers than males. The figures mark a great achievement for one of the most energetic marketing campaigns in the history of global tourism – to shift the image of the Thai tourism industry from being largely male dominated to one that is popular with women and friendly to families.

According to information published by the Ministry of Tourism and Sports, in 2014, six Asia-Pacific countries contributed more than one million visitor arrivals (refer to Table 1.2). China topped the chart at 4.64 million arrivals followed by Malaysia at 2.61 million tourists, Russia at 1.61 million arrivals, Japan at 1.27 million tourists, South Korea at 1.12 million arrivals, and Laos at 1.05 million visitors.

Table 1.2

*Top 20 International Arrivals by Nationalities to Thailand in 2014 and 2015*

Nationality	Year 2014		Year 2015	
	Number	% Share	Number	% Share
China	4,636,238	18.69	7,934,791	26.55
Malaysia	2,613,418	10.53	3,423,397	11.46
Russia	1,606,430	6.48	884,085	2.94
Japan	1,267,886	5.11	1,381,690	4.62
Korea	1,122,566	4.52	1,372,995	4.59
Laos	1,053,983	4.25	1,233,138	4.13
India	932,603	3.76	1,069,149	3.58
Singapore	844,133	3.40	937,311	3.14
Australia	831,854	3.35	805,946	2.70
United Kingdom	907,877	3.66	946,919	3.17
USA	763,520	3.08	867,520	2.90
Germany	715,240	2.68	760,604	2.55
France	635,073	2.56	681,097	2.28
Indonesia	497,592	2.01	469,226	1.57
Hong Kong	483,131	1.95	669,165	2.24
Taiwan	394,149	1.59	552,624	1.85
Cambodia	550,339	2.22	487,487	1.63
Sweden	324,865	1.31	321,663	1.08
Philippines	304,813	1.23	310,975	1.04
<b>Total</b>	<b>24,809,683</b>	<b>100.0</b>	<b>29,881,091</b>	<b>100.0</b>

Source: Immigration, Bureau, Royal Thai Police (December, 2015).

By region, in 2013 East Asia remains the largest contributor of tourists to Thailand, at 16.09 million arrivals (in increase of 28.47%), representing a 60.18% share of the overall Thailand's visitor markets. Europe is the second largest market at 6.3 million visitors (an 11.62% increase), followed by South Asia at 1.34 million arrivals (a 4.63% growth) and the Americas at 1.17 million tourists (up by 8.05%).

In 2013, Thailand's total tourists' arrivals (26.5 million) had for the first time exceed Malaysia (25.7 million) (ASEAN Tourism Statistics Database). Within ASEAN countries, Thailand had been successful in attracting the long and medium haul tourists. For example, in 2013 Malaysia had received more intra-ASEAN tourists (19.1 million or 74.3% of the total 25.7 million) compared to Thailand's 7.4 million (or 27.9% of the 26.5 million). In 2014, almost one in every five tourists (18.69%) to Thailand is from China and one in every 10 is from Malaysia (10.53%) (Refer to Table 1.2).

Thailand had experience many crises from nature (Tsunami in Phuket and parts of Andaman Sea islands and beaches, flood in Bangkok, earthquake in Chengrai and Chengmai) and man-made (red shirt and yellow shirt political riots in Bangkok, sectarian disturbances in four provinces in Southern Thailand). The Thai government is much better in managing crisis than the years before, for example during the August 18, 2015 bomb blast at a spiritual shrine in Ratchaprasong area in downtown Bangkok, the National Council for Peace and Order was on live TV within five hours after the blast to explain what had happened and what was been done, in both Thai and English language (Muqbil I., 18 Aug 2015). Though some countries urged its citizens to be cautious when traveling to Thailand and there were some cancelation,

the industry recovers fairly quickly due to the swift response by the authorities to counter bad public speculations about the bombing.

The government with the assistance of the national tourism policy committee had approved Thailand's National Tourism Development Plan (2012-2016) whereby tourism is included in the national agenda. The aim of the National Tourism Development Plan is to increase Thailand's attractiveness to be within the top 15 world's destinations as it would be able to gear up Thailand in one of the top five destination of Asia. The Plan also proposes in order to escalate the income from tourism industry by more than 5% throughout the tenure of five.

There are five strategies set to implement this Plan. Firstly, improving the infrastructures and logistics, which is involved with overall tourism, domestic and international both. Secondly, developing and restoring tourism attractions and upgrading numerous rules and regulations to boost the country's potential in accepting more tourists. Thirdly, putting more importance towards developing an innovative economy, as it is the attention of the Eleventh National Economic and Social Development Plan (2012-2016). New products and services will be launched, with inducements for the tourism trade and investment and placing more emphasis on human resource development. Fourth, building confidence in Thailand's good image among potential international tourists, in order for the country to receive more tourists who would spend more time and money in Thailand. Fifthly, calling for the participation in public sector, civil society, and local administrative organization to manage tourism sector. Through providing the importance of tourism sector in developing nation's economy, respectively local administration (provincial

administration or PAO, municipality or Tessa Ban Authority Administration TAO or Tambon or village administration organization) has made a certain budget to promote the tourism, e.g. enhancing provided facilities and infrastructure, marketing and advertising.

Hence, for a destination to be successful, it is imperative that a synergy tourism plan consisting of policies, strategies and objectives and involving the various governmental agencies and organizations, local communities, local and central administrators under the joint support framework of the private organization as well as the stakeholders of tourism be implemented in each tourism destination.

### **1.3 Theoretical Background on Tourism Impacts and using CBT for Community Development**

Tourism is an industry that revolves largely around human activities. According to O'Reilly (1983), "No business is easy and tourism is no exception. It deals with the most difficult element of all: people – moving them, housing them, feeding and entertaining them, meeting their multitudinous needs, both as groups and individuals. Tourists are paying to be pampered". Therefore, the tourism industry is built around the world and moving forward; thus, caring the individuals and its most significant characteristic is to provide economic growth to the country.

Numerous authors have made the concern on economic impacts of the industry. Tourism increases employment opportunities, makes contribution to the income and standard of living, escalates tax incomes and values of real estate, expands infrastructure and quality of life of local communities (Brougham & Butler, 1981;

Mathieson & Wall, 1982; McIntosh and Goeldner, 1984; Liu & Var, 1986; Milman & Pizam, 1988; S. Tahir & A.R. Chik, 1990; Caneday & Zeiger, 1991; S. Tahir & A.R. Chik, 1991; S. Tahir & A.R. Chik, 1993; Ross, 1992; King *et al.*, 1993; Lankford & Howard, 1994; Jurowski *et al.*, 1997; S. Tahir & Z. Khalifah, 1997; Hsu, 2000; K. Kayat, 2000; Gursoy *et al.*, 2002; Dicer & Ertugral, 2003; Torres & Momsen, 2005; Wood & Hughes, 2006; Ige and Odularu, 2008; Sebastain & Pajagopalan, 2009; A. Marzuki, 2012).

Beside of these recognizable manifestations, such as creating the jobs, earning more foreign exchanges, increasing the income and tax revenues, tourism and its activities can also contribute to negative impacts, extending from socio-cultural to environmental destruction, because of; i) uncontrolled development, ii) the lack of incorporation by the various establishments surrounded by the destinations, iii) the failure of recognizing the local communities' views towards tourism and iv) the locals were not involved at the planning period (Mowforth & Munt, 2003; Lansing & de Vries, 2007).

During the last decades, much attention has been drawn to the impacts of tourism as perceived by local residents of the host communities. The effects of tourism on the attitudes of local people have become an interesting subject for many tourism scholars.

*“... To assure successful tourism development, planners and policymakers must understand the issues that arise due to the development. The fundamental policy option is not whether a community should be ‘for’ or ‘against’ tourism, but whether tourism will bring the desired degree of ‘progress’ with the least undesirable impacts*

*on the community ... It is important to study what factors determine the attitudes residents have with regard to tourism.” (K. Kayat, 2000: 130).*

Some academics asserted that, the economic impact of tourism industry would bring negative consequences to respective tourist destination. According to argument of Issa Shivji (1973, cited in Lea, 1988:37), “the justification for tourism in terms of it being “economically good” ...completely fails to appreciate the integrated nature of the system of underdevelopment”. This argument says that, despite the fact that evaluating the economic benefits of tourism industry, which disregards perceived social and environmental costs generated by tourism. Torres and Momsen (2005:261) state: “tourism growth, more typically, results in increased dependency on foreign imports, which, in turn, compete with or inhibit the development of local agriculture and small industry, while also draining precious foreign exchange reserves”. Mostly in the perspective of developing country, benefits of tourism tend to evade local populations, with the major share being amassed by the transnational corporations, non-local entrepreneurial elites, and national governments (Britton, 1991; Moowforth & Munt, 1998).

For the period of last decades, considerable concentrations have been drawn to the impacts of tourism as perceived by local people of the host communities. The effects of tourism on the attitudes of local residents turn out to be an attention-grabbing theme for many researchers in tourism (Usal 1990; Jurowski *et al.*, 1997; S. Tahir, A. R. Chik & S. Abdullah, 2000; Yoon *et al.*, 2000; N. Mohd Shariff S. Tahir, 2003; S. Tahir *et al.*, 2003; Choi & Sirakaya, 2006; Tosun, 2006; Pappas, 2008; Long, P.H & K. Kayat, 2011). As K. Kayat (2000: 130) stated: “... To assure successful tourism

development, planners and policymakers must understand the issues that arise due to the development. The fundamental policy option is not whether a community should be 'for' or 'against' tourism, however whether tourism will bring the desired degree of 'progress' with the least undesirable impacts on the community. In a situation where there is no disagreement or opposite opinion from the local residents toward tourism development, it does not necessarily indicate that tourism development has carried the desired degree of 'progress' nor does it indicate that tourism brings no harm. Thus, it seems significant to study what factors determine the attitudes residents have with regard to tourism”.

Tourism, being the fastest growing industry has turned into the stimulus behind economic development efforts of urban and rural communities. Hence, tourism was implemented by the communities in many countries as the most feasible option for economic, socio-cultural, as well as environmental sustainability (UNEP, 2002). However, the success of any tourism development projects depends heavily upon the participations of the local residents (Poon, 1996; Andereck & Vogt, 2000; Alexander, 2002; Vargas-Sanchez, Porrás-Bueno & Plaza-Mejía, 2011). As written by Getz D. (1977) “ ... Taking the point of view of the host population will influence the approach and context of case studies and lead to a better understanding of mechanisms of impact and community responses. This knowledge can and must play an increasing part in the formulation of development policy and in comprehensive planning”.

Several scholars have provided the examples that, during the initial planning and management, either local communities being excluded or their involvement has been

made in a negligible or minimal way (Jacobson 1991; West & Brechin 1991; Heinen 1993; Durbin & Ralambo 1994; Hough 1998). Andereck & Vogt (2000) claimed that in order to achieve sustainable tourism, the stakeholders of tourism must understand the local residents' perception of tourism and its impacts and must engage them actively in the planning stage of tourism development. Meanwhile, Vargas-Sanchez, Porras-Bueno and Plaza-Mejia (2011), stated that by understanding residents' attitude toward tourism development could minimize the negative impacts in addition to maximizing the support for tourism initiatives.

Negative attitudes towards tourism development often arise from poor relationship between local community and the authority, problems with distributions of benefits to the local population and lack of local involvement in the decision-making and/or management. The key to successful implementation of tourism programmes is in actively addressing relevant factors with residents who were once ignored, but today is being recognized as the main stakeholders in the tourism development process. As viewed by Jafari (2000: 96) “tourism development can lead to community problems, but with proper planning, can potentially contribute to fostering awareness of issues and opportunities, empowering citizens to make decisions, training residents for leadership positions, providing more and better community facilities and services, and facilitating stronger local institutions and feelings of interdependence”.

It has been argued that members of the community should involve as partners in tourism development project or as a salient attraction for tourists (Al-Oun & Al-Homound, 2008). Having community members involved in making decisions on development plans can ensure community benefits as well as respect for their

traditional lifestyles and values (Timothy, 1999; Li, 2006). Therefore, communities are often included in tourism planning and development processes which have been variously referred to as community-based, community involved, the community participated or community collaborated approaches (Jamal & Getz 1995; Joppe, 1996).

The community based tourism (CBT) is one of the tools among other collective activity being used in the community as a mean to encourage local people to work together as a team for economic self-help and social benefits. The main objectives of community based tourism are: (1) to increase revenues for local communities; (2) to retain revenues in the local economy; (3) to empower local communities; (4) to preserve cultural identity; (5) to improve attitudes towards natural resource management and wildlife conservation; and (6) to develop sustainable tourism (Blackstock, 2005).

In the broad tourism forum, community-based tourism falls under the umbrella of “alternative tourism”, which is a term that developed throughout the 1980s (Pearce, 1992). Most research agrees that “alternative tourism” generally refers to small-scale tourism usually located within small communities, owned by families or small businesses, focused on meaningful tourism experience, and encouraging all aspects of sustainability (Brohman, 1996). Community based tourism is socially sustainable which is initiated and usually operated exclusively by locals and indigenous people through shared participation, teamwork, leadership emphasizing community well-being over individual profit. The widespread use of community based tourism to empower communities and encourage rural development emphasizes the need to

further research and develop community-based tourism models and strengthen government policies.

#### **1.4 Problem Statement**

Host communities' perceptions of tourism's impacts on their surroundings have been examined partially and exclusively in a number of studies over several years, including Pizam (1978); Belisle & Hoy (1980); Sethna (1980); Brougham & Butler (1981); Liu and Var (1986); Liu, Sheldon & Var (1987); Milman & Pizam (1988); Ap (1990, 1992, & 1993); Caneday & Zeiger (1991); Ross (1992); Tsartas (1992); King, Pizam & Milman (1993); Lankford & Howard (1994); Bastias-Perez and Var (1996); Frater (1996); Korca (1996); Akis, Peristianis & Warner (1996); Jurowski, Uysal & Williams (1997); Stabler & Goodall (1997); Ap & Crompton (1998); Lawson, Williams, Young & Cossens (1998); Brunt & Courtney (1999); Onyx and Leonard (2000); Chen (2001); Tosun (2002); Gursoy & Rutherford (2004); Andereck, Valentine, Knopf & Vogt (2005); Kuvan & Akan (2005), Nyaupane and Thapa (2006); Eraqi, (2007); Lepp (2006) Abdullateef, Mokhtar, & Yusoff (2010); Abdullateef, (2011); Laperay (2010); Hazel V. (2012).

Several authors wrote about tourism impacts in Thailand (Jarin, 2011; Sukkasem, 2012; Patcharodom, 2012; Wirudchawong, 2012; and Soontayatorn, 2013). The works, however, have not dealt with residents' perception towards the impact of tourism in Southern Thailand, specifically the site of this research, Nakhon Si Thammarat province. Thus, as underlined above, this study is the first of its kind to examine residents' perception towards the impact of tourism in Nakhon Si Thammarat province.

Secondly, a review of the literature reveals that there are several works that confirm the need for resident participation and collaboration in the form of community input and consultation in tourism planning and decision-making to minimize negative impacts, including: Cook (1982); Loukissas (1983); Murphy (1985); Liu, Sheldon & Var (1987); Haywood (1988); Ritchie (1988); Keogh (1990); Inskip (1991); McIntyre, Hetherington & Inskip (1993); Kavallinis & Pizam (1994); Lankford & Howard (1994); Gunn (1994); Jamal & Getz (1995); Marcouiller (1997); Wahab & Pigram (1997); Lewis (1998); Ritchie (1999); Timothy (1999); Williams, Penrose & Hawkes (1998); Bramwell & Lane (2000); Richards & Hall (2000); Reid, Mair & Taylor (2000); Laws, Faulkner & Moscardo (2002); Tosun (2002); Bramwell & Sharman (2003); Moseley (2003); Reid, Mair & George (2004); Haley, Snaith & Miller (2005); Vernon, Essex, Pinder & Curry (2005), Gezici (2006); Li (2006); Lepp (2008); Michael (2009); Claiborne & Drewery (2010).

However, there are few in-depth studies that query residents on actual resident participation and non-participation in community decision-making about tourism and specifically in terms of the intensity of participation, including the nature and frequency of involvement and whether the nature and intensity of participation or, for that matter, non-participation influences or shapes residents' attitudes towards the impacts of tourism. This study adds this new element to the relevant literature.

### **1.5 Research Objectives**

This study was set out to achieve the following five (5) objectives:

To examine general characteristics and the profile of local residents, Tourism Participants and Tourism Non-Participants in Nakhon Si Thammarat province

To examine the local residents' perceptions towards impacts of tourism in Nakhon Si Thammarat province and their reactions towards the tourists

To examine of the local community's involvement participation in tourism planning and development in Nakhon Si Thammarat province

To understand the local residents' evaluation of the solutions to the impacts of tourism in Nakhon Si Thammarat province

To make recommendations for the local government on how CBT could maximize the livelihood of the local community.

## **1.6 Research Questions and Hypotheses**

This study used mixed methods, combining survey using questionnaire on local residents of the province, in-depth qualitative interviews, and participant observation as data collection tools. A total of 600 local residents were approached for the study.

Of this total, only 544 responses were accepted. These 544 local residents or respondents of the study were divided into two groups; (i) who participated as tourism operators (in tour agencies, homestays, temples, religious, handicraft centers) and or had participated in government and non-government related training activities or had participated in any tourism related decision making (hereby called Tourism Participants) – total of 183 respondents, and (ii) the respondents who are not in (i) (hereby called Tourism Non-Participants) – total of 361 respondents. Survey using questionnaire were employed on group (i) and (ii), while an in-depth qualitative interview using focus group was conducted on 12 community leaders in the province. While in the case of participant observation, the researcher herself is fully involved

as facilitator and advisor in developing tourism in the various provinces in Southern Thailand.

The followings are four (4) Research Questions (RQ) that the study will attempt to answer:

RQ1: What general characteristics and the profile of local residents, Tourism Participants and Tourism Non-Participants in Nakhon Si Thammarat province?

RQ2: What is the most positive and most negative impact of tourism as perceived by the local residents, Tourism Participants and Tourism Non-Participants in Nakhon Si Thammarat province?

RQ3: What is the level of involvement and experience of local residents, Tourism Participants and Tourism Non-Participants with the tourists during festival in Nakhon Si Thammarat province?

RQ4: What is the most agreed upon and least agreed upon solution as perceived by local residents, Tourism Participants and Tourism Non-Participants to deal with the impact of tourism in Nakhon Si Thammarat province?

The followings are eight (8) Research Hypotheses (RH) that the study will attempt to answer:

RH1: There is no significant difference in perception between Tourism Participants and Tourism Non-Participants towards the positive impacts of tourism in Nakhon Si Thammarat province

RH2: There is no significant difference in perception between Tourism Participants and Tourism Non-Participants towards the negative impacts of tourism in Nakhon Si Thammarat province

RH3: There is no significant difference in perception between residents whose jobs depending on tourism and whose jobs not depending on tourism toward the positive impacts of tourism in Nakhon Si Thammarat province

RH4: There is no significant difference in perception between residents whose jobs depending on tourism and whose jobs not depending on tourism toward the negative impacts of tourism in Nakhon Si Thammarat province

RH5: There is no significant difference in perception between residents who had been living in Nakhon Si Thammarat province for less than 5 years and living in the province for more than 5 years toward the positive impacts of tourism in Nakhon Si Thammarat province

RH6: There is no significant difference in perception between residents who had been living in Nakhon Si Thammarat province for less than 5 years and living in the province for more than 5 years toward the negative impacts of tourism in Nakhon Si Thammarat province

RH7: Residents who perceived positive tourism impacts will support solution for additional tourism development in Nakhon Si Thammarat province

RH8: Residents who perceived negative tourism impacts will support solutions of restricted tourism development in Nakhon Si Thammarat province

### **1.7 Significance of the Study**

Nakhon Si Thammarat is an important historical province with has many cultural and natural tourist attractions scattered around different districts. The attractions can be divided into; natural tourism (282 locations), historical, archeological site and religious places (103 locations), cultural, rural community lifestyle and activities (88 locations). Natural attractions include; national parks with beautiful natural diversity,

islands, beaches, seas, coral reefs, caves, waterfalls, valleys or rocks, plants, animals, interesting history, arts and culture (Manoonphol, 2006).

Table 1.3

*Forty Most Popular Tourist Attractions in Nakhon Si Thammarat Province*

<b>Rank</b>	<b>Tourist Attractions</b>	<b>District</b>
1.	Ai Khiao waterfall	Prom Khiri
2.	Ao Thong Yi	Khanom
3.	Kiriwong Village	Lan Saka
4.	Baan Tan Khum Ratwat Vicharn	Muang Nakhon Si Thammarat
5.	Ban Nai Tung Handicrafts	Tha Sala
6.	Ao Khanom	Khanom
7.	Arts and Culture Center of Nakhon Si Thammarat Rajabhat INST	Muang Nakhon Si Thammarat
8.	Ban Rung Nok (Birdnest House)	Pak Phanang
9.	Ban Nang Talung Suchart Subsin	Muang Nakhon Si Thammarat
10.	Ban Plai Uan	Prom Khiri
11.	Bang Pu	Tha Sala
12.	Chinese Building at Wat Pradu and Wat Cheng	Muang Nakhon Si Thammarat
13.	Cheng	Ron Phibun
14.	Fan Marking Village	Khanom
15.	Hat Khanom	Muang Nakhon Si Thammarat
16.	Chedi Yak	Muang Nakhon Si Thammarat
17.	City Wall	Khanom
18.	Hat Hin Ngam	Sichon
19.	Hat Kho Khao	Muang Nakhon Si Thammarat
20.	Ho Pra Isuan	Lan Saka
21.	Karom Waterfall	Chulaphon
22.	Khao Chong Khoi Stone Inscription	Muang Nakhon Si Thammarat
23.	Ho Phra Narai	Phipun
24.	Katoon Reservoir	Sichon
25.	Khao Kha Archaeological Site	Muang Nakhon Si Thammarat
26.	Khao Luang National Park	Tha Sala
27.	Khao Nan National Park	Nopphitam
28.	Krung Ching Waterfall	Muang Nakhon Si Thammarat
29.	Mueang Nakhon Reception Museum Honouring the King for the Development of Pak Phanang	Pak Phanang
30.	Khao Luang Peak	Lan Saka
31.	Krung Ching Sea Fog	Nopphitam
32.	Khuan Im Goddess Image	Muang Nakhon Si Thammarat
33.	Nakhon Si Thammarat City Pillar Shrine	Muang Nakhon Si Thammarat
34.	Nakhon Si Thammarat National Museum	Muang Nakhon Si Thammarat
35.	Nakhon Si Thammarat Museum	Muang Nakhon Si Thammarat
36.		Phrom Khiri

37.	Namtok Phrom Lok	Thung Song
38.	Namtok Yong National Park	Pak Phanang
39.	Pak Phanang Beach and Talumpuk Cape	Muang Nakhon Si Thammarat
40.	Nakhon Si Thammarat Municipality Phra Bhuddha Sihing	Muang Nakhon Si Thammarat

Source: Tourism Authority of Thailand, South Region, Nakhon Si Thammarat  
 Compared to other provinces in Thailand, Nakhon Si Thammarat is best known for as the Buddhist religion's cultural center of Southern Thailand. Many religious and cultural festivals were celebrated in this province, which attracted not only the local but also international visitors from neighboring countries such as Malaysia, Taiwan, Singapore, China and India. Cultural tourism, has been an identifiable sector of the international tourism industry since the 1970s. Cultural tourism is a specific form of alternative tourism that has cultural sites, events and experiences as its primary focus (Stevenson, 2000), with tourist experiences based in "contact between visitors and locals through experiencing local customs and ways of life" (Craik, 1998: 125).

The important traditional cultural festivals are; Traditional cloth elements Festival (held in February-March), Fabric Procession on Makha Bucha Day (March), Songkran Festival (April), Nang Dan Procession Festival (April), Dragging Buddha Image Festival (July), Buddhist Lent Ending Day (July), the Tenth Lunar Festival (October), Fire Donation Festival (October) and Stirring Rice Festival (October). These festivals gather and unite all relatives and family members were celebrated on a smaller scale in all temples in the province. The main celebration is held at Wat Phra Mahathat Voramahavihan, the largest Buddhist temple in the province. Wat Phra Mahathat Voramahavihan, an ancient Buddhist temple located in Muang District was nominated to be listed by UNESCO as one of the World Heritage Sites.

The significance of the study is that Nakhorn Si Thammarat province can be vulnerable due to the great numbers of tourists visiting the province for its yearly religious festivals. It is important to mention that as of March 2014, the province has a population of 1,542,917 (Department of Provincial Administration of Thailand) but welcomes 1,056,888 visitors comprising of 1,024,456 Thai and 32,432 foreign visitors (Department of Tourism, Ministry of Tourism and Sports, Thailand). The peak season was during the festivals and with a big concentration of visitors, especially to Muang Nakhon Si Thammarat and nearby districts, some strain of bitterness from the local residents can be anticipated. As Pearce (1989) and Pearce and Butler (1999) put it, the smaller the local area visited and the greater the number of tourists, the more risk there is of negative impacts. Besides that, poor relationship between local community and the authority, problems with distributions of benefits to the local population and lack of local involvement in the decision-making and/or management creates negative attitudes towards tourism development.

Some tourists became more attentive in comprehending local interactions in order to gain knowledge about the culture of local community, and to find out the history and heritage, as it is considered as one of the parts of their 'authentic destination experience'. Likely, tourists are becoming more accountable and sensitive whenever they act. Therefore, they look for destinations that contribute to and exhibit harmony between conservation, tourism and community welfare. Therefore, the tourism development desired by the Nakhon Si Thammarat Municipal Authority officials, requires a thorough discussion, consultation, assessment and planning in order to conform to the needs of tourists and, significantly, to the welfare of its local residents.

While it is regular in majority of the tourist destinations in the developing countries, more often, community consultation/participation and local knowledge inclusion have been left ignored. This deficiency is manifested in tourism policies that at times lack social and cultural insertion. This, in turn, led to the continuation of local people's opposed behaviors towards tourists and the government, deepening of poverty incidence and environmental disturbance. Thus, it is also essential to gauge the existing power relations among the different social actors/stakeholders; how such power is constructed or deconstructed, or whether power imbalances exist in the various consultations/ participation and local knowledge inclusion have been left ignored.

This study aims to investigate how the general residents who had participated and those who had not participated in any tourism related programmes perceive tourism impacts and their (the residents') support for future tourism development. Having a good understanding of what actually occurs at the community level could provide valuable insights as community tourism guidelines specific to local needs and interests. The findings from this study could be of use to practitioners and scholars to further improve both the conceptual and practical aspects of the CBT.

### **1.7 The Research Area**

Nakhon Si Thammarat province is on the East coast of the Malay Peninsula. Its borders are Surat Thani province to its North, Phatthalung and Songkhla province to the South, The Gulf of Thailand to the East and Trang and Krabi province to its West (refer to Figure 1). The terrain is mostly mountainous rainforests and sloping down to

the East. Mount Royal is the highest point in the south with a height of 1,835 meters and the province has the longest beach in Thailand.





from Bangkok. The province has a land area of 9,942 square kilometers (Kitsada, 2001). It constitutes 23 Amphore or districts (Maung Nakhon Si Thammarat, Pak Phanang, Chian Yai, Ron Phibun, Cha -Uat, Thung Song, Tha Sala, Chawang, Sichon, Chulabhon, Phra Phrom, Chang Klang, Nopphitam, Hua Sai, Lan Saka, Thung Yai, Phipun, Na Bon, Phrom Khiri, Khanom, Bang Khan, Tham Phannara and Chaloem Phra Kiat).

## **1.8 Key Terms and Definitions**

### **Community**

The term is used to describe a group of individuals with a shared connection. More frequently community is connected with a physical locality and used to refer to the individuals living in a given area. In this sense community is a descriptor which is bounded by physical attributes which are usually easy to define, such as the neighborhood or regional scale.

### **Local Residents**

A local resident is someone who had gained status through length of habitation in Nakhon Si Thammarat province, or through establishing trust relationships with other native locals' residents. Local is also equated with an individual who was born in the province. For this study, local residents are those who have the legitimacy or right to speak about the province's development. In short, people aged above 18 years old who stayed in Nakhon Si Thammarat province and either born and/or are working in the province.

### **Community Participation**

Cohen & Uphoff (1981), as referred by Patcharee Pongsiri (1998), defined community participation as a process that allows a community to participate in decision-making, implementation, benefits and evaluation. It can be seen that the definition of participation is so diverse; however, the major point of participation is that people have a major role in decision-making, implementation and planning, action, benefits and evaluation. Moreover, they will be able to solve problems themselves.

### **Tourism Participants**

Local residents who had participated as tourism operators (in tour agencies, homestays, temples, religious, handicraft centers) and/or had participated in government and non-government related training activities and/or had participated in any tourism related decision making in the community ranging from planning, implementing and participating in heritage and cultural tourism activities in their district.

### **Tourism Non-Participants**

Local residents who had not participated as tourism operators or in any government and non-government related training activities or in any tourism related decision making in their district.

### **Community Based tourism (CBT)**

Tourism promotion by allowing community management and participation in tourism direction managed by the community and for community and community plays a role and holds right in management and teaching visitors. To ensure that local people get benefit and have control over tourism development is, therefore, the aim of CBT (Townsend, 2008). It incorporates a high level of community involvement under the sustainability concept (Telfer & Sharpley, 2008).

### **Cultural Tourism**

Thailand Institute of Scientific and Technological Research) 1999 (defined cultural tourism as a tourism activity that is related to cultural memorial or historical sites with focus on education or mentality. According to Chanwit Kasetsiri (1997), cultural tourism is travelling in order to learn about other people and look back to oneself in order to understand inseparable relations of all the matters. Cultural tourism, therefore, focuses on exchange of knowledge and learning each other's identities. It creates awareness, love and high value for cultural tourism centers.

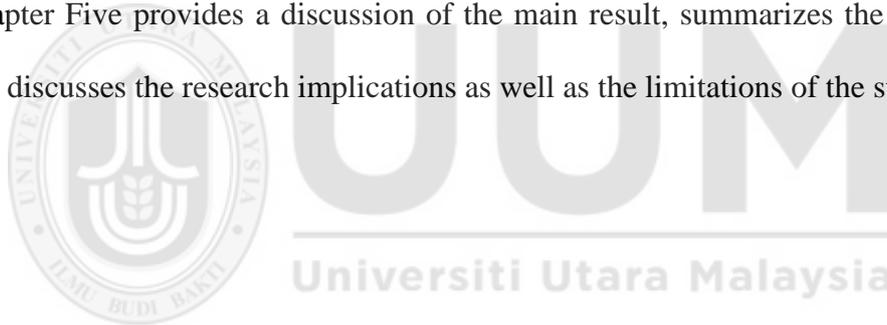
### **Sustainable Development**

Using the definition by Brundtland Report's whereby sustainable development is defined as "development that meets the needs of the present without compromising the ability of future generations to meet their own needs" (WCED 1987: 48). That is the center of sustainable development. Combined with Butler's (1980) understanding, if one visualizes product life span-based approaches, the insights of an obviously political economy structure (Britton, 1982 and 1991) or the swift connecting frameworks of what Teague (1990) refers to as the new political economy (Iaonnides 1995; Williams and Shaw, 1995), one tries to seek the in-depth intention

which defines the effect of tourism on the state of the natural ecology and local people's more extensive quality of life

### **1.9 Organization of the Chapters**

This thesis is organized into five chapters. Chapter One is an introduction to the research which includes the main research questions, objectives, and the significance of the study. Chapter Two provides a review of the relevant literature with a focus on tourism impacts and CBT success factors. Chapter Three outlines detailed descriptions of research methodology and explains how the data was collected and analyzed. Chapter Four reports the results of quantitative and qualitative analysis. Chapter Five provides a discussion of the main result, summarizes the key findings and discusses the research implications as well as the limitations of the study.



## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

This chapter looks into the existing literatures related to the residents' attitudes toward tourism development and community quality of life. The first part begins with Thailand's preparedness towards the formation of ASEAN Economic Community (AEC) and its latest Year of Tourism Thailand Route 2015 (2015 Discover *Thainess*) campaign and the various tourism related organizations in Thailand. Following in the second part, is the literature on tourism's economic, social-cultural and environmental impact and the resident attitudes towards tourism development. The third part is the literature on the residents support for tourism development and their perception on the quality of life brought about by tourism. The fourth part is on tourism and community *development* and CBT as a tool to achieve development for the community in Thailand, meanwhile in the fifth part presents the predominately theories relating to resident attitudes towards tourism, namely the social exchange theory, the life cycle model and the extrinsic-intrinsic framework. The final part illustrates an analytical framework and provides research hypotheses.

## **2.2 ASEAN Economic Community and 2015 *Discover Thainess* Campaign**

The integration of economy within regional politics and economy bloc of ASEAN, called ASEAN Economic Community (AEC), would take effect by the end of 2015, allowing free flow of economic activities and resources within the region. The ASEAN Economic Community (AEC), with a population of more than 600 million and a combined gross domestic product approaching US\$3 trillion, would emerge as a single market and the seventh largest economy. Its implementation is expected to boost trade and economic activities for the 10 South-East Asian countries and is predicted to become the fourth largest market by 2050. Unlike northern Asia, which emphasize on heavy industry, most of the ASEAN's economies depend on entrepreneurship, light industry and services. The ASEAN common market will specifically be benefitted from services sectors and the tourism industry.

Thailand's AEC Committee had placed full emphasis on formation of this AEC bloc, by getting its tourism players ready to face competition that is likely to be more severe and highly competitive. The industry players must accelerate and self-develop in order to have sufficient capacity to survive in the industry. One of Thailand's weaknesses that must be resolved urgently is the foreign language skills. In addition, the tourism personnel must learn and also understand the culture of ASEAN member countries, including small and medium-sized enterprises (SMEs) to establish cooperation between Thailand build alliances or to merger with SMEs from other ASEAN countries.

Tourism is a major of business segment generating revenue to the region. Hence ASEAN must develop its tourism to a higher level by focusing on regional branding

and marketing in order to create more awareness, preparing of the ASEAN tourism campaign by participating in international tourism fair, establishing of a center, ASEAN National Tourism Organization, to promote tourism in the 10 ASEAN countries.

The need to prepare a marketing strategy to get it endorsed and supported by all stakeholders including; the tourism ministers from the ASEAN countries, ASEAN Tourism Association and various operators. Hence, the Ministerial Meeting on The 16th ASEAN Tourism Conference was informed of the progress of the implementation of the ASEAN Tourism Strategic Plan 2015-2016 and jointly agreed on the set up goals. Thus leading to the preparation of the ASEAN Tourism Marketing Strategy 2015-2016 (ASEAN Tourism Marketing Strategy 2012-2015, the Economic Base Online, 2014).

The government of Gen. PM Prayuth Chan-Ocha has designated 2015 as the Year of Tourism Thailand Route 2015 (2015 Discover *Thainess*) to create awareness of the unique and spectacular image of Thailand. To ensure Thailand's tourism industry could earn two trillion baht in 2015, the Department of Tourism had set up its mission to improve the tourism and travel services through its Tourism Business Guide. Among the strategies are; to promote the domestic tourism, to develop tourism facilities to accommodate increasing number of tourists, to develop logistics system linking the country's tourism places, to build confidence among tourists by emphasizing on the tourists' safety, and to integrate and promote new and existing tourism products and services. Included also in the guide is; to allow foreign film companies to do their filming in Thailand.

Present tourism trends are the focus of Tourism Creative (Creative Tourism), the tourists began to seek direct experience on the culture and lifestyle. This is outlined in the National Economic and Social Development Plan No. 11 (2011-2015), which focuses on economic issues in community to make the public well-being and quality of life even better.

TAT has set a campaign year 2015 as "Year of Tourism Route Thailand" (2015 Discover *Thainess*) to create awareness on the image plus the peace of the country, love, harmony and security, the friendly people of Thailand, and the joy of living in Thailand, represented by the following seven colours;

Red: Feel Energetic represent the tour - semi-adventure sports and night life

Orange - Feel Fun, offering a fun Thailand that lurk in every corner (Thai Sanook; Festivals, Street Food)

Yellow - Feel Creative represent tour - Thailand and its creative arts (Thai Experience).

Green - Feel Harmonious represent the tourist community life (Thai Way of Life).

Blue - Feel Sophisticated represent Thailand's history, massage, herbal wisdom traditions, including food, clothing and rituals related to agriculture (Thai Wisdom).

Purple - Feel Prestigious represent attraction - Royal Project Foundation. The legacy of land in knowledge makes people live with Thailand Sufficiency (Thai Treasures).

White - Feel Peace of Mind - offering travelers a peaceful nature religion (Thai Hidden Beauty).

The key to Thailand's tourism is to create pride and encourage youths to learn the value in something close to them. While strengthening local communities of self-love and enhancing community sustainability is the core philosophy of this government.

### **2.2.1 Tourism Related Organizations in Thailand**

The following governmental and private organizations have played important roles in developing tourism in Thailand.

#### **2.2.1.1 The Tourism Authority of Thailand (TAT)**

Tourism Authority of Thailand (TAT) was first established in 1959 and named the Tourist Organization of Thailand (TOT). TAT's main role is to market and promote Thailand as a tourist destination. Presently, TAT is one of the agencies placed under the Ministry of Tourism and Sports. Using both Thai and English language, promotion materials like magazines and pamphlets were distributed locally and worldwide through its offices to attract the tourists to visit the country. Besides that, TAT too conducts training workshops and seminars to improve tourism services in hotels, souvenir shops and restaurants. TAT becomes member of several tourism related international organizations. Among others are Pacific Asia Travel Association (PATA) and United Nations World Tourism Organization (UNWTO). TAT's roles are listed below:

to promote tourist destinations within Thailand, as well as creating tourism related jobs for Thai nationals,

to publicize Thailand's natural beauty, archaeological sites, antiquities, history, art,

culture and sports to the visitors, and  
to ensure convenience and safety to the visitors.

TAT had listed its Policy and Marketing Plans as below:

to promote the tourism industry as an important tool to deal with the country's economic problems, to create jobs as well as to increase the foreign exchange earnings for the country and to educate the Thai residents on the importance of tourism and how tourism could be used as an instrument to improve their quality of life,

to promote and develop the operational proactive marketing strategies on how to increase the number of new and niche markets, in order to attract more quality tourists to Thailand. At the same time, TAT function is also to thoroughly promote domestic travel,

to promote cooperation at all levels domestically and internationally for the development of tourism markets and to create means for Thailand to become the tourism hub of Southeast Asia.

### **2.2.1.2 Ministry of Tourism and Sports**

Established in 2002, the Ministry of Tourism and Sports objective is to develop, support and promote tourism, sports and recreation. This ministry's related functions are:

to study, analyze, research and gather all statistical data on the tourism and to generate tourism development plans and policies relating to tourism service, tourism promotions and coordination,

to organize, support, and promote the development plan for the Bureau of Tourism

Business and Guide,

to organize, support, and promote the development plan for tourist attractions,  
to execute the tourist guides' laws, including other tourism related laws, and  
to evaluate the contribution of tourism development.

Currently, there are 76 tourism and sports' provincial offices in Thailand to carry out the objectives of The Ministry of Tourism and Sports. These offices work closely with the local government and local communities to develop tourism through knowledge management trainings, conducting seminars at regional levels to the various organizations and institutions on Community Based Tourism.

### **2.2.1.3 The Department of Local Administration, Ministry of Interior and Local Government and Administration**

The obligations of Thai local government to provide public services has been expanded through the following three Constitutions and Acts; The Declaration of Thai Constitution of 1997 and present Thai Constitution of 2007, and the Decentralization Plan and Process Act of 1999. The constitution mandated the local government the autonomy the principles of self-government and the will of the people in local economic development, investment, employment, trade, and tourism.

### **2.2.1.4 Tourism Council of Thailand**

Tourism Council of Thailand is a private sector organization. It is responsible for the implementation of objectives prescribed in the Tourism Industry Council Act Thailand (2001) with the follow objectives:

to represent the tourism industry when doing any dealings or negotiations with the

government

to assist the Thai government in developing the tourism industry

promote the identity *Thainess* which includes the conservation of Thai arts, culture and historical attractions.

### **2.3 Resident Attitudes toward Tourism Development**

Study on resident attitudes toward tourism goes back to the 1960s. It began with examining the positive aspects of tourism impacts in the 1960s, the negative aspects in the 1970s, and the systematic approach in the 1980s (Jafari, 1986). A wide variety of research has thus been conducted on resident attitudes, including resident support for tourism development, resident characteristics, resident quality of life, and resident attitudes toward sustainable tourism (Choi & Sirakaya, 2005; Dyer, et al., 2007; Iroegbu & Chen, 2001; McGehee & Andereck, 2004; Roehl, 1999).

These early studies of resident attitudes have focused on tourism impacts, while both terms, resident attitudes and tourism impacts, have been used interchangeably in tourism literature without being clearly differentiated. Meanwhile, it should be pointed out here that the range of resident attitudes that studies address is not restricted to tourism impacts research. By definition, the structure of resident attitudes toward tourism development has been found within three dimensions: (1) cognitive (perceptions, beliefs, knowledge); (2) affective (likes/dislikes); and (3) behavioral (actions/intentions) (Carmichael, 2006).

Hence, the study of resident attitudes toward tourism development should include the perceptions/opinions (perceptions of tourism impacts/quality of life/sustainable tourism development), and behavioral intentions (support for/opposition to tourism

development). Additionally, factors influencing resident attitudes toward tourism, such as resident socio-demographics, distance effect, and dependency on tourism development, should be discussed in the scope of resident attitudes research.

### **2.3.1 Residents' Perceptions of Tourism Impacts**

Host community of tourism destination experience varied outcomes of tourism development. Typically, these tourism consequences have been expressed in the categories of economic, socio-cultural, and environmental effects, which generally either positively or negatively impact a local community. Very early tourism impact research of the 1960s focused on the economic and the positive effects of tourism. In the 1970s, research on consequences of tourism was concerned more with socio-cultural and environmental perspectives Ap & Crompton, 1998; Mathieson & Wall, 1982; Pizam, 1978), where impacts were generally viewed negatively during that decade.

Cohen (1978) argued, however, that the actual contribution of tourism to a community should be considered within its overall context. After the 1980s, tourism scholars therefore evaluated impacts of tourism with a more balanced or comprehensive perspective, which include positive-negative economic, socio-cultural, and environmental aspects. Researchers (Allen, et al., 1988; Belisle & Hoy, 1980; Lankford & Howard, 1994) noted that a systematic analysis of tourism impacts can help tourism planners, local decision-makers, and tourism promoters identify real concerns and issues that enable appropriate policies and actions. Several tourism impacts scales with a balanced perspective were therefore developed (Lankford & Howard, 1994; Liu & Var, 1986; McCool & Martin, 1994). When investigating

Montana residents' attitudes toward tourism, McCool & Martin (1994) built a scale with clearly documented positive and negative consequences of tourism for individuals and communities, revealing the four factors of impacts, benefits, equity, and extent. In an attempt to build a standard tourism impacts measurement, Lankford and Howard (1994) developed a 27-item Tourism Impact Attitude Scale (TIAS) and found the two factors of concern for local tourism development and personal/community benefits explained resident attitudes toward tourism.

Ap and Crompton (1998) constructed a 35-item tourism impact assessment scale comprised of seven constructs: social and cultural, economic, crowding and congestion, environmental, services, taxes, and community attitudes. Differences may be found in the various factors emerging from these studies, but few similarities exist. Most studies discovered at least one positive dimension and/or at least one negative dimension in economic, socio-cultural, and environmental categories. Tourism scholars have therefore facilitated discussion on issues of perceived economic, social-cultural, and environmental impacts of tourism.

### **2.3.1.1 Perceived Economic Impacts of Tourism**

Tourism brings both positive and negative economic effects in a host community, such as tax revenue, increased jobs, additional income, and/or inflation. Most studies of resident perceptions of tourism impacts have included questions concerning economic factors. In empirical studies, evidence has been found that tourism improves local economies (Akis, et al., 1996; Allen, et al., 1988; Perdue, et al., 1990), increases income and standard of living of host residents (Belisle & Hoy, 1980; Haralambopoulos & Pizam, 1996; Lankford & Howard, 1994; Liu & Var,

1986; Milman & Pizam, 1988; Pizam, 1978; Tosun, 2002; Weaver & Lawton, 2001), generates employment (Belisle & Hoy, 1980; Liu & Var, 1986; Milman & Pizam, 1988; Pizam, 1978; Sheldon & Var, 1984; Tyrrell & Spaulding, 1984; Weaver & Lawton, 2001), increases revenue to local business (Liu, et al., 1987; Prentice, 1993); attracts investment (Akis, et al., 1996; Belisle & Hoy, 1980; Liu & Var, 1986; Milman & Pizam, 1988); and increases tax revenue (Haralambopoulos & Pizam, 1996; Milman & Pizam, 1988; Tyrrell & Spaulding, 1984). Facilities and services that are established and offered to tourists may in turn serve local residents. Tourism therefore generates the drive to improve and further contribute to community infrastructure and community service (Belisle & Hoy, 1980; Liu & Var, 1986).

Whereas a tourism destination creates extra demands on local services and goods, it can cause an inflation of goods and service needs. Evidence of this outcome has been found in several surveys (Belisle & Hoy, 1980; Haralambopoulos & Pizam, 1996; Husbands, 1989; Liu, et al., 1987; Liu & Var, 1986; Pizam, 1978; Ross, 1992; Tosun, 2002; Weaver & Lawton, 2001). Tourism also causes a rise in the price of land and housing, but the residents' perception of this increased price of land and housing is mixed.

Pizam (1978) found that residents regarded the rising cost of land and housing as a negative effect of tourism, a perspective also reinforced by other studies (Perdue, et al., 1990; Pizam, 1978; Ross, 1992; Tosun, 2002; Var, Kendall, & Tarakcioglu, 1985; Weaver & Lawton, 2001). Some studies, however, found neutral attitudes on this issue. Belisle and Hoy (1980) ascertained that major respondents perceived the effect of tourism on the cost of land and housing as neutral. Additionally, while about half of the respondents agreed with the statement that tourism “unfairly” increases real

estate costs, the other half disagreed (Perdue, Long, & Allen, 1987).

Even though a change of real estate values has commonly been associated with tourism development, the mixed findings reported confirmed that resident perceptions of the effect of these changes are irregular. One reason for these mixed attitudes may be that resident assets rise in value with the increased price of land and housing, but conversely, this causes a cost of living increase. Residents perceived any tax increases due to higher property values as a negative impact of tourism (Liu & Var, 1986; Perdue, et al., 1990; Ross, 1992), and were unlikely to support tax expenditures for tourism if they did not directly benefit from the industry (Prentice, 1993).

### **2.3.1.2 Perceived Socio-Cultural Impacts of Tourism**

In considering tourism impacts upon a host community, like many other socio-cultural activities, tourism brings both positive and negative consequences. Dogan (1989) argued that changes in tourism development affect resident habits, daily routines, social lives, beliefs, and values, which in turn can lead to psychological tension. More specifically, studies of socio-cultural impacts addressed how the host community perceived tourism in relation to various social and cultural issues (Akis, et al., 1996). These socio-cultural impacts on a host community have been classified into two categories. One category concerns the social/cultural characteristics of a host community itself, including the tourist-host interaction impacts such as crime, cultural exchange, and demonstration effect; the other concerns socio-cultural impacts on infrastructure development, including more recreation facilities and

opportunities, and increased congestion (Ap & Crompton, 1998).

Tourism literature has discussed in detail the socio-cultural impacts of tourism development. On a positive note, studies found that tourism leads to improved community services, additional park/recreation and cultural facilities, encouragement of cultural activities, cultural exchange opportunities, educational experience, and rebirth of cultural pride/identity (Akis, et al., 1996; Belisle & Hoy, 1980; Brunt & Courtney, 1999; Hritz, 2006; Keogh, 1989; Liu & Var, 1986; McCool & Martin, 1994; Perdue, et al., 1990; Perdue, Long, & Gustke, 1991; Pizam, 1978). Dogan (1989) also suggested a variety of negative socio-cultural consequences of tourism, such as a decline in traditions and an increase in materialism, crime rates, social conflicts, and crowding. Empirical studies have recognized few concerns which are related with negative effects of tourism towards vast cultural commercialization (Weaver & Lawton, 2001), crime (Belisle & Hoy, 1980; Brunt & Courtney, 1999; Cohen, 1988; Haralambopoulos & Pizam, 1996; King, Pizam, & Milman, 1993; Lankford & Howard, 1994; Lindberg & Johnson, 1997; Liu, et al., 1987; Liu & Var, 1986; Milman & Pizam, 1988; Tosun, 2002), alcohol/drug use (Haralambopoulos & Pizam, 1996; King, et al., 1993; Tosun, 2002), increased sexual permissiveness (King, et al., 1993), and increased congestion and crowding of public facilities and resources (Akis, et al., 1996; Brunt & Courtney, 1999; Tyrrell & Spaulding, 1984).

### **2.3.1.3 Perceived Environmental Impacts of Tourism**

While tourism is often considered to be a “clean” industry, this is not always the case. Because tourism attractions and offerings rely on natural as well as man-made

resources, it can cause environmental damage (Andereck, Valentine, Knopf, & Vogt, 2005; Starr, 2002). Mason (2003) mentioned that, the environmental impacts of a tourism in the destination would be unambiguous in both in terms of the quality of the physical environment and access these resources. Andereck (1994) and Pizam (1978), negative consequences of tourism development related to environment are included air pollution, eradication of wildlife, forest fires, disruption of natural habitat, destruction and deforestation of plants, trampling of vegetation, and ruining of wetlands, soil, and beaches. Additional negative environmental impacts frequently considered are increased litter, overcrowding, and traffic congestion, change in community appearance, and the deterioration of natural resources (Brunt & Courtney, 1999; Kendall & Var, 1984; Lindberg & Johnson, 1997; Liu, et al., 1987; Mason, 2003). Despite of the fact, local community could be disturbed further by these negative consequences, instances of positive environmental impacts might be included with improved leisure facilities, and awareness in order to protect the environment and natural resources of that particular destination, the establishment of preserving national parks or wildlife establishments and historical constructions and monuments, and the appearance of an improved community (Liu, et al., 1987; Liu & Var, 1986; McCool & Martin, 1994; Perdue, et al., 1987, 1990). Positive impacts, for example the development of infrastructure and superstructure, controlling the pollution, and public health benefits are identified (Mason, 2003; Travis, 1982). The various environmental impacts of tourism have been increasingly recognized in the context of tourism development (Liu, et al., 1987). The protection of the environment in a host community is considered as essential for the prosperity and continued success of tourism destinations that contribute to tourism business sustenance.

The general conclusion is that residents recognize that tourism development causes positive and/or negative impacts. Furthermore, these positive and negative impacts change their well-being or quality of life. For example, an improved residents' well-being might be achieved by developing new tourism products which would be able to share with local residents, such as improved infrastructure, festivals, restaurants, natural and cultural attractions, and recreation/leisure opportunities. Meanwhile, a higher standard of living through job creation and increased tax revenues that in turn result in services to residents and can also improve residents' well-being. On the other hand, negative tourism impacts such as crowding, traffic congestion, crime, increased cost of living, and conflict between tourists and local residents are not beneficial to residents' well-being.

Resident perceptions of tourism impacts vary due to several reasons. Resident-related variables (e.g., demographics, length of residence, distance of the tourism center from the residents' home) may also affect residents' perceptions of tourism impacts (Lankford & Howard, 1994). Additionally, research on resident perceptions of tourism impacts usually considered resident support for tourism development. Several authors (Allen, et al., 1988; Butler, 1980; Doxey, 1975; Liu, et al., 1987; Pizam, 1978) suggested that the type and number of tourists, type and number of residents, and type of tourism development influences resident support for tourism development. The underlying theory is that residents' response to tourism impacts tends to include support for tourism development.

#### **2.4 Residents' Support for Tourism Development**

Research on resident support for tourism development usually measures residents' behavioral intentions, including the opposition to or favoring of current tourism development, additional tourism development, and specific tourism development projects. Residents' support for tourism development represents their behavioral intention about tourism, and is considered as an ultimate endogenous (dependent) variable in most resident attitude models. Resident attitude studies have frequently suggested that local residents' support for tourism development is tied to their perceptions of positive and negative economic, socio-cultural, and environmental consequences (Andereck & Vogt, 2000; Gursoy & Rutherford, 2004; Jurowski, et al., 1997; King, et al., 1993; Ko & Stewart, 2002; Perdue, et al., 1990; Vargas-Sánchez, et al., 2009).

Chen and Raab (2009) found that becoming aware of the general and personal benefits from tourism development will increase the positive attitudes, particularly, when tourism is seen to benefit the community in general. Yet, past studies have investigated the attitudes of residents towards the tourism development through recognizing certain personal benefits from tourism independent variables. These variables have been used to understand and describe how the attitudes of residents towards tourism development can vary from one residents group to another (see Table 2. 1).

Table 2.1

*Relationship between benefits from tourism and support for tourism development*

<b>Factor</b>	<b>Positive impact</b>	<b>Researchers</b>	<b>Negative impact</b>	<b>Researchers</b>
Personal benefits from tourism	Residents who obtain personal benefit from tourism perceive tourism as more favourable and have a positive attitude towards (or support) the development of tourism.	Lankford & Howard 1994; Haralambopoulos & Pizam 1996; Jurowski <i>et al.</i> , 1997; Brunt & Courtney 1999; Ko & Stewart, 2002; Teye <i>et al.</i> , 2002; McGehee and Andereck 2004; Andereck <i>et.al.</i> , 2005; Latkova, 2008; Vargas-Sa´nchez <i>et al.</i> , 2009; Vargas-Sa´nchez <i>et al.</i> , 2010	Residents who obtain less personal benefit from tourism have a less favourable or a negative attitude towards the development of tourism. These authors argued by stating that these residents may refrain from forming personal relationships with tourists	King, <i>et al.</i> , 1993; Pearce <i>et al.</i> , 1996; Teye <i>et al.</i> , 2002

A study in 16 Colorado rural communities conducted by Perdue, Long, and Allen (1990) confirmed that resident support for additional tourism development positively relates to the perceived positive impacts of tourism and negatively related to the perceived negative impacts. The investigations of King, Pizam, & Milman (1993) in Nadi, Fiji found that residents' perceptions of tourism impacts predict their opinion about tourism (opposing tourism versus favoring tourism). Jurowski, Uysal, & Williams (1997) discovered that both economic and social impacts perceptions

influence support for nature-based tourism development, but environmental impact perceptions are not significant in relation to support for nature-based tourism development.

Yoon, Gursoy, & Chen (2001) investigate the residents' attitudes and support for tourism development by analysing the structural effects of tourism impacts. Their findings suggested that both constructs of total impacts and perceived environmental impacts affect local residents' support for tourism development. Meanwhile, numerous studies (Ko & Stewart, 2002; McGehee & Andereck, 2004; Vargas-Sánchez, et al., 2009) determined that residents who perceived positive tourism impacts support additional tourism development, while residents who perceived negative impacts are less supportive. Gursoy & Rutherford (2004) proposed a theoretical tourism support model and found that economic and cultural benefits constructs influenced support for tourism development. Dyer and his colleagues (2007) examined five separated factors of tourism impacts (negative socio-economic impact, positive social impact, negative social impact, positive economic impact, and positive cultural impact) on resident support for tourism development and found that the perceived economic benefits and perceived cultural benefits have significant positive impacts on resident support for tourism development, which is consistent with previous studies (Gursoy & Rutherford, 2004; Yoon, et al., 2001). In summary, the studies above examined relationships among resident perceptions of tourism impacts, both negative and positive, and their support for tourism development.

### **2.4.1 Resident Characteristics and Attitudes Towards Tourism**

Researchers have argued that there is often heterogeneity within a community, and as a result, a great variety of attitudes exist about tourism development (Andriotis & Vaughan, 2003; Faulkner & Tideswell, 1997; Fredline & Faulkner, 2000; Iroegbu & Chen, 2001). Previous research suggested that resident characteristics may affect residents' attitudes toward tourism (Andriotis & Vaughan, 2003; Lankford & Howard, 1994; Nunkoo & Ramkissoon, 2007). The fact that certain characteristics associated with residents affect resident perceptions of tourism impacts has been recognized in empirical resident attitude studies (Allen, et al., 1993; Lankford & Howard, 1994). For example, studies in this context have addressed socio-demographics (Belisle & Hoy, 1980; Harrill, 2004; Lankford & Howard, 1994; Liu & Var, 1986; Milman & Pizam, 1988), place of residence or distance of home from the tourism center (Belisle & Hoy, 1980; Gursoy, et al., 2002; Harrill & Potts, 2003; Jurowski & Gursoy, 2004; Lankford & Howard, 1994; Mansfeld, 1992; Pizam, 1978; Williams & Lawson, 2001), and dependence on tourism (Allen, 1990; Lankford & Howard, 1994; Liu, et al., 1987; Liu & Var, 1986; Milman & Pizam, 1988).

The majority of resident attitudes studies pertaining to socio-demographic factors have found that this factor is inconsistent when explaining resident perceptions of tourist areas (Andriotis & Vaughan, 2003). Only a few studies have shown that age, sex, education, and income explains the variation in resident attitudes toward tourism (Chen, 2000; Haralambopoulos & Pizam, 1996; Milman & Pizam, 1988). The effects of spatial factors (e.g., resident home location or distance to tourist destination) on

resident perceptions of tourism are mixed. Some studies reported that residents who live close to tourism zones are more likely to have positive perceptions of tourism impacts and a more favorable attitude toward tourism (Belisle & Hoy, 1980; Mansfeld, 1992; Sheldon & Var, 1984). Some researchers, however, reported the opposite results. For example, Pizam (1978) and Madrigal (1993) found that those living close to tourism areas are more negative about the impacts. Tyrrell and Spaulding's (1984) study in Rhode Island reported that residents are less favorable toward the location of specific facilities close to home because of increased traffic congestion and litter. Similar results have been found in literature (Harrill & Potts, 2003; Williams & Lawson, 2001). Regarding dependency on tourism, residents (as well as their relatives, friends, and neighbors) who depend upon tourism-based employment are found to be more favorable toward tourism and tourists (Lankford & Howard, 1994; Liu & Var, 1986; Milman & Pizam, 1988; Tyrrell & Spaulding, 1984). In other words, it has been recognized that residents' overall favourability of tourism impact perceptions increase when the individual's economic dependency is based on tourism.

These factors have been studied intensively, but their implications are inconclusive. Although most findings of resident characteristics in connecting to resident attitudes toward tourism have been mixed, gathered information has proven helpful to tourism practitioners in identifying different subgroups in a community with diverse interests.

#### **2.4.2 Tourism Impacts on Residents' Wellbeing**

Lots of communities were inspired by tourism as they assume to have economic benefits from tourism and by this their standard of living will be improved. However,

negative economic impacts of tourism, for example, their living costs would be increased which might decrease residents' wellbeing or quality of life (Liu & Var, 1986). Additionally, economic benefits might not merely represent residents' wellbeing or quality of life (QoL), as it can be ignored when tourism may cause deterioration in social or physical environments (Jurowski & Gursoy, 2004; Roehl, 1999). These positive and negative tourism impacts vigorously change residents' living experiences. Current resident quality of life researches in tourism literatures have not only concerned to understand residents' perceptions about quality of life, but also investigated factors such as resident characteristics and positive/negative tourism impacts on quality of life.

Several scholars have studied factors which have direct effect on residents' quality of life. Allen et al. (1988) discovered that residents' perceptions on their community life happiness differ with the stages of tourism development. Their study, using a total 33 indicators community life scale including seven community life dimensions (public service, formal education, environment, recreation opportunities, economics, citizen involvement and social opportunity, and medical services) examined residents' perceptions towards the significance and satisfaction on the importance and satisfaction with various factors related with their living (Allen & Beattie, 1984; Allen, et al., 1987; Allen, et al., 1988). The outcomes recommended that, the level of tourism development has particular relation with residents' perception of community life. It also suggested that, different tourism impacts caused by various levels of tourism development, and in accordance with such implication, some aspects of community life are influenced by impacts of tourism. According the study of Roehl (1999) which has been done in Nevada, United States of America, the author

examined the relationships among residents' characteristics, perceptions of the impacts of gaming, and perceived quality of life. The author discovered that, perceived social costs has negative correlation with quality of life, in comparison with that perceived job growth has positive correlation with quality of life.

Additionally, residents' demographic characteristics have no relationship with residents' perceived quality of life. As investigated by Perdue, Long and Kang (1999), demographic characteristics may not make prediction on residents' quality of life. Numerous studies (Ko & Stewart, 2002; Vargas-Sánchez, et al., 2009) have used overall community satisfaction as one of their mediators between tourism impacts and residents' support towards tourism development. A hypothesized model has been tested by Ko and Stewart (2002) which incorporates the construct of community life (Allen, et al., 1988) and there were four latent constructs (personal benefits from tourism development, positive perceived tourism impacts, negative perceived tourism impacts, and attitudes for additional tourism development) of residents' tourism perceptions and attitudes (Perdue, et al., 1990).

Researchers discovered that, residents' overall community satisfaction has relationships with perceived positive and perceived negative tourism impacts (that is included with economic, socio-cultural, and environmental impacts), however but the path relationship of personal benefits from tourism development and community satisfaction have been rejected. Vargas-Sanchez et al. (2009) applied Ko and Stewart's hypothetical model in Minas de Riotinto, Spain. The authors have made the confirmation that, overall community satisfaction has relationship with resident' perception of positive tourism impacts. Furthermore, it is surprised that both studies

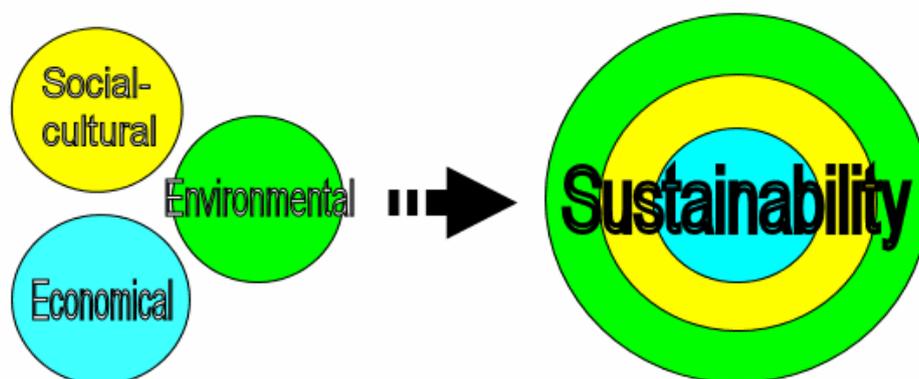
have made the report that, the relationship between overall community satisfaction and resident attitude on additional tourism development are mixed. However, Ko & Stewart (2002) evidenced inadequately in order to make a support for the relationship, however Vargas-Sanchez and fellow researchers (2009) found significant relationship. While this research theme has been recognized as valuable for exploring and examining factors connecting to resident QoL, these researches failed to separate the residents' perceived tourism-related QoL from their perceived QoL within a community. Specifically, the effects on resident QoL may be the result of tourism development and/or other modernization forces. If studies on resident QoL related to tourism development counts the effects of other developments on resident quality of life within a community, the results are problematic and may thus be inappropriate to explain path relationships.

Fortunately, Andereck and his colleagues (Andereck & Nyaupane, 2010; Andereck, et al., 2007) modified a measuring method developed by Massam (2002) and created a new measure approach specific to tourism and quality of life (TQoL). This new approach went beyond the typical measuring approach by incorporating measures of personal value (importance), satisfaction with a number of community QoL attributes, as well as resident perceptions of the way tourism affects these attributes. Specifically, they measured each of the quality of life indicators while addressing their importance and satisfaction for calculating a QoL score, and incorporated this data with residents' rating of tourism effects on each QoL indicator for a tourism and QoL score. This approach clearly estimated resident perceptions of quality of life related to tourism development. Based on this approach, they further identified dimensions of perceived QoL related to tourism development, and examined these

dimensions with other factors such as demographics, contact with tourists, and knowledge of the tourism industry (Andereck & Jurowski, 2006; Andereck & Nyaupane, 2010; Andereck, et al., 2007). Their studies, however, have not investigated the relationships between TQoL and resident perceptions of tourism impacts and support for tourism development.

## 2.5 Tourism as a Community Development Strategy

Edgell (2006) defined sustainable tourism by emphasizing the aspect of the local community and the quality growth need to be achieved without destroying nature, while building the environment and preserving culture, history and heritage of the local community. Therefore, to achieve economic prosperity in tourism, a concept of the sustainable tourism by maintaining social, cultural, and environmental integrity should be properly managed (refer to figure below on the dimensions of sustainable tourism)



**The three dimensions of sustainable tourism**

*Figure 2.1.* The Three dimensions of sustainable tourism

Tourism research and planning, like other development theories, have placed bigger weightage on the role of community development. As from early 1980's community tourism development has been regarded as an economic tool to heighten economic development outcomes (Gunn, 1994; Simmons, 1994).

The rising body of knowledge in the subject area of community based research are stereotypically from a Western viewpoint (Eurocentric), and currently attempted to implement in some developing countries or localized viewpoint. Previous studies do not only responsible for providing findings and insights from the Western countries, however, currently there is a consistent growth for studying in the area of community based development, for example tourism, presently the descriptions or involvements from less developed and developing nations. Community based approaches are being used in various tourism development plans around the world (Milne & Ateljevic, 2001). Furthermore, they give emphasis to the growing awareness that limited to a small area collaboration, trust and networking are important elements to provide accurate combination for the success of tourism development.

Pirat Taecharin (1984) stated that as a whole, local participation on development must be related to the followings:

Study a problem, causes of the problem and community's needs

Think and create solutions in order to meet the community's demands

Participate to plan the direction for a project or an activity

Participate in decision-making to use limited resources for benefits as a whole

Participate in management of intellect, workforce and cost according to its capacity, including controlling, monitoring, evaluation and maintenance of the participation's results.

Jiraporn Thattaworn (1999:27-32) summarized Norman Uphoff's concept of participation in that one should not see local participation as a phenomenon consisting of elements which can be quantitatively measured. We should analyze it in rural development context and differentiate some aspects and contexts of participation. In summary, participation can be divided into four following major forms.

1). Participation in decision-making, which involves the followings:

Initial decision-making: identify a problem and a community's demands, and search for solutions

Decision to outline a project: decide which activities of a project should include, which goals should be modified and how the implementation is different from activities.

Decision to manage a project: create the relation between people and organizations by a project or relationship with the project in various services.

2). Participation in implementation: donate materials, workforce and news and participate in management, project coordination and project's activities.

- 3). Sharing of benefits: participate in material, social and personal benefits such as praise and power.
- 4). Participating in evaluation: give suggestions for a project's evaluation, express satisfaction, disapproval, ideas and demands via any groups or organizations that person belongs to.

In addition, Yongyuth Burasit (1990) stated that local residents' participation enhances their quality of life and strengthen cooperation. When the locals completely participate in community management, it often leads to prosperity as a whole. Local participation does not only strengthen democracy, it also gives benefits to an organization as follows:

Increase quality of decision-making - makes objectives apparent. It determines policies and considers an alternative, since locals will obtain some important information critical to decision-making.

Reduction of cost and waste of time - reduces delay and cost which are caused by conflicts among the local residents, since it makes stakeholders accept the decision.

Commitment - creates firm and long term agreement and acceptance between conflicted groups. Participation, therefore; helps to reduce political conflicts and gives righteousness in a decision-making.

Easy for implementation - local residents feel they have the right over a decision-making. When they participate in the decision-making, they usually want to see their decision implemented and are eager to see its practical results.

Avoid confrontation - allows related parties to express their demands, resulting in a reduction in violence and conflicts.

Righteousness - a decision, once made, becomes transparent and reliable.

Develop skills and creativity - stakeholders get to learn its content and decision-making. It is considered as a stage to prepare a potential leader, so it is a type of public education.

Regardless of the exceptional development of the tourism business around the world, and large groups of communities getting a greater offer in the tourist market, recipe of certain achievement, is not completely very much characterized and cannot be defined easily. It changes starting with one destination then onto the next, contingent upon the linkages, incorporation and coordinated effort of different segments inside the sector.

## **2.6 Theoretical Approach of Residents' Attitude towards Tourism Development**

Several theoretical frameworks to explain resident attitudes toward tourism development, were developed by tourism researchers, such as Doxey's Iridex model (Doxey, 1975), Butler' destination lifecycle (Butler, 1980), the social exchange theory (SET) (Ap, 1990, 1992; Perdue, et al., 1990), and the intrinsic/extrinsic framework (Faulkner & Tideswell, 1997). Early theoretical frameworks such as the Iridex model and destination life cycle model considered tourism effects as a whole within the host destination. These theories granted resident attitudes toward tourism a degree of homogeneity, suggesting a change in resident attitudes to tourism development over time and development stages.

For example, Doxey's Iridex model delineated a resident attitude change from a state of euphoria to apathy, annoyance, and perhaps antagonism as the number of tourists

increased with tourism development. Later on, the SET drew great attention from tourism scholars in attempting to understand resident attitudes and consequent support for tourism. Conceptually, SET suggested that people tend to engage in an exchange process if their perceived benefits of an activity or object outweigh the costs (Ap, 1992; Skidmore, 1975).

From a tourism perspective, SET has postulated that residents' opinions depend on their perceived benefits and costs of tourism, which subsequently influences their level of support for tourism (Ap, 1990, 1992). In this case, residents benefiting from tourism are likely to have positive perceptions about tourism and accordingly support it, and vice versa. In an attempt to synthesize different theoretical perspectives, Faulkner and Tideswell (1997) proposed the extrinsic/intrinsic framework based on factors affecting resident attitudes toward tourism. They identified two types of dimensions, extrinsic and intrinsic. The extrinsic dimension incorporates characteristics of the destination itself, including its position within the tourism development cycle, seasonality, ratio of hosts to guests, and the proportion of tourists who are international. The intrinsic dimension includes resident characteristics, such as socio-demographics, length of residence, involvement in the industry, and residential proximity to tourism zones.

For the purpose of this study, life cycle model, social exchange theory, and the extrinsic/intrinsic framework are primarily adapted to investigate their integration and applicability to the dimensions of resident attitudes study. The following sections describe each theory and its applications that add a thorough basis for knowledge on residents' attitudes toward tourism development.

### **2.6.1 Life Cycle Models**

Doxey's Iridex model (1975) is one of the earliest theories of resident attitudes to tourism that outlined a unidirectional change in attitudes. It argued that resident attitudes change from a state of euphoria to apathy, annoyance, and antagonism with the increased number of tourists resulting from tourism development growth in a host destination. Doxey's model is simplistic but useful in explaining how resident attitudes toward tourism may become negative over time, implying that these attitudes are influenced by the stages of tourism development.



Butler (1980) reflected that a tourism destination is a product that may go through an evolutionary cycle, and proposed a destination life cycle concept, namely, the Tourist Area Life Cycle (TALC). Butler used an S-shaped curve with six stages to illustrate a tourism destination's different phases based by the number of tourists it receives. The six stages are the exploration stage, involvement stage, development stage, consolidation stage, stagnation stage, and stage of decline. Different stages reflect different degrees of tourism development and contain different patterns of tourist arrivals and impacts. For example, in the exploration stage, the number of tourists is small and may not have significant influence on the economic, physical, and social life of local residents. Following Butler's TALC model, several proposals for adjustments or add-ons were documented in academic literature (Haywood, 1986; Lundtorp & Wanhill, 2001; Toh, Khan, & Koh, 2001; Tooman, 1997). Additionally,

researchers applied the concept of the TALC model to investigate how resident perceptions (including perceived tourism impacts and quality of life) vary with the stage or level of tourism development (Allen, et al., 1988; Johnson, Snepenger, & Akis, 1994; Madrigal, 1993; Perdue, et al., 1991).

In summary, the life cycle models suggested that resident attitudes change over time and level of development stages, implying that resident perceptions of various economic, socio-cultural, and environmental impacts are specifically related to the level of tourism development. The concept of life cycle models can therefore serve as an underpinning for the connection between the tourism development stages and tourism impacts.

### **2.6.2 Power Theory**

Gaventa (1980) in his analysis of the oppressive use of power in the Appalachian communities stated that power may be conceptualized as a multidimensional phenomenon. The first mechanism of power is manifested through superior bargaining resources that can be used to reward and punish various targets. This measurement represents the popular and traditional identifications of power notion of empowered organization, where those with the maximum resource, like with money or could organize people have the greatest power (Alinsky, 1971). While, the second mechanism of power is the ability to construct obstacles to participation or eliminate obstacles to participation through setting up agendas and defining issues (Bachrach & Baratz, 1962). By controlling the topics, timing of dialogue, and range of discourse within a topic, those with power can effectively limit participation and standpoints in the public dispute. The third mechanism of power is a vigor that effects or shapes

common consciousness through mythologies, ideology, and control of information, as in the notion that private enterprise is superior to governmental action (Lukes, 1974).

### **2.6.3 Social Exchange Theory (SET)**

The social exchange theory (SET) has been considered an appropriate framework to develop an understanding of residents' perceptions and attitudes (Ap, 1990, 1992; Perdue, et al., 1990). SET is concerned with “understanding the exchange of resources between individual and groups in an interaction of situation” (Ap, 1992). According to Jurowski, et al. (1997), residents are eager to engage in an exchange process when they identify more benefits than costs. Social Exchange Theory involves the trading and sharing of tangible and intangible resources such as material, social, or psychological in nature between individuals and groups (Harrill, 2004). Residents may not solely consider economic benefits/costs, but may take other benefits/costs into account when assessing tourism impacts upon their communities. For example, Liu and Var (1986) found in their Hawaii study that residents give higher priority to environmental factors than economic and cultural benefits of tourism.

In tourism literature, SET suggested that residents tend to have positive perceptions of tourism and subsequently support tourism development when their perceived benefits outweigh costs. SET articulates and explains how residents react to and support tourism development in numerous studies (Ap, 1990, 1992; Gursoy, et al., 2002; Gursoy & Rutherford, 2004; Jurowski, et al., 1997; Lindberg & Johnson, 1997; Madrigal, 1993; Perdue, et al., 1987, 1990; Yoon, Chen, & Gürsoy, 1999; Yoon, et

al., 2001). Indeed, empirical findings have supported the concept that residents who have benefited from tourism are more likely to have positive attitudes toward the industry, and consequently tend to favor tourism development.

Perdue and his colleagues (1990) were among the first researchers to use social exchange theory to address impacts in a tourism setting. When controlling for an individual's personal benefit from tourism, they found that residents' support for tourism development is negatively related to perceived negative impacts (e.g., increased traffic, property taxes, and crime, and low quality of outdoor recreation opportunities) and positively relates to perceived positive impacts such as an improved local economy and quality of life. Supporting the results of Perdue et al. (1990), Chen's (2000) study in Virginia operationally defined types of residents as either loyal or non-loyal to tourism development, attitudes that reflects residents' support level for attracting more tourists into the community. Results showed that loyal residents were more likely to assert that positive tourism impacts outweigh any negative impacts. Gursoy, Jurowski, & Uysal (2002) examined their tourism support model based on SET and found a relationship between perceived benefits from tourism (measuring with perceived positive impacts) and residents' support for tourism. Yet the negative relationship between perceived costs of tourism and residents' support for tourism was not supported due to the study site's initial stage of tourism development.

Gursoy & Rutherford (2004) further extended the tourism support model with five constructs related to tourism impacts: economic benefits, social costs, social benefits, cultural costs, and cultural benefits. Results showed that both constructs, economic

benefits and cultural benefits, contribute to residents' support for tourism development, but the remaining constructs do not. These findings were confirmed by Dyer and his colleagues' (2007) study in Sunshine Coast, Australia. McGehee & Andereck (2004) found that positive-negative tourism impacts are significantly related to residents' support for additional tourism. Furthermore, their results supported the concept that personal gain from tourism predicts residents' perceived positive/negative impacts and support for tourism development. Many studies have demonstrated that residents who benefit from tourism are more likely to have positive perceptions toward tourism and a higher support level for it (Deccio & Baloglu, 2002; Haralambopoulos & Pizam, 1996; Jurowski, et al., 1997; Ko & Stewart, 2002; Lankford & Howard, 1994; Liu, et al., 1987; Sirakaya, Teye, & Sönmez, 2002; Vargas-Sánchez, et al., 2009). In general, even though residents may be looking for different type of benefits from tourism, the usefulness of SET principles in explaining resident attitudes toward tourism development has been confirmed in tourism literature. The factor of personal benefits from tourism is therefore an antecedent in predicting the local residents' perceptions on tourism impacts and their support for tourism, while residents' perceptions of tourism impacts are related to their personal support for tourism.

#### **2.6.4 The Extrinsic/Intrinsic Framework**

The extrinsic/intrinsic framework by Faulkner & Tideswell (1997) provided a comprehensive framework in the study of resident attitudes toward tourism development, which became valuable because it could be applied to any destination (Weaver & Lawton, 2001). The variables associated with extrinsic and intrinsic dimensions are illustrated in Figure 2.1 with the theoretical perspectives referenced.

These factors have often been studied to describe tourism impacts in the literature. The extrinsic dimension refers to “characteristics of the location with respect to its role as a tourist destination,” such as the nature and stage of tourism development in the area, while the intrinsic dimension refers to “characteristics of members of the host community that affect variations in the impacts of tourism within the community”(Faulkner & Tideswell, 1997).

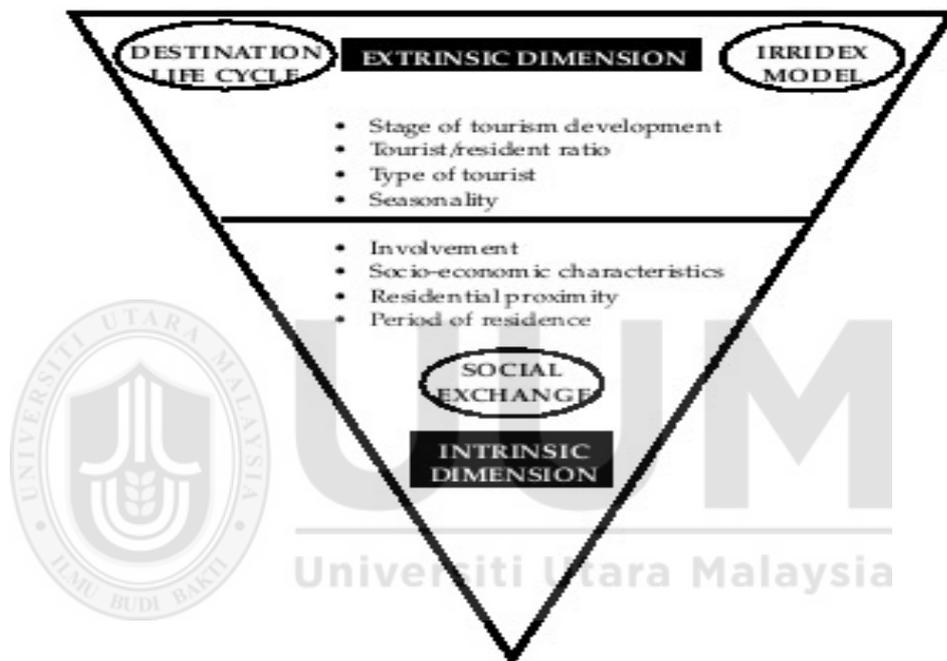


Figure 2.2 Framework for Analyzing the Social Impacts of Tourism

Source: Faulkner & Tideswell, 1997

The extrinsic factors that have been found to influence host attitudes toward tourism are the degree or stage of tourism development (Butler, 1980; Doxey, 1975), the tourist-resident ratio (Allen, et al., 1993; Allen, et al., 1988; Liu, et al., 1987; Pizam, 1978), the typology of tourist (Butler, 1980; Dogan, 1989), and seasonality in patterns of activity (Belisle & Hoy, 1980; Sheldon & Var, 1984). Life cycle models have suggested that resident perceptions of tourism are related to the development

stages. The tourist-resident ratio refers to the ratio of the number of tourists to the number of residents that indicates the intensity of tourist influx. For example, host communities may perceive tourism as negative due to the large number of tourists. Additionally, the degree to which host and tourist populations vary in terms of cultural differences such as individual characteristics, socioeconomic status, and cultural background could have a significant bearing on local reactions to the industry (Butler, 1980; Dogan, 1989; Fredline & Faulkner, 2000). Also, tourism impacts (e.g., congestion, price increasing, crowding) are accentuated due to a seasonal pattern of tourist influx upon a host community, and subsequently become more noticeable to host residents during peak tourism periods.

The intrinsic dimension suggests that the host population is heterogeneous and that perceptions of tourism differ among the resident subgroups (Andriotis & Vaughan, 2003; Faulkner & Tideswell, 1997; Fredline & Faulkner, 2000). The main intrinsic factors include period of residence, geographical proximity to tourist zones, and resident socio-demographic characteristics. Regarding the period of residence factor, it appears that the effect of a resident's period of residence on their reactions to tourism depends on the destination's history and stage of tourism development (Faulkner & Tideswell, 1997). While newcomers who have migrated to enjoy the lifestyle of the region see tourism as a threat (Brougham & Butler, 1981), Duffield & Long (1979) found that newcomers who are more favorable to tourism may be so because they have migrated for employment opportunities the industry provides (as cited in Faulkner & Tideswell, 1997). Furthermore, long-term residents in an established destination get used to tourism over an extended period, while those who live in an emerging destination are less favorable to changes brought by tourism

development (Brougham & Butler, 1981; Liu & Var, 1986; Ryan & Montgomery, 1994). For residential proximity, in general, in cases where residential areas are close to concentrations of tourist activities, and where disruption by tourism is intensive, the industry is considered unfavorably (Brougham & Butler, 1981; Pizam, 1978; Sheldon & Var, 1984).

Socio-demographic characteristics are another set of intrinsic variables that provide a viewpoint to better understand the differences of resident attitudes between subgroups of a population. Literature on these attributes, such as age, sex, income, and education, has found differences in local populations (Andriotis & Vaughan, 2003; Brougham & Butler, 1981; Chen, 2000; Fredline & Faulkner, 2000; Haralambopoulos & Pizam, 1996; Husbands, 1989; Milman & Pizam, 1988). But it should be noted that there is no consistent pattern with regard to socio-demographic characteristics in explaining the variation of resident attitudes toward tourism. Researchers have specifically concluded that no such relationship is discernible (Belisle & Hoy, 1980; Lankford & Howard, 1994; Liu & Var, 1986; Milman & Pizam, 1988; Ryan & Montgomery, 1994).

Based on the extrinsic/intrinsic framework, Faulkner & Tideswell (1997) further provided a model to articulate the antecedences of residents' attitudes toward tourism (refer to Figure 2.2). In brief, this Figure suggests that resident perceptions of tourism are expected to be negative in a set of external circumstances, including a host community at a mature stage of tourism development, a high tourist-host ratio, an emphasis on international tourism (which may cause greater cultural differences between tourists and residents), and high seasonality. Yet in conjunction with these

generalized effects, some variations affected by resident characteristics are expected in perceptions of tourism within a community, such as resident involvement in tourism, duration of residence, and residential proximity. It should be noted that the combination of extrinsic and/or intrinsic factors contributing to positive or negative perceptions may not necessarily coincide with each other at a host destination. Additionally, the extrinsic and intrinsic factors affecting resident perceptions toward tourism may be mixed.

The usefulness of the extrinsic/intrinsic model is that it demonstrates the complexity of the social impacts phenomenon in tourism and identifies potential influences of extrinsic and intrinsic variables on resident perceptions of tourism.

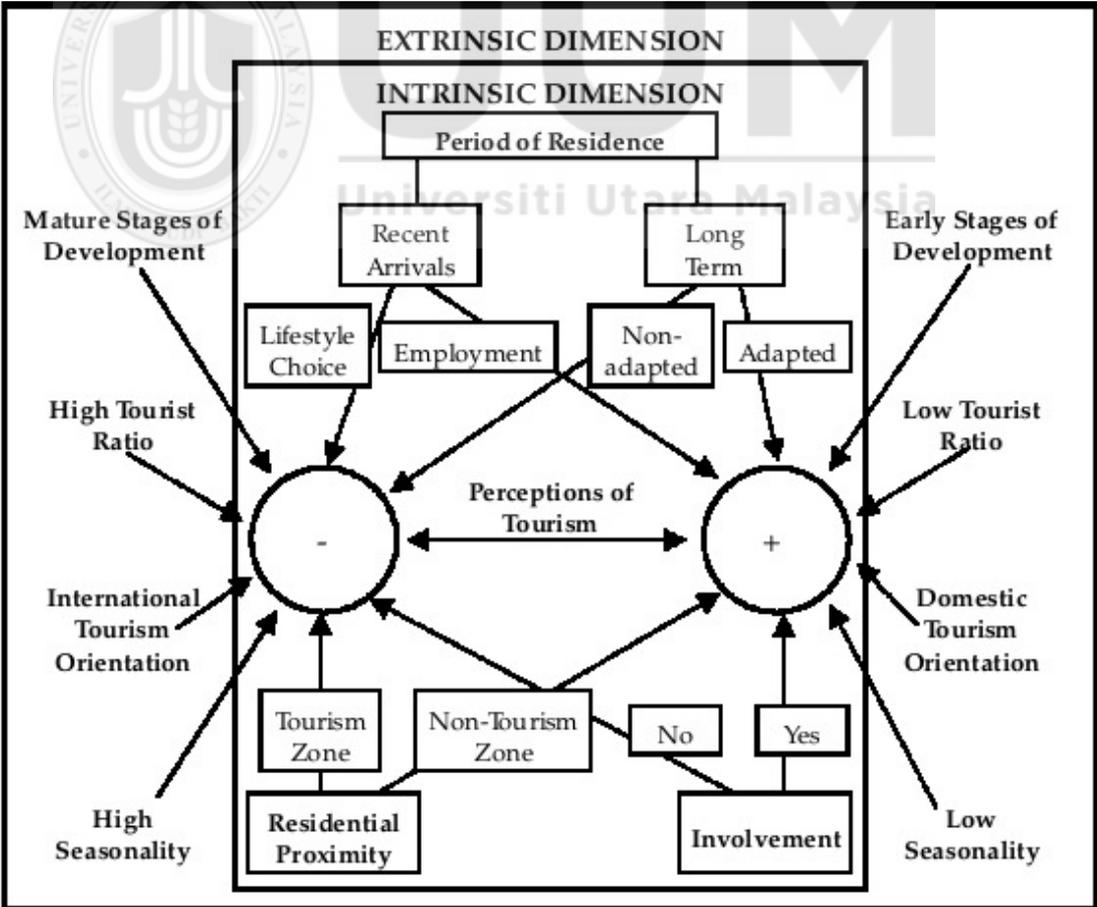


Figure 2.3 Factors Affecting Resident Reactions to Tourism

Source: Faulkner & Tideswell, 1997

## **2.7 Analytical Framework**

The theoretical framework of this study is based on the residents' demographic factors to gauge their perception towards tourism impacts and from this perception leads to their attitude towards tourism development scale. The scale is often designed to evaluate the residents' attitude towards tourism development. Resident attitude towards tourism scale applies standardized scaling methods for measuring local residents' attitude towards tourism development. The scale, most often tests the influence of independent variables on residents' attitudes towards tourism development. Based on the objectives of the study, a research framework model is constructed to elicit how the identified independent variables (residents' demographic) are used to determine the significant contribution of these variables on residents' perception towards tourism impacts and then their attitude towards tourism development in Nakhon Si Thammarat province. (Refer to Figure 2.4).

## **2.8 Research Hypotheses**

According to Salihu (2011) hypothesis is a tentative statement in a research study that tries to measure independent variables against the dependent variables for the purpose to arrive at the findings of the study. Based on the objective of this study, and the theoretical framework, eight (8) Research Hypotheses (RH) are formulated.

RH1: There is no significant difference in perception between Tourism Participants and Tourism Non-Participants towards the positive impacts of tourism in Nakhon Si Thammarat province

RH2: There is no significant difference in perception between Tourism Participants and Tourism Non-Participants towards the negative impacts of tourism in Nakhon Si

Thammarat province

RH3: There is no significant difference in perception between residents whose jobs depending on tourism and whose jobs not depending on tourism toward the positive impacts of tourism in Nakhon Si Thammarat province

RH4: There is no significant difference between residents whose jobs depending on tourism and whose jobs not depending on tourism toward the negative impacts of tourism in Nakhon Si Thammarat province

RH5: There is no significant difference in perception between residents who had been living in Nakhon Si Thammarat province for less than 5 years and living in the province for more than 5 years toward the positive impacts of tourism in Nakhon Si Thammarat province

RH6: There is no significant difference in perception between residents who had been living in Nakhon Si Thammarat province for less than 5 years and living in the province for more than 5 years toward the negative impacts of tourism in Nakhon Si Thammarat province

RH7: Residents who perceived positive tourism impacts will support solution for additional tourism development in Nakhon Si Thammarat province

RH8: Residents who perceived negative tourism impacts will support solutions of restricted tourism development in Nakhon Si Thammarat province.

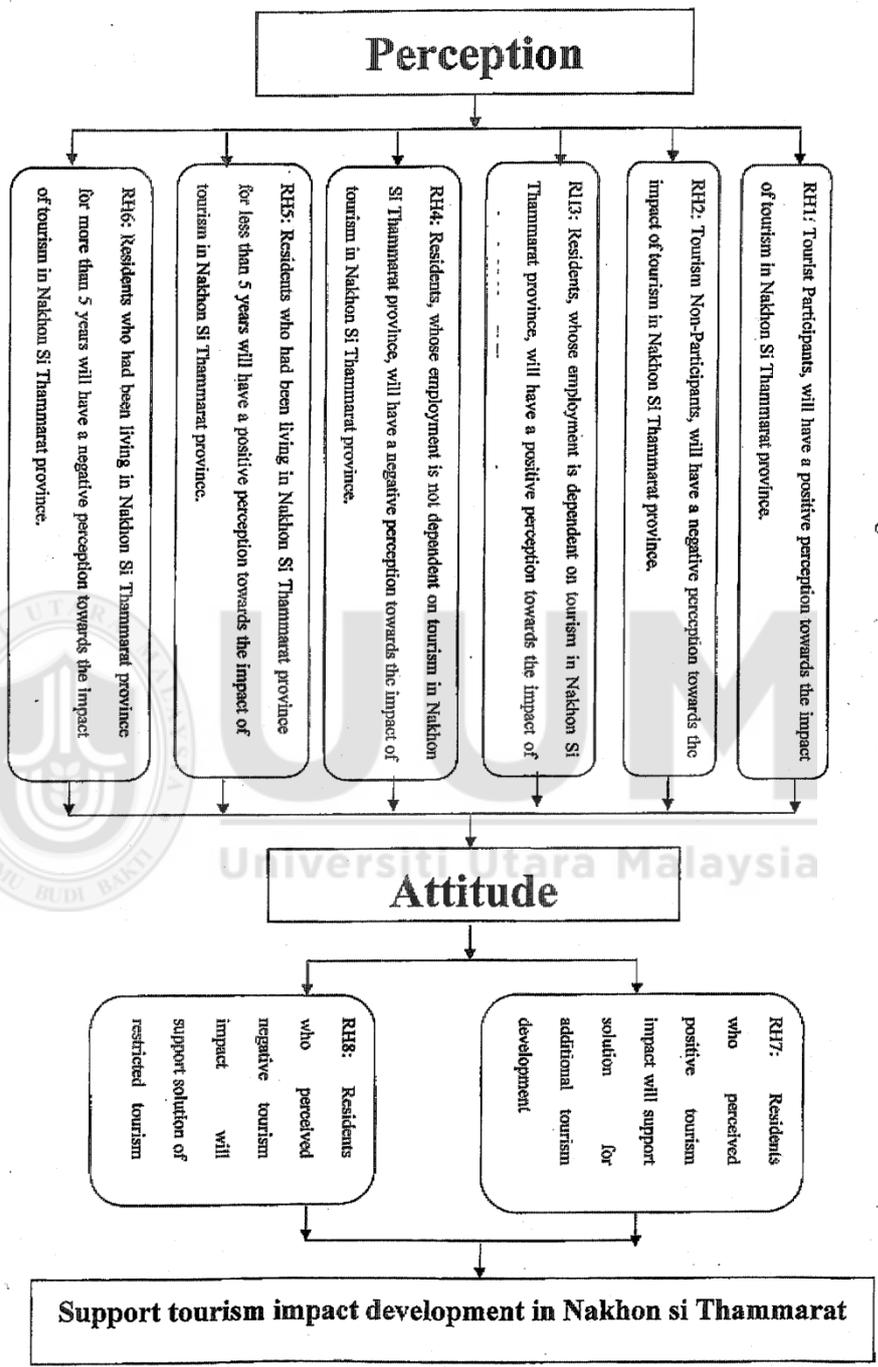


Figure 2.4: Research Framework

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.1 Introduction**

This chapter discusses the research methodology of the study. The research methodology is premised on the procedure for the quantitative and qualitative analysis. The chapter discusses the research paradigm, research design, population and sampling framework, instrumentation, coding of instrument, data collection, reliability and validity, pilot test, discussion of the pilot findings, design of final instrument, measurement of variables, and method of data analysis.

#### **3.2 Research Paradigm**

The research paradigm is the philosophy on which a research study is based. The Webster's New World Dictionary (2003) defined a paradigm as a perspective or frame of reference a researcher intends to use to view the research problem. Thus, it may consist of concepts or assumptions. Kuhn (1962) asserted that researchers always work within the reigning paradigm, accumulating findings within the perspective for which paradigm's limit is reached. Few amongst the researchers (Friedrichs, 1970; Ritzer, 1975; Ritzer, 1990) discussed extensively on substantive and positivism research paradigm especially in social sciences. The research paradigm of this study is anchored on positivism. Positivism is a theory in research methodology that is developed by empiricist thinkers in which every rational admissible claim can be

scientifically proven (Salihu, 2011). The positivist approach puts into practice a view of science that has its backgrounds in a school of thought within the philosophy of science known as “logical positivism” or “logical empiricism”. A major principle of logical positivism is its “thesis of the unity of science” (Kolakowski, 1968; Hempel, 1969), proposed that the methods of natural science create the only valid approaches for use in social science. Positivism has been accepted and backed as the “natural-science model” of the social science research, which is being widely used in social science and organizational research (Schutz, 1973; Burrell & Morgan, 1979; Behling, 1980; Daft, 1983).

In this study, the researcher used both quantitative and qualitative research methods. This is because tourism focuses on phenomena that occur in a real world setting and at the same time, tourism as a field has many complex dimensions. The mixed method hopes to shed light into the phenomenon in more comprehensive terms. The use of multiple methods in this study is necessary because of the intrinsic limitations or biases resulting from using any given method alone. Using a variety of methods have the potential to increase the validity of findings and improve the understanding of the subject matter.

This study is based on positivism research paradigm, and eight hypotheses are developed based on positivism. These hypotheses have been verified using empirical analysis on one hand, and qualitative analysis on the other.

### **3.3 Research Design**

The main purpose of survey design was “to seek to describe trends in large population of individual to identify trends in attitude, opinions, and behaviors of a large group of people” (Creswell, 2008). The research design, through the use of qualitative and quantitative design, aims at investigating residents’ attitude towards tourism development in Nakhon Si Thammarat province in Southern Thailand and the reasons underlying these attitude and perception.

According to Creswell (2008), qualitative designs “are systematic, qualitative procedures that researchers use to generate a general explanation that explains a process, action, or interaction among people”. Also, Given (2008) proposed that qualitative designs are ‘typically used to explore new phenomena and to capture individuals’ thoughts, feelings, or interpretations of meaning and process’. Consequently, both quantitative and qualitative seem to suit the nature of understanding of the residents’ perception towards tourism impact and their attitudes toward development in Nakhon Si Thammarat province.

Meanwhile, the quantitative research design of this study was exploratory, and generally descriptive in nature. All information concerning residents’ attitude were explored to arrive at a logical conclusion in respect of the findings of the study. The study also investigated how socio-demographic, personal benefit and knowledge about tourism influence residents’ perception towards tourism impacts. Questionnaire was designed to obtain primary data from respondents so that descriptive analysis could be conducted to obtain the inference of the study. For the qualitative design, structured

interviews were conducted in order to elicit salient information on residents' attitude towards tourism development in Nakhon Si Thammarat province

It has been argued that the combination of qualitative and quantitative research design could overcome the weakness of a single design approach (Deshpande, 1983; Creswell, 1994; Collis and Hussey, 2003). Hence this research adopted the combined research methods to have the benefit of the two approaches. However, of the two research approaches, this research uses the “dominant-less dominant” design, where the study is based on a priority or weight given on an approach over the other (Creswell, 1994, 2003). In this research, the quantitative approach is set as the main (dominant) technique, while a small component of the study was drawn from the qualitative approach, i.e. the semi-structure interviews. In this case, qualitative and quantitative methods were used accordingly so that the former may help in the development of the latter.

### **3.4 Population and Sample of the Study**

According to Thailand's Ministry of Tourism Official Statistics the total population of Nakhon Si Thammarat province in 2015 was 1,049,577 people. The selection of sample size was based on the review of research methodology literature. In order for the sample size to be acceptable, Kline (1998), suggested that the sample size must be at least 200 units to be considered as being large. While Roscoe (1975) highlighted that the most suitable number in most research should be between 300 and 500. Meanwhile, Veal (2006) mentioned that a sample size of 370 units is appropriate when the population size is 10,000 and 375 units when the population size is 15,000.

Consequently, Krejcie & Morgan (1970) stated that when the population size of between 1,000,000 and 300,000,000 then the sample size should be at least 384. In this study, the population of Nakhon Si Thammarat is 1,049,577. So, for the purpose of this study the sample size must be at least 384.

### **3.5 Instrumentation**

To examine residents' attitude towards tourism development in Nakhon Si Thammarat province, the researcher used both quantitative and qualitative methods. To investigate residents' perceptions toward tourism impacts this study used the instrument that was developed by Eraqi (2007) and Shariff (2005). To test the personal benefit from tourism, the current study used the instrument that developed by previous researchers (Ahmed, 2010; McGehee & Andereck, 2004; Perdue *et. al.*, 1990; Wang & Pfister 2008). While the instrument on knowledge about tourism this study employed the measurement that developed by McGehee & Andereck, (2004).

To measure residents' attitude towards tourism development, the quantitative instrument is designed based on the work of Mohd Shariff (2005) who conducted her studies in Malaysia while is similar with Thailand in several characteristics.

The quantitative instrument of personal benefits from tourisms was based on the work of Perdue *et al.*, (1990), McGehee & Andereck's (2004) and Wang & Pfister (2008). Knowledge about tourism items were adopted from McGehee & Andereck (2004). These previous studies mentioned had been conducted in Western countries.

Therefore, this study attempts to examine these items in Nakhon Si Thammarat province as considered one of most modern province in Southern Thailand.

### **3.5.1 Questionnaire Development**

The questionnaire was divided into five sections. The first section investigates the potential impacts of tourism in Nakhon Si Thammarat province with five-point Likert scale, these are 1) strongly agree, 2) agree, 3) neutral, 4) disagree and 5) strongly disagree. (See Appendix A, Section 1). This instrument involved eight (8) items which were adapted from previous studies (Bonimy, (2008).

The second section of the questionnaire measures the residents' involvement with the tourists while they were in Nakhon Si Thammarat province. This instrument involved two items which the researcher developed based on other researchers' recommendations to investigate the residents' attitude towards tourism (Sharpley, 2008; Akkawi, 2010).

The third section measured the residents' feeling about the impacts of tourism in Nakhon Si Thammarat province. This part of the questionnaire was adopted from Bonimy (2008), Perdue *et al*, (1990), McGehee & Andereck (2004) and Wang & Pfister (2008), using a five- points Likert scale.

The fourth section measured the residents' participation in government/.non-government organized tourism related activities. This part comprised of four items that were adapted from McGehee & Andereck (2004) and Bonimy (2008). The instrument was a five-point Likert scale where respondents were required to answer four items: 1)

residents input and consultations about tourist attraction, 2) residents' participation in any government/non-government organized tourism related activities community or decision making about tourism, 3) the year of residents' participations, 4) The way the residents' participated in tourism development. These four items in the instrument were adapted from previous study by Bonimy (2008).

The fifth section measured the background of respondent. This part comprise of six (6) items. The respondents were require to answer; i) gender, ii) age, iii) length of residency, iv) education level, v) kind of job and vi) occupation. These instruments adapted from previous study (Bonimy, 2008).

### **3.5.2 In-depth Interview Questions**

For the qualitative part of this research, the researcher used semi-structured interview to obtain information from selected community leaders, homestay owners and tour operators in Nakhon Si Thammarat province. The major objective of structured interview was to discover the factors that might be central to the broad problem (Sekaran, 2003). The objective of the in-depth interview is to understand the residents' perceptions and attitudes towards tourism impacts in Nakhon Si Thammarat province.

The in-depth interview questions are as in Table 3.1 below:

Table 3.1  
*In-depth Interview Questions*

---

Do you think the local community should be involved in managing tourism together with the government agencies?

In managing tourism, should the local community follow the standard regulations and policies of the government?

Did the community plan together on how to improve their homestay/temples/religious site?

Did your homestay/temple/religious site receive any financial assistance from the government?

a. Did your homestay/temple/religious site do monthly evaluation? What matters are being discussed?

b. Did the government officials do any quarterly evaluations on your homestay/temple/religious site ? What matters are being discussed?

Should the government be fully involve in all levels of training, planning and planning preparations at your homestay/temple/religious site ?

---

### **3.6 Data Collection**

This study used mixed methods, combining (i). quantitative research - questionnaire survey on local residents of Nakhon Si Thammarat province, (ii). qualitative research - focus group in-depth interview, and through personal observation by the researcher for she had participated as co-trainer and/or co-organizer in most of the CBT projects within the 23 districts in the province since 2006.

For the survey using questionnaire, the researcher decided to select local residents living in half of the province or 12 districts as respondents. Hence 12 districts were randomly selected from the 23 districts. The next step was to decide the sample size. The total population of Nakhon Si Thammarat in 2013 was 1,541,843 (Department of Provincial Administration of Thailand). Following Krejcie & Morgan (1970) from Uma Sekaran's Sample Size Table, it stated that to achieve a confidence interval of  $\pm$

5 per cent on a sample finding of 50 per cent, the sample size for this study must be at least 384. It was found that the number of population in each of the 12 districts were almost equal. The researcher decided to distribute a total of 600 questionnaires. Hence, within each district 50 questionnaires were distributed, at the shopping malls, main transport terminal such as; bus, taxi-van and train stations and at tourist attractions within the district, by the researcher and her students from Nakhon Si Thammarat Rajabhat University (Refer to Table 3.2).

The survey was conducted from middle of June until middle November 2014. Of the 600 returned questionnaires, 56 were rendered unusable due to errors and/or missing responses leaving only 544 useable responses. This final number exceeds the required number of sample size of 384 responses. Hence it can be concluded that the study is more representative.

Table 3.2  
*Questionnaire Distribution*

<b>District</b>	<b>Place</b>	<b>No. of Questionnaires Distributed</b>	<b>No. of Usable Questionnaires</b>
Muang	Bus station	50	47
	Van station		
	Wat Pramahathat		
Khanom	Big C	50	46
	Shopping mall		
Tha Sala	Nigh Market	50	42
	Ban leam Homestay		
Lanska	Lotus	50	42
	Homestay		
	Tourism information		
Sichon	Temple	50	50
	Shopping mall		
Pak Panang	Nigh Market	50	50
	Resort		
	Shopping mall		

Thung song	Train station	50	50
	Shopping mall		
	Nigh Market		
HuaSai	Bus Station	50	40
	Shopping mall		
	Market		
Cha-Aut	Shopping mall	50	41
	Market		
Chulaporn	Shopping mall	50	42
	Market		
	Lotus		
ChalremPrakiet	Shopping mall	50	43
	Market		
	Lotus		
Plomkiri	National park	50	50
	Shopping mall		
	Market		
<b>Total</b>		<b>600</b>	<b>544</b>

In the focus group in-depth interview, 12 community leaders from within the province were gathered at Kiriwong Village Community Center on 7<sup>th</sup> February 2014 and the researcher conduct herself as facilitator to guide the discussion during the focus group study.

As for the participant observation technique, the researcher herself had been involved in the development of CBT projects within the province since year 2006. For the first three years, the researcher was doing research for her university on tourism in the province. Her first official involvement with the tourism organizations and cooperatives in the province was in 2009 whereby on 10<sup>th</sup> April, the researcher through the network of the Office of Tourism and Sports of Nakhon Si Thammarat province was assigned to give training on tourism management to the local tourism entrepreneurs in the province.

It was in 2010 that the researcher was deeply involved with the tourism community consultancy work. For example; on 11<sup>th</sup> January, under “Increasing Capability of Community Based Tourism Project (development of community networks CBT/KM)”, the researcher was appointed as Consultant for provincial tourism development by the Office of Tourism and Sports, Nakhon Si Thammarat province. With the appointment, the researcher had the opportunity to visit tourism cooperatives within the community. In the same year, on 3<sup>rd</sup> February, the researcher was appointed as Team Leader in one of the working groups on “Development of Community Based Tourism Entrepreneurs and Organizations Project” to manage tourism in four main provinces in Southern Thailand, that is Chumporn, Suratthani, Nakhon Si Thammarat and Pattalung. The researcher was given the responsibility in developing links or networks among the tourism cooperatives and entrepreneurs within each province and between the provinces. On 11<sup>th</sup> March, there was an order appointing the researcher as Provincial Tourism Promotion Sub-Committee member which was given the authority and responsibility to develop tourism strategies for provinces within the Gulf of Thailand and Nakhon Si Thammarat province. This sub-committee also looked into the tourism national budget and presented working performances of Gulf of Thailand group of province and Nakhon Si Thammarat province. The researcher’s duty was also to consider project and budget for the local cooperatives which has high potentials in tourism. Meanwhile on 20 June, there was another order appointing the researcher as Coordinator to establish cooperation between Nakhon Si Thammarat Rajabhat University and Chulalongkorn University in order to create both universities as network centers for medium and small scale enterprises. The researcher had encouraged the cooperatives to participate in the development project by upgrading their products until they can be sold and distributed in other tourist destinations and

department stores. Again on 13<sup>th</sup> July of that year, there was an order issued under the “Improvement of Tourism Development Committee” appointing the researcher as a member in the Government and Private Sectors Joint Committee for economic resolution in Nakhon Si Thammarat province which was a working team in tourism and environment. This committee’s responsibility was to gather opinion concerning economic situation and problems in the province as well as finding resolution collaboratively with local authorities and encouraging cooperation between government and private sector to solve poverty problem among the residents by using tourism as their source of income.

Apart from the foregoing responsibilities, the researcher was involved as homestay evaluator in Gulf of Thailand provincial group to gauge the homestay compliance with tourism standards provided by the Department of Tourism as well as providing consultancy to cooperatives which still lacked the knowledge and comprehension concerning the standard of homestay and application for tourism destination evaluation.

In 2013, researcher was assigned as Consultant of Community based Tourism Association in Nakhon Si Thammarat province. Her duty among others were, to provide consultancy and to develop the cooperatives which had been most successful such as in Khiriwong Cooperative located in Lan Saka district, which had experienced a drastic reduction in tourist arrivals to the area in the last 8 years. To do so, she had to create full tourism potential again by providing consultancy on homestay standards, searching new market, create tourism networking, conduct tourism program, searching markets for community’s products, sending representative to attend trainings, seminars

and exchange tourism knowledge, management of community's enterprises, lifestyle and culture preservation and environmental conservation.

In 2014, the researcher was appointed as Assistant Secretary of Southern Community Based Tourism Association which looks after tourist destinations and homestays in 14 provinces. This Association's duty, among others is to record, report and prepare conclusions on community based tourism for joint meeting as well as providing consultancy to communities regarding tourism standards. Included here too were the academicians from Walailak University at Thala, Prince of Songkhla University Hatyai campus, Maejo University in Lamae, Rajamangala University of Technology Srivijaya in Muang, Ranong Community College in Muang and Satun Community College in Muang.

In 2015, the researcher was assigned to perform duty as Consultant of Nakhon Si Thammarat tourism networks as well as supervising, both, the established cooperatives and the new emerging cooperatives such as Bann Laem Homestay which is within the Muslim community located in Tha Sala District, by providing assistance and coordinating with the Department of Tourism ranging from survey, searching for tourism potentials, develop the area marketing, conduct tourist destination management, resource supervision, preparation of tourism program, creation of provincial networks in three districts, three tourist destinations as well as conducting follow-up evaluation of implementation in order to render Bann Laem Homestay into community based tourist destination.

As a researcher under the supervision of the Higher Education Commission, Ministry of Education, she brings the knowledge she obtained from her involvement in the

implementation of community based tourism and her research on tourism management to prepare Thailand into ASEAN Economic Community (AEC) on tourism. Among the objectives are to set up a well prepared community for foreign tourists' hospitality and community adaptation when Thailand enters into Phase Two of the ASEAN Economic Community (AEC).

The primary data for this study was collected through a well-designed questionnaire from local residents living in 12 districts of Nakhon Si Thammarat province. In order to gather the data, the following steps were taken; first of all, in order for the items could be easily understood and more suitable to the participants, the questionnaire was translated into Thai Language, secondly, the questionnaire was pre-tested on 30 residents to see whether there is any need for amendments before the questionnaire is finalized. Thirdly, the finalized questionnaire was administered on 600 respondents to elicit information about residents' perception on tourism impact and their attitude towards tourism development. The survey was conducted by the researcher herself with the help of her students. This was done to achieve a high level of responses, and reduce biases. Information elicited from respondents in this context were treated using quantitative analysis.

The qualitative approach included the researcher's personal interview of 12 residents' who were either operators or top management level staff of homestay or travel agencies.

### **3.7 Overview of the Data Collected and Response Rate**

For this study, the data collection was conducted from middle of June until the middle of November 2014 on the local residents of Nakhon Si Thammarat province in 12 districts using stratified random sampling where by the districts are the strata. Since the population size in each district are almost equal, then equal number of questionnaire were being distributed in the 12 selected districts. An official letter from Universiti Utara Malaysia for the data collection was attached with the survey instrument. The official letter was certified and translated into Thailand language addressing the tourism local authorities in Nakhon Si Thammarat province offer some facilities the researcher required when conducting this study, and to assure the respondents about data confidentiality.

This study then utilized the simple random sampling to select the 12 district from the total 23 district, through which to spread widely the districts from North to South and East and West of the province. One justification of using this method of sampling is to obtain residents from all walks of life. The residents were identified as academicians, administrators and students of high school, college and universities, individuals working in tourism sector, such as hotels, restaurants, and travel agencies, and in agriculture and fishery. Other justifications are;

A stratified sample can guard against an “unrepresentative” sample (e.g. an all-male sample from a mixed-gender population)

A stratified sample can ensure obtaining sufficient sample points to support a separate analysis of any subgroup (Sekaran, 2003)

A total of 600 questionnaires were distributed with the help of ten student assistants, 584 are returned and 16 are missing. It means the response rate was 97.3%. From the 584 returned questionnaires only 544 were useable while 40 questionnaires were rendered unreadable/unusable.

### **3.8 Reliability and Validity**

This section presents the reliability and validity of the qualitative and quantitative research methods for this study. According to Neuman (2007), reliability refers to the consistency to which any research method is carried out. Validity, on the other hand, refers to “how well an idea about reality 'fits' with actual reality”. The reliability of the scale means that conducting the scale at different time with the same conditions will lead to similar results (Ryan, 2000). Hence, for example, reliability is connected to if the four variables will yield the same results each time it is conducted to repeatedly measure the same attitude. If the scale is not reliable, it cannot be valid, because nothing can be properly measured anything at all, let alone measuring the right thing. Babbie (1995) describes reliability as a necessary action where the same results will be reached when a similar research and or a technique is repeated.

In this study, the researcher conducted a pilot study to test the questionnaire items within the local residents of Nakhon Si Thammarat province to ensure the reliability of the questionnaire and the understanding of respondents to the questionnaire items. The alpha coefficient (Cronbach's Alpha) obtained show that the questionnaire was reliable and valid to obtain data about residents' perceptions of tourism impacts and their attitude towards tourism development in Nakhon Si Thammarat province.

### **3.9 Pilot Test**

The questionnaires were administered on 30 respondents in Muang, (main city) in the Nakhon Si Thammarat. To make sure that the researcher could achieve good coverage of the whole target population the questionnaires were tested on taxi-van and bus drivers, housewives, shop owners, students, retired people and academicians. The pilot test gives feedback in the form of written comments to the researcher related to the instrument. However, this will help in modifying the instrument and to make it more comprehensible and understandable, which, in return, will allow the target sample to answer the questionnaire with less errors.

### **3.10 Discussion of the Pilot Results**

The results of the pilot test were analyzed using statistical treatments that determine the reliability and validity of the instrument. The population of the pilot study was thirty (30). The demographic data of the study were number of years of residency in Nakhon Si Thammarat province, educational background, job sector, and annual remuneration of respondents, age and gender of respondents. There was no missing value in the study.

The first item under demographical data was length of residency in Nakhon Si Thammarat province. The length of residency was categorized into seven groups, namely less than 1 year, 1 to less than 3 years, 3 to less than 5 years, 5 to less than 7 years, 7 to less than 9 years, 9 to less than 11 years, and 11 years and over. The second item under demographic data was the educational background, while the third item in the demographic data was the sector where residents were working. The fourth item

was the age of respondents and the age were categorized into six groups. Lastly, the fifth item under consideration was gender. This is shown in Table 3.3.

Table: 3.3

*The Pilot Study Respondents' Demographic Background (N= 30)*

Variable	Category	Frequency	Percentage (%)
Gender	Male	20	66.6%
	Female	10	33.4%
Age	18 to less than 20	6	20.0%
	20 to less than 30	11	36.7%
	30 to less than 40	8	26.7%
	40 to less than 50	4	13.3%
	50 and above	1	3.3%
Education Level	High School graduate or less	10	33.3%
	Some college, college graduate or vocational-technical education	13	43.3%
	University graduate	7	23.4%
Occupation	Professional/Managerial	4	13.3%
	Semi-skilled/clerical	6	20.0%
	Self-employed	8	26.7%
	Student	10	33.3%
	Retired	1	3.3%
	Unemployed	0	0.0%
Length of Residency	Other	1	3.3%
	Less than 1 year	4	13.3%
	1 to less than 3 years	3	10.0%
	3 to less than 5 years	4	13.3%
	5 to less than 7 years	3	10.0%
	7 to less than 9 years	4	13.3%
	9 to less than 11 years	5	16.7%
Tourism Related Job	11 years and over	7	23.3%
	Yes	11	36.6%
	No	19	63.4%

### 3.11 Test for Reliability and Validity of the Pilot Study

The following sections are about the Test of Reliability and Test of Validity of the Pilot Study.

### 3.11.1 Test for Reliability of the Pilot Study

Thirty (30) questionnaires were used for pilot study in this context, and the reliability of the elicited information was tested. The list wise deletion of the variables is given in Table 3.4.

Table 3.4

*List wise Deletion of Variables among Respondents*

		N	%
Cases	Valid	30	100.0
	Excluded (a)	-	-
	Total	30	100.0

According to DeVellis (2003), internal consistency is the homogeneity of the items within a scale, and is typically equated with Cronbach's Coefficient Alpha. Nunally (1978) recommended a minimum level of 0.6

In this study, there were different values of Cronbach's Coefficient, which are above the recommended minimum level. These values for the variables are given in Table 3.5.

Table 3.5

*Construct Reliability for Pilot Study*

Variables	No. of Items	Average Cronbach's Alpha
Impacts of tourism in Nakhon Si Thammarat province	8	0.733
The involvement with the tourists in Nakhon Si Thammart province	2	0.692
Possible solutions to the impact of tourism	4	0.926

in Nakhon Si Thammarat province		
The participation in government/non- government organized tourism related activities	4	0.667

From the Table 3.5 above, the values of Cronbach's Coefficient Alpha were above the recommended level 0.60. Therefore, it shows that the instruments are reliable and can be used for the study in Nakhon Si Thammarat province.

### 3.11.2 Test for Validity of the Pilot Study

According to Babbie (1995), if a scale is not reliable, it cannot be valid, because it cannot properly measure anything at all, let alone measuring the right thing. The validity of the variables carried out for the five variables in the study. The validity for these variables was tested one by one. The construct is valid when the value of Corrected Item-Total Correlation is greater than 0.2 (Nunally, 1978). In this pilot study, all variables are valid, because the value Corrected Item-Total Correlation are greater than 0.2 (Refer to Table 3.6).

Table 3.6

#### *Construct Validity for Pilot Study*

Variables	No. of Items	Average Corrected Item- Total Correlation
Impacts of tourism in Nakhon Si Thammarat province	8	0.458
The involvement with the tourists in Nakhon	2	0.295

Si Thammarat province		
Possible solutions to the impact of tourism in Nakhon Si Thammarat province	4	0.835
The participation in government/non-government organized tourism related activities	4	0.211

---

From the tables above, the results show that the variables of the study are suitable for the investigation of residents' attitude towards tourism development in Nakhon Si Thammarat province.

### 3.12 Measurement of Variables

In this study, the eight independent variables were translated into hypotheses. The formulated hypotheses used the information elicited from the respondents to measure the significant contribution of residents' attitude towards tourism development in Nakhon Si Thammarat province in order to determine whether the formulated hypotheses can be accepted or not at the end of the study. For the quantitative analysis of the data, the six independent variables tested the residents' perception towards the dependent variable, tourism impacts in Nakhon Si Thammarat province. The six independent variables were tourism participants, tourism non participants, whose employment is dependent on tourism, whose employment is not dependent on tourism, who had been living in Nakhon Si Thammarat province for less than 5 years and longer, who had been living in Nakhon Si Thammarat province for more than 5 years. While two independent variables (perception of positive tourism impacts and perception of negative tourism impacts) tested the residents' attitudes towards the

dependent variable, support for future tourism development (support for restricted or additional tourism development).

The qualitative analysis of the data focused on the semi-structured interview of the stakeholders on tourism development in Nakhon Si Thammarat province. The interviews were transcribed and triangulated in order to compare the findings with the findings of the quantitative analysis.

### **3.13 Method of Data Analysis**

Research, according to Sekaran (2003), is an organized, systematic data based, critical, objective, scientific enquiry or investigation into a specific problem. Through both theory and methods, researchers are able to control the process of data collection. Theories decide the kinds of information that are needed by defining the phenomena and hypotheses of interest.

Methods, according to Brewer and Hunter (1989) determine how the needed information will be acquired by outlining appropriate data collecting procedure. Previous studies have used different methodological approaches to measure residents' perception towards tourism development. Statistical techniques such as structural equation modelling (Ko & Stewart, 2002), multiple regression modelling (Teye, *et al.*, 2002; McGehee & Andereck, 2004), t-tests and ANOVA (Haralambopoulos & Pizam, 1996; Tosun, 2002), cluster analysis (Andriotis & Vaughan, 2003), and factor analysis (Ap & Crompton, 1998) have been used by various authors to study the perceptions of residents towards tourism development. A multi-method approach was used for this research. This approach uses a variety of research methods to reveal different aspects

of the phenomenon for an individual study, to increase the validity of the finding and to improve the understanding of objectives (Clark, Riley, Wilke & Wood, 1998).

For the purpose of this study, the statistical techniques such as Reliability and Validity Test were used to analyze the data collection. This study does not use the screening process of data because all of data are nominal data. So, the testing of normality, auto correlation, heteroscedasticity and multi collinearity of data are not needed in this study. Meanwhile, in analyzing relationship between independent variables and dependent variables in this study, Chi-Square and Correlation Analysis were used. Chi-Square Test was also used to test the eight (8) hypotheses.

### **3.14 Conclusion**

This chapter explains the major procedures the research design and methodology. It describes in detail the processes involved in conducting the study in terms of research paradigm, research design, sampling, data collection, pilot study, data analysis, and validity and reliability.

## **CHAPTER FOUR**

### **RESULTS OF THE STUDY**

#### **4.1 Introduction**

The main purpose of this chapter is to present the analysis and discussion of the findings of this study. This study used mixed methods, combining (i). quantitative research- questionnaire survey administered on local residents of Nakhon Si Thammarat province, and (ii). qualitative research - focus group in-depth interview on 12 community leaders in the province.

This chapter is organized as follows. Firstly, the Reliability and Validity Test on the quantitative instrument, that is the questionnaire, then the descriptive statistics for all respondents followed by the Tourism Participants (TP) and the Tourism Non-Participants (TNP) are being presented. This is followed by an analysis of the combined results of the two groups based on the four Research Questions (RQ) and eight Research Hypotheses (RH) with data and statistical analysis of relationships and associations. Finally, the findings using focus group in-depth interview on 12 community leaders are being presented.

## 4.2 Test of Reliability and Validity

Reliability test has been conducted to measure the internal consistency of the items.

According to Sekaran (2003), Cronbach's Alpha at least than 0.60 is acceptable.

Table 4.1:

*Reliability Coefficients for the Variables in the Study*

<b>Factors</b>	<b>Items</b>	<b>Reliability (<math>\alpha</math>)</b>
Positive Impacts of Tourism	4	0.855
Negative Impacts of Tourism	4	0.738
Possible Solutions to the Tourism Impacts	4	0.889

The above Table 4.1 summarized the reliability tests of the scales on three factors. The Cronbach's Alphas shown in the table for all factors range from 0.738 to 0.889. The results were considered more than reliable, since 0.60 is the minimum value for accepting the reliability test (Nunnally, 1978). The result of the Validity Test based on 12 items in the questionnaire is as below:

Table 4.2

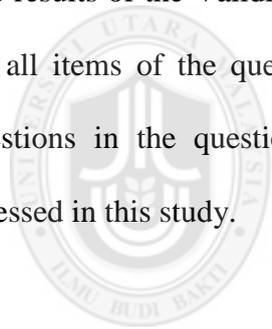
*Item-Total Statistics*

<b>Items</b>	<b>Scale Mean if Item Deleted</b>	<b>Scale Variance if Item Deleted</b>	<b>Corrected Item-Total Correlation</b>	<b>Cronbach's Alpha if Item Deleted</b>
Tourism provides for the improvement of roads and easy accessibility within Nakhon Si Thammarat province	40.54	45.865	0.777	0.921
Tourism preserves the heritage attractions and cultural festivals in Nakhon Si Tammarat province	40.48	44.427	0.831	0.919

Because of tourism, our public facilities are kept at a higher standard than they otherwise would be...	40.59	45.672	0.775	0.921
Historical sites, Buddhist temples and museums in Nakhon Si Thammarat province are being restored through government incentive and donations from tourists...	41.00	48.549	0.645	0.926
Tourism results in unpleasantly crowded areas especially in Muang District and at other outdoor places in Nakhon Si Thammarat province during the cultural festivals.....	40.90	48.943	0.593	0.928
Tourists greatly add to the traffic congestion, litter, noise and pollution in Nakhon Si Thammarat province during the cultural festivals .....	40.95	49.506	0.464	0.933
The construction of large hotels, resorts and other man-made tourist attractions has destroyed the natural environment in Nakhon Si Thammarat province.....	40.99	49.648	0.516	0.931
Tourism is responsible for poor air quality, especially in Muang District during the cultural festivals, caused by the increasing volume of transports .....	40.82	48.915	0.647	0.926
Long term planning for tourism by the government is a must to control the impact of tourism in Nakhon Si Thammarat province .....	40.62	45.493	0.818	0.919
Resident input and consultation about tourism and its effects on the tourist attraction is essential	40.55	44.237	0.840	0.918

to identify what matters most to..				
More government spending should go towards protecting the environment rather than encouraging more visitors to Nakhon Si Thammarat.....	41.05	49.184	0.665	0.926
Because the economic gains of tourism are more important to Nakhon Si Thammarat province than the protection of the environment, we must put up with environmental problems and inconveniences....	40.64	45.560	0.795	0.920

The results of the Validity Test above show that the Corrected Item-Total Correlation for all items of the questionnaire are found to be above 0.90. This means that all questions in the questionnaire are highly representatively of the all items to be assessed in this study.



**UUM**  
Universiti Utara Malaysia

### 4.3 Quantitative Research Finding

In order to discover the nature of responses from each of the two groups, the descriptive statistics are firstly presented, starting with all respondents (N= 544) followed by the Tourism Participants (N = 183) and the Tourism Non-Participants (N = 361).

## Descriptive Statistics for All Respondents

### All Respondents' Perceptions on the Positive Impacts of Tourism

Based on the descriptive test in Table 4.3, only item normally distributed is, "Tourism preserves the heritage attractions and cultural festivals in Nakhon Si Thammarat province" (Skewness = - 0.498, Kurtosis = - 0.564). Another three items slightly skewed and transformed into normal distribution by taking square roots.

Table 4.3:

*Mean and standard deviation of positive impacts of tourism questions (N=544)*

	<b>M</b>	<b>SD</b>	<b>Skewness</b>	<b>Kurtosis</b>
Tourism provides for the improvement of roads and easy accessibility within Nakhon Si Thammarat province	3.92	0.870	- 0.524	- 0.109
Tourism preserves the heritage attractions and cultural festivals in Nakhon Si Thammarat province	3.99	0.944	- 0.498	- 0.564
Because of tourism, our public facilities are kept at a higher standard than they otherwise would be...	3.88	0.889	- 0.490	- 0.087
Historical sites, Buddhist temples and museums in Nakhon Si Thammarat province are being restored through government incentive and donations from tourists...	3.47	0.743	- 0.428	1.231

Note: The mean score is based on a 5-point Likert scale, 1=strongly disagree, 5=strongly agree.

For the positive impacts of tourism "Tourism provides for the improvement of roads and easy accessibility within Nakhon Si Thammarat province" and "Tourism preserves the heritage attractions and cultural festivals in Nakhon Si Thammarat province" have good mean scores of 3.92 and 3.99 respectively, followed by "Because of tourism, our

public facilities are kept at a higher standard than they otherwise would be” (3.88) and “Historical sites, Buddhist temples and museums in Nakhon Si Thammarat province are being restored through government incentive and donations from tourists” (3.47).

### **All Respondents’ Perceptions on the Negative Impacts of Tourism**

As shown the results in Table 4.4, no items are normally distributed despite of considerable mean scores of the items. These four items are transformed into normal distribution by taking square roots.

Table 4.4:

*Mean and Standard Deviation of Negative Impacts of Tourism Questions (N=544)*

	<b>M</b>	<b>SD</b>	<b>Skewness</b>	<b>Kurtosis</b>
Tourism results in unpleasantly crowded areas especially in Muang District and at other outdoor places in Nakhon Si Thammarat province during the cultural festivals.....	3.56	0.755	- 0.374	0.604
Tourists greatly add to the traffic congestion, litter, noise and pollution in Nakhon Si Thammarat province during the cultural festivals .....	3.51	0.850	-1.306	2.216
The construction of large hotels, resorts and other man-made tourist attractions has destroyed the natural environment in Nakhon Si Thammarat province.....	3.48	0.762	- 0.094	0.293
Tourism is responsible for poor air quality, especially in Muang District during the cultural festivals, caused by the increasing volume of transports .....	3.64	0.704	- 0.773	1.088

Note: The mean score is based on a 5-point Likert scale, 1=strongly disagree, 5=strongly agree.

Above table shows the mean value for negative impacts of tourism “Tourism is responsible for poor air quality, especially in Muang District during the cultural festivals, caused by the increasing volume of transports” consists of highest mean score (3.64) followed by “Tourism results in unpleasantly crowded areas especially in Muang District and at other outdoor places in Nakhon Si Thammarat province during the cultural festivals” (3.56), “Tourists greatly add to the traffic congestion, litter, noise and pollution in Nakhon Si Thammarat province during the cultural festivals” (3.51) and “The construction of large hotels, resorts and other man-made tourist attractions has destroyed the natural environment in Nakhon Si Thammarat province” is 3.48.

#### **All Respondents’ View on the Possible Solutions to the Impacts of Tourism**

Three items are normally distributed, “Long term planning for tourism by the government is a must to control the impact of tourism in Nakhon Si Thammarat province” (Skewness = - 0.305, Kurtosis = - 0.621), “Resident input and consultation about tourism and its effects on the tourist attraction is essential to identify what matters most to” (Skewness = -0.266, Kurtosis = -1.124), “Because the economic gains of tourism are more important to Nakhon Si Thammarat province than the protection of the environment, we must put up with environmental problems and inconveniences” (Skewness = - 0.238, Kurtosis = -0.748). Only remaining item slightly skewed and transformed into normal distribution by taking square roots.

Table 4.5

*Mean and Standard Deviation of Possible Solutions to Impacts of Tourism (N=544)*

	<b>M</b>	<b>SD</b>	<b>Skewness</b>	<b>Kurtosis</b>
Long term planning for tourism by the government is a must to control the impact of tourism in Nakhon Si Thammarat province .....	3.85	0.864	- 0.305	- 0.621
Resident input and consultation about tourism and its effects on the tourist attraction is essential to identify what matters most to..	3.92	0.951	- 0.266	-1.124
More government spending should go towards protecting the environment rather than encouraging more visitors to Nakhon Si Thammarat.....	3.42	0.660	0.030	- 0.206
Because the economic gains of tourism are more important to Nakhon Si Thammarat province than the protection of the environment, we must put up with environmental problems and inconveniences....	3.83	0.880	- 0.238	- 0.748

Note: The mean score is based on a 5-point Likert scale, 1=strongly disagree, 5=strongly agree.

Table 4.5 shows the mean score for possible solutions to impacts of tourism, as shown “Resident input and consultation about tourism and its effects on the tourist attraction is essential to identify what matters most to” has highest mean score as it is 3.92, followed by “Long term planning for tourism by the government is a must to control the impact of tourism in Nakhon Si Thammarat province” (3.85), “Because the economic gains of tourism are more important to Nakhon Si Thammarat province than the protection of the environment, we must put up with environmental problems and inconveniences” (3.83) and “More government spending should go towards protecting the environment rather than encouraging more visitors to Nakhon Si Thammarat” (3.42).

### **Involvement with Tourists by All Respondents**

In this section, there are two (2) questions; namely how many times per day during the festival season did the respondents talk with the tourists, and how they feel after talking with the tourists. Majority of them, communicate with tourists “twice or three times” 32.2% and “once” 32.5% followed by “four to five times” 14.3%, “Never” 14.3% and “More than five times” 6.6%. (refer to Table 4.5). Additionally, Table 4.6 reveals that half of respondents 50.9% had positive/enjoyable experience and 23.3% were very positive/very enjoyable experience when talking with the tourists. Another 18.8% stated as no effect, only 7% of them had experienced negative/unenjoyable or very negative/very unenjoyable experience.

Table 4.6

*Frequency of all respondents to Communicate/Talk with Tourists during an Average Day (n = 544)*

<b>Rate of Occurrence</b>	<b>Frequency</b>	<b>Percent</b>
More than 5 times	36	6.6
Four to five times	78	14.3
Twice or three times	175	32.2
Once	177	32.5
Never	78	14.3
<b>Total</b>	<b>544</b>	<b>100%</b>

Table 4.7

*Respondents Experience When Talking with Tourists (N=544)*

<b>Quality of Contact</b>	<b>Frequency</b>	<b>Percent</b>
Very positive/very enjoyable experience	127	23.3
Positive/enjoyable experience	277	50.9
No Effect	102	18.8
Negative/unenjoyable experience	25	4.6
Very negative/very unenjoyable experience	13	2.4
<b>Total</b>	<b>544</b>	<b>100%</b>

### **Descriptive Statistics for Tourism Participants (TP)**

Table 4.8 below shows the general profile of the TP in terms of gender, age group, education level, occupation, length of residency and tourism related job.

Table 4.8

*General Profile of Tourism Participants (N = 183)*

<b>Variable</b>	<b>Category</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Gender	Male	94	48.6
	Female	89	51.4
Age	18 to less than 20	3	1.6
	20 to less than 30	16	8.7
	30 to less than 40	24	13.1
	40 to less than 50	55	30.1
	50 and above	85	46.4
Education Level	High School graduate or less	7	3.8
	Some college, college graduate or vocational-technical education	53	29.0
	University graduate	123	67.2

Occupation	Professional	1	0.5
	semi-skilled/clerical	31	16.9
	self-employed	62	33.9
	student	8	4.4
	retired	70	38.3
	NGO	11	6
<hr/>			
Length of	1 to less than 3 years	11	6.0
Residency	3 to less than 5 years	3	1.6
	5 to less than 7 years	4	2.2
	7 to less than 9 years	3	1.6
	9 to less than 11 years	2	1.1
	11 years and over	160	87.4
<hr/>			
Job Tourism	Yes	47	25.7
Related	No	136	74.3
<hr/>			

Tables 4.8 above displays the general profiles of the TP. Majority of the respondents (48.6%) were male, while female respondents accounted for 51.4%. While all age categories responded to the survey, from the younger age group of 18 to less than 20 years to the oldest in the 50 and above age groups. About 30.1% of them are 40 to less than 50 years old, 50 and above making up for the largest group (46.4%). Most of the respondents in the occupation group were retired (38.3%), while 62 (or 33.9%) of the total respondents were the self-employed while the semi-skilled/clerical made up 16.9% of the TP. In relation to length of residency, 160 or 87.4% of the participants indicated that they had stayed in Nakhon Si Thammarat province for at least 11 years. Of the 183 TP, 47 or 25.7% of them were employed in tourism related jobs while 136 or 74.3% indicated that they were not working in tourism related jobs.

## Tourism Participants' Perceptions on the Positive Impacts of Tourism

Meanwhile, to understand the TP's attitudinal statements concerning the positive impacts of tourism on the life style can be seen at Table 4.9. The attitudes of respondents are expressed by a five point Likert Scale from 5 = strongly agree to 1 = strongly disagree. As evidenced, respondents recognize the most and least positive impact of tourism in their community. Nonetheless, 72.2% of respondents agree (the sum of Strongly Agree (SA) and Agree (A)) that the most positive impact of tourism on the life style in Nakhon Si Thammarat is that "Tourism provides for the improvement of the roads and easy accessibility within Nakhon Si Thammarat province".

Table 4.9

*Tourism Participants' Perceptions on the Positive Impacts of Tourism (n = 183)*

Perceptions	% of respondents					Mean Score	Std. Deviation
	1	2	3	4	5		
1) Tourism provides for the improvement of the roads and easy accessibility within Nakhon Si Thammarat province.	1.6% (3)	8.2% (15)	18.0% (33)	37.2% (68)	35% (64)	<b>3.96</b>	<b>1.005</b>
2) Tourism preserves the heritage attraction and cultural festivals in Nakhon Si Thammarat province.	1.6% (3)	6.6% (12)	26.2% (48)	15.8% (29)	49.7% (91)	<b>4.05</b>	<b>1.083</b>
3) Because of tourism, our public facilities are kept at a higher standard than they otherwise would be...	1.6% (3)	7.1% (13)	24.6% (45)	36.6% (67)	30.1% (55)	<b>3.86</b>	<b>.982</b>

4) Historical site, Buddhist temple and museum in Nakhon Si Thammarat province are being restored through government incentive and donations from tourist.	2.2%	5.5%	45.4%	36.6%	10.4%	<b>3.48</b>	<b>.837</b>
	(4)	(10)	(83)	(67)	(19)		

Additionally, “Tourism preserves the heritage attraction and cultural festivals in Nakhon Si Thammarat province” consists of highest mean score (4.05) and standard deviation (1.083) provides some indication of the strength of the variable in question the higher the value of the mean, the greater the intensity of the response.

### **Tourism Participants’ Perceptions on the Negative Impacts of Tourism**

Table 4.10 below, respondents acknowledge many negative impacts of tourism in their community. However, some 73.2% of respondents agree (the sum of Strongly Agree (SA) and Agree (A)) that the most negative impact of tourism in Nakhon Si Thammarat province is that “Tourism is responsible for poor air quality, especially in Muang District during the cultural festivals, caused by the increasing volume of transports”,

Table 4.10  
*Tourism Participants’ Perceptions on the Negative Impacts of Tourism (n = 183)*

Perceptions	% of respondents					Mean Score	Std. Deviation
	1	2	3	4	5		
1) Tourism results in unpleasantly uncrowded	2.2%	7.1%	32.8%	55.2%	2.7%	<b>3.49</b>	<b>0.762</b>

areas especially in Muang District and at other outdoor places in Nakhon Si Thammarat province during the cultural festival.	(4)	(13)	(60)	(101)	(5)		
2) Tourism greatly adds to the traffic congestion, litter, noise and pollution in Nakhon Si Thammarat province during the cultural festival.	8.2% ( 15)	2.7% (5)	43.2% (79)	42.6% (78)	3.3% (6)	<b>3.30</b>	<b>0.909</b>
3) The construction of large hotels, resorts and other man-made tourist attractions has destroyed the natural environment in Nakhon Si Thammarat province	1.1% ( 2)	8.7% (16)	47.5% (87)	38.3% (70)	4.4% (8)	<b>3.36</b>	<b>0.749</b>
4) Tourism is responsible for poor air quality, especially in Muang District during the cultural festivals, caused by the increasing volume of transports	1.6% ( 3)	8.2% ( 15)	16.9% (31)	69.4% (127)	3.8% (7)	<b>3.66</b>	<b>0.753</b>

As shown in above table, “Tourism is responsible for poor air quality, especially in Muang District during the cultural festivals, caused by the increasing volume of transports” comprises of highest mean score among the statements (3.66), followed by “Tourism results in unpleasantly uncrowded areas especially in Muang District and at other outdoor places in Nakhon Si Thammarat province during the cultural festival” (3.48), and mean scores of another two items are closer to each other as they are 3.30 and 3.36 respectively.

## Tourism Participants' Views on the Possible Solutions to the Impact of Tourism

Table 4.11

*Tourism Participants' Views on Solutions to Deal with the Impact of Tourism in Nakhon Si Thammarat province (n = 183)*

Statement <u>Solutions</u>	% of respondents					Mean Score	Std. deviaion
	1	2	3	4	5		
1) Long-term planning for tourism by the government is a must to control the impact of tourism in Nakhon Si Thammarat province.	0.0% (00)	10.4% (119)	21.3% (39)	35.5% (65)	32.8% (60)	<b>3.91</b>	<b>0.976</b>
2) Resident input and consultation about tourism and its effect on the tourism attraction is essential to identify what matters most to the resident in Nakhon Si Thammarat province.	0.0% (00)	9.3% (17)	28.4% (52)	13.7% (25)	48.6% (89)	<b>4.02</b>	<b>1.071</b>
3) Because the economic gains of tourism are more important to Nakhon Si Thammarat than the protection of the environment, we must put up with environment problem and nconveniences.	0.0% (00)	9.3% (17)	48.6% (89)	35.5% (65)	6.6% (12)	<b>3.39</b>	<b>0.747</b>
4) More government spending should go towards protecting the environment rather than encouraging more visitors to Nakhon Si Thammarat province	0.0% (00)	9.8% (18)	25.7% (47)	35% (64)	29.5% (54)	<b>3.84</b>	<b>0.962</b>

In Table 4.11 above, the Tourism Participants were asked to express their views about solutions to deal with the impacts of tourism in Nakhon Si Thammarat province. Some 62.3% of respondents agree (the sum of Strongly Agree (SA) and Agree (A)) that “Resident input and consultation about tourism and its effect on the tourism attraction is essential to identify what matters most to the resident in Nakhon Si Thammarat province” as the principal solution.

As to the least agreed upon solution to deal with the impact of tourism in Nakhon Si Thammarat, 64.5 % of Tourism Participants agreed in the statement “More government spending should go towards protecting the environment rather than encouraging more visitors to Nakhon Si Thammarat province”.

#### 4.3.2.4 Involvement with Tourists by Tourism Participants (TP)

In this section, there are two (2) questions; namely how many times per day during the festival season did the TP talk with the tourists, and how they feel after talking with the tourists. Almost half of the TP talked with the tourists at least twice per day during the festival season in Nakhon Si Thammarat while the remaining half talked once or less per day with the tourists (refer to Table 4.12). Additionally, Table 4.12 reveals that 165 or 90.1% of the TP were positive/enjoyable and very positive/very enjoyable experience when talking with the tourists. Only 10 or 5.4% of them had experienced negative/unenjoyable or very negative/very unenjoyable experience.

Table 4.12:

*Frequency TP Communicate/talk with Tourists during an Average Day (n = 183)*

<b>Rate of Occurrence</b>	<b>Frequency</b>	<b>Percent</b>
More than 5 times	26	14.2
Four to five times	24	13.7
Twice or three times	41	21.9
Once	48	26.2
Never	44	24.0
<b>Total</b>	<b>183</b>	<b>100%</b>

Table 4.13

<b>Quality of Contact</b>	<b>Frequency</b>	<b>Percent</b>
---------------------------	------------------	----------------

Very positive/very enjoyable experience	61	33.3	<i>TP's Experiences When Talking</i>
Positive/enjoyable experience	104	56.8	
No Effect	8	4.4	
Negative/unenjoyable experience	9	4.9	
Very negative/very unenjoyable experience	1	0.5	
<b>Total</b>	<b>183</b>	<b>100%</b>	

*with Tourists*

Table 4.14 shows the results of tourists' participants' year of involvement with tourism related activities. It shows that, majority of them 80 or 43.7% participated in 2012, followed by 25.7% in 2013, 13.1% in 2014, before 2010 and 2010 was 13.2% and finally 4.4% in 2011.

Table 4.14

*TP's Year of Involving on Tourism Related Activities*

<b>Year</b>	<b>Frequency</b>	<b>Percent</b>
Before 2010	12	6.6
2010	12	6.6
2011	8	4.4
2012	80	43.7
2013	47	25.7
2014	24	13.1
<b>Total</b>	<b>183</b>	<b>100%</b>

Table 4.15 provides the information on how Tourism Participants participated on tourism related activities. Majority of the participants participated in tourism related activities by TAT as the percentage is 62.8%, followed by training(s) given by Thailand Community Based Tourism (15%), Neighborhood Council (10.4%), City Hall Meeting (7.7%) and only 3.8% were Nakhon's Local Authority and Training(s) given by NGOs/Universities in the province.

Table 4.15

*TP's Information on how they participated on Tourism Related Activities*

<b>Description</b>	<b>Frequency</b>	<b>Percent</b>
City Hall Meeting	14	7.7
Neighborhood Council	19	10.4
Nakhon's Local Authority	3	1.6
Training (s) given by Thailand Community Based Tourism	28	15.3
Training (s) given by NGOs/Universities in the province	4	2.2
Training by TAT	115	62.8
<b>Total</b>	<b>183</b>	<b>100%</b>

### 4.3.3 Descriptive Statistic for Tourism Non-Participants (TNP)

Table 4.16 below shows the general profile of the TNP in terms of gender, age group, education level, occupation, length of residency and tourism related job.

Table 4.16

*General Profile of Tourism Non-Participants (n = 361)*

<b>Variable</b>	<b>Category</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Gender	Male	140	38.8
	Female	221	61.2
Age	18 to less than 20	29	8.0
	20 to less than 30	37	10.2
	30 to less than 40	46	12.7
	40 to less than 50	56	15.5
	50 and above	193	53.5
Education Level	High School graduate or less	14	3.9
	Some college, college graduate or vocational-technical education	95	26.3

	University graduate	252	69.8
Occupation	Professional	6	1.7
	semi-skilled/clerical	30	8.3
	self-employed	127	35.2
	student	42	11.6
	retired	134	37.1
	NGO	22	6.1
Length of	Less than 1 year	12	3.3
Residency	1 to less than 3 years	55	15.2
	3 to less than 5 years	12	3.3
	5 to less than 7 years	3	0.8
	7 to less than 9 years	3	0.8
	9 to less than 11 years	9	2.5
	11 years and over	267	74.0
Job Tourism	Yes	49	13.6
Related	No	312	86.4

Table 4.16 above displays the general profiles of the TNP. Most of the respondents (61.2%) were female, while male respondents accounted for 38.8%. While all age categories responded to the survey, from the younger age group of 18 to less than 20 years to the oldest in the 50 and above age groups. About 15.5 % of them are 40 to less than 50 years old , 50 and above making up for the largest group (53.5%). Most of the young respondents in this age group were 50 and above, while 134 (or 37.1%) of the total respondents were the self-employed while the semi-skilled/clerical made up 8.3% of the TNP. In relation to length of residency, 267 or 74.0% of the participants indicated that they had stayed in Nakhon Si Thammarat province for at least 11 years. Of the 361 TNP, 49 or 13.6% of them were employed in tourism related jobs while 312 or 86.4% indicated that they were not working in tourism related jobs.

### Tourism Non-Participants' Perceptions on the Positive Impacts of Tourism

Furthermore, Table 4.17 below presenting the list four attitudinal statements concerning the positive impacts of tourism on the life style. The attitudes of respondents are expressed by a five-point liker scale from 5 = strongly agree to 1 = strongly disagree. As evidenced, respondents recognize the most and least positive impact of tourism in their community. Nonetheless, 68.1% of respondents agree (the sum of Strongly Agree (SA) and Agree (A) that the most positive impact of tourism on the life style in Nakhon Si Thammarat is that "Tourism preserves the heritage attraction and cultural festivals in Nakhon Si Thammarat province".

Table 4.17  
*Tourism Non-Participants' Perceptions on the Positive Impacts of Tourism (n = 361)*

Perceptions	% of respondents number of respondents					Mean Score	Std. Deviation
	1	2	3	4	5		
1) Tourism provides for the improvement of the roads and easy accessibility within Nakhon Si Thammarat province.	0.0% (00)	3.6% (13)	25.8% (93)	47.1% (170)	23.5% (85)	<b>3.91</b>	<b>.794</b>
2) Tourism preserves the heritage attraction and cultural festivals in Nakhon Si Thammarat province.	0.0% (00)	3.3% (12)	28.3% (102)	37.4% (135)	30.7% (111)	<b>3.95</b>	<b>.865</b>
3) Because of tourism, our public facilities are kept at a higher standard than they otherwise would be...	.6% (2)	3.6% (13)	27.1% (98)	43.8% (158)	24.9% (90)	<b>3.89</b>	<b>.839</b>
4) Historical site, Buddhist temple and museum in Nakhon Si Thammarat province are	1.9% (7)	1.9% (7)	47.6% (172)	44.9% (162)	3.6% (13)	<b>3.46</b>	<b>.750</b>

being restored through government incentive and donations from tourist.

In terms of Tourism Non-Participants Perceptions on the Positive Impacts of Tourism “preserves the heritage attraction and cultural festivals in Nakhon Si Thammarat province” consists of highest mean score as it is 3.95.

### **Tourism Non-Participants’ Perceptions on the Negative Impacts of Tourism**

Table 4.18, shows respondents acknowledge many negative impacts of tourism in their community. However, some 60.9% of respondents agree (the sum of Strongly Agree (SA) and Agree (A)) that the most negative impact of tourism in Nakhon Si Thammarat province is that “Tourism is responsible for poor air quality, especially in Muang District during the cultural festivals, caused by the increasing volume of transports In fact”, respondents have very strong feelings about this as 16.4% “Strongly Agree”.

Table 4.18

*Tourism Non-Participants’ Perceptions on the Negative Impacts of Tourism (n = 361)*

Perceptions	% of respondents					Mean Score	Std. Deviation
	1	2	3	4	5		
1) Tourism results in unpleasantly uncrowded areas especially in Muang District and at other outdoor places in Nakhon Si Thammarat province during the cultural festival.	.6% (2)	3.6% (13)	41.8% (151)	43.2% (156)	10.8% (39)	<b>3.60</b>	<b>.750</b>
2) Tourism greatly add to the traffic congestion, litter, noise and pollution in Nakhon Si Thammarat province during the cultural festival.	4.7% (17)	.3% (1)	28.8% (104)	60.7% (219)	5.5% (20)	<b>3.62</b>	<b>.798</b>
3) The construction of large hotels, resorts and other man-	.8%	4.4%	44.9%	40.2%	9.7%	<b>3.53</b>	<b>.763</b>

made tourist attractions has destroyed the natural environment in Nakhon Si Thammarat province	(3)	(16)	(162)	(145)	(35)		
4) Tourism is responsible for poor air quality, especially in Muang District during the cultural festivals, caused by the increasing volume of transports	.3% (1)	3.6% (13)	35.2% (127)	54% (195)	6.9% (25)	<b>3.64</b>	<b>.678</b>

In terms of Tourism Non-Participants Perceptions on the Negative Impacts of Tourism “Tourism is responsible for poor air quality, especially in Muang District during the cultural festivals, caused by the increasing volume of transports” consists of highest mean score as it is 3.64.

### **Tourism Non-Participants’ Views on the Solutions to the Impact of Tourism**

Table 4.19

*Tourism Non-Participants’ Views on Solutions to deal with the Impact of Tourism in Nakhon Si Thammarat province (N=361)*

<b>Statement Solutions</b>	<b>% of respondents</b>					<b>Mean Score</b>	<b>Std. deviation</b>
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>		
1) Long-term planning for tourism by the government is a must to control the impact of tourism in Nakhon Si Thammarat province.	20.2% (73)	4.4% (16)	29.4% (106)	46% (166)	20.2% (73)	<b>3.82</b>	<b>.802</b>
2) Resident input and consultation about tourism and its effect on the tourism attraction is essential to identify what matters most to the resident in Nakhon Si Thammarat province.....	0.0% (00)	4.4% (16)	32.7% (118)	34.1% (123)	28.8% (104)	<b>3.87</b>	<b>.882</b>
3) Because the economic gains of tourism are more important to Nakhon Si Thammarat than the protection of the environment, we must put up with environment problem and inconveniences.	0.0% (00)	5% (18)	30.7% (111)	41.8% (151)	22.4% (81)	<b>3.43</b>	<b>.611</b>

4) More government spending should go towards protecting the environment rather than Encouraging more visitors to Nakhon Si Thammarat province.	0.0% (00)	4.4% (16)	49.9% (180)	43.8% (158)	1.9% (7)	<b>3.82</b>	<b>.837</b>
---	--------------	--------------	----------------	----------------	-------------	-------------	-------------

In Table 4.19 above, the tourism Non-Participants were asked to express their views about solutions to deal with the impacts of tourism in Nakhon Si Thammarat province. Some 62.9% of respondents agree (the sum of Strongly Agree (SA) and Agree (A)) that “Resident input and consultation about tourism and its effect on the tourism attraction is essential to identify what matters most to the resident in Nakhon Si Thammarat province” is the principal solution. Additionally, the highest mean score (3.87) and standard deviation (0.882) provides some indication of the strength of the variable in question, the higher the value of the mean, the greater the intensity of the response.

As to the least agreed upon solution to deal with the impact of tourism in Nakhon Si Thammarat, 45.7 % of Tourism Participants agree in Table 4.26 (above) that “More government spending should go towards protecting the environment rather than encouraging more visitors to Nakhon Si Thammarat province” . Additionally, the mean score (3.82) and standard deviation (0.837) provides some indication of the strength of the variable in question having the lowest mean value.

#### 4.3.3.4 Involvement with Tourists by Tourism Non-Participants (TNP)

In this section, there are two (2) questions; namely how many times per day during the festival season did the TNP talk with the tourists, and how they feel after talking with the tourists. More than half of the TNP (54.9%) talked with the tourists at least twice per day during the festival season in Nakhon Si Thammarat while the remaining 45.9% or half talked once or less per day with the tourists (refer to Table 4.20). Additionally, Table 4.20 reveals that 239 or 66.2% of the TNP had positive/enjoyable and very positive/very enjoyable experience when talking with the tourists. Only 28 or 7.7% of them had experienced negative/unenjoyable or very negative/very unenjoyable experience.

Table 4.20

*Frequency TNP communicate/talk with Tourists During an Average Day (n=361)*

<b>Rate of Occurrence</b>	<b>Frequency</b>	<b>Percent</b>
More than 5 times	10	2.8
Four to five times	53	14.7
Twice or three times	135	37.4
Once	129	35.7
Never	34	9.4
<b>Total</b>	<b>361</b>	<b>100%</b>

Table 4.21

*TNP's Experience When Talking with Tourists*

<b>Quality of Contact</b>	<b>Frequency</b>	<b>Percent</b>
Very positive/very enjoyable experience	66	18.3
Positive/enjoyable experience	173	47.9
No Effect	94	26.0
Negative/unenjoyable experience	16	4.4
Very negative/very unenjoyable experience	12	3.3
<b>Total</b>	<b>361</b>	<b>100%</b>

#### 4.4 Qualitative Research Finding

Nakhon Si Thammarat is an important historical, archaeological site and antiquity province of the south. Most of its potential tourist attractions are historically learning resources and the tourist attractions in each area are popular and interesting. People in the community provide a good cooperation in order to be accepted by tourists as it is deemed as community participation in cultural tourism management in Nakhon Si Thammarat. For highly potential tourist attractions in Nakhon Si Thammarat province and according to the priority list, cultural tourist attractions include locations which are popular and well aware of among Thai and foreign tourists. They have high potentials, readiness and a lot of visitors visiting annually. The researcher brings such issues to study whether the community takes participation in tourism management or not and how tourism management is in the top list of high potential tourist attractions, which will be the study results.

In-depth interviews were conducted on 12 people who were involved in tourism in the province. There were leaders of communities or operators/owners of homestay or head of cooperative producing handicrafts. This in-depth interview was used to understand their involvement in planning and development of tourism in their place. The questions were open-ended and the interview informal and semi-structured. The following are the profile of the 12 community leaders.

Table 4.22:

*Profile of the 12 Community Leaders*

<b>No.</b>	<b>Gender</b>	<b>Identify Card</b>	<b>Name of Attraction / Homestay</b>	<b>Position</b>
1	Male	1800500142430	Ban Kaokeaw Mountain Link with Kiriwong Homestay, Phrom Lok Homestay and Ban Leam Homestay	Chairman
2	Female	18098001115165	Ban Kaokeaw Mountain Link with Kiriwong Homestay, Phrom Lok Homestay and Ban Leam Homestay	First Vice Chairman
3	Male	1800400230540	Ban Kaokeaw Mountain Link with Kiriwong Homestay, Phrom Lok Homestay and Ban Leam Homestay	Second Vice Chairman
4	Female	1800200245241	Phrom Lok Homestay (14 Houses)	Owner/operator
5	Female	1800800630065	Kiriwong Homestay (30 Houses)	Owner/operator
6	Female	580040037339	Ban Kaokeaw Mountain Link with Kiriwong Homestay, Phrom Lok Homestay and Ban Leam Homestay	Manager

7	Female	1800401036330	Ban Kaokeaw Mountain Link with Kiriwong Homestay, Phrom Lok Homestay and Ban Leam Homestay	Treasurer
8	Male	1800800547354	Ban Kaokeaw Mountain Link with Kiriwong Homestay, Phrom Lok Homestay and Ban Leam Homestay	Manager
9	Female	1800400230540	Krungching Homestay (4 houses)	Owner/operator
10	Female	1949900044964	Cooperative producing and marketing local handicrafts	Manager
11	Female	1809960271981	Cooperative producing and marketing local handicrafts	Manager
12	Female	3801200557929	Swift let (birds) attractive place with the involvement of locals	Public Relation Officer

The findings from this in-depth interview together with the researcher's more than 10 years' experience in helping the community in Nakhon Si Thammarat province to develop tourism in their districts, will be used to answer one of the objectives of the study - to make recommendations for the local government on how CBT could maximize the livelihood of the local community.

#### 4.4.1 Interviews with Tourism Community Leader in Tourism in Nakhon Si Thammarat

Table 4.23 shows that four community leaders (No. 1, 2, 5, 7) conclude that the community needs must to be realized and the potential of the autonomous community to cooperate in making tourism at the place better. While eight community leaders (No. 3, 4, 6, 8, 9, 10, 11, 12) did not answer questions on such issues and 2 community leaders (No. 7 and 10) gave suggestions that the government should work together with the community even at the launching stage and to include trainings on community management principals.

Table 4.23

##### *Involved in Managing Tourism Together with the Government*

Question	Who (which respondent) Answer	Who (which respondent) did not Answer	Suggestions
1. Do you think the local community should be involved in managing tourism together with the government agencies?	<p><u>Respondent 1:</u> “I think the understanding about tourism and its benefits must be made known to the community by their leaders. The leaders may know about these benefits through their experience, readings and by attending some programs conducted ny NGOs.” I think the community leaders need to start from the ground/general community in educating them on managing tourism”</p> <p><u>Respondent 2:</u> “The community should learn how to maintain and manage their products.”</p> <p><u>Respondent 5:</u> “If residents in a community are united and work together, then it is easier to manage the CBT products”</p> <p><u>Respondent 7:</u> “In each community, some of the</p>	<p><u>Respondent :</u> 3, 4, 6, 8, 9, 10, 11, 12</p>	<p><u>Suggestions:</u> <u>Respondent 7</u> “Government should also help to coordinate these trainings to the local community before launching any community related tourism program” <u>Respondent 10</u> “Community Development staff and the Office of Tourism and Sport should train the community on community management principles.</p>

	residents are knowledgeable and some are not, this means they are unequal, so when asked to do work or make suggestion on how to make CBT project success they are not able to.		
--	---	--	--

This Table 4.24 on Regulations set up by the local community, shows eight community leaders (No. 1, 2, 4, 5, 6, 8, 9, 10) concluded that regulation is very much needed. In managing community tourism, one must remember the rules and regulations. Four community leaders (No. 3, 7, 11, 12) had given suggestion. In this question, the community leaders all agree that the community especially the leaders must learn and understand the rules and the need for Community Tourism Association meeting in the community to be shared by the regulatory community so that all community can adopt it.

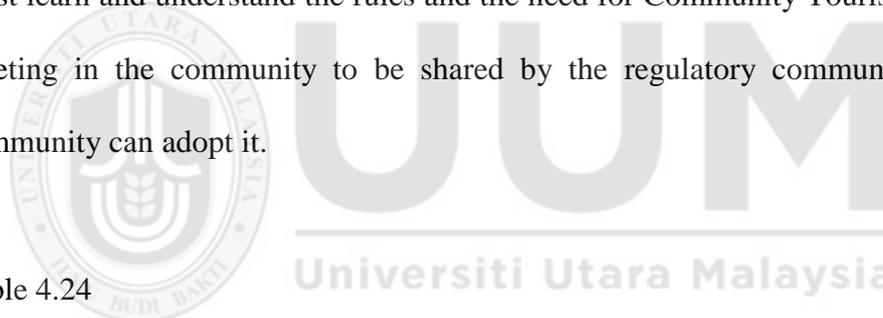


Table 4.24

*Regulations Set up by The Local Community*

<b>Question</b>	<b>Who (which respondent) Answer</b>	<b>Who (which respondent) did not Answer</b>	<b>Suggestions</b>
2. In managing tourism, should the local community follow the standard regulations and policies by the government?	<u>Respondent 1:</u> “The rules are very important to maintain the community’s resources”.  <u>Respondent 2:</u> “If there are no set up rules, the tourists will not come”	<u>No Respondent :</u>  3, 7, 11, 12	<u>Suggestions:</u>  <u>Respondent 3:</u> “There should be a regular review meeting for the community to adapt to suit the space and time.”

	<p><u>Respondent 4:</u></p> <p>“Rules of the community is a great thing to have to adapt, to learn and understand the community”</p>		<p><u>Respondent 4:</u></p> <p>“Need to understand the rules of the community every time the authority or official came to visit</p>
<p>2. In managing tourism, should the local community follow the standard regulations and policies by the government?</p>	<p><u>Respondent 5:</u></p> <p>“Community must have a set of community rules to follow”</p> <p><u>Respondent 6:</u></p> <p>The good set of rules will make the tourist feel safe at the place they are visiting</p> <p><u>Respondent 8:</u></p> <p>“Some of the rules, it does not help if the community does not follow”</p> <p><u>Respondent 9:</u></p> <p>“Actually, the rule is not as important as the conscience of the community. Because the regulation and policy is useless if not followed”</p> <p><u>Respondent 10:</u></p> <p>“Not to have any regulations but only provide assistance covering all aspects of life, natural resources and culture”</p>	<p><u>No Respondent :</u></p>	<p><u>Suggestions:</u></p> <p><u>Respondent 7:</u></p> <p>“If so, there must be penalties for regulatory community with people in the community</p> <p><u>Respondent 12:</u></p> <p>“Conference in Community Based Tourism guilds. The proposed interchange rules in each community.”</p>

Table 4.25 on Action Plans, eight community leaders (No. 2, 5, 6, 7, 8, 9, 11, 12) concluded that the community should have a selection of community representatives to act in the management of tourism to write travel plans, the tourists' tour route. Representatives have been recruited from the community to act as dominant to know about traveling in their own communities. Four community leaders (No. 1, 3, 4, 10) have not made any comments and only two community leaders (No. 2 and 4) have made suggestions as in the Table.

Table 4.25

*Action Plans by the Community*

Question	Respondent	No-Respondent	Suggestions
3. Did the community plan together on how to improve their homestay/temples/religious site?	<p><u>Respondent 2:</u>            “My homestay did our plan and discuss every month with the aim to improve the services and work on any problems that had happened earlier”</p> <p><u>Respondent 5:</u>            “Most tourists know about the place from internet, so this place do not need any planning to pull in the tourists”</p> <p><u>Respondent 6:</u>            “Community plans are required to complete community information framework. Potential insights for Tourisms</p>	<p><u>No Respondent :</u>            1, 3, 4, 10</p>	<p><u>Suggestions:</u>  <u>Respondent 2:</u>            “The board should be meeting regularly”</p> <p><u>Respondent 4:</u>            “Should have a working meeting Community Based Tourism Network Association. To jointly plan the work on each site”</p>

	programmes and other Community Rules /regulations”		
3. Did the community plan together on how to improve their homestay /temples/religious site?	<p><u>Respondent 8:</u> “Mediator such as community leaders or officials must have synchronization plan.”</p> <p><u>Respondent 9:</u> “The preparation of tourism plans need to be made into a proper guideline. Must make sure it protect the nature and environment”</p> <p><u>Respondent 11:</u> “I think it is important to have joint ideas, if not improvement is with no direction”</p> <p><u>Respondent 12:</u> “I think that's a good plan for a referendum of the community.”</p>	<u>No Respondent :</u>	<u>Suggestions:</u>

On the issues of working with government, as in Table 4.26, four community leaders (No. 1, 2, 5 and 8) gave their opinions. The community is working together with the government of the day. The state has a written invitation and for most part, one must follow the state policy. Opportunity to comment on the proposed issues is minimal. Eight community leaders (No. 3, 4, 6, 7, 9, 10, 11, and 12) responded to the issue and

two community leaders (No. 9 and 11) gave suggestions on the involvement that the government lacks the clarity and continuity of the seminar/trainings and the lack of follow-up evaluation.

Table 4.26

*Community Participation in the Work with the Government*

Question	Respondent	No-Respondent	Suggestions
<p>4. Did your homestay/temple/religious site receive any financial assistance from the government?</p>	<p><u>Respondent 1:</u>            “Had been working well with the government. Had been receiving invitations to come.”</p> <p><u>Respondent 2:</u>            “When we are assigned the job of improving the CBT of the province, we receive grants”</p> <p><u>Respondent 5:</u>            “Some states do not allow Without the opportunity to participate in giving comments. As passive partners rather than the active partners”</p> <p><u>Respondent 8:</u>            “Involvement by the government to do more. They has a policy that it will do what and where projects are”</p>	<p><u>No Respondent :</u>            3, 4, 6, 7, 9, 10, 11, 12</p>	<p><u>Suggestions:</u>  <u>Respondent 9:</u>            “Government should work continuously, and not just having it just a few times”</p> <p><u>Respondent 11:</u>            “Government did work well. However there were times they do not continue to come to meetings on community-based projects. Not held just once.”</p>

On the issue of Community Participation in the Evaluation of Community Tourism and the Public Sector, as in Table 4.27, this question had eight community leaders (No. 2, 5, 6, 7, 9, 10, 11 and 12) who responded. They mentioned about how some communities are ready, they took the assessment. The project or visitings to improve the development and management of tourism in the community for the better and the public sector should be monitored continuously.

Four leaders (No: 1, 3, 4, 7) gave their response and two leaders (No. 1 and 8) gave suggestions and take the assessment as the evaluation of the solution to the impacts of tourism in Nakhon Si Thammarat province. The result of this evaluation suggest that tourism management and activities for tourism development could be made better by standardizing of home stay and good development for building in order to give tourists confidence.

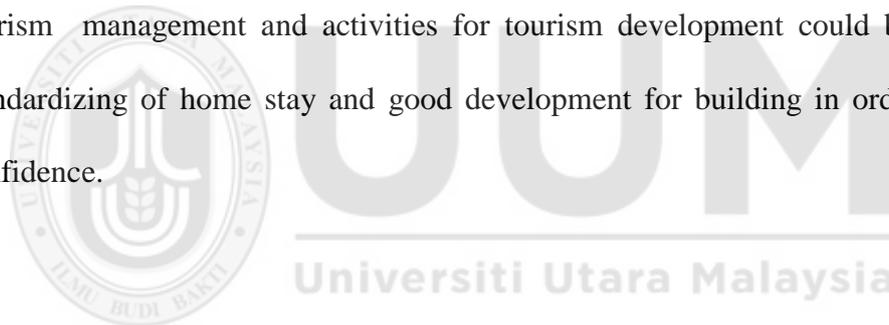


Table 4.27

*Community Participation in the Evaluation of Community Tourism and the Public Sector*

Question	Respondent	No-Respondent	Suggestions
<p>5. a. Did your homestay /temple/religious site do monthly evaluation? What matters are being discussed?</p> <p>b. Did the government officials do any quarterly evaluations on your homestay/temple/religious site? What matters are</p>	<p><u>Respondent 2:</u>            "...To assess the performance after the tourists went back. We did evaluate their feedbacks".</p> <p><u>Respondent 5:</u>            "An assessment of the work, but see what the tourists think about the place"</p>		<p><u>Suggestions:</u></p> <p><u>Respondent 1:</u>            "Each community must know the needs of the community itself and weaknesses in developing the tourism community. The brainstorming</p>

being discussed?	<p><u>Respondent 6:</u></p> <p>“Some communities do not think of questionnaires. Maybe because they do not understand how to do the assessment”</p>		between the operators and the community representatives must be done”.
<p>5. a. Did your homestay /temple/religious site do monthly evaluation? What matters are being discussed?</p> <p>b. Did the government officials do any quarterly evaluations on your homestay/temple/religious site ? What matters are being discussed ?</p>	<p><u>Respondent 12:</u></p> <p>“Government and CBT organizations must conduct assessments to see if community is ready. Then produce testimonials that have been certified by the Department of Tourism”</p>		

Table 4.28 is on the issue of Community Participation, Training, Planning and Preparation of Plans, both within the Community. The responses of the community leaders are as in Table below.

Table 4.28

*Community Participation, Training, Planning and Preparation of Plans, both within the Community*

Question	Respondent	No-Respondent	Suggestions
<p>6. Should the government be fully involved in all levels of training, planning and planning preparations at your homestay/ temples/ religious site?</p>	<p><u>Respondent 3:</u>            “Yes, participation by the Office of Tourism and Sports and the other departments is needed. Knowledge about the planning will be useful in our community”.</p> <p><u>Respondent 4:</u>            “Government should also invite the community to be ready. By not doing so, the communities lack opportunities to learn to do the plan and benefiting programmes”</p> <p><u>Respondent 9:</u>            “It provides training such as frequent travel program that can connect to other communities. A project to improve the city's budget. The strategic plan of the province”</p> <p><u>Respondent 10:</u>            “Joining the government in the planning is good but the government did not continue in its training track. Whether training plans or other works.”</p>	<p><u>No Respondent :</u>            1, 2, 5, 6, 7, 8</p>	<p><u>Suggestions:</u>  <u>Respondent 2:</u>            “Should be giving training and not only to make travel plans. Some examples of trainings are on the use of machinery. English language and training about services. Make the community aware of the direct benefits for rural tourism in the community.”</p>

Respondent 11:

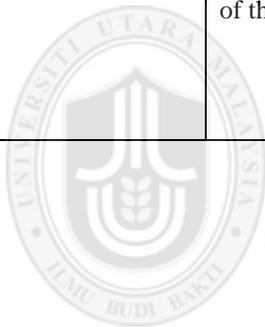
“Government rarely allows the community to offer any opinion. Because most of us went into a plan by the government after the planning is over.”

Respondent 12:

“Government should listen to the community and ask for their ideas to contribute to the plan, listen to what they propose , but they really do very little to get the opinions of the community to action”

Respondent 5:

“Impose the state to provide trainers with knowledge and skills in tourism. Elect one trainer as counsel in every community



UUM  
Universiti Utara Malaysia

#### 4.5 Test of Hypotheses

This section provides results of the eight Research Hypotheses (RH) that were used in the study. The independent sample t-test was used to test RH1 until RH6 while the multiple regression was used to test RM7 and RM8.

RH1, RH3, and RH5 look into the positive impacts of tourism in Nakhon Si Thammarat province. There are four positive impact statements, namely:

Tourism provides for the improvement of roads and easy accessibility within Nakhon Si Thammarat province

Tourism preserves the heritage attractions and cultural festivals in Nakhon Si Tammarat province

Because of tourism, our public facilities are kept at a higher standard than they otherwise would be

Historical sites, Buddhist temples and museums in Nakhon Si Tammarat province are being restored through government incentive and donations from tourists

RH2, RH4, and RH6 look into the negative impacts of tourism in Nakhon Si Thammarat province. There are four negative impact statements, namely:

Tourism results in unpleasantly crowded areas especially in Muang District and at other outdoor places in Nakhon Si Thammarat province during the cultural festivals

Tourists greatly add to the traffic congestion, litter, noise and pollution in Nakhon Si Thammarat province during the cultural festivals

The construction of large hotels, resorts and other man-made tourist attractions has destroyed the natural environment in Nakhon Si Thammarat province

Tourism is responsible for poor air quality, especially in Muang District during the cultural festivals, caused by the increasing volume of transports

RH7 and RH8 look at the support for tourism development (either additional or restricted) by residents based on their perceptions for tourism impacts.

There is one statement for support for additional tourism development, namely:

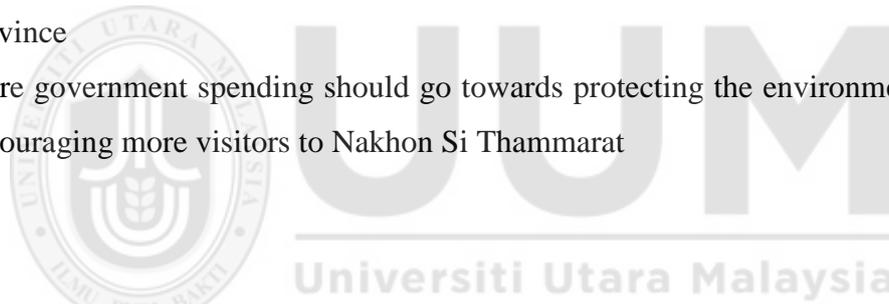
Because the economic gains of tourism are more important to Nakhon Si Thammarat province than the protection of the environment, we must put up with environmental problems and inconveniences

While the three statements on the support for restricted tourism development are;

Long term planning for tourism by the government is a must to control the impact of tourism in Nakhon Si Thammarat province

Resident input and consultation about tourism and its effects on the tourist attraction is essential to identify what matters most to the residents in Nakhon Si Thammarat province

More government spending should go towards protecting the environment rather than encouraging more visitors to Nakhon Si Thammarat



#### **4.5.1 Test of Research Hypothesis 1**

*RH1: There is no significant difference in perception between Tourism Participants and Tourism Non-Participants towards the positive impacts of tourism in Nakhon Si Thammarat province.*

In testing of RH1, the t-test was used. The result of the test is shown in Table 4.29 below. The table also shows the mean score on the level perceptions towards the positive impacts of tourism in Nakhon Si Thammarat by the Tourism Participants (TP) and Tourism Non-Participants (TNP). For purposes of this analysis, the 5-points Likert Scale with values ranging from “Strongly disagree” (1), “Agree” (2), “Neither Agree nor Disagree” (3), “Agree” (4) and Strongly Agree” (5) were used.

There four positive impacts statements, and both groups of respondents show no difference in perceptions towards all the four statements. The t-test result shows a significance level that is more than 0.05 all the four statements. Thus, RH1 is fully supported.

Table 4.29  
*Tourists Participants (TP) and Non- Participants Influence on Positive Perceptions Towards Impacts of Tourism (t-test)*

Factors	Mean Score		t-value	Sig.
	TP	TNP		
Tourism provides for the improvement of roads and easy accessibility within Nakhon Si Thammarat province....	3.96	3.91	0.639	0.523
Tourism preserves the heritage attractions and cultural festivals in Nakhon Si Tammarat province.....	4.05	3.95	1.221	0.223
Because of tourism, our public facilities are kept at a higher standard than they otherwise would be.....	3.86	3.89	- 0.320	0.749
Historical sites, Buddhist temples and museums in Nakhon Si Tammarat province are being restored through government incentive and donations from tourists..	3.48	3.46	0.190	0.849

Note: The mean score is based on a 5-point Likert scale, 1 = strongly disagree, 5 = strongly agree \* sig. at less than 5% \*\* sig. at less than 1%

#### 4.5.2 Test of Research Hypothesis 2

*RH2: There is no significant difference in perception between Participants and Non-participants towards the negative impacts of tourism in Nakhon Si Thammarat province.*

Here, Table 4.30 details the differences between Tourism Non- Participants and their perception of tourism impacts in Nakhon Si Thammarat province. For purposes of analysis the “Strongly Agree”, “Agree”, “Neither Agree nor Disagree”, “Disagree” and “Strongly Disagree” of the Likert Scale are used.

Clearly, respondents who were grouped into Tourism Non-Participants have favorable or agreed with the four negative impact statements of tourism in the province.

Table 4.30

*Tourists Participants and Tourism Non-Participants influence on negative perceptions towards impacts of tourism (t-test)*

Factors	Mean Score		t-value	Sig.
	TP	TNP		
Tourism results in unpleasantly crowded areas especially in Muang District and at other outdoor places in Nakhon Si Thammarat province during the cultural festivals.....	3.49	3.60	-.1597	0.111
Tourists greatly add to the traffic congestion, litter, noise and pollution in Nakhon Si Thammarat province during the cultural festivals .....	3.30	3.62	-4.214	0.000 **
The construction of large hotels, resorts and other man-made tourist attractions has destroyed the natural environment in Nakhon Si Thammarat province.....	3.36	3.53	-2.527	0.012 *
Tourism is responsible for poor air quality, especially in Muang District during the cultural	3.66	3.64	.291	0.771

festivals, caused by the increasing volume of transports .....				
--	--	--	--	--

Note: The mean score is based on a 5-point Likert scale, 1 = strongly disagree, 5 = strongly agree \* sig. at less than 5% \*\* sig. at less than 1%

As shown the results in table 4.30, based on Tourism Participants and Tourism Non-Participants, there are statistical differences for few items in the mean scores of positive perceptions towards impacts of tourism. There is a great mean differences for two items, which are “Tourists greatly add to the traffic congestion, litter, noise and pollution in Nakhon Si Thammarat province during the cultural festivals” and “The construction of large hotels, resorts and other man-made tourist attractions has destroyed the natural environment in Nakhon Si Thammarat province” and their mean differences are 0.32 and 0.17 respectively. Also another item also has slightly considerable mean difference which is “Tourism results in unpleasantly crowded areas especially in Muang District and at other outdoor places in Nakhon Si Thammarat province during the cultural festivals”, the mean difference is 0.11. Thus this analysis concludes that RH2 is moderately supported.

### 4.5.3 Test of Research Hypothesis 3

*RH3: There is no significant difference in perception between residents whose jobs depending on tourism and whose jobs not depending on tourism toward the positive impacts of tourism in Nakhon Si Thammarat province.*

Here, Table 4.31 details the differences between employment dependent and not dependent on tourism and more favorable or positive perception towards the impact of tourism. For purposes of analysis the “Strongly Agree”, “Agree”, “Neither Agree nor

Disagree”, “Disagree” and Strongly Disagree” of the Likert Scale are used.

Table 4.31

*Residents Employment Dependent on Tourism and Non-Dependent on Tourism’ Influence on Positive Perceptions towards Impacts of Tourism (T-Test)*

Factors	Mean Score		t-value	Sig.
	Job Dependent	Job Not Dependent		
Tourism provides for the improvement of roads and easy accessibility within Nakhon Si Thammarat province....	3.72	3.97	-2.546	0.011*
Tourism preserves the heritage attractions and cultural festivals in Nakhon Si Tammarat province.....	3.73	4.04	-2.950	0.003**
Because of tourism, our public facilities are kept at a higher standard than they otherwise would be.....	3.51	3.96	-4.576	0.000**
Historical sites, Buddhist temples and museums in Nakhon Si Tammarat province are being restored through government incentive and donations from tourists..	3.45	3.47	-.276	0.783

Note: The mean score is based on a 5-point Likert scale, 1 = strongly disagree, 5 = strongly agree \* sig. at less than 5% \*\* sig. at less than 1%

As shown the results in Table 4.31, three items have significant mean differences which are “Because of tourism, our public facilities are kept at a higher standard than they otherwise would be”, “Tourism preserves the heritage attractions and cultural festivals in Nakhon Si Tammarat province” and “Tourism provides for the improvement of roads and easy accessibility within Nakhon Si Thammarat province”, their mean differences are respectively 0.45, 0.31 and 0.24. In other words, for these three items, there are differences in perceptions towards the positive impacts of

tourism by residents whose employment dependent on tourism and non-dependent on tourism. Only this item, “Historical sites, Buddhist temples and museums in Nakhon Si Thammarat province are being restored through government incentive and donations from tourists” has no significant difference in their perceptions towards the positive impact of tourism. Thus, RH3 is not supported.

#### 4.5.4 Test of Research Hypothesis 4

*RH4: There is no significant difference between residents whose jobs depending on tourism and whose jobs not depending on tourism toward the negative impacts of tourism in Nakhon Si Thammarat province.*

By the same token, Table 4.32 shows the differences in the level of negative perceptions towards impacts of tourism in terms of Residents employment dependent on tourism and non-dependent on tourism.

Table 4.32

*Residents Employment Dependent on Tourism and Non-Dependent on Tourism’ Influence on Negative Perceptions towards Impacts of Tourism (t-test)*

Factors	Mean Score		t-value	Sig.
	Job Dependent	Job Not Dependent		
Tourism results in unpleasantly crowded areas especially in Muang District and at other outdoor places in Nakhon Si Thammarat province during the cultural festivals.....	3.51	3.58	-.771	0.441
Tourists greatly add to the traffic congestion, litter, noise and pollution in Nakhon Si Thammarat province during the	3.45	3.53	-.825	0.410

cultural festivals .....				
The construction of large hotels, resorts and other man-made tourist attractions has destroyed the natural environment in Nakhon Si Thammarat province.....	3.46	3.48	-.251	0.802
Tourism is responsible for poor air quality, especially in Muang District during the cultural festivals, caused by the increasing volume of transports .....	3.68	3.64	.517	0.606

Note: The mean score is based on a 5-point Likert scale, 1 = strongly disagree, 5 = strongly agree \* sig. at less than 5% \*\* sig. at less than 1%

A summary of the test of differences is tabulated in Table 4. 32. Based on Residents employment dependent on tourism and non-dependent on tourism, there were no statistical differences in the mean scores of negative perceptions towards impacts of tourism. Hence, RH4 is fully supported.

#### 4.5.5 Test of Research Hypothesis 5

*RH5: There is no significant difference in perception between residents who had been living in Nakhon Si Thammarat province for less than 5 years and living in the province for more than 5 years toward the positive impacts of tourism in Nakhon Si Thammarat province.*

Here, Table 4.33, indicates the differences in the level of positive perceptions towards impacts of tourism in terms of Residents who had been living in Nakhon Si Thammarat province for less than 5 years and living in the province for more than 5 years by using four statements.

Table 4.33

*Residents who Had Been Living in Nakhon Si Thammarat Province for Less than 5 Years and Living in The Province for More than 5 Years' Influence on Positive Perceptions towards Impacts of Tourism (t-test)*

Factors	Mean Score		t-value	Sig.
	< 5 years	≥ 5 years		
Tourism provides for the improvement of roads and easy accessibility within Nakhon Si Thammarat province....	3.71	3.96	-2.399	0.017*
Tourism preserves the heritage attractions and cultural festivals in Nakhon Si Tammarat province.....	3.78	4.02	-2.061	0.040*
Because of tourism, our public facilities are kept at a higher standard than they otherwise would be.....	3.71	3.91	-1.887	0.060
Historical sites, Buddhist temples and museums in Nakhon Si Tammarat province are being restored through government incentive and donations from tourists..	3.60	3.44	1.747	0.081

Note: The mean score is based on a 5-point Likert scale, 1 = strongly disagree, 5 = strongly agree \* sig. at less than 5% \*\* sig. at less than 1%

As shown the results of table 4.33, there is significant differences in the level of positive perceptions towards impacts of tourism in terms of residents who had been living in Nakhon Si Thammarat province for less than 5 years and living in the province for more than 5 years. Mean differences are respectively, “Tourism provides for the improvement of roads and easy accessibility within Nakhon Si Thammarat province” (Mean difference= .25), “Tourism preserves the heritage attractions and cultural festivals in Nakhon Si Tammarat province” (Mean Difference= .24), “Because of tourism, our public facilities are kept at a higher standard than they otherwise would

be” (Mean difference= .20), “Historical sites, Buddhist temples and museums in Nakhon Si Thammarat province are being restored through government incentive and donations from tourists” (Mean difference= .16). It makes the conclusion that, RH5 is partially accepted.

#### 4.5.6 Test of Research Hypothesis 6

*RH6: There is no significant difference in perception between residents who had been living in Nakhon Si Thammarat province for less than 5 years and living in the province for more than 5 years toward the negative impacts of tourism in Nakhon Si Thammarat province.*

As laid out in Table 4.34 shows the evaluate the differences in the level of negative perceptions towards impacts of tourism in terms of residents who had been living in Nakhon Si Thammarat province for less than 5 years and living in the province for more than 5 years in 4 statements. As a result, respondents in this category emphasize the negative impacts of tourism in Nakhon Si Thammarat.

Table 4.34

*Residents who Had Been Living in Nakhon Si Thammarat Province for Less than 5 Years and Living in the Province for More than 5 Years’ Influence on Negative Perceptions towards Impacts of Tourism (t-test)*

Factors	Mean Score		t-value	Sig.
	< 5 years	≥ 5 years		
Tourism results in unpleasantly crowded areas especially in Muang District and at other outdoor places in Nakhon Si Thammarat province during the cultural festivals.....	3.65	3.55	1.131	0.258
Tourists greatly add to the traffic congestion,	3.88	3.45	4.240	0.000**

litter, noise and pollution in Nakhon Si Thammarat province during the cultural festivals .....				
The construction of large hotels, resorts and other man-made tourist attractions has destroyed the natural environment in Nakhon Si Thammarat province.....	3.87	3.41	5.063	0.000**
Tourism is responsible for poor air quality, especially in Muang District during the cultural festivals, caused by the increasing volume of transports .....	3.67	3.64	.316	0.752

Note: The mean score is based on a 5-point Likert scale, 1 = strongly disagree, 5 = strongly agree \* sig. at less than 5% \*\* sig. at less than 1%

As shown the results in Table 4.34, two items have significant mean differences which are “The construction of large hotels, resorts and other man-made tourist attractions has destroyed the natural environment in Nakhon Si Thammarat province”, “Tourists greatly add to the traffic congestion, litter, noise and pollution in Nakhon Si Thammarat province during the cultural festivals”, their mean differences are respectively 0.46 and 0.43. That means, for these two items, there is difference in terms of Residents who had been living in Nakhon Si Thammarat province for less than 5 years and living in the province for more than 5 years for the negative perceptions towards impacts of tourism. Remaining two items has no significant differences in terms of Residents who had been living in Nakhon Si Thammarat province for less than 5 years and living in the province for more than 5 years for the negative perceptions towards impacts of tourism. Therefore, RH6 is moderately supported.

#### 4.5.7 Test of Research Hypothesis 7

*RH7: Residents who perceived positive tourism impacts will support solution for additional tourism development in Nakhon Si Thammarat province.*

Regression analyses is done to examine the positive impacts of tourism on additional tourism development with 1 statement. In this analysis, positive impacts of tourism are the independent variable and additional tourism development is the dependent variable.

Table 4.35

*Summary of Multiple Regression Analysis for Positive Perception of Tourism Impact on Additional Tourism Development (N=544).*

Factors	Coefficients	Standard error	t value	p
Positive impacts of tourism <b>R<sup>2</sup> =.670; F=1101.853; Sig. = 0.000</b>	.998	.030	33.194	0.000

With F value of 1101.853 (p= 0.00), indicates that the additional tourism development significantly influenced by positive impacts of tourism. The model explores that positive impacts of tourism explaining 67% (R<sup>2</sup>=.670) of the variation in additional tourism development. Furthermore, we note that positive impacts of tourism positively influence additional tourism development ( $\beta = .998$ ). The indication says that, RH7 is fully supported.

#### 4.5.8 Test of Research Hypothesis 8

*RH8: Residents who perceived negative tourism impacts will support solution of restricted tourism development in Nakhon Si Thammarat province.*

Regression analyses is done to examine the negative impacts of tourism on restricted tourism development with 3 statements. In this analysis, negative impacts of tourism are the independent variable and restricted tourism development is the dependent variable.

Table 4.36: *Summary of Multiple Regression Analysis for Negative Perception of Tourism Impact on Restricted Tourism Development*

Factors	Coefficients	Standard error	t value	p
Negative impacts of tourism	.633	.042	19.015	0.000

**R<sup>2</sup> = .400; F = 361.558; Sig. = 0.000**

The restricted tourism development explained by negative impacts of tourism (40%) is evidently significant, as the significant level is 0.000. It is indicating that there is an effect of negative perception of tourism impacts on restricted tourism development and RH8 is fully supported.

#### 4.6 Summary of Findings of the Quantitative Study

Below is the summary of the quantitative study results. Of the eight hypotheses, only one (RH4) is not supported.

Table 4.37

*Summary of Findings for the Eight Research Hypotheses*

Hypotheses	Results
RH1: There is no significant difference in perception between Tourism Participants and Tourism Non-Participants towards the positive impacts of tourism in Nakhon Si Thammarat province	Strongly supported
RH2: There is no significant difference in perception between Tourism Participants and Tourism Non-Participants towards the negative impacts of tourism in Nakhon Si Thammarat province	Moderately supported
RH3: There is no significant difference in perception between residents whose jobs depending on tourism and whose jobs not depending on tourism toward the positive impacts of tourism in Nakhon Si Thammarat province	Not supported
RH4: There is no significant difference between residents whose jobs depending on tourism and whose jobs not depending on tourism toward the negative impacts of tourism in Nakhon Si Thammarat province	Supported
RH5: There is no significant difference in perception between residents who had been living in Nakhon Si Thammarat province for less than 5 years and living in the province for more than 5 years toward the positive impacts of tourism in Nakhon Si Thammarat province	Moderately supported
RH6: There is no significant difference in perception between residents who had been living in Nakhon Si Thammarat province for less than 5 years and living in the province for more than 5 years toward the negative impacts of tourism in Nakhon Si Thammarat province	Moderately supported
RH7: Residents who perceived positive tourism impacts will support solution for additional tourism development in Nakhon Si Thammarat province	Strongly supported
RH8: Residents who perceived negative tourism impacts will support solution of restricted tourism development in Nakhon Si Thammarat province	Strongly supported

#### **4.7 Conclusion**

Based on the explanation above, there are some conclusions noted in this chapter. All items of questionnaire used in this research are reliable. It means all the respondents have the same understanding about the questions in the questionnaire. Furthermore, all items of questionnaire are valid. It means all questions in the questionnaire are representatively of the all items to be assessed in this study. As to research finding of this study shows that Tourism Participants will have a positive perception towards the impact of tourism in Nakhon Si Thammarat province, meanwhile Tourism Non-Participants will have a negative perception towards the impact of tourism in Nakhon Si Thammarat province. This study found also that residents whose employment is dependent on tourism, will have a positive perception towards the impact of tourism, meanwhile residents whose employment is not dependent on tourism will have a negative perception towards the impact of tourism in the province.

Furthermore, this study concluded also that residents who had been living in Nakhon Si Thammarat province for less than 5 years will have a positive perception towards the impact of tourism in Nakhon Si Thammarat, meanwhile residents who had been living in Nakhon Si Thammarat province for more than 5 years will have a negative perception towards the impact of tourism. Last, this study found also those residents who were grouped as Tourism Participants did support for additional tourism development in Nakhon Si Thammarat province, meanwhile residents who grouped as Tourism Non-Participants did support for restricted tourism development in Nakhon Si Thammarat province.

## **CHAPTER FIVE**

### **CONCLUSIONS, IMPLICATIONS, AND RECOMMENDATIONS**

The prior four chapters attempted to develop the study and provide as well as methodological analysis of the data. This last chapter reviews the complete study, draws conclusions, provides a summary of the results, deliberates the implications of the study, and suggest recommendations for future research.

#### **Reviews of the Study and Conclusions**

The objectives of this study are to examine the local residents' perceptions towards the impacts of tourism in Nakhon Si Thammarat province and their reactions towards the tourists, to understand the local residents' evaluation of the solutions to the impacts of tourism in Nakhon Si Thammarat, to examine the extent of local community's involvement and participation in tourism planning and development in Nakhon Si Thammarat and to make recommendations for the local government on how CBT could maximize the livelihood of the local community.

In that regard, the research was to particularly underscore how those local residents after being listed as tourism participants and tourism non participants and by their demographics perceive the impacts of tourism in their province. The study was also analyzing current residents' attitudes towards their support for future tourism development.

As detailed in Chapter I, local communities' attitudes of tourism's impacts on their surroundings have been examined in a number of studies over several years. However the works have not touched residents' perception towards the impacts of tourism in Thailand, and specifically in the site of this research. Thus, this is the first study of its kind to examine resident's perception toward the impact of tourism in Nakhon Si Thammarat province. This study, also contributes these new elements to the relevant literature.

Chapter II focused on scholarly literature relevant to the key factors concerning residents' attitudes and perceptions towards the impact of tourism. It underlined studies on positive impacts, negative impacts, also how residents' perceptions toward the impacts of tourism are influenced by demographic variables, length of residency, social exchange theory, also the local residents' participation in tourism decision making.

From the outset, the review discusses literature about how residents and what they think have mattered in their perceptions of tourism impacts. Chapter II also presents as well scholarly literature about arguments in favor of public participation in matters related to problem solving: finding solutions to intractable and collective problems. Finally, this section of the review gives an account of how resident participation takes place in many countries. Chapter II further examined scholarly literature pertinent to how residents' attitudes and perceptions are relevant and do have significance. Several reasons in regards to significance were underlined:

Democracy: attitudes strengthen democracy that promotes open public decision making and participation that is done by residents.

Public participation: resident's opinions perceptions provide resident feedback for government which gains legitimacy for its decisions.

Public administration: through residents' ideas and beliefs, public administration can act in response to residents' demands and interests.

Tourists: residents' attitudes can increase the quality of the tourist experience.

Residents: residents' views and beliefs help to preserve local values.

Chapter III reviews research design and methodology. In this, reviewed also research framework, general characteristics and profile of all respondents including age, gender, level of education, occupation, length of residency, frequency of talking to tourists and experience with tourist contact.

Chapter IV reported the results of the study. Descriptive analysis described the profile of survey respondents. Descriptive statistics addressed the research questions in the study and determined, in some cases, the intensity of a response or issue. Additionally, statistical measures Chi Square value to test the research hypotheses composed of nominal and ordinal variables.

## 5.2 Summary of Study Findings

This study engages respondents with various age groups, education levels, occupation categories, and tourism related job. The study shows that majority of the respondents (78.5%) had lived in Nakhon Si Thammarat province for more than 10 years. Furthermore, the significance of tourism as an industry in the province is confirmed by respondents themselves: for the most part, they have tourism jobs related (25.7%) and talk to tourists more than five times (14.2%) of relevance as being positive/enjoyable experience (56.8%).

The study results illuminate respondents' perceptions toward the impact of tourism in Nakhon Si Thammarat province. Thus, residents have communicated on how they view tourism in this first study of its kind in their province. Understandably, respondents recognize several positive impacts of tourism, whereby 68.1% of the respondents believed that because of tourism roads and other public facilities in Nakhon Si Thammarat province, were kept at a higher standard than they otherwise would be. Also 67.2% of the respondents pointed out how tourism preserves the heritage attraction and cultural festivals in Nakhon Si Thammarat province. Almost half (48.6%) of the respondents agreed that tourism provides for the improvement of the roads and easy accessibility within Nakhon Si Thammarat province. Moreover, 48% of respondents agreed that tourism preserve historical site, Buddhist temple and museum in Nakhon Si Thammarat province are being restored through government incentive and donations from tourist.

However, it was found that they have stronger feelings about the many negative impacts of tourism in the province. Some 55.3% of respondents reported that tourism

results in unpleasantly uncrowded areas especially in Muang Nakhon Si Thammarat District and at other outdoor places in Nakhon Si Thammarat province during the cultural festival. Almost 60% declared that tourism greatly add to the traffic congestion, litter, noise and pollution in Nakhon Si Thammarat province during the cultural festival and almost half (47.4%) of the respondents stated that the construction of large hotels, resorts and other man-made tourist attractions has destroyed the natural environment in Nakhon Si Thammarat province. Majority (65.1%) of the respondents state that tourism is responsible for poor air quality, especially in Muang District during the cultural festivals, caused by the increasing volume of transports. Phenomenons of preponderance of these negative impacts support the Irridex Model by Doxey (1975).

In this, through their own personal expiries with the impacts of tourism on the environment, due to tourism growth in their community overtime, respondents who have non participant (60.9%) and respondent who have participant indicate that they are presently irritated by the impacts of tourism in Nakhon Si Thammarat province. Irritation, particularly, it would seem, for the most negative impact of as stated by residents that tourism is responsible for poor air quality, especially in Muang Nakhon Si Thammarat District during the cultural festivals, caused by the increasing volume of transports

Furthermore, the local residents' evaluations of the solution to the impacts of tourism in Nakhon Si Thammarat province are in the following explanations. The evaluations has emerged the necessary to make better tourism management and activities for tourism development like standardizing of home stay development for building of

credibility to tourist. Besides that, each community should know the needs of the community itself and weaknesses to develop tourism community. In this needed requires brainstorming with local residents representatives to find the more and better solution in developing of tourism in Nakhon Si Thammarat province.

Meanwhile, local community's involvement and participation in tourism planning and development in Nakhon Si Thammarat province seem in the following explanations. Furthermore, Nakhon Si Thammarat province is filled with participation mechanisms. For example, 21.1% of respondents declared that they had participated in trainings conducted by TAT. In addition, residents have participated in training(s) given by NGOs/Universities in the province (0.7%), by Thailand Community Based Tourism (5.1%), by Nakhon's Local Authority (0.6%), by Neighborhood Council (3.5%) and last, residents participate in City Hall Meeting (2.6%).

Results of the hypothesis testing offered support for eight of the research hypotheses. Nevertheless, of the eight research hypotheses, all except one, were accepted and found statistically significant at the 5% level of significance. These findings supported previous research that found relationships between employment dependent and not dependent on tourism and residency and residents' attitudes, and lastly participation and nonparticipation in tourism decision making and residents' attitudes. Yet other new contributions of this research will added to both the existing body of literature concerning residents' attitudes towards the impact and to participation literature, especially participation in tourism decision making. The research investigated the differences in the intensity of responses given between 1) those

respondents who participated as tourism operators (in tour agencies, homestays, temples, religious, handicraft centers) and or had participated in government and non-government related training activities or had participated in any tourism related decision making (hereby called tourism participants) (total of 183 respondents), and (ii) the respondents who are not in (i) (hereby called tourism non-participants) (361 respondents), towards the impact of tourism in Nakhon Si Thammarat province. The results from the analysis of nature and frequency of involvement in decision making illustrate that when it comes to participation, maximizing more positive perception can be traced to the particular participation method that respondents utilized as well to the frequency of times respondents participated in decision making.

Furthermore, there are some recommendations for the local government on how CBT could maximize the livelihood of the local community such as, it is needed to assess the performance of the local government in managing of tourism activities. It will produce the feedback to develop tourism sector itself. The assessment should be appropriate with the need of tourist. With regards to this, meetings are used to evaluate the performance of each result of assessments and to know who did what, why there are defects and how to manage it. The residents must exchange ideas within each community meeting to recognize the pros and cons opinions to produce better solution in managing tourism activities.

Furthermore, the residents hope the local authorities in the government should give testimonials that have been certified by the Department of Tourism to acknowledge their performance

Definitely, there are some contributions of this study to the literature on residents' perception towards the impact of tourism was the notion that residents express their views about solutions to impacts of tourism in Nakhon Si Thammarat province. It was found that respondents want resident input and consultation about tourism and its effects to identify what matters most to them and to their local community.

Nonetheless, there are several limitations in this study. Firstly, the study was directed only at residents in the province of Nakhon Si Thammarat. It is the first study of its kind on the province and was set up to gather residents' views on how tourism affects them in a province that has a population of 1,542,917 (as of March 2014) but welcomes 1,056,888 visitors comprising of 1,024,456 Thai and 32,432 foreign visitors (Department of Tourism, Ministry of Tourism and Sports, Thailand) during the peak festive seasons. However, as a case study of Nakhon Si Thammarat province, this study may not be generalized beyond the residents of Nakhon Si Thammarat province and could have different results if it were conducted in other province or communities. Secondly, the study had problems to the sampling frame hence the researcher and her students had conducted her quantitative survey at tourism attractions, shopping malls, buses and taxi stations, temples places within the 12 selected districts.

Certainly, based on the above explanations, all objectives of this study have been achieved and explained clearly by the findings of the research. Thus, the finding of this study can be used as references for future research in the same area.

### **5.3 Implications of the Study**

The results of the analysis are very useful and supported most of the tourism studies. Firstly, the findings were appropriate with Irridex Model by Doxey (1975) which states that more negative attitudes may cause irritation among the residents. Actually, this result looked into those respondents who stayed and mature (over time) with tourist arrival numbers in the area of Nakhon Si Thammarat. Residents who have lived in the province for more than 5 years will have negative perception toward the tourism impacts. This finding was appropriate with the study of Lankford and Howard (1994), Ryan and Montgomery (1994) and Courtney, (1999) and also supported the result of the study by Akis, Peristianis and Warner (1996) who stated that personal experiences can influence the perceptions towards tourism in their community.

From the researcher's observation through her many years of involvement in tourism activities, research and consultancy jobs with the authorities, concluded that people who take part in decision-making in their communities have a positive perception of tourism impacts. This finding was supported by Cook (1982); Reid, Mair & Taylor (2000); Tosun (2002) Reid & George Mair (2004). Therefore, the finding of communicating is the real value in combining the perception of the population. Though many residents were not involved in decision making, but by being in the trainings given by the authorities, they gain knowledge and awareness of the value of tourism, the role it plays in their communities, and they contribute ideas in finding solutions to improve the tourism impact. These residents would then educate the remaining residents through the words of mouth. This will result in a more positive perception of tourism by the informed community.

Hence, from a public policy perspective, the findings have implications for policy makers and will help them make better policy of tourism development. Public policy will determine how tourism developed, managed, budgets, organized, administered, and enforced. The first study of its kind, local leaders, professional experts, and policy makers can evaluate the residents' attitude, set up strategies to address them, and brought them into account when looking for solutions that can be used (public policy) which will eventually contribute to solving the problems, particularly minimize the negative impact that has a real impact in the community. This finding supported Deloen (1997) who stated that public input and involvement of the community is a necessity to increase the added value of both public services and policies.

For the development of knowledge, this study provides an assessment of the contribution of all actual participation mechanisms, identified by residents through research surveys. Finally, from the perspective of the locality, the findings have implications for local government, its agencies, and authorities in Nakhon Si Thammarat, as the results could help them to provide better service to the residents, an important player that can affect the success and failure of the local tourism industry. Better service translates into increased resident participation and involvement in local government; especially in problem solving issues of tourism is concerned. Most of the respondents agreed that the resident input and consultation on tourism and its impact on the environment is the main solution. In addition, the average value (3.92) and standard deviation (0.951) gives some indication that the higher the average value, the greater the intensity of the response. Therefore, resident input and involvement is needed to address how to deal with the negative impacts of tourism that currently experienced by the residents in the province. For the government, this means more

emphasis on educating residents about tourism in the province. This finding supported the findings by Murphy (1985), Haywood (1988), Pearce & Butler (1999) and Timothy (1999). The ultimate goal is to build a knowledgeable society that advocates the protection of tourism.

#### **5.4 Discussion of the Results**

Community participation in the management of community tourism is a major factor for the development of tourism in the community because the local population is the host that recognizes and understands their area and can make a successful tourism management.

Firstly, through the researcher's experience on involving and managing community in CBT projects in Nakhon Si Thammarat province, she found that the residents will give full support to meetings and department brain storming sessions. Secondly, the results showed that CBT in Nakhon Si Thammarat well-prepared and have a high potential for tourism. Community organizations in tourism has been established to allocate roles and responsibilities as well as strengthening the community rules, and reflects the right qualified co-hosts and benefit sharing. People in the community are invited to participate in the management of tourism and tourism revenue is managed appropriately. Representatives and leaders elected by the locals to manage tourism in accordance with the guidelines. This finding supports the result of the previous research by Somchitsakun (1996), which states that public participation is divided into four types as follows:

- (1) To act as an important role in defining the basic needs of the community (to identify the definition and specification of indicators necessary for economic and social management of their community because each community requires different needs)
- (2) To act as a resource provider that provides basic needs and utilize the resources needed for development
- (3) To play the role of the technical improvement and as efficient product and service distributor
- (4) To act as a recipient of a satisfactory and motivated to make the process of sustainable development.

In Nakhon Si Thammarat province, community participation in the community for the development of tourism and tourism management is strong and successful. Society has a high potential for tourism management in all aspects, and people in the community provide a good cooperation with the government sector. However, due to the government's limited budget to support the development of tourism, the community did rely on their own budget. The local tourism operators took part with the local government in market promotion and public relations. Although representatives of the residents do not have the opportunity to participate in the preparation of tourism planning or preparation of strategic tourism, they are still able to express their opinions about participate in the management of provincial tourism because most of them are businessmen and stall operators who produce and sell souvenirs around the community. They see participation in the general aspects, different from those of community representatives and leaders, who focus on participation in tourism management, based on the requirements of the community.

## 5.5 Recommendations for Future Research

Future research is needed to build, support, and promote the findings of the study and associated with the observed the gaps in the literature and studies . Replication methods used here in the study in the province of Nakhon Si Thammarat, highly recommended, especially with regard to a series of questions and new elements are added in this study to measure the perception of the residents of the impact of tourism. As outlined in the survey instrument, residents are asked not only to provide information about whether they actually participate or not participate in the decision making in relation to the tourism community, but also in which year(s) they participate in decision-making and which method(s) of their participation mechanisms.

Thus, future research is needed to examine the following:

- (1) What is actually being done today, in the decision-making of other tourism destinations/cities/local residents, including the nature or type of participation mechanisms currently being implemented and the frequency of resident participation.
- (2) Further testing needs to be done on actual participation mechanisms are applied in relation to their achieving a more positive attitude toward tourism impacts. The intensity of the feeling of the respondents to the response could be a gauge.
- (3) Further testing is required equal participation of the actual number of times used for decision making in relation to getting a more positive attitude toward tourism impacts. Again, the intensity of the feeling of respondents to the response or the problem could be measured.

This study in the province of Nakhon Si Thammarat, can serve both as a model and a means of comparison for future studies of the other provinces in Thailand, cities and other communities. The conclusion reached in this study is that the resident participation mechanisms implemented in the province of Nakhon Si Thammarat involve various forms and did benefit the community and tourism industry in the province.

### **5.6 Suggestions**

Community participation is a key factor for the development of tourism in Nakhon Si Thammarat province while the government sectors play a supporting role and promote community participation to form a concrete context and tourism potential. Researchers, therefore, propose the following suggestions:

Government must gather more input by consulting residents and establish education programs to build local awareness of the impact of tourism.

Government should increase its efforts on the part of local government, institutions, and authorities to involve the community in planning and problem solving.

Provide an opportunity for local communities in the areas to propose tourism potential in their area to the government sector in any activities organized by the government.

Government organizations should provide an opportunity for local people to participate in at the tourism preparation stage rather than having them to participate after the planning is completed.

## REFERENCES

- Akama. (1996). Western *environmental values and nature-based tourism in Kenya*. *Tourism Management*, vol. 17 (8); 567-574.
- Akis, Sevgin, Nicos Perristianis & Jonathan Warner (1988). *Resident' attitude to tourism development: the case of Cyprus*, *Tourism Management* 17(7): 481-494.
- Allen, L.R., P. T. Long, R. R. Perdue, & S. Kieselbach (1988). *The impact of Tourism Development on Residents' Perception of Community Life*. *Journal of Travel Research* 27 (summer): 16-22.
- Alexander, S.E. (2002). Resident attitudes towards conservation and Black Howler Monkeys in Belize: The Community Baboon Sanctuary. *Environmental Conservation*, 27(04), 341-350.
- Andereck, K.L. & Vogt, C.A. (2000). The relationship between residents' attitudes Towards tourism and tourism development options. *Journal of Travel Research* [On line] 59, 27-36. Retrieved 9 August 2012 from: <http://jtr.sagepub.com/cgi/reprint/39/1/27>
- Andereck, K.L., Valentine, K.M., Knopf, R.C., & Vogt, C.A., (2005). Residents' perceptions of community tourism impacts. *Annals of Tourism Research*, 32(4), 1056-1076.
- Andereck, Kathleen, L. Karin M. Valentine, Richard C. Knopf, & Christine A. Vogt (2005). Residents' Perception of Community Tourism Impact. *Annals of Tourism Research* 32(4): 1056-1076
- Andriotis, K. & Vaughan, R.D. (2003). Urban Residents' Attitudes toward Tourism Development: The Case of Crete. *Journal of Travel Research*, Vol. 42, No.2, pp.172.
- Anucha L. (2004). Community participation in ecotourism development in Thailand. Doctoral Thesis, University of Sydney.
- Ap, John (1990) Residents' perceptions research on the social impact of Tourism. *Annals of Tourism Research*, 17, 610-616.
- Ap, J., (1992). Residents' perceptions on tourism impacts. *Annals of Tourism Research*, 19, 665-690.

- Ap, John & John L. Crompton (1993). Residents' strategies for Responding to Tourism Impacts. *Journal of Travel Research*, 32(1), 47-51.
- Aref, Fariborz.( 2009). Community perceptions toward economic and environmental Impacts of tourism on local communities. *Journal of Asian Social Science*, 5 (July), 130-137.
- Arrow, Kenneth, J. (1951). Mathematical model in the social sciences, In Lerner and Lasswell, editors, *The Policy Sciences Recent Development in Scope and Method*, Standford, CA: Standford University Press: 129-154.
- Ashley, C. (2000). The impacts of tourism on rural livelihoods. In: Namibia's Experience Sustainable Livelihoods Working Paper No. 128. London: ODI.
- Ashley, C., & Jones, B. (2001). Joint ventures between communities and tourism investors: Experience in Southern Africa. *International Journal of Tourism Research*, 3 (5), 407—423.
- Ayres, R. (2002). Cultural tourism in small-island states: Contradictions and ambiguities. In Y. Apostolopoulos and D. J. Gayle (eds). *Island Tourism and Sustainable Development: Caribbean, Pacific and Mediterranean Examples*. Westport: Praeger.
- Babbie, Earl (2001). *The Practice of Social Research*, Belmont, CA, 9<sup>th</sup> Edition, Wadsworth Thomson Learning.
- Ballet, J., Sirven, N., & Requier-Desjardins, M. (2007). Social capital and natural resource management A Critical Perspective. *Journal of Environment & Development*, 16 (4), 355-374
- Bastias-Perez & Turgut Var (1996). "Perceived Impact of Tourism By Resident", *Annals of Tourism Research* 22: 208-209.
- Beeton, S. (2006). *Community Development through Tourism*. Victoria Australia: Landlinks Press.
- Belisle, J., & D. Hoy (1980). The Perceived Impact of Tourism by Residents: A Case study in Santa Marta, Colombia. *Annals of Tourism Research*, 7(1), 83-99.
- Besculides, A., Lee, M.E. & McCormick, P.J. (2002). Residents' perceptions of the cultural benefits of tourism. *Annals of Tourism Research*, Vol. 29 No. 2, pp. 303-319.

- Bingham, Lisa, Blomgren, Tina N., & Rosemary O'Leary (2005). The New Governance: Practices and Processes for Stakeholder and Citizen Participation in the Work of Government. *Public Administration Review* 65(5), 547-558.
- Blackstock, K. (2005). A Critical look at community-based tourism. *Community Development Journal*, 40 (1), 39-49.
- Blau, P. M. (1964). *Exchange and Power in Social Life*. New York: John Wiley & Sons.
- Blomgren, K.B., & Sorensen, A. (1998). Peripherally: factor or feature Reflections on peripherally in tourist regions. *Progress in Tourism and Hospitality Research*, 4, 319-36.
- Bolza, M. (2010). *Supporting Sustainable Tourism in Thailand*, (online). Available at:<http://miklos-bolza.suite101.com/supporting-sustainable-tourism-in-thailand-a227775> (Accessed 18 April 2012)
- Boniface, P. (1995). *Managing quality cultural tourism*. London, Dutton.
- Boonzaaier, C., & Philip L. (2007). Community-based tourism and its potential to improve living conditions among the Hananwa of Blomberg (Limpopo Province). with particular reference to catering services during winter. *Journal of Family Ecology and Consumer Sciences*, 35 (1), 26-38
- Bowles, S., & Gintis, H. (2002). Social Capital and Community Governance. *The Economic Journal*, 112, 419-436.
- Browell, S., (2000) *The land of smile: People issues in Thailand*, Human Resource Development International, 3(1), 109-119.
- Bramwell, S., (2003), Approaches to Sustainable Tourism Planning and Community Participation: The Case of the Hope Vally, in D. Hall and G. Richards, editors. *Tourism and Sustainable Community Development*, London, Routledge, p.65-85
- Brayley, R., Var, T., & Sheldon, P. (1990). Perceived influence of tourism on social issues. *Annals of Tourism Research*, 17 (2), 285-289.
- Britton, S. G. (1982). The political economy of tourism in the Third World. *Annals of Tourism Research*, 9 (3), 331-358.
- Britton, S., & Clark, W. C. (1987). *Ambiguous Alternatives: Tourism in Small Developing Countries*, Suva: USP.

- Brougham, J., and R. Butler (1981). A segmentation analysis of resident attitudes to social impact of Tourism. *Annals of Tourism Research*, 7(4), 569-590.
- Brown, R., Geertsen, H.R., & Krannich, R. (1989). Community satisfaction and Social integration in a boomtown: A longitudinal analysis. *Rural Sociology*, 54 (4), 568- 586.
- Bruner, E. M., & Kirshenblatt-Gimblett, B. (1994). Maasai on the Lawn: Tourism realism in East Asia. *Cultural Anthropology*, 9 (2), 435-470.
- Brunt, Paul and Paul Courtney (1999). Host Perception of Social cultural Impacts. *Annals of Tourism Research*, 26(3), 493-515
- Bunleart J. (1999). *Planning for sustainable tourism development*. The first Edition Faculty of Humanities. Changmai University.
- Butler, R. W. (1980). The Concept of a Tourism Area Cycle of Evaluation: Impact for Management of Resource. *Canadian Geographer* , 24(1), 5-12.
- Byrd, E.T., Bosley, H. E., & Dronberger, M. G. (2009). Comparisons of stakeholder perceptions of tourism impacts in rural eastern North Carolina. *Tourism Management*, 30 (5), 693—703
- Campbell, J. R. (2001). Participatory rural appraisal as qualitative research: Distinguishing methodological issues from participatory claims. *Hum Organ*, 60 (4), 380 - 389.
- Caneday, Lowell and Jeffrey Zeiger (1991).The Social, Economic, and Environmental Costs of Tourism to Gaming Community as Perceived By Its Residents. *Journal of Travel Research*, 30(fall), 45-48.
- Carmichael, B. (2000). A matrix model for resident attitudes and behaviors in a rapidly changing tourist area. *Tourism Management*, (Vol. 21 No. 6, pp. 601-611).
- Carter, R.W., (2000). Tourists as cultural group, A. Raj, Ed. *Tourist Behavior: A Psychological Perspective*, Sri Lanka: Kanishka.
- Cawley, M., & Gillmor, D. (2007). Integrated rural tourism: concepts and Practice. *Annals of Tourism Research*, 35 (2), 316-337.
- Cemea, M. (1985). Putting people first: Sociological variables in rural development. Washington, D.c.: Oxford university Press.
- Chanvith K. (1997). *Thai life: the cultural*. Bangkok : Vitheetat project.

- Chaybamroong, T. (2011). *A Stakeholder approach for sustainable community based rural tourism development in Thailand* In Laws, E., Richins, H. & Agrusa, J. (Ed.), *Tourist Destination Governance: Practice, Theory and Issues*, (pp.173-185).Oxfordshire: CAB International.
- Chen, J. S. (2000). An investigation of urban residents' loyalty to tourism. *Journal of Hospitality and Tourism Research*, 24 (1), 5-19.
- Chen, J, S. (2001). Assessing and Visualizing Tourism Impact from Urban Resident' Perspective. *Journal of Hospitality and Tourism Research* 25(3): 235-250.
- Chenowneth, L. (1994). *Queensland Tourism Strategy Issue Paper No 5: ESD and the Tourism Industry*, Prepared for the Dept of Tourism, Sport and Racing, Brisbane, Australia.
- Clandinin, D.J. & Connelly, F.M. (1994). Personal experience methods, in N.K. Denzin& Y.S. Lincoln (Eds) *Handbook of Qualitative Research*, (pp. 413-427). Thousand Oaks, CA: Sage.
- Cohen, J.M. & Uphoff, N.T. Rural Development Participation : Concept and Measures for Project Design Implementation and Evaluation. Rural Development Committee Committee Center for International Studies, Cornell University, 1981.
- Cook, Karen (1982). Guidelines for Socially Appropriate Tourism Development in British Columbia. *Journal of Travel Research*, 21(1), 22-28.
- Davis, D., J. Allen, and R. M. Cosenza (1988). Segmenting Local Residents by Their Attitudes, Interests, and Opinions toward Tourism. *Journal of Travel Research*, 27(2), 2-8.
- Dillman, D. (2000). *Mail and internet services: The tailored design method*. Hoboken, NJ:John Wiley & Sons.
- Dogan, H. Z. (1989). Forms of adjustment: Sociocultural impacts of tourism. *Annals of Tourism Research*, 16(2), 216-236.
- Doxey, G. V. (1975). A causation theory of visitor-resident irritants' methodology And research inferences. Proceedings of the Sixth Annual Conference of the Travel Research Association, San Diego, CA.

- Dyer, P., Gursoy, D., Sharma, B., & Carter, J. (2007). Structural modeling of resident perceptions of tourism and associated development on the Sunshine Coast, Australia. *Tourism Management*, 28(2), 409-422.
- de Kadt, E. (1979). Social planning for tourism in the developing countries. *Annals of Tourism Research*, 6(1), 36-45.
- Drake, S.P. (1991) Local participation in eco-tourism projects. In T.Whelan. (Ed.). Nature tourism: Managing for the environment. (pp. 133-163). Washington D.C.: Island Press.
- Drexhage & Murphy (2010), Sustainable Development: From Brundt land to Rio 2012, International Institute for Sustainable Development (IISD)
- Easterling, D. (2005). The residents' perspective in tourism research. *Journal of Travel & Tourism Marketing*, Vol. 17 No. 4, pp. 45-62.
- Fayissa, B., Nsiah, C. & Tadasse, B. (2008). Impact of tourism on economic growth and development in Africa. *Tourism Economics*, Vol. 14 No. 4, pp. 807-818.
- Eraqi, I. M. (2007). *Local communities' attitudes towards impacts of tourism Development in Egypt. Tourism Analysis*, 12, 191-200.
- Ekachai, S.,(1990). Behind the smile: Voices of Thailand, Bangkok: Thai Development Support Committee.
- Els, H. (1994). a socio-economic development orientation towards the sustainable Utilization of renewable natural resources in rural areas. *South African journal Of Ethnology*, Vol 17, No 1: 8-17.
- Frater, Joel Lloyd (1996). *Residents' Perceptions of the Impact of Tourism in Jamaica*: Doctoral Dissertation.
- Gjerald, O., (2005) Socio-cultural impacts of tourism: A case study from Norway, *J. Tourism and Cultural Change*, 3(1), 36-58.
- Gursoy, D., C. Jurowski, and M. Uysal (2002). Residents Attitude: A Structural Modeling Approach. *Annals of Tourism Research* , 29, 79-105.
- Gursoy, D., & Rutherford, D. G. (2004). Host attitudes toward tourism: An improved structural model. *Annals of Tourism Research*, 31(3), 495-516.
- Hall, C. (2000). *Tourism Planning: Policies, Processes and Relationships*, Prentice-Hall, Harlow.

- Hathaichanok Pt, Prasan Y & Wisitsiri C (2008). Tourist Satisfaction with Homestay Tourism: Baan Pang Dang, Chiang Mai Province. Independent Study, Naresuan University.
- Haywood, K.M. (1988). Responsible and responsive tourism planning in the Community. *Tourism Management*, 9(2), 105-118.
- Harrill, Rich (2004). Residents' attitude toward tourism development: A literature review with Implication for tourism planning. *Journal Planning Literature* 18(3), 251-266.
- Haley, A. J., Tim Snaith, & Graham Miller (2005). The Social Impact of Tourism A case study of bath, UK. *Annals of Tourism Research*, 32(3), 647-668.
- Hernandez, Sigfredo, A., Judy Cohen, and Hector L. Garcia (1996). Residents' Attitudes Towards and Instant Resort Enclave. *Annals of Tourism Research*, 23(4), 755-779.
- Hsu, C.H.C. (2000). Residents' support for legalized gaming and perceived impacts of riverboat casinos: Changes in five years. *Journal of Travel Research*, 38 (4), 390-395.
- Ige, C. and Odularu, G (2008). *Analysis of the Impact of Tourism on the West Africa economy: a panel data approach* *Tourism: An International Multidisciplinary Journal of Tourism*, Vol. 3, No. 2, 57-71.
- Inskip, E. (1991). *Tourism Planning: An Integrated and Sustainable Development Approach*, New York, Van Nostrand Reinhold .
- Irvin, Renee, A. and John Stansbury (2004). Citizen Participation in Decision Making: Is it Worth the Effort. *Public Administration Review*, 64(1), 55-56.
- Irvin, Renee, A. and John Stansbury (2004). Citizen Participation in Decision-Making: Is it Worth the Effort. *Public Administration Review* , 64(1), 55-56.
- Jamal, T.B., & Getz, D. (1995). Collaboration theory and community tourism planning. *Annals of Tourism Research*, 22(1), 186-204.
- James, A. (1999). Institutional constraints to protected area funding. Parks: International. *Journal for protected Area Managers*. Vol 9, No 2: 15-26 Glands, Switzerland.
- Jenkins, C. L. (1986). *Tourism Policy and planning objectives*, lecture presented To UNDP/WTO Regional Seminar Workshop on Tourism Training in the Republic of the Maldives, September 1986.

- Jinda M. (1997). The involvement of police in the forest conservation.
- Jiraporn T, (2542). The Participation of Community for Activity Eco-Tourism; A Cases Study at Mooban Prasattai Ampher Nonsong Changwat Nakhonrat si me (Thesis).
- Joppe, M. (1996). Sustainable Community Tourism Development Revised. *Journal of Tourism Management*, Vol. 17. No 7.
- Jackson, M.S. & Inbakaran, R.J., (2006) Evaluating residents' attitudes and intentions to act towards tourism development in regional Victoria,
- Jafari, J. (1986). *A systemic view of sociocultural dimensions of tourism*. Presented at the President's Commission on American Outdoors, Tourism, Washington, DC.
- Johnson, J. D., Snepenger, D. J., & Akis, S. (1994). Residents' perceptions of tourism Development. *Annals of Tourism Research*, 21(3), 629-642.
- Jordan, B. (2003). Villagers resettled under apartheid have vowed to fight new Plans to take their land. Sunday Times Newspaper. 4 December 2003.
- Joreskog, Karl G. (1971). Statistical Analysis of Sets of Congeneric Tests. *psychometrika*, 36, 109-113.
- Jurowski, C. (1994). *The interplay of elements affecting host community resident Attitudes toward tourism: A path analytic approach*. Doctoral dissertation. Virginia Tech University, Blacksburg, VA.
- Jurowski, C., & Gursoy, D. (2004). Distance effects on residents' attitudes toward tourism. *Annals of Tourism Research*, 31(2), 296-312.
- Jurowski, C., Uysal, M., & Williams, D. R. (1997). A theoretical analysis of host community resident reactions to tourism. *Journal of Travel Research*, 36(2), 3-11.
- Razalli, M. R. (2008). The consequences of service operations practice and service responsiveness on hotel performance: Examining hotel in Malaysia. Unpublished PhD Thesis, University Sains Malaysia, Malaysia.
- Kavallinis, I, & A. Pizam(1994). Environment Impact of the Tourism: Whose Reasonability is it Anyway, The case Study of Mykonos, *Journal of Travel Research*, 33(3), 26-32.
- Kalsom. K. (2000). Power Through Tourism : Ablessing on Mahsuri's Eighth Generation in Langkawi? Unpublished PhD Thesis, Michigan State University.

- Kendall, K. W., & Var, T. (1984). *The perceived impacts of tourism: The state of the art*. Vancouver, Canada: Simon Fraser University.
- King, B., A. Pizam & A. Milman (1993). Social Impact of Tourism: Host Perceptions. *Annals of Tourism Research*, 20, 650-665.
- Korca, P., (1996). Residents toward Tourism Impacts. *Annals of Tourism Research* , 23(3), 695-726.
- Korca, P., (1998). Resident perceptions of tourism in a resort town, *Leisure Sciences*, 20, 193–212.
- Kousin, M. (2002). Tourism and the Environment, A social movements perspective. *Annals of Tourism Research* ,27(2), 468-489.
- Kuvan, Y. and Akan, P., (2004). Residents' attitudes toward general and forest- related impacts of tourism: The case of Belek, Antalya, *Tourism Management*, 26, 691–706.
- Kuvan, Y.& Perran A. (2005).Residents' Attitude toward General and forest-Relate Impact of Tourism: The Case of Belex, Atalya", *Tourim Management*, 25(5): 691-706.
- Lankford, Samuel, V.(1994). Attitude and perception toward tourism and rural regional development. *Journal of Travel Research*, Boulder, 32(3), 35-47.
- Lankford, S.V., & Howard, D. R. (1994). Developing a tourism impact attitude scale. *Annals of Tourism Research*, 21 (1), 121—139.
- Lawson, R. W., J. Williams, T. Young & J. Cossens (1998). A Comparison of residents' attitude towards tourism in 10 New Zealand destination. *Tourism Management*, 19(3), 247-256.
- Lee, T.J., Li, J.& Kim, H., (2007). Community residents' perceptions and attitudes towards heritage tourism in a historic city. *Tourism and Hospitality Planning and Development*, 4(2), 91-109.
- Lepp, A., (2006). Residents' attitudes towards tourism in Bigodi village. Uganda, *Tourism Management*, 28, 876-885.
- Lewis, J. (1998). A rural tourism development model. *Tourism Analysis*, 2, 91-105.
- Ledwith, M. (2005). *Community Development: a Critical Approach*, 2nd edn, Bristol, UK: BASW/Policy Press
- Lee, C.C., & Chang, C.P. (2008). Tourism development and economic growth: A loser look at panels. *Tourism Management*, 29 (1), 180-192.

- Lepp, A. (2008). Attitudes towards Initial Tourism Development in a Community with No Prior Tourism Experience: The Case of Bigodi, Uganda, *the Journal of Sustainable Tourism*, 16(1), 5-22.
- Liu, J. C., & T. Var (1986). Residents' attitude toward tourism Impact in Hawaii. *Annals of Tourism Research*, 7(1), 83-99.
- Liu, J., P. Sheldon & T. Var (1987), A Cross-National approach to determining resident perception of the Impact of tourism on the environment. *Annals of Tourism Research*, 14(1), 17-37.
- Long, P. T., & S. L. Richardson (1989). Integrating recreation and tourism development in small winter cities. *Leisure Today*, 60(8), 26-29.
- Long, P. T., Perdue, R. R., & Allen, L., (1990). Rural resident tourism perceptions and attitudes by community level of tourism. *Journal of Travel Research*, 28 (3), 3-9.
- Loukissas, P. J. (1989). Public participation in community tourism planning: A Gaming simulation approach. *Journal of Travel Research*, 22(1), 18-23.
- Mansperger, M.C. (1995). *Tourism and cultural change in small-scale societies*. Human Organization, 54(1), 87-94.
- Maneewan, P. & Prathana, C. (2003). *Development and impacts on tourism: Case study in Floating Market Community Project*, The Thai Research Fund, Thailand.
- Marcouiller, D. (1997). Toward Integrative Tourism Planning in Rural America. *Journal of Planning Literature*, 11, 337-357.
- Marthienson, A., & Wall, G. (1982). *Tourism: Economic, Physical, and Social Impacts*. London: Longman.
- Methieson, Alister and Geoffrey Wall (1982). *Tourism Economic, Physical and Social Impacts*. New York: Longman Group Limited.
- Milman, A., & A. Pizam (1988). The social impact of tourism in central Florida. *Annals of Tourism Research*, 15, 191-204.
- Mowforth, M., & Munt, I. (1998). *Tourism and Sustainability: New Tourism in the Third World*. London: Routledge.
- Murphy, P. (1985). *Tourism: A Community Approach*. (New York: Methen).

- Murphy, P., (1988). Community driven tourism planning. *Tourism Management*, 9 (2), 96-104.
- Murphy, P. E., & Murphy, A. E. (2004). *Strategic Management for Tourism Communities*. Clevedon: Channel View Publications.
- Nunkoo, R., & Ramkissoon, H. (2007). Residents' perceptions of the socio-cultural impact of tourism in Mauritius. *Anatolia*, 18(1), 138-145.
- Nyaupane, Gyan, P., and Brijesh Thapa (2006). Perception of environmental impact of tourism: A Case Study at ACAP Nepal. *International Journal of Sustainable Development and World Ecology*, 13(1): 51-62.
- Perdue, R. R., Long, P. T., & Allen, L. R. (1987). Rural resident tourism perceptions and attitudes. *Annals of Tourism Research*, 14(3), 420-429.
- Perdue, R.R., P.T. Long & L. Allen (1990). Resident support for tourism Development. *Annals of Tourism Research*, 17, 586-599.
- Peter, W., Robert W. Penrose, & Suzanne Hawkes (1998). Share Decision- Marking in Tourism Land Use Planning. *Annals of Tourism Research* 25(4): 860-889.
- Pizam, A. (1978). Tourism's impacts: The social costs to the destination community as perceived by its residents. *Journal of Travel Research*, 16(4), 8-12.
- Prentice, R. (1993). Community-driven tourism planning and residents' preferences. *Tourism Management*, 14(3), 218-227.
- Rastegar, H. (2010). Tourism development and residents' attitude: A case study of Yazd, Iran. *Tourismos*, 5 (2), 203-211.
- Reid, D., H., Heather Mair and J. Taylor (2000). Community participation in Rural Tourism Development. *World Leisure*, 42(20): 20-27
- Ried, Donald, Heather Mair and Wanda George (2002). Community Tourism Planning, A self-Assessment Instrument. *Annals of Tourism Research*, 31(3), 623-639.
- Richards, G., and D. Hall (2000), *Tourism and Sustainable Community Development*, London: Rutledge.
- Ross, G.F. (1992). Residents perception of the impact of ourism on an Australian City. *Journal of Travel Research*, 30(winter), 13-17.

- Ryan, C., and D. Montgomery (1994). The Attitude of baka well residents to tourism issues in community responsive tourism. *Tourism Management* , 15(5), 358-369.
- Shaharuddin T. and Abdul R. C. (1990) “Tourism Contribution towards Diversifying the Employment Opportunities in Malaysia”. Paper written in Malay presented at *Population and Development Orientation in the 21st. Century*. Dec. 10-11, Universiti Kebangsaan Malaysia Sabah, Malaysia.
- Shaharuddin T. and Abdul R. C. (1991) “Tourism Contribution Towards Uplifting the Quality of Life of Local Population in Kedah, Malaysia”. Paper written in Malay presented at *Economic Development of the States of Kedah and Perlis*. Nov. 9-10, School of Foundation Studies, Universiti Utara Malaysia, Malaysia.
- Shaharuddin T. and Abdul R. C. (1993) “Tourism Contribution towards Diversifying the Employment Opportunities in Malaysia”. *Sumber (UKM Sabah)* (7): 77-98.
- Shaharuddin T. and Abdul R. C. (1997) “Malaysia: Tourism in Perspective” in Go, F. M. and Jenkins, C. L. (Eds.) *Tourism and Economic Development in Australasia*, Hong Kong: Cassell. pp. 176 –196.
- Scheyvens, R. (1999). Ecotourism and the empowerment of local communities. *Tourism Management*, 20, 245-249.
- Snepenger, D.J. & Akis, S., (1994). Residents' perceptions of tourism development, *Annals of Tourism Research*, 22, 629–642.
- Sebastian. L. M., and Rajagopa, P. (2009). Social cultural transformations through tourism: a comparison of resident perspective at two destinations in kerala, India. *Journal of Tourism and Cultural Change*, 7(1), 5-21.  
<http://dx.doi.org/10.1080/14766820902812037>
- Sheldon, P. J., & Var, T. (1984). Resident attitudes to tourism in North Wales. *Tourism Management*, 5(1), 40-47.
- Simmons, David, Gerard (1989). *Destination Area Residents' Participation in Tourism Planning: A Case Study in Huron Country, Ontario*: Doctoral Dissertation.
- Sirakaya, E., Teye, V., & Sönmez, S. (2002). Understanding residents' support for

- Tourism development in the central region of Ghana. *Journal of Travel Research*, 41(1), 57-67.
- Swarbrooke, J. (1999). *Sustainable tourism management*, Conlingwood: Landlinks Press .
- Teye, V., So'nmez, S. and Sirakaya, E. (2002). Residents' attitudes toward tourism Development . *Annals of Tourism Research*, Vol. 29 No. 3, pp. 668-688.
- Tungchawal, (2001), Sustainable ecotourism in the village of khiriwong and the khao Luang National Park, Thailand, Doctoral Dissertation.
- Timothy, Dalle, J., (1999). Participatory Planning: A View of Tourism in Indonesia. *Annals of Tourism Research*, 26(2), 271-391.
- Tosun, C. (2002). Host Perceptions of Impact: A Comparative Study . *Annals of Tourism Research* , 19(1), 231-253.
- Travis, A. S. (1982). Managing the environmental and cultural impacts of tourism and leisure development. *Tourism Management*, 3(4), 256-262.
- Tyrrell, T. J., & Spaulding, I. A. (1984). A survey of attitudes toward tourism growth In Rhode Island. *Journal of Hospitality & Tourism Research*, 8(2), 22-33.
- Vargas-Sanchez, A., Porras-Bueono, N., and Plaza-Mejia, M. d. I. A. (2011). Explaining residents' attitudes to tourism: Is a universal model possible? *Annals of Tourism Research*, 38(2), 460-480.
- Var, T., Kendall, K. W., & Tarakcioglu, E. (1985). Resident attitudes towards tourists in a Turkish resort town. *Annals of Tourism Research*, 12(4), 652-658.
- Um, S., and J.L. Crompton (1987). Measuring residents' attachment levels in host community. *Annals of Tourism Research*. 25(3), 27-29.
- Vargas-Sanchez, A., Plaza-Mejia, M.A.& Porras-Bueno, N., (2009). Understanding residents' attitudes toward the development of industrial tourism in a former mining community. *J. Travel Research*, 47(3), 373-387.
- Wall, G. & Mathieson, A. (2006). *Tourism. Change, impacts and opportunities*. Essex, UK: Pearson Education Limited.
- William, J. & Lawson, R., (2001) Community issues and resident options of Tourism. *Annals of Tourism Research*, 28(2), 269-290.
- WTO - World Tourism Organisation (2001), *E-business for tourism. Practical Guidelines for tourism destinations and businesses*. WTO Business Council.

- Zhang, J., Inbakaran, R. J., & Jackson, M. (2006). Understanding Community Attitudes towards Tourism and Host-guest interaction in the Urban-rural Border region. *Tourism Geographies*, 8 (2), 182-204.
- Yoon, Y., Chen, J. S., & Gürsoy, D. (1999). An investigation of the relationship Between tourism impacts and host communities' characteristics. *Anatolia – International Journal of Tourism and Hospitality Research*, 10(1), 29-44.
- Yoon, Y., Gursoy, D., & Chen, J. S. (2001). Validating a tourism development theory With structural equation modeling. *Tourism Management*, 22(4), 363-372.



## APPENDIX A: QUESTIONNAIRE (ENGLISH)

Dear Residents of Nakhon Si Thammarat province,

We are seeking your opinions about the role of tourism and its effects in Nakhon Si Thammarat province. Your participation in this study is voluntary and would be very much appreciated. There is no right or wrong answer. Your responses will be kept strictly confidential and to be used for academic purposes only.

Thank you for your assistance.

Yours Sincerely,

*Patcharee Sumethokul*  
*Lecturer Rajabhat Nakhon Si Thammarat University*  
*PhD (Tourism Management) student Universiti Utara Malaysia*

### Section I: Impacts of tourism in Nakhon Si Thammarat province (8 statements)

The following questions are about your perception of tourism impacts. There are several statements about the impacts resulting from tourism in Nakhon Si Thammarat province. Please give the answer that most closely expresses your perception on the impacts of tourism using the following (8) statements. Please circle the one answer that you choose for each statement; whether you:

Strongly Agree (SA)  
Agree (A)  
Neither Agree nor Disagree (N)  
Disagree (D)  
Strongly Disagree (SD)

Questions	SA	A	N	D	SD
	1) Tourism provides for the improvement of roads and easy accessibility within Nakhon Si Thammarat province ...				
2) Tourism preserves the heritage attractions and cultural festivals in Nakhon Si Thammarat province ...					
3) Because of tourism, our public facilities are kept at a higher standard than they otherwise would be ...					
4) Historical sites, Buddhist temples and museums in Nakhon Si Thammarat province are being restored through government incentive and donations from tourists ...					
5) Tourism results in unpleasantly crowded areas especially in Muang District and at other outdoor places in Nakhon Si Thammarat province during the cultural festivals ...					
6) Tourists greatly add to the traffic congestion, litter, noise and pollution in Nakhon Si Thammarat province during the cultural festivals ...					
7) The construction of large hotels, resorts and other man-made					

tourist attractions has destroyed the natural environment in Nakhon Si Thammarat province ...					
8) Tourism is responsible for poor air quality, especially in Muang District during the cultural festivals, caused by the increasing volume of transports ...					

**Section II: Your involvement with the tourists in Nakhon Si Thammarat province. (2 questions)**

The following (2) questions ask about your involvement with the tourists during the festivals in Nakhon Si Thammarat. Please record **ONLY one** for each question with a (X).

(1) During an average day, how often do you talk to tourists?

- (a) \_\_\_\_\_ More than 5 times
- (b) \_\_\_\_\_ Four to five times
- (c) \_\_\_\_\_ Twice or three times
- (d) \_\_\_\_\_ Once
- (e) \_\_\_\_\_ Never

(2) When you talk with tourists, which one of the following best describes your contact with them?

- (a) \_\_\_\_\_ Very positive/enjoyable experience
- (b) \_\_\_\_\_ Positive/enjoyable experience
- (c) \_\_\_\_\_ No effect
- (d) \_\_\_\_\_ Negative/unenjoyable experience
- (e) \_\_\_\_\_ Very negative/very unenjoyable experience

**Section III: Possible solutions to the impact of tourism in Nakhon Si Thammarat province. (4 statements)**

The following questions ask your feelings on possible solutions to help correct the impact of tourism in Nakhon Si Thammarat . There are four statements. Please circle the one answer that you choose for each statement; whether you:

- Strongly Agree (SA)
- Agree (A)
- Neither Agree Nor Disagree (N)
- Disagree (D)
- Strongly Disagree (SD)

Questions	SA	A	N	D	SD
	1) Long term planning for tourism by the government is a must to control the impact of tourism in Nakhon Si Thammarat province ...				
2) Resident input and consultation about tourism and its effects on the tourist attraction is essential to identify what matters most to the residents in Nakhon Si Thammarat province ...					
3) Because the economic gains of tourism are more important to Nakhon Si Thamarat province than the protection of the environment, we must put up with environmental problems and Inconveniences ...					
4) More government spending should go towards protecting the environment rather than encouraging more visitors to Nakhon Si Thammarat ...					

**Section IV: Your participation in government/non-government organized tourism related activities (4 questions)**

The following (4) questions ask about your participation in government/non-government organized tourism related activities. Please record your answer with a (X).

(1) Do you feel that residents should have input and consulted about tourist attraction in Nakhon Si Thammarat province?

- (a) \_\_\_yes  
 (b) \_\_\_No

(2) Have you ever participated in any government/non-government organized tourism related activities community or decision-making about tourism in Nakhon Si Thammarat province?

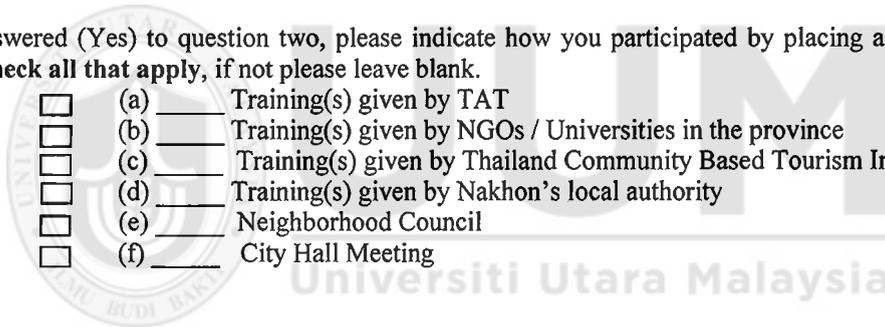
- (a) \_\_\_yes  
 (b) \_\_\_No

(3) If you answered (Yes) to question two, please indicate in which year(s) that you participated in the above activities. Please place a (X) in the spaces provided and check all that apply.

- (a) \_\_\_ Before 2010  
 (b) \_\_\_ 2010  
 (c) \_\_\_ 2011  
 (d) \_\_\_ 2012  
 (e) \_\_\_ 2013  
 (f) \_\_\_ 2014

(4) If you answered (Yes) to question two, please indicate how you participated by placing a (X) in the spaces provided and check all that apply, if not please leave blank.

- (a) \_\_\_ Training(s) given by TAT  
 (b) \_\_\_ Training(s) given by NGOs / Universities in the province  
 (c) \_\_\_ Training(s) given by Thailand Community Based Tourism Institute  
 (d) \_\_\_ Training(s) given by Nakhon's local authority  
 (e) \_\_\_ Neighborhood Council  
 (f) \_\_\_ City Hall Meeting



**Section V: Your Background Information (6 questions)**

The following background questions are included to help us to interpret your responses on other questions. Please record **ONLY one** answer for each question with a (X).

(1) What is your gender?

- (a) \_\_\_\_\_ Female
- (b) \_\_\_\_\_ Male

(2) What is your age?

- (a) \_\_\_\_\_ 18 to less than 20
- (b) \_\_\_\_\_ 20 to less than 30
- (c) \_\_\_\_\_ 30 to less than 40
- (d) \_\_\_\_\_ 40 to less than 50
- (e) \_\_\_\_\_ 50 and over

(3) how long have you been living in Nakhon Si Thammarat province?

- (a) \_\_\_\_\_ 1 to less than 3 years
- (b) \_\_\_\_\_ 3 to less than 5 years
- (c) \_\_\_\_\_ 5 to less than 7 years
- (d) \_\_\_\_\_ 7 to less than 8 years
- (e) \_\_\_\_\_ 9 to less than 11 years
- (f) \_\_\_\_\_ 11 years and over

(4) What is the level of education you have completed?

- (a) High school graduate or less
- (b) Some college, college graduate or vocational-technical
- (c) University graduate

(5) Is your job related to tourism?

- (a) \_\_\_\_\_ yes
- (b) \_\_\_\_\_ No

(6) How would you best describe your present occupation?

- (a) \_\_\_\_\_ Professional/Managerial
- (b) \_\_\_\_\_ Semi skilled/clerical
- (c) \_\_\_\_\_ Self-employed
- (d) \_\_\_\_\_ Student
- (e) \_\_\_\_\_ Retired
- (f) \_\_\_\_\_ Unemployed
- (h) Other (please indicate) \_\_\_\_\_

## APPENDIX B: IN-DEPTH INTERVIEW INSTRUMENT

### Managing tourism in homestay/temple/religious site/handicraft center in Nakhon Si Thammarat province

Based on your experience as village leader/homestay leader/tour operator, please give your idea on your community's involvement in tourism and the role of government in assisting your homestay/temple/religious site/handicraft center. Please give your honest opinion to the following questions either in writing and/or tape recorded. All your answers will be kept strictly confidential and for research purposes only.

(1). Do you think the local community should be involved in managing tourism together with the government agencies? If YES, in which area should the government be involved? If NO, why not?

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

(2). In managing tourism, should the local community follow the standard regulations and policies by the government?

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

(3). Did the community plan together on how to improve their homestay/temples/religious site?

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

(4). Did your homestay/temple/religious site receive any financial assistance from the government? If YES, how was the money being used? If NO where did you get your funds?

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

(5). a). Did your homestay/temple/religious do monthly evaluation? What matters are being discussed?

b). Did the government officials do any quarterly evaluations on your homestay/temple/religious? What matters are being discussed?

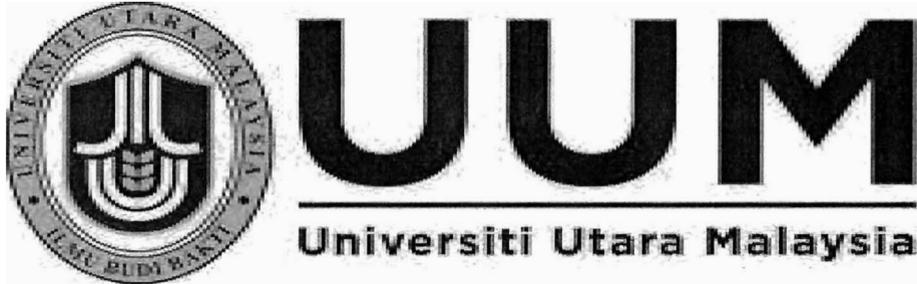
.....  
.....  
.....  
.....

(6) Should the government be fully involved in all levels of training, planning and planning preparations at your homestay/ temples/ religious site?

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



## APPENDIX C: QUESTIONNAIRE (THAI LANGUAGE)



เรียน ผู้ตอบแบบสอบถามในจังหวัดนครศรีธรรมราชทุกท่าน

ด้วยผู้วิจัยต้องการทราบการรับรู้และความคิดเห็นของท่าน เกี่ยวกับผลกระทบด้านการท่องเที่ยวในเขตจังหวัดนครศรีธรรมราช การมีส่วนร่วมในการตอบแบบสอบถามครั้งนี้ขึ้นอยู่กับความสมัครใจของท่าน และคำตอบของท่านจะถูกเก็บเป็นความลับเพื่อใช้เป็นประโยชน์ในการวิจัยเท่านั้น



ขอขอบคุณเป็นอย่างสูงที่ให้ความร่วมมือ  
นางสาวพัชรี สุเมโรกุล  
นักศึกษาปริญญาเอกสาขาการท่องเที่ยวและการบริการ  
มหาวิทยาลัยยูทาร์ ประเทศมาเลเซีย  
Universiti Utara Malaysia

### ตอนที่ 1 ผลกระทบด้านการท่องเที่ยวที่เกิดขึ้นในจังหวัดนครศรีธรรมราช (8 คำถาม)

คำถามต่อไปนี้เป็นคำถามที่เกี่ยวข้องกับการรับรู้และทัศนคติที่มีต่อการท่องเที่ยวของท่านในจังหวัดนครศรีธรรมราช กรุณาตอบคำถามตามความเข้าใจของท่าน โดยกากบาทลงในช่องที่ท่านเลือก

- |                      |      |
|----------------------|------|
| เห็นด้วยอย่างยิ่ง    | (SA) |
| เห็นด้วย             | (A)  |
| ไม่แน่ใจ             | (N)  |
| ไม่เห็นด้วย          | (D)  |
| ไม่เห็นด้วยอย่างยิ่ง | (SD) |

คำถาม	(SA)	(A)	(N)	(D)	(SD)
	เห็นด้วย อย่างมาก	เห็นด้วย	ไม่แน่ใจ	ไม่เห็นด้วย	ไม่เห็นด้วย อย่างยิ่ง
1) ได้มีการปรับปรุงถนนเพื่อการอำนวยความสะดวกด้านการท่องเที่ยว					
2) ได้มีการรักษามรดกและวัฒนธรรมด้านการท่องเที่ยวในจังหวัดนครศรีธรรมราช					
3) มีการรักษาสิ่งอำนวยความสะดวกในพื้นที่สาธารณะให้มีมาตรฐาน					
4) ได้มีการซ่อมแซม หรือปรับจาด ในสถานที่สำคัญทางประวัติศาสตร์ในจังหวัดนครศรีธรรมราช					
5) ความรู้สึกที่มีต่อการจัดกิจกรรมทางวัฒนธรรมในเขตเมืองนครศรีธรรมราช					
6) ขยะ เสียง และมลพิษที่เกิดจากนักท่องเที่ยวเพิ่มขึ้นอย่างมากในเขตเมืองนครศรีธรรมราช					
7) การก่อสร้างโรงแรมขนาดใหญ่ สถานที่พักผ่อน และสิ่งก่อสร้างเพื่อดึงดูดนักท่องเที่ยว มีผลต่อการทำลายสิ่งแวดล้อมในจังหวัดนครศรีธรรมราช					
8) การท่องเที่ยวทำให้เกิดอากาศเสียในกิจกรรมด้านวัฒนธรรมหรืองานเฉลิมฉลอง เนื่องจากสภาพจราจรติดขัดในเขตเมืองนครศรีธรรมราช					

## ส่วนที่ 2 ท่านมีส่วนเกี่ยวข้องกับการท่องเที่ยวในจังหวัดศรีธรรมราช (2 คำถาม)

แบบสัมภาษณ์ส่วนนี้มี 2 คำถามเป็นการถามการมีส่วนร่วมของท่านกับนักท่องเที่ยวช่วงเทศกาลหรือมีกิจกรรมท่องเที่ยวในจังหวัดนครศรีธรรมราช กรุณาตอบคำถามเพียงหนึ่งคำถาม โดยกากบาทตามข้อที่ตรงกับท่าน

1) ในแต่ละวันท่านได้พูดคุยกับนักท่องเที่ยวบ่อยเพียงใด

- (A)  มากกว่า 5 ครั้ง
- (B)  4-5 ครั้ง
- (C)  2-3 ครั้ง

(D)  1 ครั้ง

(E)  ไม่เคย

2) เมื่อท่านได้พูดคุยกับนักท่องเที่ยวน ท่านพูดคุยบ่อยเพียงใด

(A)  มีผลในเชิงบวก เกี่ยวกับประสบการณ์เป็นที่น่าพอใจมาก

(B)  มีผลในเชิงบวก เกี่ยวกับประสบการณ์เป็นที่น่าพอใจ

(C)  ไม่มีผลใดๆ

(D)  มีผลในเชิงลบ เกี่ยวกับประสบการณ์ไม่น่าพอใจ

(E)  มีผลในทางลบ เกี่ยวกับประสบการณ์ไม่น่าพอใจมาก

ตอนที่ 3 วิธีการแก้ปัญหาต่อผลกระทบด้านสิ่งแวดล้อมในจังหวัดนครศรีธรรมราช (4 คำถาม)

คำถามต่อไปนี้เป็นคำถามที่เกี่ยวข้องกับการช่วยแก้ไขผลกระทบต่อสิ่งแวดล้อมจากการท่องเที่ยวในจังหวัดนครศรีธรรมราชเป็นไปอย่างถูกต้อง กรุณาตอบคำถามตามความเข้าใจของท่าน โดยกากบาทลงในช่องที่ท่านเลือก

เห็นด้วยอย่างยิ่ง

(SA)

เห็นด้วย

(A)

ไม่แน่ใจ

(N)

ไม่เห็นด้วย

(D)

ไม่เห็นด้วยอย่างยิ่ง

(SD)

คำถาม	(SA)	(A)	(N)	(D)	(SD)
	เห็นด้วย อย่างมาก	เห็นด้วย	ไม่แน่ใจ	ไม่เห็นด้วย	ไม่เห็นด้วย อย่างยิ่ง
1) จำเป็นต้องมีการวางแผนระยะยาวเกี่ยวกับการควบคุมผลกระทบจากการท่องเที่ยวในจังหวัดนครศรีธรรมราช					

2) การปรึกษาเกี่ยวกับผลกระทบที่เกิดจากการเข้ามาของนักท่องเที่ยวเป็นสิ่งจำเป็น สำหรับผู้อยู่อาศัยในจังหวัดนครศรีธรรมราช					
3) การเติบโตทางธุรกิจการท่องเที่ยวเป็นสิ่งจำเป็นต่อการคุ้มครองสิ่งแวดล้อม เพราะฉะนั้นต้องยอมรับกับปัญหาสิ่งแวดล้อมและความไม่สะดวกที่มาพร้อมกับการท่องเที่ยว					
4) รัฐบาลควรรักษาความสำคัญกับการคุ้มครองสิ่งแวดล้อมมากกว่าการกระตุ้นให้นักท่องเที่ยวเข้ามาในจังหวัดนครศรีธรรมราช					

**ส่วนที่ 4 การมีส่วนร่วมของท่านกับองค์กรภาครัฐและองค์กรเอกชนในกิจกรรมด้านการท่องเที่ยว(4 คำถาม)**

คำถามส่วนนี้มี 4 คำถาม เป็นการสอบถามการมีส่วนร่วมของท่านกับองค์กรภาครัฐ และองค์กรเอกชนในกิจกรรมด้านการท่องเที่ยว กรุณาใส่เครื่องหมายกากบาทในช่องที่ท่านเลือก

1. ท่านมีความรู้สึกว่าคุณอยู่อาศัยควร ได้รับข้อมูล และการปรึกษาหารือเกี่ยวกับนักท่องเที่ยวเข้ามาในจังหวัดนครศรีธรรมราชหรือไม่

- (A)  ควร
- (B)  ไม่ควร

2. ท่านเคยมีส่วนร่วมเกี่ยวกับกิจกรรมหรือกระบวนการตัดสินใจเกี่ยวข้องกับการท่องเที่ยวกับองค์กรภาครัฐหรือเอกชนในจังหวัดนครศรีธรรมราชหรือไม่

- (A)  เคย
- (B)  ไม่เคย

3. ถ้าท่านตอบคำถามในข้อที่ 2 ว่า เคย กรุณาระบุช่วงเวลาของการมีส่วนร่วม กรุณากากบาทในปีที่ท่านเข้าร่วมกิจกรรม

- (A)  ก่อน ค.ศ. 2010
- (B)  ค.ศ. 2010
- (C)  ค.ศ. 2011
- (D)  ค.ศ. 2012
- (E)  ค.ศ. 2013

(E)  ค.ศ. 2014

4. ถ้าท่านตอบคำถามในข้อที่ 2 ว่า เคย ธุรการธนาคารเข้าร่วมกิจกรรมในช่องทางใด/หน่วยงานใด โดยกากบาทในช่องที่ท่านเลือก

(A)  อบรม/สัมมนา กับหน่วยงานภาครัฐด้านการท่องเที่ยว

(B)  อบรม/สัมมนา กับหน่วยเอกชนด้านการท่องเที่ยว

(C)  อบรม/สัมมนา กับสถาบันการท่งเที่ยวโดยชุมชน

(D)  อบรม/สัมมนา กับองค์การท้องถิ่น

(E)  อบรม/สัมมนา ศาลากลางจังหวัดนครศรีธรรมราช

(E)  อื่นๆ โปรดระบุ .....

ส่วนที่ 5 ข้อมูลส่วนตัวของท่าน (6 คำถาม)

คำถามส่วนนี้เป็นคำถามส่วนตัวของท่านมี 6 คำถาม กรุณาใส่เครื่องหมายกากบาทที่ตรงกับตัวท่าน

1. เพศของท่าน

(A)  หญิง

(B)  ชาย

2. อายุของท่าน

(A)  18-20 ปี

(B)  20-30 ปี

(C)  30-40 ปี

(D)  40-50 ปี

(E)  มากกว่า 50 ปี

3. ระยะเวลาที่ท่านอาศัยอยู่ในจังหวัดนครศรีธรรมราช

(A)  น้อยกว่า 1 ปี

(B)  1-3 ปี

(C)  3-5 ปี

(D)  5-7 ปี

(E)  7-8 ปี

- (F)  9-11 ปี
- (G)  มากกว่า 11 ปี

4. ระดับการศึกษาสูงสุดของท่าน

- (A)  มัธยมปลาย หรือ ต่ำกว่ามัธยม
- (B)  ระดับวิทยาลัย หรือประกาศนียบัตรวิชาชีพ
- (C)  ระดับปริญญาตรี หรือสูงกว่าปริญญาตรี

5. งานของท่านมีความเกี่ยวข้องกับการท่องเที่ยวหรือไม่

- (A)  ใช่
- (B)  ไม่ใช่

6. อาชีพของท่านในปัจจุบัน

- (A)  ผู้บริหาร/ผู้เชี่ยวชาญ
- (B)  นักเทคนิค/งานด้านศาสนา
- (C)  ลูกจ้างหรือพนักงาน
- (D)  นักศึกษา
- (E)  เกษียณอายุ
- (F)  ว่างงาน
- (G)  อื่นๆ โปรดระบุ.....



**APPENDIX D: IN-DEPTH INTERVIEW INSTRUMENT  
(THAI LANGUAGE)**

การจัดการการท่องเที่ยวเกี่ยวกับ โฮมสเตย์ สถานที่ท่องเที่ยว สถานที่สำคัญทางศาสนา  
และศูนย์สินค้าหัตถกรรมในจังหวัดนครศรีธรรมราช

ด้วยประสงค์ของท่านจากการเป็นผู้นำชุมชน ผู้ประกอบการด้านท่องเที่ยว กรุณาให้ความคิดเห็นเกี่ยวกับความสัมพันธ์ของชุมชนกับการท่องเที่ยว และบทบาทของรัฐในการให้ความช่วยเหลือโฮมสเตย์ สถานที่ท่องเที่ยว สถานที่สำคัญทางศาสนา และศูนย์สินค้าหัตถกรรม กรุณาให้ความเห็นต่อคำถามดังต่อไปนี้ ตามความเป็นจริงทั้งการเขียนและการบันทึกเทป คำตอบของท่านทั้งหมดจะถูกเก็บไว้เป็นความลับและจะนำไปใช้เพื่อการวิจัยนี้เท่านั้น

(1). ท่านคิดว่าชุมชนท้องถิ่นควรจะมีส่วนร่วมในการจัดการการท่องเที่ยวร่วมกับองค์กรของรัฐหรือไม่ ถ้าท่านคิดว่าชุมชนควรมีส่วนร่วม ควรจะเข้ามามีส่วนร่วมอย่างไร ถ้าท่านเห็นว่าชุมชนไม่ควรเข้ามามีส่วนร่วม เพราะอะไร

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

(2). ชุมชนท้องถิ่นควรจะจัดการการท่องเที่ยวตามมาตรฐานนโยบายและข้อบังคับของรัฐหรือไม่

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

(3). ชุมชนควรจะร่วมกันวางแผนอย่างไรเพื่อปรับปรุงโฮมสเตย์ สถานที่ท่องเที่ยว สถานที่สำคัญทางศาสนา และศูนย์สินค้าหัตถกรรม

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

(4) โฮมสเตย์ สถานที่ท่องเที่ยว สถานที่สำคัญทางศาสนา และศูนย์สินค้าหัตถกรรมของท่านได้รับการช่วยเหลือทางการเงินจากรัฐหรือไม่ ถ้าได้รับ ท่านนำไปใช้อย่างไร ถ้าไม่ได้รับ ท่านจะได้รับเงินทุนมาจากไหน

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

(5) a) โหมสเตย์ สถานที่ท่องเที่ยว สถานที่สำคัญทางศาสนา และศูนย์สินค้าหัตถกรรมของท่านทำการประเมินทุกเดือนหรือไม่ มีเรื่องสำคัญอะไรบ้างที่ยังถกเถียงกันอยู่

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

b. เจ้าหน้าที่ของรัฐได้ทำการประเมินของท่านเป็นราย 3 เดือนบ้างหรือไม่ มีเรื่องสำคัญอะไรบ้างที่ยังถกเถียงกันอยู่

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

(6) รัฐควรจะเข้ามาเกี่ยวข้องอย่างสมบูรณ์ทุกระดับ เกี่ยวกับการอบรม การวางแผน และการเตรียมการเพื่อวางแผนเกี่ยวกับ โหมสเตย์ สถานที่ท่องเที่ยว สถานที่สำคัญทางศาสนา และศูนย์สินค้าหัตถกรรมของท่านหรือไม่

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



## APPENDIX F: FREQUENCY TABLE

**Tourism provides for the improvement of roads and easy accessibility within Nakhon Si Thammarat province.....**

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	3	.6	.6	.6
disagree	28	5.1	5.1	5.7
neither agree nor disagree	126	23.2	23.2	28.9
agree	238	43.8	43.8	72.6
strongly agree	149	27.4	27.4	100.0
Total	544	100.0	100.0	

**Tourism preserves the heritage attractions and cultural festivals in Nakhon Si Tammarat province.....**

	Frequency	Percent	Valid Percent	Cumulative Percent
strongly disagree	4	.7	.7	.7
disagree	24	4.4	4.4	5.1
neither agree nor disagree	150	27.6	27.6	32.7
agree	164	30.1	30.1	62.9
strongly agree	202	37.1	37.1	100.0
Total	544	100.0	100.0	

**Because of tourism, our public facilities are kept at a higher standard than they otherwise would be.....**

	Frequency	Percent	Valid Percent	Cumulative Percent
strongly disagree	5	.9	.9	.9
disagree	26	4.8	4.8	5.7
neither agree nor disagree	143	26.3	26.3	32.0
agree	225	41.4	41.4	73.3
strongly agree	145	26.7	26.7	100.0
Total	544	100.0	100.0	

**Historical sites, Buddhist temples and museums in Nakhon Si Thammarat province are being restored through government incentive and donations from tourists**

	Frequency	Percent	Valid Percent	Cumulative Percent
strongly disagree	11	2.0	2.0	2.0
disagree	17	3.1	3.1	5.1
neither agree nor disagree	255	46.9	46.9	52.0
agree	229	42.1	42.1	94.1
strongly agree	32	5.9	5.9	100.0
Total	544	100.0	100.0	

**Tourism results in unpleasantly crowded areas especially in Muang District and at other outdoor places in Nakhon Si Thammarat province during the cultural festivals.....**

	Frequency	Percent	Valid Percent	Cumulative Percent
strongly disagree	6	1.1	1.1	1.1
disagree	26	4.8	4.8	5.9
neither agree nor disagree	211	38.8	38.8	44.7
agree	257	47.2	47.2	91.9
strongly agree	44	8.1	8.1	100.0
Total	544	100.0	100.0	

**Tourists greatly add to the traffic congestion, litter, noise and pollution in Nakhon Si Thammarat province during the cultural festivals .....**

	Frequency	Percent	Valid Percent	Cumulative Percent
strongly disagree	32	5.9	5.9	5.9
disagree	6	1.1	1.1	7.0
neither agree nor disagree	183	33.6	33.6	40.6
agree	297	54.6	54.6	95.2
strongly agree	26	4.8	4.8	100.0
Total	544	100.0	100.0	

**The construction of large hotels, resorts and other man-made tourist attractions has destroyed the natural environment in Nakhon Si Thammarat province.....**

	Frequency	Percent	Valid Percent	Cumulative Percent
strongly disagree	5	.9	.9	.9
disagree	32	5.9	5.9	6.8
neither agree nor disagree	249	45.8	45.8	52.6
agree	215	39.5	39.5	92.1
strongly agree	43	7.9	7.9	100.0
Total	544	100.0	100.0	

**Tourism is responsible for poor air quality, especially in Muang District during the cultural festivals, caused by the increasing volume of transports .....**

	Frequency	Percent	Valid Percent	Cumulative Percent
strongly disagree	4	.7	.7	.7
disagree	28	5.1	5.1	5.9
neither agree nor disagree	158	29.0	29.0	34.9
agree	322	59.2	59.2	94.1
strongly disagree	32	5.9	5.9	100.0
Total	544	100.0	100.0	

**Long term planning for tourism by the government is a must to control the impact of tourism in Nakhon Si Thammarat province .....**

	Frequency	Percent	Valid Percent	Cumulative Percent
disagree	35	6.4	6.4	6.4
neither agree nor disagree	145	26.7	26.7	33.1
agree	231	42.5	42.5	75.6
strongly agree	133	24.4	24.4	100.0
Total	544	100.0	100.0	

**Resident input and consultation about tourism and its effects on the tourist attraction is essential to identify what matters most to**

	Frequency	Percent	Valid Percent	Cumulative Percent
disagree	33	6.1	6.1	6.1
neither agree nor disagree	170	31.3	31.3	37.3
Valid agree	148	27.2	27.2	64.5
strongly agree	193	35.5	35.5	100.0
Total	544	100.0	100.0	

**More government spending should go towards protecting the environment rather than encouraging more visitors to Nakhon si Thammarat.....**

	Frequency	Percent	Valid Percent	Cumulative Percent
disagree	33	6.1	6.1	6.1
neither agree nor disagree	269	49.4	49.4	55.5
Valid agree	223	41.0	41.0	96.5
strongly agree	19	3.5	3.5	100.0
Total	544	100.0	100.0	

**Because the economic gains of tourism are more important to Nakhon si Thammarat province than the protection of the environment, we must put up with environmental problems and**

	Frequency	Percent	Valid Percent	Cumulative Percent
disagree	36	6.6	6.6	6.6
neither agree nor disagree	158	29.0	29.0	35.7
Valid agree	215	39.5	39.5	75.2
strongly agree	135	24.8	24.8	100.0
Total	544	100.0	100.0	