

THE RESIDENTS' PERCEPTION TOWARD IMPACTS OF ADVENTURE TOURISM DEVELOPMENT A CASE STUDY OF PATTAYA

by
MR. SIRICHAI PALJITROJANA

A Thesis submitted in partial fulfillment of the requirements for the degree of

Master of Arts in Tourism Management

Graduate School of Business Assumption University Bangkok, Thailand

August 2004

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ACCEPTANCE

This dissertation was prepared under the direction of the candidate's Advisor and Committee Members/Examiners. It has been approved and accepted by all members of that committee, and it has been accepted in partial fulfillment of the requirements for the degree of Master of Arts in Tourism Management in the Graduate School of Tourism Management of Assumption University of Thailand.

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ABSTRACT

The objectives of this study is to find out perceptions of residents about the economic, Socio cultural and environmental impacts of adventure tourism development, to find out perceptions that are different between those residents who are work and those who are not work in adventure tourism business. Finally, to find the difference in perceptions of adventure tourism development impacts among demographic variables.

The research framework consists of two types of variables: independent variables and dependent variables. Independent variables consists of socio-demographic which are measured in terms of gender, age, education, household income, occupation and respondent who is working or not working in adventure tourism business. Dependent variables consists of: economic impacts, social compacts and physical environment impacts. Economic impacts (including investment in Pattaya, support for other businesses in Pattaya, employment in Pattaya, resident's income, number of jobs in Pattaya and rejuvenate Pattaya's tourism industry). Social impacts (including Pattaya's culture, respondent's family relation, number of crimes in Pattaya, number of drug problems in Pattaya, resident's standard of living and Pattaya local customs). Physical environment impacts (including environment in Pattaya, infrastructure in Pattaya, pollution problems

Pattaya, the historical sites in Pattaya, animal life in Pattaya and natural resources in Pattaya).

The data were collected by 350 questionnaires in Pattaya area, this questionnaire was distributed to some of the destination places, such as North Pattaya beach, Central Pattaya beach, South Pattaya beach Jomtien beach, and adventure tourism attraction places in Pattaya. The points for data collection include Pattaya's tourism authority, police station, night entertainment places, adventure tourism places, department stores, tourism ney, beaches, resident's houses and restaurants in Pattaya area.

The perceived impacts are measured with 7 point semantic differential scale (with 1 means strongly negative perception of respondents toward adventure tourism development, 4 means neutral perception that refer to respondents have no positive or no negative perception toward adventure tourism development and 7 means strongly positive perception of respondents toward adventure tourism development) in the questionnaire. The residents would give their opinion on the statements in the questionnaire.

For the first to fourth hypothesis, the study uses Descriptive Statistic to examine the majority of resident's perception about economic impacts (investment, support other businesses, increase employment, resident's income increase, create more jobs and rejuvenates Pattaya's tourism industry) toward adventure tourism development in Pattaya. Moreover, one-sample t-test to identify the perception of Pattaya's respondents. Furthermore, in order to test the fifth, tenth, eleventh, sixteenth, seventeenth and twenty-second hypothesis of the study, Independent sample T-test was conducted. Next, the sixth, seventh, eight, ninth, twelfth, thirteenth, fourteenth, fifteenth, eighteenth, nineteenth, twentieth and twenty-first hypothesis of the research ANOVA was undertaken

The results of hypotheses testing indicated that the residents in Pattaya have positive perception about economic, social, physical environmental impacts and overall impacts of adventure tourism development in Pattaya. About the economic impacts, there is no difference in perception of economic impacts among different genders, age, educational levels, resident's household incomes and occupations, but in residents who are working or not working in adventure tourism business variables, there are difference

in perception of economic impacts of adventure tourism development in Pattaya. In social impacts, there is no difference in perception of social impacts among different genders, ages, resident's household incomes, occupations and residents who are working or not working in adventure tourism business variables, but in different educational levels, there is difference in perception of social impacts of adventure tourism development in Pattaya. In physical environmental impacts, there is no difference in perception of environmental impacts among different genders, ages and residents who are working or not working in adventure tourism business variables, but in different educational levels, resident's household incomes and occupation variables, there are difference in perception of environmental impacts of adventure tourism development in Pattaya.

To conclude, destination managers should develop policies and programs to help: people earn more income, protect their social system and to protect their environment. The residents should be educated to appreciate their cultural and environmental heritage and to participate in recreational activities in the area.

The community should be involved in any decision making process at an early stage of development to ensure that they are the ones who benefit most from adventure tourism.

Plan approach system of adventure tourism developments should be adapted to suit. the area in order to ensure sustainable future benefits.



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CHAPTER 1

INTRODUCTION

1.1 Overview

As Thailand enters the 21st century, the tourism industry continues to play a major role in the economic and social development of the kingdom. Known round the world for the enduring hospitality of its people, its ancient culture and Thai cuisine, record numbers of tourists continue to take advantage of the myriad of tourist destinations and products the kingdom has to offer.

During the past two decades, adventure tourism has became popular in Thailand, it plays increasing important role for the kingdom economic. According to the important role of adventure tourism, it persuades researchers to pay increasing attention to the impact of adventure tourism. The principle reason for this attention is that the perception of residents toward the impact of adventure tourism are likely* to be important planning and policy consideration for the successful development, marketing and operation of existing and future adventure tourism programs and projects.

1.1.1 Tourism in Thailand

Thailand is a Southeast Asian, predominantly Buddhist kingdom almost equidistant between India and China. For centu knor by outsiders as Siam, Thailand has been something of a Southeast Asian migratory, cultural and religious crossroads. With an area of some 514,000 square kilometers and a population of some 57 million. Thailand is approximately the same size

Franc AT, 000). Thailand shares borders with Myanmar to the west and

north, Laos to the north-east, Cambodia to the east, and Malaysia to the south.

Geographically speaking, Thailand is divided into six major regions: the mountainous north; the sprawling north-east plateau; the central plain; the eastern coastal plain; western mountains and valleys: and the peninsular south.

The Thai tourism industry has played an important role in the country's economic development. The Tourism Promotion Organization Ordinance of 1959 established the Tourism Promotion Organization. The Tourism Promotion Organization was upgraded to the Tourism Authority of Thailand in 1979, (TAT, 2001). As a result of this government action, 'eater attention was placed on tourism as a means of generating foreign capital and, most recently, on distribution of income as focus on domestic tourism becomes a priority. The number of foreign tourists visiting Thailand has steadily increased over the last 10 years, so much so that the period 1987-1996 can be termed the "Golden Decade" of Thai tourism. In 1987, the country received just fewer than 3.5 million visitors while in 1998 over 7.8 million international tourists visited the co-Visitor arrivals have doubled in the last 11 years, (The National Identity Board Office of the Prime Minister 2000).

Despite the recent global decline in international tourism, the number of visitors who travel to Thailand continues to increase; with Thailand tourism chiefs reporting visitor arrivals topping the ten million marks for 001, (TAT, 2001). There are many reasons why a Thailand holiday appeals over other destinations, not least of which is the friendly, peace-loving nature of the Thailand people. However, a signific ant part of the Thailand's tourism success lies in the convenience and diversity f Thailand tour opportunities.

throughout its 76 provinces, and those who travel to Thailand tour with the knowledge that from the mountainous north to the sultry south. These are the reasons why Thailand tourism industry still continues to increase.

1.1.2 Pattya: A Major Tourist Destination hit Thailand

"Pattaya" some call it the "Riviera of Thailand", Pattaya is located 147
Kilometers south of Bangkok along the eastern rim of the Gulf of Thailand. By
the late 70's hotels, resorts, shopping centers, entertainment houses and the
like had shot up. Industry developed as did tourism and with the opening of
the motorway from Bangkok to Pattaya, it became a two-hour drive from the
country's capital. Pattaya's popularity grew so rapidly that the local
government couldn't cope with its administration and in 1976 Pattaya and
nearby Naklur became one administrative district then in 1978 Pattaya was
declared a city in its own right. Unfortunately one of the clown-sides to this
'progression' or expansion caused Pattaya to have sea water pollution
problems and only recently has the city installed a water treatment plant,
which, hopefully, will in time, restore the beaches to their once pristine state.
Thankfully the beaches north and south of the city are pretty much as they
were before being invaded by the human populace, (TAT Central Region
Office: Region 3, 2000).

Pattaya caters to every class of customer, provides outlets for every sort of pleasure, attracts every type of traveler, and does its best to please everyone who ventures there. By day it's a bustling beach resort with facilities for every conceivable type of aquatic sport, from para sailing over the Gulf to scuba diving under it, from wind-surfing to water-skiing, and everything in

between. For landlubbers who shy away from the sea, there are golf courses, riding ranches, an orchid farm, an elephant kraal, a folk arts village, and many other diversions. For adventure lovers who like excitement, Pattaya also known by tourists both Thai and foreigners where is the heaven for adventure tourists. At Pattaya, tourists can enjoy their activities from land base, water base to aero-base. The numbers of tourists who visit Pattaya for the purpose of adventure are ncrease, due to the variety and high standard of adventure tourism facilities in Pattaya. According to adventure tourism in Pattaya become popular, so it has potential that investment in Pattaya both related with adventure tourism and non related with adventure tourism will be increase.

Pattaya has about 20,000 hotel rooms available in Pattaya's 270 hotels and inns, plus scores of high-rise condominiums for regular visitors, of which there are many, (TAT Central Region Office: Region 3, 2000). Prices in Pattaya range from rite to back street budget, but everyone seems to have a grand time, regardless of what they pay. Unlike other international resorts throughout the world, facilities in Pattaya are not segregated between first-class and economy, foreign and local, beachcomber and barfly. Instead, everyone mixes and mingles in an ever-shifting flow of fun, without the worry of offending others or embarrassing oneself Construction continues to produce new high-rises inn Pattaya like mushrooms after rain, and there is no end in sight to this rapid development. In the future, Pattaya is expected to become Thailand's second largest city and a major international seaport. This will make the once sleepy little fishing village an important international metropolis in its own right, as well as a convenient beach resort, (TAT Central Region Office: Region 3, 2000).

1.1.3 Pattaya's Tou ism Statistic

Table 1-1: Domestic Tourism in Pattaya

Type of Data	JanDec.		
Type of Data	2002	<u>2.001 I</u>	$\Delta_{-}(\mathcal{N})$
Visitor	4,184,423	3,857,650	+8.47
Thai	1,305,598	1,177,762	+10.85
Foreigners	<u>2,878,825</u>	2,679,888	+7.4?
Tourist	3,890,509	3,595,764	+8.20
Thai	1,075,964	976,526	+10.18
Foreigners	2,814,545	2,619,238	+7.46
Excursionist	293,914	261,886	+12.23
Thai	229,634	201,236 I	+14.11
Foreigners	64,280	<u>60,650 I</u>	+5.99
Average Length of Stay (Day)	3.64	3.69	
Thai	2.15	2.15	
Foreigners	4.2	4.27	
Average Expenditure	No.		
(Baht/Person/D ay)		M E	
Visitor	2,813.03	2,824.61 1	-0.41
Thai	² / _{357.55}	2,342.35	+0.65
Foreigners	3,019.59	3.036.56	-0.56
Tourist	2,906.45	2,914.69	-0.28
Thai	2,543.95	2,5 8.53	+1.01
Foreigners	3,045.0?	3.062.40	-0.57
Excursionist	1,576.34	1,587.74	-0.72
Thai	1,484.11	1,487.45	-0.72
Foreigners *	1,905.87	1,920.53	-0.76
Revenue (Million Baht)	1,703.07	1,720.55	
Visitor SINCE	42,392.44	39,953.76	+6.10
Thai	6,218.78	5,587.03	+11.31 I
Foreigners	36,173.66	34,366.73	+5.26 I
	30,173.00	21,200.72	
Accommodation Establishments			<u> </u>
Establishments	242 1	236 1	+2.54
I Rooms	24,648 1	23,930	+2.87 1
I Occupancy Rate (%)	61.081	59.44	+1.64 I
I Average Length of Stay (Day)	3.00 1	3.14	. 1.0 1 1
I Number of Guest Arrivals	3,604,542 1	3,331,771	+8.19
1 Thai	799.862 I	720, 641	$+^{1}1.04$
-		· ·	
Foreigners	2,804,680	2,611,407	+7.40

Source: Pattaya's statistics eport 2002. (TAT, 2002)

From tare table, in year 2002 the visitors who visi Pattaya were 4,184,4"23 and visitors who visited Pattaya in year 2001 were ,857,630. Tice numbers of visitors had increased by 8.47 % from year 2001 to year 2002. Tourists who visited Pattaya year 2002 were 3,890,509 and tourists who visited Pattaya in year 2001 were 3,595,764. The numbers of tourists had increased by 8.20 %. In year 2002, the excursionists who visited Pattaya were 293,914 and it year 2001 the numbers of Pattaya's excursionists were "261,886 person, it had increased by 12.23 % from year 2001 to 200/.

The average length of stay of visitors, tourists and excursionists were 3.64 days in year 2002 acrd in year 2001 the average length of stay of visitors, tourists and excursionists were 3.69 days.

In year 2002, the average expenditure of one visitor in Pattaya was 2,813.03 Bahts per day and the average expenditure of one visitor in Pattaya in year 2001 was 2,824.61 Bahts per day. The average expenditure of one visitor in Pattaya had decreased 0.41 N. The average expenditure of one tourist in year 2002 was 2,906.45 Bahts per day and in year 2001, the average expenditure of one tourists was 2,914.69 Bahts per day, the percent changed was decreased 0.28 0. In year 2002, the average expenditure of one excursionist was 1,576.34 Bahts per day and the average expenditure of one excursionist in Pattaya in year 2001 was 1,5 87.74 Bahts per day. The average expenditure of one excursionist in Pattaya had decreased 0.72 %.

2°02, the revenue from visitors who visited Pattaya was 4°,39°.44 million Bahts and the re om visitors who visited Pattaya m year 2001 were 39,953.76 million Bahts. The revenue from visitors who visited Pattaya had increased 6.10 %.

The accommodation establishments in Pattaya in year 2002 were 242 and year 2001, the accommodation establishments III Pattaya were 236. The Pattaya's accommodation establishments had increased by 2.54 %.

1.1.4 Adventure Tourism

Adventure tourism is an alternative way of exploring the beauty of nature for people who want something special, challenging, exciting, and different. As it involves several types of sports activities, adventure tourism is a combination of adventure, risk, and sportsmanship coupled with a sense of physical fitness amongst natural surror at enable tourists to enjoy their trips.

Since the late 1970s, literature reviews regarding travel and tourism marketing have faced new and increasing challenges arising from sociodemographic changes, such as increased spending power per capita and greater A discerning public with greater travel experience has benefited leisure ti convenient and cheaper transportation and advanced technology (Chan 8: Singh, 1995; Jefferson, 1995; Edsell, 1996). This resulted in substantial changes in travel and leisure demands, and in the patterns of international travels Weiler. 1992; McCarville & Smale, 1993; Tourism market in the 1990s (Hail Canada, 1995). We have witnessed dramatic growth in specific tourism segments such as 'ecotourism' (Cat 8: Lowman, 1994), 11 tourism' (Whela 1991), W 199⁻) to cater for today's and 'spec interest I e will to travel" Jefferson, 1995). sophisticated travelers with "the means a While travel costs remain a significant determinant in making travel decisions,

tourist satisfaction is increasing in importance (Krinppendorf, 1987), A true travel product must provi de something extra besides value for money to attract the tourist for' ome deeply satisfying purpose. This has led to a remarkable shift towards new patterns in vacation choices to accommodate the expanding ange of interests and leisure travel activities (Hall Sr Weiler, 1992) and ceted' vacations. Adventure travel has gained more popularity among today's sophisticated travelers who want to "e rience" a vacation rather than just spend their vacations on sitting in a tour bus (Black & Rufledge, 1995; Madrigal, 1995; Tourism Canada, 1995; Vellas, 1995).

In adventure travel, travelers' increased interest in experiencing "active" holidays has been matched with the rapid growth in equipment manufacturing and the extended capability of commercial operators including outfitters and retailers to deliver more—ersified "activity" travel products. Australia and North America appear to have been leading such efforts (Hall, 1992). Adventure travel has now become one of the fastest-growing travel market segments and has broadened its scope and appeal in international travel and tourism. The variety and availability of adventure travel products for a wide range of interest and abilities appear to be limitless.

In recent years, adventure tourism has played a significant role for Thai economy, it generates a lot of revenue for the country. The numbers of adventure tourists both Thai and foreigners are growing day by day. While tourism has a salutary effect on infrastructure, creates jobs, earns foreign exchange, and promotes regional awareness, it also has its downside, industry

has been associated with increased congestion, crime, prostitution and socially transmitted diseases, noise and air pollution, inflation, and a general degradation in traditional Thai morals with the indiscriminate infusion of sonic of the decadent aspects of Western culture. Therefore, while adventure tourism has been growing at an impressive rate in Thailand, and while it plays an increasingly- pivotal role in most of these economies, its deleterious social, congestive, and pollution effects must be controlled.

1.1.5 Classification of Adventure Sports

Adventure tourism can be divided by using two main criteria: 1) dividing by using level of risk and skill, and 2) dividing by geographical setting of activities taken place (Gupta, 1995).

By using skills and level or risk, the first category of adventure tourism can be classified into two types: Soft Adventure and Hard Adventure. Generally speaking, Hard Adventure includes activities that are riskier and require high skills, such as Para-sailing, bungee jumping, motor rallying, while Soft Adventure engages in activities such as trekking, canoeing, kayaking, and the like.

By using geographical setting of activities taken place, the second type of adventure tourism is divided into three types: 1) Land – based (Ground Sports), 2) Water – based (Water Sp and 3) Aero – based (Aero Sports) (Gupta, 1995).

Table 1-2:Classification of Adventure Sports

LAND BASED	WATER BASE	D AERO BASED
Rock Climbing	Kayaking	ara Sailing
I Trekking	Canoeing	Para Gliding
Hiking Skiing	g	Ballooning
Heli Skiing		Hang Gliding
Motor Rallying	Snorkeling	Sky Diving
SAFARI	Scuba Diving	Parachuting
Bicycling	Railing	1 Light III')k

Gupta and Kasbekar, Tou P t a It dia, 1995 p 152

This table shows the adventure activities that depend on the geographical, it can be classified in to three types: land based, water based and aero based.

LAND BASED

- O GO KARTS: Go Karts are available at the 400 and 700-metre track

 Pattaya Kart Speedway, at Mini Siam, and the 1,100-metre track at

 K.R. Go Kart Grand Prix. In year 2002, the number of tourists who

 visited GO —KART was 63,833 person. (AT, 2002)
- SHOOTING: A handgun and rifle range with 19 fully equipped and air-conditioned galleries is open daily at Tiffany's on Pattya 2 road and Pattaya shooting club.

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45923

HORSE RIDING: Located in center of Pattaya 10 km. left from Sukhumvit Road. The Horseshoe Point, is a gathering place for people from all over the world. A place where riders can simply relax with family and friends or join the many activities offered at resort in the peace and tranquillity of nature and th mat outdoor.

PAIN I BALL WAR GAMES: Are available in an arena at Pattaya Cart
 Speed way on Thep Prasit Road.

AERO BASED

• PARASAILING This sport is ubiquitous throughout the resort, is featured at several hotels with their own private beaches, and is perhaps best enjoyed at Koh I viler e floating take-off and landing platforms mean flight occurs exclusively above the sea or one can enjoy at Jo Beach.

TOWER JUMP: Is available at Pattaya Park Tower on Pattaya – Chong Mien Road.

WATER BASED

WINDSURFING: Jomtien Beach is the major center for windsurfing.

Tuition is widely available for beginners The Pattaya Windsurf Club
on Jomtien Beach regularly stages board competitions. October
thr ugh June is th ... st months for windsurfing, thanks to ideal water
and conditions.

SAILING: The mo popular rentals are Lasers, Prindles and Hobie

Cats. Sailing is 'ear round sport in Pattaya's ,r. Visitors wishing

to avail themselves of knowledgeable information regarding sa rentals and seasonal co •tons should contact their hotel travel desk, or the Royal Varuna Yacht Club.

WATER SKING: The most popular venues are. the northern and southern parts of Pattaya Beach, Jomtien Beach and Koh Larn

Freshwater water – skiing is available at Lakeland Cable Water Ski at Kilometer 150.5 on Sukhumvit Highway. Open daily from 10 a.m p.m. Admission fees: 300 baht per person (for around 2 hours)

Restaurant services available.

surrounding Manwichai, Rin and Kram Islands are popular for the pursuit of marlin, king n ack barracuda and other Gulf denizens.

SCUBA DIVING: Scuba diving and snorkeling are popular around Pattaya' offshore islands, particularly those furthest from Pattaya Bay, namely Koh Manwichai, Koh Luam And Koh Rim. Neophyte divers can take open water certification courses organized by several local dive shops.

Source: (TAT Central Region Office Re s r 3, 2000)

1.1,7 Imp et of Adventure Tourism Particularly in En vironment, Economic and Social

Adventure tourism can create impact on residents in the environment, econo icall a socially. It also creates both e -- negative impacts.

• impacts that occur by adventure tourism activities.

(Positive impact)

ENVIRONMENT ECONOMIC

Source: Mathieson and Wall (1982)

	Improved	Increase business a	interaction with
	interpretation of the	opportunity with	people
	environment and	'owing market	
	culture	potential	
	Return to nature	Profitability	Increased local pride
•	Carefree, "blown •	Satisfied, repeat *	Educational
	away" setting	customers	opportunities
	interaction with e	Creation of new	Extended experience
	environment/people	facilities	P
	3		
(Ne	gative impact)		
]	ENVIRONMENT	ECONOMIC	SOCIAL
	Environmental * 1	Leakage	Social dislocation
	damage	SINCE 1969	Ach
•	Disturb wild life • I	Localized inflation •	Potential a i
			crime
•	Destruction of *]	Real estate	Chance
	heritage	speculation	community
			structure

SOCIAL

1.2 State of Problem

Currently, one of top-five industries that has come up important role in the economy of Thailand is tourism due to ra increasing volumes of abroad tourists.

Adventure tourism is one of the major tourist attractions in Pattaya. It is another channel pe of tourism to make more income in particular destinations (In our study, Pattaya is the observation area). While the number of visitors to Pattaya increased, residents who at first were tremendously positive in the perception to develop increasing reservations concerning long-term benefits of the

These may come from their original expectations of the adventure tourism were unrealistic. For another reason, it may come from just only a small group of people who perceive the benefits. Alternatively, although expectations of the benefits are known, the local residents may doubt about the impact of adventure tourism development.

On the purpose of getting reliable information, this study is for answering the question, "What is the perception of Residents in Pattaya about the impacts of ad tourism €le.felopment hi Patt

1.3 Research Objectives

study is made to find out and describe the perception of residents toward adventure tourism development in Pattaya. The specific objectives are as follows,

- 1. To find out what the residents think about the economic, sock) cultural and environments np act of adventure tourism development in Pattaya.
- 2. To find out what different thoughts between the residents who work and who do not work in adventure tourism business.

To find out what difference thoughts of adventure tourism development impact on several demographic variables.

1.4 Scope of the Research

This research will be conducted within Pattaya, in the living area of residents near or close to the visiting area such as local people who live in the area of adventure tourism in North. South, and Center of Pattaya's attractions and includes general places such as restaurants, shops, strollers souvenir shops, drugstores, etc.. with investigation into all types of occupations.

1.5 Limitation of the Study

• Difficult to estimate the numbers of adventure tourists due to lack of data/informa ga wby business and tour operators.

The limited size and distribution of the sample population (5), because of time and money constraints.

Limited to Pattaya's residents. The findings cannot Yew generalized for , IP except for the residents of Pattaya who are Thai and tho are 18 years

 Limited to the period of study. The finding of this thesis cannot be generalized for all time.

The thesis measures only the present perception of residents toward adventure tourism development.

1.6 Significance of the Study

Without proper planning and integration with local values and environment. Adventure tourism development can bring environment, economic and social damage to the host communities.

To assist government planners, local decision-makers, __ism promoters identify real concerns and issues, a systematic analysis of tourism is a good way to help the appropriate policies and action to occur (Allen et al 1988; Belisle and Hoy 1980; Doxey 1975; Murphy 1984 Helping government to realize the tourism development impacts and in formulating plans to get residents support for tourism ventures, the studies of local populations' perception of tourism impacts are very useful in setting up programs to minimize friction between tourists and rest tents (Belisle and Hoy 1980).

Ti the study of adventure tourism, the problems and negative consequences are found. To deal with such problems, it seeks to give tour d tourism related businesses suggestions and recommendation on how

to operate adventure tourism in an environmentally friendly manner in order to achieve sustainable adventure to iri in development. From this study, an be applied to other tourist destinations in Thailand to find the appropriate managerial methods of adventure tourism.

1.7 Definition of Terms

To clearly understand the study, the following terms are applied in the research are defined as follows:

Tourism: WTO has taken the concept of tourism is "Tourism com rise the activities of persons trav to and staying in places outside their sual environment for not more than one consecutive year for leisure, business and other purpose." (WTO: 1991)

International tourism: can divide in 2 groups. 1. Inbound tourism: visits to a country by nonresidents. 2. Outbound tourism: visits by residents of a country to another country. (Hawkins, Ritchie, Brent and Frechtl g 1991)

• Adventure tourism: is defined as all pursuits that provide an inherently meaningful human exp ce that is related directly to a particular outdoor environment – air, water, hills, mountain... (Darst and Armstrong, 1980).

Adventure tourism: is defined as a variety of self-initiated activities utilizing an interaction with the natural environment, that contain elements of real or apparent danger, in which the outcome, while uncertain, can be cPd by the participant and circumstance (Ewert, 1

Attitude: is defined as "a state of mine of the individual toward a value"

r. ort 1966) and as "an enduring predisposition o rd a particular aspect of one's environment" (McDougall, Munro 1987)

Value: has been defined as an "ending belief that a specific node of conduct or end state of existence is personally or social preferable to an oppo or converse mode of conduct or end state of existence" (Rokeach 1973:5; see also Feather 1994:469).

Perception: is the process of selecting, organizing, and interpreting sensations into a meaningful whole (Hanna, wozniak 2001)

• Resident: is defined as a person who has been resident in Pattaya for at least (six) consecutive months (Goldner, Ritchie and Meintoch 2000). In this study refers to people who are Thai and older than 18 years.

CHAPTER 2

LITERATURE REVIEW

Literature of the Residents' Perception toward Adventure Tourism

Development

This section provides definitions, meanings, concepts, and empirical findings of relevant issues in this research in order to allow a reader to become more familiar with what the researcher will be de=aling with for the rest of study.

2.1 Resident's demographic characteristic

2.1.1 Resident: "Local people usually see tourism as a cultural and employment factors. Of importance to this group, for example, is the effect of the interaction between large numbers of international visitors and residents. This effect may be beneficial or harmful, or both" (Goeldner, Ritchie, McIntosh, 2000). Resident can be mentioned as local people in a general term.

2.1.2 Gender; There are some variance in perceptions toward tourism and tourists. Some blamed tourism for disrupting traditional relationships among members the fa as it creates changes that affect inside their household. For example, tourism industry opens an opportunity for working outside for females, which increase financial independence and leads to less restrict_ lives (Ritchie, 1991).

: Nicholas and Pizam (1996) explained o SO! ariability of attitudes toward local community chair development that, in general, the younger the redents, the more positive perceptions they had toward tourism industry. (fin the other hand, the older the residents, the less positive perceptions toward tourism industry. For example, the number of children under 18 in family, the positive perceptions of the supportive level to the industry and the residents with more children under 18 in their family were possibly afraid of the tourism-induced sexual freedom at a relative younger age.

2.1.4 Education: It includes knowledge; skill or the things learned through formal instruction or through life experience. In the tourism industry education also refers to the understanding of cross-cultural Interference both hosts and guests that meet at equal level. This type of education for hosts or service providers in tourism industry will reduce the problem that, might occur during providing services as employees will be able to work without any error with minimum to ne consumption (Gartner, 1996).

2.1.5 Household Income: The higher' the household income of the residents, the more positive were their attitudes toward tourism and the higher level of support for the industry. The residents with higher household income had more positive perceptions not only on the effects of tourism development on the economy but also on its positive effects on certain social issues (Nicholas, Pizam, 1996).

- Occupation: Nicholas and Piza (1996) indicated that the residents who work part or full time would have positive perception toward tourism industry than unemployed (e.g. housewives) or retired residents. In addition, the residents who have one or more family members who work in tourism industry will have a more optimistic attitude toward the industry than those who had no family members working in the tourism field.
- 2.2 <u>Perception</u>: Mitchell and Larson (1987) indicated that the process by which we interpret this sensory information and come to an understanding of the people around us is called person perception.

Three concepts are intimately related to perception: exposure, attention, and sensation.

2.2.1 Exposure, Attention, and Sensation

The process of perception begins with exposure to a stimulus Exposure occurs when individuals come into contact with environmental stimuli either accidentally or through their own deliberate, goal-directed behavior. Not all stimuli to which we care exposed, however, get noticed.

Attention refers to the allocation of mental capacity to a stimulus or task.

After choosing whether or not to expose themselves to a message, perceivers may momentarily pay attention to a specific aspect of the stimulus that is within their range of exposure.

Sensation refers to the responses of our sensory receptors (;eye)

mouth, nose, and touch) to environmental stimul the. h'ansluissior fthis
information to the brain via th s system.

2_ . Sensorv Systems

Environmental stimuli or sensory inputs are received through our five senses including vision, smell, taste, sound and touch.

Figure 2-1: The paradigm for perceiving



Source: Young, Motivation and Emotion, 1961 p. 99

Vision

Researcher estimates that as much as 80 percent of receive from our environment is gained from vision. We tend to rely more on the other senses mostly when vision is unavailable (for example, in tale dark).

Smell

Scents play an important role in our lives. Odors can stir emotions, elicit memories, produce hunger, induce relaxation, or even repel us.

Most scientists consider the sense of taste to be inseparable from the sense of smell. Receptors (taste buds) that reside on the tongue and palate combine with smell to produce familiar taste sensations such as saltiness, sweetness, bitterness, and sourness.

Sound

Sound is an important sense in sensory system, it can produce both positive and negative impact to perceivers. Sound can persuade, relax, and evoke feeling of perceivers, on the other hand, noise is negative correlated with perceivers.

Touch

There are two types of touch: active touch and passive touch. In the first case, an individual touches to express a feeling or to initiate a reaction. In the second case, the receiver feels the experience of being touched, such as how we feel when we receive a message.

2.2.3 Input Variation: Effect on Sensation

Sensation depends on input variation A more variable environment produce greater sensation than a constant environment, regardless of the strength of sensory input. Humans accommodate themselves to varying levels of environmental sensory input. When deprived of sensory stimulation for a time, we exhibit greater sensitivity to its return; hence the expression "It's so quiet, you can hear a pin drop." As sensory input decrease, our ability to detect change increase. We attain maximum sensitivity under conditions of minimal stimulation.

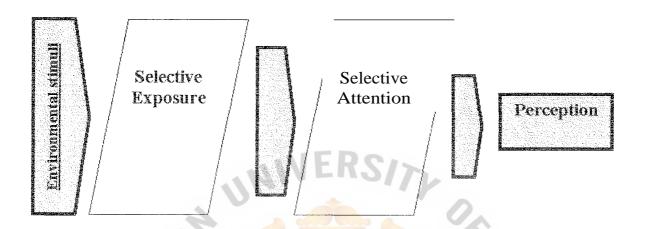
2.2.4 Perceptual Selectivity

ha each $^{\text{clay}}$ are faced up to thousands of stimuli in the environment including people, events, and situations. On the other hand, it is beyond a person's capability interest to see everyll g there is to see, o we hould screen out certain

ult. electivity is of great concern to sender, who attempts to be in touch with their target audiences and surmount such blocking of information.

Selectiv r_. -p rr e and Selective Attention

Like a series of filters or sieves, the selectivity process allows or rejects environmental stimuli to reach our consciousness. -rive exposure is the first of these filters. When we lore messages that address unimportant things, we exhibit selective exposure. Nobody pays attention to every sentence, nor can anyone notice all the sentences in a book. Selective attention refers to our tendency to heed information that interests us while at the same time we avoid information that is irrelevant, threatening, or contrary to our beliefs. Figure 2-2 depicts the process of perceptual selectivity, indicating that perception occurs after environmental stin uli have been filtered through the processes of selective exposure and selective attention. Moreover, the tendency of individuals to block threatening or contradictory still li from their conscious processing is known as perceptual defense which serves as a defense mechanism to defend an individual's self-image and ego. We also perceive more readily information that is consistent with our own needs, beliefs, values', or attitudes. For another name, the tendency is known as selective sensitization.



Source: Hanna Nozniak, Consumer Behavior, 001 p. 110

5 The Person Perceived

in an interpersonal situation, one's evaluation of and behavior toward another person are partly influenced by the characteristics of that person. These characteristics fall under three headings: physical, social, and historical.

Some of the more important physical factors are gestures, posture, facial expression, and pigmentation.

One's posture also is important. People often attribute laziness or lack of motivation to someone who slouches. In the same way, in face-to-face interactions posture influences our judgments of how interested the other people are in IA are and what we have to say (FT & Rosenthal_ 983). For example, a Thai who is interacting with another Thai of higher status will not

to have so or her head be higher than that of the other, even when the other is physically shorter.

Facial expressions and features may similarly influence our feelings about others. Smiling is related to positive attitudes (Mitchell, Larson, 1987).

Finally, in some cultures darker skin pigmentation may associate with negative attributes (Brighan 1971).

The social characteristics that to be most important are voice qualities and appearance. In many cases one's education, place of residence, and status can be inferred from one's manner of speech. It is also clear that one's clothes and grooming are used by others in their evaluation (Mauro, 1984).

In addition, the historical factors or attributes that have a large effect our evaluation of others include sex, age, occupation, religion, and race, For example, research has shown that racial background is often more important than occupation, religion, or national determining whether an individual will be accepted into an American's social group (Triandis r Triandis, 19

¹. The Perceiver

In general, there are two sets of variables related to the perceiver that are important in understanding perceptions of others. First, the perceiver's own social and personality characteristics make a difference. in one study mentioned previously, people who were more secure, more independent, and had a hi h tolerance for am — y were more accepting of others who were different from them (Triandis &Triandis, 1965).

he second important set of variables involves the complexity with which we characteristically describe others. Some individuals use rather physical labels to describe people (£.g., tall, dark, and handsome), while others use personality traits that are always consistent, and are dependent upon only one central trait and untrustwortl riandis 8fTriandis.

People who characteristically use very complex modes of perceiving tend to be more accurate in their perceptions than those who characteristically use very simple modes (chneid Hastorf and Ellsworth, 1979).

2.2.7 Perceiving the Causes of Behavior

Once we have the opportunity to interact wits, — teone and to observe his or her behavior', we begin to form a richer picture of what that individual is really like. We make inferences about the person's motives, personality, feel I gs, and attitudes (Mitchell, Larson, 1987).

When we are not sure about what other people are thinking, we to find out by observing their behavior, which is usually more reliable than their dress.

The process, which we use to assess and evaluate people accurately, based upon their behavior, which is called the attribution process. "An attribution is simply an inference about the causes of someone's behavior. From our observations we make inferences about internal states (like anxiety or joy), inferences about enduring personality traits, and inferences about the environment it which we observe the behavior busy, calm). The study of the attribution process has been one most, active areas of research in social psychology

over the last 20 years, and it has produced a number of findings that are important for understanding people's behavior in organizational settings.

Theorizing about attributions began with the work of Fritz Heider (1958) that was interested in how people make judgments about casual relationships in their environment. Heider believed that people have a natural tendency to see events in terms of casual relationships, and that this process is relevant on how we treat other people. For events involving people, on the other hand, the situation is a bit more complex. People have personalities, intentions, motives, and goals. These have to be factored into any casual attribution. The study of attribution process has shown that people are remarkably consistent in how they evaluate others. The first and perhaps the most important judgment that we make are one of internal or external causation. Is the person acting from free will, or is he or she being forced by the situation to engage in the action? (Mitchell, Larson, 1987).

2.3 Recreation

The action and activities of people engaging in constructive and personally pleasurable use of leisure time. Recreation may include passive or active participation in individual or groups' sports, cultural functions, natural and human history appreciation, conformal education, pleasure travel, sightseeing, and entertainment (Goeldner, Ritchie, McIntosh, 2000).

In addition, <u>adventure travel</u> as it is a form or a type of travel in which the perception (and often the reality) of heightened risk creates a special appeal to certain we ments of the travel market. For example, ra ting, mountaineer skiing and etc. Goeldner, Ritchie and McIntosh, 2000).

2.4 Tourism Development

For the Tourism Development, in this study, it is used to make reference to Adventure Tourism Development. There are a number of models, and model variants, which purport to describe and explain the way in which tourism develops in a given region or destination area. The research focuses on a model of the evolution of a tourism destination area, which addresses the idea, inherent in the concept f sustainable development, of an environmental limit, to tourist numbers. beyond which development at the destination area becomes unsustainable and declines. In other words, tourist destination areas and resources will inevitably become over-used, unattra and eventually experience declining use if specific steps are not taken (Butler 1991: 203). According to Martin and Uysal (1990), for example, the decline of a tourist destination may be attributed to various causes when the actual cause is that the carrying capacity of the area has been exceeded.

Butler's model (190 recognized several stages of evolutionary development, namely, exploration, involvement, development, consolidation, stagnation, decline and reiuvenation. He described that the first stage.

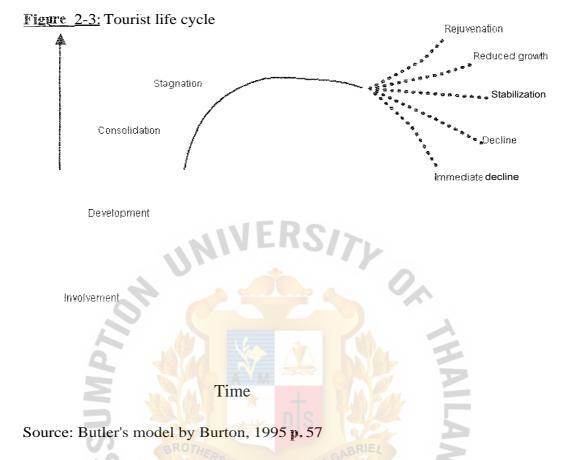
Exploration, Ts similar to over in the sense that TTi itia all numbers of tourists who chose to visit a particular place. The stage of involvement starts when big numbers of tourists have arrived. The appearance of small facilities or

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enter the involvement stag stage is development, referring to a condition of extensive facility construction to either provide attractions to tourists or service their needs. The development stage is one of the most critical when addressing the impacts resulti from tourism development. That impact is most likely to occur ng this stage when a destination evolves from a small — scale pro .e of tourist services to one that dominated the tourism industry. Advertising and promotion are now necessary to maintain the size of the created industry.

Finally, the early influx of tourists begins to level off and the destination enters the consolidation stage. If significant negative socio-culture and environment impacts occurred during the development stage, is in the consolidation stage that they begin to be recognized by large segments of the host society. As tourists slowly flow to the points, there is no growth in new arrivals; the destination enters the stagnation stage. One of two things has happened. Either physical capacity has been reached or tourist interest has declined. The destination now has two choices, that is, it can enter a stage of decline as 'tourists move to newer or more appealing destinations, or it can begin a period f rejuvenation.

Rejuvenation can occur in two dissimilar ways. If the facilities constructed to accommodate tourist needs have reached capac another round of development egin. If tourists are no ion er Interested inatioll, the product line may have to be changed. As illustrated in Figure 2-3,



Reime and Hawkin (1979 suggested that decline appears because of over-development, which results environmental degradation. The natural environment cannot be reversed alone without eding or parallel environmental improvements and proper management ategies.

A product will face a period of slow growth, followed – if marketed properly – by a take – off period of rapid growth, and subsequently a period of stability. Unless product improven

Iv the appeal of the product will thereafter d

d sales will fall, ande :ntually the product wll be taken off the market (Butler, 1991).

early, inappropriate tourism development—ay result in increasing stress on destinations and in negative changes in the destinations' physical, economic and socio-cultural—acteristics, which are causes of decline. On the other hand, if the destinations are developed n the sustainable way that maintain the environmental, social and economic integrity, certainly, the well being natural perpetuity will be the worth, Wealth eternally. Adventure tourism development is base on the same principles as tourism development, without appropriate planning it may result in increasing many problems in the community.

2.5 The Nature of Tourism Impacts

Tourism impacts can arise through the construction and operation of tourist facilities or services and from the activities themselves. Adventure tourism development is based on the same nature as well. They may be short-term or long-term, positive or negative, local, regional, national and even global, and direct, and the characteristics of the tourism industry, and makes the comprehensive appraisal of the environmental consequences of tourism development problematical.

Impacts of tour—nclude lack of resources sufficiency of assessment—methodologies, a failure to appreciate the processes of tourism development and the lack of an inter-disciplinary research ethos (Pearc—Tourism facets and apparently generates as much criticism as praise: tourism as an economic development agent, a job generator, and a white industry, but also tourism as an evil industry and a destructive force (Oppermann and Chon, 1997).

From the research of many authors, it. can be concluded that impacts of tourism certainly have appeared on tourism development. Without proper planning and integration with local values and environment, it can bring forth socio-culture, environment and economic damage to host communities.

There are a number of ways of categorizing the impacts of tourism. One of the most common is the used by Mathieson and Wall (1982), they divided impacts into economic, s cio – culture and physical environment.

2.5A Physical en rironme

In order to estimate its resiliency and suitability for development, the environment must be observed in terms of its physical characteristics-soil, vegetation, relief, aspect, fauna, climate-and the dynamics of the relationships between these. For example, attention must be paid to slope or dune stability, run-off characteristics and the resiliency of biotic communities. As well as a general environmental assessment, micro-level studies must also be taken, for example, determining the precise location of avalanche corridors. In the case of a built environment, attention must be directed at the nature, scale, form and location of existing buildings and sheet patterns as well as existing land uses.

2.5.2 Society

Characteristics of the host society to be taken into account include population size, demographic composition and vitality; ethnic, social or religious

structure. For exat e. population increasing or decreasing, mposed of more ethnic group, what social customs ar ie

Social/demographic characteristic can have a significant influence on the 'ee of development and change: "a strong area can sustain the capitalization and prowls of labor fromwithin itself, while a weak area is immediately more susceptible to outside economic influences in the dorm of external Investment and immigration, so that the local socio-cultural structure is quickly changed" (Westlake and White, 1992).

2.5.3 Economy

The size, diversify and vitality of the economy at various scales-national, regional or local-are further factors which need to be, considered. The economy in question may be well developed, developing, depressed or in decline, it may be broadly based or heavily reliant on a single sector, a strong economy or a dependent one. Tourism may already be a significant sector or totally unimportant. These factors will influence the extent of local participation and degree of external involvement as well as determine the costs and benefits to different sectors of society and the ultimate impact of tourism,

2.6 Impacts from adventure tourism development

is sector is composed of impacts that occur from adventure tourism development, the impacts can be fallen into physical environment impacts, social impacts and economic pacts.

2.6.1 The physical environment impacts

Adventure tourism development can have bad impacts on the physical environment in many ways, for example the construction of facilities that are aesthetically unsympathetic to the landscape in which they are situated. It generates "architectural pollution", though the release of air ad water — borne pollutants. The environmental impacts can be divided in to two types. The first type is the impacts on the natural environment and the second type is the impacts on the built environment (Pearce, 1989).

2.6.1.1 Impacts on the Natural Environment

Tourism is seen as an enemy of the natural environment. At the same time, tourism can be beneficial to the natural environment by providing a motivation for environmental conservation. The ecological balance of an area, which takes perhaps thousands of years to evolve to a mature, self-regulating, stable system, can be disrupted and even destroyed by a variety of tourism-related activities in a relatively short period of time. They range from the obvious impacts associated with the wholesale removal of vegetation and related wildlife, to more subtle effects on animal behavior. Any activity which changes floral and faunal species composition s a potential threat to an area's ecological balance. It may also threaten the local an culture which has evolved as part of this ecosystem and, therefore, depends on it for contin vival d Green, 1995).

A well known example of the large-scale destruction of an ecosystem through vegetation removal to accommodate tourist facilities is the case of the

European Alps. Here, hundreds of square kilometers of forest have be e o d and replaced by pistes, cable cars, pylons, buildings and access roads making the slopes less able to absorb and retain water, causing Increased susceptibility to soil erosion, floods, landslides and avalanches (Tyler, 1989).

Vegetation cover may also be lost or damaged through trail g by walkers or crushing by tourist vehicles. Loss of vegetation cover in this way is frequently accompanied by soil compaction and a loss of soil structure, leading to increased surface water run-off, soil erosion and a decline in species diversity (Hunter and Green, 1995). The bad impacts of tourists' feet are not restricted to terrestrial ecosystems (Hunter and Green, 1995).

The damage to coral reefs resulting from the contact of divers' flippers and the choking effect of disturbed sediment (Hamele, 1988). Tourism in the Pacific island States, reported that a large proportion of the coral and small fish life around the margins of boat jetties and hotel beaches has been killed due to excessive walking on coral reef beds by tourists at low tide (Milne, 19,0). The action of motor boats, surf boards and yachts may also damage aquatic ecosystems, such as reed beds, while marinas built to house these craft can completely destroy, or degrade beyond repair, important mangrove and other lagoon habitats (J., son, 1984).

Tourism may also effect in the selective removal, ection or killing of plants albs animals, such as the collection and killing of marine animals for the souvenir trade, for exat anean and Pacific Islands (Mili on local ecology, Tice increased disturbance of plant

and animal life close to tourist trails, leading to fears that animals would ultimately avoid certain areas (Sindiyo and Pertet, 1984) Animals may well migrate out of an area used by tourists if harassed.

Pollution involves the anthropogenic introduction of substances of energy into the environment. Pollution may cause hazards to human health, harm to living resources and ecological systems, damage to structures or amera, and interfere with the legitimate use of the environment. Since tourism relies partly on amenity value. One might reasonably assume that the tourism industry has a history of concern over the potential threat posed by an to the success of destination areas. Moreover, the tourist industry itself has been, and still, a major ontributor to environmental pollution in many parts of the world.

one of the best – known consequences of rapid tourism development is the overload of local sewage treatment and disposal infrastructure. Water pollution from untreated or partially treated sewage effluent can have profound implications for local aquatic life and also for the health of tourists and locals who use contaminated water for drinking, bathing and as a source of food Sewage pollution can alter the ecological balance of an area, often resulting in a marked decline in species diversity, by reducing dissolved oxygen in water and sediments, by increasing water turbidity, by smothering sea, lake or river beds and by promoting the accelerated eutrophication (nutrient enrichment) of water bodies and Green, 1995).

Elsewher sewage-related tourism problems are also well known. For example, localized marine pollution has been in p the degradatio of

mangrove seagrass and coral reef ecosystems in Fiji (Lal, 1984). Similar effects have been observed in Jamaica, where sewage effluent has encouraged the growth of seaweed damaging the attractiveness of beaches and killing the coral reefs which protect the shorelines from erosion (Henry, 19883. Furthermore, the release, dumping or spillage of oil, petrol, inorganic and organic wastes from tourist boats may be the cause of water pollution occurrence (Hunter and Green, 1995).

Air pollution can accompany tourism developments in a number of ways, for example during the construction of buildings and other tourist facilities and associated infrastructure, from the burning of fossil fuels to provide heating and power, from the exhausts of private tourist vehicles, and in the transport of tourists to destinations by air, road, rail and others. Hunter and Green (1995) stated that tourism – related demand for electricity will often result in the increased burning of fossil fuels and the release of pollutants such as carbon dioxide and oxides of sulfur and nitrogen in areas far removed from popular destinations. Carbon dioxide is an important contributory gas to global warming and the so – called "greenhouse effect", while oxides of sulfur and nitrogen are the causative agents of dry and wet acid deposition. Acid deposition also causes the degradation of fresh water quality, with a range of impacts on aquatic flora and fauna, and on human health.

Noise pollution occurred in the form of air and road transport,

construction, "canned" music others, is a very common problem for residents,
tourists and wildlife a rits Hunter and Green, 1995). Tourists to
the shark hay area of Western Australia have ranked noise pollution from

hovercraft as a high adverse environmental impact, which also disturbs fish and wildlife (Doweling, 1991).

As well as soil erosion resulting from tramp ing, vegetation removal, vehicular compaction and others, described above, tourist activity can also result in damage to natural geological features and river banks. According to Holder (1988), tourism makes an important contribution to water pollution, which has caused a decline in the populations of emergent and submerged plant along most of the Broads' waterways. He also suggested that these have decreased the resistance of river and canal banks to erosion from tourists' motor cruisers through boat-wash and inappropriate mooring. Increased erosion has led to a loss of reed-bed flora, and so a cycle of ecological imbalance is complete.

Tourism development overload may result in natural resources depletion.

For example, the use of tropical hard wood tree species in building, water overused in the peak season or animal species overused for food. These make the residents in the destination area suffer — n shortage of natural resources. In Goad and other southern Indian beach resorts, tourism has also taken valuable water supplies a av from local communities (Tyler, 1989), similarly, a lack of adequate supplies of high qualit— iking water for both tourists and residents in some Caribb can resorts (Holder, 1988). Shark Bay in Western Australia provides an example of a remote and fragile area suffering from over-fishing problems (Dowling 1991).

Over-exploitation of wildlife may upset the local ecological balance sit—y for there to be serious repercussions for the local human population.

However, tourism may not necessarily a ways create or add to environmental problems. For example, tourism may result in the creation, or continued existence, of a wildlife park or reserve (Hunter and Green, 1995). They further described that the increase of infrastructure for the treatment and disposal of waste is being built or ut to accommodate tourism development with net benefits for local environmental qualit Tourism provides the national governments of the Sahel states with an economic rationale for the continued protection of the natural areas (Green, Jenkins and Madams 1989).

From study of many researchers, it can be concluded that it does not necessarily always create the problems, it can also improve the environmental quality by offering preventive legislation to some areas. On the other hand, tourism development overload would generate environmental degradation.

Tourism can also be credited with extending environmental appreciation (Mathieson and Wall, 1982). Tourism then has made people more knowledgeable about the environment. Nevertheless, overall, it is not difficult to come to the conclusion that tourism generally has a negative impact on the natural environment.

2.6.1.2 Impacts on the built Environment

Tourism induces profound changes in the character and form of built areas, either through urban expansion of alterations within existing village, town or city limits. New or upgraded urban fabric may follow tourism development, with the provision of roads and pavements,

suffer increased damage and erosion through ased pedestrian and vehicular traffic, leading to higher repair costs (Hunter and Green, 1995). However, less desirable effects can also occur. Tourism may encourage changes in land use within area; for example, the balance between residential and other land. uses. Frequently, a move away from residential housing use towards hotels and boarding houses can be detected, driven by rising land and building stock prices. As Westlake and White (1992) debated that the tourism – induced rise in the cost of houses to buy or rent is excluding much of the indigenous population due to faulty development. Similarly, ism generate negative changes to the character of villa es which is a major impact in the Caribbean (.older, 1988).

In many cases, the net outcome of tourism on the form of character of built areas will depend upon the resulting pressures on existing infrastructure and attitudes to the provision of new infrastructure. The overload of infrastructure is a well-known consequence of tourism development in many areas. For example, overcrowding and traffic congestion are obvious manifestations of tourism in resort centers (Romeril, 1989). Tourism – generated noise and vehicular traffic / pedestrian congestion around major attractions like the Tower of London and St Paul's Cathedral (Page, 1989). Similarly, reported some antagonism by the local community in Canterbury, England, towards perceived investments in new tourism infrastructure as a result of problems associated with the over – use of the city center by tourists (Pag e, 1992). These problems include traffic congestion, insufficient coach and car parking facilities, and the over-concentration of tourists

at major heritage sites within the city. 0th frastructure can also be adversely affected.

While historic sites, m numents and buildings are great tourist actions, and tourism itself frequently allows their restoration and preservation far the benefit of the local communication and beyond. However, such benefits can be lost or reduced because built assets are allowed to suffer degradation erosion or pollution by tourists' feet and vehicles. Vehicles can damage built structures (Smith and Jenner, 1989).

Again on a more positive note, built environment, can improve life within the regions. Provided a list of positive infrastructur—Refits from to n the Caribbean, including improved telephone, telex and other communication systems; development and upgrading of human-made attractions, recreational and health facilitie—improved air and sea ports; and improved and increased air, sea and road transport (Holder, 1988). Similarly, Henry (1988) provided a summary of tourism-related infrastructure improvements in Jamaica, including the provision of basic infrastructure beyond the immediate future needs of local communities in sewerage, water supply and garbage collection.

Clearly, environmental improvement, such as those outlined above, can create a very favorable visual impact, and improve the quality of life of the inhabitants because of the provision of utilities (water, electricity and telephone system). However, inappropriate development, can bring about the potentially negative impacts associated with overcrowding, traffic conge ti on and pollution, consequently.

2.6.2 Social impact

Social and culture impacts of tourism are Way in which tourism is contributing to changes in value system, individuals behavior, family re atio h , collective lifestyles, moral conduct, creative expressions, traditional ceremonies and comm t;' organization" (Milman and Pizam 1988 : 198).

Social impact involves the ore immediate changes in the social structure of the community and adjustments to the destination's economy and industry. While the cultural impacts focus on the long term changes in a society's nouns and standards, which will gradually emerge in a community's social relationship and artifacts' (Murphy 1983:

Since "there is no clear distinction between social and cultural phenomena..." (Matheison and Wall 1982:37), many theorists have attempted to classify the sociocultural impact of tourism in a board context, Mathi and Wall (1982) defines there categories of impact: economic, social and environment physical. Milman arid Pizam's (1988) have identified six categories of social impact and provides example of their components. These impacts are demographic (size of population, age, pyramid changes), occupational (change of occupation, distribution of occupations), cultural (change in tradition, religion, language), transformation of norms (values, morals, sex roles), modification of consumption patterns (infrastructure, commodities), and impact on the environment (pollution traffic congestion).

Furthermore. Hall (19, opuses a listing of socio-cuitural costs and nefits that may affect tourism destination. The benefits are cul Ural development

(mod ati) and exchange, social change and choice improved image of host community, improved public health, social and amenity provements, education and conservation, positive cultural interchange and political modifications. The costs included host culture destruction and debasement, social instability, consumerism, change in the law and traditional values and political destabilization. These all need to be articulated for an enlarged socio-cultural framework tourism.

2.6.3 Economic Impact

Many economic impacts focus on what is known as the "multiplier effect". This effect is concerned with "the way in which expenditure on tourism filters throughout the economy, stimulating other sectors as it does so" (Pearce 1989: 205). However, the multiplier may best be regarded as "a coefficient which expresses the amount of income generated in an area by an additional unit of tourist spending" (Archer 1 36. It is the ratio of direct and indirect initial change itself. The economic impacts of tourism are usually classified as being either primary or secondary in ature (Archer 1982), Primary or direct impacts are those economic impacts, which are a direct consequence of visitor spending e.g. the purchase of food and beverages by tourists in a hotel. Secondary impacts may be described as being neither indirect nor induced. Indirect impacts are arising from the responding of money in the form of local business transactions, for example, the new investment of hotel owners in equipment and suppliers.

Induced impacts are those arising from the additional income generated by further

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consumer spending per unit of initial visitors expenditure akage will occu the regional economy until little or no further re-Spending is possible.

Tracing the flow o hist dollars through a regional economy helps elucidate the importance of industrial classification. Sales made to tourist result in basic income for a region termed "direct economic impart". However, direct economic impact calculations do not accurately measure the overall importance of tourism to a region. It is possible for one region to receive n from tourists than another, yet t enefit less from those expenditures. For example, mega-festivals and – events of short. duration may have less overall economic than numerous small events occurring throughout the year, impact on even the direct economic impa oin the mega-event is larger than the combined direct economic impact from all the smaller events (Gartner, 1996). The reason for this lies in the nature of indirect economic impacts and a region's economic base. Sustained levels of tourism in a region provide a greater opportunity to capture and retain tourist revenue due to the supporting business, which develop in response to predictable and steady flows of tourists. Large in flows of revenue for a short time do not provide the base needed for business growth; hence, a large share of expenditures may leave the region with the transient business that appear only in response to the mega-event

Tourism development produces higher prices for consumer goods more often than does other types of strial developm in juli easons fo amount of discretionary income in ands of visitors. Travel, especi pleasure travel, is still a luxury good. The majority of people who travel only after

the necessities of life (e.g. relit, food, and transportation) are paid. People pay higher prices for products while traveling than they would at home, Businesses that cater to tourist as well as local price their products to receive the highest return. Whenever product demand increases, prices rise. Locals are often forced to pay increased prices simple because they in an at periencing higher product demand due to increased tourist flows (Din, 1992).

Tourism—related business can offset labor shortage problem and resulting wage inflation by importing labor, by increasing the size of the labor pool.

This scenario is more likely in areas subject to seasonal tourism. Workers can be hired only for the duration of the season, keeping labor costs low. On the other hand, business may not have to import labor if high levels of unemployment exist throughout the region or count. Tourism development can alter established employment patterns, with a labor shift from high employment rural areas to more densely populated tourism centers (Hudson and Town; 992). This migration of labor increases supply and tends to keep labor costs low. Unfortunately, keeping labor costs low does not necessarily mean that other goods and services in the area remain moderately priced.

2.7 Empirical Studies (Past Studies)

This section comprises of past studies that are used as guideline in this thesis. This section is focused on variables studied, research method used and findings of past studies.

Table 2-1: Varia Research Methods and Findings of Past Studies

Authors	I Title of the articles	I Name of	Variables	Research methods	I Findings
	-	journals			
1. Attipoe	I Developing Eco	Bachelor of	Independent var ables incluse	imple descriptive	Residents have strong perception
	Tourism as a Source	Sciences of	gender, age, Level of education.	statistical method,	for tourism related jobs and also
	of Employment for	I University of	I marital status of residents and	Percentage	believe that tourism
	j the People of		oc cupation. Dependent variables	distribution	development in the area could
	Sakumenon	hhens	omprise of economic social	I	create jobs for them.
	I (Ghana)		and environment.		1
s. Saranya	The Residents'	Master of	Independent variables include	Desci ptive	Resident who work related to the
	Attitude Toward	Business	year of residence, age, Sexy,	statistics of	tourism industry have more
	1 T	Administration	education, birth place, household	frequency	positive attitude than resident
	Development	of Assumption	income, knowledge of tourism,	distribution, one	who do not thy \mathbf{v} -
			o cupation and economic	way ANOVA, t-	a. hated with the industry
	2	Thesis	depend on tourist Dependent	test and Pearson	:
			variables ompr	_relation	
			social environment and overall		
	20		impacts.		
Metta	I Residents' perception	Master of Arts	independent variables include	Desc p e	I In tor m LT/evel 4 1 it impacts
	of Impact? of	I in Tourism	age. gender, occ pation,	1 statistics, t-test and	On natural environment, there is
	Tourism	Aanageme 🔿	education and length of	ANOVA	no difference in residents'
	Development on	Assumption	esidency. Dependant variables	· *	perception of tourism
	I Natural and Built	University	comprise Of natural 8 comment		I development imp acts among
	Environment on Koh	Thesis	and built environment.		I demographic characteristics
	Chang		- 01 ==		

From the bachelor of social sciences of University of Cape Cost thesis (June, 2002), title of the article is "Developing Eco Tourism as a Source of for the People of Sakumonon Villa a)" (Attipoe, 2002). e, level of education, marital ariables including gend ide and current occupation status of respondents as independent

status o

variables. Depende it variables of this study include economic, social and environment impacts.

The data collected was analyzed using simple descriptive statistical method, percentage distribution arid tables.

Sinding of the tuts have strong perception for tourism related jobs and also believe that tourism development in the area could create jobs for them. Residents belief that it Eco-Tourism is developed under street adherence to the well adapted traditional beliefs of the people and proper planning, several jobs opportunities would be created for the residents and also ensure that the jobs are sustained in the area.

From the master of business administration of Assumption University thesis (December, 2000), title of the article "The Residents' Toward Tourism Development". (Saranya, 2000).

The thesis variables including year of residence, age, sex, education, birthplace, household income, knowledge of tourism, occupation and economic depend on tourism as independent variables. Dependent variables of this study include economic, social, environment and overall impacts.

Descriptive statistic of frequency distribution, one-way ANOVA, t-test and Pearson correlation was conducted in this thesis research method.

of the study, Residents who received let5' from tourism

are less I ttribute rieaative Social and environment cons to it and
held more positive attitude toward its expanded development. Awareness

tourism's social cost does not necessarily to opposition towards further development of the industry. The analyses of the finding suggest that direct economic dependency on the industry Ys the ost si ificant determinant of residents' attitude toward tourism. Those resident who work related to the tourism industry have more positive attitude than those who do not involved in or associated with the industry. Socio-demographic characteristics play an important role in understanding significant perceptual differences between groups of respondents, it is apparent that the socio-demographic have attempted to profile host community reaction to tourism development are based on much too simplistic an understanding of resident reactions.

From the master of arts in tourism management of Assumption University thesis (October, 2002), title of the article is Residents' Perception of impacts of Tourism Development on Natural And Built Environment on Koh Chang", (Metta, 2002)

The thesis studied variables including age, gender, occupation, education and length of residency as independent variables. Dependent variables of this study comprise of natural environment and built environment.

Descriptive statistics, t-test and ANOVA were conducted in this study research method.

Finding o is, in tourism decyclopment impacts natural environment, there is no difference iii residents' perception of tourism development impacts among demographic characteristics.

mostly relate with tourism, they perceive negative impacts of tourism development on natural environment in Koh Chang. hi tourism development impacts on built environment, there is difference in residents' tourism development impacts among demographic characteristics. From the point of view of residents with different age level, those with age below and equal to 40 years, look at tourism development in a positive way. In contrast, the residents with age evels higher than 40 years, have a negative perception about tourism development. Residents who work III tourism sectors have a positive tion toward tourism development on the built environment. However, the residents who do not work in the tourism sectors have different views. In gender, educational levels, and length of residency, the results indicate that residents have a similar perception of tourism development impacts. They see development of tourism as causing both positive and negative impacts.

CHAPTER 3

RESEARCH FRAMEWORK

This chapter focuses on the diagram of research framework, definition of the variables both independent and dependent variables, determines the research hypotheses, and the operationalization of variables are defined.

3.1 Theoretical framework

Social exchange theory was briefly mentioned by Perdue, Long and Allen (1990 as being an appropriate framework that explains resident's perceptions of 0) recognized exchange as a social tourism impacts. Pardue et al characteristic that defines the touring encounter (that is the social interactions of travel) bet reen hosts and guest. He suggests the encounter "may provide either an opportunity for rewarding and exploitation on the part of the host and, to suspicion and resentment on the part of the visitor:" (Perdue, Long and Allen 1990; 588). The notion of asymmetry supported by Pearce: "... that marked asymmetry of frequently, transitory contact with the opportunity for exploitation action difficulties due to large cultural differences are the important and elements shaping a negative host reaction to tourist" (1989:). In addition, Matheson and Wall (198 136) also describe the tendency for tourist host relationship to be unequal and unbalanced in character. However, not all asymmetric resident-tourist may be exchanges that favor the ourist. There are occasions when tourists may be taken advantage of due to their adequate

knowledge. Farrell (1982), for example, commented on the commercial: rip-off: mainlanders" by Hawaiian locals iii real estate transaction.

In developing and attracting tourism to a community, the goal o achieve outcom that obtain the best balance of benefits and costs for both residents and touri actors. The u di ussion suggests that residents evaluate tourism in terms of social exchange, that is evaluate in terms of expected benefits of costs obtained it in return for the services they supply. Hence, it is assumed resident seek tourism development for then ity in order to satisfy their economic, social and psychological needs and to improve the community's well being. Even for those in a communi here others force tourism upon them against their fishes, there is still an opportunity for them to evaluate the exchanges since it can ances it is likely that the exchange be viewed as a dynamic process. In st will be perceived negatively because there is an imbalance of benefits and costs shared between residents and tourist stability in the relationship, in terms of motivation and loyalty, is not maintained. However, benefits outweigh costs. Thus, perceptions may change perceived by residents as outweighing costs. Thus perceptions may change to a more positive disposition, despite initial opposition stemming from having tourism forced upon the community.

Following social exchange theory, they concluded that the literature supports the contention—t people who benefit from tourism perceived greater economic and fewer social and environmental impact: from tourism than those who do not benefit. When controlling for personal benefits in their Colorado research, Perdue et al observed that "perceived positive impacts of tourism are

much more closely related to personal benefits than are the perceived negative impacts" 0).594 and support for additional development was positively related to personal benefits and to perceived positive acts.

Other research such as Husband's reported that age and education were important variables in his Zambia study. In Nicholas and Pizam's study, occupation and household income were important variables in the From Ritchie's research, gender is one variable that researcher must concern.

Mathieson and Wall said in tourism development, it has crated three impacts to the host community and those impacts comprise of economic, so culture and physical environment. These e important iables resident's perception.

3.2. Diagram of framework

A conceptual framework is a highly formalized representation of a theoretical network by using symbols or other physical analogues. Models are used to represent the theoretical systems so that they can be tasted, examined and analyzed. In order to clarify the research problem of this research, Independent sample t- test and ANOVA analysis are conducted, to find out the relationship between socio-demographic of residents characteristics such as gender, age, education, household income, occupation, working in adventure tourism alto not Noll mg in adventure tourism, as independent variables and the perception of residents towards impact of adventure tourism—tch as economic, social/culture and physical environment, as dependent variables. In addition, Desk. Ptive

Statistic of Frequency Distribution and One sample t.-test- are conducted to investigate the residents' perception toward impacts o1 adventure tourism in economic, social, and environmental dimensions. Conceptual framework employed in this study is depicted in figure 3-1.

Figure 3-1

Conceptual Framework

Independent Variables	Dependent Variables					
Socio-demo chic						
1. Gender	Residents' perception towards					
2. Age	impact of adventure tourism					
3. Education	development					
4. Household income						
5. Occupation	1. Economic					
6. Working in adventure tourism	2. Social/Culture					
and not working in adventure 3. Physical environment						
tourism						

3.3 <u>Definition of the variables</u>

Independent Variables

Gender: the condition of being either male or female

Age: a period of time a person has lived. In the research, age groups of residents are from 18 to over 50 years old.

Education: the knowledge or skill level one obtained or developed by a learning process through formal instruction at a school or college. The educational levels that will be considered consist of high school or lower, bachelor degree and master degree or higher, (Hawkins, 1991).

Household income: is the money that they earn or receive, as opposed to the money that they have to spend or pay out.

employment.

Working in adventure tourism: refers to respondent who is working in adventure tourism.

Not working in adventure tourism: refers to respondent who is not working in adventure tourism.

Dependent Variables

Economic: concerned with the organization of the money, industry, and trade of a country, region, or society, (Hornby and Parnwell, 1968)

Social: relating to society or to the way society is organized, relating to leisure activities that involve meeting other people, rnby and Parnwell, 1968.

Culture: learned and transferred attitude, value and behavior from generation to generation. Culture consists of activities such as the arts and philosophy, which are considered to be important for the development of civilization and of people's minds, (Hornby and Parnwell, 1968).

Physical environment: is all the circumstances and of the particular natural surroundings, in which you live or exist, (Hawkins, 1991).

3.4 Hypothesis Statements

There are 22 hypotheses developed from the research objectives of this

Hypothesis I

Ho 1: The residents in Pattaya have no positive perception about economic impacts (investment, support other business, employment in Pattaya, Respondents' income, jobs in Pattaya and rejuvenates Pattaya's tourism industry) of adventure tourism development in Pattaya.

Ha 1: The residents in Pattaya are not have no positive perception about economic impacts (investment, support other business, employment in Pattaya, Respondents' income, jobs in Pattaya and rejuvenates Pattaya's tourism industry) of adventure tourism development n Pattaya.

Hypothesis 2

o 2: The residents in F aya have no ositive perception about social impacts (Pattaya's culture, family relations, number of crimes problems, number of drugs problems, respondents' standard level of living and Pattaya's local customs) of adventure tourism development in Pattaya.

Ha 2: The residents in Pattaya are not have no positive perception about social impacts (Pattaya's culture, family relations, number of crimes probler s num er of drugs problems, respondents' standard level of living and Pattaya's local customs) of adventure tourism development in Pattaya.

Hypothesis 3

Ho 3: The residents in Pattaya have no positive perception about physical environment impacts (_environment in Pattaya, infrastructure in Pattaya pollution in Pallaya, the historical sites in Pattaya, animals life in Pattaya and natural resources in Pattaya) of adventure tourism development in Pattaya.

Ha 3: The residents in Pattaya e not have no positive perception about physical environment impacts (environment in Pattaya, infrastructure in Pattaya, pollution in Pattaya, the historical sites in Pattaya, animals life in Pattaya and natural resources in Pattaya) of adventure tourism development in Pattaya.

Hypothesis 4

Ho 4: The residents in Pattaya have no positive perception toward the overall impacts of adventure tourism development in Pattaya, it comprises of economic, social and environmental impacts.

Ha 4: The residents in Pattaya are not have no pos

on
toward the overall impacts o tune tourismde"v'elopment
comprises of economic, social and environmental impacts.

Ho 5: There is no difference in perception of economic impacts among different gender.

Ha 5: There is difference in perception of economic impacts among different gender.

Hypothesis 6

Ho 6: There is no difference in perception of economic impacts among different age.

Ha 6: There is difference in perception of economic impacts among different age.

Hypothesis 7

Ho 7: There is no difference in perception of economic impacts among different educational level.

Ha 7: There is difference in perception of economic impacts among different educational level.

Hypothesis 8

Ho 8: There is no difference in perception of economic impacts among different household income.

Ha 8: There is difference in perception of economic impacts among different household income.

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Hypothesis 9

Ho 9: There is no difference in perception of economic impacts among different careers.

Ha 9: There is difference in perception of economic impacts among different careers.

Hypothesis 10

Ho 10: There, is no difference in perception of economic impacts among different resident who is working in adventure tourism and resident who is not working in adventure tourism.

Ha 10: There is difference in perception of economic impacts among different resident who is working in adventure tourism and resident who is not working in adventure tourism.

Hypothesis 11

Ho 11: There is no difference in perception of social impacts among different gender.

Ha 11: There is difference in perception of social impacts among different gender.

Hypo thesis

Ho 12: There is no difference in perception of social impacts among different age.

Ha 12: There is difference in perception of social impacts among different age.

Ho 13: ere is no difference in perception of social impacts among different educational level.

Ha 13: There is difference in perception of social impacts among different educational level.

Hypothesis 14

Ho 14: There is no difference in perception of social impacts among different household inc

Ha 14: There is difference in perception of social impacts among different ousehold income.

Hypothesis 15

Ho 15: There is no difference in perception of social impacts among different careers.

Ha 15: There is di erence in perception of social imp acts among different careers.

Hypothesis 16

Ho 16: There is no difference in perception o social impacts among differ t resident who is working in adventure tourism and resident who is not working in adventure tourism.

Ha 16: There is difference in p eption of social impacts among different resident who is working in adventure tourism and resident rho is not working in adventure tourism.

Ho 17 There is no difference in perception of physical environment impacts among different gender

Ha 17: There is difference in perception of physical environment impacts among different gender.

Hypothesis 18

Ho 18: There is no difference in perception of physical environment impacts among different age.

Ha 18: There is difference in perception of physical environment impacts among different age.

Hypothesis

Ho 19: There is no difference in perception of physical environment impacts among different educational level.

Ha 19: There is difference in perception of physical environment impacts among different educational level.

Hypothesis 20

Ho 20: There is no difference in perception of physical environment impacts among different household income.

Ha 20: There is difference in perception of physical environment impacts ong differ Tit household income.

- Ho 21: There is no difference in perception of physical environment imp acts among different careers.
- Ha 21: There is difference in perception of physical environment impacts among different careers.

- Ho 22: There is no difference in perception of physical environment impacts among different resident who is working in adventure tourism and resident who is not working in adventure ourism.
- Ha 22: There is difference in perception of physical environment impacts among different resident who is working in adventure tourism and resident who is not working in adventure tourism.



3.5 Operationalization of Variables

In this stu there is one depend variable (y), the residents' attitude towards adventure tourism, and one independent variable (x), Socio-emographic. The following tables are shown to clarify the operational definitions of each variable.

Table 3-1: Operationalization of Dependent Variabl

Variables	Definition	Operationalization	Level of	Question
			measure	l l number 1
	- 17	IFPC/	merit	
Resident's	· INI	ALUSIT	-	<u>-</u>
ards	. 0.			
Impact of adventure				
tourism	0'			
development				
1.Economic	Enough to give a good	NE 44 NO E		
	return for money			
	etfort ou <mark>t-laid.</mark>	* + + + + + + + + + + + + + + + + + + +		
1.1 Investment	Amount of mon 7 that I	Level of respondent's Perception	Interval	1
C	invest in businesses	impacts of adventure tourism development and		
		investment		
1.2 Supports other	Help other businesses	Level of respondent's perception toward	Interval	2
businesses	in Pattaya	impacts of adventure to in sm development and		mile est microsas
	%	supports other businesses		***************************************
1.3 Employment	I Number of residents	Level o respondentsperception toward	interval	3
	that employed in	I impacts of adventure tourism development and	de la companya de la	
	Pattaya	employment		
1.4 Residents	Money received during	Level of respondent's percep 1 toward	Interval	4
income	a period as wages	impacts of adventure tourism development and	I	
		resident's inco	;	
1.5 Jo bs	I Number of jobs	Level of respondent's perception toward	Interval I	5
	Position	I impacts of adventure tourism development and	[
		jobs.		
1.6 Rejuvenate	I Restore Pattava's	_ of respondent's perception toward	Interval	6
Pattaya's tourism	1 tourism In us y	impacts of adventure tourism development and		
Industry	-	rejuvenates Pattaya's tourism in		

Variables	Definition	Upe rationalization	Level of (Question
			measure I	number
			ment	
2. Social/Culture	Living in an organized		1	
	community Developed		VIII.	
	understanding of		***************************************	
	literature, art, music,			
	etc			
2. 1 Culture	Developed	Level of respondent's perception toward	Interval	
	understanding of	impacts of adventure tourism development and	I	
	literature, art, music,	culture		
	etc	VIFRCI		
2.2 Family relation	Respondent's family	I Level of respondent's perception toward	Interval	
-	I relation	Impacts of adventure tourism development and	•	
		family relation		
2.5 Crime	Illegal acts	Level of respondent's perception toward	I Internal	9
2.6 6711116	And the same of th	impacts of adventure tourism development and	Ī	
	2 40	crime	_	
2.4 Drugs problems	Problems of drugs in	Level of respondent's perception toward	Interval	10
2.4 Drugs problems	I Pattaya	impacts of adventure tourism development and		
	I allaya	drugs problems		
2.5 Standard lavel	BROTHE	Level of respondents perception toward	Interval	11
2.5 Standard level	Respondent's standard	5,	i	11
of living	I level of living	I impacts of adventure tourism development and	1	
		I standard level living CT		
2.6 Local custom	.0.	Level of respondent's perception toward	Interval	12
	I or acting	pacts of adventure tourism development and]	
	1. 1.9M	local custom	<u> </u>	
3.Environmental	I Surrounding; natural	7 1612120		
	I world			
3.1 Physical	Natural and built	Level of respondent's perception toward	Interval	13
environment	environment	impacts of adventure tourism development and	I	
		physical environment		
3.2 Infrastructure	I Subordinate parts	I Level of respondent's perception toward	I Interval	14
	torming the basis of an l	impacts of adventure tourism development and		
	enterprise.	infrastructure	I	
3.3 Pollution	I Make dirty or impure	I Level of respondent's perception toward	Interval	15
	•	impacts of adventure tourism development and	I I	
		nollution	i	

Variables	Definition	Operationalization	Level of I Question	
			measure	number
			ment	
3.4 Historical sites	I Impacts to historical	Level of respondent's perception toward	Interval	16
	sites in Pattaya	impacts of adventure tourism development and		
		historical sites	1	
3.5 Animal life	impacts to animal life	Level of respondent's perception toward	Interval	17
	in Pattaya	! impact: of adventure tourism development and		
		I animal life		
3.6 Natural	Impacts to natural	Level of respondent's perception toward	I Interval	18
I resources	I resources in Pattaya	I impacts of adventure tourism development and	i .	
[[•		I natural resources	<u> </u>	

(characteristic s) I. Gender I Gender-identification of one person 2. Age Number of years calculating the life of lone person 3. Educational Level of a persons Persons highest educational level Nominal 21 levels I EDrmal education 4. House holds average net family (monthly) I monthly income 5. Occupation I Employment of one I person 6. Resident's career Respondent's career Respondent's career Respondent's career Respondent's rareer relate with adventure lowers of relate with lowers or not lowers of respondent with adventure Nominal 24 I relate with I relate or relate with adventure tourism	<u> </u>		i natural resources	†	
Variables Definition Operationalizatio Level of Question measure number merit Resident's (characteristic s) I		A Ala.	Sie On		
Resident's (characteristic s) I 1. Gender	Table3-2:	: Operationali <mark>zatio</mark> n	of Independent Variables		
(characteristic s) I. Gender I Gender-identification of one person 2. Age Number of years calculating the life of lone person 3. Educational Level of a persons Persons highest educational level Nominal 21 levels I EDrmal education 4. House holds average net family (monthly) I monthly income 5. Occupation I Employment of one I person 6. Resident's career Respondent's career Respondent's career Respondent's career Respondent's rareer relate with adventure lowers of relate with lowers or not lowers of respondent with adventure Nominal 24 I relate with I relate or relate with adventure tourism	Variables	Definition	Operationalizatio	measure	•
2. Age Number of years calculating the life of lone person Duration of life specified to one person Ordinal 20 3. Educational Level of a persons Persons highest educational level Nominal 21 1. EDrmal education Level of respondent's Net monthly income of respondent's family Ordinal 2. Age Number of years Career occupied by one person Nominal 21 3. Educational Level of a persons Persons highest educational level Nominal 21 4. House holds Income of respondent's family Ordinal 3. Educational Income of respondent's family Ordinal 4. House holds Income of respondent's family Ordinal 4. House holds Income of respondent's family Ordinal 5. Occupation I Employment of one Career occupied by one person I Nominal 23 1. Felson Respondent's career Respondent's rareer relate with adventure Nominal 24 1. Telate with I relate or relate with tourism or not 2. Age Number of years Income of life specified to one person Income of life specified to one per	Resident's (characteristic s)		DIS S		
calculating the life of 1 one person 21	I 1. Gender		' Male or female		19
4. House holds Income of respondent's Net monthly income of respondent's family Ordinal average net family (monthly) I monthly income Temployment of one Career occupied by one person I Nominal 23 I person Respondent's career Respondent's rareer relate with adventure Nominal 24 I relate with I relate or relate with tourism or not adventure tourism adventure tour	2. Age	calculating the life of	I Duration of life specified to one person	Ordinal	20
average net family (monthly) I monthly income 5. Occupation I Employment of one Career occupied by one person I Nominal 23 I person 6. Resident's career Respondent's career Respondent's career Respondent's rareer relate with adventure Nominal 24 I relate with I relate or relate with tourism or not adventure tourism adventure tourism		· an	Persons highest educational level	Nominal	21
I person 6. Resident's career Respondent's career Respondent's rareer relate with adventure Nominal 24 I relate with I relate or relate with tourism or not adventure tourism adventure tourism		•	Net monthly income of respondent's family	Ordinal	
I relate with	5. Occupation	1	Career occupied by one person	I Nominal	23
	 relate with 	I relate or relate with	1	Nominal	24
	I or not	advented c Courism			

CHAPTER 4

RESEARCH METHOD

This chapter explains about research methology, including the number of responses, sampling techniques, research instruments, research questionnaire, data collection procedure and an analysis of the data.

Research Method:

4.1 Sample Survey

This study sample survey was conducted on residents of Pattaya in several sites location.

site locations were broadly scattered to cover various types of residents. The sites included North Pattaya beach, Central Pattaya beach, South Pattaya beach, Jomtien beach, restaurants, night entertainment places, residents accommodation and adventure tourism attractions places in Pattaya, in order to provide a wide spectrum of residents. In addition, the residents were approached at different tunes of the day in order to cover a wide range of people.

4.2 Sampling Plan

4.2.1 Population Definition

Population is defined as the totality of cases that conform to some designated specifications (Churchill, 1991). Target population is the specific, complete group relevant to the research project (Zikmund, 1997). The target

population n this research is the local residents of Pattaya, those who are above old.

4.2.2 Sampling Element

Sampling element in this study refers to local Thai residents of Pattaya, who are aged 18 years old or more, in several sites location of Pattaya.

4.2.3 'at piing Unit

Sampling unit a single element or group of elements subject to selection in the sample (Zikmund, 1997). In this research, the sampling units are the adventure tourism centers and other tourism centers.

4.2A Non-Probability Sampling

For research, the sample design is non-proba sampling. Non-Probability Sampling is a sampling technique in which units of the sample are selected on the basis of personal judgment or convenience. The samples in which population does not have any probabilities attached to their being chosen as sample subjects. Every element of the population does not have a known, non-zero probability. Under non-probability sampling, the researcher does not wed to closely adhre to precise selection procedures to avarbitrary or biased selection elements

In this research, the selection of element is carried out by the use of convenience sampling. Conven ice sat ampling procedure used to obtain those units or people conveniently available (Zikmund, 1997).

Convenience sampling is appealing because it seems simple and meets all

necessary requirements of non-probability samples. The p II $\,$ V reason for using this approach is that it is less time consuming, and is possible to accomplish with a limited budget.

4.2.5 Sampling Size

This research was structured on a survey based from it scope and respondent characteristics. This questionnaire was distributed to some of the destination places, such as North Pattaya beach, Central Pattaya beach, South Pattaya beach, Jomfien beach, and adventure tourism attraction places in Pattaya. The target population had a sampling frame of Pattaya (85,533 persons, Nation Statistical office, 1999). Sample size used in this study is problem solving research that required 200 respondents' minimum size (Malhotra 1999), but for more accuracy result and Pattaya have a lot of respondents, so the sample size in this study is 350 respondents.

Table 4.1: Sample sizes

Type of Study	^{(อิ} ทยาลัยอัล ^{ธิ}	Minimum Size	Typical Range
Problem identification research	(e.g., market potential)	500	1,000-2,500
Problem solving research (e.g.,	pricing)	200	300-500
Product tests		200	300-500
Test marketing studies		200	300-500
TV/radio/print advertising (per	commercial or ad tested)	150	200 -300

SAMPLE SIZES USED IN MARKETING RESEARCH STUDIES

(Naresh Malhotra1999)

Test market audits

Focus groups

10-20 stores

10-15 groups

10 stores

6 groups

4.3 Research Instruments Structured Ouestionnaires

In this research, primary data was collected via structured questions with closed from questionnaires (Self-Administered Questionnaire). Structured question is a question that imposes a limit on the number of allowable responses (Zikmund, 1997). The questionnaire is divided into four sections. Section 1 included 6 statements asking for the residents' perceptions toward economic impact from adventure tourism. Respondents are asked to circle their choices on a Sementic Diffential scale ranging from "7", "strongly positive perception of respondents toward adventur tourism development in Pattaya" to "1", "strongly negative perception". in section 2, six other statements deal with residents' perception toward social impact from adventure tourism. Respondents are asked to select their choice on a Sementic Diffential scale ranging from "7", "strongly positive perception" to "1", "strongly negative perception". in section 3 includes 6 statements asking for the residents' perceptions toward environmental impact from adventure tourism. Respondents are asked to select their choices on a similar Sementic Diffential scale. Finally, in section 4, demographic data is collected, including gender, age, educational attainment, households average net monthly income, residents' career and residents' jobs related to adventure tourism or not.

4.4 Questionnaire

This research questionnaire comprises four sections. The first section is residents' perceptions toward economic impact from adventure tourism in the

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second section. Residents' ptions toward and impact from adventure tourism in the third section, and residents' personal data is the fourth section. The variables question numbers are explored in the follow_g table.

<u>Table 4-2:</u> Variables 87 Question Numbers in the Questionnaire

Variables	Ouestion Numbers
Residents' perception toward economic	1-6
imp acts from adventure tourism development.	on 1)
2. Residents' perception toward social impacts	7-12
from adventure tourism development.	(Section 2)
Residents' perception toward environmenta	13-18
_ ^ - from adventure tourism development.	(Section 3,
4. Residents' demographic variables.	19-24 (Sectio 4,

4.4.1 Reliability Test / Pre testing of Questionnaires

Before distributing questionnaires to the residents, the researcher will conduct the pietest puipose of determining problems in the Questionnaire by dis 1g 30 copy questionnaires to randomly selected respondents. The rest of reliability test is alpha 0.636, this study's questionnaires can distribute to the respondents, because the result is mor alpha 0.6, It refers to this questionnaire is reliable.

4.5 Data Collection I Gathering and Procedures

Primary data is collected via questionnaire (self-administrated questionnaires). Secondary data is collected from several sources, including electronic document, journals, as well as academic textbooks from libraries and private books stores. Articles under the esidents' perceptions are from various textbooks on adventure tourism.

This research is a descriptive research, which seeks to determine the answer to who, what, when, where and how questions (Zikmund, 1997). The main purpose of descriptive research is to describe characteristics of a population or phenomenon (Zikmund, 1997). In order to gather the data of the residents' perception, the survey research, which is on of subtype of export factor design, is the very appropriate research technique because it is a method of primary data collection based on communication with a representative sample of individuals. The principal advantage of survey method is that it allows the researchers to study and describe large populations fairly quickly at relatively low cost (Davis and Cosenza, 1993).

The study was conducted in April, 2004 at North Pattaya beach, Central Pattaya beach, South Pattaya beach, Jomtien beach, restaurants, night entertainment places, resident's accommodation and adventure tourism attractions places in Pattaya. Pattaya was chosen as the study site to administer survey questionnaires. This study was set within a confined, specific location arid given time period. This provided access to large numbers of people who are actively involved in the adventure tourism industry and who are not. Each ticipant was contacted by the researcher through a brief introductory

interview explaining the purpose of the study and was provided with a twopage, self-administered questionnaire. The survey was conducted on-site over a seven days period in April, 2004.

4.6 Data Analysis Methods

The research, by mean of a questionnaire arid the impact items, was analyzed individually according to percent agreeing with each statement. To test the correlation between respondents socio-demographic characteristics and their perception on the adventure tourism development, a series of one-way sample t-test, descriptive statistics. ANOVA and Independent t-test were conducted.

As for the first to fourth hypothesis, the study uses Descriptive Statistic to examine the majority of resident's perception about economic impacts (investment, support other businesses, increase employment, resident's income increase, create more jobs and rejuvenates Pattava's tourism industry) toward adventure tourism development in Pattaya. Moreover, one-sample t-test to identify the perception of Pattaya's respondents.

Furthermore, in order to test the fifth, tenth, eleventh, sixteenth, seventeenth and twenty-second hypothesis of the study, Independent sample T-test was conducted. Next, the sixth, seventh, eight, ninth, twelfth, thirteenth, fourteenth, fifteenth, eighteenth, nineteenth, twentieth and twenty-first hypothesis of the research. ANOVA was undertaken. The followings are details and concepts of each statistical method used:

Descrittive Analysis

In order to interpret the data gathered, descriptive analysis is applied to transform the raw data into a form that will make them easy to understand and interpret; rearranging, ordering and manipulating data to provide descriptive information (Zikmund, 199).

Independent T-t est

Independent T-test is used to test the hypothesis stating that the mean scores on some interval or ratio scaled variable will be significantly different for two independent samples or groups. To use T-test for difference of means, it is assumed that two samples are drawn from normal istributions (Saiyod Saiyod, 1995).

The following is the formula for T-test analysis. If the sample size is more than 30 and σ_i

WARDEN
$$X_1 - VANCHT OMNIA$$
SINCE 1969 \overline{n}

df
$$\frac{\binom{S_{1}^{2}}{n_{1}} + \binom{S_{2}^{2}}{n_{2}}}{\binom{S_{1}^{2}}{n_{1}-1} + \binom{S_{2}^{2}}{n_{2}-1}^{2}} + \binom{N_{2}^{2}}{N_{2}-1}$$

Where: = Mean of group 1

= Mean of group 2

 ω_7^2 = Variance of group 1

= Variance of group 2

= Sample size of group 1

 n_z = Sample size of group 2

= Degree of freedom

Analysis of Variance (ANOVA)

Kumar el al. (1999) defined ANOVA as a conventional way to present a hypothesis test regarding the difference between several means. ANOVA in this research is applied to investigate the significant differences between the

dimension and the e °graphic variables (Zikri und. 2000).

The formula for ANOVA is shown below.

$$_{\rm F}-\frac{MSb}{}$$

0 0

Where:

MSb = Mean squares of between-group variances

MSw = Mean squares of ithin-group variances

= number of groups

n = number of observations in group

cif = degree of freedom

This is the table summarized the statistics used with the hypotheses.

<u>Table 4-3:</u> Hypotheses and Statistics

Hypotheses	Statistic Treatment
The residents in Pattaya have no	Descriptive statistic and one sample
positive perception about economic	Γ-test
impacts (investment, support other	\$12
business, employment in Pattaya,	01/4
Respondents income, jobs in Pattaya and	0
rejuvenates Pattaya's tourism industry) of	
adventure tourism development in	
Pattaya.	
112: The residents in Pattaya have no I	Descriptive statistic and one sample
positive perception about social impacts	T-test
(Pattaya's culture, family relations,	ABRIEL
number of crimes problems, number of	5
drugs problems, respondents' standard	
level of living and Pattaya's local	*
customs) of adventure tourism l	969
development in Pattaya.	อัสลั ^น
H3: The residents in Pattaya have no	Descriptive statistic and one sample
positive perception about physical	T-test
environment impacts (environment in	
Pattaya, infrastructure in Pattaya,	
pollution in Pattaya, the historical sites in	
Pattaya, animals life in Pattaya and	
natural resources in Pattaya) of adventure	
tourism development in Pattaya.	

Hypotheses	Statistic Treatm
H4: The residents in Pattaya have no	Descriptive statistic and one sample 1
positive perception toward the overall 1	T-test
impacts of adventure tourism	
1 development in Pattaya, it comprises of	
economic, social and environmental	
imp acts.	
115: There is no difference in perception 1	Independent sample T- test
of economic impacts among different	
gender.	SIZ
116: There is no difference in perception	ANOVA
of economic impacts among different	0
age.	
H7: There is no difference in perception 1	ANOVA
of economic imp acts among different I	
educational levels.	- 1745 Em
118: There is no difference in perception 1	ANOVA
of economic impacts among different 1	GABRIEL
household income.	6
119: There is no difference in perception 1	ANOVA
of economic impacts among different 1	*
careers.	3413163
1110: There is no difference in perception 1	Independent sample T-test
of economic impacts amone different	
1 resident who is working in adventure 1	
tourism and resident who is not working 1	
in adventure tourism.	
H11: There is no difference in perception	Independent sample T-test
of social impacts among different gender. 1	
1112: There is no difference in perception A	ANOVA
of social impacts among different age	

Hypotheses	Statistic Treatment
1113: There is no difference in perception	I ANOVA
of social impacts among different	[
I educational levels.	
1114: There is no difference in perception	I ANOVA
of social impacts among different	
household income.	
I H15: There is no difference in perception	ANOVA
of social impacts among different careers.	
1116: There is no difference in perception	n independent sample T-test
of social impacts among different	
resident who is working in adventure	
tourism and resident who is not working	i .
in adventure tourism.	
1117: There is no difference in perception	Independent sample T-test
of physical environment impacts among	
different gender.	S
1118: There is no difference in perception	ANOVA
1 of physical environment impacts among	5
different age.	VINCIT
I 1119: There is no difference in perception	n ANOVA
of physical environment impacts among	969
different educational levels.	อัสล์มัน
1120: There is no difference in perception	I ANOVA
of physical environment impacts among	
different household income.	
H21: There is no difference in perception	ANOVA
of prysical environment impacts among	I
different careers.	

CHAPTER 5

DATA ANALYSIS

This chapter contains three sections. The first section is concerned with the descrip statistics of the respondents, the second is the inferential testing of the research hypotheses and the last section mary of hypotheses testing. The questionnaires were gathered during April, 2004. The result of data analysis was based on the perceptions of resident in the area of Pattaya, including the perception of esidents who do or do not economical pellcl • adventure tourism industry and the socio-demographic factor showed the relationship with the impacts of adventure tourism development.

The first section explains the descriptions of respondents including gender, age, education, household's income, occupation and resident's career related or not related with adventure tourism. The second section consists of twenty two hypotheses. In the first to the fourth hypothesis, descriptive frequency statistic and one sample T-test were used. For testing the hypotheses number five, ten, eleven, sixteen, seventeen and twenty two, independent sample T-test were analyzed in these hypotheses. In the sixth, seventh, eighth, ninth, twelfth, thirteenth, fourteenth, fifteenth, hteenth,

1 Descriptive_ nalysis_of Respondents

Table 5-1: The gender of respondents

	Frequency	Percent	Valid	Cumulati	ve	
		i	1 Percent	1 Percent		
Valid	Male	1115	32.9	32.9	39	
	Female	235	67.1	1 67.1	100.0	
	Total	350	100.0	j 100.0	Ī	

According to table males are represented by 32.9% while female are shown by 67.1%. It therefore can be conclude that the majority of respondents of this research are nale.

Table 5-2: The age range of respondents

	Frequenc	y Percent	Valid	Cumulativ	ve	
	93	BROTHER	1 Percent	Percent		
I Valid	I <30	245	70.0	70.0	.0.0	
	30-50	1 97	77	777	97.7	
I	>50	8	23	2.3	100.0	
	I Total	13-50	100.0	100.0	*	

Data shown in table 5-2 reveals that most of the respondents are in age group below thirty years old (70 % thirty years old to fifty years old are 7.7%) and above filly years old are(2.3%). Therefore, it can be concluded that the majority,' of the respondents in this study belong to young generation.

Table 5-3: The educational level of r = ondents

	Frequency	I Percent	Valid	Cumulative	
			Percent	I Percent	
Valid	High school or lower	228	65.1	65.1	65.1
	Bachelor degree	118	33.7	j 33.7	98.9
	Master degree or higher	4	1.1	1.1	100.0
	Total	350	100.0	100.0	

As shown in the table 5-3, the majority of educational level of spondents is high school or lower by 55.1%, bachelor degree by 33.7% and master degree or higher by 1.1%. The results indicate that more than half of the respondents have a low level of educational attainment.

Table 5-4: The household average net monthly income of respondents

	Frequency	Percent i Valid		Cumulat	ive
	TO THE		Percent •	Percent	
Valid	!<10,000	210	60.0	<u>60.0</u>	60.0
	10,000-30,000	113	32.3	32.3	97.3
	>30,000		7.7	7.7	1100.0
	Total	O	100.0	f 100.0	

Regarding the results of table 5-4, it can be seen that the majority of the resident's household average net monthly income is lower than ten thousand Baht (60%), between ten thousand Baht to thirty thousand Baht are (32.3%) and more than thirty thousand Baht are (7.7 respectively.

Table 5-5: The occupation of respondents

l	I Frequency	I Percent	Valid	Cumulative	
<u> </u>			I Percent	Percent	
Valid	Housewife	12	<u>3.4</u>	3.4	3.4
	I Government employee	†8 —	13	<u>I 2.3</u>	1 -c
	Firm employee	1 254			1 78.3
	Business owner	32	1 9.1	1 9.1	87.4
	Student	41	=	1.7	99.1
	Unemployed	_ 		.9	<u>100.0</u>
	Total	 350	<u> 100.0</u>	100.0	

For the occupation of respondents, table 5-5 illustrates that the respondents who are firm employees ar 6%), student (11.7° L business owners (9.1%), housewives (3.4%), government employees (2.3%) and unemployed 0%). It can be analyzed that most of the respondents are working in firms.

Table 5-6: The relationship of respondent's occupation with adventure tourism

	Frequency	Percent	Valid Percent	1 Cumulative Percent	
Valid	Yes	121	134.6	34.6	34.6
1	I No	1 229	65.4	65.4	100.0
	<u>Total</u>	350	1 100.0	_ ¹ 100 O	
		3005	กลัยอัลิ ^{สิง}	,	

According to table 5-6, it shows that respondents whose occupation are not related to adventure tourism are 65.4%. There are only 34.6% of respondents whose occupations are related with adventure tourism. Therefore, majority of respondents are not working In adventure tourism.

5.2 Hypotheses Testing

This section focuses on analyzing the hypotheses. According o a semantic differential scale of questionnaire, they were defined the positie and negative perception of impacts of adventure tourism development by mean level which included 7 levels as follows: 7 = the most positive perception, 6 = the more positive cepti = positive perception, 4 = neutral cet it means respondents have no positive or no negative perception toward adventure tourism development in Pattaya 3 = negative perception, 2 = the more negative perception and 1 = the most negative perception.

ccording to the statement of problems and research hypotheses the question can be answered by testing the one-sample T-test. The hypotheses will be rejected or accepted depending on significance level, If its level is lower than 0.05, Ho (null hypothes will be rejected. Conversely, if its significance level is more than 0.05, Ho (null hypothesis) will be accepted.

Hypothesis 1

Ho 1: The residents in Pattaya have no positive perception about economic impacts (investment, support other business, employment it Pattaya, Respondents' income, jobs in Pattaya and rejuvenates Pattaya's tourism industry) of adventure tourism development in Pattaya.

Ha 1: The resi Pattaya are not have no positive perception about economic impacts (investment, support other l usiness, employment in Pattaya,

Respondents' income, jobs in Pattaya and rejuvenates Pattaya's tourism industry of adventure tourism development in Pattaya.

Table 5-7: Level of resident's perception toward economic impacts of adventure tourism development in **Pattaya**

	∣ Minimum Ma ¹ n I Mean	1 Std. I Deviation
conomic Impacts	<u>17 7 00 I 5.1576</u>	<u>1 .95550</u>

From table 5-7, it shows the mean of the level of resident's perception toward economic impacts of adventure tourism development in Pattaya is 5.1576,

as residents in Pattaya have positive perception toward economic acts of adventure tourism development in Pattaya.

Table 5-8: The resident's perception toward adventure tourism development in economic impacts

Te	est Value	OMNIA		*	
	5 Df	Sig. (2-	j Mean	95%	
, -	139	tailed)	Difference	Confidence	
	~ /	यानध्य	6	Interval of	
				the	
			<u>l</u>	Difference	
				Lower	Upper
1.Economic		.002	15762	.0561	.2591
<u>Impacts</u>					

Rejected Ho if Sig. < 0.05

The level of signific ce is 0.002, it's lower than 0.05, there fore, Ho (null hypothesis) is rejected. This means the residents in Pattay are not have no

positive perception about economic impacts of adventure tourism development Pattava.

Hypothesis 2

Ho 2: The residents in Pattaya have no positive perception about social impacts (Pattaya's culture, family relations_ number of crimes problems, number of drugs problems, respondents' standard level of living and Pattaya's local customs) of adventure tourism development in Pattaya.

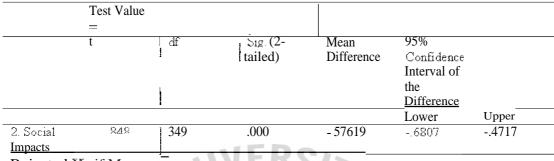
Ha 2: fie residents in Pattaya are not have no positive perception about social impacts (Pattaya's culture, family relations, number of crimes problems, number of drugs problems, respondents' standard level of living and Pattaya's local customs) of adventure tourism development in Pattaya.

Table 5-9: Level of resident's perception toward social impacts of adventure tourism development in Pattaya

1	N	S 1 Minimu	ım Maximu	m Mean	
	1775		~ %9	177	1 Deviation
2. Social Imp acts	<u></u>	1.00	7.00	4.4238	.99355

As presented in table 5-9, the mean levels of resident's perception toward social impacts is 4.4238, it is lies that their perception toward development in Pattaya in social impacts are neutral.

Table 5-10: The resident's perception toward adventure tourism development in social impacts



Rejected Ho if Mg.

According to table 5-10, significance value is 0.00, it shows that the level of significance is lower than 0.05, then this test rejects Ho (null hypothesis), it means the residents in Pattaya are not have no positive perception about social impacts of adventure tourism development in Pattaya.

Hypothesis 3

Ho 3: The residents in Pattaya have no positive perception about physical environment impacts (environment in Pattaya, infrastructure in Pattaya, pollution in Pattaya, the historical sites in Pattaya, animals life in Pattaya and natural resources in Pattaya) of adventure tourism development in Pattaya.

Ha 3: The residents in Pattaya are not have no positive perception about physical environment impacts (environment n Pattaya, infrastructure in Pattaya, pollution in Pattaya, the historical sites in Pattaya, animals life in Pattaya and natural resources in Pattaya) of adventure tourism development in Pattaya.

Table 5-11: Level of resident's perception toward environmental impacts of adventure tourism development in **Pattaya**

	_1	Minimum	Maximum 1	Mean	Std
					Deviation
3. Envyonmental Impacts		1.00	6.83	4.2495	

Based on table 5-11, the mean levels of resident's perception toward environment impacts is 4.2495, it refers that their perception toward adventure tourism development in Pattaya in environmental impacts are neutral.

Table 5-12: The resident's perception toward adventure tourism development in environmental impacts

Test Value	AM	MAG		
t ai	(2-	Mean		
	tailed)	Titlerence	Confidence	
CA GROTIL		a PIF/	Interval of	
1 A HERS		CA GABRILL	the	
	or .		Difference	<u> </u>
			Lower	Upper
If Jo	.000	75042	1 - 8602	- 6408
Environmen			*	
tal Impacts	- 11114171			
Rejected Ho if Sig. < 0.05	SINCE19	69	2	

As shown on the table 5-12, significance value is 0.00, it shows that the level of significance is lower than 0.05, that means this test rejects Ho (null hypothesis), it implies that the residents in Pattaya are not have no positive perception about physical environment impact of adventure tourism development in Pattaya.

Ho 4: The residents in Pattaya have no positive perception ward the overall impacts of adventure tourism development in Pattaya, it comprises of economic, social and environmental impacts.

Ha 4: The residents in Pattaya are not have no positive perception toward the overall impacts of adventure tourism development in Pattaya, it comprises of economic, social and environmental impacts.

Table 5-13: Level of resident's perception toward overall impacts of adventure tourism development in Pattaya

M		Minimun	n Maximu	m I Mean	I Std.
Overall Impacts	350	<u>I 2.00</u>	6 ¹ 7 ¹ 1	<u>I 4.6103</u>	<u>I 74438</u>

These table's mean level of resident's perception toward overall impacts is 4.6103, it indicates that their perception toward adventure tourism development in Pattaya in overall impacts are neutral to rather positive.

Table 5-14: The resident's perception toward adventure tourism development in overall impacts

	I Test Valu	e			And the control of th	
	t t	df	Sig. (2- 1 tailed)	I Mean j Difference	95% C nfidence Interval of 1 the	
					Difference Lewer	Upper
Overali • Impacts	-9794 	349	000. I	38968	4679 _.	13114

Rejected Ho if Sig. ≤ 0.05

The table 544 strates the significance value by 0.00, which is lower than 0.05, it means the residents in Pattaya are not have no positive perception toward the overall impacts of adventure tourism development. Ho (null hypothesis) is rejected.

Hypothesis 5

Ho 5: **There** is no difference iii perception of economic impacts among different genders.

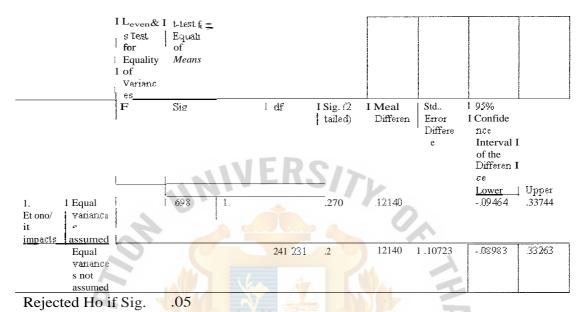
Ha 5: There is difference in perception of economic impacts among different genders.

Table 5-15: The level of resident's perception toward economic impact among different genders due to adventure tourism development in **Pattaya**

		011		1011	
	Gender	N	Mear	1 Std.	I Std. Error
		OM		1 Deviation	Mean
1 Economic	Male	1 5	_ 5.2391	1 91982	08577
Impacts	1290	SINC	FIAOA	10/00	
	1 Female	235	5.1177	.98654	.06135
	Average mean	างเราร	5.1784		

Based on table 5-15, **level of** male's perception is 5.2391, it refers to residents who are male have positive perceptions toward **conomic** impacts due to adventure tourism development in **Pattaya**. Level of female's per **eption** is 5.1177, it refers to resident-: who are female have positive perceptions toward economic imp-acts due to adventure tourism development in **Pattaya**.

Table 5-16: The resident's perception toward economic impact anto different genders due to adventure tourism development in Pattaya



From table 5-16,the significance value is 0.270, it indicates that Ho (null hypothesis) fails to reject, because significance value is more than 0.05. s means that there is no f erence in perception of economic impacts among different genders. Both male and female have positive perceptions about economic impacts of adventure tourism development. The average mean is 5.1784.

Hypothesis 6

Ho 6: There is no difference in perception of economic impacts among different ages.

Ha 6: There is difference in perception of economic impacts among different ages.

Table 5-17: Level of resident's perception toward economic impact among different ages due to adventure tourism development in Pattaya

	N	Mean 	Std. Deviatio n	std. Error	1 95% Confide rice Interval for Mean		Minimu	Maximu 1 m
			1		Lower	Upper Bound		
1. Econom < 30	z45 1	5.1667	1.00726	.06435	5.0399	5.2934	2.17	700
Impacts	1	- 11			7			
30-50	97	5.1134	_87980	.08933	4.9361	5.290;	1 3.00	7.00
>50	ŏ	5.4167	.62361 1	.22048	4.8953	5.9380	1 4.50	6.17
ı Total	350	5.1576	.96550	.05161	1 5.0561	5.2591	1 2.17	1 7.011
Average mean		2323		4	1		I	

From the table 5-17, the level of resident's perception is between 5.00 to 5.50, it means all respondent in different ages have positive perception toward economic impacts of adventure tourism development in Pattaya.

Table 5-18: The resid<mark>ent's perception toward economic</mark> impacts among different ages due to adventure tourism development in **Pattaya**

			/ 4004 -			
	12000	I Sum of	df	1 Mean	F	Sin.
	4/2	Squares		square	[<u>i</u>
1 Economic Impacts	Between Groups	1 .747		.373	I .399	1 .671
	Within Groups	324,586	<u>'347</u>	.9 75		
	Total		349		1	

Rejected Ho if Sig. < 0.05

Table 5-18 showed that the significance value is 0.671, it is more than .05, which means the Ho (null hypothesis) fails to reject, therefore, it implies that there is no difference in perception of economic impacts among different ages. All

resident in different ages have positive perception about economic impacts of adventure tourism develop: nt. The average mean is 5.2323.

Hypothesis 7

Ho 7: Thew is no difference in perception of economic impacts among different educational levels.

Ha 7: There is difference in perception of economic impacts among different educational levels.

Table 5-1_9: Level of resident's perception toward economic imparts among different educational levels due to adventure tourism development in Pattaya

I N Mean	1 Std. 1 Deviatio n	Std. Error	Confide rice Interval for Mean		Minim м	u m	
LABOR			Bound	Upper Bound			
1. High 228 Ec nom school	8169	05 <mark>83</mark> 9	5.1123	5,3424 I	1 2.50	7.00	
ic or lower impacts	SINCE	1969	36	3			
Bachelo I 118 5.0 97 r degree	1 1.11103	.10228	4.8271	2	V 2.17	7 nn	!
Master I 4	64370	2185	3.9341	5 9826	4 33	57	i
or 1 higher							
Total 1770 : 51575	I .96550	05161			17	7.00	
Average 511718 mean							

As presented on the table 549, Level of resident's perception toward economic impacts among different educational levels is really close 5.00, it

lies that residents who have different educational levels have positive perceptions about economic impacts.

Table 5-20: The resident's perception toward economic impacts among different, educational levels due to adventure tourism development in **Pattaya**

		I Sum of	df	I Mean	,	
		⊾:pares		Square		
1. Economic impacts	Between Groups	119		1.50o	1.723	1.
	Within Groups	322.133	347			
	Total	325.332	240			1

Rejected Ho if Sig. < 0.05

According to the table 5-20, significance value is 0.180, it's more than 0.05 so, Ho (null hypothesis') fails to reject. It implies that there is no difference in perception of economic impacts among residents with different educational levels. Residents who have different educational levels have positive perceptions about economic impacts of adventure tourism development, The average mean is 5.0718.

Hypothesis 8

Ho 8: There is no difference in perception of economic impacts among different household incomes.

Ha 8: There is difference in perception of economic impacts among, different household incomes.

Table 5-21: Level of resident's perception toward economic impacts among different resident's household incomes due to adventure tourism development in **Pattaya**

	N	i Mean	std.	Std.	95%		Minimu	Ma: nu
			Deviatio	Error	Confide		\mathbf{m}	m
			I n					
					Interval			
					for			
					Mean			
					Lower	upper		
	1				Bound	Bound		
<10,000	210	1 5.1032	1.01422	1.06999	1 4.9652	5.2411	2.17	7.00
Econom			VL					I
ii:		4/1/4			4			
Impacts					-			
10,000-	113	2-14	.78875	.07420	5.1244	5.4184	3.00	7.00
30,000						1	1	i
	27	5.1049	1 1.21700	.23421	4.6235	5.5664	1 2.33	7.00
Total	350	5 157	.96550	.05161	5.0561	5.2591	2.17	7.00
Average I		5.1598	100	1 -	TIME		1	1
mem	i	MANA			T TO A		i i	

Based on the table 5-21. Level of residents perception toward economic impacts among different resident's household income is close to 5.00, it refers to residents who have different household incomes have positive perception about economic impacts

Table 5-22: The resident's perception toward economic impacts among different resident's household incomes due to adventure tourism development in **Pattaya**

		Sum or	đf	Mean	F	Sig.
I 1. Economic impacts	Between Groups	Squares 2.160		<u>Square</u> 1.080	1.160	.315
	Within Groups	323.172	1 347	931		
	οτal		<u>349</u>			

Rejected Ho if Sig. < 0.05

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As present in the table 5-22, the significance value is 0. nore than 0.05, efers to Ho Mull hypothesis) fails to rej c; so, ans there is no difference in perception of economic impacts among different resident's household incomes. Residents who have different household incomes have ceptions about economic impacts of adventure tourism de lopment.

Average mean is 5.1598.

Hypothesis 9

Ho 9: There is no difference in perception of economic impacts among different careers.

Ha 9: There is e in perception of economic impacts a '11 ifferent careers.

Table 5-23: Level of resident's perception toward economic impacts among different resident's careers due to adventure tourism development in **Pattaya**

N	M ear	I ad.	Std. Erro	or I 95%	200	Minimu	Maximu
*		De riatio	n A	Confide	a 1	m	in
%	12/22	SINCE	1969	ce Interval for NI e ar	1		
	1981	ยาลั	ยอัส	Lower Bound	Upper Bound		
1 Housewif	1 5.2917	83824	1 24M	I 4.7 591	1 5.8243	3.83	6.83
EConom e Impacts	1			I 1	Ţ		
Governm I	I 4.7	.65314	1.23092	1 4.1623	I 5.2544	I	5.67
i ent Lemployee i	I		I	Ī			1
Firm 1 254	I 5.1N6	1.00475	i 1.06304	i 5.0045 i	5.2528	2.17	I 7.00
Business	1 5.1771	197912	.17309	I 4.8241	I 5.5301	3	1 7.00
I Student 41	• 53374	.79363	.12394	1 5.0869	5.5879	.3	I 6.67
file ages	5.6111	I 38490	1 .22222	4.6550	1 6.5673	5.17	
Total t50	5.1576	<u>96 5511</u>	05161.	5,0561	5 2 5 9 1	I 2 17	7.00
ge mean	I 5						

According table 5-23 vel of residen e ception toward economic impacts among different resident's care really close to 5.00 that means residents who have different careers have positive perceptions about economy.

Table 5-24: The resident's perception toward economic impacts among different resident's careers due to adventure tourism development in Pattaya

	- 11	Sum of	1 df	Mean	F	
		Squares		Square		
1. Economic Impacts	Between Groups	3.998	5	 800	<u></u> 500	511
	Within Groups	321.334	344	.934		
	Total	325 332	349		<u> </u>	

Rejected Ho if Sig. < 0.05

The significance value of the table 5-24 is 0.511, it's more than 0.05 that refers to Ho(null hypothesis j fails to reject so, it indicates that there is no difference in perception of economic impacts different careers.

Respondents who have different careers have positive perception about economic impacts of adventure tourism development. Mean average is 5.2090.

Hypothesis 10

Ho 10: There is no difference in perception of economic impacts among different residents who are working in adventure tourism and residents who are not working in adventure tourism.

Ha 10: There is difference in perception f economic impacts among different residents who are working adventure sm and residents who are not working in adventure tourism.

Table 5-25: Level of resident's perception toward economic impacts among residents who are working and who are not working in adventure tout due to adventure tourism development in **Pattaya**

	Job related to Ad	venture N	Ме		Std. Error
	¹ Tourism			Deviation	Mean
1. Economic Impacts	Y es	121	53416	.87556	.07960
	[Þ.by	229	5.0604	9798	.06595

As shows on the table 5 -25, Level of resident's perception toward economic impacts among residents who are working and who are not working in adventure tourism is close to 5.00, it indicates that residents who are working and who are not working in adventure tourism have positive perceptions about economic impacts of adventure tourism development.

Table 5-26: The resident's perception toward economic impacts among residents who are working and who are not working in adventure tourism due to adventure tourism development in Pattaya

		Levene T est for Equality of Variance	I Equality y Means	SIN	CE 19 ลัยอั	⁶⁹ Íଶର୍ଲି	Ser!			
				t	Of	tailed)	Mean Differen ce	Std. Error Differen cc	Interval of the Differen	
1. Econom ic Impacts	Equal variance	656	418				.28119	.10762	Lower U	.492I;5
impacts	variance s not assumed			2.720	273.476	.007	24119	.10337	.07769	.48.469

Rejected Ho if Sig. 60.05

Based on tab the significance value'. is 0.009 that is lower than 0.05 which means the Ho (null hypothesis) is rejected therefore, there is difference in perception of economic impacts among different residents who are working in adventure tourism and residents who are not working in adventure tourism.

Residents who are working in adventure tourism have more positive perceptions about economic impacts of adventure tourism development than residents who are not working in adventure fourism. Mean of residents who are working in adventure tourism is 5.3416 and mean of resident who are not working adventure tourism is 5.0604.

Hypothesis 11

Ho 11: There is no difference in perception of social impacts among different genders.

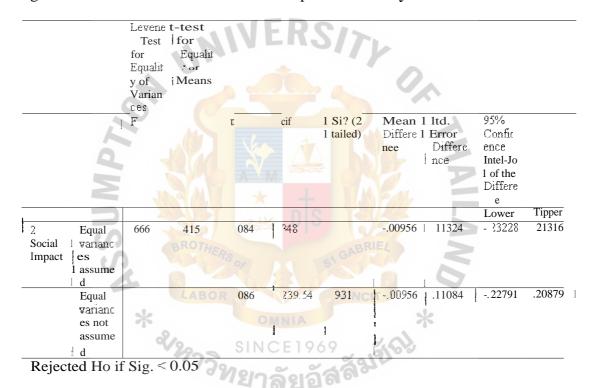
Ha 11: There is difference in perception of social impacts among different fiel=ders.

Table 5-27: Level of resident's perception toward social impacts among different genders due to adventure tourism development in **Pattaya**

Gender		Mean	I Std. Deviation	Error Mean
Social_Impacts Male	115	4.4174	.95344	.08391
Female.	235	4.42.70	1.91472	.06619
Average mean		44222		

From table 5-27, Level of resident's perception toward social impacts among different genders is between 4.00 to 4.50, which means their perception about social impacts are neutral.

Table 5-28: The resident's perception toward social impacts among different genders due to adventure tourism development in Pattaya



On table 5 Ho (null hypothesis) fails to reject, because the significance value is 0.933, which is more 10.05 so, It implies that there is no difference in perception of social imp ac alit' ig different genders. Both males and females have neutral perceptions about social 1 pacts of adventure tourism development. The average mean

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Hypothesis 12.

Ho 12: There is no difference in perception of social impacts among different ages.

Ha 12: There is difference in perception of social impacts among different ages.

Table 5-29: Level of resident's perception toward social impacts among different ages due to adventure tourism development in Pattaya

	Mean	Std.	Std.	1 95%		I Mınımu	Махипи І
		Deviatio	Error	Confide		in	m
		IL		nce			
				I Interval			
				for			
				Mean			
			1	Lower	Upper		
				Bound	Bound		
2. Social I <30 245	4.4014	I .98827	.06314	4.2770	14.5257	1.00	6.83
Impacts		/A		100			ì
30-50 97	4.4931	.98305	.09981	4.2950	1 4.6913	1 1 50	1 700
>50 8	4.2708	1.34795	47657	31439	5.3977	1.33	5.50
Total 350	4.4238	.99365	.05311	4.3153	4 5283	1 1.00	7.00
Average	4.3884	1		PIE	1]
mean	HERO		. 0			i	i

Based on the table 5-29. Level of resident's perception toward social impacts among different ages is between 4.00 to 4.50 that means their perception about social impacts are neutral.

Table 5-30: The resident's perception toward social impacts among different ages due to adventure tourism development in Pattaya

		Sum of Squares	fit	I Mean Square	l F	Sig.
I 2. Social Impacts	Between Groups	1 77		1	i a	.676
	l <u>Within</u> Groups	03	<u>347</u>	<u>I .991</u>		
	Total	34479	349			

Rejected if Sig. < 0.95

From table 5-30, the significance value is 0.676, it is more than which means Ho(null hypothesis) fails to reject. It mean that there is no difference in perception of social impacts among different ages. Residents who have different ages have neutral perceptions about social impacts of adventure tourism development. Average mean is 4.3884.

H _othesis_13

Ho 13: There is no difference in perception of social impacts among different educational levels

Ha 13: There is difference in perception of social impacts among different educational levels.

Table 5-31: Level of resident's perception toward social impacts among different educational levels due to adventure tourism development in Pattaya

		N	Mean	I Std.	I Std.	95%	*	I Minimu	Maximu
]		1		Deviatio	Error	Confide		m	m
		%2	203	INCE	1969	I nee Interval	5		
			1290		0	for			
		1	-4/	<u> </u>	เลลเ	Mean			
				- 1012		Lower	Upper		
1			1			Bound	Bound		
2. Social	I High	228	4.5219	1.00562	.06660	4.3907	4.6532	1:00	7.00
ì	school or lower	I					•		1
	Bachelo	118	4.2090	.93603	08617	4.0384	4.3797	ī	6.83
	r degree					İ			Ī
	I Master	ļ ⁴	5.1667	1 .94281	47140	3 6664	6.6669	4.50	6.50
	a.c			İ		1		1	
	higher			Ť]	1	ļ
	Total	<u>I 350</u>		9365	05311_	4.3193		1.00	7.00

According Level of resident's perception toward social impacts among different educational levels is between 4.00 to 5.50. For residents who study in high school or lower and bachelor degre heir perceptions about social impacts of adventure tourism development are neutral. On the other hand residents who study it taster degree or higher have positive perceptions about so a mpacts of adventure tourism development.

Table 5-32: The resident's perception toward social impacts among different educational levels due to adventure tourism development in Pattaya

		Sum of	} dı	I Mean	F	
		Squares	W.D.	Square		
Social Impacts	Between Groups	9.845	12	4.923	5.103	7
	! <u>Within</u> Groups	334.734	347	.965		
	Total	<u>1</u> 344.579	49		į	

Rejected Ho if Sig. < 0.07

Based on table 5-32, the significance value is 0.007 and it is lower than 0.05 that means there is difference in perception of social impacts among residents with different educational levels, because Ho (null hypothesis) is rejected. For respondents who study in high school or lower have neutral perceptions about social impacts of adventure tourism development, their mean is 4.5219. in the case of sidents who study in bachelor degree, they also have neutral perception, their mean is 4.2090, but the residents who study in master degree or have positive p c ption about social impacts of adventure tourism development, their mean is 5.1667.

Hypothesis 14

Ho 14: There is no difference in perception of social impacts among different household incomes.

Ha 14: There is difference in perception of social impacts among different household incomes.

Table 5-33:Level of resident's perception toward social impacts among different resident household incomes due to adventure tourism development in Pattaya

			Mean	Std.	std.	95%		Mınım	u
			A	Deviatio	Error	1 Con de		m	m
				11		nce		1	
						Interval			
						for	dell .		
		FA.		X		Me an	MA		
							upper		
		-	20	The state of the s		Bound	Bound		
2. Social	<10,000	210	4.4960	97742	06745	4.3631	I 4.6290	1 1.00	1 7.00
Imp acts		`	CRS			GAL			
	10,000-	1 ¹ 3	j 43291	1.04037	09792	4.12'60	4 5141	1.50	6.50
	30,000		4	10/37	10				
	>30,000		4.2963	89435	.17212	3.9425	4.6501	3.00	j 6.00
	Total	350	4.4238	99365	05311	4.3193	4.5283	1.00	7.00
Average		1	4.3708	OMNI	A				
mean									

On table 5-33, Level of resident's perception toward social impacts among different resident's household income s between 4.00 to 4.5:x, that means residents who have different household incomes have neutral perceptions about social impacts.

Table 5-34: The resident's perception toward social impacts among different resident's household incomes due to adventure tourism development in

		SUM of	df	I Mean	F	I Sig	
	1	l Squares		¡Square			
2. Social Impacts	Between Groups	I 2.751	ŧ	1 1.375	1.396	1 .249	
1	I Within Groups	I 341.829	347	1.985		l i	
1	l Total	344.579	I 349			i	

Rejected Ho if Sig. < 0.05

Pattaya

According to table 5-34, the significance value is 0.249, it is more than 0.05 therefore Ho (null hypothesis) fails to reject. From the significance value, it implies that there is no difference in perception of social impacts among different household incomes. The resident who have different household incomes have neutral perceptions about social impacts of adventure tourism development, the average mean is 4.3708.

Hypothesis 15

Ho 15: There is no difference in perception of social imp acts among different careers.

Ha 15: There is difference in perception of social impacts among different careers.

Table 5-35: Level of resident's perception toward social impacts among different resident's careers due to adventure tourism development in Pattaya

	N Mean	Std	Std.			Mininu	Maxiinu
		Deviatio	Error	Confide			m
		n		rice			
				Interval			
				for			
				Mean			
				Lower	upper		
				Bound	Bound		
2. Soc si rousewife Impacts 1	12 1 42611	.78120	.22551	4.3648	5.3575	3.33	6.00
Government employee	8 3.8125	1.33463	.47136	2.6967	I 4.9283	1.67	5.67
Firm employee	4.4501	.98836	1.06202	4.3280	1 4.5723	1.00	7.00
Business	4.4948	1.16204	.20542	4.0758	4.21.2	1.33	l ሰ.33
I Student	4.2276	1.82895	.12946	13_9660	4.4893	2.50	6.17
1 Unemployed	1.3 4.0000_L	.76376	.44096	2.1027	5.8973	3.17	4.67
Total	4.4238	1.99365	.05311	1 4.3193	4.5283	1.00	7.00
Average I	4.3077	AY 4		NO COL			
mean			3-00				

Based on the table 5-35, Level of resident's perception toward social impacts among different resident's career is between 3.80 to 4.50, that means their perception about social impacts are neutral.

Table 5-36: The resident's perception toward social impacts among different resident's careers due to adventure tourism development in **Pattaya**

	1	1 Sum of Squares	df	I Mean I Square	ļF	1 Sig.
2. Social Impacts	Between Groups	<u>17.738</u>	5	1.548	<u>1 581</u>	<u>1 .165</u>
	1 Within Groups	336.841	344	1 .979	1	
	Total	1 344.579	349			<u> </u>

Rejected Ho if Sig. < 0.05

Table 5-36, Ho (null hypothesis) fails to reject, because the significance value is 0.165, it's more than 0.05. it indicates that there is no difference in

perception of social impacts among different careers. Resident who have different careers have neutral perception about social impacts of adventure tourism development. The average mean is 4.3077.

Hypothesis 16

Ho 16: There is no difference in perception of social impacts among different residents who are working in adventure tourism and residents who are not working in adventure tourism.

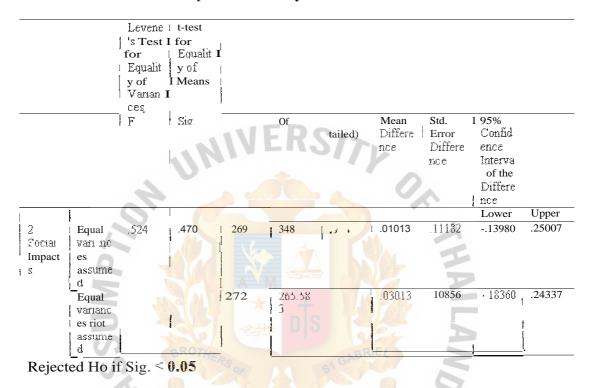
Ha 16: There is difference in perception of social impacts among different resident who are working in adventure tourism and residents who are not working in adventure tourism.

Table 5-37: Level of resident's perception toward social impacts among residents who are working and who are not working in adventure tourism due to adventure tourism development in Pattaya

	Job related to Ac	lventure N969	Mean	Std.	Std. Error
	Tourism		20197	Deviation	Mean
2. Social Impacts	Yes	121	44435	.93233	.08476
*	Nn	1 229	4.4134	1.02640	783
Average mean			44285		

From the table 5-37, Level of resident's perception toward social impacts among residents who are working and who are not working in adventure tourism is close to 4.50, it means respondent have neutral perceptions.

Table 5-38: The resident's perception toward social impacts among residents who are working and who are not working in adventure tourism due to adventure tourism development in **Pattaya**



The significance value of the table 5-38 is 0.788, it's more than 0.05 which refers Ho (null hypothesis) fails to reject. It implies that there is no difference in perception of social impacts among different residents who are working in adventure tourism and residents who are not working in adventure tourism. Both of residents who are working and who are not working in adventure tourism have neutral perceptions about social impacts of adventure tourism development. The average mean is 4.4285.

Hypothesis 17

Ho 17: There is no difference in perception of physical environment impacts among different genders.

Ha 17: There is difference in perception of physical environment impacts among different genders.

Table 5-39: Level of resident's perception toward physical environment impacts among different genders due to adventure tourism development in Pattaya

	Gender	IN	I Mean	I Std.	Std. Error
	, All J			j Deviation_	1 Mean
3. Environmental	Male	115	4.2 75	1.14076	I .10638
<u>Impacts</u>		I A LANGE			
	Female	1 235	I 4.26G3	.39464	.06488
Average mean	AND OF	, X	44	ALL CARY	

According to table 5-39, Level of resident's perception toward physical environment impacts among different genders is close to 4.00, which implies resident who have different genders have neutral perceptions about physical environment impacts

Table 5-40: The resident's perception toward physical environment impacts among different genders due to adventure tourism development in **Pattaya**

Levene t-te	est				
's Test fo	r				
i for 1 E	quairt				
Equalit į y	of				
y of 1 M	leans				
Varian (!			:	
°es	Ì	i			
F Si	g , t	cif	Sig (2-1 Mean	Std.	
		•	tailed)_1 Differe_	<u>Error</u>	Cor <u>.</u> fid

					me	Differe nce	ence Interva 1 of the Differe nce	
							Lower U	
	Equal	2	105	I 348	032	75 I.1182	2669	.20110
Enviro nmenta	varian					CLASS OF PARTY WAVE		
1	assume			I		i		į
Impact	d			1		A100 100 100 100 100 100 100 100 100 100		
	Equal			201.04 .79	0327	5 .12460 -	.27844	21295
	varianc			1				
	es not							
	assume			WERCA				

Rejected Ho if Sig. < 0.05

hypothes fails to reject, because the si ificance value is more than 0.05 so, it indicates that there is no difference in perception of physical environment impacts among different impacts. Both males and females have neutral perception about sical environment impacts of adventure tourism development and the average mean is 4.2-439.

Hypothesis 18

Ho 18: There is no difference in perception o physical environment impacts among different ages.

H 18: There is difference in perception of physical environment impacts among different ages.

Table 5-41: Level of resident's perception toward physical environment impacts among different ages due to adventure tourism development in Pattaya

		N	Mean	I Std.	Std.	95%			Maximu
				Deviatio 1	Error C	Confide		m	in
				Ii		floe			
						Interval			
						for			
						: Mean			
						Lower	Upper		
						Bound	Bound		
3.	<30	1 245	4.2415	1.03813	I .06632	4.1109	4.3721	1.810	6.83
Laviron							!		
			1112			1			
Impacts						-			
_	I <u>30-50</u>	97	42474	1.07667	.10932	4.0304	4.4644	1.33	6.50
	20U	8	4.5208	.85188	I.30118	1.8086	5.2330	<u>I 3.17</u>	I 5.83
	Total	350	4.2495	1.04337	I .05577	4.1393_	4.3592_	1.00	6.83
Average			4.3366					7	
mean I									

According to table 5-41. Level of resident's perception toward physical environment impacts among different ages is between 4.00 to 4.50, it means residents who have different ages have neutral perception about physical environment impacts of adventure tourism development in Pattaya.

Table 5-42: The resident's perception toward physical environment impacts among different ages due to adventure tourism development in **Pattaya**

		Sum of Squares	df	I Mean Square	F	
3. Environmental Impacts	Between Groups	.(11].15	2	.303		
	I Within Groups	379.325	347	1.093		
	Total	379.930	40			

Rejected Ho if Sig. 0.05

Based on the table 5-42, the significance value is 0.758 and it's more than 0.05, which means there is no difference in perception of physical environment

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impacts among differ it ages, because Ho (null hypothesis) fails to reject

Residents who have different ages have neutral perceptions about physical

environment impacts of adventure tourism development. The average mean is

4.3366.

Hypothesis 19

Ho 19: There is no difference in perception of physical environment impacts among different educational levels.

Ha 19: There is difference in perception of physical environment impacts among different educational levels.

Table 5-43: Level of resident's perception toward physical environment in pacts among different educational levels due to adventure tourism development in Pattaya

		Sk	Mean	Std.	Std.	95%	4	Minimu	Maximu
		*		Deviatio	Error	Confide	1		m
		2/2	200	n NCE	1969	nce Interval			appearance of the same of the
			138	ยาลัง	แล้ส์	for Mean			
				- 1011		Lower	Upper		
			1			Bound	Bound		
3. Environ mental Impacts	High school or lower	228	43047 1	1.05821	.07008	4.2566	4.5328	1:00	6.83
	Bachelo r degree	118	32.588	97010	.08986	1 3.8009 	4.1568	1.33	6.50
	Mater degree	4	3.9583	.39382	19691	3.3317	4.5850	3.67	4.50
	or gher								
	Total	350	4 495_	1.04337 <u>_</u>	05577	4.1398	4 3592	1 al	6.83

From the table 5-43 residents who stu in high school or lower have neutral perceptions about physical environment impacts of adventure tourism development, their level of perception is 4.3947. On the other hand, Level of resident's perception of residents who study in bachelor degree and master degree or higher is close to 3.96, it means their perception about physical environment impacts is negative.

Table 5-44: The resident's perception toward physical environment impacts among different educational levels due to adventure tourism development in

Pattaya

	130 B	Sum or.	10	Mean		1
		Squares		- Square		
3. Environmental	Between Groups	13.794	I M Pal	6.397	n 37	1.002
mpacts		n c				
	Within Grou E	1 66.130 .	347	1.055		
	I Total	379.930	ul e			

Rejected Ho if Sig. < 0.05

according to table 5-44, the significance value is 0.002, it's lower than 0.05 that means Ho {.null hypothesis) is rejected therefore, there s difference in perception of physical environment in pacts among residents with different educational levels. Residents who study in high school or ower have neutral perc—s about physical environment impacts of adventure tourism developm nt, their—f perceptions is 4.3947. esi ent who study III bachelor degree have negative perceptions about physical environment impacts of adventur—a ism development, their level of perception is 3.9798. Resident who study in master degree or higher have negative perceptions about physical

environment impacts of adventure tourism development, their level of perception is 3.9583.

Hypothesis 20

Ho 20: There is no difference in perception of physical environment impacts among different household incomes.

Ha 20: There is difference in perception of physical environment impacts among different household incomes.

Table 5-45: Level of resident's perception toward physical environment impacts among different resident's household incomes due to adventure tourism development in Pattaya

			Mean	Std.	Std.	DRIF!		Minimi	M
	4.0			Deviatio	Error 6	Confide	I	an	m
ı						nce Interval	6	7	
			LABOR		V	for I Mean			
		*	1			I Lower	Upper		
		.0			1	I Bound	I Bound		
	1 <10,000	1 210	43S17	98239	1 .06779	4.2481	4.5154	1.00	6.63
Environ mental mpacts			1739	ยาลั	ยอัสส์	1370			
	10,000- 3[1,13110	113	4. 4	1 10.431	.10329	3.9195	4.3312	1.50	6.33
	>30,000	27	1 3.7407	1.06049	1.20409	3.3212	4.1603	1.33	I 5.83
	I Total	350	4.2495	1_04337	.05577	4.1398	4.3592	1.00	6.23

As shown on the table 5-45. Level of resident.'s perception toward physical environment impacts among residents who have household income lower than ten thousand and residents who have household income between ten thousand to thirty thousand is close 4.00, therefore their perception about physic&

environment impacts is neutral but residents who have household income more than thirty thousand have negative perceptions about physical environment impacts, their level of perception is 3.7407.

Table 5-46 The resident's 0 mid physical environment mpacts among different resident's household incomes due to adventure tourism development in Pattaya

	n.	Sum of Squares	rf	I Mean Square	F	
3. Environmental Impacts	1 Between Groups	12.402		6.201	i .855	
	within Groups	J 2.		.059		
	Total	=:79 930	, '349			

Rejected Ho if Sig. < 0.05

On the table 5-46, Ho (null hypothesis) is rejected, because the significance value is 0.003, it's lower than 0.05, in this case, it means there is difference in perception of physical environment impacts among different household incomes. Resin;nts who have household income lower than ten thousand and residents who have household income between ten thousand to thirty thousand is close to 4.00, therefore their perception about physical environment III acts of adventure to development is neutral but residents who have household incomes more than thirty thousand have negative perceptions about physical environment impacts of adventure. rism develop level perception is 3.7407.

Hypothes 71

• There is no difference in perception of physical environment impacts among different careers.

Ha 21: There is difference in perception of physical environment impacts among different careers.

Table 5-47: Level of resident's perception toward physical environment impacts among different resident's careers due to adventure tourism development in Pattaya

1		1 4		0.007			I we in
И	I Mean	Std	Std.	95%		min īnu	Maximu
		Deviatio	Error	I Confide,		111	m
		n		nce			
				Interval	I		
				for			
				Mean	4		
	YEST	г	0	I Lower	Inner		
				Bounc	18 1		
_ı. Housewife	722	0	1792	14.4926	1 5.4519	83	6.33
Environ	HERO				1		
mental T							
						7	
Impacts	- CD 00	I 1 14424 I	10150	10.0000	1.4.5400	1.22	5 17
I Government 1 3	A 5833	1.14434 I	.40459	2.6266	4.5400	1.33	5.17
employee I					No.	I	į
Firm	4.2703	1.01966	.06398	4.1443	4.3963	1.09	6.63
I employee		[I 40			I
Business	4.1458	1.09391	.19338	7514	4.540`	2.00	6.33
owner	1750-		0/ /	3910	1		
I Student I 41	1 4.18	1.05946 i	.16546	I 3.8526	4.5214	1	6.17
I Unemployed 3	3.333	1.80278	1.04083	-1.1450	I 7.8117	1.83	I 5.33
Total	i 42495	1.04337	.05577	4.1398	1 4.3592	1.00	6.63

From the table 5-47, resident who is housewife, firm employee, business owner and student have neutral perception about physical environment impacts and their level of perception is close to 4.00 but resident who is overnment employee and unemployed people have negative perception about physical environment impacts level of perception is close to 3.00.

Table 5-48: The resident's perception toward physical environment impacts among different resident's careers due to adventure tourism development in **Pattaya**

	The same	່ວິພາ of Squares	I df	Mean Square	F	Sig.
3. Environmental	Between Groups	1 12.951	i 5	2.590	440 د	J .035
Impacts		ŧ		1		1
1	Within Groups	ī 366.980	1 344	1.067		
	Total	(379.930	349			1

Rejected Ho if Sig. < 0.05

Based on the table 5-48, the significance value is 0.035 and it's lower than 0.05 that means there is difference in perception of physical environment impacts among lifferent careers, because Ho (null hypothesis) is rejected. resident who is housewife, firm employee, business owner and student have neutral perception about physical environment impacts of adventure tourism development and their level of perception is close to 4.00 but resident who is government employee and unemployed people, they have negative perceptions about physical environment impacts of adventure tourism development and their level of perception is close to 3.00.

Hypothesis 22

Ho 22: There is no difference in perception of physical environment impacts among different residents who are working in adventure tourism and resident who are not working in adventure tourism.

5,3 The Summary of Hypotheses T

Summary of hypotheses testing, hypothesis 1, 2, 3, 4, 10, 13, 19, 20 and 21 reject Ho (null hypothesis). his is because significance values are lower than 0.05. In contrast, hypothesis 5, 6, 7, 8, 9, 11, 12, 14, 15, 16, 17, 18 and 22 fail to reject Ho (pull hypothesis), because si c ance values are more than 0.05, as illustrated in table 5.3.

Table 5-51: Summary of hypotheses

Hypotheses Statement	Statistic Test	cance value	Results
Hi: The residents in Pattaya	Descriptive statistic	0.002	Re;c Ho 1
leave no positive perception	and one sample T-	Was I	
about economic impacts	j test	The Party of the P	
(investment, support other		LA FAH	
business, employment in		100 b	
Pattaya, Respondents' income,		ABRIEL	
jobs in Pattaya and rejuvenates		5	
Pattaya's tourism industry) of		INCIT	
adventure tourism	OMNIA	*	1
development in Pattaya.	SINCE1969	363	
H2: The residents in Pattaya	Descriptive statistic	0.000	Reject Ho 2
have no positive perception	and one sample T-	1	ı
about social impacts (Pattaya's	test		
culture, family relations,			
number of crimes problems,			
number of thugs problems,			
respondents' standard level of			
living and Pattaya's local			
customs) of adventure tourism			
development Iii Pattaya.			

H3: The residents in Pattaya	Descriptive statistic	0.000	Reject Ho
have no positive perception	and one sample T-		'
about physical environment	test		
impacts (environment in			
Pattaya, infrastructure in			
Pattaya, pollution in Pattaya,			
the historical sites in Pattaya,			
anim ails life in Pattaya and	WEDO.		
natural resources in Pattaya) of	INFR2		
adventure tourism			
development in Pattaya.		W.	
114: The residents in Pattaya	Descriptive statistic	0.000	Reject Ho
have no positive perception	and one sample	W	
toward the overall impacts of	test		
adventure tourism		Mont !	
development in Pattaya, it			
comprises of economic, social		RIE	
and environmental impacts.			
115: There is no difference in	Independent sample	0. ⁻ 70	Fail to reject
perception of economic	T-test	*	5
impacts among different	SINCE 1969	40)	
genders.	39000 = = = = =	313100	
116: There is no difference in	ANOVA	0.671	Fail to reject
perception of economic			6
impacts among different ages.			
117: There is no difference in	ANOVA	0.180	Fail to reject
perception of economic	ı		
impacts among different			
educational levels.			

11\$: There no difference in	ANOVA	0.315	Fail to reject Ho
perception of economic			8
impacts among different			
household incomes.			
H9: There is no difference in	ANOVA	0.511	Fail to reject Ho
perception of economic			9
impacts among different			
careers.			
1110: There is no difference in	Independent sample	0.009	Reject Ho 10
perception of economic	T-test	71.	
impacts among different		1	
resident who are working in			
adventure tourism and resident			
who are not working in		TWA.	
adventure tourism.			
H11: There is no difference in	Independent sample	0.933	Fail to reject Ho
perception of social impacts	T-test		11
among different genders.		BRIE/	
1112: There is no difference in	ANOVA	0.676	I Fail to reject Ho
perception of social impacts	D.P.		12
among different ages.	OMNIA	*	
1113: There is no difference in	ANOVA	0.007	Reject Ho 13
perception of social impacts	1900 0 00	291878	
among different educational	"เขาลยอล	94	
levels.	I		
H14: There is no difference in	ANOVA	0.249	I Fail to reject Ho
perception of social impacts	I		14
among different household			I
incomes.			
1115: There is no difference in	ANOVA	0.165	y Fail to reject Ho
perception of social impacts	j		j 15 I
among different careers.			

T-test		
1-test		j 16
Independent sample	0.783	Fail to reject Ho
T-test		17
IVERS/	71.	
	1	
ANOVA	0.758	I Fail to reject Ho
		18
160	W.	
ANOVA	0.002	Reject Ho 19
DIS		
	DRIE/	
AS OF SIG		
ANOVA	0.003	Reject Ho 20
	*	
SINCE1060	o.cl.	
900- 2 2 3	2315/2	
OVA	0.035	Reject Ho 21
'		
	ANOVA ANOVA	ANOVA O.758 ANOVA O.002 ANOVA O.003 OMNIA SINCE 1969

There is no difference in	Independent sample	0.362	Fail to reject Ho
perception of physical	test		22
environment impacts among			
different resident who are			
working in adventure tourism			
and resident who are not			1
working in adventure tourism.			

The next chapter will present the conclusion of research results along with recommendations and solution for the further study.



CHAPTER 6

CONCLUTION ANT) RECOMMENDATIONS

This chapter provides the conclusion of research results along with recommendations and suggestions for future research. This chapter contains four sections. The section is a summary of findings, the second section is the conclusion of the research, the third is recommendation and the final is the suggestion for further study.

6.1 Summary of finding

The objective of this study was to find out the perception of residents about the economic, socio culture and environmental impacts of adventure tourism development. To find out any perceptual difference between those residents who work and who do not work in adventure tourism business. The last objective s to find out the difference in perception of adventure tourism development impacts among demographic variables.

The data were collected in Pattaya area, by interviewing the residents who are or are not direct economically dependant on adventure tourism industry. The research outcomes are represented in 4 parts including demographic profile, perceptions about the economic, Socio culture and environment impacts of adventure tourism development, perceptions different between those residents who work and who do not work in adventure tourism business. Finally,

the difference in perception of adventure tourism development Impacts among demo hic variables.

6.1.1 Demographic profile

Most of the study's respondent are female (67.1%), and it concentrated on the age lower than 30 years (70%). Most of them have a low level of education attainment (65.1%). The majority of the residents have a household income lower than ten thousand Baht. In occupation sector, (3.4%) of residents in this study are housewives (2.3%) employed in government, (72.5%) employed in companies, (9.1%) are business owners, (11.7%), are students and only (0.9%) are unemployed. The majority of residents in this research are not working in adventure tourism (65.4)

6.1.2 Perception of residents toward adventure tourism development.

This stage was conducted by using descriptive statistic and one sample T-test. The purpose of this test is to find out the resident's perception about the economic, socio culture and physical environment impacts of adventure tourism development in Pattaya.

6.1.2.1 The resident's perception toward adventure tourism development in economic impacts.

Table 6-1: Level of resident's perception toward economic impacts of adventure tourism development in Pattaya

	IN	Minimum	Maximum	Mean	I Std. I Deviation
1. Economic Impact:	350	2.17	I 7.00	1 5.1576	.96550
1.1 Investment in Pattaya	350	1.00	1.7.00	51486	1.35236
1.2 Support for other	350	1.00	7.00	5:2486	1.23160
businesses in Pattaya	1			1	
1.3 Employment in Pattaya	1 350	1 1.00	7.00	1 5.3057	I 1.38171
1.4 Your income	1 350	1.00	7.00	1 4.7000	1.391 ⁹ 3
1.5 Jobs in Pattaya	1 350	1 1.00	7.00	5.2000	<u>l 1.28469</u>
1.6 In Pattaya's tourism	1 350	L 1.00	1 7.00	1 53429	1.53363
industry		WIED	0.		

The level of resident's perception toward economic impacts, investment in Pattaya, support for others businesses in Pattaya, employment in Pattaya, jobs in Pattaya and rejuvenates Pattaya's tourism industry are between 5.00 and 5.50, it means residents in Pattaya have positive perceptions to somewhat high positive perception but in resident's income factor, mean of the resident's perception is 4.70, that means resident's perceptions are neutral to rather positive.

6.1.2.2 The resident's perception toward adventure tourism development in social impacts.

Table 6-2.: Level of resident's perception toward social impacts of adventure tourism development in Pattaya

	IN	Mmmum	I Maximum	1 Mean	Std Deviation
2. Social Impacts	350	1.00	7.00	4.4238	1 .99365
2.1 Pattaya's culture	350	1.00	7.00	43286	1.40732
2.2 Family relations	i 350	1.00	1 7.00	I 45743	1.47915
2.3 Number of crimes in	350	1 1.00	7.00	1 4.1657	1.84219
Pattaya					
2.4 Number of drug	1 350	1 1.00	7.00	1 4260D	L 1.86917
problems in Pattaya	1 _				
2.5 Your standard of living	350	1 1.00	1 7.00	4.6743	I 1.327 <u>3</u> 3
2.6 Pattaya's local customs 1	350	1.00	7.00	4.5400	1 1.488 0

The mean levels of resident's perception toward social impact Pattay's culture, espondents' family relations, numbers of crimes problems, number of drugs problems, respondents' standard level of living and Pattayas' local custom are between 4.00 and 5.00, it. implies that their perception toward adventure tourism development in Pattaya social impacts are neutral to rather positive.

6.1.2.3 The resident's perception toward adventure tourism development in Physical environment impacts.

Table 6-3: Level of resident's perception toward environmental impacts of adventure tourism development in Pattaya

	'N	Minimum	Maximum	Mean	Std
				B	Deviation
3. Environmental Impacts	350	j-1.00	6.83	41495	1.04337
3.1 Environment in Pattaya	j 350	1.00	7.00	42429	j 1.50915
3.2 Infrastructure in Pattaya	350	1.00	7.00	4.7857	1.43126
3.3 Pollution in Pattaya	350	1.00	7.00	4.0143	1.71537
3.4 The historical sites in	350	I.GO	+ 7.00	4.2600	1.37865
Pattaya		0,5	51		
3.5 Animal life : Pattaya	350	1.00	7.00	40314	1.65390
3.6 Natural resources in	350	1.00	7.00 NCT	4.0629	1.58124
Pattava	1	1		- 1-	1

The mean levels of resident's perception toward environment acts, environmental in Pattaya, infrastructure in Pattaya, pollution in Pattaya, the historical sites in Pattaya, animal life in Pattaya and natural resources in Pattaya are between 4.00 and 5.00, it means that their perception toward adventure tourism development in Pattaya in environmental impacts are neutral to somewhat positive

6.1.3 Perception of resident who working mid who do not adventure tourism business

This stage was conduct by using independent sample T-test. The purpose of this test is to find out the perception of residents who are working and who are not working III adventure tourism business about the economic, socio culture and physical environment impacts of adventure tourism development III Pattaya.

6.1.3,1 The perception of residents who are working and who are not working in adventure tourism business toward adventure tourism development in economic impacts.

Table 6-4: Level of perception toward economic impacts among residents who are working and who are not working in adventure tourism due to adventure tourism development in Pattaya

4	Job related to Adventure	N	Mean	Std. I Deviation	Std. Error Mean
Economic Impacts	I Yes	1-1	53416	87556	.07950
*	I No	229	5-W04	.99798	I .05595
1.1 Investment	.0	17.1	5.3471	1.16598	.10609
Pattaya	V9 SINCE	11969	0,00	I	ļ
,	I No	229	I 5.0437	1.43203	.09463
1.2 Support for other	Yes	121	53471	1.18118	I .10738
I businesses <u>in</u> Pattaya.	1418	E1 51 91	ļ	_	
_	No	229	5.1965	1,25684	.08305
1.3 Employme	Yes	121	289	1.14800	.10435
Pattaya			! 	8	I
_	No	229	5.1878	1.4 ⁷⁹ 9	1 .09775
1.4 Your income	Yes	121	4.8595	1.33108	1.12101
	No No	– –I 229	4.6 ¹ 57	1.41760	1 .09368
1.5 jobs in Pattaya	Yes	121	5.42 a	18902	10809
1	I No	I 229	5.0786	31887	08715
1.6 In Pattaya's tourisr	n⊥ Yes	· 12f	55372	39069	12543
industry					
1	No	I 229		1.59741	.10556

Residents who are working in adventure tourism have more positive perceptions about economic impacts of ad re tourism development than residents who are not working in adventure tourism. Mean of resident who is working in adventure tourism is 5.3416 and mean of resident who is not working adventure tourism is 5.0604.

Both residents who are working and who are not working in adventure tourism business have positive perceptions about investment in Pattaya, support for other businesses III Pattaya, employment in Pattaya, jobs III Pattaya and rejuvenate Pattaya's tourism industry from the impacts of adventure tourism development in Pattaya, the mean level is between 5.00 to 5.50. On the other both residents who are working and who are not working in adventure tourism business have neutral perceptions about their income impact from the impacts of adventure tourism development in Pattaya, their mean level is between 4.62 to 4.86.

6.1.3.2 The perception of residents who are working and who are not working in adventure t business toward adventure tourism development in social impacts.

Table 6-5: Level of resident's **perception toward** social impacts among residents who are working **id** who are **not** working in adventure tourism due to adventure tourism development in **Pattaya**

	Jul: related to Adventure	N	e an_	Std.	1 Std. Error
	Tourism			Deviation	Mean
ts			4.4435		.08476
	No		I 4.4134	1.02640	.06783

2.1 Pattaya's culture	1 Yes	<u>1</u> 12 <u>1</u>	4.3388	1.33263	1 .12115
	110		4.3231	1.44806	1 .09569
2.2_Familyslations	<u>Yes</u>	121	4.8347_	1 1.29323	1 .11757
	No	1 <u>299</u>	4.4367	1 1.55362	1 .10267
2.3 Number of crimes m Pattava	Yes	121	3.9421	1.71414	1.15583
Ī	<u>1 No</u>	1 2.29	4 ¯838	1 1.89939	.12552
2.4 Number of drug problems 1ft Pattaya	Yes	I 1 ⁷ 1	i 4.1570	1.81204	1.16473
	1 No	229	1 43144	1.90033	1-558
2.5 Your standard of ving	1 Yes	121	4.7521	1.38613	.12601
	1 No	33	4.6332	1.29640	.08567
2.6 Pattaya's local customs	7(es	191	4.6364	1.36626	.12421
-	No	229	1 4.48 ^O 1	1.54923	.10238

Both of residents who are working and who are not working in adventure tourism have neutral perceptions about social impacts of adventure tourism development. The average mean is 4.4285.

Both residents who are working and who are not working in adventure tourism business have neutral perceptions about Pattaya's culture, respondents' family relation, number of drugs problems in Pattaya, resident's standard of living and Pattaya's local customs, but in number of crimes in Pattaya, residents who are working and who are not working in adventure tourism business have different perceptions. Residents who are working in adventure tourism business have negative perceptions about number of crimes in Pattaya from the impacts of adventure tourism development, their mean level is 3.94. Residents who are not working in adventure tourism business have neutral perceptions about number of crimes in Pattaya from the impacts of adventure tourism development, their mean level is 4.28.

6.1.3.3 The perception of residents who are working and who are not working in adventure tourism business toward adventure tourism development in physical environment impacts.

Table 6-6: Level of resident's perception toward physical environment impacts among residents who are working and who are not working in adventure tourism due to adventure tourism development in **Pattaya**

	1 Job related to Adventure	IN	Mean	std.	Std. Error
	Tourism	-100		1 Deviation	Mean
3. Environmental Impacts	Yes	1 121	4.3196	.95563	.08688
	No	1-229	1 4 2 1 2 5	1.08708	.07184
3.1 Environment m Pattaya	Yes	121	4.4959	1.37310	.12483
	Iı s	1 329	426211	, 1.57318	.10396
3.2 Infrastructure in	Yes	121	4.9008	1 38066	.11642
Pattaya		229	4,7249		.09938
	40		No. of Street	1.60371	.14579
3.3 Pollution in Pattaya		121	3.8099		
	No	I 229	4.1223	1.76538	.11666
3.4 The historical sites in Pattaya	Yes	121	44~32	1 1.25611	.11419
	No	1 229	14.1790	1.43524	1 .09484
3.5 Animal life in Pattaya	1 Yes	1 121	4.1488	1.58987	1 .14453
1 dodyd	N	229	3 694	1.68688	1.11147
3.6 Natural resources in Pattaya	Yes	1 121	I 4.1488	↑ 1.50920	1 .13720
	LABOR	VI	4.0175	1.61941	1.00

Both residents who ar vorking in adventure tourism and residents who are not working in adventure tourism have neutral perceptions about physical environment impacts of adventure tourism development, their average **mean is** 4.2661.

Both residents who are working and who are not working in adventure tourism business have neutral perceptions toward the impacts of adventure tourism development about environment in Pattaya, infrastructure in Pattaya, the historical sites in Pattaya and natural resources in Pattaya, the mean level is

between 4.26 to 4.90, but in pollution in Pattaya sector and animal life in Pattaya sector, their perception are different. In pollution in Pattaya sector the perception of residents who are working in adventure tourism business have negative perceptions, their mean level is 3.81 and residents who are not working in adventure tourism business have neutral perceptions, their mean level is 4.12. In animal life in Pattaya sector the perceptions of residents who are working in adventure tourism business have neutral perceptions, their mean level is 4.15 and residents who are not working in adventure tourism business have negat perceptions, their meant zel is 3.97.

6.1.4 The resident perception of adventure tourism development impacts

among demographic variables in economic, social and physical environment

impacts

This stage was conducted by using independent sample T-test in gender variable, but in age, education, resident's household income and resident's careers variables using ANOVA to test. Tice purpose of this test is to find out the perception of residents of adventure tourism development impacts among demographic variables in economic, social and physical environment impacts.

Gender

Table 6-7: Level of perception of residents who are different genders of adventure tourism development about economic, social and environment impacts

	Gender	N	l Mean	ru	Std. Error
}	Gender	11	MICOLI	Deviation	i Mean
! I1. Economic	1 Male	115	— 	91987	1 88577
	1 Maie	1113	1 5.2391	1	1 1111277
Impacts	1 Female	235	1 5.1177	.98654	.06435
1 1 1	Male			1 1.22471	.11421
1.1 Investment	Maie	1 115	1 5.2087	1 1.224/1	.11421
l <u>in</u> Pattaya	I T T	1 225	I 5.1191	1.41219	I .09212
	I Female	1 235		1.26395	1.11786
1.2 Support for	l Male	115	5 2261	1.20393	.11/60
other businesses in					
Pattaya		1 225	5.050.6	1.21804	.07946
	Female	1 235	5.2596		I .12158
1.3 Employment	1 Male	1 115	1 5.4087	1.30381	1.12138
1 Pattaya		1		1 41626	1 00050
	Female	235	5.2553	1.41626	I .09252
1.4 Your come	Male	1 115	4.9217	1.42747	.13311
	Female	235	45915	1.36310	1 08892
1. 5 Jobs in	Male	1 115	5.2870	1.29618	1.12067
Pattaya					1
i –	Female	235	51574	1.27965	108347
1.6 In Pattaya's I	Male	115	5.3826	1.45447	.13563
_tourism industry	BROTI	V.		ARIE/	
	Female	ERS 4J.	153234	1.57358	1.10265
I2. Social Impacts	1 Male	115	1 4.4174	1.95344	1 .08891
	[Female	1 235	1 4.42.70	I 1.01472	.06619
2.1 Pattaya's	Male	OR 115	1 42522	1.38 186	1.12886
culture	- Sle			1	
	Female	235	1 4.3660	1.42104	.09270
2.2 Family	Male	1 115	4.5087	1.39985	.13054
relations	TVIAIC V	STINC	F 300	10/00	
Iciations	Female	235	45574	1.51907	.09909
2.3 Number of	Male	115	4.2696	1 1.62395	.15143
Lerimes in Pattaya	111410	10	4.2050	1	
I crimes in rawaya	Female	235	14.1149	1 1.94134	.12564
2.4 Number of	Male	I 115	1 42174	1.74609	.16282
	iviale	1 113	1 421/4	(1.7400)	.1000
drug problems in		1	1	1	
Pattaya	=' 	1 225	1 4 4000	_ 1 1.92962	.12589
1 2537	I Female	<u>I 235</u>		1.23311	11465
2.5 Your	Male	1 115	1 4.74 /5	1.23311	1.11703
I_standard_of living_		225	4 6203	1 1.34967	1 .06804
	<u>Female</u>	235	1 4.6383		1 .00804
2.6 Pattaya's	Male	115	4.4087	1.48617	1.13609
i_local_customs				1 40010	1.00707
	[Female	<u>235</u>	4.6043	1.48812	<u>I.09707</u>
3, Environmental	Male	115	4.2275	1 1.14076	I .10638
impacts					
	1	1 235	4.2603	19940	1.06488
<u></u>	1 Female	1 233	4.2003 4.2087	11.53111	I .14744

in Pa aya					
	Female		<i>4</i> 085	1.47165	j .09600
3.2	Male	115	1 4.7826	I 1.45563	1 .13574
Infrastructure in	,			1	
Pattaya				I	
I	1 Female	235	4.7872	1.42229	09278
3.3 Pollution in	Male	115	1 4.0261	1.73943	1 .16220
^l Pattaya	Ì				i
	<u>Female</u>	235	4.0085	1 1.70718	.11136
3.4 The	1 Male	115	4.4504	1.56467	.14591
historical sites in				1	
Pattaya				1	4
1	i Female	255	4.2511	1 1.23134	08370
3.5 Animal life 1	I Male	115	4.0348	1.60553	14972
in Pattava	,			•	
	Female	235	4.0298	1.68044	.10962
3.6 Natural	Male	11'S	4.0348	1.50980	14039
resources in		Milar			
^l Pattaya			1		1
_	<u>Female</u>	1 235	4.0766	1.61304	<u> </u>

In economic impacts, both male and female have positive perceptions about economic impact of adventure tourism development. The average mean is 5.1784.

Both male and female have positive perceptions toward the impacts of adventure tourism development about investment in Pattaya, support for other businesses in Pattaya, employment in Pattaya, jobs in Pattaya and rejuvenate Pattaya's tourism industry, the mean level is between 5.12 to 5.41, but in resident income sector, both male and female have neutral perceptions, their mean level is between 4.59 to 4.92=

In social impacts, both male and female have neutral perceptions about social impacts of adventure tourism development. The average mean is 4.42.

Both male and female have neutral perceptions toward the impacts of adventure tourism development about Pattaya's culture, Pattaya's family relation, number of crimes in Pattaya, number of drugs problems in Pattaya, resident's

standard of living and Pattaya's local customs, the mean level is between 4.11 to 4.75.

In environmental_impacts, both male and female have neutral perceptions about environmental impacts of adventure tourism development. The average mean is 4.24.

Both male and female have neutral perceptions toward the impacts of adventure tourism development about environment in Pattaya, infrastructure in Pattaya, pollution in Pattaya, the torical sites in Pattaya, animal life in Pattaya and natural resources in Pattaya. The mean level is between 4.01 to 4.79.

<u>Age</u>

Table 6-8: Level of perception of residents who are different ages of adventure tourism development about economic, social and environment impacts

								_	
		1	I Mean	1 Std.	Std.	95%	*	1 Minimi	ı 1 Maxımu
				Deviatio	Error	Confide		Ti:	m
		9	10	0 10 0	10/0	rice			
		V	2200	SINCE	1909	1 Interval	P		
	}	1	1/20	1 0	01	I for	i	ı	
			9 1/1	ยาล์	100	Mean			
				1 0 0		racer	Upper		
	1			ļ	}	1 Round 1	Bound		ł
1.	<30	245	5.1667	1 1 007 6	06435	5.0199	1 52934	2.17	7.00
Econom							I	į	
is									
impacts					ļ				
		97	5.1134	.87980	.08933	4.9361	15.2907	3.00	7.00
	>50		5.4167	.62361	.29048	14 8953	5.9380	4.50	6.17
	Total	1 350	1 51575	1 .96550	.05161	1 5.0561	5.2591		7.00
1.1	<30	. 245	5.10	1.37060	.08756	4.9092	1 5.2541	1 1.00	7.00
nvestm			1	1		i			
ent in					1				
Pattaya					_				
* www.y ti			2887	1.33821	1 3587	5.0190	5584	1 00	7.4
	>50	8	5.50	.75593	267 ⁹ 6	4.8680	6.1320	4.00	1 6.00
	Total		5.1486	1.35236	.072	5.0064	5.9907	1.00.	7.00

								•	,
	I <30	245	1 5.2653	1.17654	.07517	I 5.1172	I 5.4134	1.00	7.00
Support	1						1		
for other				1	1		1	J	1
business				1	I			1	11
es in					I				1
<u>Pattaya</u>	00.00			4 00000	1	1.0061		1.00	1
	30-50	<u>97</u>	<u>5.1649</u>	1.33203	. 	4.8864_	5.4435	1.00	7.00
	_>50	050	<u>5.7500</u>	.88641	<u>.31339</u>	<u>5.0089</u>	6.4911	4.00	<u>1 7.00</u> <u>1 7.00</u>
	<u>Total</u>	<u>350</u>	<u>5.2486</u>	<u>1.23160</u>	_	<u>5.1191</u>	5.3780	1.00	
1.3	<30	I 245	53469	1.40186 .	08956	5.1705	5.5234	11.00	1 7.00
Employ ment in			1	1	i		1	Į	Į.
Pattaya				i	I		ļ		1
1 amaya	30-50	 <u>97</u>	5.1753	1.35409	l I .13749	4.9023	5.4489	1.00	7.00
	 >50	! —	5.6250	I 1.06066	.37500	4.7383	1 6.5117	4.00	7.00
	Total	350	5 3057	1.38171	07386	5.1605	1 5.4510	1.00	7.00
1.4	<u></u>	1 245	4.6490		.09307	4.4657	4,8323	1.00	7.00
Your	-	240	1 727750	13377	13307	1.1307	1,0020	1	
income		1			i				l
	30-50	97	1 4. 35	1.24354	.12626	1 4.5329	_∟. 5.0341	1.00	7.00
	 >50	8	1 5.2500	1 .88641	.31339	I 4.5089	5.9911	4.00	1 6.00
	 Total	359	1 4,7000	1.39123_1	.07436	4.5537	4.8463	1.00	7.00
1.5	<30	245	5.2082	1 1 29055	08245	5.0458	15.3706	1.00	7.00
Jobs in	1							1	
_Pattaya				(La	1				
	1 30-50	97	5.1856	1.27745	12971	4.9281	<u>1 5.4430</u>	9.00	7.00
•	<u> >50</u>	18	5.1250	1.35620	.47949	3.9912	6.2588	1 3.00	7.00
	Total	350	1 52000	1.28469	06867.	5.0649	5.3351	1.00	7.00
I 1.6 ln	<30	I 245	5.4490	1.482981	.09474	5.2624	1 5.6356	1.00	7.00
I Pattaya's									
1 404,42		44							
tourism									
tourism industry_	S		ROTA	**	1 1001	4 4 2402	15 4400	L 00-	lon
tourism industry_	<u>I 30-50</u>	1 1 1 97	15. 25	1.65624	.16817	4.7487_	5.4163	1.00	Jon 7.00
tourism industry_	>50		5.2500	1.28174	.45316	14.1724	i 6.3216	4.00	7.00
tourism mdustry_	>50 Total	350	5.2500 53429	1.28174 1.53363	.45316 1 .08198	1 4.1724 5.1816	i 6.3216 <u>1 5.5041</u>	4.00	7.00
tourism industry	>50 <u>Total</u> <30		5.2500	1.28174	.45316	14.1724	i 6.3216	4.00	7.00
tourism mdustry_	>50 Total <30	350 745	5.2500 53429 4.4014	1.28174 1.53363 .98327	.45316 I .08198 .06314	14.1724 5.1816 4.2770	1 6.3216 1 5.5041 1 4.5257	4.00 1.00 1.00	7.00 7.00 6.83
tourism industry	>50 Total <30 1 	350 745 <u>97</u>	5.2500 53429 4.4014	1.28174 1.53363 .98327 .98305	.08198 .06314	14.1724 5.1816 4.2770 4.2950	1 6.3216 1 5.5041 1 4.5257	4.00 1.00 1.00	7.00 7.00 6.83 7.00
tourism industry	>50 Total <30 1 	350 745 97 8	5.2500 53429 4.4014 4.4931 4.2708	1.28174 1.53363 .98327 .98305 1.34755	.45316 I .08198 .06314 .09981	14.1724 5.1816 4.2770 4.2950 13.1439	1 6.3216 1 5.5041 1 4.5257 4.6913 5.3977	4.00 1.00 1.00 1.30	7.00 7.00 6.83 7.00 1 55.0
tourism industry	>50 Total <30 1 	350 745 97 8 350	5.2500 53429 4.4014 4.4931 4.2708 14.4238	11.28174 1.53363 .98327 .98305 1.34755 .99365	.45316 I .08198 .06314 .09981 I .47657	4.1724 5.1816 4.2770 4.2950 1.3.1439 4.3193	1 6.3216 1 5.5041 1 4.5257 4.6913 5.3977 4.5283	4.00 1.00 1.00 1.50 1.33	7.00 7.00 6.83 7.00
tourism industry 2. Social impacts	>50 Total <30 1 	350 745 97 8	5.2500 53429 4.4014 4.4931 4.2708	1.28174 1.53363 .98327 .98305 1.34755	.45316 I .08198 .06314 .09981	14.1724 5.1816 4.2770 4.2950 13.1439	1 6.3216 1 5.5041 1 4.5257 4.6913 5.3977	4.00 1.00 1.00 1.30	7.00 7.00 6.83 7.00 1 55.0 L7.00
2. Social impacts 21 Pattaya's	>50 Total <30 1 	350 745 97 8 350	5.2500 53429 4.4014 4.4931 4.2708 14.4238	11.28174 1.53363 .98327 .98305 1.34755 .99365	.45316 I .08198 .06314 .09981 I .47657	4.1724 5.1816 4.2770 4.2950 1.3.1439 4.3193	1 6.3216 1 5.5041 1 4.5257 4.6913 5.3977 4.5283	4.00 1.00 1.00 1.50 1.33	7.00 7.00 6.83 7.00 1 55.0 L7.00
tourism industry 2. Social impacts	>50 Total <30 1 J0-50 >50 Total <30	350 745 97 8 350 245	5.2500 53429 4.4014 4.4931 4.2708 4.4238 4.2898	11.28174 1.53363 .98327 .98305 1.34755 .99365 1.41772	.45316 I .08198 .06314 .09981 I .47657 05311 .09057	4.1724 5.1816 4.2770 4.2950 1.3.1439 4.3193	1 6.3216 1 5.5041 1 4.5257 4.6913 5.3977 4.5283	4.00 1.00 1.00 1.50 1.33	7.00 7.00 6.83 7.00 1 55.0 L7.00
2. Social impacts 21 Pattaya's	>50 Total <30 1 J0-50 >50 Total <30	350 745 97 8 350 245	5.2500 53429 4.4014 4.4931 4.2708 4.4238 4.2898	11.28174 1.53363 .98327 .98305 1.34755 .99365	.45316 I .08198 .06314 .09981 I .47657 05311 09057	4.1724 5.1816 4.2770 4.2950 1.3.1439 4.3193 4.1114	1 6.3216 15.5041 4.5257 4.6913 5.3977 4.5283 4.4682	1.00 1.00 1.00 1.33 1.00 1.00	7.00 7.00 6.83 7.00 1 55.0 1 7.00 7.00
2. Social impacts 21 Pattaya's	>50 Total <30 1 J0-50 >50 Total <30 30-30 >50	350 745 97 8 350 245	5.2500 53429 4.4014 4.4931 4.4238 4.4238 42898 1.4.4227 4.3750	11.28174 1.53363 .98327 .98305 1.34755 .99365 1.41772	.45316 I .08198 .06314 .09981 I .47657 .05311 .09057 .13890 I .59574	14.1724 5.1816 4.2770 4.2950 13.1439 4.3193 4.1114 -	1 6.3216 15.5041 4.5257 4.6913 5.3977 4.5283 4.4682	1.00 1.00 1.00 1.00 1.33 1.00 1.00	7.00 7.00 7.00 1.00 1.55.0 1.7.00 7.00 7.00 7.00
2. Social impacts 21 Pattaya's	>50 Total <30 1 J0-50 >50 Total <30	350 745 97 8 350 245	5.2500 53429 4.4014 4.4931 4.2708 4.4238 4.2898	11.28174 1.53363 .98327 .98305 1.34755 .99365 1.41772 	.45316 I .08198 .06314 .09981 I .47657 05311 .09057 .13890 I .59574 I .07522	4.1724 5.1816 4.2770 4.2950 1.3.1439 4.3193 4.1114 	6.3216 15.5041 4.5257 4.6913 5.3977 4.5283 4.4682 46984 5.7837	1.00 1.00 1.00 1.00 1.33 1.00 1.00	7.00 7.00 1 6.83 7.00 1 55.0 1.7.00 ' 7.00
2. Social impacts 21 Pattaya's culture	>50 Total <30 1 J0-50 >50 Total <30 >50 Total <30	350 745 97 8 350 245 97 8 350	5.2500 53429 4.4014 4.4931 4.4238 4.4238 4.4238 4.4238 4.4327 4.3750 1.4.3286	1.28174 1.53363 .98327 .98305 1.34755 .99365 1.41772 	.45316 I.08198 .06314 .09981 I.47657 05311 .09057 I.13890 I.59574 I.07522 I.09497	4.1724 5.1816 4.2770 4.2950 1.3.1439 4.3193 4.1114 	6.3216 15.5041 4.5257 4.6913 5.3977 4.5283 4.4682 46984 15.7837 4.4765 14.8442	4.00 1.00 1.00 1.50 1.33 1.00 1.00 1.00 1.00 1.00	7.00 7.00 7.00 1.00 1.55.0 1.7.00 7.00 7.00 7.00
2. Social impacts 2 1 Pattaya's culture	>50 Total <30 1 J0-50 >50 Total <30 Total <30	350 745 97 8 350 245 97 8 350	5.2500 53429 4.4014 4.4931 4.2708 4.4238 4.4238 4.4227 4.3750 1.4.3286 1.4.71	1.28174 1.53363 .98327 .98305 1.34755 .99365 1.41772 	.45316 I .08198 .06314 .09981 I .47657 05311 .09057 .13890 I .59574 I .07522	4.1724 5.1816 4.2770 4.2950 1.3.1439 4.3193 4.1114 	1 6.3216 15.5041 4.5257 4.6913 5.3977 4.5283 4.4682 46984 1 5.7837 4.4765 1 4.8442	4.00 1.00 1.00 1.50 1.33 1.00 1.00 1.00 1.00 1.00 1.00	7.00 7.00 7.00 1 6.83 7.00 1 55.0 1 7.00 7.00 7.00 7.00 7.00
2. Social impacts 2 1 Pattaya's culture 2.2 Family	>50 Total <30 1 J0-50 >50 Total <30 Total <30	350 745 97 8 350 245 97 8 350	5.2500 53429 4.4014 4.4931 4.2708 4.4238 4.2898 1.4.4227 4.3750 1.4.3286 1.4.71	1.28174 1.53363 .98327 .98305 1.34755 .99365 1.41772 	.45316 I .08198 .06314 .09981 I .47657 .05311 .09057 I .13890 I .59574 I .07522 I _09497	4.1724 5.1816 4.2770 4.2950 1.3.1439 4.3193 4.1114 	6.3216 15.5041 4.5257 4.6913 5.3977 4.5283 4.4682 4.4682 1 5.7837 4.4765 1 4.8442 1 14.6925	4.00 1.00 1.00 1.50 1.33 1.00 1.00 1.00 1.00 1.00 1.00	7.00 7.00 7.00 1 55.0 1.7.00 1 7.00 7.00 7.00 7.00
2. Social impacts 2 1 Pattaya's culture 2.2 Family	>50 Total <30 1 J0-50 >50 Total <30 >50 Total <30	350 745 97 8 350 245 97 8 350 245	5.2500 53429 4.4014 4.4931 4.2708 4.4238 4.2898 1.4.4227 4.3750 1.4.3286 1.4.71	1.28174 1.53363 .98327 .98305 1.34755 .99365 1.41772 1.36805 1.58502 1.40732	.45316 I.08198 .06314 .09981 I.47657 .05311 .09057 I.13890 I.59574 I.07522 I.09497 I.14630 _58056	14.1724 5.1816 4.2770 4.2950 13.1439 4.3193 4.1114 	6.3216 15.5041 4.5257 4.6913 5.3977 4.5283 4.4682 4.6984 15.7837 4.4765 1 4.8442 1 4.6925 15.4978;	4.00 1.00 1.00 1.00 1.33 1.00 1.00 1.00 1.00 1.00 1.1.00 1.00	7.00 7.00 7.00 1 55.0 1 7.00 1 7.00 7.00 7.00 7.00 1 6.00
2. Social impacts 2 1 Pattaya's culture 2.2 Family	>50 Total <30 1 J0-50 >50 Total <30 So Total <30	350 745 97 8 350 245 97 8 350 245	5.2500 53429 4.4014 4.4931 4.2708 4.4238 4.2898 1.4.4227 4.3750 1.4.3286 1.4.71	1.28174 1.53363 .98327 .98305 1.34755 .99365 1.41772 1.36805 1.58502 1.40732 1.48655 1 1.44092 1.44092 1.44092 1.47915	.45316 I.08198 .06314 .09981 I.47657 .05311 .09057 I.13890 I.59574 I.07522 I.09497 I.14630 _58056 .07906	14.1724 15.1816 4.2770 4.2950 13.1439 4.3193 4.1114 	6.3216 15.5041 4.5257 4.6913 5.3977 4.5283 4.4682 4.6984 15.7837 4.4765 1 4.8442 1 4.6925 15.4978; 4.7998	4.00 1.00 1.00 1.1.00 1.00 1.00 1.00 1.00 1.00 1.00 1.00 1.00 1.00	7.00 7.00 7.00 1 6.83 7.00 1 55.0 1 7.00 7.00 7.00 7.00 7.00 1 6.00 1 7.00
2. Social impacts 2 1 Pattaya's culture 2.2 Family	>50 Total <30 1 J0-50 >50 Total <30 S0 Total <30	350 745 97 8 350 245 97 8 350 245	5.2500 53429 4.4014 4.4931 4.2708 4.4238 4.2898 4.2898 1.4.4227 4.3750 1.4.3286 1.4.71 1.4.021 4.1250	1.28174 1.53363 .98327 .98305 1.34755 .99365 1.41772 1.36805 1.58502 1.40732 1.48655	.45316 I.08198 .06314 .09981 I.47657 .05311 .09057 I.13890 I.59574 I.07522 I.09497 I.14630 _58056 .07906	14.1724 5.1816 4.2770 4.2950 13.1439 4.3193 4.1114 	6.3216 15.5041 4.5257 4.6913 5.3977 4.5283 4.4682 4.6984 15.7837 4.4765 1 4.8442 1 4.6925 15.4978;	4.00 1.00 1.00 1.00 1.33 1.00 1.00 1.00 1.00 1.00 1.1.00 1.00	7.00 7.00 7.00 1 55.0 1 7.00 1 7.00 7.00 7.00 7.00 1 6.00
2. Social impacts 2 1 Pattaya's culture 2.2 Family relations 2.3 Number	>50 Total <30 1 J0-50 >50 Total <30 ≥50 Total <30 I Total I <30	350 745 97 8 350 245 97 8 350 245	5.2500 53429 4.4014 4.4931 4.2708 4.4238 4.2898 1.4.4227 4.3750 1.4.3286 1.4.71 1.4.021 4.1250 1.4.5743	1.28174 1.53363 .98327 .98305 1.34755 .99365 1.41772 1.36805 1.58502 1.40732 1.48655 1 1.44092 1.44092 1.44092 1.47915	.45316 I.08198 .06314 .09981 I.47657 .05311 .09057 I.13890 I.59574 I.07522 I.09497 I.14630 _58056 .07906	14.1724 15.1816 4.2770 4.2950 13.1439 4.3193 4.1114 	6.3216 15.5041 4.5257 4.6913 5.3977 4.5283 4.4682 4.6984 15.7837 4.4765 1 4.8442 1 4.6925 15.4978; 4.7998	4.00 1.00 1.00 1.1.00 1.00 1.00 1.00 1.00 1.00 1.00 1.00 1.00 1.00	7.00 7.00 7.00 1 6.83 7.00 1 55.0 1 7.00 7.00 7.00 7.00 7.00 1 6.00 1 7.00
2. Social impacts 2 1 Pattaya's culture 2.2 Family relations 2.3 Number of	>50 Total <30 1 J0-50 >50 Total <30 ≥50 Total <30 I Total I <30	350 745 97 8 350 245 97 8 350 245	5.2500 53429 4.4014 4.4931 4.2708 4.4238 4.2898 1.4.4227 4.3750 1.4.3286 1.4.71 1.4.021 4.1250 1.4.5743	1.28174 1.53363 .98327 .98305 1.34755 .99365 1.41772 1.36805 1.58502 1.40732 1.48655 1 1.44092 1.44092 1.44092 1.47915	.45316 I.08198 .06314 .09981 I.47657 .05311 .09057 I.13890 I.59574 I.07522 I.09497 I.14630 _58056 .07906	14.1724 15.1816 4.2770 4.2950 13.1439 4.3193 4.1114 	6.3216 15.5041 4.5257 4.6913 5.3977 4.5283 4.4682 4.6984 15.7837 4.4765 1 4.8442 1 4.6925 15.4978; 4.7998	4.00 1.00 1.00 1.1.00 1.00 1.00 1.00 1.00 1.00 1.00 1.00 1.00 1.00	7.00 7.00 7.00 1 6.83 7.00 1 55.0 1 7.00 7.00 7.00 7.00 7.00 1 6.00 1 7.00
2. Social impacts 2 1 Pattaya's culture 2.2 Family relations Number of crimes	>50 Total <30 1 J0-50 >50 Total <30 ≥50 Total <30 I Total I <30	350 745 97 8 350 245 97 8 350 245	5.2500 53429 4.4014 4.4931 4.2708 4.4238 4.2898 1.4.4227 4.3750 1.4.3286 1.4.71 1.4.021 4.1250 1.4.5743	1.28174 1.53363 .98327 .98305 1.34755 .99365 1.41772 1.36805 1.58502 1.40732 1.48655 1 1.44092 1.44092 1.44092 1.47915	.45316 I.08198 .06314 .09981 I.47657 .05311 .09057 I.13890 I.59574 I.07522 I.09497 I.14630 _58056 .07906	14.1724 15.1816 4.2770 4.2950 13.1439 4.3193 4.1114 	6.3216 15.5041 4.5257 4.6913 5.3977 4.5283 4.4682 4.6984 15.7837 4.4765 1 4.8442 1 4.6925 15.4978; 4.7998	4.00 1.00 1.00 1.1.00 1.00 1.00 1.00 1.00 1.00 1.00 1.00 1.00 1.00	7.00 7.00 7.00 1 6.83 7.00 1 55.0 1 7.00 7.00 7.00 7.00 7.00 1 6.00 1 7.00
2. Social impacts 2 1 Pattaya's culture 2.2 Family relations 2.3 Number of crimes in	>50 Total <30 1 J0-50 >50 Total <30 ≥50 Total <30 I Total I <30	350 745 97 8 350 245 97 8 350 245	5.2500 53429 4.4014 4.4931 4.2708 4.4238 4.2898 1.4.4227 4.3750 1.4.3286 1.4.71 1.4.021 4.1250 1.4.5743	1.28174 1.53363 .98327 .98305 1.34755 .99365 1.41772 1.36805 1.58502 1.40732 1.48655 1 1.44092 1.44092 1.44092 1.47915	.45316 I.08198 .06314 .09981 I.47657 .05311 .09057 I.13890 I.59574 I.07522 I.09497 I.14630 _58056 .07906	14.1724 15.1816 4.2770 4.2950 13.1439 4.3193 4.1114 	6.3216 15.5041 4.5257 4.6913 5.3977 4.5283 4.4682 4.6984 15.7837 4.4765 1 4.8442 1 4.6925 15.4978; 4.7998	4.00 1.00 1.00 1.1.00 1.00 1.00 1.00 1.00 1.00 1.00 1.00 1.00 1.00	7.00 7.00 7.00 1 6.83 7.00 1 55.0 1 7.00 7.00 7.00 7.00 7.00 1 6.00 1 7.00
2. Social impacts 2 1 Pattaya's culture 2.2 Family relations Number of crimes	>50 Total <30 1 J0-50 >50 Total <30 ≥50 Total <30 I Total I <30	350 745 97 8 350 245 97 8 350 245	5.2500 53429 4.4014 4.4931 4.2708 4.4238 4.2898 1.4.4227 4.3750 1.4.3286 1.4.71 1.4.021 4.1250 1.4.5743	1.28174 1.53363 .98327 .98305 1.34755 .99365 1.41772 1.36805 1.58502 1.40732 1.48655 1 1.1.44092 1.542.08 1.47915	.45316 I.08198 .06314 .09981 I.47657 .05311 .09057 I.13890 I.59574 I.07522 I.09497 I.14630 _58056 .07906	14.1724 15.1816 4.2770 4.2950 13.1439 4.3193 4.1114 	6.3216 15.5041 4.5257 4.6913 5.3977 4.5283 4.4682 4.6984 15.7837 4.4765 1 4.8442 1 4.6925 15.4978; 4.7998	4.00 1.00 1.00 1.1.00 1.00 1.00 1.00 1.00 1.00 1.00 1.00 1.00 1.00	7.00 7.00 7.00 1 6.83 7.00 1 55.0 1 7.00 7.00 7.00 7.00 7.00 1 6.00 1 7.00

			ł	1 4 50504 4 50040		4 00 40	1.4.00	4.5.00
<u> </u>	Tatal	8	3.3750_	1.50594 1 53243	1 2.1160	4.6340 4.3504	<u>I 1.00</u>	1 5.00 1 7.00
2.6	<u>Total</u>	_350	4.1657	1.84219 1 .09847 1.87562 .11983	1 3.9720 1 3.9721	<u>4.3594</u> 4.4442	1 1.00 1.00	<u>1 7.00</u>
2.4 Number	<30	1 245	42082	1.87562 .11983	13.8721	4.4442	1.00	7.00
of drug							İ	
problem							<u> </u>	!
S in								
_ Pattaya								
	<u>30-50</u>	97		1.89756 I .19267	4.0402	4.8051	<u>1.00</u>	7.00
	>50	8	3.875111	<u>1.24642 1</u> 44068	1 2.8330	4.9170	1 2.00	
	Total	<u>350</u>	4.2600	<u> 1.86917 1.09991</u>	1 4.0635	<u>1 4.4565</u>	1 1.00 1 1.00	1 7.00
	I <30	1 245	4.6245	1.31737 .08416	I 4.4587	1 47903	1 1.00	1 7.00
Your I standard	1		1	1				
of living	'			ļ		1		
	~0-50 <u></u>	97	1 4.7938	1.29854 1 .13185	1 4.5321	1 5.0555	1.00	7.00
	<u>>50</u>	1	4.7500	1.98206 1 .70076	3.0930	1 6.4070	1.00	7.00
	1 Total	<u>350</u>	1 4.6743	1 1.32733 1 .07095	<u>1 4.5347</u>	4.8138	1.00	7.00
2 6	I <30	245	45143 1	1.44461 1 09229	4.3325	4 6961	1.00	7.00
İ Pa yds						<i>/</i> 2.	1	
1 local								
<u>customs</u>		— ₀₇	45507	1 1.57433 1.15 ⁹ 8 ⁵	4.2394	1 4.8740	' 11.00	7.00
	30-50	8	45567	1 1.57433	3.6137	1 6.6363	1 2.00 1 2.00	7.00
	1 > ⁵⁰ 1 Total	35111	5.1250_ 45400	1.48820 .07955	4.3835	4.6965	1 1.00	71110
3.	1 <30	245	43400	1.03813 .06632	4.1109	14.3721	1.00	6.83
Environ		243		1,05015				
mental				A A A A A A A A A A A A A A A A A A A		1		
mpacts		JA		+ 1	MA PA	My		
	1 30-50	<u>1 97</u>	1 4.2474	1 1.0766 <mark>7 .10932</mark>	4 0 104	4.4644	1.33	<u>6.50</u>
	1 >50	18	1 45208	1 85188 <u>30118</u>	3.8086		3.17	5.83
	<u>l Total</u>	350	1 42495	<u>1.04337 </u> 05577	4,13;	1 4.3592	1.00	6.83
I 3.1	<30	245	1 43714	11.47548 1 .09427	1 4.1858	4.5571		7.00
Environ 1 ment in				1	1		i	
Pattaya				1				
1 anaya	1 30-50	197	4.2784	1 1.59910 1 .16236	3.9561	4.6006	1.00	7.00
-	1 .	-8	4.2500	1 1.58114 .5590		5.5719	1 1.00	6.00
	Total	350	4.3429_	1 1.50915 I .081367	1 4.1842	4.5015	1_00	1 7.00
3.2	<30	245	4.7265	1.39771 1 .08930	¹ 4.5506	4.9024	ካ 1.00	1 7.00
Infrastru		1	17290	0 00	937			
cture in	1			ยาล ยอล	64			1
_ Pattaya_	1 30-50	<u>L</u> 97.	4.8763	1.52928 1 A5528	1 4.5681	5.1845	1.00	<u>'7.00</u>
	_' 30-30 - >50	 	5 <i>5</i> 000	11.06904 .37796	1 4.6063	1 6 3937	1 <u>4,00</u> —	<u>7.00</u>
-		<u>1 350</u>	1 4.7857	1 1.43126 07650	1 4.6352	1 4.9362	1 1.00	<u>1 7.00</u>
3.3	. <30	245	3.9429	1.68795 1 .10784	1 3.7304	4.1553	1 1.00	7.00
Pollutio	1	1	}	1	1		ı	
n in		1	ł	1)	1	•	
<u>Pattava</u>		L	, 	1 1 100000		1	1	1700
	1 30-50	797	4.2165	1.80985 18376	3.8517	1.73	11.00	1 5 00
-	1 <u>>50</u>		2 <u>7500</u>	1_2817′_1 .45316_	<u>2.6784_</u> 1_3.8340	4.8216 4.194	1 1.00	<u>1 5.00</u> 1 7.00
	1 Total	1 350	4.0143_	1 1.71537 1 .09169 1 1.40436 1 .08975	4.1046	1 4.4584	1 1.00	1 7.00
I 3.4 The	<30	245	1 42816	1.40430 1.009/5	7.1040	T.T.JUT	1	1 2.30
I historica	ι 1	1		Ī		ł	1	1
1 l sites in				1				1
Pattaya_								
	1 30-50	<u>1 97</u>	4.1443	1 1.32279 .13431	3.8777_	<u>1 4.4109</u>	<u>i 1.00</u>	<u>1 7.00</u>

ī	I >50	j	I 5.00W	1.06904	.37796	4.10r53	5.8937	4.00	1 7.00
1	I Total	350	4.2600	1.37865	.07369	4.1151	I 4.4049	1.00	1 7.00
3.5	1 <30	245	4.0204	1.62069 I	.10354	3.8165	4.2244	1.00	1 7.00
Animal	I	1		1		·			
life in		j	1						
I Pattaya	1		I	1					
ī	30-50	97	4.0206	1 77353	.18007	3.6632	I 4.3781	1.00	7.00
•	•	8	4.5000	1 1 19523	.42258	5 2758	5.4992	3.00	7.80
Ī	Total	350	4.0314	1 1 65390 I	.08840	3.8576	1 4.2053	1 1.00	I 7.00
3.6	<30	245	4.1061	1 61098	.10292	9034 د]	4.3089	1.00	7.00
Natural	Į	I		i		ı		I	
resource	I	;						Ĭ	1
sin		I					1	I	
Pattaya_			i	i I					
1	30-50	97	3.9485_	1.49563	<u>15185</u>	3.6470_	1 4.2499	1.00	nn
Ì	->5U	8	4.1250	1.80772	63913	2.6137	5.6363	<u>I 1.00</u>	7 10
	Total	350	4.0629	1 1.58124 1	08452	3.8966	4.2291	1.00	7.00

In economic impacts, all residents in different ages have positive perceptions about economic impacts of adventure tourism development average mean is 5.2323.

Residents in different ages have positive perceptions toward the impacts of adventure tourism development about investment in Pattaya, support for other businesses in Pattaya, employment in Pattaya, jobs in Pattaya and rejuvenate Pattaya's tourism industry, the mean level is between 5.08 to 5.75, but in resident's income sector, their perceptions are different, residents whose ages are lower than thirty years and between thirty years to fifty years have neutral perceptions about their income impacts of adventure tourism development, their mean level of perceptions are 4.65 and 4.83. For residents whose age is more than fifty years, they have positive perceptions about their income impacts, their mean level of perception are 5.25.

In social impacts, residents who have different ages have neutral perceptions about soci pacts of adventure tourism development. Average mean is 4-884.

Pattaya's culture, resident's family relation and resident standard level of living issues, residents different ages have neutral perceptions toward the impacts of adventure tourism development and their mean level of perception is between 4.13 to 4.79. In number of crimes in Pattaya issue, residents in different ages have different perceptions, residents whose ages are lower th as and between thirty to fitly years have neutral perceptions, their ean levels are between 4.11 to 4.36, and residents whose ages are more than fif years have negative perceptio s, their mean levels of perception are 3.38. For the number of drugs problems in Pattaya issue, residents whose have different ages have different perceptions about the number of drugs problems in Pattaya impacts of adventure tourism development. Residents whose ages are lower than thirty years and between thirty to fitly years have neutral perceptions, their mean levels are between 4.20 and 4.42, and residents whose age are more than fifty years have negative perceptions, their mean levels of perception are 3.88. About the Pattaya's local customs issue, residents whose have different ages have different perceptions about the Pattaya's local customs impacts of adventure tourism development. Residents whose ages are lower than thir ears :td between thirty to the years have neutral perceptions, their an levels a e between 4.5i and 4.56, and residents whose ages are more than fifty - have positive mean level of perception are 5.13. perceptions

In physical environment pacts residents who have different ages have neutral perceptions about physical environment impacts of adventure tourism development. The average mean is 4.3366.

In environment in Pattaya and animal life in Pattaya issues, residents in different ages have neutral perceptions toward the impacts of adventure tourism development, their mean levels of rception are between 4.02 to 4.50. About infrastructure in Pattaya issue, residents whose ages are lower than thirty years and between thirty to fifty years have neutral perceptions, the mean level are 4.73 and 4.88, but residents whose ages are more than fifty years, have positive perceptions, their mean level is 5.50. For pollution in Pattaya issue, residents whose ages are lower than thirty years and more than fifty years have negative perceptions, the mean levels are 3.94 and 3.75, but residents whose ages are between thirty and fifty years, have neutral perceptions, their mean levels are 4.22. Based on the historical sites in Pattaya issue, resident whose ages are lower than thirty years and between `thirty to fifty years have neutral perception the mean levels are 4.28 and 4.14, but residents whose ages are more than fifty years, have positive perceptions, heir mean level is 00. In Natural resources in Pattaya issue, resident whose ages are lower than thirty years and more than fifty years have neutral perceptions, the mean levels are 4.11 and 4.13, but resident whose ages are between thirty and fifty yea have negative perceptions, their ean level is 3.95.

Education

Table 6-9: Level of perception of residents who have different of educational levels of adventure tourism development about economic, social and environment impacts

	i.	Z	I Mean	Std. Deviatio	Std. Error	I 95% I Confide nce Interval	Minimu m	Maximu en	
	Í		1		30	Mean			1
			1.41	VE	7.77	I Lower	Upper		
	ł			I		I Bound	Bound		'
1.	High	228	5.2273	.88169	.05839	5,1123	5.3424	2.50	7.00
Econom I		I	1	1					
1C	or lower	I	1		~ ~				
Impacts	I Doobolo	113	5.0297	I 1.11103 I	.10228	4.8271	5.2322	2.17	7.00 ⁻
	Bachelo <u> I r</u> degree	113	3.0297	1 1.11103 1	.10220	1 4.0271	3.2322	2.17	7.00
	I Master	4	4.9583	.643 70	32185	1 3.9341	1 5.9826	I 4.33	5.67
	degree		i	XS Z				F	
	or		3 1/2 1/5		5~~~			1	
	<u>higher</u>					1/1/1			
	Total	Į 35 T	1 51576	_! .9 <mark>6</mark> 550!	_05161_	5.0501	5.2591	2.17	7.00
	High	1 228	52719	1.29577	.08581	5.1028	5.4410	I 1.00	7.00
Investm I	4 400					19/100			
ent in	or lower		BROTHER			BRIEL			
_Pattaya	n 1.1.	110	40576	1.43458	.13206	4.6961	5.2192	1.00	1 7.00
	Bachelo <u>r degree</u>	1118	493 / 6 1	1.43458	.13200	4.0701	3.2172	1.00	1 7.00
	I Master	1 4	43.75 R	I .50000	.25000	2.9544	4.5450	3.00	4.00
	degree	1 4	-13.13 N	1.50000	.25000	1 8.29 11			
	I or	*					*		
	higher	ی د							
	I Total	350	5.1486	1.35236 I		<u>I 5.0064</u>	I 5.2907	1.00	7.00
17	High	1 228	5.3289	1 24230	0877	5.1668	5.4911	1.00	7.00
Support			O M	ยาล์	100	610			
for other	or lower		Î						
business				į	Ì	!			
ēs in P aftāya	1				Į	İ			
1 anaya	i Bachelo	l –	 	1.21522 1	11127	I 4.3801	I 5.3232	1.00	7.00
	I r degree		1 2.4617	1 1.01266 1	11121				
	Master	_	5.0000	81650	.40825	37008	6.2992	4.00	6.00
	degree		1		I I				
	or		İ	I	Î.	1	I		
	higher	—		1	<u> </u>				5 .00
	Total	sn	5 24	<u>I 1.23160</u> I		□ 5 <u>1191</u>	5.3780	1.0	7.00
1	High	i 228	5.3202	1.37573	09111	I 5.1406	5A997	1.00	7.00
Employ	school			1	1				
ment	or lower	I		1		1			
Pattaya	T1 t 1	1 110	-7710	1 1.411610	<u>[</u> I 12.944	5.0148	5.5275	I 2.00	7 00
	Bachelo	1 118	⁻⁷ 712	1 1.411010	1 12.944	J. U140	5.5215	1 4.00	, 00
	<u>r</u> degree								

	I Master	4	550M	1.29099	.64550	3.4457	7.5543	4.00	7.00
	degree]	ď		i	ļ	l	İ	ĺ	
	or		I	Ī	į	I	1	į	
	I higher	<u> </u>	1	Ī		i	İ	_i	
	Total	350	5 <i>3</i> 057 _	1.36171	.07386	5.1605	I 5.4510	1 1.00	7.00
1.4	High	228	4.7763	1.30670	.08654	4.6053	1 4.9468	1.00	7.00
Your	I school					1			
income	or <u>lower</u>					I			
	Bachelo	118	45593	1.53335	.14116	I 4.2738	4.8389	1.00	7.00
	r degree		ł			I			
	I Master	4	4 5BM	I 1.73205	.36603	I 1.7439	7.2561	3.00	7.00
	degree			I		ł			
	or			i					
	higher			1			1		
	I Total	350	4.7000 <u>I</u>	1.39123 1	07436_	4.5537_	4.8463	1.00	7.00
1.5	1 High	228	5.2281	1.20231	.07963	5.0712	5.3850	2.00	7.00
Jobs in	school		- 4 1		B G		İ		
Pattava I	or lower		- 1/1				I		
· · · / -	Bachelo	118	5.1356	I 1.44952	I .13344	I 4.8713	5.3999	1.00	7.00
	r degree		Ŋ	1				1	
	I Master	4	55000 I	.57735	I .28368	4.5813	I 6.4137		6.00
	degree		1 22 333 1		4	1		1	
	or				j.				
	higher				I		1	A.	
	I Total	350	5,2000	1 23469 1	.06867		[†] 7.3351	<u>I 1.00</u>	7.00
1 61n	I High	I 228	543S6	1.51663		I 5.2407	.6365	1.00	7.00
	I school	1 220	34350	1.51005	1	101210		1	
_	I or lower					1	7		
industry			MAIN				dell I		
<u>mausu y</u>	I Bachelo	116	5.1525	1.56690	.14424	I 4 8669	5.4382	1.00	7.00
	r degree	110	3.1323	1.50070					
	Master	4	551100	1.29059	.64550	1 3.4457	7.5543	4.00	700
	I degree		351100	112,000	.0.000	ABRIEL			
	or		SAS.						
	I higher	1							
	I Total	350	52429	1.53363	I 08193	5.1816	5.5041	t 00	7.00
2. Social		1330	45219	1.00562		I 4.3907	4.6532	1	7.00
Z. Social		228	43219			1 1.3707			
impacts	or lower			OMNI	A		*		
	Bachelo	118	I 42090	.53603	I 08617	4.0384	4.3797	1.67	6.83
	r degree	1110	142090	1 .55005	1.00017	(4.0504	4.5777	1.07	0.00
	Master	4	I 5.1667	.94261	.47140	I 3.6664	6.6669	4.50	6.50
	degree	7	1 3.1007	2/100	216161	613.000.	0.000	1	
	I or			1011					
	higher								
	_	350	14 4225	.95365	I .05311	4.3193	∠-0 つ	1:00	7.00
2.1		228	4.423S	1.41183		I 4.2105	4 5790	1.00	7.00
2.1	High	449 1	43947	1.41103	1.02330	1 7.2103	1 .	1.00	,
2	I school								
culture	or lower_	118	,1,495	1.39783	r 12262	3.9146	4.4243	1.00	7.00
	Bachelo	110	~ m = -	1.37/03	1 .12000	15.7140	1. 1273	1.00	
	r degree	. T 4	കുമാവ ി	E 55742	I 47071	3.7265		4.00	6.00
	I Master	14	2500]	.55743	I .47871	13.7203	U.	7.00	1 0.00
	1 MODESO	I			1				
	degree				1	Ì			
	or	į.			1	1			
	or I <u>hig</u> her	0.50	1 42206 1	1 40722 1	07500	1 1000	A ATTER	1.00	1 7 00
	or ⊢higher I Total	350 350		1 40732 I		4.1606	1 4.4765	1.00	7.00
2.2	or I higher I Total I High	 350 ⊿28	I 43286 I I 45658	1 40732 I 1 1.50478 I		4.1606 I 4.3694	4.4765	1.00 1.00	1 7.00 1 7, 00
2.2 Family relations	or I higher I Total I High school	<u> 228</u>							

	Bachelo r degree I	118	4.5847	I 1.41618	.13037	4.3266	4.8429	1.00	7.00
	Master	4	4.75C0	I 2.21736	1.10868	1.2217		2.00	7.00
	degree or		i	1	I				
	higher		I	1	1	į			
	Total	350	45743 I	1.47915 I	.07906	4.4188	4.7993	1.00	7.00
2.3	High	228	1 433 77	1.82372	12078	I 4.0997	4.5757	1.00	7.00
Number	school				•	ł			
of	or lower					1			
crimes				•		1			
In Pattaya				1					
Fallaya	Bachelo		3 811	1.83439	16887	3.4537	4.1226	1.00	7.00
	r degree	110]. 3. 3. 1	1.05457	10007	13.1337	1.1220	1.00	7.00
	Master	4	5 <i>5</i> 000 I	1 29099	64550	I 3.4457	7.5543	4.00	7.00
	degree		-41	MF	K 6 1				
	or		N		10				
	<u>higher</u>	250	1 1 1 2 5 5	1 1 0 4 0 1 6	1 00047	1 2 0720	4.2504	4.00	7.00
2.4	<u>Total</u>	350		I 1 84219		1 3.9720 14.1556	4.3594 4.6427	1.00	7.00
2.4 Number	High school	220	43991	11.86633	.12360	14.1330	4.0427	1.00	7.00
of drug	or lower						~ .		
B								A	
s in		,		160			1		
Pattaya	-0					LAYA1	1 =	1100	5 00
	Bachelo	1118	I 39661	1.86251	.17146	I 3.6265	4.3057	1 1.00	7.00
	r degree	4	- remove	11 41 401	70711	12.7407	7.2502	14.00	7.00
	Master	4	5,0000	1.41421	.70711	12.7497	7.2503	4.00	7.00
	degree or			1					Ī
	higher	-		1					
	Total	350	4.2600	1.86917	.09991	I 4.0635	I 4.4565	1 1.00	1 7.00
	High	228	4.8289	1.32134	.03751	4.6565	5.0014	1 1.00	7.00
Your	school							1	
standard	or lower		LABOR		V			İ	Ī
of living	I Bachelo	118		1.30691	1	4.1431	1 4.6196	I 1 1.00	I I 7.00
	r degree	110	43814	1.50091	1 .12031	4.1431	1 7.0170	1 1.00	1 7.00
	Master	4	4.5000	I 1.00000	.50000	7.9088	6.0919	4.00	6.00
	degree		7	PINCE	1404	1917	00		I
	or		1394	01-0	200	937		1	Į
	higher	1 .	- 7/	MARCH	राज्य ।	0-	40450	1	7.00
	Total	350	4.6743	1.32733	.07095	4.5347	4.8138	1.00	7.00
	I High	1 228	4.W53	1.53731	.10181	4.4046	4 8059	1.00	
Pattaya's l local	I school I or lower							Ì	I I
customs	1 OI TOWER							1	
	Bachelo	118	4.3644	1.36917	.12604	4.1148	4.6140	1.00	1 7.00
	r degree						_		ļ
	Master	4	0.0000	1 15170	57735	4.1.626	1 7.8374	<i>50</i> 0	7.00
	degree		1		i	1			
	or				1		,		
	higher	1 350	4.5400	I I 1.488 [~] 0	l 1.07955	4.3835	4.4965	1.00	I 7.00
3.	∐ Total ∐ Higl	22		1.900 0_ I 1.058 ⁷ 1 I		4.2566	1.45323	1 1.00	6.83
o. Environ 1		44	1 7 _ 4 / .	1	1	1.2500	1	İ	İ
mental	or lower					ı		I	1
Impacts	;	ı	I	1	İ	1	⊣ .	I	

			₁	,					
	Bachelo 1	118	3.9788	I .97610	.08986	3.8009	4.1546	1.33	6.50
	r degree			00000		1 2215	1	10.55	
1	Master	4	3.9583	.39382	.19691	1.3317	4.5850	3.67	1 4.50
	l degree l or						1		. 1 ·
	higher						1		1
	Total	350	4.2495	1.04337	_0,577	4.1398	1 4.3592	1 1.00	1 6.23
3. i	High	228	44211	1.56444	 L.10361	1 4.2169	4.6252	1 1.00	7,00
Environ s					1			ĺ	1
ment in	or lower			•				1	1
Pattiya							1		
	Bachelo 1	118	4.1780	1.40592	.12943	3.9215	4.4343	1.00	7.00
	r degree 1				1=0=1	0.0065		-	c 00
	1 Master	4	4.7500	.95743	.47871	3.2265	6.2735	4.00	6.00
,	degree								1
	I or higher		- 41						
	Total	350	42429	1.50915 1	08067	4.1842	4.5015	1.00	1 7.00
3.2	High	223	4.8816	1.42680		4_6376	5.0756	1.00	700
Infrastru j		1	LILL CHEN T	1.12000		1	3.3730	1	
cture in	or lower	1							
Pattaya_								ĺ	
	Bachelo	112	4.6525	1.29679	.1 1938	4.4161	4.6690	1.00	7.00
	r degree l								
	Master	4	1 32511)	.95743	_47871	1.7265	4.7735	2.00	4.00
	degree			X52 /					1
	or			EVAN 3					
	1 higher l Total	350	4.7857	1.43126	.07650	4.6352	4.9362	1.00	7.00
		1 228	42325	1.74179	.11535	4.0052	4.4598	1.00	1 7.00
Pollutio I		1 220	42323	الملك	111000				
	1 or lower		30/ A			9/20			
Pattaya 1	01	BF	OTHER			BRIEL			
	Bachelo	118	3.5678	1.57154	.14467	3.2813	3.6343	1.00	I 7.00
	r degree				1000	1.150.5	1.0.0004	1 2 00	
	Master	4	4.7511]	2.05155	1.03078	1.4695	1 3.0304	3.00	00
	degree	-0-					1		Į.
	or higher	*		OMNI	A		*		
	Total	350	4.0143	1.71537	09169	1 3.8340	4.1946	1.00	1 7.00
34	High	1 228	4.3816	1.37921	-	1 4.2015	4.5616	1 1.00	1 7.00
1 The	school		1390	01-0	200	187	1		
historica	or lower		-44	ยาลร	1961	ļ	1		
1 sites in						Ì			
Pattaya		_	1			L	1 1 2000	T+'00	7.00
	Bachelo	118	4.0169	1.36490	.12565	1 3.7681	1 4.2658	1.00	7.00
	r degree	+,	L 43 53 5	1 00000	50000	12.0006	 1 6.0912	4.00	1 6.00
	Master	4	I 4MM	1.00000	.50000	12.9086	1 6.0912	4.00	ļ
	degree		1			i	1		
	higher		1				1		
	Total	350	4 00	1 1.37865	.07369	4.1151	4.4049	j 1.00	7.00
3.5	1 High	228		1.60769	.10447	3.9970	4 4116	1.0U	7.00
Animal	school		[]	I	}				
	or lower								
Pattava	<u>;</u>			1		1	1	1.00	
	Bachelo	118	3.7119 1	1.59010	.15559	1 3.4037	1 4.0200	1.00	חח
	I r degree	·		1.0.0170	1 10040	1 2217	1 7 0702	1.00	6.00
	Master	<u> 14</u>	3.7500	1 2.21736	<u>_</u> გეგე	1 .2217	1 7.2783	1.00	1 0.00

Oı	egree r gher							
	otal 350	42314	1.65390	O § 840	3.3576	j 4.2053	I 1.00	7.00
3.6 H	igh 228	4 7500	1.56890	10390	4.0454	4.4547	I 1.00	1 7.00
Natural, sch resource or s in Pattaya	nool : lower							
	achelo 118 degree	j ⁻ .7458	1.55353	14301	3.462	4.0290	1.00	7.00
de or	laster 4 egree gher	2.7500	1.25831	62915	I.7478	4.7522	1.00	4.00
Te	otal 350	4.0629	1.58124	.08452	3.8966	4.2291	1.00	7.00

In economic impacts residents who have different educational levels have positive perceptions about economic impact of adventure tourism development.

The average mean is 5.0718.

In support of other businesses in Pattaya, employment in Pattaya, jobs in Pattaya and rejuvenate Pattaya's tourism industry issues, residents who have different educational levels have positi e perceptions toward the impacts of adventure tourism development, their mean level of perceptions are between 5.00 to 5.50. According to investment in Pattaya issue, residents whose levels of education are high school or lower have positive perceptions, their mean level of perception is 5.27, residents whose level of education are bachelor degree have neutral perception, their mean level of perception s 4.96 and residents se level of education are master degree or higher have negative perceptions, their mean level of perception is 3.75. about resident's income issue, all residents who have different levels of education have neutral perceptions, the mean levels are between 4.50 to 4.78.

In social impacts, for respondents who are study in high school or lower have neutral perceptions about social impacts of adventure tourism development, their mean is 4.5219, in the case of residents who study in bachelor degree, also have neutral perception, their mean is 4.2090, but the resident who study in master degree or higher, have positive perceptions about social impacts of adventure tourism development, their mean is 5.1667.

In family relation and resident's standard of living issues, all residents who have different levels of education have neutral perceptions toward the impacts of adventure tourism development, their mean levels of perceptions are between 4.38 to 4.83. For Pattava's culture issue, resident whose level of education are school or lower and bachelor degree have neutral perceptions, their mean levels of perception are 4.40 and 4.17, but residents whose level of education are master degree or higher have positive perception, their mean level of perception is 5.25. According to number of crimes in Pattaya issue, resident whose level of education are high school or lower have neutral perception, the mean level is 4.34, residents whose level of education are bachelor degree have negative perception, the mean level is 3.79 and residents whose level of education are master degree or higher have po five perceptions, their mean level of perception 5.50. Based on number of drugs problems in Pattaya issue, residents whose level of education are high school or lower have neutral perception, the mean level is 4.40, resident whose level of education is bachelor degree have negative perception, the mean level is 3.97 and residents whose level of education are master degree or higher have positive perceptions, their mean level of perception is 5.00. About Pattaya's

local customs issue, resident whose levels of education are high school or lower and bachelor degree have neutral perceptions, their mean level of perception are 4.61 and 4.37, but residents whose level of education are master degree or higher have more positive perception, their mean level of perception is 6.00.

hi physical environmental impacts, residents who have study in high school or lower have neutral perceptions about physical environment of adventure tourism development, their level of perception is 4.3947. Residents who study in bachelor degree have negative perceptions about physical environment of adventure tourism development, their level of perception is 3.9798. Residents who study in master degree or higher have negative perceptions about physical environment of adventure tourism development, their level of perception is 3.9583.

In environmental in Pattaya and the historical sites, in Pattaya issues, all residents in different level of education have neutral perceptions, their mean levels of perception are between 4.01 to 4.75. For infrastructure in Pattaya issue, resident whose educational level are high school or lower and bachelor degree have neutral perceptions, the mean levels are 4.88 and 4.65, but residents whose educational levels are master degree or higher have negative perceptions, their mean level is 3.25. About pollution in Pattaya issue, residents whose educational levels are high school or lower and master degree or higher have neutral perceptions mean levels of perception are 4.23 and 4.75, but residents whose educational level are bachelor degree have negative imp the mean level is 3 57. Accordin animal's life in Pattaya issue, sidents whose educational are high school or

lower have neutral perceptions, the mean level is 4.20. but residents whose educational level are bachelor degree and master degree or higher have negative perceptions, their mean levels are 3.71 and 3.75. Based on the natural resources in Pattaya issue, residents whose educational level are high school or lower have neutral reptions, the mean level is 4.25, residents whose educational level are bachelor degree have negative perceptions, their mean level is 2.75 and resident whose educational level are master degree or higher have more negative perceptions, their mean level is 2.75.

Resident's household income

Table 6-10: Level of perception of residents who have different household incomes of adventure tourism development about economic, social and environment impacts

N (Mean	Std.	Cred	1 95%		ı 1 Məxım	u
	ABOR	Deviatio	Error	Confide	I an	'	
	TADOR	n		I rice	I		
*		OMNI		Interval for	*		
% /o		SINCE	1060	an	_		
	722	OTTO	1707		pper		
	1320	01-0	-30	Bound	I Bound		
1. <10,000 ± 210	5.	1.01422	.06999	4.9652	1 5.2411	17	1 7.00
Econom ;				•			1
is							
Impacts		1	<u> </u>		1		
10,008- 113	2714	.78875	.07420	5.1244	41154	1300	7.00
30,000 1			1				
>30,000 27	5.1049	1.21700	.23421	⁴ .623_		2 33	7.00
Total 25m	5.3	.96550	05161	0561	2591	2.17	7.00
1.1 <10,000 210	53143	1.3470	.09296	4.9310	5.2975	1.00	7.00
Investm							
erat in							
1 Pataya							
10,000- 113	5.2478	25022	.11761	I 5.0143	5.4303	0.0	7.00
1 30,000			I				
>30,000 27	5.0000	1.77591	.34177	3975		1.00	7.00
1 Total 350	5.1486	, 1.35236	.07229	5.0064		1.00	I 7.00
<10,000 1 210	5200	1.30439	.09001	5.0226	774	1.01	1 7.00

Community							
Support for other l	ſ						
business	1						
es m	,						
Pattaya							
	10,000- 113	53805	1.05491 1 .09924.	5.1339	5772	1 2.00	7.00
	30,000		14.00700 05557	1 4.5487	1 5.5994	3.00	7.00
	>30,000 I 27 Total 1 350	5.0741 5.2486	1.32798 <u>1</u> .25557 1 1.23160 1 .06533	5.1191	5.3780	1 1.00	7.00
1.3	<10,000	5 /381	1.43453 09899	5.0429	I 5.43 ³ 2	1.00	7.00
Employ	15,000	3 / 361	1.15155 .55655	5.0.2	10.10		
1 ment in					1		l
attaya	I I					• • • •	7.00
	1 10,000- 1 113	5.3805	1.27698 I .12013	5.1425	⊥ 5.6186 T	2.00	7.00
	30,000 1_>30,000 <u>1</u> 27	55185	1.39698-1.26335	4.9659	6.0711	2.00	7.00
	1 Total 350	53057	1.38171 .07386	I 5.1605	5.4510	1.00	7.00
1.4	<10,0011 1 210	45857	1.43597 I .09909	4.3904	4.7811	1.00	7.00
Your	,	11.20.	1				
income			Toprode		2	14.00	-
	10,000-1113	5.0000	1.23201 1 .11590	1 4.7704	5.2296	1.00	7.00
	1 30,000 1 >30 000 27	43333	1.49358 .28744	I 3.7425	4.9242	1.00	7.00
	Total 1 350	4.7000	1 1.39123 I .07436	I 4.5537	4.8463	1.00	7.00
1.5	<10,000 210	5.12.86	1 1.29321 I .08924	4.9526	I 5.3045	1 1.00	7.00
Jobs in						I	
Pattaya							
	10,000-I 113	1 5.2301	1.23208 .11590	5.0004	5.4597	1 2.00	1 7.00
	I 30,000 >30,000 I 27	<u>I 5.62%</u> 1	1.19035 .26767	5.0794	6.1798	3.00	7.00
	350,000 1 27 I Total 350	1 5.02% 1	1.23469 I .06867	1 5.0649	5.3351	1 1.00	7.00
	I <10,000 210	53524 1		5.1399	5.5649	1.00	I 7.00
Pattaya's l	I	BROTHERS				1	
tourism	03		97 20 5				}
industry	10,000- 113	F 2004	1.35247 .12723	5.1373	5.005	1.00	7.00
	30,000	5.3894	1.55247 .12725	13.1373	1	1	1,
	>30000 1 27	5.0741 1	1.99857 I .38463	4.2835	5.8647	1.00	1 7.00
	_Total350	1 52429	1.53363 .08192	5 1816	5.5041	1.00	7.0
2. Social	I <10,000 210	4 <i>A</i> 960 I	9774806745	4.3631	4.6290	1.00	1 7.00
Impacts	! 10 000 - 1442	12201	1 1.04027 09792	4 1260	1 4.5141	1 1.50	I 6.50
	10,000- 113 30,000	43201	1 1.04027 09792	- 1200	1 7.3141	1.50	1 0.50
	>30,000 <u>1</u> ² 7	4.2963	.89435 <u>.17212</u>	3.9425	4.6501	3.00	6.7
	Total $3\frac{5}{2}$	I 4.4238	<u>.99365</u> <u>I</u> 05311	4.3193	4.5233	1.00	1 7.0
2.1	I <10,000 1 210	43714	1.46522 I .10249	4.1694	1 4.5735	.00	7.00
Pattaya's	1		1			,	
culture	10,0 0 0- 113	4.2035	1.31719 I .12391	3.9520	1 4.4491	1.00	7.00
	30,000_	4.2033	1.317171.12371	3.7520	1 1.1171	1.00	
	1 >30 000	45185	1.12217 I .21596	L4.0746	<u>I 4.9624</u>	3.00	1 7.00
	1 Total 27 1 350	4.3286	1 40732 I <u>.07522</u>	1 4.1806	1 4.4765	1.00	7.00
2.2	I <10,000 210	1 45810	1 1.46592 I .10116	I 4.3815	1 4.7804	1.00	I 7.00
Family	1	1	I I				
relations	10,000-1113	`	1.45736 .13710	4.2259	4.2292	1.00	1.7.9
	3.0.000	1	1.13,33				_
	<u>>30,000</u> <u>27</u>	45926	1.71552015.	3.9140_	5.2712	1.00	7.00
	I Total 350	45743	1.47915 1 .07906	4.4188_	4.7293	1.00	1 7.00

	2 210 000	210	4 4005	4.04050	1 40000	4.0505	14 5545	1.00	7.00	-
	¹ <10,000	210	4.2905	1.91853	i .13239	4.0295	4.5515	1.00	7.00	- 1
Number I	! !				ļ	1	1			
of			1				ŧ			
crimes			!				1			-
In 1	 		1							-
Pattaya 1	10.000	440	1	1.00504	1.5000	0.0007	1 4465	1.00	7.00	-i
	10,000-	113	4 .14 16	1.63591	1 .15389	3.3367	4.4465	1.00	7.00	
	30,000	1	<u> </u>		1 00100	0.5507	1 4 0000	1.00	7.00	_
1	>30,000	27	1 32963		1 .36128	12.5537	4.0329	_	7.00	-
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	· ·	1 27	4.1111	1.88788	.36332	3.3643	4.8579	1.00	7.00	
	Total	1 350	1 4.2600	1.36917	.09991	4_0635	4.4565	1 1.00	7.00	
2.5	<10,000	210	4.7476	1.24436	.08587	1 4.5783	1 4.9169	1.00	7.00	i
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	>30,000	,	1 4.7037	1.68283	.32386	4_0380	5.3694	1.00	I 7.00	
	I Total	350 🥦	4.6743	1 1.32733	.07095	4.5347	4.8133	1 1.00	7.00	
2.6	I <10,000	210	4.6762	1. <mark>4</mark> 8997	.10282	4.4735	1 4.8789	I 1.00	7.00	
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	10 0 00-	113 🌕	4.2832	1.44833	.13625	4.0132	4.5531	1.00	7.110	
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		101	422200	1.55250	29878	3.9414	1 5.1697	1.00	7.00	
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3.		_		1.48820				- 4		-
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Environ mental	Total <10,000 10,000- 30,000	1 350 210 	1 45400	1.48820 1.98239 1.110431	.10369	4.3835 4.2481 1 3.9195	1 4.6965 1 4.5154 1 1 1 1 4.3312	1.00 1 1.00 1 1.50	7.00 0.83 6.33	
Environ mental Impacts	Total <10,000	1 350 210 1 1 113	1 45400	1.48820 1.98239 1.110431 1.106049	.10369	4.3835 4.2481 1 3.9195 3.3212	1 4.6965 1 4.5154 1 1 1 4.3312 1 4.1603	1.00 1.00 1.00 1.50 1.83	7.00 6.83 6.33	I I
Environ mental Impacts	Total <10,000 10,000- 30,000	1 350 210 1 1 113	1 45400	1.48820 1.98239 1.110431	.10369	4.3835 4.2481 3.9195 3.3212 4.1398	1 4.6965 1 4.5154 1 1 1 4.3312 1 4.1603 1 4.3592	1.00 1.00 1.00 1.50 1.83 1.00	7.00 6.83 6.33 1 5.83 1 6.83	I I
Environ mental Impacts	Total <10,000	1 350 210 1 1 113	1 45400	1.48820 1.98239 1.110431 1.106049	.10369	4.3835 4.2481 1 3.9195 3.3212	1 4.6965 1 4.5154 1 1 1 4.3312 1 4.1603	1.00 1.00 1.00 1.50 1.83	7.00 6.83 6.33	I 1
Environ mental Impacts	Total <10,000 10,000 30,000 >30,000 Total	1 350 210 1 1 1 113 27 350	1 45400 1 43817 1	1.48820 1.98239 1.10431 1.06049 1.04337	.10369 .20409 .05577	4.3835 4.2481 3.9195 3.3212 4.1398	1 4.6965 1 4.5154 1 1 1 4.3312 1 4.1603 1 4.3592	1.00 1.00 1.00 1.50 1.83 1.00	7.00 6.83 6.33 1 5.83 1 6.83	I I
Environ mental Impacts	Total <10,000 10,000 30,000 >30,000 Total	1 350 210 1 1 1 113 27 350	1 45400 1 43817 1	1.48820 1.98239 1.10431 1.06049 1.04337	.10369 .20409 .05577	4.3835 4.2481 3.9195 3.3212 4.1398	1 4.6965 1 4.5154 1 1 1 4.3312 1 4.1603 1 4.3592	1.00 1.00 1.00 1.50 1.83 1.00	7.00 6.83 6.33 1 5.83 1 6.83	I I
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Environ mental Impacts 3.1 Environ meet in	Total <10,000 10,000- 30,000 >30,000 Total	1 350 210 1 1 113 277 350 21.0	1 45400 1 43817 2 4 554 3.7407 1 4 1495 4 5000	1.48820 1.98239 1.1.10431 1.06049 1.04337 1.47467	.10369 .20409 .05577 .10176	4.3835 4.2481 1 3.9195 3.3212 4.1398 1 4.2994	1 4.6965 1 4.5154 1 1 1 4.3312 1 4.1603 1 4.3592 4,7006	1.00 1.00 1.00 1.50 1.83 1.00 1.00	7.00 6.83 6.33 1 5.83 1 6.83 1 7.00	
Environ mental Impacts 3.1 Environ meet in	Total <10,000 10,000- 30,000 >30,000 Total <10,000-	1 350 210 1 1 1 113 27 350 21.0	1 45400 1 43817 2 4 554 3.7407 1 4 1495 4 5000	1.48820 1.98239 1.1.10431 1.06049 1.04337 1.47467	.10369 .20409 .05577 .10176	4.3835 4.2481 1 3.9195 3.3212 4.1398 1 4.2994 1 1 3.8885 1 3.2055	1 4.6965 1 4.5154 1 1 1 4.3312 1 4.1603 1 4.3592 4,7006 4 4.4478	1.00 1.00 1.00 1.50 1.83 1.00 1.00 1.00	7.00 6.83 6.33 1 5.83 1 6.83 1 7.00	1 !
Environ mental Impacts 3.1 Environ meet in	Total <10,000 10,000- 30,000 >30,000 Total <10,000- 30,000	1 350 210 1 1 113 277 350 21.0	1 45400 1 43817 1 4 254 2 254 3.7407 1 4 1495 4 5000 4.1681	1.48820 1.98239 1.1.10431 1.06049 1.04337 1.47467	.10369 .20409 .05577 .10176	4.3835 4.2481 1 3.9195 3.3212 4.1398 1 4.2994 1 1 3.8885 1 3.2055 1 4.1842	1 4.6965 1 4.5154 1 1 1 4.3312 1 4.1603 1 4.3592 4,7006 4.4428 1 4.4982 1 4.5015	1.00 1.00 1.00 1.50 1.83 1.00 1.00 1.00 1.00 1.00 1.00	7.00 6.83 6.33 1 5.83 1 6.83 1 7.00 1 7.00 1 7.00	1 1
Environ mental Impacts 3.1 Environ meet in	Total	1 350 210 1 1 1 113 27 21.0	1 45400 1 43817, 1 43817, 2 54 3.7407 1 4 1495 4 5000 4.1681	1.48820 1.98239 1.1.10431 1.06049 1.04337 1.47467 1.51128 1.63387	.10369 .20409 .05577 .10176	4.3835 4.2481 1 3.9195 3.3212 4.1398 1 4.2994 1 1 3.8885 1 3.2055	1 4.6965 1 4.5154 1 1 1 4.3312 1 4.1603 1 4.3592 4,7006 4 4.4478	1.00 1.00 1.00 1.50 1.83 1.00 1.00 1.00	7.00 6.83 6.33 1 5.83 1 6.83 1 7.00	
Environ mental Impacts 3.1 Environ meet in Pattaya	Total	1 350 210 1 1 113 27 1350 21.0	1 45400 1 43817, 1 43817, 2 54 3.7407 1 4 1495 4 5000 4.1681 1 3.8519 1 43429	1.48820 1.98239 1.1.10431 1.06049 1.04337 1.47467 1.51128 1.63387 1.150915	.10369 .20409 .05577 .10176 .14217	4.3835 4.2481 1 3.9195 3.3212 4.1398 1 4.2994 1 1 3.8885 1 3.2055 1 4.1842	1 4.6965 1 4.5154 1 1 1 4.3312 1 4.1603 1 4.3592 4,7006 4.4428 1 4.4982 1 4.5015	1.00 1.00 1.00 1.50 1.83 1.00 1.00 1.00 1.00 1.00 1.00	7.00 6.83 6.33 1 5.83 1 6.83 1 7.00 1 7.00 1 7.00	
Brivion mental Impacts 3.1 Environ meet in Pattaya	Total	1 350 210 1 1 113 27 1350 21.0	1 45400 1 43817, 1 43817, 2 54 3.7407 1 4 1495 4 5000 4.1681 1 3.8519 1 43429	1.48820 1.98239 1.1.10431 1.06049 1.04337 1.47467 1.51128 1.63387 1.150915	.10369 .20409 .05577 .10176 .14217	4.3835 4.2481 1 3.9195 3.3212 4.1398 1 4.2994 1 1 3.8885 1 3.2055 1 4.1842	1 4.6965 1 4.5154 1 1 1 4.3312 1 4.1603 1 4.3592 4,7006 4.4428 1 4.4982 1 4.5015	1.00 1.00 1.00 1.50 1.83 1.00 1.00 1.00 1.00 1.00 1.00	7.00 6.83 6.33 1 5.83 1 6.83 1 7.00 1 7.00 1 7.00	1
Brivion mental Impacts 3.1 Environ meet in Pattaya 3.2 Infrastru	Total	1 350 210 1 1 113 27 1350 21.0	1 45400 1 43817, 1 43817, 2 54 3.7407 1 4 1495 4 5000 4.1681 1 3.8519 1 43429	1.48820 1.98239 1.10431 1.06049 1.04337 1.47467 1.51128 1.63387 1.50915 1.45723	.10369 .20409 .05577 .10176 .14217 .31444 .08067 .10056	4.3835 4.2481 1 3.9195 3.3212 4.1398 1 4.2994 1 1 3.88&5 1 3.2055 1 4.1842 4.6446	1 4.6965 1 4.5154 1 1 4.3312 1 4.1603 1 4.3592 4,7006 4.4478 1 4.4982 1 4.5015 1 5.0411	1.00 1.00 1.00 1.50 1.83 1.00 1.00 1.00 1.00 1.00 1.00	7.00 6.83 6.33 1 5.83 1 6.83 1 7.00 1 7.00 1 7.00 1 7.00	
3.1 Environ meet in Pattaya 3.2 Infrastru cture in Pattaya	Total	1 350 210 1 1 113 27 1350 21.0	1 45400 1 43817, 1 43817, 2 54 3.7407 1 4 1495 4 5000 4.1681 1 3.8519 1 43429	1.48820 1.98239 1.1.10431 1.06049 1.04337 1.47467 1.51128 1.63387 1.150915	.10369 .20409 .05577 .10176 .14217	4.3835 4.2481 1 3.9195 3.3212 4.1398 1 4.2994 1 1 3.8885 1 3.2055 1 4.1842	1 4.6965 1 4.5154 1 1 1 4.3312 1 4.1603 1 4.3592 4,7006 4.4428 1 4.4982 1 4.5015	1.00 1.00 1.00 1.50 1.83 1.00 1.00 1.00 1.00 1.00 1.00	7.00 6.83 6.33 1 5.83 1 6.83 1 7.00 1 7.00 1 7.00	1
3.1 Environ meet in Pattaya 3.2 Infrastru cture in Pattaya	Total <10,000	1 350 210 1 113 277 350 21.0 1 113 27 1 350	1 45400 1 43817 2 4. 254 3.7407 1 4 1495 4.5000 4.1681 1 3.8519 1 43429 4 8429	1.48820 1.98239 1.10431 1.06049 1.04337 1.47467 1.51128 1.63387 1.50915 1.45723	.10369 .20409 .05577 .10176 .14217 .31444 .08067 .10056	4.3835 4.2481 1 3.9195 3.3212 4.1398 1 4.2994 1 1 3.88&5 1 3.2055 1 4.1842 4.6446	1 4.6965 1 4.5154 1 1 4.3312 1 4.1603 1 4.3592 4,7006 4.4428 1 4.4982 1 4.5015 1 5.0411	1.00 1.00 1.00 1.50 1.83 1.00 1.00 1.00 1.00 1.00 1.00 1.00	7.00 6.83 6.33 1 5.83 1 6.83 1 7.00 1 7.00 1 7.00 1 7.00	1
3.1 Environ meet in Pattaya 3.2 Infrastru cture in Pattaya	Total <10,000	1 350 210 1 113 277 350 21.0 1 113 27 1 350	1 45400 1 43817 2 4. 254 3.7407 1 4 1495 4.5000 4.1681 1 3.8519 1 43429 4 8429	1.48820 1.98239 1.10431 1.06049 1.04337 1.47467 1.51128 1.63387 1.50915 1.45723	.10369 .20409 .05577 .10176 .14217 .31444 .08067 .10056	4.3835 4.2481 1 3.9195 3.3212 4.1398 1 4.2994 1 1 3.88&5 1 3.2055 1 4.1842 4.6446	1 4.6965 1 4.5154 1 1 4.3312 1 4.1603 1 4.3592 4,7006 4.4478 1 4.4982 1 4.5015 1 5.0411	1.00 1.00 1.00 1.50 1.83 1.00 1.00 1.00 1.00 1.00 1.00	7.00 6.83 6.33 1 5.83 1 6.83 1 7.00 1 7.00 1 7.00 1 7.00	

	Total	I 350	4.357	1.4319.6	.07650	1 4.6352	4.9362	1.00	7.00
33	<10,000	210	4.1381	1.72374	.11895	3.9036	4.3726	1.00	1 7.00
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Inn						ī	i I	I .	I T
Pattaya						į	1	ĺ	! !
	10,000-	113	4 111 77	1.70 \$99	16049	3.6997	4.3357	1.00	7.00
	1 30,000		•	I		•			
	I >30,000	27	3.0370	1.40004	.26944	2 4332	3.5909	1.00	j 5.00
	Total	I 350	4.0143	1.71537	.09169	3.8340	4.1946	1.00	7.00
3.4	<10,0013	1 210	4.4476	1.31230	.09056	4.2691	4.6261	1.00	7.00
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	10,000-	113	4.1504	1.37075	.17895	3.8949	4.4059	1.00	7 00
	30,0130								
	>30,000	27	32593	1.483135	.28541	2.6726	3.8459	1.00	6 00
	I Total	I 350	4.2600	1.37865	.07369	4.1151	4.4049	1.00	7.00
3.5	I <111 กกก	210	4.1333	1.58984	.10971	3.9171	4.3496	1.00	7.00
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	10.000-	113	3.9381	1.74378	.16404	1 3,6130	I 4.2631	1.00	i '7.00
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	I >311,1300	27	3.62%	1.73 34	.33397	2.9432	4.3161	1.00	7 00
Γ	Total	350	4.0314	1.65390 I	.08840	3.8576	4.2053	1.00	7100
3.6	1 <10,000	210	4 ~286	1.45594	.113047	4.0305	4.4266	1.00	7.00
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	18.00u-	113	3.9027	1.70590	.16048	3.5847	4.2206	1.00	'7.00
	1 30,0 00		BRUTHER		-	ABRIEL			
1	>30,000	27	3.4444	1.80455	51	2.7306	4.1583	1.00	7.00
	Total	I 350	40629	1.58124	.08452	+ 3.8966	4.2291	1.00	7.00

In economic impacts, residents who have different household income have positive perception about economic impacts of adventure tourism development.

Average mean is 5.1598.

Residents in Pattaya who have different average household income have positive perceptions toward the impacts of adventure tourism development about investment in Pattaya, support for other businesses in Pattaya, employment in Pattaya, jobs in Pattaya and rejuvenate Pattaya s tourism industry, their mean level of perceptions are between 5.00 to 5.63, but in resident's income issue,

resident whose average household income are lower than ten thousand and more than thirty thousand have neutral perceptions, the mean levels are 4.59 and 4.33 and residents whose average household income are between ten thousand to thirty thousand have positive perception, their mean level is 5.00.

In social impacts, the residents who have different household incomes have neutral perceptions about social impact of adventure tourism development, the average mean is 4.3708.

Residents in Pattaya who have different average household incomes have neutral perception toward the impacts of adventure tourism development about Pattaya's culture, family relation, number of drugs problems in Pattaya, resident's standard of living and Pattaya's local customs, their mean levels of perception are between 4.11 to 4.75, but in number of crimes problems issue, residents whose average household incomes are lower than ten thousand and between ten thousand to thirty thousand have neutral perception, the mean levels are 4.29 and 4.14 and residents whose average household income are more than thirty thousand have negative perceptions, their mean level is 3.30.

In physical environment impacts, residents who have household income lower than ten thousand and residents who have household income between ten thousand to thirty thousand is close to 4.00, therefore their perception about physical environment impacts of adventure tourism development is neutral but residents who have household income more than thirty thousand have negative perceptions about physical environment impacts of adventure tourism development, their level of perception is 3.7407.

In environment in Pattaya issu sid its whose average household income are lower than ten thousand and between ten thousand to thirty thousand have neutral perceptions toward the impacts of adventure tourism development, the mean levels are 4.50 and 4.16, but residents whose average household income are more than thirty thousand have negative perceptions, the mean level is 3.85. About the infrastructure in Pattaya issue, residents whose average household income are lower than ten thousand and between ten thousand to thirty thousand have neutral perceptions, the mice evels are 4.84 and 4.58, but residents whose average household income are more than thirty thousand have positive perceptions, the mean level is 5.22. According to pollution Pattaya, residents whose average household incomes are lower than ten thousand and between ten thousand to thirty thousand have neutral perceptions, the mean levels are 4.14 and 4.02, but residents whose average household incomes are more than thirty thousand have negative perceptions, the mean level is 3.04. From the historical sites in Pattava issue, residents whose average household incomes are lower than ten thousand and between ten thousand to thirty thousand have neutral perceptions, the mean levels are 4.45 and 4.15, but residents whose average household incomes are more than thirty thousand have negative perceptions, the mean level is 3.26. Based on animal's life in Pattaya issue, residents whose average household incomes are lower than ten thousand have neutral perceptions, their mean level of perception is 4.13, but residents whose average household incomes are between ten thousand to the rty thousand and more that thousand have negative perceptions, their mean levels of perception are 3.94 and

3.63. From natural resources in Pattaya issue, residents whose average household income are lower than ten thousand have neutral perceptions, their mean levels of perception is 4.23, but residents whose average household incomes are between ten thousand to thirty thousand and more than thirty thousand have negative perceptions, their mean levels of perception are 3.90 and 3.44.

Occupations

Table 6-11: L of perception of residents who have different occupations of adventure tourism development about economic, social and environment

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		N	Mean	S tai.	I Std.	9.7%	l MI ımu	Maximu	
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	owner								
		I 41	5.3374	.79363	.12394	5.0869	I 5.5879	3.33	6.67
	Unempl	3	5.6111	.38490	22222	4.6550	6.5673	5.17	5.83
	oyed				0545		1.5.0501	1 0 17	1.7.00
	1 Total	I 350	<u>5.1576</u>	.96550	.05161	5.0561	1 5.2591	1 2.17	7.00
1.1	Housew	12	53313	1.43548	.41439	4.471	6.2454	2.00	1 7.00 1
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Pattaya	C		<i>ತ</i> ಇರಲು	1 1.38873	.49099	3.5890	5.9110	1 2.00	6.00
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THE ASSUMPTION UNIVERSITY LIBRARY

	I Firm	254	I 5.1260	1.42531	.138943	4.9499	5.3021	1.00	7.00
f	1 employe		I	! 	l			ł	1
	f ē			1 1 10==0		1	15.7404	1 2 00	7.00
!	1 Jusines	32	5.2813	I 1.19770	.21172	I 4.8494	I 5.7131	1 3.00	17.00
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1	Student	41	5.1707	.99756	.15579	I 4.8559	5.4856	1 3.00	7.00
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	Loyed					<u>'</u>	50007	1.00	1 = 00
	1 Total	350	5.1486	1 1.35236	.07229	1 5.0064	59907	1.00	7.00
1 1.2 Support. I,for other business I,es in I Pattaya	1	12	55833	1.03362	.31282 	4.8548 	1 6.2718	4.00	7.00
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	j employe L e		MI		191	11		The second second	
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	employe			4				1	
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	Busmes	32	218	1.28852	.22778	4.7542	5.6833	2.00	7.00
	Student	41	54634	1 .97718	1 .15261	1 5.1550	5.7719	3.00	7.00
	I Unempl		1 6,0000	1.00Uบบ	_	3.5159	I 8.4341	5.00	7.00
	oyed	41	1 02000	1.00000	.07700	0.0100	,	1	
	Total	350	52486	1.23160	.06583	5.1191	1 5.3780	1.00	7.00
1.3	Housew	12	1 5,0000	1 1.41421	.40325	4 101	5,8985	1 5 00	7.00
Employ merit in Pattaya	ife	10	To Providence	ew [Michigan Commence		·		
1	Govern I merit 1 employe	8	4.50	1.41421	50000	3.3177	5.6823	2.00	6.00
	Firm	234	52795	1.42695	.08953	1 5.1032	5.4559	I 1.00	7.00
	employe	*	32793	1.42000	1 .0000	1	0.1000		1
	ē	7	1	OMNI		i			ł
	Busmes	32	1 5 <i>375</i> 0 g	I 1.12830	19955	I 4.9680	15.7320	I 3.00	1 7.00
	s owner	- 47	. 55,50	TIN COL	1707	19/10	9		
	Student	41	55610	1.22574	.19143	1 5.1741	5.9479	3.00	7.00
	Unempl	3	6.6667		33333	I 5.2324	3,1009	6.00	7.00
	oyed			1			i		
	Total	0	L 5.3057	I 1.38171	I .07386	5.1605	1 5.4510	1.00	7.00
1.4 1 Your	Housew ife	12	1 5.2500	1.13818	.32836	4.5268	5.9732	1 4.0U	7.00
Income	-		<u> </u>		400-:	1 0 0000	1 5 00 10	1 4 00	(4 1111
•	Govern	8	4.0000	1.30931	.46291	2.9034	5.0946	I 1.00	1 5.00
	ment employe					ı	!	i i]
	<u>'ε</u>	254	1	1 44005	1 00040	4 5000	I A OFFA	1.00	7.00
	I Film employe	254	4 1	1.41025	.08849	4.5063	1 4.8554 1	1.00	7.00
	i e	20	1 / 03 44	4 0004=	1 22620	, 4.3328	1 5.2922	1.00	7.00
	Busmes	32	4.8125	1.33047	1 .4304U 1	9.3326 1	1 3.6744	1.00 I	7.00
	Is owner	1	1	. 1 40704	1 00204	4.3054	5.2068		17.00
	Student	41	4:7561	2.10121	1 .99301	4.0000	14.011100	1.00	14.00
	I Unempl	3	4,0000	1 .00000	.00000	4.0000	14.011100	4.00	14.00

1	. 3									
	<u>L</u> oyed ! <u>Total</u>	350	4.7000	_1.39123 <u>_</u> 1	07/36	1 4.5537	4.8463	1.00	7.00	
1.5	i <u>Totai</u> i Housew	1 -				1 4.4585	5.6749	4.00	7.00	
	ifs		3.1007 j		.32177	1 1.1505	10.07.19	1.00		
I Pattava							·			
	Govern		4.8750	.63452	1.29505	4.1773	727ر ر 1	4.00	6.00	
	merit		10/20		1					
	employs l	[1					
					1		+			
-	Fitm	254	5.1614	1. ⁹ 7979	.08030	 5.0033	1 5.3196	1.00	7.00	
	employs	i			i		1			
	C	Į					ļ			
	Busines		5.2500	1.48106	.26182	1 4.7160	1 5.7340	1.2.00	7.00	
	s owner				1					
	Student	41	5.4390	1.32380_1	1 .20674	5.0212.	<u>5.8569</u>	<u>I 2.00</u>	7.00	
	Unempi 1	13	5.6667			4.2324	7.1009	5.00	6.00	
	oved		- 1	$M \vdash I$	$H \subset I$					
	Total	350		1.28469		1 5.0649	5.3351	1.00	700	
1.6 In	1 Housew	112	5.4167	1.24011	. 15799	4.6227	6.2046	4.00	7.00	
Pattaya's	ifs					-		1	1	
tourism	I	13						1	1	
industry	<u> </u>							1		
	I Govern		4.8750	1.24642	.44068	_ 3.8330	5.9170	3.00	I 6.00	
	1 merit									
	employe							E.	Į	
	I s		YAA							
	Firm	254	53307	1.59579	.10012	5.1335	5.5279	1.00	7.00	
	I employe								I	
			5		26005	4 5000	5 6570		I 7.00	
	Busmes	32	5.12 ⁵ 0	1.47561	.26085	4.5930	5.6570	I 2.00	1 7.00	
	_1 s owner		5 50 11	1.31826	1 .20588	5.2181	6.0502	2.00	1 7.00	
		141	5.6341				9.4612	4.00 UU	1 .00_	
ı	I Unempl	3	5.6667	1.52753	.86192	1.8721	9.4012	00	.00	
	oyed	250	50.400	1.53363	1 00100	5.1816	5.5041	1.00	'7.00	
	l Total I Housew 1	350	53429		.22551	1 4.3648	3.3041	3.33	6.00	
5		Li	4.8611	.78120	1 .22331	1 4.3048		i 3.33	0.00	
Impacts	ifs	8	I 3.8125	1 1.3 1464	A.47186	1 2.6967	4.92133	1 1.67	5.67	1
	Govern 1 merit	10	1 3.8123	1.37401	I A. TITOU	1 2.0007	4.52133	. 1.01	1	1
		2/0		INCE	1060	0.6		i		:
	employe	~ 2	900	INCE	1969	~ 1917	1			ı
-	- 1 Firm	254	4.4501	1 .98836	.136202	4.3280	I 4.5723	1 1.00	7.00	\exists
	employe	1 57 1	4.4301	1.50030	2 2 6		1	1		į
	l e						Ì	•	1	1
	Busmes I	32	44948	1.16204	20547	- 4.0758	4.9138	1 23	I 6.33	
	s owner		1	1.1000				,		
	Student		4.2276	.8 ⁷ 895	1.12946	3.9660	4.4893	2.50	6.17	1
	Unempl 1		1 4 0000	.76376	.44096	2.102?	5.2973	3.17	4.67	
	oyed	•	1	-	1	1		ı		I
	Total	350	4 <i>4</i> 238 <u>I</u>	99365	.05311	4.3193	1 4.5283	1.00	7.00	
2.1	I Housew 1	. —	I 4.9167 I		1 .48396	3.8515	I 5.9819	I 1.00	7.00	
Pattaya's			1		1	1	1	I		
culture	•		Í	<u> </u>	_ j	1		Į.		
	Govern	i 8	3.6250	2.06538	.73040	1.8979	5.3521	1.00	7.00	
,	ment		I		1				1	
•	employe	1	1	Į	1	1		Ī		
	<u>C</u>	1	<u> </u>	<u> </u>					<u> </u>	
	Firm		1 43465	1.38529	.08692	4.1753	4 5176	1.00	7.00	Ļ
	employe :	1					_ــــــــــــ		1	'
				-			*			_

	1		1						1
	,		1		22270	115704	1 4 6221	1 1 00	1 7.00
	Busines 1 :	32	4.1563	1.32249	.23379	1 15794	1 4.6331	1.00	1 7.00
	s owner	41	1 40650	i 1.40990	.2.2019	2 0200	1 4 9100	1.00	7.00
	Student 1		4.3659			3.9308	1 4.8109	3.00	4.00
	$oxed{f Unempl I}$ oved $oxed{f I}$	3	3.6667	.57735	.33333	1 2.2324	1 5.1009	3.00	4.00
		250	142206	1 40722	07600	1 4.1806	4.4765	1.00	17.00
2.2	Total	350	43286	1.40732	.07522		r.	1 2.00	7.00
	I Housew ife	12	¹ 4.08 33	1.37895	.39807	1 3.2072	4.9595	1 2.00	17.00
Family	1116		l.			1	Į.		•
relations			1 4 2500	1.26174	.45316	<u> </u>	5.3216	2.00	1 6.00
	Govern melit	ŏ	4.2500	1. 0174	.43310	1 3.1704	3.3210		1 0.00
	1 employe				!	i		1	
	1 chiploye								
	Firm	254	1 45945	1.48574	i I N9379	, 4.4108	4.7782	1.00	7.00
	employe	234	1 43943	1.46574	0/32/	1 7.7100	1.,,02		1 7.00
	Chiploye		1	MEI			1		
	Busines	32	4 5625	, 1.64488	.29078	19695	5.153	1 1.00	I 7.00
	s owner	32	4 7022	1.04400	.29078	17073	1 2.12	1 2.00	17.00
	Student I	11	4.7073	1.43603	.22427	4.2540	1 5.1606	1.00	I 7.00
	Unempl		4.0000		I .00000	4.0000	4.0000	1 4.00	1 4.00
	oyed		TARILA.		2.00000	1	1	1	
	I Total	350	4.5743	1.47915	07906	4.4138	- 4.7298	1.00	7.00
2.3	Housew 1		5.0000	1.12815		4.2832	5.7158	3.00	7.00
Number	ife	, 2	DARKE	1.12013	1.32307	1 4.2032	3.7130	3.00	1
of	He					39/24			
crimes									
in							7		
n. Pattaya							107		
1 days	Govern	-44	3.6250	1.34681	.65295	2.0810	5.1690	1.00	I 6.00
	merit		1 200200	21.5 1001	100250	k	0.1000		
	employe					S/AP	-		
	. 65.5					ABRIEL			
	Firm	100	14757	1 1.68590	.11E33	4.0032	4.4693	1.00	1 7.00
	employe		i					7	
			AROR						
	Busines		4.M38	1.80250	.31864	3.4439	1 4.7436	1.00	7.00
	s owner	*		OMNI		1	*		
	Student	41	3.6829	1.72393 <u>1</u>	.26923	11338	<u>1</u> 4.2271	1 1.00	7.00
	Unempl	%	1 3.6667	\$ 1.52753	.88192	11279	7.4612	1 2.00	nn
	Dyed		723	J.1.10 L		1012			
	Total	350	4.1657	1.84219	1 .09847	1 3.9720	4.1594	1.00_	i '7.00
2.4	Housew	12	5.4167	1.676491		1 4.3515	I 5.4819	2.00	1 7.00
Number	ife			į	1				
of drug						1		1	
problem					I	,		1	
S			1		1 	1		I	
Pattaya								1	
	Govern		3.8750	1.64 ² 08 1	.58056	1 2.5022	5.2478	1.00	6.00
	ment				}	1	•		
	employe				1	I	1	1	
								1	
	Fırm	3 5 4	1 4.2638	1,88957.	11356	4.0303	eig71	1.00	7.00
	employe		1		1				1
	e		1						
				: 1.96106	.34667	3.6367	r331f2,	I 1 .01:1	I 7.00
	P		43438	: 1.70100		3.0.07			
	E I s owner	<u></u>	43438	1.70100	1 .2.00.	1 3.0 .07			
		41	39512	1.73135	27039	3.4047 ⁼	<u>I 4.4977</u>	<u>l 1.00</u>	7.00 5.00

	¹°yeá								
	yea Total	350	4.2600	1.86917 1	.09991	4.0635	4.4565	1 1.00	1 7.00
2.5	j ⁴ Ur	12		.96531	.27866	I 5.1367	1 6.3633	4.00	1 7.00
Your	ife	'-	D1/200	, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	.27000	1	. 5.5555	1	1
standard	i	1					1	Ļ	Ì
of living	ì		ι .				1	}	1
• •	Govern	8	3.7500	1.26174	.45316	2.6784	I 4.3216	2.00	5.00
	merit		'						1
	employe								
	е	1	!	!		1			
	Firm	254	4339	1.26514	07938	1 4.4775	J 4.7902	1.00	7.00
	employe					į	}		
	ē						1		
	Busines	32	1 5.1875 İ	1.57475	27838	1 4.6197	5.7553	1.00	7.00
	ıs owner		1	1		_ 	1	1	1
	I Student	41	4.3659 1	1.37397 I	_21458	1 3.9322	1 4.7995	1 1.00	7.00
	I Unempi	3	5.0000	1.00000 1	.57735	2.5159	7.4841	4.00	6.00
	eyed	1			10/				-
	I Total	350	1 4.6743	1.32733 I	_07095	4.5347	4.8138	1.00	7.00
2.6	i Housew	12	4.0000	1.75810	.50752	1 2.8830	5.1170	1.00	7.00
"Pattaya's	1 ife	63						1	
local								1	1
customs,			1						1
	I Govern	Š	3.7500	1.66905	.59010	2.3546	5.1454	1.00	6.00
= =	- merit			(ka		TO A			
	I employe	-	PAA =						
	į e	93	VX.		3-65			1	
	rim	754	4.6260	1.45209	.09111	4.4465	4.8054	1.00	7.00
	employe	100	64			IAM PA	A	i	
	e		V/A/S		9	1 0 10 1	1 5 0000	1 0 00	1.7.00
	l Busmes	32	4.6250	1.62143	.23663	14.0404	5.2096	2.00	I 7.00
	1 s owner	0.6	OTIO	1.10701		1 2 0000	14.7004	1.00	7.00
	Student		1 4.2927	1.48734	. 3228	1 3.8232	4.7621	1.00	7.00
	I Unempl	3	4.0000	1.00000	.57735	1_5159	I 6.4841	J.U.	5.00
	oved	250	1.5.100	1 40000	11.05	4.3835	14.6905	1 1.00	1 7 00
	I Total		4.5400	1.48820	.07500	MOLT	5.4519	3.83	6.33
3.	Housew	12	49722	.75489 I	.21792	4.4926	-	0.00	0.33
Environ	i ue I	*		OMNI		1	1 💥		i
mental Impacts		81	^	INIOE	1040	4.0			1
Impacts	I Govern	8	3 833	1 14434	.40459	1 2.6266	4.5400	1.33	1 5.17
	ment	0	3 03.3	1.1T	.40400	33200	1		1
	employe		- 1//	ปาล ๆ	128	T			1
	· citibiose		1	7 01 2		1	1		t
	I Firm	254	1 4.2703	1.01966 I	.06398	4.1443	4.3963	1.00	1 6.83
	employe		. ~					Ī	1
	ē			, l		1		1	•
	I Busmes	32	I 4.1458	1.09393	.19338	3.7514	4.5402	2.00	I 6.33
	s owner			· ·····		1	ı		1
	1 Student	41	I 4.1SM	1.05948	_16546	3.8526	1 4.5214	1.83	6.17
	Unempi		1 33311	1.80278 1	1.04083] -1.1450	7.8117	1.83	1 5.33
	oyed		I	,		1	į		
	Total	350	4.2495	1.04337	.05577	4.1393	i 4.3592	1.00	6.33
3.1	Housew	12	5.1667	I 1.52753	.44096	4.1961	6.1372	3.00	7.00
Environ	de			I		1			
ment in			!	l f	•	1	1		
		ĺ)		1	4	í
Pattaya			1	j :			1		<u> </u>
Pattaya	GoVPtn	3	1 4.2580	1 1.83225	.64780	2.7182	1 5.7818	I 1.00	6.00

	I employe	I	I I			1			
	<u>I e</u>			<u> </u> 				<u> </u>	
	Firm	254	4.3780	146867 I	.09215	4.1965	4 5594	100	7.00
	employe		į I		1	ŧ		ļ	[[
	Busines	32	3.9688	1.59605 1	28214	3.3933	4.5442	1.00	I 7.00
	s <u>owner</u>	32	3,5000	11.57005 1	.20211	1 3.3333	1.3 1.12	1	
	Student	<u>41</u>	43171	1.55626	1 .24303		4.8083	1.00	7.00
	l Unempl		2.6667	1.15470 1	.66667	2018	I 5.5351	2.00	4.00
	<u>wed</u>			-	_			· —	
	<u>Total</u>	350	4.3429	1.50915	08067	4.1842	4.5015	1 1.00	7.00
3.2	Housew	112	54167	1.72986	.49937	4.3176	6.5158	1.00	
nfrastru 1 :ture in Pattaya	l tie		1						none and the second
	I Govern	0	4.1250	1.35620	.47949	2.9912	5.2588	I 2.00	6.00
	ment	0	4.1250	1.55020	3.6				
	employe		.1 1	AL	19	TV			
	Firm	2-Y4	4.7402	1.46210	.09174	4.5595	4.9208	1.00	7.00
	I employe	47							
	I e								
	Busmes	32	50313	1.23090	.21739	4.5875	I 5.4750	I 3.08	7.00
	s owner			1	2021	4.074.0	1.5.1221	1.1.00	7.00
	I Student	· —	4.7805	1.29445 1	_	4.3719	15.1391	11.00	7.00 6.00
	I Unempi I oyed	3	5,3333 1	1.15470 1	.00007	2.4649	3.2018	14.00	6.00
	Total	350	4. 57_	1.431261	.07550	4.6352	4 5.293.62	1.00	I 7.00
3 3	Housew	12	I 5.4167	1.56428	.45157	4.4228	06	3.00	7.00
Pollutio	ire				19	IN		1	
in Det	1.0	-	10			10/25			
P &lava	Covvern		3.12.50		.61055	1.6813	4.5687	1.00	6.00
	Govern ment		3.12.30		.01033	1.0013	1.5007	11.00	
	employe							7	
	P		LABOR			UNIOIT			1
	Firm	254	4.1063	1_68946	.10601	1 3.8975	4.3151	1.00	7.00
	employe	*		OMNI	A		*		
	<u>le</u>			1 4	- 00500	10.0100		11.00	7.00
	Busmes 1	32	3.8750	1.56060	.27588	3.3123	4.4377	1.00	7.00
	s owner Student	T 41	2 2550	1 70252 1	06005	2.8203	3.9114	1.00	7.00
	Student Unempl	141		1.72353 I 2.30940 I			$\frac{3.9114}{9.0702}$	2.00	6.00
	oyed	3	33333	2.30240 1	1.55555	1 2.4033	7.0702	, 2.00	
	Total	350	4.0143	1.71537	l L.09169	3.8340	4.1946	1.00	'7. ₀ 0
3.4	Housew	12	4.7500	1.05529	.30464	4.0795	5.4205	3.00	6.00
Гће	ife			1	i 1	ĺ		1	
nistorica			į	1		1		1	I
sites in	:		1	1	t	1		I	I
Pattaya		<u> </u>		1 50501	500.10	1 21110	14.6240	1 00	16.00
	Govern		I 33750	1.50594	53243	2.1160	4 6340	1.00	6.00
	ment	I						1	
	: employe						Ţ	•	
	rum	I 254	1 4 2992	1.36480	08564	1 4_1306	4.4679	1.00	7.00
	employe		1 4 4994 :	I	00304	1 1_1500	1075	1.00	
	e	-					I	į	
	Busines	- — I 32	4.1563 i	1.27278	.22500	1 3.6974	4.6151	2.00	7.00

	¹ Student	41	1 41439	1 1.51295	.23622	1 3.7664	4.7214	1 1.00	<u>1 7.00</u>
	Unempl	3	2,6567	1.52753	.S8199	1 -1.1279	6.4619	1 1.00	4.00
	oyed			1	l				1
	Total	350	1 4.2600	1.37865	1 .07369	1 4.1151	4.4049	1.00_	7.00
3.5	1 Housew	1 12	4.4167	1.08362	.31282	17282	1 5.1052	1 3.00	6.00
Animal	ife							1	
life in		l				•	l	1	
Pattaya							1	_	1 _
	Govern		2500	1.48805	1 .52610	1 2.0060	1 4.4940	11.00	1 5.00
	merit				1	1	1	1	
	employe				i			}	
	P				1			1 4 00	 -
	Firm	254	14 197	1.62357	r .10127	3.8191	4.7203	1.00	1 '
	employe								
	Busines		4,0313	1.27487	.33143	3.3553	4.7072	1 2.00	7.00
	a owner		4,0010	VIE	56	7	1		
	Student	41	1 42195	1.76794	i .2 7 611	1 3.6615	4.7775	1.00	, 7.00
	Unempl	3	3,0000	1 2.64575	1.52753	1 -3.5724	9.5724	1.00	1 6.00
	ı oved							1	
	Total	350	4.0314	1.65390	.081140	1 3.8 [£] /o	4.2053	1.00	1 7.00
6	Housew	12	4.6657	.77850		4.1720	5.1613	I 4.00	1 6.00
Natural	ife								
resource									
a in		7			1				
Pattaya					11000		1	1.00	1 6 00
	Govern		3.3750	1.18773	.41993	2.3820	4.3620	1.00	1 5.00
	ment				1				
	employe				1		1		
	1 Firm	1 254	411787	1.55524	I .09762	3.8865	4.7710	1 1 00	7.00
	nploye	1 207	411/0/	1.00024	.00702	3.0003	1	1 1 00	
	1 6		BROTHER		1	ABRIEL			
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		350	4. 29	1.53124	I .08452	1 3.2966	1 4.2291	, 1.00	1 7.00

In economic impacts, respondents who have different careers have positive perceptions about economic impacts of adventure tourism development. Mean average is 5.2090.

From investment in Pattaya issue, housewife, firm employee, business owners, student, and unemployed have positive perceptions toward the impacts of adventure tourism development, their levels of perception are between 5.13 to 5.67, but government employees have neutral perceptions, the mean level is 4.75.

In support for other business in Pattaya issue, housewife, government emplo ee, employee, business owner, ad student have positive perceptions, their levels of perception are between 5.20 to 5.59, but unemployed have more positive perceptions, their level of perception is 6.00. From employment in Pattaya issue, housewife, firm employee, business owner and student have positive perceptions their levels of perception are between 5.00 to 5.56, but government employees have neutral perceptions, the mean level is 4.50 and unemployed have more pos Fe e options, the mean level is 6.67. Based on resident's income issue, housewife have positive perception, their level of perception is 5.25, but government employee, firm employee, business owner, student and unemployed have neutral perception, their levels of perception are between 4.00 to 4.81. About jobs in Pattaya issue, housewife, firm employee, business owner, student and unemployed have positive perception, the mean levels are between 5.16 to 5.67, but government employee have neutral perceptions, their mean level is 4.88. From rejuvenate Pattaya's tourism industry issue, housewife, firm employee, bisiness owner, students and unemployed have positive perceptions, their mean levels are between 5.13 to 5.67, but government employee have neutral perception, the mean level is 4.88.

In social impacts, residents who have different careers have neutral perception about social impacts of adventure tourism development. The average mean is 4.3

Pattaya's culture issue, house , firm employee, business owner and student have neutral perceptions, their mean levels are between 4.16 to 4.91, but

government ployee and unemployed have negative perceptions, the mean levels are 3.63 and 3.67. from family relation issue, all residents in different careers have neutral perceptions, their mean levels are between 4.00 to 4.71. About number of crimes in Pattaya impacts, housewife have positive perception, the mean level is 5.00, but government employee, students and unemployed have negative perception, their mean levels are between 3.63 to 3.68, firm employee and business owner have neutral perceptions, the mean levels are 4.24 and 4.09. According to number of drugs problems in Pattaya issue, housewife have positive perception, the mean level is 5.42, but government employee, students and unemployed have negative perceptions, their mean levels of perception are between 3.67 to 3.95, firm employee and business owner have neutral perceptions, the mean levels are 4.26 and 4.34. For resident's standard of living issue, housewife, business owner and unemployed have positive perceptions, their mean levels of perception are between 5.00 to 5.75, but government employee have negative perceptions, the mean level is 3.75, firm employee and students have neutral perceptions, the mean levels are 4.63 and 4.37. In Pattaya's local customs impacts, housewife, firm employee, business owner, students and unemployed have neutral perceptions, their mean levels of perception we between 4.00 to 4.63, but government employee have negative perceptions, the mean level is 1.75.

In physical environment impacts, resident who is housewife, firm

Dusiness owner and student have neutral perception about physical environment impacts of adventure tourism development and Their level of

perception is close to 4.00 but resident who is government employee and unemployed peopl have negative perceptions about physical environment impacts of adventure tourism development and their levels of perceptions to 3.00.

From environment in Pattaya issue, nousewife have pos ji ceptions, nployee, firm employee and students the mean level 5.17, but governm have neutral perceptions, their mean levels of perception are between 4.25 to business owner have negativ perception, the mean level is 3.97 and unemployed have more negative perceptions, the mean level is 2.67. According to infrastructure in Pattava issue, housewife, business owner and unemployed have p itive perceptions, their mean levels of perception are between 5.03 to 5.41, but government employee, firm employee and students have neutral perceptions, the mean levels are between 4.13 to 4.78. About pollution in Pattaya issue, housewife have positive perception, the mean level is 5.42, but government employee, business owner, students at 1 unemployed have negative percations, their mean levels of perception are between 3.13 to 3.88 and firm employee have neutral perceptions, the mean level is 4.11. From the historical sites in Pattava issue, houseve, firm employ e, business owners and students have neutral p ceptions, e between 4.16 to 4.75, bu government their mean levels of percep the mean level is 3.38 and unemployed have employee have negative percepti more negative perceptions, the mean level s 2.67. In animal's life in Pattaya nd students have neutral issue housewife, firm employee, business own per eptions, their mean levels of perception are between 4,02 to 4.41, but

government employee and tine have negative perceptions, t re mean levels ar 15 and 3.00. Based on natural resources in Pattaya issue, housewife, firm employee and students have neutral perceptions, their mean levels of perception are between 4.08 to 4.67, but government employee, business owners and unemployed have negative perceptions, their an levels of perception are between 3.00 to 3.81.

6.2 Conclusion of research

This section comprise of hypotheses statement, hypotheses finding and hypotheses conclusion, the details are shows as follows:

Table 6-12: Summary finding of hypotheses testing

Hypotheses Statement	Finding	Conclusion
Hi The residents in Pattaya	Reject Ho 1	The residents in Pattaya are not have no
have no positive perception		positive perception about economic impacts
about economic impacts	SINCE 1969	(investment, support other business,
(investment; support other	ี 1ยาลัยเจ้ส์	employment in Pattaya, Respondents'
business, employment in	रय । अश्वा	income, jobs in Pattaya and rejuvenates
Pattaya, Respondents' income,		Pattaya's tourism industry) of adventure
jobs in Pattaya and rejuvenates		tourism development in Pattaya.
Pattaya's tourism industry) of		
adventure tourism		
development in Pattaya.		
112: The residents in Pattaya	Reject Ho 2	j The residents in Pattaya are not have no
have no positive perception		positive perception about social impacts
about social impacts (Pattaya's		(Pattaya's culture, family relations, number

culture of crimes problems, number of drugs S. problems, respondents' standard level of number of crimes problems, living and Pattaya's local customs) of number of drugs problems, adventure tourism development in Pattaya. respondents' standard level of living and Pattava's local customs) of adventure tourism development in Pattaya. Reject Ho 3 The residents in Pattaya are not have no H3: The residents in Pattaya positive perception about physical have no positive perception environment impacts (environment in about physical environment Pattaya, infrastructure in Pattaya, pollution in impacts (environment in Pattaya, the historical sites in Pattaya, Pattaya, infrastructure in animals life in Pattaya and natural resources Pattaya, pollution in Pattaya, in Pattaya) of adventure tourism the historical sites in Pattaya, development in Pattaya. animals life in Pattaya and natural resources in Pattaya) of adventure tourism development in Pattaya. The residents in Pattaya are not have no Reject Ho 4 1 4: The residents in Pattaya positive perception toward the overall have no positive perception impacts of adventure tourism development in toward the overall impacts Of Pattaya, it comprises of economic, social and adventure tourism environmental impacts. development in Pattaya, it comprises of economic, social and environmental impacts. There is no difference in perception of econom Fail to reject Ho 5 H5: There is no difference in perception of economic impacts impacts among different Fenders. Both males and among different genders. females have post reperception about economic impact of adventure tourism development. The average nean is 5.1784.

H6. There is no difference in	Fail to reject Ho 6	There is no difference in perception of economic
perception of economic impacts among different ages.		impacts among different ages. All of resident in
l		different ages have positive perception about
		economic impacts of adventure tourism
		development. The average mean is 5.2323.
H7: There is no difference in	Fail to reject Ho 7	There is no difference in perception of economic
perception of economic impacts		impacts among residents with different
among different educational	IVERS	
levels.		educational levels. Resident who have different
		educational levels have positive perception about
		economic impacts of adventure tourism
		development. The average mean is 5.0718.
2 100		
H8: There is no difference in	Fail to reject Ho 8	I There is no difference in perception of economic
perception of economic impacts		impacts among different resident's household
among different household	P P P	incomes. Resident who have different household
income s.	RS of S1	
LARC		incomes have positive perception about economic
*	OMNIA	impacts of adventure tourism development.
2/0	SINCE 1060	Average mean is 5.1598.
475	900- 2 24	3 21218
H9: There is no difference in	Fail to reject Ho 9	There is no difference in perception of economic
perception of economic impacts		impacts among different careers. Respondents
among different careers.		who have different careers have positive
		_
		perception about economic impacts of adventure
	i	i i
		tourism development. Mean average is 5.2090.
		tourism development. Mean average is 5.2090.

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H10: There is no difference in There is difference in perception of economic Reject Ho 10 perception of economic impacts impacts among different residents who are among different r idents who are working in adventure tourism and residents who working in adventure tourism and are not working in adventure tourism. Residents resident who are not working in adventure tourism. I who are working in adventure tourism have more positive perception about economic impacts of adventure tourism development than residents who ate not working in adventure tourism. Mean perception about economic impacts of residents who are working in adventure tourism is 5.3416 and mean of residents who are not working adventure tourism is 5.0604. There is no difference in perception of social H11: There is no difference in Fail to reject Ho 11 perception of social impacts impacts among different Fenders Both males and among different genders. females have neutral perception about social impacts of adventure tourism development. The average mean is 4.4222. There is no difference in perception of social H12: There is no difference in perception of social impacts impacts among different ages. Resident who have among different ages. I different ages have neutral perception about social impacts of adventure tourism development. Average mean is 4.38

There is difference in perception of soc al H1 There is no difference in Reject Ho 13 perception of social impacts mpacts among different educational levels, amo rig different educational because Ho (null hypothesis) is rejected. For respondent who study in high school or lower have neutral perception about social impacts of adventure tourism development, their mean is 45219. in the case of resident who study in bachelor degree, they also have neutral perception, their mean is 4.2090, but the resident who study in master degree or higher, they have positive perception about social impacts of adventure tourism development, their mean is 5.1667. There is no difference in perception of social Fail to reject Ho 14 H14: There is no difference in perception of social impacts impacts among different household incomes. The among different household residents who have different household incomes incomes. have neutral perception about social impacts of adventure tourism development, the average mean is 4.3708. There is no difference in perception of social HIS: There is no difference in Fail to reject Ho 15 perception of social impacts impacts among different careers. Residents who among different careers. have different careers have neutral perception about social imp acts of adventure tourism development. The average mean is 4.3077.

H16: There is no difference in perception of social impacts among different residents who are working in adventure tourism and residents who are not working in adventure tourism.

Fail to reject Ho 16

There is no difference in perception of social impacts among different residents who are working in adventure tourism and residents who are not working in adventure tourism. Both of residents who are working and who are not working in adventure tourism have neutral perception about social impacts of adventure tourism development. The average mean is

R17: There is no difference in perception of physical environment impacts among different genders,

Fail to reject Ho 17

There is no difference in perception of physical environment appacts among different genders.

Both males and females have neutral perception about physical environment impacts of adventure tourism development and the average mean is 4.2439.

H18: There is no difference in perception of physical environment impacts among different ages.

Fail to reject Ho 18

There is no difference in perception of physical environment imp acts among different ages, because Ho (null hypothesis) fails to reject.

Residents who have different ages have neutral perception about physical environment impacts of adventure to sm development The average mean is 4.3366.

H19: There is no difference in Reject Ho 19 There is difference in perception of physical 1 perception of physical environment impacts among different education environment impacts among I levels. Residents who have study in high school I different educational levels. or lower have neutral perception about physical l environment impacts of adventure tourism I development, their levels of perception are 4.3947 Residents who have study in bachelor degree have negative perceptions about physical environment impacts of adventure tourism development, their level of perception is 3.9798. Resident who have study in master degree or higher have negative perception about physical environment impacts of adventure tourism development, their levels of perception are

H20: There is no difference in percepti hysical environment impacts among different household incomes.

Reject Ho 20

There is difference in perception of physical environment impacts among different household incomes. Residents who have household incomes lower than ten thousand and residents who have household incomes between ten thousand to thirty thousand is close 4.00. therefore their perception about physical environment impacts of adventure tourism development is neutral but resident who have household incomes more than thirty 1 thousand have negative perception a b out physical environment impacts of adventure tourism | development, their level of perception is 3.7407.

H21: There is no difference in perception of physical environment impacts among different careers.

Reject Ho 21

There is difference in perception of physical environment impacts among different careers, because Ho (null hypothesis) is rejected. resident who is housewife, firm employee, business owner and student have neutral perception about physical environment impacts of adventure tourism development and their level of perception is close 4.00 but resident who is government employee and unemployed people, they have negative perception about physical environment impacts of adventure tourism development and their level of perception is close 3.00.

H22: There is no difference in perception of physical environment impacts among different residents who are working in adventure tourism and residents who are not working in adventure tourism.

Fail to reject Ho 22

There is no difference in perception of physical environment impacts among different residents. I who are working in adventure tour sm and residents who are not working in adventure tourism. Both of residents who are working in adventure tourism and residents who are not working in adventure tourism and residents who are not working in adventure tourism have neutral perception about physical environment impacts of adventure tourism development, their average mean is 4.2661.

6.3 Recommendation

This section provides policy recommendations for the adventure tourism development in Pattaya. In so doing, the research seeks to address three significant dimensions of the issue, namely, economic, socio-cultural, and physical environmental dimensions.

There is difference in perception of economic impact among different residents who are working in adventure tourism and residents who are not working in adventure tourism Residents who are working in adventure tourism have more positive perception about economic impacts of adventure tourism development than residents who are not working in adventure tourism. Mean perception about economic impacts of residents who are working in adventure tourism is 5.3415 and mean of residents who are not working adventure tourism is 5.0604.

Recommendation

Destination manager should ensure the proper distribution of income generated through adventure tourism activities to the service providers. Taxes should be low on adventure tourism income, it can persuade people who want to be adventure tourism entrepreneurs to invest in this industry. Destination managers should create awareness about the economic benefit of adventure tourism among people those who are not working in adventure tourism industry and create public awareness about economic benefits of adventure tourism development.

There is no difference in perception of social impact among different genders. Both males and females have neutral perception about social impacts of adventure tourism development. The average mean is 4.4222.

Destination managers should create adventure tourism activities that residents in different genders can have participation together. In addition, such programs should aim at increasing people's awareness about cultures, social values and create awareness about drugs criminal problems. Destination manager should design education programs to promote adventure tourism.

There is no difference in perception of social mpact among different ages. Resident who have different ages have neutral perception about social impacts of adventure tourism development.

Average mean is 4.3884.

Destination managers should educate people that
adventure tourism promote good social, social
I bonding and educate people to the danger of
drugs and criminal activities as well as provide
fundamental education for children and the poor.
In addition, such programs should aim at
increasing people's awareness about cultures.
social values and create awareness about drugs
criminal problems.

There is difference in perception of social impact among different education, because Ho (null hypothesis) is rejected. For respondent who is study in high school or lower have neutral perception about social impacts of adventure.

I tourism development, their mean is 4.5219, in the case of resident who is study in bachelor degree, they also have neutral perception, their mean is 4.2090, but the resident who is stud in roaster degree or higher, they have positive perception about social impacts of adventure tourism development, their mean is 5.1661

Destination managers should design education
programs to promote adventure tourism, err the
other hand residents should have well education.
According to the conclusion, resident who is
study in roaster degree or higher, they have
positive perception about social impacts of
adventure tourism development. In addition, such
programs should aim at increasing people's
awareness about cultures, social values and create
awareness about drugs criminal problems.

There is no difference in perception of social Destination managers should design education impact among different household incomes. The 1 programs to promote culture, social bonding and educate people to the danger of drugs and I resident who have different household incomes criminal activities as well as provide fundamental 1 have neutral perception about social impact of education for children and the poor. Destination adventure to sm development, the average manager should provide the information of mean is 4.3702. benefit from adventure tourism development to the residents. There is no difference in perception of social Programs should be designed in such a way that it 1 encourages all stakeholders both those inside and impact among different careers. Resident who have different careers have neutral perception outside the adventure tourism sectors to a out social impacts of adventure tourism I cooperatively promote enhance social bonding and alleviate social problems and give them the development The average mean is 4.307. information of benefit from adventure tourism development Programs should be designed in such a way that it I There is no difference in perception of social encourages all stakeholders both those inside and limpact among different residents who are working in adventure tourism and residents who 1 outside the adventure tourism sectors to cooperatively piomote enhance social bonding are not working, in adventure tourism. Both of I and alleviate social problems. Such activities residents who are working and who are not includes creating networks among adventure working in adventure tourism have neutral tourism operators, tourism providers, perception about social impacts of adventure tourism development. The average mean is accommodation operators, and taxi drivers to I monitor illegal activities such as drug trafficking, 4.4285_ (crimes, and the like

There is no difference in perception of physical environment impact among different genders.

Both males and females have neutral perception about physical environment impacts of adventure tourism development and the average mean is 4.2439.

educate people for environmental protection and mprovement. Destination manager should create awareness about the important and improving physical environmental. Proper program should be developed for tourist and adventure tourism service provider so that environment can be protected

program

manager

There is no difference in perception of physical environment impact among different ages, because Ho (null hypothesis) fails to reject.

Resident who have different ages have neutral perception about physical environment impacts of adventure tourism development. The average mean is 43365.

The residents should be educated to keep their surrounding and the resources clean. Modern and adequate toilet fac lities, good drains, streetlights and clinic should be provided in the community but excessive development and overcrowding should be avoid in order to preserve the natural landscape.

There is difference in perception of physical environment impact among different education. Resident who have study in high school or lower have neutral perception about physical I environment of adventure tourism development. I their level of perception are 4.3947. Resident who have study in bachelor degree have negative perception about physical environment of adventure tourism development, their level of perception are 3.9798. Resident who have study in master degree or higher have negative perception about physical environment of adventure tourism development, their level of

perception are 3.9583.

Destination manager should describe program to eauc ate people, for environmental protection and improvement. Destination manager should create awareness about the important and improving physical environmental. Proper program should be developed for tourist and adventure tourism service provider so that environment can be protected. For instance, Pattaya Tourism Authority should introduce the zoning approach, this is, to divide tourism destinations into several categories.

There is difference in perception of physical environment impact among different household incomes. Resident who have household incomes lower than ten thousand and resident who have I adventure tourism operators to promote such I household incomes between ten thousand to thirty good practices among entrepreneurs. thousand is close 4.00, therefore then-perception I about physical environment impacts of adventure I tourism development is neutral but **residents** who have household incomes more than thirty thousand have negative perception about physical I environment impacts of adventure tourism development, their level of perception is 3.740.

The residents should be educated to keep their surrounding and the resources clean. I Modern and adequate toilet facilities, good I drains, streetlights and clinic should be provided n the community but excessive development and overcrowding should be avoid in order to I preserve the natural landscape.

I Moreover, to ensure environmentally friendly

practices in the industry, the Pattaya Tourism

Authority may grant certificates to

I There is difference in perception of physical environment impact among different careers, because Rd (null hypothesis) is rejected resident who is housewife, firm employee, business owner arid student have neutral perception about physical env f nment Imparts of adventure tourism development and their level of perception s close 4.00 but resident who is government employee and unemployed people, they have negative perception about physical environment impacts of adventure tourism development and their level of perception is close

In so doing, authorities together with tour I operators should create measures, responsible entity and proper funding mechanisms to ensure that environmental protections and utilization of resources are conducted in a sustainable fashion. Moreover, to ensure environmentally friendly practices in the industry, the Pattaya Tourism I Authority may grant certificates to good adventure tourism operators to promote such I good practices among entrepreneurs. Destination manager should provide the inform I benefit and how adventure tourism can protect the physical environment to the residents in I different careers

There is no difference in perception of physical environment impact among different residents who are working in adventure tourism and residents who are not working in adventure tourism. Both of residents who are working in adventure tourism and residents who are riot working in adventure touri m have neutral perception about physical environment impacts of 1 developed for tourist and adventure tourism adventure tourism development, their average mean is 4.2661.

Destination manager should describe program to educate people both related with adventure tourism arid not related with adventure tourism for environmental protection and improvement. 1 Destination manager should create awareness I about the important and improving physical I environmental. Proper program should be I service provider so that environment can be protected.

Overall recommendation related to economic, social and physical environment dimension

6.3.1 Economic dimension

stination manager should ensure the proper distribution of income generated through adventure tourism activities to the service providers. Taxes should be low on adventure tourism income, it can pursue people who want to be adventure tourism entrepreneurs to Invest in this indus y. Moreover, local authorities should ensure that entrepreneurs be protected from police harassment or extralegal groups. For example, complain boxes should be provided at major tourist spots or accommodations for both tourists and entrepreneurs to receive those feedback or complains regarding unfair practices from authorities or service providers, qualities of adventure tourism activities, and the like. Moreover, destination manager should develop policies and programs to help people earn more income. They may seek to promote new kinds of activities or new tourism attractions that are proper—adventure activities such as hiking or mountain-biking.

In addition to that, destination managers should create awareness about the economic benefit of adventure tourism among people who are not working in adventure tourism industry and create public awareness about economic benefits of adventure to levelopme dimensional industry that creates wealth not only to tour enterprises but also to other businesses in the

industry, namely, r pubs SIT bars, car rentals and so forth.

Therefore, promoting adventure tourism in Pattaya would also yield economic benefits to other people who are not in such sectors.

The unemployed residents should be given training in adventure tourism industres of that they will be able to take advantage of the job opportunities that would be generated the area.

Adventure tourism potentials area should be advertised in appropriate tourism magazines and on internet to attract tourists and visitors to the area.

6.3.2 Social dimension

Destination managers should design educational programs to promote culture, social bonding and educate people to the danger of drugs and criminal activities as well as provide fundamental education for children and the poor. In addition, such programs should aim at increasing people's awareness about cultures, social values and create, awareness about drugs and criminal problems. Such programs should be designed in such a way that it encourages all stakeholders both those inside and outside the adventure tourism sectors to cooperatively promote enhanced social bonding and alleviate social problems. Such activities include creating networks among tourism providers, accommodation operators, and taxi drivers to monitor illegal activities such as drug trafficking, crimes—and the like. Other activities that help promoting social bonding include bicycle rallies,—ades, forming an entity among entrepreneurs

for donations or charity purposes, and organizing special music or food festivals occasionally.

The religious ceremonies and rituals ned at the area could be an important attraction for tourists however, preservation of their integrity by the religious authority or local lie of the site must be respected and given priority over tourist use.

6.3.3 Physical environmental dimension

Destination manager should describe program to educate people for environmental protection and improvement. Destination manager should create awareness about the important and improving physical environment. Proper programs should be developed for tourist and adventure tourism service provider so that environment can be protected. For instance, Pattaya Tourism Authority should introduce the zoning approach. That is, to divide rism destinations into several categories including 1) zones that are free from human activities, 2) zones that allows certain activities of limited tourists per day,) zones that opens for tourists with fair amount of entrance fees, and 4) zones that are open to public without charges. In so doing, authorities together with tour operators should create measures, responsible entity and proper funding mechanisms to ensure that environmental protections and utilization of resources are conducted in a dly practices in the sustainable fashion. Moreover, to ensure environmentally industry, the Pattaya Tourism Authority may grant certificates to good adventure tourism operators to promote such good practices among entrepreneurs.

The residents should be educated to keep their surrounding and the resources clean, Modern and adequate toilet facilities, good drains, streetlights and clinics should be provided in the community but excessive development and overcrowding should be avoided in order to preserve the natural landscape.

In short, destination manager should develop policies and programs to help people earn more income, protect their social system and to protect their environment. The residents should be educated to appreciate their cultural and environmental heritage and o participate in recreational activities in the area.

The community should be involved in any decision making process at an early stage of development to ensure that they are the ones who benefit most from adventure tourism.

Plan approach system of adventure tourism developments should be adapted to suit the area in order to ensure sustainable future benefits.

6.4 Future research

Future research should be conducted to test the generality of this research finding for other adventure tourism attraction places in different provinces such as Phuket, Trat, Chiang Mai, Petchab and the like. The demographic of respondents and variables of adventure tourism development of further s (i should be different. Future study should identify the socio-demographic will have any correlation to the respondents perception toward the impacts of adventure tourism development. Future research should be conducted to find out the tourist's

perception or attitudes toward the impacts of adventure tourism development.

Further thesis should find out different III perceptions or attitudes of tol

other factors such as tourist's motivation, tourist's satisfaction and the like.



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Questionnaire

This questionnaire is conducted as a part of a research by a graduate student (MA-TRM) of Assumption University, Bangkok, Thailand. It is to study about the residents' perception toward adventure tourism development

Please circle only one e er for each question.

Part 1.

- 1. Do you live in Pattaya? For at least for past 6 months.
 - A. Yes

- B. No (please discontinue)
- 7. Are you older than eighteen years?
 - A. Yes

B. No (please discontinu

- 3. Are you Thai?
 - A. Yes

B. No (please discontinue)

Please give your opinion by circling any one number between 7-1 about Impacts of adventure tourism on following factors.

Part 2. Economic mpacts: Adventure Tourism in Pattaya

1.Increases	7 6 5 4 3 2 1 Decreases investment in Pattaya.
2.Increases	7 6 5 4 3 2 1Decreases support for others businesses in
	Pattaya.
3.Increases	7 6 5 4 3 2 1 Decreases employment in Pattaya.
4.Increases	7 6 5 4 3 2 1 Decreases your incomes,
5.Increases	7 6 5 4 3 2 1 Decreases Jobs in Pattaya.
б.Rejuvenates	Declines In Pattava's tourism industr

Part 3. Social impacts: Adventure Tourism in Pattaya

7.Prom Ps	7 6 5 4 3 2 1	destroys Pattaya's culture.
&Promotes	7 6 5 4 3 2 1	destroys <u>family relations</u> .
9.Decreas es	7 6 5 4 3 2 1	increases <u>number of crimes in Pattaya.</u>
10.Decreases	7 6 .5 4 3 2 1	increases <u>number of drug problems in</u>
		Pattaya.
11.Increases	6 5 4 3 2 1	decreases your standard of living.
12.Promotes	$6\stackrel{\scriptscriptstyle 5}{}$ 4 3 2 1	destroys Pattava's local customs.

Part 4. Environment impacts: Adventure Tourism in Pattaya 13-18

13.Preserves	7 6 5 4 3 2 1	destroys <u>environment in</u> Pattaya.
14.Develops	7 6 5 4 3 2 1	destroys infrastructure in Pattaya.
15.Decreases	7 6 5 4 3 2 1	increases <u>pollution in</u> Pattaya
16.Preserves	7 6 5 4 3 2 1	dis <mark>figures <u>the histori</u>cal sites in Pattaya</mark>
17.Protects	7 6 5 4 3 2 1	dis <mark>turbs <u>animal life in</u> Pattava.</mark>
18.Preserves	7 6 5 4 3 2 1	de <mark>stroys <u>natural reso</u>urces in Pattaya.</mark>

Please circle only one letter for each question.

Part 5. Demographic data

19.	Gender?	
	A. Male	B. Female
20.	Age ?	
	A. 18-29	£.30-50
	C. Higher or Eq. al 51	
	Education attainment?	VERSITY
	A. High school or low	er B. Bachelor degree
	C. Master degre <mark>e or h</mark> i	gher
22.	. Household average net month	ly income ?
	A. Lower than 10,000	Bht. B. 10,000-30,000 Bht.
	C. Higher than 30,000	O Mt
	BROTHE	ARIEL
23.	. Occupation?	or 31 31 Gh
	A. H se f	B. Government employee
	C. Firm employee	D. Business owner
	E. Student	SINCE F. unemployed
	138	^ก ยาลัยอัสสิ้ ^ม ั
24.	. Is your job related to adventur	re tourism?
	A. Yes	B. No

THANK YOU VERY MUCH

lf]J	บลอบถามขดนเป็นส่	วนหนึ่งของการทำวิทยานิพนธ์ปริญญปาโท Thesis)
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4• LWN191	7 5 5 4 3 2 1	<mark>- พิเษษา พอยาถางุ</mark> บองษณา
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6. WUP3	7 6 5 4 3 2 1	<u>คม a1 ของธรกิจท่องเที่ยวในพัทยา</u>
ว ผลก	เระทบทาง คม	
1.	7654321	41614
2. ส่งเสริม	7 6 5 4 3 2 1	<u>ท่าดาย</u>
ลดลง	7 6 5 4 3 ^ 1	เพมขึ้น จำนวนๆ ๒๓๐ เกรรม
4. ଉମରଏ	7 6 5 4 3 2 1	
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6. ตี 🕏	7 6 5 4321	ทาล ย

นที่ <u>3</u> ผลกระทบทางสิ่งแวดลอ_

1.	7 6 543 21	ที่ พาย
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5. ไกป้อง 765**4321** ดัตว์ในธรรมข_

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<u>นที่ 4 ขอมลสวนตว</u>

ก เชก มมดวอกษร ภาษาองกฤษตนเดตวหนงทมขอมลดมงกบข้อมลลนนดวของทาน

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- A. แมบาน
- B. ตูกจ้างรัฐบาล
- C.

- D. 10-413411'
- E นักเรียนหรือนักศึกษา
- F.
- 6. งานของคณแกยวของกบธภาจการทองเทยวเขงผจณภยหรอไม
 - R. เมเกยวของ

<u>ขอบคุณ</u> าหรับความูร่วมมือของท่าน



Reliability

Case Processing Summary

	N	%	
I Cases	Į Valid	1 30	100.0
I	¹ Excluded	1 0	0.
	(a)	ł	
I	Total	1 311	100.0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's	N of items
1 Alpha	
.903	6

Item Statistics

	I mean	Deviation	IN
Investment i1 Pattaya	5.4333	.93526	30
v1.2 Support for other	5.2333	1.13512	1 30
businesses in Pattaya	All the last	AW	
v1.3 Employment Pattaya	1 5.5667	1.30472	30
v1.4 Your income	1 5.0667	1.11211	1 30
1 v1.5 Jobs in Pattaya	1 5.5667	1.10433	1 30
-1 6 In Pattaya tourism	5 7667	1.04000	1 30
industry	BROTHE	Ro	GABRIEL

Item-Total Statistics

		OBBBILA		
	Scale Mean	I Scale	Correcter	Cronbach's
o)	if Item	Variance if	I item-Total	I Alpha if
	Deleted	I Item Deleted	I Correlation	I Item
l	1394	0 9	2499	<u>Deleted</u>
v1.1 Investment <u>in</u> Pattaya	27.2000	1 22.303	<u>.760</u>	_1 .884
□ v1.2 Support for other	77 4000	1 21.766	.646	I .899
businesses in Pattaya	<u> </u>	_!		
v1.3 Employment in Pattaya_	2 <u>7.0667</u>	19.720	/31	1 .889
<u>v1.4</u> Your <u>income</u>	_[⁼ 7.5667	21.702	.671	895
l <u>. v1.5 Jobs in</u> Pattava	_27.0667	20 547.	.812	<u>.874</u>
1 v1.6 In Pattaya's tourism	26.8667	0) 94.7	I .825	.873
ındustr_	j	ļ	1	I
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Scale Statistics

Mean	Variance	Deviation	l N of Items
32.6333	29.895	1 5.46767	<u>6</u>

Reliability

Case Processing Summary

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Cases	I Valid	3D	I 100.0	
	I Excluded	0	.0	
	' (al		·	
	Total	30	100.0	

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's	N of Items
1.694	

Item Statistics

0.	Mean	Std.	I N
	I	Deviation	
v2.1 Pattaya's culture	4.2000	1.42393	1 3 U
v2.2 Family relations	4.9333	1.43679	3D
w2.3 Number. of mines in	3 6000	1.73404	1 3D
Pattaya	I	IAM	Per
v2.4 Number of drug	3.2667	1.59597	30
problems in Pattava			E .
v25 Your standard of living	1 4.3000	1.41787	1 30
v2.6 Pattaya's local customs	4.2333	1 67504	3D

Item-Total Statistics

ale.	1 Scale mean	¹ Scale	I Corrected	! Cronbach's I
*	I if Item	Variance if	Item-Total	Alpha if
	I Deleted	Item Deleted	1 Correlation	I Item
	V2000	SINCE 19	69	Deleted
! v2.1_Pattaya's_culture	20.3333	<u>I 23.471</u>	.640	.588
v2.2 Family relations	<u>l</u> 19.6000	1 25.559	.461	I .644
Number of crimes in	! ⁹ 0.9333	22.961	I .126	I .756
Pattaya		_	i	
v2.4 Number of drug	21 2667	25.857	I .365	I .674
problems in Pattaya			<u>i</u>	
$\underline{I} \underline{v}^{2}.\underline{5}$ Your standard of living	_20.2333	24.323	I .572	1.610
v2,6 Pattaya's local customs	<u>i</u> 20.3000	23.597	<u>I .487</u>	<u>.633</u>

Scale Statistics

Mean	I, Variance	Std. Deviation	N of Tr.p _m c
24.5333	<u> 1</u> 34.326	5.85888 <u></u>	<u>I 6</u>

Case Processing Summary

	11	I %		
Cases	<u>I Valid</u>	1 30	1 100.U	
I	1 Excluded	į o	.0	
I	1 (a)	I	I	
Ī	<u>Total</u>	<u>I 30</u>	100.0	

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's	N of Items I
Alpha	
I .742	

Item Statistics

0.	Mean	⊢ Std.	N
		Deviation	
v3.1 Environment. m Pattaya	40(137	1.20153	1 30
v3.2 Infrastructure in Pattaya	4.8333	1,31525	30
v3.3 Pollution in Pattava	3.5001	1.54659	30
v3.4 The historical sites in	3.9000	1.24152	1 30
, Pattaya 📉			
I v3.5 Animal life in Fattaya	3.7667	1 1.67504	1 30
v3.6 Natural resources in	ממם 3	L 1.37297	30
I_Pattaya			

Item-Total Statistics

210	Scale Mean	I Scale	Corrected	I (ronbach's
*	t if Item	Variance if	Item-Total	Alpha if
	Deleted	I Item Deleted	Correlation	Item
	12200	INCE 1969	100	I Deleted
I v3.1 Environment in Pattava	19.7333	⁹⁹ .754	587	1.681
I v3.2 Infrastructure in Pattaya	1 18.9667	23.826	.418	.722
v3.3 Pollution in Fattaya	1 20.2.333	21.495	.491	<u>ک</u> 0 ا
I v3 4 The historical sites in	[19.90RI	25 41B	.318	145
Pattaya				1
I v3.5 Animal life c Pattaya	20.0333	20 102	.534	1.691
v36 Natural resource in	20.1333	21.91:3	.334	.685
Pattaya	İ	1		[

Scale Statistics

Men	Var ance	I Std. Deviation	N of Items I
2000	30.924	<u>I 5.56095</u>	

Case Processing Summary

		0/		
Uases	Valid	30	1 100.0	
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	I Total	1 30	I 100.0	

Listwise deletion based on all variables in the procedure.

Reliability Statistics

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	item sta	uistics		~~
0,	wican	I Std.	N	
		Deviation		
v1.1 Investment in Pattava	5.4333	93526	1 30	1
v1.2 Support for other	5.2333	1.13512	30	1
I businesses in Pattaya				
I v1.3 Employment in Pattaya	5,5667	1.31472	30	
I v1.4 Your income	5_0667	1.11211	30	
v1.5 Jobs in Pattaya	5.5667	1.10433	1 30	
v1.6 In Pattava's tour mm	5.7667	1.04000	30	
industry	A STATE OF		9 Car	-
v2.1 Pattaya's culture	I 4.2000	1.42393	130 BRIEL	
v2.2 Family relations	1 4.9333	1.43679	30	
v2.3 Number of crimes in	3.6000	1.73404		
Pattaya	LABOI		WILLIAM	
v2.4 Number of drug	3.2667	1.59597	30 INC	
I problems in Pattaya		OMNIA	1	*
v2.5 Your standard of living	4.3000	1.41787	30	
v2.6 Pattaya's local customs	4.2333	1.67504	130	
l v3.1 Environment in Pattaya	4.0667	1.20153	30	
I v3.2 Infrastructure in Pattaya	4 8333	1.31525	30	
1 v3.3 Pollution in Pattava	3 5067	1.54659	I 30	_
I v3.4 The historical sites in	3.9000	1.24152	30	
Pattaya				_
v3.5 Animal life in Pattaya	3.7667	1.67504	30	
v3.6 Natural resources in	1 6667	1.37297	130	
I Pattaya	ĺ			_

Item-Total Statistics

	Scale Mean if item Deleted	Scale 1 Variance it ltem Deleted	Corrected I Item-Total Correlation	Cronbach's Alpha if Item	1
		1	1	Deleted	_i
v1.1 Investment in Pattaya	75.5333	150.809	.372	.831	
I v1.2 Support for other businesses in Pattaya	75.7333	148.064	.394	830	
Employment in Pattaya	75.4000	146.662	.376	.831	
v1.4 Your income	I 75.9000	149.403	.353	.832	

□ v1.5 Jobs in Pattaya	75.4000	145.972	.489	.826
¹ 1.6 In Pattaya's tourism	75.2000	148.166	.434	.829
industry				•
v2.1 Pattaya's culture	1 76.7667	137.013	.636	.817
v2.2 Family relations	76.0333	135. 171		.816
I v2.3 Number of crimes in	I 77.3667	153.964	.076	P51
I Pattaya				
v2.4 Number of drug	77.7000	148.907	.226	.840
I problems in Pattaya	1			ļ
v2.5 Your standard of living	6.67	134.151	.733	.312
v2.6 Pattava's local customs	75.7333	135.9 ² 7	.570	1 .820
v3.1 Environment in Pattaya	76.9000	145.886	.445	.828
v3.2 Infrastructure in Pattaya	76.1333	142.257	F10	.824
I v3.3 Pollution in Pattaya	77.4000	146.869	293	.836
1 v3.4 The historical sites in	77.0667	142.961	1 530	.824
Pattaya	İ			
I v3.5 Animal life in Pattaya	I 77.2000	139.200	1 4 ⁶¹	.827
v3.6 Natural resources in	77.3000	145.803	1 .379	.831
_Pattaya				

Scale Statist<mark>ics</mark>

e an	I Variance	Std.	I N of Items
		Deviation	
80 9667	160.240	12.65860	18



Reliability

Case Processing Summary

- C	Valid I	350	100.0
<u>Cases</u>	v anu	350	100.0
	Excluded		i .0
	(a) i		
		350	100.0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's	11 of Items	
Alpha		
.800	I 6.	

Item Statistics

4	Mean	Std.	N
I Deviation			
v1.1 Investment in Pattava	5.1486	1.35236	350
v1.2 Support for other	I 5.2486	1.23160	350
<u>businesses in</u> Pattaya			S
vl.3 Employment in Pattaya	3057	1.38171	350
vi 4 Your income	4.7000	1.39123	1 350 RRIE
v1.5 Jobs in Patta, a	5.2000	1.28469	1 350
v1.6 In Pattaya's tourism	5.3429	1.53363	350
indu: try	1		30
	LABUI		VINCIT

Item-Total Statistics

	Scale Mean	Scale	I Corrected	Cronbach's
	if Item	Variance if	Item-Total	Alpha if
1	Deleted	Item Deleted	Correlation	I Item
				Deleted
v1.1 Investment in Pattava	25.7971	23.709	.609	.756
v1.2 Support for other	25.6971	25.536	523	.776
businesses in Pattaya				j
v1.3 Employment in Pattaya	25.6400	23.509	608	.756
v1.4 Your income	26.9457	I 94 948	480	.786
v1.5 Jobs in Pattaya	25.7457	24.511	.582	1 .763
v1.6 In Pattaya's tourism	1 ^5.6029	1 23.214	.541	.774
I industry		I		-

Scale Statistics

Mean	Variance	Std.	I N of Items
		1 Deviation	
30.9457	33.559	<u>5.79258:</u>	<u> </u>

Reliability

Case Processing Summary

	14	<u>%</u>			
1 Cases	Valid	350	180.0		
	Excluded	0			
	a)				
	Total	350	<u>1 100.0</u>		

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's	N of I	tems
Alpha		
692	16	

UMITTON

Item Statistics

Q	Mean	Std. I Deviation	N
v2.1 Pattaya's culture	₹.3286	1.40732	350
v2.2 Family relations	I 4.5743	1.47915	350
v2.3 Number of crimes in	4.1657	1.84219	350
Pattaya		حيلا	
v2.4 Number of drug	1 4.2600	1.86917	1 350
problems in Pattaya	BROTHE		1 -ABRIE
v2.5 Your standard of living	4.6743	132733	350
v2.6 Pattaya's local customs	4.5400	1.48820	350

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total	Cronbach's Alpha if Item <u>Deleted</u>
v2.1 Pattaya's culture	22.2143	_28.192	359	<u>.671</u>
v2.2 Family relations	21.9686	27.704	.363	<u>.670</u>
v2.3 Number of crimes in	22.3771	23.485	.485	.631
Pattaya V2.4 Number of drug, problems in Pattaya	I 22.2829	23.115	497	1 .626
v2.5 Your_standard_or living 1	21.8686	I 98.017	.410	.658 l
_v2.6_Pattaya's local customs	22.0029	_26.696	1 .431	<u> .650</u>

Scale Statistics

	anance	Std Deviation	1 N of Items
26 5429	1 35.544	5.96188	6

Reliability

Case Processing Summary

	N	
Cases	Valid 350	I 100.0
	Excluded	I .0
	<u>I (a)</u>	
	Total 1 350	100.0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's	N of items
I Alpha	
.759	6

Item Statistics

	Mean			WI
		Deviation		
1 v3.1 Environment in Pattava	4.3429	1.50915	<u>350</u>	W.
v3.2 Infrastructure in Pattava	4.7857	I 1.43126	350	A 19
I v3.3 Pollution in Pattava	4.0143	1.71537	350	KILL
v3.4 The historical sites in	4.2600	1.37865	350	
Pattaya				
1 v3.5 Animal life in Pattaya	4.0114	1.0390	1 350	RIE
v3.6 Natural resources in	4.0629	1.58124	I 350	M
Pattaya				

Item-Total Statistics

	Scale Mean	Scale	Corrected	Cronbach's
	if Item	Variance if	Item-Total	Alpha if
	Deleted	Item Deleted	Correlation	Item
		10125		Deleted
v3.1 Environment in Pattava	21.1543	28.200	544	.712
v3.2 infrastructure in Pattaya	20.7114	31.020	384	752
v3.3 Pollution in Pattaya	1 21.4829	99. 316		761
I v3.4 The historical sites in	91.2371	99.362	531	
Pattaya	ļ			
v3.5 Animal Lite in Pattaya	21.4657	26.313	.598	1 .696
v3.6 Natural resources in Pattaya	21.4343	26 857	.593	.698

Scale Statistics

Mean	I Variance	Std.	N of Items
		Deviation	
25.4971	39.191	6.26023	6

Reliability

Case Processing Summary

	N_	<u> </u>		
Cases	valid	350	I 100.0	
	I Excluded	1 0	.0	
	(a)	1		
	Total	<u>350</u>	100.0	

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's	N of Items I
Alpha	
.819	18

Item Statistics

	Y 500	4	1007.7
	Mean	I Std	_ N
	431	Deviation	
v1.1 Investment in Pattava	5.1436	1 1.35735	<u>350</u>
v1.2 Support for other	5.2486	1.23160	350
businesses in Pattaya		, A	
vl <u>3</u> Employment <u>in</u> Pattaya_	5.3057	1.38171	i 350
v1.4 Your income	I 4.7000	I 1.39123	350
v1.5 Jobs in Pattava	5 2000	I 1.26469	350 BRIEL
v1.6 In Pattaya's tourism	5.3429	I 1.53353	350
industry			
Pattaya's culture	4.3285	1.40732	I 350
v2.2 Family relations	4.5743	I 1.47915	350
v2.3 Number of crimes in	4.1557	1.84219	1 350
Pattaya	0	- Wildin	
v2.4 Number of drug	4.2600	1.86917	1350
problems in Pattaya	772	OIIIOLI	1 % 12
v2.5 Your standard of living	1 4.6743	1.32733	<u>i 350</u>
v2.5 Pattaya's local customs	4.5400	1.48820	350
v3.1 Environment in Pattaya_	4.3499	1.50915	<u>I 350</u>
v3.2 infrastructure in Pattaya	4.7857	1,43135	350
v3.3 Pollution in Pattaya	4.0143		I 350
v3.4 The historical sites in	4.2600	1.37865	I 350
Pattaya		1	I
v3.5 Arm-nal life in Pattaya	4.0314	1.65390	350
v3.6 Natural resources in	4.0529	1.58124	350
Pattava		Ŧ	1

Item-Total Statistics

	I Scale Mean if item Deleted	1 Scale I Variance if Item Deleted	' Item-Total 1	
	•	I	1	I Deleted
vl.1 Investment in Pattaya	, 77.8371	153.787	402	.811
v1.2 Support for other	<u>77.7371</u>	<u>157.805</u>	. <u>32L1</u>	<u>.815</u>

businesses in Patta a				
I v1.3 Employment in Pattaya	1 77 6800	I 153.932		
v1.4 Your income	1 73.2857	165.941	325_	<u>.815</u>
I v1.5 Jobs in Pattaya	_	167.258	1 .320	.815
v1.6 In Pattaya's tourism	77.5429	140 152	497	.807
industry				
v2.1 Pattaya's culture	⊥ ক≎ 71	I 160.551	.473	.307
I v2.2 Family relations	78.4114	<u>I 152.059</u>	I .405	.810
v2.3 Number of crimes in	I 78.3200	160.039	.345	.315
Pattaya				<u> </u>
v2.4 Number of drug	78.7257	158.223	1.379	813
problems in Pattaya_				<u></u>
v2.5 Your standard of living	78.3114	I 159.971	I .437	.809
v2.5 Pattaya's local customs_	78.4457_	<u>I 160.838</u>	<u>.435</u>	809
O.1 Environment in Pattay: 1	78.5439	I 157.737	.515	1.804
v3.2 Infrastructure in Pattaya	<u></u> _78.2000_	I 150.550	.457	<u>I .807</u>
v3.3 Pollution in Pattaya	'78.9714	I 161.844	1.338	I .815
I 0 4 The historical sites in	j 73.7257	I 159 128	1.532	I .SO4
Pattaya				
I 73.5 Animal life in Pattaya	'_78.9543	160.290	.394	811
v3.6 Natural resources in	1	I 150.530	I .412	1810
<u>P</u> atiaya				

Scale Statistics

Mean	Variance	∣ Std	N of Items
		Deviation	
82.9857	179	<u>_</u> 13.39877	I IS

Frequencies

Gender

	Frequency Perce	nt Valid Cumulative
Ī	~9.4	I Percent I Percent
I Valid	I Male 115	S_3F.9 E 1 9 (1 32.9
I I	Female 335	67.1 <u>1 67.1</u> 1 በበ በ
I	I Total 350	100.0 100.0

Age

	rrequency	Percent	Vol d	Cumulati	ive I	
			Percent	Percent		
Valid	<30	245	70.0	70.0	70.0	
	30-50	07		2	97.7	
			I 2.3	2.3	100.0	
	<u>I Total</u>	350	100.0	<u>I 100.0</u>		

Education

	I Frequency I Percent	Valid	I Cumulative	
rah,	l High 1 ZZ8 school or	I Percent I 55.1	I Percent 65.1	05.1

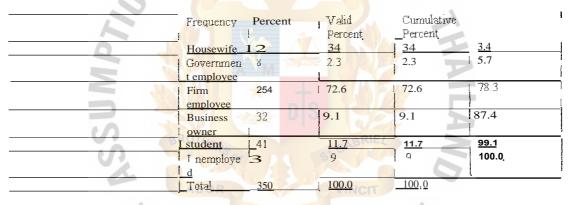
THEASSUMPTION UNIVERSITY LIBRARY

lower					
1 Bachelor	118	1 33.7	I	92 9	
<u>I degree</u>			[[
Master	Ä	1.1	1 1.1	100.0	
degree Or	ł	j	į	l e	
<u>I higher</u>			<u> </u>	<u> </u>	
<u>Total</u>	<u>1 350</u>	<u>1 100.0</u>	100.0		

Household average net monthly income

·	I Frequency	Percent	Valid	I Cumulative	
		1	I Percent	I Percent	
Valid	I <in non<="" td=""><td><u>I 210</u></td><td>0</td><td><u>I 60.0</u></td><td>ბს .</td></in>	<u>I 210</u>	0	<u>I 60.0</u>	ბს .
	10,000-	113	32.3		
	30,000	- 11	ED0		
	>30,000	27	7.7	7.7	100.0
	Total	1 350	1 100.0	<u>1 100.0</u>	

Occupation



Job related to Adventure Tourism

	I Frequen	cy I Percent	, Valid	I Cumulative		
	1 -	- 7	Percent	I Percent	<u> </u>	
I Valid	Yes	ı 1 <u>21</u>	34.6	I 34.6	I 34.6	
	no	229	65.4	<u>I 65.4</u>	<u>100.0</u>	
	I Total	1 350	190.0	<u>1 100.0</u>		

Descriptives

Descriptive Statistics

	ΙN	Minimum	I Maximum	I Mean	l Std Deviation
1. Economic Impacts	35U	1 2.17	7.00	5.1576	.96550
1.1 Investment in Pattaya	1 350	1. 00	1 7.00	5.1486	1.35236
1.2 Support for other	1 350	1.00	7.00	5.2486	1.23160
businesses in Pattava			I	1	
1.3 Employment in Pattaya	1 350	1.00	7.00	5.3057	1.38171
1.4 Your income	1 350	1.00	1 7.00	4.7000	1.39123

1.5 Jobs in Pattaya		1.00	1 7.00	5.2000_	1 1.28409
1.5 in Pattaya's tourism	350	1.00	1 7.00	5. 3429	1.53363
moustry					
2. Social Impacts	טכנ	1.00	7.00		.99365
2.1 Pattaya's culture		1.00	1 7.00	4.3286	1.40732
2.2 Fam y relations	350	1.00	7.00	14 5741	1.47915
2.3 Number of crimes in	1 350	I 1 0H	7,00	I 4.1557	1.84219
. Pattaya	ļ	I	f	į	İ
2.4 Number of drug	, 350	1.00	7.00	4.2600	I 1.86917
problems in Pattaya	•	1		i i	}
2.5 Your standard of living	350	1.00	7.00	4.674	1.32733
2.6 Pattaya's local customs	350	1.00	, 7.00	1	1.48870
I 3. Environmental Impacts	1 350	1.00	5.83	412499	1.04337
3.1 Environment in Pattaya	350	1.00	I 7.00	1 4.3429	1.50915
3.2 Infrastructure in Pattaya	1 150	1.00	7.00	4.7857	1.43125
33 Pollution in Pattaya	350	Į 1.00	7.00	4.0143	1.71537
74 The historical sites in	350	1.00	7.00	1 4.2500	I 1.37855
Pattava			1.511		
3.5 Animal life in Pattaya	350	1.00	7.00	1 4.0314	I 1.65390
3.5 Natural resources in	350	1.00	7.00	4.0629	1.58124
I Pattaya					
I Overall Impacts	3513	2.00	6.78	1 4.6103	1.74438
Valid N (listwise)	350			1	

T-Test

One-Sample Statistics

1. Economic Impacts 350 5.1576 .95550 .05151 1.1 Investment in Pattaya 3.50 5.1486 1.35236 .07020 1.2 Support for other 350 5.7486 1.23160 .06583 1.3 Employment in Poltava 350 1.3057 1.38171 .07385 1.4 Your income 350 1.4.7000 1.39123 .07436 1.5 Jobs in Pattaya 350 1.5.2000 1.28469 .06867 1.6 In Pattaya's tourism 350 5.3429 1.53353 .08198	10	N	Mean	Std.	Std. Error
1.1 Investment in Pattaya 350 5.1486 1.35236 .057305 1.2 Support for other 350 5.7486 1.23160 .06583 1 businesses in Pattaya	. 07	aRO7	H	1 Deviation	Mean
1.1 Investment in Pattaya 350 5.1486 1.35236 .07220 1.2 Support for other 350 5.7486 1.23160 .06583 I businesses in Pattaya 1	1. Economic Impacts	350	5.1576	.95550	
1 1 1 2 2 2 2 2 2 2	1.1 Investment in Pattaya	350	5.1486	1 1.35236	.07000
1.3 Employment in Poltava 350	1.2 Support for other			1 1.23160	.06583
1.4 Your income	I businesses in Pattaya	LAE	BOR	VINCI	
1.5 Jobs in Pattaya	1.3 Employment in Poltava	350	1 5.3057	1.38171	
1.6 In Pattaya's tourism	1.4 Your income		1 4.7000	1	A
12. Social impacts 350 4.4238 99365 1.05311 2.1 Pattaya's culture 350 4.3286 1.40732 1.07522 2.2 Farr* relations 350 14.5743 1.47915 1.07905 2.3 Number of crimes in 350 4.1557 1.84219 1.09847 Pattaya 2.4 Number of drug 1.350 4.2500 1.85917 1.09991 problems in Pattaya 2.5 Your standard of living 1.350 1.4.5743 1.327^3 1.07095 2.5 Pattaya's local customs 350 1.4.5400 1.48220 1.07955 3.1 Environmental Impacts 350 4.2495 1.04337 1.05577 3.1 Environment in Pattaya 350 4.3429 1.50915 1.08057 3.2 Infrastructure in Pattaya 350 4.7857 1.43126 1.07650 3.3 Pollution in Pattaya 350 4.0143 1.71537 1.09159 3.4 The historical sites in 350 4.2600 1.37865 1.07369 Pattaya 3.5 Animal life in Pattaya 350 4.0314 1.65390 1.08840 3.6 Natural resources in 2.70 4.0529 1.58124 1.08452	1.5 Jobs in Pattaya	1 350	1 5.2000	1.28469	.06867
12. Social impacts	1.6 In Pattaya's tourism	J 350	5.3429	1.53353	.08198
2.1 Pattaya's culture 350	industry	1 /	2900-0	2009	
2.2 Farr* relations 350 1 4.5743 1.47915 .07905 2.3 Number of crimes in 350 4.1557 1.84219 .09847 Pattaya 2.4 Number of drug 1 350 4,2500 1 1.85917 .09991 problems in Pattaya 2.5 Your standard of living 1 350 1 4.5743 1 .32773 .07095 2.5 Pattaya's local customs 1 350 1 4.5400 1 .48220 1 .07955 13. Environmental Impacts 350 4 .2495 1 .04337 1 .05577 3.1 Environment in Pattaya 1 350 4 .3429 1 .50915 1 .08057 3.7 Infrastructure in Pattaya 1 350 4 .0143 1 .71537 1 .09159 3.4 The historical sites in 1 350 4 .0143 1 .71537 1 .09159 3.4 The historical sites in 1 350 4 .2600 1 .37865 1.07369 Pattaya 1 4 .0314 1 .65390 .08840 3.6 Natural resources in 2 70 4 .0529 1 .58124 .08452	Social impacts	1 350		.99365	
2.3 Number of crimes in 350 4.1557 1.84219 1.09847 Pattaya 2.4 Number of drug 1 350 4,2500 1.185917 .09991 problems in Pattaya 2.5 Your standard of living 1 350 14.5743 1.327~3 .07095 2.5 Pattaya's local customs 1 350 14.5400 1.48220 1.07955 13. Environmental Impacts 350 4.2495 1.04337 1.05577 1 3.1 Environment in Pattaya 1 350 14.3429 1.50915 1.08057 3.7 Infrastructure in Pattaya 1 350 14.7857 1.43126 1.07650 3.3 Pollution in Pattaya 1 350 14.7857 1.43126 1.07650 3.4 The historical sites in 1 350 14.0143 1.71537 1.09159 3.4 The historical sites in 1 350 14.2600 1.37865 1.07369 Pattaya 3.5 Animal life in Pattaya 1 350 14.0314 1.65390 1.08840 3.6 Natural resources in 1 2.70 1.58124 1.08452	2.1 Pattaya's culture	350	4.3286	1.40732	
Pattaya 2.4 Number of drug 1 350 4,2500 1 1.85917 .09991 problems in Pattaya 2.5 Your standard of living 1 350 1 4.5743 1 .327°3 .07095 2.5 Pattaya's local customs 1 350 1 4.5400 1 .48220 1 .07955 13. Environmental Impacts 350 4 .2495 1 .04337 1 .05577 3.1 Environment in Pattaya 1 350 1 4.3429 1 .50915 1 .08057 3.7 Infrastructure in Pattaya 1 350 1 4.7857 1 43126 1 .07650 3.3 Pollution in Pattaya 1 350 1 4.0143 1 .71537 1 .09159 3.4 The historical sites in 1 350 1 4.2600 1 .37865 1.07369 Pattaya 1 1 4.0314 1 .65390 1.08840 3.6 Natural resources in 2 70 1 4.0529 1 .58124 1.08452	2.2 Farr* relations	350	1 4.5743	1.47915	.07905
2.4 Number of drug 350 4,2500 1.85917 .09991 problems in Pattaya 2.5 Your standard of living 350 14.5743 1.32773 .07095 2.5 Pattaya's local customs 350 14.5400 1.48220 .07955 13. Environmental Impacts 350 4.2495 1.04337 1.05577 3.1 Environment in Pattaya 350 14.3429 1.50915 1.08057 3.7 Infrastructure in Pattaya 1350 14.7857 1.43126 1.07650 3.3 Pollution in Pattaya 1350 14.0143 1.71537 1.09159 3.4 The historical sites in 1350 14.2600 1.37865 1.07369 Pattaya 1 1.05390 1.08840 3.6 Natural resources in 200 1.58124 1.08452	2.3 Number of crimes in	350	4.1557	1.84219	1 .09847
problems in Pattaya 350 14.5743 1.327 ⁻³ .07095 2.5 Your standard of living 350 14.5743 1.327 ⁻³ .07095 2.5 Pattaya's local customs 350 14.5400 1.48220 .07955 13. Environmental Impacts 350 4.2495 1.04337 .05577 3.1 Environment in Pattaya 350 14.3429 1.50915 1.08057 3.7 Infrastructure in Pattaya 350 14.7857 1.43126 1.07650 3.3 Pollution in Pattaya 350 14.0143 1.71537 1.09159 3.4 The historical sites in 350 1.0600 1.37865 1.07369 Pattaya 3.5 Animal life in Pattaya 350 1.0314 1.65390 1.08840 3.6 Natural resources in 2.70 1.08452 1.58124 1.08452	Pattaya				
2.5 Your standard of living 350	2.4 Number of drug	1 350	4,2 500	1.85917	.09991
2.5 Pattaya's local customs 350	problems in Pattaya			_	
13. Environmental Impacts 350 4.2495 1.04337 .05577 3.1 Environment in Pattaya 350 1.4.3429 1.50915 1.08057 3.2 Infrastructure in Pattaya 350 1.7857 1.43126 1.07650 3.3 Pollution in Pattaya 350 1.0143 1.71537 1.09159 3.4 The historical sites in 350 1.0600 1.37865 1.07369 Pattaya 1.065390 1.08840 3.5 Animal life in Pattaya 350 1.0814 1.065390 1.08840 3.6 Natural resources in 1.06529 1.58124 1.08452	2.5 Your standard of living	1 350	1 4.5743	1.32713	.07095
3.1 Environment in Pattaya 350	2.5 Pattaya's local customs	350	I 4.5400	1.48220	1 .07955
3.7 Infrastructure in Pattaya 350 14.7857 1.43126 .07650	13. Environmental Impacts	350	4.2495	1.04337	⊥.05577
3.3 Pollution in Pattaya 350 4.0143 1.71537 .09159 3.4 The historical sites in 350 4.2600 1.37865 .07369 Pattaya 3.5 Animal life in Pattaya 350 4.0314 1.65390 .08840 3.6 Natural resources in 2.70 4.0529 1.58124 .08452	3.1 Environment in Pattaya	1 350	1 4.3429	1.50915	
3.4 The historical sites in 350 4.2600 1.37865 .07369 Pattaya	3.7 Infrastructure in Pattaya	1 350	4.7857	1.43126	1 .07650
Pattaya 3.5 Animal life in Pattaya 350 4.0314 1.65390 08840 3.6 Natural resources in 2.0 4.0529 1.58124 .08452	3.3 Pollution in Pattaya	350	4.0143	1.71537	
3.5 Animal life in Pattaya 350 4.0314 1.65390 08840 3.6 Natural resources in 2 0 4.0529 1.58124 .08452	3.4 The historical sites in	1 350	4.2600	1.37865	.07369
3.6 Natural resources in 2 TO 4.0529 1 1.58124 .08452	Pattaya	I		Ī	
3.6 Natural resources in 4.0329 1 1.36124 1.00432	3.5 Animal life in Pattaya	350	4.0314	1.65390	i .08840
Pattaya	3.6 Natural resources in	3_U	4.0529	1.58124	.08452
	_ Pattaya	1		1	<u>I</u>
Overall Impacts 350 4.5101 .74438 .03979	Overall Impacts	350	4.5101	.74438	.03979

One-Sample Test

	Test Value	= 1				
	ı f	ı ^{df}	Sig. (2-tailed)	Mean I Difference	q I Confidence Interval of the Difference	
					Lower	Upper
I 1 Economic I Impacts	3 054	349	.111)2	.15762	I 0561	.2591
1.1 Investment in Pattaya	1 2 055 	j 349	_041	14857	.0064	.2907
1.2 Support for other businesses in Pattaya	J 3.776	349	.000	.24857	.1191	.3780
1.3 I Employment	4.139	349	1 .000	.30571	.1605	i .4510
I m Pattaya _ 1.4 Your income	-4.034	349	1 .000	30000	4463	I1537
I 1.5 Jobs In Pattaya	2.912	349	.004	1 .20000	.0649	.3351
1.6 In Pattaya's tourism	4.182	349 ARO74	1.000 D S	34286	.1816	5041
industry 1 2. Social	-10.848	349	0	57619	I680	I - 4717
Impacts 2.1 Pattava's	 -8.926	349	.000	67143	8194	- _. 5235
culture I 2.2 Family relations	*	349	.000	1 42571	5812	2702
2.3 Number of crimes in	-8.473	349	ที่ยาลัย ลั	83429 	-1.0280	6406
2.4 Number of I drug I problems I Pattaya	l -7.407	1 349	1 .000 	74000 	9365 	5435
l 2.5 our standard of living	-4.591	l 349	I .000	i - 32571 	4653	11862
2.6 Pattava' . local customs	-5 783		.000	46000 	61 5 6	I303.
Environment	-1J.456	-	ישטי	75948 I	8602 	i640'6 i
3.1 Environment in Pattaya	-8.140	·H'	.000	65714	8158	4985
In ranaya _ 2	_2,301	349	.005	21429	3648	0638

Infrastructure in Pattaya	İ					
3.3	-111750	49	.000	98571	-1.1660	8054
f Pollution in		1				
I Pattaya	ı	_			1	
3.4 The	-10.042.	349	nnn	74000	8849	- 5951
historical						
sites In	ı					
Pattaya	į	_				
3.5 Animal	-10.956	1 349	.000	I96857	l -1.1424	I7947
life in Pattaya	1					1
36 Natural	I -11_088	349	.000	I93714	I -1.1034	1 - 7709
resources in						
Pattaya	<u> </u>					
I Overall	-9.734	349	000	38966	I 4 70	13114
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			- Test	0	
	10	Ğrour	Statistics	~ ^^	
-2		aroup	Otatistics		4
1	Gender	N	Mean	Cud	I Std. Error
				Deviation.	_Mean
1. Economic	Male	115	5.2391	1.91982	1 08577
mpacts	Transis V	1 225	5 4477	3 00054	06405
	Female Male	235	5.1177	_9G654 	.11421
1 1 investment in Pattaya	Male Male	115	5,2087	1.22471	.11421
шгашауа	Female	235	5.1191	1.41219	09212
1.2 Support for	Mole	445	5.2261	1.26395	.11786
other businesses in	BROTA	4600	GP	BRIEL	
Pattaya		OF			
	Î Female	235	5.2596	, 1.21804	1 17946
1.3 Employment	Male LAB	0 115	5.4087	1.39351	.12153
in Pattaya					
	Female	235 01	<u> </u>	1.41326	.09232
1.4 Your income	Male	115	4.9217	J 1.42747	.13311
	<u>Female</u>	235 \ \ (4.5915	1.36310	.08892
1.5 Jobs in	I Male	115	5.2870	1.29618	.12087
Pattaya	Female	235	1 5.1574	1.27965	 1 .08347
1.6 In Pattaya's	1 Male	115	5.3826	1.45447	1 .13563
tourism industry	i iviale	115	5.3620	11.40447	1.15505
tourioni <u>maaoti y</u>	I Female	1 235	5.3234	1.57358	.10265
2. Social sts	Male	115	4.4174	.95344	08891
<u> </u>	Female	<u>735</u>	14.4270	1.01472	I .06619
2.1 P ttaya's	Male	15	1 4.2522	1.38186	.12886
culture					
	<u>Female</u>	1 235	4.3660	1 42104	.09270
2.2 Family	Male	115	4.6087	1.39935	.13054
relations	<u> </u>	<u> </u>		1	1
2011	1 Female	235	4.5574	1 1.51907	.09909
2.3 Number of	Male	1 115	4.2696	1.62395	.15143
crimes in Pattaya	Fomalo	235	14.1149	1.94134	.12664
2.4 Number of	<u>Female</u> Male	115	4.2174	1.74609	16282
drug problems if:	iviale	115	1 4.21/4	1.74003	10202
Pattaya				1	
,				J.,	.12589

2.5 your	4.84-1-	1115	4 7470	1.28311	11005
•	1 Male	1 113	4.7478	1.28311	1.11965
standard of living	<u> </u>			1	
	Female	i 235	4.6383	1.34967	1 .08804
¹ 2.6 Pattaya's	l Male	I 115	4.4087	1. 48617	.13859
local customs	<u> </u>	1	1	1	
	1 Female	1 235	4.6043	1.48812	.09707
I 3. Environmental	l Male	, 115	4.2275	1.14076	.10638
I mpacts		1	1	į.	
	1 Female	235	I 4.2603	I .99464	.06483
3.1 Environmer	nt I Male	115	4.2087	1.58111	.14744
1 in Pattaya	1		1	İ	
	I Female	235	1 4.4085	1.47165	1 .09600
3.2	Male	l 115	I 4.7826	1.45568	.13574
Infrastructure in	i	I			1
Pattaya	ł	I	1		ı
	1 Female	I 235	1 4.7272	1.40009	I .09278
3.3 Pollution in	1 Male	I 115	4.0261	1.73943	1.16220
l Pattaya		111		7	1
<u> </u>	Female	I 235	4.0085	1.70718	.11136
3.4 The	Male	1 115	4.2763	1.56467	I .14591
historical sites in) [
Pattaya					
	I Female	235	4.2511	1 1.26134	1.08359
3.5 Amman&	Mate	115	4.0348	I 1.60553	14972
. in Pattava			1	ALL I	1
	Female	1 235	1 4.02%	1 1.66044	1 .10962
3.6 Natural	Male	115	4.0348	1 1.50980	.14079
resources al					
Pattava			1	14	
1	Female	235	1 4.0766	1 1.61804	I .10555
Overall Impacts	Male	1 115	4.6280	.76430	1.07127
C Torum Impuoto	I Female	1 235	1 4.6017	.73593	1 .04801
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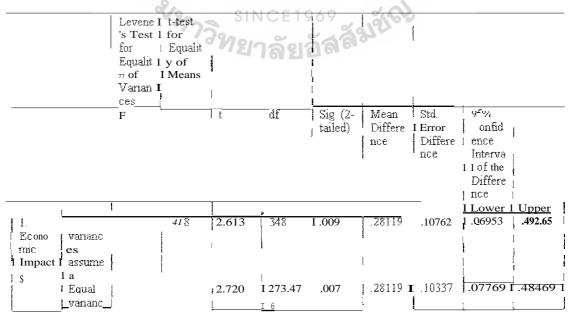
T-Test

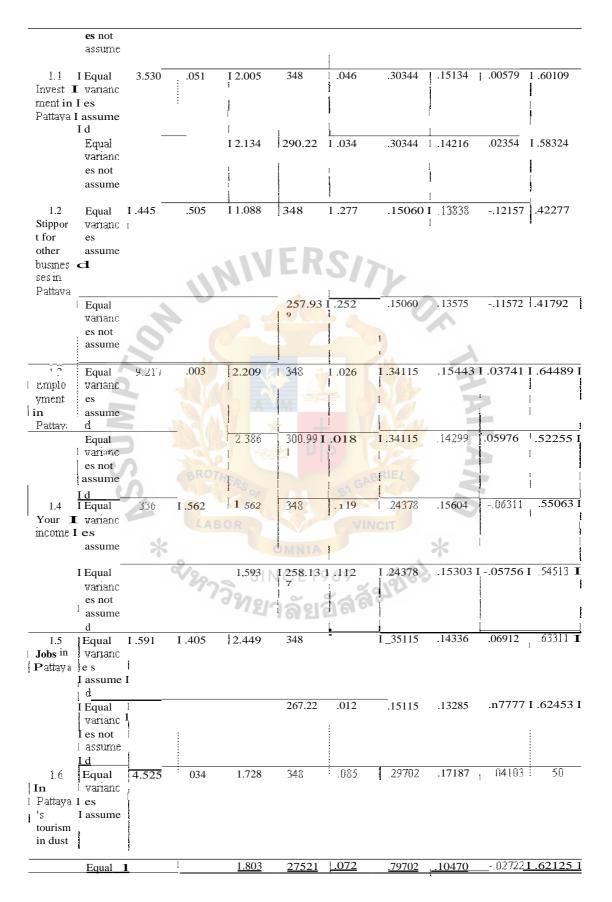
Group Statistics

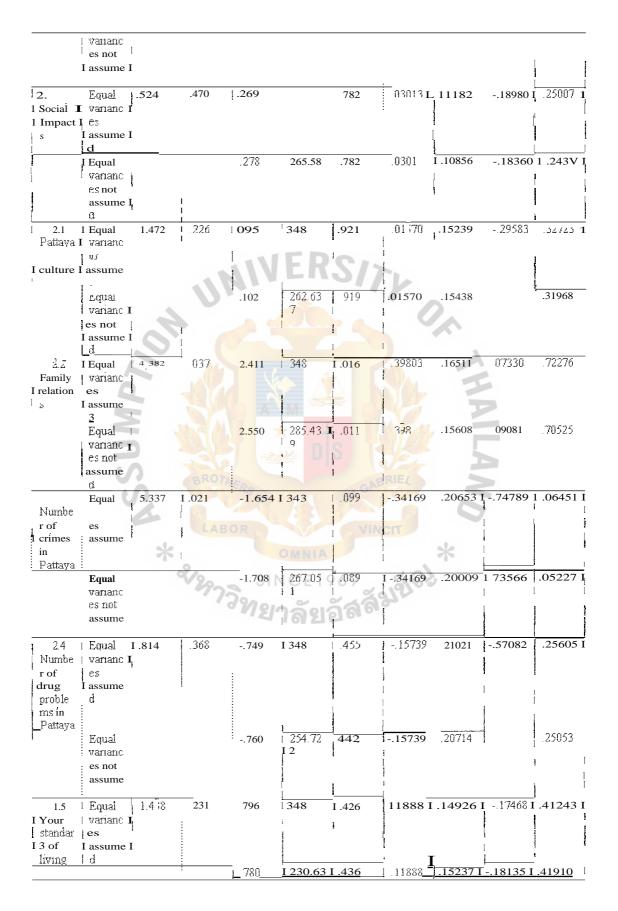
3	Job related to Adventure	N	Mean	Std.	Std. Error
	Tourism	MINIM	Ì	I Deviation	I Mean
 Economic Impacts 	I Yes	121 0 6 0	5.3416	87556	.07960
	No	1 229	I 5.0604	1 .99798	.06595
1.1 Investment in	Yes 3900	121	5.3471	1.16698	.10609
Pattaya	1/21.1	a gga	ì		
	I No	229	5.0437	1.43203	.09463
1.2 Support for other	I Yes	191	5.3471	1.18118	.10733
businesses in Pattaya			1	1	
	No	229	5.1965	1.25684	.08305
1.3 Employment in	I Yes	121	5.5289	1.14800	.10436
Pattaya		·		1	· · · · · · · · · · · · · · · · · · ·
	No	T 229	1 5.1878	1.47928	1 .09775
1.4 Your income	I Yes	121	I 4.8595	1.33108	.12101
	No	229	4.61.57	1.41760	09368
1.5 Jobs	Yes	I 121	1 5.4298	1.18902	.10809
	No		1 3.0786	1.31887	.08715
1.6 in Pattaya's tourism	I Yes	121	5.5372	1.39069	.12643
I industry					
	1 No	229	5.2402	1.59741	1 .10556
2. Social Impacts	Yes_	121	4.4435	.93233	1 08476
	No	205	4.4134	1_0 ⁹ 640	.06783
2.1 Pattaya's culture	1 Yes_	1 121	4.3388	1.33263	1 .12115
	No	229	4.3231	1.44806	1 .09569

2.2 Family relations	Yes	I 121	4.8347	1.29323	.11757
	l No	229	4.4367	1.55362	1 .10267
2.3 Number of crimes I Pattava	Yes	I 121	3.9491	1.71414	1.15583
	I No	229	4.2838	1	.12552
2.4 Number of drug problems m Pattava	I Yes	121	4.1570	1.81204	1 .16473
problems in 1 away a	l No	1 229	4.3144	1.90033	1.12558
2.5 Your standard of living	Yes	121	4.7521	1 1.38613	12601
	I No	229	4.6332	1.99640	.08507
2.6 Pattaya's local	1 Yes	121	4.6364	1.36626	.12421
customs	No	229	4 4891	1.54923	1 .10238
3. Environmental Impacts		121	4.3196	.95563	1 .00200
1	I No	229	4.7125	1.08708	07184
3.1 Environment in Pattaya	I Yes	121	4.4959	1.37310	1.19433
	'To	229	I 4.2620	1.57318	.10396
3.2 Infrastructure in Pattaya	Yes	121	1 4.9008	1 1.28066	.11642
	No	7.29	4.7249	1.50	.09938
3.3 Pollution in Pattaya	I Yes	1 121	3.8099	1.60371	.14579
	No	229	4.1223	1.76538	.11666
3.4 The historical site. Pattaya	Yes	I 121	4.4132	1.35611	.11419
	I No	I 279	4.1790	1.43524	.09484
3.5 Animal life in Pattaya	Yes	121	4.1488	1.58987	1 .14453
	No	1 229	1 3.9694	1.68688	1.11147
3.6 Natural resources in Pattava	I Yes	121	I 4.1488	1.50920	1.13720
	No BROTHE		4.0175	1.61941	1.10701
	110				
Overall Impacts	Yes	121	4.7016	.67788	.06163

Independent Samples Test







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J.3 Polluti 1 on in Pattaya	es not assume d Equal varianc es assume d I Equal varianc es not assume d I Equal I varianc es not assume d I Equal	I .964	NA 72	1.149	348 280.27 1 343 265.56	251 368	.17594 I31235	.153117 I .19234	12538 -	.47725
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3.2 Infrastr ucture in Pattaya J.3 Polluti 1 on in Pattaya	es not assume d Equal varianc es assume d I Equal varianc es not assume d I Equal varianc es not assume d I Equal varianc es assume d I es assume d assume d assume d assume d assume d assume	I .964	.327	1.149	348 280.27 1 343 265.56	251 .105 	I - 31235	.153117 I .19234	12538 . I59054 I	.055291
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3.2 Infrastr ucture in Pattaya J.3 Polluti 1 on in Pattaya	es not assume d Equal varianc es assume d I Equal varianc es not assume d I Equal varianc es not assume d I Equal varianc es a I Equal varianc es not assume d Equal varianc es not assume d Equal varianc	I .964	.327	1.149	348 280.27 1 343 265.56	251 .105 	I - 31235	.153117 I .19234	12538 . I59054 I	.055291
J.3 Polluti 1 on in Pattaya 3.4 The historic	es not assume d Equal varianc es assume d I Equal varianc es not assume d I Equal varianc es not assume d I Equal varianc es assume d Equal varianc es not assume d Equal varianc es not l es no	I .964	.327	1.149	348 280.27 1 343 265.56	251 .105 	I - 31235	.153117 I .19234	12538 . I59054 I	.055291
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3.2 Infrastr ucture in Pattaya J.3 Polluti 1 on in Pattaya 3.4 The historic al sites in Pattaya	es not assume d Equal varianc es assume d I Equal varianc es not assume d I Equal varianc es assume d I Equal varianc es assume d I Equal varianc es not assume d I Equal varianc es not I es I Equal varianc I es I Equal varianc I es I assume	I .964	.327	1.149	348 280.27 1 343 1 348 1 348 1 274.03	251 .105 	I - 31235	.153117	12538 . I59054 I	.055291
3.2 Infrastr ucture in Pattaya J.3 Polluti 1 on in Pattaya 3.4 The historic al sites in Pattaya	es not assume d Equal varianc es assume d I Equal varianc es not assume d I Equal varianc es assume d I Equal varianc es assume d es assume d varianc es assume d varianc es assume d varianc es not assume d varianc es not l assume d l assume d	I .964	.327	1.149	1 348 280.27 1 343 1 348 1 1 348	251	I31235	.153117	12538 . I59054 I	.06594

es not assume 3,5 | Equal | 1.042 I .17933 I .18590 | -.18630 | .54496 1.020 .955 I 348 1.335 | Ammal | Varianc life in 1 es Pattaya I assume 257.30 .17933 | .18253 | -13011 | .53676 Equal .982 .327 vananc i 3 Les not assume d 3.6 P.qu 1.104 .747 720 348 461 I .17733 -.21846 .48105 .13129 Matural I variance resourc | es es in assume Pat ya<u>l</u> d 1.13129 | .17400 | -.21134 | .47392 | 1 Equal 259.81 varianc I es not l assume Overall Equal | Equal | Impact 1 Varian IS 1 -.02467 .30358 .08345 .471 348 .096 .13946 1.671 Les I assume i _d_ J Equal 1.741 273.95 .083 13946 | .08010 1 -.01823 | .29714 varianc 1 es not assume 1

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Descriptives

			Mean	Std.	Std.	95%	0.0	Minimu	aximu
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					1	Interval		į	I
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	<30	245	5.1667	1.00776	.06435	5.0399	5.2934	2.17	I 7.00
l Econom		-						:	
Impacts									
	1 30-50	97	5.1134	87980	.08933	4.9361	5.2907	3.00	7.00
			5.4157	.62361	.2 ⁹ 043	4.39,53	5.9380	4.50	16.17
	Total		1 5.1575	.96550	.05151	5.0561	1 5.2591	ļ 2.17	I 7.00
1.1 Investm	<30	245	5.0816	1.37060	.08756	4.9092 	I 5.2541	1.00	7.00
nt in Pattaya			Ī	1			1	Property of the Control of the Contr]
	30-50	97	L 5.2887	1.33821	.13587	5.0190	5.5534	1.00	7.00
	I >50	8	I 5.5000	1 .75593	.96726	4.8680	6.1320	4.00	00
	I Total	350	5.1485	I 1.35236	.07229	5.0064	5.2907	<u>l 1.00</u>	7.00

1.2	<30	1 245	5 2653	1 1 17654	.07517	I 5.117 ²	5.4134	[1.00	7.00
1 Support						1	-		
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business	1					1	1		
es in	1					,	ļ	ſ	
Pattaya	<u></u>						·	ţ	
1	30-50	1 97	5.1649	1.38203	.14032	1.000	5.4435	1.00	7.00
i	1 >50	8	5.7500	.88641	.31339	1 5.0089	6.4911	4.00	7.00
1	I Total	1 350	5.2486	1.23160	.06583	1 5.1191	1 5.3780	1 1.00	7.00
1.3	<30	1 245	5.3469	1.40126	08956	5.1705	5.5234	1.00	7.00
Employ								1	
ment in		1				1			
Pattaya	1 20 50	1 1 97	1 5 1752	1.25400	1 12740	4.0022	1.5.4400	1.00	1.7.00
	1 30-50 1 >50	19/ 18		1.35409	1 13749	4.9023	1 5.4482		7.00
			_1 5.6250	1.06066	37500	47383	1 6.5117	4.00	7.00
1.4	Total	1 350	_ //	1.38171	.07386	5.1605	1 5.4510		7.00 1 7.00
	<30	1 245	4.6490	1.45677	KC	4.4657	1 4.8323	100	1 7.00
Your	I	İ	- N	/ar	110				
_mcome		1 07	1 4.7235	1 2/25/	1 .12626	4.5329	1 5.0341	1 1.00	1 7.00
	1 30-50	97 8	1 5.2500	1.24354	1 .12626	4.5089	1 5.9911	1 4.00	1 6.00
		1 350	4.7000			_	4.8463		1 7.00
1.5	1 Total <30	1 245	5.21182	1.39123 1.29055	1 .07436	4.5537 5.0458	5.3706	1 1.00 1 1.00	1 7.00 1 7.80
Jobs in			3.21162	1.29033	1 .02243	3.0438	3.3700	1 1.00	1 7.00
Pattaya	1	1							ļ
_ I awaya	30-50	1 97	I 5.1856	1.27745	1 .12971	4.9281	5.4430	1 2.00	7.00
	. 30-30 . >50		5.1250	1.35620	1 .47949	3.9912	6.2588	1 3.00	7 00
	1 Total	1350	1 5.2000	1.28469	1 .06867	5.0649	1 5.3351	1.00	1 7.00
1.6 In		1 245	1 3.4490	1.48298	.09474	1 5.7624	1 5.6356	1.00	1 7.00
1.0 m 1 Pattaya's 1		1 243	1 3.4470	: 1.40270	j .05474	1 2. 021	3.0330	, 1.00	1 7.00
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1 industry		I	1	- Wilk					
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, .		97	1 5.0825	1.65624	.16817	4.74E7	5.4163	1.00	7 00
	30-50	97	1 5.0825	1.65624	.16817	4.74E7 4.1784	5.4163	1.00	7.00
	30-50		1 5.2500	1.65624 1.28174 1.53363	.45316	4.1784	1 6.3216	4.00	
	30-50 1 >50 I Total	1 350 1 245	1 5.2500 5.3429	1.28174	.45316	4.1784			7.00
2. Social	30-50	1 350	1 5.2500	1.28174	.45316	4.1784	1 6.3216 1 5.5041	4.00 1.00	7.00 7.00
2. Social Impacts	30-50 1 >50 I Total	1 350	1 5.2500 5.3429 1 4.4014	1.28174 1.53363 98827	.45316 .08198 .06314	4.1784 1 5.1816 1 4.2770	1 6.3216 1 5.5041	4.00 1.00	7.00 7.00
2. Social Impacts	30-50 1 >50 I Total <30 1 30-50	1 350	1 5.2500 5.3429 1 4.4014 4.4931	1.28174	.45316	4.1784	1 6.3216 1 5.5041 1 4.5257	4.00 1.00 1.00	7.00 7.00 6.83
2. Social Impacts	30-50 1 >50 I Total <30	1 350 245 9, 1 8	1 5.2500 5.3429 1 4.4014	1.28174 1.53363 98827 98305 1.34795	.08198 .08198 .06314 .09981	4.1784 1 5.1816 1 4.2770 İ 4.2950	1 6.3216 1 5.5041 4.5257 4.6913	4.00 1.00 1.00 1.50	7.00 7.00 6.83 7.00
2. Social Impacts	30-50 1 >50 I Total <30 1 30-50 1 >50	1 350	1 5.2500 5.3429 1 4.4014 4.4931 4.2708 4.4238	1.28174 1.53363 98827 98305 1.34795	.45316 .08198 .06314 .09981 .47657 .135311	4.1784 1 5.1816 1 4.2770 1 4.2950 1 3.1439	1 6.3216 1 5.5041 1 4.5257 4.6913 5.3977	4.00 1.00 1.00 1.50 1.33:	7.00 7.00 6.83 7.00 5.50
2. Social Impacts	30-50 1 >50 1 Total <30 1 30-50 1 >50 1 Total 1 <30	1 350 245 9, 1 8 1 350	1 5.2500 5.3429 1 4.4014 4.4931 4.2708	1.28174 1 53363 98827 98827 1 98305 1 1.34795 1 .99365	.45316 .08198 .06314 .09981 .47657 .135311	4.1784 1 5.1816 1 4.2770 1 4.2950 1 3.1439 1 4.3193	1 6.3216 1 5.5041 1 4.5257 4.6913 5.3977 1 4.5223	4.00 1.00 1.00 1.50 1.33: 1.00	7.00 7.00 6.83 7.00 5.50 7.00
2. Social Impacts	30-50 1 >50 1 Total <30 1 30-50 1 >50 1 Total 1 <30	1 350 245 9, 1 8 1 350	1 5.2500 5.3429 1 4.4014 4.4931 4.2708 4.4238	1.28174 1 53363 98827 98827 1 98305 1 1.34795 1 .99365	.45316 .08198 .06314 .09981 .47657 .135311	4.1784 1 5.1816 1 4.2770 1 4.2950 1 3.1439 1 4.3193	1 6.3216 1 5.5041 1 4.5257 4.6913 5.3977 1 4.5223	4.00 1.00 1.00 1.50 1.33: 1.00	7.00 7.00 6.83 7.00 5.50 7.00
2. Social Impacts 2.1 Pattaya's culture	30-50 1 >50 1 Total <30 1 30-50 1 >50 1 Total 1 <30	1 350 245 9, 1 8 1 350	1 5.2500 5.3429 1 4.4014 4.4931 4.2708 4.4238	1.28174 1 53363 98827 98827 1 98305 1 1.34795 1 .99365	.08198 .08198 .06314 .09981 .47657 .135311 .09057	4.1784 1 5.1816 1 4.2770 1 4.2950 1 3.1439 1 4.3193	1 6.3216 1 5.5041 1 4.5257 4.6913 5.3977 1 4.5223	4.00 1.00 1.00 1.50 1.33: 1.00	7.00 7.00 6.83 7.00 5.50 7.00
2. Social Impacts 2.1 Pattaya's culture	30-50 1 >50 I Total <30 1 30-50 1 >50 1 Total 1 <30 I Total	1 350 245 9, 1 8 1 350	1 5.2500 5.3429 1 4.4014 4.4931 4.2708 4.4238 1 4.2298	1.28174 1.53363 98827 98305 1.34795 1.99365 1.41772 1	.45316 .08198 .06314 .09981 .47657 1.135311 .09057	4.1784 1 5.1816 1 4.2770 1 4.2950 1 3.1439 1 4.3193 1 4.1114	1 6.3216 1 5.5041 1 4.5257 4.6913 5.3977 1 4.5223 1 4.4682	4.00 1.00 1.00 1.50 1.33: 1.00	7.00 7.00 6.83 7.00 5.50 7.00 7.00
2. Social Impacts 2.1 Pattaya's culture	30-50 1 >50 1 Total <30 1 30-50 1 >50 1 Total 1 <30 1	1 350 245 9, 1 8 1 350 1 245	1 5.2500 5.3429 1 4.4014 4.4931 4.2708 4.4238 1 4.2298	1.28174 1.53363 98827 98305 1.34795 1.99365 1.41772 1	.45316 .08198 .06314 .09981 .47657 1.135311 .09057	4.1784 1 5.1816 1 4.2770 1 4.2950 1 3.1439 1 4.3193 1 4.1114 1 4.1470	1 6.3216 1 5.5041 4.5257 4.6913 5.3977 1 4.5223 4.4682	1.00 1.00 1.00 1.50 1.33: 1.00 1.00	7.00 7.00 6.83 7.00 5.50 7.00 7.00 7.00 7.00 7.00 7.00
2. Social Impacts 2.1 Pattaya's culture	30-50 1 > 50 I Total <30 1 30-50 1 > 50 1 Total 1 <30 I total 1 <30 I total 1 <30 I total	1 350 245 9, 1 8 1 350 1 245	1 5.2500 5.3429 1 4.4014 4.4931 4.2708 4.4238 I 4.2298	1.28174 1.53363 98827 98827 1.34795 1.34795 1.41772 1 1.36605 1 11.68502 1	.45316 .08198 .06314 .09981 .47657 1.135311 .09057 .13890 .59574 1.07522	4.1784 1 5.1816 1 4.2770 1 4.2950 1 3.1439 1 4.3193 1 4.1114 1 4.1470 1 2.9663	1 6.3216 1 5.5041 4.5257 4.6913 5.3977 1 4.5223 4.4682 1 4.6984 5.7237	1.00 1.00 1.50 1.33: 1.00 1.00	7.00 7.00 6.83 7.00 5.50 7.00 7.00 7.00 7.00
2. Social Impacts 2.1 Pattaya's culture	30-50 1 >50 1 Total <30 1 30-50 1 >50 1 Total 1 <30 1 1 30-50 >50 Total < (i)	1 350 245 9, 1 8 1 350 1 245 	1 5.2500 5.3429 1 4.4014 4.4931 4.2708 4.4238 1 4.2298 4.4227 4.3750 4.3986	1.28174 1.53363 98827 98827 1.34795 1.99365 1.41772 1 1.36605 1 1.68502 1 1.40732 1 1.48655 1	.45316 .08198 .06314 .09981 .47657 1.135311 .09057 .13890 .59574 1.07522	4.1784 1 5.1816 1 4.2770 1 4.2950 1 3.1439 1 4.3193 1 4.1114 1 4.1470 1 2.9663 1 4.1806	1 6.3216 1 5.5041 4.5257 4.6913 5.3977 1 4.5223 4.4682 1 4.6984 5.7237 1 4.4765	1.00 1.00 1.50 1.33: 1.00 1.00 1.00	7.00 7.00 6.83 7.00 5.50 7.00 7.00 7.00 7.00 7.00 7.00
2. Social Impacts 2.1 Pattaya's culture	30-50 1 > 50 1 Total <30 1 30-50 1 > 50 1 Total 1 > 50 1 Total 1 < 30 1 1 30-50 > 50 Total < 10 1 Total	1 350 245 9, 1 8 1 350 1 245 	1 5.2500 5.3429 1 4.4014 4.4931 4.2708 4.4238 1 4.2298 4.4227 4.3750 4.3986	1.28174 1.53363 98827 98827 1.34795 1.99365 1.41772 1 1.36605 1 1.68502 1 1.40732 1 1.48655 1	.45316 .08198 .06314 .09981 .47657 1.135311 .09057 .13890 1.59574 1.07522 1.09497	4.1784 1 5.1816 1 4.2770 1 4.2950 1 3.1439 1 4.3193 1 4.1114 1 4.1470 1 2.9663 1 4.1806 1 4.4701	1 6.3216 1 5.5041 4.5257 4.6913 5.3977 1 4.5223 4.4682 1 4.6984 5.7237 1 4.4765 1 4.8442	1.00 1.00 1.50 1.33: 1.00 1.00 1.00 1.00 1.00	7.00 7.00 6.83 7.00 5.50 7.00 7.00 7.00 7.00 7.00 7.00 7.00
2. Social Impacts 2.1 Pattaya's culture 1 Family 1 relations	30-50 1 > 50 1 Total <30 1 30-50 1 > 50 1 Total 1 > 50 1 Total 1 < 30 1 1 30-50 > 50 Total < 10 1 Total	1 350 245 9, 1 8 1 350 1 245 	1 5.2500 5.3429 1 4.4014 4.4931 4.2708 4.4238 1 4.2298 4.4227 4.3750 4.3986	1.28174 1.53363 98827 98827 1.34795 1.34795 1.41772 1.41772 1.468502 1.40732 1.48655 1.44092	.45316 .08198 .06314 .09981 .47657 1.135311 .09057 .13890 .59574 1.07522 1.09497	4.1784 1 5.1816 1 4.2770 1 4.2950 1 3.1439 1 4.3193 1 4.1114 1 4.1470 1 2.9663 1 4.1806	1 6.3216 1 5.5041 4.5257 4.6913 5.3977 1 4.5223 4.4682 1 4.6984 5.7237 1 4.4765	1.00 1.00 1.50 1.33: 1.00 1.00 1.00	7.00 7.00 6.83 7.00 5.50 7.00 7.00 7.00 7.00 7.00 7.00 7.00
2. Social Impacts 2.1 Pattaya's culture 1 Family 1 relations	30-50 1 >50 1 Total <30 1 30-50 1 Total 1 <30 1 1 30-50 >50 Total < 30 Total < 30 Total	1 350 245 9, 1 8 1 350 1 245 1 245 1 245	1 5.2500 5.3429 1 4.4014 4.4931 4.2708 4.4238 1 4.2298 4.4227 4.3750 4.3986 1 4.6571	1.28174 1.53363 98827 98305 1.34795 1.99365 1.41772 1.68502 1.48655 1.48655 1.44092 1.64208	.45316 .08198 .06314 .09981 .47657 1.135311 .09057 .13890 .59574 1.07522 1.09497	4.1784 1 5.1816 1 4.2770 1 4.2950 1 3.1439 1 4.3193 1 4.1114 1 4.1470 1 2.9663 1 4.1806 1 4.4701 1 4.1117 2.7522	1 6.3216 1 5.5041 4.5257 4.6913 5.3977 4.5223 4.4682 1 4.6984 5.7237 1 4.4765 1 4.8442	1.00 1.00 1.50 1.33: 1.00 1.00 1.00 1.00 1.00	7.00 7.00 6.83 7.00 5.50 7.00 7.00 7.00 7.00 7.00 7.00 7.00
2. Social Impacts 2.1 Pattaya's culture 1 Family 1 relations	30-50 1 >50 1 Total <30 1 30-50 1 Total 1 <30 1 Total 1 <30 Total 1 <30 Total 1 30-50 Total < (1) 1 1 1 1 30-50 Total 1 Total 1 Total 1 Total 1 Total 1 Total 1 Total	1 350 245 9, 1 8 1 350 1 245 1 245 1 245 1 350	1 5.2500 5.3429 1 4.4014 4.4931 4.2708 4.4238 1 4.2298 4.4227 4.3750 4.3986 1 4.6571 1 4.4021 4.1250 1 4.5743	1.28174 1.53363 98827 98827 1.34795 1.34795 1.41772 1.468502 1.48655 1.44092 1.64208 1.47913	.45316 .08198 .06314 .09981 .47657 1.135311 .09057 .13890 .59574 1.07522 1.09497 1 .14630 .58056 .07906	4.1784 1 5.1816 1 4.2770 1 4.2950 1 3.1439 1 4.3193 1 4.1114 1 4.1470 1 2.9663 1 4.1806 1 4.4701 1 4.1117 2.7522 4.4138	1 6.3216 1 5.5041 1 4.5257 4.6913 5.3977 1 4.5223 4.4682 1 4.6984 5.7237 1 4.4765 1 4.8442 1 4.6925 1 5.4978 1 4.7298	1.00 1.00 1.50 1.33: 1.00 1.00 1.00 1.00 1.00 1.00	7.00 7.00 6.83 7.00 5.50 7.00 7.00 7.00 7.00 7.00 7.00 7.00 7.00 7.00 7.00 7.00
2. Social Impacts 2.1 Pattaya's culture 1 Family 1 relations	30-50 1 >50 1 Total <30 1 30-50 1 Total 1 <30 1 Total 1 <30 Total 1 <30 Total <30 Total <30 Total <30 Total <30 Total <30 Total <30 Total <30 Total <30 Total <30 Total <30 Total	1 350 245 9, 1 8 1 350 1 245 1 245 1 245	1 5.2500 5.3429 1 4.4014 4.4931 4.2708 4.4238 1 4.2298 4.4227 4.3750 4.3986 1 4.6571 1 4.4021 4.1250	1.28174 1.53363 98827 98305 1.34795 1.99365 1.41772 1.68502 1.48655 1.48655 1.44092 1.64208	.45316 .08198 .06314 .09981 .47657 1.135311 .09057 .13890 .59574 1.07522 1.09497	4.1784 1 5.1816 1 4.2770 1 4.2950 1 3.1439 1 4.3193 1 4.1114 1 4.1470 1 2.9663 1 4.1806 1 4.4701 1 4.1117 2.7522	1 6.3216 1 5.5041 4.5257 4.6913 5.3977 4.5223 4.4682 1 4.6984 5.7237 1 4.4765 1 4.8442	1.00 1.00 1.50 1.33: 1.00 1.00 1.00 1.00 1.00	7.00 7.00 6.83 7.00 5.50 7.00 7.00 7.00 7.00 7.00 7.00 7.00 7.00 7.00
2. Social Impacts 2.1 Pattaya's culture 1 Family 1 relations 1	30-50 1 >50 1 Total <30 1 30-50 1 Total 1 <30 1 Total 1 <30 Total 1 <30 Total <30 Total <30 Total <30 Total <30 Total <30 Total <30 Total <30 Total <30 Total <30 Total <30 Total	1 350 245 9, 1 8 1 350 1 245 1 245 1 245 1 350	1 5.2500 5.3429 1 4.4014 4.4931 4.2708 4.4238 1 4.2298 4.4227 4.3750 4.3986 1 4.6571 1 4.4021 4.1250 1 4.5743	1.28174 1.53363 98827 98827 1.34795 1.34795 1.41772 1.468502 1.48655 1.44092 1.64208 1.47913	.45316 .08198 .06314 .09981 .47657 1.135311 .09057 .13890 .59574 1.07522 1.09497 1 .14630 .58056 .07906	4.1784 1 5.1816 1 4.2770 1 4.2950 1 3.1439 1 4.3193 1 4.1114 1 4.1470 1 2.9663 1 4.1806 1 4.4701 1 4.1117 2.7522 4.4138	1 6.3216 1 5.5041 1 4.5257 4.6913 5.3977 1 4.5223 4.4682 1 4.6984 5.7237 1 4.4765 1 4.8442 1 4.6925 1 5.4978 1 4.7298	1.00 1.00 1.50 1.33: 1.00 1.00 1.00 1.00 1.00 1.00	7.00 7.00 6.83 7.00 5.50 7.00 7.00 7.00 7.00 7.00 7.00 7.00 7.00 7.00 7.00 7.00
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2. Social Impacts 2.1 Pattaya's culture 1 Family 1 relations Number of crimes	30-50 1 >50 1 Total <30 1 30-50 1 Total 1 <30 1 Total 1 <30 Total 1 <30 Total <30 Total <30 Total <30 Total <30 Total <30 Total <30 Total <30 Total <30 Total <30 Total <30 Total	1 350 245 9, 1 8 1 350 1 245 1 245 1 245 1 350	1 5.2500 5.3429 1 4.4014 4.4931 4.2708 4.4238 1 4.2298 4.4227 4.3750 4.3986 1 4.6571 1 4.4021 4.1250 1 4.5743	1.28174 1.53363 98827 98827 1.34795 1.34795 1.41772 1.468502 1.48655 1.44092 1.64208 1.47913	.45316 .08198 .06314 .09981 .47657 1.135311 .09057 .13890 .59574 1.07522 1.09497 1 .14630 .58056 .07906	4.1784 1 5.1816 1 4.2770 1 4.2950 1 3.1439 1 4.3193 1 4.1114 1 4.1470 1 2.9663 1 4.1806 1 4.4701 1 4.1117 2.7522 4.4138	1 6.3216 1 5.5041 1 4.5257 4.6913 5.3977 1 4.5223 4.4682 1 4.6984 5.7237 1 4.4765 1 4.8442 1 4.6925 1 5.4978 1 4.7298	1.00 1.00 1.50 1.33: 1.00 1.00 1.00 1.00 1.00 1.00	7.00 7.00 6.83 7.00 5.50 7.00 7.00 7.00 7.00 7.00 7.00 7.00 7.00 7.00 7.00 7.00
2. Social Impacts 2.1 Pattaya's culture 1 Family 1 relations Number of crimes in	30-50 1 >50 1 Total <30 1 30-50 1 Total 1 <30 1 Total 1 <30 Total 1 <30 Total <30 Total <30 Total <30 Total <30 Total <30 Total <30 Total <30 Total <30 Total <30 Total <30 Total	1 350 245 9, 1 8 1 350 1 245 1 245 1 245 1 350	1 5.2500 5.3429 1 4.4014 4.4931 4.2708 4.4238 1 4.2298 4.4227 4.3750 4.3986 1 4.6571 1 4.4021 4.1250 1 4.5743	1.28174 1.53363 98827 98827 1.34795 1.34795 1.41772 1.468502 1.48655 1.44092 1.64208 1.47913	.45316 .08198 .06314 .09981 .47657 1.135311 .09057 .13890 .59574 1.07522 1.09497 1 .14630 .58056 .07906	4.1784 1 5.1816 1 4.2770 1 4.2950 1 3.1439 1 4.3193 1 4.1114 1 4.1470 1 2.9663 1 4.1806 1 4.4701 1 4.1117 2.7522 4.4138	1 6.3216 1 5.5041 1 4.5257 4.6913 5.3977 1 4.5223 4.4682 1 4.6984 5.7237 1 4.4765 1 4.8442 1 4.6925 1 5.4978 1 4.7298	1.00 1.00 1.50 1.33: 1.00 1.00 1.00 1.00 1.00 1.00	7.00 7.00 6.83 7.00 5.50 7.00 7.00 7.00 7.00 7.00 7.00 7.00 7.00 7.00 7.00 7.00
2. Social Impacts 2.1 Pattaya's culture 1 Family 1 relations Number of crimes	30-50 1 > 50 1 Total <30 1 30-50 1 Total 1 > 50 1 Total 1 <30 1 1 30-50 Total < 30 Total < 30 Total < 30 Total < 30 Total < 30 Total < 30 Total	1 350 245 9, 1 8 1 350 1 245 1 245 1 350 245	1 5.2500 5.3429 1 4.4014 4.4931 4.2708 4.4238 1 4.2298 4.4227 4.3750 4.3986 1 4.6571 1 4.4021 4 1250 1 4.5743 4.1143	1.28174 1.53363 98827 98827 1.34795 1.99365 1.41772 1.68502 1.48655 1.44092 1.64208 1.47913 1.86512	.45316 .08198 .06314 .09981 .47657 1.135311 .09057 .13890 .59574 1.07522 1.09497 1.14630 .58056 .07906 .11916	4.1784 1 5.1816 1 4.2770 1 4.2950 1 3.1439 1 4.3193 1 4.1114 1 4.1470 1 2.9663 1 4.1806 1 4.4701 1 4.1117 2.7522 4.4188 3.8796	1 6.3216 1 5.5041 1 4.5257 4.6913 5.3977 1 4.5223 4.4682 1 4.6984 5.7237 1 4.4765 1 4.8442 1 4.6925 1 5.4978 1 4.7298 4.3490	1.00 1.00 1.50 1.33: 1.00 1.00 1.00 1.00 1.00 1.00 1.00	7.00 7.00 6.83 7.08 5.50 7.00 7.00 7.00 7.00 7.00 7.00 7.00
2. Social Impacts 2.1 Pattaya's culture 1 Family 1 relations Number of crimes in Pattaya	30-50 1 >50 1 Total <30 1 30-50 1 Total <30 1 Total 1 <30 Total 1 <30 Total <30 Total <30 Total <30 Total <30 Total <30 Total <30 Total <30 Total <30 Total <30 Total <30 Total <30 Total	1 350 245 9, 1 8 1 350 1 245 1 245 1 245 1 350	1 5.2500 5.3429 1 4.4014 4.4931 4.2708 4.4238 I 4.2298 4.4227 4.3750 4.3986 1 4.6571 1 4.4021 4.1250 1 4.5743 4.1143 4.3608	1.28174 1.53363 98827 98827 1.34795 1.99365 1.41772 1.68502 1.48655 1.44092 1.64208 1.47913 1.86512	.45316 .08198 .06314 .09981 .47657 1.135311 .09057 .13890 .59574 1.07522 1.09497 1.14630 .58056 .07906 .11916	4.1784 1 5.1816 1 4.2770 1 4.2950 1 3.1439 1 4.3193 1 4.1114 1 4.1470 1 2.9663 1 4.1806 1 4.4701 1 2.7522 1 4.4138 1 3.8796 1 3.9984	1 6.3216 1 5.5041 1 4.5257 4.6913 5.3977 1 4.5223 4.4682 1 4.6984 5.7237 1 4.4765 1 4.8442 1 4.6925 1 5.4978 1 4.7298 4.3490	1.00 1.00 1.50 1.33: 1.00 1.00 1.00 1.00 1.00 1.00 1.00	7.00 7.00 6.83 7.08 5.50 7.00 7.00 7.00 7.00 7.00 7.00 7.00
2. Social Impacts 2.1 Pattaya's culture 1 Family 1 relations Number of crimes in Pattaya	30-50 1 > 50 1 Total <30 1 30-50 1 Total <30 1 Total 1 <30 Total 1 <30 Total <30 Total <30 Total <30 Total <30 Total <30 Total <30 Total <30 Total <30 Total <30 Total <30 Total <30 Total <30 Total <30 Total <30 Total <30 Total <30 Total <30 Total <30 Total <30 Total <30 Total <30 Total <30 Total <30 Total <30 Total <30 Total <30 Total	1 350 245 1 8 1 350 1 245 1 245 1 245 1 350 245 1 1 97	1 5.2500 5.3429 1 4.4014 4.4931 4.2708 4.4238 I 4.2298 4.4227 4.3750 4.3986 1 4.6571 1 4.4021 4.1250 1 4.5743 4.1143 4.3608 3.3750	1.28174 1.53363 98827 98827 98827 1.34795 1.99365 1.41772 1.68502 1.48655 1.44092 1.44092 1.64208 1.47913 1.86512	.45316 .08198 .06314 .09981 .47657 1.135311 .09057 .13890 .59574 1.07522 1.09497 1.14630 .58056 .07906 .11916	4.1784 1 5.1816 1 4.2770 1 4.2950 1 3.1439 1 4.3193 1 4.1114 1 4.1470 1 2.9663 1 4.1806 1 4.4701 1 4.1117 2.7522 4.4138 3.8796 1 3.9984 2.1160	1 6.3216 1 5.5041 1 4.5257 4.6913 5.3977 1 4.5223 4.4682 1 4.6984 5.7237 1 4.4765 1 4.8442 1 4.6925 1 5.4978 1 4.7298 4.3490 4.7232 4.6340	1.00 1.00 1.50 1.33: 1.00 1.00 1.00 1.00 1.00 1.00 1.00 1.0	7.00 7.00 7.00 6.83 7.08 5.50 7.00 7.00 7.00 7.00 7.00 7.00 7.00
2. Social Impacts 2.1 Pattaya's culture 1 Family 1 relations Number of crimes in Pattaya	30-50 1 >50 1 Total <30 1 30-50 1 Total <30 1 Total 1 <30 Total 1 <30 Total <30 Total <30 Total <30 Total <30 Total <30 Total <30 Total <30 Total <30 Total <30 Total <30 Total <30 Total	1 350 245 9, 1 8 1 350 1 245 1 245 1 350 245	1 5.2500 5.3429 1 4.4014 4.4931 4.2708 4.4238 I 4.2298 4.4227 4.3750 4.3986 1 4.6571 1 4.4021 4.1250 1 4.5743 4.1143 4.3608	1.28174 1.53363 98827 98827 1.34795 1.99365 1.41772 1.68502 1.48655 1.44092 1.64208 1.47913 1.86512	.45316 .08198 .06314 .09981 .47657 1.135311 .09057 .13890 .59574 1.07522 1.09497 1.14630 .58056 .07906 .11916	4.1784 1 5.1816 1 4.2770 1 4.2950 1 3.1439 1 4.3193 1 4.1114 1 4.1470 1 2.9663 1 4.1806 1 4.4701 1 2.7522 1 4.4138 1 3.8796 1 3.9984	1 6.3216 1 5.5041 1 4.5257 4.6913 5.3977 1 4.5223 4.4682 1 4.6984 5.7237 1 4.4765 1 4.8442 1 4.6925 1 5.4978 1 4.7298 4.3490	1.00 1.00 1.50 1.33: 1.00 1.00 1.00 1.00 1.00 1.00 1.00	7.00 7.00 6.83 7.08 5.50 7.00 7.00 7.00 7.00 7.00 7.00 7.00

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ment	1.0	-	360/			I		1
Pattaya			ROTH	1				
	3 0-50	97 18	1 4.2764	1.59910 I .16	3.9561	1 4.6006	1.00	7.00
	>50	18	1 4.2500	1 1.53114 I .55		1 5.5719	=_ _{1.00}	6.00
	I Total	3.50	4.3429	1.50915 1 .03		1 4.5015	1.00	1 7.00
3.2	<911	245	4.7265		8 ⁹ 30 4.5506	4.9024	1.00	7.00
Infrastru	<911	1245	4.7203	1.39771 .0	5 30 4.3300	4.9024	1.00	17.00
			1			*		
cture in			-					
Pattaya		97	1	SINCEL	060 %			
	<u>I 30-50</u>	<u>L</u> 97	4.6763	1.52928 .1	<u>5528</u> 4.5681	5.1845	I 1.00	I 7.00
			7 . ///					
	<u>I >50</u>	5	5.5000	1.06904 1 .37	7796 4.6063	6.3937	I 4.00	7,00
	<u>I >50</u> Total	350	5.5000 4.7857	1.06904 1 .37		<u>6.3937</u> 4.9362 1		
	3	350	4.7857 <u>.</u>	1.43126 1.07	7 65 0 4.6352	4.9362 1	1.00	7.00
Polic	3				7 65 0 4.6352			7,00
Polio	3	350	4.7857 <u>.</u>	1.43126 1.07	7 65 0 4.6352	4.9362 1	1.00	7.00
11 II 1	3	350	4.7857 <u>.</u>	1.43126 1.07	7 65 0 4.6352	4.9362 1	1.00	7.00
	<u>Total</u>	350 245	4.7857 _. I 3.9429	1.43126 (.07 1.68795 (.10	7650 4.6352 0784 3.7304	4.9362 ¹ 4.1553	1.00	7.00 7.00 7.00
11 II 1	1 30-50	350 245 1 1 9'7	4.7857. I 3.9429	1.43126 (.02 1.68795 .10	7650 4.6352 9784 3.7304 8376 3 3517	4.9362 1 4.1553 4.5613	1.00	7.00 7.00 7.00
11 II 1	1 30-50 >50	350 245 1 9'7 8	4.7857. I 3.9429 4.3165 : 3.75011	1.80985 .1 1.28174 .4	7650 4.6352 9784 3.7304 8376 3.2517 5316 2.6784	4.9362 1 4.1553 4.5613 4.6216	1.00 1.00 1.00	7.00 7.00 7.00 7.00 5.00
11 Ⅱ 1	1 30-50	350 245 1 1 9'7	4.7857. I 3.9429	1.80985 .1 1.28174 .4	7650 4.6352 9784 3.7304 8376 3 3517	4.9362 1 4.1553 4.5613	1.00	7.00 7.00 7.00 7.00 5.00 (7.00
II II I Pattaya	1 30-50 >50	350 245 1 9'7 8	4.7857. I 3.9429 4.3165 : 3.75011	1.80985 .1 1.28174 .4	7650 4.6352 9784 3.7304 8376 3.3517 5316 2.6784 9169 3.8340	4.9362 1 4.1553 4.5613 4.6216	1.00 1.00 1.00	7.00 7.00 7.00 7.00 5.00
Pattaya 3.4	1 30-50 >50 Total	350 245 245 1 350	4.7857. I 3.9429 4.3165 3.75011 4.0143	1.80985 .1 1.28174 4 1.71537 .00	7650 4.6352 9784 3.7304 8376 3.3517 5316 2.6784 9169 3.8340	4.9362 1 4.1553 4.5613 4.6216 4.1946	1.00 1.00 1.00 1.00 1.00	7.00 7.00 7.00 7.00 5.00 (7.00
11Ⅱ1 Pattaya	1 30-50 >50 Total	350 245 245 1 350	4.7857. I 3.9429 4.3165 3.75011 4.0143	1.80985 .1 1.28174 4 1.71537 .00	7650 4.6352 9784 3.7304 8376 3.3517 5316 2.6784 9169 3.8340	4.9362 1 4.1553 4.5613 4.6216 4.1946	1.00 1.00 1.00 1.00 1.00	7.00 7.00 7.00 7.00 5.00 (7.00
Pattaya 3.4 The	1 30-50 >50 Total	350 245 245 1 350	4.7857. I 3.9429 4.3165 3.75011 4.0143	1.80985 .1 1.28174 4 1.71537 .00	7650 4.6352 9784 3.7304 8376 3.3517 5316 2.6784 9169 3.8340	4.9362 1 4.1553 4.5613 4.6216 4.1946	1.00 1.00 1.00 1.00 1.00	7.00 7.00 7.00 7.00 5.00 (7.00
Pattaya 3.4 The 1 sites in	1 30-50 >50 Total	350 245 245 1 350	4.7857. I 3.9429 4.3165 3.75011 4.0143	1.80985 .1 1.28174 4 1.71537 .00	7650 4.6352 9784 3.7304 8376 3.3517 5316 2.6784 9169 3.8340	4.9362 1 4.1553 4.5613 4.6216 4.1946	1.00 1.00 1.00 1.00 1.00	7.00 7.00 7.00 7.00 5.00 (7.00
Pattaya 3.4 The	Total	350 245 245 19'7 8 1 350 1 245	4.3165 3.75011 4.0143 4.231.6	1.80985 .1 1.28174 .4 1.71537 .09 1.40436 .08	7650 4.6352 9784 3.7304 8376 3.3517 5316 2.6784 9169 3.8340 8975 1.4.1048	4.9362 1 4.1553 4.1553 4.6213 4.6216 4.1946 4.4584	1.00 1.00 1.00 1.00 1.00 1.00	7.00 7.00 7.00 5.00 17.00 1 7.00
Pattaya 3.4 The 1 sites in	1 30-50 >50 Total 1 <30	350 245 245 19'7 8 1 350 1 245	4.7857 13.9429 4.3165 3.75011 4.0143 4.231.6	1.80985 .1 1.28174 .4 1.71537 .09 1.40436 .08	7650 4.6352 9784 3.7304 8376 3.3517 5316 2.6784 9169 3.8340 8975 1.4.1048 3431 3.8777	4.9362 1 4.1553 4.1553 4.6216 4.1946 4.4584 4.4109	1.00 1.00 1.00 1.00 1.00 1.00	7.00 7.00 7.00 5.00 17.00 1 7.00
Pattaya 3.4 The 1 sites in	Total	350 245 245 19'7 8 1 350 1 245	4.3165 3.75011 4.0143 4.231.6 4.1443 5.0000	1.80985 .1 1.28174 .4 1.71537 .09 1.40436 .08 1.39279 1.3 1.06904 .3	7650 4.6352 9784 3.7304 8376 3.3517 5316 2.6784 9169 3.8340 8975 1.4.1048 3431 3.8777 7796 4.1063	4.9362 1 4.1553 4.1553 4.6216 4.1946 4.4584 4.4109 5.8937	1.00 1.00 1.00 1.00 1.00 1.00 1.00 14.00	7.00 7.00 7.00 5.00 17.00 1 7.00
Pattaya 3.4 The 1 sites in	1 30-50 >50 Total 1 <30	350 245 245 19'7 8 1 350 1 245	4.7857 13.9429 4.3165 3.75011 4.0143 4.231.6	1.80985 .1 1.28174 .4 1.71537 .09 1.40436 .08	7650 4.6352 9784 3.7304 8376 3.3517 5316 2.6784 9169 3.8340 8975 1.4.1048 3431 3.8777	4.9362 1 4.1553 4.1553 4.6216 4.1946 4.4584 4.4109 5.8937 1.4.4049	1.00 1.00 1.00 1.00 1.00 1.00 1.00 14.00 11.00	7.00 7.00 7.00 5.00 17.00 1 7.00
Pattaya 3.4 The 1 sites in	1 30-50 >50 Total 1 <30 30-50 >50	350 245 245 19'7 8 1 350 1 245	4.3165 3.75011 4.0143 4.231.6 4.1443 5.0000	1.80985 .1 1.28174 .4 1.71537 .09 1.40436 .08 1.39279 1.3 1.06904 .3 1.37865 .0	7650 4.6352 9784 3.7304 8376 3.3517 5316 2.6784 9169 3.8340 8975 1.4.1048 3431 3.8777 7796 4.1063	4.9362 1 4.1553 4.1553 4.6216 4.1946 4.4584 4.4109 5.8937	1.00 1.00 1.00 1.00 1.00 1.00 1.00 14.00	7.00 7.00 7.00 5.00 17.00 1 7.00
3.4 The 1 sites in Pattaya	1 30-50 >50 Total 1 <30 30-50 >50 Total	350 245 245 19'7 8 1 350 1 245	4.3165 3.75011 4.0143 4.231.6 4.1443 5.0000 4.2600	1.80985 .1 1.28174 .4 1.71537 .09 1.40436 .08 1.39279 1.3 1.06904 .3 1.37865 .0	8376 3.7304 8376 3.517 5316 2.6784 9169 3.8340 8975 1.4.1048 3431 3.8777 7796 4.1063 7369 4.1151	4.9362 1 4.1553 4.1553 4.6216 4.1946 4.4584 4.4109 5.8937 1.4.4049	1.00 1.00 1.00 1.00 1.00 1.00 1.00 14.00 11.00	7.00 7.00 7.00 5.00 17.00 1 7.00 1 7.00 1 7.00 1 7.00
3.4 The 1 sites in Pattaya	1 30-50 >50 Total 1 <30 30-50 >50 Total	350 245 245 19'7 8 1 350 1 245	4.3165 3.75011 4.0143 4.231.6 4.1443 5.0000 4.2600	1.80985 .1 1.28174 .4 1.71537 .09 1.40436 .08 1.39279 1.3 1.06904 .3 1.37865 .0	8376 3.7304 8376 3.517 5316 2.6784 9169 3.8340 8975 1.4.1048 3431 3.8777 7796 4.1063 7369 4.1151	4.9362 1 4.1553 4.1553 4.6216 4.1946 4.4584 4.4109 5.8937 1.4.4049	1.00 1.00 1.00 1.00 1.00 1.00 1.00 14.00 11.00	7.00 7.00 7.00 5.00 17.00 1 7.00 1 7.00 1 7.00 1 7.00

30-50	ļ 97	1 4.0205	1.77353 .18007	3.4632	1 4.3781	1 1.00	1 700
1 >50	8	4.5000	1.19523 42258	1 3.5003	1 5.4992	1 3.00	7.00
Total	350	4.0314	1 6 ° 3 ° Ū 1 .03340	3.8576	4.2053	1 100	1 7.00
<30	1 245	4.1061	1.51098 .10292	3 9034	4.3089	1.1.00	¹ 7.00
			1	-	1		
			1				1
				į	,		
				z			i 1
30-50	97	1 3.9485	1.49563 .15186	3.6470	4.2499	1.00	1 7.00
>50	1 2	4.1250	1 1.80772 .63913	2.6137	1 5.6363	1 1.00	7.00
1 Total	1 350	4.0429	1.58124 .08452	I 3.8966	1 4.2291	1 LH	7.00
<30	245	4.6032	1 .74710 1 .04773	4.5092	1 4.4972	2.00	6.78
I			1	į			
30-50	97	4.4180	.74377 .07552	4.4681	1 4.7679	2.50	1 6.72
>50	8	4.7361	.74993 .24514	4.1092	1 5.3431	3.22	5.78
Total	1 350	4.6103	1 .74438 .03979	4.5321	I 4.4326	2.00	5.78
	>50 Total <30 30-50 >50 1 Total <30 30-58 >50	30-50 8 350 30-50 97 2 1 Total 350 30-50 245 30-50 97 >50 8	30-50 8 1 4.5000 Total 350 4.0314 <30 1 245 1 4.1061 30-50 97 3.9485 >50 2 4.1250 Total 350 4.0429 <30 245 4.6032 30-58 97 4.4180 >50 8 4.7361	S	30-50 97 4.4180 1.51098 1.03340 3.8576 30-50 97 4.4180 1.58124 1.0473 4.5092 30-50 97 4.4180 7.4377 0.07552 4.4681 550 8 4.7361 7.4993 2.24514 4.1092	30-50 97 3.9485 1.49563 1.15186 3.6470 4.2499 >50 12 4.1250 1.80772 63913 2.6137 5.6363 Total 350 4.0429 1.58124 0.08452 3.8966 1.42291 <	30-50 97 3.9485 1.49563 1.15186 3.6470 4.2499 1.00

	11111	ANO	OVA			
	T	1.0	10'] c:-
		1 Sum of	i df	Mean Square	1 F	Sig.
1. Econom c Impacts	Determine Comme	1 Squares	1 2	Square .373	1 .399	.671
1. Econom e impacts	Between Groups Within Groups	324.585	347	C1C. 1	1 .399	.071
		325.332				
1.1 Investment in	1 Total 1 Between Groups	323.332	I 349	1.995	.091	
Pattaya	1 Between Groups		1 2	1.993	.091	- 1
ranaya	I within Groups	434.285		1.828		
	1 Total	638.274	1 349	1.020		
1.2 Support for other	Between Groups	1 2.758	1 349	1 1.379	1 .909	1 .404
1.2 Support for other businesses in Pattaya	Desweet Gloups	2.750		1.372	.505	1 .704
ousinesses in ranaya	Within Groups	526.616	347	1.518		
77	Total Groups	1 529.374	347	1 1.316		
1.3 Employment in	Between Groups	2.823	349	1.441	754	1.47
Pattaya					/34	1.47
	I Within Groups	663.406	1 347	1.912		
	Total	666.289		1		
1.4 Your income	1 Between Groups	3.734	1 2	1.857	.964	1 .382
	Within Groups	671.766	1 347	1.936	I	
	Total	675.500	1 349	0.0		
1.5 Jobs m Pattaya	Between Groups	.082	4	1 .041	.025	.976
	1 Within Groups	575.918	347			
	_1 Total	575.000	349		<u> </u>	
1.6 In Pattaya's tourism industry	Between Groups	9.405	1 2	1 4.702	2.011	.135
	Within Groups	811.452	1 347	2.338	1	
	Total	820.857	1 349	1		
2. Social Impacts	Detween Officials	.///	1 2	.388	397	.675
1	Within Groups	343.803	347	.991		
	1 Total	1 344.579	349		1	
2.1 Pattaya's culture	Between Groups	1.245	2	1 .622	.313	1 .731
	I Within Groups	1 689.970	1 347	1.988		
	Total	491.214	1 349			_
2.2 Family relations	Between Groups	1 6.174	2	3.087	1.414	.244
*	Within Groups	757.395	1 347			1
	1 Total	1 763.569	1 349			
2.3 Number of crimes in Pattaya	Between Groups	9.342	1 2	4.671	1.379	253
nii anala	Within Groups	I 1175.044	347	1 3.386		1 -
	1 Total	11173.044	1 349	1 3.360	1	

THE ASSUMPTION UNIVERSITY LIBRARY

2.4 Number of drug I problems in Pattaya	Between Groups	4.411	2	2.206	.630	
L	Within Groups	1214.929	347	3.501		
	Total	1219.340	1 349	3.301		
2.5 Your standard of	Between Groups	2.039	1 2	1.020	I .577	1 .562
living	Detween Groups	1 2.037	. 2	1.020	1.077	1 .502
1101115	Within Groups	612.829	347	1.766		
	Total	614.869	1 349	1 1.700		
2.6 Pattaya's local	Between Groups	1 2.927	1 2	1 463	1.659	.518
cusiom.	Detween Groups	1 4.747	1 2	1 702	1 .037	.510
cusioni.	Within Groups	770.013	I 347	219		
	I Total	1772.940	349	517		
3. Environmental	Between Groups	1.605		.303	.277	450
	Between Groups	1 .003	2	.505	.277	
impacts	I Within Groups	379.325	147	1.093		
	Total	379.323	1 349	1.033		
3.1 Environment in	Between Groups	1 379.930	2	.336	.147	1.863
	Between Groups	1.077	2	.550	.14/	1 .005
Pattaya	Within Groups	794 185	1 347	2.289		
		1794.857	349	1 2.209		
3.2 Infrastructure in	Total I Between Groups	5.736	347	2.863	1.40	.247
· · · · · · · · · · · · · · · · · · ·	1 Between Groups	3.730		2.803	1.40	1.247
Pattaya	Within Groups	I 709 193	347	2.044		
	Total	714.929		2.044		
- 22 11 .: :		5.775	349	2.887	931	376
3.3 pollution in	Between Groups	2.77	2	2.887	931	370
Pattaya	TTTIM in C	1 1021.154	T 1 47	2.943		
	Within Groups		I 147	2.943		
	Total	1 1026.929		2.007	1.529	.218
3.4 The historical	I Between Groups	5.793	1 2	2.897	1.349	.216
sites in Pattaya	T With L. C.	657.547	247	1.895		
	I Within Groups	657.547 663.340	347	1 1.895		
2.5.1.1.11.0.1	I Total		349	000	. 227	701
3.5 Animal life in	I Between Groups	1 1.798	GAPZRIEL	.899	1 .327	.721
Pattaya		5	7015	1.0.716		
	1 Within Groups	952.857	I 347	2.746		
	Total	954. 54	349	000	1 200	705
3.6 Natural resources	Between Groups	1.759		.880	I 350	.705
ın Pattaya	*	OMNIA		76.510		
	Within Groups	8711858	347	2.510		
		872.617		1 050		
Overall Impacts	Between Groups.	.145	2 2	.072	1 .130	878
	I Within Groups	193.235	347	557		
	I Total	197.379	749			

Post Hoc Tests

Multiple Comparisons

LSL						
Dependent	(I) Age					
Variable						
		1 <30				
		I Mean	I Sig.	Mean	Sig	1 Mean
		Difference	.	Difference		I Difference
		1 (1-3)	•	(I-J)		(I-J)
	1 <30	1		.05326	1.646	25000 .472
1 Economic		1				
, Impacts	,	<u>I</u>				,

	,						
	30-50		.646			30326	395
	>50	.25000	.472	.30326	20.0	1	
1.1 Livestmem In Pattaya	1		1	20703	.203	141037	.390
III rawaya	30-50	1 .20703	.203			121134	1 .671
		1.41837	.390	.21134	.671	121134	1
1.2	1 <30	1 .91037	1 .370	.10036	.498	43469	1 .274
Support for	•	1]	.10030	.490	43409	1 .274
other	1	1	I			1	
businesses	1	1	1			į	ı
in Pattaya	Į	1	1		ĺ	1	İ
iii araya	30-50	10036	.493			58505	.198
		.48469	1 .274	.58505	.198	1	1
1.3	<30	1	1	.17168	1.301	27806	1 .576
Employme		1	'		4	1	1
nt in		1	- 3 1	EDO.		1	1
Pattaya	1		1		1		I
	30-50	17168	1 .301			44974	1
	1 >50	1.27806	576	.44974	.377		1
1.4 Your	·	1		113453	.421	60102	.230
income		1	A 66	The P	1		1
	1 30-50	1 .13453	1 .421	1		146649	1 .363
	>5n	.60102	.230	.46649			
1.5 Jobs	<tin< td=""><td>Man</td><td></td><td>.02260</td><td>.834</td><td>1.08316</td><td>.858</td></tin<>	Man		.02260	.834	1.08316	.858
in Pattaya		1			N/A		
	30-50	02260	.384		NO KIN	.06057	.898
1	>50	108316	1 . <mark>8</mark> 58	06057	.898		
1.6 In	<30	L TALO ALL	1	.36651(*)	.047	.19898	
Pattayas		, ETA	1				
tourism			لليون	≤ 1U 5			
industry	-10	a a a a colla	1		Wash		1
	30-50		1.047	1 10770 (G)	BRIE	16753	.766
		1 - 19898	.717	.16753	.766	10050	1 715
2. Social	<30	,		109177	.443	.13053	715
impacts	1 30-50	1 .09177	1 .443	VI	NCIT	1 .22229	1 .544
		111053	1 .715	22229	.544	1 .22223	1 .044
2.1	<30	11055	./15	13288	.433	08520	867
Pattaya's	~30	21			. 100	.00020	007
culture		V2200	SIN	CE1969	616		
Cartaro	30-50	1 .13283	1 .433	2 2 46	193	1 .04763	1 .927
	1 >50	.03590	.867	104768	1 .927	1	1
2.2	! <30			1 .25508	.151	, .53214	.317
Family	. ==						1
relations			1			'	1
							4
	30-50	25508	1 151			1 .2	1
	30-50 >50	I	1 151 1	706	.611	I .2	
າ	*			706	.611	1 .2	.264
າ Number of	>50			<u> </u>			
Number of	>50			24654			
Number of	>50 <30			24654		73929	.264
Number of crimes in Pattava	>50 <30	53214	1 .265	24654	1 .265		
Number of crimes in Pattava	>50 <30	53214		198589		73929	.146
Number of crimes in Pattava	>50 <30	53214	1 .265	24654	1 .265	73929	.264
Number of crimes in Pattava 2.4 Number of	>50 <30 1	53214	1 .265	198589	1 .146	73929	.146
Number of crimes in Pattava 2.4 Number of drug	>50 <30 1	53214	1 .265	198589	1 .146	73929	.146
Number of crimes in Pattava 2.4 Number of drug problems	>50 <30 1	53214	1 .265	198589	1 .146	73929	.146
Number of crimes in Pattava 2.4 Number of drug	>50 <30 1 30-50 <30	53214 	1 .265	198589	1 .146	73929 \ \ .98582	.264 .146 .621
Number of crimes in Pattava 2.4 Number of drug problems	>50 <30 1 30-50 <30	53214 	1 .265	198589 21452	1 .146	73929 1 	.146
Number of crimes in Pattava 2.4 Number of drug problems	>50 <30 1 30-50 <30 30-50 >50	1 .24654 73929 1 .21452 3 -33316	1 .265	198589	1 .146	73929 \ \ .98582	.264 .146 .621

			,				
standard of							:
living			1				
	30-50	16932	289	1 21221		.04381	.929
	l >50	.12551	I 793	04381			
7	<30			54242	.81.3	I61871	1 .255
Pattaya's		ı					1
local customs	ı						
Customs	30-50	I 1 .04242	.813			' I56830	.300
	>55	1 6177	1 .255	1.56830	.300		.500
3	<30	0117	_1 .200	00593	1 962	- 27 34	.458
nvirorime	8.30			00323	1 2025	. 9	.430
ntal						•	
Impacts							1
	30-50	1 .00593	.962			27341	.478
	>50	1.27934	.458	1 .27341	478		
3.1	<30		-111	.09308	608	.12143	.823
Environme	,	-1	AVI	LKX/		:	-
nt in	} •	111	11	01	16		
Pattava	•	10,					
	30-5U	U9308	603			02835	.959
	>50	12143	.823	02835	.959		
3.2	<30	Y		14976	.383	1 - 77347	133
Infrastructu						1	1
re in				1			į
Pattaya			1/20		RI A		1
	30-50	.14976			DATE:	L 62371	1 .236
	>50	1 .77347	1 .133	□ .62371	1 .230		
33	<30			27364	.124	1 .19385	1 .755
Pollution in							1
Pattaya			- 11	nis			
	_30-50	.27364	I .184		19/	<u>! .46649</u>	<u>l .460</u>
	>50	19286	7 - 5	<u>45549</u>	460		1
3.4 The	<30		"SOF	.13730	.406	·71837	.147
historical							
sites in					INOUT		
_Pattaya	00.50			VECV	INCIL		1.092
		1 - 13730 74937	.406	05567	1.092	1 - 00007	1.092
2.5	>50	71837	.147	.85567	1 999	1 47050	.421
3.5	<30	9/90	SINC	00021	. 999	147959	.421
Animal life		775		0	1 b		
m Pattava	l I 30-50	.00021	999	ຮີບເລັສເ		- 47938	.432
	1 >50	47959	_ ³³³ . .421	.47938	.432	17730	
3.6	<30	1 .71777	1.74.1	15167	1 .4117	.01888	974
0.0 Natural	-50				1. 7 11 <i>1</i>	01000	1
resources							
in Pattaya	-						
1111 1106113/11	30-50	15767	.407		1	17655	.762
	>50	.01888	.974	.17555	_ <u>'</u> 762		
Overall	<30 <30	1		01481	869	113294	1.620
Impacts	. 20				.537	1	
	30-50	.01481		3		11813	.66'7
	-	1.13294	.520	I .11813	.667		-

^{*}The mean difference is significant at the .05 level.

			FA e an	Std.	Std.		1 Minimu	Maximu	
				Deviatio	Error	Confide nce Interval for Mean	/m		
1. Econom	I High school	1 228	5.2 ⁵ /3	1.88169	.05839	1 Lower I Bound 5.1123	Upper Bound 5.3424	I 2.50	7.00
<u>Impacts</u>	or lower		1	1					
<u> </u>	Bachelo r degree	118	5.0297	 1 1.11103 	.10228	4.8271	I 5.7322	2.17	
	Master degree	4	4.9583	64370	32185	3.9341		4.33	1 :67
	or higher		In	VE	KS	17			1
	Total	1 350	1 5.1575	08550	1.05161	1 5.0561	[5.2591	1 2.17	7.00
1.1 Investm ent in	High school or lower	£28	5.2719	1.29577	.08581	1 5.1028	5.4410	I 1.00	7.00
Pattaya_					1				<u> </u>
	Bachelo <u>r degree</u>	118	1 4.9576 	i 1.43458 i	i .13206	4.6961	5.2192	1.00	I 7.00
	I Master	4	1 3.7588 1	1 .50000	I .25000	I 2.9544	1 4.5456	3.00	1 4.00
	or					1/1/2	!		1
	I higher				I	_ 4M P	4	+	ļ —
	I Total	1 350	5.1486	1.35236	.07229	5.0064	5.2907	1.00	'7.00
			r 2000	1 24220		1 5 1660	-	1.00	17.00
1.2 Support	High 1 school	228	1 5 3289	1.24230	.08227	1 5.1668	1 5.4911	1.00	I 7.00
Support	High 1 school 1 or lower		BROTHER	1.24230	1 .08227	1 5.1668	-	1.00	
Support for other business	1 school 1 or lower		A Con The	1.24230	.08227	- SARY	-	1.00	I 7.00
Support for other business es in	1 school 1 or lower I		A Con The	1.24230	.08227	- SARY	-	1.00	
Support for other business	1 school 1 or lower I Bachelo	I 118	A Company	1.24230	1 .11187	- SARY	-	1.00	
Support for other business es in	1 school 1 or lower I	I 118	BROTHER	S		ABRIEL	1 5.4911		I
Support for other business es in	I school I or lower I Bachelo r degree I aster degree or	I 118	1 5.1017	1.21522	1 .11187	4.8801	5,3232	1.00	17.00
Support for other business es in	I school I or lower I Bachelo r degree R aster degree or higher	I 118	1 5.1017 5.0000	1.21522 1.81650	1.11187	4.8801	5,3232 6 2992	1.00	17.00
Support for other business es in Pattaya_	I school I or lower I Bachelo r degree R aster degree or higher	I 118 ! 4 ! ! ! ! 1350	1 5.1017 5.0000 1 5.2486	1.21522 .81650 .81650	1.11187	4.8801	5,3232 6 2992 5 5,3780	1.00	17.00 6.00
Support for other business es in Pattaya_ 1.3 Employ ment in	I school I or lower I Bachelo r degree R aster degree or higher	I 118	1 5.1017 5.0000	1.21522 1.81650	1.11187	4.8801	5,3232 6 2992	1.00	17.00
Support for other business es in Pattaya_ 1.3 Employ ment in	I school I or lower I Bachelo r degree R aster degree or higher Total High I school or lower Bachelo	I 118 ! 4 ! 1 350 228	1 5.1017 5.0000 1 5.2486	1.21522 .81650 .81650	1 .11187 40825 1 .06583 1 .09111	4.8801	5,3232 6 2992 5 5,3780	1.00	17.00 6.00
Support for other business es in Pattaya	I school I or lower I Bachelo r degree I aster degree or higher Total High I school or lower	I 118 ! 4 ! 1 350 228	1 5.1017 5.0000 1 5.2486 5.3202	1.21522 1.81650 1.23160 1.37573	1 .11187 40825 1 .06583 1 .09111	4.8801 1 3.7008 5.1191 5.1406	5,3232 6 2992 1 5.3780 5.4997	1.00 4_00 4_00	17.00 6.00 7.00
Support for other business es in Pattaya_ 1.3 Employ ment in	I school I or lower I Bachelo r degree I aster degree or higher Total High I school or lower Bachelo r degree I Master I degree I degree	I 118 ! 4 ! I 350 228	1 5.1017 5.0000 5.2486 5.3202 5.2712 1 5.5000	1.21522 1.23160 1.37573 1.40610 1.29099	1 .11187 1 .40825 1 .06583 1 .09111 1 .12944 .64550	5.1191 5.1406 511142	5,3232 6 2992 5.3780 5.4997 1 5s ² 5	1.00 4_00 4_00 1.00 1.00 1.00 1.00 1.00	7.00 7.00 7.00 7.00
Support for other business es in Pattaya_ 1.3 Employ ment in Pattaya	I school I or lower I Bachelo r degree I aster degree or higher Total High I school or lower Bachelo r degree I Master I degree I degree I master I degree I or nigher Total	I 118 ! 4 ! I 350 228	1 5.1017 5.0000 5.2486 5.3202 5.2712 1 5.5000	1.21522 1.81650 1.23160 1.37573 1 1.40610 1.29099	1 .11187	5.1191 5.1406 511142 5.1605	5,3232 6 2992 5.3780 5.4997 1 5s ² 5	1.00 4_00 4_00 1.00 1.00 1.00	7.00 7.00 7.00 7.00
Support for other business es in Pattaya_ 1.3 Employ ment in Pattaya, 1.4 Your	I school I or lower I Bachelo r degree I aster degree or higher Total High I school or lower Bachelo r degree I Master I degree I or nigher Total High	I 118 ! 4 ! I 350 228	1 5.1017 5.0000 5.2486 5.3202 5.2712 1 5.5000	1.21522 1.23160 1.37573 1.40610 1.29099	1 .11187	5.1191 5.1406 511142	5,3232 6 2992 5.3780 5.4997 1 5s ² 5	1.00 4_00 4_00 1.00 1.00 1.00 1.00 1.00	7.00 7.00 7.00 7.00
Support for other business es in Pattaya_ 1.3 Employ ment in Pattaya,	I school I or lower I Bachelo r degree I aster degree or higher Total High I school or lower Bachelo r degree I Master I degree I or nigher Total High School or lower	I 118 ! 4 ! I 350 228	1 5.1017 5.0000 5.2486 5.3202 5.2712 1 5.5000	1.21522 1.81650 1.23160 1.37573 1 1.40610 1.29099	1 .11187 1 .40825 1 .06583 1 .09111 1 .12944 .64550	5.1191 5.1406 511142 5.1605	5,3232 6 2992 5.3780 5.4997 1 5s ² 5	1.00 4_00 4_00 1.00 1.00 1.00	7.00 7.00 7.00 7.00
Support for other business es in Pattaya_ 1.3 Employ ment in Pattaya, 1.4 Your	I school I or lower I Bachelo r degree I aster degree or higher Total High I school or lower Bachelo r degree I Master I degree I or nigher Total High School or lower	I 118 ! 4 !	1 5.1017 5.0000 5.2486 5.3202 5.2712 1 5.5000 1 5.3057 4.7763	1.21522 1.23160 1.37573 1.40610 1.29099	1.11187 1.40825 1.06583 1.09111 1.12944 .64550	5.1191 5.1406 511142 3.4457 5.1605 4.6058	5,3232 6 2992 5.3780 5.4997 5.4997 1 7.5543	1.00 4_00 4_00 1.00 1.00 1.00 1.00	7.00 7.00 7.00 7.00 7.00 7.00

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	@r								
	higher	250		1		* 4 5 5 0 5	1 1 0 1 5 2	1 1 00	17.00
	Total	. 350_	4.7000	i .	1 .07436	I 4.5537	1 4.8463	$1\frac{00}{200}$	7.00
1 L5		1 228	5.3281	1.20231	1 .07963	I 5.0712	5.3850	2.00	1 7.00
Jobsin	school			1	•	į	İ	į	I
Pattaya	or lower			1 11052	12244	: 051			
	Bachelo I	118	5.1355	1.44952	.13344	i _. 871	I 5.3999	1.00	7.00
	_r degree	<u>1</u> 4	5 51100		22050	4.5012	1 6 4107	15.00	1 600
		14	5.51100		.23858	4.5813	6.4187	5.00	6.00
	degree	Į					<u>•</u> [ī
	Of tatalian]		İ
	higher _		£ 2000	1.20.460	0.6057	5.0649	5 2251	i i 1.00	[]
	Total	350_	5.3000	1.28469	.06857		5.3351		I 7.00 I 7.00
1.6 In	High	228	5.4385	1.51563	1.10044	I 5.2407	1 5.5355 1	1.00	1 7.00
Pattaya's	school						1	i	į
tourism	of lower			-			! [1
industry	— _{D1-1}	1110	1 5 1525	1.56500	14424	1 9550	1 5 4202	1.00	7.00
		1118	5.1525	1.56590	.14424	4.8559	I 5.4382	1.00	7.00
	_r degree		7.7000	1 20000	1 64000	2 4457	7.5540	4.00	7.00
		14	5.5000	1.29099	.64550	3.4457	7.5543	4.00	7.00
	degree	2							1
	Of Literature								1
	_higher	1 250	5.0400	1.500.00	1 00100	£ 1012	F F041	I 1 00	7.00
	_	1 350_	5.3429	1.53363	.08198	5.1816	5.5041	I 1.00	1
2. Social	0	1 228	4.5219	1.00552	.05560	4.3907	I 4.6532	I 1.00	1 7.00
Impacts	school I								I
	or lower	1 1 0	1.2000	02502	.08617	4.0284	4 2707	1.57	5.92
	Bachelo	118	4.3090	.93503	.0861/	4.0284	4.3797	1.57	5.83
	r degree	–	5.1667	04001		¥ 0 = 5 = 10	5.5550	4.50	T. 6.50
	Master	1 4	5.1667	.94281	.47140	I 3.6554	5.5559	4.50	I 6.50
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	4.0								
	higher	1 350	BROTHER	99365		4.3193	T 4.5283	1.00	'7.00
2.1	Total		1 4 2047		- 67	1 4.2105	4 5790	I 1.00	7.00
2.1		1 228	1 4.3947	1.41183	: .09350	1 4.2103	1	11.00	7.00
Pattava's			14000						
<u>culture</u>	or lower	. 110	LABOR	1.20702		3.9146	1 1212	1.00	7.00
	Bachelo	i 116	4.1595	1.39783	.12868	3.9146	4.4243	1.00	7.00
	r degree	_	5 2500	05742	⊥.47871	1 3.7265	1 5.7735	4.00	6.00
	Master	4	5.2500	.95743	1 .47071 7 1 0 6 0	1 3.7203	1 3.7733	4.00	0.00
	degree or		1723	011101	1707	2012	0.0		
			192	201- 0	-36	1937	1		
	I higher	250	1 2285	1 40732	07522	14 1805	1 1755	1.00	7.00
2.2	l lotal 1 High	350 <u>-</u> 228	4.3285 4.5658		.09956	4.3694	1 4.7622	1.00	7.00
2.2 1 Family	school	440	4.7070	1.30478	.05930	4.3094	1 7.7022	1 1.00	7.00
relations	ur fower				•	ī			
<u>letations</u>	Bachele I	110	4 5847	1 /1510	1 .13037	4.3256	_ . 1 4.8429	1.00	7.00
	r degree	110	1 .	1.41316	1.13037	4.3230	למדט.ד	1.00	7.00
	1 Master	4	4.7500	2.21736 1	1 1 10050	1 1 2217	8.2783	2.00	7.00
	degree	4	1 4.7500	1 2.217301	1.10050	1 1.2217	0.2700	2.00	17.00
	l or								
	higher								
		1 350	4.5743	1 47915	1.07906	4.4188	1 4.7298	1.00	7.00
2.3		228	4.2377	1.82772	^I .12078	1 4.0997	1 4.5757	1.00	7.00
	1 school		*I. = ± 1 / I	1.02	0,0	1		1.00	1
of	or lower					ŀ	1		į
I crimes	. 01 10 1101	1							I
in		I				I			ĺ
_Pattaya	_	1				i I	I		1
	I Bachelo−	118	3.7881	1 83439	.15887	3.4537	4.1226	1.00	1 7.00
1	t degree]	2001		1		1		j
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	l Master	4	5.5000	i 1.29099	.64550	I 3.4457	7 5543	4.00	17.011
	degree	ļ			j				
	or								
	higher	4	11657	1 0/010	<u> </u>	2 0720	1 4.3594	1 1 00	17.00
2.4	Total High	1 228	4.1657 4.3991	1 1.86633	I .09847	3.9720 4.1556	4.6427	_ i 1.00 _ 1.00	7.00
Number	school	1 440	1 7.3771	1.00033	1 .13300	4.1000	4.0421	1.00	7.00
of drug	or lower			1		1			
problem		!							
5 In		;	:						
_ Pattaya									
	Bachelo	118	3.9661	1.86251	.17146	1 3.6265	4.3057	1.00	7.UU
	_ r degree	–		1 11 101	70711	<u> </u>		-	7.00
	Master	14	5.0000	1.41421	.70711	L7497	7.2503	4.00	7.00
	degree or					i			
	higher			1		ı			
	_ Tilgilici I Total	, 350	4.2500	1.86917	.09991	4.0635	4.4565	1.001	17.00
25	High	1 228	4.8289	1 32134	.08751	4.6565	1 5.0014	1.00	7.00
S our	I school		1/1/2	1		1			
standard	or lower	1				1		į	
of living	į	_ =							
	Bachelo	118	4.3814	1 1.30691	.12031	4.1431	4.6196	1.00	7.00
	r degree	_						A	
	Master	4	4.5000	I 1.00000	.50000	2.9088	6.0912	4.00	6.00
	degree						4	1	
	or								
1	higher 1 Total	350	4.5743	11 22722	1.07095	4.5347	1 4. 138	1.00	7.00
1 26	High	228	4.6053	1.53731	10181	1 4.4046	4.8059	1.00	1 7.00
	school	220	4.8055	1.55751	1 10101	1	4.0000	1.00	7.00
local	I Or lower			- SALK					
customs				1		State			
1	Bachelo	118	4.3684	36917	12604	4.1148	4.6140	1.00	00
	r degree			05	9		/		
	Master	4	6.0000	1.15470	£ 7775	4.1626	7.8374	5.00	1 7.00
	degree		LABOR			VINCIT			
	or	2	1				4		
1	higher	1250	1 4.5400	1 1.48820	1 07055	4.3835	4.6965	1.110	7.00
2	Total	350_ 1 228	4.3947		7.07955 . 07006		4.5328	1.00	0.83
3. Environ	High school	1 220	14.3947	1.03221	.07006	1 4.2550	14.5520	1.00	0.03
mental	or lower		1.98	70100	1000	199			
mpacts	01 1001		-	याव	श्रिश ६				
	I Bachelo	118	3 9788	.97610	.06986	3.8009	4.1568	1.3 i	6.50
	_ r degree	_			i				i
	Master	4	3 9583	.39382 I	.19691	1 3.3317	4.5850	3.67	4.50
	degree								
	lor								
	1 higher	1 260	40.00	4 0 100=	1 05	1 4 4005	† 4 0500	4.00	1.6.60
1 .	<u>Total</u>	1 350	4.2495	1.04337	.05577	4.1396	4.3592	1 1.00	1 6.83
јз ¹ 'Environ	I High school	228	I 4.4211	1.56444	I _10361	4.2169	4.6 ² 52	1.00	7.00
ment in	or lower				1			1	
Pattava_		•		(\ 	(i	
				!			4.4343	1.00	7.00
гамала_		I 118	4.1760	1.40592	.12943	1 3.9215	14.4343	1.00	7.00
r dudyo_	I Bachelo		4.1760	1.40592	.12943	1 3.9215	1 4.4343 	1.00 I	; 7.00 I
			4.1760 ! 4.7500	1.40592 1.95743	.12943 I .47871	1 3.9215	1 4.4343 1 1 6.2735	14.00	
	I Bachelo Ir degree	: I		1	1		1	i I	1
	I Bachelo r degree Master degree or	: I		1	1	3.2265	1	i I	1
r anava_	I Bachelo Ir degree Master degree	: I		1	1	3.2265	1	i I	1

I 3.2	High		4.3316	1.48680	.09847_	4 6276	L 5.8756	1.00	I 7.00
asmu_				•	I				
	or lower					Î	I		
Pattaya	1 .	1118	I 4.6525	1,29679	14000		1 4 0000	4.00	I 7.00
1	Bachelo r degree	1110	4.0020	1.29679	i .11938 i	I 44161	4.8890	1.00	1 7.00
1	I Master	4	1 3.2500	1.55743	I .47871	1.7265	4.7735	2.00	1 4.00
ı	degree	-	1 3.2300	1.55745	. 47071	1.7203	4.7733	2.00	1 4.00
	lor	1	i		1 	İ	ì		
	higher			ı	i I		1		
	Total	350	4.7857	1.43126 I	.07650	4.6352	4.9362	1.00	I 7.00
3.3	High 🔔 💂	J 228		1.74179	I .11535	4.0052	4.4598	11.00	I 7.00
Pollutio	school					1		!	I
n	or lower	1							
Pattaya	' 	,,		—				<u> </u>	_
	Bachelo Bachelo	1	3.56 73	1.57154	.14467	3.2813		1.00	7.00
	<u> r</u> degree_	· —	14.7500	2.06155	1 02070	1.4656	8.0304	3.00	 7.00
	I Master degree	4	4.7500	2.06155	1.03078	1.4000	0.0004	10.00	۰.00 اوس
	or or								
	higher					4			
	Total	350	4,014	1.715 ³ 7 I	.09169	3.8340	4.1946	1.00	7,00
3.4	I High	220	4.3816	1.37921	.09134	4. ² 016	4.5616	1.00	7.00
l The	school			j				1	
' historica	or lower								
I 1 sites in			AW					1	
Pattava_	1 D 1 1		1 0 100	1 00 100	40505	10.7004	1.4.0050	14.00	77.00
·	! Bachelo I		4.0169	1.36490	.12565	I 3.7681	1 4.9658	11.00	7.00
	r degree	-	4.5000	1.00000 1	50000	2.9088	1 6.0912	14.00	6.00
	Master degree	4	4.5000	1.000000 1	.50000	2.9000	10.0912	1 4.00	0.00
	ucgicc	1		-				1	1
	higher								
	Total		4.2600	1.37865	.07369	4.1151	4.4049	1.00	7.00
3.5	l High	228	4.2018	1.50759 I	.10647	3.9920	4.4116	1.00	7.00
Animal	school								
life m	or lower		LABOR			VINCIT			
_ Pattaya	, ,	- 4-	1				ale.		
	Bachelo	118	3.7119	1.69010	.15559	3.4037	4.0200	1 1.00	7.00
	<u>r degree</u>	9	0.7500	9004400	1 10000	2217	7.2783	11.00	6.00
	Master	4	3.7500	2.21736	1 1 10868	2217	7.2783	1.00	6.00
	degree or		198	10100	NÃ	93		į	
	<u>higher</u>			यात	7 5 9			-	
	<u>Total</u>	350	4.0314	<u>_</u> 1.65390	.03840	3,8576	4.2053	LH	2.60
. 3.6	——— High	228	4.2500	1.56890 1		4.0453	4.4547	1.00	7.00
Natural	school		1	1	į]	1	
resource	or lower		1		i			1	
S in			-	1	I !	 	1	 	
Pattaya	n. 1 1		<u> </u> 3.7458	11 55250 '	14204	2 4605	4.0200	_ <u> </u> 1.00	7.00
	Bachelo	118	เ 3.7458 	l 1.55353 l J	.14301	3.4625	4.0290	1 1.00 1	7.00
	r degree Master	14	2.7500	f T 1. 25831 - 1	: 1 62015	1.7478	4.7.22	1 1.00	! 1 4.00
	degree	,	2.7300	1.20021	04717 	0,127	1.7=44	100	. 1.00
	i m i mestee	1	1	1		ı			
	higher		i		1	-	1	i	
1		1 350	I 4.0629	1_58124	.08452	3.8966	4_2291	00	I 7.00
Overall		1 228	4.7147	 	.04983	4.6165	4.8179	Ē.00	6.79
mpacts		I		 	1		ŀ	i	
1	or lower		- 	1		- <u>İ</u>			
ļ	Bachelo	118	I 4.4058	69732	.06419	14.2 7	4.5330	7-50-	6.78
	<u>r degree</u>			_		1		į	1

M: ter I4	4.6944	1201	1 .20601	4.0328	5.3500	4.33	5.28
degree			1				
or						I	
I higher			I	į.	•	r	
_Total <u>350</u> 1		74438	.03979	4.5321	1 4.6686	<u> 2.00</u>	6.78

ANOVA

		Sum of	l df	Mean	F	I Sip
		1 Squares	1	I Square	1	
1. Economic Impacts	Between Groups	I 3 195	1	1 1 600	1 1.723	180
	1 Within Groups	1 322.133	347	1 .928	1	
	Total	325.332	349		l	
1.1 investment in Pattaya	Between Groups	15.596	1 2	7798	1 4.346	1 .014
	Within Groups	622.678	347	1.794		
	I Total	638.774	349			
1.2 Support for other businesses in Pattaya	Between Groups	4.266	2	2.133	1 1.409	1 .246
	Within Groups	525.109	34.7	1.513		
	Total	529.374	349			
1.3 Employment in Pattaya	Between Groups	739	1	.170	.088	.915
1 discipar	1 Within Groups	I 665.949	1 347	1.919		1
	Total Total	666.289	[-349]	1.717		<u> </u>
1.4 Your income.	1 Between Groups	1 3.823	2	I 1.912	.988	374
	Within Groups	I 671.677	1 347	1.936	, I	
	Total	1 575.500	349	1.730		
1.5 Jobs in Pattaya	1 Between Groups	1 1.029	2	I .515	.311	.733
110 0000 111 1 2002 1 2	I Within Groups	j 574.971	1 347	1.657		
- 63	Total Total		ACI_	11.00	į	
1.5 In Pattaya's tourism industry	Between Groups	1 6.463	j 2	3.231	1.377	.254
tourism maustry	1 Within Groups	1 814.395	347	2.347		
	I Total	1 820.857	1 349	1		
2. Social Impacts	Between Groups	9.045	12	1 4.923	<u> </u>	.007
2. Social Impacts	Within Groups	334.734	347	I .965		
	Total	344.579	349	1.500	1	
2.1 Pattaya's culture	1 Between Groups	1 7.380	12	1 3.690	1.873	1.155
2.11 2.202 4.20 6.116.10	1 Within Groups	683.834	_ 1 347	1 1.971		
	1 Total	1 691.214	1 349			
2.2 Family relations	Between Groups	1.1.3	1 2	.075	.035	1 .966
The state of the s	Within Groups	763.416	1 347	1 2.200	1	
	<u> </u>	763.569	1 349	1	1	
2.3. Number of crimes in Pattaya	s I Between Groups	30.690	2	15.345	4.615	.011
	Within Groups	1 1153.699	347	1 3.325		
	Total	1184.389	349		1	1
2.4 Number of drug problems in Pattaya	I Between Groups	16.796	2	8.398	1 2.423	.090
<u> </u>	Within Groups	1 1202 544	1 347	3.456		
	1 Total	1 1719 340	349	•		
2.5 Your standard of	Between Groups	15.701	1 2	7.850	1 4.546	.011
living	1		ı	1	1	
	Within Groups	1 599.168	347	1.727	1	
	1 Total	1 514.869	1 349			
2.6 Pattaya's local customs	Between Groups	1 13.136	2	1 6.568	1 3.000 	.051
	1 Within Groups	<u></u>	1 341	1 2.190		

	[Total	<u>! 772.940</u>	349			
J. Environmental	Between Groups	13.794		6.897	5.537	.002
Impacts	1	ļ	1	i	•	1
	Within Groups	1 366.136	1 347	1 1.055	1	
	Total	 . 379.930	349 <u> </u>			
3.1 Environment in Pattaya	Between Groups	5.265	12	1 2.633	I 1.157	.316
1 411434	— Within Groups	1 789.592	1347	1 2.275		
	Total	I 794.857	349			
3.2 Infrastructure in	I Between Groups	1 12 677	1 2	6.811	3.370	.036
P attava		<u></u>	<u> </u>	1		
	With <u>in Groups</u>	701307	I 347	12.021		ap de
	Total	714.929	1 349			1
3.3 Pollution in Pattaya	Between Groups	36 '41	2,	1 18.271	6.401	.002
	Within Groups	l 990.387		² .854		
	Total	1026.929	<u>I 349</u>			
3.4 The historical sites in Pattaya	1 Between Groups	1 10.571	12	5.286	1 2.810	no
	Within Groups	552.769	347	1.881		Ì
	Total	663.340	349			
3.5 Animal life in Pattaya	Between Groups	18.982	2	1 9.491	I 3.529	1 .031
	1 Within Groups	I 935.673	347	2.696		1
	Total	954.654	349	1		
3.6 Natural resources in Pattaya	s 1 Between Groups	I 26.744	NO	13.372	5.486	.005
	! Within Groups	<u> </u> 845.873	1 347	2.438		
	I Total	872.617	349	M.		
Overall impacts	Between Groups	7 445	12	i 3.722	ñ 947	1 .001
*	1 Within Groups	185.935	1 347	.536		
	Total	1 193.379	349			

Post Hoc Tests

Multiple Comparisons

		0		141	unipic com	243.2 120.163		
LSD		d/2000	SINC	E1969	60%			
Dependent	1 (I)	(J)	b	2 2 6	27.0		1	
<u>Variable</u>	1 Education		MSIDS	101218	10		1	
I <u>v</u> ariauic	Leducation	. —	1 1 1 6	151510-				
		High	1	1			1	
	!	1 school or		1				
	l	l lower	<u></u>					
		M e an	i Sig.	l Mean	f Sig.	1 Mean	Sig	
		Difference	Ļ	Difference		I Difference	: 1	
		1 (I-3;:		I 0-3)		(I-J)		
	- 1	•	1	1	1			
1	1 High	i	1	.19768	 071	.26901	1 .58U	1
Economic	school or	a ·	•	.1,,00	0,1		1	
I Impacts	I lower	1	1			1	1	
1 Impacts	Bachelor	- ⊥ .19768	.071	1		.07133	 I .884	
		.12700	.071			.0713	1.004	
	degree		1 500	001.00	004			
	¹ Master	126901	1 .580	07133	884			
	degree or	1	I					
	1 higher]				1		
1.1	1 High	1		31430(*)	.039	1.52193()	1 .025	
Investment	I school or					1		
Pattaya_	lower					1		
z diadya	Bachelor	ے 31430(*) <u>۔</u>	<u>l</u> .039			1.2070	<u>.077</u>	

	degree		T				
	Master	-1.52193	025	-1.20763	.077		
	degree or		•	į.	į		į.
	higher						
1.2	High			¹ 22725	.104	.3^895	.596
Support for	school or			1	i	ł	i
other	lower				1		
businesses				I	•		
in Pattaya							
	Bachelor	22725	.104		1	.10169	871
	degree						
	Master	1 32895	596	I10169	1 .871	,	1
	degree or			1	ŀ	1	1
	higher	· -			_i	!	-
1.3	High	į		.04899		17982 🚅	_1 .797
	I school or	í		1	I		1
nt in	1 lower	ł	- 3	DO.	1	1	
Panaya	1					1	I
		04899	4			1 - 22881	.745
	degree			_			
	Master	.17982	.797	I .22881	.745		
	I degree or				-		
	higher						
1.4 Your	High			21699	1 .170	27632	.694
income	school or						
	lower	. 433	1/20	The last	Willia.		
	Bachelor	21699	170			115932	.933
	degree		AA'A				
	Master	27632	.694	05932			
	degree of					/	
	higher			ne	AN LEE		
1.5 Jobs	High			.09248	1 .527	I27193 🚅	 .676
in Pattaya	school or				ARIE/		
_	lower	BROTH	FRO	, GP	BRIEZ		
	Bachelor	09248	.527			H . 36441	578
	1 degree						
	Master	.27193	.676	.36441	.578		1
	decree or						İ
	higher		01	MNIA	Į	35	
1.6 ln	High	2.		.23605	1 .101	106140	1 . ⁹ 37
Pattaya's	school or	V20 -	SINC	CE1969	266	5	
tourism	I lower	777	0	~ ~	972		
industry		7 0	Mein	300 3 6	10-		4, -, -, -, -, -, -, -, -, -, -, -, -, -,
· · · · · · · · · · · · · · · · · · ·	I Bachelor	126605	.101	24 51 51 gr	_	34746	.656
	degree	-			<u> </u>		
	Master	.06140	.937	1 .34746	1.656		
	degree or				-		
	higher	1	i				
2. Social	High			31289(*)	005	64474	.194
mpacts	school or			į	1	ì	
	1 lower			<u> </u>		i 	I
,	Bachelor	31289(*)	I .005	1		I95763	.056
	degree	` '		i	1	1	i
	Master	.64474	I .194	1 .95763	.056		
	degree or						
	higher						
2.1	1 High				.158	25526	1 .228
Pattaya's	school or						
ramayas							
	lower						
culture	-	ı22525	1 .158			-1.08051	.131
	-	22525	1 .158			-1.08051	.131

	daamaa am						
	degree or higher						
2.2 Family	High school or			01896	1_910	118421	: .:s06
relations	iower				1		
	Bachelor degree	_01896			1	16525	.827
		.18421		.16575	827	I	_
	degree or higher				I		ļ
2.3	1 High			.54958(*)	-006	1 -1.16228	1 .207
Number of crimes in	1 school or 1 lower		1		1		
Pattaya	10 11	E40E0/#)	000	<u> </u>	ļ	-1.71186	066
	1 Bachelor degree	54958(*)	.008			-1./1100	1
	Master	1.16228	207	1.71186	.066	Ī	I
	degree or			K-57		1	
	1 higher	-44 T		40000000	1 011	40000	
2.4 Number of	High 1 school or	O.		1 .43302(*)] .041	160088	I .523
61.1g	lower						Ì
problems <u>in</u> Pattaya							
	1 Bachelor	43302(*) I	.041		SMA.	1 -1. 0 7390	1 .275
	degree	50500	553	1 02200	275		-
	Master	50588	523	1.03390	.275		
	1 degree or higher			į			i i
2.5 Your	High	ALA AL	*	.44759(*)	.003	.32895	.620
standard of	school or			ne			•
1 -	<u>lower</u>	11755			1926	!	0.50
	Bachelor degree	44759()	003		BRIEL	111854	.859
	Master	32895	.520	.11864	1 .859		
	degree or						
	higher	LABO	R		NCIT	1.20.47.4	0.62
2.6	1 High school or			.24086	.152	-1.39474	.062
Pattaya's local	lower	0					1
customs	10,701	9/20 -	SINC	E1969	26		
	Bachelor	24085_	.152	~ ~ ~	1970	-1.53559	11311
	degree		Mena	2 100000	. 020	(*)	
	Master degree or	1.39474	052	1.63559(*)	.030	ł	
	I higher			1	<u> </u>		
	High			i=.41592(*)	.000	.43640	.400
Envirorime	school or			i			
ntal	1 lower			(T	
<u>Impacts</u>	Bachelor		.000	-	1	1 .02048	.969
	degree		. טעיטי	1)	1.02040	****
		143540	400	02048	.969		
	1 degree or higher				1		
3.1	High			1 .24309	.156	1 - 32895	.666
Environme nt in	1 school or lower				t		
Pattaya							
	Bachelor	24309	155			57203	.456
	1 degree				1 450		
	<u>I Master</u>	<u>32895</u>		1.57203	1 .456		

	1 degree or						
	higher						
3	High			1 .22904	1 .156	1 1. 53158(*)	.023
Infrastructu							1
re in Pattava	lower						1
ганауа	Bachelor	122904	.156	1		1 1.40254	_i 1 .053
		122904	1.130)		1.40224	1 .033
	degree	1 -1.63152		1 1 40254	1 052		1
	Master degree or	-1.03132 (*`	.023	1 -1.40254	1 .053	1	
	_	1 🛴				ĺ	
2.2	higher		_	1 2212200	1 001	1 51754	
3.3	High				1 .001	151754	.544
	1 school or				1		
Pattaya	lower	4.2.4.5.63%			<u> </u>		
	Bachelor	66466(*)	.001		1	-1.18220	.170
	_i degree				<u> </u>		↓
	master	.51754	.544	1.18220	1 .170		1
	degree or	1	IV		The		1
	1 higher	-11					i
4 The	High	. D.		.36463(*)	020	11842	1 .364
historical	school or						
sites in.	lower						1
Pattaya		1					I
	1 Bachelor	36463(*)	.020		1	48305	.489
	degree				KM		1
	Master	1.11842	.364	1 .48305	1 .489		
	degree or				1		
	l higher					1	
3.5	¹ High			1 .48989(*)	J .009	45175	1 .580
Amtnal life	school Of			1	LAN DOM	1017	
in Pattaya	lower				i William		ī
	1 Bachelor	48989(¯)	.009	4 ·U 0	1	03814	.964
	1 degree	.10202()	.007		To all		I
	1 Master	145175	.585	.03814	1.954		
	1 degree or	143173	.565	.03014	1.554		
	i higher						
3.6	High	LARO	D	50424(*)	.005	1.50000	1.053
Natural	school or	LABO		1	14.993	1.50000	1.000
resources	lower	k		MINIA		×	
in Pattaya	lower			MINIA		-1-	1
••• ганауа	Bachelor	· 50424(*)	.005	CE1060	0,0	.99576	.211
	=	JU424(')	.005	CELADA	19/10	.99310	.411
	degree	1 1 50000	050	9 24	211	1	l l
	Master	1 -1.50000	.058	99576	.211		
	degree or	Į.	1				
	higher	1			000	00000	1 00-
Overall	1 High			1 .30883(*)	.000	1 .02022	.956
Impacts	1 school or	ľ				1	1
	Hower					1	1
	Bachelor	ļ - 30883(*)	_000	1		128861	.439
	<u>degree</u>	<u></u>					
	Master	02022	.956	.28861	.439		
	degree or	1					
	higher			1			

^{*} The mean difference is significant at the .05 level.

Oneway

Descriptives

M	<u>lean</u>	Std]	1 Std.	95%	Minimu	Matimu <u>1</u>

Deviatio Error Confide m m	
n nce	
Interval	
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for	
Mean Mean	
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Bound Bound	1
	17 7.00
	17 7.00
Econom	
ic	
Impacts	
110.000- 113 5.2714 78875 07420 5 1244 5.4184 3.	00 7.00
· ·	90 7.00 I
30,000	
>30,000 <u>27</u> 5.1049 <u>1.21700</u> .23421 14.6 7 35 5.5864 2.	33 .
Total 1350 5.1576 .96550 .05161 15.0561 15.2591 2.	1/ 7.00
1.1 <10,000 210 5 114 1 .34708 .09296 4.9310 5.2975 1.	00 i 7.00
Investm	. 7.00
	Į.
entin	1
1 Pattaya	i
Ill_Lim_1- 1 H 5.2475 1.25022 .11761 5.01 % 5.4802 1.	00 7.00
1 30,000	1
	7 00
	00 <u>1</u> <u>7.00</u>
1.2 <10,000 210 5.2000 1.30439 1.09001 5.0726 15.3774 1.09001	7.00
upport	, ,
for other I	
busmess — — — — — — — — — — — — — — — — — —	
Pattaya	
1 10,000- 113 5.3805 1.05491 1.09924 1.5.1839 1.0.12 1.2.0	00 17.00
30,000	
00,000	1 . 700
1 <u>>30.000 27 [5.0741 1.52.</u> 98 75557 <u>1</u> 4.5487 5.5994] 3.	
I Total 350 <mark>5.2486 I 1.2}}60 I .06583 I 5.1191 </mark> [5.3780] 1.0	00 17.00
1.3 <10,000 210 5.2381 1.43453 .09899 5.0429 5.4332 1.0	7.00
Employ	i !
	i i
ment	1 [
Pattaya	
10,000- 113 5.3805 1.27698 .12013 5.1425 5.6186 2.0	00 7.00 I
30,000 CMNIA	
I > 30,000 1 27 5.5185 1.39698 1.26885 4.9659 6.0711 2.0	
STATE CINCILIA CONTRACTOR	
1.4 <10,000 ?lc, 1.43597 1.09909 4.3904 4.7811 1.0	7.00
Your //S/Jackson	
income	
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	.UU.11.UU
00	
>30,000 <u>4,3233 1.49356</u> .28744 3.7425 4.9242 1.0	7.00
1 Total 4.7000 1 39123 1 .07436 4.5537 4.8463 1.1	·····
	
	JŪ 7.00
Jobs in	
Pattaya Pattaya	
10,000- 113 15.2301 1.232081.11590 15.0004 5.4597 12.0	7.00
30,000 1	
	00 1 7.00
TR (1 1 1 1 0 0) A C 3 3 3 3 1 1 2 3 4 5 3 4 5 3 4 5 4 5 4 5 4 5 4 5 4 5 4	
Total 1 350 1 5,2000 1,28469 06867 5.0649 5.3351 11.0	
Total 1 350 1 5.2000 1.28469 0.6867 5.0649 5.3351 11.0 1.6 in I < 10,000 1.210 15.3524 11.56199 I.10779 I 5.1399 1.5.5649	7.00
1.6 in I <10,000 1 210 5.3524 1.56199 .10779 15.1399 15.5649	7.00
1.6 in I <10,000 1 210 5.3524 1.56199 1.10779 15.1399 1.55649 1.56199 1.10779 1.56199 1.10779 1.56199 1.10779 1.	7.00
1.6 in I <10,000 1 210 5.3524 1.56199 1.10779 15.1399 1 5.5649 Pattaya's I tourism	7.00
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1.6 in I <10,000 1 210 5.3524 11.56199 1.10779 5.1399 15.5649 Pattaya's	
1.6 in I <10,000 1 210 5.3524 11.56199 .10779 5.1399 15.5649 I tourism I findustry	
1.6 in I <10,000 1 210 5.3524 11.56199 1.10779 5.1399 15.5649 15.000 1	7.00

	Total	350	5.3429	1.53353	.118198	I 5.1815	5.5041	1.00	7.00
2. Social	, <10.000	210	4.4950	97748	.05745	4.3631	1 4.6290	1.00	j 7.00
Impacts			,20		{	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	1		1
	10,000- 1	1 113	1 4.3201	1.04087	1 .09792	4.1250	4.5141	1.50	6.50
	30,000	I	1	1	1	.j.	i	1	
	>30,000	27	4.2963	.89435	1 .17212	3.9425	4.6501_	3.00	5.00
	Total	1 350	4.4238	.99365	.05311	4.3193	4.5283	1.00	1 7.00
	I <10,000	1 210	4.3714	1.48522	.10249	4.1694	1 4.5735	1.00	7 00
Pattaya's			1	1		1		•	
culture			Į	<u> </u>		-L		 	
	10,000-1		4.2035	1.31719	.12391	1 3.9580	4.4491	1.00	7.00
	_30.000 I >311000	- - 7	4.5185	1 17017	01505	1.0745	4.9524	3.00	7.00
	L		4.3285	1.40732	.91595	4.0745	4.4765	1.00	1 7.00
2.2		1 350 210	4.5810	1.45592	.07522 .10115	4.1806 1 4.3815	1 4.7804	I 1.00	7.00
Farr&	~10,000	, 210	4.3810	1.43392	.10113	1 4.3613	,	1 1.00	1 7.00
relations		I		315	Do				1
retations	10,000-	113	4.5575	1.45735	.13718	4.2859	4.8292	I 1.00	7.00
	30,000		111				1		1
	>30,000	I 27	I 4.5925	1.71552	33015	3.9140	15.2712	1.00	7.00
	Total	350	1 4.5743	1.47915	.07905	4.4188	$4.7^{7}98$	1.00	7.00
2.3	<10.000	1 210	4.2905	1.91853	13239	4.0295	I 4.5515	1.00	7.00
Number								t	
UL			- Colden						1
crimes	A							İ	
in							1		
Pattaya	4	. 1							
	I 10,000- 1		4.1415	1.53591	I .15389	3.8357	4.4455	1.00	$\bar{7}.\bar{0}\bar{0}$
	30,000 I	4	1 2 2052	1 02700 -	25100	1 0 5505	1 4 0200	1.00	7.00
	I >30,000	77	3.2953	1.87729 <u>1</u>		2.5537	4.0389_	1.00	<u>7.00</u> 7.00
2.4		1 350	4.1557 4.3095	1.84219 1	12940	3.9720 4.0544	4.3594 4.5545	1.00	7.00
Number	I <10,000	710		1.87515	,12)40		4.5545	1.00	7.00
of drug			BROTHER			BABRIEL			
problem	U			05/	5				
3 In		4						7	
Pattaya			LABOR			VINCIT			t
	I 10,000-	113	4.2035	1.86681	17551	3.8556	1 4.5515	1.00	1 7.00
:	20.000			OMI	NIA			Į	
	30.000		ì	į		1	1		
	1 >30,000 1 >30,000	27	4.1111	1.88788_	.35332	3.3543	4.8579	1.00	7.00
		350	4.2500	1.85917 1	.09991	4.0535	4.4565_	1.00	7.00
2.5	>30,000_		70	TO INCT	.09991	0// 6			
2.5 Your	>30,000_ <u>Total</u>	350	4.2500	1.85917 1	.09991	4.0535	4.4565_	1.00	7.00
Z.5 Your standard	>30,000_ <u>Total</u> <10,000	350	4.2500	1.85917 1	.09991	4.0535	4.4565_	1.00	7.00
2.5 Your	>30,000_ <u>Total</u> <10,000	350 210	4.2500 + 4.7476	1.85917 1 1 24436 I	.09991 I 085 7 I	4.0535 I 4.5783	4.4565_ 4.9159	1.00	7.00 1 7.00
Z.5 Your standard	>30,000_ Total <10,000 10,000-1	350 210	4.2500	1.85917 1	.09991 I 085 7 I	4.0535	4.4565_	1.00	7.00
Z.5 Your standard	>30,000_ Total <10,000 10,000-1 30,000	350 210	4.2500 1 4.7476 1 1 4.5310	1.85917 1 1 24436 I 1.38274 1	.09991 1 085 7 1 1 .13008	4.0535 14.5783 1 1 4.2732	4.4565 4.9159 4.7887	1.00	7.00 17.00 17.00
Z.5 Your standard	>30,000 Total <10,000 10,000 - 1 30,000 >30,000	350 210 113	4.2500 1 4.7476 1 1 4.5310 1 4.7037	1.38274 I 1.58283	.09991 085 7 1 .13008	4.0535 14.5783 1 4.2732 1 4.0380	4.4565 4.9159 4.7887 5.3594	1.00 1.00 1.00	7.00 17.00 17.00 7.00
2.5 Your standard of living l	>30,000 Total <10,000 10,000 - 1 30,000 >30,000 Total	350 210 113 27 1 350	4.2500 1 4.7476 1 1 4.5310 1 4.7037 4.5743	1.38274 I 1.58283 1.32733	.09991 .08\$ 7 .13008 1.32385 .07095	4.0535 14.5783 1 4.2732 1 4.0380 4.5347	4.4565 4.9159 4.7887 5.3594 4.8138	1.00 11.00 1.00 1.00 1.00	7.00 17.00 7.00 7.00
2.5 Your standard of living I	>30,000 Total <10,000 10,000-1 30,000 >30,000 Total <10,000	350 210 113	4.2500 1 4.7476 1 1 4.5310 1 4.7037	1.38274 I 1.58283	.09991 085 7 1 .13008	4.0535 14.5783 1 4.2732 1 4.0380	4.4565 4.9159 4.7887 5.3594	1.00 1.00 1.00	7.00 17.00 17.00 7.00
2.5 Your standard of living I	>30,000 Total <10,000 10,000-1 30,000 >30,000 Total <10,000	350 210 113 27 1 350	4.2500 1 4.7476 1 1 4.5310 1 4.7037 4.5743	1.38274 I 1.58283 1.32733	.09991 .08\$ 7 .13008 1.32385 .07095	4.0535 14.5783 1 4.2732 1 4.0380 4.5347	4.4565 4.9159 4.7887 5.3594 4.8138	1.00 11.00 1.00 1.00 1.00	7.00 17.00 7.00 7.00
2.5 Your standard of living I 25 Pattaya's local	>30,000 Total <10,000 10,000-1 30,000 >30,000 Total <10,000	350 210 113 27 1 350	4.2500 1 4.7476 1 1 4.5310 1 4.7037 4.5743	1.38274 I 1.58283 1.32733	.09991 .08\$ 7 .13008 1.32385 .07095	4.0535 14.5783 1 4.2732 1 4.0380 4.5347	4.4565 4.9159 4.7887 5.3594 4.8138	1.00 11.00 1.00 1.00 1.00	7.00 17.00 7.00 7.00
2.5 Your standard of living I 25 Pattaya's local customs I	>30,000 Total <10,000 10,000-1 30,000 >30,000 Total <10,000	350 210 113 27 1 350	4.2500 1 4.7476 1 1 4.5310 1 4.7037 4.5743	1.38274 I 1.58283 1.32733	.09991 1 085 7 1 .13008 1 .32385 .07095 .1078°	4.0535 14.5783 1 4.2732 1 4.0380 4.5347	4.4565 4.9159 4.7887 5.3594 4.8138	1.00 11.00 1.00 1.00 1.00	7.00 17.00 7.00 7.00
2.5 Your standard of living I 25 Pattaya's local customs I	>30,000 Total <10,000 10,000-1 30,000 >30,000 Total <10,000	350 210 113 27 1350 210	4.2500 + 4.7476 1 1 4.5310 1 4.7037 4.5743 4.0702	1.38274 I 1.58283 1.32733 1.42997	.09991 1 085 7 1 .13008 1 .32385 .07095 .1078°	4.0535 14.5783 14.2732 14.2732 14.0380 14.5347 14.4735	4.4565 4.9159 4.7887 5.3594 4.8138 4.8789	1.00 1.00 1.00 1.00 1.00 1.00	7.00 17.00 17.00 7.00 7.00 700
2.5 Your standard of living I 25 Pattaya's local customs I	>30,000 Total <10,000 - 1 30,000 >30,000 Total <10,000	350 210 113 27 1350 210	4.2500 + 4.7476 1 1 4.5310 1 4.7037 4.5743 4.0702	1.38274 I 1.58283 1.32733 1.42997	.13008 1 .13008 1 .32385 .07095 .10789	4.0535 14.5783 14.2732 14.2732 14.0380 14.5347 14.4735	4.4565 4.9159 4.7887 5.3594 4.8138 4.8789	1.00 1.00 1.00 1.00 1.00 1.00	7.00 17.00 17.00 7.00 7.00 700
2.5 Your standard of living I 25 Pattaya's local customs I	>30,000 Total <10,000 - 1 30,000 >30,000 Total <10,000 1 10,000- 30,000	350 210 113 27 1350 210	4.2500 1 4.7476 1 1 4.5310 1 4.7037 4.5743 4.0702 1 4.2832	1.38274 l 1.38273 l 1.32733 l 1.42997	.13008 1 .32385 .07095 .1078° .13525 .29378	4.0535 14.5783 14.2732 14.2732 14.0380 14.5347 14.4735	4.4565 4.9159 4.7887 5.3594 4.8138 4.8789	1.00 1.00 1.00 1.00 1.00 1.00	7.00 17.00 17.00 7.00 7.00 7.00 7.00 7.00 7.00 7.00
2.5 Your standard of living I 25 Pattaya's local customs I	>30,000 Total	350 210 113 27 1350 210	4.2500 1 4.7476 1 1 4.5310 1 4.7037 4.5743 4.0702 1 4.2832 4.5556	1.38274 I 1.38274 I 1.58283 1.32733 1.42997 1.44833 I 1.55250 1.48820 I	.13008 1 .13008 1 .32385 .07095 .1078° .13525 .29378	4.0535 14.5783 1 4.2732 1 4.0380 1 4.5347 1 4.4735 1 4.0132 3.9414	4.4565 4.9159 4.7887 5.3594 4.8138 4.8789 4.5531 1.5.1597	1.00 1.00 1.00 1.00 1.00 1.00	7.00 17.00 7.00 7.00 7.00 7.00 7.00 7.00
2.5 Your standard of living I 25 Pattaya's local customs I	>30,000 Total	350 210 113 27 1350 210 1113 27 250	4.2500 1 4.7476 1 1 4.5310 1 4.7037 4.5743 4.0762 1 4.2832 4.5556 1 4.5400	1.38274 1 1.38274 1 1.58283 1.32733 1.42997 1.44833 1 1.55250 1.48820 1	.13008 1 .13008 1 .32385 .07095 .1078° .13525 .29378 .07955	4.0535 14.5783 14.2732 1 4.0380 4.5347 4.4735 1 4.0132 3.9414 4.3835 14.2481	4.4565 4.9159 4.7887 5.3594 4.8138 4.8789 4.5531 15.1597 4.6955	1.00 1.00 1.00 1.00 1.00 1.00 1.00	7.00 17.00 17.00 7.00 7.00 7.00 7.00 7.00 7.00 7.00
2.5 Your standard of living I 25 Pattaya's local customs I 3. Environ mental	>30,000 Total	350 210 113 27 1350 210 1113 27 250	4.2500 1 4.7476 1 1 4.5310 1 4.7037 4.5743 4.0762 1 4.2832 4.5556 1 4.5400	1.38274 1 1.38274 1 1.58283 1.32733 1.42997 1.44833 1 1.55250 1.48820 1	.13008 1 .13008 1 .32385 .07095 .1078° .13525 .29378 .07955	4.0535 14.5783 14.2732 1 4.0380 4.5347 4.4735 1 4.0132 3.9414 4.3835 14.2481	4.4565 4.9159 4.7887 5.3594 4.8138 4.8789 4.5531 15.1597 4.6955 14.5154	1.00 1.00 1.00 1.00 1.00 1.00 1.00	7.00 17.00 17.00 7.00 7.00 7.00 7.00 7.00 7.00 7.00
2.5 Your standard of living I 25 Pattaya's local customs I	>30,000 Total	350 210 113 27 1350 210 113 27 280 210	4.2500 1 4.7476 1 1 4.5310 1 4.7037 4.5743 4.0702 1 4.2832 4.5556 1 4.5400 4.3817	1.38274 1 1.38274 1 1.58283 1.32733 1.42997 1.44833 1 1.55250 1.48820 1	.13008 1 .13008 1 .32385 .07095 .1078° .13525 .07955 .05779	4.0535 14.5783 14.2732 1 4.0380 4.5347 4.4735 1 4.0132 3.9414 4.3835 14.2481	4.4565 4.9159 4.7887 5.3594 4.8138 4.8789 4.5531 15.1597 4.6955	1.00 1.00 1.00 1.00 1.00 1.00 1.00	7.00 17.00 17.00 7.00 7.00 7.00 7.00 7.00 7.00 7.00

[20.000	,							
	30,000 >30,000	<u>1</u> 27	1 3.7407	1 1.06049	.20409	2 2040	4.4000	1.92	5.83
	Total	T 350	4.2495			3.3212	4.1003	1.83	
3.1	<10.000	210	4.5000	1.04337 1.47467	1 .135577 1 .10176	4.1398 1 7004	4.7006	1 1 00	6.83 7 มม
Environ	.10.000	210	7.2000	1.47407	1 .10170		1 4.7000		1,00
ment in						1	į		ļ
ı Pattaya						1			
	10,0 00-	113	4.1681	1.51128	.14217	 1 3.8865	1 4.4498	1.00	7.00
	30,000						}		
		1 27	3.8519	1.63387	I .31444	1 3.2055	4.4982	1.00	1 '7.00
		350	4.3429	1.50915	I 08057	4.1842	4.5015	1.00	7.00
3.2	<10,000	1 210	4.8429	1.45723	1 .10056	1 4.6446	I 5.0411	1.00	7.00
Infrastru						1	1		
cture in	1					•	1		1
Pattaya	1 10 000	1		1 1 40665	40000		4 00074		1.7.00
	10,000-	113	4.5752	1.40665	.13233		4.8374	1.00	1 7.00
	30,000	. 27	. 5 2222	1 1 21050	.23469	_1 1 4.7398	5 7046	1 2 00	17.00
	Total	\$50	4.7857	1.21950	1 .07650	4.6352	5.7046_ 14.9362	1 3.00	
3 3	<10,000	210	4.1381	1.72374	.11895	13.9035	4.3726	I 1.00	1 7.00 1 7.00
Pollutio	\10 ,000	1210	4.1301	1.72374	.11000		4.5720	1 1.00	17.00
n				and				,	
Рапауа								1	
	10,000-	113	1 4.0177	I 1.70599	.16049	3.6997	4.3357	1.00	. 7 IIU
	30.000		A.	1		1			
	I >30,000	27	3.0370	1.40004	.25944	1 34332	1 3.5909	11.00	1 5.00
	1 Total	350	1 4.0143	1 1 71537	.09169	3.8340	4.1946	1.00	I 7.0111
3.4	<10,000	910	4 4476	31230	09056	f 4.2691	4.6261	_ L 1.00	17.00
The	2					1/M6			
historica				,			y de		
I sites in				سللا					
Pattaya	0000	110	4.1504	27076	1000£	10000	4 4050	1 1 00	7.012
	0000- 30,000	113	4.1504	37075	.12895	1 3.8949	4.4059	1.00	7.013
	30.000	1 1 77	3.2593	1.48305	28541	2.6726	3.8459	1.00	<u>l 5,00</u>
	Total	1 <u>35u</u>	4.2600	1.37855	.07369	14.1151	4.4049	1.00	<u>13,00</u>
35	<10,000	210	14.1333	11.58984	1.10971	3.9171	4.3496	11.00	7.00
Animal	10,000		1.1000	1.00001	1.10071	10.0171		1.00	
life in		1 *					*		
I Pattaya			9/2	01110		-11		L	
	10,000-	1 113	3.9381	11.74378	.16404	3.6130	4.2631	1.00	7.00
	30,000	•	11/20	a. o	0	321			
	>30,000	27	1 :16296	1.73534		2.9432	1 4.3151	1.00	7.00
	1 Total	350	<u>1 4.0314</u>	1.55390	.08840	33576	4.2053	<u>i</u> 1.00	1 7.00
3.6	ı ≤10,000	i 210	4.2286	1.45594	1.10047	1 4.0305	4.4266	1.00	I 7.130
Natural			1	!	ļ			1	
resource		1	Ī	I				1	
sin		ļ.	1	ļ.	-			!	
Pattaya	10,000-	112	3.9027	1.70590	<u>.</u> 1 1204		4 2204	1.00	1 <u>−−−−</u> −i 7.00
	10,000- 1301111	■ 113 1	3.7027	1.70090	.1604	J 4	4.2206	1.00-	1 7.00
		1 27	1 3.4444	1.8045 ⁼	1 34770	1 2.7306	1 1 4.1583	1 1.00	17.00
	_	i ∠7 i 350	4.0629	1 1.58124 I		3.8966	I. 4.2291	1 1.00	7.00
Overall	Total <10,000 1		4.6603	1 1.361241 1 .73854	1.05095	1 4.5598	1. 4.2291 1 4.7608	1 2.00	
Impacts	-10,000	1 Z 10	4.0003	1.7004	1 .03083	1 4.5580	1 4.7000	1 2.00	1 6.73
rampidus.	! 10,000-	113	4.5723	72275	<u>≀</u> 1.06799	4.4376	4.7070	2.50	6.17
	130,000		1	•					
	>30,000_	27	4.3107	.84952	1 .10349	<u>l 4.0446</u>	1 4.7167	2.50	I <u>6.11</u>
	1 Total	<u>I 350</u>	4.6103	74438	1.03979	4.5321	1 4.6886	2.00	6.78

ANOVA

		la e	AF.	Mean	!	☐ Sip.
		Sum of	1 117	Mean Square	F	1 51p.
I. Economic immests	Between Groups	Squares 2.160	l 1	1,080	1.1611	1 .315
I. Economic impacts	Within Groups	323.172	: 347	.931	1.1011	1
		I 325.332	349	551	-	
1.1 Investment in	Between Groups	1.955	2	.978	1 .533	587
Pattaya	Detween Groups	1.555	-	1370	I	1
1 diaya	I Within Groups	636.319	<u>.</u> 1 347	1.039		Ī
	Total		1 349	I	I	
1.2 Support for other	1 Between Groups	I 3.285	1.7	1.643	1.083	340
businesses in Pattaya	1	ļ	ſ	Í	1	f -
	Within Groups		I 347	1.516		
	Total	529.374	1 349		I _	
1.3 Employment in	Between Groups	2.815	2	1.408	.730	.480
Pattaya		EDC	_	!	1	ł
	Within Groups	663.473	347	1.912	I	1
	Total		1 349	1	1	1
1.4 Your income	Between Groups	16.543	1 2	8.271	[4	1 .014
	I Within Groups	658.557		I 1.899		I
	1 Total	675.500	349			1 155
1.5 Jobs in Pattaya	Between Groups	6.157	2	3.079	1.875	.155
	I Within Groups	569.843	347	1.642		ţ
	Total		I 349	1107	460	(2)
1.6 In Pattaya's	1 Between Groups	2.214	1 2	1.107	.469	.626
tourism industry			NA VET	2.250		
	Wit <mark>hin Groups</mark>	0.0.0.0	1 347	3.359		
	I Total		1349	1.375	1 1.396	.249
2. Social Impacts	Between Groups	2.,,01	1 2 4 7	.985	1 1.520	1.249
	Within Groups	341.829	1 349	.963	1	1
-450	Total Between Groups	1 344.579	2	1.563	1.788	T
2. 1 Pattaya's culture		1 688.088	1 347	1.983	1.700	İ
<u> </u>	Within Groups Total	691.214	349	1.203	1	I
225 1 14	Between Groups	1 .050	1349	.025	1 .011	1
2.2 Family relations	Within Groups	1 763.518	I 347	2.200	1 .011	1
		1 763.569	349	1 2.200	1	1
2.3 Number of crimes		1 703.309	1 3 4 7	11.872	1 3,549	1.030
M. Pattava		CF1969	of Col.	1	I	
M. Fanaya	Within Groups	11611645	347	1	1	i
		1 1184.389	1 349		1	· ·
2.4 Number of drug		1 1.474	1.2	.737	1.210	1.811
problems in Pattaya	I Destroy of F		1	1	1	
F	Within Groups	1217.866	347	3.510		
	Total	1219.340	349	1	1	I
2.5 Your standard of	Between Groups	3.474	[2	1.737	.986	.374
living	· · · · · · · · · · · · · · · · · · ·	I	•	1	<u>j</u>	1
	Within Groups	611.395	347	_I 1.762	I	Ì
	1 Total	614.869	349	I	1	I
2.6 Pattaya's local	I Between Groups	11.354	[2	5.677	7 387	.077
customs	1		1		1	•
	Within Groups	761.586	I 347	2.195		
	I Total	772.940	349	I	1	. 000
 Environmental 	Between Groups	12.402	2	l 6 201	1 5.855	1 .003
Impacts	. I		1	1.0==		1
	I Within Groups	367.538	1 347	1.059	Ì	
	Total	379.930	349		2 270	1 024
3.1 Environment in Pattava	Between Groups	1 15.144 I	1 2	1.5%	3.370	∤ .036 ∤
	1 Within. Groups	+ 779.713	347	1 2.247		

	1 Total	794.857	1 349			1
3.2 Infrastructure in Pattava	Between Groups	10.837		I 5.412	2.670	.071
	I Within Groups	704.092	1 347	l ir)g		
	Total	714 929	349			
3.3 Pollution in Pattaya	Between Groups	⁷ 9.006	1 2	1 14.503	1 5.043	.007
	1 Within Groups	997.923	347	I 2.876		
	Total	I 1026.929	1 349		•	1
3.4 The historical sites in Pattaya	Between Groups	35.789 1	1	I 17.294	1 9.895	I .000
	Within Groups	1 627.551	<u>1</u> −347	1.209		
	Total	661.340	Τq			
3.5 Animal life in Pattaya	Between Groups	f 7.535	1 2	3.762	1.378	.433
	Within Groups	947.129	347	2.729	1	
	1 Total	954 454	1 349			1
3.6 Natural resources m Pattaya	Between Groups	1 18.993	17/	1 9.496	3.860	1 .022
	Within Groups	853.624	1 347	2.460		1
	Total	1 872.617	349			1
Overall_Impacts	1 Between Groups	1 2.111		I 1.056	.916	1 .149
	Within Groups	191.267	1 347	551		
	I Total	1 193.379	349			

Post Hoe Tests

Multiple Comparisons

Dependent Variable Household Household Average net monthly Income 10,000 Mean Difference L(I-3) I Mean Difference L(I-3) I Mean Difference Difference I Mean Difference	LSD	S						
average net monthly income								
monthly income	Variable							
Tincome Tinc		_						
10,000 Mean Sig 1 Mean Sig 1 Mean Difference (1-J) 1 1 1 1 1 1 1 1 1						NCIT		
Mean Difference L(L3)		income				9	k	T
1 Difference Difference Difference I (I-3) Difference Di			-				100	<u></u>
1.1			7/0			Sig.		Sig.
1.	1		~ / ~)	2		18700		
Economic Impacts 10,000-			<u>I (I-3)</u>	d'Mois	(1-1)	192	1)	
Economic Impacts 10,000-		10.000		-151-		1 126	1	1 002
Impacts		<10,000			16821	_136	00176	.993
10,000- 16821 136					į			
30,000 30,000 00176 .993 116645 .421 .11 .19000 .1335^ .999 .11429 .680 .599 .24779 .30,000 .599 .24779 .30,000 .599 .24779 .30,000 .599 .24779 .30,000 .599 .24779 .394 .599 .680 .599 .24779 .394 .599 .680 .599 .5	Impacts	10.000	16031		F	į	1 16645	421
1.1 <19000 1.10			10021	130	1	J	1.10045	.421
1.1	1		00176		1 16645	1 401		
Investment in Pattaya	1 11		00110	.993			11420	690
m Pattaya		<19000			1333 1	.J77 	11429	.080
10,000- 13350 399 .24779 .30,000 .24779 .30,000 .24779 .394 .24779 .24779 .394 .24779 .247			1			}	1	
30,000	In I dilaya	:0.000-	1 13350	399		1	24779	
30,080 I11429 .680 F24779 .394			1	1-377	1		.21779	
1.2 <10,00016053 .210 12593 .617 I Support for other busine :			I - 11/29	: 680	r - 24779	394	1	i
I Support for other busine is	1.2		111-22	.000			1 12593	617
other busine :<				1		1	1	1
busine: <		:		1			i	
N 8053 210 1 30646 .246		:		1	1		1	Ĭ
	· —				1		1	1
[30,000 <u></u>]		n	8053	210			- 1 30646	.246
		[30,000 <u></u>						1 1

1	30,000	12593	1 .617	4 00040	4 045		.,	
13	<10,000	12595	1.017	130646 142 ⁴ 4	1.245 1.378	22042	.322	
Employme	10,000	A		- 142 4	1.376	122042	.322	
nt1171		and the second	i	1				į
Pattaya			. [i				
	1 10,000-	.14244	372:			13799	.642	
	_1 30,000 <u></u>							
	>30,000	1.28042	.322	1.13799	1.642	4 05000	Locat	—,
1.4 Your income	<10,000		!	41429(*)	.010	1 .25238 I	.371	
IIICOIIIE	_ ! 10,0011-	.41429(*)	1.010	<u> </u>		.66667(*)	1025	
	130,000	20()	1	1		.0000.()	1	1
	000	125238			025			ſ
1.5 Jobs	I <10,000			10152	498	.50106	057	1
<u>in</u> Pattaya			1	I				
	I 10,000-	10152	.498			- 39954	I .146	
	30,000	<u> </u>	134	DC	142		<u>}</u>	J
4.0.1	>30,000	1.50106	.057	<u>1 .39954</u> I03700	# Th	07001	0.75	_
	I <113,000			103700	.837	.27831	.375	
Pattaya's I tourism								1
Industry		63			1		i	1
	10,000-	1.03700	.837			.31531	1.339	
	30,000						1	
	I >30,000	278 <mark>31</mark>	I .376	31531	_ <u> 339</u>			_
	I <10,000			1 . <mark>17</mark> 597	1.130	.19974	1.326	
<u>I Impacts</u>	10.000	. 47507	4 400		NO PER	00070	011	
	10,000- 30,000	1.17597	1 .130	4		.02376	.911	
	>30,000	19974	1.326	0 ⁹ 376	I <u>.911</u>		1 —	—
2.1	1 <10,000	1 12274	7 .320	1.16789	1.308	14709	.610	—
Pattaya's	1				. 100	111100	.010	
culture		BROTH			RIE/			
	1 10,000-	16789	.308	G1 GP	TAN	I31498	297	
	30000		0000					
	I >30,000	.14709	.610	.31498	<u>297</u>	04404	969	
Family	I <10,000	LADO		1 .02343	1.892	01164	60	
r andiy relations		*				*		
TCIALIONS	10,000-	02343	.892		40	03507	1 .912	
	I 30,000	V29-	SIN	CE1969	10/6%	,	1	
	I >30,000	<u>I .01164</u>	1 .969	.0350	.912			_
2.3	10,000	1	7/2/7	.14888	.486	.99418()	.008	_
Number of							! 	
crimes in					:	1 •	į	
_ Pattaya		I - 14888	1426				1 022	—
	1 40 000		1436			()UCCPO.	1 .032	
	I 10,000-	1 - 14000		1		į	1	
	1 30,000	1	1 กก%	! ! -,84530(*)	■ n32	i	l —	—
2.4			1 .008	! I84530(*)_ I .10598		i .19841	.605	
2.4 Number of	1 30,000 >30,000 <10,000	1	1 .008	! 84530(*)_ I .10598	.032 .023	.19841	.605	 !
Number of drug	1 30,000 >30,000 <10,000	1	1 .008			.19841	.605 I	
Number of drug problems	1 30,000 >30,000 <10,000	1	1 .008			.19841	.605	
Number of drug	1 30.000 >30,000 <10,000					March March		
Number of drug problems	130.000 >30,000 <10,000 1	1	1 .008			1.09243	218	
Number of drug problems	130,000 >30,000 <10,000 		leat	I .10598	.023	March March		
Number of drug problems in Pattaya	130,000 >30,000 <10,000 10,000- 30,000 >30,000		l eat	I .10598	I .818	1.09243	218	
Number of drug problems in Pattaya	130,000 >30,000 <10,000 		leat	I .10598	.023	March March		
Number of drug problems in Pattaya 2 5 Your standard of	130,000 >30,000 <10,000 10,000- 30,000 >30,000		l eat	I .10598	I .818	1.09243	218	
Number of drug problems in Pattaya	130,000 >30,000 <10,000 10,000- 30,000 >30,000		l eat	I .10598	I .818	1.09243	218	

	>30,000	I84392	1.		.544		
I	<10,000	.0.052		.39300(-1	.824	1.12063	.691
Pattaya's						1	1
local						1	I I
customs	10,000-	- 39300(°) I	024			27237	354
	30,0011	-, 39300(°) 1	.024		ĺ	2/25/	.351
	>30, HU	·12063	1 .691	.27237	.391	1	
3. I	<10,000			.25638(*)	1 .033	.64101(*)	I .002
F orime						•	
ntal Impacts							
Impacts	1 0.000-	256 38(*)	033			I .38463	082
]	30,000	-()					
İ	1,01111	- 64 1 01(*)	.002	I32463	.082	1	1
3.1	<10,000			.33136		64815(*)	.035
Environme nt in			IV	FRCI			
Pattaya		- 4 N	111	-113/	16		
	10,000-	133 186	.059	_			I .325
	30,000	1					
	>30,000	64815(*)	I .035	31629	325		
3.2 I Infrastructu I	<10,000			26764	.108	37937	.194
rein							
Pattaya			16		(C)		
}	10,000-	<mark>26764</mark>	1.1118		AN CEL	- 64700(*)	.03-5
	30,000		404	64500VY			
	>30,000	1 .37937	.194	.64700(*)	1 .035	1 10102/40	.002
ا د.د_ Pollution in	< 1 0, 000			.12040	1 .543	1.10106(*)	.002
Pattaya						1	
	10,000-	I12040			BRIEL	.98066(°)	.007
	313,0130	, nE	RS	G	TYN		
	>30,000	[-1.10106	.002	98066(*)	.007		
3.4 The	<10,000	LABO	R	.29718	NC.059	1.18836(*)	
historical	.,	Se		1 - 1			
sites in		7				*	
Pattaya	10,000-	29718	1 .059	ICF1060	40	89118(*)	002
1	30,000	27716	1 .059	0	91270	03110(_)	.002
	>30,1300	ı -1.18836	1.000	89118(*)	.002		
	•	,	- 4	19171			
3.5	<-10 በበበ]		.19528	.312	.50370	I .137
Animal life	<-10 โทโก	i	I	.19528	.312	.50370	1 .137
		_	I	.19528	.312		
Animal life	_ n00-	i		.19528	.312	.30242	1 .137
Animal life		_	I	30842	.312		
Animal life in Pattaya	_ n00- 30,000	19528	.137				
Animal life in Pattaya	_	19528	1 .312	30842	.384	.30242	.015
Animal life in Pattaya 3.6 Natural resources	_	19528	.137	30842	.384	.30242	1 .384
Animal life in Pattaya		19528	.312 .137	30842	.384	.30242 78413(w)	.015
Animal life in Pattaya 3.6 Natural resources	_	19528	.137	30842	.384	.30242	.015
Animal life in Pattaya 3.6 Natural resources m Pattaya		19528	.312 .137	30842	.384 076	.30242 78413(w) .45821	.015
Animal life in Pattaya 3.6 Natural resources m Pattaya I Overall	_ n00- 30,000 >30,000 <10,000	19528	1 .312	30842 -32592	.384 076	.30242 78413(w)	.015
Animal life in Pattaya 3.0 Natural resources m Pattaya I Overall I Impacts		19528 50370 32599 178413(*)	.312 .137 .137 .076	30842 32592 32592	.384 076	.30242 78413(w) .45821	.015
Animal life in Pattaya 3.0 Natural resources m Pattaya I Overall I Impacts		19528	1 .312	30842 32592 32592	.384 076	.30242 78413(w) .45821	.015

* The mean difference_ signific ant at the .05 level.

Oneway

Descriptives

		N	¹ Mean	¹ Std.	Std.	95%	Minimu	I Maximu	I,
				Deviatio	Error	Confide	in	in	
				n		nce Interval		I	Ī
						for		1	Į.
						Mean		1	
				_		Lower	Upper		1
1			_	ALE.	Do	Bound	Bound	1	
1.	Housew	12	I 5.2917	.83824	.24198	1 4.7591	5.2:243	3.83	6.33
EC MOM	ife		1111			111			
Impacts			D.						
mpacts	Govern :	3	- 4.7083	.55314	.23092	4.1623	5.2544	I 3.83	
	ment							1	ŧ
	e								
	ı Firm	-	5.1286	1.00475	1 .06304	1 5.0045	Z = 100	2.17	7.00
	I employe		DYMA						
	usmes I	22	5 1771	I .97919	l 17309	1 4.8241	5.5301	3.17	7.00
	s owner l		5.1771	1.7/719	17307	1 4.0241	1 3.3301	13.17	7.00
	I Student		5.3374	.79363	.12394	5.0869	5.5879	3.33	6.67
	Unempl I		5.6111	.38490	1 .22222	4.6550	I 6.5673	517	I 5.73
	oyed		100			9/10			Į.
	Total	350	5.1576	I .96550	.05161	I 5.0561	5.2591	² .17	I 7.00
1.1	□ Housew	12	5.3333	1.43548	.41439	4.4213	6.2454	I 2.00	7.00
Investm	ife		1						l
ent in			LABOR			VINCIT			1
Pattaya	I Carrage 1	3	4.7500	- 1 1.38873	.49099	I 3.5890	5.9110	2.00	6.00
	I Govern I	0	4.7000	1.30013	.49099	1 3.3070	3.9110	2.00	0.00
	I employe 1	of	4	CINICI	F1969	0.6	1	5	ì
	E		1923	SINCI	= 1909	0 19		1	1
	Firm	254	5.1250	1.42531	08943	4.9499	5.3021	1.00	1 7.00
	employe 1	i		1219	श्रीश ६	10.		Ī	
	le -	<u> </u>							
	Busines	32	5.2813	1.19770	.21172	1 4 3494	I 5.7131	3.00	7.1.11.1
	a owner_1	:	<u> </u>	00756	T 15570	1 2550	- 1.5.4055	2.00	7.00
	=;	41	_!		<u>I .15⁵79</u> 1 .33333	4.3559 4.2324	1 5.4855 7.1009	3.00 5.00	6.00
	Unempl	3	1 .0007	1.7777	1 .33333 I	4.2324	7.1009	3.00	0.00
	Total		- 5.1486	1.35236 I	07229	5.0064	5.2907_	1.00	7.00
1.2	i ousew 1		5.5833	1.033621		1 4.8948	I 6 2718	4.00	7.00
Support	I de		ļ	I	1		1	•	
for other	I	I		1					
for other			ļ						
					,				
business es in			I		1				
business	C		[F 2500	1 1 2 1 2 2	41127	4.07.61	6 2220		7.00
business es in	Govern	7-1	5.2500	1.16496	.41137	4.2761	6.2239	4.00	7.00
business es in	merit	7-1	5.2500 1	1.16496	.41137	4.2761	6.2239	4.00	7.00
business es in		7-1	5.2500 1	1.16496	.41137	4.2761	6.2239	4.00	7.00
business es in	merit	14	5.2500 I		.41137		6.2239	1.00	7.00

	le	1	T	Т	1				
	Busmes s owner	32	5.2188	1 1.28852	.22778	4.7542	I 5.6833	2.00	7.00
	Student	1 41	5.4634	.97718	.15261	<u>1 5.1550</u>	1 5.7719	3.00	1 7.00
	Unempl I		6.0000	1.00000	57735	3.5159	8.4841	5.00	7.00
	Total	2	5.2486	1.23160	.06533	5.1191	5.3780_	1.00	1 7.00
13 Employ merit in attaya	Housew ife	120	5.01[00	1.41421	.40825	I 4.1015	5.8985	2.00	7.00
-	Govern ment employe	8	4.5000	1.41421	.50000	³ .3177	5.6823	2.00.	< 00
	Firm employe	254	5.2795	1.4269:5	08953	5.1032	5.4559	1.00	7.00
	<u>Le</u> Busines : Ls owner		5.3750	1.12880	19955	4.9680	5.7820	3.00	7.00
	1 Student	41	15.5610	1.22574	.19143	5.1741	1 5.9479	3.00	_7.00_
	Unempl oyed	3	I 6.6667			5 7324	8.1009	6.00	7.00
		1 350	5.3057	1 1.381711	.07386	5.1605	5.4510	110	7.00
1.4 Yeur	Housew ife	12	5.2500	1.13818	.32856	4.5268	5.9732	4.00	7.00
income	Govern	8	4.0000	1.30931	.46291	1 2.9054	5.0946	1.00	5.00
	ment employe e								
	Firm employe	254	4.6811 BROTAL	1.41025	.06649	4.5068	1 4.8554	1.00	7.00
	- 6/2		CRS		- 61	Gry	1		
	s owner_	1 32	1 4.8125	1 33047	.23520	4.3373	1 5.2922	1 1.00	7.00
		1 41	4.7561	1.42794	.22301	4.3054	1 5.2068	1 1.00	7.00 4.00
	Unempl oyed	3*	4.0000	.000000	.00000	4.0000	4.0000	1 4.00	
1.5	- -	1 350	1 4.7000 F 1667	1.39123	.07436	4.5537	4.8463 5.8749	1 1.00 1 4.80	7.00
15 Jobs in Pattaya	Housew ife	12	5.1667	1.11464	.32177	4.4585	5.6749	4.00	7.00
	Govern ment employe	8	4.3750	.33452	.29505	4.1773 I	5.5727	4.00	6.00
	Firm employe	254	5.1614	1.27979	.08030	5.0033	5.3196	1.00	1 7.00
	Busines s owner	1 32	5 500	11.48106 I	.26132	4.7160	5.7840	2.00	7.00
	Student	<u>l 41</u>	1 5.4390	1.37380 1	4	1 5.0212	I 5.8569	2.00	1 7.00
	1 I rO ₁11 I oyed	3	I 5.6667	1 .57735 1	.33333 I	1 4.2324	7.1009	5.00	I 6.90 I
		350	15,2000	1.28469	06867	I 5.0649	5.3351	I 1.00	1 7.00
1.6 In Pattaya's tourism 1 industry I	1	12	5.4167	1.24011	1 .35799 I	4.6287	6.2046 	4.00	7.00
-	I 1 Govern merit	8 8	4 8750	1.24642	44068	1 3.8330 1	5.9170	I 3.00	2 00 I

7								
	employe			1	1		1	1
	i <u>e</u> ;	5. <u>V.1</u> 07	_ 	.10012	4.5.4005	4.5.5070	_ <u> </u>	
	emp¹ove i	3, 9,107	1.37374	.10012	1 5.1335	1 5.5279	l 1.00 l	1 7.00
	e	1	1		l	1	1	}
	Busines 1 32	2 [5.1250	1.47561	.26085	 4.5930	5.6570	1 2.00	'7.00
	s owner	<u> </u>			1	1	1	į
	Student 1 41	<u>1 5.6341</u>	<u>1.31826</u>	1 .20588	<u>1 5.2131</u>	1 6.0502	9.00	7.00
	Unempl 1 3	5.6667	1.52753	1.88192	1 1.8721	9.4612	1 4.00	1700
	0 ed <u>I</u>	4.5.2420	14 50000	00100		1 = = 0.11	1.00	7.00
2. Social	Total 135		<u>11.53363</u> , .78120	<u> </u> _08198_	1 5.1816	1 5.5041	1.00	
Impacts	Housew 12	4.8611	, ./6120	1 .22551	4 3648	1 5.3575 I	1 3.33	1 6.0∃
impacts	Govern 1 8	3.8125	1 1 33463 /	⊣. I .47186	1 2.6967	⊢ _{4.9283} -	1.67	
	ment	1	1 1.33103	1	2.0007	1.7203	1.07	7.01
	employe 1		1	1	i		1	1 1
	e <u>;</u>		-115	DC	1.		—1	1
	1 Firm 25	1 4.4501	1 98836	106202	1 4.3280	4.5723	1.00	1 7.00
	employe	11110		1		į	1	i
	Busines 1 32	1 4040 ×	1 1.16204	20542	1 10250	1 0100	1 22	1
	a owner I	9.4740 1	1.16204	.20542	4.0758	4.9138	1.33	6.33
	Student 41	4.2276	_82895	.12946	1 3.9660	4.4893		5.17
	Unempl 3		75376	.44096	1 2.1027	5.8973	3.17	4.67
	o nomen o yed	A				1.02.72		1
	Total	5 <u>0</u> 4.4236	1 .99365	.05311	4.3193	4.5283	1.00	7.00
2.1	Housew 12		1.67643	48396		1 5.9819	1.00	7.00
Pattaya's	ife		AM			Ø		
culture		7,0050	1	72040	1 4 2272	100	1.00	-
	Govern 1 8 merit	: 36250	2.05582	.73040	11.8979		1.00	7.00
	employe		1-24					
	e e e							1
	·Firm 25	4.3465	1.38529	08692	4.1753	4.5176 1	1.00	1 7.00
	employe		Dr.					1
	e				1		1	
	Busines 1 32	4.1563	1.32249	23379	1 3.6794	4.6331	I 1.00	1 7.00
	l a owner 1	14.0550	1.1.10000	22010	3.9208	1 4 0100	4.00	I
	Unempl 3	14.3559 1 3.6667	1 1.40990 ■ .57735	.33333	1 2.2324	4.8109 1 5 1003	1 3.00'	7.00 4.00
	oyed	3.0007	SINCI	5 1989	1 2.2324	5 1003	1 3.00	4.00
	oyeu Total35	0 1 4.3285	1.40732	1 17	L4.1806	1 4.4765	_ 	7 1111
	Housew 1 12	07.70	1 1.37895 1	.39807	3.2072	4.3595	1 2.00	7.0U
Family	ire	1	101	CI EL O	1	1	1	
relations				f	1	1	<u> </u>	, —
	Govern 🖴	1 4.7500	1.22174	.45315	1 3.1784	5.3216	2.00	6.00
	1 merit I	1		1	1		ſ	1
1	l employe	į		1				
	் 1 Firm 1 25	<u> </u>	1.48674	109329	4.4108	4.7782	1.00	7.1)0
	employe	1.00.10		1	1	1.7702	1.00	,0
	• -	1		1	_i			
	Busines 32	5625	1.64488 1	1 .29078	3.9695	5.1555	, 1.00	1 7.00
	s owner 1			1	1			
	1 Student 1 41		1.43603	.22427	1 4.2540	5.1605	1 1.00	7.00
	Unempl 1 3	4.0000	1 00000	.00000	4.0000	, 4.0000	1 4.00	1 4.00
	l oved		4 4701-	4 07007	1 4 4 100	: 4 7000	1100	
	Total 35 Housew 1 12			1 .07905	1 4.4188	4.7298	1 1.00	1 7.00 1 7.00
22	- CHOSEWII 1 Z	1 5.0000	¹ 1 .12815	1.39507	1 4,223.2	5.7168	3.00	7.00
							•	1
2.3 Number of	ife						1	

	,								
in Pattaya						I			
r awaya	1 Govern ment	10	3.6250	1.84681 1	.65295	2.0810	5.1690	1.00	6.00
	employe		1		<u>.</u>				
	Firm	254	I 4.2362	1.88590 I	.11833	I 4.0032	1 4.4693	I 1.00	7.00
	employe -				l		<u> </u>		
	nes s owner	•	1 4.0933	1.80250	.31364	34439	4.746	1 00	7.00
	Student 1	1 41	<u>I 3.6829</u>	1.72393 1	.26923_	3.1388	4.2271	1 1.00	7.00
	⊥ Unempl 1 ↓ oyed	3	I 3.6667	1.52753	.88192	1279	7.4612	1 2.00	5.00
	I Totai	1 350	1 4.1657	1.84219	.09847	3.9720	1 4.3594	I 1.00	7.00
² .4 Number	⊢Housew I ¦ife	I 12	5.4167	1.67649	.48396	1 4.3515	1 6.4819	I 2.00	7.00
of drug problem	1		N_{I}	INE	42	176			
attaya ₁	! [O.				0.		
		8	1 3.8750	1 1.54208	.58056	1 2.5022	1 5.2478	1.00	1 6.00
	employe 1 e			1				1	
		I 254	1 4 2638	1.88957 1	.11856	4.0303	1 4.4973	1.00	7.00
	emplove	1		AYM.		1	1	5	1
	Busmes s owner_	32	4.3438	1 1.96106	.34667	I 3.6367	5.0508	1. ••	7.00
	Student	41	1 3.9512	1 1.73135	27039	<u> 3.4047</u>	1 4.4977	1 1.00	7.00
	Unempl 1	[3	1 3.6667	1.52753	88192	I1279	1 7.4612	2.00	5.00
	oved Total	1 350	4.2600	11.86917 1	.09991	1 4.0635	14.4565	1.00	7.00
² .5	Housew I		5.7500		I .27866	5.1367	6.3633	4.00	7.00
	I de	2				I		7	
standard		1	LABOR			VINCIT	1		1
of living	<u> </u>	1 8	3.7500	1 20174	1.00016	1.0.6704	14.0016	2.00	
	Govern merit	0/10	3.7500	1.28174	.45316	2.6784	4.8216	2.00	5.00
	employe	•	1773	SINCE	1969	20191			
	Firm employe	254	4.6319	1.26514	.07938	4.4775	1 4.7902	1.00	7.00
	<u>e</u> Busmes	! ! 32 !	5.1875	.57475	.27833	4.6197	15.7553	1.00	7.00
	s owner Student	•	<u>4.3659</u>	1.37397 I	.21458	I 3.9322	4.7995	1.00	L7.00
	Unempl I		<u>4.3039</u> 5.0000	1.00000 I		I 2.5159	7.4841	4.00	I 6.00
	Total	350	4.6743	1.32733	_07095	1 4.5347	4.8138	1.00	7.00
9.2	Housew I		4.0000	1.75810I		2.8830	5.1170	1.00	7.00
Pattaya's ocal				1					1
ustoms	I.C.	. 0	2.7500	1.66005	50010	12.2516	5 1 45 4	1.1.00	166 100
	I Govern 1 ment employe	ι δ	3.7500	1.66905	.59010	12.3546	5.1454	1 1.00	66.100
	l e					<u> </u>		_1	
	Firm	254	4.6250	1.45209	09111	4.4465	1 4.8054	1.00	7.00
	employe l	Г				1	I	I	:

	l Gusines 1 s owner	1 37	I 4.6 250 ■	<u> </u> _1.€2149 -	- 1 66	> —	1 5.2096	2.00	7.00
	I Student	41	. 1 4.2927	1 1.48734	I .23228	I 3.8232	1 4.7621	1 1.00	I 7.00
		3	4.0000	1.00000	.57735	1.5159	6.4841	3.00	1 5.00
	oyed		1	i		1			
	I Total	. 350	4.5400	1.48820 1		4.3835	4.6965	1.00	nn
3.	I Housew		1 4.9722	1	1 .21792	I 4.4926	5.4519	I 3.83	0.33
Environ	ife	112	1 4.5722	.73439	1.21/92	1 4.4920	3.4319	נט.ני ו	0
mental		I	į	1	I I	1	1		
Impacts					ļ	T			
impacts	I Govern	i In	13.58 ³ 3	1.14434	.40459	_! 1 2.6266	4.5400	1.33	15 17
	ment	n	: 3.36 3	11.14434	.40439	1 2.0200	4.3400	1.55	I 5_17
	1		ļ		1	ļ	I		
	employe	ı		•		ł	I		
	1	1254	 1_4.2703	1.01966 I	06208	4.1443	4.3963	1.00	6.83
1		1234	1 9.4 <i>1</i> 00	[1.01200 L	.06398	[4.1443	4.3703	1.00	0.83
ı	I employe		Ĭ	1 -		1	İ		
	<u>I e</u>			1 20000	2.5	Ž Sauli			
l	Busines	32	1 4.1453	1.09393	19338	I 3.7514	1 4.5402	2.00	6.33
	s owner		4.1070	1.00040	16515	10.0505	1.5011	1 1 02	
	Student	41	4.1870		.16546	I 3.8526	4.5214	1 1.83	6.17
	Unempl	1 3	3.3333	1.80278	1.04083	-1.1450	7.8117	1.83	
l	Joyed		1	1.0:2:	1 00000	4.000		╡ . 。	1
.	1 Total	<u>350</u>	1 4.2495	1.04337 1		4.1398	1 4.3592	1.00	6.83
31	Housew	12	5.1667 1	1.52753	(440%)	4.1961	6.1379	1 3.00	7.00
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1 merit in					$\Lambda \Lambda \Lambda$	I SIA		1	
Pattaya 1						I	1	Ĭ.	
	Govern	8	4.2500	1 183225	.64780	2.7182	5.7818	100	5.00
	ment		i			144			I
	employe	1		×				1	
	<u>e</u>	4		علاد			64		
	Firm	254		1.46867 I	.09715	4.1965	4.5594	1.00	1 7.00
	employe 1		BROTHER			BRIEL			1
	l e		PS				4		. —
	Busme:		3.9688	C 1.59605	.28214	3.3.933	4.5442	1.00	7.00
	s owner 1					37			1
	Student 1		_	1.55626 1		3.8259	4.8083	1.00	7.00
	Unempi	3	2.6667	1.15470	1 .56667	2018	5.5351	2.00	4.00
	1	7			IIA				
	1 Total	350,	<i></i>	1.50915	.08067	4.1842	4.5015	1.00	7.00
3.2	Housew	12	5.4167 1	1.77986	.49937	4.3176	6.5158	1.00	7.00
Infrastru	ife		139	20.0	24	331			
cture in	1			เปาล	ଥିପର	0.			
Pattaya	<u> </u>		<u> </u>						
	l Govern	8	4.1950	1.35620	.47949	2.9912		2.00	6.00
	ment				l	1			
	employe 1	ſ			•	•			
	e		_						
		254	4.7402	1.46210 f	.09174		4.9208 I	1.00	7. iii
	employe								
	e	[1		i	4		1	.
	Busines 1	32	5.0313	1.23090	.21759	1 4.5875	5.4750	1.00	700
	s owner_	<u> </u>	<u> </u>			<u> </u>	1	1	
	I Student 1				.20216	4.3719	5.1891	<u>I 1.00</u>	7.00
	Unempl	3	5.3333	1.15470 1	.666.67	2 4649	8.2018	I 4.00	6.00
	oyea			<u></u>				4	<u>i</u>
	•	I 350	4.7857	1.43126	.07650	I 4 6352	I 4.9362	1.00	7.00
٠	Housew	12	5.4167	1.56428	.45157	4.4228	6.4106	I 3.00	7.00
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n in	I	ı							1
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	Govern_	8	3.1250	1.72689_	.61055	1.6813	4.5687_	1.00	1 6.00

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	i employe 1	1	•	1	1		į	
	Firm	14 1063	1.68946	I .10601	13 8975	¹ 4.3151	11.00	1 7.00
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	1	3.07 0	1 550601	2/388	3.3123	4.4377	1.00	7.00
	s owner	!		1	-		<u> </u>	
	_ Student <u> 41</u>	<u>3.3659</u>	1.72853	.26995	2.8203	1 3.9114	11.00	<u>1 7.00</u>
	Unempl 3	1 3.3333	: 2.30940 1	ı 37333	-ñ.4035	9.0702	2.00	1 6.00
	'oved f	1	1	i	1	1	ļ	
	<u>Total</u> 1 350	1 4.0143	, 1.71537 I	.09169	3.8340	4.1946	11.00	I 7,00
3.4	Housew 1 12	4.7500	1.05529 1		1 4.0795	 1 5.4205	3 .00	6.00
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¹ Pattaya_	1		41 L	PC		_'	i	
	Govern	1 3.3750	11.50594 1	.53243	1 2.1160	1 4.6340	11.00	1 6.00
	1 merit				111		1	l
	I employe							1
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	Firm 254	4.2992	1.36480 1	.08564	1 4.1306	1 4.4579	1.00	17.00
	employe				1		1	
	le le						i e	
	Busines 1 32	1 4,1563	1.27 ² 78 1	22500	1 3.6974	1 4.6151	2.00	1 7.00
		1 4, 1503	1.27 78 1	.22300	1 3.0974	14.0101	2.00	1 7.00
	1s owner 1	1 4 0400	1	A			1	1
	1 Student 41		1.51295 1		1 3.7664	1 4.7214	11.00	1 7.00
	Unempl 13	1 2.6557	1 1.52753 1	.88192	-1.1279	1 6.4612	1.00	I 4.00
	oyed_				TIME STATE	4-7	4	
	Total 350	1 4.2600	1.37865	.07369	1 4.1151	4.4049	1.00	1 7.00
3.5	Housew	1 4.4167	1.08362	.31282	3.7282	1 5.1055	1 3.00	16 00
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life in						1	1	
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	Govern	3 2500	1 1.48805	.52610	1 2.0060	1 4.4940	1.00	
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	Firm 254	4.0197	1.62357 N	.10137	3.8191	1 4.2203	1.00	700
	Firm 254 employe	4.0197	1.62357	.10137	3.8191	1 4.2203	j 1.00	700
		4.0197	1.62357 SINCE	7.10137 1969	3.8191	1 4.2203	j 1.00	700
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	employe 1 Busines 1 32 s owner I	4 0313	1.87487	1969 33143	 	4.7075	1 2.00	
	employe 1 Busines 1 32 s owner I Student 1 41	4 0313 4.2195	1 1.87487 1 1.76794	33143 . 27511	1 4 3 7 3 1 1 3 . 6615	4.7075 4.7775	1 2.00	7.00
	employe 1 Busines 1 32 s owner I Student 1 41 1 Unempl 1 3	4 0313	1.87487	1969 33143	1 4 3 7 3 1 1 3 . 6615	4.7075	1 2.00	
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	employe 1 Busines 1 32 s owner I Student 1 41 Unempl 1 3 oyed Total 350	4.0313 4.2195 3.0000 4.0314	1.87487 1.76794 1 2.64575 1.65590_	33143 .27511 1.52753	3.6615 3.5724 3.8576	4.7075 4.7775 9.5724 14.2053	1 2.00	7.00 z.00 z.00 7.00
3.6	employe 1 Busines 1 32 s owner I Student 1 41 Unempl 1 3 oyed Total 350 Housew 1 12	4 0313 ———————————————————————————————————	1.87487 1.76794 1 2.64575	33143 .27511 1.52753	1 3 6 6 1 5 3 . 5 1 2 4	4.7775 4.7775 9.5724	1 2.00	7.00
3.6 Natural	employe 1 Busines 1 32 s owner I Student 1 41 Unempl 1 3 oyed Total 350	4.0313 4.2195 3.0000 4.0314	1.87487 1.76794 1 2.64575 1.65590_	33143 .27511 1.52753	3.6615 3.5724 3.8576	4.7075 4.7775 9.5724 14.2053	1 2.00	7.00 z.00 z.00 7.00
	employe 1 Busines 1 32 s owner 1 Student 1 41 Unempl 1 3 oved Total 350 Housew 1 12	4.0313 4.2195 3.0000 4.0314	1.87487 1.76794 1 2.64575 1.65590_	33143 .27511 1.52753	3.6615 3.5724 3.8576	4.7075 4.7775 9.5724 14.2053	1 2.00	7.00 z.00 z.00 7.00
Natural	employe 1 Busines 1 32 s owner 1 Student 1 41 Unempl 1 3 Loyed Total 350 Housew 1 12 ife 1	4.0313 4.2195 3.0000 4.0314	1.87487 1.76794 1 2.64575 1.65590_	33143 .27511 1.52753	3.6615 3.5724 3.8576	4.7075 4.7775 9.5724 14.2053	1 2.00	7.00 z.00 z.00 7.00
Natural resource	employe 1 Busines 1 32 s owner 1 Student 1 41 Unempl 1 3 Loyed Total 350 Housew 1 12 ife 1	4.0313 4.2195 3.0000 4.0314	1.87487 1.76794 1 2.64575 1.65590_	33143 .27511 1.52753	3.6615 3.5724 3.8576	4.7075 4.7775 9.5724 14.2053	1 2.00	7.00 z.00 z.00 7.00
Natural resource sin	employe 1 Busines 1 32 s owner 1 Student 1 41 1 Unempl 1 3 Loyed Total 350 Housew 1 12 ife 1 i	4 0313 4.2195 3.0000 4.0314 4.6667	1.87487 1.76794 1.2.64575 1.65790 1.77850	33143 .27511 1.52753	3.6615 3.5724 3.8576 4.1770	4.7075 4.7775 9.5724 1 4.2053 1 5.1513	1 2.00	7.00 z.00 z.00 7.00
Natural resource sin	employe 1 Busines 1 32 s owner 1 Student 1 41 1 Unempl 1 3 Loyed Total 350 Housew 1 12 ife 1 i Govern 1 8	4.0313 4.2195 3.0000 4.0314	1.87487 1.76794 1 2.64575 1.65590_	33143 .27511 1.52753 .08840 .22473	3.6615 3.5724 3.8576	4.7075 4.7775 9.5724 14.2053	1 2.00	7.00
Natural resource sin	employe 1 Busines 1 32 s owner 1 Student 1 41 1 Unempl 1 3 Loyed Total 350 Housew 1 12 ife 1 i Govern 1 8 merit 1	4 0313 4.2195 3.0000 4.0314 4.6667	1.87487 1.76794 1.2.64575 1.65790 1.77850	33143 .27511 1.52753 .08840 .22473	3.6615 3.5724 3.8576 4.1770	4.7075 4.7775 9.5724 1 4.2053 1 5.1513	1 2.00	7.00
Natural resource sin	employe 1 Busines 1 32 s owner 1 Student 1 41 1 Unempl 1 3 Loyed Total 350 Housew 1 12 ife 1 i Govern 1 8 merit 1 employe 1	4 0313 4.2195 3.0000 4.0314 4.6667	1.87487 1.76794 1.2.64575 1.65790 1.77850	33143 .27511 1.52753 .08840 .22473	3.6615 3.5724 3.8576 4.1770	4.7075 4.7775 9.5724 1 4.2053 1 5.1513	1 2.00	7.00
Natural resource sin	employe 1 Busines 1 32 s owner 1 Student 1 41 Unempl 1 3 Loyed Total 350 Housew 1 12 ife 1 i Govern 1 8 merit 1 employe 1 1 e	4 0313 4 2195 3 3 3 3 3 3 4 4 6 6 6 7 4 4 6 6 6 7	1.87487 1.76794 1.2.64575 1.65790 1.77850	33143 .27511 1.52753 .08840 .22473	3.6615 3.5724 3.8576 4.1770	1 4.7075 4.7775 1 9.5724 1 4.2053 1 5.1513 1 1 4.3680	1 2.00	7.00
Natural resource sin	employe 1 Busines 1 32 s owner 1 Student 1 41 1 Unempl 1 3 Loyed Total 350 Housew 1 12 the 1 I i Govern 1 8 merit 1 employe 1 1 e 1 1 Firm 1 254	4 0313 4.2195 3.0000 4.0314 4.6667	1.87487 1.76794 1.2.64575 1.65790 1.77850	33143 .27511 1.52753 .08840 .22473	3.6615 3.5724 3.8576 4.1770	4.7075 4.7775 9.5724 1 4.2053 1 5.1513	1 2.00	7.00
Natural resource sin	employe 1 Busines 1 32 s owner 1 Student 1 41 Unempl 1 3 Loyed Total 350 Housew 1 12 ife 1 i Govern 1 8 merit 1 employe 1 1 e 1 1 Firm 1 254 employe I	4 0313 4 2195 3 3 3 3 3 3 4 4 6 6 6 7 4 4 6 6 6 7	1.87487 1.76794 1.2.64575 1.65790 1.77850	33143 .27511 1.52753 .08840 .22473	3.6615 3.5724 3.8576 4.1770	1 4.7075 4.7775 1 9.5724 1 4.2053 1 5.1513 1 1 4.3680	1 2.00	7.00
Natural resource sin	employe 1 Busines 1 32 s owner I Student 1 41 1 Unempl 1 3 Loyed Total 350 Housew 1 12 the 1 I i Govern 1 8 merit 1 employe 1 1 e 1 1 Firm 1 254 employe I 1 e 1	4.0313 4.2195 3.0000 4.0314 4.6667 3.3750	1.87487 1.76794 1.2.64575 1.65790 1.77850 1 1.18773	33143 .27511 1.52753 _08840 22473	3.8576 4.1770 3.8865	1 4.7075 4.7775 1 9.5724 1 4.2053 1 5.1513 1 1 4.3680	1 2.00	7.00
Natural resource sin	employe 1 Busines 1 32 s owner 1 Student 1 41 1 Unempl 1 3 Loyed Total 350 Housew 1 12 tite 1 I i Govern 1 8 merit 1 employe 1 1 e 1 1 Firm 1 254 1 employe I 1 e Busines 1 32	4 0313 4 2195 3 3 3 3 3 3 4 4 6 6 6 7 4 4 6 6 6 7	1.87487 1.76794 1.2.64575 1.65790 1.77850	33143 .27511 1.52753 .08840 .22473	3.6615 3.5724 3.8576 4.1770	1 4.7075 4.7775 1 9.5724 1 4.2053 1 5.1513 1 1 4.3680	1 2.00	7.00
Natural resource sin	employe 1 Busines 1 32 s owner I Student 1 41 1 Unempl 1 3 Loyed Total 350 Housew 1 12 the 1 I i Govern 1 8 merit 1 employe 1 1 e 1 1 Firm 1 254 employe I 1 e 1	4.0313 4.2195 3.0000 4.0314 4.6667 3.3750	1.87487 1.76794 1.2.64575 1.65790 1.77850 1 1.18773	33143 .27511 1.52753 _08840 22473	3.8576 4.1770 3.8865 3.31952	1 4.7075 4.7775 1 9.5724 1 4.2053 1 5.1513 1 1 4.3680	1 2.00	7.00
Natural resource sin	employe 1 Busines 1 32 s owner 1 Student 1 41 1 Unempl 1 3 Loyed Total 350 Housew 1 12 tite 1 I i Govern 1 8 merit 1 employe 1 1 e 1 1 Firm 1 254 1 employe I 1 e Busines 1 32	4.0313 4.2195 3.0000 4.0314 4.6667 3.3750	1.87487 1.76794 1.2.64575 1.65790 1.77850 1 1.18773	33143 .27511 1.52753 .08840 .22473 .41993 .09762	3.8576 4.1770 3.8865	1 4.7075 4.7775 1 9.5724 1 4.2053 1 5.1513 1 1 4.3680	1 2.00	7.00

	Unempl eyed	3	0000	j 2.64575	1 52753	-3.5724 I	9.5724	1.00	6.00
	Total	350	4.0629	1.58124	. U8452	3.8966	1 4.2291	1.00	7 00
1 Overall Impacts	Housew 1	12	5.0417	.70238	.20276	4.5954	1 5.4879	1 4.11	6.06
	Govern ment employe e	8	4.0347	.76402	.27012	3.3960	4.6735	2.89	5.11
	Firm employe e	254	4.6164	.74575	.04679	4.5242	4.7085	2.00	6.78
	Busines s owner	32	4.6059	.85163	.15055	4.2989	4.9129	2.94	6.28
	Student	41	4.5840	.60145	.09393	4.3942	4.7739	3.33	6.00
	Unempl oyed	3	4.3148	.71650	.41367	2.5349	6.0947	3.72	5.11
	Total	350	4.6103	.74438	.03979	4.5321	4.6886	2.00	6.78

ANOVA

		I Sum of	df	l Mean	F	Sig.
		<u>l Squares</u>		Square		
1. Economic Impacts	I Between Groups	13.998	5 7 7 7 7	.800	856	.511
	Wit <mark>hin</mark> Groups	1 3 ⁹ 1.3 <mark>34</mark>	344	.934		i
	l Total	325 332	1 349			
1.1 Investment in Pattaya	Bet <mark>ween Groups</mark>	3.199		.6411	.347	l.884
	l Within Groups	1 6 <mark>35.075</mark>	344	1.846		
	I Total	1 638.274	240			
1.2 Support for other businesses in Pattaya	Between Groups	5.747	BRIEL	1.140	755	.583
	Within Groups	523.628	344	1.522		
	Total	1 529.374	1 349			
1.3 Employment in Pattaya_	Between Groups	871	MINCIT	2.974	1.571	1 .108
· -	1 Within Groups	651.418	1_344	1.694	1	
	Total	666.289	349			
1.4 Your income	Between Groups	9.645	5 5	11.929	.997	1.420
	I Within Groups	1665.855	i 3 4 4	1 1.936	1	
	<u>Total</u>	675.500	1 349		1	1
1.5 Jobs in Pattaya	1 Between Groups	4.312		1.262	 1 .519	.762
	Within Groups	571.668	344	1 1.662		
	Total	1 576.000	349	-	1	
1.6 In Pattaya's tourism industry	Between Groups	I 7.166		1.43 ₃	1.606	l .695
	Within Groups	<u>1</u> 813.691	1 344	I 2.365		
	l Total	1 8211.857	349		}	1
2. Social Impacts	I Between Groups	7.738	5	1.543	1.581	1 .165
	1 Within Groups	336.841	344	.979		
	1 Total	1 344.579	1	i		
2.1 Pattaya's culture	1 Between Groups	10.513	5	2.103	1.063	.381
,	Within Groups	680.701	1 344	1.979		
	Total	691.214	1 349			
2.2. Family relations	1 Between Groups	557	5	1 1.111	.504	1 .773
	Within Groups	_f 758.1112	344	2.204		
	Total	763.569	349			
2.3 Number of crimes in Pattaya	Between Groups	22.423	5	4.485	1.328	.252
-	Within Groups	1161.965	344	3.378		

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	Total	1184.389	319			
2.4 Number of drug	Between Groups	22.434		C	1.290	1.268
problems in Pattaya		1101001			1	
	Within Groups	1196.906	344	3.479		
	I Total	1219.340	349			
2.5 Your standard of	I Between Groups	33.783			4.000	.002
living		<u> </u>	1			
	Within Groups	581.086	344	1.689		
	Total	614.869	349			
2.6 Pattaya's local customs	Between Groups	1 13.984	5	1 2.797	1 1 268	. ² 77
	WithmGroups	758.956	344	1 2.206		
	I Total	1 772.940	1 349		1	
3. Environmental Impacts	Between Groups	i 12.951		1 2.590	1 2.428	1 035
	Within Groups	1 366.980	344	1.067		
	Total	1 379.930	349			
3.1 Environment In Pattaya	I Between Groups	1 21.460	E	4.292	1.909	.092
<u>, </u>	Within Groups	L 77 3.397	1 344	1 2.248		<u> </u>
	Thal	794.857	349	2.2.10		
3.2 Infrastructure in I Pattava	Between Groups	11.427	5	2.325	1.137	.340
	□ Within Groups	I 703.302	344	2.044		
	, lotal	714.929	349			
3.3 Pollution in Pattaya	Between Groups	328	The Yes	1 10.266	3.620	1 .003
	Within Groups	975.600	344	, 2.836		
	1 Total	1026.929	349	7		1
3.4 The historical sites in Pattaya	Between Groups	1 17.509	15	3.502	1.865	.100
A A	I Within Groups	I 645.831	I 344	1.877	1	1
01	Total	663.340	349	11077	Į.	·
3.5 Animal life in Pattaya	Between Groups	11.343	1 5	۵.۷۵۶	.827	.531
i diviya	Within Groups	943,311	344	2.742	1	<u> </u>
	I Total	954,654	34	2.172		
3.6 Natural resources		1 14.336	5	1 2.867	1.149	.334
n Pattaya	1 0		i i		ı	
	Within Groups	N 17858.281 6 9	I 344	1 2.495		
	Total	872.617	349			
Overall Impacts	I Between Groups	5.123	5	1.037	1.895	.095
	Within Groups	1 188.196	1 344	EACT		
	Total	1 193.379	1 349			

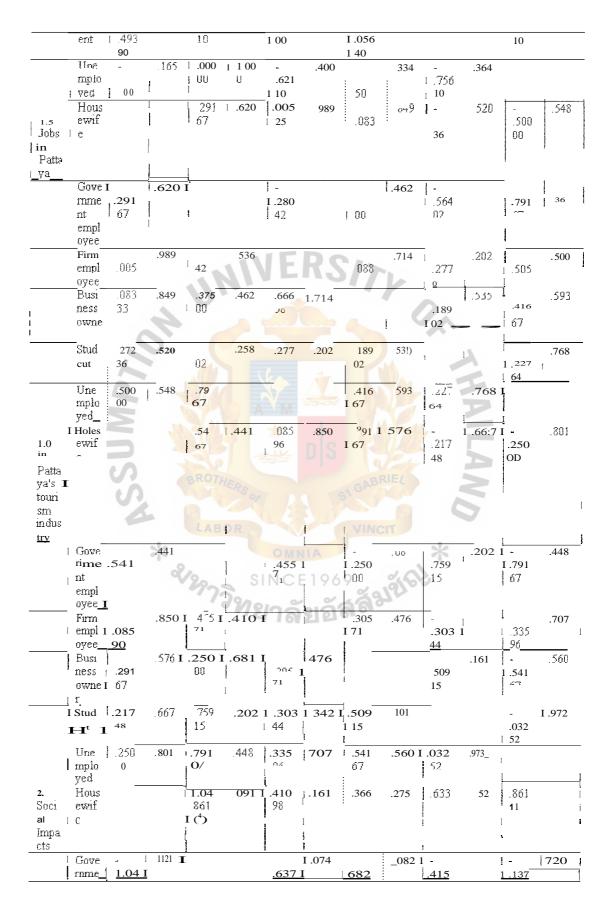
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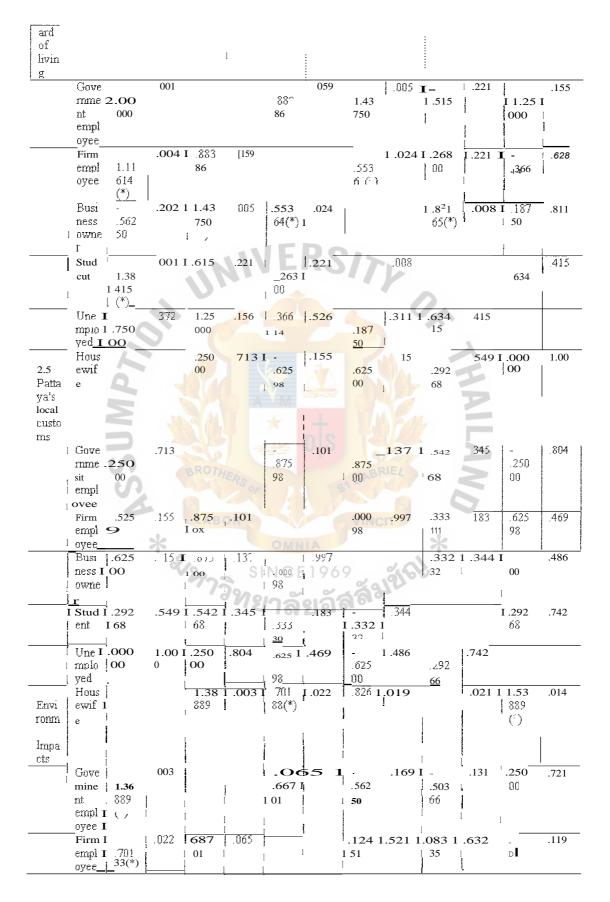
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Over all lmpa cts	oyee 1 Firm 1 oyee 1 Stud 1 rot Une mplo I yed Hous ewif 1 ce I Gum 1 mme nt 1 oyee 1 rote I Gum 1 rote	587 93 .854 1 .471 54 - 1.66 1 667 1 (*) (*) ,.425 1 .31	1.364	.375 -00 1.00 694 .571 1.571	.180 726 003	1.266 24 1.1161 1.38 1.07 1.07 1.425 31	.052 .029	.J 62 1.812 1.50 .435 1 -	395 .U83 1 .052	38 .382 62 119 1512 .457 1 66 29	1.305 1.207 1.060 1	1 874 1 .812 1 50 1 1.19 512 .7:26 .280 .09	.207
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^{*} The mean difference is significant at the .05 level.



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