Tourists' Evaluation of Koh Samui and Its Surrounding Islands as a Tourist Destination

Ms. Yanqiao Liang

A Thesis Submitted in Partial Fulfillment of the Requirements
the Degree of Master of Business Administration in Tourism Management
Graduate School of Business
Assumption University
Academic Year 2011

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By	Ms. Yanqiao Liang
Thesis Advisor	Charnchai Athichitskul, Ph.D.
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The Graduate School/Faculty of Business, Assumption University, has approved this thesis as a partial fulfillment of the requirements for the Degree of Master of Business in Tourism Management

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ABSTRACT

This research focuses on studying tourists' evaluations of Koh Samui and its surrounding islands as a tourist destination. The demographic elements consist of nationality, age, gender, education level, motivation behind traveling. Tourists evaluated the destination in terms of transportation, accommodation, tourist facilities, restaurants and food, main tourist attractions, tourist activities and sustainable development. A total of 367,385 tourists visited Koh Samui and its surrounding islands in 2010. Based on this data, a sample of 384 was used for this study which explained the no-random convenient sampling method. Descriptive statistics was used analyze the demographic profiles of tourists. inferential statistics in the forms of T-test and ANOVA were used to test hypothesis.

The findings yielded the following means: main tourist attraction (3.8737), tourist activities (3.7161), accommodation (3.7026), transportation (3.6910), tourist facilities (3.6328), restaurants and food (3.6224), sustainable development (3.4019), which all fall in the 3.5-4.4 range, indicating that transportation, accommodation, restaurants and food, main tourist attractions, tourist activities, sustainable development are considered to be good.

Hypothesis testing findings show that there is no difference in the tourists' evaluations of Koh Samui and its surrounding islands as a destination in terms of transportation when classified by age and gender; accommodation when classified by age, gender, education level, and income level; tourist facilities when classified by nationality, age, education level, income level, and motivation behind traveling; restaurants and food

when classified by nationality, and education level; main tourist attractions when classified by age, gender, education level, and motivation behind traveling; tourist activities when classified by gender, education level, and income level, and motivation behind traveling; and sustainable tourism development when classified by age and gender.

The results also indicate that there are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding transportation when classified by nationality, education level, and motivation behind traveling; accommodation when classified by nationality, and motivation behind traveling; tourist facilities when classified by gender; restaurants and food when classified by age, gender, income level, motivation behind traveling; main tourist attractions when classified by nationality and income level; tourist activities when classified by nationality and age; and sustainable tourism development when classified by nationality, education level, income level, and motivation behind traveling.

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January, 2011

CONTENTS

LIST OF TABLES

LIST OF FIGURES

CHAPTER 1

INTRODUCTION

1.1 Background of Research

1.1.1 Thailand Tourism

The Kingdom of Thailand is located at the heart of Southeast Asia. Because of its geographical advantage, Thailand has become a natural gateway to surrounding countries such as Malaysia, southern China, Singapore, Indonesia, and other Asian countries. Tourism is a large sector in the country, one which brings economic benefits. Tourism revenues are increasing.

Now, tourism plays an increasingly significant role in Thailand's national economic and social development. Today, over 14 million foreign tourists contribute almost $15bn to the Thai economy, while domestic travel contributes an additional $12bn. In total, tourism accounts for almost 6% of Thailand's total GDP and contributes to a wider distribution of income (Tourism Authority of Thailand 2010).

The multiplier effect extends well beyond the Thai hospitality industry to a wide range of related services and economic sectors. However, the growth in tourism to Thailand over the last decade has not been without an environmental cost to some attractions (*Ibid*). Consequently, the promotion of sustainable tourism development was first incorporated into Thailand's National Economic and Social Development Board Plan in 1997 and under the current 10th Plan *(IN d).* The vision for the kingdom is to focus its developmental efforts on the creation of a "Green and Happy Society" by embracing the Sufficiency Economy philosophy and principles for sustainable development set forth by the king Bhumibol Adulyadej *(Ibid).*

Table 1.1.1.1- Monthly Economic Indicators

Service sector	2009	2009 Jul	2009 Aug	2009 Sep	2009 Oct	2009 Nov	2009 Dec	2009 Jan	2010 Feb	2010 Mar	2010 Apr	YTD
No. of foreign tourists (Million persons) (1)	14.14	1.09	1.15	1.04	1.21	1.36	1.68	1.60	1.61	L45	1.08	5.76
(%y-o-y)(2)	-3.0	-14.2	-5.4	16.9	10.5	26.5	45.6	26.3	41.9	17.6	-0.2	21.7
New employment in service sector(%y-o-y) (3)	5.2	5.3	2.8	4.1	6.4	7.0	6.1	3.6	5.7	33	n.a	4.4

Source: Fiscal policy office of Thailand

1-(Data from Immigration Office)

2-(Computed by Fiscal Policy Office)

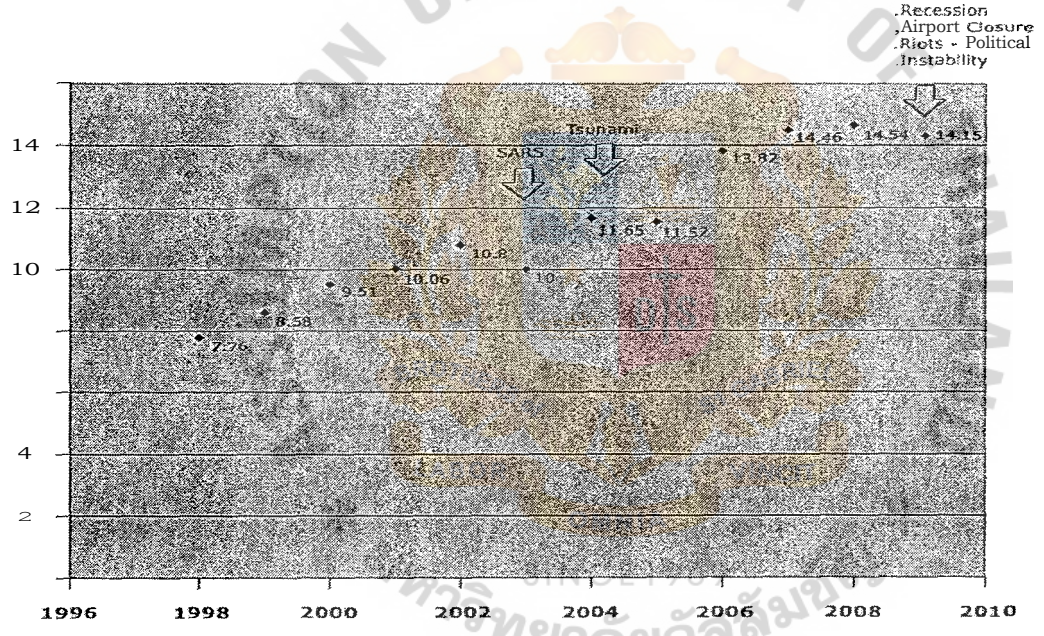
3-(Data from National Statistic Office)

Table 1.1.1.1 is a part of the whole framework which analyzed the data about service sector as above. The unemployment rate in March 2010 was at 1.0 percent of total labor force equating to 370,000 unemployed persons. Headline inflation in April 2010 grew at 3.0 percent per year mainly from increased prices of vehicles and fuel, while core inflation grew at 0.5 percent per year. The public debt to GDP ratio at the end of February 2010 stood at 4L9 well below the 60.0 percent public debt ceiling under the Fiscal Sustainability Framework (Fiscal policy office of Thailand 2010).

As Table 1.1.1.2 indicates, international arrivals to Thailand from 1998 to 2009 show a significant rise from 1998 onwards, with substantial dips, however, with the SARS epidemic and after the Tsunami at the end 2004. The year-end 2008 political events in Thailand have also influenced tourist arrivals. And in 2009, the while total number of arrivals was only mildly down from the year before. The tourist industry surely had expected more

revenue. Indeed, probably a potential additional number of l to 2 million visitors elected not to come to Thailand. Adding insult to injury, flu cases emerged in March and April 2009 in Mexico, with the official first announcement of the new H1N1 flu on 23 April. And on May 12, it was made public by the Health Minister, Witthaya Kaewparadai, that two Thais who returned from Mexico had been infected with swine. They subsequently recovered. Fortunately, the resulting health risk of the H1N1 infection proved to be less serious than expected by some.

Table 1.1.1.2 - Tourist Arrival Number to Thailand



Source: Tourist Arrivals from 1998 till 2010. Retrieved from www.thaiwebsites.com/tourism.asp

Table 1.1.1.2 below clearly shows the evolution of international visitors to Thailand between 1998 and 2009. It is based on data from the Tourism Authority of Thailand (TAT). Despite the serious disturbances in April 2009, tourism arrivals for the whole year were only mildly affected, with a significant upturn (+28%) in the last quarter of 2009, as compared to the last quarter of 2010. The first quarter of 2010 looked, promising but serious

demonstrations and the political crisis in April and May 2010, had serious repercussions on arrivals in the second quarter of 2010 (www.thaiwebsites.com/tourism.asp).

Thailand is famous for its natural resources, a very important resource for the tourism industry in the kingdom. Natural resources are a major source of income-generating activities and are important to the tourism industry. The country is naturally divided into four quadrants with mountains to the north, vast rice paddies in the Central plains and semi-arid farmlands on the Northeast plains. And in the south, lies a string of tropical islands that follow the coastline of the peninsula southward and are blessed with long stretches of sandy beaches, lush tropical forests and evergreen hills. Thailand has hundreds of islands both in the Gulf of Siam and in the Andaman Sea. All of the islands of Thailand are coastal islands. The central area of the Gulf of Siam is free of islands. As a result, Thailand has no island located in the open sea far from the coast. Formerly, most of the islands in Thailand were uninhabited, but in recent times many have been developed as tourist resorts. The development of 'sea, sun, sand' resources has brought much tourism income, so much so that tourism communities pay a lot of attention to the development of beach resources. There are three big islands already very famous in the world: Phuket, Koh Chang and Koh Samui.

Data on these resources and an assessment of the visitors on these beaches are critical as tourist evaluations determine the attractiveness of a place to the visitors. The object of an assessment is to study the differences in terms of the tourists evaluated and provide some useful information about the problems that may arise as well as suggest ways to improve the conditions and develop tourism in a sustainable way.

Koh Samui is the third largest island and ranks among Thailand's most popular tourist destinations. This research follows a tourists' evaluation of Koh Samui as a destination. Its result could be a reference for another beach resource in Thailand could be used to interpret

similar situation in similar resources. The tourists who choose this destination generally come for its natural and beautiful resources and luxury resorts and spas. This natural beauty is also the very same reason for the holiday property boom in this area, particularly in the tourist hotspots, where developers, both big and small, are establishing real estate projects to keep up with the constant demand. This exponential growth in places such as Koh Samui has inevitably produced experienced some detrimental effects on the natural beauty of the country's ecosystem. It is difficult to ignore the peculiar sense of irony in all of this but Thailand is fast learning from the mistakes of massive over-development seen in the tourist resorts of Spain and are taking serious environmental measures to maintain sustainable property developments in the country.

1.1.2 Introduction of Koh Samui and the Surrounding Islands

Koh Samui is located in the province of Surat Thani, It is an island off the east coast of the Kra Isthmus, Koh Samui covers 247-square-kilometre, and is 25 kilometres long at its longest. It is the major tourists' attraction in Surat Thani. A 51-kilometre ring, and largely coastal road, encircles the island, which has numerous lovely beaches and bays, and is almost literally an island of coconuts and forested hills. Situated off the East coast in Southern Thailand, Koh Samui is the largest of an archipelago of more than 80 islands, for the greater part uninhabited, referred to as the Angthong Marine National Park (The Golden Bowl). Samui sits snugly in the Gulf of Thailand, surrounded by other island like Koh Pha-ngan and Koh Tao, and is located 84 km. east of Surat Thani city. The weather is a little bit different from the rest of Thailand. From April to September going that, when most of the country has its monsoon, Samui stays fairly dry. However, from October to December, it is wet in Samui

and drier elsewhere. The driest season of all, though, is January through March. The population of Koh Samui is over 50,000 (according to the 2008 census).

About 1,500 years ago, Koh Samui was settled by fishermen. The early settlers discovered fertile fishing grounds around the islands and ample protection from high winds in the coves along the northern shore of Meanam and Bophut, where the earliest fishing communities were established. Fishing has remained one of the island's economic mainstays ever since. Koh Samui also appears as part of "the known world" on ancient Chinese maps dating from the late Ming Dynasty (16th century AD), indicating an active maritime trade with China. Koh Samui may well have been part of the extensive trade network established at that time by the famous Chinese eunuch-admiral Cheng Ho. Chinese ceramics discovered in sunken ships off Samui's shores lend further evidence to this early trade connection with China (Reid 1992).

In the 1940s, Samui people still lived without any connection with the outside world. Transportation was by boat and without machine and people moved about the island by foot. The first construction plans of a road were abandoned because of the numerous mountains regions of the island and the impossibility to bring on it construction machines. Still in 1967, Khun Dilok Suthiklom, the "leader" of the island of that time decided that something had to be made for the development and asked the government for help. The very beginning of the development of Koh Samui survived large problems. After investments from outside investors and the government, as well as from foreign travelers in the early 1980s, Samui became more famous and has been growing since.

1.1.3 The Global Influence

Since the first backpackers discovered Koh Samui in the 1970s, the Thai island has not looked back. In the 1980s, the first tourist hotels opened and today the island is a fully

equipped resort destination complete with all the facilities and some excellent hotels. Yet its original charms (swaying palms, starched white beaches and balmy waters) are still very much intact. Koh Samui offers everything from buzzing party beaches through to quiet sheltered coves, as well as a myriad of water-sports, adventure tourism, family attractions and splashes of local color, making it a justifiably popular Southeast Asian resort island. In the 1970s it was nothing but backpackers and hippies, but in the 1980s, it started to develop more mainstream tourism and now everyone from West European, students, to families descend on this island paradise. Everyone is welcome (TAT 2003).

In 2010, the Tourism Authority of Thailand reported that Koh Samui had already won the Asian Top 10 destinations and would be promoted as a honeymoon destination for European couples. There also are lots of international events in Koh Samui and its surrounding islands mostly related to famous sports or activities such as diving or racing.

1.1.4 Main Attractions on Koh Samui

The main purpose for tourists to visit Koh Samui is to enjoy the beaches and the special culture, as well as the spas. Although the two main beaches of Chaweng and Lamai have generally suffered from mass development over the past decade they are still relatively impressive. Development has since been thwarted slightly because of the island's regulation governing height restriction.

1.1.4.1 Beach and Bay

Koh Samui have been divided into numerous areas such as: Chaweang beach, Bophut beach, Lamai beach, Meanum beach, Bing budda beach, Choeng Mon beach, Taling Ngam, Lipa Noi Beach, Nathon Town, Hua Thanon and Bang Kao. The main beaches are Chaweang beach and Lamai beach where full night club and entertainment zones can be found.

Chaweng Beach, the busiest place and full of action, is compressed into 7 km of some of the Island's finest surf and sand with a huge variety of accommodation options for every budget and style. The second major beach Lamai beach is located on a cozy corner in the south of the island. The long perfect white sand crescent of the beach is close to the Big Buddha landmark beyond which lies Bophut beach with its two kilometers of white sandy shoreline fringed by leaning coconut palms. The Maenam beach still continues to draw those in search of peace and quiet, retaining its old Samui character of peace and quietness. One of the fastest developing areas, Big Buddha benefits from its proximity to the airport and popular Chaweng Beach. The most convenient places to catch a ferry or speedboat to Had Rin on the island of Koh Pha Ngan - home of the famous Full Moon Party. Choeng Mon is made up of a series of bays on the north-western tip of the island, which are dominated by a handful of three to five star resorts. Lipa Noi beach is also one of the best locations on the island from which to catch a beautiful sunset. Nathon is the island's main port (car ferries also dock at Lipa Noi, a few kilometres south) and jumping off point for the islands of Koh Tao, Koh Phangan and mainland. Namuang Waterfall and the butterfly garden are also located in this area. Hua Thanon And Bang Kao are amongst the least developed parts of Samui with only a few resorts spread at leisurely intervals along the two beaches on the island's south west tip (Reid 1992).

1.1.4.2 Temples

Samui is not only famous for its beach and coconut, it also has a rich Buddhist culture. From ancient Buddha images to modern colorful temples, there is a vast selection of interesting sites to visit. And the temples are all around the island and easy to find. The most famous island, the big Buddha, has a temple which Thai people call it Wat Phra Yai. The big Buddha is a 15 meter-tall statue of the Buddha built in 1972 in the north of the island.

1.1.43 Monkey Training School

On the beach side, local people use monkeys to work for them in the harvesting of coconuts. They are trained at Monkey Training College located in Surat Thani. The monkey training school is now a popular attraction in Koh Samui, and a first class educational and fun show with trained monkeys. There are also demonstration classes with monkeys that are still being trained at different stages of their study. Expert climbers, these monkey show quick skills that are a boon to farmers. There are various training schools in the region which is the place of choice for higher learning for monkeys. Some of these are open to visitors. 'Students' are mostly local pig-tailed monkeys from the forests. Monkey owners must pay a tuition fee, which is inclusive of food and accommodation. The training period normally spans over 3 to 6 months and is divided into three levels: beginners, intermediate and advance. Graduate monkeys are trained to pick only ripened coconuts from the trees. More and more local people trying to earn money showing their 'students' to tourists who have to apply for visits are can visit through local agents first.

1.1.4.4 Other Islands

The surrounding islands such as Koh Tao, Koh pha-ngan, and Koh Nang Yuan are not far from which Koh Samui. Each of these islands has its own specific activities and events. "Tao" means turtle in Thai, is smaller than Koh Samui, biggest island of these island group. It lies about 40 kilometers northwest of Koh Pha-ngan. Diving is popular there. There are several diving companies based at Mae Hat, the island's only town and it is possible to arrange for underwater excursions for beginners or experienced divers.

There is a unique geological phenomenon at Koh Nang Yuan, a tiny cluster of islets just off the northwest coast of Koh Tao, where stunning causeways of sand join these islands.

People like to have their honeymoon there. Koh Pha-Ngan just 20 km. north of Koh Samui and a short boat trip away is famous for its full-moon party. Its most popular beach is Hat Rin, in the southeast corner of the island and the location for the world-famous full moon parties that attract thousands of visitors each month to dance the night away on the beach.

1.1.4.5 Tourist Arrivals

The data in Table 1.1.1.3 below includes the number of guest arrivals at accommodation establishments such as hotels, guesthouses and resorts etc. but does not include tourists who just pass the island on their way to another surrounding islands.

Table 1.1.3 Summary of Visitor Number, Koh Samui (2007-2010)

Date / Attribute	October – December			January - June			January - June		
	2007	2008	08/07 (%)	2008	2009	09/08 (%)	2009	2010	10/09 (%)
Thai	18,522	1,451	- 92.17	362,574	271,554	25.10	32,019	67,108	+ 109.59
Foreigners	159,446	26,240	- 83.54	11,203	15,777	40.83	358,555	300,277	16.25
Grand Total	177,968	27,691	- 84.44	373,777	287,331	23.13	390,574	367,385	- 5.94

Source: Tourism Authority of Thailand, 2010

As Table 1.1.3 shows, the total number of tourists has come down. Since the beginning of the political crisis in the year 2005, the tourist industry on Koh Samui and its surrounding islands face big challenges as the proportion of tourists' arrivals has number drastically declined. A total of 84.44% of tourists was lost in that period.

In 2009, however, most of the international tourists came back to the destination, it increased by 40.83% as compared with 2008. On the other hand, the number of the domestic tourists' sustained a negative growth, even though it increased by almost 70%.

In 2010, the political crisis intensified and with most international tourists worried about the situation, a lot of tourists did not dare to travel to Thailand. But a high proportion of domestic tourists came back to visit Koh Samui. Still, compared with the period before 2006, the situation was worse. In addition, the global economic crisis has also been a big problem, making the tourism including worse off. In short, the internal and external problems have caused tourists to lose their desire to travel.

1.2 Statement of the Problem

Koh Samui, as the third largest island in the Kingdom, is considered to be the most popular tourist destination among Thailand's attractions. This award-winning island welcomed 1,059,642 visitors in 2007. The year after, in 2008, tourist arrival on Koh Samui was down 50%. In 2009 and 2010, the number of tourist arrivals increased by more than 30%, each respective year (TAT 2010). With the growing number of tourists, more facilities have been developed by the social communities and the tourism industry stakeholders as well. But after it survived challenges from nature, and from political and economic crises the tourists' arrival numbers, which have been down, call for a new strategy to attract tourists and making them come back to the destination becomes very urgent. Firstly, the problems in the islands should be addressed a new and appropriate ways to develop the island considered. The main hospitality business components such as transportation, accommodation, tourist facilities, restaurants and food and the main tourist attractions and activities should be assessed. The island's developer should be aware of the conditions and tourist evaluations in their businesses.

Additionally, the destination developed with sustainable development strategies which follow global tourism development strategies and needs. An evaluation by tourists can tell whether the implementation is appropriate or if there are some new problems appearing. It should aims to assess the conditions of the above mentioned elements and help the operators of hospitality businesses improve their facilities and service quality in an effective way. The government and the private sector should work together on developing sustainable development strategy, which raises two questions:

1. What are differences among tourists in their evaluations of Koh Samui and its surrounding islands?

   How can tourists evaluate this destination in terms of transportation, accommodation, tourist facilities, restaurants and food, main tourist attractions, and activities, and sustainable development?

1.3 Objectives of the Research

This study aims:

I. To test whether there are differences among tourists based on their demographic and social characteristics (nationality, age, gender, education and income level, motivation behind traveling) in their evaluations of Koh Samui and its surrounding islands as a tourist destination (in terms of transportation, accommodation, tourist facilities, restaurants and food, main tourist attractions, and tourist activities, and sustainable tourism development).

2. To study the level of tourist satisfaction among tourists of Koh Samui and its surrounding islands regarding transportation, accommodation, tourist facilities,

restaurants and food, main tourist attractions, tourist activities and sustainable tourism development.

According to the objectives above, the researcher would like to study the different purpose to find out which element in tourists' demographic characteristics will lead to different evaluation regarding transportation, accommodation, tourist facilities, restaurants and food, main tourist attractions, and tourist activities, and sustainable tourism development. From the study of the difference, the researcher can learn about the condition of Koh Samui and its surrounding island, and figure out elements which show differences and could be the main problem for future development.

1.4 Scope of the Research

Usually, tourists choose Koh Samui or its surrounding islands as a destination because they are attracted by the beautiful scenery such as the sea, sun, beaches and by its special culture, and clean air can which make them feel relax in the nature. It is also becoming a destination of choice for honeymooners. Simultaneously, this area also attracts many diving enthusiasts. Therefore, the scope of the research is as follows:

1. This research focuses on studying about the differences in tourists' evaluations in terms of transportation, accommodation, tourist facilities, restaurants and food, main tourist attractions, tourist activities and sustainable tourism development.

2. Selected demographic elements are nationality, age, gender, education and income level, motivation behind traveling.

3. Respondents who are domestic as well as this research involve international tourists.

1.5 Limitation of the Study

1. The period when the researcher took this observation was November 2010. All the information in this study pertains to this period. So, the results may not be totally relied upon for other researchers or visitors to get the latest assessments.

2. The destination is Koh Samui and its surrounding islands such as Koh Tao, Koh Pagnan, and Koh Nangyuan. The research only focuses on the investigation of tourists' evaluations of Koh Samui and its surrounding islands as a destination but not of any other destinations.

1.6 Significance of the Study

The significance of the research is as follows:

1. This study could be a reference for further investigation on related topics.

2. Since the findings of this research is to focus on tourists' assessment of Koh Samui such as the level of satisfaction and suggestions of the tourism developments, tourism operators could use it as a reference for improving their business. It could also be used by the government for reference.

3. This research could also be a reference for the future related studies.

1.7 Definitions of the Terms

Demographic: Demographic is a statistic, like sex, age, or income, that characterizes human populations. It identifies the main population characteristics that influence demand for travel and tourism (Jafari 2000).

Evaluation: Tourists like other customers usually have initial expectations of the type and quality of services to be offered in a particular destination. These expectations are formed mainly through information provided via tourism advertisements, commercials, brochures, mass media and informal information from friends and relatives. The extent to which tourist expectations are met will eventually determine the level of tourist satisfaction (Hapenciuc 2007). Tourists' satisfaction is the evaluation of the most important tourist destination, and the most authoritative standards (Fan 2010).

Island tourism: The allure of islands, be they in the Mediterranean, the Atlantic or the Pacific, as places where people go for relaxation and rejuvenation has a long tradition which continues unabated. Particular island destinations may come into vogue and then fall from favor, but the special attraction of islands in general continues (Conlin and Baum 1995).

Satisfaction: A person's feelings of pleasure or disappointment resulting from comparing a products or services perceived performance (or outcome) in relation to his or her expectations (Philip Kotler, 1997).

Sustainable development: Sustainable tourism is defined as an alternative tourism form that improves the quality of life of the host community, provides a high quality of experience for the visitors and maintains the quality of the environment on which both the host community and the visitor depend (Choi and Sirakaya 2005).

Tourism: Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes" (WTO 2002).

Tourist: Tourist is a guest on the system, especially one who generally logs in over a network from a remote location for common mode, electronic mail, games and other trivial purposes. Tourists in this study involve two sectors as follows:

1) Domestic tourists: A guest who belongs to the country but travel to a destination where he/she is not living. The purpose is to experience and visit the place for a short time but not for living.

2) International tourists: A guest who going to another country for a trip or to live for a while but not more than 1 year or does not apply for immigration. He/she belongs to a nation other than the travel destination.

CHAPTER 2

REVIEW OF LITERATURE AND EMPIRICAL STUDIES

This chapter includes 3 main parts: A discussion of the independent and dependent variables; theories used in the research; and a review of empirical studies.

2.1 Discussion of Variables

2.1.1 Independent Variables

Age: Age is an important base for segmenting the tourism market. It is significant for tour operators since people of different ages have different interests and habits. In a natural way, travel needs are also different (Jha 1995). Younger people are restricted by their low income. The young married with young children have also financial constraints but they give priority to the safety of their family and make travel decisions accordingly. The older people generally wish to avail better quality hotels and luxury transportation facilities (*Ibid*).

Nationality: Nationality is the status of belonging to a particular nation by birth or naturalization. Nationality is an element which relates to the other demographic concepts and culture of the respondents (Jia 2009).

Gender: Significant gender differences exist about the perceived importance of destination attributes and travel values when potential nature tourists consider destination choices (Fang and Uysal 2008). Gender, normally use for distinguishing the sex attributes, points to a logic between man and women totally different. The way they running think determines different behaviors. When they face a similar situation, they may have a different way of thinking. Their behaviors depend on the principles that they are following, if there are no any boundary, people always define things following their logic *(Mid)*.

Education Level: The level of a person's formal education is an accepted approximation of social class standing (Solomon 1999). The more education a person has the more likely it is that the person is well paid. Education determines the tourists' actual choice when they make a purchase (Schiffman 1991).

Income Level: Income level refers to people's economic circumstances and consists of the level of disposable income, saving and assets, borrowing power, and attitude toward spending and saving. Income can make it possible for the consumer to afford product purchases and can imply purchasing power as well. Therefore, income and consumption are positively related. As income rises, consumers typically increase their purchases and consumption of all products expect inferior goods such as bus fee, and instant noodles. Moreover, income also affects the type of goods that consumers are likely to buy (Maconnell and Brue 1999; Onkvisit and Shaw 1994).

Motivation behind Traveling: An important issue in the tourism industry is concerned with the motivational forces influencing the travelling decisions of potential tourists. There are a good number of motivators influencing our traveling decisions, e.g., physical motivators, culture motivators, inter-personal motivators and status and prestige motivators. The instrumentality of all these motivators becomes effective in activating the transformation process (Jha 1995).

2.1.2 Dependent Variables

Transportation: Transportation is a tool to move people from one place to another place_ The transportation industry and the means used to get to the desired point is the main component of tourism, without which there would no longer be tourism. Transportation includes air, maritime, and ground services (Nickerson 1996).

Accommodation: Accommodations are obviously related to tourism, because people have to sleep somewhere (Nickerson 1996). It is the common facility for any kind of lodging where people stay and sleep. Accommodation can sometimes be tricky as demand can often eclipse supply. As populations grow everywhere and urban environments get more complex and harder to navigate, accommodation services have started popping up everywhere. These services fill an important need for people, and are dedicated to making it easier for tourists to find an appropriate place to have a rest *(Mid).*

Tourist Facilities: Tourist facilities are the physical facilities and equipment relied on when the staff of the tourism industry provides the services to the tourists. It includes transport facilities, accommodation facilities, entertainment facilities and shopping facilities (Middieton 1994).

Restaurants and Food: Meals away from home are no longer perceived as a luxury. Almost 43 cents of consumer's food expenditure are spend for meals and snacks away from home, up from 25 cents in 1995. Nearly, half of all adults (45 percent) are food service patrons on a typical day. The food and beverage industry is one of many tourism-related industries that is usually dependent on both the tourist and local customer for business success (Nickerson 1996).

Main Tourist Attraction: Attractions are historical, cultural, natural scenic, or recreational entertainment centers for people. Many people travel for the purpose of seeing or doing something different. Attractions provide this service (Nickerson 1996).

Tourist Activities: Tourist activities include all the activities that tourists could engage in to get fun, exercise, recreate, or to participate in cultural festivals of the locality, including sightseeing, trekking, bicycling, swimming, skiing, kayaking, etc. Many protected areas seek to both preserve biodiversity and promote recreational activities (Pelletier 2006).

Sustainable Development: Sustainable tourism is "a tourism which leads to management of all resources in such a way that economic, social and aesthetic need can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems" (WTO 1996). The idea of sustainable development is not new. People around the world have, for a long time, recognized the need for balance in our societies between the environment, society and the economy. What is new is the term and the ways in which it is being used. As the world is becoming smaller and more complex, it is becoming harder to balance these successfully. Sustainable Development is an attempt to do so (Goede 2009).

2.2 Theories used in the Research

2.2.1 Tourist Destination

Managing tourism destinations is an important part of controlling tourism environmental impacts. Destination management can include land use planning, business permits and zoning controls, environmental and other regulations, business association initiatives, and a host of other techniques to shape the development and daily operation of tourism-related activities. The term "destination" refers broadly to an area where tourism is a relatively important activity and where the economy may be significantly influenced by tourism revenues. Destination management is complicated "by the fact that a single, recognizable destination may include several municipalities, provinces, or other government entities - in island environments it may be the entire country (UNEP 2006).

Charles R. Goeldner, J.R. Brent Ritchie, Robert W. McIntosh (2000) concluded the tourism destinations are most commonly defined in formal terms by recognized political jurisdictions such as:

1. A nation or country;

2. A macro region, consisting of several countries (eg., Europe) or other groupings that either transcend national borders (such as the European "Riviera") or reflect economic trade zones (eg., NAFTA and the Americas);
3. A province or state within a country;
4. A localized region within a country such as "Western Canada" or the U.S. "Northwest;"
5. A city or town;
6. A very unique locale, such as a National Park, a historic site, or memorial which is in itself sufficiently significant to attract visitors. Examples include substantive and readily identifiable institutions such as Disney World in Orlando, the Hermitage in St. Petersburg, or St. Paul's Cathedral in Rome. These may, in themselves, exert sufficient drawing power to be classified as a destination *(Mid).*

Participating governance structures led by local authorities, with the involvement of local NGOs, community and indigenous representatives, academia, and local chambers of commerce, make up what are known as "Destination Management Organizations" (DMOs). Often DMOs take the form of local tourism boards, councils, or development organizations. The network of local tourism businesses (hotels, attractions, transportation services, service providers such as guides and equipment rentals, restaurants, etc.) are also a significant part of a destination (UNEP 2006).

2.2.2 Evaluation

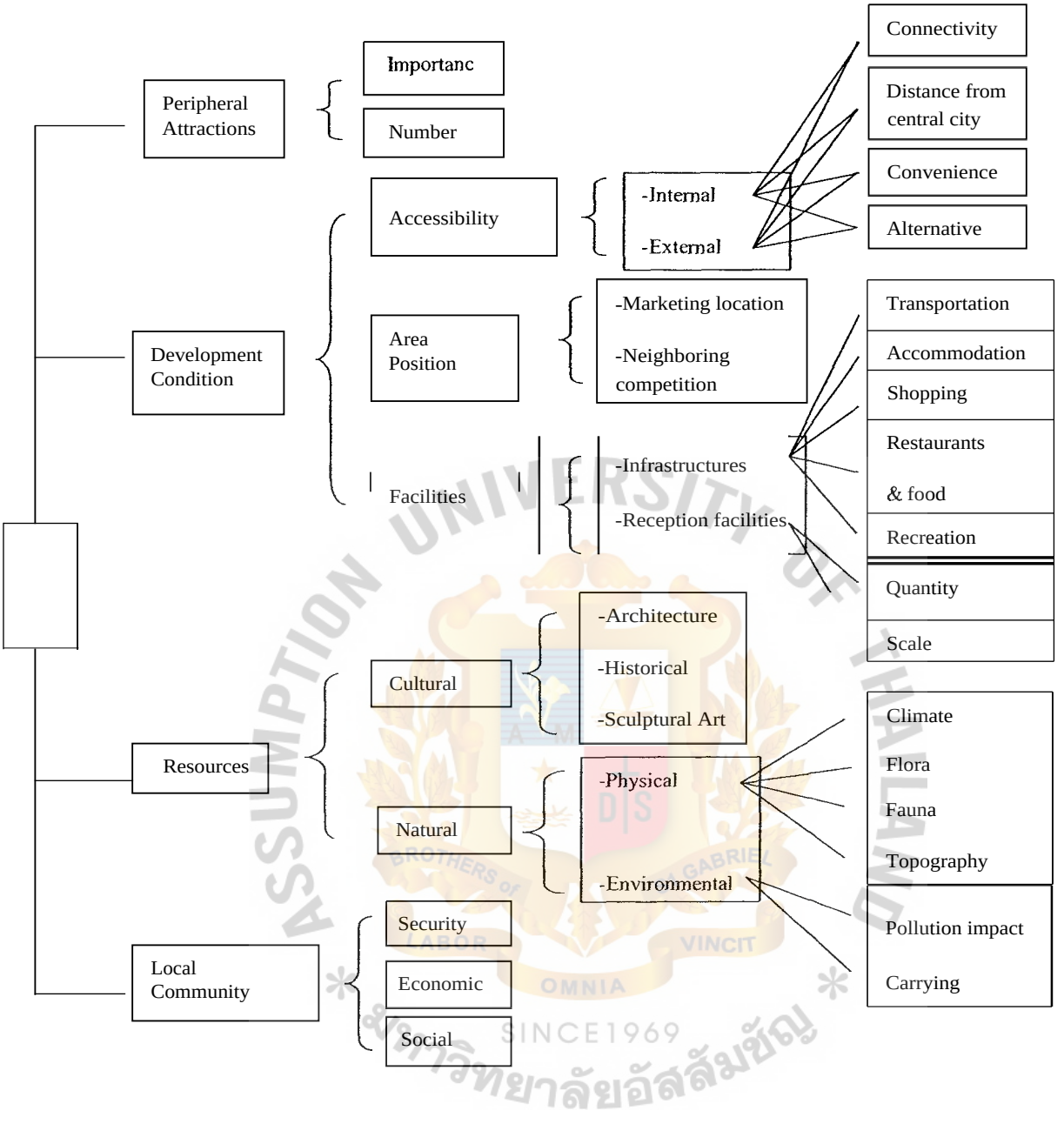
Tourist evaluation for this research relates to tourist satisfaction. Tourists, like other customers, usually have initial expectations of the type and quality of services to be offered in a particular destination. These expectations are formed mainly through information provided

via tourism advertisements, commercials, brochures, mass media and informal information from friends and relatives. The extent to which tourist expectations are met will eventually determine the level of tourist satisfaction. If the overall performance, while or after visiting a destination, exceeds or meets initial expectations then the tourist is considered satisfied. However, if perceived performance falls below initial expectations then the tourist may be dissatisfied. Customer satisfaction is increasingly becoming a salient issue in most service industries (Hapenciuc 2007).

Hapenciuc (2007) argued that the evaluation of tourist satisfaction needs to be considered in multiple dimensions. Tourists may have varying motivations for visiting particular destinations, and also may have different satisfaction levels and standards. Therefore, a model that integrates the approaches used by previous models may be most effective in assessing tourist satisfaction. In tourism, as in other service industries, the emergence, survival, development, and failure of ventures depend heavily upon customer satisfaction. Peters and Waterman (1984) in their bestseller In Search of Excellence found that firms that valued their customers above all else out-performed those that did not.

Zhang and Hu (2007) considered that the term "evaluation" should be identified as contributing to the overall attractiveness of tourism destination: tourism resources, local community, development condition and peripheral attractions. Generally, development evaluation aims at the estimation of the development condition and other necessary factors based on the appraisal of tourism resources themselves. The latter pays more attention to the assessment of tourism resources according to the information and data collected from spot investigation. Thus striking difference between the two results is common. Drawing upon the former studies and based on this author's practical experiences of tourism planning, a hierarchy structure is established after initial design and integrated simplification shown as Figure 2.1

Figure 2.1 - A Hierarchical Structure for Development Evaluation



Soure: Zhang and Hu, 2007, Research on the Development Evaluation of Snow- ice Tourism Resources. P 25-26

Zhang and Hu (2007) established tourism resources categories. The natural resources category is subdivided into two parts: physical factors and environmental factors such as pollution impact and carrying capacity. In the local community, another of the three major components, the social, economic and security dimension impacts upon the management of the resources. Most of these resources belong to supportive resources. Development

condition, which is attributed to supportive resources, may be subdivided into three components: accessibility, area position and facilities. Peripheral attractions could be regarded as the subsidiary resources *(Mid).*

2.2.3 Tourism Development

Tourism development in most islands depends on the local community support as they own the land and its resources by law. This is critical and it's probably one of the reasons why there are no large resorts in the islands. Community-based ecotourism remains a key tool for conservation of biodiversity while providing sites and attractions for the destination. Community skills development and empowerment in ecotourism are a complex and lengthy process, but it's a necessary beginning towards sustainability (WTO 2001).

Inskeep (1991) explained that the reasons for developing tourism should be stated in the policy, which may include:

(I) Economic reasons such as earning foreign exchange, providing, employment, income and government revenue, using tourism as a catalyst for development or expansion of other sectors such as agriculture and fisheries (cross-sect oral linkage effects), and using tourism to help pay for infrastructure development;

(2) Social reasons of encouraging cross-cultural exchange among different groups of people and introducing a country or region and its cultures and environments and sometimes its recent socioeconomic progress to people from elsewhere in the country or world (regional and national prestige reasons);

(3) For domestic tourism, social reasons of providing opportunities for recreation, relaxation, and education to citizens away from their homes and political reasons of educating

citizens about their country and its diversity in order to develop a sense 16 of national pride and identity (important in some newly developing countries);

(4) Using tourism to help achieve environmental and cultural conservation objectives for which resources would not otherwise be available. Often, there is a combination of reasons for developing tourism, all of which can be beneficial to the country or region (*Ibid*).

There are five factors that are a prerequisite for tourism: (i) attractiveness; (ii) amenities (or facilities); (iii) accessibility to the destination (Holloway 1994); (iv) ability to travel; and (v) motivation to travel (Lohmana et al. 1998).

(i) Attractiveness refers to physical features (e.g. The beauty of mountains), but many also be used in connection with some kind of event.

(ii) Amenities are those essential services the tourist needs such as accommodation, food, local, transportation etc.

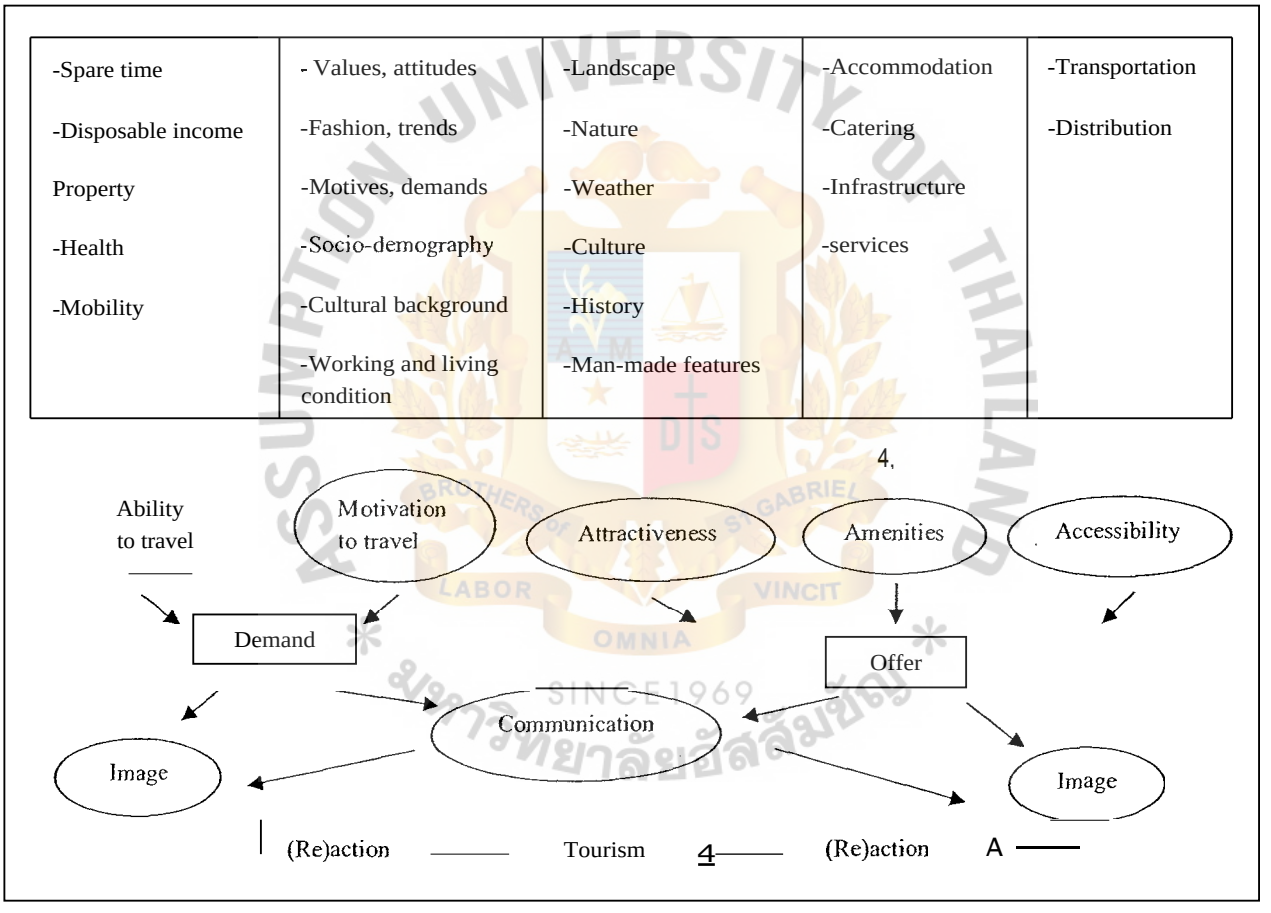
(iii) Accessibility refers to means of transportation to the destination as well as the psychological distance (to be reached easily) and the possibility of booking a trip to that specific destination (distribution channels). The assumption is that a region becomes a potentially successful tourist destination (i.e. is able to attract a large number of tourists) only when the region has all these characteristics.

(iv) Ability -a person becomes a potential tourist only if he is able to travel (usually a question of time, money and health) and (v) if he has the motivation to do so (Lockwood and Medlik 2002).

Lohman et. al. (1998). have developed a simple model to describe which central factors determine whether and how tourism takes place. As Figure 2.2 shown the tourism industry relates to multiple states of human's life. The evaluation of a destination is an

assessment that follows the brain processing. The definition of the destination by tourists is formed by their images. Tourist defines their perceptions based on their own demand and values norms. Each concept of tourism will be used by tourists and evaluated by tourists. The process of this method follows the construction of human biology and human needs to experience see, touch things they need to evaluate. They then get an image of the purpose and evaluate the purpose based on their demand.

Figure 2.2 - Tourism- framework and prerequisites



Source: Lohman et. al., tourim development, 1998.

2.2.4 Island Tourism

A large number of conferences dealing exclusively with the subject, for example, the 1992 and 1993 island tourism international forums and the University of Malta's international

Conference on Sustainable Tourism in Island and Small States, are evidence of this interest. This professional interest has been matched in recent years by a parallel growth in interest by the general public, at least in Western countries.

The concept of the island has received attention by geographers and other academics within the context of social and economic development (Smith 1993). the characteristics of separateness and difference of islands, part of their appeal "may relate to the very real feeling of separateness and difference, caused in part by their being physically separate and perhaps therefore different from adjoining mainland, and given people's desires for the different while in pursuit of leisure, different climates, physical environments and culture can all be expected to further the attractiveness of islands as tourism destinations" (Butler 1993).

Conlin and Baum (1995) argued that island tourism is more vulnerable to the vagaries of the market than mainland destinations as they are completely dependent upon providers of transportation. Few small island states operate their own international airline. Air Mauritius is one successful example and this further increases dependency on the outside world. In some situations, islands may seek to provide alternative transportation services which are generally not efficient and therefore only exacerbate an already fragile economic system. Notwithstanding these obstacles and concerns, islands generally embrace tourism as one of the best and in some cases the only development strategy available to them.

2.2.5 Tourism and Sustainability

Sustainability means keeping it from falling, or sinking, or collapsing (Conlin and Baum 1995). Accordingly, sustainable tourism development calls for careful actions in developing tourism in a specific tourist destination, in such a way as it will not damage the

tourism resources of that tourist destination *(Mid).* Sustainable tourism development has to consider four kinds of sustainability:

1. Environmental or ecological sustainability: not damaging the natural environment or biodiversity of the destination.

2. Culture and sociological sustainability: not upsetting the way of life or damaging the cultures the local people.

3. Economic sustainability: enabling the local people to earn their living on a long-term basis.

4. Market sustainability not destroying or ruining the tourism market.

Conlin and Baum (1995) concluded that the focus in environmental and social-culture sustainability which is prominent within the tourism policy of Bonaire (a special municipality of the Netherlands) is a theme which McElroy and de Albuquerque (1993) developed and extended considerably in their consideration of low-impact, alternative tourism. Reef diving, of course, need not be low impact, as a number of island locations have discovered to their cost. However, de Alburquerque and McElroy focused on approaches to the management of alternative, sustainable tourism which can allow destinations to guard against the destructive experience faced by islands such as the island of Phuket in Thailand

The "alternative" lessons suggest that what was once the authentic and unique adventure of the sophisticated and intrepid traveler became eventually the more staged, familiar prosaic pastime of the less affluent and less daring vacationer, i.e. the "tourist" by name. Since there are literally hundreds of tour organizations promoting this form of "travel", it has become really quite indistinguishable in form and experience from conventional tourism.

Many forms of alternative tourism create the self-same set of problems as conventional tourism and often at a faster pace with more irreversible consequences because the assets are more fragile and lack protective infrastructure and the technical controls that accompany large-scale more complex developments. Clearly on some cases the cure may become worse than the disease (Butler 1992).

There are scattered examples of successful and potentially sustainable alternative tourism forms; however, alternative tourism should not be uncritically accepted as a panacea for all the ills of Tired-World (Conlin and Baum 1995). The associated culture and ecological intrusions, and often minor and mal-distributed economic benefits provide no positive sustainable alternative. Conventional forms seem the most realistic alternative, with the more popular and accessible assets "sacrificed" to provide revenues to support historical preservation, park systems and so on and thus provide economic participation for locals on more remote areas (*Ibid*).

Additionally, all the well-known bromides that have been touted for years (that curiously enough make for successful them park tourism) must be seriously considered and meticulously implemented: stringent controls on visitor numbers and behavior, continuous funding for upkeep, long-term local participation in site planning, frequent professional monitoring and enforcement and so on. But most importantly, local residents, guides, tour organizations, policy makers, etc. must identify early on a consensus vision of the shape of the asset/expedition over the next generation that will simultaneously achieve their agreed-on economic, cultural and environmental goals. Without this vision, the untrammeled market will continue to erode our natural and cultural patrimony across the globe and jeopardize the economic livelihoods of future low-income generations (*Ibid*).

23 Empirical Study

Boonsirichai (2002) examined "Tourists' Perceptions of Samui Island, Thailand As a Tourist Destination", The study explored Thai and non-Thai tourists' point of view toward the overall image of Samui Island and investigated problems with its infrastructural services, and environment. The purpose of this study was to determine tourists' perceptions of the quality of the infrastructure and environment of Samui Island, Thailand.

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

The findings show that Thai and returning tourists tended to have a lower perception of the quality of the island than foreign and first-time tourists did. Previous visits and experience play a significant role in tourists' mind to form a destination image and also act as an important indicator to evaluate the quality of the destination in returning visit. Therefore, Samui Island should improve, develop, and preserve the infrastructural services and its environment, especially in four the following areas: accessibility, road condition and safety, cleanliness, and prices of goods and services to create a good image of the island.

Soontayatron (2010) analyzed the "Social culture changes in Thai beaches", the researcher selected Koh Samui as a case study because of its popularity as a leading sun, sand, and sea tourist attraction.

This study aims to interpret local residents' social construction of the socio cultural impacts of tourism development and develop a better understanding of attitudes and perceptions of the impacts and the associated behavioral changes in their society. Explained

negative and positive impacts of tourism in a Western context may be more or less relevant to a Thai context and poses a challenge to the assumptions of current research, thus this study proposes an approach based on adapting Western socio-cultural impact theories to a Thai context. Previous studies on residents' attitudes and perceptions toward socio-cultural impacts of tourism identify various relationships and factors including: economic dependency on tourism industry; distance from the tourist zone; degree or stage of tourism development in the host community; type of tourists; length of residence; socio-demographic characteristics; resident and community typologies; level of knowledge; and level of contact. This study focuses on cultural factors in order to analyze and interpret the residents' social construction of socio-cultural impacts of tourism development as well as to explore the relevance of Western socio-cultural theories in a Thai context. It also highlights implications for seeking to increase tourism and aspects that the complex nature of tourism development should be considered.

The analysis shows that local people realized that tourism did not only have beneficial economic impacts but adverse environmental and socio-cultural impacts as well. It indicates that local people in Koh Samui were reliant on tourism and this was the reason why they could not blame tourism for having negative impacts on their community. Instead, they needed to accept it by apportioning responsibility elsewhere. Migrant laborers from the Northeast region of Thailand were blamed for the increases in crime rate, drug abuse, prostitution and a variety of demonstration effects.

Chatkaewnapanon (2006) discussed the "Ethnohistoriography of Koh Samui". It is a survey of Koh Samui, which involved 12 months of fieldwork. The main focus of the research is to produce a historiography of Koh Samui through a contextual analysis of discursive change on the living process, change in economic organization and social institutions in a period of tourism development (*Ibid)*. In other words, it is about recognizing

and perceiving tourism development as a cause of Koh Samui history. The case study 'will contribute to a dynamic model or concept of the role of tourism in societies in general' rather than 'to develop a more general concept of society', the survey sets out primarily to examine the experience of life on a small island in Thailand in coping with mass tourism development and the response to the rapid and overwhelming social changes exerted by such development *(Ibid).* The research views the relationship between locale and tourism in a space and time paradigm.

The survey concluded that the change and adaptation of locals towards tourism on Koh Samui do not necessarily agree with the views of outside academic experts. Writing about the tourism history Koh Samui is to focus on the issue of change and continuities that transform it. This is also focusing on geographical landscapes and tourism structures that developed. The study emphasizes the continuity of economic interaction and cultural transformation. Rather than looking at Koh Samui through an evaluation view of sequential change in association with tourism, it takes the view then it is more constructive to perceive change as a process of constant adaptation throughout the tourism period of Koh Samui's history (*Ibid*). This adaptation to tourism development is considered with Maiava's (2001) observation that people are capable of learning, adapting and coping with change within their own environmental and socio-economic conditions. Local people are clearly not the passive receivers of change that tourism has brought. Rather they respond to development as necessary, they adapt and select transformations that fit their needs. Moreover, locals do not just adapt to opportunities as they arise. They also create opportunities in keeping with their needs (*Ibid*).

2.3.1 Summary of Empirical Study

Table 2.3.1 - Summary of Empirical Study

Detail	Research Title	Objective of the Research	Research Findings
Morakot Boonsirichai (2002)	Tourists' Perceptions of Samui Island, Thailand as a Tourist Destination	To determine tourists' perceptions toward the quality of the infrastructure and environment of Samui island, Thailand.	Thai and returning tourists tended to perceive the quality of the island lower than foreign and first-time tourists did, previous visits and experiences play a significant role in tourists' mind to form a destination image and also act as an important indicator to evaluate the quality of the destination in returning visit.
Somruthai Soontayatron (2010)	Social Culture Change in Thai beach Resorts: A Case Study of Samui Island	1).To interpret local residents' social construction of socio-cultural impacts 2).To develop a better understanding of attitudes and perceptions of the socio-cultural impacts and the associated behavioral changes in their society	Local people realized that tourism did not only bring beneficial economic impacts but also adversely impacted their environments and socio-culture.
Yuthasak Chatkaewnapanon (2006)	Ethnohistoriogra-phy of Koh Samui: Change and Adaptation in a Tourism Period	To examine the experience of life on a small island in Thailand in coping with mass tourism development	The change and adaptation of locals towards tourism on Koh Samui do not necessarily agree with the views of outside academic experts. It focuses on the issue of change and continuities that have transformed it and geographical landscapes and tourism structures that have developed.

CHAPTER 3

RESEARCH FRAMEWORK

This chapter discusses about the framework of this research. At the very beginning of this chapter, the researcher will introduce the variables of this study, and draw a conceptual framework based on the theoretical framework of this research. The other sections will consider the hypotheses and operational variables.

3.1 Definition of Variables

3.1.1 Independent Variables

The independent variables in this study will focus on the demographic and social characteristics of tourists as follows:

Nationality

This research focuses on observing 4 groups: Asians, Europeans, Americans and others. Typically, people who have different nationality make different appraisal of the same thing because of their different backgrounds. For a destination such as Koh Samui and its surrounding islands, it may create different evaluations.

Age

In this study, the respondents are tourists who are in either groups: under18, 18-25, 26-35, 36-50, and over 50 years old. The age groups are based on the assumption that different age groups have different consumption modes and values because of their different life experiences. Things they see and focus on may be different. Also, the purchasing power of

tourists may change with each age group. So, there may be different evaluations among different age groups of tourists with regard to Koh Samui and its surrounding islands.

Gender

Through gender, males and females, this research aims to find out how men and women behave and evaluate the destination. Because of these different physiological and psychological structures, comparing them may bring some unexpected results, but it is important to see how far apart these evaluations in the destination of Koh Samui and its surrounding islands may be.

Education Level

The education level determines the thinking mode of humans, although there still are other elements that can influence human's behavior such as one's family background and personal characteristics. Education is the acquired disposition to influence human's characteristic and their thinking. In this study, the researcher will divide tourists into three groups: high school or lower, bachelor degree, master degree or higher. Based on their different education background, they might generate different evaluations about those islands.

Income Level

This is the factor that influences one's purchasing behavior, and according to their purchasing characteristics the market scope could be appraised. In this study, the researcher will divide tourists' income into four groups based on the income standard of Thai people: below 10,000 baht /month; 10,000-20,000 baht / month; 20,001- 50,000 baht / month and Above 50,000 baht / month.

Motivation behind Traveling

The motivation behind traveling determine consumers' behavior and what kind of activities and destinations they will choose. Their behavior will have different impacts as **the** tourism destination. This research includes four purposes: holiday, business, research or academic study and others. The researcher acts to find out how evaluation differ among these four groups and accounts for their differences if any.

3.1.2 Dependent Variables

The dependent variables in this research this study included: transportation, accommodation, tourist facilities, restaurants and food, tourist activities, main tourist attraction, sustainable tourism development of Kho Samui and its surrounding islands. There items are to be evaluated by tourists.

Transportation

Transportation is the facility that can move people and goods to the destination. At the tourism destination, tourists mostly care about conveniences and comfortableness of transportation. Moreover, it should be easy of assess. For this destination there are four means of transport: air, rail, water and land. Developers generally trend to defer to the demand of tourist to improve transportation facilities and increase its variety and numbers. In this research, tourists evaluated as following: transportation to Koh Samui and transportation to its surrounding island, whichever means it involves.

Accommodation

This research assesses the following items of tourist accommodation: service quality, location, facilities and safety. As tourism keeps developing, the categories of accommodation

are increasing. There is a variety of accommodations in this destination: luxury hotels, budget hotels, guesthouses, service apartments. Tourists have many choices and can get a suitable place to live and have a good rest for their holiday. They can choose their accommodation according to their budget and favorite location. Because of the differences in tourists' demand, they have different evaluations of accommodation on Koh Samui and its surrounding islands.

Tourist Facilities

Tourist facilities consist mostly of public utilities. In his study, the tourist facilities considered are: communication, banks, shopping facilities, medical services and health and beauty. Tourist facilities are the infrastructure for supporting tourists and facilitating their stay. Those facilities are prepared for helping to provide tourists with daily life necessities, for example: banks, supermarkets, net bars, cafes, 7-11, shops, and repair stores. However, with society changing, new kinds of public facilities are appearing, which make our life more colorful. Tourists demand for such facilities may have a basing on their evaluations of these tourist facilities at the destination.

Restaurants and Food

There are many choices for tourists to have their favorite food at the destination. In this study, when tourists evaluate a restaurant, they will compare restaurants and consider these aspects of the restaurants and foods: service quality, performance, and variety of cuisine. Restaurants on Koh Samui are divided in many types and different levels and offer various countries' dishes, catering to a whole range of tourist demand. No matter whether it is Thai food or international cuisine, tourists should be able to find the food they want and their evaluations depend on the type of cuisine. It is interesting to find out whether different tourists will have different evaluations of the restaurants and food on Koh Samui and its surrounding islands.

Main Tourist Attractions

This part of the research was divided into five groups: beaches and bay, inlands and mountains, temples, cultural performances, and other islands. There are several entertaining zones in Koh Samui. The main inland and mountains attractions are the Big Buddha and the Nayuang Waterfal. The cultural performances involve glittering costumes. And the restaurant and bars will offer different types of entertainment. Based on the different demands of tourists, it may create different evaluations.

Tourist Activities

This research considers two groups of tourist activities on Koh Samui and its surrounding islands: sports (snorkeling and Scuba diving, surfing, boating and fishing, go-cart racing, Thai boxing, buffalo fighting, hiking, shooting) and festivals. Activities are designed to attract tourists. On the tourist side, the latter want to relax and enjoy themselves at the destinations. Activities are another way to spend time and enjoy the local culture. Given the different activities, the evaluations of the current cultural conditions and service quality may differ quite a bit.

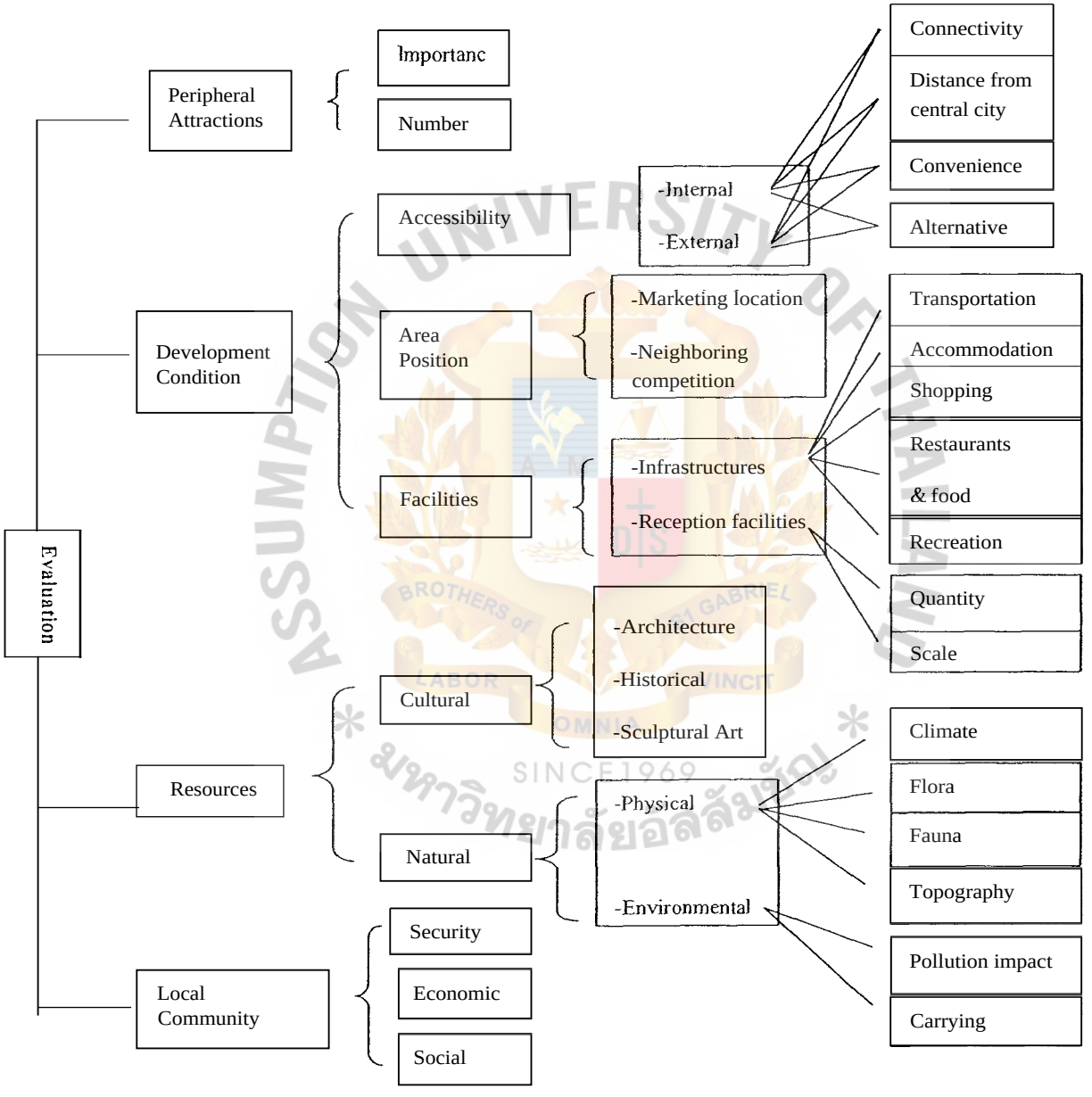
Sustainable Development

A green project was officially launched on June 18, 2007 by the provincial authorities, the Ministry of Tourism and Sports (MOTS) and the Tourism Authority of Thailand (TAT). Sustainable development is taken more and more seriously. Evaluating how much the progress has been made is the purpose of this section. It assesses the following elements: the natural environment, economy, culture, and CSR of the business sector. These issues will be examined through the tourists' evaluations who may see them differently developing on their backgrounds.

3.2 Theoretical Framework

This research aims to study tourists' evaluations of Koh Samui and its surrounding islands. The independent variables for this study are tourists' demographic such as nationality, age, gender, education level, income level, motivation behind traveling.

Figure 3.1- A Hierarchical Structure for Development Evaluation



Soure: Zhang and Hu, 2007, Research on the Development Evaluation of Snow- ice Tourism Resources. P 25-26

Based on Table 3.1, the evaluation of Koh Samui as a tourist destination involves the following criteria:

I. Transportation facilities to take tourists to the destination, around and back home.

2. Accommodation facilities to make their stay comfortable and enjoyable.

3. Attractive tourist attractions to make the visit worthwhile.

4. Various tourist activities to make the stay interesting.

5. Travel agency's services to help them book for sightseeing and hotel and air-tickets.

6. Tasty and hygienic restaurants and food shops.

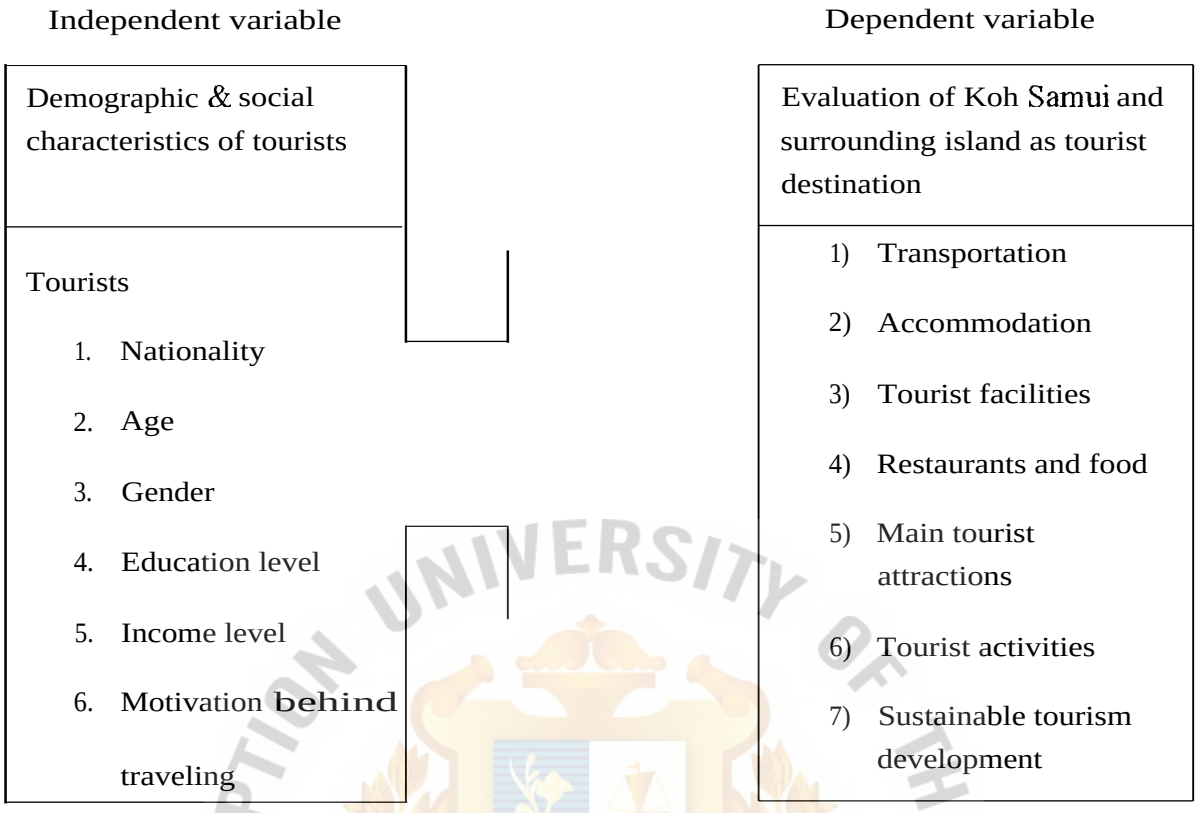
7. Shopping facilities in local markets as well as modern shopping centers.

8. Miscellaneous facilities to make the stay comfortable, such as banking, postal, hospital and clinical services, etc.

3.3 Conceptual Framework

The conceptual frameworks is the relational graph, it is the simple and easy way to represent the relationship between independent and dependent variables. The independent variables in the framework are the demographic and social characteristics of tourists. For this study purpose, it included the nationality, age, gender, educational, income level, motivation behind traveling of tourist. The dependent variables included transportation, accommodation, tourist facilities, restaurants and food, main tourist attractions, tourist activities and sustainable development.

Figure 3.2 - Conceptual Framework Model for the Study Factors



3.3 Research Hypothesis

H1o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding transportation when classified by nationality.

H1a: There are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding transportation when classified by nationality.

H2o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding transportation when classified by age.

112a: There are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding transportation when classified by age.

H3o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding transportation when classified by gender.

H3a: There are differences among tourists in their evaluations of Koh Samui and its surrounding islands a as tourist destination regarding transportation when classified by gender.

114o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding transportation when classified by education level.

114a: There are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding transportation when classified by education level.

115o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding transportation when classified by income level.

115a: There are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding transportation when classified by income level.

116o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding transportation when classified by motivation behind traveling.

116o: There are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding transportation when classified by motivation behind traveling.

H7o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding accommodation when classified by nationality.

117a: There are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding accommodation when classified by nationality.

118o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding accommodation when classified by age.

118a: There are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding accommodation when classified by age.

H9o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding accommodation when classified by gender.

H9a: There are differences among tourists in their evaluations of Koh Samui mui and its surrounding islands as a tourist destination regarding accommodation when classified by gender.

1110o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding accommodation when classified by education level.

H10a: There are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding accommodation when classified by education level.

H11o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding accommodation when classified by income level.

H11a: There is difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding accommodation when classified by income level_

1112o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding accommodation when classified by motivation behind traveling.

1112o: There are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding accommodation n when classified by motivation behind traveling.

1113o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding tourist facilities when classified by nationality.

1113a: There are differences among tourists in their evaluations of Koh Samui and its surrounding islands as tourist destination regarding tourist facilities when classified by nationality.

1114o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding tourist facilities when classified by age.

1114a: There are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding tourist facilities when classified by age.

1115o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding tourist facilities when classified by gender.

1115a: There are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding tourist facilities when classified by gender.

1116o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding tourist facilities when classified by education level.

1116a: There are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding tourist facilities when classified by education level.

1117o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding tourist facilities when classified by income level.

1117a: There are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding tourist facilities when classified by income level.

1118o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding tourist facilities when classified by motivation behind traveling.

1118o: There are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding tourist facilities when classified by motivation behind traveling.

1119o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding restaurants and food when classified by nationality.

1119a: There are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding restaurants and food when classified by nationality.

H20o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding restaurants and food when classified by age.

1120a: There are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding restaurants and food when classified by age.

1121o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding restaurants and food when classified by gender.

1121a: There are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding restaurants and food when classified by gender.

1122o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding restaurants and food when classified by education level.

H22a: There are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding restaurants and food when classified by education level.

H23o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding restaurants and food when classified by income level.

1123a: There are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding restaurants and food when classified by income level.

H24o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding restaurants and food when classified by motivation behind traveling.

1124o: There are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding restaurants and food when classified by motivation behind traveling.

1125o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as tourist destination regarding main tourist attractions when classified by nationality.

1125a: There are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding main tourist attractions when classified by nationality.

1126o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding main tourist attractions when classified by age.

1126a: There are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding main tourist attractions when classified by age.

1127o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding main tourist attractions when classified by gender.

1127a: There are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding main tourist attractions when classified by gender.

1128o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding main tourist attractions when classified by education level.

1128a: There are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding main tourist attractions when classified by education level.

1129o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding main tourist attractions when classified by income level.

H29a: There are differences among tourists in their evaluations of Koh Samui and its surrounding - islands as a tourist destination regarding main tourist attractions when classified by income level.

H30o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding main tourist attractions when classified by motivation behind traveling.

1-130o: There are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding main tourist attractions when classified by motivation behind traveling.

1131o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding tourist activities when classified by nationality.

1131a: There are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding tourist activities when classified by nationality.

1132o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding tourist activities when classified by age.

1132a: There are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding tourist activities when classified by age.

1133o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding tourist activities when classified by gender.

1133a: There are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding tourist activities when classified by gender.

H34o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding tourist activities when classified by education level.

H34a: There are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding tourist activities when classified by education level.

H35o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding tourist activities when classified by income level.

H35a: There are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding tourist activities when classified by income level.

H36o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding tourist activities when classified by motivation behind traveling.

H36a: There are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding tourist activities when classified by motivation behind traveling.

H37o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding sustainable tourism development when classified by nationality.

H37a: There are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding sustainable tourism development when classified by nationality.

H38o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding sustainable tourism development when classified by age.

1138a: There are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding sustainable tourism development when classified by age.

H39o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding sustainable tourism development when classified by gender.

1139a: There are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding sustainable tourism development when classified by gender.

1140o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding sustainable tourism development when classified by education level.

H40a: There are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding sustainable tourism development when classified by education level.

H41o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding sustainable tourism development when classified by income level.

H41a: There are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding sustainable tourism development when classified by income level.

H42o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding sustainable tourism development when classified by motivation behind traveling.

H42a: There are differences among tourist in their evaluations of koh samui and its surround islands as a tourist destination regarding sustainable tourism development when classified by motivation behind traveling.

3.4 Operation of the Independent and Dependent Variables

3.4.1 Operationalization of Independent Variables

Independent variable	Definition	Components	Level of measurement	Questions NO.
Nationality	The status of belonging to a particular nation by birth or naturalization	1)Asians 2)Europeans 3)Americans 4)Others	Nominal	NO.1
Age	Various times of life	1)Under 18 2)18-25years old 3) 26-35 years old 4)36-50 years old 5) Over 50 years old	Ordinal	NO.2
Gender	The properties that human distinguish organisms on the basis of their reproductive roles	1) Males 2) Females	Nominal	NO.3
Education Level	The position on a scale of providing knowledge	I) High school or lower, 2) Bachelor degree 3)M aster degree or higher	Ordinal	NO.4
Income level	The scope of the financial gain (earned or unearned) accruing over a given period of time	1) 10,000 baht or below/month 2) 10,000-20,000 baht / month 3) 20,001- 50,000 baht / month 4) Above 50,000 baht / month	Ordinal	NO.5
Motivation behind Traveling	The psychological feature that arouses an organism to action toward a desired goal as a trip; the reason for the action; that which gives purpose and direction to behavior	1) Holidays 2) Business 3) Research or academic study 4) Others	Nominal	NO.6

Continued...

3.4.2 Operational of Dependent Variable

Independent variable	Definition	Components	Level of measurement	Questions NO.
Transportation	A facility consisting of the means and equipment necessary for the movement of passengers or goods	-Transportation to Koh Samui -Transportation to its surrounding islands	Interval	NO.7 NO.8 NO.9
Accommodation	Living quarters provided for public convenience	-Service quality - Location -Facilities -Safety	Interval	NO.10 NO.11 NO.12 NO.13 NO.14
Tourist Facilities	Something designed and created to serve a particular function and afford a particular convenience or service for the people who are having pleasure	- Communication - Banks -Shopping facilities -Medical service - Health and beauty	Interval	NO.15 NO.16. NO.17 NO.18 NO.19
Restaurants and Food	A building where people go to eat and have entertainment	- Service quality - Performance - Variety of cuisines	Interval	NO.20 NO.21 NO.22 NO.23
Main Tourist Attraction	A characteristic facilities that visitors and provide pleasure attracts	-Beach and bay -Inland and mountains -Temples -Cultural performance -Other islands	Interval	NO.24 NO.25
Tourist Activities	Any specific behavior that cater to the visitors and residents.	-Sports (Snorkeling and Scuba diving, Surfing, boating and fishing, Go-Cart racing, Thai boxing, Buffalo fighting, Hiking, Shooting). —Festivals	Interval	NO.26 NO.27
Sustainable Development	Sustainable development is a pattern of resource use that aims to meet human needs while preserving the environment so that these needs can be met not only in the present, but also for generations to come.	-Natural environment -Economic -Culture > CSR of business sector	Interval	NO.28 NO.29 NO.30

End

CHAPTER 4

RESEARCH METHODOLOGY

This chapter consists of seven sections: research method, respondents and sampling procedures, research instruments and questionnaire, data collection, pre-test, statistical treatment of data, and additional qualitative study.

4.1 Research Method

Descriptive research is a statistical research to determine the information about the population being researched. But it can only depict about "who, what, when, where and how" which explain the situation but can't illustrate the reasons. Accordingly, descriptive research is used when the objective is provided a systematic description. It provides the detailed information such as the frequency at which the behavior occurs, and contributes itself to calculate the statistical data such as determining the average number of central tendencies. In this study, the researcher focused on the investigating tourists' evaluations of Koh Samui and its surrounding islands as a tourist destination.

4.2 Respondents and Sampling Procedures

4.2.1 Target Population

The target population for this study is respondents who have visited Koh Samui and surrounding islands such as Koh Tao, Koh Pha Ngan, Koh Nangyuan.

4.2.2 Sample Unit

The sample unit is the population who is the object of this study: international and domestic visitors on Koh Samui and its surrounding islands in November 2010.

4.2.3 Sample Size

Table 4.2.4.1-Guest Arrivals at Accommodation Establishments Samui, Surat Thani

Nationality	January-June		
	2010	2009	D(%)
Thai	67,108	32,019	+ 109.59
Indonesia	156	300	- 48.00
China	4,526	4,851	- 6.69
Hong Kong	1,343	4,236	- 68.30
Japan	2,385	4,350	- 45.18
Korea	1,921	2,660	- 27.77
Taiwan	581	835	- 30.45
Austria	5,457	13,658	- 60.05
France	12,383	14,799	- 16.33
Germany	48,244	43,107	+ 11.92
Italy	5,279	9,586	- 44.93
Netherlands	5,219	9,210	- 43.33
Norway	4,219	5,820	- 27.51
Russia	13,160	12,664	+ 3.91
Spain	1,109	1,747	- 36.54
Sweden	12,114	16,923	- 28.42
Switzerland	7,118	11,724	- 39.28
United Kingdom	37,245	53,888	- 30.88
East Europe	3,433	2,635	+ 30.27
Canada	2,916	4,932	- 40.87
USA	6,523	10,263	- 36.44
India	2,802	6,012	- 53.39
Australia	27,440	32,818	- 16.39
New Zealand	2,681	4,767	- 43.76
Middle East	3,815	1,490	**+ 156.09**
Africa	6,036	1,081	+ 458.16
Others	54,437	36,118	+ 50.72
Grand Total	367,385	390,574	- 5.94

Source: Ministry of Tourism and Sports, 2010

Sample size is the size of a sample, or the number of observations or cases specified by the estimated variance of the population, the magnitude of acceptable error, or the confidence level (Zikmund 1994). For this research, the sample size is based on tourist arrival number in 2010. As Table 4.2.4.2 shows, the tourist arrival number in 2010 totals 367,385 persons.

According to the date above, non-random convenient method would be used in this study. As shown on Table 4.2.4.2, with 5 % tolerable errors, the sample size of 384 is used in this study.

Table 4.2.4.2- Theoretical Sample Size for Different Sizes of Population and A 95% Level of Certainly

Population/ Sampling frame	Required sample for tolerable error			
	5%	4%	3%	2%
100	79	85	91	96
500	217	272	340	413
1,000	277	375	516	705
5,000	356	535	897	1,622
50,000	381	593	1,044	2,290
100,000	382	596	1,055	2,344
1,000,000	384	599	1,065	2,344
25,000,000	384	600	1,067	2,400

Source: Anderson , G. Fundamentals of Educational Research, 1996. p.202.

4.2.3 Sampling procedures

This research examined the tourists' evaluation of Koh Samui and its surrounding islands. Specifically, the target respondents of this study consisted of domestic and international visitors on Koh Samui and its surrounding islands. A total of 384 questionnaires were distributed to target respondents.

The researcher would interview with individual tourist who have travel experience on Koh Samui and its surrounding islands and could by e-mail and by social network such as Samui group on facebook, and twittter. In addition, the researcher distributed questionnaires directly to tourists on Bangkok airport, Samui bus station and airport. Directly distribution is the main way for collecting the data, but some of the respondents do not have any experience in the particular destination, the researcher can't get the expected feedback, therefore, Email and social network may easy to help the researcher to target the tourists who had traveled experience as well as loyal visitors in the particular destination.

4.3 Research Instruments and Questionnaire

The research instrument used in this research is a questionnaire. The purpose of a questionnaire is to collect information from respondents in a convenient and quick way. The researcher designs the questions and other prompts for the purpose of gathering information. There are many different ways of achieving such a face-to-face interview, using far instance, aids auxiliary means like internet and software. All the information is then combined together for further analysis. The questions should be precise. Normally, a questionnaire consists of a number of questions that the respondent has to answer in a set format. A distinction is made between open-ended and closed-ended questions. In this study, the

questionnaire was designed to gather data about the tourist demographics, social characteristics, and evaluations of Koh Samui and its surrounding islands.

The questionnaires were designed based on the objective of this study and conceptual framework in chapter three, it consists of the questions which are designed for asking tourists who have travel experience on Koh Samui and its surrounding islands as well as Koh Tao, Khao Pha-Ngan, Koh Nang-Yuan.

Part One: Six questions to the respondents aim to collect the demographics and social characteristics of them. This part involves nationality, age, gender, educational, income level and motivation behind traveling. It is the basic information of the survey.

Part Two: These questions pertain to the purpose of this study; the evaluation. All the questions are prepared to investigate the evaluations of the respondents with regard to Koh Samui and its surrounding islands. This part includes 24 questions. For each question, five choices are available: 5=Strongly Agree, 4= Agree, 3= Neutral, 2= Disagree, 1= Strongly Disagree.

Part Three: This part is designed to ask respondents about their specific preferences in terms of transportation modes, accommodation types, food and beverage, tourist activities and attractions.

4.4 Collection of Data

384 questionnaires were distributed by the researcher at the destination of Koh Samui and its surrounding islands, is Bangkok and at Samui airport, about some of the main attractions. The respondents answered by giving their impression and perception based on

their travel experiences at the destination. The data were collected in November-December 2010.

Reliability Test or Pre-Test

A pre-test is a measurement of a partial interviewee before the formal survey, and is an effective way to find out the problem and omissions of the questionnaire. It can avoid a number of problems which can appear when the collection of statistics starts. A reliable questionnaire saves time and gets more effective and correct data. The number of respondents in this test was 30 tourists, 30 questionnaires were distributed. All the questionnaires were retrieved a while later, the respondents answered on the basis of their own travel experiences with the destination of Koh Samui and its surrounding islands in November 2010. The ALPHA coefficient of pre-test was 0.733.

The detail of this test is shown in Table 4.4.2. As the Table shows, the ALPHA coefficient of pre-test it is already higher than the standard level, which means that the questionnaires can be used for this research.

Table 4.4.2: Reliability Analysis-Scale (ALPHA) of Pre-Test Result

Reliability Statistics

Cronbach's Alpha	N of Items
.733	24

4.5 Statistical Treatment of Data

The data from the 384 questionnaires was keyed into the computer and analyzed using SPSS (Statistical Package for the Social Science) version 18.0 it is a convenient tool for calculating the integrated results for free. The researcher just enters the program and inputs

the results into the statistic package of SPSS. The program will process for the user. The statistics that the program could calculate include Descriptive statistics: Cross tabulation, Frequencies, Explore, Descriptive Ratio Statistics, Bivariate statistic (Means, t-test, ANOVA, Correlation), Nonparametric tests, Prediction for numerical outcomes (Linear regression), and Prediction for identifying group (Factor analysis, cluster analysis, Discriminant).

4.5.1 Descriptive Statistics

The objective of this study is to analyze of the demographic and social characteristics of tourists visiting or just finishing their trip to Koh Samui and its surrounding islands.

Descriptive statistics were used to analyze data from part three of the questionnaire regarding tourists' preferences in terms of transportation, accommodation, cuisine, and tourist activities.

4.5.2 Inferential Statistics for Hypotheses

Inferential statistics are used to draw a conclusion or make a logical judgment on the basis of circumstantial evidence and prior conclusions rather than on the basis of direct observation about a population from a sample (Trochim 2006). Inferential statistics include two major methods: estimation and hypotheses. For estimation, a sample is normally used to estimate a parameter and a confidence interval on which the estimation is constructed (*Ibid*).

The most common method used is hypothesis testing. A "straw man" null hypothesis is put forward and it is determined whether the data is strong enough to reject it (*Ibid*).

For this study, hypothesis testing was used. It aimed to determine whether the data is strong enough to reject the hypothesis. T-test and ANOVA were used for this research for testing the forty-two items in this research. The t-test, one-way Analysis of Variance

(ANOVA) and a form of regression analysis are mathematically equivalent and would yield identical results (Trochim 2006).

T-test

T-test is used to evaluate the statistical difference between two groups such as a control group and Treatment group. The formula for the t-test is a ratio. The top part of the ratio is just the difference between the two means or averages (Trochim 2006). The utility of T-test stems from occasioned by the fact that scientific research very often examines the phenomena of nature of two variables at a time to find out the relationship between these two elements and whether these two elements have a direct relationship. In this research, T-test is an appropriate data detection tool for testing gender.

The sample size of this study is below 1000 so this is the appropriate statistic to use. The single sample t-test formula is as follows:

$$\frac{X - }{\frac{s}{\sqrt{n}}} \quad \text{..... Equation (1)}$$

In the formula, s is the sample standard deviation of the sample and n the sample size. The null hypothesis of the population mean is equal to a specified value μ_0. The degrees of freedom used in this test is $n - 1$. When the sample is large (n >1000) z-test should be used. And when the sample is small, the t-test should be used.

Analysis of Variance (ANOVA)

Analysis of Variance (ANOVA) is a statistical method for determining the existence of differences among several populations means (AcZel 1999). For this research, ANOVA is used for testing whether the means of two populations are equal. The two elements in this study are the demographic and social characteristics of tourists on the one hand and the

evaluations of Koh Samui and its surrounding islands as a destination on the on others. ANOVA is thus used to test research items as there are more than two variables.

Rudolf K. Bock (1998) determined the formula for the one-way ANOVA F-test as follows:

$$F = \frac{\text{explained variance}}{\text{unexplained variance}'}$$

Or

$$F = \frac{\text{between-group variability}}{\text{within-group variability}}$$ ..... Equation (2)

The "explained variance", or "between-group variability" is:

$$\sum n_i(\bar{Y}_i - Y)\,/(K-1)$$ ..... Equation (3)

Where Y_i denotes the sample mean in the group, n_i is the number of observations in the i group, and Y denotes the overall mean of the data.

The "unexplained variance", or "within-group variability" is:

$$\sum_{ij}(Y_{ij} - \bar{Y}_i)^2/(N-I$$ ..... Equation (4)

Y_{ij} is the j observation in the i out of K groups and N is the overall sample size. This F-statistic follows the F-distribution with $K-1, N—K$ degrees of freedom under the null hypothesis. The statistic will be large if the between-group variability is large relative to the within-group variability, which is unlikely to happen if the population means of the groups all have the same value.

Table 4.5 - Statistics Measurement of Hypothesis

Hypothesis	Statistical tool
1. Ho: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding transportation when classified by nationality.	One way ANOVA
2. Ho: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding transportation when classified by age.	One way ANOVA
3. Ho: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding transportation when classified by gender.	T-test
4. Ho: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding transportation when classified by education level.	One way ANOVA
5. Ho: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding transportation when classified by income level.	One way ANOVA
6. Ho: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding transportation when classified by motivation behind traveling.	One way ANOVA
7. Ho: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding accommodation when classified by nationality.	One way ANOVA
8. Ho: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding accommodation when classified by age.	One way ANOVA
9. Ho: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding accommodation when classified by gender.	T-test
10. Ho: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding accommodation when classified by education level.	One way ANOVA
11. Ho: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding accommodation when classified by income level.	One way ANOVA
12. Ho: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding accommodation when classified by motivation behind traveling.	One way ANOVA
13. Ho: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding tourist facilities when classified by nationality.	One way ANOVA
14. Ho: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding tourist facilities when classified by age.	One way ANOVA
15. Ho: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding tourist facilities when classified by gender.	T-test
1116o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding tourist facilities when classified by education level.	One way ANOVA
17. Ho: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding tourist facilities when classified by income level.	One way ANOVA
18. Ho: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding tourist facilities when classified by motivation behind traveling.	One way ANOVA

Continued

19. Ho: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding restaurants and food when classified by nationality.	One way AN OVA
20. 110: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding restaurants and food when classified by age.	One way **ANOVA**
21. Ho: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding restaurants and food when classified by gender.	T-test
22. Ho: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding restaurants and food when classified by education level.	One way **ANOVA**
H23o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding restaurants and food when classified by income level.	One way **ANOVA**
24. Ho: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding restaurants and food when classified by motivation behind traveling.	One way **ANOVA**
25. Ho: There is no difference among tourists in their evaluations of Koh Samui and its surrounding island as tourist destination regarding main tourist attractions when classified by nationality.	One way **ANOVA**
26. Ho: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding main tourist attractions when classified by age.	One way **ANOVA**
27. Ho: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding main tourist attractions when classified by gender.	T-test
28. Ho: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding main tourist attractions when classified by education level.	One way **ANOVA**
29. Ho: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding main tourist attractions when classified by income level.	One way **ANOVA**
30. Ho: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding main tourist attractions when classified by motivation behind traveling.	One way **ANOVA**
31. Ho: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding tourist activities when classified by nationality.	One way **ANOVA**
32. Ho: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding tourist activities when classified by age.	One way **ANOVA**
33. Ho: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding tourist activities when classified by gender.	**T-test**
34. Ho: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding tourist activities when classified by education level.	**One way ANOVA**
35. Ho: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding tourist activities when classified by income level.	**One way ANOVA**
36. Ho: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding tourist activities when classified by motivation behind traveling.	**One way ANOVA**

Continued...

37. Ho: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding sustainable tourism development when classified by nationality.	One way ANOVA
38. Ho: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding sustainable tourism development when classified by age.	One way ANOVA
39. Ho: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding sustainable tourism development when classified by gender.	T-test
40. Ho: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding sustainable tourism development when classified by education level.	One way ANOVA
41. Ho: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding sustainable tourism development when classified by income level.	One way ANOVA
42. Ho: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding sustainable tourism development when classified by motivation behind traveling.	One way ANOVA

4.6 Additional Qualitative Study

Qualitative research is the foundation on which strong, reliable research programs are based. Qualitative methods aim to make sense of, or interpret, phenomena in terms of the meanings people bring to them. Qualitative research may define preliminary questions which can then be addressed in quantitative studies. A good qualitative study will address a clinical problem through a clearly formulated question and use more than one research method (triangulation). Analysis of qualitative data can and should be done using explicit, systematic, and reproducible methods (Greenhalgh 1997).

In this study, the researcher conducted additional qualitative studies by means of interviews and observations.

In addition to the quantitative study by means of a questionnaire, the research obtained more relative knowledge by the practice of personal observation and reliability interviews with domestic and international businessmen and managers, and some tourists. The researcher could thus get more opportunities to exchange ideas and rants of view, discuss

with multiple types of people and learn from those people who were interviewed by the researcher and met during the period when the researcher took this observation.

Personal observation is particularly useful for conveying an additional elaboration of the quantitative study. One of the fundament roles of researcher's observation is the diverse thinking pattern of the respondents. It is the reason causing the evaluation of the same destination to be different. In their observations, the researcher was concerned about the tourism facilities, service quality and sustainable development with regard to the economy and environmental conditions on Koh Samui and its surrounding islands.

As to the interviews, they were conducted with several hospitality business managers, visitors at the destination, as well as residents. The researcher focused on the appraisal of the value of the destination of Koh Samui and its surrounding islands and on the respondents' perception of it, so as to, collect as mentioned above, useful additional information which only on off-the-cuff discussion can provide. The information conducted this way proved to be really effective and immensely helped the researcher in her effort to obtain a good sense of the prevailing feeling among all these stakeholders.

CHAPTER 5

ANALYSIS OF DATA AND CRITICAL DISCUSSION

This chapter discusses tourists' evaluations of Koh Samui and its surrounding islands as a tourist destination and analyzes the results of all the collected data. This data was distributed to 384 respondents. The analysis includes 4 parts that explain the demographics of tourists, their evaluation of Koh Samui and its surrounding islands as a tourist destination, analyze the results of the hypothesis testing, and findings of additional interviews, respectively.

5.1 Analysis and Interpretation of Data

Descriptive Statistic

Descriptive statistics are used to describe the basic features of the data and summary the sample and measures. Together with simple graphics analysis, statistics foil a the basis of virtually every quantitative data analysis. The data was collected through 384 questionnaires, distributed at the airport of Bangkok and Koh Samui, the bus station on Koh Samui, and on online survey, they were collected between 25 December 2010 and 5 January 2011.

Table 5.1- Summary of the questionnaires distributed

Distribution Quantity	Bangkok Airport	Koh Samui Airport	Bus Station on Koh Samui	Online survey
Total	154	129	74	27

Part one: Demographic and Social Characteristics

In this study, tourists' demographic and social characteristics include 6 variables: nationality, age, gender, education level, income level, and purpose of the trip

Table 5.1.1- Nationality of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Asian	176	45.8	45.8	45.8
	European	131	34.1	34.1	79.9
	American	11	2.9	2.9	82.8
	Others	66	17.2	17.2	100.0
	Total	384	100.0	100.0	

Table 5.1.1 shows the frequency of the 384 tourists selected for the research. As the Table shows, in the research period, there were 176 Asians (45.8%), 131 Europeans (34.1%), 11 Americans (2.9%), and 66 tourists (17.2%) from other countries, including 37 Australians (56%) and 29 African (44%) tourists, visiting Koh Samui.

Table 5.1.2- Age of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under 18 years	10	2.6	2.6	2.6
	18-25 years	168	43.8	43.8	46.4
	26-35 years	136	35.4	35.4	81.8
	36-50 years	44	11.5	11.5	93.2
	Over 50 years	26	6.8	6.8	100.0
	Total	384	100.0	100.0	

Table 5.1.2 shows that the major group of tourists' ranges from 18-25 years old, a total of 169 respondents (43.8%) which represent youth tourists. Respondents under 18 years old, totaling 10 persons (2.6%), those between 26-35 years old, 136 respondents (35.4%), those 36-50 years old added to 44 respondents (11.5%), and the over 50 years old included 26 respondents (6.8%).

Table 5.1.3 - Gender of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	166	43.2	43.2	43.2
	2	218	56.8	56.8	100.0
	Total	384	100.0	100.0	

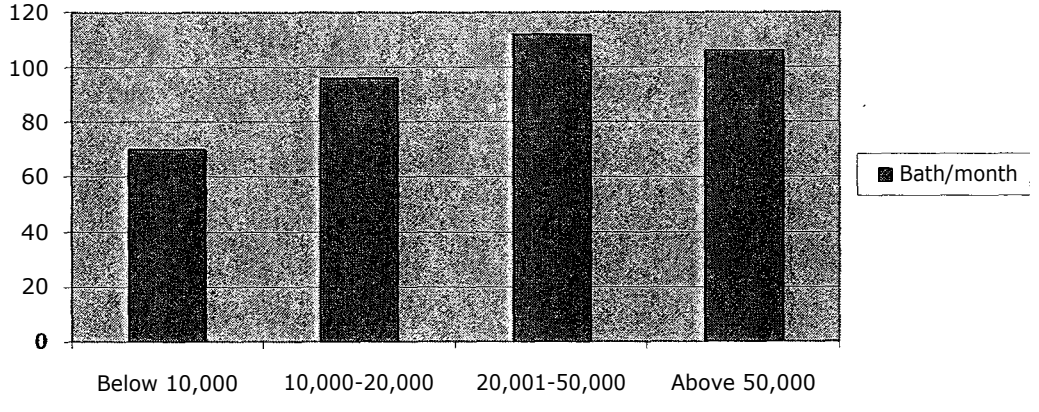
As Table 5.1.3 illustrates, most of the respondents are males, with a total number of male respondents of 218 (56.8%). 166 respondents are females (43.2%), making males the majority of the respondents.

Table 5.1.4 - Education Level of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High school or lower	58	15.1	15.1	15.1
	Bachelor degree	185	48_2	48.2	63.3
	Mater degree	141	36.7	36.7	100.0
	Total	384	100.0	100.0	

Table 5.1.4 analyzes the education level of respondents. This table shows that the largest number of respondents hold a bachelor degree 185 (48.2%). The second largest group hold a master degree, totaling 141 respondents (36.7%), 58 (15.1%) of the respondents were in high school graduates or lower.

Table 5.1.5- Income Level of Respondents



As Table 5.1.5 explains, the income level of 70 respondents (18.2%) is below 10,000 baht per month. 96 respondents (25.0%) have a monthly income in the 10,000-20,000 baht range. The largest group of respondents, a total of 112 persons (29.2%), is in the 20,001-50,000 baht per month range. The rest, 106 respondents (27.6%) have above 50,000 per month.

Table 5.1.6- Purpose of Respondents' Trip

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Holiday	286	74.5	74.5	74.5
	Business	26	6.8	6.8	81.3
	Research	32	8.3	8.3	89.6
	Others	40	10.4	10.4	100.0
	Total	384	100.0	100.0	

Table 5.1.6 shows that the purpose of respondents' trip, is for a large number of them for holiday, with a total of 286 persons (74.5%). 26 respondents (6.8%) have business as their purpose. 32 (8.3%) come for research. The others had other purposes, such as visiting relatives or geting a job on Koh Samui.

5.2 Analysis of Data for Hypothesis Testing

Part two: Evaluation of Koh Samui and its Surrounding Islands as Tourist Destination

This study focuses on investigating tourists' evaluations of Koh Samui and its surrounding islands as a destination. 24 questions in the questionnaire indentified the framework of the research; 7 elements which include transportation, accommodation, restaurant s and food, main tourist attraction, tourist activities, and sustainable development.

5.2.1 Inferential Statistics

Hypothesis Testing

Hypothesis 1:

H1o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding transportation when classified by nationality.

H1a: There are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding transportation when classified by nationality.

Table 5.2.1.1 One-Way ANOVA for Hypothesis 1

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.719	3	1.240	3.084	.027
Within Groups	152.721	380	.402		
Total	156.440	383			

Table 5.2.1.1 explains the significance value is 0.027 (0.02<0.05), which is less than 0.05. The result illustrates that with a significance level at 0.05, the null hypothesis is rejected. Therefore there are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding transportation when classified by nationality.

Hypothesis 2:

H2o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding transportation when classified by age.

H2a: There are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding transportation when classified by age.

Table 5.2.1.2 One-Way ANOVA for Hypothesis 2

	Sum of Squares	cif	Mean Square	F	Sig.
Between Groups	2.716	4	.679	1.674	.155
Within Groups	153.724	379	.406		
Total	156.440	383			

Table 5.2.1.2 shows the significance value is 0.155, which is greater than 0.05 (0.155>0.05), greater than 0.05. The result illustrates that when the significance level is at 0.05, the null hypothesis is accepted. Therefore there is no difference among tourists in their evaluation of Koh Samui and its surrounding islands as a tourist destination regarding when classified by age.

Hypothesis 3:

H3o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding transportation when classified by gender.

H3a: There are differences among tourists in their evaluations of Koh Samui and its surrounding islands a as tourist destination regarding transportation when classified by gender.

Table 5.2.1.3 Independent T-test for Hypothesis 3

Group Statistics

	Q[3]	N	Mean	SW. Deviation	Std. Error Mean
transportation	Female	166	3.6908	.61580	.04780
	Male	218	3.6911	.65771	.04455

Independent Samples Test

	Levene's Test for Equality of Variances		t-tes for Equality of Means						
								95% Confidence Interval of the Difference	
	F	Sig.	t	df	Sig. (2tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Equal variances assumed	2.910	.089	-.006	382	.996	-.00037	.06592	-.12998	.12925
Equal variances not assumed			-.006	366.104	.996	-.00037	.06534	-.12885	.12811

Table 5.2.1.3 shows the significance value is 0.996 (0.996>0.05), which is greater than 0.05, illustrating that when the significance level is at 0.05, the null hypothesis is accepted. Therefore, there is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding transportation when classified by gender.

Hypothesis 4:

H4o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding transportation when classified by education level.

H4a: There are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding transportation when classified by education level.

Table 5.2.1.4 -One-Way ANOVA for Hypothesis 4

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.670	2	1.335	3.308	.038
Within Groups	153.770	381	.404		
Total	156.440	383			

Table 5.2.1.4 shows the significant value of 0.038 (0.038<0.05), which less than 0.05, illustrating that when the significant level at 0.05, the null hypothesis is rejected, therefore, there are differences among tourists in their evaluation of Koh Samui and its surrounding islands as a tourist destination regarding transportation when classified by education level.

Hypothesis 5:

H5o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding transportation when classified by income level.

H5a: There are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding transportation when classified by income level.

Table 5.2.1.5 One-Way ANOVA for Hypothesis 5

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.563	3	2.521	6A35	M00
Within Groups	148.877	380	.392		
Total	156.440	383			

As Table 5.2.1.5 explains, the significance value is 0.000<0.05, which is less than 0.05, showing that when the significance level is at 0.05, the null hypothesis is rejected. Therefore, there are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding transportation when classified by income level.

Hypothesis 6:

H6o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding transportation when classified by motivation behind traveling.

H6a: There are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding transportation when classified by motivation behind traveling.

Table 5.2.1.6 One-Way ANOVA for Hypothesis 6

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.199	3	1.066	2.644	.049
Within Groups	153.241	380	.403		
Total	156.440	383			

As Table 5.2.1.6 explains, the significance value is 0.049 (0.049<0.05), which is less than 0.05, showing that when the significant level is at 0.05, the null hypothesis is rejected. Therefore, there are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding transportation when classified by motivation behind traveling.

Hypothesis 7:

117o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding accommodation when classified by nationality.

H7a: There are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding accommodation when classified by nationality.

Table 5.2.1.7 One-Way ANOVA for Hypothesis 7

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.075	3	1.025	3.035	.029
Within Groups	128.362	380	.338		
Total	131.437	383			

As Table 5.2.1.7 explains, the significance value is 0.029<0.05, which is less than 0.05, showing that when the significance level is 0.05, the null hypothesis is rejected. Thus, there are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding accommodation when classified by nationality.

Hypothesis 8:

H8o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding accommodation when classified by age.

H8a: There are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding accommodation when classified by age.

Table 5.2.1.8 One-Way ANOVA for Hypothesis 8

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.029	4	.257	.748	.560
Within Groups	130.408	379	.344		
Total	131.437	383			

As Table 5.2.1.8 explains, the significance value is 0.560>0.05, which greater is than 0.05, showing that when the significance level is at 0.05, the null hypothesis is accepted. Therefore, there is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding accommodation when classified by age.

Hypothesis 9:

H9o: There is no difference among tourists in their evaluations of Koh Samui and surrounding islands as a tourist destination regarding accommodation when classified by gender.

H9a: There are differences among tourists in their evaluations of Koh Samui mui and surrounding islands as a tourist destination regarding accommodation when classified by gender.

Table 5.2.1.9 Independent T-test for Hypothesis 9

Group Statistics

Q3		N	Mean	Std. Deviation	Std. Error Mean
accommodation	Female	166	3.7181	.59210	.04596
	Male	218	3.6908	.58207	.03942

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means						
								95% Confidence Interval of the Difference	
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std Error Difference	Lower	Upper
Equal variances assumed	.066	.798	.451	382	.652	.02725	.06041	-.09153	.14602
Equal variances not assumed			.450	352.182	.653	.02725	.06055	-.09] 84	.14633

As Table 5.2.1.9 shows, the significance value is 0.652 (0.652>0.05), which is greater than 0.05, illustrating that when the significance level is at 0.05, null hypothesis is accepted. Therefore, there is no difference among tourists in their evaluations of Koh Samui and its

surrounding islands as a tourist destination regarding accommodation when classified by gender.

Hypothesis 10:

H10o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding accommodation when classified by education level.

H10a: There are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding accommodation when classified by education level.

Table 5.2.1.10 One-Way ANOVA for Hypothesis 10

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.536	2	.268	.780	.459
Within Groups	130.902	381	.344		
Total	131.437	383			

As Table 5.2.1.10 shows, the significance value is 0.459>0.05, which is greater than 0.05, showing that when the significance level is at 0.05, the null hypothesis is accepted. Thus, there is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding accommodation when classified by gender.

Hypothesis 11

H11o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding accommodation when classified by income level.

H11a: There are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding accommodation when classified by income level.

Table 5.2.1.11 One-Way ANOVA for Hypothesis 11

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.422	3	.474	1.385	.247
Within Groups	130.016	380	.342		
Total	131.437	383			

As Table 5.2.1.11 shows, the significance value is 0.247>0.05, which is greater than 0.05, showing that when the significance level is at 0.05, the null hypothesis is accepted. Therefore, there is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding accommodation when classified by income level.

Hypothesis 12

H12o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding accommodation when classified by motivation behind traveling.

H12o: There are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding accommodation when classified by motivation behind traveling.

Table 5.2.1.12 One-Way ANOVA for Hypothesis 12

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.773	3	1.258	3.743	.011
Within Groups	127.665	380	.336		
Total	131.437	383			

As Table 5.2.1.12 explains, the significance value is 0.011<0.05, which is less than 0.05, showing that when the significance level is at 0.05, the null hypothesis is rejected. Therefore, there are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding accommodation when classified by motivation behind traveling.

Hypothesis 13

1113o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding tourist facilities when classified by nationality.

H13a: There are differences among tourists in their evaluations of Koh Samui and its surrounding islands as tourist destination regarding tourist facilities when classified by nationality.

Table 5.2.1.13 One-Way ANOVA for Hypothesis 13

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.410	3	.137	.427	.734
Within Groups	121.457	380	.320		
Total	121.867	383			

Table 5.2.1.13 explains, the significance value is 0.734>0.05, which is greater than 0.05, showing that when the significance level is at 0.05, the null hypothesis is accepted. Therefore, there is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding tourist facilities when classified by nationality.

Hypothesis 14

H14o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding tourist facilities when classified by age.

H14a: There are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding tourist facilities when classified by age.

Table 5.2.1.14 One-Way ANOVA for Hypothesis 14

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.889	4	.472	1.492	.204
Within Groups	119.978	379	.317		
Total	121.867	383			

As Table 5.2.1.14 shows, the significance value is 0.204>0.05 which is greater than 0.05, illustrating that when the significance level is 0.05 the null hypothesis is accepted. Therefore, there is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding tourist facilities when classified by age.

Hypothesis 15

H15o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding tourist facilities when classified by gender.

H15a: There are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding tourist facilities when classified by gender.

Table 5.2.1.15 Independent T-test for Hypothesis 15

Group Statistics

	Q3	N	Mean	Std. Deviation	Std. Error Mean
facilities	Female	166	3.5614	.56135	.04357
	Male	218	3.6872	.56137	.03802

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means						
								95% Confidence Interval of the Difference	
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Equal variances assumed	.094	.760	-2.174	382	.030	-.12571	.05783	-.23941	-.01201
Equal variances not assumed			-2.174	355.313	.030	-.12571	.05783	-.23943	-.01199

As Table 5.2.1.15 explains, significance value is 0.030 (0.030<0.05), which is less than 0.05, illustrating that when the significance level is at 0.05, the null hypothesis is rejected. Therefore, there are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding tourist facilities when classified by gender

Hypothesis16

H16o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding tourist facilities when classified by education level.

H16a: There are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding tourist facilities when classified by education level.

Table 5.2.1.16 One-Way ANOVA for Hypothesis 16

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.814	2	.907	2.879	.057
Within Groups	120.052	381	.315		
Total	121.867	383			

As Table 5.2.1.16 explains, the significance value is 0.057>0.05, which is greater than 0.05, showing that when the significance level is 0.05, the null hypothesis is accepted. Therefore, there is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding tourist facilities when classified by education level.

Hypothesis 17

H17o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding tourist facilities when classified by income level.

H17a: There are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding tourist facilities when classified by income **level.**

Table 5.2.1.17 One-Way ANOVA for Hypothesis 17

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.093	3	.031	.097	.962
Within Groups	121.773	380	.320		
Total	121.867	383			

As Table 5.2.1.17 shows, the significance value is 0.962>0.05, which is greater than 0.05, showing that when the significance level is at 0.05, the null hypothesis is accepted. Therefore, there is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding tourist facilities when classified by income level.

Hypothesis 18

1118o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding tourist facilities when classified by motivation behind traveling.

1118o: There are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding tourist facilities when classified by motivation behind traveling.

Table 5.2.1.18 One-Way ANOVA for hypothesis 18

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.265	3	.088	176	.843
Within Groups	121.601	380	.320		
Total	121.867	383			

As Table 5.2.1.18 illustrates, the significance value is 0.843>0.05, which is greater than 0.05, showing that when the significance level is at 0.05, the null hypothesis is accepted. Therefore, there is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding tourist facilities when classified by motivation behind traveling.

Hypothesis 19

H19o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding restaurants and food when classified by nationality.

1119a: There are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding restaurants and food when classified by nationality

Table 5.2.1.19 One-Way ANOVA for Hypothesis 19

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.515	3	.505	2.130	.096
Within Groups	90.107	380	.237		
Total	91.622	383			

As Table 5.2.1.19 illustrates, the significance value is 0.096>0.05, which is greater than 0.05, showing that when the significance level at 0.05, the null hypothesis is accepted. Therefore, there is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding restaurants and food when classified by nationality.

Hypothesis 20

H20o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding restaurants and food when classified by age.

H20a: There are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding restaurants and food when classified by age.

Table 5.2.1.20 One-Way ANOVA for Hypothesis 20

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.017	4	1.504	6.660	M00
Within Groups	85.605	379	.226		
Total	91.622	383			

As Table 5.2.1.20 explains, the significance value is 0.000<0.05, which is less than 0.05, showing that when the significance level is at 0.05, the null hypothesis is rejected. Therefore, there are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding restaurants and food when classified by age.

Hypothesis 21

H21o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding restaurants and food when classified by gender.

H21a: There are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding restaurants and food when classified by gender.

As Table 5.2.1.21 analyzes, the significance value is 0.002 (0.002<0.05), which is less than 0.05, illustrating that when the significance level is at 0.05, the null hypothesis is rejected. Therefore, there are differences among tourists in their evaluations of Koh Samui

and its surrounding islands as a tourist destination regarding restaurants and food when classified by gender

Table 5.2.1.21 Independent T-test for Hypothesis 21

Group Statistics

	Q3	N	Mean	Std. Deviation	Std. Error Mean
food	Female	166	3.7108	.51047	.03962
	Male	218	3.5550	.46211	.03130

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means						
								95% Confidence Interval of the Difference	
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Equal variances assumed	.440	.508	3.128	382	.002	.15580	.04982	.05785	.25374
Equal variances not assumed			3.086	335.764	.002	.15580	.05049	.05648	.25512

Hypothesis 22

H22o: There is no difference among tourists in their evaluation of Koh Samui and surrounding islands as a tourist destination regarding restaurants and foods when classified by education level.

H22a: There are differences among tourists in their evaluation of Koh Samui and surrounding islands as a tourist destination regarding restaurants and foods when classified by education level.

Table 5.2.1.22 One Way ANOVA for Hypothesis 22

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.153	2	.577	2.428	.090
Within Groups	90.469	381	.237		
Total	91.622	383			

As Table 5.2.1.22 shows, the significance value is 0.090>0.05, which is greater than 0.05, showing that when the significance level is at 0.05, the null hypothesis is accepted. Therefore, there is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding restaurants and food when classified by education level.

Hypothesis 23

H23o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding restaurants and food when classified by income level.

1-123a: There are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding restaurants and food when classified by income level.

Table 5.2.1.23 One-Way ANOVA for Hypothesis 23

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.951	3	.650	2.756	.042
Within Groups	89.672	380	.236		
Total	91.622	383			

As Table 5.2.1.23 explains, the significance value is 0.042<0.05, which is less than 0.05, showing that when the significant level is at 0.05, the null hypothesis is rejected. Therefore, there are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding restaurants and food when classified by income level.

Hypothesis 24

1124o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding restaurants and food when classified by motivation behind traveling.

1124o: There are differences among tourists in their evaluation of Koh Samui and its surrounding islands as a tourist destination regarding restaurants and food when classified by motivation behind traveling.

Table 5.2.1.24 One-Way ANOVA for Hypothesis 24

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.024	3	1.008	4.323	.005
Within Groups	88.599	380	.233		
Total	91.622	383			

As Table 5.2.1.24 illustrates, the significance value is 0.05=0.05, which is equal to 0.05, it is still not greater than 0.05, showing that when the significance level is at 0.05, the null hypothesis is rejected. Therefore, there are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding restaurants and food when classified by motivation behind traveling.

Hypothesis 25

H25o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as tourist destination regarding main tourist attractions when classified by nationality.

H25a: There are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding main tourist attractions when classified by nationality.

Table 5.2.1.25 One-Way ANOVA for Hypothesis 25

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	12.842	3	4.281	9.023	.000
Within Groups	180.282	380	.474		
Total	193.124	383			

As Table 5.2.1.25 shows, the significant value is 0.000<0.05, which is less than 0.05, showing that when the significance level is at 0.05, the null hypothesis is rejected. Therefore, there are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding main tourist attractions when classified by nationality.

Hypothesis 26

H26o: There is no difference among tourists in their evaluations of Koh Samui arid its surrounding islands as a tourist destination regarding main tourist attractions when classified by age.

H26a: There are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding main tourist attractions when classified by age.

Table 5.2.1.26 One-Way ANOVA for Hypothesis 26

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.365	4	.591	1.175	.321
Within Groups	190.759	379	.503		
Total	193.124	383			

As Table 5.2.1.26 explains, the significance value is 0.321>0.05, which is greater than 0.05, showing that when the significance level is at 0.05, the null hypothesis is accepted. Therefore, there is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding main tourist attractions when classified by age.

Hypothesis 27

H27o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding main tourist attractions when classified by gender.

H27a: There are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding main tourist attractions when classified by gender.

Table 5.2.1.27 Independent T-test for Hypothesis 27

Group Statistics

	Q3	N	Mean	Std. Deviation	Std. Error Mean
attraction	Female	166	3.8886	.77141	.05987
	Male	218	3.8624	.66121	.04478

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means						
								95% Confidence Interval of the Difference	
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Equal variances assumed	3.844	.051	.357	382	.721	.02617	.07323	-.11782	.17016
Equal variances not assumed			.350	324.122	.727	.02617	.07477	-.12092	.17326

As Table 5.2.1.27 shows, the significance value is 0.721 (0.721>0.05), which is greater than 0.05, illustrating that when the significance level is at 0.05, the null hypothesis is accepted. Therefore, there is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding main tourist attractions when classified by gender.

Hypothesis 28

1128o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding main tourist attractions when classified by education level.

1128a: There are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding main tourist attractions when classified by education level.

Table 5.2.1.28 One-Way ANOVA for Hypothesis 28

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.581	2	.790	1.572	.209
Within Groups	191.544	381	.503		
Total	193.124	383			

As Table 5.2.1.28 explains, the significance value is 0.209>0.05, which is greater than 0.05, showing that when the significance level is at 0.05, the null hypothesis is accepted. Therefore, there is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding main tourist attractions when classified by age.

Hypothesis 29

H29o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding main tourist attractions when classified by income level.

H29a: There are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding main tourist attractions when classified by income level.

Table 5.2.1.29 One-Way ANOVA for Hypothesis 29

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	8.846	3	2.949	6.081	.000
Within Groups	184.278	380	.485		
Total	193.124	383			

As Table 5.2.1.29 shows, the significance value is 0.000<0.05, which is less than 0.05, showing that when the significance level is at 0.05, the null hypothesis is rejected. Therefore, there are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding main tourist attractions when classified by income level.

Hypothesis 30

H30o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding main tourist attractions when classified by motivation behind traveling.

1130o: There are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding main tourist attractions when classified by motivation behind traveling.

Table 5.2.1.30 One-Way ANOVA for Hypothesis 30

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	L078	3	359	.711	.546
Within Groups	192.046	380	.505		
Total	193.124	383			

As Table 5.2.1.30 explains, the significance value is 0.546>0.05, which is greater than, showing that when the significance level is at 0.05, the null hypothesis is accepted. Therefore, there is no difference among tourists in their evaluationS of Koh Samui and is surrounding islands as a tourist destination regarding main tourist attractions when classified by motivation behind traveling.

Hypothesis 31

H31o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding tourist activities when classified by nationality.

H31a: There are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding tourist activities when classified by nationality.

Table 5.2.1.31 One-Way ANOVA for Hypothesis 31

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	17.838	3	5.946	10.354	.000
Within Groups	218.222	380	.574		
Total	236.060	383			

As Table 5.2.1.31 shows, the significance value is 0.000<0.05 which is less than 0.05, showing that when the significant level is at 0.05, the null hypothesis is rejected. Therefore, there are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding tourist activities when classified by nationality.

Hypothesis 32

H32o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding tourist activities when classified by age.

H32a: There are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding tourist activities when classified by age.

Table 5.2.132 One-Way ANOVA for Hypothesis 3

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	19.998	4	5.000	8.770	.000
Within Groups	216.062	379	.570		
Total	236.060	383			

As Table 5.2.1.32 explains, the significance value is 0.000<0.05, which is less than 0.05, showing that when the significance level is at 0.05, the null hypothesis is rejected. Therefore, there are differences among tourists in their evaluationS of Koh Samui and its surrounding islands as a tourist destination regarding tourist activities when classified by age.

Hypothesis 33

1133o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding tourist activities when classified by gender.

1133a: There are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding tourist activities when classified by gender.

As Table 5.2.1.33 explains, the significance value is 0.987 (0.987>0.05), which is greater than 0.05, illustrating that when the significance level is at 0.05, the null hypothesis is accepted. Therefore, there is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding tourist activities when classified by gender.

Table 5.2.1.33 Independent T-test for Hypothesis 33

Group Statistics

	Q3	N	Mean	Std. Deviation	Std. Error Mean
activities	Female	166	3.7169	.84636	.06569
	Male	218	3.7156	.73700	.04992

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
activities	Equal variances assumed	8.199	.004	.016	382	.987	.00127	.08098	-.15795	.16049
	Equal variances not assumed			.015	327.524	.988	.00127	.08250	-.16103	.16357

Hypothesis 34

H34o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding tourist activities when classified by education level.

H34a: There are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding tourist activities when classified by education level.

Table 5.2.1.34 One-Way ANOVA for Hypothesis 34

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.682	2	.841	1.367	.256
Within Groups	234.378	381	.615		
Total	236.060	383			

As Table 5.2.1.34 shows, the significance value is 0.256>0.05, which is greater than 0.05, showing that when the significance level is at 0.05, the null hypothesis is accepted. Therefore, there is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding tourist activities when classified by education level

Hypothesis 35

1135o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding tourist activities when classified by income level.

1135a: There are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding tourist activities when classified by income level.

Table 5.2.1.35 One-Way ANOVA for Hypothesis 35

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.387	3	.129	.208	.891
Within Groups	235.673	380	.620		
Total	236.060	383			

As Table 5.2.1.35 explains, the significance value is 0.891>0.05, which is greater than 0.05, showing that when the significance level is at 0.05, the null hypothesis is accepted. Therefore, there is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding tourist activities when classified by income level.

Hypothesis 36

H36o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding tourist activities when classified by motivation behind traveling.

H36a: There are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding tourist activities when classified by motivation behind traveling.

Table 5.2.1.36 One-Way ANOVA for Hypothesis 36

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.227	3	.076	.122	.947
Within Groups	235.833	380	.621		
Total	236.060	383			

As Table 5.2.1.36 shows, the significance value is 0.947>0.05, which is greater than 0.05, showing that when the significance level is at 0.05, the null hypothesis is accepted. Therefore, there is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding tourist activities when classified by education motivation behind traveling.

Hypothesis 37

H37o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding sustainable tourism development when classified by nationality.

H37a: There are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding sustainable tourism development when classified by nationality.

Table 5.2.1.37 One-Way ANOVA for Hypothesis 37

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	26.391	3	8.797	19.320	.000
Within Groups	173.025	380	.455		
Total	199.416	383			

As Table 5.2.1.37 explains, the significance value is 0.000<0.05, which is less than 0.05, showing that when the significance level is at 0.05, the null hypothesis is rejected. Therefore, there are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding sustainable tourism development when classified by nationality.

Hypothesis 38

1138o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding sustainable tourism development when classified by age.

H38a: There are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding sustainable tourism development when classified by age.

Table 5.2.1.38 One-Way ANOVA for Hypothesis 38

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.141	4	1.035	2.009	.093
Within Groups	195.276	379	.515		
Total	199.416	383			

As Table 5.2.1.38 shows, the significance value is 0.093>0.05, which is greater than 0.05, illustrating that when the significance level is at 0.05, the null hypothesis is accepted. Therefore, there is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding regarding sustainable tourism development when classified by age.

Hypothesis 39

H39o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding sustainable tourism development when classified by gender.

1139a: There are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding sustainable tourism development when classified by gender.

As Table 5.2.1.39 explains, the significance value is 0.094 (0.094>0.05), which is greater than 0.05, illustrating that when the significance level is at 0.05, the null hypothesis is accepted. Therefore, there is no difference among tourists in their evaluations of Koh Samui

and its surrounding islands as a tourist destination regarding sustainable tourism development when classified by gender.

Table 5.2.1.39 Independent T-test for Hypothesis 39

Group Statistics

	Q3	N	Mean	Std. Deviation	Std. Error Mean
sustainable	Female	166	3.4719	.68869	.05345
	Male	218	33486	.74279	.05031

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means						
								95% Confidence Interval of the Difference	
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Equal variances assumed	.419	.518	1.662	382	.097	.12326	.07416	-.02255	.26908
Equal variances not assumed			L679	367.515	.094	.12326	.07340	-.02108	.26761

Hypothesis 40

H40o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding sustainable tourism development when classified by education level.

H40a: There are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding sustainable tourism development when classified by education level.

Table 5.2.1.40 One-Way ANOVA for Hypothesis 40

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.466	2	2.233	4.364	.013
Within Groups	194.950	381	.512		
Total	199.416	383			

As Table 5.2.1.40 explains, the significance value is 0.013<0.05, which is less than 0.05, showing that when the significance level is at 0.05, the null hypothesis is rejected. Therefore, there are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding sustainable tourism development when classified by education level.

Hypothesis 41

1141o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding sustainable tourism development when classified by income level.

H41 a: There are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding sustainable tourism development when classified by income level.

Table 5.2.1.41 One-Way ANOVA for Hypothesis 41

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	10.564	3	3.521	7.085	.000
Within Groups	188.853	380	.497		
Total	199.416	383			

As Table 5.2.1.41 shows, the significance value is 0.000<0.05, which is less than 0.05, illustrating that when the significant level is at 0.05, the null hypothesis is rejected. Therefore, there are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding sustainable tourism development when classified by income level.

Hypothesis 42

1142o: There is no difference among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding sustainable tourism development when classified by motivation behind traveling.

H42a: There are differences among tourists in their evaluations of koh samui and its surrounding islands as a tourist destination regarding sustainable tourism development when classified by motivation behind traveling.

Table 5.2.1.42 One-Way ANOVA for Hypothesis 42

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.777	3	2.592	5.140	.002
Within Groups	191.639	380	.504		
Total	199.416	383			

As Table 5.2.1.42 explains, the significance value is 0.002<0.05, which is less than 0.05, showing that when the significant level is 0.05, the null hypothesis is rejected. Therefore, there are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding sustainable tourism development when classified by motivation behind traveling.

5.3 Discussion of Statistical Finding Result

Table 5.3.1 summarizes the mean score rating and standard deviation of tourists' evaluations regarding transportation, accommodation, restaurants and food, main tourist attractions, tourist activities, and sustainable development.

As demonstrated by Table 5.3.1, the item main tourist attractions' has the top mean score among the tourists evaluations (3.8737), tourist activities (3.7161), accommodation (3.7026), transportation (3.6910), tourist facilities (3.6328), restaurants and food (3.6224), sustainable development 3.4019.

Table 5.3.1- Mean Score Rating and Standard Deviation of Evaluation

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Q7	384	2	5	3.78	.781
Q8	384	2	5	3.61	.750
Q9	384	1	5	3.68	.830
Q10	384	2	5	3.97	.778
Q11	384	1	5	3.76	.783
Q12	384	1	5	3.66	.890
Q13	384	2	5	3.48	.788
Q14	384	2	5	3.64	.795
Q15	384	2	5	3.61	.916
Q16	384	2	5	3.67	.804
Q17	384	2	5	3.80	.798
Q18	384	2	5	3.59	.752
Q19	384	2	5	3.50	.824
Q20	384	2	5	3.71	.676
Q21	384	2	5	3.69	.626
Q22	384	2	5	3.59	.783
Q23	384	1	5	3.49	.792
Q24	384	2	5	3.93	.857
Q25	384	1	5	3.82	.893
Q26	384	1	5	3.84	.932
Q27	384	1	5	3.59	.935
Q28	384	2	5	3.78	.839
Q29	384	1	5	3.27	.969
Q30	384	1	5	3.16	.973
transportation	384	2.67	5.00	3.6910	.63911
accommodation	384	2.40	5.00	3.7026	.58581
facilities	384	2.60	4.80	3.6328	.56408
food	384	2.50	4.75	3.6224	.48910
attraction	384	2.50	5.00	3.8737	.71010
activities	384	2.00	5.00	3.7161	.78508
sustainable	384	1.67	5.00	3.4019	.72157
Valid N (listwise)	384				

5.4 Data Analysis of Tourist Preferences

Table 5.4.1- Respondents' Preferred Means of Transportation to Koh Samui

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	225	58.6	58.6	58.6
	2	112	29.2	29.2	87.8
	3	47	12.2	12.2	100.0
	Total	384	100.0	100.0	

1) Flying directly to Koh Samui
2) Surface transportation to Surat Thani and ferry crossing to Koh Samui
3) Visiting Koh Tao first and ferry connecting to Koh Samui

As Table 5.4.1 indicates, most respondents prefer flying directly to Koh Samui. Almost 225 respondents chose this mean of transport to visit the destination, totaling 58.6% of the 384 respondents. The second most popular choice from is surface transportation to Surat Thani then taking the ferry to cross over to Koh Samui with112 respondents making this choice (29.2%). 47 respondents chose to visit Koh Tao first and then take the ferry to Koh Samui.

Table 5.4.2- Respondents' Preferred Type of Accommodation in Koh Samui

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Guest house	63	16.4	16.4	16.4
	Budget hotel	166	43.2	43.2	59.6
	Luxury Hotel	100	26.0	26.0	85.7
	Others	55	14.3	14.3	100.0
	Total	384	100.0	100.0	

As Table 5.4.2 shows, 43.2% (166) of the respondents prefer to reside in budget hotels. The second choice is luxury hotels 26.0% (100). Also 16.4% (63) respondents chose guest houses, and 55 respondents mentioned that they chose to rent a house on a monthly basis for spending their holiday.

Table 5.4.3- Respondents' Preferred Cuisine

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	174	45.3	45.3	45.3
	2	162	42.2	42.2	87.5
	3	44	11.5	11.5	99.0
	4	4	1.0	1.0	100.0
	Total	384	100.0	100.0	

As Table 5.4.3 explains, 45.3% (174) of the respondents prefer sea food. 162 of the respondents (42.2%) favor testing local Thai food or would like to have Thai food. 11.5% (44) prefer European cuisine. Only few respondents 1% (4) would like to have Japanese food on the islands.

Table 5.4.4- Respondents' Preferred Activities

Activities	Snorkeling	Scuba diving	surfing	boating	Go-Cart racing	Thai boxing	Buffalo fighting	Shooting	hiking	Jet Ski
Total	254	202	71	157	82	51	48	24	25	34

As Table 5.4.4 shows, the most popular activities are snorkeling (254, 66%), followed by scuba diving (202, 53%), boating and fishing (157, 41%), go-cart racing (82, 21%), surfing (71,18%), Thai boxing (51, 13%), buffalo fighting (48, 13%), respondents specify jet ski (34, 9%), hiking (25, 7%), shooting (24, 6%).

Table 5.4.5- Respondents' Preferred Attraction

Attraction	Koh Tao	Koh Nang-Yuan	Koh Pha-ngan	Full Moon party	Big Buddha	Monkey trading school	Beach club	Namuang waterfall	Butterfly garden
Total	198	120	247	258	90	54	148	90	25

As Table 5.4.5 shows that most respondents prefer to join full moon party (258, 67%). The second most popular attraction is Koh Pha Ngan (64, 247), following by Koh Tao (198, 52%), beach club (148, 39%), Koh Nang Yuan (120, 31%), Bing Buddha temple (90, 23%), Namuang waterfall (90, 23%), monkey training school (54, 14%), and the butterfly garden (25, 7%).

5.5 Findings form Additional Interviews

5.5.1 Tourism Operators

1: Mr. Somkid, Thai, age 39, manager of a travel agency, aired his opinion that Koh Samui and its surrounding islands could be considered as an excellent combined tourist destination. Koh Samui offers a variety of tourism products—beautiful sun and sea; cultural and festival activities; Buddhist temples and Buddhist ways of life. Koh Pha-gnan, Koh Tao, and Koh Nang-Yuan offered diving sites, as well as the famous Full-moon parties.

2: Mr. Namphu, Thai, age 43 years old, manager of a beach bar, explained that his bar was established more than 10 years ago. He is a local resident on Koh Samui. From the starting of his bar, he welcomed a lot of worldwide tourists and he also got some visitors coming back to visit Koh Samui and made friends with those loyal visitors of Koh samui. He concluded that Koh Samui has gained quite good acceptance among international and local tourists as a destination.

3: Ms. Tylor, Australian, age 30 years old, a hotel manager, mentioned that during the high season at Koh Samui and its surrounding islands (December —February every year), most tourists come for full moon parties and holidays, but this year, the number of tourists compared with last year dropped greatly because of the rain. Most customers when they come to have a drink at the bar are very friendly, but there are still problems happening frequently

such as tourists not paying for their drinks. Most of the tourists like to live in those accommodations which are near or in the main tourist district such as bungalows. So, he concluded that there were a number of improvements to be made.

4: Mr. DeaYong, Korean, 33 years old, recommended that there are still more opportunities to make money, if the local government provided more opportunities for foreign and local businesses. The local operators have to operate their business in a more responsible way he said.

5.5.2 Local Residents

1: Ms. Kanya, a local girl of 20, commented that Koh Samui and the surrounding islands are very precious to the local people, providing job opportunities and accelerating economic and social development tremendously. On the other hand, she expressed concerns about littering and water pollution that could harm the tourism development of this particular destination.

2: Ms Nit, Thai, 35 years old, mentioned that when tourists come to visit the island, most of them just stay for holiday and then go back to their country, but some of them would like to stayed and spend their lives on the island. They would like to have a business there. So, many foreigners established restaurants and hotels, and really helped the economy of the island. There were some culture impacts, like foreigners marrying Thai women illegally.

3: Mr. Dong, Thai, 26 years old, explained that the island now was not sustainable anymore, because of the development of tourism. The island has changed from a natural attraction to be a man-made paradise. The land has been mostly used for hotel construction and tourism facilities without sustainable development, and the beach is not clean anymore, because of garbage on the beach side and hotel wastewater. He hopes the local government,

hotel managers and restaurant managers would show more responsibility for the island and that developers, visitors and resident would cooperate to protect the island.

4: Ms. Nok, Thai, 24 years old, said that the island just survived from the flood, most of the area was destroyed and needed to be repaired. She hopes the local government would focus on maintaining the island and when tourists came to spend their holidays, they should take care of it themselves as well and understand the conditions. She also hopes tourists would be responsible for their behaviors and protect the island together with the local.

5.5.3 Tourists

1: Mr. Tana a tourist from Bangkok and a young businessman about 30 years old, said that he often brought his relatives and friends, as well as business associates for holidays, and sometimes for incentive tours. He found that Koh Samui and the surrounding islands could be considered to be an excellent destination having something for everybody.

2: Ms Jang, Chinese, age 23, said that the transportation on the island was not so convenient for tourists, most of the tourist couldn't drive and ride motorbikes, when they were waiting for Songtaew they always lost their way because they did not know the direction and it is easy to get confused.

3: Mr Adam, American, age 27, recommended that, the local government or hotel operators should make some notice boards to show the way for tourists, because for the tourists for whom it might be the first trip on the island it might be difficult for them to try to get around places.

4: Mrs Emma, British, age 35 years old, said that traffic on Koh Samui was a mess, and driving on the island was very dangerous, everyone driving very fast and there is no traffic lights. The banking services and facilities on the island were not completed and not easy to

find. She also complained about local traders charging high prices for foreign tourists and suggested that there should be some authorities to control this pricing issue.

CHAPTER 6

SUMMARY, CONCLUSION AND RECOMMENDATIONS

This chapter consists of 4 sections. Section one is a summary of the demographic findings regarding the dependent variables (transportation, accommodation, tourist facilities, restaurants and food, main tourist attraction, tourist activities, sustainable development), the hypothesis t-testing, descriptive data about tourist preferences, and interviews. Section two includes recommendations to improve tourism development on Koh Samui and its surrounding islands. Section three makes recommendations for future studies. Section four concludes.

6.1 Summary of Findings

This study aims to investigate tourists' evaluations of Koh Samui and its surrounding islands as a destination in terms of transportation, accommodation, tourist facilities, restaurants and food, main tourist attraction, tourist activities, and sustainable development. The evaluations are based on the comparison of the demographics of the tourists including nationality, age, gender, education level, income level and motivation behind traveling.

The summary of the findings are as follows:

6.1.1 Summary of Finding for Demographics

As Table 6.1.1 explains, the major group of tourists comes from Asia (45.8%). Most of the respondents were in 18-25 years old, and 43.8% are males. This is the main group in this research, with the highest proportion of respondents (56.8%), most of the respondents hold a bachelor degree (48.2%). the respondents mostly range in the 20,001-50,000 baht per

month range, and 74.5% of the respondents had as their purpose to spend their holiday at Koh Samui and its surrounding islands.

Table 6.1.1.1 - Tourists Demographic Profile

Demographic	Highest proportion	Percentage
Nationality	Asian	45.8%
Age	18-25 years old	43.8%
Gender	Male	56.8%
Education Level	Bachelor degree	48.2%
Income Level	20,001-50.000 baht/month	29.2%
Motivation Behind Traveling	Holiday	74.5%

6.1.2 Summary of Findings for Tourists' Evaluations

The finding from the questionnaire was expressed in terms of agreement or disagreement, which could be interpreted as follows: 4.5-5 =Very Good; 3.5-4.4=Good; 2.5-3.4=Neutral; 1.5-2.4=Poor ; and Less than 1.5=Very Poor

Table 6.1.2.1 - Summary of Mean Score Rating and Standard Deviation of Variables

	N	Mean	Std.Deviation
Evaluation of transportation	384	3.6910	0.63911
Evaluation of Accommodation	384	3.7026	0.58581
Evaluation of Tourist facilities	384	3.6328	0.56408
Evaluation of Restaurants and food	384	3.6224	0.48910
Evaluation of Main tourist attraction	384	3.8737	0.71010
Evaluation of Tourist activities	384	3.7161	0.78508
Evaluation of Sustainable development	384	3.4019	0.72157
Valid N (listwise)	384		

The results of mean scores can explain the satisfaction level in the research objectives.

Based on the data above, it can be concluded that:

I. For transportation, the mean value is 3.6910 which can be interpreted as good.

2. For accommodation, the mean value is 3.7026 which can be interpreted as good.

3. For tourist facilities, the mean value is 3.6328 which can be interpreted as good.

4. For restaurants and food, the mean value is 3.6224 which can be interpreted as good.

5. For main tourist attractions, the mean value is 3.8737 which can be interpreted as good.

6. For tourist activities, the mean value is 3.7161 which can be interpreted as good.

7. For sustainable development, the mean value is 3.4019 which can be interpreted as good.

6.13 Summary of Hypothesis Result

Hypothesis	Sig.	Result	Regarding	Classified by
2,3	0.155,0.996	Accepted	Transportation	✓ Age V Gender
8,9,10,11	0.560,0.652, 0.459, 0.247	Accepted	Accommodation	V Age, V Gender V Education level, V Income level
13,14,16,17,18	0.734, 0.204, 0.570, 0.962, 0.843	Accepted	Tourist facilities	V Nationality, V Age, V Education level, V Income level, V Motivation behind traveling
19,22	0.096,0.090	Accepted	Restaurants and food	V Nationality, V Education level
26,27,28,30	0.321,0.721, 0.209, 0.546	Accepted	Main tourist attractions	V Age ✓ Gender V Education level, V Motivation behind traveling
33,34,35,36	0.987,0.256, 0.891, 0.947	Accepted	Tourist activities	V Gender V Education level, V Income level, V Motivation behind traveling
38,39	0.093,0.094	Accepted	Sustainable tourism development	V Age V Gender

(1)

Hypothesis	Sig.	Result	Regarding	Classified by
1,4,5,6	0.027, 0.038, 0.000, 0.049	Rejected	Transportation	✓ Nationality, ✓ Education level, ✓ Income level, ✓ Motivation behind traveling
7,12	0.029, 0.011	Rejected	Accommodation	✓ Nationality, ✓ Motivation behind traveling
15	0.030	Rejected	Tourist facilities	✓ Gender
20,21,23,24	0.000,0.002,0.042, 0.05	Rejected	Restaurants and food	✓ Age, ✓ Gender ✓ Income level, ✓ Motivation behind traveling
25,29	0.000, 0.000	Rejected	Main tourist attractions	✓ Nationality, ✓ Income level
31,32	0.000, 0.000	Rejected	Tourist activities	✓ Nationality, ✓ Age
37,40,41,42	0.000, 0.013, 0.000, 0.002	Rejected	Sustainable tourism development	✓ Nationality, ✓ Education level, ✓ Income level, ✓ Motivation behind traveling

(2)

In the hypotheses assume that there are no differences regarding transportation, accommodation, tourist facilities, restaurants and food, main tourist attractions, tourist activities and sustainable development when classified by nationality, age, gender, education level, income level and motivation behind traveling. When the results were accepted, the tested hypotheses could identify that there were no differences regarding the tested variables, when the results were rejected, the tested hypotheses could identify that there were differences regarding the tested variables.

The results from hypothesis testing can be summarized as follows:

There are no differences among tourists in their evaluation of Koh Samui and surrounding islands as a destination regarding transportation when classified by age, gender; accommodation when classified by age, gender, education level, and income level; tourist facilities when classified by nationality, age, education level, income level, and motivation behind traveling; restaurants and foods there is also no differences when classified by nationality, education level; main tourist attractions when classified by age, gender, education level, and motivation behinds travel; tourist activities when classified by gender, education

level, income level, and motivation behind traveling; sustainable tourism development when classified by age and gender there is no difference as well.

On the other hand, there are differences among tourists in their evaluations of Koh Samui and its surrounding islands as a tourist destination regarding transportation when classified by nationality, education level, and motivation behind traveling; accommodation when classified by nationality, and motivation behind traveling; tourist facilities when classified by gender; restaurants and foods when classified by age, gender, income level, and motivation behind traveling; main tourist attractions when classified by nationality and income level; tourist activities when classified by nationality and age; sustainable tourism development when classified by nationality, education level, income level, and motivation behind traveling.

6.1.4 Summary of Findings for Descriptive Data about Tourist Preferences

Table 6.1.4.1 - Tourist Preference Profile

Preferred means	Highest proportion	Percentage
Transportation	Flying directly	58.6%
Accommodation	Budget hotel	43.2%
Cuisine	Sea food	45.3%
Activities	Snorkeling	66%
Attractions	Koh Pha Ngan	67%

Based on the data from the 384 questionnaires, this part concerns itself with part three of the questionnaire. As the Table 6.1.3.1 shows, most tourists (58.6%) would like to fly directly to the island; a high proportion of them prefer to reside in budget hotel and 45.3% of the respondents liked sea food as their favorite food on the island_ The most popular activity

among respondents is Snorkeling (66%), and the top tourists' attraction is Koh Pha Ngan with 67% of the respondents agreeing on this choice.

6.1.5 Summary of Findings for Interviews

Finding from interviews can be summarized as follows:

1. Tourism operators see business potential in offering Koh Samui and its surrounding islands as a combined destination.

2. Local residents agree that tourism development on Koh Samui and its surrounding islands has brought about economic development, but they have also expressed concerns about environmental damages and social and cultural deterioration, such as full-moon parties, drugs and prostitution.

3. Most tourists have a positive opinion, showing appreciation for Koh Samui and its surrounding islands, but some complained about the excessive high prices charged to foreigners and inadequate banking and medical services.

6.2 Recommendations for Improving Tourism Development on Koh Samui

Based on the findings of this quantitative study, and personal interviews with tourism operators, residents, and selected tourists, the researcher would like to propose the following recommendations for improving tourism on Koh Samui and its surrounding islands:

1. Tourism operators, particularly restaurant operators and hotel or guesthouse operators should determine their main segments of tourists as their target market and make special efforts to serve these targets accordingly. For example, some luxury hotels could concentrate on serving the high-end tourists while guesthouse could concentrate on serving back-packers and budget tourists.

2. There should be a local tourist authority to ensure sustainable tourism development of the area, covering such issue as building more infrastructures, providing better public utilities (electricity and water), waste management, pollution control, and medical services.

3. Price charged to foreign tourists should be controlled as 'blood sucking' pricing may gradually drive tourists away.

4. Cultural heritage sites, such as temples, ancient shrines, and beautiful exotic spots, should be protected and preserved and modem construction overshadowing them not allowed.

5. Efforts should be made to suppress crimes and immoral behaviors, such as pick-pocketing, stealing, drugs, prostitution, nude sun-bathing, nude full-moon parties, etc. to make the destination safer and more decent, especially when seen through the prism of Buddhism.

6.3 Recommendations for Future Studies

This research focused on selected issues, and concerned itself with tourists' evaluations of Koh Samui and its surrounding island as a destination, and should be suggested by other states on similar islands so as to allow more general conclusions to be drawn.

The demographic elements considered nationality, age, gender, education level, income level, and motivation behind traveling, and focused on the evaluation on transportation, accommodation, tourist facilities, restaurants and food, main tourist attractions, and sustainable development, while filling this particular place may need to be repositioned or extended with regard to another topic on the island or other destinations.

Future studies could also look deeper into any of the issues raised by the evaluation factors and obtain more detail information about the destination. For example, regards special tourist preferences for various tourist activities.

6.4 Conclusion

The objective of this research was to investigate tourists' evaluations of Koh Samui and its surrounding islands as a destination in terms of transportation, accommodation, and tourist facilities, restaurants and food, main tourist attraction, tourist activities, and sustainable development of the island. This research also sought to measure whether there are differences when tourists evaluate the destination in terms of transportation, accommodation, tourist facilities, restaurants and food, main tourist attraction, tourist activities, and sustainable development of the island. The findings explain that the transportation, accommodation, tourist facilities, restaurants and food, main tourist attractions, tourist activities, and sustainable development of the island are in general considered as good by tourists regardless of their demographics (nationality, age, gender, education level, income level and motivation behind traveling).

In terms of further development, developers and the local government should focus on balancing the environment, while also protecting the economic development, and should maintain its facilities as well. Most importantly, tourists and tourist operators should be more responsible in their use of Koh Samui and its surrounding islands in order to make this destination lasting and sustainable. The government should adopt appropriate strategies to control the tourism development and protect the environment of Koh Samui. Those new strategies should focus on the protection of the social and cultural environments and the natural settings and promote clear principles to guide the local people and tourists.

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APPENDIX A

ASSUMPTION UNIVERSITY OF THAILAND
BROTHERS of S1 GABRIEL
LABOR VINCIT OMNIA
SINCE1969
มหาวิทยาลัยอัสสัมชัญ

Questionnaire

Dear respondent:

This questionnaire is constructed as part of a thesis entitled "Tourists' evaluation of Koh Samui and its surrounding islands as a tourist destination". The data will be part of my thesis for a Master Degree in Tourism Management at Assumption University (Bangkok, Thailand). Please kindly respond to the following questionnaire. The information obtained will be only used for study purpose and your full cooperation in responding would be highly appreciated.

Thank you for your kindly cooperating.

Part One: Demographic and Social Characteristics

1. What is your nationality?

❑ Asian ☐ European ☐ American ☐ others (Please specify) _____

2. Age

❑ Under 18 ☐ 18-25years old ☐ 26-35 years old

☐ 36-50 years old ☐ Over 50 years old

3. Gender

❑ Female ☐ Male

4. Educational level

❑ High school or lower ☐ Bachelor degree ☐ Master degree or higher

5. Income /monthly

❑ Below 10,000 baht /month D 10,000-20,000 baht / month

❑ 20,001- 50,000 baht / month ❑ Above 50,000 baht / month

6. What is your purpose of this trip?

☐ Holiday D Business 0 Research 0 Others

Part Two: Please kindly evaluate the level of tourism facilities and service quality of Koh Samui and surrounding islands based on your perception, and based on the following criteria:

5= Strongly Agree 4=Agree 3=Neutral 2=Disagree 1= Strongly Disagree

Tourism condition and service quality in Koh **Samui** and Surround islands	Evaluation scale				
	5	4	3	2	1
7. Transportation to Koh Samui is convenient.					
8. Transportation around Koh Samui for sightseeing is convenient.					
9. Transportation to surrounding islands of Koh Samui is convenient.					
10. There are wide variety of accommodations on Koh Samui to choose from.					
11. The service quality of accommodation on Koh Samui and its surrounding islands is good					
12. The location of accommodation on Koh Samui and its surrounding islands is easy to find.					
13. The facilities of accommodation on Koh Samui and its surrounding islands are complete.					
14. Lodging in the accommodation of Koh Samui and its surrounding islands are safe.					
15. The communication facilities (telephone, internet, postal service) of Koh Samui and its surrounding islands are good.					
16. Banking service on Koh Samui and its surrounding islands are good.					
17. Shopping facilities on Koh Samui and its surrounding islands (availability of supermarkets and stores) are good.					
18. The availability of hospital and clinics on Koh Samui and its surrounding islands are good.					
19. Health and beauty shops in Koh Samui and its surrounding islands are available enough.					
20. There are variety of restaurants and food shops on Koh Samui and its surrounding islands to choose.					
21. Service quality of restaurants and food shops on Koh Samui and its surrounding islands are good enough.					

22. Decorations and ambiences of restaurants and food shops on Koh Samui and its surrounding islands are attractive.					
23. Food and beverages on Koh Samui and its surrounding islands are clean and hygienic.					
24. Beaches and bays on Koh Samui and its surrounding islands are attractive.					
25. Inland and mountain attractions on Koh Samui and its surrounding islands are beautiful.					
26. There are wide variety of tourist activities on Koh Samui and its surrounding islands (Snorkeling and Scuba diving, Surfing, boating and fishing, Go-Cart racing, Thai boxing, Buffalo fighting, Hiking, Shooting).					
27. Festival on Koh Samui and its surrounding islands are interesting.					
28. Tourism development on Koh samui and its surrounding islands creates economic opportunities for local people.					
29. Tourism development on Koh Samui and its surrounding islands preserves cultural and social life of local people.					
30. Large business enterprises (Hotels, Resorts, Restaurants, etc.) on Koh Samui and its surrounding islands demarcate social responsibility on their operation.					

Part Three: Specific preferences of tourists

I . What is your preferred means of transport to Koh Samui?

- Flying directly to Koh Samui

❑ Surface transport to Surat Thani and ferry crossing to Koh Samui

D Visiting Koh Tao first and ferry connecting to Koh Samui

2. What is your preferred type of accommodation in Koh Samui?

❑ Guest House ❑ Budget Hotel 0 Luxury Hotel

❑ Others (Please specify) _____

3. What is your preferred cuisine?

❑ Sea Foods ❑ Local Thai Cuisine ❑ European Cuisine

❑ Others (Please specify) _____

4. What is/are your preferred activities on and around Koh Samui? You may tick more than one.

D Snorkeling	☐ Scuba diving	☐ Surfing
• Boating and Fishing	D Go-Cart racing	☐ Thai boxing
D Buffalo fighting	D Hiking	D Shooting

D Others (Please specify) _____

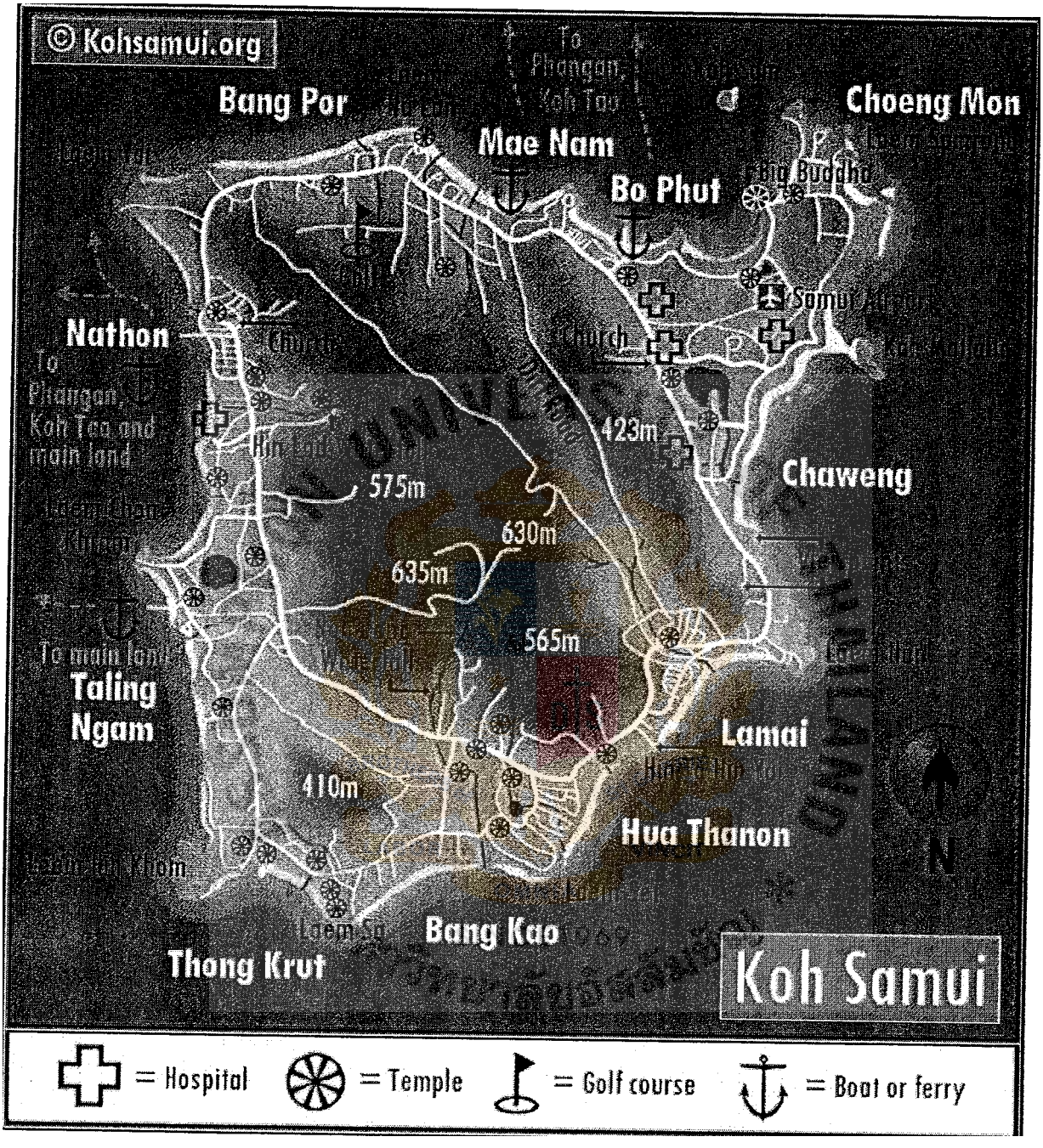
5. What are the attractions that interest you? You may tick more than one.

❑ Koh Tao	D Koh Pha Ngan	❑ Koh Nang Yuan
D Full Moon Party	D Big Buddha Temple	❑Monkey Training school
D Beach Club	Namuang Waterfall	☐Butterfly Garden

D Others (Please specify) _____

APPENDIX B

Mape of Koh Samui



APPENDIX C

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Asian	176	45.8	45.8	45.8
	European	131	34.1	34.1	79.9
	American	11	2.9	2.9	82.8
	Others	66	17.2	17.2	100.0
	Total	384	100.0	100.0	

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under 18 years	10	2.6	2.6	2.6
	18-25 years	168	43.8	43.8	46.4
	26-35 years	136	35.4	35.4	81.8
	36-50 years	44	11.5	11.5	93.2
	Over 50 years	26	6.8	6.8	100.0
	Total	384	100.0	100.0	

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	166	43.2	43.2	43.2
	2	218	56.8	56.8	100.0
	Total	384	100.0	100.0	

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High school or lower	58	15.1	15.1	15.1
	Bachelor degree	185	48.2	48.2	63.3
	Mater degree	141	36.7	36.7	100.0
	Total	384	100.0	100.0	

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	below 10,000	70	18.2	18.2	18.2
	10,000-20,000 baht	96	25.0	25.0	43.2
	20,001-50,000 baht	112	29.2	29.2	72.4
	above 50,000	106	27.6	27.6	100.0
	Total	384	100.0	100.0	

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Holiday	286	74.5	74.5	74.5
	Business	26	6.8	6.8	81.3
	Research	32	8.3	8.3	89.6
	Others	40	10.4	10.4	100.0
	Total	384	100.0	100.0	

		Frequency	Percent	Valid Percent	Cumulative Percent.
Valid	Holiday	286	74.5	74.5	74.5
	Business	26	6.8	6.8	81.3
	Research	32	8.3	8.3	89.6
	Others	40	10.4	10.4	100.0
	Total	384	100.0	100.0	

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.719	3	1.240	3.084	.027
Within Groups	152.721	380	.402		
Total	156.440	383			

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.716	4	.679	1.674	.155
Within Groups	153.724	379	.406		
Total	156.440	383			

Group Statistics

	Q3	N	Mean	Std. Deviation	Std. Error Mean
transportation	Female	166	3.6908	.61580	.04780
	Male	218	3.6911	.65771	.04455

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2tailed)	Mean Difference	Std. Error Difference	Lower	Upper
	Equal variances assumed	2.910	.089	-.006	382	.996	-.00037	.06592	-.12998	.12925
	Equal variances not assumed			-.006	366.104	.996	-.00037	.06534	-.12885	.12811

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.670	2	1.335	3.308	.038
Within Groups	153.770	381	.404		
Total	156.440	383			

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.563	3	2.521	6.435	.000
Within Groups	148.877	380	.392		
Total	156.440	383			

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.199	3	1.066	2.644	.049
Within Groups	153.241	380	.403		
Total	156.440	383			

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.075	3	1.025	3.035	.029
Within Groups	128.362	380	.338		
Total	131.437	383			

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.029	4	.257	.748	.560
Within Groups	130.408	379	.344		
Total	131.437	383			

Group Statistics

	Q3	N	Mean	Std. Deviation	Std. Error Mean
accommodation	Female	166	3.7181	.59210	.04596
	Male	218	3.6908	.58207	.03942

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					
								95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
	Equal variances assumed	.066	.798	.451	382	.652	.02725	.06041	-.09153	.14602
	Equal variances not assumed			.450	352.182	.653	.02725	.06055	-.09184	.14633

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.536	2	.268	.780	.459
Within Groups	130.902	381	.344		
Total	131.437	383			

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.422	3	.474	1.385	.247
Within Groups	130.016	380	.342		
Total	131.437	383			

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.773	3	1.258	3.743	.011
Within Groups	127.665	380	.336		
Total	131.437	383			

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.410	3	.137	.427	.734
Within Groups	121.457	380	.320		
Total	121.867	383			

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.889	4	.472	1.492	.204
Within Groups	119.978	379	.317		
Total	121.867	383			

Group Statistics

	Q3	N	Mean	Std. Deviation	SW. Error Mean
facilities	Female	166	3.5614	.56135	.04357
	Male	218	3.6872	.56137	.03802

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means						
								95% Confidence Interval of the Difference	
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Equal variances assumed	.094	.760	-2.174	382	.030	-.12571	.05783	-.23941	-.01201
Equal variances not assumed			-2.174	355.313	.030	-.12571	.05783	-.23943	-.01199

	Sum of Squares	df	Mean Square	F	Sig_
Between Groups	1.814	2	.907	2.879	.057
Within Groups	120.052	381	.315		
Total	121.867	383			

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.093	3	.031	.097	.962
Within Groups	121.773	380	.320		
Total	121.867	383			

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.515	3	.505	2.130	.096
Within Groups	90.107	380	.237		
Total	91.622	383			

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.017	4	1.504	6.660	.000
Within Groups	85.605	379	.226		
Total	91.622	383			

Group Statistics

	Q3	N	Mean	Std. Deviation	Std. Error Mean
food	Female	166	3.7108	.51047	.03962
	Male	218	3.5550	.46211	.03130

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means						
								95% Confidence Interval of the Difference	
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Equal variances assumed	.440	.508	3.128	382	.002	.15580	.04982	.05785	.25374
Equal variances not assumed			3.086	335.764	.002	.15580	.05049	.05648	.25512

	Sum of Squares	df	Mean Square	F	Sig.

Between Groups	1.153	2	.577	2.428	.090
Within Groups	90.469	381	.237		
Total	91.622	383			

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.951	3	.650	2.756	.042
Within Groups	89.672	380	.236		
Total	91.622	383			

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.024	3	1.008	4.323	.005
Within Groups	88.599	380	.233		
Total	91.622	383			

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	12.842	3	4.281	9.023	.000
Within Groups	180.282	380	.474		
Total	193.124	383			

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.365	4	.591	1.175	.321
Within Groups	190.759	379	.503		
Total	193.124	383			

Group Statistics

	Q3	N	Mean	Std. Deviation	Std. Error Mean
attraction	Female	166	3.8886	.77141	.05987
	Male	218	3.8624	.66121	.04478

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means						
								95% Confidence Interval of the Difference	
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Equal variances assumed	3.844	.051	.357	382	.721	.02617	.07323	-.11782	.17016
Equal variances not assumed			.350	324.122	.727	.02617	.07477	-.12092	.17326

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.581	2	.790	1.572	.209
Within Groups	191.544	381	.503		
Total	193.124	383			

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	8.846	3	2.949	6.081	.000
Within Groups	184.278	380	.485		
Total	193.124	383			

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.078	3	.359	.711	.546
Within Groups	192.046	380	.505		
Total	193.124	383			

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	17.838	3	5.946	10.354	.000
Within Groups	218.222	380	.574		
Total	236.060	383			

	Sum of Squares	df	Mean Square	F	Sig.

Between Groups		19.998	4	5.000	8.770	.000
Within Groups		216.062	379	.570		
Total		236.060	383			

Group Statistics

	Q3	N	Mean	Std. Deviation	Std. Error Mean
activities	Female	166	3.7169	.84636	.06569
	Male	218	3.7156	.73700	.04992

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
activities	Equal variances assumed	8.199	.004	.016	382	.987	.00127	.08098	-.15795	.16049
	Equal variances not assumed			.015	327.524	.988	.00127	.08250	-.16103	.16357

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.682	2	.841	1.367	.256
Within Groups	234.378	381	.615		
Total	236.060	383			

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.387	3	.129	.208	.891
Within Groups	235.673	380	.620		
Total	236.060	383			

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.227	3	.076	.122	.947
Within Groups	235.833	380	.621		
Total	236.060	383			

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	26.391	3	8.797	19.320	.000
Within Groups	173.025	380	.455		
Total	199.416	383			

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.141	4	1.035	2.009	.093
Within Groups	195.276	379	.515		
Total	199.416	383			

Group Statistics

	Q3	N	Mean	Std. Deviation	Std. Error Mean
sustainable	Female	166	3.4719	.68869	.05345
	Male	218	3.3486	.74279	.05031

Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means						
								95% Confidence Interval of the Difference	
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std Error Difference	Lower	Upper
Equal variances assumed	.419	.518	1.662	382	.097	.12326	.07416	-.02255	.26908
Equal variances not assumed			1.679	367.515	.094	.12326	.07340	-.02108	.26761

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.466	2	2.233	4.364	.013
Within Groups	194.950	381	.512		
Total	199.416	383			

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	10.564	3	3.521	7.085	.000
Within Groups	188.853	380	.497		
Total	199.416	383			

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.777	3	2.592	5.140	.002
Within Groups	191.639	380	.504		
Total	199.416	383			