

**ISLAND TOURISM AND SUSTAINABLE DEVELOPMENT IN THAILAND,  
CASE STUDY OF KOH PHA-NGAN**

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## ABSTRACT

As a result of the rapid growth of tourism without planning and proper management, many island attractions in Thailand have experienced challenges and vulnerability leading to negative impacts. To handle with such effects, sustainability is considered an important notion in relation to tourism planning and development. Importantly, prior to moving tourism towards sustainability, it is essential to resolve existing problems affected by tourism through different stakeholders' views and their involvements.

This thesis is an examination of current tourism situation on the island of Koh Pha-ngan, Thailand. It categorises opportunities for, and constraints to, sustainable tourism development on the island, along with identifying the main variables of tourism sustainability relevant to island situations. Data from key stakeholders including tourists, members of the local community, tourism businesses and representatives of the public sector was collected via the form of between-method triangulation using qualitative and quantitative methods, then analysed through the uses of SPSS and NVIVO.

The research indicates benefits and costs in three areas. Firstly, regarding economic characteristics, tourism benefits communities and improves the economy of the island. Simultaneously, the high cost of living on the island is caused by inflation. Secondly, in terms of the environment, although natural resources are partly damaged by members of the local migrant population, it remains largely unspoiled due to environmental conservation measures collaborated in by the stakeholders. Thirdly, for the socio-cultural structure, an improvement of infrastructure creates better living conditions for the residents. However, tourists influence socio-cultural features, particularly in the younger residents.

Concerning opportunities for sustainable tourism development, these relate to the conservation of natural resources projects collaborated by all stakeholders on the island, an increase in employment opportunities, and out of season business opportunities on the island. However, a lack of tourism planning and management is considered a major constraint to sustainable development on the island. In addition, tourists, family businesses, migrant workers, and the full-moon parties contribute to sustainable tourism development as the main variables. These outcomes generates recognition on how responsibility in tourism for a destination to fulfil an integrated balance of guidelines for sustainable tourism development with the intention of making satisfaction and distribution of benefit and opportunities for all stakeholders on the island, whilst maintaining the environment and conserving the identity of the indigenous population.

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## LIST OF ACRONYMS

<b>EUCC</b>	European Code of Conduct for Coastal Zones
<b>GDP</b>	Gross Domestic Product
<b>ILO</b>	International Labour Organization
<b>NOAA</b>	The National Oceanic and Atmospheric Administration
<b>OECD</b>	The Organization for Economic Cooperation and Development
<b>SPSS</b>	Statistical Package for the Social Sciences
<b>STCRC</b>	Sustainable Tourism Cooperative Research Centre
<b>TAT</b>	Tourism Authority of Thailand
<b>TCMP</b>	Tanzania Coastal Management Partnership
<b>UNEP</b>	United Nations Environment Programme
<b>LGMA</b>	The Local Government Management Agency
<b>UNWTO</b>	The United Nations World Tourism Organization
<b>WHO</b>	The World Health Organization
<b>WWF</b>	World Wildlife Fund

## LIST OF FIGURES

Figure 1-1: South East Asia Map.....	3
Figure 1-2: Map of Thailand.....	3
Figure 1-3: Map of Koh Pha-ngan.....	3
Figure 3-1: Types of Triangulation.....	36
Figure 3-2: Methodological Triangulation.....	37
Figure 3-3: The concept of sampling.....	38
Figure 3-4: Stratified sampling based on geographically locations on the island.....	44
Figure 3-5: Process in Qualitative Data Analysis.....	55
Figure 3-6: Thematic network.....	58

## LIST OF TABLES

Table 4-1: Initial finding: Holiday experience.....	62
Table 4-2: Initial findings: Opinions on current tourism situation on Koh Pha-ngan.....	63
Table 4-3: Initial findings: Opinion on sustainable tourism development on Koh Pha-ngan.....	64
Table 4-4: Opinions on the current tourism situation on Koh Pha-ngan comparing package and independent tourists.....	66
Table 4-5: Opinions on sustainable development comparing package and independent tourist.....	66
Table 5-1: Initial findings: Characteristic of business administration.....	69
Table 5-2: Initial findings: Opinions about the current tourism situation on Koh Pha-ngan.....	70
Table 5-3: Initial findings: Opinions on sustainable tourism development on Koh Pha-ngan.....	71
Table 5-4: Opinions on current tourism situation comparing between local and non-local business owners.....	72
Table 5-5: Opinions on sustainable development comparing local and non-local business owners.....	73
Table 6-1: Summary of Identifying themes: Organising themes under Global themes from Local People’s Interviews.....	76
Table 7-1: Summary of Identifying themes: Organising themes under Global themes from Public Sectors’ Interviews.....	96

# TABLE OF CONTENTS

ABSTRACT.....	I
ACKNOWLEDGEMENT.....	II
LIST OF ACRONYMS.....	III
LIST OF FIGURES.....	IV
LIST OF TABLES.....	V
TABLE OF CONTENTS.....	VI
<b>CHAPTER 1: INTRODUCTION.....</b>	<b>1</b>
1.1 INTRODUCTION.....	1
1.2 RATIONALE.....	1
1.3 CONTEXT.....	2
1.4 AIM AND OBJECTIVES.....	4
1.5 METHODOLOGICAL CONSIDERATIONS.....	5
1.6 STRUCTURE OF THE THESIS.....	5
<b>CHAPTER 2: LITERATURE REVIEW.....</b>	<b>9</b>
2.1 INTRODUCTION.....	9
2.2 ISLAND TOURISM.....	9
2.3 ECONOMIC BENEFIT.....	11
2.4 ECONOMIC COST.....	12
2.5 SOCIO-CULTURAL BENEFIT.....	14
2.6 SOCIO-CULTURAL COST.....	16
2.7 ENVIRONMENTAL BENEFIT.....	18
2.8 ENVIRONMENTAL COST.....	19
2.9 SUSTAINABLE DEVELOPMENT IN TOURISM.....	21
2.10 STAKEHOLDERS.....	26
2.10.1 Tourists.....	26
2.10.2 Host Community.....	28
2.10.3 Tourism Businesses.....	30
2.10.4 Public Sector.....	32
<b>CHAPTER 3: METHODOLOGY.....</b>	<b>35</b>
3.1 INTRODUCTION.....	35
3.2 RESEARCH APPROACH: TRIANGULATION.....	35
3.3 POPULATIONS AND SAMPLING.....	38
3.3.1 Host community: Snowball sampling.....	39
3.3.2 Public sector: purposive sampling.....	40
3.3.3 Tourists: convenience sampling.....	41
3.3.4 Tourism business.....	41
a) Tourist accommodation: stratified sampling.....	42
b) Other tourism businesses: convenience sampling.....	44
3.4 METHODS USED IN DATA COLLECTION.....	44
3.4.1 Participant observation and Unstructured interview.....	45
3.4.2 Face-to-face in depth interview.....	46
3.4.3 Self-administered questionnaire with individual distribution technique.....	47
3.4.4 Structured interview and Structured Questionnaire.....	48
3.5 PILOT STUDY.....	49
3.6 QUANTITATIVE DATA ANALYSIS.....	51
3.6.1 Data entry.....	51
3.6.2 Statistical analysis.....	52
a) Descriptive statistics.....	52
b) Inferential statistics.....	53

## TABLE OF CONTENTS

3.7	QUALITATIVE DATA ANALYSIS.....	54
3.7.1	Data reduction.....	56
	a) Coding the text.....	56
	b) Identifying themes.....	57
	c) Constructing Thematic networks.....	58
3.7.2	Data display.....	59
3.7.3	Conclusion-Drawing and Verification.....	59
<b>CHAPTER 4: FINDINGS: VIEWS OF TOURISTS.....</b>		<b>61</b>
4.1	INTRODUCTION.....	61
4.2	INITIAL FINDINGS: OVERVIEW.....	61
4.2.1	Holiday experience.....	62
4.2.2	Current tourism situation.....	63
4.2.3	Sustainable tourism development.....	64
4.3	MAKING INFERENCES ABOUT THE VIEWS OF TOURISTS.....	65
4.3.1	Current tourism situation.....	65
4.3.2	Sustainable tourism development.....	66
4.4	FINDING SUMMARY.....	66
<b>CHAPTER 5: FINDINGD: VIEWS OF TOURISM BUSINESSES.....</b>		<b>68</b>
5.1	INTRODUCTION.....	68
5.2	INITIAL FINDINGS: OVERVIEW.....	68
5.2.1	Characteristics of Business administration.....	68
5.2.2	Current tourism situation.....	70
5.2.3	Sustainable tourism development.....	71
5.3	MAKING INFERENCES IN VIEWS OF TOURISM BUSINESSES.....	72
5.3.1	Current tourism situation.....	72
5.3.2	Sustainable tourism development.....	73
5.4	FINDINGS SUMMARY.....	73
<b>CHAPTER 6: FINDINGS: VIEWS OF LOCAL PEOPLE.....</b>		<b>75</b>
6.1	INTRODUCTION.....	75
6.2	FINDINGS IN VIEWS OF LOCAL PEOPLE.....	75
6.2.1	Jobs and Income Generation.....	76
	▪ An Increase of Job and Income.....	77
	▪ Higher Income Created by Working Relevant to Tourism.....	77
	▪ A Volume of Tourists Affecting the Resident’s Revenue.....	77
6.2.2	Business and Employment.....	78
	▪ Types of Business.....	78
	▪ Employment and Labour.....	79
6.2.3	Household Economy.....	81
	▪ A Rise of Living Costs and Prices of Products.....	81
	▪ Relationship of Revenues and Expenditures Affecting the Residents.....	82
6.2.4	Land.....	82
	▪ Land Prices.....	82
	▪ Land Tenure.....	83
6.2.5	Environment.....	83
	▪ Natural Resources.....	84
	▪ Water Consumption.....	84
	▪ Solid Waste and Sewage.....	85
6.2.6	Tourists.....	86
	▪ Types of Tourist.....	86
	▪ Tourist Behaviour.....	86
	▪ Tourists’ Motivations.....	87

## TABLE OF CONTENTS

6.2.7	Infrastructure and Public Utilities.....	87
	▪ Roads.....	88
	▪ Electricity.....	88
	▪ Transportation.....	89
	▪ Hospital.....	89
6.2.8	Lifestyle and Standard living of Local People.....	90
	▪ Way of Life.....	90
	▪ Occupations.....	90
6.2.9	Physical and Ethical Influences.....	91
	▪ Change of Identity and Values.....	91
	▪ Ethical Issues.....	92
6.2.10	Security.....	92
	▪ Drugs.....	93
	▪ Crime and Physical Attack.....	93
	▪ Theft.....	93
6.2.11	Tourism Management.....	93
	▪ Lack of Promotion.....	93
	▪ Lack of Information.....	94
<b>CHAPTER 7: FINDINGS: VIEWS OF PUBLIC SECTOR.....</b>		<b>95</b>
7.1	INTRODUCTION.....	95
7.2	FINDINGS IN VIEWS OF PUBLIC SECTOR.....	95
7.2.1	Economic Impacts.....	96
	▪ Employment and Revenue Creation.....	96
	▪ High Cost of Living.....	97
7.2.2	Business Circumstances.....	97
	▪ Investment.....	98
	▪ Land and Profit-making.....	99
	▪ Migrant Workers.....	99
7.2.3	Tourists.....	99
	▪ The Full Moon Party.....	100
	▪ Tourist Behaviour.....	100
7.2.4	Infrastructure.....	101
	▪ Transportation.....	101
	▪ Electricity.....	101
	▪ Water Management.....	102
	▪ Solid Waste and Sewage.....	102
	▪ Public Health.....	104
7.2.5	Miscellaneous.....	104
	▪ Environment.....	104
	▪ Tourism Management.....	105
<b>CHAPTER 8: DISCUSSION.....</b>		<b>107</b>
8.1	INTRODUCTION.....	107
8.2	TOURISM SITUATION AND SUSTAINABLE TOURISM DEVELOPMENT ON KOH PHA-NGAN.....	107
8.2.1	Tourist Arrivals.....	107
8.2.2	Tourism Businesses.....	109
8.2.3	Employment and Labour in Tourism.....	110
8.2.4	Cost of Living.....	112
8.2.5	Land and Profit-Making.....	113
8.2.6	Environmental Management.....	113
8.2.7	Waste.....	115
8.2.8	Infrastructure and Public Utilities.....	116
8.2.9	Change in Lifestyle of Local People.....	117
8.2.10	Safety and Security.....	119
8.2.11	Lack of Tourism Management.....	119
8.2.12	Attitudes towards Sustainable Tourism Development.....	120

## TABLE OF CONTENTS

8.3	OPPORTUNITIES FOR SUSTAINABLE TOURISM DEVELOPMENT ON THE ISLAND.....	122
8.3.1	Collaboration of Local Stakeholders in Environmental Conservation.....	122
8.3.2	Distribution of Economic Benefits and Stable Employment on the island.....	123
8.3.3	Accessibility Improvement.....	123
8.4	CONSTRAINTS TO SUSTAINABLE TOURISM DEVELOPMENT ON THE ISLAND.....	124
8.4.1	Lack of Tourism Planning and Management.....	124
8.4.2	Failure of Water Resource Management.....	124
8.4.3	Inefficiency of Sewage Treatment and Solid Waste Disposal System.....	125
8.4.4	Changing Identities of the Indigenous Population.....	125
8.5	MAIN VARIABLES OF TOURISM SUSTAINABILITY RELEVANT TO ISLAND SITUATION.....	126
8.5.1	Tourists.....	126
8.5.2	Local Business Owners.....	127
8.5.3	Migrant Workforce.....	128
8.5.4	The Full-Moon Party.....	129
<b>CHAPTER 9: CONCLUSION.....</b>		<b>131</b>
9.1	INTRODUCTION.....	131
9.2	CONTRIBUTION TO KNOWLEDGE.....	134
9.3	LIMITATIONS OF THE RESEARCH.....	135
9.4	RECOMMENDATIONS FOR FUTURE RESEARCH.....	136
<b>REFERENCES.....</b>		<b>138</b>
<b>APPENDICES</b>		
APPENDIX 1	Questionnaire for Tourist.....	154
APPENDIX 2	Questionnaire for Primary Tourism Businesses.....	156
APPENDIX 3	List of Local People Interviewees in the Host community.....	158
APPENDIX 4	Local people Interviews: Translation.....	159
APPENDIX 5	Local People Interviews: Coding Data - From Codes to Themes.....	198
APPENDIX 6	Local People Interviews: Identifying Themes and Categorising – From Basic to Organising to Global themes.....	219
APPENDIX 7	List of Public Sector Staff Interviewees.....	223
APPENDIX 8	Public sector Interviews: Translation.....	224
APPENDIX 9	Public Sector Interviews: Coding Data - From Codes to Themes.....	251
APPENDIX 10	Public Sector Interviews: Identifying Themes and Categorising - From Basic to Organising to Global themes.....	257

# CHAPTER 1: INTRODUCTION

## 1.1 INTRODUCTION

Islands are among the most idealistic tourist destinations in the world, as many people are attracted by the natural beauty, individuality and various recreational activities they provide (Lockhart, 1997). The importance of a unique cultural and natural experience in a distinctive surrounding far away from the continent make holidays appear to be different from routine life (Carlsen and Butler, 2011). In many islands, the tourism industry plays a major role in economic growth. Tourism influences economic diversification in forms of job creation and foreign exchange earnings (Wilkinson, 1987). In some islands, moreover, tourism is the largest contributor to GDP and contributes to the economic development to the local residents (Lockhart, 1997). However, although islands can gain economic benefits from tourism, they can also experience many negative environmental and social consequences (Douglas, 2006). Therefore, it is realised that understanding tourists' needs and the way to attract a large volume of visitors are essential for the residents, whereas the knowledge of the impacts resulting from tourism on the islands is also necessity (Stylidis, Terzidou and Terzidis, 2007). In 2000, almost a half of tourists travelling to Thailand spent their holidays on the southern islands in Thailand. The main attractions are the islands' natural resources (Cushman et al., 2004). In general, due to their small size in remote areas and limitation on alternative sources of revenue, many islands, therefore, depend heavily on tourism for their major incomes. Those islands, however, often have experienced congestion and resource degradation, over dependence on limited resources and insufficient infrastructure as a result of lack of planning (Graci and Dodds, 2010). This research is an examination of tourism development and the potential of sustainable tourism development on the island of Koh Pha-ngan. It explores these issues by analysing the views of four key groups of stakeholders on the island. The data was collected in 2010 by both quantitative and qualitative data collection instruments. This introductory will explore the rationale, aim and objectives of the study and provide an outline of the way and order in which the research is presented.

## 1.2 RATIONALE

Facing economic recession in 2001, Thailand targeted tourism as a mean for increasing foreign exchange earnings (Pleumarom, 2002). Intensive marketing and promotion ensured that Thailand succeeded in growing tourist destinations in terms of tourist arrivals (Elliott, 1997). However, the rapid growth of tourism without planning has resulted in negative impacts from tourism in Thailand (Pleumarom, 2002). Due to a lack of planning and implementation of regulations, proper control and management, as well as only a little attention to tourism potential costs, local people, their culture, and environment have been adversely affected, leading to a degradation of resources at tourist destinations (Churugsa, McIntosh and Simmons, 2007). Often, tourism has been viewed from a demand perspective rather than a supply

perspective; with most attention given to marketing and promotion rather than managing the resources on which tourism depends (Gill et al., 2004). However, tourism development needs to be focused on principles of sustainability which involve the integration of economy, human development and environmental conservation. Sustainable tourism development is regarded as a potentially powerful tool for conservation and development on the islands (Yunis, 2001). It can be a guide to the management of all resources in a way that it can fulfil economic and social needs while maintaining cultural identity, ecological processes, biological diversity, and life support systems (Fennell and Dowling, 2003). Developments which take environmental consideration into account are more sustainable in the long term and less costly to maintain (EUCC<sup>1</sup>, n.d.). At the same time communities must find a satisfactory balance between conflicting economic, environment, and social equity objectives to achieve sustainable development (Campbell, 1996). To achieve sustainability in tourism, there is a need to explore and try to resolve existing major problems instead of concentrating on new developments (Butler, 1998).

In the view of Wallace (1993), multi-sectoral planning is essential to a sustainable development strategy, and all stakeholders and local communities need to get involved and participate in all processes, as future progress towards sustainability relies on all stakeholders' involvement and greater awareness (Williams and Ponsford, 2009). In addition, planning should be based on the knowledge of natural and cultural resources of the island under the concept of conservation, together with an implementation of integrated approach for the management of all resources (UNEP<sup>2</sup>, 1998). To move tourism towards sustainability, it is necessary to consider a balance of environmental, social and economic concerns, along with different stakeholder positions and views (Dodds, 2010). Similarly, Eber (1992) believes that the full involvement of local communities in the tourism sector not only generally benefits themselves and the environment but also improves the quality of tourists' experiences.

### **1.3 CONTEXT**

Due to the different stakeholders in tourism, including tourism businesses, government, tourists and local communities (Holden, 2008), there are different needs, goals, viewpoints, and information access in terms of tourism development. Applying principles of sustainable tourism development to all of them with a range of needs is extremely complex. Partnership and cooperation between the stakeholders, therefore, is necessary (Milne, 1998). As the concept of sustainable development supports the usage and conservation of resources in order to maintain their long term viability, this cannot be achieved without awareness of the broader range of problems which hinder development. With this perspective in mind, it is necessary to gain insights from the various stakeholders in order to ascertain the issues which influence and possibly impeded sustainable tourism development. In this thesis, using Koh Pha-ngan as a case

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<sup>1</sup> European Code of Conduct for Coastal Zones

<sup>2</sup> The United Nations Environment Programme

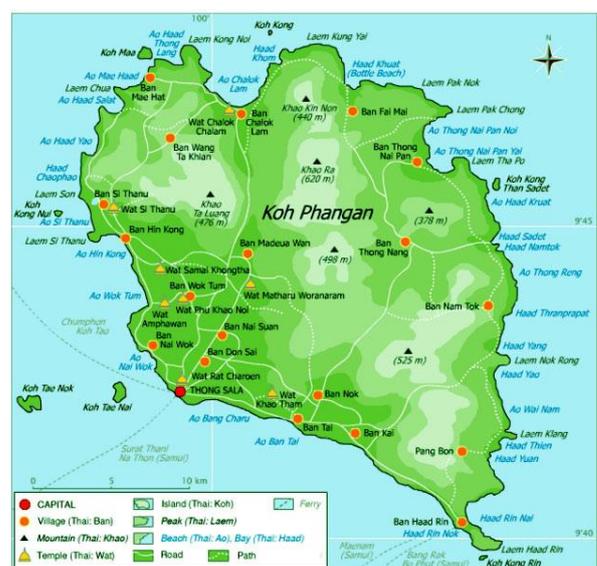
study, the tourism situation on the island is explored and an evaluation is made, so that the opportunities for, and constraints to, island tourism development are identified, together with the main variables of tourism sustainability relevant to island situations. In spite of a range of negative impacts caused by tourism development, the natural resources and the community on Koh Pha-ngan (Figure 1-1) have not yet been destroyed, which means that there is opportunity to assess whether sustainability is achievable. Although similar studies in sustainable tourism development have been conducted in many countries of tourist destinations, as well some investigations relevant to Koh Pha-ngan have been studied. This will be the original contribution of knowledge founded on a range of perspectives together with a combination of quantitative and qualitative approaches, to evaluate an overview of the tourism situation on the island. It is expected that the findings of this research will come up with an idea to fulfil a balanced strategy for sustainable tourism development on Koh Pha-ngan in the near future, in order to distribute beneficial opportunities for all stakeholders on the island whilst maintaining environment and conserving the identity of indigenous people.



**Figure 1-1: South East Asia Map**  
**Source: Thailand Maps (2016)**



**Figure 1-2: Map of Thailand**  
**Source: Thailand Travel Vacations (2002)**



**Figure 1-3: Map of Koh Pha-ngan**  
**Source: KOH-PHANGAN-HOTELS.COM (n.d.)**

Koh Pha-ngan is an island in the middle of the Gulf of Thailand located in Surathani, a province in the southern region, covering an area of 168 square kilometres. It is approximately 100 kilometres from the mainland, and 15 kilometres to the north of the well-known neighbouring island, Koh Samui (Circleofasia.com, 2002). Koh Pha-ngan consists of 2 districts which are divided into 14 villages with a total population of 11,846. People mostly are Buddhists, with a few Muslims living in Ban Tai village. Coconut plantations and fishing are the main source of incomes for local people, although tourism and supporting businesses have been growing as key earning sources on the island (Koh Phangan Municipality, 2002). Standard Thai is used as the official language, but the southern dialect is more widely spoken among the local people. English is understood in business contacts and tourist areas (Phangan Info Co., Ltd. (n.d.)).

Over 70% of Koh Pha-ngan is mountainous with the peak in the north at 627 metres above sea level, and covered with abundant Tropical Rain Forests and Dry Evergreen Forests. In addition, there is a variety of wildlife including fish, corals, and birds to be found in the area. Although there are several water sources, the island still suffers from shortage during times of drought. Koh Pha-ngan has a tropical climate influenced by annual monsoons, the southwest and the northeast, so the weather remains warm and humid throughout the year with temperatures between 24-33°C. There are only 2 seasons on the island: summer and rainy season. The summer is from February to April which is the best time to visit Koh Phangan. The rainy season starts in mid-May until January. During November to January, the northeast monsoon particularly influences on the island with heavy rain and strong winds a times (TAT<sup>3</sup>, 2003).

## **1.4 AIM AND OBJECTIVES**

The aim of this research is to make an evaluation of the tourism situation and sustainable tourism development on Koh Pha-ngan, Thailand by aggregating a wide range of various stakeholders' perspectives, in order to discover opportunities for, and constraints to, sustainable tourism development on the island, and the main variables of tourism sustainability relevant to island situations. To achieve these targets, the following objectives were identified for investigations.

- 1) To evaluate the tourism situation and sustainable development on Koh Pha-ngan, Thailand from various stakeholders' perspectives.
- 2) To categorise opportunities for, and constraints to, sustainable tourism development on the island.
- 3) To identify the main variables of tourism sustainability relevant to island situations.

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<sup>3</sup> Tourism Authority of Thailand

## 1.5 METHODOLOGICAL CONSIDERATIONS

This research is based on data triangulation in the form of person triangulation, involving the collection of data from a variety of stakeholders in the tourism industry composed of four populations: the public sector, tourists, the host community and private tourism businesses. The research strategy also uses methodological triangulation in the form of between-method triangulation combining both qualitative and quantitative data collection methods in procedures. This is to enhance validity and strengthen the interpretation of the data. In addition, field research was conducted as the key way to assess the situation first hand.

According to Milne (1998), tourists, as the customers, are the demand side, and tourism industry the supply side. Tourist satisfaction can be understood as the degree of pleasure or contentment of the visitor resulting from experiences in relation to the journey to fulfil their desires, expectations and needs (Chen and Tsai, 2007). In tourism destination management, enhancing tourists' satisfaction levels and return intentions are crucial and necessary (Yoon and Uysal, 2005). In terms of tourism businesses, although they are often considered as causing many negative impacts in a destination, they also are a sector that plays an important role in making tourism sustainable (Graci and Dodds, 2010). With regard to the host community, local people are the major stakeholders and need to support the development of tourism. A lack of attention to local residents is likely to result in the failure of tourism planning (WTO/UNEP<sup>4</sup>, 2000). The public sector, in general, influences tourism in several ways and plays a role in sustainable tourism development (Graci and Dodds, 2010). The organisations in this sector are responsible for developing a strategy for long term development, such as, for example, attracting investment in tourism, providing infrastructure, utilities, security, and health facilities, as well as setting standards for development of tourism businesses, and maintaining and promoting tourist attractions (TCMP<sup>5</sup>, 2001).

## 1.6 STRUCTURE OF THE THESIS

Islands are quite vulnerable to the negative environmental and social impacts that tourism can bring. These impacts need to be critically evaluated and properly managed, which, given the rise in issues relating to sustainability, tourism development in terms of planning, management and monitoring needs to be based on sustainable policies (UNWTO<sup>6</sup>, 2002). This thesis consists of nine chapters, and the content of each chapter is summarised as follows:

This chapter provides an overview of the research by starting with the general field of interest – Island Tourism and Sustainable Tourism Development in Thailand, and outlines the rationale and context of the

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<sup>4</sup> The World Tourism Organization and United Nations Environment Programme

<sup>5</sup> Tanzania Coastal Management Partnership

<sup>6</sup> The United Nations World Tourism Organization

research. The main aim and objectives of the research have been identified. The next chapter will begin with island tourism. It generates an idea of how such tourism is different from other forms of tourism, and how it attracts certain types of tourists. The chapter continues with a discussion on the island tourism situation in terms of costs and benefits of it; then it focuses on economic, socio-cultural and environmental concerns. Each aspect is further detailed with explanation and the situations exemplified. Each type has many aspects that are related to each other; these are unable to be separated or categorised in only one single impact. In addition, the idea that leads to tourism development in the form of sustainable management is presented. This is followed by introducing the stakeholders relevant to the study. These consist of tourists, host community, tourism businesses and public sectors.

Chapter 3 explains the methods undertaken for data collection and how the data was analysed. The chapter considers how the various methods were chosen for this research project. Considerations for utilising a mixed methodological approach are discussed in detail, together with the advantages and disadvantages for each. In addition to this, data collection from a variety of stakeholders via the different sampling techniques and methods are clarified, together with the process of conducting a pilot study. In addition, this chapter outlines the analyses of the data through the use of SPSS and NVIVO.

The proceeding chapters focus on the research findings. In chapter 4, the views of the tourists are considered, based on the quantitative data collected. The results are derived from the investigation of the tourists' holiday experiences; this reflects their behaviour which usually influences and corresponds with tourism development in a destination. In addition, the views of tourists about the tourism circumstances and sustainable tourism development on the island were collated and are presented in this chapter. So as to achieve this objective – to evaluate the tourism situation and sustainable tourism development from the various stakeholders' perspectives, the findings discussed in this chapter will be joined with the results of other stakeholders' views, including members from tourism businesses, the host community, and the public sector. The outcomes are divided into 2 sections: 1. initial findings, and 2. making inferences. The initial findings present an overview of holiday experiences on the island that influence the tourism circumstances, as well as opinions about the tourism situation and sustainable tourism development. Additionally, an objective of the research is to identify the main variables of tourism sustainability relevant to island situations. As such, in the section on making inferences, inferential statistics were applied to explore the association between package tourists and those travelling independently. The findings indicate whether tourists had different opinions about the overall tourism situation and sustainable tourism development. This in turn leads to the identification of groups of tourists who recognise the importance of tourism sustainability specifically relevant to island situations.

Chapter 5 considers the views from tourism business. It presents the quantitative data from a group of primary tourism businesses: tourist accommodation, restaurants, travel agents, pubs and bars, diving

centres, internet shops and massage services. To start with the initial findings, this section presents an overview in terms of the characteristics of business administration to understand the general circumstances of tourism businesses that tends to influence the tourism situation on the island. This is followed by the opinions about the current tourism situation and sustainable tourism on the island by those involved in the primary tourism trades. The primary tourism trades are those which are closely related to touristic activities and have direct effects on tourism. The findings help to make an evaluation of the tourism situation and sustainable tourism development on the island. In addition, the detail showing whether local and non-local business owners have different opinions will be linked to the research objective: to identify the main variables of tourism sustainability relevant to island situations in the conclusion chapter.

The next chapter – chapter 6 – is concerned with the views of local people. It presents the findings from the interviews held with local residents on Koh Pha-ngan. Interviewees were the people who have both a direct involvement with the tourism industry and those who do not. All interviews are examined to define the main categories and themes to code the data, this was undertaken using Nvivo9. The findings respond to the research objective to evaluate the tourism situation and sustainable tourism development on Koh Pha-ngan from the various stakeholders' perspectives. This will eventually identify the main variables of tourism sustainability relevant to island situations.

The views of the public sector are explored in chapter 7. Based on qualitative data from interviews, thoughts of public sector staff with responsibility for tourism are presented in order to assess their viewpoints on the current situation of tourism and sustainable tourism development on Koh Pha-ngan. What becomes apparent, however, is that there is no one public sector organisation on the island responsible for, or specialised in tourism development or sustainable tourism development. For this reason, it was decided to interview local government officers who, by view of their position, could offer information on the circumstances and problem facing tourism. Informants were from various organisations on Koh Pha-ngan, including a Chief Administrator of the Sub-district Administrative Organisation (SAO) of Bantai, a Community Development Officer and a Head of Municipal Clerk Officer of the Sub-district Municipality of Koh Pha-ngan, a Public Health Officer, a Headman of Village number 1, and representatives from Tarnsadet-Koh Pha-ngan National park.

Having presented the data, the next chapter will discuss the findings in detail and draw the thesis to conclusion. Thus the purpose of chapter 8 is to collate the different findings and discuss in relation to the material explored in the literature review. This chapter outlines the way by which the research objectives are answered. Firstly, there is an evaluation of the tourism situation and sustainable tourism development on Koh Pha-ngan, from various stakeholders' perspectives. Secondly, opportunities for, and constraints to,

sustainable tourism development on the island are categorised. Lastly, the main variables of tourism sustainability relevant to island situations are identified.

Chapter 9 is the final part that draws the thesis to a close. The purpose is to summarise the main points once again before ending the thesis. It will recap on the structure of the work before drawing an overall conclusion based on the discussion in chapter 8. The chapter began with an explanation of an importance of this research, overall decision of the data collection and analysis based on the purpose of the study, together with a summary of main overall research findings. In the end, it will then proceed to outline the contribution to knowledge, the limitations of the work and recommendations for the way forward for Koh Pha-Ngan and further research.

Having outlined the way in which the thesis will unfold, the proceeding chapter is the literature review. It gives knowledge and ideas that have been established on research and information related to an area of study. The key topic of island tourism is focused upon and how such tourism is different from other forms of tourism. Potential impacts of tourism in term of positive and negative are also discussed. The stakeholders relevant to the study including tourists, host community, tourism businesses and public sectors are introduced. In addition, the idea that leads to tourism development in the form of sustainable management, as well as applicable guidelines, principles and management practices are clarified.

## CHAPTER 2: LITERATURE REVIEW

### 2.1 INTRODUCTION

This chapter begins with a discussion on island tourism. It generates an idea of how such tourism differs from other forms of tourism, and how it attracts certain types of tourists. The chapter continues with a discussion on the island tourism situation in terms of costs and benefits in economic, socio-cultural and environmental elements. I will demonstrate how each element relates, and argue that therefore, it is not easy to identify each element individually. In addition, the idea that leads to tourism development in the form of sustainability is presented, followed by an introduction to the stakeholders relevant to the study, which consist of tourists, host community, tourism businesses and the public sector.

### 2.2 ISLAND TOURISM

Tourism to islands is a distinctive type of tourism due to the isolation, diversity of ecology and distinctiveness of the places, that influence the characteristics of local residents (Royle, 2001). Distinctive ecological environments and folklore make island destinations more attractive and interesting (Scheyvens and Momsen, 2008), and these distinctive attractions make islands become one of the most popular tourism destinations (Sheldon, 2005). Owing to the small land size and relative isolation, small islands present an attractive tourism product that is in much demand in terms of sun-sand-sea, tropical island paradise (Péron, 2004), especially as the isolation is considered beneficial for tourism as it makes destinations more attractive and exotic (Scheyvens and Momsen, 2008). Moreover, according to Royle (2001), as each island typically has a constrained diversity of ecology and other distinctiveness, compared to a continental region with a similar climate, most islands host unique species of both flora and fauna, exotic coral reefs and marine life, which create individual surroundings and attractive scenery. As such, Kokkranikal, Baum and MacLellan (2003) note that such unique features appeal to a large number of visitors, especially as small islands have a warmer climate. In addition, in the view of Butler (1993), in many islands, traditions, cultures and local lifestyles of communities, which present the unique and adaptation of people on the islands, are still continued and conserved; these also are of interest to tourists. Carlsen and Butler (2011) also acknowledge the importance of a unique cultural and natural experience in distinctive surroundings for holiday time. In the view of Butler (1993), culture and language differences, a particular way of life, together with attractive climate and natural environment are major influences on island destination preferences. Therefore, in many islands, strong cultural, social and natural capitals are considered a drawcard for tourism, which provides opportunities for sightseeing and pleasurable experiences in terms of beaches, rainforests, waterfalls, culinary distinctiveness, cultural performances and picturesque villages (Armstrong and Read, 2006). For instance, tourism in the Maldives is dependent upon the beauty of diversity of the reef ecosystem which is considered as one of the richest

in the world (Ministry of Home Affairs, Housing and Environment, 2001). Whereas, the tourism activities on the Lakshadweep Islands in India include deep sea-fishing, coral viewing, together with visiting villages, Buddhist Archaeological remains, handicrafts and coconut-manufacturing centres (Kokkranikal and Baum, 2011). Likewise, in Thailand, almost a half of tourists spend their holidays on the southern islands of the country, and the main attractions are the islands' natural resources. For examples, Koh<sup>7</sup> Tao is one of the busiest scuba diving resort island in Southeast Asia (Szuster and Dietrich, 2014). Yao Noi Island is well-known for its pristine natural resources, including mangroves, sea grass beds, coral reefs, shellfish grounds and wildlife. Besides the environmental offerings, the tourists also enjoy local culture, including Thai boxing, Rong Ngang (Muslim dancing), local wedding and religious ceremonies held at mosques on the island (Jitpakdee and Thapa, 2012).

According to Ismail and Turner (2008), tourism stimulates the development of basic infrastructure, contributes to the growth of local industries, and attracts foreign investment. In addition, the conservation and improvement of the environment are promoted, as well as local diversity and culture also being preserved. It can therefore be understood that tourism has major influences in the destinations on environmental, economic, cultural and social issues (Mason, 2003). However, owing to a limited capacity of island in terms of environmental, social, economic or perceptual aspects; these make island fragile and unsuitable for tourism activities depending on natural and human resources, resulting in serious environmental and social imbalances, and economic mono-specialisation on destination (Navalón-García, 2017). Shaw and Williams (1994) claim that although tourism has positive impacts on island society, it is likely to have an adverse effect on the host community. Similarly, Ap (1992) also considers that tourism is important in stimulating economic growth and sustaining development in small islands, simultaneously, rapid growth in tourist arrivals causes pressure on the local community in engaging with such development. In recognition of this, Macleod (2004) notes that although tourism forms a more significant element of an island's economy, it also has an impact on the socio-cultural structure of the community because of its small size and higher levels of socio-cultural interaction through regular contact between the local population and tourists. Apart from this issue, in the view of Kerr (2005), many problems on small islands are relevant to their insular geography and fragile environmental characteristics. As such, Dodds, Graci and Holmes (2010) recognise that whereas the local people earn benefit from improvement of economic and well-being from tourism, simultaneously, they also experience many negative environmental and social consequences. Such negative issues include an overdevelopment on the environment, dependence of a host community's economy on tourism, as well as over using natural resources, congestion in infrastructure, which result in pollution and degradation of resources, elimination of the natural environment, together with competition and tension on the infrastructure of the destination (Stabler and Goodall, 1996).

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<sup>7</sup> Koh means island in Thai meaning

In addition, in terms of tourism development, Inskip (1994) mentions that uncontrolled development for achieving short term benefits result in environmental and social degradation, and consequently, leads to an emergence of a poor quality destination. However, the impacts of tourism can also be positive, but whether impacts are perceived as positive or negative depends on the value position and judgement of the observer of the impacts (Hall and Page, 2002). In the view of Mason (2003), each type of effect has many aspects that relate to each other; and these cannot be separated or categorised as only one single impact. For this reason, in this research, all of these impacts are considered to examine the benefits and costs of the environment, economy, culture and society, and these will be discussed in the following sections.

## **2.3 ECONOMIC BENEFITS**

In the view of Neto (2003), tourism offers a valuable opportunity for economic diversification; it is thus considered the most promising driving force for economic development. Often, the strong economic part of many small island is related to the strength of tourism sector (McElroy, 2006). In many islands, the tourism industry plays a major role in economic growth, as it influences economic diversification in forms of job creation and foreign exchange earnings (Wilkinson, 1987). According to Walton (1993), international tourism can support economic development by generating foreign exchange and reducing balance of payment problems. In the views of Parrilla, Font and Nadal (2007), tourism increases foreign exchange earnings from commodities trading that provide capital for the growth of the manufacturing sector, as well as it is an increase of income generation and employment, both in the formal and informal sectors. Unlike other industrial activities, tourism brings tourists to consume the product in the destination, foreign exchange earnings are generated by tourist expenditures, also the export and import of goods, as well as services related to tourism. These create income to the host economy, and stimulate the investment necessary to finance growth in other economic sectors (UNEP, 2001a). In addition, Smith (1989) points out that the value of the new money especially the hard currency like US dollars, brought by tourists into the host area is a valuable foreign exchange especially when required for development or survival.

In terms of employment opportunities, tourism is considered one of the world's most significant sources (UNEP, 2001a). Lockhart (1997) indicates that tourism generates not only direct employment in tourism business such as hotels and restaurants, but also indirect employment in wholesale, retail and distributive trades, as well as, supporting activities, including handicrafts, construction and transport. Likewise, Ashe (2005) shares a similar view that tourism is an important part of the local economy, bringing a major influx of incomes through tourist expenses, tourism employment and informal businesses such as street vendors, informal guides and taxi drivers. Besides, Mihalic (2002) mentions that products produced in the host country can be sold to tourists at a higher price without transportation and insurance costs.

Accordingly, Kreag (2008) realises that tourism increases employment opportunities in all levels from low wages labour to high professional positions, as a result income generation is distributed through destinations resulting in standard of living improvement. In addition, in the view of Coccossis (2001), the creation of new jobs helps to improve economic problems and halt relocation of a population caused by the loss of jobs in agriculture. Tourism development, therefore, has a positive effect increasing the local economy, and national gross domestic product (GDP) growth (TCMP, 2001). With regard to this, Lockhart (1997) mentions that in some islands, tourism is the largest contributor to GDP giving economic development to the local residents. Likewise, Brau, Lanza and Pigliaru (2003) further note that tourism contributes to growth of income in the destination, and tourism-based economies seems to be a faster growth on average than other economies. It has long-term socio-economic impacts on the host economy and community resulting in minimising poverty in destinations. This links to the belief of UNEP and UNWTO (2005) who recognise that in terms of economic sustainability, long-term economic operations with a stable employment and income-earning opportunities contributes to poverty alleviation, as well as socio-economic benefits that are distributed to all stakeholders.

## **2.4 ECONOMIC COSTS**

In terms of economic vulnerabilities, small islands are likely to have small economies and limitation of resources, thus their economic base is generally relying on primary product exports and tourism (Milne, 1998). In the view of Harrison (2003), these limitations mean that islands are often heavily dependent on support and international trade. Economic development within small islands is often overly involved by inadequate amounts of local capital and lack of appropriate skills among the local population. Some particular skilled labourers are imported because of a lack of training and experience by the local people (UNEP, 2001a). For islands in which there is a lack of local money and expertise, Wilkinson (1989) notes that foreign-owned companies often take the opportunity to create and activate their trades at an early stage, and then become key actors in tourism development. In addition, Globalgateway (2008) considers that tourist resorts owned by large foreign companies whose profits are earned from tourism often returns to the home countries, as well as the well-paid executive positions frequently occupied by foreigners while the local employees usually gain very low pay; with only small benefits distributed to the local economy. Regarding such situations, Wilkinson (1989) further notices that leakage of earnings in the forms of imported food and drinks, hotels furnishings, wages of expatriate staff, commissions and profits seem to be a substantial amount. In relevance to non-local tourism operators, Orams (1999) acknowledges that the profit earned on the business will be sent outside the host community. In recognition of this, UNEP ISLANDS (1998) explain that revenues are not captured locally, and do not benefit the local population. Therefore, although tourism generates significant earnings to island economies, the local population receives only limited benefits (Wilkinson, 1989). In addition, according to

OECD<sup>8</sup> (1980), businesses especially with non-local owners often have negative impact towards the environment as they try to maximise their financial benefits in the short term to gain rapid recovering capital, thus their expenditure on environment maintenance and preservation of the natural resources is minimal.

In terms of employment, in the view of Lockhart (1997), local labour in the tourism industry is considered to be of a low status due to the lack of skills required with minimum wage rates, and as a result, staff are commonly employed temporarily or part-time. UNEP (2001b) further notes that the professional and administrative jobs in the tourism industry with higher pay are usually offered to foreigners or non-locals while unskilled work at a lower level, such as housemaids, waiters, gardeners being occupied by local people. Such a separation in opportunities causes friction and irritation and increases the gap between the cultures within a company. This is recognised by Mason (2003) who argues that, creating more jobs in the local area would be beneficial.

In addition, according to Lockhart (1997), because of fluctuating tourist numbers caused by seasonal variations in arrivals, most employment in tourism is seasonal, and the labour in the tourism industry is usually employed as temporary or part-time. Neves (2006) indicates that this creates the problems of unemployment during off-peak seasons. According to L. Briguglio and M. Briguglio (2002) due to the small scale of islands and the limitation of natural resources, export markets in merchandise and other occupations tend to be unsuccessful, which puts a greater emphasis therefore on the tourism industry. Tourism, thus, is promoted as a top priority as natural attractions and the climate of the islands gives them a competitive advantage in tourism activities. As Mason (2008) notes of developing countries, local people sometimes change their employment from traditional occupations to the hospitality industry, which is likely to pay higher wages and provide better working condition and job prospects. As such, Macleod (2004) realises that tourism has replaced the primary income generation of the residents such as fishing and agriculture, and has transformed such primitive occupations to hospitality industry economy putting a greater dependency on tourism. Mason (2003) recognises this as destinations dependent on tourism revenue, any change in demand tends to lead to a major economic crisis. This makes seasonal workers face a problem of job insecurity without a guarantee of employment from one season to the next and getting low pay (UNEP, 2001a). The risk of this situation is that if tourism demand to a destination decreases, there is a lack of development of other economic sectors to support the local economy, which causes unemployment and lead to economic recession (Holden, 2008). In response to such circumstances, Lockhart (1997) recommends that maintaining tourist numbers is essential to island economies. Many islands attempt to seek tourists who desire special interest holidays, with a trend for quality tourism seeking visitors on conference and niche markets such as the elderly, in order to retain the direct employment in tourism, as these are more likely to visit the destinations outside the peak season. In

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<sup>8</sup> The Organisation for Economic Co-operation and Development

addition, more local employment created by an introduction of new tourist attractions, the development of crafts, and the encouragement of alternative forms of tourism such as eco-tourism, are likely to motivate distribution of tourist expenditure over a wider area of the destination (Lockhart, 1997).

In relation to tourist arrivals, Lee et al. (2008) acknowledge that seasonality causes a fluctuation in tourist numbers to a destination. In high season, the destinations have more tourists than that they are able to accommodate, whereas there are too few tourists in the low season. In some destinations, L. Briguglio and M. Briguglio (2002) notice that the occupancy rate of tourist accommodations in the peak season tends to be almost twice as high as they are in the low season. As such, King (1993) points out that such occurrence often causes an insufficiency of the supply of accommodations and facilities to meet the demand of tourists. In addition, a greater demand for basic services, goods, and other necessities occurs when tourists are visiting an area (UNEP, 2001a). Therefore, according to Archer, Cooper and Ruhanen (1994), an increase of prices for these commodities occurs when tourists place extra demands on local services at a tourism destination. As the value of the new money brought by the tourists into the host area could be valuable foreign exchange to buy more items than the local money, especially hard currency like the US dollar (Smith, 1989), the inflationary effect of tourist expenditure usually increases prices for local inhabitants (Walton, 1993). Such an increase affects the cost of living of local residents, particularly the ones who do not receive greater income from tourism, or their incomes do not increase proportionately in line with the new prices (Kreag, 2008). Besides, due to isolation and remoteness of the islands, Armstrong and Reed (2006) recognise that such higher prices are added by means of transportation costs of goods and services.

In addition, price inflation in the property market is another relevant impact resulting from tourism as tourism development often brings a high demand for accommodation from outsiders who wish to settle in the tourism location and can afford to pay more for the housing stock than local people (Macleod, 2004). According to TCMP (2001) tourism development, and the related rise in real estate demand, may also dramatically increase building costs and land values. The competition for finite resources can drive prices so high means that only foreign investors are able to afford them. Macleod (2004) notes that, in some destinations, land costs six times as much as before due to the rise in demand for land and building to support the boom of tourism and foreign settlement. This situation results in decreasing the economic power of the local population, while raising the domination of the property market by outsiders (Neves, 2006).

## **2.5 SOCIO-CULTURAL BENEFITS**

According to Shaw and Williams (1994), local society and its traditions are important tourism resources. Frequently, in developing countries, tourism changes employment from traditional occupations to

hospitality industries, which generates higher wages and better jobs prospects (Mason, 2008). This is a crucial motivation, which declines their evacuation and urban relocation (UNEP, 2001b). In addition, Shaw and Williams (1994) also note that village lifestyles, friendliness, traditional ceremonies and religious processions are promoted to attract tourists. Simultaneously, Ismail and Turner (2008) recognise that tourists are curious to gain experience of meeting local communities, advising that the activities that introduce tourists to participate in local culture and customs should be created and maintained. In some destinations, without the distinctiveness of a genuine culture and language, tourists tend to be much less inclined to accept the inconvenience of time and cost associated with the island experience (Kaene, Brophy and Cuddy, 1992).

As a result, Mason (2003) recognises that tourism offers the opportunities to contact and learn from people from other cultures with cultural exchange between local communities and tourists happening. In recognition, UNEP (2001b) explain that this can foster understanding between people and cultures which leads to increases of appreciation of different ways of life and an opportunity for people to develop a mutual understanding. By learning more about others, Kreag (2008) assures that differences become more interesting and reduce discrimination and threatening behaviour towards the other. In addition, in the view of Kreag (2008), a decline of interest in host cultures by the inhabitants themselves is likely to be stimulated by a motivation of cultural heritage, which is considered a part of tourism development. Besides, the interest of tourists in local culture and history provides opportunities to support preservation of historical artefacts and architecture. Accordingly, UNEP (2001b) reflect that tourism not only builds up understanding between people and cultures, but also increases an appreciation for different ways of life, as well as it helps to raise awareness of the value of local culture and tradition in the community, which fosters pride in cultural traditions. These help in arousing and contributing an interest in conservation and transmission of indigenous cultural and traditions, together with folk arts and crafts.

Furthermore, in the view of Inskip (1991), infrastructure is a key factor for tourism destinations. For example, roads enhance accessibility for tourists to visit different parts of the destinations. Other infrastructure such as energy results in more services. These enhance the attractiveness of the destination. UNEP (2001b) acknowledge that tourism induces creation and development of facilities and services establishment in communities such as health and transport improvements, sport and recreational facilities, and public areas as well as an arrival of better-quality supplies and food. As such, infrastructures around, health and transport are improved. These benefit the local residents and bring higher living standards to the destination. In the view of Sorupia (2005) in terms of transportation, since tourism is all about travelling and it cannot boom without travel, so transportation is an essential part of the tourism industry. Improvement of transportation is necessary and supports tourism growth. This is reasoned by Tourism Western Australia (2009) that transport is essential to move tourists from their place of living to the destination areas, as it provides an essential link between the tourism generating region and other

destination areas and facilities (CENTRAL EUROPE, 2013). Therefore, Page and Lumsdon (2004) realise that the transportation system of a tourist destination has an influence on the tourism experience, and the improvement of transportation leads to increased accessibility to areas. In addition, regarding public health, Hartwell et al. (2012) mention that tourism policy development concerning public health can provide an empowerment to the community to influence tourism planning and activity development. In terms of a successful destination strategy, satisfaction, impressive experiences should be provided, whilst at the same time, the well-being of a destination's residents should also be enhanced. Such links between tourism and public health thus creates stronger and healthier communities (Hartwell et al., 2012).

## **2.6 SOCIO-CULTURAL COSTS**

Macleod (2004) believes that, although tourism often forms a more significant element of an island economy, it also affects the socio-cultural structure of island community because of a community's small size and higher levels of socio-cultural interaction. This is in parallel with the views of Ismail and Turner (2008) who agree that tourism plays an important role in stimulating economic growth and sustaining development in small islands, however, rapid growth of tourist arrivals often causes a serious pressure on the local community to engage with such kind of growth. As culture is an essential element for development, thus, Skelton (2007) recognises that it needs to be seriously taken into consideration in forms of participation and respect. In addition, Su, Wall and Jin (2016) acknowledge that tourism enhances more alternative livelihoods for the residents and reduces pressures in their primitive occupations caused by limited resources. As such, Aronsson (2000) argues that local livelihood structures and socio-cultural traditions are likely to be intervened concurrently; these effects include changes in values and systems, traditional lifestyles, family relationships, individual behaviour and community structure. As Mason (2008) notes of developing countries, local people sometimes change their employment from traditional occupations to the hospitality industry, which is likely to pay higher wages and provide better working condition and job prospects.

According to UNEP (2001b), since tourism brings people to different locations and surroundings, cultural conflicts can occur as a result of a lack of understanding by different cultures, ethnic and religious groups, values and lifestyles, languages, and status. Thus, in the view of Robinson (2000), these conflicts happen in different ways between different groups within tourism areas; such as, tourists and local residents, tourism businesses and host community, tourism industry and tourists, or even among the tourists themselves or within the host community. In relevance to tourists, UNEP (2001b) further note that since an influx of tourists brings diverse values and ideas to the community, and their behaviours tend to influence the way of life in a community with tourist behaviour being undesirable and offensive to the local people. Tourists are drunk, ignorant or careless, some are rude or aggressive, and fail to respect local customs and moral values. Besides, some tourists are considered innocent victims; however, some

contribute to those illicit activities themselves (Mansfeld and Pizam, 2006). In the views of Reisinger and Turner (2003), relationships between local populations and tourists influences resident attitudes towards tourists and tourism, such as cultural differences or similarities. In relation to this issue, Anastaspoulas (1992) points out that when social and cultural differences increase due to different cultural backgrounds between tourists and local people, resident attitudes become more negative towards the tourist and tourism. Approval and open-mindedness of local community, thus, is crucial for a successful tourism destination; this influences visitors to return to a destination or recommend to others (Thyne, Lawson and Todd, 2006).

In addition, in the view of TCMP (2001), tourists usually come to the destination and spend a large amount of money for their pleasures. This sometimes provokes some people or travel agents to exploit or take advantage of them, as well as their behaviour of carrying valuables often attracts criminals. UNWTO (1996), realise that such incidents are likely to be in accordance with an idea that safety and security are vital to providing quality in tourism, the success or failure of a tourism destination depends on being able to provide a safe and secure environment for visitors. In recognition of this, STCRC<sup>9</sup> (n.d.) explain that the feeling of being unsafe during a trip results in a shortened period of stay and expenditure by tourists at a destination, this also results in a decrease in the number of tourists and their re-visitation. In particular, Mansfeld and Pizam (2006) identify that the destinations in which their images are blemished by crimes related to drug use probably impacts on a decline in tourist demand. Ismail and Turner (2008) share a similar view, noting that these practices can have a negative effect on tourism on the island because bad experiences and poor reputation causes tourists to go elsewhere.

Tourism has an impact on the socio-cultural structure of island community because of the community's small size and higher levels of socio-cultural interaction through regular contact of the local population with tourists (Macleod, 2004). Likewise, Williams (1998) shares a similar view that the local population is likely to have closer contact with tourists compared with mainland destinations. Changes are said to occur through what has been described as the demonstration effect, which refers to tourists demonstrating a different way of behaving from the locals which the latter are then said to emulate. Young people are argued to be the most vulnerable to the demonstration effect (Mason, 2008), which is likely to be unacceptable to their families or within a community, accordingly this incident tends to create a tension among groups (UNEP, 2001b).

In terms of commodity related to tourism, Mason (2003) mentions that, in the destination where tourism demands are for local souvenirs, folk arts and native performances, these are often changed in response to their requirement. Such commoditisation leads to imitation or reproduction, in the marketing of tourist souvenirs; traditional products are reproduced and marketed as tourist souvenirs. This makes them lose

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<sup>9</sup> Sustainable Tourism Cooperative Research Centre

their meanings and values. In particular, for a group of mass tourism, Shaw and Williams (1994) notes that it occasionally demoralises and puts a risk on local culture, traditions and way of life in host societies when their cultures are found interesting and become commercialised. In addition, UNEP (2001b) note that, the standard of living and structure of a local community such as accommodation, food and drinks, and so on, are frequently adjusted to satisfy tourist needs, familiarities and comforts, with individualism and authenticity being adapted leading to a loss of indigenous identity, value systems and behaviour.

Another aspect of changing culture concerns immigration, in the view of Pongponrat (2015), due to extensive tourism development, massive labour is greatly required to support it. This circumstance is in accordance with TCMP's (2001) view that labour from other regions flows towards and displaces the local labour in the destination where they are needed as a workforce. In recognition of this, Joppe (2012) explains that, due to an increasing number of migrants, those workers can be hired to fill the gaps in the local workforce, simultaneously the entrepreneurs can hire and fire staff as demand fluctuates. According to Eriksen (2001), an influx of migrant labour has impacts on the community in the destination; these include socio-cultural changes in terms of language and culture, social organisation, process of socialisation, ethnicity and social control, structure of community, as well as local custom and lifestyle. Not only does such migration impact on culture, but according to Pongponrat (2015), a high rate of migration to tourist destinations for job opportunities leads to overcrowding in the target area. Such overcrowding affects inhabitants, infrastructure, resources-used, and public amenities, and perhaps results in a structural imbalance in the host area of tourist destination. As such, it is argued that local government should have a long-term plan to control the number of migrant workers on an island.

## **2.7 ENVIRONMENTAL BENEFITS**

Apart from economic and socio-cultural aspects, the environment is considered a key factor as tourism significantly depends upon the environment as a major attraction, or as the location where the activities usually take place. As such, environmental damage and deterioration of natural resources leads to a decrease in and loss of the inhabitant occupations and incomes (Holden, 2008). Tourism and the environment are in a mutually dependable relationship, since tourism gains benefits from a good quality environment, at the same time, the environment, in turn, should benefit from being protected and maintained as a valuable tourism resource (Williams, 1998). In consideration of Muhanna (2006), tourists gain knowledge and understanding about environmental values while visiting destinations, which enhances their awareness of the value of nature, which leads to environmental-concerned behaviour and inspiration to support and protect the environment. In addition, TCMP (2001) recognises that tourism plays a role in the conservation of the environment through revenues from tourist visitation, for example, entrance fees for visiting national attractions or tourist activities, sales on souvenir shop in the national parks, tax on tourism business. These earnings are used to contribute to conservation, management and

development of natural resources in the area. In the views of Mathieson and Wall (1982), tourism sometimes helps to motivate and set up the projects to protect and enhance the environment, such as the designation of national parks, the renovation of historic buildings and the creation of residential areas. This is in accordance with Holden's (2008) view, if tourism is intended to play a long-term role in the local economy, it needs to be developed and maintained as a good quality environment, for the reason that long-term economic success is dependent upon satisfying the demands of tourists. According to Stonich (2003), this leads to conservation in terms of national parks or marine protected areas, which in turn attracts more tourists.

## **2.8 ENVIRONMENTAL COSTS**

In the view of Kerr (2005), many problems on small islands are related to limited geography and vulnerable environmental characteristics. Because of tourist arrival, problems of degradation of natural resources, solid waste disposal and water pollution are extensive (Simpson, 2008). Similarly, Sorupia (2005) agrees that an increase in tourist numbers causes congestion resulting in several issues, which include higher pollution levels, more refuse, insufficient support structures, along with a negative impact on the environment and wildlife.

In terms of degradation of natural resources, due to extensive growth of tourism development, Lockhart (1997) considers that the environment of many islands is dramatically changed to serve the demand of tourists: types of accommodation, facility and infrastructure. In the view of Williams (1998), these construction projects require extensive use of land, which leads to damage to natural resources such as soil erosion, changes in watercourses, and deforestation. Holden (2008) points out that many trees have to be unavoidably removed resulting in a loss of habitat for wildlife, and rainfall on the mountain slopes not being absorbed. Likewise, Button (1993) indicates that roads and land transportation also affect wildlife and habitat when they pass through natural areas, since road construction causes disturbance and puts a much higher pressure on wildlife leading them to alter natural behaviour and habitats (UNEP, 2001c). Regarding tourist accommodation, Neves (2006) recognises that coastal locations are ecologically vulnerable, but a popular tourist destination. A report by the UNEP ISLANDS (1998) reveals that due to the construction of coastal resorts, the coastline has been reformed by draining and blocking, or improvement of the beach, or the digging up of a harbour, or building of a dock for tour boats, which severely affects coastal processes and ecosystems in the long term. Besides, Mason (2003) mentions tourist activities, and uses the example of snorkelling and scuba diving, explaining that, these kinds of activities tend to put the coral under threat from tourist walking on it, and tourist boats dragging their anchors through it. Concerning such actions, destruction of a coral reef not only causes degradation of marine ecosystems in the destination, but also threatens other environmental resources upon which tourism depends. With regard to such impacts, Holden (2008) explains that coral not only provides an

abundance of food for fish, but also acts as a natural breakwater to help protect coastline and beach areas from erosion. As without the natural breakwater, beach erosion will occur at a much quicker rate than normal.

In addition, in the view of Macleod (2004), due to the small scale of islands, residents usually survive with limited resources and do make an effort to make a living from the restricted resources available. As such, Royle (2001) acknowledges that such limitations not only influence economic issues but also the quantity of natural resources required to sustain life, especially water supply. In recognition of the importance of water, the UNEP (2001c) mentions that in areas where water resources are limited, shortages and degradation of supplies are often caused by tourism. This limitation is because the tourism industry overuses water for accommodation and facilities such as swimming pools, which consumes large amount of water supply compared to the needs of the local population. Besides, Holden (2008) notes that in some destinations, natural streams are sometimes diverted to supply tourism businesses, which makes the local people suffer further water shortages. This forces the local population to compete for the use of critical resources, and sometimes leads to conflict between tourism development and the local community. Apart from the tourism sector, there are concerns that a high rate of migration to tourist destinations for job opportunities causes an overcrowded population in the destinations, which results in the degradation of environmental and natural resources (Pongponrat, 2015).

What is more, according to Holden (2008), one of the most extensive impacts of tourism is the generation of municipal solid waste. With regard to this issue, Shamshiry et al. (2011) indicate that tourists and tourism businesses generate solid waste at approximately twice the amount compared to local waste production. As such, Stephen, Craig-Smith and Xavier (2006) were concerned that solid waste can be disposed of on the shoreline, or brought down by streams or blown in from nearby landfill sites. These are not only unsightly, but are also marine litter that can kill seabirds and turtles by entanglement and ingestion of plastics. However, Mateu-Sbert et al. (2013) argue that waste management is not only a matter of governmental authority, but also a communal responsibility, especially in tourist destinations. This issue, thus, needs to be considered as a health related public policy. In addition, according to the World Health Organization's (1996) vision, the separation of materials for recycling is necessary in small islands because they are environmentally more vulnerable to growth in the amount of solid waste, as well as any negative effects on health may spread more quickly. These situations mentioned (including the earlier discussion on polluted water resources) link to a concern by Neto (2003) that due to lack of adequate capability of treating solid waste and sewage treatment, particularly in developing countries impacts on natural resources as it reduces the amount of freshwater available. In the view of Ismail and Turner (2008), a polluted environment directly affects tourist's travel experience and satisfaction with the destination; consequently, their future holidays are sometimes changed to other destinations with a

similar atmosphere. In response to this issue, Gunn (2002) proposes that these problems need to be resolved to support sustainable tourism by local government as they are considered the provider.

Another key environmental impact of tourism is its carrying capacity. In the view of Mason (2003), control and limitation on the influx of tourists in the destination can minimise the impact on the ecosystem and decrease the negative impacts on resources, as well as, it helps to maintain the integrity and vitality of the site. To maintain the island sustainability, carrying capacity should be a part of the planning process determining utilisation of zoning areas for facilities and tourist activities, protecting natural areas and planning of roads (Inskeep, 1987). Similarly, Sorupia (2005) suggests that the number of visitors should be set in capable manner so that there is no conflict regarding resources within the community.

## **2.9 SUSTAINABLE DEVELOPMENT IN TOURISM**

The tourism industry is different from other sectors of an economy since it is the only sector using a specific natural resource, and the development of such resources for tourism is related to the whole development in a destination. Sustainable tourism, as a result, is formed by applying sustainable development. If such development is considered sustainable, tourism will be driven in the same way (Johnston, 2014). As tourism plays an important role in the local economy, and is based on the existence of undamaged environments, authentic cultures and welcoming host communities, accordingly, tourism needs to perform as an essential driving force for mutual enhancement in terms of linking economic, social, cultural and environmental features for sustainability (UNWTO, 2013). This view is in accordance with the concept of sustainable development by UNEP and WTO (2005), as it relates to creating a better life for all people in the present and in the future on the principles of impartiality of resource usages and benefit distribution. To ensure positive, sustainable tourism development, Kakazu (2011) indicates that the desires of the local host community to improve living standards and quality of life along with satisfying the demands of tourists and the tourism industry, and the protection of the environmental resources for tourism, all need to be taken into consideration.

Although tourism can provide substantial economic benefits for many countries, regions and communities, in turn, its rapid expansion can create negative environmental and socio-cultural impacts. Tourism development, as a result, has both positive and negative impacts on destinations (Yazdi, 2012). Concerning this, Yazdi (2012) considers that sustainable tourism development need to be taken into account to make a balance between these impacts to create an improved quality of life for the host community and the destination by making a low impact on the environment and local culture, and simultaneously, generating future employment for local people. These are with the purpose to ensure that local people, tourism businesses and the tourists can gain positive experiences from tourism development. Likewise, Liu et al. (2013) indicate that the purpose of sustainable tourism is to make

balance between protecting the environment, maintaining cultural integrity, establishing social justice and promoting economic benefits, meeting the needs of the host population in terms of improved living standards, both in the short and long term.

Alternatively, according to Runhaar, Driessen and Uittenbroek (2014), sustainable tourism development is informed by ideas from environmental policy in term of taking responsibility and action to avoid environmental degradation. As such, Aall et al. (2015) claim that environmental policy integration, potentially, is a framework for analysing the problems and prospects to support sustainable tourism policies. Likewise, Espiner, Orchiston and Higham (2017) explain that sustainable tourism is likely to be identical with ecotourism and other alternative forms of nature-based tourism. Ecotourism aims to minimise negative impacts on environments and society, as well as to promote the conservation and preservation of nature (Weaver, 2014). Simultaneously, it is about the distribution of financial benefits through sustainable livelihood strategies accompanied by support for human rights for empowered local communities (Bramwell, 2014). Further, in another point of view, Canavan (2014) argues that the idea of sustainable tourism derives from the response to the impact of tourism development, accompanied by the aim of reducing the negative effects of tourism. Regarding such critical effects of tourism, Zolfani et al. (2015) realise that it is essential to take these consequences into account for tourism management. As stated by Buckley (2002), sustainable tourism management regulates and reduces the rate of growth within a destination, in order to protect resources, enhance negative impacts and maximise benefits.

In many destinations, sustainable tourism development is an alternative approach for development (Dabphet, Scott and Ruhanen, 2012) especially in the destinations with negative impacts influence (Edgell, 2006). Bansal and Gautam (2008) consider that sustainable tourism development is a policy and planning approach to make low impact on the environment and local culture, while helping to generate income and employment for locals and to promote the conservation of local ecosystems. Accordingly, applying the principles of sustainable tourism leads to the preservation of cultural and natural resources and community wellbeing (Canavan, 2014). To achieve sustainability, Butler (1998) further proposes that not only concentrating on new development, but major problems existing in the tourism industry need to be focused on. For these reasons, Dodds (2010) suggests that an integrated and all-inclusive approach is necessary for sustainable tourism development

Focusing on Thailand, Pleumarom (2002) is concerned that the rapid growth of tourism without planning has resulted in negative impacts on the destinations. For instance, in a case study of Koh Phi Phi, Dodds, Graci and Holmes (2010) note that due to a lack of sustainable development practices, the island has suffered with negative effects on the fragile tourism resources. In the views of Navalón-García (2017), islands have a limited capacity in all areas including environmental, social, economic thus making islands to be fragile environments. As such, they are often unsuitable for tourism activities that utilise and

consume natural and human resources, because tourism development can lead to the risk of generating serious environmental and social imbalances, and economic mono-specialisation. Consequently, Twining-Ward and Butler (2002) recommend that the sustainable development of tourism is more a practical necessity in island destinations. If this does not happen, however, Churugsa, McIntosh and Simmons (2007) warn that the lack of tourism planning and implementation of regulations, applicable control and management, together with the loss of attention to tourism impacts, result in the degradation of socio-cultural and environmental resources at many tourist destinations.

As a result of negative impacts of tourism causing a decrease in the quality of life of local residents and levels of tourists' satisfaction, Thailand has taken consideration and declared commitment to sustainable tourism development principles (Mowforth and Munt, 2003), as an appropriate development concept for many tourism destinations (Dabphet, 2013). According to the Government Public Relations Department (2016), mentioning the national tourism development plan, Thailand aims to strengthen the local communities nationwide by distributing income to societies in order to make better the quality of life for the local people, together with promoting the preservation of Thai culture and traditions, plus natural resources conservation. These result in the sustainability of the national tourism industry overall.

Due to reflecting the social, economic and environmental supports caused by sustainable development, in the views of McCool et al. (2013), the stakeholders tend to accept the idea of sustainable tourism in resource management, environmental conservation, community development and poverty alleviation, then apply this concept to their individual tourism businesses and marketing groups in practice. As such, in response to a long-term vision in the future, Font and McCabe (2017) consider that sustainability is focused on integrating ethical values and principles, environmental and social consequences, along with economic goals, in a responsible and harmonious way, plus a balanced and all-inclusive approach in recognition of the role of all stakeholders towards the use of resources at present and in the future. Similarly, in terms of an island's sustainable development, Navalón-García (2017) agrees that an all-inclusive approach in terms of environmental, economic and social factors, to be capable of satisfying not only residents, tourists, and investors, but also all those responsible for its sustainability in a balanced way, is in demand. She further argues that to achieve this goal, implementation of a coordinated planning process at different administrative levels and from different perspectives is needed.

According to Graci and Dodds (2010), the stakeholders play a significant role in moving the sustainability plan forward especially in an island destination; it is essential to understand their roles and involvement in sustainable tourism practices (Ioannides, Apostolopoulos and Sonmez, 2001). Waligo, Clarke, and Hawkins (2013) indicate that the different groups of stakeholders have an influence on tourism development in several ways including tourism supply and demand, regulation, management of tourism impacts, human resources and research. As a result, the support of tourism stakeholders is crucial for the development,

successful operation, and long-term sustainability of tourism (Dabphet, 2013). All stakeholders, thus, need to be involved in the process of sustainable development (Byrd, 2007). In the view of Fyall and Garrod (2005), it is accepted that stakeholder collaboration is a method of solving problems for a lack of understanding and in sharing common goals between the stakeholders in tourism development. Likewise, Phanumat et al. (2015) agree that stakeholder participation is an essential element in successful sustainable tourism development; this leads to coordination and balance in decision-making based on the needs and interests of relevant parties. As such, Williams and Ponsford (2009) indicate that progress towards sustainability in the future relies on all stakeholders' involvement and awareness, as well as their willingness to engage (Scheyvens, 2003). Waligo, Clarke, and Hawkins (2013) discuss that the lack of stakeholder participation possibly causes difficulty to the implementation of sustainable tourism strategies.

There are problems of working with stakeholders. Due to the different viewpoints of numerous and various stakeholders, Ladkin and Bertramini (2002) realise that collaboration is likely to be complicated and applying principles of sustainable tourism perhaps becomes problematical. Although there is a need for partnership and cooperation between various stakeholders in tourism, the stakeholder groups have different goals in terms of tourism development (Milne, 1998). Each stakeholder has different characteristics and different needs, the business impacts of each type of stakeholder both directly and indirectly need to be taken into consideration. Knowing their requirements leads not only to help them achieve them, but also to create good relationship and collaboration with them (Soonsan, 2017). In addition, in the view of Brokaj (2014), an understanding of the attitudes and reactions of stakeholders towards sustainable tourism initiatives leads to the successful implementation of policies to encourage the adoption of sustainable tourism development principles. Thus, it is reflected that sustainable development depends on the ability to ensure cooperation and coordination among various stakeholders with different interests, beliefs and preferences (Bramwell, 2011). Regarding this vision, strategic planners or administrators need to understand and give importance to each type of stakeholders' perspectives (Soonsan, 2017). In response to this, according to the UNWTO (2004), the participation of all relevant stakeholders is required in cooperation with strong political leadership to make certain of extensive participation and consensus building. However, Shone, Simmons and Dalziel (2016) argue that the development of tourism is unable go towards the right direction, providing that it is only under the supervision of private entrepreneurs with business motives, consequently, local government needs to get involved in strategic tourism planning.

Indeed, in the view of Ruhanen (2013), local governments play significant roles in driving the sustainable development plan in tourism destinations, since they are familiar with many of the problems within the areas, as such, they have much responsibility for tourism development, as well as controlling most of the development planning aspects related to tourism (Dredge and Jenkins, 2007). Furthermore, the political

environment including coordination and cooperation among a number of facilitators in order to develop and apply policies for tourism, is a necessary element for the implementation of sustainable strategies, as the destinations with effective governance are more likely to be successful in developing sustainable tourism (Bramwell, 2011). Further, according to Brokaj (2014), the ability and institutional efficacy to integrate multiple policy areas by considering a variety of natural, cultural and human effects is crucial in sustainable tourism planning and destination development, for the reason that the principles of a sustainable tourism strategy are unable to be implemented effectively in destinations without the right laws and regulations in place.

Nonetheless, according to Hardy and Beeton (2001), although sustainable tourism development is considered widespread and essential to the development of a destination, there is a range of problems in terms of a lack of a clear understanding of the concept among stakeholders in the destination, together with no effective communication channels in distributing information to them. As such, Koutsouris (2009) is concerned that these circumstances lead to confusion in their implementation. Consequently, prior to getting involved in implementing development principles, Dabphet, Scott and Ruhanen (2012) highlight that the stakeholders need to understand its concept. Initially, to make decisions concerning sustainable lifestyles communally desirable, in the view of Gössling (2017), sustainability knowledge needs to include an understanding of the role of ecosystem, climate change, resource insufficiency, and the global economic system framework. Providing tourism stakeholders with adequate information about sustainable tourism development is likely to avoid confusion and misunderstanding (Timur and Getz, 2009).

In addition, a clear understanding of the concept is likely to be raised by the working together of key stakeholders through interpersonal and media communication in the community (Dabphet, Scott and Ruhanen, 2012). Similarly, according to Jayawardena et al. (2008), providing beneficial information and communication networks is likely to be useful for such stakeholders, which should result in collaboration in the community. Such collaboration would help to improve the policy and strategy to meet the concept of sustainable tourism development and accomplish it in practice. In response to this, NOAA<sup>10</sup> (n.d.) recommends that the media (eg travel guides, magazines, and newspapers) is an alternative for raising such awareness and helping to encourage a demand for change. Accordingly, in terms of tourism planning, the UNWTO (1999) incorporate human resource development for a variety of stakeholders by providing education and training relevant to tourism; which helps to enhance awareness to the stakeholders and the community.

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<sup>10</sup> The National Oceanic and Atmospheric Administration

## **2.10 STAKEHOLDERS**

Freeman (2010) defines a stakeholder as any group or individual affecting or being affected by the achievement of an organization's objectives. In tourism, there is a broad range of stakeholders, all of them have rights and responsibilities within the system (Swarbrooke, 1999). However, each of them has different goals, needs, viewpoints, and information, which results in competition for limited resources, issues of equity and distribution, and the need to balance the costs and benefits of various achievements. Thus, partnership and cooperation between various stakeholders in tourism is required (Milne, 1998).

In the view of UNWTO (2013), many different stakeholders are engaged in the sector, or are affected by tourism directly and indirectly. According to tourism circumstances in Thailand, Soonsan (2017) identifies that tourism stakeholders consist of five key groups: these are public sector, non-government organizations, tourism industry, residents, and tourists. However, to be successful sustainable tourism development, Dabphet (2013) points out the key stakeholders in the implementation process need to be identified. Accordingly, this research only focused on four major groups of stakeholders who evidently play significant roles in tourism on the island including tourists, host community, tourism businesses and the public sector.

### **2.10.1 Tourists**

In terms of business, tourists are considered as the demand, the customers (Milne, 1998). According to Macleod (2004), tourists are considered as separable into two categories: Package or Independent tourists. In general, package tourists prefer amenities and levels of service that are similar to their home, and often depend on the use of hotel services, so their expenditure is likely to go direct to the proprietors, and not to be distributed to the local community. According to Lockhart (1997), this situation is exacerbated because this type of tourist has limited or no interest in or understanding of the local culture and history and do not tend to interact with local residents (Lockhart, 1997). These tourists tend to prefer package holidays as they feel this ensures the quality of service around such as reliable transport and standards of hygiene (Wong and Kwong, 2004).

In contrast, independent tourists usually get along well with the local environment and social structure and contribute to increased growth rates in the local economy thus bringing benefit to local ownership (Macleod, 2004). In addition, Smith (1989) points out that this group of tourists has a greater economic impact on the local residents because of their preference to use local accommodation, shops and other local services. Therefore, their expenditures are directly distributed to the local community, and link to other direct, indirect and induced sectors of the economy. Significantly, in the view of Robinson (2000), tourists also perform as either motivating or decelerating factor in island destinations by re-visiting, recommending to others or proclaiming their dissatisfaction by boycotting the place. As such,

understanding the characteristics of tourists, their motivations for visiting destinations and their perceptions of sustainability can help in matters of development, planning and controlling (Dodds, Graci and Holmes, 2010).

To understand motivation in visiting islands, Dodds, Graci and Holmes (2010) note that tourists prefer a clean beach for their holiday rather than thinking about their well-being experience on the island. Thus the beach is a key factor and item of concern for tourists. In the views of Cheng, Wu and Huang (2013), destination attractiveness is an important indication of tourists' pull to a destination. When tourists are enticed to visit by unique features within a destination and enhance their place attachment<sup>11</sup> (Lee, Huang, and Yeh, 2010), they are more likely to reflect environmentally responsible behaviour. This represents an important indication of sustainable tourism development (Cheng, Wu and Huang, 2013). Likewise, according to Farstad and Rye (2013), place attachment leads to an increase of their attention on preserving the environment, also resulting in repeat visits to a destination (Chen and Tsai, 2007).

Nonetheless, tourists can damage the environment by engaging in activities such as collecting flora and fauna specimens, disturbing wildlife habitats, and causing pollution; this results in environment of a destination (Su and Swanson, 2017). Becker (2015) is concerned that the lack of responsibility by tourists causes harm to the cultural as well as ecological attractiveness of destinations. Dealing with this, when visiting destinations, Muhanna (2006) proposes that providing knowledge and understanding about environmental issues is of value to tourists, and can help to enhance their awareness of nature's value and the importance of the environment; which in turn may make them care about the conservation of nature. In a similar way, Cheng, Wu and Huang (2013) concur that a view of tourists about the importance of environmental preservation can be improved through understanding the natural ecology distinctive to the islands.

In addition, Mason (2008) considers that tourists' experiences can lead to a change in their thoughts and attitudes resulting in behavioural changes. In particular, direct experience by engaging with the natural environment in a destination helps to stimulate satisfaction and makes the interest of tourists. Such involvement is liable to increase tourists' understanding as well as to help shape their attitudes and behaviours toward the natural environment (Ballanytne and Packer, 2011). In the views of Chiu, Lee and Chen (2014), tourists with responsible behaviour towards the environment usually avoid activities causing degradation to the surroundings, such as littering during the trip, catching fauna at the sights, and damaging the flora. Further, the journey experience of tourists that fulfil their desires, expectations and needs results in their satisfaction in travelling (Chen and Tsai, 2007). When tourists are satisfied, their responsible environmental behaviour intention will develop a high value (Handriana and Ambara, 2016).

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<sup>11</sup> the emotional bonds between people and place in terms of physical surroundings (Cheng, Wu and Huang, 2013)

Regarding this, in the views of Chen and Tsai (2007), tourist satisfaction affects not only their impression on destinations, but also their desire to return and make recommendations about the sites to others.

Linkage between what motivates tourists to visit and the needs of the inhabitants have been noted by Stylidis, Terzidou and Terzidis (2007) who recognise that, an influx of large numbers of tourists to an island destination has an effect in terms of cultural, social and environmental matters. According to Ismail and Turner (2008), tourism plays an important role in stimulating economic growth and sustaining development in small islands, however, rapid growth in the numbers of tourist arrivals often causes a serious pressure on the local community. This is due to having more interaction with tourists compared with the local population on mainland destinations (Conlin and Baum, 1995). Thus, the tourists need to be considered favourably by the host community (Ap, 1992), as any frustration amongst the local residents can lead to difficulty in tourism sustainability and thus reduces economic benefits on the island (Ismail and Turner, 2008).

### **2.10.2 Host Community**

Tourism influences host communities economically, socially, and environmentally in terms of both costs and benefits. In relation to the economy, tourism has an effect on an increase of household incomes, improving standards of living, the creation of more jobs and employment opportunities, and more tax revenue generation (Choi and Sirakaya, 2006). Concurrently, the local community faces a problem of an increase in the cost of living (Rasoolimanesh et al., 2015), a rise in the price of property, goods, and other products (Andereck et al, 2005), also tax payment increases (Látková and Vogt, 2012). Socially, Tovar and Lockwood (2008) point out that recreational and entertainment facilities in host communities are more available and developed compared to they were before. In addition, an understanding of cultural identity is encouraged, and the preservation and revival of traditional arts, culture, and crafts is promoted (Mc Gehee, Andereck and Vogt, 2002). On the contrary, in the views of Látková and Vogt (2012), the changing of family value systems and relationships, plus the overcrowding of facilities and services resulting in traffic congestion and an increase of litter are all circumstances that may increasingly arise and trouble the local communities. Similarly, Deery, Jago and Fredline (2012) note that there may be an increase of crime and drugs (Deery, Jago and Fredline, 2012). In addition, regarding environmental issues, Ko and Stewart (2002) are concerned by the negative potential impacts of tourism development including the damage of the natural environment, together with an increase of environmental pollution such as air, water, and so on.

According to Sharpley (2014), the development of tourism and interactions with tourists directly affect the communities. The changes that are likely to occur are in the values, patterns of behaviour, lifestyles, and quality of life in a community (Hall and Page, 2014). The residents in a community are the recipients

of impacts from development (Choi and Sirakaya, 2006), and they have concerns about the effects on their well-being (Thompson, 1997), such as high prices, congestion, cost of living and the quality of life; which may cause them to have adverse attitudes towards tourism (Wall, 1996). With regard to this, in the views of Rasoolimanesh et al. (2015), residents' perceptions of the potential positive and negative impacts of tourism influence their support for, and participation in, tourism development. Thus, their points of view on tourism impacts is a critical predictor of their support for and participation in tourism development which has implications for the achievement of sustainable tourism development and management (Jaafar, Rasoolimanesh and Lonik, 2015). Further, Rasoolimanesh et al. (2015) explain that perceiving the benefits of tourism development to exceed the costs, the residents are enthusiastic to participate and increase their willingness to support tourism development in their community (Jaafar, Noor and Rasoolimanesh, 2015). On the contrary, providing that residents perceive the negative impacts to be greater than the positives, their support and involvement in tourism development tends to decline (Nunkoo and Ramkissoon, 2011).

According to WTO/UNEP (2000), local people in the community are the primary stakeholders in retaining the growth and maintenance of a successful tourism industry, while the failure of tourism planning is caused by a lack of attention to local residents in involving them to make decisions on long-term direct impacts on their lives. As such, the involvement of host communities is critical to the success of tourism development (Saufia, O'Brien and Wilkinsd, 2014). In the view of Carter et al. (2015), community engagement is crucial for the success of sustainable tourism initiatives as part of strategies to alleviate poverty, protect the environment and improve the well-being of communities, for that reason, it is better to have local communities involved in making decision about tourism development (Mason ,2008).

Regarding this, Jamal and Camargo (2014) consider that community involvement is a part of a need for local people to have a fair share of political and economic opportunities in implications for strategic planning and policy development in tourism, in order to benefit the local community and boosts the respect for their traditional lifestyle and values (Mitchell and Reid, 2001). Regarding residents' support and participation in tourism development, Su and Wall (2014) believe that conflicts between the needs and interests of various resident groups are likely to be resolved; which results in improving their quality of life and contributing economic development. In addition, involvement in the tourism development process not only improves residents' awareness of the benefits and costs of tourism, but it also provides residents opportunities to activate their capacities to make decisions and to control the activities affecting their lives (Thongma, Leelapattana and Hung, 2011). In this way, they have an opportunity to identify their own goals and pursue tourism development to satisfy their needs (Lepp, 2006). Significantly, WTO/UNEP (2000) propose that having continuous community participation and providing educational programmes at all levels, together with an explanation of tourism roles about the environment and the economy, especially knowledge of participating in the environmental conservation and benefiting economically from

tourism, are essential. As a result, according to Andriotis (2002), participation of local communities throughout the process, from tourism planning, decision-making, problem solving, project implementation, and evaluation will make tourism sustainable.

### **2.10.3 Tourism Businesses**

Tourism businesses influence the existence of various part of the service sector, such as tourist accommodation, handicraft businesses, travel agents and other relevant services (Nongsiej and Shimray, 2017). In many island destinations, they are one of the most important factors contributing to and sustaining the economic development of the destinations (Zapalska and Brozik, 2014), especially in small and medium-sized operations (Graci and Dodds, 2010), typically owned by either locals born in the destinations or permanent residents (Moscardo, 2014). In terms of small business practices, Fitzgerald and Muske (2016) comment that the owners usually take interest in the stability of income generation and use basic skills of management, marketing, and networking, and these tend to be based on imitation of existing practices rather than innovative. In addition, these types of business are typically inherited, rather than being newly started. Mostly, these businesses are family-owned and are characterised by slow growth focusing on family needs and desires (Heck and Stafford, 2001). The owners tend to try to balance business objectives with family interests and lifestyle (Getz and Carlsen, 2005).

According to Getz, Carlsen and Morrison (2004), family businesses are particularly distinctive in rural areas because of traditional land-owning patterns and the impracticality of operating larger corporations in minimal economies, as a result, businesses owned and operated by families are not managed for only profit-making, but also for sharing responsibilities by involving the family members as staff without payment in forms of a wage or salary for the purpose of succession within the family. Indeed, Jaskiewicz, Combs, and Rau (2015) indicate that one important non-economic goal of family businesses is to maintain family-centered traditions and an inheritance across generations. As such, Peters and Buhalis (2004) notice that family members are expected to work for the family business with higher motivation, however, conflicts among family members are likely to occur due to facing a demanding workload, for the reason that they directly provide guests with accommodation, hospitality, entertainment, information, food, or activities (Getz, Carlsen and Morrison, 2004). Compared to large and mid-size businesses, Wickert and Herschel (2001) argue that small businesses have significant disadvantages due to their lack of financial support and human resources. They, thus, face challenges in raising financial capital and have to rely on survivability capital (Memili, Welsh and Luthans, 2013).

However, family businesses contribute to the economic and social structure of their communities, resulting in forming the stable business core (Fitzgerald and Muske, 2016). Memili et al. (2017) attest that the family business owners relate directly to the destination as members of the local community, and they have an interest and advantage in the destination relating to impact the environmental and social

status in the area (Graci and Dodds, 2010). Therefore, small business owners are particularly concerned with the impact of tourism on their living (Thompson, 1997). In response to this, they usually go beyond what is required by regulations in terms of social and environmental sustainability and corporate social responsibility (Kallmuenzer et al., 2017). For businesses concerned with the environment and nature, UNEP (2001c) notes that such characteristics lead to environmentally conscious behaviour and preservation activities. Further, Graci and Dodds (2010) consider that these businesses increase the multiplier effect or final revenue arising from tourism in the destination because the income they generate is distributed through the community.

In recognition of sustainability practices, these are directed by the appropriate consideration of corporate governance, workplace practices, environmental protection, community engagement and stakeholder engagement (Global Sustainable Tourism Council, 2007). Gómez-Mejía et al. (2007) are convinced that such practices are important to family-owned businesses in terms of developing a positive reputation of a business in the community and creating relationships with other stakeholders which in turn contributes to the continuity of a family business across generations. However, Memili et al. (2017) argue that not all family businesses want to adopt sustainability practices. In the views of König, Kammerlander and Enders (2013), some are likely to hesitate to implement new practices where there is a requirement of capital investment, compliance with rules and regulations, dependence on external resources and experts which may lead to the diminishing role and power of their family.

According to Farmaki, Altinay and Yasarata (2016), in many destinations, tourism and hospitality attracts several outside investors to move to the area to set-up their own businesses so that they can enjoy the rural lifestyle. Such entrepreneurs are likely to start with small businesses in terms of both size and productivity. However, they often struggle to make rapid growth in terms of employees and revenue (Fitzgerald and Muske, 2016). Importantly, the entrepreneurs from outside the community often come with knowledge, skills and capital which can contribute to the development of a destination (Ateljevic and Doorne, 2003).

Nevertheless, Gallo, Tapias, and Cappuyns (2004) argue that that family business owners feel at more risk and reluctant to accept people who have come from outside the community to invest in the area due to concern of losing control over the business. In addition, Kalternborn and Williams (2002) attest that outsiders often have different values from locals and rarely integrate into the community, and that these issues are more likely to lead to conflict. Furthermore, in the view of Orams (1999), the profit earned from a business is often sent outside the host community if the owners are not originally from that community. Often, non-local investors are criticised for putting short-term profit making ahead of concerns about the environment (OECD, 1980). Graci and Dodds (2010) give an example of this, noting that multinational and foreign corporations who own hotels on islands pay no attention to the environment and community,

explaining that they exploit the environment and local population rather than conserving, having a short-term perspective towards development and only being concerned with making profits.

Additionally, Davidson and Sahli (2015) notice that foreign direct investment in the tourism-related sectors, such as in accommodation, restaurants, travel agencies and tour operations, transportation services, and car rentals, increasingly takes place, and plays an important role in national economies and stimulating economic growth in developing countries (Dufey, Grieg-Gran, and Ward, 2008). These are undertaken through capital stock, creation of additional employment and tax revenues in the recipient country (Davidson and Sahli, 2015). Concerned about their reputation, these foreign investors tend to help improve environmental and labour standards (Reiter and Steensma, 2010). As a result, new technology, knowledge, and human capital development are offered for the host country by ways of employee training, skill acquisition and diffusion, and the transfer of new managerial and best practice standards (Davidson and Sahli, 2015). On the contrary, Zhang and Ram (2002) argue that foreign direct investment influences domestic investment, employment, income distribution, and national authority, in terms of competition with domestic investors leading to effects on local investment in destinations. However, according to Graci and Dodds (2010), although tourism businesses tend to cause many negative impacts in a destination, they simultaneously have the potential to urge sustainability to move forward. Further, they have the potential to engage with and enter into partnerships with government to push for sustainable tourism in island destinations.

#### **2.10.4 Public Sector**

According to Dube and Danescu (2011), the public sector consists of organisations funded and operated by the government providing public services for citizens such as education, and infrastructure. They generally exist at four levels including International, Federal or National, Regional and Local. They are responsible for determining policies and plans, together with setting and enforcing standards relating to facilities, services and other areas (Anuar et al., 2012). In addition, Graci and Dodds (2010) describe that the public sector influences tourism in several ways and plays an important role in sustainable tourism development. This is in terms of developing a strategy for long-term development and creating the appropriate environment for such progress (TCMP, 2001).

In many destinations, local government represents the public sector in tourism management (McKercher and Ritchie, 1997), since it involves collaborating with tourism businesses and making decisions on policy and tourism development (Nodder et al., 2003). In terms of the local government's structure, it consists of a number of agencies working together on various aspects of the destination, and has a role to ensure good governance of the community (Graci and Dodds, 2010). Besides, it plays an important role in supporting tourism development of local destinations through the provision of infrastructure, tourist attractions development and experiences, support for festivals and events and the implementation of

tourist promotion plans (LGMA<sup>12</sup>, 2017). Regarding tourism governance within the community, Ruhanen (2013) notes that local government has an intimate role in driving sustainable development in tourism destinations. For instance, local government takes part in updating local residents about the development of tourism in the community, involving them in the planning process, making decisions on specific requests for development, and ensuring the community's quality of life in a tourism development strategy (Mihalič et al., 2016).

Bramwell (2011) argues that sustainable development depends on the capability of the various stakeholders to cooperate and coordinate in terms of different interests, beliefs and priorities. With this in mind, in the process of planning based on the principles of sustainable development, strategic coordination and multiple stakeholder participation are required (Simpson, 2001). In bridging multi-stakeholder participation in tourism development, Phanumat et al. (2015) indicate that the roles of the public sector for tourism administration is to consult with all involved about the tourism development plan, as well as to create a fair environment for each stakeholder to contribute and maintain their power in the development process. In response to this, LGMA (2017) propose that it is essential for the local government to organise a linkage of stakeholders including travel agencies, community groups and the private sector to invest in, as well as, to promote their local tourist products and services, by the drive of each local authority to manage the development opportunity of destinations as places to live in, invest in and visit in a sustainable way. Further, Yamakawa (2001) indicates that local government needs to provide opportunities for stakeholders to participate in the decision-making process by reviewing legislation and regulations, as well as evaluating the enforcement of measures, for the reason that an important driving force for sustainable tourism development is an influence of the community in local policy decisions (Nunkoo and Ramkissoon, 2013).

In practice, according to Newman and Clark (2009), a local government usually works under governance based on the framework of the national policy including a strategy of sustainable development. In accordance with this, local authorities are entailed to engage and design specific plans and regulations, based on the national framework relating to tourism development in their destinations (Brokaj, 2014). However, for Chili and Xulu (2015), the roles and responsibilities of local government in working towards sustainable tourism are not well defined, and issues surrounding the practical implementation of the concept cause confusion. Often, policies are focused on economic growth, improvement of the economic well-being of residents, job creation and infrastructure improvement, rather than environmental management (Chili and Xulu, 2015). Thus, Simpson (2001) considers that a local government needs to take all possible positive and negative effects of tourism growth and development into consideration. Further, within a development framework, economic, social and environmental policy considerations need to be integrated into sustainable tourism policies. (Chili and Xulu, 2015).

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<sup>12</sup> The Local Government Management Agency

In the views of Dredge and Jamal (2013), a local government has an essential role as the leading stakeholder and facilitator of tourism development in a destination. Importantly, in strategic tourism planning, Shone, Simmons and Dalziel (2016) point out that local government involvement is compulsory as the development of tourism is unable to go towards the best direction providing that it is under the supervision of private entrepreneurs with a business motive. As such, Graci and Dodds (2010) are conscious that local government is powerful in terms of either impeding or driving strategies in the destinations including tourism. Consequently, the destinations under effective governance have potential to be successful in developing sustainable tourism (Bramwell, 2011).

However, due to a lack of understanding of the principles of sustainable tourism development, Bramwell and Lane (2011) contend that local governments have a challenging role in facilitating sustainable tourism development. Additionally, a deficiency of information to support planning, and effective instruments to empower implementation are likely to cause many tourism development plans to fail (Michelle, 2006). As such, an improvement of local government capacity in terms of training relevant to staff and having appropriate levels of budgetary support, together with setting up a local working group consisting of representatives from both public and private sectors and the wider community, is an essential starting point to ensure practical tourism management at the local level (Churugsa, McIntosh and Simmons, 2007).

In this chapter, information related to the area of study has been reviewed, and literature identified in relation to the field of research. The next chapter is about the methodology, and methods used for data collection for the thesis. It will also explain the ways in which the data has been analysed.

## CHAPTER 3: METHODOLOGY

### 3.1 INTRODUCTION

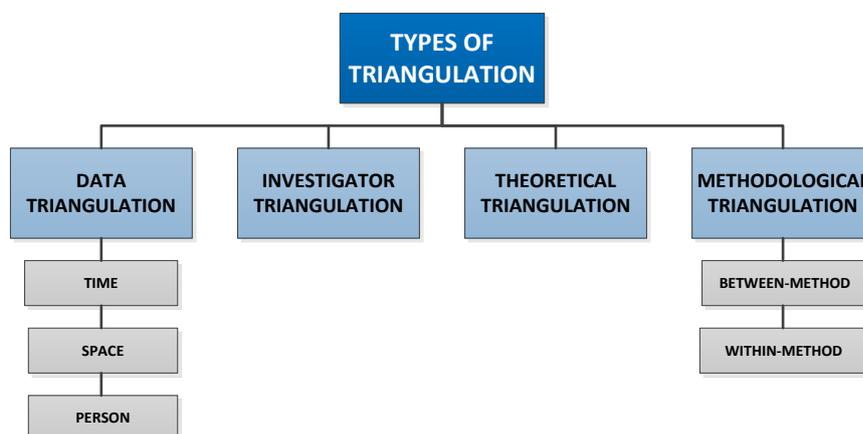
This chapter is about methodology, and explains the methods undertaken for data collection and how the data was analysed. The chapter considers how the various methods were chosen for this research project. This research was based on data triangulation by collecting data through a variety of stakeholders in the tourism industry including tourists, host community, tourism businesses and public sectors. Both qualitative and quantitative data collection methods were employed in the study to confirm and to validate the findings that were limited by only a single strategy. Moreover, considerations in utilising a mixed methodological approach are discussed in detail, together with the advantage and disadvantage for each. These depend on the idea that by examining information collected by different methods, from different groups and in different populations, findings were confirmed across data sets, also reducing the impact of potential biases that occasionally exist in a single study. In addition to this, data collection from a variety of stakeholders via the different sampling techniques and methods are clarified, together with the process of conducting pilot study.

As mentioned earlier, the use of both qualitative and quantitative data collection methods was involved with the study, to avoid being ambiguous in the process of data analysis, these are individually illustrated. For quantitative analysis, these include tourists and the primary tourism businesses (including tourist accommodations and other primary trades). The data from questionnaires are analysed through SPSS in terms of descriptive and inferential statistics. In the case of qualitative method, the data was collected from the host community and public sectors through interviews. The narrative data then was interpreted and analysed using thematic analysis via NVIVO through the process of data reduction, data display and conclusion-drawing and verification. Afterwards, the findings of both quantitative and qualitative analysis are independently revealed in the following chapters respectively.

### 3.2 RESEARCH APPROACH: TRIANGULATION

Denzin (1970) clarifies that triangulation is the combination of more than one approach to the investigation within the same study to enhance confidence in the ensuing finding by an increase of validity, strength and interpretive potential of a study, and a decrease of investigator bias. To evaluate the current situation of tourism development and impacts on Koh Pha-ngan, Thailand from the various stakeholders' perspectives, quantitative and qualitative research are perceived as different ways of examining the same research problem. The validity of conclusions is, therefore, increased when the mutual information is revealed. In this view, Bryman (1993) explains that the idea of triangulation is greatly associated with measurement practices in social and behavioural research that two or more

research methods are applied. It is used to refer to multi-method research in which a quantitative and a qualitative research method are combined to completely provide more findings than only one of the methods. According to Patton (2002) and Johnson (1997), triangulation is a typical strategy for improving the validity and reliability of research or evaluation of findings. It strengthens a study by combining methods, and this also means using several kinds of methods or data, including using both quantitative and qualitative approaches. The concept of data triangulation is to allow participants to assist the researcher in the research question as well as with the data collection. Engaging multiple methods will lead to more valid, reliable and diverse construction of realities. Besides, Jick (1979) points out that the benefits of triangulation include increasing confidence in research data, creating innovative ways of understanding a phenomenon, revealing unique findings, challenging or integrating theories, and providing a clearer understanding of the problem. In addition, Denzin (1970) indicates that these combinations result in sources of data, multiple investigators, theoretical perspectives, and methodologies; consequently, triangulation can be distinguished as below (Figure 3-1).



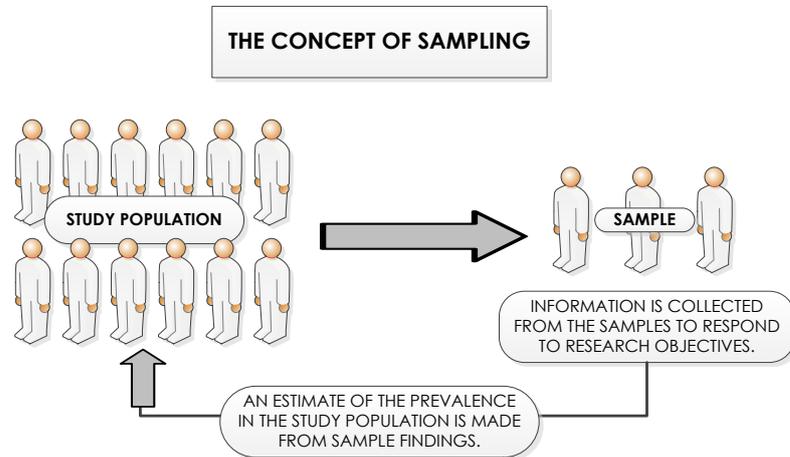
**Figure 3-1:** Types of Triangulation  
**Source:** Adapted from Triangulation (Denzin, 1970)

Due to a broad range of stakeholders in tourism, their various opinions must be taken into consideration. These include public sectors, tourists, host community and tourism businesses. This research was therefore based on data triangulation in the form of person triangulation collecting data through a variety of stakeholders in tourism industry. In detail, Nedjat, (n.d.) explains that this involves the use of different sources of data. In addition, methodological triangulation in terms of between-method triangulation was used. This involves the use of both qualitative and quantitative data collection methods in the same study (Denzin, 1970). The use of both quantitative and qualitative strategies in the same study is practical to obtain findings and to strengthen research results (Thurmond, 2001); then validity in the finding is established (Guion, 2002). According to Amaratunga et al. (2002), triangulation is a combination of research strategies that integrate a mixture of quantitative and qualitative research methods by the use of quantitative and qualitative techniques together in the study of the same phenomenon. The effectiveness of triangulation depends on the idea of weakness in each single method that is



### 3.3 POPULATIONS AND SAMPLINGS

Kumar (2005) states that sampling is the process of selecting a sample from the population involved to become the basis so that the occurrence of unidentified information, situations or outcomes regarding the population can be estimated or predicted (See Figure 3-3).



**Figure 3-3:** The concept of sampling

**Source:** Adapted from the concept of sampling (Kumar, 2005 p.164)

Although there are a number of different methods used to construct a sample, they generally are grouped into two categories: probability sampling or non-probability sampling. In the view of Berg (2001), probability sampling in quantitative research is strongly concerned; whereas the non-probability sampling is likely to be the perspective standard of qualitative research. In probability sampling, the respondents are selected by the probability principle; every element of the target population has an equal probability of being selected in the sample (Sarantakos, 2005). This means the choice of element is not influenced by other considerations and does not depend on the choice of another element in the sampling; the selection of one element does not affect another (Kumar, 2005). In contrast, non-probability sampling does not employ the probability theory; the representativeness is unable to be certified. This mostly is used in an experimental and qualitative research (Sarantakos, 2005). It is used when the number of elements in a population is unfamiliar or cannot be independently identified; the other judgement consideration is given to that selection of element (Kumar, 2005). In general, there is uncertainty in the size of the population. Number of samples is often small and relevant to a purpose of the method arranged (May, 2001). In this study, the data collection was gained from a variety of stakeholders as the study populations using both probability and non-probability techniques, in order to obtain the integrated beneficial information. The populations in the study include the following.

### **3.3.1 Host community: snowball sampling**

The host community is the primary stakeholder in the tourism industry, and tourism has direct impacts on their lives. In addition, many staff in the tourism industry are the local people. Concerning about the impact of tourism on their well-being, they need to be involved in tourism development (Graci and Dodds, 2010). In the views of Rasoolimanesh et al. (2015), residents' perceptions of the potential positive and negative impacts of tourism influence their support for and participation in tourism development, thus, their points of views on tourism impacts is a critical predictor of their support for and participation in tourism development resulting in the achievability of sustainable tourism development and management (Jaafar, Rasoolimanesh and Lonik, 2015). Lack of attention to local residents often creates failures in tourism planning (WTO and UNEP, 2000).

In this research, the perspective of host community on the current situation of tourism development and impacts on Koh Pha-ngan is essential. A Non-probability sampling strategy, snowball sampling is taken into consideration for the host community. According to Kumar (2005), snowball sampling is the process of using associations in selecting a sample. In detail, Sarantakos (2005) describes that to begin with this approach; a few respondents are chosen and asked to recommend the others who meet the criteria of the study who are willing to participate in the investigation. This process is repeatedly continued so far as there is no more significant information acquired through the other respondents or until there are no further respondents available. This method is engaged when it is impossible for the researcher to achieve a probability sample due to the lack of sampling frames, or the target population is unknown, or the respondents seem difficult to be approached in any other way. In addition, it is appropriate in relatively particular situations as the samples are rare and geographically widely distributed, or they know each other, or agree to contribute information about each other (Aldridge and Levine, 2001). In the view of Kumar (2005), in case of being unfamiliar with the group or organisation in the study, this method is practical because of only making contact with a few people who can lead to the other members in the group. On the other hand, the selection of the whole sample rests upon the sample at the first stage. If they are members of a particular group or have strong biases, the study probably will be biased.

As this investigation dealt with a sample that was difficult to locate and to reach in small population of people on the island who are in contact with one another, snowball sampling is an effective way to build a comprehensive sampling frame. To begin with this approach; a member of the host community in Bankai area on Koh-Pha-ngan, who met the criteria and was willing to take part in the study, was chosen. After participation, that respondent was asked to recommend another who the researcher was able to possibly approach and talk with. This process was repeated until the target sample was achieved. It was particularly helpful because the target respondents were generally unknown and unfamiliar with the researcher. They, therefore, were reluctant to have contact with a stranger. With a reference to the one they know, they seemingly became confident to contribute to the study. Moreover, the researcher was

not rather sure whether they were the ones in target sample, as it was uncertain to distinguish the local residents and the domestic tourists among the host community. The local people help to identify the explicit target population because they are close and know each other among the community on the island.

### **3.3.2 Public sectors: purposive sampling**

In the view of TCMP (2001), the public sectors have an important role in tourism development. They are responsible for developing a strategy for the long-term development of destinations such as infrastructure, public utilities, security, and health, together with maintaining and promoting natural and cultural attractions in the destination. Regarding tourism governance within the community, Ruhanen (2013) notes that local government has intimate role in driving the sustainable development in tourism destination circumstances. For instance, it takes part in updating local residents about the development of tourism in the community, involving them in the planning process, making decisions on specific requests for development agreement, and ensuring the community's quality of life in tourism development strategy (Mihalič et al., 2016).

Another non-probability sampling method, purposive sampling was utilised in the public sectors. For this technique, the respondents with knowledge and experience relevant to the study are selected by judgement of the researcher (Sarantakos, 2005). Kumar (2005) describes that the person with the required information and beneficial data to achieve the objectives of the study, who is willing to share it, will be asked to be involved. In purposive sampling, a sample does not represent the large population, but it is rather the one needed in a case study of an organisation, community, or limited group. Each sample is selected for a purpose to study the entire population of some limited group or a subset of a population. The samples are particularly knowledgeable about the issues under investigation (Chambliss and Schutt, 2010). In selecting the samples, thus, the researcher needs to have the criteria that are relevant to the research study (Bryman, 2012). In this sample of the public sector, the purpose of collecting data was to sample those who work and live in the area of investigation. It was expected to gain useful information and various points of view by sharing knowledge and experience on the current situation of tourism and sustainable development on Koh Pha-ngan with experts in their work. However, as there is not one public sector organisation on the island responsible for or specialised in the area being researched; the ones supposed to be appropriate and relevant to the study were chosen to be the sample. To rationally explore this issue, it was decided to interview the local government officers who are accustomed with the tourism surroundings on the island. They are from local government organisations on Koh Pha-ngan including the Sub-district Administrative Organisation (SAO) of Bantai, the Sub-district municipal, the Office of Public Health, the Office of Village Headman and Tarnsadet-Koh Pha-ngan National park. Based on their background and insight into the happenings, they were able to offer information to give the researcher a picture of circumstances and problems facing tourism on the island.

### **3.3.3 Tourists: convenience sampling**

In the views of Cheng, Wu and Huang (2013), destination attractiveness is an important indication of tourists' attraction to a destination. When tourists are satisfied with visiting the attractions, their responsible environmental behavior intention will develop with a high value (Handriana and Ambara, 2016). In addition, Chen and Tsai (2007) indicate that tourist satisfaction affects not only their impression on destinations, but also their desire to return and recommendation the sites to others.

Based on the report of the office of Tourism Authority of Thailand, the southern region (2007), the number of tourists travelling to and spending their holidays on Koh pha-ngan, both domestic and international, between January and September 2007 was 251,927. Due to the large amount of tourists, it is difficult or impossible to identify every sample of this large population. In this case, a sample was chosen on the basis of opportunity and convenience. The researcher did not consider selecting subjects that are representative of the entire population, but was interested in the tourists who seemed to be willing to participate in the study. Convenience sampling was, thus, considered for the tourist sampling. For convenience sampling, Black (2005) tells that it entails selecting groups that are simply convenient. It is a rather inexpensive way to gain the sufficient numbers for a study, but a representative sample is not produced. In addition to convenience, the sample population is not guided by some visible characteristics of the study population that is of interest to the researcher such as gender or race (Kumar 2005). This procedure does not make use of systematic techniques to choose the respondents. The sample units are the people who accidentally come into contact with the researcher. Instead of an interest of representatives, the researcher is only interested in getting information that would reveal certain aspects in the study (Sarantakos, 2005). Although this sample is an easily accessible selection with the little effort and expenditure, it should be properly used and restricted to a pilot study (Aldridge and Levine, 2001).

For the reason above, a sample was gained from the piers in Tongsala (downtown) and Hadrin (one of the main tourist attractions); when tourists were waiting for a boat or a ferry on their departures. They were chosen by chance as they just happened to be at the piers at that time to take part in the study by completing a self-administered questionnaire. In this case, the representativeness was not required, but only in getting information that would reveal certain aspects of the opinion on the current situation of tourism on Koh Pha-ngan.

### **3.3.4 Tourism business**

Tourism businesses influence the existence of various service sectors, such as tourist accommodations, handcraft businesses, travel agents and other relevant services (Nongsiej and Shimray, 2017). In many island destinations, they are one of the most important factors contributing and sustaining economic

development of the destinations (Zapalska and Brozik, 2014). According to Likorish and Jenkins (1997), tourism comprises three kinds of business or trades:

- **The primary trades**

These businesses are directly related to tourism such as transport, tour companies, travel agencies, accommodation, catering facilities and attractions.

- **The secondary trades**

These businesses are not directly associated with tourism, but they involve supporting tourism including retail shopping, banks and insurance, entertainment and leisure activities, personal services.

- **The tertiary trades**

This kind of business makes the basic infrastructure available to facilitate and support tourism such as public sector services, food and fuel, manufacturing.

In this study, however, only the primary and the secondary businesses were chosen as the population since they mostly have a direct effect throughout the host economy and current situation of tourism on the island. This effect is associated with an initial and immediate expenditure that directly creates income for the productions and services to the local economy. The samples, thus, include tourist accommodation and other primary tourism businesses.

#### **a) Tourist accommodation: stratified sampling**

The tourist accommodation in various areas needed to be represented, however, due to the scatter of accommodations in different locations on the island, some particular and small groups were possibly missed out in the sample with simple random sampling. To avoid losing those subgroups and such data, stratified random sampling was utilised in the sampling. According to Teddlie and Yu (2008), when several smaller groups in the sample are required to be representatives, stratified random sampling is employed in drawing a random sample to become characteristic of the population of interest.

To follow this process, Sarantakos (2005) describes how the target population is divided into a number of sections, and a sample is drawn from each section; this allocates all population groups to be represented in the final sample. The population is divided into strata based on the significant criteria such as gender, age, ethnic background, race or economic status, and the sample size of each stratum is either proportionate or disproportionate to the elements of the target population. In the view of Bryman (2012), this method is sensible to employ when the relevant data available are able to evidently be identified and allocated to the members of the population in terms of stratifying criteria, so that the resulting sample is distributed in the same way. In relation to cost effectiveness, Sarantakos (2005) identifies that this method also presents a high degree of representativeness. It is employed when the researcher is interested in the explicit strata, and all groups of the target population in the sample need to be represented.

For further detail, Kumar (2005) mentions that there are two types of stratified random sampling: proportionate and disproportionate stratified sampling. With proportionate stratified sampling, the number of samples from each stratum is selected corresponding to the proportion in total population; however, the proportion is not considered to the size of the stratum in disproportionate stratified sampling (Kumar, 2005). Aldridge and Levine (2001) also explain that an identical fraction is used for all the strata in proportionate stratified sampling, so each grouping of the stratifying variable constitutes the same proportion of the sample. On the other hand, the various sampling proportion for different strata is used in disproportionate stratified sampling. By this way, the representation of small strata that somewhat contributes could be drawn to increase in the final sample, in order to gain more extra research resources to strata.

As taken into consideration, it was practical to stratify a population on the basis of locations of the business in this investigation. The sample population was separated into non-overlapping groups and the required number of accommodations from each group was selected using disproportionate stratified sampling. For the reason that the data referred to number of accommodations in each area in this study was unable to be confirmed due to the fluctuations of business. For instances, some have been temporarily closed, some have gone out of business, and some have just been launched. Without the static number of tourist accommodations in each area, the same proportion of the sample from each area as in population could not be figured out. The proportionate stratified random sampling, accordingly, did not match this sampling; using disproportionate stratified sampling was more feasible. Also, the population in some areas was not large enough in proportion to be represented. The sample population was separated into non-overlapping groups, and the required number of elements from each stratum was selected using disproportionate stratified sampling. The tourist accommodation sample was divided into four groups according to the geographical locations on the island; the northeast, the northwest, the southeast, and the southwest (See Figure 3-4). An equal number of accommodations from each area were selected. Equally, 21 samples were drawn from each group; the individual samples were, afterwards, combined into one that constituted the final sample for the study in total 84.



### 3.4.1 Participant observation and Unstructured Interviews

According to K.M. DeWalt and B.R. DeWalt (2002), participant observation is used to gain an understanding of the physical, social, cultural, and economic contexts in which participants live, and to study the relationships among and between people, contexts, ideas, norms, people's behaviours and activities. This technique alternatively helps researcher learn the perspectives of studied populations. In the process, Berg (2009) specifies that the researcher approaches participants in their own environment and try to learn their lifestyle. Understanding the culture through participant observation helps the researcher to recognise facts in participant responses. Moreover, having participated in activities in the community, allows the researcher to observe how people behave and interact with each other (Burgess, 1984). Furthermore, the researcher is able to obtain accounts of situations in the participant's own language which gives access to the concepts that are used in everyday life (Anderson and Lee, 1982). In these circumstances, there is an opportunity to collect rich detailed data based on observations in natural settings and the different versions of events that are available (Emmett and Morgan, 1982).

With regard to Koh Pha-ngan, due to the distinct culture, personality, and southern Thai dialect that is widely used in communication, these have often been possibly misunderstood and become a source of conflict by strangers. Although, in general, the personality of the southern Thai locals is seemingly harsh and stiff and they are rather straight and seem aggressive compared with Thais from other regions, they are actually kind and generous and usually live in a peaceful lifestyle (Koh Phangan Island, 2006 and Koh Phangan Sawadee.com, 1996). Even so, to avoid misunderstanding and conflict, the researcher stayed in a rented house in the local area and spent a few months on the island to become familiar to the local residents around and to learn their way of life before data collection.

What is more, Burgess (1984) considers that participant observation is beneficial with other qualitative methods, such as interviews and focus groups, which take place to gain information in the community settings relevant to the research themes. To comply with this, R. Sommer and B. Sommer (2002) recommend that unstructured interview is a natural extension of participant observation, which entirely relies on the spontaneous creation of questions in the natural flow of an interaction. It is useful to identify areas of importance that might not have been thought of ahead of time, and to allow the respondent to take the lead to a greater extent. According to Burgess (1982), this kind of interview helps conversation between the researcher and the respondents feel free to move in any direction of interest, like a natural conversation, which allows the respondents to disclose and express themselves in their own comfortable and relaxed ways. The respondents were encouraged to discuss their experiences and attitudes that are relevant to the research areas naturally and unconditionally. As a result of the lack of structure, Bernard (1994) suggests that a framework of interview has to be established; the unstructured interview is flexible, but it needs to be controlled. The researcher, thus, needs to understand the respondents' points of views, together with following their response and listen to them carefully, so that they realise that the

researcher concentrates on the conversation. Simultaneously, Robert Wood Johnson Foundation (2008) notes that good rapport with respondents is also built to have respondents to open-up and express themselves in their own way. This provides the researcher the opportunity for new ways of seeing and understanding.

In this study, participant observation was engaged to become familiar with the basic way of life in the host community and perspectives of people on Koh Pha-ngan. The intention was to understand the southern dialect spoken on the island, as well as, to facilitate and develop positive relationships among the host community whose assistance and approval were needed for the study. Having stayed on the island for a few months, the researcher partially understood the southern dialect spoken on the island, and the data collection was achieved as expected. The positive relationships among the local people and their approval developed, with support for the investigation being offered. Unstructured interviews were used to support communication between the researcher and the respondents, so that the questions flowed, like a natural conversation. 22 local people were interviewed by using snowball sampling. The researcher started with a person who was apparently well-acquainted, and then asked to recommend others to whom the researcher could speak. Good rapport noticeably enabled the researcher to gather in depth information from several points of view within community.

### **3.4.2 Face-to-face in-depth Interview**

Berg (2009) recommends that in-depth interviews are used to elicit the participant's perspective on the research schemes, and is focused on the individual in the way of face-to-face interviews. This method offers the participants an opportunity to express themselves in a way of everyday life, personal feelings, opinions, and experiences; the researcher learns what the participant shares about the research themes. Prior to conducting interviews, the researcher constructed an interview guide, not a fixed set of questions in order with specific wording, rather includes specific questions, topics of interest, or some combination of these that help focus the interview (Maxwell, 2005). The in-depth interview was recorded on tape or video for the benefit of the following analysis and the writing of the report (Bloor et al., 2000). After data collection, transcripts were coded according to participant responses to each question and to the most relevant themes emerging across the set of interviews (Berg, 2009).

Questions were asked in a neutral manner, listening attentively to participants' responses, then asking follow-up questions based on those responses. Significantly, Berg (2009) emphasises that the interview is achieved by being attentive to the causal explanations participants provide in what they have experienced and believe and by actively questioning them about the connections and relationships they see between particular events, phenomena, and beliefs. Being listened with interest, the participants become satisfied and this is beneficial for discussing their opinions and life experiences. Also, with this kind of interview, the participants' point of view on their gestures, their ways of describing, explaining their decisions and

interactions with others could be gained in a clearer manner. By understanding and contrasting respondents' motivations and explanations for their behaviour, the researcher understands the meanings of the social phenomena under the study. Face-to-face in-depth interviews offer a way to explore people's lives and the contexts in which they make decisions (Hesse-Biber and Leavy, 2006).

Face-to-face in-depth interviews were also used to explore the public sectors' perspectives on the current tourism situation and ideas of sustainable development on the island. Individually, they were approached, an appointment made and interviewed at their workplaces. The data from in depth face-to-face interviews was a means for them to express their various perspectives, personal feelings, opinions, and experiences relating to the research themes. The perspectives of five representatives of Sub-district Municipality and two rangers of Than Sadet-Koh Pha-ngan National Park were eventually gathered. Apart from the information expected, the various views on local government administration and policy together with the ideas of how to solve the problems relevant to the tourism impacts would be reflected through the conversation.

### **3.4.3 Self-administered questionnaire with individual distribution technique**

For the tourist target, the questionnaire was ultimately designed in a form of self-administered questionnaire using individual distribution technique in data collection. In term of self-completion questionnaire, Jennings (2010) comments that the participants are able to complete it at their own pace, and at a time convenient to the respondent. The questionnaires are either directly distributed to potential participants or left in a prominent position for completion. It is found that the latter alternative provides a lower response rate than the former one. Unless the questionnaires are handed out in person to the respondent, with time given for the completion, responses are not as likely (Jennings, 2010).

In this investigation, the questionnaire for tourists (Appendix 1) was focused on opinions on the current situation of tourism and sustainable development on Koh Pha-ngan in order to categorise impacts and identify the opportunities for, and constraints to, sustainable development on Koh Pha-ngan, together with an opportunity to identify the main variables of tourism sustainability. The questionnaire was divided into three parts; asking the tourists for general information, holiday experience on the island and opinions on the current situation of tourism and sustainable development on Koh Pha-ngan respectively. In the first two sections, the questions were formulated as closed-end with dichotomous and distinct answer categories. The general information was organised into categories including gender and age. Age was categorised into six ranges. Holiday experience included types of travelling, prior studying about the island, favourite activities, accommodation, shopping and joining the festivals on the island. In the questionnaire, for multiple response data; this meant several alternatives were acceptable. The respondents were able to choose more than one answer from multiple answer categories, these consisted of favourite activities and shopping sources. In the last section, opinions on current tourism situation and

sustainable development on Koh Pha-ngan were arranged in the form of Likert scale. These aimed to measure attitudes of tourists by asking them to respond to a series of statements related to the topics mentioned. The tourists were asked to indicate their levels of agreement with given sets of statements which were prepared with a five-point response set using strongly disagree, disagree, neither agree nor disagree, agree and strongly agree.

In practice, the questionnaires were distributed to tourists by convenience sampling when they left the area at different piers on the island. Due to plenty of time while waiting for a boat or a ferry, the tourists had the opportunity to complete the questionnaire and to consider their response at their own pace. Eventually, 358 completed questionnaires were collected. In addition, a few tourists with dissatisfaction with their trip determined to give some more ideas and recommendations as additional opinions. Although such data was not relevant to the study, it was interesting to note how tourists appreciated the opportunity to voice their opinions.

#### **3.4.4 Structured Interviews and Structured Questionnaires**

According to R. Sommer and B. Sommer (2002), the structured interview and the self-completion questionnaire are similar. With the self-completion questionnaire, the respondents have to complete the questionnaires by themselves without an interviewer. For the structured interview, a structured questionnaire or an interview schedule is involved; both are identical in practice. Using this method, Veal (2006) gives details that the researcher asks a set of questions using the same wording and order of questions as specified in the interview schedule while the choice of answers to the questions is provided. The respondents then are asked to select their responses from a set of choices, so the questions are always answered within the same context. This reduces interviewer bias to a minimum and improves a reasonable response rate. This seemed to be time-consuming because the researcher had to spend time with all respondents until completing the questionnaires. Besides, he considers that personal contact with the respondents could be made while they complete and ask about the study, and also get clarification on what is to be done. The researcher is able to explain the importance of the survey, and answer any questions or concerns the respondent has. An advantage, moreover, is the ease with obtaining a specific response to information that is required (Veal, 2006).

In this investigation, the interviews using structured questionnaire were conducted in Thai with the respondents of primary tourism businesses. Having direct effect throughout the host economy and current situation of tourism on the island, tourist accommodations and other primary tourism businesses were considered to be chosen in the study. Because of the scatter of accommodation in different parts of the island, the tourist accommodation was divided into four groups according to geographical locations on the island; the northeast, the northwest, the southeast, and the southwest. The data was equally collected from each area, and the total of 84 questionnaires was gathered. Another included restaurants,

travel agents, bars, diving shops, internet shops and massage services. These were involved with an expectation of assorted needs, goals and viewpoints, and the number of collected ones is 54 in total. All of them were visited at their workplaces; then a form of questionnaire in Thai for primary tourism businesses (Appendix 2) in the format of an interview guide was utilised in the interviews.

### **3.5 PILOT STUDY**

Altman et al. (2006) mentions that for good research, careful planning is required, and a pilot study is often a part of this strategy. The pilot study is an essential part of this study. It reveals an insufficiency in the research process; the weakness, inadequacy, ambiguity and problems in all aspects of the research were discovered. It verifies whether respondents were accessible, whether the situation for gaining questionnaire responses is convenient, and whether the techniques of data collection generates enough information, that the plan is adjusted and other changes and adjustments necessary. In the next step, it is further explained that these are later corrected, and the second pilot study is carried out to assess the revision before the actual data collection takes place. This ensures confidence that the methods chosen are suitable, valid, reliable and effective without any major problems (Lancaster, Dodd and Williamson, 2004). The piloting in this investigation was below:

#### **Host community**

Prior to conducting interview pilot, a framework is constructed. It included specific questions without a set of questions in fixed order and topics of interest; this helped the researcher focus the interview areas. Due to lack of administration and professional skills, the use of follow-up questions frequently seemed reluctant and did not efficiently flow. The spontaneous creation of questions in the natural flow of an interaction did not work well as expected. The communication, hence, did not feel free to move conversation in the direction of interest like common talk. The respondents, then, did not disclose and express themselves in their own comfortable and relaxed way. Training and more practice was considered necessary to develop the interviews process. This aimed to familiarise the interviewer with essential techniques of persuasion to convince the respondents to participate and to encourage them to feel free to answer the questions as required. Knowledge and skills related to obtaining relevant information were also acquired.

#### **Public sectors**

Focus group discussion was initially considered for the sample of public sectors. Due to their distinct workplaces and individual responsibility, the appropriate time for group discussion could be hardly made due to lack of availability. Individually interviewing these respondents at their workplaces was considerably more convenient for them. It, hence, was reconsidered that face-to-face in-depth interview was better in this circumstance.

## **Tourists**

In the beginning, semi-structured interviews, one of the most frequently used qualitative methods like a natural open individual interview, was proposed to be valid for the tourist group. Five tourists, who have been to Koh Pha-ngan including three British, one French and one American, were interviewed as a sample of tourists, some problems obviously occurred in using the proposed methods. The interviews apparently were not conducted in a smooth and natural way due to the lack of sufficient skill in interviewing and a halting manner of English communication used by interviewer. These probably caused respondents to get annoyed and tired; then affected the data generated. The problems were taken into consideration and discussed with the supervisory team. Self-administered questionnaire, accordingly, was reconsidered and replaced the interview method. The use of questionnaires was considered to be more convenient for both respondents and interviewer. The respondents were asked and answered the same questions, and they had the opportunity to complete the questionnaire and consider their response at their own pace. Moreover, time-consuming conversation, together with insufficient skill in the procedures of investigator would be also eliminated.

Prior to the main study, the first draft of questionnaires was tried out in Kaosarn Road area (one of the tourist bases in Bangkok, Thailand) in order to assess the instruments to be used for data collection, to estimate the length of time which it takes and to investigate whether the questions are properly understood by the respondent. The questionnaires were individually handed to 20 tourists, the potential respondents who have been to Koh Pha-ngan on the move. Because of no places available for writing their answers, they seemingly were uneasy to complete the questionnaires. Moreover, the result showed that the instructions were not clear and concise; that often confused the respondents on how the questionnaire could be complete. Moreover, the wording of some questions was ambiguous and complex, and there were too many questions, which made the respondents tired and lose interest. After these results, the questionnaire was developed; the short sentences and basic vocabulary were used to reduce misunderstandings and made the questionnaire become easier to complete, also some pointless questions were removed. The proper method of distributing questionnaires was also regarded as one of the key factors to gain the good response rates, so individual distribution at the pier on their departures was deployed. These further motivated the respondents to participate and complete the questionnaires.

## **Tourism businesses**

Initially, the self-administered questionnaire with a drop-off technique was determined to be the most suitable method when dealing with the people in tourism business, in order to avoid the hassle of non-contacts. It was concerned that it might be inconvenient and difficult for them to spend their time on any other techniques that take much of their working hours. By convenience sampling, the questionnaires then were distributed to the businesses related to tourism on the island. The researcher went to the respondents' businesses and handed them the questionnaires. They were then supposed to complete

them in private at their own convenience. The response rate would be expected to be fulfilled because this allowed the interviewer to make personal contact with the respondents, to explain the importance of the survey, and to answer any questions or concerns the respondent might have. Leaving a questionnaire with a respondent and going back afterwards to pick it up, was apparently not as effective as expected. The questionnaires were noticeably ignored and lost; most of them were likely to end up in a trash bin. The mean of face-to-face survey at their workplaces using structured interview therefore replaced the questionnaire.

### **3.6 QUANTITATIVE DATA ANALYSIS**

In quantitative data analysis, numbers are used to discover and explain configurations in data by using statistical techniques to analyse variations in the methods (Chambliss and Schutt, 2010). Basically, the data are presented in a set of numerical scores relating to the investigation under the study (Walsh, 1990). After data collection, it is essential to summarise and organise the data so that the basic features are shown and the further analysis is continued (Curnock, 1996). Thus, a large amount of data collected by the questionnaires needed to be arranged into groups by using a process of tabulation. This makes the findings resulted in the data become more understandable (Curwin and Slater, 2008). As the data are collected in numerical form or the ones that can be numerically represented, statistical methods are, hence, tools and techniques used to describe and interpret such data (Lewin, 2005); this reduces copious numerical information to become simply summary explanations (Walsh, 1990).

According to Denscombe (2010), a number of statistical techniques based on the principles of mathematics and probability are applied for the logical characteristics analysis in quantitative data. Statistical tests of significance enable the researchers to gain more credibility in doing an analysis and to become confident in their findings. The analysis of quantitative data provides strong explanation in findings that are eventually experienced by other means of authentication. In process of analysis, he also points out that large amounts of quantitative data can be analysed in a rapid way with a sudden result, as well as, the computer software with aids of organising data and the design tables, charts and graphs in data presentation are supportive and widely available (Denscombe, 2010). In this study, the SPSS was applied in the process of data analysis. David and Sutton (2011), however, recommend the data analysis need to be followed theory or knowledge base in the research process to guide the analysis undertaken and the variables explored in the investigation.

#### **3.6.1 Data entry**

Before the data is entered into SPSS, it is essential to consider about types of data in term of variables and levels of data (Hinton et al., 2004). With regard to variables, O'Leary (2010) mentions that variables are differentiated through cause and effect in terms of independent and dependent variables. Dependent

variables relate to the response depending on the values of the other variables (Agrestic and Finlay, 2009), and the change or effect on dependent variables possibly are the results of the change in the independent variables (Foster, 2001). Antonius (2003), likewise, affirms that the dependent variable is able to be explained or predicted, whereas the independent variable is used to explain the occurrence in an investigation or to make prediction. To this end, the data in this study were classified to independent and dependent variables, and the analysis was aimed to examine the association between both variables.

For the tourists, the independent variables are general information including age and gender; the dependent variables are holiday experience including types of travelling, prior studying about the island, favourite activities, accommodations, shopping and joining the festivals on the island. Both are in a form of nominal data. For this point, O'Leary (2010) indicates that the nominal data enables the researchers to simply count the responses with the aim of understanding population distributions. In addition, opinions on current tourism situation and sustainable development on Koh Pha-ngan were arranged in the form of Likert scale; these were considered as an ordinal data. These data are based on counts of thing to specific categories in a form of rank order relationship. This is usually used when respondents respond on a five-point scale known as the Likert scale (Denscombe, 2010).

For the tourism businesses, the interview responses were initially translated in English for further analytic step. The independent variables are general information including types of business, period of business run and the owner, and the dependent consisted of business administration including number of local staff and permanent employees, sources of supply, awareness of local cultures and traditions, also environmental conservation; which were in the form of checklists. The others were asked about availability in dichotomous questions including sewage treatment, recycling and energy saving. Both are also in form of nominal data. Like the tourists, identically, opinions on current situation and sustainable development on Koh Pha-ngan were arranged in the form of Likert scale; these were considered as ordinal data.

### **3.6.2 Statistical analysis**

Following data collection, the data was organised and summarised to present the basic features by using statistical techniques to analyse variables in the investigation. The large amount of data from the questionnaires were initially arranged into categories using tabulation in order to make the initial finding simply comprehensible before the further complex statistical techniques through descriptive statistics and inferential statistics correspondingly.

#### **a) Descriptive statistics**

To start univariate descriptive analysis, a variable was analysed at a time to represent frequency distribution associated with a variable. This was concerned with summarising characteristics of the sample

in terms of distributions on variables. Frequency counts, a form of descriptive analysis, was used to present counts of raw data and percentages of the total number for individual variables, and summarised large sets of data that were collected in nominal and ordinal categories in whole number or discrete data. The nominal data were associated with categories in the sections of general information, holiday experience and business administration. The ordinal data were used to identify the opinions on the current tourism situation and sustainable development on the island. Bertram (n.d) explains that individual responses to Likert-scale in the questionnaire are measured as ordinal data. Although there is often a relative position response, Bertram (n.d) advises that it is difficult to assume that the respondents identify the difference between each level to be equal as the interval data. It is, accordingly, uncertain that the difference between agree and strongly agree is realised as same as the difference between agree and neutral.

In the initial summary, frequency distributions were shown in the form of a raw count and a percentage in a table. Mode, one of the ways of measuring the central tendency, was used to give the result of the most frequent value for a variable of nominal data. The outcomes were noted by tabulating data into frequency counts and percentage in each category together with missing data. The percentage in each category was helpful for a glance understanding of the data, and this could be further analysed for relevant findings. For the nominal data, the mode or frequency counts are appropriate and sufficient in terms of descriptive statistics since the possible use of statistics to summarise the data and make inferences is not eliminated when summarising data. If the data are in order or ranked like ordinal, the median and a nonparametric test get involved, the skewness statistic is additionally essential for the ordinal data (Morgan et al., 2007). To understand whether a variable is normally distributed, the measure of skewness, a measure of the asymmetry of a distribution with a skewness value of zero, was used to identify the normal of distribution. A variable is determined at least approximately normal by dividing the skewness by its standard error. If the result is less than 2.5 (which is approximately the  $p=.01$  level) then skewness is not significantly different from normal. Alternatively, with a large sample, it is recommended that if the skewness is less than plus or minus ( $\pm 1.0$ ), the variable is also considered at least approximately normal. However, it can be assumed that the distribution is approximately normally distributed if the mean, median and mode, are approximately equal (Morgan et al., 2007).

## **b) Inferential statistics**

Bivariate analysis was involved with describing the associations between variables. The characteristics of the same variables were compared and the association between variables was described. Cross tabulations were also used in bivariate analysis to reveal relationships between two variables, and to display the number of cases that have the corresponding combination of values. In addition, the chi-square test, a non-parametric test, was applied to variables of nominal and ordinal data, in order to determine whether two nominal variables were independent or unrelated. The test provided information

on the relation of variables based on the null hypothesis ( $H^0$ ); there was no relationship between variables, and the alternative hypothesis ( $H^1$ ); there was a relationship between the two variables. The significance level called the  $p$ -value was at a starting point value of 0.05.

To compare two groups or samples for non-parametric statistics, the data were examined to ascertain whether it was nominal or ordinal prior to compare two sample groups. In the case of within or related samples, the Mc Nemar or Wilcoxon Test is applied depending on the variables; nominal or ordinal. For independent samples, the Chi-square test ( $\chi^2$ ), a non-parametric statistic, is used to determine whether there is a statistically significant relationship between two dichotomous or nominal variables, The Mann-Whitney, otherwise, is used for ordinal variables (Morgan et al., 2007). The Mann-Whitney U test is appropriate for the Likert scale data as it is unable to assume that the population is normally distributed (Bertram, n.d.). It is used with a between-groups design with two levels of the independent variables to make inferences about the population and to see which pairs are significantly different. In addition, to compare more than two independent groups on the dependent variable, the appropriate statistic is Kruskal-Wallis test (Greasley, 2008). It is a rank-based nonparametric test used to determine whether there are statistically significant differences between two or more groups of an independent variable on a continuous or ordinal dependent variable (Morgan et al, 2007).

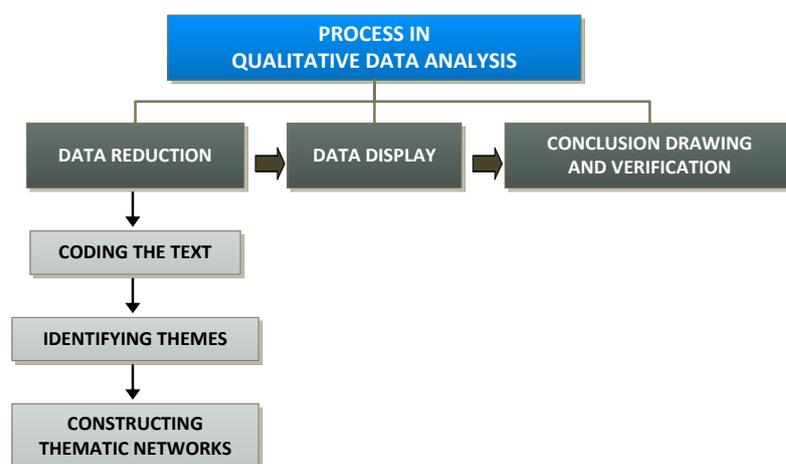
### **3.7 QUALITATIVE DATA ANALYSIS**

As qualitative data basically includes any information in the form of text (not numerical), analysing and interpreting with all data is required to bring order and understanding. Commonly, a basic approach for analysing and interpreting narrative data is content analysis (Powell and Renner, 2003). Alternatively, thematic analysis is recommended as it has many similar principles and procedures to the content analysis (Joffe and Yardley, 2004). A distinction in terms of “Thematic analysis”, Braun and Clarke (2006) explain that it is a method for identifying, analysing, and reporting patterns or themes within data. This enables the data set to be simply organised and described in detail, as well as the various aspects of the research theme can be interpreted (Boyatzis, 1998a). In the view of Boyatzis (1998b), thematic analysis is a process used with qualitative information for coding data with an explicit code. A theme is directly observable in the information. In the beginning, the themes are generalised inductively from the raw information or generalised deductively from theory and prior research. With thematic analysis, he assures that the researcher is able to use a number of types of information in a systematic way. The observation, thus, is more understandable and accurately interpreted (Boyatzis, 1998b). In consideration of Namey et al. (2008), apart from counting explicit words or phrases and focusing on identifying and describing both implicit and explicit ideas, thematic analysis deals with code developing for themes that are linked to the raw data as a summary or indication for further analysis. Thematic analysis, hence, seems more involved and appropriate. Besides, a greater validity is concerned with thematic analysis than content analysis

because the raw data has to be interpreted for coding. Although this is time consuming, it is worth the creation of data with rich coded context.

In addition, Howitt (2010) indicates that due to lack of complexity; being much less dependent on theory and less demanding than the other methods of qualitative analysis, thematic analysis is recommended as an introduction to qualitative data analysis for new researchers to qualitative method as a useful accessible technique. Additionally, he further explains that thematic analysis is an analysis of presenting the major themes to be found in interview and other qualitative data. Importantly, it is highly recommended that the researchers be familiar with the data analysed by completing all process on their own; these are collecting, transcribing and several readings of the data. With data examination, the themes which summarise the content of the data are identified. These themes generally emerge from the data on their own without an involvement of the researcher after the transcripts of interviews are repeatedly read through. At the start, coding is used for data reduction. From these codes, the themes describing the main structures of the data are identified or developed. It is necessary to carefully define each theme and differentiate them from other themes. In the findings chapter, these themes are later mixed up with illustrative quotes or citations from the transcripts for each theme (Howitt, 2010). Thematic analysis was taken into consideration to achieve the process of data analysis in this investigation as the research was not overly dependent on theoretical concepts since the aim was to evaluate the current situation of tourism and sustainable development on Koh Pha-ngan from the perspective of the respondents. The information practically emerged from the various stakeholders' perspectives in the data collected on its own without an involvement of the researcher. Accordingly, themes that referred to salient aspects of tourism sustainability relevant to island situations were eventually identified.

Furthermore, in a process of qualitative data analysis, Miles and Huberman (1994) categorise the procedure into three stages; data reduction, data display, and conclusion drawing and verification (See Figure 3-5).



**Figure 3-5:** Process in Qualitative Data Analysis  
**Source:** Adapted from Qualitative Data Analysis (Miles and Huberman, 1994)

### **3.7.1 Data reduction**

Data reduction is a process of selecting, focusing, simplifying, abstracting and transforming the data in transcriptions. It is part of the analysis that organises data so that final conclusions can be extracted and verified (Miles and Huberman, 1994). Attride-Stirling (2001) agrees that data reduction is an important stage for qualitative researchers, and the process in data reduction is recommended as being constituted of three steps; these are coding the text, identifying themes and construct thematic networks. It was apparent that all of the qualitative data were tape-recorded interviews in Thai language. To gain a summary of the individual's interviews and verbatim transcripts in analysis process, the researcher, thus, initially transcribed those conversations into textual data. Afterwards, it was necessary to organise the data into easily retrievable sections. Each interview was numbered, so that interviewees were referred to and any unit of textual data could be traced back to its original context by their code numbers, however, all of interviewees were anonymous on the transcripts. The interview responses that had been taken into issues discussed of each code, eventually, were translated in English for further analytic step.

#### **a) Coding the text**

According to Attride-Stirling (2001), coding is a helpful technique in qualitative analysis. The data are initially reduced by dissecting the text into manageable and meaningful text segments using a coding framework. Coding is done either on the basis of the theoretical interests guiding the research objectives, or on the basis of salient issues that arise in the text, or on the basis of both. The codes are applied to the textual data to dissect it into text segments. These include passages, quotations, single words, or other criteria judged essential for an individual analysis. Besides, Attride-Stirling (2001) points out that the codes in the coding framework have obvious limitations, so that they are not identical or redundant. Also, they are limited in range and obviously focus on the objectives of analysis, in order to avoid coding every single sentence in the original text (Attride-Stirling, 2001). Gibbs and Taylor (2005) suggest that the code gives an indication of the idea or concept that supports the theme or category. All passages and pieces of text coded in the same way are categorised to the same topic, theme or concept. Also, they highlight that coding the data facilitates searching the data, to make comparisons and to identify any patterns that require further investigation. As the data with a set of the numbers of codes are read through, more topics or themes can be developed and become apparent. The list of codes thus will help to identify the issues contained in the data set (Gibbs and Taylor, 2005).

Following this, the transcripts from the interviews were read several times. They were examined to define the main categories to be used to code the data, and to identify themes and categories. This was done by dividing the text into manageable and meaningful text segments with the use of a coding framework for data reduction. In initiating the process of data reduction, the focus was on the opinions of the different interviewees given on the current situation of tourism and sustainable development on Koh Pha-ngan. Coding was considered in the context of data reduction; a coding framework was then established and the

transcripts were initially coded using Nvivo9. At this point, emerging themes were developed by studying the transcripts repeatedly and reconsidering possible meanings and how these fitted with developing themes. As there are a number of ways of creating a coding framework, in this analysis it tended to be done on the basis of salient issues or on recurrent issues that actually appear in the text. In this step, the codes were applied to dissect the textual data into segments. The codes in the coding framework tended to be quite explicit constraints and unambiguous definitions, so that they were neither too alike nor too obscure. In addition, to avoid coding every single sentence in the original text, the codes were limited in scope and explicitly focused on the research objectives. Finally, the codes were derived on the basis of repeated issues in the interviews on the topic of current situation of tourism and impacts on Koh Phangan. By repeatedly reading through the transcripts, the most relevant ideas in the interviewee transcripts were identified and grouped into a set of codes that were distinct enough to avoid redundancy, and wide-ranging enough to be comprehensive. The transcripts were then divided, categorised and arranged in relation to these codes. This simply focused on the mutual, consistent, general themes in specific interest of the study.

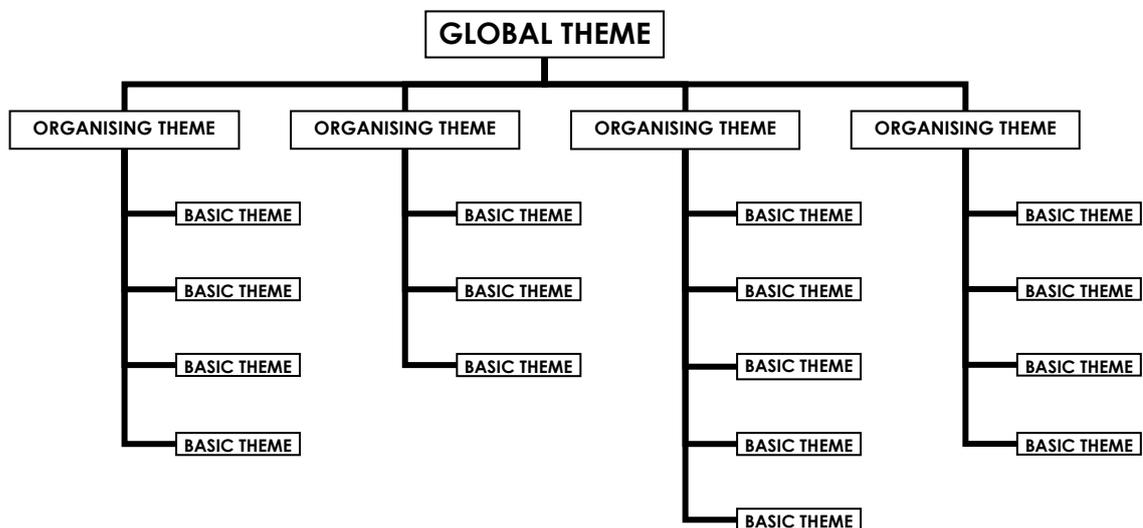
### **b) Identifying themes**

A theme is a specific interesting pattern that is found in the data. There are two types of themes: the manifest and latent. In thematic analysis, both are often exploited; although the analysis is focused on manifest theme, the latent meaning has to be interpreted to make understanding (Joffe and Yardley, 2004). Attride-Stirling (2001) realises that the process of deriving themes from textual data and illustrating them is acknowledged by researchers in qualitative research. Thematic network is thus recommended as an analytic tool using basic aspects in qualitative analysis for the systematisation and presentation. This process provides practical and effective way for conducting an analysis. It is a method of organising a thematic analysis of qualitative data with unambiguous procedures for breaking up textual data to interpretation, and finding within it explicit validation and their implicit signification. The themes in a text are organised and illustrated, and the significances of different levels are also discovered.

For further explanation, he clarifies that after all the text has been coded, the noticeable, common or significant themes are extracted from the coded text segments in each code or group of related codes. This can be done repeatedly by reading the text segments within the context of the codes which have been categorised and taken out from the full text. The selected themes are further refined to ensure that they are specific enough or not repetitive to be discrete, and they are broad enough to summarise a set of ideas in several text segments. When these themes emerge, they have to be formed and functioned to support the new and existing text segments. Each theme, hence, has to be specific enough to relate to one idea, but broad enough to find representations in various different text segments (Attride-Stirling, 2001).

### c) Constructing Thematic networks

The themes derived from the text are assembled into similar and coherent groupings; these groupings will become the thematic networks. Arranging themes are made on the basis of content and on the theoretical grounds. The themes are possibly few enough and similar enough issues to fit under one network. If they are too various, or dissimilar issues arise, more than one grouping should be made. Thematic network analysis is recommended as an organising principle and an illustrative tool in the interpretation of the text, starting from the basic themes toward a global theme. After a collection of basic themes has initially been derived, they are then categorised and become the organising themes. Ultimately, the global theme is established by bringing organising themes together to illustrate a single conclusion. The further idea of these themes representing the relevant themes at each of three levels is structured as follow (Attride-Stirling, 2001) (See Figure 3-6).



**Figure 3-6:** Thematic network

**Source:** Adapted from Structure of a thematic network (Attride-Stirling, 2001 p.388)

In practice, Attride-Stirling (2001) describes that each grouping results in a distinct global theme that is supported by distinct organising and basic themes. These themes firstly have been derived from the text and assembled into groups of basic themes so that it is helpful to make a conceptual dissection between the identification of themes, and the construction of the thematic network. The clusters of basic themes are created and the ones with relevant issues then become organising themes; the issues underlying them are identified and titled. Finally, the global theme of the network is concluded as the principal image that summarises the main point in the text; each global theme will produce a thematic network. It has to ensure that the global theme, organising themes and basic themes reflect the data and those data support all themes created. If more than one grouping of themes was made, the procedure will be repeated for each grouping and constructing different global themes for each set.

### **3.7.2 Data display**

Miles and Huberman (1994) state that data display is also a part of analysis that enables a researcher to recognise the occurrences and do further analysis or justify conclusions based on the understanding. The idea of this stage is to reduce numerous data into a simplified pattern to become easier understood. The fine display is a crucial way to valid qualitative analysis. These include many types of forms; graphs, charts and networks. All are designed to collect information arranged to a compact form that is instantly manageable. Likewise, Ellsberg and Heise (2005) indicate that matrices, graphs, networks, and charts help a researcher to deal with the qualitative data that is generally shown as narrative text with an excessive information processing capacity in a concise presentation; that makes the data more manageable. According to Cohen and Crabtree (2006), the findings of qualitative data can be displayed by selecting key quotes, building tables or matrices or using diagrams to visually display theories or models that emerged from the study. Displaying direct quotes or excerpts from interviews or naturally-occurring talk is a widely used method for describing themes. Using direct quotes enables the readers to understand the findings of the analysis, and to evaluate the credibility or validity of the researchers' claims. Such means of presenting the data have been employed in the chapters that discuss the findings (Chapter 6 and 7).

### **3.7.3 Conclusion-Drawing and Verification**

Miles and Huberman (1994) point out that conclusion drawing and verification is the last step in a process of qualitative data analysis. Final conclusions often emerge when the data collection has been done. Frequently, these conclusions are anticipated since the commencement even though a researcher claims to have been inductively proceeding. However, these are verified to confirm the results. The meanings emerging from the data have to be checked for validity in terms of plausibility, strength and confirmability. In the analysis process, the data reduction leads to the new ideas shown on the data display in the form of a matrix. The preliminary conclusions are drawn and lead to the decision. Qualitative data analysis is a continuous and recurrent process as the all steps follow each other; as well a process of well documenting is necessary. Also, the data analysed have to be obviously comprehended so that the methods used are reflected and able to be used by others.

In summary, all information provided in this chapter explains that the methodology in terms of data collection and data analysis was appropriate according to the purpose of the research. For instance, the populations and samplings are examined and described with explanations to verify that each one meets the necessities and characteristics of the study. The process of statistical analysis is using applicable techniques in making the large amount of data from questionnaire into findings. The analytical steps of thematic networks involve obtaining the findings from textual interview data. This background on methods and analysing will help in understanding the outcomes after analysis in the following chapters. However, to avoid becoming ambiguous, the findings are individually presented chapter by chapter. First

of all, the findings of quantitative analysis of tourists' views are presented in the next chapter followed by tourism businesses, together with the outcomes of qualitative analysis of the views of the host community and public sectors respectively.

## CHAPTER 4: FINDINGS: VIEWS OF TOURISTS

### 4.1 INTRODUCTION

One of the objectives of this research is to evaluate the tourism situation and sustainable tourism development on Koh Pha-ngan from the various stakeholders' perspectives (Objective 1). This chapter presents the outcomes from the quantitative data based on the views of the tourists. The results are derived from the investigation of the tourists' holiday experiences; this reflects their behaviour which usually influences and corresponds with tourism development in a destination. In addition, the views of tourists about tourism circumstances and sustainable tourism development on the island were collated and are presented in this chapter. So as to achieve this objective – to evaluate the tourism situation and sustainable tourism development from the various stakeholders' perspectives, the findings discussed in this chapter will be joined with the results of other stakeholders' views, including members from tourism businesses, the host community, and the public sector, in order to make an evaluation of the tourism situation and sustainable tourism development on Koh Pha-ngan from the differing perspectives. The results will be presented in chapters 5, 6, and 7 respectively.

In this chapter, the outcomes are divided into two sections: 1. initial findings (See 4.2), and 2. making inferences (See 4.3). The initial findings present an overview of holiday experiences on the island that influence the tourism circumstances, as well as the opinions about the tourism situation and sustainable tourism development. Additionally, an objective of the research is to identify the main variables of tourism sustainability relevant to island situations. And, as such, in the section of making inferences, inferential statistics were applied to explore the association between package tourists and those travelling independently. The findings indicate whether tourists had different opinions about the overall tourism situation and sustainable tourism development. This in turn leads to the identification of groups of tourists who recognise the importance of tourism sustainability specifically relevant to island situations.

### 4.2 INITIAL FINDINGS: OVERVIEW

The initial findings consist of an overview of the holiday experience of tourists, together with opinions about the current tourism situation and sustainable development on Koh Pha-ngan. In terms of holiday experiences, the information gives a general understanding about tourist behaviour, and such behaviours appear as a key factor in tourism development to meet tourists' requirements. In accordance with the data based on the views of tourists about various aspects of their travelling experiences on the island and their attitudes towards sustainability, this data helps to inform ideas and establish an image of the tourism situation on the island that will lead to the realisation of opportunities for, and understanding of constraints to, sustainable tourism development at the destination. The findings are as follow:

## 4.2.1 Holiday experience

Table 4-1 shows an overview of holiday experiences of tourists visiting the island. Most respondents were the tourists who travelled to Koh Pha-ngan independently (91.1%). Just over half of them (52.5%) learnt about the environment and culture of the island before the trip. Bungalows (71.2%) were the preferred choice for accommodations during their stay. The tourists' expenditure on goods and other necessities was generally distributed to the local shop or market (64.5%) and the convenience store called Seven-Eleven (60.6%). The top three favourite activities on the island included beach activities (84.3%), diving and snorkelling (29.1%), and full-moon party (21.8%). The results also indicate that local festivals and community activities were participated in relatively frequently (52%). These experiences generate an idea about tourist behaviours which corresponds with and influences tourism development in order to meet tourists' requirements. This information, along with the opinions of the members from tourism businesses, the host community, and the public sector, will be used to conclusively evaluate the tourism situation on the island.

**Table 4-1:** Initial finding: Holiday experience

Data		Count	Valid Percentage (%)
<b>Travelling</b>	With package tour	31	8.7
	Independently	326*	91.1
	Missing data	1	0.3
<b>Study about the island</b>	Yes	188*	52.5
	No	166	46.4
	Missing data	1	0.3
<b>Favourite activities</b>	Beach activities	301*	84.3
	Full moon party	78	21.8
	Trekking	52	14.6
	Diving and snorkelling	104	29.1
	Taking recreational drugs	11	3.1
	Others	43	12
	Missing data	1	0.3
<b>Accommodation</b>	Guesthouse	17	4.7
	Bungalow	255*	71.2
	Small hotel or resort	71	19.8
	Self-catering accommodation	2	0.6
	International resort or luxury hotel	11	3.1
	Others	1	0.3
<b>Shopping venues</b>	Tesco	37	10.3
	7-11 (convenience shop)	217	60.6
	Local shop or local market	231*	64.5
	From home country	21	5.9
	Missing data	1	0.3
<b>Joining local festivals</b>	Yes	186*	52.0
	No	172	48.0
	Missing data	-	-

Note: \*The most frequent value

In the following section including opinions about the current tourism situation and sustainable tourism development, the data were collected in the form of a Likert scale. The outcomes reveal the attitudes of the tourists towards tourism environments and their perspective about sustainability, which will be

beneficial for making an evaluation on the tourism circumstances and sustainable tourism development on the island. The findings of each aspect are individually presented in percentage and skewness values of the normal distribution of the data in the following section.

## 4.2.2 Current tourism situation

Table 4-2 shows that more than 50% of respondents disagreed with the idea that beaches and natural tourist attractions are not clean and there is too much litter. They also disagreed with the idea that the environment is not maintained (37.2%). Likewise, the tourists largely disagreed that noise from transport and recreational vehicles caused annoyance (35.2%). Further, the tourists disagreed with the statements that the prices of goods and other necessities were not reasonable (31.6%), and local people were unfriendly and tried to take advantage (35.5%). Equally, they mainly disagreed that safety and security do not meet expectations (34.4%). However, it was agreed that tourist behaviour is often undesirable and offensive (33.0%).

**Table 4-2:** Initial findings: Opinions on current tourism situation on Koh Pha-ngan

Current tourism situation on the island	Valid percentage (%)					Skewness statistic
	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree	
Beaches and natural tourist attractions are not clean and there is too much litter, also the environment is not maintained.	15.1	37.2*	20.1	22.3	5.3	.303#
Noise of transport and recreational vehicles causes annoyance.	13.4	35.2*	27.1	19.6	4.7	.270#
Good scenery is mostly destroyed by a lot of buildings with contrasting design to the local architectural buildings styles.	9.5	27.4	28.8*	26.3	8.1	.016#
Most of the snorkelling areas and diving sites are damaged and not attractive.	10.9	24.0	52.5*	9.8	2.8	-.054#
The number of enterprises that care for the environment and local community are low.	5.0	12.3	45.0*	27.7	10.1	-.194#
Prices of goods and other necessities are not reasonable.	10.1	31.6*	29.1	21.8	7.5	.183#
Local people are unfriendly and try to take advantage of tourists.	20.7	35.5*	17.6	17.3	8.9	.460#
Tourist behaviour is often undesirable and offensive.	7.3	21.5	29.6	33.0*	8.7	-.219#
Safety and security does not meet expectations.	19.6	34.4*	26.5	14.8	4.7	.402#
Hospitals and health care services are not up to standard.	10.1	13.7	69.6*	4.2	2.5	-.462#
A large amount of prostitution and sex tourism is offered.	16.2	28.5	33.0*	18.2	4.2	.129#

Note: \*The most frequent value

# The normal distribution

On the other hand, the tourists mostly neither agreed nor disagreed that good scenery is mostly destroyed by new buildings with contrasting designs to that of the local architectural buildings styles (28.8%). They neither agreed nor disagreed that, most of the snorkelling areas and diving sites are damaged and unattractive (52.5%), the number of enterprises that care for the environment and local community is low (45.0%), hospitals and health care services are not up to standard (66.9%), and large amounts of prostitution and sex tourism is available (33.0%). However, the opinions in terms of strongly agree and strongly disagree were not taken into consideration. In addition, the skewness value of these

variables was seen between -1 and 1 (<+/-1.0), it was thus assumed that these data were normally distributed.

### 4.2.3 Sustainable tourism development

In response to Objective 2 - to categorise opportunities for, and constraints to, sustainable tourism development on the island, Table 4-3 presents the findings in terms of the attitudes towards sustainable tourism development on the island. The data show that all opinions were considered positively. This section provides the information to identify opportunities for, and constraints to sustainability.

**Table 4-3:** Initial finding: Opinion on sustainable tourism development on Koh Pha-ngan

Sustainable tourism development on Koh Pha-ngan	Valid percentage (%)					Skewness statistic
	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree	
Environmental awareness and conservation should be promoted and introduced to tourists.	1.4	2.0	14.0	41.1	41.6*	-1.127
The provision of essential information about flora, fauna and ecosystems on the island can minimize the damage to natural resources and environment.	1.1	3.1	19.6	40.8*	35.5	-.799#
Tourists should contribute to the conservation and improvement of natural resources, and to the sustainable development of the island.	2.0	3.6	17.9	38.3*	38.3*	-.985#
The strict criteria for protective zoning and designating reserves can minimise negative impacts on natural environments.	0.8	3.4	24.3	39.7*	31.8	-.564#
Control and limitation of the number of tourists in the national park and the sensitive areas, such as dive sites and snorkelling spots, is essential.	1.7	6.1	22.9	36.6*	32.7	-.689#
The recommendations for tourists on what may and may not be done at the destination should be provided to avoid the conflicts between tourists and the host community.	1.1	3.1	20.9	41.9*	32.7	-.778#
Tourists should have opportunities to enjoy and learn about culture on the island.	1.7	2.2	10.6	33.2	52.2*	-1.478

Note: \*The most frequent value

#The normal distribution

Above a third of the total respondents agreed that the provision of essential information about the flora, fauna and ecosystems in general on the island can minimise the damage to natural resources and the environment (40.8%); the strict criteria for protective zoning and designating reserves can minimise negative impacts on natural environments (39.7%); the control and limitation of the number of tourists in the national park and the sensitive areas, such as diving sites and snorkelling spots, is essential (36.6%); and codes of practice about behaviour should be provided to avoid the conflicts between tourists and members of the host community (41.9%). These findings reveal that tourists had positive views about tourism sustainability.

Similarly, 38.3% of tourists agreed or strongly agreed that tourists should contribute to the conservation and improvement of natural resources, and to the sustainable tourism development of the island.

Additionally, the highest level of agreement “strongly agree” was indicated in the terms that environmental awareness and conservation should be promoted and introduced to tourists (41.6%), and that tourists should have opportunities to enjoy and learn about culture on the island (52.2%). From the data, it is further shown that most of these variables are approximately normally distributed. The exceptions include the views that environmental awareness and conservation should be promoted and introduced to tourists, and the tourists should have opportunities to enjoy and learn about culture on the island.

### **4.3 MAKING INFERENCES ABOUT THE VIEWS OF TOURISTS**

To further study the association between tourists in each group to see whether they differed in their overall opinions about the current tourism situation and sustainable tourism development on the island. The outcome helps to validate if the findings reflected the opinions of tourists in general, or depended on which type of tourist group – independent or package - is most aware of sustainability issues relevant to island situations. This section links to the research objectives to identify the main variables of tourism sustainability relevant to island situations. According to the initial findings, the tourists were categorised into groups of package and independent travellers due to differences of motivation or behaviour that are associated with tourism growth and lead to the restructuring of the local economy (Macleod, 2004). The data show whether, and in which issues, the two types of tourists had different opinions about the current tourism situation and sustainable tourism development. This enables an identification of which group, if either; recognise the importance of tourism sustainability the most. The findings are as follows.

#### **4.3.1 Current tourism situation**

Table 4-4 shows the opinions on the current tourism situation comparing package and independent tourists. In general, all the *p*-values in the table are greater than 0.05; hence, it can be stated that there was no significant difference between the views of the two types of tourists about the current tourism situation on the island.

**Table 4-4:** Opinions on the current tourism situation on Koh Pha-ngan comparing package and independent tourists

Opinions on current tourism situation on Koh Pha-ngan	Mean rank		
	Package	Independent	<i>p</i> -value
	N=31	N=326	
Beaches and natural tourist attractions are not clean, not maintained environments and plenty of litter.	205.23	176.51	0.124
Noise of transports and recreational vehicles causes annoyance.	204.42	176.58	0.136
Good scenery is mostly destroyed by lots of buildings with contrasting design to the local architectural buildings styles.	190.13	177.94	0.516
Most snorkelling areas and diving sites are damaged and not attractive.	186.71	178.27	0.634
The number of enterprises that care for the environment and local community are low.	150.26	181.73	0.084
Prices of goods and other necessities are not reasonable.	177.69	179.12	0.939
Local people are unfriendly and try to take advantages of tourists.	180.79	178.83	0.917
Tourist behaviour is often undesirable and offensive.	164.32	180.40	0.390
Safety and security does not meet expectation.	209.05	176.14	0.079
Hospitals and health care services are not up to standard.	188.27	178.12	0.518
A large number prostitution and sex tourism are offered.	179.16	178.98	0.992

Note: N = number of units in the sample. # (*p*-value<.05)  
Statistical significance was tested by Mann-Whitney U test.

### 4.3.2 Sustainable tourism development

Table 4-5 shows the opinions about sustainable development comparing package and independent tourists. In general, all the *p*-values in the table are greater than 0.05; hence, it can be stated that there was no significant difference between the tourists of the two groups in their opinions about sustainable tourism development on the island.

**Table 4-5:** Opinions on sustainable development comparing package and independent tourist

Opinions on sustainable development	Mean rank		
	Package	Independent	<i>p</i> -value
	N=31	N=326	
Environmental awareness and conservation should be promoted and introduced to tourists.	168.35	180.01	0.516
The provision of essential information about flora, fauna and ecosystems on the island can minimize the damage to natural resources and environment.	179.44	178.96	0.979
Tourists should contribute to the conservation and improvement of natural resources, and to the sustainable development of the island.	183.23	178.60	0.799
The strict criteria for protective zoning and designating reserves can minimise negative impacts on natural environments.	180.53	178.85	0.927
Control and limitation of the number of tourists in the national park and the sensitive areas, such as dive sites and snorkelling spots, is essential.	175.24	179.36	0.823
The recommendations for tourists on what may and may not be done at the destination should be provided to avoid conflicts between tourists and the host community.	163.16	180.51	0.341
Tourists should have opportunities to enjoy and learn about cultures on the island.	156.84	181.11	0.167

Note: N = number of units in the sample. # (*p*-value<.05)  
Statistical significance was tested by Mann-Whitney U test.

## 4.4 FINDINGS SUMMARY

The majority of tourists travelled independently to Koh Pha-ngan, and approximately a half of them learnt about the environment and culture of the island before their trip. Bungalows were typically chosen as the

preferred accommodation. Tourists' expenditure on goods and other necessities was largely distributed to the local shop and convenience stores. The top three favourite activities on the island included 1. Beach activities, 2. Diving and Snorkelling, and 3. Full-moon Party. In addition, the tourists relatively frequently participated in the local festivals and community activities. According to the objective to evaluate the tourism situation from the various stakeholders' perspectives, the information in this section helps to generate understandings about tourist behaviour that influence on and correspond with tourism development. The findings from this chapter will be incorporated with those in chapter 5, 6 and 7 based on other stakeholders' perspectives to produce an overall evaluation of the situation.

As an overview about the current tourism situation on the island, the respondents disagreed that beaches and natural tourist attractions are not clean, and there is plenty of litter, also the environment is not maintained; noise from transport and recreational vehicles caused annoyance; the prices of goods and other necessities were not reasonable; local people were unfriendly and tried to take advantage; and safety and security does not meet expectations. These attitudes are likely to be positive towards the tourism circumstance on the island. Yet, it was agreed that tourist behaviour is often undesirable and offensive. Besides, their opinions were neutral as "neither agree nor disagree" with the opinions indicating that good scenery is mostly destroyed by lots of buildings with designs contrasting to that of the local architectural styles; most of snorkelling areas and diving sites are damaged and not attractive; the number of enterprises that care for the environment and local community are low; hospitals and health care services are not up to standard; and a large amount of prostitution and sex tourism is available.

In view of sustainable tourism development, the opinions given by the tourists were positive towards this idea. The respondents mostly agreed or strongly agreed with the concept of sustainable tourism development. Moreover, it was found that there was no significant difference between package and independent tourists in any of the views held. This infers that the tourists in both groups held similar overall opinions. The findings will lead not only to estimate the tourism situation and sustainable development on Koh Pha-ngan, but also to be in accordance with the objective to categorise opportunities for, and constraints to, sustainable tourism development on the island through the attitudes towards tourism circumstance and sustainability.

In addition to the findings about the views of tourists, the quantitative data relating to the opinion of other stakeholders that are the primary tourism businesses which include tourist accommodation providers, restaurants, travel agents, pubs and bars, diving centres, internet shops and massage services will be presented in the next chapter.

## CHAPTER 5: FINDINGS: VIEWS OF TOURISM BUSINESSES

### 5.1 INTRODUCTION

In order to achieve Objective 1 - to evaluate the tourism situation and sustainable development on Koh Pha-ngan from the various stakeholders' perspectives, this chapter presents the quantitative data from stakeholders, a group of primary tourism businesses: tourist accommodation, restaurants, travel agents, pubs and bars, diving centres, internet shops and massage services. To start with the initial findings, this section presents an overview in terms of the characteristics of business administration to understand the general circumstances of tourism business that tends to influence the tourism situation on the island. This is followed by the opinions about the current tourism situation and sustainable tourism on the island by those involved in the primary tourism trades. The primary tourism trades are those which are closely related to touristic activities and have direct effects on tourism. The findings help to make an evaluation of the tourism situation and sustainable tourism development on the island. In addition, the detail showing whether local and non-local business owners have different opinions will be linked to the research objective to identify the main variables of tourism sustainability relevant to island situations in the conclusion chapter.

### 5.2 INITIAL FINDINGS: OVERVIEW

Initially, the findings presented here give an overview of the primary tourism businesses in terms of the characteristics of business administration, together with opinions about tourism situation and sustainable tourism on the island. In relation to the characteristics of business administration, this is able to either cause negative impacts or mobilise sustainability in island destinations. Their management particularly reveals the responsibility for the environment and community in destinations (Graci and Dodds, 2010). In the section relating to opinions, visions of the primary tourism business group about the tourism environment and perspectives about sustainable development are revealed. According to the research objectives, these are to evaluate the tourism situation and sustainable tourism development on Koh Pha-ngan, and to identify opportunities for, and constraints to, sustainable tourism development on the island. The findings in this section, as a result, provide information about their business management and tourism circumstances on the island through views of tourism enterprises, which are beneficial not only to evaluate the tourism situation, but also to categorise opportunities for, and constraints to, sustainable tourism development. The outcomes are as follows.

#### 5.2.1 Characteristics of Business Administration

In response to the Objective 1 - to evaluate the tourism situation and sustainable development on Koh Pha-ngan from the various stakeholders' perspectives, the findings present characteristic of business

administration which reveal the approach to business management of the entrepreneurs that tends to affect the destination, and influence sustainable tourism development on the island. Table 5-1 shows that the majority of business owners were local residents (63.0%) and the businesses have been running for over 5 years (60.9%). It was also found that approximately a half of the businesses had permanent employees (50.7%), although a third of the total had no local people employed (39.1%). The business supplies were generally based on the island (76.1%), with only some from the mainland (35.5%). The essentials for environmental management were reasonably available in the business areas including sewage treatment (51.4%) and recycling (61.6%). The most extensive environmental initiative was in terms of saving energy (89.1%). In terms of raising awareness, the businesses concerned about environment and conservation accounted for over half of the sample (60.1%), which was similar for the practice of concern for local culture and tradition (55.8%).

**Table 5-1:** Initial finding: Characteristic of business administration

	<b>Data</b>	<b>Count</b>	<b>Percentage (%)</b>
<b>Is the owner of the business a local resident?</b>	Yes	87*	63.0
	No	50	36.2
	Missing data	1	0.07
<b>The business has been run</b>	Less than a year	10	7.2
	1- 3 years	29	21.0
	4 – 5 years	15	10.9
	Over 5 years	84*	60.9
<b>A proportion of local staff</b>	None	54*	39.1
	Less than a half	34	24.6
	A half	19	13.8
	More than a half	10	7.2
	All of them	21	15.2
<b>A proportion of permanent employees</b>	None	23	16.7
	Less than a half	19	13.8
	A half	18	13.0
	More than a half	5	3.6
	All of them	70*	50.7
	Missing data	3	2.2
<b>The supplies</b>	On the island.	105*	76.1
	From the mainland.	49	35.5
	Import from other countries	2	1.4
<b>The sewage treatment</b>	Yes	71*	51.4
	No	65	47.1
	Missing data	2	1.4
<b>Recycling</b>	Yes	85*	61.6
	No	53	38.4
<b>Policies on saving energy</b>	Yes	123*	89.1
	No	12	8.7
	Missing data	3	2.2
<b>Environmental awareness and conservation</b>	Always	83*	60.1
	Sometimes	38	27.5
	Never	16	11.6
	Missing data	1	0.7
<b>Awareness of local cultures and traditions</b>	Always	77*	55.8
	Sometimes	50	36.2
	Never	10	7.2
	Missing data	1	0.7

Note: \*The most frequent value

## 5.2.2 Current tourism situation

This section provides the outcomes about visions of primary tourism businesses towards the tourism situation on the island. Table 5-2 shows that for over a half of the respondent answers were equally distributed in terms of strongly agreeing that tourism increases employment opportunities for local residents (62.3%), and the low season creates problems for tourism businesses (62.3%). Besides, it was indicated that some informants strongly agreed that rubbish disposal is not as efficient as required (34.8%). In a similar way, it was agreed that tourists mainly travel to Koh Pha-ngan for the full moon party (46.4%), and safety and security on the island should be taken into consideration (41.3%) because the island is rather seen as a safe and secure place to visit. About a third agreed that there is a problem of water shortages during the peak season (37.0%); there is a high amount of prostitution and sex tourism available (34.8%); and snorkelling areas and diving sites are badly damaged and unattractive (33.3%). In contrast, it was disagreed with the idea that tourist behaviours are often undesirable and offensive (34.1%). However, the statements indicating that the noise of entertainment during the night causes annoyance (37.0%), and drugs are commonly available (33.3%) were neither agreed nor disagreed. In relation to the research objective – to evaluate the tourism situation and sustainable tourism development on the island, such opinions generate an overview about the tourism situation through the views of tourism businesses which will be processed for an evaluation in conjunction with the other stakeholders in the discussion chapter.

**Table 5-2:** Initial findings: Opinions about the current tourism situation on Koh Pha-ngan

Current tourism situation on Koh Pha-ngan	Percentage (%)					Skewness statistic
	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree	
Tourism increases employment opportunities for local residents.	-	0.7	-	36.2	62.3*	-1.208
Tourists mainly travel to Koh Pha-ngan for the Full Moon Party.	1.4	9.4	2.2	46.4*	39.9	-1.364
Low season makes problems for tourism businesses.	-	4.3	2.9	29.7	62.3*	-1.782
There is a problem of water shortages during the peak season.	14.5	18.1	12.3	37.0*	16.7	-0.429 <sup>#</sup>
Rubbish disposal does not meet expectations.	8.0	12.3	11.6	32.6	34.8*	-0.817 <sup>#</sup>
Snorkelling areas and diving sites are badly damaged and unattractive.	0.7	21.7	24.6	33.3*	18.8	-0.122 <sup>#</sup>
Tourist behaviours are often undesirable and offensive.	13.8	34.1*	27.5	18.1	5.1	0.290 <sup>#</sup>
Noise of entertainment during at night causes annoyance.	13.8	11.6	37.0*	21.7	15.9	-0.209 <sup>#</sup>
Safety and security on the island should be taken into consideration.	2.9	13.0	8.7	41.3*	34.1	-0.946 <sup>#</sup>
A large amount of prostitution and sex tourism are available.	8.0	8.7	29.0	34.8*	18.1	-0.574 <sup>#</sup>
Drugs are commonly available.	2.9	3.6	33.3*	33.3	26.8	-0.520 <sup>#</sup>

Note: \*The most frequent value

<sup>#</sup>The normal distribution

From the results presented, it was further shown that most of these variables were normally distributed, except the opinions indicating that tourism increases employment opportunities for local residents, tourists mainly travel to Koh Pha-ngan for the full moon party, and the low season creates problems for tourism businesses. Their skewness values were -1.208, -1.364 and -1.782 respectively; these were negative values. It was accordingly assumed that the data was not symmetric which also indicates that

such opinions are not normally distributed and tend to be much more considered in terms of “agreed” or “strongly agreed”.

### 5.2.3 Sustainable tourism development

Table 5-3 shows the opinions in terms of sustainable tourism development; all of them were considered positively. Over a half strongly agreed that activities of local culture and tradition on the island should be always promoted (58.0%). Likewise, about two thirds of the total strongly agreed that environmental awareness and conservation should be promoted and introduced (67.4%), and that all stakeholders and local communities should get involved and participate in making decisions to set up a plan for tourism development on the island (64.5%). Likewise, it was agreed that control and limitation of the number of tourists in the national park and the protected areas, such as dive sites and snorkelling spots, is essential (37.0%). As tourism businesses are considered as one of the key factors causing either positive or negative impacts in many island destinations (Graci and Dodds, 2010), the perspective of tourism enterprises towards sustainable development helps to estimate the trend in development. This information, therefore, links to the research objective - to analyse the degree of future sustainability of tourism on the island.

**Table 5-3:** Initial finding: Opinions on sustainable tourism development on Koh Pha-ngan

Sustainable tourism development on Koh Pha-ngan	Percentage (%)					Skewness statistic
	Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree	
Environmental awareness and conservation should be promoted and introduced.	-	-	1.4	31.2	67.4*	-1.021
Activities of local cultures and traditions on the island should be always promoted.	-	-	2.9	39.1	58.0*	-0.724#
Control and limitation of the number of tourists in the national park and the protected areas, such as dive sites and snorkelling spots, is essential.	8.0	15.2	10.9	37.0*	29.0	-0.708#
All stakeholders and local communities should get involved and participate in making decision to set up a plan for tourism development on the island.	-	-	0.7	34.8	64.5*	-0.759#

Note: \*The most frequent value

# The normal distribution

However, although most of the views were normally distributed, the opinions indicating that environmental awareness and conservation should be promoted and introduced was not symmetric as the skew value was negative (-1.021). It was indicated that the many more respondents strongly agreed with this idea.

## 5.3 MAKING INFERENCES IN VIEWS OF TOURISM BUSINESSES

The investigation found that the business owners on the island can be categorised into two groups: 1. local, and 2. non-local entrepreneurs. Those in the local group were particularly concerned about the impact of tourism on their living (Thompson, 1997). The non-local investors, however, are often criticised for putting short-term profit making ahead of concerns about the environment (OECD, 1980). By considering the research objectives to categorise opportunities for, and constraints to, sustainable tourism development on the island, and to identify the main variables of tourism sustainability relevant to island situations, the association between local and non-local business owners was examined to see whether they differed in their overall opinions about the current tourism situation and sustainable development. The outcomes show whether, or, which kind of business owner hinders tourism sustainability or promotes sustainability the most. In addition, this helps to understand opportunities for, and constraints to, sustainable tourism development. The outcomes are indicated in the following.

### 5.3.1 Current tourism situation

Table 5-4 shows the opinions about the current tourism situation from the business owners and compares the answers between the locals and the non-locals. Generally, the businesses with non-local owners had significantly higher mean ranks than the local businesses, excluding the opinions indicating that tourism increases employment opportunities for local residents and the low season makes problems for tourism businesses. These showed that the non-local businesses had stronger opinions than the locals about the current tourism situation on the island. However, the *p*-values in the table are mostly greater than 0.05; hence, it can be stated that there was no significant difference between the business owners of the two groups in their opinions about the current tourism situation on the island, except tourism increases employment opportunities for local residents. According to the mean rank, it was revealed that the businesses with a local owner had stronger opinions “strongly agree” compare to that of the non-locals.

**Table 5-4:** Opinions on current tourism situation comparing between local and non-local business owners

OWNER	Mean rank		<i>p</i> -value
	Locals N=88	Non-locals N=50	
Opinions on current tourism situation on Koh Pha-ngan			
Tourism increases employment opportunities to local residents.	74.38	58.39	0.007 <sup>#</sup>
Tourists mainly travel to Koh Pha-ngan for the Full Moon Party.	67.49	70.23	0.669
Low season makes problems for tourism businesses.	68.77	68.04	0.903
There is a problem of water shortage during the peak season.	66.98	72.52	0.416
Rubbish disposal does not meet expectation.	68.29	68.88	0.930
Snorkelling areas and diving sites are badly damaged and not attractive.	64.42	75.52	0.101
Tourist behaviours are often undesirable and offensive.	66.41	70.80	0.515
Noise of entertainment during night time causes annoyance.	67.93	70.87	0.665
Safety and security on the island should be taken into consideration.	66.91	72.64	0.388
A large number prostitution and sex tourism are offered.	65.42	72.53	0.290
Drugs are commonly available.	66.41	73.50	0.291

Note: N = number of units in the sample. <sup>#</sup> (*p*-value<.05)

Statistical significance was tested by Mann-Whitney U test.

### 5.3.2 Sustainable tourism development

Table 5-5 shows opinions on sustainable development comparing the answers between local and non-local business owners. In contrast with the opinions on the current tourism situation, it was found that the businesses with local owners mostly had significantly higher mean ranks than the non-locals. However, all the *p*-values in the table are greater than 0.05; hence, it can be stated that there was no significant difference between the business owners of the two groups in their opinions about sustainable tourism development on the island.

**Table 5-5:** Opinions on sustainable development comparing local and non-local business owners

BUSINESS OWNERS	Mean rank		<i>p</i> -value
	Locals N=88	Non-locals N=50	
Opinions on sustainable development on Koh Pha-ngan			
Environmental awareness and conservation should be promoted and introduced.	72.36	63.15	0.109
Activities of local cultures and traditions on the island should be always promoted.	71.68	64.34	0.228
Control and limitation of the number of tourists in the national park and the protected areas, such as dive sites and snorkelling spots, is essential.	66.71	72.99	0.352
All stakeholders and local communities should get involved and participate in making decision to set up a plan for tourism development on the island.	72.90	62.22	0.068

Note: N = number of units in the sample. # (*p*-value<.05)  
Statistical significance was tested by Mann-Whitney U test.

## 5.4 FINDINGS SUMMARY

Based on the data collected from the tourism businesses on the island, a total of 138 businesses were consulted including representations from accommodations, restaurants, travel agencies, pubs and bars, diving centres, grocery stores, internet shops, and massage services. It was found that the majority of businesses on the island had been running for over five years and that the business owners were local residents in the majority. In terms of employment, it was seen that the tourism businesses on the island had more non-local staff than local and these employees were permanently employed. For the business supplies, these were basically based on the island. In addition, the environmental management was available in the business areas including sewage treatment and recycling, and the major consideration was to saving energy. This revealed that tourism businesses on the island rather seemed to be aware of the value of nature; such characteristic leads to environmentally conscious behaviour and activities to preserve the environment (UNEP, 2001c). Furthermore, both aspects of awareness relating to environment and conservation together with the local culture and tradition were taken into consideration and publicised to the tourists. The findings in this section, hence, give an understanding about the tourism situation from the perspective of tourism businesses which links to the research objective – to evaluate the tourism situation and sustainable development on the island.

With regard to the current tourism situation on the island, it was revealed that there were no strong disagreements with the statements. The majority strongly agreed that tourism increases employment opportunities for local residents, the low season makes problems for tourism businesses, and rubbish disposal does not meet expectations. In a similar way, it was agreed that tourists mainly travel to Koh Phangan for the full moon party, and that safety and security on the island should be taken into consideration. Further, there is a problem of water shortages during the peak season, a large amount of prostitution and sex tourism are available, and snorkelling areas and dive sites are badly damaged and unattractive. In contrast, the opinion indicating tourist behaviours are often undesirable and offensive was mainly disagreed with. However, a neutral response was received to the views that the noise of entertainment during the night causes annoyance, and drugs are commonly available. In comparison with the group of tourists questioned, these perspectives differ. It was seen that the tourists seemed to have more positive views on all of the circumstances about which they were questioned. As a result, information about different views of those involved needs to be gathered; this is relevant to the research objective – to evaluate the tourism situation and sustainable development on the island from the various stakeholders' perspectives (Objective 1).

For sustainable tourism development, the opinions were entirely positive. Over a half of the respondents strongly agreed with the idea that activities of local culture and tradition on the island should be always promoted. Likewise, about two thirds of the total of the respondents strongly agreed that environmental awareness and conservation should be promoted and introduced, as well as, all stakeholders and local communities should get involved and participate in making decisions to set up a plan for tourism development on the island. At the same time, the idea that the control of numbers of tourists in the national park and the protected areas (such as dive sites and snorkelling spots) is essential was also agreed with by the majority. Besides, it was inferred that the local and non-local business owners did not significantly differ in opinions about both the current tourism situation and sustainable development on the island. The outcomes revealed that the tourism businesses appreciated and were aware of the value of sustainability. These results link to the objectives - to identify the main variables of tourism sustainability relevant to island situations (Objective 3).

As discussed in Chapter 3, the use of both qualitative and quantitative data collection methods was involved in the research. For quantitative data analysed through SPSS, the findings about tourists and the primary tourism businesses have been presented in Chapters 4 and 5 respectively. In terms of the qualitative research, the data was collected from the host community and members of the public sector through interviews. The data from the interviews was analysed using thematic analysis via NVIVO. The findings from the qualitative analysis will be presented and discussed in Chapters 6 and 7. The views of the host community will therefore be explored in the next chapter.

## **CHAPTER 6: FINDINGS: VIEWS OF LOCAL PEOPLE**

### **6.1 INTRODUCTION**

The aim of this research is to understand the tourism situation, impacts and sustainable development on Koh Pha-ngan, Thailand, through the various stakeholders' perspectives. As local people are the major stakeholders in terms of growth and maintenance of tourism industry to become successful, lack of attention to local residents will possibly result in the failures of tourism planning (WTO/UNEP, 2000). This chapter details the findings from the interviews held to elicit the views of local residents on Koh Pha-ngan. Interviewees (Appendix 3) were derived from the people who have a direct relation with tourism and the people without involvement with the tourism industry. All interviews (Appendix 4) are examined to define the main categories to be used to code the data (Appendix 5), and to identify themes and categories (Appendix 6) focusing on the opinions about the current situation of tourism and sustainable tourism development on Koh Pha-ngan; this was done by using Nvivo9. The analysis was based on salient issues or on recurrent issues that actually appear in the text; these tended to be explicit constraints and focused on the research objectives to evaluate the current tourism situation on the island. The findings correspond to the research objective to evaluate the tourism situation and sustainable tourism development on Koh Pha-ngan from the various stakeholders' perspectives, and eventually will lead to categorise opportunities for, and constraints to, sustainable tourism development on the island, and to identify the main variables of tourism sustainability relevant to island situations.

### **6.2 FINDINGS IN VIEWS OF LOCAL PEOPLE**

The themes derived from the transcripts of interviews were assembled into groups of basic themes. The ones with relevant issues became organising themes; the issues underlying them were identified and titled. The global themes were eventually concluded as the principal images that summarised the main points. The global themes and organising are outlined in table 6-1.

**Table 6-1:** Summary of Identifying themes: Organising themes under Global themes from Local People’s Interviews

Global themes	Organising themes
<b>Jobs and Income Generation</b>	<ul style="list-style-type: none"> <li>▪ An Increase of Job and Income</li> <li>▪ Higher Income Created by Working Relevant to Tourism</li> <li>▪ A Volume of Tourists Affecting the Resident’s Revenue</li> </ul>
<b>Business and Employment</b>	<ul style="list-style-type: none"> <li>▪ Types of business</li> <li>▪ Employment and Labour</li> </ul>
<b>Household Economy</b>	<ul style="list-style-type: none"> <li>▪ A Rise of Living Costs and Prices of Products</li> <li>▪ Relationship of Revenues and Expenditures Affecting the Residents</li> </ul>
<b>Land</b>	<ul style="list-style-type: none"> <li>▪ Land Prices</li> <li>▪ Land Tenure</li> </ul>
<b>Environment</b>	<ul style="list-style-type: none"> <li>▪ Natural Resources</li> <li>▪ Water Consumption</li> <li>▪ Solid Waste and Sewage</li> </ul>
<b>Tourists</b>	<ul style="list-style-type: none"> <li>▪ Types of Tourist</li> <li>▪ Tourist Behaviours</li> <li>▪ Tourist Motivations</li> </ul>
<b>Infrastructure and Public Utilities</b>	<ul style="list-style-type: none"> <li>▪ Roads</li> <li>▪ Electricity</li> <li>▪ Transportation</li> <li>▪ Hospital</li> </ul>
<b>Lifestyle and Standard Living of Local People</b>	<ul style="list-style-type: none"> <li>▪ Way of Life</li> <li>▪ Occupations</li> </ul>
<b>Physical and Ethical Influences</b>	<ul style="list-style-type: none"> <li>▪ Change of Identity and Values</li> <li>▪ Ethical Issues</li> </ul>
<b>Security</b>	<ul style="list-style-type: none"> <li>▪ Drug</li> <li>▪ Crime and Physical Attack</li> <li>▪ Theft</li> </ul>
<b>Tourism management</b>	<ul style="list-style-type: none"> <li>▪ Lack of Promotion</li> <li>▪ Lack of Information for Tourism Business</li> </ul>

In the following sections, the connections of each theme are presented in a form of thematic networks to arrange the information collected in a compact form that is conveniently followed. The direct quotes from interviews are also shown for describing each theme to enable the readers to understand the findings of the analysis, as well as the validity of the researcher’s claims.

### 6.2.1 Jobs and Income Generation

Tourism is considered to be one of the world’s most significant sources of output and employment (UNEP, 2001a). Employment opportunities are increased at all levels which distributes income generation and improves the standard of living (Kreag, 2008). Unlike other industrial activities, tourism brings tourists to consume the product in the destination. Foreign exchange earnings, therefore, are generated by tourist expenditures (UNEP, 2001a). However, the impacts of tourism can be positive and negative. Whether impacts are perceived as positive or negative depends on the value position and judgement of the observer of the impacts (Hall and Page, 2002). The findings in this section, thus, correspond to the objectives to evaluate the tourism situation and sustainable development on the island; and will be relevant to categorise opportunities for, and constraints to, sustainable tourism development on the island. The details relevant to this theme are as below.

- **An Increase of Jobs and Income**

Tourism generated more employment opportunities and more income to the residents on the island. It brought the creation of direct and indirect jobs in several tourism-based sectors; as well as the distribution of the economic benefits. These helped increase income for local people and improved the development of the local economy. It was further expressed that “These include those jobs directly related to tourism and those that indirectly support tourism such as taxi drivers, food vendors, tour guides, touts, massage service providers, etc. Unemployment then has been decreased” (LI<sup>13</sup>-5).

In the views of the residents whose jobs were irrelevant to tourism, it was noticed that “When the tourists come to stay in a bungalow, the products in the market are purchased to serve the tourists. The taxi driver also gains the income by taking tourists to their accommodation and destinations on the island” (LI-21). Basically, it was also accepted that the major income for the residents on the island was from tourism. In terms of indirect effects, the locals who were not directly involved in the tourism sectors also earned more income since the tourist demand for local agricultural products caused prices to increase. The 4<sup>th</sup> interviewee mentioned that “The residents are able to sell fruits from their orchards at better price. It was explained that “Formerly, some kinds of fruit were never sold at good price, but they now fetch much better prices because of the demand of tourists” (LI-4). Moreover, “The fishermen presently also are able to sell products of fish at higher price” (LI-21).

- **Higher Income Created by Working Relevant to Tourism**

Interviewees considered that the residents mostly had the jobs relevant to tourism for the reason that working in tourism created more income than any other occupations. Besides, some locals were away from their traditional occupations in jobs related to tourism services as one bungalow owner advised, “The locals give up their traditional occupations like fishing, and turned to the works related to tourism, such as tout, running a taxi company. They, noticeably, have much higher income since they turned to the jobs related to tourism” (LI-20). In addition, as a result of higher earnings with easier and more comfortable work meant that many changed their careers. “Working as an employee in tourism industry creates higher wage than a worker in the coconut plantations where they have to work much harder. The residents, hence, are turning to have business or working in tourism industry” (LI-22).

- **A Volume of Tourists Affecting the Resident’s Revenue**

From the views of residents, it became apparent that the volume of tourists had a great impact on the earning of residents on the island. Since the main revenue on Koh Pha-ngan was considerably dependent on tourism, a high volume of tourists was an essential factor. A decrease of tourists affected every single business sector and economy on the island, especially during the off-season. It was acknowledged that

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<sup>13</sup> Local people interviewee – sequencing of interview

this circumstance affected both people in the tourism industry and the residents on the island. One informant recognised that, “In the low season, there are problems linked to all businesses on the island, both the ones related and the ones not related to tourism (LI-17)”. On the other hand, it was argued that “During the low season, some businesses have preparation for such circumstances, thus they are able to handle with the situations without trouble” (LI-12).

## **6.2.2 Business and Employment**

In terms of employment, creating more jobs in the local area would be beneficial. However, although jobs are created, they may only be part-time, semi-skilled, and the benefits to local people are negligible (Mason, 2003). In some destinations, tourism operators are not locals but seasonal business owner, the profit earned on the business is sent outside host community (Orams, 1999). However, in rural areas, family businesses are typical because of traditional land-owning patterns. Increasingly, individual and family investors are drawn to rural areas or small towns for lifestyle reasons, and tourism-hospitality provides the economic means to realise these goals (Getz, Carlsen and Morrison, 2004). With regard to employment, the seasonal fluctuations in tourism encourage entrepreneurs to resort to cheaper migrant workers, both legally and illegally. Due to an increasing number of migrants, those workers contribute to the employment figures as they can be hired on to fill the gaps in the local workforce. The entrepreneurs, thus, can expand and contract their workforce as demand fluctuates (Joppe, 2012). The findings from the interviews relevant to business and employment clarify an overview of business circumstances on the island which is related to the tourism in order to meet the objective to evaluate the tourism situation and sustainable tourism development. Besides, the positive and negative impacts will be relevant to the objective to categorise opportunities for, and constraints to, sustainable tourism development on the island. As discussed, this section is considered under the following headings.

- **Types of Business**

The majority of businesses on the island, especially tourism businesses in the form of tourist accommodation, were owned and run by the locals. It was stated by one respondent that, “The residents who own the land by the seaside or on the beach area mostly have the business of bungalows, whereas the ones who have the land on the mountain or in the groves regularly do the business of houses for rent. They probably sell their land to invest in the businesses involved with tourism such as a taxi or convenience shop or grocery” (LI-1). In addition, the other booming occupations included renting houses to long stay tourists, as well as owning the groceries. Another interviewee observed that “Both business of tourist accommodation and grocery become extensively established by the locals who own the land in the location suitable for tourism. Moreover, having houses for rent to tourists who stay for a long time becomes another good business with great profit” (LI-7).

It also was believed that the businesses on the island generally were in form of family run concerns. However, it was argued by a primary school teacher that, “The majority of business on the island is not done by the locals; the outsiders gradually come to get involved in this industry” (LI-12), while a resort and spa owner was convinced that “Foreigners have increasingly begun to play a role in businesses on the island” (LI-2). Similarly, a few interviewees considered that the large businesses on the island are invested in by overseas investors. Consequently, it was realised that the businesses owned by the locals usually ran as family businesses. Due to the lack of capability in investment, the large hotels or big businesses with large capital generally were financed by outsiders to the island or foreigners. Although these businesses had been invested in by foreigners, they were mainly under Thai administration.

#### ▪ **Employment and Labour**

The workers on the island were noticeably from the northeast area and the neighbouring country of Myanmar. About half of those from Myanmar were working illegally in the tourism industry and fishing. These employees were needed and preferable to the locals because they were usually hired with low pay for hard work. The owner of internet shop explained that “Migrant workers are extremely needed in the business of bungalow and any other tourist accommodations because of the low pay with hard working; they usually are able to work as hard as required without negotiation and complaint” (LI-1). Local people, however, were reluctant to undertake the work required for the pay being offered in return for their labour.

With regard to the employment of local people, it was reasoned by informants in different occupations that the locals did not accept jobs with low wages, but preferred positions with reasonable pay. Local people preferred to own their own business rather than be employed by someone else. The workers in tourism businesses, thus, mostly were from the outside; this continually led to an influx of migrants. In addition, migrant workers were also hired for work in the fishing sector. With regard to this, an owner of rental houses indicated that, “The locals mostly have coconut groves and some own the business” (LI-15). A vendor at the pier said “Most employees on the island are the migrants, and they accept the low wages that is apparently much higher compared to the earnings in their hometown” (LI-7).

With regard to the issue of low pay, the standard wages or minimum wages on the island were not implemented. Occasionally, the wages fluctuated depending on the number of tourist arrivals; the wage was reduced in the low season. One respondent recognised that “The wages on the island are not fixed. More tourists come, more pay the staff earn. In the low season, the pay will be decreased” (LI-1). In general, the wages were determined by individual business owners, the workers, thus, were hardly ever entitled to the national minimum wage. However, during the high season, the wage was likely to become more competitive and increasingly higher for the experienced and skilled workers; this often caused those workers to leave the jobs with lower wages for the new ones with much better pays. It was commented

by a bungalow owner in Had-Khom that “Often, much higher wages are offered to some workers considered to be better than others. It is tempting and likely to make such workers to leave the jobs for the higher pay” (LI-10).

From another point of view, some interviewees felt that the migrant and non-local workers created problems on the island. The arrival of these workers was said to have led to the degradation of environmental and natural resources. Typically, those workers were poor and came to work on the island with the low wages; the natural resources seemed to be sources of their foodstuff. The use of such resources helped them save money and to be able to survive on the island. They had increasingly been destroying nature for food. Such workers generally lacked awareness and did not recognise the negative impacts on the environment caused by their behaviour. For instance, it was seen that “They often caught fish and other species of shellfish that are not fully-grown” (LI-2). A Resort and Spa’s Business owner rather worried that “This circumstance will give no opportunity for full growth of such creatures and influence on their breeding, then eventually leads to an extinction of local marine life in the area” (LI-2). This led to a decline in the number of marine creatures, a natural destruction and an extinction of marine life; these eventually had impacts on the ecosystem and the host community on the island in the future.

To add to the issues associated with the migrant workers, a group of labourers from another region of Thailand evacuated to Koh Pha-ngan and displaced the local labour. In addition, the migrant workers were also in competition with the local people for the receipt of communal benefits. In the words of a local from the Ban Tai area, “The migrant workers often create significant problems on the island both directly and indirectly. There are about 4,000 Myanmar workers on the island; only half of them are legal migrants and in the list of resident existence; the others become the hidden population. Such circumstance affects the financial plan allocation of Koh Pha-ngan for the reason that the budget is calculated and distributed based on the number of residents existing in house registration, not including the hidden residents. Those illegal workers do not pay tax, but they share the benefit distribution with the locals including the limited natural resources on the island such as water consuming” (LI-5).

The workers are usually employed throughout the year. Therefore, the jobs in tourism business on the island were not seasonal as in many other tourist destinations. Since the holding of full moon party throughout the whole year including the low season, and the arrival of tourists on the island for this event; the hotels especially in the location where the party is held, mostly remained open all year round for the tourists. As such, staff in the hospitality businesses were always needed and as a result people were employed on long-term contracts. For businesses in other parts of the island, unemployment during the off-season was unlikely as employers disliked the uncertainty associated with having to re-employ staff during the high season. Staff were, therefore, employed in the low season, but they were asked to take on different or additional duties during the low season. This was revealed by the owner of a resort

and spa business in Had-rin who explained that “Termination of employment is not a problem on the island because the staffs are still always needed since the monthly held full moon party boosts the tourists to come to the island every month. In case of termination, the staff will not return to work when in demand, especially in the high season. Therefore, the employment is done throughout the year and the employers will give them additional work to do in the low season” (LI-2). In addition, as another informant explained, “The businesses on the island mainly are in the form of family business; thus the termination in low season hardly happens” (LI-1).

### **6.2.3 Household Economy**

Greater demand for basic services, goods, and other necessities occurs when tourists are visiting an area (UNEP, 2001a). Prices for these commodities are likely to increase when tourists place extra demands on local services at a tourism destination (Archer, Cooper and Ruhanen, 1994). Such an increase affects the cost of living of local residents, particularly the ones who do not receive greater income from tourism, or their incomes do not increase proportionately in line with the new prices (Kreag, 2008). This reflects a situation of household economy on the island caused by the tourism in the views of local residents which links to the research objectives 1 - to evaluate the tourism situation and sustainable tourism development on Koh Pha-ngan from the various stakeholders' perspectives, and objectives 2 - to categorise opportunities for, and constraints to, sustainable tourism development on the island. The proceeding discussion will explore this theme in more detail.

#### **▪ A Rise of Living Costs and Prices of Products**

The cost of living on the island was higher than it should be. A contributory factor to this was the fact that goods had to be shipped to the island and insured against damage. In addition, a tourism business owner in Ban-Kai determined that “The goods and cost of living on the island are higher because the price has initially not been under control; pricing decision is usually set based on individual retailers” (LI-17). Likewise, the internet café owner and an early retired civil servant shared similar views to that of the business owner, “Some traders take an opportunity to make the prices rather higher than they should be due to lack of strict control by the local government on the island” (LI-1). “The goods on the island are expensive due to a lack of price control by the local authority” (LI-8). “Price control is rather difficult to be done on the island” (LI-3). As such, it was understood that pricing on the island was dependent upon the retailers as prices were not regulated by the local government authority. Moreover, as the demand by tourists for goods and services increased, this also influenced the costs of products. In this regard, it was assumed that “The goods and living expenses on the island are higher due to more affordability and more purchasing power of residents together with foreign exchange rate (LI-13)”, and “The cost of living on the island is based on the standard expenses of foreign tourists” (LI-14).

- **Relationship of Revenues and Expenditures Affecting the Residents**

However, some residents argued that the high cost of living did not affect the residents on the island. The locals, in particular the ones whose work related to and those who gained major income from tourism, were unlikely to suffer from the high prices and cost of living on the island due to these being balanced by their level of income. However, the opposite view was claimed by some residents who felt that revenue and expenditures were unbalanced. The residents who do not have much income from tourism face a problem of high cost of living due to their earnings not being balanced with expenditure. To solve this problem, the owner of a coconut plantation understood that “The residents need to have more than one job to be able to afford the high cost of living on the island” (LI-22). Another point of view was that although the high cost of living affected some residents, they seemingly did not get too worried about this because they followed an idea of living within their means and within a traditional living style. As was explained by a massage therapist, “For the residents whose jobs are not related to tourism, they live with their traditional lifestyle. They do not need to buy some foods or products as they can grow vegetables, do fishing, and do not spend lavishly. These help them save their money and they can survive on the island without trouble” (LI-5).

## **6.2.4 Land**

Price inflation in the property market is another relevant impact resulting from tourism. Tourism development often brings a high demand for accommodation from outsiders who wish to settle in the tourism location and can afford to pay more for the housing stock than local people (Macleod, 2004). Tourism development and the related rise in real estate demand may also dramatically increase building costs and land values. The competition for finite resources can drive prices so high that only foreign investors are able to afford them (TCMP, 2001). This situation results in decreasing the economic power of the local population, while raising the domination of the property market by outsiders (Neves, 2006). The information derived from interviewees in this section will provide an overview of land issues on the island that will be assembled to the other concerns emerged from the investigation, in order to achieve the aim of this research to understand tourism situation, impacts and sustainable development on Koh Pha-ngan, Thailand. This theme is discussed in more detail in the proceeding sections.

- **Land Prices**

The land on Koh Pha-ngan has a high value; the price varied depending on the location and purchaser. Due to the small size of the island, land resources are limited and competition for purchase correspondingly high. The land price significantly increased especially in the areas of high tourism potential, in the downtown area, and in the zone conveniently accessible by public transportation. In addition, the land with a title deed was extremely preferable compared to that without legal documents. A bungalow owner in the northwest of the island mentioned that “Land pricing on Koh Pha-ngan is varied

depending on the buyers; the higher prices are usually offered to the foreigners, whereas the Thai residents tend to purchase it with the prices based on land appraisal that is rather lower” (LI-10). However, it was accepted that “It seems to be reasonable price for the outside investors. They are confident that this is worth investment in the long run and the massive revenue and great benefits would be ultimately generated” (LI-17).

#### ▪ Land Tenure

Due to the high values of land, some residents who owned small properties sold their land and moved to the mainland, or invested in small businesses involved with tourists for example, taxis, holiday letting or grocery supplies. It was evident that the land mostly had been purchased by major enterprises. However, high competition made land prices so expensive that only overseas investors and large companies were able to make purchases. Despite the expenditures of large scale capital finance, the turnover and profit justified the initial investment. Conversely, it was difficult for local people and small businesses to be able to finance such large business investments. Alternatively, it was seen that “Instead of purchasing the land, the small business owners have turned to do long-term leasing contract” (LI-19). This situation not only affected the size of business, but also limited opportunities for local business people. As locals gradually lost opportunities for investment, it caused a decrease in their power to negotiate, which in turn increased the amount of influence outside investors have on the island.

A campaign against selling land has recently been promoted. This encouraged the residents to realise the importance of land-holdings and to try to avoid land acquisition by outsiders. Accordingly, it was noticed that residents mostly did not want to sell their land and as such, the land on the island is in the majority still occupied by the locals. Currently, they preferred to enter into long term leased agreement rather than selling because the income from leasing was not significantly different from selling. Otherwise, the local landlords themselves were likely to run businesses, especially tourist accommodations facilities. As one respondent explained, “The residents who occupy the land by the sea or on the beach area often run the business of bungalows, and the ones who own the land on the mountain or in the plantations have houses for rent” (LI-1).

### **6.2.5 Environment**

The environment is recognised as a key factor in tourism for the reason that tourism significantly depends upon the environment as a major attraction, or as the location where the tourism activities usually take place (Holden, 2008). However, tourism and environment are in a mutually dependable relationship, since tourism gains benefits from a good quality environment, at the same time the environment, in turn, should have benefit from being protected and maintained as a valuable tourist resource (Williams, 1998). For environmental impacts of tourism, solid waste considerably effects the environment in several ways (UNWTO, 2013). Tourism approximately generates the solid waste at twice compared to the local waste

production (Shamshiry et al., 2011). In addition, in terms of water resources, especially in the areas where water resources are limited, water shortages and degradation of water supplies are often caused by tourism (UNEP, 2001c). This issue of the environment is related to the objective to analyse the degree of future sustainability of tourism on Koh Pha-ngan. The details discussed about this issue are as below.

- **Natural Resources**

Residents in various occupations believed that the natural resources on the island were still abundant and largely unspoiled. The abundance of natural resources was essential because the residents were very dependent on these for their employment, both traditional jobs and those relevant to tourism. For instance, the locals needed natural resources for both fishing and agriculture. The tourism sector relied on an attractive natural environment as part of its pull factor for tourists to the island. In addition, it was recognised that the stakeholders on the island had collaborated in projects for the conservation of natural resources. Environmental conservation was basically taken into consideration by the residents. A campaign for nature preservation had been promoted for example, avoiding deforestation and wildlife hunting. All stakeholders in tourism were conscious of nature conservation. As a result of this awareness, natural resources remained abundant and stayed in a good condition. This also applied to the coral reef and marine life. The residents also realised that the damage and deterioration of natural resources would definitely lead to a decrease in and loss of their occupations and incomes. Therefore, the conservation and maintenance of the natural environment is critical, and people have to be enthusiastic to keep these surroundings unspoiled. The precautions to avoid damage included, for example, avoiding anchoring on the reef, avoiding disturbing fauna and flora when trekking. A bungalow owner in Tongnaipan-Noi pointed out that “If the boatman does not advise tourists to maintain and carefully pay attention on the corals, these marine resources will be destroyed and become unattractive. If so, the new destinations with attractive resources which seem to be farther away are needed to be discovered; this will make longer journey and cost more expenses” (LI-19).

- **Water Consumption**

The natural water resources were adequate but their administration and management was inefficient. There were plenty of water resources on the island, but there was a lack of water storage arrangements. For example, there was no mechanism for rainfall capture. Thus, dams and reservoirs should have been constructed to retain water for use during times of drought. Apart from the water supplied by the municipality, the major water resources for consumption were wells or ponds and the natural water sources on the mountains. The communities outside urban areas typically obtained water from private, individually made wells. Local communities could also access natural water resources in their specific area. This was arranged on an area by area in which community members paid a small fee to support the administration and management of the water resource.

In terms of the water supply, it was observed that piped water was not distributed throughout the island due to a lack of volume in the supply. The lack of volume also caused the supply in the municipal area to be regularly disrupted during the times of drought. As the water resource was one of the most critical factors for both the tourism industry and the residents on the island, water shortages were a serious concern. According to a local resident in Ban-Tai, “The population on the island has been continuously increasing. Consequently, water consumption is in greater demand whereas the volume of water remains in the same amount. Also, the wasteful water consumption is often seen. This will probably result in water shortages on the island in the near future” (LI-5). In addition, he mentioned that “Illegally, changing water course was made for personal benefit; this causes a decrease of amount of water in the final destination. The water for consuming, therefore, is insufficient for the community in such area” (LI-5). With regard to the illegal changing of water courses, a tourism business owner in Had-rin expressed his view that “The local government organisations neither pay attention on solving this problem nor show interest or focus on cooperation for solution. The residents have to handle with the matter themselves” (LI-3). However, it also was argued that “In fact, the water shortage on the island is not a big issue because of various water sources available on the island. Besides, there is a large amount of rainfall on the island; the water retention is able to be done by every single household in order to solve the problem of water shortage during the times of drought” (LI-5).

- **Solid Waste and Sewage**

In a discussion about solid waste, only a few interviewees realised that waste had increased due to an increase of population on the island, and that therefore waste disposal has become a big problem. Inappropriate disposal processes caused damage to the natural surroundings, including coastal areas and pavements. In addition, it was observed that waste management was not up to standard and caused a problem on the island even though the landfill process was managed by a local organisation. In addition, individual households were often responsible for their waste disposal. The situation is critical because the current landfill sites are likely to be insufficient in the near future due to the massive increase of waste and garbage. It was also noticed by one respondent that “Some of solid waste is unable to be neither instantly disposed of nor entirely decomposed” (LI-17).

However, it was acknowledged that some rubbish could be recycled and this became a source of financial value and generated income for property-owners. Waste recycling involves collecting waste materials, separating and cleaning those materials, then passing them through a system that enables such materials to be reused. This was generally undertaken to reduce the impact of waste disposal on both health and environment. The waste that could be material for recycling was separated from general waste using specified bins which were collected by staff in the areas. Therefore, the owners of tourist accommodation had their staff sort waste for recycling. The bungalow owner in Tongnaipan Noi explained that “There are people come to buy the waste on the island for recycling, it purposively results in waste separation. The

earning from selling such waste helps motivate staff to work together in the waste separation” (LI-19). She also recommended that “The solid waste should be separated; some rubbish is taken into a process of making fertilizer; the others are sold for recycling. Importantly, the bungalow owners have to ensure that an adequacy of trash bins is available” (LI-19). Likewise, a resort and spa business owner agreed that “Any processes of earning benefit from the waste such as recycling, producing gas for cooking in the household, or any other advantages should be taken into consideration and encouraged” (LI-2).

Furthermore, wastewater was a concern for a few interviewees. It was reported that local wastewater treatment or sewage treatment on the island had not been seriously administered. Although a treatment system had been financed and constructed, it had not been activated due to a failure in running system effectively. The project was suspended and has yet to be reinstated. This means there is no effective waste treatment on the island, which along with the lack of regulation means that waste-water was directly released into the sea.

## **6.2.6 Tourists**

Tourist satisfaction can be understood as the degree of pleasure or contentment of the visitor resulting from experiences in relation to the journey to fulfil their desires, expectations and needs (Chen and Tsai, 2007). In tourism destination management, enhancing tourists’ satisfaction levels and return intentions are crucial and necessary (Yoon and Uysal, 2005). In addition, with regard to sustainable tourism, the destinations that improve their image by increasing their level of sustainability to the public have the potential to gain new consumers in terms of ‘green’ tourists, and to attract socially conscious investors (Robinson, 2000). The information about tourists will provide an overview of tourists travelling on Koh Pha-ngan in terms of behaviour and motivation; this will in part address the objective to identify the main variables of tourism sustainability relevant to island situations.

### **▪ Types of Tourists**

It was found that the tourists on Koh Pha-ngan were mainly foreigners; most of them came from Europe. There was only a small volume of domestic tourists travelling to the island. Based on the quantitative data, the tourists were in total of 358; there were 251 tourists from Europe, 106 from the others, and only one from Thailand.

### **▪ Tourist Behaviour**

It was believed that the tourists did not create serious problems for the residents and the environment on the island. Rather, they were able to become well accustomed with the surroundings. The interviews show that tourists were well disciplined with regard to disposing of their rubbish. In addition, they adapted themselves to the environment and the local people. Furthermore, it was realised that providing

an explanation about local cultural practices helped to foster understanding between tourists and residents, and an appreciation by the tourists of the local way of living. As a result of the friendliness and generosity of the locals, the tourists felt welcomed and developed a favourable attitude toward the island which contributed to their desire to make repeat visits. In addition, the foreign tourists often comprise of family groups who come to the island during school breaks or for long weekends. A bungalow owner noticed that “Family trip on the island have increased” (LI-19). It was also seen that “The tourists with family vacations do not join the party; they prefer relaxing and spending time with their family and stay on the island longer than the tourists coming for party” (LI-6), in particular, “They have higher purchasing power than the group of party” (LI-18). However, compared to domestic tourists, they did not receive the same level of treatment, and one tour agent realised that “Often, the domestic tourists are hardly welcomed and appreciated as they are too much fussy” (LI-1).

#### ▪ **Tourists’ Motivations**

All interviewees - both those involved in tourism and those not involved in tourism believed that tourists regularly came to the island at least once a month to join the full moon party because they enjoyed it; and most of them were teenagers. In regard to the full moon party, a bungalow owner in Haad Khom was rather confident that “Koh Pha-ngan is a destination that attracts the great volume of foreign tourists due to the full moon party. The party seems to appeal and bring together a massive of tourists from many countries” (LI-10). Another informant commented that “The tourists about 90% enjoy the full moon party, and they especially are focusing on the party on the island” (LI-8). Although the full moon party has created a reputation for Koh Pha-ngan as a highlight of tourism in Thailand and attracted a large number of tourists, it was also acknowledged that the event had a negative image. According to the Chairman of the Koh Pha-ngan Cultural Council, “Image of the party on the island is viewed in the negative aspects as drug and sexual mingling were often brought in and get involved” (LI-9). Nevertheless, it was argued that “Full moon party is not a party of drug mingling” (LI-5), and it was further insisted that “In fact it is not as bad as being negatively presented” (LI-9). In addition, he also confirmed that “Tourists who have been to the party certainly realise that it is not as bad as the rumours; only negative presentation was spread out to public. Actually, the party is always arranged under control and the supervision of police” (LI-9). However, others had a different view and some interviewees felt that Full moon party was not a major tourist attraction of tourists, particularly for those in the older age group. Besides, it was acknowledged that the tourists partly come to the island to appreciate the beauty of nature.

### **6.2.7 Infrastructure and public utilities**

The infrastructure is a potential factor of a tourism destination. For example, roads enhance accessibility of tourists to different parts of the destinations. Other infrastructure such as energy results in more reliable services. These enhance the attractiveness of the destination (Inskeep, 1991). In addition, transport is essential to move tourists from their place of living to the destination areas (Tourism Western

Australia, 2009). It provides an essential link between the tourism generating region and destination areas and facilities (CENTRAL EUROPE, 2013). The transportation system of a tourist destination has an impact on the tourism experience, and the improvement of transportation leads to increased accessibility to areas (Page and Lumsdon, 2004). With regard to public health, tourism policy development concerning about public health can provide an empowerment to the community to influence tourism planning and activity development. Besides, a successful destination strategy should provide satisfying, impressive experiences while enhancing the well-being of a destination's residents. Making links between tourism and public health could create stronger and healthier communities (Hartwell et al, 2012). Therefore, the findings in this section will provide an overview about the infrastructure and public utilities - that will lead to addressing the objective to evaluate the tourism situation and sustainable development on the island.

#### ▪ **Roads**

In a term of roads, it was noticed that roads had been improved. There had been a programme of road building and improvement to existing roads. All destinations on the island, hence, could be accessed by road. Residents were able to get around the island more conveniently which helped increase connectivity between communities. However, there were a few roads that remained in bad condition which made some areas more difficult to approach. Thus, it was suggested by a bungalow owner on Had-Khom that "The government organisation has to take this matter in serious action. The roads need to be constructed to link around; these will help communication and transportation become easier and more convenient" (LI-10).

In general, it was accepted that infrastructure including roads, water and electricity supplies, and other facilities on the island had improved. This provided the residents with better living conditions, and most people were satisfied with such developments. However, one interviewee complained that "In fact, infrastructures have been developed to support tourism development; however, these could not keep pace with the rapid growth of tourism on the island" (LI-2). This view was shared by a bungalow owner in Haad Khom, he also realised that "Roads on the island have been better improved due to an increase of tourist arrivals" (LI-10). Other informant did not recognise the development as one argued, "The infrastructures were unavailable throughout the island. Roads, water supply, and electricity are mainly available in the urban community" (LI-7).

#### ▪ **Electricity**

There were problems with the supply of electricity as supply could not meet demand, and not all areas of the island were connected to the system. In addition, the island suffered from power cuts. The problem was exacerbated during heavy storms associated with the monsoon; this has increased effect on the tourism industry. One tourism business owner complained that "Power outage is often occurred; this makes significant impact on the business of tourism" (LI-3). However, some residents were satisfied with

the electric power distribution system. As the words of one resident who lives in the downtown area conveyed, “The electric power distribution system is rather more broadened; this was carried to the individual consumers throughout the island” (LI-5).

- **Transportation**

Transportation facilities to and from the island have increased in number. There were a number of alternative ways of travelling to Koh Pha-ngan. These included ferry, express boat, and night boat to and from the mainland (Suratthani) and providing links with the neighbouring islands, Koh Tao and Koh Samui. This was seen as a positive development as in a view of a ferry service provider on Koh Pha-ngan, “This not only facilitates and makes both locals and tourists get much more convenience, but it also creates jobs and increases income for the residents who work for the ferry company” (LI-3).

- **Hospital**

Interviewees advised that the services provided by the hospital had improved and were in line with district standards. However, problems were experienced in relation to water and electricity supplies. These sometimes affected hospital services and medical treatment including surgery. Other respondents felt, however, that the public hospital on the island was not up to standard in terms of medical equipment and staff. According to one respondent in Ban-Tai area, “Medical appliances are inadequate and outdated; number of medical personnel does not meet in demand. In particular, medical specialists are not in practices” (LI-16). Therefore, “The residents do not trust in treatment offered by the hospital in terms of staff and equipment” (LI-6).

In comparison with hospitals outside the island, one informant said, “The hospitals on the mainland provide up-to-date medical equipment and professional medical staff. Therefore, the patients mostly decide to go there” (LI-12). The view of a resort and spa business owner was that, “The hospital on Koh Pha-ngan is needed to be developed to become up to standard both medical devices and staff” (LI-2). She realised that “If the tourists have health problems or accidents, the hospital, accordingly, will be able to offer them the efficient medical treatment. This would not only help them gain confidence in visiting the island, but also helps promote tourism on the island” (LI-2). It was understood that the hospital on the island was unable to provide treatment for patients in a severe condition, and therefore, had to be transferred to a hospital outside the island. In addition, one respondent mentioned that “Some private hospitals on the island often charge the tourists for the medical fee much more than it should be. They give the taxi driver commission in case of bringing the tourist patients to their places” (LI-5).

## 6.2.8 Lifestyle and Standard Living of Local People

In the organisation of tourism, local society and its traditions are one of important tourism resources. Village lifestyles, friendliness, traditional ceremonies and religious processions are promoted to attract tourists (Shaw and Williams, 1994). However, in developing countries, tourism sometimes changes in employment from traditional occupations to hospitality industries, which is likely to result in higher wages and better jobs prospects (Mason, 2008). Thus, the findings under this heading reflects a living of local people in terms of way of life and their occupations to meet an objective to evaluate the tourism situation and sustainable tourism development on the island.

### ▪ Way of Life

According to some interviewees' responses, the locals on the island were in close relationship with one another but this had changed as the result of migrants coming to the island. One resident from the Ban Tai area explained that "Originally, the residents were in a small amount. They mostly are relatives and seem to know each other throughout the island" (LI-5). Whereas another resident from the same area pointed out that, "Nowadays, people on the island do not know one another as before because of the influx of migrants" (LI-14). In terms of living style, some of the locals continue living their traditional way of life, being economically self-sufficient and spending money only on goods as necessary. The development of facilities supporting tourism has given rise to benefit to the residents on the island. These improvements included infrastructure, health care, transport, and better-quality of products and food. It was, hence, determined that the standard of living for residents had improved. For example, one of the residents in Baan Madua Waan believed that "Tourism has brought prosperity and development to the island. Accordingly, the well-being of the residents on the island becomes better than ever" (LI-3).

### ▪ Occupations

From the interviews, it was found that some residents still continued their traditional occupations, for example coconut plantation and fishing. An interviewee explained that "The occupation like doing coconut plantation is still available on the island. The owners do not need to do more investment on it, but the income from the product is always in return" (LI-16). In respect to fishery, "Some residents still have the traditional occupations like fishing" (LI-11), and it was noticed that "The residents in Chaloklum area continue do fishing for living" (LI-16). However, these occupations were under threat of discontinuation due to lack of successor to undertake the work. This rather worried one bungalow owner in Tongnaipan Noi who opined that, "Since the residents mostly have turned to the job in tourism industry, they don't want to go back to the former occupations like fishing or coconut plantation" (LI-19). Another facet to employment on the island was that one job was not enough to support expenses so people mostly had more than one form of employment.

## 6.2.9 Physical and Ethical Influences

Tourism brings changes in value systems and behaviour; and it sometimes threatens the local community. Such changes often occur in community structure, family relationships, traditional life styles, ceremonies and morality (UNEP, 2001b). One of the more significant socio-cultural impacts of tourism is called a demonstration effect, which is considered an evident difference between tourists and hosts. As such, tourists will lead to behavioural changes in the resident population (William, 1998). Young people are mostly vulnerable to such effect (Mason, 2008). The findings provide an overview about physical and ethical effects on local people; these respond to the research objectives to evaluate the tourism situation and sustainable tourism development on the island, and to categorise opportunities for, and constraints to, sustainable tourism development on the island.

- **Change of Identity and Values**

The presence of tourists with different lifestyles and cultures compared to the residents on the island was felt to have influenced the socio-cultural features of Koh Pha-ngan, which was particularly noticeable in the young. A primary school teacher said that “An importance of tradition and culture is now not supported and inherited to the new generation. As well, the activities associated with culture and traditions, is gradually disappeared like singing and performances of Chak-pra festival” (LI-12). It was also felt that cultural was changing and under threat due to the arrival of tourists. In the view of the Director of a primary school on Koh Pha-ngan, “The arrival of tourists has brought new cultures to the island causing cultural intervention; it is concerned that traditional culture may be transformed and lost” (LI-13). He also mentioned that “The modern and western cultures are increasingly acceptable on the island. The new culture, moreover, is taking an active role; the local society and culture are under threat” (LI-13). In addition, in relation to the local traditions of Koh Pha-ngan, the annual Chak-pra festival held in October after the Buddhist Lent was seen as being less important to the local people. As one informant explained, “Nowadays, the locals get less involved in this activity since the local government has played the major role in festival arrangement” (LI-5). In his opinion, he thought that “Government is trying to create this festival in official and commercial way. Some locals, then, feel uncomfortable and do not want to participate” (LI-5).

Furthermore, it was felt that the presence of tourists influenced the cultural practices of the young. This was especially noticeable in terms of dress codes, with tourists being seen as dressing inappropriately which in turn was then picked up by local youth who often changed their behaviour to be in line with the tourists. This was observed by the Chairman of the Koh Pha-ngan Cultural council that “Occasionally, inappropriate dressing and improper behaviour of tourists are particularly imitated by the young people” (LI-9).

- **Ethical Issues**

There was a concern that the ethics and morals of the residents on the island had changed. It was thought that people did not help each other as much as they used to and became more selfish and greedy. As such, the traditional lifestyle based on generosity and helpfulness towards each other diminished. People were seen to be more selfish and driven by businesses concerns. This was explained by one respondent who said that “People always concern about the value of money and lack of moral. Helping, care and sharing seems less; people are more selfish due to high competition in the same kind of business” (LI-12). Another interviewee agreed stating that “The competitions have more increased; generosity and helpfulness become less” (LI-14). Yet another informant – a retired government officer – had a similar view putting the change down to increased business competition who claimed that “In the former days, the business on the island was in the form of family business; it was supportive and helped each other. Today, business becomes highly competitive, especially in tourism industry” (LI-8).

From the tourist perspective the data show that tourists were frustrated by some stakeholders on the island. Frequently, some businesses on the island tried to take advantage of and cheated the tourists. However, these practices were attributed to outsider entrepreneurs with short term investments, and who often left their businesses on the island when they ran into difficulties. As one tourism agent assured that, “Issues of exploitation from tourists are caused by the non-residents. They just only come for temporary business and moving away when having problem” (LI-17). He believed that “The local people do not create these problems as they realise that it would affect their business in the future” (LI-17). Another issue related to tourists who broke the law. In the words of one interviewee “The police extort money from the tourists who do not wear helmet when riding motorbike, or an issue of drug” (LI-5). He was worried about this issue and stated that “These have created bad image of tourism on the island. The tourists later will possibly not come back to visit the island again” (LI-5).

### **6.2.10 Security**

Safety and security are vital to providing quality in tourism. The success or failure of a tourism destination depends on being able to provide a safe and secure environment for visitors (UNWTO, 1996). The feeling of being unsafe during a trip is likely to result in a shorter period of stay and expenditure of tourist in a destination; this also makes a decrease in the number of tourists and their re-visitation (STCRC, n.d.). In addition, the destinations in which their images are blemished by crimes related to drug use probably have impact on a decline in tourist demand. With regard to crime issue, some tourists are considered innocent victims; however, some contribute to those illicit activities themselves (Mansfeld and Pizam, 2006). The findings in this section provide an overview of security circumstances on the island which is related to the objective to evaluate the tourism situation and sustainable tourism development, and relevant to the objective to categorise opportunities for, and constraints to, sustainable tourism development on the island.

- **Drugs**

Popular among some of the tourists is the use of cannabis for recreational purpose. This is another example of behaviour that is then mimicked by local youth and a problem that is seen to be widespread amongst local teenagers. As one informant commented “Drug widely spreads among teenagers and some groups of tourists” (LI-15).

- **Crime and Physical Attack**

In terms of safety on the island, it was considered that security management was satisfactory; although problems could be identified. For example, one informant reported that “Tourists sometimes are snatched or are attacked” (LI-10). Tourists as victims of crime were a concern as expressed by one interviewee “If there is a robbery or the tourist is attacked, tourism business is getting worse as well” (LI-9).

- **Theft**

Theft from tourists was another issue. This crime was thought to have increased on the island, in particular, during the full moon party. However, local did not blame this on each other: it was rather certain that “This is not done by the local residents” (LI-15), a thought shared by another informant who confirmed that “The local residents do not involve with this circumstance. It is likely to be done by the strangers who come in a group of tourists, with purposes of selling drugs and robbery” (LI-21). It was pointed out that “This creates a bad image of Koh Pha-ngan, and gives the tourists sense of bad experience. They eventually do not want to revisit the island” (LI-21).

### **6.2.11 Tourism Management**

The lack of tourism planning and implementation of regulations, applicable control and management, together with the loss of attention to tourism impacts, have resulted in the degradation of socio-cultural and environmental resources at many tourist destinations. In addition, tourist activities in Thailand mostly occur within local communities, many of which are located in remote areas. Without proper administration, negative impacts are likely to have direct effects on local people, their culture, and environment (Churugsa, McIntosh and Simmons, 2007). This issue of tourism management is related to the objective - to categorise opportunities for, and constraints to, sustainable tourism development on the island.

- **Lack of Promotion**

Tourist attractions on the island were not completely promoted and supported by the government organisations. It was stated by an informant that “Although Koh Pha-ngan is a destination that attracts the great volume of foreign tourists from many countries to join the full moon party, it seems to be ignored.

The government sectors do not pay attention on the area as it should be. Handling with the party is left to be in charge of private entrepreneurs on the island” (LI-10). A tourism business owner also suggested that “Apart from the full moon party, any other forms of tourism activities or tourist attractions should be promoted and introduced to the tourists so that they probably will spend longer holidays on the island” (LI-3).

- **Lack of Information**

Up-to-date news and essential information about tourism was not publicised to tourism businesses on the island. A bungalow owner in Tongnaipan Noi advised that “Essential information or news in terms of tourism management, also conservation of natural resources and environment has never been updated to tourism entrepreneurs on the island” (LI-19). In voicing her concerns, she mentioned that “Some do business on their own pace without an idea of sustainability. This, of course, affects tourism on the island in the future” (LI-19). To try to address such issues, another tourism business owner suggested that “The government should pay much more attention to tourism development on the island. The stakeholders are looking forward to it. Besides, in terms of collaboration, the residents are certainly willing to help in all kinds of supports in this matter” (LI-3). It was believed that sustainable tourism is needed to be introduced and all stakeholders in tourism on the island had to be educated about the concepts. It was realised by one of the bungalow owners that “Sustainable tourism is such a good idea and it benefits all operators in tourism business” (LI-19). Further, in a view of tourism agent, “The knowledge of sustainable tourism should be supported and promoted to all relevant stakeholders on the island, especially the entrepreneurs. This concept will help foster tourism on the island to last long in the undamaged environments; so the tourists enjoy travelling on Koh Pha-ngan and keep visiting” (LI-17).

In this chapter, the views of local people about the current tourism situation on Koh Pha-ngan have been expressed. The opinions represent voices of locals involved in tourism and those not directly involved to tourism. It is evident that the residents had a positive attitude to tourism. The familial ties of the local people mean that they enjoyed close relation with each other. Although tourism played a major role and brought benefits to the host community, it had changed some values and lifestyles. However, many in the community recognised and were aware of what was happening, and tried to compromise and maintain their original way of living in order to balance tourism development and the approval of the host community. One of the biggest causes for the residents was about the increase in the number of migrant workers coming to the island. Although such labour was seen as essential for the tourism industry, the local residents understood that this group was a key factor of negative impacts on the island. In order to gain greater understanding of the situation, the next chapter will consider the opinions of member of staff in public sector.

## CHAPTER 7: FINDINGS: VIEWS OF PUBLIC SECTOR

### 7.1 INTRODUCTION

In general, the public sector influences tourism in several ways and plays a role in sustainable tourism development (Graci and Dodds, 2010). The organisations in this sector are responsible for developing a strategy for long term development, such as, for example, attracting investment in tourism, providing infrastructure, utilities, security, and health facilities, as well as setting standards for development of tourism business, and maintaining and promoting tourist attractions (TCMP, 2001). This chapter presents the outcomes of qualitative data from interviews about the views of officers in the public sector. Initially, thoughts of public sector staff were required in order to obtain useful information on viewpoints on the current situation of tourism and sustainable tourism development on Koh Pha-ngan by those authorities or people with these responsibilities as part of their remit. What became apparent, however, is that there is not one public sector organisation on the island responsible for, or specialised, in the area being investigated. For this reason, to rationally explore the issue, it was decided to interview local government officers who, by view of their position, seemed to be accustomed with the tourism surroundings on the island. Informants (Appendix 7) were from various organisations on Koh Pha-ngan, including a Chief Administrator of the Sub-district Administrative Organisation (SAO) of Bantai, a Community Development Officer and a Head of Municipal Clerk Officer of the Sub-district Municipality of Koh Pha-ngan, a Public Health Officer, a Headman of Village number 1, and representatives from Tarnsadet-Koh Pha-ngan National park. Based on their background and insight of events on the island, they could offer information (Appendix 8) on the circumstances and problems facing tourism. The findings link to the research objective 2 - to categorise opportunities for, and constraints to, sustainable tourism development on the island, and eventually will lead objective 3 - to identify the main variables of tourism sustainability relevant to island situations.

### 7.2 FINDINGS IN VIEWS OF PUBLIC SECTOR

There were seven participants in total, and all of them worked for the local government offices on Koh Pha-ngan in a range of positions involving different duties and responsibilities relevant to tourism. The global themes were eventually established as the principal images that summarised the main points through coding the data (Appendix 9) in the discussion. The global themes to emerge from the interviews were derived at through the use of a number of organising themes (Appendix 10) under group ideas.

**Table 7-1:** Summary of Identifying themes: Organising themes under Global themes from Public Sectors' Interviews

Global themes	Organising themes
<b>Economic Impacts</b>	<ul style="list-style-type: none"> <li>▪ Employment and Revenue Creation</li> <li>▪ High Cost of Living</li> </ul>
<b>Business Circumstances</b>	<ul style="list-style-type: none"> <li>▪ Investment</li> <li>▪ Land and Profit-making</li> <li>▪ Migrant Workers</li> </ul>
<b>Tourists</b>	<ul style="list-style-type: none"> <li>▪ The Full Moon Party</li> <li>▪ Tourist Behaviours</li> </ul>
<b>Infrastructure</b>	<ul style="list-style-type: none"> <li>▪ Transportation</li> <li>▪ Electricity</li> <li>▪ Water Management</li> <li>▪ Solid Waste and Sewage</li> <li>▪ Public Health</li> </ul>
<b>Miscellaneous</b>	<ul style="list-style-type: none"> <li>▪ Environment</li> <li>▪ Tourism Management</li> </ul>

In the following section, the connections between each theme are presented in a form of thematic network to arrange the information collected in a compact form that is conveniently presentable. Moreover, direct quotes from interviews are used to illustrate each theme and support the analysis and interpretation.

### 7.2.1 Economic Impacts

Tourism is considered to be one of the world's most significant sources of economic output and employment (UNEP, 2001a). Employment opportunities are increased at all levels which distributes income generation and improves the standard of living (Kreag, 2008). However, greater demand for basic services, goods, and other necessities occurs when tourists are visiting an area (UNEP, 2001a). Prices for these commodities are likely to increase when tourists place extra demands on local services at a tourism destination (Archer, Cooper and Ruhanen, 1994). Such an increase affects the cost of living of local residents, particularly the ones who do not receive greater income from tourism, or their incomes do not increase proportionately in line with the new prices (Kreag, 2008). In the view of public sector officers, this is the situation for the economy on Koh Pha-ngan. This links to the research objectives to evaluate the tourism situation and sustainable tourism development on Koh Pha-ngan from the various stakeholders' perspectives, and to categorise opportunities for, and constraints to, sustainable tourism development on the island. The proceeding discussion will explore this theme in more detail.

#### ▪ **Employment and Revenue Creation**

Tourism generates employment opportunities. The residents generally increase their incomes due to the arrival of tourists and working in jobs relevant to tourism. Overall, this benefits communities and improves the economy on the island. The interviewees mostly agreed that more jobs and greater income are generated to the residents on the island by tourism, and the major income is from tourism. The Chief

Administrator of the SAO of Bantai said that “This benefits the whole community in every field of work over the island. Some residents have extra income from working related to tourism” (PB<sup>14</sup>-1). She also commented, “The ones who originally have job in agriculture earn more income from working as a taxi driver or having business of car or motorbike rental” (PB-1). In views of the Dissemination and Public Relations Technical Officer, “The income is mainly generated by tourists who come to visit the island. Their expenditure is thoroughly distributed to all business sectors such as tourist accommodations, taxi, shops and fishery products” (PB-6). The officer further claimed that “This income makes more benefits to the relevant residents in having enough earning for their living on the island” (PB-6). However, the informant noticed that “This does not considerably generate earnings to the people in occupations not related to tourism” (PB-6). Significantly, it was accepted that a greater income is generated during Full moon party. Although there is a party held monthly, it creates additional revenue for tourism business and others related to the sector. As the Head of the Municipal Clerk Office explained, “During the Full moon party, all businesses usually work harder to try to gain as much income as possible to compensate in the period without party. Therefore, the revenues are distributed to keep running the business for the whole year. Of course, the major incomes are eventually generated to relevant businesses” (PB-3).

#### ▪ **High Cost of Living**

Like other tourist destinations where the cost of living increases as a result of tourism, the cost of living on the island was criticised for being too high and for the way this impacted on the residents who do not work in tourism businesses or the government officers. This situation was reasoned by the Head of the Municipal Clerk Office that “The goods are expensive since those are sold at the same prices as done to the foreign tourists” (PB-3). From another point of view, the Chief Administrator of the SAO of Bantai said that “The higher price is caused by additional transportation cost” (PB-1). However, the informant argued that “It does not mean all products on the island are sold in expensive prices; the goods of necessity consumption do not cost too much” (PB-1). However, the Head of the Municipal Clerk Office disagreed saying that “It affects the ones who do not have a job related to tourism, especially to a group of officials” (PB-3). He stated that “The salary of the government officer is unbalanced to the expenditure and it is not enough for the cost of living on the island; the ones who are non-locals, hence, are unable to stay with such small pay. If they are non-locals, they always work here for short time and leave when getting a job in the same position or higher outside” (PB-3).

### **7.2.2 Business Circumstances**

For islands for which there is lack of local money and expertise, foreign-owned companies often take an opportunity to create and activate their trades at an early stage becoming key actor in tourism development. In such situations, leakages of earnings in the forms of imported food and drinks, hotels

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<sup>14</sup> A member of public sector interviewee – sequencing of interview

furnishings, wages of expatriate staff, commissions and profits seem to be a substantial amount. Therefore, although tourism generates significant earnings to island economies, the local population receives only limited benefits (Wilkinson, 1989). In addition, price inflation in the property market is another relevant impact resulting from tourism because tourism development often brings a high demand for accommodation from outsiders who wish to settle in the tourism location and can afford to pay more for the housing stock than local people (Macleod, 2004). Tourism development and the related rise in real estate demand may also dramatically increase building costs and land values. The competition for finite resources can drive prices so high that only foreign investors are able to afford them (TCMP, 2001). This situation results in decreasing the economic power of the local population, while raising the domination of the property market by outsiders (Neves, 2006). In terms of employment, creating more jobs in the local area would be beneficial. However, although jobs are created, they may only be part-time, semi-skilled, and poorly paid. The benefits to local people are negligible (Mason, 2003). The information derived from interviewees in this section provides an overview of business circumstances on the island which is related to tourism in order to meet the objective to evaluate the tourism situation and sustainable tourism development. Besides, the cost and benefits will be relevant to the objective to categorise opportunities for, and constraints to, sustainable tourism development on the island. This theme is discussed in more detail in the proceeding sections.

- **Investment**

Residents prefer tourism related employment. Those locals who own land usually turn to the accommodation sector of tourism business. Non-land owners mostly have jobs related to tourism, and they are usually in the tourist accommodation business. As the Chief Administrator of the SAO of Bantai explained, “At present, the residents often turn into businesses relevant to tourism as an additional job. The residents who own their land are likely to have business of bungalow” (PB-1). However, it was noticeable that the number of businesses invested in by non-locals has increased. This was supported by the Community Development Officer who said, “The foreigners increase business competition with the locals and have a substantial market share, particularly in business of food and beverage that commonly provides good quality” (PB-2), and further showed concern that “This extremely leads to the leakage (PB-2)”. In term of leakage, an example that exemplified the situation was, “A large international business of Yoga bureau on the island is operated by the foreigners, and the clients mostly are overseas” (PB-2). Therefore, the informant advised that “The limitation of businesses investment run by the foreigners is likely to be taken into consideration. The number of those businesses had better to be limited and decreased” (PB-2). It was also reported that “The foreigners who come to do business on the island have to be watched over because of the competition and great benefit. Some certain businesses should not allow the foreign to invest” (PB-2). However, that the same respondent acknowledged that “It seems difficult to be done since the law often makes an opportunity to enable those foreigners to take excessive

benefit. For example, such group of foreigners are permitted to have a chance to occupy the land in form of partnership; this provides them a great deal of benefit on the island” (PB-2).

- **Land and Profit-making**

Due to the involvement of residents in running tourist accommodation businesses, the leasing of land has become a popular and booming area of business. As one respondent advised, “If the residents have the land are not interested in doing business, they usually have their land leased for business of tourist accommodations instead” (PB-1). It was also acknowledged that “Although the price of leasing is rather high, it is considered worth investing and often satisfies the purchaser” (PB-1). Accordingly, it was understood that “Most of them prefer having land leased for tourism business than selling” (PB-1). Nevertheless, it was apparent that selling land is an on-going activity since it is still possible purchase land at very high prices. The Chief Administrator of the SAO of Bantai advised that “The price is, however, considered reasonable and acceptable for the purchasers” (PB-1). Therefore, “The local residents are rich due to earning easy money from selling land in high price” (PB-2). In agreement with this, the Community Development Officer observed that “The new business in a form of selling land property for the tourists is widespread; this also causes the higher price of land in such area” (PB-2).

- **Migrant Workers**

Due to the low pay and the refusal of local people to be labourers, it was evident that migrant workers were employed. This group of workers was generally from Myanmar. Frequently, it was acknowledged that, in the words of one respondent, “The migrant workers are often employed by the reasons of much lower pay, working harder, especially being able to communicate in English. Most of them are from Myanmar” (PB-3). However, it was noticed that “These workers can survive on the island with low pay for the reason that an accommodation and all of their meals are offered by their workplace. They, therefore, do not pay for their living and the salary always become saving money” (PB-3). However, it was suggested that the migrant workers cause problems on the island. In relation to natural resources, the Community Development Officer stated, “These workers significantly create the destruction of natural resources. They inappropriately and severely make use of them, and never think of natural conservation” (PB-2). The respondent continued that “They make use of natural resources like birds, lizards, snakes, seashells, in order to be used for food. They do not concern about the reasonable sizes of such creatures; this causes their extinction in the near future” (PB-2).

### **7.2.3 Tourists**

Tourist satisfaction can be understood as the degree of pleasure or contentment of the visitor resulting from experiences in relation to the journey to fulfil their desires, expectations and needs (Chen and Tsai, 2007). In tourism destination management enhancing tourists’ satisfaction levels and return intentions

are crucial and necessary (Yoon and Uysal, 2005). In addition, with regard to sustainable tourism, the destinations that improve their image by increasing their level of sustainability to the public have the potential to gain new consumers in terms of 'green' tourists, and to attract socially conscious investors (Robinson, 2000). The information about tourists will provide an overview of tourists travelling on Koh Pha-ngan in terms of behaviour and motivation; this will in part address the objective to identify the main variables of tourism sustainability relevant to island situations.

#### ▪ **The Full Moon Party**

The Full Moon Party is a beach party, held monthly in Haad Rin on Ko Pha Ngan, on the night of the full moon. Without doubt, that the Full-moon Party is a major tourist attraction, and as one informant advised, "The Full Moon Party on the island is well-known and becomes renowned as a main tourist attraction and major selling point" (PB-2). Similarly, the Head Municipal Clerk Officer saw that "An influx of tourists always comes to the island during the Full-Moon Party, and the tourists usually show their interest in the Full moon party" (PB-3). Also, an informant explained that "The tourists always do visit the island once a month due to the party held on a monthly basis throughout the year" (PB-6). However, it was noted that the Full Moon Party is focused on and promoted as attraction on the island much more than compared to the other attractions and activities on the island which do not receive the attention they should be. As the Head Municipal Clerk Officer advised, "Koh Pha-ngan just focuses on the party such as Full moon, Half moon, Black moon, Shiva moon etc., and whatever relevant to the party" (PB-3). In addition, in the view of the Village Headman, "Tourists often do not have any more ideas about other activities as any other are never promoted and publicised" (PB-5).

#### ▪ **Tourist Behaviour**

According to the interviews, it was identified that the tourists travel to Koh Pha-ngan all year round. This was remarked upon in relation to the Full Moon Party by one informant who said that "They do visit the island once a month due to the party held on a monthly basis throughout the year" (PB-6). Besides, it was observed that most of the tourists visiting Koh Pha-ngan are foreigners. In the views of the Dissemination and Public Relations Technical Officer, he appreciated that "The foreign tourists always come to enjoy and raise the value of the natural environment and the activities provided on the island such as trekking. They never put the litter along the way or make loud noise interfere the wildlife, or make any harm to them" (PB-6). He also explained that "The foreign visitors have already studied and prepared themselves for this before visiting. They, hence, do not create any problems of destruction or disruption ecosystem" (PB-6). Likewise, according to the Forestry Conservation Officer, "The foreign tourists who come trekking usually concern about and pay attention to the trash on the way; they are picking up and disposing in the bin provided" (PB-7). In contrast, it was noticeable that "Thai tourists are still lack of knowledge and do not pay much attention on this matter" (PB-7).

## 7.2.4 Infrastructure

The infrastructure is an important factor of a tourism destination. Transport is essential to move tourists from their place of living to the destination areas (Tourism Western Australia, 2009). It provides an essential link between the tourism generating region and destination areas and facilities (CENTRAL EUROPE, 2013). The transportation system of a tourist destination has an impact on the tourism experience, and the improvement of transportation leads to increased accessibility to areas (Page and Lumsdon, 2004). In addition, other infrastructural features such as the wastewater treatment, energy facilities, and others result in more reliable amenities, if they are of a good standard and maintained. These enhance the attractiveness of the destination (Inskeep, 1991). With regard to public health, tourism policy development concerning about public health can provide an empowerment to the community to influence tourism planning and activity development. Besides, a successful destination strategy should provide satisfying, impressive experiences while enhancing the well-being of a destination's residents. Making links between tourism and public health could create stronger and healthier communities (Hartwell et al., 2012). Therefore, the findings in this section will provide an overview about the infrastructure - that will lead to addressing the objective to evaluate the tourism situation and sustainable development on the island.

### ▪ Transportation

Transportation is most often seen as an essential factor for both tourists and the residents on the island. Transportation is necessary to bring people to a destination as well as moving them around it. It was recognised that roads on the island have been constructed and the majority developed to a good standard, however, it was seen that some routes are not up to standard. Although, there was much satisfaction with the overall standard of the road on the island, the ferry service was criticised as not being of a satisfactory standard for passengers. In this matter, the Head Municipal Clerk Officer explained that "The passengers always face the problems in term of insufficiency, insecurity" (PB-3). In addition, the same informant complained that "The fare is fluctuated by the fuel price" (PB-3). He advised that "It always is increased when the fuel price rise, but it hardly goes down when an oil price decrease" (PB-3), and he further stated that "The fare presently is considered very high" (PB-3).

### ▪ Electricity

It was recognised that the electricity supply on the island has been improved. As the Head Municipal Clerk Officer said that "So far, household electrical service has covered about 90% of the island" (PB-3). However, it was indicated that power failures were a problem on the island. The Public Health Officer and the Village Headman share similar views, in the words of the Village Headman, "The power outage is frequently when storm or heavy rain (PB-5)". The Public Health Officer pointed out that "This affect the

business related to tourism” (PB-4), however, “For the big businesses, the electricity is normally produced by their generators; they thus do not get in trouble with this circumstance” (PB-4).

- **Water Management**

Due to the inefficiency of water management, most of the interviewees shared a similar opinion that water supply is insufficiently distributed to the residents across the island. In the view of the Community Development Officer, it was noticed that, “An increase of tourist accommodations in a type of bungalow causes a greater water distribution on the island” (PB-2). Although, it was argued by a different respondent that “This problem is possibly caused by the natural water resources; it is unlikely an effect of the influx of tourists” (PB-3). The Chief Administrator of the SAO of Bantai advised that “Water consumption is taken from wells in areas further than the water supply provided by the Waterworks Authority. The residents have to use water from natural water resources or do water storage on their own” (PB-1). When the water supply is not enough for the demand, it was acknowledged that water shortage occurs particularly at the times of drought. To deal with this, it was evident that, as advised by the Chief Administrator of the SAO of Bantai, “The residents themselves usually manage to do water storage for consumption in period of water shortage” (PB-1). However, he further explained that “The government organisation has built many weirs and dams close to the natural water resources scattered over the island. These somewhat help solve the problem of water shortage, and more dams will be extensively implemented soon” (PB-1). An explanation was given by the Dissemination and Public Relations Technical Officer that “This circumstance is due to geography of the island in which located in the middle of the sea. When rain falls, it usually evaporates very quickly. Thus, it is rather difficult to keep and store the big amount water from rainfall as it should be done” (PB-6).

With regard to the problems related to the water supply, it was believed that “It probably is caused by the failure to management system of the provincial water supply” (PB-4). This opinion was totally shared by the Community Development Officer that “In case of well management of water storage process, a problem of water shortage would be unlikely to happen” (PB-2). It is noticeable that “The great volume of rainfall is usually let to flow out into the sea without a process of storage; this sometimes causes flooding on the island” (PB-2). Additionally, he drew attention to tourism business, raising the point that “The entrepreneurs always complain about this case; whereas some of them always make excessive use of water as unnecessary” (PB-2). An example was given that “The swimming pools are built as it is believed that these will attract the tourists to stay at their places” (PB-2), and that “They usually try to satisfy and make the tourists joyful by creating a swimming pool while facing water insufficiency” (PB-2).

- **Solid Waste and Sewage**

Solid waste materials are produced by both the tourism industry and individual households. However, it was assumed that the amount of rubbish had increased due to tourism. The Chief Administrator of the

SAO of Bantai said that “An increase of tourist has contributed to the greater amount of waste” (PB-1). It was noticed by another interviewee that “The more volume of tourist increases, the more waste is produced” (PB-3). However, it was believed that in comparison to waste generated by tourism activity, household waste is relatively small. As the Community Development Officer believed that, “The household waste is not considered a problem because of being only small amount of waste” (PB-2).

Landfill is one method used for the disposal of waste materials. It has been the most common method of waste disposal on Koh Pha-ngan. Due to an increase of solid waste on the island, it was found that the future extension of landfill site would be a problem. The Chief Administrator of the SAO of Bantai explained that “An area of landfill is 10 Rais<sup>15</sup>; it is considered sufficient now, and this area is able to be expanded, but it probably is not enough in the future” (PB-1). Therefore, there was concern from the Chief Administrator of the SAO of Bantai that “An expansion of the landfill becomes a problem” (PB-1). She advised that “The community nearby does not want to do such expansion, as it seems to be too close to the community. They are worried that it will probably cause air pollution and health problems, also resulting in any side effect creating troubles in the future” (PB-1).

Landfill site is increasingly a cause for concern. It is noticeable that not as much land is available to deposit rubbish, but the volume of waste is much greater than before. As a result, measures to segregate waste have been taken into consideration. This is a process of separating waste into different categories. This is done not only to reduce the environmental impact of waste disposal, but also for economic reasons. The Chief Administrator of the SAO of Bantai explained that “The waste sorting is used in initial process; some are sold for recycling; the rest is sent to the landfill” (PB-1). He also observed that “The locals partly contribute to separation of waste; this help reduce work load and save time in disposal” (PB-1). According to the Community Development Officer, “In case of waste separation, this is rather able to solve the problem” (PB-2). With regard to the landfill expansion, incineration was suggested as an alternative. Incineration is a disposal method that all solid waste is brought into a process of combustion in an incinerator. This is commonly used in areas where land is limited; however, this process can have its own environmental impacts and consequences. The Chief Administrator of the SAO of Bantai saw that “An incinerator is required” (PB-1), however she said that “This is worried about problems happening later” (PB-1).

What is more, an interesting point was brought to the issue of sewage disposal that is essential for the community. It was agreed that the sewage disposal system on the island needs improvement. The Chief Administrator of the SAO of Bantai said that “The wastewater system currently is inefficient and not up to standard” (PB-1). In terms of capacity, it was commented that “It has not been extended and improved to

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<sup>15</sup> a unit of area equal to 1,600 square meters

support and to meet the growth of community. Wastewater treatment pond is too small to accumulate the volume of waste water because the community has been greatly expanded and rapidly developed” (PB-1). Thus, she pointed out that “An extension, improvement and new administration are needed to meet the growth in present” (PB-1). It was acknowledged that “By law, it is currently required that all constructions have to do sewage disposal system” (PB-1). This was confirmed by the Head Municipal Clerk Officer that “Since 2008, it is controlled and defined by the municipal about new constructions that the primary wastewater treatment system has to be arranged in all buildings before discharge into the public sewer” (PB-3). However, he pointed out that “There is no sewage disposal system on the island” (PB-3). He, thus, identified the issue that “Wastewater treatment is not managed before disposing into the sea” (PB-3).

#### ▪ **Public Health**

In general, the public health service is to focus on health improvement and quality of life through the prevention and treatment of disease. Public health practice requires teams of professionals including physicians specialising in public health community medicine and common diseases in the area. However, it was found that a lack of major medical factors has affected the service of the NHS on the island. Based on an experience in this field, the Public Health Officer explained that “The public hospital on the island is considered as a community hospital with standards-based criteria. As well, there are 6 local public health units across the island” (PB-4), and he was confident that “The number of public hospitals are sufficient and adequately provided on Koh Pha-ngan, also the medical instrument is considered up to standard and enough” (PB-4). However, he did advise that “The problem is lack of healthcare professionals and medical staff” (PB-4). He explained that “There is also lack of medical staff in the local health public units and professional staff offering specific treatment” (PB-4). As a result, it was noticeable that the patients in critical condition are usually transferred to the hospitals off the island. For the process of transfer, it was noted that “In case of emergency, private charter boat will be required and the patients have to be responsible an expense themselves” (PB-4).

### **7.2.5 Miscellaneous**

#### ▪ **Environment**

The environment is recognised as a key factor in tourism for the reason that tourism significantly depends upon the environment as a major attraction, or as the location where the tourism activities usually take place (Holden, 2008). However, tourism and environment are in a mutually dependable relationship, since tourism gains benefits from a good quality environment, at the same time the environment, in turn, should have benefit from being protected and maintained as a value as a tourist resource (Williams, 1998). This issue of environment is related to the objective to analyse the degree of future sustainability of tourism on Koh Pha-ngan. From the views of the local government officers, the quality of the

environment is essential to tourism; whereas tourism sometimes has impacts on the environment. In a negative way, tourism possibly damages the nature resources involved. However, benefits also are sometimes created, for example environmental conservation and the development of an awareness of environmental values. Fortunately, it was evident that the nature on the island is in abundance and in an unspoiled condition, and with deforestation or encroachment rarely seen. In connection with his responsibilities, the Forestry Conservation Officer confirmed that “Natural forest on the island is still very integrity; it is approximately 95% compared to the total area of the island” (PB-7). Moreover, he advised that “The leaders like village chief, headman focus on and explicate the residents in community to realise the value of forests” (PB-7). With regard to conservation, it was explained that “The residents become conscious about their bungalow and the surroundings. They do not cut the whole big trees in the area; they generally keep most of them remain as many as they can” (PB-2). However, it was noticed that “Aesthetic pollution is more often found as the large structure of big resort sometimes blocks the beautiful scenery of natural surroundings. These include soil excavation and reclamation of coastal area caused by constructions” (PB-1).

#### ▪ **Tourism Management**

The lack of tourism planning and implementation of regulations, applicable control and management, together with the loss of attention to tourism impacts, have resulted in the degradation of socio-cultural and environmental resources at many tourist destinations. In addition, tourist activities in Thailand mostly occur within local communities, many of which are located in remote areas. Without proper administration, negative impacts are likely to have direct effects on local people, their culture, and environment (Churugsa, McIntosh and Simmons, 2007). According to the information supplied in interviews, Koh Pha-ngan is considered to be a well-known tourist attraction and is one of the most popular destinations for tourists, especially the international arrivals. This generates great income that contributes to the government revenue and the local economy. However, the government seemingly does not pay much attention to the destination; only giving a little support for tourism on the island. The Head Municipal Clerk Officer advised that “Promotion, support and management in schemes of tourism has not been concretely arranged” (PB-3). Likewise, The Community Development Officer commented that “Tourism on Koh Phangan has been developed without any involvement or any support from the government” (PB-2). He also explained that, “TAT never comes to provide any knowledge information to the residents and tourism entrepreneurs” (PB-2). He further revealed that, “Previously, tourism was let to be individually done and developed by the stakeholders on the island. After it became famous and make a great benefit, the government organisation then approached to manage and arrange tourism on Koh Phangan by a reason of big source of revenue” (PB-2). He went on to explain that “All tourism businesses on the island, especially holding the Full Moon Party, has been organised by the local entrepreneurs and the residents on the island based on their own ideas” (PB-2). Regarding this, it was noticeable that there is no government organisation responsible specifically for tourism on the island. These perspectives will help to

achieve the objectives to evaluate the tourism situation and sustainable development on Koh Pha-ngan, Thailand, and to categorise opportunities for, and constraints to, sustainable tourism development on the island.

In summary, the findings in this chapter present the viewpoints of public sector staff grouped by local government officers in different work schemes and with different responsibilities. Although they are not all directly responsible for tourism on the island, the information from their backgrounds and from their specific area of work is beneficial for the research. Apart from the opinions about the tourism situation, each participant discussed the information in depth about his/her task relevant to tourism, such as solid waste and sewage, public health and natural resources. It also was noticeable that some visions were presented in rather a similar fashion to that of the local residents.

The statistical analyses and interpretation of all findings of both quantitative and qualitative data presented in chapters 4, 5 (quantitative data), 6 and 7 (qualitative data), lead to the discussions and conclusions set out in the next following chapters. The current tourism situation and sustainable tourism development from the various stakeholders' perspectives will be determined and evaluated so that the relevant aspects will be grouped and categorised. As a final point, these will then help to identify opportunities for, and constraints to, sustainable tourism development on Koh Pha-ngan, as well as the main variables of tourism sustainability relevant to island situations.

## CHAPTER 8: DISCUSSION

### 8.1 INTRODUCTION

The purpose of this chapter is to discuss in depth the findings in relation to the relevant existing studies explored in the literature review. In addition, this chapter outlines the way by which the research objectives have been achieved. Firstly, there is an evaluation of the tourism situation and sustainable tourism development on Koh Pha-ngan from various stakeholders' perspectives (Objective 1). Secondly, opportunities for, and constraints of sustainable tourism development on the island are categorised (Objective 2). Lastly, the main variables of tourism sustainability relevant to island situations are identified (Objective 3).

### 8.2 TOURISM SITUATION AND SUSTAINABLE TOURISM DEVELOPMENT ON KOH PHA-NGAN, THAILAND

In order to achieve the first research objective (Objective 1) - to evaluate the tourism situation and sustainable tourism development on Koh Pha-ngan from the various stakeholders' perspectives - the views of tourists and a group of primary tourism businesses identified in the quantitative data have been linked to the views of members of the host community and public sector collected in the qualitative data. The purpose is to create an overview of the tourism situation and sustainable tourism development on Koh Pha-ngan from the differing perspectives. According to the findings of the research, the main considerations about the tourism situation and sustainable tourism development on Koh Pha-ngan are explored in the proceeding discussion.

#### 8.2.1 Tourist Arrivals

The majority of tourists travel independently to Koh Pha-ngan. This is especially so for those who fall into the category of young people and family groups. In general, the tourists are likely to have positive attitudes towards the tourism circumstances on the island. Before visiting, they learn about the environment and culture of the island, therefore, in the views of local people, tourists become well accustomed with the surroundings and are able to adapt themselves to the environment and the local people. For instance, they are well disciplined with regard to disposing of their rubbish and appreciate the local way of living. They also relatively frequently participate in the local festivals and community activities on the island. As a result of the friendliness and generosity of the locals, the tourists disagree that local people are unfriendly and try to take advantage of them. Rather, the tourists feel welcomed and develop a favourable attitude toward the island that contributes to their desire to make repeat visits. These findings are in accordance with the view of Macleod (2004) that independent tourists usually fit in well with the local environment and social structure and often bring benefits to local ownership. Likewise,

Smith (1989) explains that the independent tourists have a greater economic impact on the local residents compared to non-independent travellers because of their preference to use local accommodations, shops and other local services. Their expenditure is more directly distributed to the local community, and links to other direct, indirect and induced sectors of the economy. These tourists are likely to create minimum disruption to the local community.

In terms of tourist activities on Koh Pha-ngan, beach activities, diving and snorkelling are considered the most popular of the tourists' activities. In the view of Dodds, Graci and Holmes (2010), the tourists prefer a clean beach compared to 'the well-being experience' on the island, thus the beach is a key factor of motivation for visits and an item of concern for tourists. In addition, according to Péron (2004), small islands present an attractive tourism product that is much in demand in terms of sun-sand-sea and a tropical island paradise atmosphere. As well, most islands host a unique species of both flora and fauna, exotic coral reefs and marine life, which create distinctive surroundings and attractive scenery (Royle, 2001). According to Kokkranikal, Baum and MacLellan (2003), such unique features appeal to a large number of visitors, which is especially the case for small islands with a warmer climate. Further, Lee, Huang, and Yeh (2010) consider that when tourists are enticed to visit by unique features within a destination and enhance their place attachment, they are more likely to reflect environmentally responsible behaviour (Cheng, Wu and Huang, 2013). Likewise, according to Farstad and Rye (2013), place attachment leads to an increase of their attention on preserving the environment, also resulting in repeat visits to a destination (Chen and Tsai, 2007). As such, in order to satisfy the demands of tourists, Holden (2008) recommends that the focus on the maintenance of a good quality environment in a destination is essential.

Apart from the activities already mentioned, the full moon parties are one of the top three favourite activities on the island. Many tourists come to the island at least once a month to join the party, accordingly there are tourists travelling to Koh Pha-ngan all year round. Significantly, a greater income is generated during the full moon parties because of the increased number of tourists to the island at these times. However, although the full moon parties have created a reputation for Koh Pha-ngan as a highlight of tourism activities in Thailand and, as such, attracts a large number of tourists to the island, it is claimed that the event has a negative image because of the associated drug taking and sexually promiscuous activity. As Westerhausen (2002) argues, the party is known as a site where marijuana is freely available. The local people on the island have been tolerant of tourists' behaviour in taking drugs and the island became famous as a site for freedom of expression. Besides, according to The Mirror<sup>16</sup> reported by Adams (2015), the full moon party causes noise and disruption for some locals, and litter has been left on the beach after the party. With regard to such a poor image, a concern of Ismail and Turner (2008), if it affects travel experiences, some tourists will, perhaps, divert to other similar destinations. The new destination

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<sup>16</sup> The British national daily tabloid newspaper

could be Koa Tao, a small island community nearby, which is one of the busiest scuba diving resorts in Southeast Asia (Szuster and Dietrich, 2014).

### **8.2.2 Tourism Businesses**

Overall, the owners of tourism businesses on the island are local people, especially in the form of tourist accommodation. In addition, the other booming occupations include renting houses to long stay tourists, as well as owning grocery stores; these businesses also are owned by the locals and usually run as family businesses. For Getz, Carlsen and Morrison (2004), family businesses are typical in rural areas because of traditional land-owning, and in the views of Memili et al. (2017), this kind of business relates directly to the destination as members of the local community. As reasoned by Jaskiewicz, Combs, and Rau (2015) that one important non-economic goal of family businesses is to maintain family-centered traditions and an inheritance across generations. In terms of benefits, Graci and Dodds (2010) point out that these businesses increase the multiplier effect, or final income, arising from businesses in the destination for the reason that their generated income is distributed and shared through the destination. As such, from the point of view of local residents, economic benefits are distributed, which helps to increase income for local people and improve the development of the local economy.

In addition, the results reveal that they have entirely positive opinions on sustainable tourism development in terms of economic, environmental and socio-cultural aspects. Regarding this, Graci and Dodds (2010), describe that local business owners have an interest and advantage in the destination relating to impact the environmental and social status in the area, therefore, they are particularly concerned with the impact of tourism on their living (Thompson, 1997). In response to this, they usually go beyond what is required by regulations in terms of social and environmental sustainability and corporate social responsibility (Kallmuenzer et al., 2017).

Nevertheless, the number of businesses invested in by non-locals has increased, and the large businesses on Koh Pha-ngan are particularly targeted by overseas investors. Due to the islanders' lack of financial means to make investment, the large hotels or big businesses with large capital generally are financed by Thais who do not live on the island, or by foreigner investors. In relevance to this circumstance, Wickert and Herschel (2001) point out that compared to large and mid-size businesses, small businesses have significant disadvantages due to their lack of financial support and human resources. They, thus, face challenges in raising financial capital and have to rely on survivability capital (Memili, Welsh and Luthans, 2013). As a result, foreign direct investment influences domestic investment, employment, income distribution, and national authority, in terms of competition with domestic investors leading to effects on local investment in destinations (Zhang and Ram, 2002).

With such a scenario, whereby ownership is based outside of the location of the tourism business, Orams (1999) notes that the profit earned on the businesses will be sent outside of the host community. In addition, according to the OECD (1980), those businesses with non-local owners often try to maximise their financial benefits in the short term to gain rapid recovering capital. This is partly evidenced by the tourists who were frustrated from being taken advantage of and cheated by some businesses on the island. From the point of view of local people, these practices were attributed to outside entrepreneurs with short-term investments, and who often left their businesses on the island when they ran into difficulties.

### **8.2.3 Employment and Labour in Tourism**

According to Kreag (2008), employment opportunities are increased at all levels of businesses by tourism. This distributes income generation and improves the standard of living. Likewise, on Koh Pha-ngan, tourism increases employment opportunities, provides income for local residents, and brings the creation of direct and indirect jobs in several tourism-based sectors. For indirect effects, the locals, who are not directly involved in the tourism sector also earn more income since the tourist demand for local agricultural products caused prices to increase; consequently, the major income for the residents on the island is from tourism. Overall, this benefits communities and improves the economy of the island. However, this is not a stable situation, as the low season tends to make problems for tourism businesses. Since the main revenue on Koh Pha-ngan is highly dependent on tourism, a certain number of tourists is essential for businesses to make a profit and for residents of the island to earn money. It is often the case that tourism replaces more traditional ways of earning money as people move away from the labour intensive activities of fishing and farming to work in hospitality (L. Briguglios and M. Briguglios, 2002 and Macleod, 2004). As a result, the residents on the island mostly depend on tourism and a large proportion of employment is in the tourism industry or related businesses (Wall, 1996). A decrease of tourists on Koh Pha-ngan, accordingly, affects every single business and individual – who relies on her/his income from tourism on the island, especially during the off-season.

Lockhart (1997) notes that, because of fluctuating tourist numbers caused by seasonal variations in arrivals, most employment in tourism businesses are seasonal, and people are commonly employed as temporary or part-time workers. Neves (2006) argues that this creates problems in destinations dependent on tourist income because of unemployment during off-seasons. Fortunately, on Koh Pha-ngan, since the full moon parties are held throughout the year, including the low season, tourists visit the island outside the high season, and so nearly all the hotels, especially in the location where the party is held, remain open all year round for the tourists. As a result, staff in the hospitality businesses are always needed. This has led to people being employed on long-term contracts. For businesses in other parts of the island, unemployment during the off-season is unlikely, as employers dislike the uncertainty associated with having to re-employ staff during the high season. Therefore, staff are employed

throughout the year, even in the low season, albeit at this time they are asked to take on different or additional duties from the high season. The jobs in tourism business on Koh Pha-ngan, therefore, are not seasonal as in many other tourist destinations.

In terms of labourers, according to Lockhart (1997), local labour is considered low status, lacking skills and attract minimum wage rates. On the contrary, on Koh Pha-ngan, the locals do not accept jobs with low wages, but prefer positions with reasonable pay in the form of wage rates defined by the government. However, the local people prefer to own their own businesses, rather be employed by someone else. The workers in tourism businesses on the island, therefore, are mostly migrant workers derived mainly from the northeast of Thailand and Myanmar. About half of those from Myanmar are working illegally in tourism and fishing. These workers will be hired for low pay and hard work and are therefore sometimes hired in preference to local people. Local people often see this migrant workforce as having displaced local people in the labour market. Because this workforce is in demand, it has led to an increase in migrants to the island. Pongponrat (2015) argues that, tourism development requires a large labour to support it and as TCMP (2001) notes labour from other regions flows towards areas of tourism development and displaces the local working population. With high number of people looking for work, Joppe (2012) explains that businesses are in a position to hire and fire staff as the demand fluctuates.

Regarding the impacts of migrant and non-local workers on Koh Pha-ngan, from the point of view of local people, these workers create problems. According to local people, the arrival of these workers leads to the degradation of environmental and natural resources because they often catch fish and shellfish that are not ready for harvesting. As the migrant workforce is typically poor and they accept low wages, the island's natural resources become an attractive source of food. As Macleod (2004) points out on small islands with limited resources, people have to make an effort to make a living from the restricted resources available. Overuse of local resources in the host destination caused by an influx of migrants frequently creates pressure on local people in terms of insufficient resources (William and Hall, 2000). With regard to Koh Pha-ngan, due to a lack of awareness and an apparent disregard of the negative impacts on the environment by migrant workers, the natural resources on the island are likely to become increasingly depleted. Already there has been a decline in the number of marine creatures even in some cases to the point of extinction. This will eventually have impacts on island's ecosystem and in turn the local population. In addition, migrant workers are also in competition with local people for the receipt of communal benefits such as the public health service and water supply. As Pongponrat (2015) notes a high rate of migration to tourist destinations can lead to overcrowding in the receiving area. The increased population affects inhabitants, infrastructure, resources, and public amenities, and can cause a structural imbalance in the destination. To address this, she suggests that local governments should have long-term plans to control the number of migrant workers on the island.

## 8.2.4 Cost of Living

Tourists' expenditure on goods and other necessities is largely distributed to the local shop and convenience stores on Koh Pha-ngan; and those prices are reasonable for tourists. Unlike many other consumption activities, tourists must travel to consume the product, which is the destination and related facilities and activities ranging from the people who live and work at the destination, accommodation, natural resources and so on. Foreign exchange earnings, accordingly, are generated by tourist expenditure (UNEP, 2001a). Additionally, as Smith (1989) argues the value of the new money brought by the tourists into the host area could be an important source of foreign exchange to buy more items than the local money allows. This is, especially the case for a 'hard' currency like, for example, the US dollar. However, in terms of an impact on the host community, the local residents share the view that, the cost of living on the island is higher than it should be. This is understood as a result of price inflation due to the higher demand, brought about by tourists, for goods and services. In the view of Walton (1993), the inflationary effect of tourist expenditure usually increases prices for local inhabitants. Similarly, Archer, Cooper and Ruhanen (1994) understand that prices for these commodities tend to be increased when tourists place extra demands on local services at a destination. Moreover, it is indicated that pricing on Koh Pha-ngan is dependent upon the retailers, as prices are not regulated by the local government authority. Evidently, such an increase affects local residents' cost of living, particularly for those who do not receive a high income from tourism, or their incomes do not increase in line with the new prices (Kreag, 2008). Like other tourist destinations in Thailand, such as Phuket and Koh Samui, where the cost of living increases due to tourism, the cost of living on Koh Pha-ngan is criticised by some residents and public sector employees for being too high and for the way this impacts on the residents who do not work in tourism businesses and the government officers. As a result, residents mostly prefer to work in jobs relevant to tourism as the rate of pay is higher than for other occupations. It is also the case that local people no longer work in their traditional fields of employment preferring to work in tourism. As Mason (2008) notes of developing countries, local people sometimes change their employment from traditional occupations to the hospitality industry, which is likely to pay higher wages and provide better working condition and job prospects.

Despite the high cost of living, some residents on Koh Pha-ngan are not concerned because they stick to the principle of living within their means and by a traditional living style. These residents still continue their traditional occupations alongside working in tourism, for example working on a coconut plantation and fishing. Unfortunately, these occupations are under threat of discontinuation because the skills associated with them are not being passed down to the next generation. Since working in tourism created more income than any other occupations, some locals have moved away from their traditional occupations to jobs related to tourism services.

### **8.2.5 Land and Profit-Making**

The price of land on Koh Pha-ngan significantly increases, particularly in the areas of high tourism potential, in the town centre area, and in the zone conveniently accessible by public transport. Due to the high values and the competition for the land, it has been mainly purchased by large companies, many of which are based overseas. This situation reflects the finding of TCMP (2001) that tourism development, and the related rise in real estate demand, may also dramatically increase building costs and land values. The competition for finite resources can drive prices so high that only foreign investors are able to afford them. As such, the economic power of the local population is also decreased, while at the same time the property market is increasingly dominated by outsiders (Neves, 2006). However, a campaign against selling land has been promoted on Koh Pha-ngan. This has encouraged the residents to realise the importance of land-holdings, accordingly, residents do not want to sell their land. As a result, there is resistance to land acquisition by outsiders and the majority of land is still owned by locals. Rather than sell the land, residents mostly prefer to enter into long-term lease agreements because the income from leasing is not significantly different from selling and the land remains in local ownership. Otherwise, the local property owners themselves are likely to run businesses, especially tourist accommodation facilities. Due to the involvement of residents in supplying accommodation for tourist, the leasing of land has become a popular and booming area of business. Nevertheless, as the results for this research show selling land is an on-going activity as it still commands very high prices. This accords with Macleod's view (2004) that, in some destinations, the land costs six times more as before tourism development due to the rise in demand for land.

### **8.2.6 Environmental Management**

According to Holden (2008), the environment is a key factor in tourism because it depends upon the environment as a major attraction. This accords with the views of Williams (1998) who argued that tourism and the environment are in a mutually dependable relationship, since tourism gains benefits from a good quality environment, at the same time, the environment, in turn, should have benefit from being protected and maintained as a valuable tourism resource. From the point of view of the residents, even though the natural environment is partly damaged by migrants using natural resources as a food source, they are still in abundance and largely unspoiled due to environmental conservation practices resulting from campaigns for nature preservation. This includes, for example, avoiding deforestation and wildlife hunting. Advice given to tourists to avoid damage includes, for example, not anchoring on the reef, and avoiding disturbing fauna and flora when trekking. With regard to this, in the views of Rasoolimanesh et al. (2015), residents' perceptions of the potential positive and negative impacts of tourism influence their support for, and participation in, tourism development. Thus, their points of view on tourism impacts is a critical predictor of their support for and participation in tourism development which has implications for the achievement of sustainable tourism development and management (Jaafar, Rasoolimanesh and Lonik,

2015). Besides, the involvement of tourism businesses on Koh Pha-ngan focusing on environmental management in terms of sewage treatment, recycling, and saving energy is also incorporated. As UNEP (2001c) notes where businesses are environmentally aware, this leads to environmentally conscious behaviour and activities to protect the environment. In addition, such entrepreneurs are aware of environmental conservation, and have understanding of the local culture and tradition, information which they also pass on to tourists. In the views of Muhanna (2006), providing knowledge and understanding about environmental values to tourists while visiting destinations, can help to enhance their awareness and importance of the values of nature and the environment.

According to the findings of the research, the importance of natural resources is recognised by the stakeholders on the island because there is a high awareness that residents depend on these for both traditional employment and employment in the tourism sector. The residents realise that the damage and deterioration of natural resources leads to a decrease in and loss of their occupations and incomes. The conservation and maintenance of the natural environment is critical, and they have to be enthusiastic to keep these surroundings unspoiled. As a result, the stakeholders on the island are conscious of nature conservation, and have collaborated in projects for the conservation of natural resources. This is in parallel with the point of view of tourists that they do not experience an environment of unclean beaches and poorly maintained natural tourist attractions on the island. According to Holden (2008), if tourism plays a long-term role in the local economy, the maintenance of a good quality environment in a destination needs to be emphasised because the long term economic success of tourism is dependent upon a level of quality in the natural environment, which satisfies tourists' demands. Simultaneously, Robinson (2000) notes that the destinations that improve their image by increasing their level of sustainability are likely to have the potential to gain new consumers in terms of 'green' tourists. However, although it is identified that the natural resources on Koh Pha-ngan are still in abundance including several natural water resources available. However, the view of local people is that, there is a problem of water shortages on the island, particularly during times of drought and during the tourism peak season due to inefficient water management and no plans for storage. As water is one of the most critical resources for both the tourism industry and the residents on the island; shortages are a serious concern. According to UNEP (2001c), in the areas where water resources are limited, shortages and degradation of supplies are often caused by tourism. Sorupia (2005) explains that an increase in tourist numbers causes congestion resulting in several issues. These include higher pollution levels, more rubbish, insufficient infrastructure to support numbers, along with the impacts on the environment and wildlife. Mason (2003) argues that control and limitation of the number of tourists in the destination can minimise the impacts on ecosystems and decrease the negative impacts on resources, as well as, helping to maintain the integrity and vitality of the site. Likewise, Inskeep (1987) acknowledges that small islands are vulnerable to tourist overuse and over development; therefore, carrying capacity should be a part of the planning process.

In terms of water supply on Koh Pha-ngan, the water for human consumption in the town centre area is mainly supplied by the municipality. However, the municipal water supply cannot be distributed throughout the island due to a lack of volume. Often, this also causes the water supply in the municipal area to be disrupted during times of drought. Apart from the municipal resource, the other major water resources on the island are wells, ponds and water found in mountain streams. In relation to the communities in rural areas, they have their own individual water supply arrangements in which community members pay a small fee to support the administration and management of the supply. In addition, the residents themselves either access natural water resources in their surroundings or obtain water from wells which they themselves have made. Holden (2008) notes that in some destinations, streams are sometimes diverted to supply tourism businesses, causing local people to suffer the water shortages. This forces local populations to compete for the use of critical resources, and sometimes leads to conflict with tourism developers. Accordingly, to alleviate the problem of shortages, local residents have suggested that dams and reservoirs should have been constructed to retain water for use during times of drought.

### **8.2.7 Waste**

The treatment of wastewater is much more of a problem than the actual water supply. This is because sewage treatment on the island has not been taken seriously. As UNEP (2001c) notes water pollution is a major problem in many tourist destinations. This is caused by sewage because of an inadequate infrastructure along with inefficient disposal of waste, which cannot meet the requirements of the community. On Koh Pha-ngan, although a treatment system has been financed and constructed, it has not been activated due to a failure in running the system, because of a lack of professional technicians on duty. To date, the project has been suspended. For this reason, there is no adequate waste treatment on the island, which along with the lack of regulations, means that typically, wastewater is directly released into the sea. According to Holden (2008), wastewater pollutes other water resources like seas and lakes, damages the flora and fauna, and results in a particular threat to coral and its associated ecosystem, as well as being a threat to human health. Since sewage disposal is essential for the community, local residents on Koh Pha-ngan urge that the improvement of the sewage disposal system on the island is greatly needed.

This research shows that solid waste materials on Koh Pha-ngan are produced by both the tourism industry and individual households, and that the amount of rubbish has increased due to tourism. This is an issue noted by Holden (2008) who attests that one of the most important impacts of tourism is the generation of municipal solid waste. Further, Shamsiry et al (2011) indicate that tourists and tourism businesses generates solid waste at approximately twice the amount of non-tourism local waste production. Local people on Koh Pha-ngan realise that the amount of waste has increased in parallel with an increase in the population on the island, and that therefore waste disposal has become a big problem.

They are also aware it can cause damage to both natural surrounding and urban areas. Craig-Smith, Tapper and Font (2006) explain that solid waste can be deposited on the shoreline, having been carried there by streams or blown in form nearby landfill sites. Not only is this unsightly, but it is also poses to hazard to marine life, including seabirds and turtles.

In terms of rubbish disposal on the island, the tourism businesses complain that it does not meet requirements. The local residents share similar views that waste management is not adequate and causes problems. This is despite the fact that the landfill process is managed by a local government organisation. On the whole, individual households are responsible for their waste disposal. The waste management issue is a source of concern on the island because the current landfill sites are likely to reach their capacity in the near future. This has resulted in an increase in recycling which is generally undertaken to reduce the impact of waste disposal on both people's health and the environment. Recycling has become a source of income for some people on the island. Waste recycling involves collecting waste materials, separating and cleaning those materials, and then passing them through a system that enables the materials to be reused. Part of this process is the separation of waste into material that can be recycled from that which cannot into bins located at individual properties. This action seems to be in response to the World Health Organization's (1996) vision, the separation of materials for recycling is necessary in small islands, because they are environmentally more vulnerable to growth in the amount of solid waste, as well as any negative effects on health may spread more quickly than in larger areas. Mateu-Sbert et al. (2013) argue that waste management is not only a matter for governments, but is also a communal responsibility, especially in tourist destinations, and this issue needs to be considered as a one of public health.

### **8.2.8 Infrastructure and Public Utilities**

The general infrastructure including water and electricity supplies, roads and other facilities on the island has improved with tourism development. These provide the residents on Koh Pha-ngan with better living conditions compared to before tourism development took place, and most people are satisfied with such developments. In addition, the development of such facilities supports tourism. According to Inskeep (1991), infrastructure is a key factor of a tourism destination. For example, roads enhance accessibility of tourists to different parts of a destination. The need for other forms of infrastructure, such as, for instance energy, results in more reliable services and overall enhances the attractiveness of the destination.

In terms of roads on the island, there is a programme of road building and improvement to existing roads with most having been improved, although there are a few roads that remain in a bad condition which makes some areas of the island comparatively inaccessible. However, all tourist destinations on the island can be accessed by road. At the same time, residents are able to move around the island more easily,

which, in turn helps to increase connectivity between communities. Regarding its impacts, Button (1993) notes that roads and land transportation affect wildlife and habitat when they pass through natural areas. UNEP (2001c) explains that road construction causes disturbance to, and puts intense pressure on wildlife habits and behaviours.

According to Inskip (1987), careful planning is required for environmentally sensitive areas. This includes zoning areas for facilities and tourist activities, protecting natural areas, and planning roads. For Koh Pha-ngan, transport to and from the island has increased. The island can be accessed by ferry, express boat, and night boat which links the island to the mainland province of Suratthani as well as providing links with the neighbouring islands of Koh Tao and Koh Samui. Transport is, thus, clearly important for moving tourists to and between destinations. According to Sorupia (2005), tourism is all about travelling and it cannot expand without the means to travel, so transportation is an essential part of the tourism system. The improvement of transportation is necessary and supports tourism growth, because as Page and Lumsdon (2004) note such improvements lead to increased accessibility to areas. However, Sorupia (2005) argues that tourism and accessibility sometimes causes the degradation of a destination because an increase in tourist numbers causes congestion. For that reason, Sorupia (2005) also suggests that the number of visitors should be set so that the use of resources does not conflict with the need of the local community. Transport and its potential for impact on the environment and local people should also be part of the planning process for tourism development (Sorupia, 2005).

In terms of public health, the services provided by the hospital on Koh Pha-ngan have improved and are in line with district standards. However, the public hospital on the island is not up to standard in terms of medical equipment and staff; this affects the health service on the island. In addition, problems in relation to water and electricity supplies sometimes affect hospital services and medical treatment including surgery. With regard to such a situation as that found on Koh Pha-ngan, Hartwell et al. (2012) argue that tourism policy development concerning public health is able to empower communities to influence tourism planning and activity development. Besides, a successful destination strategy needs to provide satisfying, impressive experiences while enhancing the well-being of a destination's residents. Making links between tourism and public health leads to the creation of stronger and healthier communities.

### **8.2.9 Changes in the Lifestyle of Local People**

The way of life of the local residents on Koh Pha-ngan in terms of being a close-knit community has changed, along with the traditional lifestyle based on solidarity. As a result of migrants coming to the island and increased business competition, people do not help each other as much as they used to and it is thought that they have become more selfish, greedy and driven by business concerns, rather than by a sense of community. In addition, some businesses on the island try to take advantage of and cheat the tourists. However, these practices are attributed to entrepreneurs from outside the island who operate

with short term investments, and often leave their businesses when they run into difficulties. Again, these practices can have detrimental effects on tourism to the island because bad experiences and poor reputation can cause tourists to go elsewhere (Ismail and Turner, 2008).

In addition, in relation to the local traditions of Koh Pha-ngan, the annual Chak-pra festival held in October after the Buddhist Lent, has become less important to the local people. This is because the local government has tried to play a major role in its organisation and commercialisation. This has contributed to the locals being made to feel uncomfortable and not wishing to participate in the activity. This scenario can have a negative impact on tourism as according to Shaw and Williams (1994), local society and its traditions are an important tourism resource. Further, the UNEP (2001b) realises that a community involved in planning and developing tourism tends to result in more positive and supportive attitudes, as it provides local communities an opportunity to gain benefits from tourism. As such, the involvement of host communities is critical to the success of tourism development (Saufia, O'Brien and Wilkinsd, 2014). In addition, it also provides residents opportunities to activate their capacities to make decisions and to control the activities affecting their lives (Thongma, Leelapattana and Hung, 2011).

The advent of tourism and the resultant mix of different socio-cultural practices is argued to bring changes in local value systems and behaviours. Such changes often occur in community structure, family relationships, traditional life styles, ceremonies and morality (UNEP, 2001b). Likewise, Sharpley (2014) agrees that the development of tourism and interactions with tourists directly affect the communities. The changes that are likely to occur are in the values, patterns of behaviour, lifestyles, and quality of life in a community (Hall and Page, 2014). In the views of Látková and Vogt (2012), changing of family value systems and relationships may increasingly arise and trouble the local communities. It is further reasoned by Conlin and Baum (1995) that, due to the small size of the island, an influx of tourists to the destination tends to impact on its socio-cultural and natural environment than other types of destination.

In addition, the local population is likely to have closer contact with tourists compared with mainland destinations. Changes are said to occur through what has been described as the demonstration effect, which refers to tourists demonstrating a different way of behaving from the locals which the latter are then said to emulate (William, 1998). Young people are argued to be the most vulnerable to the demonstration effect (Mason, 2008). In line with this way of thinking, the presence of tourists with different lifestyles and cultures compared to the residents on the island has influenced the socio-cultural features and practices, which is particularly noticeable in the young. This is especially so in terms of dress codes, with tourists being seen as dressing inappropriately which, in turn, is then picked up by local youth who often change their behaviour to be in line with the tourists.

### **8.2.10 Safety and Security**

In relation to the issue of safety and security, this does not seem to be a concern for tourists. Likewise, although crime has increased on the island, in particular during the full moon party, the local people are satisfied with existing security management. Nevertheless, tourism businesses are concerned about this matter and indicate that safety and security on the island should be taken into consideration. This is likely to be in accordance with an idea that safety and security are vital to providing quality in tourism, the success or failure of a tourism destination depends on being able to provide a safe and secure environment for visitors (UNWTO, 1996). Besides, due to the feeling of being unsafe during a trip sometimes resulting in a shortened period of stay and expenditure by tourists at a destination; this results in a decrease in the number of tourists and their re-visitation (STCRC, n.d.), which of course directly affects businesses. In addition, in term of tourist behaviour on Koh Pha-ngan, the tourists reveal that they themselves often act in an undesirable and offensive manner. According to UNEP (2001b), since tourism brings people to different locations and surroundings, cultural conflict can occur as a result of misunderstanding between different cultures, ethnic and religious groups, values and lifestyles, languages, and status. Robinson (1999) explains that these conflicts sometimes happen in different ways between different groups within tourism areas, for example tourists and local residents, tourism businesses and the host community, tourism industry and tourists, or even among the tourists themselves or within the host community. Mansfeld and Pizam (2006) notice that some tourists are considered innocent victims; however, some contribute to those illicit activities themselves.

### **8.2.11 Lack of Tourism Management**

Koh Pha-ngan is considered a well-known tourist attraction and one of the most popular destinations for tourists, especially for international arrivals to Thailand. According to the local government officers on the island, this generates great income that contributes to the government revenue and the local economy. However, from the point of view of local people involved in tourism businesses, the government seemingly does not pay much attention to the destination; only giving a little support for tourism on the island. Tourist attractions on the island thus have not been promoted and supported by any government organisation, rather, tourism management on the island has been arranged by other stakeholders. For instance, the full-moon party is organised by the local entrepreneurs and the residents on the island without any support from the government or Tourism Authority of Thailand. In particular, there is no government organisation responsible specifically for tourism on the island. In addition, up-to-date news and essential information about tourism is never publicised to stakeholders on the island. In many destinations, McKercher and Ritchie (1997) consider that local government represents the public sectors in tourism management, since it involves collaborating with tourism businesses and making decisions on policy and tourism development (Nodder et al., 2003). In recognition of this lack of promotion and government support, Churugsa, McIntosh and Simmons (2007) explain that a dearth of tourism planning

and implementation of regulations, applicable control and management, together with the loss of attention to tourism impacts, result in the degradation of socio-cultural and environmental resources at many tourist destinations. In addition, in terms of tourist activities in Thailand, those experiences mostly occur within local communities, many of which are located in remote areas. Further warning is given that without proper administration, negative impacts are likely to have direct effects on local people, their culture, and environment (Churugsa, McIntosh and Simmons, 2007). Importantly, in strategic tourism planning, Shone, Simmons and Dalziel (2016) point out that local government involvement is compulsory as the development of tourism is unable go towards the best direction providing that it is under the supervision of private entrepreneurs with a business motive. As such, Graci and Dodds (2010) are conscious that local government is powerful in terms of either impeding or driving strategies in the destinations including tourism. Consequently, the destinations under effective governance have potential to be successful in developing sustainable tourism (Bramwell, 2011).

### **8.2.12 Attitudes Towards Sustainable Tourism Development**

In relation to sustainable tourism, the destinations that improves its image by increasing their level of sustainability have the potential to gain new consumers in terms of 'green' tourists, and to attract socially conscious investors (Robinson, 2000). For sustainable tourism development on the island, the opinions given by four groups of stakeholders are entirely positive towards these concepts. In the views of the public sector, the quality of the environment is essential to tourism; although they realise that tourism can also impact on the environment. With recognition of such a negative impact, it is strongly agreed by tourists and tourism businesses that environmental awareness and conservation should be promoted and introduced, as well as the control and limitation of the number of tourists in the national park and other sensitive areas, such as diving sites and snorkelling spots. In response to this, NOAA (n.d.) recommend that the media travel guides, magazines, and newspapers is an alternative tool for raising awareness and helping to encourage a demand for change.

In addition, tourists are certain that the provision of essential information about flora, fauna and ecosystems on the island can minimize the damage to natural resources and the environment. Further, implementing protective zoning and designating reserves can minimise negative impacts on natural environments. In the view of Muhanna (2006), knowledge and understanding of environmental values should also be promoted and taken into consideration by tourists while visiting some destinations. Promoting such information enhances awareness of the value of nature and interest from tourists in the importance of the natural environment, as well as leading them to environmentally concerned behaviour and the inspiration to support and protect the environment. Significantly, according to the findings of this thesis, the tourists themselves also realise that they should contribute to the conservation and improvement of natural resources, and to the sustainable development of the island. According to Farstad and Rye (2013), place attachment of tourist leads to an increase of their attention on preserving the

environment. When tourists are enticed to visit by unique features within a destination and enhance their place attachment (Lee, Huang, and Yeh, 2010), they are more likely to reflect environmentally responsible behaviour. This represents an important indication of sustainable tourism development (Cheng, Wu and Huang, 2013). Likewise, all stakeholders including residents in tourism on the island are conscious of nature conservation. Local people are behind a campaign for nature preservation, which entails avoiding deforestation and wildlife hunting. In the views of Rasoolimanesh et al. (2015), perceiving the benefits of tourism development to exceed the costs, the residents are enthusiastic to participate and increase their willingness to support tourism development in their community (Jaafar, Noor and Rasoolimanesh, 2015). Because of this awareness, the local residents are certain that natural resources on Koh Pha-ngan remain abundant and stay in a good condition.

In the view of tourists relating to a socio-cultural understanding of the destination, the recommendations on what may and may not be done at the destination should be provided to avoid conflict between tourists and the host community, also tourists should have opportunities to enjoy and learn about culture on the island. By learning more about others, Kreag (2008) assures that the differences become more interesting and thus discrimination is reduced, as is threatening behaviour towards the other. According to UNEP (2001b), this can foster understanding between people and cultures as it also increases an appreciation of different ways of life and an opportunity for people to develop a mutual understanding. In response to this concern, the tourism businesses propose that local cultural activities and traditions on the island should always be promoted. In addition, in terms of development, all stakeholders and local communities should get involved and participate in making decisions to set up a plan for tourism development on the island. Such a plan would be in accordance with the National Marine Sanctuaries (NOAA) (n.d.) guidelines, which explain that, stakeholders need to get involved at all stages of planning for any management and need to collaborate to help produce sustainable tourism enterprises that are locally beneficial and also economically practical.

According to the preceding discussion, the overview of the tourism situation and sustainable tourism development on Koh Pha-ngan from the various stakeholders' perspectives are presented under the objective of the research - to evaluate the tourism situation and sustainable tourism development on Koh Pha-ngan from the various stakeholders' perspectives. Subsequently, based on the information about the tourism situation and sustainable tourism development on the island, the main considerations have been classified into two categories: 1. opportunities and 2. constraints, in order to reach the second research objective - to categorise opportunities for, and constraints to, sustainable tourism development on the island (Objective 2), which will be discussed next.

## **8.3 OPPORTUNITIES FOR SUSTAINABLE TOURISM DEVELOPMENT ON THE ISLAND**

As tourism plays an important role in the local economy, and is based on the existence of undamaged environments, authentic cultures and welcoming host communities, accordingly, tourism needs to perform as an essential driving force for mutual enhancement in terms of linking economic, social, cultural and environmental features for sustainability (UNWTO, 2013). In response to this, Edgell (2006) notes a policy and planning approach based on sustainable tourism development needs to be broadly implemented to ensure a minimal impact on the environment and local culture, in parallel with generating income and employment for locals and promoting conservation of ecosystems in destinations. According to the findings of this research, to reach sustainability, opportunities providing sustainable tourism development on Koh Pha-ngan need to be addressed. The following discussion outlines the opportunities for the island.

### **8.3.1 Collaboration of Local Stakeholders in Environmental Conservation**

Being conscious of nature conservation, environmental conservation is taken into consideration by the residents and all local stakeholders in tourism on Koh Pha-ngan. It is acknowledged that the abundance of natural resources on the island is essential because the residents are dependent on these for their employment, both traditional jobs and those relevant to tourism. For instance, the locals need natural resources for both fishing and agriculture. The tourism sector also relies on an attractive natural environment as part of its pulls factors for tourists to the island. In the views of Holden (2008), the environment is a key factor in tourism for the reason that tourism significantly depends upon the environment as a major attraction, or as the location where the tourism activities usually take place. However, in case of the damage and deterioration of natural resources, it will definitely lead to a decrease in, and loss of, their occupations and incomes. The conservation and maintenance of the natural environment, therefore, is necessary, and people on the island have to be enthusiastic to keep these surroundings unspoiled. As a consequence, all of them have collaborated in projects for the conservation of natural resources; which means that the natural resources on Koh Pha-ngan are still abundant and unspoiled. Regarding this, Dabphet (2013) indicates that the support of tourism stakeholders is crucial for the development, successful operation, and long-term sustainability of tourism. In addition, Ioannides, Apostolopoulos and Sonmez (2001) consider that sustainable tourism is the responsibility of all stakeholders, as according to Williams and Ponsford (2009), progress towards sustainability relies on all stakeholders' involvement and awareness. To be successful in sustainable tourism development, Byrd (2007) realises that stakeholders need to be involved in the process. Therefore, with regard to collaboration of stakeholders in the environmental conservation of Koh Pha-ngan, it is an opportunity for initiatives in sustainable tourism development to happen.

### **8.3.2 Distribution of Economic Benefits and Stable Employment on the Island**

According to Neto (2003), tourism offers a valuable opportunity for economic diversification; it is thus considered the most promising driving force for economic development. On Koh Pha-ngan, tourism is recognised as increasing employment opportunities and bringing more income for local residents with the creation of direct and indirect jobs in several tourism-based sectors. For indirect effects, the locals who are not directly involved in tourism sector, they also earn more since the tourist demand for local agricultural products caused prices to increase. Overall, this benefits communities and improves the economy on the island. Kreag (2008) acknowledges that employment opportunities are increased at all levels distributing income and improving living conditions. As the full moon party is held throughout the year including the low season, it brings tourists to the island for this event. The hotels especially in the location where the party is held; mostly remain open all year round for the tourists. Therefore, staff in the hospitality businesses are always needed and as a result people are employed on long-term contracts. Staff are employed throughout the year even in the low season, but they are asked to take on different or additional duties during this time. The jobs in tourism businesses on Koh Pha-ngan, therefore, are not seasonal as in many other tourist destinations. This accords with Shukla and Ansari (2013) argument that tourism has a great effect in terms of a positive relationship between its development and increasing employment opportunities; as such it has long-term socio-economic impacts on the host economy and community and results in minimising the poverty in destinations. This links to ideas promoted by UNEP and WTO (2005) that in terms of economic sustainability, stable employment and income-earning opportunities contributes to poverty alleviation, and thus distributes the socio-economic benefits of tourism to all stakeholders.

### **8.3.3 Accessibility Improvement**

According to Inskeep (1991), roads enhance accessibility for tourists to different destinations. On Koh Pha-ngan, there is a programme of road building and improvement to existing roads; with most of them having been improved. Thus, all destinations on the island can be accessed by road, and the residents are able to get around the island more easily, which helps to increase connectivity between communities. The development of facilities not only supports tourism, but also gives rise to benefit to the residents on the island, which means that the standard of living for residents improves.

In addition, transportation facilities to and from the island have increased in number with alternative ways of travelling to Koh Pha-ngan including ferry, express boat, and a night boat to and from the mainland (Suratthani Province) which also provides links with the neighbouring islands, Koh Tao and Koh Samui. Tourism Western Australia (2009) recognise that transport is essential to move tourists from their place of living to the destination areas, as it provides an essential link between the tourism generating region and other destination areas and facilities (CENTRAL EUROPE, 2013). Therefore, in the view of Page

and Lumsdon (2004), the transportation system of a tourist destination has an impact on the tourism experience, and the improvement of transportation leads to increased accessibility to areas.

Having explored the opportunities that tourism development provides Koh Pha-ngan, the next section considers the constraints on the island.

## **8.4 CONSTRAINTS TO SUSTAINABLE TOURISM DEVELOPMENT ON THE ISLAND**

Some issues experienced from the tourism situations on Koh Pha-ngan above are realised and considered as constraints towards sustainable tourism development, these are as follows.

### **8.4.1 Lack of Tourism Planning and Management**

On Koh Pha-ngan, the government seemingly does not pay much attention to the destination; only giving a little support for tourism on the island. In particular, there is no government organisation responsible specifically for tourism on the island. Tourist attractions on the island thus are not promoted and supported by government organisations with up-to-date news and essential information about tourism not being publicised to stakeholders. This reflects that tourism on the island lacks planning and management. As such, Pleumarom (2002) worries that the rapid growth of tourism without planning has resulted in negative impacts from tourism in Thailand. In the view of Churugsa, McIntosh and Simmons (2007), the lack of tourism planning and implementation of regulations, applicable control and management, together with the loss of attention to tourism impacts, result in the degradation of socio-cultural and environmental resources at many tourist destinations. For this reason, human resource development for a variety of stakeholders need to be incorporated by providing education and training relevant to tourism; which helps to enhance awareness to the stakeholders and the community (UNWTO, 1999). Participation from local communities throughout the process, from tourism planning, decision making, problem solving, project implementation, and evaluation will thus make tourism sustainable (Andriotis, 2002). Indeed, in the view of Ruhanen (2013), local governments play significant roles in driving the sustainable development plan in tourism destinations, since they are familiar with many of the problems within the areas, as such, they have much responsibility for tourism development, as well as controlling most of the development planning aspects related to tourism (Dredge and Jenkins, 2007).

### **8.4.2 Failure of Water Resource Management**

Although on Koh Pha-ngan, there are several natural water resources for water consumption, there is a lack of efficient administration in water management with no plan in place for water storage arrangements. This lack of preparation leads to a problem of water shortages on the island, particularly during times of drought and the peak season of tourism. As water resource is one of the most critical

factors for both the tourism industry and the residents on the island; water shortage, consequently, is considered a serious concern. According to Neto (2003), water shortage is a serious limitation to tourism development in many small islands in which supplies of water resources are limited. Noticeably, over-consumption caused by many tourist facilities such as large hotels, is likely to limit existing water supplies available to the local populations in water-limited regions and this can lead to serious scarcities.

### **8.4.3 Inefficiency of Sewage Treatment and Solid Waste Disposal System**

As sewage is not correctly treated on the island. There is no capable waste treatment, which along with the lack of regulation means that wastewater is directly released into the sea. Improper disposal processes on the island cause damage to the natural surroundings, including coastal areas. Even though the landfill process is managed by a local organisation, rubbish disposal and waste management is not up to standard and this causes problems on the island. This links to Neto's (2003) concern that due to lack of adequate capability of treating solid waste and sewage treatment, particularly in developing countries it impacts on the reduction of natural resources such as freshwater. In the view of Ismail and Turner (2008), a polluted environment directly affects tourist's travel experience and satisfaction at the destination; consequently, their future holidays are sometimes changed to other similar, albeit cleaner destinations. In response to this issue, Gunn (2002) proposes that these problems need to be resolved to support sustainable tourism by local government as they are considered as a provider and developer of tourism supply components including infrastructure, facilities, and attractions.

### **8.4.4 Changing Identity of the Indigenous Population**

The way of life of the local residents on Koh Pha-ngan is based on a close relationship with one another and this has changed, as well as the traditional lifestyle based on generosity and helpfulness towards each other. The research found that people have become more selfish and greedy and are driven by businesses concerns. In addition, identity and values of the local residents on the island has been changed due to the arrival of tourists. The presence of tourists with different lifestyles and cultures compared to the residents on the island has influenced socio-cultural features and practices, which is particularly noticeable in the young. This was especially noted in terms of dress code, with tourists being seen as dressing inappropriately which, in turn, is then picked up by local youth who often change their behaviour to be in line with the tourists.

In relation to the local traditions of Koh Pha-ngan, the annual Chak-pra festival held in October after the Buddhist Lent has become less important to the local people. Due to the diminishing significance of Chak-pra festival, local government has tried to interfere and play a major role in festival arrangement by formalising and commercialising it; this makes the locals feel uncomfortable and not participate in the activity. Due to this circumstance, tourism on the island is affected, Shaw and Williams (1994) recognise

this as they believe that local society and its traditions are important tourism resources, particularly village lifestyles, friendliness, traditional ceremonies and religious processions. Likewise, Ismail and Turner (2008) recognise that tourists are curious to gain experience of meeting local communities, advising that the activities that introduce tourists to participate in local culture and customs should be created and maintained. In the views of Chen and Tsai (2007), tourist satisfaction affects not only their impression on destinations, but also their desire to return and make recommendations about the sites to others. This is in accordance with the views of Kaene, Brophy and Cuddy (1992); who recommend that destinations that attract tourists for their unique indigenous culture, sustainable development in term of community-based tourism is considered to be the best approach in maintaining the authenticity of the destination. By this type of tourism, Kaene, Brophy and Cuddy (1992) believe that community involvement and ownership is an important tool in protecting the culture and language characteristics of a destination.

## **8.5 MAIN VARIABLES OF TOURISM SUSTAINABILITY RELEVANT TO ISLAND SITUATIONS**

To achieve the research objective of identifying the main variables of tourism sustainability relevant to island situations, variables that describe the condition, viability and influence on as well as those that show the effects of sustainable tourism development on the island are identified in the following sub sections.

### **8.5.1 Tourists**

Predominantly, tourists travel independently to Koh Pha-ngan, and learn about the island's environment and culture before visiting. For this reason, they are able to become well accustomed with their surroundings and adapt themselves to the environment and the local people. Tourists frequently participate in the local festivals and community activities on the island, and feel welcomed, thus developing a favourable attitude towards the island. This corresponds with the view of Macleod (2004), who acknowledges that independent tourists usually get along well with the local environment and social structure and proceed in assisting gradual growth rates to the economy bringing benefit to local ownership. In addition, in the view of Smith (1989), this group of tourists has a greater economic impact on the local residents because of their preference to use local accommodation, shops and other local services. Therefore, their expenditure is directly distributed to the local community, and link to other direct, indirect and induced sectors of the economy, moreover these tourists tend to create minimum interference to the local community. Significantly, in the view of Robinson (2000), tourists also perform as either motivating or decelerating factor in island destinations by re-visiting, recommending to others or proclaiming their dissatisfaction by boycotting the place. As such, understanding the characteristics of tourists, their motivations for visiting destinations and their perceptions of sustainability can help in matters of development, planning and controlling (Dodds, Graci and Holmes, 2010).

According to Ismail and Turner (2008), however, rapid growth of tourist arrivals often causes a serious pressure on the local community to engage with such kind of growth. Becker (2015) is concerned that the lack of responsibility by tourists causes harm to the cultural as well as ecological attractiveness of destinations. In relevance to tourists, UNEP (2001b) note that since an influx of tourists brings diverse values and ideas to the community, and their behaviours tend to influence the way of life in a community with tourist behaviour being undesirable and offensive to the local people. In addition, tourists can damage the environment by engaging in activities such as collecting flora and fauna specimens, disturbing wildlife habitats, and causing pollution; this results in environment of a destination (Su and Swanson, 2017). Dealing with this, when visiting destinations, Muhanna (2006) proposes that providing knowledge and understanding about environmental issues is of value to tourists, and can help to enhance their awareness of nature's value and the importance of the environment; which in turn may make them care about the conservation of nature. In a similar way, Cheng, Wu and Huang (2013) concur that a view of tourists about the importance of environmental preservation can be improved through understanding the natural ecology distinctive to the islands. In the views of Chiu, Lee and Chen (2014), tourists with responsible behaviour towards the environment usually avoid activities causing degradation to the surroundings, such as littering during the trip, catching fauna at the sights, and damaging the flora. Further, according to Chen and Tsai (2007), the journey experience of tourists that fulfil their desires, expectations and needs results in their satisfaction in travelling. Handriana and Ambara (2016) point out that when tourists are satisfied, their responsible environmental behaviour intention will develop a high value (Handriana and Ambara, 2016).

### **8.5.2 Local Business Owners**

In many island destinations, tourism businesses are one of the most important factors contributing to and sustaining the economic development of the destinations (Zapalska and Brozik, 2014), especially in small and medium-sized operations (Graci and Dodds, 2010), typically owned by either locals born in the destinations or permanent residents (Moscardo, 2014). Likewise, tourism businesses on Koh Pha-ngan mostly are family run, especially tourist accommodation. In terms of small business practices, Fitzgerald and Muske (2016) comment that the owners usually take interest in the stability of income generation and use basic skills of management, marketing, and networking, and these tend to be based on imitation of existing practices rather than innovative.

According to Getz, Carlsen and Morrison (2004), family businesses are particularly distinctive in rural areas because of traditional land-owning patterns and the impracticality of operating larger corporations in minimal economies, as a result, businesses owned and operated by families are not managed for only profit-making, but also for sharing responsibilities by involving the family members as staff without payment in forms of a wage or salary for the purpose of succession within the family. Indeed, Jaskiewicz, Combs, and Rau (2015) indicate that one important non-economic goal of family businesses is to maintain

family-centered traditions and an inheritance across generations. As such, Peters and Buhalis (2004) notice that family members are expected to work for the family business with higher motivation, however, conflicts among family members are likely to occur due to facing a demanding workload, for the reason that they directly provide guests with accommodation, hospitality, entertainment, information, food, or activities (Getz, Carlsen and Morrison, 2004). Compared to large and mid-size businesses, Wickert and Herschel (2001) argue that small businesses have significant disadvantages due to their lack of financial support and human resources. They, thus, face challenges in raising financial capital and have to rely on survivability capital (Memili, Welsh and Luthans, 2013).

However, the family businesses on the island have entirely positive opinions on sustainable tourism development in terms of economic, environmental and socio-cultural aspects. In the views of Memili et al. (2017), the family business owners relate directly to the destination as members of the local community, and they have an interest and advantage in the destination relating to impact the environmental and social status in the area (Graci and Dodds, 2010). Therefore, small business owners are particularly concerned with the impact of tourism on their living (Thompson, 1997). In response to this, they usually go beyond what is required by regulations in terms of social and environmental sustainability and corporate social responsibility (Kallmuenzer et al., 2017). For businesses concerned with the environment and nature, UNEP (2001c) notes that such characteristics lead to environmentally conscious behaviour and preservation activities. Further, Graci and Dodds (2010) consider that these businesses increase the multiplier effect or final revenue arising from tourism in the destination because the income they generate is distributed through the community. Thus, these businesses contribute to the economic and social structure of their communities, resulting in forming the stable business core (Fitzgerald and Muske, 2016), and according to Henriques and Sadorsky (1999), this in itself is a good reason for further collaboration in community.

### **8.5.3 Migrant Workforce**

In terms of labour, the businesses on Koh Pha-ngan have more non-local staff than locals, especially from the northeast area of Thailand and the neighbouring country of Myanmar. About half of those from Myanmar work illegally in the tourism industry and fishing. Such labourers are needed and preferable to the locals because they are usually hired with low pay for hard work. This continually leads to an influx of migrants to the island. According to Pongponrat (2015), a high rate of migration to tourist destination for job opportunities leads to an overcrowded population in the target area. This affects inhabitants, infrastructure, resources-used, and public amenities, which can result in a structural imbalance in the host area, the tourist destination. Furthermore, Pongponrat (2015) is concerned that the arrival of migrant and non-local workers leads to the degradation of environmental and natural resources. Characteristically, those workers are poor and come to work on the island for the low wages; and thus, the natural resources become a source of food. Due to a lack of awareness and paying no attention to the negative

impacts on the environment, migrants have increasingly been destroying nature for their food, especially fish and other species of shellfish that are not fully-grown. This destruction causes a decline in the number of marine creatures, a natural destruction and an extinction of marine life; these eventually impact on the ecosystem for the host community. In addition, the migrant workers are also in competition with the local people for the receipt of communal benefit, such as water supply and the national public health service. This is in accordance with the views of William and Hall (2000), who are anxious that an overuse of local resources in the host destination caused by an influx of migrant workers frequently creates pressures on local people in insufficient resources. In addition, in the view of Eriksen (2001), socio-cultural changes in terms of language, culture, social organisation, process of socialisation, ethnicity, social control, structure of community, as well as local custom and lifestyle will probably occur at a destination as a result of an influx of migrant labour. Correspondingly, in a case study about labour migration on Koh Samui, Pongponrat (2015) concludes that the high rate of migration led to socio-cultural change, insufficiency of local resources and the establishment of slums around communities as well as an increased rate of ethical issues in terms of crime, prostitution, drug addiction, and drug dealing.

#### **8.5.4 The Full Moon Party**

Tourists travel to Koh Pha-ngan all year round, and this is mainly due to the Full moon party held every month. A significantly greater income is generated during the Full moon party. Since the Full moon party is held throughout the year including the low season, it brings tourists to the island all year round for this event. Hotels especially in the location where the party is held remain open all year round for the tourists. As such, staff in the hospitality business are always needed and as a result, people are employed on long-term contracts. For businesses in other parts of the island, unemployment during the off-season is unlikely as employers dislike the uncertainty associated with having to re-employ staff during the high season. Staff are employed throughout the year even in the low season, but they are asked to take on different or additional duties during quieter times. Work available in tourism business on Koh Pha-ngan, therefore, are not seasonal as in many other tourist destinations. However, although the Full moon party is regarded as a tourist highlight in Thailand, and attracts a large number of tourists to the island, it is claimed that such an event has a negative image such as drug use and sexual gratification. With regard to such poor image, Ismail and Turner (2008) note that it affects travel experience with some tourists perhaps diverting to other similar destinations.

This chapter has examined the findings in relation to the research aim and objectives. In relation to the first objective, that is to evaluate the tourism situation and sustainable tourism development on Koh Pha-ngan from the various stakeholders' perspectives. Initially, tourism situation and sustainable tourism development on Koh Pha-ngan has been evaluated. Then, based on the information about the tourism situation and sustainable tourism development on the island, the main considerations have been classified into opportunities and constraints, in order to reach the second research objective - to

categorise opportunities for, and constraints to, sustainable tourism development on the island. Finally, the main variables of tourism sustainability relevant to island situations have been identified to achieve the research last objective of identifying the main variables of tourism sustainability relevant to island situations. These findings have been explained and reviewed in the context of the literature and the existing knowledge about the island tourism and sustainable development. The next chapter will draw the thesis to a close by making an overall conclusion with regard to the findings from this research and outlining the way forward for future research and tourism on Koh Pha-ngan.

## CHAPTER 9: CONCLUSION

### 9.1 INTRODUCTION

This chapter is the final part of the thesis and draws it to a close. The chapter's purpose is to summarise the main points of the research aim, objectives and findings before pointing the way forward for future research. To this end, this chapter will recap on the structure of the thesis before drawing an overall conclusion based on the discussion in Chapter 8. It will then proceed to outline the contribution to knowledge, the limitations of the work and recommendations for the way forward Koh Pha-ngan and further research. The thesis began with an explanation of an importance of this research, overall decision of the data collection and analysis based on the purpose of the study, together with a summary of the main overall research findings.

This thesis is an examination of tourism development and the potential for sustainable tourism development on the island of Koh Pha-ngan. It analyses the views of various groups of stakeholders on the island including tourists, the host community, private tourism businesses and the public sector. Although there is some existing research relevant to Koh Pha-ngan, this thesis is the first to study issues of sustainability on the island from a range of perspectives and utilising a mixed methods approach, thus gaining an overview of the 'state of the art' of tourism on the island.

The literature review found that in relation to islands with tourism development, tourism forms a significant element of the economy compared to non-island based tourism. At the same time when island communities are small, the socio-cultural impacts of tourism development are also more pronounced (Macleod, 2004). In addition, in the case of Thailand where there has been a rapid growth of tourism without planning, the costs of tourism development have been more keenly felt (Pleumarom, 2002). Further, the lack of attention to tourism activities and development is likely to lead to a degradation of resources at tourist destination (Churugsa, McIntosh and Simmons, 2007). Therefore, sustainability is an important topic and concept in relation to tourism planning and development (Byrd, 2007), and, as a tool for conservation and development on islands (Yunis, 2001, Fennell and Dowling, 2003). However, before sustainability can be achieved, there is a need to explore and try to resolve existing problems caused by tourism (Butler, 1998). Any processes used to identify what the issues must necessarily involve all stakeholders, which include members of the local community (Wall, 1996). This is because future progress towards depends upon all stakeholders' involvement (Williams and Ponsford, 2009). To move tourism towards sustainability, it is necessary to consider a balance of environmental, social and economic concerns, along with different stakeholder positions and views (Dodds, 2010). These issues identified in the literature helped to formulate the main aim and objectives of this research which is - an evaluation of the tourism situation and sustainable tourism development on Koh Pha-ngan, Thailand. By aggregating a

wide range of various stakeholders' perspectives about tourism development, it has been possible to discover opportunities for, and constraints to, sustainable tourism development on the island, and by corollary contribute to an understanding of the main variables of tourism sustainability relevant to island situations. In order to satisfy the objectives, a mixed method approach was adopted using qualitative and quantitative methods through the use of SPSS and NVIVO for the data analyses. A range of research techniques including participant observation, questionnaire, and interviews was used to facilitate the gathering of the research data.

The main overall findings in chapters 4 to 7 show that the majority of tourists travel independently to Koh Pha-ngan. This is especially so for those who fall into the categories of young people and family groups. In general, the tourists are likely to have positive attitudes towards the tourism circumstances on the island. They are concerned about the environment and interested in participating in the local festivals and community activities. Before visiting, they learn about the environment and culture of the island. In terms of tourist' activities on Koh Pha-ngan, beach activities, diving and snorkelling, and the Full-moon Parties are considered the most popular of the tourists' activities. For the tourism businesses, overall, the owners of the businesses on the island are local people, especially in the form of tourist accommodation, but the staff are mostly from outside of the island. The group of tourism business have entirely positive opinions on sustainable tourism development in terms of the economic, environmental and socio-cultural aspects. Sewage treatment, recycling and saving energy are their main concerns, together with an awareness of issues relating to the conservation and preservation of the natural and cultural environment. In addition, the findings from local people and members of the public sector show similar attitudes overall concerning economic, environmental, and socio-cultural issues. In terms of economic factors, although tourism plays a major role and has brought benefits to the host community, it has made some changes. One of the biggest causes of concern is the increase in the number of migrant workers to the island who are perceived as playing a key role in negative impacts on environment. Regarding the overall environment, the natural environment is still in abundance and largely unspoiled due to environmental conservation practices resulting from campaigns for nature preservation and collaboration among stakeholders on the island, even though it is partly damaged by migrants using natural resources as a food source. For the socio-culture aspects, due to infrastructure improvements, the residents of Koh Pha-ngan have better living conditions compared to before tourism took place, however, the lack of attention from government to tourism development on the island has been a source of frustration for local people.

Chapter 8 was a discussion of the overall findings. Regarding an evaluation of the tourism situation and sustainable tourism development on Koh Pha-ngan with regards to economic, tourism increases employment opportunities and provides income for local residents. This benefits communities and improves the economy of the island. However, the cost of living on the island is higher than perhaps it otherwise would be without tourism development as a result of inflation due to the higher demand for

goods and services. As a result, the residents mostly prefer to work in jobs relevant to tourism because of the higher rate of pay compared to other sectors. This supports Mason's (2008) ideas that in developing countries, local people sometimes change their employment from traditional occupations to those in the hospitality industry, which is likely to pay higher wages and provide better working conditions and job prospects. In terms of the environment, although natural resources are partly damaged by migrants using them as a food source, it is nevertheless largely unspoiled due to environmental conservation measures resulting from a campaign for nature preservation. In addition, the stakeholders on the island are conscious of nature conservation, and have collaborated with natural resources conservation projects. This is because there is an understanding that the environment is a major attraction and key fact for the success of tourism and attracting visitors (Holden, 2008). With regard to the socio-cultural structure of the island community, Conlin and Baum (1995) point out that in the case of small islands, an influx of tourists to the destination tends to impact more noticeably on its socio-cultural and natural environment compared to larger physical spaces of tourism development. This thesis has demonstrated that the presence of tourists has effected socio-cultural features and that this is particularly noticeable in the younger residents. Despite the problems that can be attributed to tourism, the general infrastructure of the island has improved, which, in turn has provided the residents of Koh Pha-ngan with better living conditions compared to before tourism took place.

In terms of opportunities for sustainable tourism development on the island, all stakeholders have collaborated in projects for the conservation of natural resources, as they are conscious of nature conservation. To be successful in sustainable tourism development, Byrd (2007) attests, stakeholders need to be involved in the process. Therefore, with regard to the collaboration of stakeholders in the environmental conservation of Koh Pha-ngan, there are opportunities for initiatives in sustainable tourism development to happen. In addition, tourism has increased employment opportunities and brought more income for local residents with the creation of direct and indirect jobs in several tourism-based sectors. Further, the jobs in tourism businesses on Koh Pha-ngan are not seasonal as in many other tourist destinations because of the full-moon parties. This means that there is a form of economic sustainability in line with that identified by UNEP and WTO (2005), in that there are long-term economic operations providing stable employment and income generation, which contributes to poverty alleviation and a greater distribution of wealth. However, in contrast, a lack of tourism planning and management has been identified as a constraint to sustainable tourism development on the island. These findings accord with the views of Churugsa, McIntosh and Simmons (2007) who note that the lack of tourism planning and implementation of regulations, applicable control and management, together with the loss of attention to tourism impacts, results in the degradation of socio-cultural and environmental resources at many tourist destinations.

In relation to the main variables of tourism sustainability relevant to island situations, this research shows that tourists, local business owners, migrant workers, and the full-moon parties contribute to sustainable tourism development on the island. The tourists tend to be the independent tourists identified by Smith (1989). This type of tourists has a greater economic impact on the local residents because of their preference to use local accommodation, shops and other local services, compared to less independent tourists. As such, their expenditure tends to be directly distributed to the local community, and links to other direct, indirect and induced sectors of the economy. Further, these tourists tend to have a minimum effect on the local community. This research has also shown that locally run businesses increase the multiplier effect and final income for a destination more than non-locally owned businesses. This is because they generate and distribute income within destination. Such a scenario for local business owners was identified by Graci and Dodds (2010). Pongponrat (2015) has highlighted that high rate of migration to tourist destinations for employment opportunities leads to overcrowding. This, in turn, affects inhabitants, the infrastructure, resources-used, and public amenities, which can result in a structural imbalance in tourist destination. With regard to full-moon parties, although they are a source of income, it is claimed that these events can be detrimental to the destination image due to their association with sexual activity and illegal drug-taking. Westerhausen (2002) has observed, the parties are known as events where marijuana is freely available. The local people on the island have been tolerant of tourists' behaviours in connection to the full moon parties which has meant that they have become infamous as sites of freedom of expression. As Ismail and Turner (2008) note, when a destination develops a poor image, this can negatively influence tourists' desire to visit a destination.

Having concluded the main findings of the thesis, the next section will demonstrate the research's contribution to knowledge.

## **9.2 CONTRIBUTION TO KNOWLEDGE**

This research has contributed to knowledge in the fields of island tourism and sustainable tourism development. Owing to a limited capacity of islands in terms of environmental, social, economic or perceptual aspects. Islands are fragile environments and unsuitable for tourism activities depending on natural and human resources. This can result in serious environmental and social imbalances, and economic mono-specialisation at the destination (Navalón-Garcia, 2017). According to Churugsa, McIntosh and Simmons (2007), due to a lack of planning and implementation of regulations, proper control and management, as well as only a little attention to tourism's potential costs, local people, their culture, and environment can be adversely affected, leading to a degradation of resources at tourist destinations. Although similar studies in sustainable tourism development have been carried out worldwide, only a few investigations relevant to Koh Pha-ngan have been studied. One such study was done by Kongprasert (2008) based on quantitative research using questionnaires. Her research mainly

explored different types of tourism resources available on the island that could be used to develop Ecotourism awareness for sustainable tourism development on the island. The other two pieces of research relating to Koh Pha-ngan highlighted specific issues: One by Wongkerd (2003) discussed tourists' perceptions of the Full Moon Party on Pha-ngan Island using a quantitative approach of questionnaires. The second is Malam's (2008) qualitative research on community identities as understood in tourist narratives. However, the research for this thesis, when compared to such aforementioned research, makes a contribution of knowledge based on the range of perspectives considered along with the combination of quantitative and qualitative approaches. These features help to make this research unique.

The tourism situation and sustainable development on Koh Pha-ngan were initially evaluated from various stakeholders' perspectives. This is relevant to an idea put forward by Waligo, Clarke, and Hawkins (2013) who recognises that the groups of stakeholders have an influence on tourism development, and that their participation is an essential element in successful sustainable tourism development; this leads to coordination and balance in decision-making based on the needs and interests of relevant parties (Phanumat et al., 2015). However, to achieve sustainability in tourism, there is a need to explore and try to resolve existing major problems instead of concentrating on new developments (Butler, 1998). The case study of Koh Pha-ngan contributes to the existing knowledge on the costs and benefits affected by tourism resulting in sustainable tourism development. As such, the findings of this research have identified the opportunities for, and constraints to, island tourism development, together with the main variables of tourism sustainability relevant to island situations after the examination of current tourism situation. In addition, the research has revealed the effectiveness of a bottom-up approach to sustainable development/sustainable tourism as was apparent in the case study in the collaboration of local stakeholders, and the emergence of a distinction between acceptable and unacceptable impacts. In particular, economic benefits of tourism were placed as the most significant. Socio-cultural impacts were also identified as important but less so than the economic matters. The contribution of the Full Moon Parties towards sustainable development was also recognised. To this end, the outcomes of this thesis generate recognition of how responsibility in tourism for a destination to fulfil an integrated balance of guidelines for sustainable tourism development (particularly for Koh Pha-ngan) to distribute benefit and opportunities for all stakeholders on the island, whilst maintaining the environment and conserving the identity of the indigenous population.

### **9.3 LIMITATIONS OF THE RESEARCH**

Although the research has met the objectives presented, there were some limitations of the research, and these related to the sample population, speaking to experts involved with tourism in Koh Pha-ngan and time available to carry out the fieldwork. Limitations in the characteristic of the methodology that

influenced the findings from the research can be recognised from the difficulty in locating and reaching a small population of people on Koh Pha-ngan, in particular as they were all in contact with one another. Although, snowballing is considered an effective way to build a comprehensive sampling frame and a member of the host community was willing to take part in the study and recommended others to be interviewed. This gave a rise to a significant limitation. The respondents, thus, were likely to be only a small subgroup of the entire population who shared similar characteristics.

When seeking a sample of the public sector, it was initially expected that I would gain useful information and various points of view from experts. However, there is not one public sector organisation on the island responsible for, or specialised in the area being researched; hence, only some local government officers who are accustomed with the tourism surroundings on the island and relevant to the study came to take part in the research.

Lastly, constraints of time and cost were experienced whilst conducting the fieldwork. Due to limited time and budget to spend on the fieldwork trip for data collection, all the data collection was conducted from March to June 2009, that was in between the end of the peak-season and the low season of tourism on Koh Pha-ngan. It was therefore rather uncertain whether the data collected during the high season from December to March was likely to represent a more reliable sample.

## **9.4 RECOMMENDATIONS FOR FUTURE RESEARCH**

As highlighted in the limitations of this study, further research could be undertaken to verify the findings of this research by replicating the same study with the group of tourists during high season and the group of host community by starting with stratified sampling following by snowball sampling. To start with stratified sampling, this would mean that the population would be divided depending on the communities on the island. In the view of Bryman (2012), by this method, the resulting sample is certainly distributed appropriately.

In addition, according to one of the main variables of tourism sustainability relevant to island situations, the migrant labour force seems to increasingly play important role and have an impact on the island. The costs and benefits caused by such a migrant labour force, and its impact on the communities would be interesting for future research. Such information would have to be collected from both the ones who are affected by immigration, such as the local residents along with the tourism entrepreneurs, and the migrants themselves in terms of the reasons of migration and benefit earned. The findings will give an overview of the real situations on the island and assist with helping an island cope with problems that have been occurring.

Another interesting aspect for the future research is the Full-moon Party. It is certain that a greater income is generated during the Full moon party. Since the holding of full moon party throughout the whole year (including the low season) brings the arrival of tourists on the island, staff in the hospitality businesses are always needed and as a result people, are employed on long-term contracts. However, even if the full moon party has created a reputation for Koh Pha-ngan as a highlight of tourism in Thailand and attracts a large number of tourists to the island, it is claimed that such an event has a negative image such as drug taking and sexual behaviour. With regard to such a negative image, some tourists are likely to choose other similar destinations if it affects their travel experience (Ismail and Turner, 2008). Although Wongkerd (2003) has examined tourist perceptions of the Full Moon Party, its purpose was only to examine tourists' perceptions of Pha-ngan Island and the Full Moon Party. As such, there is a need to investigate tourist perceptions as well as other relevant stakeholders relevant, so that the impact of the negative image of the party can be examined and guidelines put forward.

Importantly, as mentioned, there is no government organisation responsible specifically for tourism at Koh Pha-ngan. Tourist attractions on the island thus are not promoted and supported by the government organisations. This reflects that tourism on the island lacks planning and management. In the view of Churugsa, McIntosh and Simmons (2007), the lack of tourism planning and implementation of regulations, applicable control and management, together with the loss of attention to tourism impacts, results in the degradation of socio-cultural and environmental resources at many tourist destinations. Accordingly, human resource development for a variety of stakeholders needs to be incorporated via providing education and training relevant to tourism; this will help to enhance the awareness of stakeholders and the community (UNWTO, 1999). Particularly, participation from local communities throughout the process, from tourism planning, decision making, problem solving, project implementation, and evaluation will make tourism sustainable (Andriotis, 2002). In terms of future research, it is therefore necessary to identify the extent of stakeholder involvement in tourism planning and to explore the limitations of the participation processes from the viewpoints of various stakeholder groups, so that guidelines in tourism policy making on the island can benefit all.

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## **APPENDICES**

**OPINIONS ON CURRENT SITUATION OF TOURISM AND SUSTAINABLE DEVELOPMENT ON KOH PHANGAN**

The purpose of this questionnaire is to obtain your opinions on tourism impacts on Koh Phangan. The survey is conducted by Ariya Riengchantr, Research Student in Tourism, Faculty of Education, Community and Leisure at Liverpool John Moore University, UK. Your responses will be totally confidential and anonymous. Your assistance in giving your information and opinion below would be very much appreciated. Please read the instructions for answering each section.

**1 PERSONAL INFORMATION**

Please choose the answer related to your personal information by putting ✓ or ✗ in the box provided.

**1. Gender**

- Male  Female

**2. Where are you from?** (Please write your answer on the space given)

.....

**3. Age**

- Less than 20  41-50  
 20-30  51-60  
 31-40  Over 60s

**4. Level of education**

- Secondary school or lower  Degree or equivalent  
 College  Postgraduate

**2 HOLIDAY EXPERIENCE**

Please choose the answer related to your holiday experience on Koh Pha-ngan by putting ✓ or ✗ in the box provided.

**5. How many times have you been to Koh Pha-ngan?**

- First time  Several times (4 or more)  
 Few times (2-3)  Every year

**6. You travelled to Koh Pha-ngan.....**

- with package tour  independently

**7. Did you study about the environment and culture of the island before visiting?**

- Yes.  
 No.

**8. What is your favourite activity on the island?** (Several alternatives can be acceptable.)

- Sun and beach  Diving and snorkelling  
 Full moon party  Taking recreational drugs  
 Trekking  Others.....

**9. What kind of accommodation did you stay?**

- Guesthouse  Self-catering accommodation  
 Bungalow  International resort or luxury hotel  
 Small hotel or resort  Others.....

**10. Where did you buy the goods and other necessities?**

- Tesco  Local shops  
 7-11 (Convenience shop)  From home country

**11. Have you joined festivals or community activities on the island?**

- Yes  No

### 3 OPINION ON THE CURRENT SITUATION OF TOURISM AND SUSTAINABLE DEVELOPMENT ON KOH PHANGAN

A list of statements below is about the current situation of tourism and sustainable development on Koh Phangan. Please indicate your degree of agreement or disagreement with each statement by putting ✓ or X in the box that represents your opinion.

STATEMENTS	LEVEL OF OPINION				
	Strongly agree	Agree	Undecided	Disagree	Strongly disagree
<input type="checkbox"/> <b>CURRENT SITUATION OF TOURISM ON KOH PHANGAN</b>					
12. Beaches and natural tourist attractions are not clean, not maintained environments and plenty of litter.					
13. Noise of transports and recreational vehicles causes annoyance.					
14. Good scenery is mostly destroyed by lot of buildings with contrasting design to the local architectural buildings styles.					
15. Most of snorkelling areas and diving sites are damaged and unattractive.					
16. The number of enterprises that care for the environment and local community are low.					
17. Prices of goods and other necessities are not reasonable.					
18. Local people are unfriendly and try to take advantages from tourists.					
19. Tourist behaviours are often undesirable and offensive.					
20. Safety and security does not meet expectation.					
21. Hospitals and health care services are not up to standard.					
22. A large number prostitution and sex tourism are offered.					
<input type="checkbox"/> <b>SUSTAINABLE DEVELOPMENT ON KOH PHANGAN</b>					
23. Environmental awareness and conservation should be promoted and introduced to tourists.					
24. The provision of essential information about flora, fauna and ecosystem on the island can minimize the damage to natural resources and environment.					
25. Tourists should contribute to the conservation and improvement of natural resources, and to the sustainable development of the island.					
26. The strict criteria for protective zoning and designating reserves can minimise negative impacts on natural environments.					
27. Control and limitation of the number of tourists in the national park and the sensitive areas, such as diving sites and snorkelling spots, is essential.					
28. The recommendations for tourists on what may and may not be done at the destination should be provided to avoid the conflicts between tourists and host community.					
29. Tourists should have opportunities to enjoy and learn about cultures on the island.					

**OPINIONS ON CURRENT SITUATION OF TOURISM AND SUSTAINABLE DEVELOPMENT ON KOH PHANGAN**

The purpose of this questionnaire is to obtain your opinions on tourism impacts on Koh Phangan. The survey is conducted by Ariya Riengchantr, Research Student in Tourism, Faculty of Education, Community and Leisure at Liverpool John Moore University, UK. Your responses will be totally confidential and anonymous. Your assistance in giving your information and opinion below would be very much appreciated. Please read the instructions for answering each section.

**1 GENERAL INFORMATION**

Please choose the answer related to you and your business by putting ✓ or X in the box provided and write your answer on the space given.

**1. Type of business**

- Pub or restaurant
- Travel agency
- Accommodation
- Others.....  
(Please identify)

**2. How long have this business been run?**

- Less than a year
- 1- 3 years
- 4 – 5 years
- Over 5 years

**3. Is the owner of the business a local resident?**

- Yes.  No.

**4. What is the proportion of local staff?**

- None
- Less than a half
- A half
- More than a half
- All of them

**5. What is the proportion of full-time workers?**

- None
- Less than a half
- A half
- More than a half
- All of them

**2 BUSINESS ADMINISTRATION**

**6. Where are your supplies based?**

- On the island.
- From the mainland.
- Import from other countries.

**7. Do you have any sewage treatments?**

- Yes.  No.

**8. Is there any recycling?**

- Yes.  No.

**9. Are there any policies on saving energy in your business?**

- Yes.  No.

**10. Do you promote and introduce environmental awareness and conservation on the island to tourists?**

- Always
- Sometimes
- Never

**11. Do you promote activities or raise awareness of local cultures and traditions on the island to the tourists?**

- Always
- Sometimes
- Never

### 3 OPINION ON THE CURRENT SITUATION OF TOURISM ON KOH PHANGAN

A list of statements below is about the current situation of tourism on Koh Phangan. Please indicate your degree of agreement or disagreement with each statement by putting ✓ in the box that represents your opinion.

STATEMENTS	LEVEL OF OPINION				
	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
<input type="checkbox"/> <b>CURRENT SITUATION OF TOURISM ON KOH PHANGAN</b>					
12. Tourism increases employment opportunities to local residents.					
13. Tourists mainly travel to Koh Pha-ngan for Full moon Party.					
14. Low season makes problems for tourism businesses.					
15. There is a problem of water shortage during the peak season.					
16. Rubbish disposal does not meet expectation.					
17. Snorkelling areas and diving sites are badly damaged and not attractive.					
18. Tourist behaviours are often undesirable and offensive.					
19. Noise of entertainment during night time causes annoyance.					
20. Safety and security on the island should be taken into consideration.					
21. A large number prostitution and sex tourism are offered.					
22. Drugs are commonly available.					
<input type="checkbox"/> <b>SUSTAINABLE DEVELOPMENT ON KOH PHANGAN</b>					
23. Environmental awareness and conservation should be promoted and introduced.					
24. Activities of local cultures and traditions on the island should be always promoted.					
25. Control and limitation of the number of tourists in the national park and the protected areas, such as diving site and snorkelling spots, is essential.					
26. All stakeholders and local communities should get involved and participate in making decision to set up a plan for tourism development on the island.					

**APPENDIX 3****List of Local People Interviewees in the Host community**

<b>Number</b>	<b>Gender</b>	<b>Occupation</b>	<b>Age</b>	<b>Location on the island</b>	<b>Duration of interviewing (minutes)</b>
1	Male	Internet shop Owner	35	Tongsala (Downtown)	22.16
2	Female	Resort and Spa's Business owner	61	Haad Rin (South East)	22.24
3	Male	Tourism Business owner	65	Haad Rin (South East)	32.18
4	Female	Coconut Planter	52	Baan Madua Waan (Middle)	4.30
5	Male	Massage Therapist	59	Bann Tai (South West)	131.20
6	Female	Ice-cream Vendor	49	Tongsala (Downtown)	13.28
7	Female	Food and beverages Vendor	31	Tongsala (Downtown)	19.15
8	Male	Early retired civil servant	55	Baan Nai Suan (Middle)	49.15
9	Male	President of Koh Pha-ngan Cultural Council	56	Bann Tai (South West)	29
10	Male	Bungalow owner	53	Khom Beach (North West)	13.55
11	Female	Jet ski Service Provider	62	Chaloklum Bay (North West)	6.05
12	Female	Teacher of Baan Tai Primary School	36	Bann Tai (South West)	21.05
13	Male	Director of Baan Tai Primary School	55	Bann Tai (South West)	19.58
14	Male	Coconut Planter	58	Bann Tai (South West)	18.46
15	Male	House rental Business Owner	52	Bann Tai (South West)	12.44
16	Female	Accountant	26	Bann Tai (South West)	33.47
17	Male	Tourism agent	37	Baan Kai (South West)	20.50
18	Male	Tour Guide	39	Chaloklum Bay (North West)	24.39
19	Female	Bungalow Owner	27	Tongnaipan Noi (North East)	39.57
20	Male	Bungalow Owner	72	Hin Kong Bay (South West)	17.30
21	Female	Fisherwoman	48	Nai Wok Bay (South West)	6.21
22	Male	Coconut Planter	67	Hin Lor Bay (South West)	3.02

## APPENDIX 4

### Local people Interviews: Translation

#### INTERVIEWEE: 1

<b>Age</b>	35
<b>Gender</b>	Male
<b>Occupation</b>	Internet shop owner and ticket representative
<b>Duration of interview</b>	22.16 minutes
<b>Location</b>	Tongsala
<b>Date</b>	16 <sup>th</sup> March 2009

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I would like a waste recycling plant on Koh Phangan. Just only a group of private service providers handle with the waste can be traded while the unwanted one is still left to be a problem on the island. There is increasingly plenty of garbage, especially when many tourists come to the island. The organisation that is directly responsible for and deal with the waste should be built up in order to help reduce environmental problems on the island.

Waste water from the buildings and households are being released straight into the sea without treatment. Government organisation has to strictly control and examine that a wastewater treatment system must be set up in all buildings.

Business of bungalows and tourist accommodations on the island are mostly run by locals. The residents who have land by the sea or in the beach area often do the business of bungalows, whereas the ones who own the land on the mountain or in the groves regularly do business of houses for rent. Or they probably sell their land to invest in other businesses involved in tourism such as a taxi or convenience shop or grocery, because they realise that more profits are done than any other businesses that are not related to tourism. The residents mostly do the jobs involved in tourism.

Since the workmanship standard wage on the island is not fixed, the employers often set it as preferred. Businesses of bungalows and tourist accommodations often employ migrant workers from Myanmar because they accept the low wages, whereas the locals expect higher wages. They often refuse these jobs due to the low pay but hard work. Migrant workers are in demand in the business of bungalow and tourist accommodation because of the acceptance of low pay with hard working; they generally are able to work as demand without any claims. Another group of major workers in tourism is from the Northeast region. In some cases, wages were based on the season. If more tourists come, more pay they will earn. However, in the low season, the pays will be reduced accordingly. For welfare and other benefits, such as accommodation and medical treatment, are depended on the individual employer; there is no government organisation taking responsibility for this matter.

The volume of tourists has a significant impact on the tourism industry on the island. Some businesses will give employees a break in the low season, and ask them to return to work in the high season. This makes the employees become insecure in their jobs. However, the businesses on the island mainly are in the form of a family business; thus termination of employment in low season hardly happens.

At present, the cost of living on the island is much higher; the revenues and expenditures are unbalanced. For the reason that the product is expensive, it is caused by the additional costs of transportation; the price is higher than elsewhere. Moreover, some traders take an opportunity to set prices higher than they should due to lack of supervision of government organisation on the island.

Large supermarket (Tesco) has been established, and sell the products at standard prices that are cheaper than other small shops; this helps keep the prices down. Due to price competition, small stores are unable to set the price as satisfied as before. They have to lower the prices and sell at the same as the large supermarket in order to become merchantable. Consumers are able to buy products at lower prices, and simultaneously there are more options than ever before.

## Continued

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Infrastructures such as roads, electricity, water supply improve the living of locals; the people become more comfortable than ever before, while they have been burdened with rising costs such as electricity and water bill. Luxury goods play more roles in the lifestyle.

Shortage of water on the island is a major problem. The water supply is still not provided thoroughly on the island. There is no related organisation which manages and supervises about cleanliness and reasonable pricing of bottled water on the island.

There are adequate water resources on the island, and the water amount is sufficient for the population, but lack of efficient administration. The natural water sources on the island are several, but the water storage is never done and the water is always let to flow into the sea. Dam or other water storage should be more constructed in order to prevent the water flowing out into the sea.

In my opinion, generally the destruction of natural resources has been caused by the local people. The tourists, especially foreigners, do not destroy, but are well disciplined, especially in the litter issue rather than local people.

There is a small amount of domestic tourist visiting Koh Pha-ngan, and they are often not appreciated as they are too much fussy.

Sustainable tourism should start from the fact that the people are able to initially live with the nature sustainably.

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## INTERVIEWEE: 2

<b>Age</b>	61
<b>Gender</b>	Female
<b>Occupation</b>	Resort and Spa's Business owner
<b>Duration of interview</b>	22.24 minutes
<b>Location</b>	Haad Rin
<b>Date</b>	22 <sup>nd</sup> March 2009

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A volume of tourists on the island is reduced due to the global economic recession.

Tourism also has distributed revenues to the residents who are not directly related to tourism business. For instance, hotels buy vegetables and fruits from the locals to provide services to tourists. Simultaneously, the residents have to buy more expensive products as same as the hotels and tourists do; this affects to households economic. Although the residents have more money than ever before, they have to spend it more for the cost of living increased as well.

Land on the island is more expensive than it should be; this lessens an opportunity of domestic investors who want to do business in tourism and hospitality as they have less ability to purchase land at too much high price. Conversely, this provides more opportunity for foreign investors to be able to do the business more easily because they can afford the land at such high price with big investment. The land owners also want to sell their land at prices as high as possible. Therefore, the land has mostly been bought by investors or companies in partnership with foreign sponsors, for the reason that individual investors do not have sufficient funds to invest. Moreover, the domestic investors often tend to do business in the short time and then they go out of business. Most businesses on the island are still run by the local people; however, foreigners have begun to play a role in more occupations. Thai Government has launched the policies such as Partnership with the WTO, the FTA project (Free Trade Area), which offer more opportunities for foreigners to invest in the country; these investors become new key competitors with the domestic investors. Trade competition also has been occurred, accordingly the market share is being taken away from Thai investors. In general, the foreign visitors, who have the tourism business, have the main regular clients in their own country. Thai investors, thus, lose the opportunity to expand the market in such countries and greatly lose the large revenue they should receive. They probably will eventually be out of business. In addition, income, benefit and profit will be returned to the origin country of business owners, but will not be distributed to our country as it should be.

Employees in the tourist business are largely the ones from the outside, not the locals. The residents have no interest in doing such jobs because of the low wages. Some local people go to further their study in the mainland and they partly have a job elsewhere after graduation. However, the residents presently often return to their own business on the island, especially the ones related to tourism since this business generates high income and worth the investment.

Termination of employment at certain times is not a big issue on the island because the staffs are still needed since the monthly held full moon party boosts the tourists to come to the island every month. In case of that termination, the former staff generally will not return to work when in demand, especially in the high season. Therefore, they always are employed throughout the year and the employers will find another job for them to do as an alternative in the low season.

Lots of migrants who came to work on the island have an impact on the living of the local people and the natural resources. Those workers largely are poor and earn the low wages; they, therefore, use up resources on the island for food in regardless of the proper use. This results in destroying the natural resources on the island. For instance, the not full-grown creatures are caught for food without taking into consideration of fully grow-up sizes. This lessens an opportunity for their full growth and reproduction and eventually become extinction. Foreigners, who come to invest and do business on the island, are taking jobs and income from the residents.

Infrastructures have been developed to support tourism development, but could not keep pace with the rapid growth of tourism on the island. Hospital on the island does not have sufficient quality; and the equipment and staff are not enough, as well as the staffs are not attentive in assisting patients as they should be. It is likely to

have been developed to become better than this in terms of quantity and quality of staff and equipment, as the tourists potentially have health problems or accidents. The hospital, accordingly, is able to possibly offer them the efficient medical treatment which helps them gain confidence in visiting the island, this alternatively helps promote tourism.

Education on the island are not standardised because the teachers do not pay attention on students as before. Standard of education has been less effective and the students are lack of discipline due to lack of quality and attention of teachers including the current curriculum. A course that meets the local demand should be provided as an alternative. For example, the curriculum should provide an opportunity for the students to learn and use English more, and foster an understanding of the tourism industry and an awareness of being a good host to tourists, as the students are still lack of English language skills that are vital to the occupations of the island. According to this idea, the hotel has a plan to persuade tourists to voluntarily cooperate in helping to teach English to students, whereas the school has to provide support and cooperation as well. Generally, the residents on Koh Pha-ngan cherish and value the natural resources and do not destroy them, but strive and realise to conservation. Other problems that occur on the island include noise from entertainment venues and waste disposal.

I do not want a waste incinerator on the island because it will cause problems in the future. Recycling or using the waste to produce gas used in the household or making a process to provide other benefits, should be emphasised.

The development of tourism on Koh Samui can be taken as examples and lessons in tourism development on Koh Pha-ngan. The residents do not want Koh Pha-ngan to be developed in the same or similar manner to Koh Samui today; most areas were replaced by constructs which are contrary to the nature.

I would like a master plan to establish guidelines for tourism development on Koh Pha-ngan, and the zoning on the island should be determined as well. Construction should be blended harmoniously and do not make conflict with the nature. Zoning helps more obviously provide guidelines for tourism management. For example, Had-rin is classified as a party zone; Had-Salad is an area of natural tourist attractions for the tourist who prefer staying in private and peaceful area. Zoning helps tourists choose activities and tourist destination according to their need and preference; they do not have a nuisance or get bored with spending their holidays on the island. Development of tourism in the mountain areas is an alternative of tourism on Koh Pha-ngan. The party probably will be organised as a tourism alternative in such new areas. This would not affect the existence of wild animals in such area since that wildlife will emigrate and flee into the forest areas with no interference due to plenty of forest areas still available as home for these animals

I agree with a limitation of tourist volume on the island. It should be starting with a permission suspension of new tourist accommodations construction for a few years, in order to renovate the existing hotels to be consistent with policy and standardisation of the government in an issue of trading with foreign countries. All existing hotels on the island will be developed to become green hotels focusing on environmental conservation. This will solve the problem of small amount of tourists staying in the hotels during the low season, as well as it will be related to an elimination of waste and wastewater treatment. The temporary suspension of building constructions will probably help decrease the problems of waste and wastewater. The solutions on the island can be possibly figured out and resolved during such breaks. The government will have time to reflect and find a way to solve those problems prior to an increase of buildings resulting in increase of waste, wastewater. To discontinue building constructions for a few years will reduce these problems.

Tourism on the island faces with many challenging such as transportation that is inconvenient for travelling to the island. Infrastructures, such as electricity and water supply, are unable to be effectively served and regularly available to the residents throughout the island. Water is essential for tourism business; the business is unable to be run without water supply. Also, the residents on the island are responsible for themselves in water consumption; the water wells usually are made as the water sources for them.

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**INTERVIEWEE: 3**

<b>Age</b>	65
<b>Gender</b>	Male
<b>Occupation</b>	Tourism Business owner; ferry and accommodation
<b>Duration of interview</b>	32.18 minutes
<b>Location</b>	Haad Rin
<b>Date</b>	22 <sup>nd</sup> March 2009

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Tourism has brought prosperity and development to the island such as roads, hospitals, and helps the local people have a job and earn a significant income. The main product of Koh Pha-ngan is coconut, but the price is presently not great. After tourism has been booming on the island, the residents have turned to a career relevant to tourism; their well-being becomes better than ever.

Since the natural resources on Koh Pha-ngan are abundant, the people are able to earn and live by using these resources. Today, the main income of the villagers on Koh Pha Ngan is tourism, but simultaneously they also have the other occupations such as fishing and traditional agriculture they ever made in the past.

I would like a promotion to encourage the residents to grow vegetables without toxic chemicals (organic farm) and sell them to the restaurants and bungalows to cook for tourists. They will increase their income by planting vegetables that are in demand of consumers, and these foodstuffs will not be imported from outside the island; then the income is flowing within the island and is not leaking to the others. These vegetables are set the price to be more expensive than general vegetables, in order to encourage and motivate people to join this project because of higher revenues.

Transportations are more available such as ferry and bus. This not only facilitates and makes the locals and the tourists become much more convenience, but also create jobs and increases income for the residents who work for the transportation company. Prices of goods on the island are more expensive than the mainland because the cost of transportation is added.

Tourism is a factor to makes up the land price much higher. Since the price is tempting, some local people who have very little land usually tend to sell their land in order to invest in a business or to buy the land at a cheaper price on the mainland. However, most people still own the land and do not sell it to the outsiders. Tourism businesses, in particular in type of accommodations, mostly are run by the villagers on the island.

Labourers in tourism are both the locals and migrant workers. The migrant workers increasingly come to work on the island and are mostly employed because the local people generally do not want to do and refuse these jobs, resulting in an increase of employment of migrant workers. Besides, these workers are able to work as demanded particularly the hard work with patience; they also accept the lower pays than the locals. Employment on the island is usually done as a routine, not seasonal. The workers are employed throughout the year because there are tourists come to the island all year round.

Tourists mostly do not create problems and are able to easily adapt themselves to surroundings and local people if they are explained to understand the living of the people on the island. Together with the residents on the island are friendly and generous to the tourists, these often give them an impression of a visit to the island.

Infrastructure has not been a satisfactory and standard. However, it is considered better than ever. Public hospital on the island is not satisfactory and unacceptable in the service provided. Although fundamental education is sufficient, educational standards of the school on the island are not as same as the schools on the mainland. The residents often send their children to study in higher levels in the schools outside the island due to lack of confidence in the standard of education on the island.

The conservation of natural resources on the island is promoted, such as no hunting wildlife and birds, no cutting the big tree; these keep the natural environment abundant. In addition, the residents also realise and value the environment and nature conservation.

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Loud noise is a problem in some areas; this creates noisiness and nuisance to residents surrounding, but it is not strictly taken into attention.

Shortage of water on the island has not been resolved. The residents have a problem of insufficient water for consumption and the water supply cannot be serviced regularly.

Provincial waterworks authority had launched the water pipeline project on the island. When it was completed, the residents expected to have water supply for consumption. However, it was unable to work effectively; there was only wind instead of water in the pipelines. Natural water sources seem to be adequate to the villagers on the island, but it lacks good management. For example, an obstruction should be built to block and store the water from Tarn-sadet waterfall instead of letting all of the water flow into the sea as it is. During the rainy season, there is plenty of water due to the great amount of rainfall on the island, but the water is released into the sea without keeping it in any kinds of water storages like dam or weir.

Government organisations do not pay attention on this problem. They never try to be helpful or find any solutions more seriously, then concluded that the problem could not be solved. The residents ultimately have to manage and deal with the problem themselves. The residents typically have their own ponds as a water source, the water, hence, is available throughout a year. Because of plenty of the rainfalls, the ponds never are empty and there is sufficient water to store for consumption all year round. Government organisation does not give priority to cooperation in solving problems on the island.

I would like a 25-year anniversary of the full moon party, and this event should be publically and globally promoted to the tourists, so that tourism on both Koh Pha-ngan and Koh Samui will be boosted, but the budgets of entire process require a significant fund.

The knowledge and the projects of tourism development that are interesting and possibly provide great benefit have been brought and introduced on Koh Pha-ngan. These projects, however, have never been consistently and pragmatically implemented; the substantial change on the island has never perceived. It is suggested that the government should greatly concern with the development of tourism on the island. The residents are well equipped with cooperation in all aspects. The government only takes an active role in motivating tourism development.

Any other forms of tourism activities, apart from the full moon party, should be promoted and introduced to the tourists so that they probably will spend longer holidays on the island. As the party time occurs just a few days, the other activities and leisure will possibly attract them. For instance, the coastal tourism should be developed, also the islands nearby should be increasingly promoted and introduced to the tourists. Besides, the other tourist attractions on the island should be enhanced like Tarnsadet Waterfall. However, the routes to those destinations have to be extremely improved to make them more conveniently accessible than they are.

Water supply system is not effective. The water supply pipe has been generated to the community, but there is no water to be provided. Power outage often happens; this creates significant impact on the business of tourism. Local government does not pay attention to the problem on the island even though the complaints have been made to those authorities.

Wristbands are usually sold to the tourists during the full moon party to collect money in order to renovate and maintain the roads on the island to remain in good condition, due to no budget available from the government.

The redundant government organisations that repeatedly perform in the same field of work should integrate and unify under just one administration. Separation into various units, the more officials needs to be employed more than necessary. The more budget has also to be spent resulting in the financial plan for island development in a whole is accordingly minimal.

According to the residents' opinions, the separated agencies with redundant working in the same mission should rather be combined into a single unit for ease of administration. A wide range of units causes the development done in contradictory manner. The government organisation in higher level should administer in this case because the residents are unable to handle on their own.

**INTERVIEWEE: 4**

<b>Age</b>	52
<b>Gender</b>	Female
<b>Occupation</b>	Coconut Planter
<b>Duration of interview</b>	4.30 minutes
<b>Location</b>	Baan Madua Waan
<b>Date</b>	2 <sup>nd</sup> April 2009

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Tourism has developed the island in a better way.

The residents have more jobs and earn more money; they have a better living. The residents are able to sell their fruits from their orchards at a better price. Some fruit was not sold at good price, but presently become in a better price because of the arrival and the demand of tourists.

The goods on the island are expensive. However, this does not make trouble to the locals as they are able to burden these costs.

Nowadays, the residents are more satisfied with more roads available. I would like the road linked up across the island. Infrastructure on the island such as electricity and water supply has been developed and the residents have been more comfortable.

Water shortage only occurs in some regions; it does not happen throughout the island. The residents mostly use the local water supply whose water resources are on the mountain.

There is no problem with garbage as the local authorities always collect and burn it; or I sometime do the landfill on my own.

There is no sewage disposal system.

I do not think that tourists create any problem because most of them are able to get along well with the locals.

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**INTERVIEWEE: 5**

<b>Age</b>	59
<b>Gender</b>	Male
<b>Occupation</b>	Massage Therapist
<b>Duration of interview</b>	2 hours 11.20 minutes
<b>Location</b>	Bann Tai
<b>Date</b>	5 <sup>th</sup> April 2009

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Drug is a major problem on Koh Pha-ngan which occurs among a group of young local people. The tourists actually have no essential role in the drug spreading. Drugs are imported and trafficked by a person of influence who is able to carry out by legal action.

Registered population on Koh Pha-ngan is about 12,000, the others are latent ones who come to stay and work on the island without registration. There are about 4,000 Myanmar workers; only a half of them are legal migrants. This circumstance affects the budget allocation for Koh Pha-ngan as it is calculated based on the number of people in registration. It is said that the migrant workers often create significant problems on the island both directly and indirectly.

The number of original people on the island is not large, so the local people on the island are together known throughout the island as relatives.

Hospital on the island is satisfied and up to standard as the district hospital level; it is considered standard both staff and equipment. However, the problem is an insufficiency of public utilities in hospital. For example, the water is not regularly available and the electrical power is sometimes cut; these affect an operation.

Electric service provider system is rather good; it is available throughout the island. Power generation is unable to produce on the island; it has to be brought from Suratthani (the mainland).

The amount of water consumption is a problem on the island. Since the hidden population and the migrant workers have increased, the limited amount of water is needed to be even more distributed.

The illegal migrant workers on the island are not taxable, but they share the benefits with the locals and the legal ones. This also is one of the reasons of current problems on the island. For instance, the limited amount of water on the island has to be distributed to the entire population; this causes water shortage. Moreover, the more population grows, the more waste disposal increased. It is concluded that the problem is caused from the fact that population has increased dramatically, while the natural resources remain the same or have decreased.

In fact, the shortage of water on the island is not a problem on the island as there are other alternative sources of water available in periods of shortage. Water resources for consumption are from two main sources on the island: the local water supply and the shallow wells that are individually made for consumption in the area beyond the provider's water supply. For people who depend on the water supply quite often face with water shortage. Some of the locals build a weir in their village and help maintain that water resources. Previously there was no problem of water shortage. It just has occurred about 5 years ago because of the great increase of population. Moreover, the people also use water lavishly as they do not pay the costs of their water use. The solution is either containers should be prepared or a place should be built for storing water in each house during the rainy season; there usually is plenty of water available from heavy rainfall. By this way, the water is able to be stored for consumption when shortage.

Another cause of water shortage is the direction of water resources origin has been changed to be stored for consumption in private. The amount of water, then, has decreased and is not enough when it comes to the destination in the end.

Accommodation and large hotels on the island are mostly invested by overseas investors.

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Hotels and lodgings on a mountain near the natural sources sometimes often block the watercourse, or change the water direction in order to flow into their reservoir, or they sometimes use a pump to bring water into their ponds. Each individually creates their own water storage so that the water is being drawn to. This causes the volume of water remains less and is inadequate for the residents in the village below when it comes to the destination.

Investments in the tourism industry, in particular, accommodations and large hotels on the island are invested by overseas investors. If the locals would like to do the same kind of business, massive loan will be greatly required due to the lack of capitals to invest on their own.

Two years ago, there was a campaign about not selling the land on Koh Pha-ngan. The residents are encouraged to realise the importance of land ownership and to avoid selling their lands to foreigners.

The local tradition is water Chakpra festival annually held in October after the Buddhist Lent. This is promoted to the tourists to join in this tradition. In the past, a vehicle to carry the Buddha image was built by the residents who lived surrounding. They came to the temple to help making a creation; this built unity and commitment in the community. Nowadays, the locals are less involved in this activity since only local government organisation is entirely responsible for this festival. The budget is given to each area to conduct work in the activity by hiring organising team to do it; the locals, hence, reduce a role and have less participation in the activities of this tradition. Government is trying to organise this festival in more formal events, and the traditional way that the locals traditionally hold in practice has been changed. This makes some locals feel uncomfortable and do not want to participate because the environment of the festival is not as the same as they were familiar with. The locals, today, less involve in the event and less feel a part of the festival since the local government come into operation and reduce the role of the locals down. Actually, the senior or the ones who play an important part in the area should have a role in action because the pattern practices and traditions in original way are able to be sustained.

The traditional way of life of the local people has changed; helping and sharing seems to turn to be an individual and independent lifestyle.

The officials from local government organisations do not pay attention to the living of the people on the island as they should; the gap between the groups and not understanding sometimes has been created.

Those related to tourism business should serve as a medium to help the tourists gain understanding, such as to provide true information, to help tourists understand the situations, or recognise the local lifestyle, or behave appropriately to avoid some problem that possibly happens when travel on the island.

An involvement with illegal items such as drugs and prostitution will create the negative image of Koh Pha-ngan resulting in reduction of tourist volume.

Full moon party is not a party of mingling drug and it presently is not the main attraction to the tourists in visiting the island. Majority of the tourists does not tend to join the party on the island, only the minority does. Nevertheless, the hotel in Haad Rin area where the party held together with the ones who gain benefit from party tend to only promote the party, just as it is their selling point.

Scenery in the public area such as piers and pavement should be improved to allow the tourists view the beauty and pleasant of the island so that they feel impressive. The urban and area planning also should be attractively arranged to attract the tourists.

The local government is not enforcing strict regulations on building permits. Legal examination and attentive consideration of any permits often are neglected. For example, the shops purchasing waste and unwanted items are located near the public water resources. The nightlife entertainment venues are situated near a school.

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The wastewater treatment system has not been properly implemented. The budget had been allocated to have the task constructed. However, after the project was completed, the operation was unable to be practical due to no prior investigation and accurate plan for the construction. It, moreover, created problems for the area; the use of such systems later had to be suspended. Similarly, TAT once offered the budget for the wastewater treatment system in Had Rin area. When implemented project had been completed, it was transferred to the local government to carry on the task. As a result of no specialist and budget supervision, the operation then was unable to be achieved and there has still been no one with expertise on the island to accept responsibility for this task.

Administration of the local government should be developed. Taxes from tourism has not come back to benefit the local people as it should be.

There is no specific government agency that administers the areas of tourism on Koh Pha-ngan.

The residents do not believe in and trust the work of local government.

The income of the people on the island is greatly from tourism.

The cost of living is higher and the goods are expensive as these include the shipping costs and damages on the process of transport. This seems to be in balance for the residents whose earnings and expenses are in the same way. For the residents whose jobs are not related to tourism, they live with their traditional lifestyle. They do not buy some foods or products as they can grow vegetables, do fishing, and do not spend lavishly. These help them save their money and can survive on the island without any problems. Luxury goods play a role with the locals' lifestyle on the island more than necessary such as mobile phones.

Some businesses frequently try to take more advantage of tourists, like bungalows and other tourist accommodations, restaurants, taxis. Since there is no standard price and a notice to let the tourists to get to know the right prices; accordingly, the business owners tend to set prices arbitrarily which makes the tourists to become offensive.

The local government never sets any standards or any guidelines for the residents, and seldom cares for their living. They generally live on the island and take care of themselves. They, thus, do not trust and faith in the local government.

The central government organisations should seriously concern and regularly follow-up all the project and performance of local administrators so that Koh Pha-ngan is able to get completely developed and the problems on the island are resolved more effectively.

As the residents on Koh Pha-ngan love their hometown and certainly eager to see the island gets developing in a better way. They are willing to cooperate with the local authorities if they attentively supervise, support and seriously take actions in such circumstances.

The migrants such as the workers from the northeast region and Myanmar often create problems to tourism of the island, such as theft.

Some officials take advantage of tourists. For instance, the policemen extort money from the tourists who do not wear helmet when riding motorbike, or capture the drug from them. These have created bad image of tourism on the island to the tourists. They later do not want to come back to visit the island again.

The warning and notice about proper behaviour should be given to the tourists to remind them aware and follow. Discrimination and money extortion from the tourists when they are guilty should not treat to the tourists.

An organisation responsible for aiding to the foreign tourists when having an accident on the island should be available. Some private hospitals often charge them for the medical fee much more than it should be. Some pay the taxi drivers in bringing tourist patients to have treatment at their places.

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Public hospital on the island has no credibility and cannot build confidence among the residents in treatment, medical equipment and medicine. The treatment is also not fully offered by the physician. The patients often are sent to hospitals outside the island. The poor people, however, cannot afford this travel expenses.

Failure to properly perform the duties of public officials makes the residents have become disappointed and fed up with and do not want to offer their cooperation. For instance, the residents cooperated in reporting about drug trade, but police did not follow up the case, or supervise or perform a legal action.

Tourism development needs taking action, seriously performing and regularly following up. It is realised that development in all aspects is unable to be successful if the residents do not have morals and good ethics, also having gambling and drug addiction. These should be initially developed and resolved.

The original residents on the island are in a small amount and seem to be close relatives together, so they easily know the story of each one. The incidents on the island are spread thoroughly. They definitely recognise the problems and are willing to cooperate in problem solving, but there is no any local government authority pay attention, or offer any assistance, and seriously resolve them. Having been fed up with the local government in performing, the residents lack of confidence, do not assure and do not trust on the local government for their assistance. In particular, it seems to have no confidence and security in offering the officials any information or any clues.

Due to the small area of Koh Pha-ngan, all problems are able to be successfully resolved if the officials extremely effort as the residents are willing to be in cooperation.

Locals presently have encouraged their kids to continue their studies in higher level to get back with the knowledge to develop the island. These children mostly return to Koh Pha-ngan after graduation to continue their private businesses such as shops, bungalows.

Most residents grow vegetables in their homes for consumption. Thus, they do not buy these stuffs and are able to survive on the island without any problems despite the high cost of living. Some catch fish or sea animals along the shoreline for food to further reduce their budgets.

Tourism generates new employment opportunities for large numbers of local residents; unemployment so has been decreased. These include those jobs directly related to tourism and those that indirectly support tourism such as taxi drivers, food vendors, tour guides, tout bungalow, massagers, chiropractors etc.

The actual population of the Koh Pha-ngan in 2552 is about 9784, with an area of 96 sq km, but it also includes a latent population who is not listed in the registration. The migrants often move onto the island inappropriately and illegally, and cause more distribution of existing natural resources on the island such as water.

In some communities, the water source is from either natural water resources on the mountain, or the small weir, or check dam built for storing rain water for consumption. Nevertheless, the population is now increasing and water consumption constantly increases whereas the existing volume of water remains the same. This may result in water shortages in the near future. Each village has to manage their water use; the bill therefore is collected from each house to maintain the water sources. The Provincial Waterworks Authority only provides 15% of water supply service to the public on the island. The people, who do not do the tourists accommodation business, are not in trouble with the problem of insufficient water. However, these lodging businesses have ground water wells as the water sources for consumption and providing services to tourists. The artesian ponds will result in the reduction of underground freshwater resources. In case of excessive water consumption, the fresh water will be gone and seawater in lower level will replace. This affects any other natural water sources on the island. Water consumption of a resort is equal as 30 households.

Government organisation always comes to educate the residents, but they never follow up how those are going on or any problems occurred afterwards, the development on the island, therefore, has not been constantly achieved.

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The residents mostly turn to the career involved in tourism because of the good income. Some people still continue the previous jobs like coconut plantation because the harvest can be constantly collected without any further investment.

At present, the land price is very expensive; the prices are varied according to the areas such as beaches, plains and mountains. The residents, today, do not sell their lands, yet prefer leasing in the long term.

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**INTERVIEWEE: 6**

<b>Age</b>	49
<b>Gender</b>	Female
<b>Occupation</b>	Ice-cream Vendor
<b>Duration of interview</b>	13.28 minutes
<b>Location</b>	Tongsala
<b>Date</b>	16 <sup>th</sup> April 2009

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My earning is enough to survive on Koh Pha-ngan without trouble. The income is based on the volume of tourists. In case of big volume of tourists, the income will be accordingly increased.

The goods on the island are expensive because transportation costs are included, then the prices are higher than on the mainland. There are two ways of shipping to Koh Pha-ngan: ferry and sleeping boat.

I do not think I have a problem with the high cost of living on the island because of economical spending, not superfluous.

The arrival of tourists creates the income to the residents. I am wondering how long the people on the island will maintain the interest and the big income with them. This income and benefit last long or not depending on the good service to the tourists and no taking too much advantage from the tourists.

The accommodations have increased resulting in higher competition. Simultaneously, tourists get more the benefits; there are more chances in choosing accommodation as they prefer according to the budget, location or type. The accommodations always offer the good service and well treat the tourists.

The tourists sometimes are charged too high fares than the normal by the taxi drivers. The taxi service is not good and the driver is impolite. The amount of thieves on the island has increased.

At present, tourists mostly do not tend to visit Koh Pha-ngan for the party. The tourists, who enjoy the party, usually come to the island for it and stay only 5-10 days during the period of party. Whereas the tourists, who come with family, do not join the party; they prefer relaxing and spending time with their family and stay on the island longer than the party group. They usually come during June to August due to the school breaks in their country.

The security for the tourists in the port area is well managed.

When an influx of tourists, transportation services is a problem as it is insufficient, however, it is usually considered adequate in regular routine.

Previously, I was only housewife, and did not work. Since the family expenses, such as the school fee of the kids, have increased, I decided to have a job to support the family, and this job creates good income.

Education on the island is considered satisfactory and the children are well taken care of at school. However, the academic standard still is not equal to schools on the mainland, especially science, because the practical skill is not adequately provided to the students.

Medical equipment in the hospital is not sufficient. In case of an emergency, treatment and aid are unable to be efficiently offered. The patients have to be sent to the hospital on Koh Samui. The residents have no confidence in the treatment offered by the hospital in terms of staff and equipment.

Tourism on the island is generally good. However, if there is political turmoil, it will affect the reduction of tourist arrival as they feel unsure of the safety in travelling to. This circumstance will have impact on the residents on the island as their main income is from tourism.

I want the government pay attention on security and providing services to tourists, also an exploit of the tourists.

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**INTERVIEWEE: 7**

<b>Age</b>	31
<b>Gender</b>	Female
<b>Occupation</b>	Food and beverages Vendor
<b>Duration of interview</b>	19.15 minutes
<b>Location</b>	Tongsala
<b>Date</b>	18 <sup>th</sup> April 2009

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My earning from this current job is much better than previous occupation. Formerly I was a salesperson on ferry and learnt about tourist's requirement, then I turn to have my own business as a food and beverages vendor to the tourists, especially the foreign ones. This job creates much more income which is based on the amount of tourist arrival. Especially, during the party, the sales are much better than usual, and the income greatly increased; the total revenue for the whole year is satisfactory.

Tourism has improved the island's economy. It generates more income and more jobs to the residents on the island such as taxi driver, food vendors, tout bungalow.

Both business of tourist accommodation and grocery become extensively established by the locals who own the land in the area with terrain suitable for tourism. On the other hand, people who have the coconut plantations usually go on with their existing job since they do not need to invest anything more, just harvesting.

Cost of living on the island is very high.

The residents do not like working as an employee. They prefer to have their own businesses. Thus, most employees are expatriates who accept the low wages on the island; it is much better than the pays in their home area. Since the staffs are permanently employed as full-time workers, they never face a problem of termination of employment in low season. Those workers typically work for tourism industry; they are basically from the Northeast and Myanmar.

Land on the island is at very high price, especially in the areas with main streets and by the beach.

Moreover, renting houses for tourists who stay for a long time become another good business with great profit.

The residents have a better living. Roads, water, electricity are available in the major community. Some roads, however, are not up to standard but they are being built and improved.

When a lot of tourists come to the island, the incomes of resident increase.

In the drought, water supply is unavailable throughout the day, especially the daytime due to water insufficiency caused by water in the sources unavailable. However, this problem merely happens in the summer time, not throughout the year.

The community in the port and market area does not suffer from the problem of irregular electricity services.

The tourists usually do not create any problems on the island.

Natural resources on the island are still in perfect condition. Invasion and destruction of forests has not so much occurred.

The public hospital on the island is not satisfactory as it should be because of insufficient medical equipment. If the patients are in coma, they need to be taken to the hospital on Koh Samui. An improvement is extremely needed.

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Physicians and medical equipment that provide effective aid to the patients should be available so that the patients are not being transferred to the other hospitals and pay extra money for the cost of transportation in transferring.

Schools on the island are sufficient and not up to standard. I believe whether the children pay attention on study and well behave; this depends on themselves. The affluent people usually send their children to schools outside because they think those provide children the better opportunities and more knowledge.

Tourists spend their holidays on the island with an expectation of being comfort and relaxing both physically and mentally. They mostly do not need too much luxury styles. Therefore, the natural atmosphere suitable for relaxation without excessive decoration needs to be created. An emphasis on beauty of nature rather than a building decoration is also necessary. The tourists prefer to be harmonised by the local environment rather than a luxury building without a harmony in the nature.

Competition in terms of accommodation has increased focusing on the issue of comfort and luxury rather than natural beauty.

The safety on the island should be paid even more attention; in particular, further care and aid should be offered to the tourists when having problems.

Policemen on the island are not well-organised and inattentive to well perform their duties as they should do. Some of them extort money from the tourists who are guilty. Police should perform as a good pattern to the people, and become the person they are able to rely on when a problem occurred. Sometimes the policemen are unlawful themselves. The residents do not trust and not admire in the performance of police on the island.

Drugs have been spread broadly among teenagers.

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**INTERVIEWEE: 8**

<b>Age</b>	55
<b>Gender</b>	Male
<b>Occupation</b>	Early retired civil servant
<b>Duration of interview</b>	49.15 minutes
<b>Location</b>	Baan Nai Suan
<b>Date</b>	15 <sup>th</sup> May 2009

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I am a resident of Koh Pha-ngan by birth. As compared to the past, current tourism on Ko Phangan is not satisfactory; it was much better in the former. There were not many tourist attractions, and Koh Samui and Koh Phangan were the best points of tourism for foreign tourists.

In the past, tourists only visited Thailand and never spent their holidays in the neighboring countries such as Myanmar, Laos and Cambodia. Several of them focused on making their trips to stay on Koh Phangan for a long time. Compared to the economic at that time, the economy on the island was very good; revenue and expenditure were in balance. At present, earning decreases but spending increases. Due to the world economy crisis, it dramatically affects tourism on the island. Some tourists spend less money on travelling.

Tourism on Koh Pha-ngan lacks of enhancement. The government never defines a significant concrete policy to promote tourism on the island, as well as an operational supporting has been neglected.

The development of infrastructure is acceptable, but it is not a point that can attract tourists to visit the island. The way to make tourism sustainable is to attract the tourists to visit and spend their holidays as long as possible on the island; when they return home, they desire to revisit. Still, the government never pays attention on this notion. Tourism on Koh Phangan still remains as it has to be existed. Since the businesses on the island have been greatly invested and mostly run by the locals, going out of the business is definitely not an option. They, therefore, have to manage and develop to maintain their business themselves.

In the old days, the business on the island was operated in the form of family business; it was simple, supportive and interdependent among the groups. Today, types of tourists have changed, tourism business is an increasingly competitive. Each manages the business in a way of its own; there is no sharing and cooperation as it was, because of high competition to take tourists to their business.

Promotion of tourism on the island has not been supported by the government like others tourist destinations in the country. The private sectors need to manage and proceed on their own. Government organisation directly responsible for tourism on the island is unavailable; the entrepreneurs, hence, have to do it on their own.

The major income of the island comes from tourism. Previously, the residents had jobs in agriculture and coastal fishery. However, the arrival of tourist happened, these former occupations has begun to be changed. Gross population income of Koh Pha-ngan is from tourism. For example, fishermen are able to sell fish at a better price. Fruits and vegetables grown by the locals can be sold to the bungalow. These help greatly develop trades and the economy on the island as a result of tourism.

The cost of living on the island is too high due to being uncontrolled by the authority. The residents have to buy goods in more expensive prices. However, they do not spend much money on purchasing as some foodstuff is still available in the surrounding and some can be made by themselves. Since the current revenue decline, income is less than expense.

Current investment circumstance of tourism operators is different from as it was. Today, financial institutes are required to support an investment since loan is needed to invest in business. Interest, therefore, is included. Moreover, management fees and publications also are added; the cost of doing business is higher than ever before.

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The residents are affected without knowing and do not realise that the current cost of living has great impact on their life. Since the crops that did not give them any profit in the former days, currently they can be sold and have created income. They, thus, notice that their earnings have apparently increased. On the other hand, they have to be responsible for additional expenditures. This circumstance definitely affects the island economy in whole.

Large department store on the island like Tesco Lotus enables consumers to benefit; the purchasing price is lower. On the other hand, the revenue and occupations of local people are also decreased because of such department store. Shops and small business have been directly affected due to the sales decline. Consequently, this causes unbalance of current financial system on the island, as well as the leakage has automatically happened on the island.

The world economy crisis has an impact on tourism. Some tourists have no budget to make their trip. This causes the tourist destination lacks of revenue as ever before, and turn into the risk circumstance

Tourism should be prepared and the various attractions on the island should be promoted and introduced, in order to encourage the tourists to be eager to travel on the island.

Positive images of tourism on the island together with history and the appealing of nature also should be presented. On the other hand, the negative visual presentation of the island, such as drugs, sexual mingling should be revised, as well as the individual opinions and points of view presented in a negative way should be reviewed.

Actually, the tourists about 90% enjoy full moon party. The reason that the domestic tourists rarely travel to Koh Pha-ngan is it not easy and convenient to travel to Koh Pha-ngan and rather takes much time on travel.

The natural beauty is still available. Generosity and hospitality of the residents on the island seems to be a good point to attract the tourists. Both on land and coastal natural resources are extremely abundant.

Infrastructures are satisfactory. These should be maintained in good condition and be prepared to face and resolve the problems in the future.

Local authorities should pay attention on building construction and renovation on the island, as well as the entrepreneurs should strictly comply with the Act requirement in order to keep the area still exquisite.

All stakeholders should be involved in collaboration in making tourism sustainable. They also ought to participate in all stages of process to achieve a response from all of them so that the administration does not fail and is well proceed.

Theft together with taking advantages of tourists is a problem that significantly results in tourism on the island. Some businesses try to take advantage of tourists. To prevent these happenings seems rather better than to later resolve them as these possibly affect an image of tourism on the island.

Entertainment and service venues create a nuisance to the residents. The authority should try to make those entrepreneurs do by law or policy requirements. To avoid this problem, it should be initially administered according to law, and do not allow to do the implementation. From the construction permit, it should be considered whether it is appropriate or performed as the requirements or not. If it does not follow the rules, there will be no permit in order to avoid the problems afterwards.

Drugs are not the main problem of the island that will cause problems for tourism. The tourists sometimes are exploited by some businesses; this causes an impact on tourism.

The problem today is that the tourist has no budget to travel.

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Public health system on the island does not meet the standard. Allocation of medical staff is in accordance with population. The population in registration is about 10,000 people. It is considered that the sickbed and medical staff are sufficient for such population. But the fact is there are a large number of hidden populations on the island, especially during the high season, there are nearly hundred thousand people. In a view of a tourist destination, the hospital is not standardised. According to the population in registration, it is, however, considered that this meets the standard. Not only the hospital does not have enough staff, but also the police station does not as well. It is considered that the hospital on Koh Pha-ngan does not have potential to care for residents and tourists on the island. Medical specialists still indeed are in demand. An improvement of a number of medical expertise and the potential of treatment should be taken into consideration more than this. Residents on the island need to help themselves, such as sending patients with serious problem to receive treatment on Koh Samui.

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## INTERVIEWEE: 9

<b>Age</b>	56
<b>Gender</b>	Male
<b>Occupation</b>	President of Koh Pha-ngan Cultural Council
<b>Duration of interview</b>	29 minutes
<b>Location</b>	Bann Tai
<b>Date</b>	15 <sup>th</sup> May 2009

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I have acted as Chairman of the Cultural Council of Koh Pha-ngan for two years, and this position is voted through an election in the committees. This council is not a government organisation but it was established by a policy of the Ministry of Culture. This has functions with social and religious aspects. The policy is set by the council itself. The sheriff is a consultant together with the village headmen and a member of the provincial council as committees. It also includes head of government sectors, merchants, local citizens, and the representatives from 5 organisations on the island in a board of directors. All committees have no salary. The current problem is that some committees in a board do not perform their duty.

Since Koh Pha-ngan is a tourist destination, this is vulnerable to the traditional culture. The council is responsible for observing these traditional cultures. If it is not regulated, it possibly will be interfered and transformed by the different culture of the foreign tourists and the ones from other part of the country. The culture and tradition on Koh Pha-ngan has been continually descended for several hundred years. The festival on the island that should be conserved is water Chakpra festival which has been inherited for a long time and it is different from the other Chakpra traditions. This also includes singing performance in their own unique style that is done by the male and female vocalists called Father and Mother. The vocalists who are able to be an original model are still available. Singing performance contest is held; this event is published and introduced in schools to help the new generation learn this tradition. The highlight of song is appealing poem with beautiful verses describing about the beauty, lovemaking and the folkways. This performance is always arranged in Chakpra festival annually held in October or November only among the locals, together with boat race competition. Although this is especially organised in the local group, the council would like to promote it to the tourists by English publication press. Due to lack of budget, the idea has not been achieved.

All villages on the island are asked for a cooperation of sending a boat to the competition. If a leader is willing to participate and support, the collaboration of community will be fulfilled. The budgets of arrangement are from both public and private sectors on the island. To gain cooperation from the residents, the council is trying to access and encourage them carry on this event. In case of no motivation, the traditions and culture is unable to be continued. Simultaneously, these probably will alternatively attract the tourists to come to the island.

The dialect that is going to be forgotten has been collected. This dialect has its own unique identity.

A campaign for tourists in understanding the difference of culture and lifestyle should be done such as dressing appropriately to suit the venues and occasions, not doing as satisfactory. An announcement or a notice to let tourists know should be provided. Occasionally, inappropriate dressing and improper behaviour of tourists are particularly imitated by the young people.

The law and regulation of establishing the nightlife entertainment on the island is not strict. Such venues are located close to the school; this creates inappropriate vision to the students. More stringent supervision of the police is extremely required. Formerly, there was no such entertainment venue, but they largely increase at present. More residents, thus, spend their time and money for this entertainment; it generates a bad pattern for the youth.

Vehicles that produce loud noise and make a nuisance are still not strictly controlled.

An influx of tourists has improved the island's economy. If there is no tourist, the situation is accordingly getting worse. If a good supervision and strict regulation is organised, there will be no problem in spite of having a great volume of tourists on the island. If there is a robbery or the tourist is attacked, tourism business is getting worse as well.

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Drug is not only a problem on Koh Pha-ngan, but it is worldwide. However, it is not a big problem on the island.

Tradition needs to be preserved, also the traditional culture also has to be maintained.

The conservation of natural resources, especially forests that are still more abundant than Koh Samui, has to be promoted, and deforestation on the island also is being against.

The residents presently do not sell their land, but the long-term leasing is preferable. The land on Koh Pha-ngan, accordingly, is hardly transferable to an outsider. Since the sales price and the rental fee does not considerably differ. The residents are contented with the leasing rather than selling the land.

Tourism development on the island should be started with organisation improvement in the form of integration. This means every organisation is capable to compatibly work and well support each other. If all units have good compatibility, they are able to effectively collaborate.

For instance, the municipal and the police station are not able to work together, their interoperability, therefore, has not achieved as good as it should. The seminar with a topic of a good host on the Koh Pha-ngan was arranged, however, this had never received good cooperation from relevant agencies.

The domestic tourists travel to Koh Pha-ngan only during the school holidays or long weekends as the journey is not convenient and takes a long time. Transportation should be improved and be facilitated to become faster and more available.

However, an airport on the island is not required due to the limitation of an area that is not suitable to construct an airport requiring a lot of space. The residents will lose their land for this construction and more destruction of natural forests will be occurred. The residents on the island, therefore, have opposed this structure.

TAT does not pay much attention on the tourism on Koh Pha-ngan. Only the full moon party is particularly focused on. This event never lacks of tourists as they regularly come and join it, whereas there is sometimes no tourist in some attractions. Image of the party on the island is viewed in the negative aspects, such as drug and sexual mingling; in fact, it is not as being presented.

These bad images should be resolved by a promotion of TAT by presenting the fact to the public. Tourists who have experiences certainly realise that it is not as the news spread out; it is often presented only in a negative way. The party is always arranged under the supervision of police.

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**INTERVIEWEE: 10**

<b>Age</b>	53
<b>Gender</b>	Male
<b>Occupation</b>	Tourist Accommodation Provider (Bungalow)
<b>Duration of interview</b>	13.55 minutes
<b>Location</b>	Hadd Khom
<b>Date</b>	18 <sup>th</sup> May 2009

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Tourism causes significant benefits to the residents and trades on Koh Pha-ngan. It helps generate employment and increase revenue to local business. Another disadvantage on the island is the corruption of government officials.

High cost of living is a problem on the island. Prices are much higher especially during the high season; this is caused by an increase of foreign tourist arrival on the island.

An accommodation is sold to foreign tourists at different rate compared with the one offered to domestic tourists.

Roads on the island have been better improved caused by the increase of tourist arrivals, but they have not been standardised as much as they should be. The government organisation should seriously take in action. Road construction around the island should be in a process as it will help communication and transportation become easier and more convenient.

Electricity should be provided throughout the island. The electrical management is insufficient. The people with authority often are firstly allocated. Electrical wiring installation fee costs much expensive and time-consuming is in a process of requesting. In case of rapid installation, an extra fee is essential. If not, the process will usually take long time.

The hospitals are satisfactory since both public and private ones are available on the island. Public hospital is not standardised as it should be and it is likely to be improved. Physicians and medical devices should be more available.

Security on the island should be more considered. Tourists sometimes are snatched or are attacked. On the other hand, they occasionally have argument with each other. Relevant authorities should ensure that rigorous supervision is increasingly provided.

The number of schools on the island is adequate, but they are not up to standard. The teaching and learning equipment should be improved to be greater and more up-to-date.

More consideration should be particularly paid on arrangement and improvement of getting to the islands nearby and to the mainland such as number of boat services and fares.

Land pricing on Koh Pha-ngan is varied to the customers; the foreigners always are offered with the higher price, whereas the domestic often pay as the prices of government estimation that is much cheaper.

The government should pay more attention on the entrepreneurs on the island as they have greatly suffered in terms of the revenue decline.

Public utilities are not up to standard such as electricity, water supply and waste disposal system.

The residents mostly have business of tourist accommodations, especially bungalows, the outside investors are minimal.

Tourism on Koh Pha-ngan is not considerably promoted by the relevant organisations as it should be. Although Koh Pha-ngan is a destination that attracts the great volume of foreign tourists because of the full moon party in which seems to attract and gather a lot of tourists from many countries. Promotion and support are slightly organised by the government sectors while the entrepreneurs need to arrange on their own in this issue.

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A great number of migrants who come to work for the tourism industry on the island generally do not create much problem. Competition in the provision of wages frequently causes leaving a job to the new ones with higher pay.

Unemployment often becomes a problem on the island in the low season. The workers have to return to their original homeland, or look for a new job elsewhere. These migrant workers mostly are from Myanmar and the north-eastern region of the country, and a half of them are illegal. These workers have come into the fishery and bungalows business with lower wages than Thais. They, therefore, are in greater demand because of low pay but hard working. The locals usually turn to fishery and have business of bungalow.

30% of the local children, who go to study outside Koh Pha-ngan, often work in the other places and do not return to the island; these usually do not have property on the island. This cause a number of migrant employees is greater than the locals. However, the ones whose families have their own businesses and property on the island generally come back to continue to help businesses succeed.

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**INTERVIEWEE: 11**

<b>Age</b>	62
<b>Gender</b>	Female
<b>Occupation</b>	Jet ski service provider
<b>Duration of interview</b>	6.05 minutes
<b>Location</b>	Chaloklum Bay
<b>Date</b>	18 <sup>th</sup> May 2009

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Previously, I had a business as a small trade. I turned to be a jet ski service provider since the influx of tourists has come to the island and my son would like to have a job relevant to tourism.

I own some land on the island and sold 5 rais of land with the cost of 3 million baht. At present, land is not in demand of purchasing as before.

The bungalows business is run by both the locals and the outsiders.

The arrival of tourists has generated more jobs to the residents; however, they still do the traditional occupations like fishing.

The prices are higher due to an influx of tourists. The prices are higher when the volume of tourists increases. I am in trouble a bit with this case. The high season is between March and April.

Roads and transportation have been developed and the residents become more comfortable since the road has accessed to their house.

Security is not a problem.

Myanmar workers usually are employed throughout a year in the business of bungalows because of the lower wages.

During the low season, the island's economy is not rather good. Money circulating on the island is not well.

The island economy is based on the volume of foreign tourists.

I do not have any problems with a hospital.

The arrival of tourists is satisfactory because all products are able to be sold. The residents gain more money for spending. The goods are considerably purchased by the bungalows when the tourists are staying.

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**INTERVIEWEE: 12**

<b>Age</b>	36
<b>Gender</b>	Female
<b>Occupation</b>	Teacher of Baan Tai Primary School
<b>Duration of interview</b>	21.05 minutes
<b>Location</b>	Bann Tai
<b>Date</b>	12 <sup>th</sup> July 2009

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After graduation from the school on the island, the students mostly are studying further. The affluent usually send their children to study in a higher level in the province of Suratthani or Bangkok. There are two schools on the island providing an education in high school level.

Tourism has improved island's economy and the residents have more jobs and incomes increase. Development of the object is fast and fairly well compared to psychological development. The residents excessively appreciate the value of money and lack of moral. In earlier days, sharing or the exchange items with neighbours was usually done, but presently only purchasing happens among them and sharing is lessened. Ethics and moral of the people on the island has decreased. The value of money is too much concerned. The development of the material is too much while the value of people's minds is less. Helping, care and sharing seems less; people are more selfish due to a competition in the same kind of business.

The majority of business on the island is not done by the locals; the people from the outside come to engage in more business. The residents mostly have their own trades and tourism business in the form of family ones, not the large ones. In addition, they have shops, or business of room or house for rent. The main income of the residents comes from tourism business. During the low season, there is rather no intense impact on tourism industry on the island since the preparation for such circumstance has been already arranged by the entrepreneurs. Saving money is usually prepared for, so the people are able to handle it without trouble.

Roads on the island are generally considered good. Getting to and around the island is more convenient and easier. There are more alternatives of transportation services between the islands. These include ferry, speedboat and sleeping boat. Travelling to the others also seems more convenient.

The hospital on the island is much better than before, but it is still not up to standard and not satisfactory. Only fundamental treatment of simple illness or non-serious symptom is able to be provided. The residents mostly do not go to the hospital on the island because of lack of confidence in the medical staff, equipment and treatment available. Unlike the hospital on the mainland, the medical equipment is outdated and the medical professional is unavailable. Therefore, they decide to go to the hospital where they are assured. They prefer treatments of hospitals on the mainland.

Power outage is often faced during the storm and strong wind. Water supply is insufficient. During the water shortage, the water is periodically available. In the past, the residents did not suffer from water shortages as they used water from wells. Since the growth of tourism industry, population has increased. The water consumption, consequently, has been increased and causes the problem of insufficient water.

Security on the island is rather good, and there is no problem about it. However, the police sometimes excessively value the sake of money and seem to be too greedy for money. There is discrimination by dealing with the people depending on their status; the police behaviour and performance thus becomes dissatisfied and discredited.

Tourists do not create a problem of drugs. They generally use them for leisure that does not make any trouble or creates problems for the villagers on the island.

The moral and ethics of the people on the island is lessened and becomes weakness. These are easily changed according to the current popularity. If there is strength in this aspect, the problem in a matter of such changes will not occur.

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The residents often take the bad sides of tourist culture into their everyday life whereas the good aspect is hardly implemented to. There is no sensible consideration of what should be imitated. An appearance outside is especially appreciated like dressing. The tourists are strictly in the trash and always put litter into the containers provided; this point is seldom taken into their consideration.

At present, the moral and ethics has been dramatically declined. Besides, an importance of tradition and culture is not supported and promoted to the new generation. As well, the activities associated with culture and traditions that children should get to know, is gradually disappeared like singing performance of Chakpra festival. The school, therefore, has a plan to encourage the student to love their hometown and preserve their own cultures.

An original traditions include Chakpra festival and tradition of the tenth month. Municipality is still responsible for organising an annual tradition Chakpra by hiring private companies to conduct. Cooperation is not commonly asked from various agencies and the public since these companies are able to generate a lot of revenue to the municipal by arranging this event. Municipality merely considers to the material aspect in a form of great amount of money, but does not think about collaboration and helping each other in society.

The young generation does not see the value of education. They think that they effortlessly are able to find a job with great income without a high level of education, such as working as a taxi driver or boat service provider for the tourists. These jobs create a lot of income without any certificate of education. Besides, it is unnecessary to learn English in school; it is able to be practiced on their own because only simple communications in everyday life only is able to be used in their job. The children decreasingly realise the value of education. However, it depends on your family. If it is a family of well educated, they are expecting their children to study in high level. The family that does not learn much, they will not see an important of studying at a higher level because they do not realise and understand the value of education.

What's more, studying in the high level does not differ or is not distinguished. Although they do not have much knowledge, they can get a good and become as wealthy as the ones with a high level of education, or they probably are in better status and position. Currently, the students are not interested in learning, particularly the boys, due to the distractions, such as computer games.

I would like tourism on the island is more emphasised on the natural conservation.

The moral and ethics should be cultivated to students in order to achieve mental development along with material prosperity. The school has a program to help train the mind to Dharma, together with the activities related to religion; these are introduced to the student to get to know. Development of the material along with the minds of people on the island is highly recommended. Most children rarely have responsibility since parents do not generate or seldom provide their children responsible for themselves; they often assist their children instead.

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**INTERVIEWEE: 13**

<b>Age</b>	55
<b>Gender</b>	Male
<b>Occupation</b>	Director of Baan Tai Primary School
<b>Duration of interview</b>	19.58 minutes
<b>Location</b>	Bann Tai
<b>Date</b>	14 <sup>th</sup> July 2009

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Tourism has boosted the local and national economy and generated income for the residents. In the past, the resident occupations included fishing, coconut groves, small trade, self-employed and independent contractor. Although the main income on the island currently comes from tourism, the locals typically continue in the previous occupations.

Economy on the island has improved. Prices and living expenses on the island are higher due to more ability to purchase and a higher exchange rate for Baht of foreign tourist expenditures. The residents who do not have the major earnings from tourism have suffered from higher living expenses. Some products cost higher than they should be. Controlling the price is rather difficult. Making difference of the prices between the locals and the foreign tourists seems certainly unfeasible as the sellers will be unwilling to sell their products to the locals at the lower prices.

The arrival of tourists has brought new cultures on the island causing cultural intervention; traditional culture may be transformed and lost. As the tourists come for holidays on the island with different lifestyles from their everyday life. They normally make themselves simple, relaxed and comfortable, such as using soft drug for recreation. Without consideration about this point, the residents presently have changed their living by an imitation of foreign tourists on the island.

The use of the extravagant and unnecessary things has been increasingly spread out, such as too expensive mobile phones and computers. These are unable to be under control and probably and create the motivation of the children in the wrong way. As they have seen that the people who graduated in the high level do not have better status or more comfortable living than the others who do not study in higher level, the students mostly do not realise an importance of education. Their conclusion in the matter of success is determined by the amount of money earned. The school has promoted the language lessons to meet the use in everyday life. The foreign volunteering teachers have regularly come to teach the students; this helps make the lessons interesting. The students are able to learn from the native speakers. Also, there are additional activities such as English Camp.

The modern cultures are increasingly acceptable on the island; this causes the social situations are worsening. The new culture is, moreover, taking an active role resulting in the society and traditional culture. The school attempts to maintain cultural and traditions by organising the relevant activities on a regular basis so that children are able to get to know, such as the candle festival procession. The traditional culture on the island is Chakpra festival that has own identity, unlike the other places in the form of the lyric of Chakpra's song. The students are trained to sing in order to be continually preserved by supporting and helping of the Cultural Council. Some entertainment venues are located too close to a school; this affects the perceptions of students.

Tourism development requires the cooperation of the operators in discussion. An association of tour operators should be explicitly established. However, there is none has accepted the ideas with each other and continue to do as own satisfaction in the form of being with one's own getaway. The direction does not seemingly happen in the same manner. Accordingly, there is no opportunity of formation of such association. Cooperation from all relevant stakeholders like the public sectors, the residents and the operators is greatly necessary. Besides, the local leaders need to pay closer attention on this issue.

Land on the island still is mostly owned by the locals.

The organisations involved with tourism should pay serious attention and progressively organise tourism on the island to become more applicable, such as giving the strict regulations for the entertainment venues, providing more consideration on exploitation of tourists.

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**INTERVIEWEE: 14**

<b>Age</b>	58
<b>Occupation</b>	Coconut planter
<b>Gender</b>	Male
<b>Duration of interview</b>	18.46 minutes
<b>Location</b>	Bann Tai
<b>Date</b>	14 <sup>th</sup> July 2009

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Tourism creates island development. The higher living expenses, however, considerably affected the government officials because of their low salary compared with the high expenses. The cost of living on the island is based on the standard expenses of foreign tourists. In my point of view as one of government officials, this does not much affect my living because I rely on the sufficiency economy principle. The residents mostly do not think they have an effect on the high cost of living because their big major earnings come from tourism; revenues and expenditure are in the same way. For instance, the fishermen presently can sell the fish at higher prices. Tourism helps the residents have a lot more work to do and has improved the economy on the island.

The residents are more aware of studying and higher education. They support their children to further study. The affluent families mostly send their children to the school outside as they believe that they will get better education. The educational standards of the school on the island probably are lower, as well as the students have no opportunity to have an extra tuition as it is provided in the city. There are 3 groups of students on the island; the ones who intend to study on the island, the ones who their parents are unable to afford studying outside, the ones who their parents are the migrant workers. These are from the northeast area of the country and their children often have a problem of being unable to continually study.

In my personal idea, I prefer the traditional way of live on the island. The development occurred on the island is excessive. The traditional lifestyle is lost. For example, fish and vegetables for food are unavailable as before; all need to be purchased. There is a competition in occupation.

The migrant workers who earn low income are the key factor of natural resources destruction because these resources are used as their food with regardless of the suitability. For example, they often catch the small fish which are not fully grown for food without any thoughts of conservation for the future. The amount of fish seems to be less due to no chance for breeding; they will eventually become extinct.

The children are induced into a negative way. Teenagers often turn to try drugs. In the former, there was no electricity, the student always focused on studying and were more enthusiastic than at present. Nowadays, the electricity is provided; technologies such as televisions, computers and internet also have brought into the island and have attracted the attention of children. On the other hand, the residents have better living from these facilities.

Security is not a problem on the island. Previously, the residents entirely knew and were familiar with each other. They were able to distinguish the strangers on the island. They currently do not know one another as they did because of the influx of migrant. The competitions have more increased, generosity and helpfulness become less. Formerly there was no worry about theft; the door did not need to be locked, but it is unable to be done today. I do not feel safe as before.

Public hospitals are not standardised and the medical staffs are minimal. Although there are presently more private hospitals on the island, the treatment is very expensive. The poor people, thus, cannot gain access to the service and have to depend on public hospitals. There are, now, physicians on duty as a regular basis. As they have additional income from doing their own clinic, and are able to bear cost of living on the island.

I do not want the island to be more developed over than this because it probably makes the way of living become more difficult. The income of government officials is small amount compared to the other occupations together with the cost of living on the island that requires the high expenses.

I do not pay much attention on tourism on the island.

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However, some students do not pay much attention on the study. They sometimes married to the foreigners; this is able to make their living comfortable. They, consequently, do not believe that only studying in higher level improve their life and family to become contented. In the education system on the island, the skilful teachers with experiences, like an English teacher, are seldom available.

Tourism has noticeably improved the economy. The residents usually gain their incomes from the party that is monthly held; the accommodation always fully booked during the party. Some tourists are not interested in the parties, but emphasis on vacation with nature.

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**INTERVIEWEE: 15**

<b>Age</b>	52
<b>Gender</b>	Male
<b>Occupation</b>	House rental Business owner
<b>Duration of interview</b>	12.44 minutes
<b>Location</b>	Bann Tai
<b>Date</b>	15 <sup>th</sup> July 2009

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Tourism has generated revenue to the residents on the island, and the main income is from tourism. In low season, the residents often face with a problem since tourism has distributed income in all occupations; this, therefore, affects the entire island.

A great number of the migrants, especially from the Northeast and Myanmar, come to compete to the locals in occupations and get employed on the island. Because of the occupation of the manual labour, the residents commonly do not accept those jobs; they rather prefer a job with high income. They mostly have coconut groves and own the business. The residents generally do not want to become an employee. They prefer the private business or a job with high wages. The migrant workers, hence, greatly increase.

Crime is significantly rising according to the growth. The number of theft on the island increases; this causes by non-locals.

Safety is insufficiently provided by the local government. The residents need to be careful and manage by themselves. The tourist belongings often are stolen in their bungalows during the party.

The cost of living on the island is very high, but the residents do not trouble with it as they are able to find some natural items such as fish, vegetables for cooking food without purchasing.

Compared with the other places, the wages on the island is higher; this motivates the worker from the outside to come and work.

The drug problem relatively wide spreads among teenagers and some groups of tourists.

Inappropriate culture of tourist is imitated like dressing.

Young people are usually encouraged to get acquainted with traditions and history of the island.

The residents are less moral.

Transportation is more convenient.

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**INTERVIEWEE: 16**

<b>Age</b>	26
<b>Gender</b>	Female
<b>Occupation</b>	Accountant
<b>Duration of interview</b>	33.47 minutes
<b>Location</b>	Bann Tai
<b>Date</b>	23 <sup>rd</sup> July 2009

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The land prices are varied depending on the locations. The one in the plain area is more expensive than the others because it is conveniently accessible and most of government offices and community area are also located there. In particular, the land with deed such as in the areas of Tongsala and Bankai, the prices become very expensive; selling price is often higher than the appraised value.

The areas on the island are divided in the following: the forest reserved, the areas that are able to be occupied but unable to be traded, and the areas with deed. The area with terrain suitable for tourism is rather expensive because it is purchased to build hotels and tourists lodgings. Though, the locals presently do not sell their lands, but they often use them for their own businesses in form of tourist accommodations.

The coconut plantation, an original occupation, is still available on the island because any further investment is not needed but the profit always is available from the harvest. Coconut on Koh Pha-ngan is considered as the best quality compared with the other growing areas. In addition, the residents in Chaloklum area remain fishing. Today, people somewhat engage in more than one occupation; the primitive one and the one related to tourism concurrently.

Due to a balance of revenues and expenses, the high cost of living and the expenses on the island do not influence the residents. Typically, the residents whose jobs are not related to tourism do not use up more than necessary; they never have any troubles with the high cost of living.

Scarcely, the government organisations in higher level have strictly and consistently administered the units under control.

The development of moral should be managed. The residents change to see the value of money and often generate more convenience for themselves with money.

The locals do not rather see the importance of the study. They often think it is not necessary to learn as they can survive and have a job with their experience and skills available. To send their children to study in higher level has not changed their living much because the children have to inherit and take over their business in the future. The parents, therefore, do not have much support in further study.

Education on the island is not standard enough. The servant teachers are minimal; most of them are hired teachers who hardly ever concentrate and pay attention on their teaching. The teachers on the island presently lack of quality and responsibility, unlike the ones in the former days. I absolutely do not want my children to study at the school on the island; I will send them to study in the mainland.

Living conditions on the island is comfortable. Transportation is inconvenient because the ferry company is the only single privately owned, so there is no competition. The service has not been developed as far as it should be. For instance, the ferry is in unsafe and unclean conditions because of no regular maintenance and improvement. The ferry fare is rather expensive due to the high cost of oil prices.

In Koh Pha-ngan hospital, medical devices are inadequate and outdated; also the staff with special expertise and expert physician are unavailable; only the general practitioners are on duty. In case of an emergency or the severe conditions, the patients have to be delivered to the hospitals in the mainland due to lack of efficient treatment of the hospital on the island.

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**INTERVIEWEE: 17**

<b>Age</b>	37
<b>Gender</b>	Male
<b>Occupation</b>	Tourism agent business owner
<b>Duration of interview</b>	20.50 minutes
<b>Location</b>	Baan Kai
<b>Date</b>	25 <sup>th</sup> July 2009

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The natural attractions on the island are still in perfectly good condition. For example, the forest is still abundant. The dive sites and coral reefs remain in good condition and are attractive.

The tourists on the island mostly are foreigners. The domestic tourists are about 20%, they often travel to Koh Pha-ngan during the summer school vacations and the long holidays such as Songkran festival. They feel that traveling to Koh Pha-ngan is rather inconvenient because it requires several days in journey with only single route from the mainland available.

Ferry service is provided by only a single company resulting in a limitation of service. It sometimes is not enough to the need of tourists, especially the high season. In contrast, the ferry company often has a problem of loss due to insufficient passengers to the costs of providing services in the low season. Fare is not considered expensive compared to the distance of journey. In case of more companies available, the improvement in the provision of services such as cleaning, condition of the boat, safety, will be seriously taken into consideration. Presently, there are more options of getting to Koh Phangan. The tourists are able to travel by boat from Chumphon. Also, the boat from Koh Samui to Koh Pha-ngan is alternatively available. All of these services are for passenger only. However, it is not a big deal with their passengers as most of them are foreign tourists who usually do not travel by their own car. Otherwise, there is a ferry from Surat Thani in a kind of switching craft service. This is especially for the passengers who mostly are the locals, and for transportation of various goods. There is also a sleeping boat which serves both cargo and passengers only available at night.

In the low season, there often are problems thoroughly linked to all businesses on the island, both the ones related and not related to tourism. The situation on the island becomes inactive. It is considered that the economy of Koh Pha-ngan is mainly dependent on the revenue from tourism. For example, more passengers are available for the taxis during the party. The products are also able to be purchased. Employment with a much higher income is generated, opposite to the low season. Single occupation on the island is unable to meet the expenses; the residents mostly have more than one job.

Electrical service should be more provided, and the production of electricity should be increased, especially in the high season. Water supply is insufficient; more sources should be sought.

There is a wide range of tourists travelling to Koh Pha-ngan. Most of them are teenagers who come to the party while the relatively mature tourists love the tranquillity and nature, do not enjoy with a party.

Issues of exploitation of tourists mostly are caused by the people from outside the island just only doing temporary business and moving away when making a problem. In general, the local people do not create a problem with tourists as they worry and consider about their business in the future. To solve these problems, an awareness of services has to be encouraged, as well as, the knowledge of tourism and conservation should be provided and trained for the entrepreneurs. Moreover, both tourists and all relevant stakeholders should also be educated as well.

Most tourists do not create problems of the destruction of natural resources. However, they sometimes see that the residents do not give priority to conservation, they occasionally ignored in this regard such as dumping garbage or dropping a bottle on the beach.

Waste disposal on the island have not been standardized. Waste becomes an important problem of the island today. Service system of moving solid waste in a type of glass and sending it to the factory for recycling should be provided, in order to alternatively reduce the waste of this type. Now there is only one plant on the island; this kind of business should be supported and promoted to get increasingly expanded.

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Today, solid waste disposal is done by landfill. The amount of garbage has increased, then the area of landfill in the future is not enough because of the solid waste that is unable to be partly destroyed or be easily decomposed. If this type plant of recycling solid waste is more available, it will help alleviate this problem. Yet, the local government neither realises an importance nor provides any support. If this type plant recycling solid waste is more available, it will help alleviate this problem. Yet, the local government neither realises an importance nor provides any support.

Today, most people are not conscious about the communal matters. They mainly focus and pay attention on their business and private interests with regardless of the prospective business.

The knowledge about sustainable tourism should be provided and promoted to all relevant stakeholders on the island, especially the entrepreneurs. Some people do not recognise the need and the importance of this matter. They think this is not necessary to learn anything more because they have done and stayed in this business for a long time. Initially, there has never been any plan for tourism on the island; this causes many problems nowadays. For example, there is no urban planning or no defining the area of community. In case of fire, a fire truck is unable to enter to extinguish it since the building entrance is obstructed. The researchers and experts are in needed to provide knowledge and help in planning on the island such as urban planning, patterns of tourism arrangement. To come to assist in policy of formulation and direction of tourism on the island, the government organisations need to thoroughly access to the local entrepreneurs who are up to 80 % of total.

Business of large hotels and other tourist accommodations have been invested by foreign investors; these are registered in the name of the Thais citizens and are in administration of Thai staffs.

Land price on the island is expensive due to the limitation of area on the island. However, it seems to be the reasonable price for the investor because it is able to generate great revenue and the benefits; this is worth the investment in the long run.

The price of goods and cost of living on the island is higher because there is no price control from the beginning. The price has been set as preferred, together with the cost of transporting is included; the price is accordingly rather high.

The residents are able to afford the cost of living on the island because of the large amount of income from tourism. In case of no tourist arrival, they are unable to burden with this expense. Therefore, the promotion of sustainable tourism on Koh Phangan should be done so that tourism on the island is able to continue and is carried out in the future, as well as the tourists still keep visiting the island. Knowledge and training in sustainable tourism should be provided to entrepreneurs so that they are able to realise and understand an importance of sustainable tourism development.

The residents often encourage their children to study in higher level in order to come back to become successor and take over the business that has greatly invested.

Awareness and consciousness should be motivated to the tour operators. For example, care and facilitation should be friendly provided to the tourists. The car rental companies and taxis should not exploit tourists. Food prices selling to tourists should not be higher than necessary.

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**INTERVIEWEE: 18**

<b>Age</b>	39
<b>Gender</b>	Male
<b>Occupation</b>	Tour Guide
<b>Duration of interview</b>	24.39 minutes
<b>Location</b>	Chaloklum Bay
<b>Date</b>	1 <sup>st</sup> August 2009

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Most tourists are focusing on the party on Koh Phangan. The tourists mostly come from Europe; there are rather a few domestic tourists. Tourism on the island is mainly focused on the party. There are regularly tourists in the zone of party, at least once a month; most of them are teenagers, whereas the tourists at age of 30 or over travel to the different areas and do not pay attention to the party.

Besides, the tourists in the form of a group of family often stay at Long Beach, Thong Nai Pan, Haad salad, and Mae-haad. This group usually has higher purchasing power than the party one. They often spend their vacation during the school breaks (July-August) and Christmas holidays. However, during the Songkran Festival, there are generally more domestic tourists than over the other. The low season on Koh Pha-ngan is between September to November, since it is the monsoon season; there is strong wind and heavy rain that is not suitable for travelling and tourism.

The residents earn their main income from tourism; the others are fishing and trading.

The domestic political issues affect tourism; the arrival of tourists decreased because of their fear and uncertainty of stability and security. Some of them redirect to the neighbours instead.

Most business owners on the island are the locals, but their staffs are the people from the others, because the residents do not prefer working as an employee.

The integrity of nature that affects tourism is still abundant.

An image of the party on the island often tends to be presented in a negative way.

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**INTERVIEWEE: 19**

<b>Age</b>	27
<b>Gender</b>	Female
<b>Occupation</b>	Tourist Accommodation Provider (Bungalow)
<b>Duration of interview</b>	39.57 minutes
<b>Location</b>	Tongnaipan Noi
<b>Date</b>	3 <sup>rd</sup> August 2009

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The best part of Koh Pha-ngan in terms of tourism is the conserved forest located in the middle of the island. Tourists either are not making any attempts to encroach or destroy the forest, or never claim it to be as Koh Samui.

The weak point is education and knowledge is not thoroughly providing to the tourism entrepreneurs in terms of tourism management and conservation of natural resources and environment. Some operators merely do the business in a short period, and they rarely take an issue of maintenance into their consideration. They are just doing business to survive, not to achieve sustainability, with regardless whether the prospective business is able to continue and proceed. The entrepreneurs should understand and pay attention to their businesses.

The waste should be separated; one is taken into a process of making fertilizer, and the one that is able to be recycled is sold. There is people come to buy the recycled waste on the island, it unquestioningly results in an intention of waste separation. This earning is motivation of the staff to cooperate in the waste separation. The entrepreneurs also must take into consideration about the preparation of a sufficient number of trash bins.

The foreign tourists visiting the island have extensive experience in tourism. Information about the destinations mostly has been studied before their journey. They generally prepare and learn how to perform in travelling in each destination, particularly with regard to an issue of waste.

Collaboration is needed in defining a policy and business plan to achieve identical agreement in order to follow and practice in the same way. Initially, the government need to arrange and organise to make it become potential in practice. The pilot should be operational by the start of the business operators in the same area. The meeting should be arranged to share and discuss in order to achieve the requirements in the business operations that is going in the same manner. The star rating accommodation should not be only considered about the amenity. The luxury accommodations sometimes do not mean they have an understanding of sustainable tourism, since they only just have facilities that meet the required standards and are classified as a 5-star hotel.

If an intermediary with practical knowledge from the government comes to assist and to educate, he will be trusted and become more reliable than the locals themselves. The knowledge of sustainable tourism is a good thing and beneficial for the operators. The residents who wish to do business will have guidelines for business operations in tourism that are appropriate with their area such as on the mountain. Activities that are corresponding to the area should be arranged to create a unique and attractiveness to the place. This possibly becomes an alternative of tourism.

Information Centre should be established to provide travel and tourism information to the tourists such as the activities or events about tourism on the island, in order to facilitate tourists in more easily making decision about the ones related to their own interests.

The knowledge about global warming should also be provided to the people.

The government organisations do not pay attention and any interest on supervision and defining a plan, direction and policy in tourism. The residents have been ignored and have to handle their business on their own. Since the substantial work on the development and growth of the Koh Pha-ngan have never seen to be seriously done as they should be, the residents mostly do not trust the state agencies. Continuity in all projects has never taken in action. There is merely launching without furtherance or being follow up or assistance or resolving any problems existing. The local administration organisations do not have the potential to improve and develop Koh Pha-ngan. The executive officials lack of leadership in the community. They never consider about the long term or future planning of the Koh Pha-ngan; simply carry on the existing routine works. There

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is no preparation for future developments or any potential problems. As there is no organisation in higher level to help stimulate or increase them the knowledge of local development, the local leaders do not have their own strategic vision as they should have.

A change in object-oriented is never desired. The maintenance of nature integrity and a focus on the natural tourism is preferred.

Due to the flooding in the monsoon season, transportation becomes difficult and inconvenient. As there is no effective management plan, as well as a construction on the island is not appropriately and strictly done in accordance with legal requirements, also the drainage system is not efficient, there often is flooding when a heavy rain or a storm.

There has never been wastewater treatment plant on the island yet. Wastewater from bungalows and tourist accommodations is mainly discharged into the sea.

The prices of land on the island are higher than they should be. The major businesses usually have capacity to buy the land while the small ones would be in the form of long-term lease contract.

Tourism is considered as one of assistances of development. Since the growth in various fields has come together with the arrival of tourists on the island, it helps the residents on the island know the information outside, learn various cutting-edge technology and gain more knowledge. The residents, thus, have more thoughts to adapt their business to meet the satisfaction of tourists and attract them to visit the island.

The residents, who have single income from fishing, presently use their boats to serve tourists to get more earning. They have turned their boats to serve tourists for more income. The residents have extensive vision about tourism; they adapt themselves to the tourists to generate more income. For example, they do fishing at night and simultaneously provide service to the tourist in the daytime.

The living expenses on the island are too high. In the beginning, launching Tesco on the island was against by local vendors and retailers, but it presently became a place where those merchants can buy goods for retailing without a need of travel to the mainland as ever before. This does not enable the sellers to set prices as preferred, but they have to reduce the price to be competitive. The consumers, hence, can buy the goods in cheaper with more options. Establishing a shopping mall on the island advocates that the economy on the island is in a good status for big business investment.

The residents are excessively spending on the luxury and unnecessary items because these products can be easily purchased on the island and are attractively presented. The residents have more options in purchasing. The negotiations against their own interests are often done. Many products have been improved both quality and price in order to be able to compete with their business partners; this causes a significant benefit to the consumers.

Some tourists do not pay attention to the party on the island. They just come to relax with the natural beauty on the island and are not interested in any other activities. Nowadays, there are a variety of tourists; they do not just only come to party like it was before. Each beach has different types of tourists with an increasingly wide variety of demand in tourism.

The majority of sales on tourism presently is not the full moon party that is held on Haad Rin. Tourists in the form of family have increased. The tourists, who previously came and became impressive, still regularly continue their holidays on the island, but they probably change into a pattern of tourism as a family.

The reason that the tourists decide to travel to Koh Pha-ngan is it is a tourist destination with relaxation in an easy way. The tourists often study and look for information of tourism before making a decision in traveling. Alternatively, they have been told by the other tourists in the way of recommendation from their experience and impression on travel.

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Misunderstandings of tourists about images of tourism sometimes occur such as an insult and disrespect Thai women. The tourists need to be provided a general understanding of dos and don'ts when travelling on the island. The sale of sexual services and sex tourism has begun to play a role in tourism on the island and has gradually been develop and expanded. If there is no control with serious consideration, some of the tourists who do not like these kinds of tourism will move to other destinations such as Koh Tao. These also create bad image of tourism on the island as a whole.

Security on the island is considered a satisfactory level. There are a few thefts such as stealing of tourists in a resort. During the full moon party, theft occurs more often than any other occasions.

I disagree with the zoning on the island. This causes a limitation of making a pattern of tourism activities. The tourists will seem to be uncomfortable in making decision. They need to travel to an area specified in doing such activity and again move to another area if they would like to change the activity of leisure. A provision of strict control in business operations is rather preferred.

Natural resources for the tourism on the island are still very rich.

Entrepreneurs and those involved are aware of maintenance and conservation of the natural attractions as they are the sources of their occupations. If the nature is entirely destroyed, it will affect their careers and income. If the sailors do not suggest the tourist to maintain and carefully pay attention on the corals, these will be destroyed and become unattractive. They have to look for the new sources farther away that take longer time in journey and need more expenses.

For tourism development on Koh Pha-ngan, preparation of the facilities to provide services to tourists such as the sufficient amount of trash bins should be considered.

The information and criteria for the operators in the tourism business as the accurate practice standard should be made available by the government; in order to prevent problems that later probably occur. For example, providing information in the form of brochure, or the knowledge about technologies relevant to tourism like an internet. Providing useful information to the tourists in foreign languages so that they are able to understand the news and information related to themselves and Koh Pha-ngan.

The majority of incomes on the island come from the tourism both directly and indirectly. In case of a recession in tourism, it will affect the entire people entire island as chains. Today, the residents are unable to go back to their traditional occupations like fishing or coconut plantation as before, owing to lack of continuing succession from the former generation, since the residents mostly have turned to work in tourism industry.

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**INTERVIEWEE: 20**

<b>Age</b>	72
<b>Gender</b>	Male
<b>Occupation</b>	Tourist Accommodation Provider (Bungalow)
<b>Duration of interview</b>	17.30 minutes
<b>Location</b>	Hin Kong Bay
<b>Date</b>	7 <sup>th</sup> August 2009

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Currently, people from other places gradually come to work on the island and create problems for tourists and the residents such as the theft of tourists. The reason of assuring that these are strangers because the residents on the island are relatives who are interrelated all over the island and all of them largely know each other. When the strangers come to the island, they are distinguished and become easily noticeable. There is particularly a greater volume of taxis on the island; the external people have come into this job because of a good income.

Tourism makes money spread out, and the prices become higher. This creates problem for the residents who do not work in tourism business because they have to purchase products at the same price as the tourists.

More people from the northeast presently have come into the fishing job by being employed as crew. Fisheries are needed to be farther away for catching fish than ever before. The residents, thus, turn to a business of bungalow.

The residents have a much higher income since they have turned to the jobs related to tourism. Therefore, they have shifted from traditional occupations like fishing, and have turned to the works related to tourism, such as tout accommodation to tourists, having business of taxis on the island.

Today, the living on island is much more comfortable than ever before. The living standard has been improved. Getting to and away together with communications are more comfortable.

Water supply is insufficient and not yet provided thoroughly. Water wells are needed as an alternative.

Public transportation is more convenient. Roads have been developed to the standards and are almost around the island.

A leader of tourism development is greatly required to make tourism on the island improve even further. Due to lack of such leader on the island, when a problem is occurred with tourists, there is no organisation or person responsible for directly providing assistance.

The hospital on the island is not standardised, and unable to even provide patients any treatments with a severe condition or serious injury. Due to inadequate and outdated of both staff and equipment, the patient with serious symptoms needs to be sent to the hospital on Koh Samui. The hospital has no vehicle in service of moving patient; the patient has to bear the cost of journey on his own. Medical staff and surgical devices are extremely needed in the hospital to offer more efficient treatment to the patients.

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**INTERVIEWEE: 21**

<b>Age</b>	48
<b>Gender</b>	Female
<b>Occupation</b>	Fisherman
<b>Duration of interview</b>	6.21 minutes
<b>Location</b>	Nai Wok Bay
<b>Date</b>	8 <sup>th</sup> August 2009

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Tourism generates good income to the residents such as vendors, taxi drivers, also the fishermen who are able to sell their fish at a good price. The merchants come to buy fish at the pier. Although the amount of fish decreases, the price is better. Formerly, there were plenty of fish, but they were cheap. Conversely, the fish is rare today, but price is considerably good. This is considered as a good job with great income.

Economy on the island is like a business chain. If the fish caught is sold in expensive price, the necessities and goods will be bought at high prices as well.

Revenues and expenditures are in balance. I do not get in trouble with the cost of living on the island. Fish is able to be sold throughout the year; it does not depend on the amount of tourists on the island because it is purchased by the middleman, not being directly sold to consumers.

Tourism has improved the income of residents on the island.

Drug and theft has increased. This is not caused by the action of the residents, but it is done by the strangers who pretend to be in the form of tourists, in order to sell drugs, steal, and take advantage of tourists. During the party time, there is a group of strangers largely come to sell drugs and steal from the tourists on the island. This creates a bad image of Koh Pha-ngan, and makes the tourists gain the sense of bad experience and do not want to revisit.

Tourism has improved economy of the island, and the residents gain more income. There is a turnover of greater money on the island since the tourists come to visit and spend money for their holidays. The circulation of money is occurred. For instance, the tourists stay in a bungalow, the bungalow purchases the products from the sellers in the market. A taxi driver gains the income by taking tourists to the accommodation and tourist attractions on the island. However, the economic recession often takes place in the low season.

Fishery is able to be done all year. Although the amount of fish is somewhat reduced by seasonal, it does not cause a trouble.

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**INTERVIEWEE: 22**

<b>Age</b>	67
<b>Gender</b>	Male
<b>Occupation</b>	Coconut Planter
<b>Duration of interview</b>	3.02 minutes
<b>Location</b>	Hin Lor Bay
<b>Date</b>	10 <sup>th</sup> August 2009

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At present, the income from the coconut plantations is not rather good, compared with the business related tourism. It is noticeable that my son has a business of tourist accommodation in the form of bungalow that creates much better revenue.

I see that the main income of the residents currently is from tourism. The residents rarely do coconut groves. They have turned to other occupations related to tourism because the income is much better. Working as an employee in tourism industry creates higher wage than being as a worker in the coconut plantations that seems to work much harder. The residents, hence, are turning to have business or working in tourism industry. The descendants of the villagers, who go to study in the higher level in the city, return home to become business successors. Due to their knowledge, this is resulting in a better way in developing of tourism.

The residents need to have more than one occupation to be able to afford the high cost of living on the island. For example, working in the coconut plantation and collecting the wild products to sell or being employed as a crew in fishing boat to earn more income. However, the residents who own a lot of coconut groves, they do not change their careers since the coconut products are able to be consistently harvested without further investment.

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## APPENDIX 5

### Local People Interviews: Coding Data - From Codes to Themes

Codes	Issues discussed	Interview responses	Sources	Identifying themes
▪ <b>Job and income (37)</b>	An increase of job and income (12)	The local people have a job and earn a significant income.	LI-3	Tourism generates more employment opportunity and more income to the residents on the island.
		The residents have more jobs and earn more money.	LI-4	
		Tourism generates new employment opportunities for large numbers of local residents.	LI-5	
		The arrival of tourists creates the income to the residents.	LI-6	
		It generates more income and more jobs to the residents on the island.	LI-7	
		It helps generate employment and increase revenue to local business.	LI-10	
		The arrival of tourists has generated more jobs to the residents. The residents gain more money for spending.	LI-11	
		The residents have more jobs and incomes increases.	LI-12	
		Tourism generated income for the residents.	LI-13	
		Tourism helps the residents have a lot more work to do.	LI-14	
Tourism has generated revenue to the residents on the island.	LI-15			
		Tourism has improved the income of residents on the island.	LI-21	
	Major income (10)	The main income of the residents on Koh Pha-Ngan is tourism.	LI-3	The major income of the residents on the island is from tourism.
		The income of the people on the island is greatly from tourism.	LI-5	
		The major income of the island comes from tourism.	LI-8	
		The main income of the residents comes from tourism business.	LI-12	
		The main income on the island currently comes from tourism.	LI-13	
		The resident's big major earning comes from tourism.	LI-14	
		The main income is from tourism.	LI-15	
		The residents earn their main income from tourism.	LI-18	
		The majority of incomes on the island come from the tourism both directly and indirectly.	LI-19	
		The main income of the residents currently is from tourism.	LI-22	
	Job relevant to tourism (7)	The residents mostly do the jobs involved in tourism.	LI-1	The residents mostly have the job relevant to tourism.
		The residents have turned to a career relevant to tourism.	LI-3	
		The residents mostly turn to the career involved in tourism.	LI-5	
		The locals usually turn to have business of bungalow.	LI-10	
		I turned to be a Jet Ski service provider as my son would like to have a job relevant to tourism.	LI-11	

From codes to themes (continued)

Codes	Issues discussed	Interview responses	Sources	Identifying themes
		The residents have turned to the works related to tourism. The residents have turned to other occupations related to tourism. They are turning to have business or working in tourism industry.	LI-20 LI-22	
	Higher income earned from working related to tourism (3)	They realise that more profits are done than any other businesses that are not related to tourism. The residents have much higher income. Working as an employee in tourism industry creates higher wage than being as a worker in the coconut plantations that seems to work much harder.	LI-1 LI-20 LI-22	Working in tourism area creates more income than any other occupations.
	Effects of a volume of tourists (5)	The volume of tourists has a significant impact on the tourism industry on the island. The income is based on the volume of tourists. In case of big volume of tourists, the income will be accordingly increased. When a lot of tourists come to the island, the incomes of residents increase. An influx of tourists has improved the island's economy. The island economy is based on the volume of foreign tourists.	LI-1 LI-6 LI-7 LI-9 LI-11	The volume of tourists has a significant impact on the earning of residents on the island.
▪ <b>Business on the island (15)</b>	Run by the locals (7)	Business of bungalows and tourist accommodations on the island are mostly run by locals. Most businesses on the island are still run by the local people. Tourism businesses, particularly accommodations, mostly are run by the locals on the island. Both business of tourist accommodation and grocery become extensively established by the locals. The businesses on the island have been greatly invested and mostly run by the locals. The residents mostly have business of tourist accommodations, especially bungalows. Most business owners on the island are the locals.	LI-1 LI-2 LI-3 LI-7 LI-8 LI-10 LI-18	The majority of business on the island especially in tourism business in the form of tourist accommodation is owned by the locals.
	Family business (2)	The businesses on the island mainly are in the form of a family business. The residents mostly have their own trades and tourism business in the form of family ones.	LI-1 LI-12	The businesses on the island generally are in form of a family business.

From codes to themes (continued)

Codes	Issues discussed	Interview responses	Sources	Identifying themes
	Return home to family business (4)	<p>The residents presently often return to their own business on the island.</p> <p>These children mostly return to Koh Pha-ngan after graduation to continue their businesses.</p> <p>The ones whose families have their own businesses and property on the island generally come back to continue to help businesses succeed.</p> <p>The descendants of the residents, who go to study in the higher level in the city, return home to become business successors.</p>	<p>LI-2</p> <p>LI-5</p> <p>LI-10</p> <p>LI-22</p>	The residents mostly return to the island to continue their family's business.
	Investment of overseas investors (2)	<p>Accommodation and large hotels on the island are mostly invested by overseas investors.</p> <p>Business of large hotels and other tourist accommodations have been invested by foreign investors.</p>	<p>LI-5</p> <p>LI-17</p>	Large businesses on the island are invested by the overseas investors.
▪ Local workers (4)	Refuse a job with low pay (4)	<p>The locals expect higher wages. They often refuse these jobs due to the low pay but hard work.</p> <p>The residents have no interest in doing such jobs because of the low wages.</p> <p>The local people generally do not want to do and refuse these jobs.</p> <p>The residents commonly do not accept those jobs; they rather prefer a job with high income. They prefer the private business or a job with high wages.</p>	<p>LI-1</p> <p>LI-2</p> <p>LI-3</p> <p>LI-15</p>	The locals do not accept a job with low wage, but prefer jobs with high pay.
▪ Migrant and non-local workers (28)	Largely employed in tourism business on the island (9)	<p>Businesses of bungalows and tourist accommodations often employ migrant workers.</p> <p>Employees in the tourism business are largely the ones from the outside, not the locals.</p> <p>The migrant workers increasingly come to work on the island and are mostly employed.</p> <p>Most employees are expatriates. Those workers typically work for tourism industry.</p> <p>These workers have come into the fishery and bungalows business.</p> <p>Myanmar workers usually are employed in the business of bungalows.</p> <p>A great number of migrants get employed on the island.</p> <p>Their staffs are the people from the others.</p> <p>People from the others places gradually come to work on the island.</p>	<p>LI-1</p> <p>LI-2</p> <p>LI-3</p> <p>LI-7</p> <p>LI-10</p> <p>LI-11</p> <p>LI-15</p> <p>LI-18</p> <p>LI-20</p>	The migrant and non-local workers are generally employed on the island, especially for the tourism business.

**From codes to themes (continued)**

<b>Codes</b>	<b>Issues discussed</b>	<b>Interview responses</b>	<b>Sources</b>	<b>Identifying themes</b>
	Low wages (5)	They accept the low wages. They accept the lower pays than the locals. The expatriates accept the low wages on the island. They are in greater demand because of low pay but hard working. Myanmar workers are usually employed because of the lower wages.	LI-1 LI-3 LI-7 LI-10 LI-11	The migrant and non-local workers are employed with the low pay.
	From Myanmar and the northeast area (7)	Businesses of bungalows and tourist accommodations often employ migrant workers from Myanmar. Another group of major workers in tourism is from the Northeast region. The workers are from the northeast and Myanmar. They are basically from the Northeast and Myanmar. These migrant workers mostly are from Myanmar and the northeast region of the country. Myanmar workers usually are employed throughout a year in the business of bungalows. A great number of the migrants, especially from the Northeast and Myanmar, come to compete to the locals in occupations and get employed on the island. More people from the northeast presently have come into the fishing job as a crew.	LI-1 LI-5 LI-7 LI-10 LI-11 LI-15 LI-20	The migrant and non-local workers generally are from Myanmar and the northeast of country.
	Problems created (7)	Lots of migrants who came to work on the island have an impact on the living of the local people and the natural resources. The illegal migrant workers on the island are not taxable, but they share the benefits with the locals. The migrants often create problems to tourism of the island, such as theft. The migrants often move onto the island inappropriately and illegally, and cause more distribution of existing natural resources on the island such as water. The migrant workers who earn low income are the key factor of natural resources destruction. A great number of migrants come to compete to the locals in occupations. People from other places gradually come to work on the island and create problems for tourists and the residents such as the theft.	LI-2 LI-5 LI-5 LI-5 LI-14 LI-15 LI-20	The migrant and non-local workers create problems on the island.

From codes to themes (continued)

Codes	Issues discussed	Interview responses	Sources	Identifying themes
▪ Termination of employment (5)	Seldom occurred (5)	Termination of employment in low season hardly happens.	LI-1	Termination of employment seldom occurs on the island; the workers are employed throughout the year.
		Termination of employment at certain times is not a big issue on the island.	LI-2	
		Employment on the island is usually done as a routine, not seasonal. The workers are employed throughout the year.	LI-3	
		The staffs are permanently employed as full-time workers; they never face a problem of termination of employment in low season.	LI-7	
		Myanmar workers usually are employed throughout a year in the business of bungalows.	LI-11	
▪ Cost of living (16)	High cost of living (9)	The cost of living on the island is much higher.	LI-1	Cost of living on the island is higher than it should be.
		The residents have to spend more money for the cost of living increased	LI-2	
		The cost of living is higher.	LI-5	
		Cost of living on the island is very high.	LI-7	
		The cost of living on the island is too high.	LI-8	
		The cost of living on the island is very high.	LI-15	
		Cost of living and expenditures on the island is high.	LI-16	
		Cost of living on the island is higher.	LI-17	
		The living expenses on the island are too high.	LI-19	
	No effect to the residents (7)	This does not make trouble to the locals.	LI-4	High cost of living does not affect the residents on the island.
		I do not think I have a problem with the high cost of living on the island.	LI-6	
		The residents mostly do not think they have an effect on the high cost of living.	LI-14	
		The cost of living on the island is very high, but the residents do not trouble with it.	LI-15	
	The high cost of living and the expenses on the island do not influence the residents.	LI-16		
	The residents are able to afford the cost of living on the island.	LI-17		
	I do not get in trouble with the cost of living on the island.	LI-21		

**From codes to themes (continued)**

<b>Codes</b>	<b>Issues discussed</b>	<b>Interview responses</b>	<b>Sources</b>	<b>Identifying themes</b>
▪ <b>Prices (18)</b>	High prices (11)	The product is expensive. The price is higher than elsewhere.	LI-1	The good are in the high price and more expensive than elsewhere.
		Prices of goods on the island are more expensive than the mainland.	LI-3	
		The goods on the island are expensive.	LI-4	
		The goods are expensive.	LI-5	
		The goods on the island are expensive. The prices are higher than on the mainland.	LI-6	
		The residents have to buy goods in more expensive prices.	LI-8	
		Prices are much higher.	LI-10	
		The prices are higher.	LI-11	
		Prices and living expenses on the island are higher.	LI-13	
		The price of goods is higher.	LI-17	
		The prices become higher.	LI-20	
	Extra cost added in prices (5)	The expensive product is caused by the additional costs of transportation.	LI-1	The cost of transportation and damage are added to the prices of goods.
		The cost of transportation is added.	LI-3	
		These include the shipping costs and damages on the process of transport.	LI-5	
		Transportation costs are included.	LI-6	
		The cost of transporting is included.	LI-17	
	The same prices as tourists (2)	The residents have to buy more expensive products as same as the hotels and tourists do.	LI-2	The residents buy the products in the same price as the tourists do.
		They have to purchase products at the same price as the tourists.	LI-20	
▪ <b>Revenues and expenditures (6)</b>	Balanced (3)	This seems to be in balance for the residents whose earnings and expenses are in the same way.	LI-5	Revenues and expenses are in balance.
		Expenditures are in the same way.	LI-14	
		Revenues and expenditures are in balance.	LI-21	
	Unbalanced (3)	The revenues and expenditures are unbalanced.	LI-1	The revenues and expenses are unbalanced.
		At present, earning decreases but spending increases. The current revenue decline, income is less than expense.	LI-8	
		The higher living expenses considerably affected the government officials because of their low salary compared with the high expenses.	LI-14	

### From codes to themes (continued)

Codes	Issues discussed	Interview responses	Sources	Identifying themes
▪ <b>Tesco (5)</b>	Prices decreased (3)	Large supermarket (Tesco) sells the products at standard prices that are cheaper than other small shops; this helps keep the prices down. Consumers are able to buy products at lower prices. Large department store on the island like Tesco Lotus enables consumers to benefit; the purchasing price is lower. The consumers can buy the goods in cheaper.	LI-1 LI-8 LI-19	The goods on the island are sold in cheaper prices in Tesco.
	More choices of products offered (2)	There are more options than ever before. The consumers can buy the goods with more options.	LI-1 LI-19	There are more alternatives of products for consumers.
▪ <b>Land (15)</b>	High price (6)	Land on the island is more expensive than it should be.	LI-2	Land on the island is in the extremely high price.
		Tourism is a factor to makes up the land price much higher.	LI-3	
		At present, the land price is very expensive.	LI-5	
		Land on the island is at very high price.	LI-7	
		Land price on the island is expensive.	LI-17	
	The prices of land on the island are higher than they should be.	LI-19		
	Prices varied (3)	The prices are varied according to the areas.	LI-5	The land price is varied depending on the location and purchaser.
Land pricing on Koh Pha-ngan is varied to the customers.		LI-10		
The land prices are varied depending on the locations.		LI-16		
Owned by the Locals (2)	Most people still own the land.	LI-3	The land on the island is mostly still occupied by the locals.	
	Land on the island still is mostly owned by the locals.	LI-13		
The residents do not sell the land (2)	The residents today do not sell their lands.	LI-5	The residents presently do not want to sell the land.	
	The residents presently do not sell their land.	LI-9		
Purchased by the foreigners (2)	The land has mostly been bought by investors or companies in partnership with foreign sponsors. The major businesses usually have capacity to buy the land.	LI-2 LI-19	The land has been often purchased by major business company.	
▪ <b>Natural resources (10)</b>	Abundant (7)	The natural resources on Koh Pha-ngan are abundant.	LI-3	The natural resources on the island are abundant and unspoiled.
		Natural resources on the island are still in perfect condition.	LI-7	
		Both on land and coastal natural resources are extremely abundant.	LI-8	
		Forests are still more abundant than Koh Samui.	LI-9	
		The natural attractions on the island are still in perfectly good condition.	LI-17	
		The integrity of nature that affects tourism is still abundant.	LI-18	
		Natural resources for the tourism on the island are still very rich.	LI-19	

From codes to themes (continued)

Codes	Issues discussed	Interview responses	Sources	Identifying themes
	Conservation (3)	Generally, the residents on Koh Pha-ngan cherish and value the natural resources and do not destroy them, but strive and realise to conservation. The conservation of natural resources on the island is promoted. The residents realise and value the environment and nature conservation. Entrepreneurs and those involved are aware of maintenance and conservation of the natural attractions.	LI-2 LI-3 LI-19	The stakeholders on the island have collaborated with the conservation of natural resources
▪ <b>Water resources (7)</b>	Sufficient (2)	There are adequate water resources on the island. The water amount is sufficient for the population, but lack of efficient administration. Natural water sources seem to be adequate to the villagers on the island, but it lacks good management.	LI-1 LI-3	The natural water resources are adequate but efficient administration is not implemented.
	Water resource origin for consumption (5)	The water wells usually are made as the water sources for the residents. The residents typically have their own ponds as a water resource. The residents mostly use the local water supply whose water resources are on the mountain. Water resources for consumption are from two main sources on the island: the local water supply and the shallow wells that are individually made for consumption in the area beyond the provider's water supply. Water wells are needed as an alternative.	LI-2 LI-3 LI-4 LI-5 LI-20	The major water resources for consumption of the residents on the island are from the wells or ponds and the natural water sources on the mountain.
▪ <b>Water supply (9)</b>	Service unavailable throughout the island (3)	The water supply is still not provided thoroughly on the island. The Provincial Waterworks Authority only provides 15% of water supply service to the public on the island. Water supply is not yet provided thoroughly.	LI-1 LI-5 LI-20	Water supply is unavailable throughout on the island.
	Insufficient and irregular service (6)	The water supply cannot be serviced regularly. The people who depend on the water supply quite often face with water shortage. In the drought, water supply is unavailable throughout the day, especially the daytime. Water supply is insufficient. During the water shortage, the water is periodically available. Water supply is insufficient. Water supply is insufficient.	LI-3 LI-5 LI-7 LI-12 LI-17 LI-20	Water supply is insufficient and is regularly unavailable in service.

### From codes to themes (continued)

Codes	Issues discussed	Interview responses	Sources	Identifying themes
▪ <b>Water shortage (4)</b>	A problem on the island (4)	Shortage of water on the island is a major problem.	LI-1	The water shortage becomes a problem on the island.
		The residents have a problem of insufficient water for consumption.	LI-3	
		The amount of water consumption is a problem on the island.	LI-5	
		The water consumption has been increased and causes the problem of insufficient water	LI-12	
▪ <b>Waste (9)</b>	Increased (3)	There is increasingly plenty of garbage, especially when many tourists come to the island.	LI-1	Waste has been increased due to more population on the island.
		The more population grows, the more waste disposal increased.	LI-5	
		The amount of garbage has increased.	LI-17	
	One of the problems on the island (2)	Waste disposal is one of the problems that occur on the island.	LI-2	Waste becomes a problem on the island.
		Waste becomes an important problem of the island today.	LI-17	
	Recycled waste (2)	Just only a group of private service providers handle with the waste which can be traded while the unwanted one is still left to be a problem on the island.	LI-1	The recycled waste is purchased.
		There is people come to buy the recycled waste on the island.	LI-19	
	Not standardised management (2)	Waste disposal system is not up to standard.	LI-10	Waste disposal management does not meet the standard.
Waste disposal on the island have not been standardized.		LI-17		
▪ <b>Waste water (5)</b>	No water treatment System (3)	There is no sewage disposal system.	LI-4	Wastewater treatment system on the island has not been fulfilled.
		The wastewater treatment system has not been properly implemented.	LI-5	
		There has never been wastewater treatment plant on the island yet.	LI-19	
	Released to the sea (2)	Wastewater from the buildings and households are being released straight into the sea.	LI-1	Waste water on the island usually is released into the sea.
		Wastewater from bungalows and tourist accommodations is mainly discharged into the sea.	LI-19	
▪ <b>Tourist behaviour (15)</b>	Do not destroy the nature (3)	The tourists, especially foreigners, do not destroy the nature.	LI-1	Destruction of natural resources is not caused by the tourists.
		Most tourists do not create problems of the destruction of natural resources.	LI-17	
		Tourists are not making any attempts to encroach or destroy the forest.	LI-19	

### From codes to themes (continued)

Codes	Issues discussed	Interview responses	Sources	Identifying themes
	Well-disciplined in dropping litter in a bin provided (2)	They are well disciplined, especially pay attention on the litter issue rather. The tourists are strict in the trash and always put litter into the containers provided.	LI-1 LI-12	Tourists are well disciplined in littering.
	Do not create problems on the Island (3)	Tourists mostly do not create problems. I do not think that tourists create any problem. The tourists usually do not create any problems on the island. Tourists do not create a problem of drugs.	LI-3 LI-4 LI-7 LI-12	Tourists usually do not create problem on the island.
	Adapt to the surrounding (2)	They are able to easily adapt themselves to surroundings and local people. Most of them are able to get along well with the locals.	LI-3 LI-4	Tourists are able to adapt themselves to the environment and local people.
	Travelling with family (2)	They prefer relaxing and spending time with their family and usually come during June to August due to the school breaks in their country. They often spend their vacation during the school breaks (July-August) and Christmas holidays.	LI-6 LI-18	The tourists travelling with family usually come to the island when school breaks in their country.
	Enjoy the nature (3)	Some tourists emphasise on vacation with nature. The mature tourists love the tranquillity and nature. Some tourists come to relax with the natural beauty on the island.	LI-14 LI-17 LI-19	The tourists partly come to the island to appreciate with the nature.
<b>▪ Foreign tourists (2)</b>	Majority (2)	The tourists on the island mostly are foreigners. The tourists mostly come from Europe.	LI-17 LI-18	The tourists on Koh Pha-ngan mostly are from Europe.
<b>▪ Domestic tourists (7)</b>	A few domestic tourists (4)	There is a small amount of domestic tourist visiting Koh Pha-ngan. The domestic tourists rarely travel to Koh Pha-ngan. The domestic tourists are about 20%. There are rather a few domestic tourists.	LI-1 LI-8 LI-17 LI-18	There is a small volume of domestic tourists on Koh Pha-ngan.
	Time of travelling (3)	The domestic tourists travel to Koh Pha-ngan only during the school holidays or long weekends. They often travel to Koh Pha-ngan during the summer school vacations and the long holidays such as Songkran festival. During the Songkran Festival, there are generally more domestic tourists than over the other periods.	LI-9 LI-17 LI-18	The domestic tourists generally travel to Koh Pha-ngan during the summer school holidays and long weekends.

From codes to themes (continued)

Codes	Issues discussed	Interview responses	Sources	Identifying themes
▪ Full moon party (16)	Tourists regularly coming to full moon party (4)	The monthly held full moon party boosts the tourists to come to the island every month.	LI-2	There are tourists regularly coming to join the full moon party every month.
		The tourists, who enjoy the party, usually come to the island and stay only 5-10 days during the period of party.	LI-6	
		This event never lacks of tourists as they regularly come and join it	LI-9	
		There are regularly tourists in the zone of party at least once a month.	LI-18	
	Tourists enjoy full moon party (2)	The tourists about 90% enjoy full moon party. Most tourists are focusing on the party on Koh Pha-ngan.	LI-8 LI-18	The tourists mostly enjoy full moon party.
Teenager tourists (2)	Most of them are teenagers who come to the party. Most of them are teenagers.	LI-17 LI-18	Most of tourists who come for the party are teenagers.	
Do not interest some tourists (6)		Majority of the tourists does not tend to join the party on the island.	LI-5	Full moon party is not a major attraction of tourists, especially the mature group.
		Tourists mostly do not tend to visit Koh Pha-ngan for the party.	LI-6	
		Some tourists are not interested in the parties.	LI-14	
		The relatively mature tourists do not enjoy with a party.	LI-17	
		The tourists at age of 30 or over do not pay attention to the party. Some tourists do not pay attention to the party on the island.	LI-18 LI-19	
Presentation in a bad way (2)		Image of the party on the island is viewed in the negative aspects.	LI-9	Negative image of full moon party are often presented and publicised.
		An image of the party on the island often tends to be presented in a negative way.	LI-18	
▪ Means of transportation (15)	More convenient (4)	Transportation have been developed and the residents become more comfortable	LI-11	Means of transportation has been improved and more convenient.
		Travelling to the other places also seems more convenient.	LI-12	
Transportation is more convenient.		LI-15		
Getting to and away together with communications are more comfortable. Public transportation is more convenient.		LI-20		
More alternatives Available (3)		More alternatives of transportations are available.	LI-3	Alternatives of transportation are more available.
		There are more alternatives of transportation services between the islands.	LI-12	
		There are more options of getting to Koh Pha-ngan.	LI-17	

**From codes to themes (continued)**

<b>Codes</b>	<b>Issues discussed</b>	<b>Interview responses</b>	<b>Sources</b>	<b>Identifying themes</b>
	Inconvenience of travelling (4)	Transportation is inconvenient for travelling to the island. It is uneasy and inconvenient to travel to Koh Pha-ngan and rather takes much time on travel. The journey is not convenient and takes a long time. They feel that traveling to Koh Pha-ngan is rather inconvenient because it requires several days in journey with only single route from the mainland available.	LI-2 LI-8  LI-9 LI-17	It is inconvenient and takes a long journey to travel to Koh Pha-ngan.
	Substandard service (2)	The ferry company is the only single privately owned, so there is no competition. The service has not been developed as far as it should be. Ferry service is provided by only a single company resulting in a limitation of service.	LI-16 LI-17	The service is not satisfactory.
	Insufficiency (2)	Due to an influx of tourists, transportation service is a problem as it is insufficient. It sometimes is not enough to the need of tourists, especially the high season.	LI-6 LI-17	The number of transportations service is insufficient in the high season.
<b>▪ Infrastructure (9)</b>	Infrastructure developed (5)	Infrastructure such as roads, electricity and water supply has improved the living of locals; the people become more comfortable than ever before. Infrastructures have been developed to support tourism development. Infrastructure is considered better than ever. Infrastructure on the island such as electricity and water supply has been developed and the residents have been more comfortable. The development of infrastructure is acceptable. Infrastructures are satisfactory.	LI-1 LI-2 LI-3 LI-4 LI-8	Infrastructure on the island has been developed and satisfies the residents.
	Dissatisfactory (4)	Infrastructures, such as electricity and water supply, are unable to be effectively served and regularly available to the residents throughout the island. Infrastructure has not been a satisfactory and standard. Roads, water, electricity are available in the major community. Public utilities are not up to standard such as electricity, water supply and waste disposal system.	LI-2 LI-3 LI-7 LI-10	Some infrastructures are not standard and are not available throughout the island.
<b>▪ Road (5)</b>	Improved (5)	The residents are more satisfied with more roads available. Roads on the island have been better improved.	LI-4 LI-10	Roads have been improved.

From codes to themes (continued)

Codes	Issues discussed	Interview responses	Sources	Identifying themes
		Roads have been developed.	LI-11	
		Roads on the island are generally considered good.	LI-12	
		Roads have been developed to the standards and are almost around the island.	LI-20	
▪ <b>Electricity (4)</b>	More desirable (2)	Electricity should be provided throughout the island. Electrical service should be more provided	LI-10 LI-17	Electricity is in greater demand.
	Power outage (2)	Power outage often happens. Power outage is often faced during the storm and strong wind.	LI-3 LI-12	Power outage often happens on the island.
▪ <b>Hospital (21)</b>	Satisfactory (3)	Hospital on the island is satisfied and up to standard as the district hospital level. The hospitals are satisfactory. The hospital on the island is much better than before.	LI-5 LI-10 LI-12	The hospital is better than it was; being satisfactory and up to the standard of district hospital's criteria.
	Not up to standard (6)	Public hospital on the island is not satisfactory and unacceptable in the service provided. Public health system on the island does not meet the standard. Public hospital is not standardised as it should be. It is still not up to standard and not satisfactory. Public hospitals are not standardised. The hospital on the island is not standardised.	LI-3 LI-8 LI-10 LI-12 LI-14 LI-20	The public hospital on the island is not up to standard.
	Medical staff and Equipment (7)	The equipment and staff are not enough. Medical equipment in the hospital is not sufficient. The public hospital on the island is not satisfactory as it should be because of insufficient medical equipment. The medical equipment is outdated and the medical professional is unavailable. The medical staffs are minimal. Medical devices are inadequate and outdated; also the staffs with special expertise and expert physicians are unavailable. Both staff and equipment are inadequate and outdated.	LI-2 LI-6 LI-7 LI-12 LI-14 LI-16 LI-20	The medical equipment and staff are insufficient and outdated.
	Patients transferred to the others (5)	The treatment is not fully offered by the physician. The patients often are sent to hospitals outside the island. In case of an emergency, treatment and aid are unable to be efficiently offered. The patients have to be sent to the hospital on Koh Samui. If the patients are in coma, they need to be taken to the hospital on Koh Samui.	LI-5 LI-6 LI-7	Treatment of the hospital on the island is unable to be provided to the patients in severe condition and they have to be transferred to the other hospitals.

From codes to themes (continued)

Codes	Issues discussed	Interview responses	Sources	Identifying themes
		In case of an emergency or the severe conditions, the patients have to be delivered to the hospitals in the mainland due to lack of efficient treatment of the hospital on the island.	LI-16	
		Due to inadequate and outdated of both staff and equipment, the patient with serious symptoms needs to be sent to the hospital on Koh Samui.	LI-20	
▪ Education trend (16)	Encourage the children to further study (4)	The residents presently have encouraged their kids to continue the study in higher level. In case of a family with well and high education, the parents are expecting their children to study in high level. They support their children to further study. The residents often encourage their children to study in higher level.	LI-5 LI-12 LI-14 LI-17	The children on the island are supported to further the study in the high level.
	Studying outside the island (5)	The residents often send their children to study in higher levels in the schools outside the island. The affluent people usually send their children to schools outside. The affluent usually send their children to study in a higher level in the province of Suratthani or Bangkok. The affluent families mostly send their children to the school outside. I absolutely do not want my children to study at the school on the island; I will send them to study in the mainland.	LI-3 LI-7 LI-12 LI-14 LI-16	The residents usually send their children to study in high level in the schools outside the island.
	Do not see the importance of education (7)	The young generation does not see the value of education. The children decreasingly realise the value of education. The students are not interested in studying. The family which the parents does not learn much, they will not see an importance of studying at a higher level because they do not realise and understand the value of education. The students mostly do not realise an importance of education. Some students do not pay much attention on the study. The locals do not rather see the importance of the study.	LI-12 LI-12 LI-12 LI-12 LI-13 LI-14 LI-16	An importance of study has been decreasingly realised.
▪ Education quality (10)	Satisfactory (2)	Education on the island is considered satisfactory. Schools on the island are sufficient and up to standard.	LI-6 LI-7	Fundamental education on the island was satisfactory

**From codes to themes (continued)**

<b>Codes</b>	<b>Issues discussed</b>	<b>Interview responses</b>	<b>Sources</b>	<b>Identifying themes</b>
	Standardisation (5)	Education on the island is not standardised. Educational standards of the school on the island are not as same as the schools on the mainland. The academic standard still is not equal to schools on the mainland. The educational standards of the school on the island probably are lower. Education on the island is not standard enough.	LI-2 LI-3 LI-6 LI-14 LI-16	Education on the island does not meet the standard.
	Teachers (3)	The teachers do not pay attention on the students as before. The teachers on the island presently lack of quality and responsibility, unlike the ones in the former days. The official teachers are minimal; most of them are hired and temporary teachers who hardly ever concentrate and pay attention on teaching.	LI-2 LI-16 LI-16	The teachers mostly lack of responsibility on their duty.
	Schools (2)	Schools on the island are sufficient and up to standard. The number of schools on the island is adequate, but they are not up to standard.	LI-7 LI-10	The schools on the island are enough.
<b>▪ Everyday life (11)</b>	Traditional lifestyle (3)	The residents mostly grow vegetables in their home area for consumption. They partly catch fish or sea animals along the shoreline for food They do not spend much money on purchasing as some foodstuff is still available in the surrounding and some can be made by themselves. They are able to find some natural items such as fish, vegetables for cooking food without purchasing.	LI-5 LI-8 LI-15	The locals partly continue living in their traditional life.
	Close relationship (2)	The number of original people on the island is not large, so the local people on the island are together known throughout the island as relatives. The residents on the island are relatives who are interrelated all over the island and all of them largely know each other.	LI-5 LI-20	The locals on the island are in the close relationship.
	Better living (6)	Infrastructures have been developed to support tourism development Tourism has brought prosperity and development to the island. The well-being of the residents on the island becomes better than ever. They have a better living. Tourism creates island development.	LI-2 LI-3 LI-4 LI-14	The living standard of resident on the island is improved.

From codes to themes (continued)

Codes	Issues discussed	Interview responses	Sources	Identifying themes
		Living conditions on the island is comfortable. The living on island is much more comfortable than ever before. The living standard has been improved.	LI-16 LI-20	
▪ Livelihood (11)	Traditional occupations still available (7)	They also have the other occupations such as fishing and traditional agriculture they ever made in the past. Some people still continue the previous jobs like coconut plantation. People who have the coconut plantations usually go on with their existing job. They still do the traditional occupations like fishing. The locals typically continue in the previous occupations. The coconut plantation, an original occupation, is still available on the island. The residents in Chaloklum area remain fishing. The residents who own a lot of coconut groves, they do not change their careers.	LI-3 LI-5 LI-7 LI-11 LI-13 LI-16 LI-22	The residents still continue their traditional occupations like coconut plantation and fishing.
	More than a single occupation (4)	People somewhat engage in more than one occupation; the primitive one and the one related to tourism concurrently. Single occupation on the island is unable to meet the expenses; the residents mostly have more than one job. The residents, who have single income from fishing, presently use their boats to serve tourists to get more earning. The residents need to have more than one occupation to be able to afford the high cost of living on the island.	LI-16 LI-17 LI-19 LI-22	Single occupation on the island is unable to meet the expenses; the residents mostly have more than one job.
▪ Changing lifestyle (8)	Inappropriate imitating (4)	Occasionally, inappropriate dressing and improper behaviour of tourists are particularly imitated by the young people. There is no sensible consideration of what should be imitated. An appearance outside is especially appreciated like dressing. The residents presently have changed their living by an imitation of foreign tourists on the island. Inappropriate culture of tourist is imitated like dressing.	LI-9 LI-12 LI-13 LI-15	Inappropriate behaviour of tourists on the island is often imitated such as dressing.
	More luxury goods on the island (4)	Luxury goods play more roles in the lifestyle. Luxury goods play a role with the locals' lifestyle on the island. The use of the extravagant and unnecessary things has been increasingly spread out.	LI-1 LI-5 LI-13	Luxury goods increasingly play a role on the locals' lifestyle on the island.

From codes to themes (continued)

Codes	Issues discussed	Interview responses	Sources	Identifying themes
		The residents are excessively spending on the luxury and unnecessary items.	LI-19	
▪ <b>Traditional and culture (2)</b>	Cultural intervention (2)	An importance of tradition and culture is not supported and promoted to the new generation. The activities associated with culture and traditions are gradually disappeared. The arrival of tourists has brought new cultures on the island causing cultural intervention. The new culture is taking an active role resulting in the society and traditional culture.	LI-12 LI-13	Cultural intervention has been caused due to an arrival of tourists and lack of cultural inherited.
▪ <b>Ethics and moral (12)</b>	A decrease of ethics and moral (2)	Ethics and moral of the people on the island has decreased. The residents are less moral.	LI-12 LI-15	Ethics and moral of the people on the island has decreased.
	Independent (4)	The traditional way of life of the local people has changed; helping and sharing seems to turn to be an individual and independent lifestyles. There is no sharing and cooperation as it was. Helping, care and sharing seems less; people are more selfish due to a competition in the same kind of business. Most people are not conscious about the communal matters. They mainly focus and pay attention on their business and private interests with regardless of the prospective business.	LI-5 LI-8 LI-12 LI-17	People on the island do not rely on one another and become more selfish.
	Too much concern of money (2)	The value of money is too much concerned. The residents excessively appreciate the value of money and lack of moral. The residents change to see the value of money and often generate more convenience for themselves with money.	LI-12 LI-16	The residents increasingly appreciate the value of money.
	Taking advantage (5)	Some businesses frequently try to take more advantage of tourists. Some officials take advantage of tourists. The tourists sometimes are charged too higher fares than the normal by the taxi drivers. Some businesses try to take advantage of tourists. Issues of exploitation of tourists mostly are caused by the people from outside the island.	LI-5 LI-5 LI-6 LI-8 LI-17	Tourists are exploited by some stakeholders on the island.
▪ <b>Entertainment venues (3)</b>	Location (3)	The nightlife entertainment venues are situated near a school. Such venues are located close to the school. Some entertainment venues are located too close to a school.	LI-5 LI-9 LI-13	The entertainment venues are located close to the schools.

From codes to themes (continued)

Codes	Issues discussed	Interview responses	Sources	Identifying themes
▪ Loud noise (4)	Nuisance (2)	Other problems that occur on the island include noise from entertainment venues.	LI-2	Loud noise creates nuisance to the residents.
		Loud noise is a problem in some areas; this creates nuisance to residents surrounding.	LI-3	
		Entertainment venues create a nuisance to the residents.	LI-8	
		Vehicles that produce loud noise and make a nuisance are still not strictly controlled.	LI-9	
▪ Security (8)	Unsafe (3)	Tourists sometimes are snatched or are attacked.	LI-10	Safety is not thoroughly provided.
		I do not feel safe as before.	LI-14	
		Safety management is insufficiently provided by the local government.	LI-15	
	Satisfactory (5)	The security for the tourists in the port area is well managed.	LI-6	Security is satisfactory.
		Security is not a problem.	LI-11	
		Security on the island is rather good, and there is no problem about it.	LI-12	
		Security is not a problem on the island.	LI-14	
		Security on the island is considered a satisfactory level.	LI-19	
▪ Drugs (8)	Tourists (2)	The tourists actually have no essential role in the drug spreading.	LI-5	Drug is not problem caused by the tourists.
		Tourists do not create a problem of drugs.	LI-12	
	Teenagers (4)	Drug is a major problem on Koh Pha-ngan which occurs among a group of young local people.	LI-5	Drug widely spreads among teenagers on the island.
		Drugs have been spread broadly among teenagers.	LI-7	
		Teenagers often turn to try drugs.	LI-14	
		The drug problem relatively wide spreads among teenagers and some groups of tourists.	LI-15	
	Not a problem on the island (2)	Drug is not the main problem of the island.	LI-8	Drug does not cause a serious problem on the island.
		Drug is not only a problem on Koh Pha-ngan, but it is worldwide. However, it is not a big problem on the island.	LI-9	
	▪ Theft (6)	Increased (3)	The amount of thieves on the island has increased.	LI-6
Theft is a problem that significantly results in tourism on the island.			LI-8	
The number of theft on the island increases.			LI-15	
More thefts during Full moon party (3)		During the full moon party, theft occurs more often than any other occasions.	LI-19	Theft more often happens during the full moon party.

From codes to themes (continued)

Codes	Issues discussed	Interview responses	Sources	Identifying themes
		During the party time, there is a group of strangers largely come to steal tourists belongings on the island. Theft has increased.	LI-21 LI-21	
▪ <b>Central government organisation (4)</b>	Improvvidence and neglect of central government administrations (4)	Thai Government has launched the policies such as Partnership with the WTO, the FTA project (Free Trade Area), which offer more opportunities for foreigners to invest in the country. The central government organisations should seriously concern and regularly follow-up all the project and performance of local administrators. Scarcely, the government organisations in higher level have strictly and consistently administered the units under control. An organisation in higher level never helps stimulate or increase the knowledge of local development.	LI-2 LI-5 LI-16 LI-19	The central government seldom seriously supervise and often ignore the local administration resulting in ineffective implementation on the island some policies are defined and cause disadvantages to the residents.
▪ <b>Local government organisation (8)</b>	Lack of attention and vigorous implementation (4)	Local government does not pay attention to the problem on the island The officials from local government organisations do not pay attention to the living of the people on the island as they should. I want the government pay attention on security and providing services to tourists. Local authorities should pay attention on building construction and renovation on the island.	LI-3 LI-5 LI-6 LI-8	The local government organisations are considered unacceptable as they do not pay attention to the residents on the island in many aspects.
	Inefficiency and redundancy practice (4)	The local government organisations remain in inefficient practice and redundant administration. Failure to properly perform the duties of public officials makes the residents have become disappointed and fed up with and do not want to offer their cooperation. The municipal and the police station are not able to work together, their interoperability, therefore, has not achieved as good as it should. Another disadvantage on the island is the corruption of government officials.	LI-3 LI-5 LI-9 LI-10	The local government organisations are in inefficient practice and redundant administration.
▪ <b>Police (2)</b>	Inappropriate performance (2)	Policemen on the island are not well-organised and inattentive to well perform their duties as they should do. The police behaviour and performance thus becomes dissatisfied and discredited.	LI-7 LI-12	Police behaviours and performance are revealed in the negative way.

### From codes to themes (continued)

Codes	Issues discussed	Interview responses	Sources	Identifying themes
▪ <b>Political issue (2)</b>	Tourism affected (2)	If there is political turmoil, it will affect the reduction of tourist arrival as they feel unsure of the safety in travelling to. The domestic political issues affect tourism; the arrival of tourists decreased because of their fear and uncertainty of stability and security.	LI-6 LI-18	Political turmoil causes reduction of tourists due to uncertainty in safety.
▪ <b>Tourism situation on the island (25)</b>	Promotion and support (3)	Any other forms of tourism activities, apart from the full moon party, should be promoted and introduced to the tourists. Promotion of tourism on the island has not been supported by the government like others tourist destinations in the country. Tourism on Koh Pha-ngan is not considerably promoted by the relevant organisations as it should be.	LI-3 LI-8 LI-10	Tourism and attractions relevant on the island are not utterly promoted and supported by the relevant organisations.
	Organisations relevant to tourism (4)	Government organisation directly responsible for tourism on the island is unavailable; the entrepreneurs, hence, have to do it on their own. TAT does not pay much attention on the tourism on Koh Pha-ngan. The organisations involved with tourism should pay serious attention and progressively organise tourism on the island. The government organisations do not pay attention and any interest on supervision and defining a plan, direction and policy in tourism.	LI-8 LI-9 LI-13 LI-19	Tourism on the island is not supervised and supported as needed.
	Knowledge and education about tourism (3)	The knowledge and the projects of tourism development that are interesting and possibly provide great benefit have been brought and introduced on Koh Pha-ngan. These projects, however, have never been consistently and pragmatically implemented The knowledge about sustainable tourism should be provided and promoted to all relevant stakeholders on the island. Education and knowledge is not thoroughly providing to the tourism entrepreneurs.	LI-3 LI-17 LI-19	Knowledge and education about tourism has not been completely publicised and widely distributed to all stakeholders on the island.
	Sustainable tourism (2)	The knowledge about sustainable tourism should be provided and promoted to all relevant stakeholders on the island The knowledge of sustainable tourism is a good thing and beneficial for the operators.	LI-17 LI-19	Sustainable tourism is likely publicised and introduced to all stakeholders in tourism on the island.

**From codes to themes (continued)**

<b>Codes</b>	<b>Issues discussed</b>	<b>Interview responses</b>	<b>Sources</b>	<b>Identifying themes</b>
	Tourist information (2)	Those related to tourism business should serve as a medium to help the tourists gain understanding, such as to provide true information. Information Centre should be established to provide travel and tourism information to the tourists.	LI-5 LI-19	Information about Koh Pha-ngan like travel, local lifestyles and surroundings on the island should be provided for tourist so that they are able to enjoy their holidays on the island without trouble.
	Entrepreneurs (2)	Awareness and consciousness should be motivated to the tour operators. The information and criteria for the operators in the tourism business as the accurate practice standard should be made available by the government.	LI-17 LI-19	All relevant necessary and beneficial information should be publicised and offered to the entrepreneurs on the island.
	Tourism development on the island (3)	Tourism development needs taking action, seriously performing and regularly following up. There has never been any plan for tourism on the island. A leader of tourism development is greatly required to make tourism on the island improve even further.	LI-5 LI-17 LI-20	An approach of tourism development on Koh Pha-ngan is neither definitely defined nor is taken in action.
	Zoning (2)	The zoning on the island should be determined. I disagree with the zoning on the island.	LI-2 LI-19	Zoning remains in a discussion and has not been reached an agreement.
	Collaboration (4)	All stakeholders should be involved in collaboration in making tourism sustainable. Tourism development on the island should be started with organisation improvement in the form of integration. Cooperation from all relevant stakeholders is greatly necessary. Collaboration is needed in defining a policy and business plan.	LI-8 LI-9 LI-13 LI-19	Collaboration among all stakeholders in tourism is necessary.

## APPENDIX 6

### Local People Interviews: Identifying Themes and Categorising - From Basic to Organising to Global themes

Basic themes	Organising themes	Global themes
<p>Tourism generates more employment opportunity and more income to the residents on the island. The major income of the residents on the island is from tourism.</p>	An increase of job and income	<b>Jobs and Income Generation</b>
<p>The residents mostly have the job relevant to tourism. Working in tourism area creates more income than any other occupations.</p>	Higher income created by working relevant to tourism	
<p>The volume of tourists has a significant impact on the earning of residents on the island.</p>	A volume of tourists affecting the resident's revenue	
<p>The majority of business on the island especially in tourism business in the form of tourist accommodation is run by the locals. The businesses on the island generally are in form of a family business. The residents mostly return to the island to continue their family's business. Large businesses on the island are invested by the overseas investors.</p>	The types of business	<b>Business and Employment</b>
<p>The locals do not accept a job with low wage, but prefer jobs with high pay. The migrant and non-local workers are generally employed on the island, especially for the tourism business. The migrant and non-local workers are employed with the low pay. The migrant and non-local workers generally are from Myanmar and the northeast of country. The migrant and non-local workers create problems on the island. Termination of employment seldom occurs on the island; the workers are employed throughout the year.</p>	Employment and labour	
<p>Cost of living on the island is higher than it should be. The goods are in the high price and more expensive than elsewhere. The cost of transportation is added to the prices of goods. The residents buy the products in the same price as the tourists do.</p>	A rise of living costs and prices of products	<b>Household Economy</b>
<p>High cost of living does not affect the residents on the island. Revenues and expenses are in balance. The revenues and expenses are unbalanced.</p>	Relationship of revenues and expenditures affecting the residents	

### From Basic to Organising to Global themes (continued)

Basic themes	Organising themes	Global themes
<p>Land on the island is in the extremely high price. The land price varied depending on the location and purchaser.</p>	Land prices	<b>Land</b>
<p>The land on the island is mostly still occupied by the locals. The residents presently do not want to sell the land. The land has been often purchased by major business company.</p>	Land tenure	
<p>The natural resources on the island are abundant and unspoiled. The stakeholders on the island have collaborated with the conservation of natural resources</p>	Natural resources	<b>Environment</b>
<p>The natural water resources are adequate but administration is not efficiently implemented. The major water resources for consumption of the residents on the island are from the wells or ponds and the natural water sources on the mountain. Water supply is unavailable throughout on the island. Water supply is insufficient and is regularly unavailable in service. The water shortage becomes a problem on the island.</p>	Water consumption	
<p>Waste has been increased due to more population on the island. Waste becomes a problem on the island. The recycled waste is purchased. Wastewater treatment system on the island has not been fulfilled. Waste water on the island usually is released into the sea.</p>	Solid waste and sewage	
<p>The tourists on Koh Pha-ngan mostly are from Europe. There is a small volume of domestic tourists on Koh Pha-ngan.</p>	Types of tourist	<b>Tourists</b>
<p>Destruction of natural resources is not caused by the tourists. Tourists are well disciplined in littering. Tourists usually do not create problem on the island. Tourists are able to adapt themselves to the environment and local people. The tourists travelling with family usually come to the island school breaks in their country. The domestic tourists generally travel to Koh Pha-ngan during the summer school holidays and long weekends.</p>	Tourist behaviours	

### From Basic to Organising to Global themes (continued)

Basic themes	Organising themes	Global themes
<p>The tourists partly come to the island to appreciate with the nature. There are tourists regularly coming to join the full moon party every month. The tourists mostly enjoy full moon party. Most of tourists who come for the party are teenagers. Full moon party is not a major attraction of tourists, especially the mature group. Negative image of full moon party are often presented and publicised.</p>	<p>Tourist motivations</p>	
<p>Means of transportation has been improved and more convenient. Alternatives of transportation are more available. The service is not satisfactory. The number of transportations service is insufficient in the high season. It is inconvenient and takes a long journey to travel to Koh Pha-ngan.</p>	<p>Transportation</p>	<p><b>Infrastructure and Public Utilities</b></p>
<p>Roads have been improved.</p>	<p>Road</p>	
<p>Electricity is in greater demand. Power outage often happens on the island.</p>	<p>Electricity</p>	
<p>The hospital is better than it was; being satisfactory and up to the standard of district hospital's criteria. The public hospital on the island is not up to standard. The medical equipment and staff are insufficient and outdated. Treatment of the hospital on the island is unable to be provided to the patients in severe condition and they have to be transferred to the other hospitals.</p>	<p>Hospital</p>	
<p>The locals on the island are in the close relationship. The locals partly continue living in their traditional life. The living standard of resident on the island is improved.</p>	<p>Way of life</p>	<p><b>Lifestyle and Standard Living of Local People</b></p>
<p>The residents still continue their traditional occupations like coconut plantation and fishing. Single occupation on the island is unable to meet the expenses; the residents mostly have more than one job.</p>	<p>Occupations</p>	

### From Basic to Organising to Global themes (continued)

Basic themes	Organising themes	Global themes
<p>Cultural intervention has been caused due to an arrival of tourists and lack of cultural inherited.</p> <p>Inappropriate behaviour of tourists on the island is often imitated such as dressing.</p> <p><u>Luxury goods increasingly play a role on the locals' lifestyle on the island.</u></p>	<p>Change of identity and values</p>	<p><b>Physical and Ethical Influences</b></p>
<p>Ethics and moral of the people on the island has decreased.</p> <p>The residents increasingly appreciate the value of money.</p> <p>People on the island do not rely on one another and become more selfish.</p> <p>Tourists are exploited by some entrepreneurs on the island.</p> <p>The entertainment venues are located close to the schools.</p>	<p>Ethical issues</p>	
<p>Drug problem on the island is not caused by the tourists.</p> <p>Drug widely spreads among teenagers on the island.</p> <p><u>Drug does not cause a serious problem on the island.</u></p>	<p>Drugs</p>	<p><b>Security</b></p>
<p>Safety is not thoroughly provided.</p> <p><u>Security is satisfactory.</u></p>	<p>Crime and physical attack</p>	
<p>Thefts have been increased on the island.</p> <p><u>Theft more often happens during the full moon party.</u></p>	<p>Theft</p>	
<p>Tourism and attractions relevant on the island are not utterly promoted and supported by the relevant organisations.</p> <p><u>Tourism on the island is not supervised and supported as needed.</u></p>	<p>Lack of promotion</p>	<p><b>Tourism Management</b></p>
<p>Knowledge and education about tourism has not been completely publicised and widely distributed to all stakeholders on the island.</p> <p>Sustainable tourism is likely publicised and introduced to all stakeholders in tourism on the island.</p> <p>Information about Koh Pha-ngan like travel, local lifestyles and surroundings on the island should be provided for tourist so that they are able to enjoy their holidays on the island without trouble.</p> <p>All relevant necessary and beneficial information should be publicised and offered to the entrepreneurs on the island.</p>	<p>Lack of information</p>	

**APPENDIX 7****List of Public Sector Staff Interviewees**

<b>Number</b>	<b>Gender</b>	<b>Occupation</b>	<b>Age</b>	<b>Workplaces</b>	<b>Duration of interviewing</b>
1	Female	Chief Administrator of the SAO <sup>1</sup> of Bantai	43	Sub-district Administrative Organisation (SAO) of Bantai	24.12 minutes
2	Male	Community Development Officer	28	Sub-district municipal of Koh Pha-ngan	44.19 minutes
3	Male	Head of Municipal Clerk Officer	35	Sub-district municipal of Koh Pha-ngan	27.28 minutes
4	Male	Public Health Officer	51	Office of Public Health, Koh Pha-ngan	26.07 minutes
5	Male	Village Headman	42	Office of Village Headman	7.55 minutes
6	Male	Dissemination and Public Relations Technical Officer	37	Tarnsadet-Koh Pha-ngan National park	17.25 minutes
7	Male	Forestry Conservation officer	33	Tarnsadet-Koh Pha-ngan National park	4.54 minutes

<sup>1</sup> Sub-district Administrative Organisation

**APPENDIX 8****Public sector Interviews: Translation****INTERVIEWEE: 1**

<b>Age</b>	43
<b>Gender</b>	Female
<b>Position</b>	Chief Administrator of the SAO of Bantai, Koh Pha-ngan
<b>Duration of interview</b>	24.12 minutes
<b>Workplace</b>	Sub-district Administrative Organisation (SAO) of Bantai, Koh Pha-ngan
<b>Date</b>	8 <sup>th</sup> April 2009

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**What are impacts of tourism in terms of positive effect on the residents on the island?**

Tourism has positive effect on residents on Koh Pha-ngan in terms of jobs and income creation. More occupations and employments have been generated; this benefits the whole community in every line of work over the island. Alternatively, some residents have extra income from working related to tourism. For instance, the one who originally have job in agriculture earn more revenue from working as a taxi driver or doing a business of car or motorbike rental. Simultaneously, they remain their primitive occupations; they do not leave those careers.

**What do the residents on the island generally do for living?**

Traditionally, the natives work in agriculture such as coconut plantation, also do trading. At present, they often turn into businesses relevant to tourism as an additional job. However, they do not leave the primitive career; they still have their former work and both jobs are concurrently done. For example, having an opportunity and land in good location, the residents who do trading, often induce their descendants do business in tourism like business of tourist accommodations such as bungalow or resort when they return home after graduation. Some expand additional business or having business in kind of service and hospitality to the tourists. Still, they remain their former occupations.

**The residents who own their land often have business of bungalow, aren't they?**

Yes.

**Does this matter become a factor of an increase of land price on the island?**

Yes, it does. Perhaps, if the residents who have the land are not interested in doing business, they usually have their land leased for business of tourist accommodations instead.

**Do you think the residents prefer leasing than selling?**

As seen, some have sold their land. In case of extremely high price of land lease, the residents do not sell their land. Obviously, most of them prefer having their land leased for tourism business than selling. Although the price of leasing is rather high, it is considered reasonable and often satisfies the purchaser. Nevertheless, the land in which is located in remote area, inconvenient to access and not used for housing, is usually sold in high price in order to buy the land outside or invest in some other businesses.

**Is the land price on the island too high?**

Compared with the price on those old days, it is very high. However, the current price is considered reasonable and acceptable for the purchasers. The land in some area sometimes costs tens millions baht.

**Are there any problems of forest encroachment in order to do business on the island?**

The forest encroachment seldom occurs. Invasion into the forest reserve is hardly happen because the land on Koh Pha-ngan is partly in the form of PBT 5 (A list of land to submit to pay annual local tax. It is not a document of the land under the Land Act. Trading is merely done to give possession of the land, but it is unable to be registered as Rights and Acts) in which is able to be possibly overlapped into the forest reserve area. According to the law, this type of land would not be permitted for construction; therefore, it is unable to be sold or used in term of any other businesses. This is the land occupied by the local residents for livelihood and occupation. However, it is able to be used for business purpose if the document of land is issued by the Land Code under the Land Act to prove that the documents can be released. This action could be done when possession for occupation has been continuously done up to period of time identified by the government. According to the law and Land Act, the land without any documents is unable to get permission to make benefit of doing business. Therefore, new invasion of forest reserve is hardly found, as well as, forest encroachment is not a problem on the island. Land on Koh Pha-ngan partly is in a form of land holdings passed to successor without an evidence of ownership. It is only allowed to be used for occupation while

permanent structures are not permitted to be constructed for business advantages. Though, only few of illegal actions probably have been found.

**Do you think if cost of living on the island very high?**

**Is this a problem of the residents on the island?**

The locals are not spending as those who are in tourism business on the island. They choose to live on their own traditional lifestyle. However, it does not mean all products on the island are sold in expensive prices; the goods are not wholly expensive. The residents have an alternative of living and spending on the island. For example, they are not buying expensive items or having meal in luxurious restaurants as the menu prices in those restaurants are set more expensive than usual to offer the tourists with service.

**The cost of living on the island does not affect the living of residents, does it?**

The goods of necessity consumption do not cost too much. The higher price is caused by additional transportation cost; however, it is not too much higher than on the mainland. In case of luxury goods, they are sold in expensive prices; the ones only who are able to afford are buying them. The locals, thus, are not suffering with the high cost of living on the island, as they mostly are not spending based on the current of tourism economy. They still live in their own traditional way of life; they do not use expensive products; this circumstance has no influence on their livelihood.

**Do you think whether development on the island is caused by tourism?**

Not really much. The development on the island is usually in regular procedure of administration, but there probably are some projects created for tourism. For example, to build roads to some tourist destinations for being more conveniently accessible. This facilitates both tourists and the residents in such areas. However, constructions in tourism attractions sometimes are done without any supervising or planning of government organisations. This sometimes causes problem and difficulty of implementation and planning of the following infrastructure constructions because they perhaps are unable to be performed as a correct layout specified.

**What about water supply and electricity?**

The distribution and service of electricity and water supply is insufficient for the locals. The electricity has not been provided throughout the island; some tourist attractions or some communities on the island still do not have electricity service. Also, the water is not available and distributed across the island; water consumption is from wells in some areas beyond the provider's water supply. The residents have to use water from natural water resources or do water storage on their own. The shortage of water is often a serious problem in drought.

**Does the government provide any assistance in a matter of water retention on the island?**

**Is there a plan or solution of water shortage on the island?**

It has not been done much. The residents themselves usually manage to retain water for consumption in period of water shortage. However, the government organisation has built many weirs and dams close to the natural water resources scattered over the island. These somewhat help solve the problem of water shortage, and more dams will be extensively implemented to solve this problem. In a matter of local water supply, there is a great effort to thoroughly provide water distribution over the island, so that the water supply is available for the residents in every part of the island. Yet, this aim has not been achieved due to insufficiency of raw water to produce water supply. Another dam close to the big natural water resources in Tongnaipan area is being implemented for a purpose of raw water storage for water supply in administration and cooperation of Department of Irrigation. With expectancy, this will be able to absolutely solve the problem of water shortage on the island.

**What area on the island faces with shortage of water the most?**

Actually, the water shortage occurs in certain time but not long and it is not a serious problem.

**Is there a problem of intrusion of natural resources on the island?**

Intrusion of natural resources for business of tourism is minimal. Most of invasion is rather done for agriculture. In a matter of natural environment, it is noticed that aesthetic pollution is more often found as the large structure of big resort sometimes blocks the beautiful scenery of natural surroundings. These include soil excavation and reclamation of coastal area for constructions. An intention of forest invasion for business purpose has not been reported yet.

**Is there a lot of wildlife on the island?**

I do not know much about it. As known, there are some deer on the mountain. Hunting does not appear on the island.

**Are there any problems about garbage and wastewater on the island?**

There is a problem of sewage disposal. Currently, it is required by law that all constructions have to arrange sewage disposal system. However, the system provided by local government is not sufficient. It has not been extended and improved to support and to meet the growth of constructions. Wastewater treatment pond is too small to accommodate the volume of waste water. Since the community has been extended and greatly grown, as well as the current wastewater system is inefficient and not up to standard, an extension, improvement and new administration are needed to meet the growth in present. In a matter of waste disposal, I don't think there is a problem about this. The separation system is used in initial process; some are sold for recycling; the rest is sent to the landfill. An increase of tourist has contributed to the greater amount of waste; The more volume of tourist increases, the more waste is produced. An incinerator is required, but it is worried about problems that come later. An area of landfill is 10 Rais; it is considered sufficient now. This area is able to be expanded, but it probably is not enough in the future.

The locals partly contribute to separation of waste; this help reduce work load and save time in disposal.

**Is the landfill far from the community?**

Yes, it is quite far. An expansion of the landfill is a problem. The community nearby does not want to do so as it will be too close to it. This is able to cause air pollution and health problems, also any side effects creating troubles in the future.

**Are there problems of crime and drugs?**

There is some, but it is not a serious problem on the island. This also is a problem in everywhere.

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## INTERVIEWEE: 2

<b>Age</b>	27
<b>Gender</b>	Male
<b>Position</b>	Community Developer 4
<b>Duration of interview</b>	44.19 minutes
<b>Workplace</b>	Sub-district municipal of Koh Pha-ngan
<b>Date</b>	7 <sup>th</sup> May 2009

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### **How long have you been working here?**

I have worked here for 3 years; this is the third year of working.

### **Are you the local?**

My grandmother is local person, and I came to Koh Pha-ngan every year when I was young. I came here since 1982. I have seen changes in here. On those days, it was badly inconvenience to get to the island.

### **Have there been a lot of changes?**

Lots of changes.

### **Is in in positive or negative way?**

In my opinion, everything has two sides. However, it is in very good indeed.

### **Can you give me an example?**

For instance, transportation and infrastructure has been much developed. In the old days, transports and routes are terrible; there are only paths in the coconut groves, and a few roads on the island. For public utilities, only lamp was formerly available. There were just few vehicles, and people needed to walk. When my parents were teenagers, they lived in Chalokbankao where is far from the downtown. They walked to get and buy the consumptions because of vehicles unavailable. On those days, it was said that transportation was inconvenient and taxis were few in service. I remember, on those days, when I went to Bangkok, I had to make an appointment with a taxi driver to pick me up early morning to catch ferry in the main pier in downtown. After an arrival of tourists, everything started to be developed by the government. In the past, electricity was available only on Sunday; it also sometimes was unavailable.

### **Wasn't it?**

Of course. In 1982, electricity was only available on Sunday. The service was provided only at night time; lamp is used instead on the days of unavailable service. I did use it as well when I came to visit my grandmother on the island.

### **Transportation has been apparently developed, hasn't it?**

Yes. In a matter of hospital, there was no hospital on Koh Pha-ngan; only sanatorium available. The hospital was only on Koh Samui.

### **Was it adequate? How about treatment? Were the residents efficiently treated?**

Only first aid or basic treatment, I think. In case of serious condition or coma, such treatments could not save their life. Moreover, transportation is terribly inconvenient; people needed to walk and it took much long time. Roads were not in good condition as they are today. I would say that living on the island previously was difficult and inconvenient.

### **Do you think if development on the island is influenced by tourism?**

Yes, I do. I believe that tourism is a key factor in development and has brought prosperity to Koh Pha-ngan. Initially, the residents saw the growth of Koh Samui. They needed the foreign tourists to come and visit Koh Pha-ngan in order to make Koh Pha-ngan to become developed as Koh Samui.

### **Do you think whether Koh Pha-ngan has been adequately developed in term of growth and the volume of tourists?**

At present, infrastructure system is considered satisfied. However, the hospital has not been up to standard yet.

### **What about education on the island?**

For education system on Koh Pha-ngan, it is sufficient in terms of quantity. In a matter of quality, it does not mean that schools in sub-district level are not qualified, but the problem is belief and value about education. In general, it is believed that schools in big cities or in the famous ones are more standardised and offer better

quality in education than the ones in small provinces or in remote areas, therefore, the top students usually move to study in those famous leading school. Formerly, numerous students who graduated from Koh Pha-ngan School were successful and had continued their study in high level. However, due to such belief and value, the best students always further their study in the school outside the island in the mainland or in Bangkok. In addition, the parents today have a better living and more funds to send their children to those schools since they think that the schools with high tuition fee absolutely offer better education for their children. Though, the children sometimes cannot reach the goal and achievement in education as expected, or fail in their study in those schools. According to an idea of better life creation, some parents are certain that the more money is spent for, the better education is offered. In my opinion, it is not such a good idea to send the sole children to study far away from parents when they are too young because they are immature to take care of themselves. It seems that the parents are pushing and throwing their children away by sending them to study in the school far away from home, by a reason of better education with their affordability.

**The reason is they do not trust in education system on the island, isn't it?**

I do not think so. They do not worry about quality of education, but they would like their children to learn and open their vision to become more worldwide than what can be seen on the island. However, the education is one factor as well. I believe that it does not matter where you study because of the same textbooks and the same level of teachers in term of qualification; there is no big difference. Perhaps, the point is there are more alternatives in education available in the big cities such as tutor schools; the children will have more opportunity. It is believed that if they are on the island, their visions will not be wider, but the fact is whether their children are well prepared and mature; this is always disregarded and overlooked. They merely have an idea that their children will have chance to help and take care of themselves when being away for further study. In my opinion, if the children face problems, they will be unable to properly deal with such circumstances because of no parents or any counsellors. It probably will cause big trouble later.

**If there is a promotion to inform the parents to understand that education standard on the island is not different from any others and the qualified teachers are available. Will they change their previous idea?**

Of course, they will. Presently, there are a number of students from all over the island studying in the municipal primary schools on the island. They are not moving to study in the school outside the island. Significantly, the issue is how to create education standard and trust to satisfy the parents, as well as how to encourage them to realise that the best education is to study and to stay with family in order to have an opportunity to learn and to share with family members. The residents sometimes are not thoughtful and do not consider in detail of this circumstance. Likewise, in a matter of business on the island, it is a kind of fast growing business without consideration. Some businessmen have much money, but they have no taste.

**Do you think whether those businessmen have sufficient knowledge about tourism?**

First of all, you have to understand that tourism on Koh Pha-ngan has been developed without any promotion or any support from the government. This is a reason that the residents never trust the government since they always depend on themselves from the beginning. All business on the island, also Full moon party have been totally created and organised based on the ideas of the residents on the island. TAT never comes to provide any knowledge information to the residents and tourism entrepreneurs. Earlier, the provincial governor did not organise or prepare Tourism Strategy on Koh Pha-ngan. Tourism was let to be continuously developed by the stakeholders on the island themselves as far as fulfilment and success has been accomplished. The provincial organisation afterwards came to manage and arrange tourism on Koh Pha-ngan by a reason of big source of revenue of the province. This is what I think. Besides, Full moon party was initially organised by the local businessmen and the residents on the island; this has been developed based on their concept.

**The residents have been struggling with their businesses on their own, haven't they?**

That is correct. There is no government organisation come to provide or contribute knowledge about tourism. For example, there is no information or knowledge about Eco-tourism provided. This just was done after damage has been occurred. The knowledge came when it was too late to manage or to be altered. Another issue is drugs. The first group arrival of foreign tourists was Hippies in a form of backpackers. Based on my experience, I went to Had-rin when there were a few of rustic huts with some tourist in type of Hippy family. Nowadays, types of tourists have been changed. Formerly, the tourists were a group of natural lover; being naked on the beach and used herbal drugs like cannabis. The residents who also used such kind of drug turned to do business about it to earn more income apart from doing coconut plantation or mining.

**Was there any mining on the island?**

Yes, there were. My family did mining as well. In the past, the people on the island also did mining; you can see some traces of mining by the lake on Sri Thanu Beach; those are traces of the old mines that were done both in private and concession.

**It seems that the natural resources are rather abundant, doesn't it?**

Yes, it is currently still plentiful. The natural resources on the island are rich. However, I am wondering what direction it will be developed in the end.

**Do the government have a policy or implementation to handle with this circumstance? Or are there any plans or management?**

Since all business on the island originally was launched and operated by the private stakeholders, as well as it has been developed without any support of public sectors. Koh Pha-ngan, thus, becomes independent. To administrate natural reserves, it will be rather difficult if these are solely done by the government organisations afterwards. The government is able to do nothing much because the majority has been already done and has been progressed by the private sectors. The best thing is that all entrepreneurs have to do collaboration and discussion, also to establish an association, as well as set a master plan of Koh Pha-ngan. Besides, tourism board should be appointed. These are what I think.

**Is there an organisation like this on the island?**

Actually, there is no organisation that is directly responsible for or arranges this matter. Currently, there are 2 organisations but the management has not been done in the same direction. They are in conflict; this result in inefficiency management and full benefit unavailable. To start with, a policy in subsections should be initially set up to create guideline in administration of Koh Pha-ngan, then private sectors, entrepreneurs and the local government has to subsequently discuss and make decision in details. Although Koh Pha-ngan is just a single island, there are 2 Sub-district Administrative Organisations and a single Sub-district municipal. Separately, each has own individual administration. It is noticeable that 3 landfills are available on the island. General discussion about policy, image or direction of Koh Pha-ngan has never been cooperatively done by leaders of those government organisations. There is also no plan about tourism management. In my opinion, tourism clusters have to be generated such as a cluster of cultural tourism. Cultural information centre should be established so that any other tourist attractions relevant are able to be linked to one another to distribute and share benefit together.

**Does the government have an effort to arrange such guidelines?**

**Is there a plan to combine those several units together?**

**Or are there any plans to create confidence in the government sectors to come up with the residents on the island?**

The local government does not get involved in these issues as their operations are individual; each organises their job in its own tactic. Some local administrators have business in tourism and earn much profit too. All businesses are often done in a way of taking advantage as much as possible. There is no authorised leader, as well as any discussions on doing such business have never been absolutely done. There seemingly are some entrepreneurs trying to do tourism development, however, all of them, in point of fact, have generated the policies and done for their own interest and ended with benefit related to their business. For example, some projects beneficial to them have been pushed to be preferably achieved. It is able to be said that all is done for benefit with a creation of policy which seem to be more reasonable and more logical to such advantages.

**It is concluded that all has been done for their own benefit, isn't it?**

Absolutely, taking such advantages can be done; however, a communal approach of tourism development should be created to provide guidelines and regulations that must be entirely followed thoroughly the island.

**Why has the administration on the island been divided into 3 organisations?**

In my opinion, it is acceptable for such management at the moment. Previously, I agreed that this should be combined into a single unit; however, that idea was changed then.

**What is the reason?**

Local government that is separated into 3 administrations helps thoroughly supervise and manage the island; however, all of them have to work in cooperation. The master plan has to be formed to have all of them to perform together and compatibly manage in the same direction. In practical, each section is responsible for its

own area; however, this has to be done in consistent with the policy and plan of the island. Only a single organisation is unable to thoroughly achieve management of the whole island. If the three organisations come to work in collaboration, budget sharing and collaborative management is able to be done. For instance, only a single landfill or an incinerator can be used in a process of solid waste disposal for the whole island. The rescue teams are able to be managed and to work together. However, the problem is no one will become a leader and seriously launch such management. In my opinion, this master plan will probably be performed by an authority beyond the provincial organisation. Not only the representatives from local administration, but also the scholars and various stakeholders like local people, community representatives, the entrepreneur and the President of any other organisations on the island. There is a local tradition on Koh Pha-ngan called Chak Pra Festival. This is unique because it is arranged on the sea, as well as Chak Phra folk song with particular poetics is exclusive.

**Do you think whether the people on the island are acquainted with this local tradition?**

Actually, they do. The new generation does not know much about this tradition since their parents sent them to study elsewhere. Though, those who are over age 30 still are able to sing Chak Phra folk song. Chak Phra festival, formerly, seemed to be only a single carnival that people from all the villages scattered on the island came and enjoyed it together in town. Since the island has been developed and becomes more prosperity, more entertainments and more events such as television, concerts have been occurred and familiarised on the island. Accordingly, people pay less attention and are not much interested in traditional Chak Phra festival. It, then, becomes less favourite and not as popular as it was on those days.

**Does the government have any ideas to induce people to pay much more attention and increasingly participate in this festival?**

The residents, nowadays, are still regularly organised this ceremony. As mentioned, it seems to be currently simply arranged in term of inheritance, but it unlikely does to make real benefit in term of tourism. To be expected, the relevant entrepreneurs had better to be invited to get to know this festival in details, then do arrangement and promotion as an event on tourism agenda. At present, it is seemingly seen on the tourism calendar; however, this has been not completely conducted in form of a cultural package tour. Followed by this idea, all types of tourism accommodations are able to make available this package. When purchasing this excursion, the tourists are able to join and closely view the event on the boat transferred by the local people. This will also alternatively generate revenue to the residents on the island. On the other hand, it is realised that there is no holistic management that is able to be linked to one another. Without cooperation and lack of reciprocal linkages, this idea is individually and discretely done.

**In case of being launched by the government, will the stakeholders come to participate in this task?**

If so, they definitely will do it. Of course, the bungalows owners would like to earn more income. In case of booming, this will be created as one more tourist attractions on the island. Koh Pha-ngan is well-known because of the Full Moon Party which is only held on Had Rin. Tourism cluster on the island, thus, has to be created as only a single selling point is insufficient. More activities and tourist attractions also need to be increased and promoted to gain more selling targets in tourism on the island. In fact, there are more attractions on the island like a Bureau of International Meditation. Although this one belongs to a private sector, it provides an interesting activity to have some groups of tourist to pay attraction. Moreover, there is a story of historical significance. It was found that 12 paintings were taken from Koh Pha-ngan to be exhibited at the Liberty Park in Surathani since no one could interpret and explained about all those paintings. They accordingly were copied and brought to be interpreted by a celebrated monk "Dharmakosajarn" known as the Buddhist mendicant; they later are moved and permanently publicised there. Literally, they were originally located at Wat Khao Tham on Koh Pha-ngan.

**Is there an idea of a project of a museum establishment on the island? As known about island history, King Rama V had visited the island both in official and in private.**

Creating a museum on the island is in the process of implementation; the budget has been in consideration of the provincial committee so far. The project will be made available in a form of an exhibition of a story of Koh Phan-gan and the legend of 14 times of unofficial visits taken by King Rama V. As Koh Pha-ngan is rather far from the capital; this makes an arduous and long journey causing to a lack of technical support this project. However, the Full Moon Party on the island is well-known and becomes renowned as a major tourist attraction. The party extremely generates big revenues on the island at least twice a month.

**Do you think there are too many parties held on the island?**

I don't think so. As long as tourists come to visit; it is all right. I don't think they are too many.

**As seen, there is not only the Full moon party but there are also any other parties on the island. The party is seemingly held every single week.**

Well. Yes, it is. However, any other parties such as Black-moon party or Half-moon party are unable to attract as plenty of tourists as the Full Moon Party is. I do not believe that the foreign tourists will fly straight to join such those parties as they will do for the unique Full moon party. Those parties are held in the other parts of the island in order to gain more income in the areas. There are no foreign tourists intend and directly come to them. Actually, the tourists earlier or later stay on the island because of the Full-moon Party, the major attraction. If those are held during that time, the tourists will probably join them to hang around until the Full moon party.

**It is concluded that the major selling point is the Full-moon Party, isn't it?**

Yes, of course. Any other parties are still allowed to be held in the area controlled. Simultaneously, an initiative of cultural tourism will be sorted out and made in progress. If this type of niche tourism is successfully come up with, a volume of tourists will be more increased. However, many tourists continue to especially come to the Full Moon Party, hence, it is supposed to be held as usual and connected with the other types of tourism on the island. If this is able to be effectively done or a cluster of tourism is able to be created, the new different group of tourists will probably come to visit the island.

**According to the opinion and perspectives from the earlier interviews, it is indicated that there is small number of tourists at certain time. What do you think about this?**

This is caused by any other activities, any attractions or any experiences on the island that have not been prepared and introduced to the tourists. However, it seems rather difficult to do so since the tourists are familiar with an original image of Koh Pha-ngan which becomes challenging to be replaced. The problem is how the tourists will be attracted by some new niche tourism as they mostly have an idea of visiting Koh Pha-ngan for the Full Moon Party in particular.

**However, if the new activities are not initiated, there is no new event happening here.**

Yes, this idea has to be started; however, such image cannot be considerably changed at once. It is unable to expect a target group of tourists as same as the one on the Andaman coast due to difference of image in travelling and point of view of their holidays. It was told that some tourists act and behave on the island in different ways when travelling to the other places. For example, they dress in more casual and more comfortable on Koh Pha-ngan as they create an image of holidays here in the form of fun party, relaxing and freedom.

**Would you like to keep it remain like this or to make any changes?**

It should be continued as it is. All visitors spending several months on the island usually feel impressed and enjoy their simple life as living on the island is relatively simple and easy. They do not have to worry about jeopardy caused by the Mafia or the local gangsters as it happens in any other local tourist sites. They, hence, are happy and enjoy their lifestyle on Koh Pha-ngan. Apart from the tourists, the ones who come to work on the island also get similar impression. In a matter of immigrant workers, they come and badly use up the natural resources causing an extinction of some creatures such as Iguana and lizard. They, however, still are warm welcome and have no conflict with the local people who always are good host to all of them. The visitors, then, stay happily on the island.

**Is there wildlife conservation on the island? Are there any wildlife reserves?**

Yes. For example, deer and bull are reserved.

**Is there a problem of an invasion of natural resources on the island?**

Yes, quite a lot.

**How is about the law?**

There is. In practice, the deeds are sometimes done overlapped in the sanctuary or restricted area.

**I have heard that the land of forest reserve is partly used to make personal benefit.**

Yes, that is right. There are some areas remained reserved areas in which have already been done. In the past, some is considered in the form of PBT 5; this is occupied when the residents originally made and cleared the

fallow area for agriculture like cashew nut plantation; those partly are in the forest reserve. Later, the land become degraded and harvesting seemed to be unproductive as it had been. The farmers had no idea to gain any profit from the useless land. Simultaneously, the foreign tourists started to come to the island; such land had been changed for bungalow construction especially along the seashore. Presently, the coastal areas seem to be too crowded to build any more tourist accommodations. These businesses, then, have been moved away from the beach to the inland or on the mountains. The new business in a form of selling land property for the tourists is widespread; this causes the higher price of land in such area. By the law, this type of land is unable to legally be purchased or to make benefit in a matter of business. However, the solution is able to be finally sorted out; the business is able to be done legally. This circumstance happens everywhere as normal.

**Do you think this circumstance caused by lack of enough strict law that creates an opportunity to gain advantages?**

This is considered as a national problem; it is not only a problem on Koh Pha-ngan.

**If the participation of all stakeholders in tourism is taken in consideration, are all of them going to take part and get involved in tourism development?**

I think a leader or a host and the ones who are in responsibility to manage and form the plan are initially needed for this.

**Do you think who deserve to be; the internal or external one?**

I think this one should be in the level of CEO who is in prior to come to establish the Committee in implementation this project.

**What about TAT? Are there any chances of TAT to distribute or help this?**

Today, TAT only play significant role on marketing management. Obviously, it has recommended by the former government that tourism on Koh Pha-ngan has to be developed and managed by the stakeholders themselves; TAT will support at the back.

**Does the Office of Tourism Development that recently established have any roles in supporting tourism on Koh Pha-ngan?**

The needs of equipment and instruments in tourism development were surveyed and collected; however, there is nothing that has been sent to the island as requested. I do not think this load of work is likely to be in charge of TAT or any organisations outside the island. The governor is the most important one playing the significant role in managing and developing tourism on the island; it should not in responsibility of any other organisations or any other parties. The strategies should be initially launched and completely implemented. Previously, the deputy governor accompanied by the lecturers of Songkha nakarin University, were sent to make a scheme of master plan for this project. This project eventually failed and did not reach the goal due to lack of continuity in the process. In fact, I think all local administrators have to be called for basic discussion whilst the leading private sectors also gather to have their talk. Later, the workshop will be organised to brainstorm and make a conclusion of how the plan is going on, then all business owner of tourist accommodations will be together invited to learn and follow such ideas.

**If this is able to be done, it will lead to a good opportunity in effective development.**

I do think so. However, the image of party on the island is unable to be resolved, and it is unnecessary to do. It should be held as it is, and there is no need to be changed; just only making control in some points. Moreover, an approach of eco-tourism should be increased because the entrepreneurs are willing to participate with an awareness of conservation.

**Do you think if these people realise about conservation in details?**

I don't think so. They do understand only the basic idea, and become conscious about their bungalow and the surroundings. For example, they do not cut the whole big trees in the area; they generally keep most of them remain. However, they do not much concern about the complex ideas like eco-tourism. To introduce them in such point of views, it will be a good idea. However, this seems to be too complicated for them to understand at the beginning since this kind of knowledge has never been seriously made know to them by the relevant organisation like NGO.

**If such knowledge is brought to become familiar to all stakeholders by the public sectors, do you think whether it will become in a better way?**

In case of the support of the government in this case, it will help the residents gain and increase the knowledge of eco-tourism that they never know before. This will definitely help improve the tourism situation on the island in some ways.

**Shall we go back to the topic of solid waste and waste water as mentioned earlier? Do you think if there are any problems about these?**

Yes, of course. A massive load of waste such as plastic bottles and bags, glass bottles are incredibly found all over the island. This circumstance makes us realise that all of them are not in the process of manufacturing on the island. They, however, seem to be purchased by big investment to become the waste on the island; then create a big problem in a matter of disposal.

**How is the management system of this case?**

The waste disposal is in a method of landfills. Nowadays, it seems to be exceeded to do that; however, the idea of an incinerator is taken into consideration in the near future.

**How is about an environmental problem afterwards?**

Department of the Environment had viewed and said that smokeless incinerator will slightly cause pollution. In case of waste separation, this is rather able to solve the problem. Yet, there has been no authorised organisation having a plan for this matter. In fact, this process of separating waste into 3 types should have been done before this. The waste produced by tourism businesses such as parties and tourist accommodations, together with the one from the market sectors; have to be in extensive control. On the other hand, the household waste is not considered in a problem because of the small amount of waste compared to the above mentioned.

**However, there is no any management for this circumstance, is there?**

However, there is no any management for this circumstance, is there?

This is in responsibility of the Municipality and it must likely have been earlier done. In my opinion, to start with the business of bungalows, the ones in participation with the waste control project will certified by the sign of "Think Green". They will be advertised that they are in a cooperation of such project. The travel agents, then, help introduce them and promote what they do. For example, they do waste separation into wet and dry ones. They reduce the amount of plastic bottle usage, and turn to the recycled products instead. They bring the solid waste into a process of conversion to energy or energy recovery; those solid wastes will be converted into thermal energy or biogas for use. Having taken part in this project, an award or a certificate will be offered by an announcement of state government. The funding and knowledge will be particularly provided without any charges. By this, it probably will encourage and interests some entrepreneurs to be in pilot process. The tourists will appreciate and acknowledge that those are in a process of Green Bungalows. There, it will be found that grease trap and waste water treatment systems are arranged, as well as recycled water is used for watering lawn in the area.

**Are there any ponds of waste water treatment on the island?**

This is in a process of studying and gathering information; that will lead to the procurement management process under supervision of Kasetsat University.

**Is there a problem of water consumption on the island?**

The entrepreneurs have to be extremely blamed for this issue. Actually, there is no shortage of water on Koh Pha-ngan. If it is well-managed, the amount of water for consumption will be definitely sufficient. It is noticeable that the great volume of rainfall is usually let to flow out into the sea; and it sometimes causes flooding on the island. In case of well management of water storage process, a problem of water shortage will unlikely happen. Moreover, the entrepreneurs mostly try to satisfy and make the tourists joyful by creating a swimming pool while facing water insufficiency. It seems to be unnecessary to spend money and great volume of water for such construction as the tourists are able to enjoy swimming in the sea.

**It can be said that water shortage does not truly happen, but the problem is caused by ineffective procedure of water storage.**

In fact, there is no shortage of water. Lack of practical management of water storage obviously causes the problem on the island. The entrepreneurs always complain about this case; however, some of them always

make excessive use of water than necessary. For example, the swimming pools are built as it is believed that these will attract the tourists to stay at their places. Noticeably, an increase of tourist accommodations in a type of bungalow greatly causes water distribution on the island.

**In term of employment creation, do you think tourism helps the residents have more occupations?**

The workers on the island mostly are non-local. The local residents generally have comfortable lives due to a plenty of natural resources that affects their occupations like coconut. Moreover, some of them occupy and own the land; they do land rental or leasing for trades; that makes them the better and more luxury life. They currently give up the former tough work. The workers, in general, are from outside such as Myanmar.

**What do the local residents usually do at present?**

Most of them spend their time on gambling like playing cards, having cockfight and buffalo fighting. They really enjoy those of them.

**How do they earn their income?**

The local residents are rich due to their easy money from the sales of land in high price creating lot of money. Some of them, later, have business of house rental. However, the non-locals increasingly come to do the businesses on the island at this moment.

**Do the foreigners doing business on the island have any significant roles?**

They increase business competition with the locals and have a substantial market share, particularly in business of food and beverage that commonly provides good quality. This extremely leads to the leakage.

**Are there any limitations on doing business on the island?**

No, there are not. As earlier mentioned, the local residents never have conflict or disapproval of any businesses run by the non-locals; they are always welcome. By a reason of no local mafia on the island, those businessmen simply come to take advantages and gain great benefits. For example, a large international business of Yoga bureau on the island is operated by the foreigners, and the clients mostly are overseas. Those visitors usually rent a house and spend long time on the island with economical living for Yoga lesson; mainly support the business overseas provided on the island as well. They afterwards return back to their country with qualification to earn great income in career. Thailand has just concerned about small amount of income with thoughtful ideas; the foreigners sometimes are allowed to take excessive advantages. Tourism management has never done on a basis of theoretic approach; the aim is to basically generate foreign currency to host economy.

**How about the limitation of tourist capacity on the island? Does it need to be done?**

The limited number of tourists on the island is unable to be done due to being too late to make it under control. The procedure is rather difficult to be followed as this is unlikely in cooperation. The limitation of tourist capacity seems to be too far to do; however, the limitation of businesses investment run by the foreigners is likely to become successful. Preferably, some of businesses should not allow the foreign to invest since the local entrepreneurs seemingly disagree and satisfy with such incident. It is able to be concluded that the limitation of investment seems to be preferred than tourist number control.

**Does the foreign tourist arrival affect the cost of living on this island?**

The cost of living on the island is high; however, this issue is acceptable and never causes a trouble. The locals mostly have great income, they, hence, are able to afford. Absolutely, it affects only a group of government officers.

**This is concluded that the income and expenses are in the same way.**

Certainly, just only the officials have been greatly affected by the high cost of living. For example, the meals cost the same price as the ones in the shopping mall.

**Does the big Department store crate any troubles on the island?**

**What are benefits or disadvantages?**

I notice that the residents mainly go shopping there. In my opinion, there are more benefits than disadvantages. The price of food there is as same as the one sold by the food vendors or in the local market. Previously, the prices were high as they were set depending on the merchant's preference. They presently become cheaper since the Lotus is available on the island. The sellers are unable to set higher prices as they did before due to price comparison and competition in business.

**Do you have any more ideas or any suggestions?**

I think there are a couple of issues need to be instantly done. I suggest that the foreigners who come to do business on the island have to be watched over because of the competition and great benefit. This circumstance will make a huge impact on the domestic investors as the foreign tourists certainly prefer products or services provided by the overseas. The number of those businesses had better to be limited and decreased, however, it seems difficult to be done since the law often makes an opportunity to enable those foreigners to take excessive benefit. For example, to allow them to have a chance to occupy the land in form of partnership; this provides them a great deal of benefit.

**It is able to be said that the Foreign investors make trouble now, isn't it?**

Yes, but there are not as much as on Koh Samui. There, the foreigners have initially bought condominium or any same types of accommodation; they later make it a room for rent. Moreover, some buy land and property in a partnership of Thai investors; they afterwards renovate and rebuild it in form of room apartment for the tourists stay that make them great benefit. This is considered as a method of taxation avoiding of foreigners; they do not pay tax when buying property for housing not for business. This causes a great deal of national revenue deficiency. In addition, the migrant workers who are not in the list of registration; they, thus, are unable to be identified and arrested when making criminals. Besides, they, selfishly and extremely made use of natural resources like birds, lizards, snakes, seashells, in order to be used for food. They do not concern about the reasonable sizes or the adult growth of such creatures; this causes their extinction in the near future.

**Are there any more problems of the migrant workers on the island such as the criminals?**

There are not much.

**Is it considered that there is only an issue of Degradation of natural resources?**

Yes. These workers are significantly in charge of the destruction of natural resources; most of them obviously have been destroyed by them. They inappropriately and severely make use of them; they never think of natural conservation for making further uses in the future. In an issue of crime, it usually causes by a group of unknown people living on the island. Unlike the local residents, they all know each other all over the island as they are all relatives. Due to an arrival of outsiders, they are strangers on the island. When the crime occurs, it seems to be difficult to make person identified.

**In term of drug, is it a serious problem?**

it is considered as an income of the locals on the island. This is national issue that is irreparable one caused by high-ranking officials.

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**INTERVIEWEE: 3**

**Age** 35  
**Gender** Male  
**Position** Head of Municipal Clerk Office  
**Duration of interview** 27.28 minutes  
**Workplace** Sub-district Municipal of Koh Pha-ngan  
**Date** 11<sup>th</sup> May 2009

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**First of all, could you please introduce yourself?**

I am Head of Municipal Clerk Office of Koh Pha-ngan

**How long have you been working here?**

Over 3 years

**Are you a local person?**

No, I am not. I am from Suratthani.

**What is your idea of about Koh Pha-ngan?**

In positive way, Koh Pha-ngan is a tourist attraction in which tourists usually show their interest in Full moon party. It is only a single selling point of the island. The accommodations on the island usually fully booked by foreign tourists particularly in the period of 3 days before and after the party.

**Does this event generate more income to the residents?**

Yes, of course. It merely creates large income to the residents on these days. It results in significant revenues for the local people during only in such periods of each month.

**What about in any other periods?**

In other periods apart from Full moon party, the bungalows business and other enterprises often say that there are merely a small number of tourists on the island.

**Are the businesses on the island able to survive if there are numerous tourists only during full moon party?**

In fact, the period of before and after Full moon party, there still are some tourists. The earning during such moments is considered adequate and satisfactory. For example, in a business of 20 bungalows, a few are usually booked; the business is able to carry on without difficulty. Although the volume of tourists is less than in period of the party, these businesses still have sufficient income. However, during Full moon party, all businesses usually work harder to try to gain as much income as possible to compensate in the other times. Therefore, the revenues are averaged in total; the significant incomes are eventually generated for those businesses.

**Are there any problems in a matter of low season and high season?**

Three years ago, the problem was a decline of tourists on the island; the volume of tourists is not much as it was. Over the past three years, the number of tourists on the island has been reduced than ever before. Previously, an arrival of tourists on the island was numerous in high season. Moreover, although it was not in a period of Full moon party, a large number of tourists especially the foreigners were available. Conversely, since the last three years, an arrival of tourists on the island has been not as much as it was, even though in the Full moon party.

**What's wrong?**

I think this has been caused by the domestic political turmoil and the world economic crisis.

**When is the low season of Koh Pha-ngan? What months?**

It is between May to September or October. It is rainy season in Thailand, as well as the weather in Europe is getting better, not too cold. On the other hand, from December to March, it is freezing; more tourists generally go and spend their holidays outside their country. This is considered as the high season of Koh Pha-ngan.

**It is in accordance with the weather, isn't it?**

That's correct.

**What do the residents do when tourists unavailable? Are the businesses closed during that time?**

During the low season, there are some tourists; this does not mean none. The business of bungalow still gains some earnings and is able to stay on their businesses. On the other hand, an influx of tourists always comes to the island during the Full moon party as it is one of the most popular attractions.

**It can be said that tourism on Koh Pha-ngan basically depends on the Full moon party.**

Yes. Especially, during 3 days before and after the party.

**In case of no Full moon party, the tourists will not come to the island. During that time, what does the government provide any supports such as introducing other activities or events on the island to help attract the tourists?**

In the duty of municipal, there is no organisation in tourism. This is in responsibility of provincial tourism organisation in charge of the southern Tourism Authority.

**Is the province responsible for this?**

Yes, but it is mostly more emphasised on tourism on Koh Samui and Koh Tao. For Koh Pha-ngan, only the Full moon party is much more focused on than any other attractions. Still, the nature is not the selling point as it is unable to compete to Koh Tao in this aspect. Moreover, in term of convenience and facility, these are considered better prepared on Koh Samui. Therefore, the party is solely highlighted as the selling point of tourism on Koh Pha-ngan.

**Each island in this area has its own different selling point and identity, isn't it?**

Yes. Each island in this area has its own different selling point. Koh Pha-ngan exclusively focuses on the party such as Full moon, Half moon, Black moon, Shiva moon etc. Whatever is relevant to the party, it will be focused on the Koh Pha-ngan.

**Do you think if this affects living of the residents on the island?**

Yes.

**Can you give an example?**

Noise pollution or something like this.

**Do the parties create a nuisance to the residents who are not involved or gain any benefit in such activities?**

Some of them do. However, the Full moon party does not cause any problems to the residents as they accept and agree with this party, whereas some of any other ones often give the residents surrounding a nuisance.

**How does the government resolve this situation?**

The Municipality does not get involved in this administration. This is in charge of the District organisation and the police. Apart from the Full moon party, to apply for permission needs to be proceeded at the District organisation because an approval is in an authority of the district. For the Full moon party, it does not need to do so since it is considered as a routine festival of the island, while the others have to do.

**In conclusion, the party on the island is arranged every week.**

Yes, almost every week.

**Is there a club or an association about tourism on the island?**

Yes, there is.

**Does it have any role in tourism on the island?**

Yes, especially in the matter of the benefit and profit. Promotion and administration in other areas of tourism has not been concretely preceded. There are 2 private tourism organisations on the island. Formerly, there was only one, however, due to a conflict of interest, dissociation to set a new group happened afterwards.

**Are both of them supported and promoted by the government organisations?**

No. As they are private ones, the government does not get involved. However, in case of some events such as triathlon and marathon, an amount of 3-40,000 baht is funded; sometimes the outfit and meal in such events are provided by the council.

**Has tourism improved the living of residents on the island?**

Basically, it greatly benefits the entrepreneurs while this does not cause anything much to the residents. Those entrepreneurs are mainly from external. The traditional people still do coconut plantation as a major occupation. Some turn to work for the business of bungalow. However, the owners of this business in majority are the locals. They sometimes lease their land for the business of bungalow. It is noticeable that the one who own the land does such business or makes land leasing.

**Does tourism cause a rise of living expenses on island? Do the residents get any effects?**

Yes, it does. This affects the ones who do not have a job related to tourism, especially to a group of officials as me. This affects the ones who do not have a job related to tourism, especially to a group of officials as me. Because of the high cost of living together with high fare of ferry, I would like to move back to my hometown

**Do you think whether the cost of living on the island is too high?**

Yes, I do. It is too high. For example, seafood on the island which actually should have cost in a cheap price due to being close to the sources. Though, it is expensive as the prices are fixed as same as the ones sold to the foreign tourists. The residents and the tourists have to buy it in the same price. This includes the product available on the island such as fruits, vegetables. In case of a difference, no one is willing to sell goods in lower price. However, in low season, the price sometimes comes down. Seemingly, the foreign tourist is a factor in fixing price of goods on the island.

**Is there a problem of security on the island when an influx of tourists? Is it provided and distributed over the island?**

There is no problem. The security is considered as being under control. Over 100 policemen, civil defence volunteers and officials from various agencies involved are on duty; these are in sufficient; however, these have not been covered all over the island yet. In general, the security on the island is in control.

**Is the hospital able to offer any treatment to assist tourists when having an accident?**

Due to lack of staff and equipment, the public hospital merely offers basic treatment for simple symptoms. In case of severe condition, the patient has to be transferred to the hospital on Koh Samui.

**What about the private hospitals?**

There are a few which are considered up to standard, but the treatment fee is expensive.

**Are there any supports in a matter of public health from the government?**

It is not a responsibility of the council, but I also would like development in this area.

**Who is responsible for this?**

Public Health District. Both public and private hospitals are in its responsibility.

**Are you satisfied with the hospitals on the island?**

The private ones are all right. However, in case of severe cases, it is unable to be healed, and only the primary treatment is available as well.

**What about education?**

The number of schools is sufficient to the number of students, and it fully covers all over the island. The problem is a shortage of teachers and educational staff.

**What causes the minimal amount of teachers?**

This perhaps is caused by the high cost of living on the island. The teachers in majority are locals. If the non-locals come to work, they usually do for a few years, then move back to their hometown. These also include officials of other government organisations. The salary of the government officer is unbalance to the expenditure and cost of living on the island, the non-locals, hence, are unable to stay with such small pay. The main reason is the cost of living and long journey as Koh Pha-ngan is far from the mainland.

**Do you think if it is possible that the cost of living on the island is going down?**

Impossible. This depends on the price of goods sold to the tourists.

**Is there a plan or any support to help officers on the island about this issue, in order to continue their work in longer period?**

All are in accordance with national regulations; nothing can be changed. The motivation of working here is being in higher promotion in case of such promotion is unavailable in any others; however, they normally work on the island for a few years.

**Is there an impact on the migrant workers?**

Migrant workers are a major problem on the island. They are legal and illegal. Most of them are from Myanmar because of getting lower pay compared with the locals. These workers can survive on the island with low pay because an accommodation and all of their meals are offered by their workplace. They, therefore, do not pay for their living, and the salary always become saving money. The local people do not accept these jobs due to the low pay. The migrant workers are often employed by the reasons of much lower pay, working harder, especially being able to communicate in English.

**Are they mostly legal?**

Yes, most of them are legal, but they partly also are illegal.

**Is there destruction of natural resources on the island?**

In an aspect of tourism, there is none. The destruction of natural resources is often a result of the need of area to expand business or creating a view point. The nature partly is destroyed for that purpose, such area, however, is occupied by business owner; it is not in an area of forest reserve. Sometimes, an encroachment is happened since it is not certainly identified by apparent borderline. The areas on the island mostly are in the form of land occupied by their ancestors. In those days, coconut trees were identified as boundary and the area occupied. Although the area is on the high mountain, it was considered as land for occupation, not the forest reserve, if the coconut trees were found in such area by the reason that coconut tree is a symbol of the occupied areas. Therefore, the area in possession sometimes is more than initially identified.

**What about infrastructure like road?**

Currently, main roads are up to standard and sufficient.

**Do you agree with an idea of more road construction on the island?**

Yes, I do.

**Is there adequate amount of roads on the island at this time?**

Yes, they are enough. Some are supported by the Department of Rural Development as just only local budget is not enough such as road to Tongnaipan.

**Are they standardised?**

The roads that have been already developed are up to standard.

**How about the electricity?**

Household or public area. The public electricity has been developed to be in greater amount in line with an increase of road construction. If there is road accessed to the area, the electricity will be there as well. Household Electrical service has covered about 90% of the island, but there are frequent power outages.

**Is there a problem about water supply?**

The problem often occurred in the drought. Although there is an amount of rain fell in large quantities, the local water supply does not provide service to the public on a regular basis. For example, the water supply is only available in the morning.

**Does this cause an inconvenience?**

A notice will be announced prior to the time of service unavailable in each area, so that the residents will prepare water storage as adequate as they are consuming. However, the service is still available every day. Due to an insufficient of amount of water on the island, time arrangement for water distribution has to be done. This incident only happens in the drought; there is no problem in the rainy season. This problem is possibly caused by the natural water resources; it is unlikely an effect of the influx of tourists.

**How is solid waste disposal?**

It is a major problem on the island. The more tourists arrive on the island, the greater amount of waste increases.

**How is the management of solid waste disposal?**

As there are 3 organisations, each manages and operates to do the waste disposal in its area separately. Landfill and incineration is a method used by municipality. The area of landfill covering 5-6 Rais is now completely occupied. The budget of waste incinerator construction about 50-70 million baht is in process.

**Is there a study about the incinerator?**

Yes. Visit and study in major tourist areas has been done in order to decide and identify the appropriate incinerator used on the island. An expenditure of incinerator has been in the process; this is expected to be approved, and 10% will be co-paid by the municipal for this project.

**What is an operation of household garbage collection presently?**

It costs 20 baht each for the household, but hotels and other tourist accommodations are varied.

**Is there a problem of sewage disposal?**

Overall, there is no sewage disposal system on the island. Wastewater treatment is not managed before discharge into the sea. Since 2008, it has been controlled and defined by the municipal about new constructions that the primary wastewater treatment system has to be organised in all buildings before discharge into the public sewer.

**Is there any prevention or a solution of this issue?**

A water treatment plant on the island is considered as a big deal. It has not been taken in consideration seriously because the project has not been finalised.

**How is about conservation of natural resources on the island?**

**Are there any other organisations apart from the Forest Department get involved?**

The major organisation responsible for this matter is the Forest Department. The municipal help and supports by organising mangrove reforestation project or a collaboration in collecting garbage on the island when special occasions.

**Do you have any suggestions about tourism development on Koh Pha-ngan?**

I prefer the island to be developed in the same approach of Koh Tao than Koh Samui. Koh Tao is focused on the abundant nature while the excessive buildings are seen all over Koh Samui.

**Do you agree with a construction of airport?**

This can be seen in two aspects. If an airport is available, tourists are able to have direct flight to Koh Pha-ngan; there is no need to go to Koh Samui. The amount of tourists staying on the island will increase. As some of them intend to come to the party by plane; they are going to Koh Samui and hanging around there. They afterwards take a boat or ferry to join the party; about 50% are going back to Koh Samui, not staying on Koh Pha-ngan. On the other hand, the residents in the surrounding area will get in trouble if this project is approved. Owing to large amount of area for airport construction needed, the residential area unavoidably will be invaded and occupied by airport construction as a result of limitation of area on the island; it is typically mountainous. Though, an idea of building a bridge from Koh Samui to Had Rin, Koh Pha-ngan has been come up. This is relatively agreed by the residents as the distance is not quite long only 2-3 kilometres, and the impact seems to be less than the airport. In case of a bridge from Donsak pier in the mainland to Koh Pha-ngan, a disagreement has been shown. Although impacts of the former bridge project are less than the latter alternatives above, it will affect the income of ferry businesses and make them lose their benefits. However, the residents mostly agree with this project, it will facilitate and make a journey to Koh Samui more quickly. It will be more convenient for them to go to Koh Samui to share the infrastructures and facilities there such as airport, hospitals etc. Despite of the toll of 50-100 baht, it will be satisfactory, whereas the ferry companies will be suffering. However, according to a discussion with the residents in general, they strongly agree with this project. It will be invested by the foreigners with the budget of 5-7 billion baht. The reason that residents prefer to have bridge is caused by inconvenience of ferry service between Koh Pha-ngan and the mainland in term of insufficiency, insecurity and the high fare that is fluctuated by the fuel price. It is complained that the fare is always increased when the fuel price rise, on the other hand, it never or slightly go down when a decrease. The fare presently is considered very high. The provincial transportation should examine and control the price to be reasonable as pricing requires an approval from this organisation.

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#### INTERVIEWEE: 4

<b>Age</b>	51
<b>Gender</b>	Male
<b>Position</b>	The public health official
<b>Duration of interview</b>	26.07 minutes
<b>Workplace</b>	Office of Public Health, Koh Pha-ngan
<b>Date</b>	13 <sup>th</sup> May 2009

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#### **Are you a local person?**

Yes, I am.

#### **How long have you been working here?**

About 21 years.

#### **What is your opinion about tourism on Koh Pha-ngan?**

In a positive way, tourism helps the residents get employed and income; it also generates both local and national revenue.

#### **What is the major income of the residents on the island?**

Presently, the major income is from tourism, whereas the traditional occupation is agriculture, especially coconut plantation. However, most of them do business in tourism in various job areas such as hotels, trading, labourer; this generates income to the residents all over the island. It is related to one another like a chain.

#### **The role of agriculture on the island is lessened, isn't it?**

It still remains and continues. There is organic vegetables cultivation; these vegetables are directly sold to the bungalows, and this becomes a new business of the residents on the island.

#### **How does Public Health organisation play a role on tourism?**

The Public health organisation involves with the resort and hotel business by examination of safety from various diseases, cleanness, hygiene and tidiness in cooperation with the provincial Public health. Moreover, the most important responsibility is surveillance, prevention and control of communicable diseases that is one of the major problems of the county. When an arrival of tourists, such diseases possibly are able to be brought into the island with them. This includes a group of migrant workers as they can be the carriers as well.

#### **What is a process of controlling this group of workers?**

The government requires the registration of foreign workers, and blood test has to initially be done by law before entry the country.

#### **Is the cost of living on the island too high?**

Yes. It is very high compared with the other places. Those who do not relate to tourism business are greatly affected like the government officials as they have to bear with the high expenses in the same rate of tourists. They sometimes have to earn more income by doing extra jobs such as working in tourism business or having another job related to their existing professionals.

#### **How about the residents?**

This issue affects them as well. However, the sufficiency economy is applied to their living. The expenditure is sensibly done depending on their income, thus they are able to survive without trouble.

#### **What kind of activity do the tourists mostly spend time for?**

There are various foreign tourists come to visit the island. Some come to relax and appreciate with the nature. Some teenager tourists prefer a kind of fun trip. There is a variety. It cannot be specific to any particular activity.

#### **Do the tourists visit the island throughout the year?**

Yes. However, the amount of tourism usually decreases in the low season. In general, the tourists visit the island the whole year; the volume is varied by the season. The low season is between June-October.

**What is a reason of smaller volume of tourists in such period?**

Recently, it is caused by the global economic crisis and the outbreaks such as swine flu and the flu of 2009. However, in general, that period is not the festival or vacation of foreign tourists. They usually come to the island during the winter time in their country as some jobs are not able to be done in such period. Though, the volume of tourists is available all year round; it probably more or less periodically.

**Are the residents affected in the low season?**

It rather slightly affects. They spend economically based on the sufficiency economic approach; the less earning, the less expenditure. Some of them grow vegetable for their own food.

**Are there any problems of water supply, electricity and other infrastructures?**

The electricity system is improved. It is directly sent from the mainland via Koh Samui to Koh Pha-ngan through the submarine cable. On the other hand, power outage is frequently caused by heavy rain or storm, and it often happens for several hours. This affect the business related to tourism. For the big businesses, the electricity is normally produced by their own generators; they, so, do not get in trouble with this circumstance. In a matter of water supply, the amount is insufficient for demand of the water consumption on the island. The on-off time setting is done to solve this incident.

**As seen, there are several water resources on the island. Why does this situation occur?**

It probably is caused by the failure to management system of the provincial water supply.

**Are the roads on the island sufficient?**

The roads partly are not up to standard; they are laterite. To travel to some areas with steep trajectory, only four-wheel drive vehicles have to be used to access there. The roads have not been built around the island. If these are available, the development will be made more quickly. The communication will also more convenient, as well as more expansion of businesses will be covered across the island.

**What is your opinion about public health on the island?**

The hospital on the island is considered as a community hospital with standards-based criteria. There are 3 doctors on duty. In case of a severe condition, the patient has to be transferred to the hospital on Koh Samui or the provincial hospitals in the mainland.

**How is a process of transferring?**

Unless it is urgent, the ferry between the islands will be means of transportation to do so. In case of emergency, private charter boat will be required, and the patients have to be responsible an expense themselves.

**How well is the treatment offered by the hospital?**

**What kind of symptom is needed to be transferred?**

The considerably severe condition is transferred to the hospital on Koh Samui. There also are some private clinics on the island where help alleviate the burden of public hospital.

**Does the local public health provide services thoroughly?**

There are 6 Public Health districts across the island. They are considered sufficient but the problem is lack of professional staff offering specific treatment.

**What is the solution?**

Help and support from the provincial organisation is usually requested as necessity. A staff allocation is based on ratio of the population. In fact, the total population is greater than the number of registration. The hidden population is rather large. The registered population is only 10,000, but the people staying on the island are in a total of 40,000-50,000. There is a number of hidden population working and doing business on the island without legal process immigration or an appropriate movement. As the number of staff is practically allocated based on the population in census; this causes an insufficiency of health care professionals. It is considered that this is caused by a number of such population; the ones who come to the island for their occupation, but they do not proceed to the legal relocation.

**Is the equipment of public health sufficient?**

Yes. The medical instrument is considered up to standard and adequate, but lack of healthcare professionals and medical staff.

**What is your opinion about the waste disposal at present?**

Landfill is used for waste disposal on the island, and I think this is not a problem. In the future, an incinerator will be essential in a process of waste disposal as the volume of garbage has been noticeably increased. Nowadays, if necessary, some of them are sent for disposal with the big incinerator on Koh Samui since there is still not enough waste in a process.

**Are there any problems of drug addiction and sex trade and services on the island?**

As a tourist destination, drug and sexually transmitted diseases, inevitably, are problems. In our process, the entertainment venues are often examined and observed, as well as, essential knowledge and equipment like condom, are always provided and distributed. In a matter of drug, the students are educated in that area. Frequently, the students in secondary and high-school level are also in a group of sampling test. If they are in drug-taking group, treatment will be recommended and offered. However, there are a few.

**Do you think drug is a serious problem on the island?**

It is found that a number of drug addicts on the island are rather in big amount.

**Which one?**

There are teenagers and working people. The patients will be sent to provincial hospital for treatment. For this case, the public health organisations are responsible for providing medical treatment, but the repression and imprisonment is on the duty of the police in that area.

**How is the safety concern on the island?**

To prevent crimes, the entrepreneurs together help supervise. Moreover, government officers and volunteers strictly and thoroughly do more patrolling when having a party.

**What is your opinion on tourism development on the island?**

Natural tourism focusing on eco-tourism should be developed and introduced to the stakeholders, together with an emphasis on the value and preservation of natural resources on the island. In general, the parties on the island are particularly focused on. Although there are a few parties monthly held on the island, this is considered not too many. However, tourism is type of eco- tourism and natural tourism should be more emphasised on like scuba diving because some tourists come to the island for diving lesson.

**Are the natural sources still in good condition?**

The rainforest and tropical forest still remain on the island. Natural forest resources are still valid, and there are some businesses providing relevant activities like an elephant riding and trekking.

**Are the diving sites on the island still in perfect condition?**

Those diving sites remain in good condition. Focusing on the parties, only a group of teenager tourists come to join them. In case of natural attractions, more various types of tourist will visit and spend their holidays on the island like a family. An income is able to be more thoroughly distributed to the others because of more tourist expenditure.

**Do the tourists make any problems on the island?**

Mostly, Israel tourists likely create some problems such as getting drunken, making argument with aggressive behaviour and fighting. However, in general, this circumstance does not often occur.

**In your opinion, what aspect does tourism on Koh Pha-ngan need to be developed?**

More tourism activities should be set up. For example, cycling race and running marathon are presently arranged, and the foreign tourists are allowed to take part in the competitions. These events are increasingly held on the island including a conservation of local traditions.

**Are these events often held on the island?**

Not often; at least once a year.

**Is there a promotion to thoroughly inform the tourists?**

Yes, there is. A lot of tourists usually come and join.

**What do you think about sustainable tourism?**

This likely maintains and reserves the nature of both the one on the shore and marine such as corals and trees.

**Continued**

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**Is there a campaign to have collaboration of visitors to help conserve the nature?**

There are signs and notice of tourism events. At present, tourism business association, the entrepreneurs and the public sector are in collaboration to arrange some more tourism events on the island. I think these are in responsibility of the local government.

**What is an opinion about the development of public health?**

There is lack of medical staff in the local health public bureau. Professional nurses are certainly needed in every single unit. Sufficient medical staff should be also provided in each.

**Is the public hospital adequately provided on Koh Pha-ngan?**

Yes, it is. However, an improvement of local health public bureau and professional medical staff are significantly needed.

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**INTERVIEWEE: 5**

**Age** 42  
**Gender** Male  
**Position** Village Headman  
**Duration of interview** 7.55 minutes  
**Workplace** Office of Village Headman  
**Date** 13<sup>th</sup> May 2009

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**Are you a local person?**

No, I was originally in Koh Samui.

**How long have you been here?**

Almost 19 years.

**How long have you been working as a Village Headman?**

Since February (2009).

**What is your opinion about tourism on Koh Pha-ngan?**

I think tourism is moving forwards without directions; it is not focused on any other tourist attractions except the Full moon party. There is no indicator to provide certain direction, also an approach of tourism management is never obviously defined. Tourists come to join the party on the island, they do not have any more ideas about other activities afterwards as any other tourist activities are never promoted and publicised.

**Is it caused by a lack of promotion and publicity?**

Partly.

**There is no certain direction of tourism, isn't it?**

No, there is not. Apart from the Full moon party, there are no other events to attract tourists to stay on the island longer.

**Does the government pay attention to this matter?**

Rarely.

**Is there an organisation specifically responsible for tourism on the island?**

None. There are tourism associations that have their own directions; they have neither participation nor collaboration. In fact, they would rather unite into a single organisation in order to organise the certain direction of tourism on the island. They had better help and support one another.

**How does tourism benefit the residents on the island?**

Nowadays, tourism on the island is relatively sluggish. If it is robust, the residents will be also delighted.

**Where is their major income from?**

Tourism. The major income is from tourism as a lot of jobs are related to tourism such as bungalow, taxi. The situation is rather bad when low season. Simultaneously, fishing is not much done, and agriculture is rarely seen.

**What is a majority group of tourists?**

Most of them are foreigners. The number of domestic tourists is not much as there are no any other tourist activities or attractions available. Besides, to travel to some interesting destination is difficult because of the bad condition of road and it is only accessible by 4 wheels drive vehicle. In addition, to get to Koh Pha-ngan seems rather inconvenient; it takes several hours in journey together with waiting time for ferry. The domestic tourists, thus seldom travel to Koh Pha-ngan. However, it is not a problem to the foreigners.

**Is there a promotion of any other tourist attractions?**

Information and news about tourism on the island is hardly provided, there is only a focus on the Full moon party.

**What kind of tourism activities should be increasingly promoted and supported?**

The ones about nature and environment. The relevant organisations should administer and organise the activities to promote nature conservation in order to remain in perfect condition as long as possible.

**Is the nature on the island still in good condition?**

Yes, it is. The nature on the island is still in aesthetics and very completed condition. It would rather be better to help maintain and watch over. The party should not be solely focused on since the tourists mostly know about it but they do not have no idea about other activities on the island. If the promotion and support is made, the tourists will have more alternatives in travel on the island, they will probably stay longer. The residents will also have more income.

**Do you think whether the infrastructure on the island is capable to serve the great volume of tourists on the island?**

There are some problems about water supply and electricity. Water supply is in a process of improvement while the power outage frequently happens when storm or heavy rain. However, this has not been solved by the relevant organisation; it still has been left to be a problem on the island.

**It can be said that the infrastructure is not well organised.**

No it is not.

**What about the garbage?**

Waste disposal is done by landfill method in the area of 5 Rais which is in the responsibility of the municipality. There is waste on the island about 10 tons a day; however, it is not managed in systematic process by the municipality.

**Is there a particular units responsible for the waste on the island?**

None. The municipal is merely responsible for the area in downtown. Although such area is not large, it has not been properly handled yet. Each organisation manages only its area; there is no collaboration.

**Are there any other problems on the island like drugs, prostitutes?**

Yes, there is. The drugs are widely spread among teenagers, and there is somewhat in a groups of tourists. However, the narcotics suppression has been continuously done by the local government.

**What is your opinion about tourism development on the island?**

In my opinion, the incorporation of leaders in each organisation is the most important issue. They should cooperate, share the ideas and help brainstorm in creating the direction of tourism development on the island to be done in the same way. I think separation of local government administration into 3 units causes the management done in different manner, this also excessively costs the budget in personnel hiring.

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**INTERVIEWEE: 6**

**Age** 37  
**Gender** Male  
**Position** Dissemination and Public Relations Officer  
**Duration of interview** 17.25 minutes  
**Workplace** Tarnsadet-Koh Pha-ngan National park  
**Date** 21<sup>st</sup> July 2009

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**How big is the forest area on Koh Pha-ngan?**

Koh Pha-ngan covers an area of 62,616 square kilometers, and the forest area is about 30,000 Rais.

**What is about your opinion on current situation of tourism on Koh Pha-ngan at present?**

The area of the island, in general, has been occupied and used in a matter of business. The residents mostly have businesses of tourist accommodations like bungalows and resorts. Apart from these, they do agriculture such as coconut plantation, or coastal fisheries.

**How does tourism affect the living and way of life of the residents on the island?**

The foreign tourists significantly play a role in assisting an improvement of trade and employment creation on the island.

**What is the source of major income of the residents on the island?**

The major income is from tourism. The Full Moon Party that is once held monthly helps the businesses of hotel and transportation of both inland and by sea gain more revenue. The expenditure is thoroughly distributed to all business sectors such as tourist accommodations, taxi, shops and fishing. Moreover, this income makes more benefits to the relevant residents in having enough earning for their living on the island. However, this does not considerably generate earnings to the people in other occupations as it does for the ones related to tourism. It can be concluded that the main income is greatly from Tourism.

**Are there tourists visiting the island all year round?**

Yes, there are. Anyhow, the tourists do visit here once a month due to the party held on a monthly basis throughout the year.

**Does tourism affect the environment on the island?**

The foreign visitors do not involve in the destruction of nature. However, in a matter of garbage, it depends on the number of tourists; the more tourists increase, the more waste is produced. An increase of waste volume is one of the environmental problems on the island. It has been greater than before by the growth of tourism. Government should especially focus on and concern about the waste disposal management.

**What is the role of the National Park in tourism on the island?**

Since the topography of the nature on Koh Pha-ngan is still abundant, the tourists always come to enjoy and appreciate the natural environment and the activities provided on the island such as trekking. In term of the nature conservation, it is in responsibility and under control of the National Park organisation in prevention and suppression of forest encroachment.

**Does the National park provide any activities to help promote tourism on the island?**

To this point, all have been done is to do mangroves plantation and forest regeneration in the areas that were destroyed by invaders. The activities related to tourism like trekking and wildlife watching have not been yet arranged to the tourists due to the implementation of management systems in this section unavailable. However, trekking is sometimes available as requested to take the tourists climb up to the top of Khao Hra, the highest point of Koh Pha-ngan. This is done by the staffs of the national park as a guide; they also get extra earning in doing this.

**Do you provide any knowledge or information in this area to the tourists while trekking or doing any other activities?**

The tourists often ask about species of fauna and flora in an area of the natural attractions along the way of trekking. In addition, the National park also provides some more knowledge of nearby attractions that can be seen including the islands nearby like Angthong Archipelago Marine National Park, Tae-Nok and Tae-Nai islands.

**What are warnings or cautions advised to the tourists while trekking?**

Usually, the tourists are not allowed to do off trail; this is indicated by the notice and signs provided along as they probably get lost that cause a difficulty in tracking back.

**Have the tourists resulted in the disturbing wildlife habitats in such area?**

The foreign visitors have already studied and prepared themselves for this before visiting. They, hence, do not create any problem of destruction or disruption ecosystem. For example, they never put the litter along the way or make loud noise interfere the wildlife, or make any harm to them. The officers merely concern about their security when trekking.

**Which group of tourists usually does trekking?**

The foreigners have been seen than the domestic Thai tourists. Trekking generally takes about a few hours in return.

**What kinds of flora are normally found in the area?**

The plant that is used for a construction; it is considered as a trade as it is durable and resistant to insects such as moths and termites.

**Are there any promotional activities arranged for the residents on the island?**

The National Park in cooperation with the schools has a project due to the initiative of Princess Chakri Siritorn that aims to make an effort to raise awareness of youth in recognition of the value of nature. The staffs of National Park have served as lecturers to provide knowledge and information about the typical forest and indigenous and exotic flora. This activity has been weekly held since 2006 until today. There are 9 schools on the island and 2 schools on the mainland get involved in the project.

**Do you think whether number of staff of the national park sufficient?**

There are 27 officers on duty; it is not enough and covered for patrolling and controlling the entire areas of the island; inland and marine. Especially, the coral reef along the coast is unable to be looked out thoroughly.

**What do you do to preserve the corals?**

The staff with expertise on corals is hardly few. The conservation is done by creating space for the settlement of coral, then making a barrier to stop damage.

**Do you get good cooperation from the residents and the entrepreneurs?**

At a moderate level, I think. As the observation has not been done thoroughly, however, it is considered to be somewhat less cooperation.

**Is the coral still in perfect condition?**

The coral reefs surrounding the island are still lavish. These are not badly invaded and destroyed because the big ships that are able to make any damages to the coral reefs are not allowed to come near the coastline where the coral reef located.

**Are there any guides about the natural attractions provided to the tourist?**

Yes, there are some information and introduction about the natural attractions and the beaches on the island. The one recommended is Koh Ma on Mae-Had beach because of the wonderful view and good scenery. There, the tourists are able to walk long to Koh Ma when the low tide. This is considered as one of the highlights of the island and very popular for the tourists. Apart from the nice beach, it is a source of shallow reef and is plenty of school of fish and marine creatures.

**In your opinion, what is the location of the most abundant coral reef area?**

There are a lot such as Koh Kong, Koh Tarn-Sadet and Koh Ma. However, Koh Ma is regarded as the best diving site of snorkelling and scuba diving in the area. There, the coral is in perfect condition with clear water and plenty of schools of fish and sea creatures can be seen.

**How is about the forest on the island?**

Forests on the island have not been much destroyed; they still remain rich. As noticed, however, there are a few water supplies for consumption; that leads to a problem of water shortage. This circumstance is due to geography of the island in which located in the middle of the sea. When rain falls, it usually evaporates very quickly. Thus, it is rather difficult to keep and store the big amount water from rainfall as it should be done; only a small water amount can be kept and it is sometimes insufficient for the whole residents on the island.

**How many national parks are there on the island?**

There are two; one is the Paeng Waterfall National Park in Madue-wan district, and another is the headquarter one located in Tong Naipan area. However, due to the difficult journey and no electricity there causing an ineffective communication; the head office was moved to the former one instead. In the monsoon, the road normally is eroded by heavy rain as it is partly made of gravel.

**What is a problem of the national park officers in doing their jobs on the island?**

The residents in general play significant role over the officials. They occasionally use of advanced technology to communicate to each other while the officers do patrolling the invasion in restricted area. By this way, they are able to know and leave no clues or evidences; the officers, hence, are unable to keep up their work. However, the deforestation is not regarded as a serious problem on the island as those trees are inexpensive. The residents cut the trees to build their houses; they do not it as a trade. It is observable that deforestation usually is done by non-local people; they come to do it for sales and bungalow construction.

**What is your suggestion on tourism development on the island?**

I would like the government and the one involved in all sectors on the island attempt to inform and educate the tourists and local residents about preservation in order to keep and maintain it attractive and abundant. Since the income is mainly generated by tourists who come to visit and enjoy the attractions on the island. Without them, the tourists will not spend their holidays on the island; all business will decline and livelihood will become uncomfortable and suffering eventually.

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**INTERVIEWEE: 7**

<b>Age</b>	33
<b>Gender</b>	Male
<b>Position</b>	Forestry Conservation Officer
<b>Duration of interview</b>	4.54 minutes
<b>Workplace</b>	Tarnsadet-Koh Pha-ngan National Park
<b>Date</b>	3 <sup>rd</sup> August 2009

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**What do you do?**

I am a Forestry Conservation officer of Tarnsadet-Koh Pha-ngan National Park.

**What is your responsibility?**

Inspection.

**Are there any problems on the island?**

Rarely.

**Is the forest still intact?**

Natural forest on the island is still very integrity; it is approximately 95% compared to the total area of the island. The residents continue to give priority maintaining the forest and do not cut trees unnecessarily. The leaders like village chief, headman focus on and explicate the residents in community to realise the value of forests.

**Do tourists create any problems?**

Tourists, especially the foreign do not take part in deforestation or destruction of nature, but they support and encourage reforestation.

**What group of tourists mostly does trekking?**

Most of them are foreign tourists; there are only 5% of the domestic ones. The foreign tourists generally have knowledge and focus on nature conservation more than Thai tourists. It is noticeable that Thais still lack of knowledge and do not pay much attention on this subject. For example, the foreign tourists who come trekking usually concern about and pay attention to the trash seen on the way; they are picking up and disposing in the bin provided. In contrast, Thai tourists do not care about this; some of them do littering along the way of trekking.

**Can we see wildlife while trekking?**

Yes, some can be seen, especially in the winter. They are peacocks, squirrels, musk etc.

**How many officers of the national park on the island?**

About 30 officers working for 2 offices on the Koh Pha-ngan.

**Do you think if they are enough?**

I think they are, because the responsibility and duty is divided and distributed to each area.

The key functions are to patrol the forest area and to provide services and security for the tourists in the national park.

**Have you found any deforestation or encroachment?**

Hardly ever. The people who come for this usually are outsiders. An arrest and inspection does not seem to be successful since their message and quick note will be transmitted to each other promptly. When the officers arrive in the incidents, they are unable to see any evidences and arrest any offenders.

**What do you do for the tourists?**

When the tourists visit the park or come trekking, the staff will provide information, offer guidelines and security, as well as lead the way to the tourists when requested.

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**APPENDIX 9**
**Public Sector Interviews: Coding Data - From Codes to Themes**

Codes	Issues discussed	Interview responses	Sources	Identifying themes
▪ <b>Job and income (9)</b>	An increase of job and income (4)	Tourism has positive effect on residents on Koh Pha-ngan in terms of jobs and income creation. More occupations and employments have been generated. Tourism is a key factor in development and has brought prosperity to Koh Pha-ngan. Tourism helps the residents get employed and income. The foreign tourists significantly play a role in assisting an improvement of trade and employment creation on the island.	PB-1 PB-2 PB-4 PB-6	More jobs and greater income are generated to the residents on the island by tourism.
	Major income (3)	The major income is from tourism. The major income is form tourism. The main income is greatly from tourism.	PB-4 PB-5 PB-6	The major income of the residents on the island is from tourism.
	Working related to tourism (2)	At present, the residents often turn into businesses relevant to tourism as an additional job. Most of them do business in tourism in various job areas such as hotels, trading, labourer.	PB-1 PB-4	The residents mostly have the jobs related to business in tourism.
▪ <b>Business on the island (9)</b>	Tourist accommodations (5)	The residents who own their land often have business of bungalow. The owners of the business of bungalow in majority are the locals. Some turn to work for the business of bungalow. Most of them do business in tourism in various job areas such as hotels. The residents mostly have businesses of tourist accommodations like bungalows and resorts.	PB-1 PB-2 PB-3 PB-4 PB-6	The residents generally run business of accommodation.
	Land leasing (2)	Most of them prefer having their land leased for tourism business than selling. They sometimes lease their land for the business of bungalow. It is noticeable that the one who own the land does such business or makes land leasing.	PB-1 PB-3	Land leasing for business in tourism is preferable and booming.
	Business run by the non-locals (2)	The non-locals increasingly come to do the businesses on the island at this moment Those entrepreneurs are mainly from the outside.	PB-2 PB-3	The businesses invested by the non-locals are increased.

From codes to themes (continued)

Codes	Issues discussed	Interview responses	Sources	Identifying themes
▪ <b>Cost of living (6)</b>	High cost of living (3)	The cost of living on the island is high. The cost of living on the island is too high. The cost of living on the island is very high compared with the other places.	PB-2 PB-3 PB-4	The cost of living on the island is high.
	Effect to the residents (3)	The locals are not suffering with the high cost of living on the island. This affects the ones who do not have a job related to tourism, especially to a group of officials as me. This issue affects the residents as well. Those who do not relate to tourism business are greatly affected like the government officials.	PB-1 PB-3 PB-4	The high cost of living affects the residents who do not work in tourism business and the government officers.
▪ <b>Land (4)</b>	High price (2)	Compared with the price on those old days, it is very high. The local residents are rich due to their easy money from the sales of land in high price creating lot of money.	PB-1 PB-2	Land is purchased at the great high price.
	Selling land (2)	The land in which is located in remote area, inconvenient to access and not used for housing, is usually sold in high price in order to buy the land outside or invest in some other businesses. The new business in a form of selling land property for the tourists is widespread.	PB-1 PB-2	Land sales are still available.
▪ <b>Education (4)</b>	Number of schools (2)	For education system on Koh Pha-ngan, it is sufficient in terms of quantity. The number of schools is sufficient to the number of students, and it fully covers all over the island.	PB-2 PB-3	A number of schools are sufficient for the students on the island.
	Problems (2)	It is believed that schools in big cities or in the famous ones are more standardised and offer better quality in education. The problem is a shortage of teachers and educational staff.	PB-2 PB-3	A belief of greater standard in quality of schools outside the island and a shortage of teachers affect the education development on the island.
▪ <b>Electricity (4)</b>	Power outage (2)	There are frequent power outages. The power outage frequently happens when storm or heavy rain.	PB-3 PB-5	Power outage is a problem on the island.

From codes to themes (continued)

Codes	Issues discussed	Interview responses	Sources	Identifying themes
	Developed (2)	The public electricity has been developed. The electricity system is improved.	PB-3 PB-4	Electricity on the island has been developed.
▪ <b>Water (6)</b>	Insufficient water consumption (4)	Water supply is insufficient for the locals. In a matter of water supply, the amount is insufficient for demand of the water consumption on the island. There are some problems about water supply. It is sometimes insufficient for the whole residents on the island.	PB-1 PB-4 PB-5 PB-6	Water supply is insufficiently distributed to the residents over the island.
		Water shortage (2)	The shortage of water is often a serious problem in drought. The problem often occurred in the drought.	PB-1 PB-3
▪ <b>Natural resources (9)</b>	Abundant (5)	The natural resources on the island are rich. The rainforest and tropical forest still remain on the island. Natural forest resources are still valid The nature on the island is still in aesthetics and in undamaged condition. The topography of the nature on Koh Pha-ngan is still abundant Natural forest on the island is still very integrity.	PB-2 PB-4 PB-5 PB-6 PB-7	The nature on the island is in abundant and undamaged condition.
		Damage (4)	The forest encroachment seldom occurs. An encroachment sometimes happens. Forests on the island have not been much destroyed. Deforestation or encroachment has been hardly ever found.	PB-1 PB-3 PB-6 PB-7
▪ <b>Hospital (4)</b>	Lack of staff and medical equipment (2)	Due to lack of staff and equipment, the NHS merely offers basic treatment for simple symptoms. There is lack of medical staff in the local health public bureau.	PB-3 PB-4	A lack of major medical factor has effect on the service of the NHS on the island.
		Patient transferred (2)	In case of critical condition, the patient has to be transferred to the hospital on Koh Samui. In case of a critical condition, the patient has to be transferred to the hospital on Koh Samui or the provincial hospitals in the mainland.	PB-3 PB-4

From codes to themes (continued)

Codes	Issues discussed	Interview responses	Sources	Identifying themes
▪ <b>Local people (6)</b>	Traditional occupations (4)	They remain their primitive occupations; they do not leave those careers. The traditional people still do coconut plantation as a major occupation. The traditional occupation still remains and continues. They do agriculture such as coconut plantation, or coastal fisheries.	PB-1 PB-3 PB-4 PB-6	The locals still do their primitive occupations.
	Way of living (2)	They are not buying expensive items or having meal in luxurious restaurants. They spend economically based on the sufficiency economic approach.	PB-1 PB-4	The sufficiency economy approach is the local way of living.
▪ <b>Migrant workers (4)</b>	From Myanmar (2)	The workers are generally from outside such as Myanmar. Most of them are from Myanmar.	PB-2 PB-3	The migrant workers commonly are from Myanmar.
	Problems created (2)	They come and badly use up the natural resources causing an extinctions of some creatures. Migrant workers are a major problem on the island.	PB-2 PB-3	The migrant workers cause some problems on the island.
▪ <b>Full moon party (5)</b>	Major tourist attraction (2)	The Full Moon Party on the island is well-known and becomes renowned as a major tourist attraction. Koh Pha-ngan is a tourist attraction in which tourists usually show their interest in the Full moon party.	PB-2 PB-3	The Full moon Party is a major tourist attraction.
	Great income (3)	The party extremely generates big revenues on the island at least twice a month.  During Full moon party, all businesses usually work harder to try to gain as much income as possible to compensate in the other times. The revenues are averaged in total; the significant incomes are eventually generated for those businesses. The Full Moon Party that is once held monthly helps the businesses of hotel and transportation of both inland and by sea gain more revenue. The expenditure is thoroughly distributed to all business sectors such as tourist accommodations, taxi, shops and fishing.	PB-2 PB-3 PB-6	A greater income is generated during the Full moon party.

From codes to themes (continued)

Codes	Issues discussed	Interview responses	Sources	Identifying themes
▪ <b>Road and public transportation (6)</b>	Roads developed (2)	Road construction has been done to some tourist destinations for being more conveniently accessible. The roads that have been already developed are up to standard. Main roads are up to standard and sufficient.	PB-1 PB-3	The roads on the island have been done and developed in majority.
	Not standardised (2)	The roads partly are not up to standard. To travel to some interesting destination is difficult because of the bad condition of road	PB-4 PB-5	Some routes are not up to standard.
	Public transportation (2)	The reason that residents prefer to have bridge is caused by inconvenience of ferry service between Koh Pha-ngan and the mainland in term of insufficiency, insecurity and the high fare. To get to Koh Pha-ngan seems rather inconvenient; it takes several hours in journey together with waiting time for ferry.	PB-3 PB-5	Transportation is not satisfactory for the passengers.
▪ <b>Sewage (2)</b>	Not well organised system (2)	The current wastewater system is inefficient and not up to standard. There is no sewage disposal system on the island. Wastewater treatment is not managed before discharge into the sea.	PB-1 PB-3	The sewage disposal system needs improvement.
▪ <b>Solid waste (8)</b>	Greater amount increased (5)	An increase of tourist has contributed to the greater amount of waste. The waste produced by tourism businesses such as parties and tourist accommodations, together with the one from the market sectors; have to be in extensive control. The more tourists arrive on the island, the greater amount of waste increases. The volume of garbage has been noticeably increased. In a matter of garbage, it depends on the number of tourists; the more tourists increase, the more waste is produced.	PB-1 PB-2 PB-3 PB-4 PB-6	Greater amount of garbage increased is caused by tourism.
	Landfill (3)	An area of landfill is 10 Rais; it is considered sufficient now. This area is able to be expanded, but it probably is not enough in the future.	PB-1	An extension of landfill area seems to be a problem on the island in the future.

From codes to themes (continued)

Codes	Issues discussed	Interview responses	Sources	Identifying themes
		The waste disposal is in a method of landfills; it seems to be exceeded to do at present.	PB-2	
		The area of landfill covering 5-6 Rais is now completely occupied.	PB-3	
▪ <b>Tourists (9)</b>	Join the full moon party (4)	An influx of tourists always comes to the island during the Full moon party as it is one of the most popular attractions. Focusing on the parties, only a group of teenager tourists come to join them. Tourists come to join the party on the island. The tourists do visit here once a month due to the party held on a monthly basis throughout the year.	PB-3 PB-4 PB-5 PB-6	The tourists in general come to join the Full moon party.
	Visiting all year round (3)	During the low season, there are some tourists available; this does not mean none of them. In general, the tourists visit the island the whole year. There are tourists visiting the island all year round.	PB-3 PB-4 PB-6	The tourists travel to Koh Pha-ngan all year round.
	Foreign tourists (2)	There are various foreign tourists come to visit the island. Most of them are foreigners.	PB-4 PB-5	Most of tourists visiting Koh Pja-ngan are foreigners.
▪ <b>Tourism situation on the island (8)</b>	Support from the government (2)	Tourism on Koh Phangan has been developed without any involvement or any support from the government. Support and administration in other areas of tourism has not been concretely preceded.	PB-2 PB-3	The government does not pay attention and consider about tourism on the island.
	An organisation responsible for tourism on the island (2)	There is no organisation that is directly responsible for or arranges this matter. There is none of organisation specifically responsible for tourism on the island.	PB-2 PB-5	There is no government organisation responsible for tourism management on the island in specific.
	Tourism management (2)	There is also no plan about tourism management. There is no indicator to provide certain direction, as well as an approach of tourism management is never obviously defined.	PB-2 PB-5	Tourism management on the island has neither been taken into consideration nor seriously implemented.
	A variety of tourist activities (2)	More tourism activities should be set up. It is not focused on any other tourist attractions except the Full moon party.	PB-4 PB-5	Apart from the Full moon party, any other activities or attractions on the island are rarely promoted or introduced to the tourists.

## APPENDIX 10

### Public Sector Interviews: Identifying Themes and Categorising - From Basic to Organising to Global themes

Basic themes	Organising themes	Global themes
<p>More jobs and greater income are generated to the residents on the island by tourism.</p> <p>The major income of the residents on the island is from tourism.</p> <p>A greater income is generated during the Full moon party.</p> <p>The locals still do their primitive occupations.</p>	Employment and revenue creation	<b>Economic Impacts</b>
<p>The cost of living on the island is high.</p> <p>The high cost of living affects the residents who do not work in tourism business and the government officers.</p> <p>The sufficiency economy approach is the local way of living.</p>	High cost of living	
<p>The residents mostly have the jobs related to business in tourism.</p> <p>The residents generally run business of accommodation.</p> <p>The businesses invested by the non-locals are increased.</p>	Investment	<b>Business Circumstances</b>
<p>Land leasing for business in tourism is preferable and booming.</p> <p>Land is purchased at the great high price.</p> <p>Land selling is still available.</p>	Land and profit-making	
<p>The migrant workers commonly are from Myanmar.</p> <p>The migrant workers cause some problems on the island.</p>	Migrant workers	
<p>The Full moon Party is a major tourist attraction.</p> <p>The tourists in general come to join the Full moon party.</p>	The Full Moon party	<b>Tourists</b>
<p>The tourists travel to Koh Pha-ngan all year round.</p> <p>Most of tourists visiting Koh Pha-ngan are foreigners.</p>	Tourist behaviours	
<p>Power outage is a problem on the island.</p> <p>Electricity on the island has been developed.</p>	Electricity	<b>Infrastructure</b>
<p>Water supply is insufficiently distributed to the residents over the island.</p> <p>Water shortage usually occurs in the drought.</p>	Water management	
<p>The sewage disposal system needs improvement.</p> <p>Greater amount of garbage increased is caused by tourism.</p> <p>An extension of landfill area seems to be a problem on the island in the future.</p>	Solid waste and sewage	

**From Basic to Organising to Global themes (continued)**

Basic themes	Organising themes	Global themes
<p>The roads on the island have been done and developed in majority. Some routes are not up to standard. Transportation is not satisfactory for the passengers.</p>	<p>Transportation</p>	
<p>A lack of major medical factor has effect to the service of the NHS on the island. The patients in critical condition are usually transferred to the hospitals outside.</p>	<p>Public health</p>	
<p>The nature on the island is in abundant and undamaged condition. Deforestation or encroachment is rarely seen.</p>	<p>Environmental circumstance</p>	<p><b>Environment</b></p>
<p>The government does not pay attention and consider about tourism on the island. There is no government organisation responsible for tourism management on the island in specific. Tourism management on the island has neither been taken into consideration nor seriously implemented. Apart from the Full moon party, any other activities or attractions on the island are rarely promoted or introduced to the tourists.</p>	<p>Tourism concern</p>	<p><b>Tourism Management</b></p>