



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

by

MR. SIRICHAI PAJITROJANA

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

Master of Arts in Tourism Management

Graduate School of Business  
Assumption University  
Bangkok, Thailand

August 2004

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## ACCEPTANCE

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



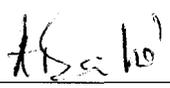
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Graduate School of Tourism Management

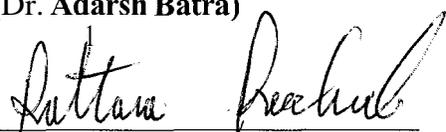
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## ABSTRACT

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

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

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

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

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

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

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

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

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

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



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# CHAPTER 1

## INTRODUCTION

### 1.1 Overview

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

During the past two decades, adventure tourism has become popular in Thailand, it plays increasing important role for the kingdom economic. According to the important role of adventure tourism, it persuades researchers to pay increasing attention to the impact of adventure tourism. The principle reason for this attention is that the perception of residents toward the impact of adventure tourism are likely\* to be important planning and policy consideration for the successful development, marketing and operation of existing and future adventure tourism programs and projects. 969

#### 1.1.1 Tourism in Thailand

Thailand is a Southeast Asian, predominantly Buddhist kingdom almost equidistant between India and China. For century known by outsiders as Siam, Thailand has been something of a Southeast Asian migratory, cultural and religious crossroads. With an area of some 514,000 square kilometers and a population of some 57 million. Thailand is approximately the same size France (AT, 000). Thailand shares borders with Myanmar to the west and

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

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

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

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

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

#### 1.1.2 Pattaya: A Major Tourist Destination hit Thailand

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

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

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

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

### 1.1.3 Pattaya's Tourism Statistic

Table 1-1: Domestic Tourism in Pattaya

Type of Data	Jan.-Dec.		
	2002	2001 I	Δ (%)
Visitor	4,184,423	3,857,650	+8.47
Thai	1,305,598	1,177,762	+10.85
<u>Foreigners</u>	<u>2,878,825</u>	<u>2,679,888</u>	+7.47
Tourist	3,890,509	3,595,764	+8.20
Thai	1,075,964	976,526	+10.18
<u>Foreigners</u>	<u>2,814,545</u>	<u>2,619,238</u>	+7.46
Excursionist	293,914	261,886	+12.23
Thai	229,634	201,236 I	+14.11
<u>Foreigners</u>	<u>64,280</u>	<u>60,650 I</u>	+5.99
Average Length of Stay (Day)	3.64	3.69	
Thai	2.15	2.15	
Foreigners	4.2	4.27	
Average Expenditure (Baht/Person/Day)			
Visitor	2,813.03	2,824.61	-0.41
Thai	357.55	2,342.35	+0.65
<u>Foreigners</u>	<u>3,019.59</u>	<u>3,036.56</u>	-0.56
Tourist	2,906.45	2,914.69	-0.28
Thai	2,543.95	2,588.53	+1.01
<u>Foreigners</u>	<u>3,045.07</u>	<u>3,062.40</u>	-0.57
Excursionist	1,576.34	1,587.74	-0.72
Thai	1,484.11	1,487.45	-0.22
<u>Foreigners</u>	<u>1,905.87</u>	<u>1,920.53</u>	-0.76
Revenue (Million Baht)			
Visitor	42,392.44	39,953.76	+6.10
Thai	6,218.78	5,587.03	+11.31 I
<u>Foreigners</u>	<u>36,173.66</u>	<u>34,366.73</u>	+5.26 I
<b>Accommodation Establishments</b>			
Establishments	242 I	236 I	+2.54
I Rooms	24,648 I	23,930	+2.87 I
I Occupancy Rate (%)	61.08 I	59.44	+1.64 I
I Average Length of Stay (Day)	3.00 I	3.14	
I Number of Guest Arrivals	3,604,542 I	3,331,771	+8.19
I Thai	799,862 I	720,641	+11.04
I Foreigners	2,804,680	2,611,407	+7.40

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

From the table, in year 2002 the visitors who visited Pattaya were 4,184,423 and visitors who visited Pattaya in year 2001 were 3,857,630. The numbers of visitors had increased by 8.47 % from year 2001 to year 2002. Tourists who visited Pattaya in year 2002 were 3,890,509 and tourists who visited Pattaya in year 2001 were 3,595,764. The numbers of tourists had increased by 8.20 %. In year 2002, the excursionists who visited Pattaya were 293,914 and in year 2001 the numbers of Pattaya's excursionists were 261,886 person, it had increased by 12.23 % from year 2001 to 2002.

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

In year 2002, the average expenditure of one visitor in Pattaya was 2,813.03 Bahts per day and the average expenditure of one visitor in Pattaya in year 2001 was 2,824.61 Bahts per day. The average expenditure of one visitor in Pattaya had decreased 0.41 Baht. The average expenditure of one tourist in year 2002 was 2,906.45 Bahts per day and in year 2001, the average expenditure of one tourist was 2,914.69 Bahts per day, the percent changed was decreased 0.28 %. In year 2002, the average expenditure of one excursionist was 1,576.34 Bahts per day and the average expenditure of one excursionist in Pattaya in year 2001 was 1,587.74 Bahts per day. The average expenditure of one excursionist in Pattaya had decreased 0.72 %.

In 2002, the revenue from visitors who visited Pattaya was 42,392.44 million Bahts and the revenue from visitors who visited Pattaya in year 2001 were 39,953.76 million Bahts. The revenue from visitors who visited Pattaya had increased 6.10 %.

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

#### 1.1.4 Adventure Tourism

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

Since the late 1970s, literature reviews regarding travel and tourism marketing have faced new and increasing challenges arising from socio-demographic changes, such as increased spending power per capita and greater leisure time. A discerning public with greater travel experience has benefited from convenient and cheaper transportation and advanced technology (Chan 8: Singh, 1995; Jefferson, 1995; Edgell, 1996). This resulted in substantial changes in travel and leisure demands, and in the patterns of international travels market in the 1990s (Hail & Weiler, 1992; McCarville & Smale, 1993; Tourism Canada, 1995). We have witnessed dramatic growth in specific tourism segments such as 'ecotourism' (Chan 8: Lowman, 1994), 'wellness tourism' (Whelan 1991), and 'special interest tourism' (Wright 1997) to cater for today's sophisticated travelers with "the means and the will to travel" (Jefferson, 1995). While travel costs remain a significant determinant in making travel decisions,

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

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

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

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

#### 1.1.5 Classification of Adventure Sports

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

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

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

Table 1-2:Classification of Adventure Sports

LAND BASED	WATER BASED	AERO BASED
Rock Climbing	Kayaking	Para Sailing
Trekking	Canoeing	Para Gliding
Hiking	Skiing	Ballooning
Heli Skiing		Hang Gliding
Motor Rallying	Snorkeling	Sky Diving
SAFARI	Scuba Diving	Parachuting
Bicycling	Railing	Light Aircraft

*Gupta and Kasbekar, Tourism in Pattaya, 1995 p 152*

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

#### L1.6 Adventure Sports Facilities and Types of Adventure Sports in Pattaya

##### LAND BASED \*

- GO – KARTS: Go – Karts are available at the 400 and 700-metre track Pattaya Kart Speedway, at Mini Siam, and the 1,100-metre track at K.R. Go – Kart Grand Prix. In year 2002, the number of tourists who visited GO —KART was 63,833 person. ( AT, 2002)
- SHOOTING: A handgun and rifle range with 19 fully equipped and air-conditioned galleries is open daily at Tiffany's on Pattaya 2 road and Pattaya shooting club.

## 45923

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

- **PAINI BALL WAR GAMES:** Are available in an arena at Pattaya Cart Speed way on Thep Prasit Road.

### AERO BASED

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

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

### WATER BASED

**WINDSURFING:** Jomtien Beach is the major center for windsurfing.

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

**SAILING:** The mo popular rentals are Lasers, Prindles and Hobie Cats. Sailing is 'ear round sport in Pattaya's ,r. Visitors wishing

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

**WATER SKIING:** The most popular venues are the northern and southern parts of Pattaya Beach, Jomtien Beach and Koh Larn. Freshwater water – skiing is available at Lakeland Cable Water Ski at Kilometer 150.5 on Sukhumvit Highway. Open daily from 10 a.m. to 6 p.m. Admission fees: 300 baht per person (for around 2 hours). Restaurant services available.

**GAMEFISHING** many operators organize Expeditions. Waters surrounding Manwichai, Rim and Kram Islands are popular for the pursuit of marlin, king mackerel, barracuda and other Gulf denizens.

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

Source: (TAT Central Region Office Report 3, 2000)

### 1.1.7 Impact of Adventure Tourism Particularly in Environment, Economic and Social

Adventure tourism can create impact on residents in the environment, economically and socially. It also creates both positive and negative impacts. The following are the positive and negative impacts that occur by adventure tourism activities.

(Positive impact)

ENVIRONMENT	ECONOMIC	SOCIAL
Improved interpretation of the environment and culture	Increase business opportunity with growing market potential	Increased interaction with people
Return to nature	• Profitability	• Increased local pride
• Carefree, "blown away" setting	• Satisfied, repeat customers	• Educational opportunities
interaction with environment/people	• Creation of new facilities	• Extended experience

(Negative impact)

ENVIRONMENT	ECONOMIC	SOCIAL
Environmental damage	• Leakage	Social dislocation
• Disturb wild life	• Localized inflation	• Potential crime
• Destruction of heritage	• Real estate speculation	Chance community structure

Source: Mathieson and Wall (1982)

## 1.2 State of Problem

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

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

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

On the purpose of getting reliable information, this study is for answering the question, "What is the perception of Residents in Pattaya about the impacts of adventure tourism development in Pattaya?"

### 1.3 Research Objectives

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

1. To find out what the residents think about the economic, social and environmental impact of adventure tourism development in Pattaya.

2. To find out what different thoughts between the residents who work and who do not work in adventure tourism business.

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

### 1.4 Scope of the Research

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

### 1.5 Limitation of the Study

- Difficult to estimate the numbers of adventure tourists due to lack of data/information by business and tour operators.

The limited size and distribution of the sample population (50), because of time and money constraints.

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

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

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

#### 1.6 Significance of the Study

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

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

In the study of adventure tourism, the problems and negative consequences are found. To deal with such problems, it seeks to give tour

and tourism related businesses suggestions and recommendation on how

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

### 1.7 Definition of Terms

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

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

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

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

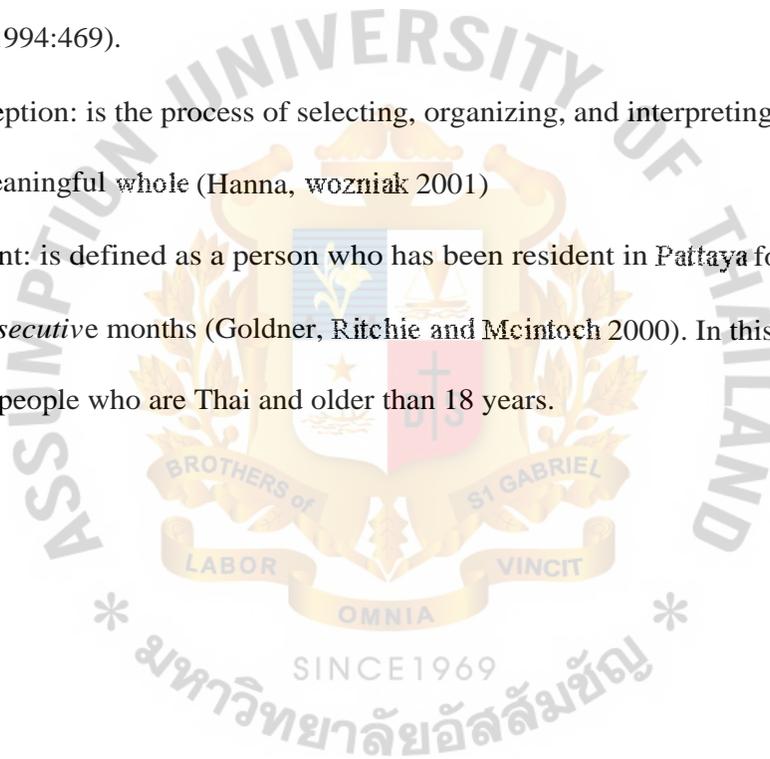
Adventure tourism: is defined as a variety of self-initiated activities utilizing an interaction with the natural environment, that contain elements of real or apparent danger, in which the outcome, while uncertain, can be controlled by the participant and circumstance (Ewert, 1

**Attitude:** is defined as "a state of mind of the individual toward a value" (Allport 1966) and as "an enduring predisposition toward a particular aspect of one's environment" (McDougall, Munro 1987)

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

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

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



## CHAPTER 2

### LITERATURE REVIEW

#### Literature of the Residents' Perception toward Adventure Tourism Development

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

#### 2.1 Resident's demographic characteristic

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

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

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

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

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

2 **Occupation:** Nicholas and Piza (1996) indicated that the residents who work part or full time would have positive perception toward tourism industry than unemployed (e.g. housewives) or retired residents. In addition, the residents who have one or more family members who work in tourism industry will have a more optimistic attitude toward the industry than those who had no family members working in the tourism field.

**2.2 Perception:** Mitchell and Larson (1987) indicated that the process by which we interpret this sensory information and come to an understanding of the people around us is called person perception.

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

### 2.2.1 Exposure, Attention, and Sensation

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

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

Sensation refers to the responses of our sensory receptors (eye, mouth, nose, and touch) to environmental stimuli. The information from these receptors is sent to the brain via the nervous system.

## 2.1. Sensory Systems

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

Figure 2-1: The paradigm for perceiving



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

### Vision

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

### Smell

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

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

### **Sound**

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

### **Touch**

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

### 2.2.3 Input Variation: Effect on Sensation

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

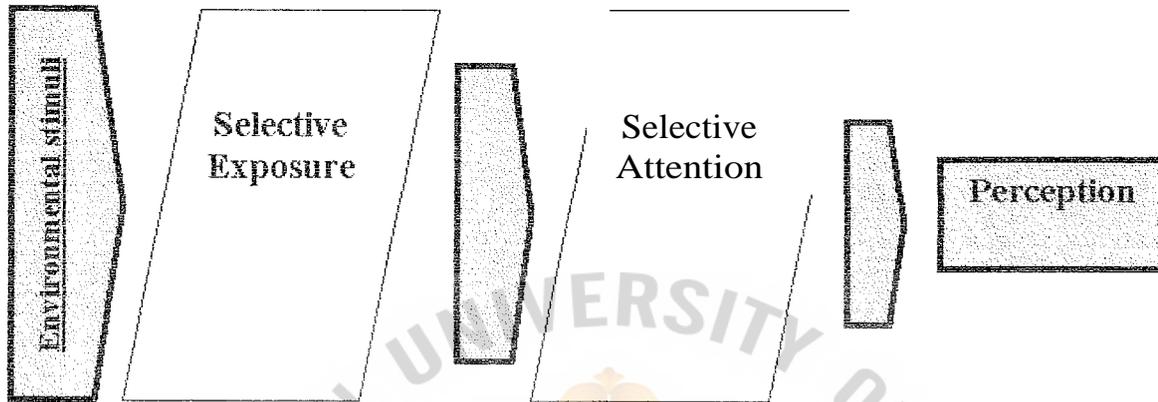
#### 2.2.4 Perceptual Selectivity

Each day, we are faced up to thousands of stimuli in the environment including people, events, and situations. On the other hand, it is beyond a person's capability interest to see everything there is to see, so we should screen out certain stimuli. Selectivity is of great concern to sender, who attempts to be in touch with their target audiences and surmount such blocking of information.

#### Selective Perception and Selective Attention

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

Figure \_\_\_ Per



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

#### 7.5 The Person Perceived

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

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

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

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

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

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

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

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

#### 1.1.6 The Perceiver

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

The second important set of variables involves the complexity with which we characteristically describe others. Some individuals use rather physical labels to describe people (e.g., tall, dark, and handsome), while others use personality traits that are always consistent, and are dependent upon only one central trait and untrustworthy Triandis (1987).

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

### 2.2.7 Perceiving the Causes of Behavior

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

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

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

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

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

### 2.3 Recreation

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

In addition, adventure travel as it is a form or a type of travel in which the perception (and often the reality) of heightened risk creates a special appeal to

certain segments of the travel market. For example, rafting, mountaineering, skiing and etc. (Goeldner, Ritchie and McIntosh, 2000).

## 2.4 Tourism Development

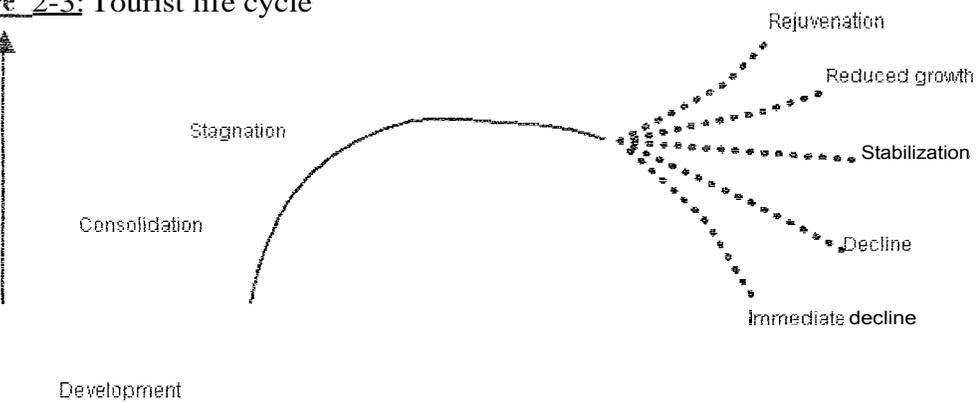
For the Tourism Development, in this study, it is used to make reference to Adventure Tourism Development. There are a number of models, and model variants, which purport to describe and explain the way in which tourism develops in a given region or destination area. The research focuses on a model of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

Butler's model (1980) recognized several stages of evolutionary development, namely, exploration, involvement, development, consolidation, stagnation, decline and rejuvenation. He described that the first stage, Exploration, is similar to over in the sense that initially all numbers of tourists who chose to visit a particular place. The stage of involvement starts when big numbers of tourists have arrived. The appearance of small facilities or

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

Finally, the early influx of tourists begins to level off and the destination enters the consolidation stage. If significant negative socio-culture and environment impacts occurred during the development stage, is in the consolidation stage that they begin to be recognized by large segments of the host society. As tourists slowly flow to the points, there is no growth in new arrivals; the destination enters the stagnation stage. One of two things has happened. Either physical capacity has been reached or tourist interest has declined. The destination now has two choices, that is, it can enter a stage of decline as tourists move to newer or more appealing destinations, or it can begin a period of rejuvenation. Rejuvenation can occur in two dissimilar ways. If the facilities constructed to accommodate tourist needs have reached capacity another round of development begin. If tourists are no longer interested initially, the product line may have to be changed. As illustrated in Figure 2-3,

**Figure 2-3: Tourist life cycle**



Source: Butler's model by Burton, 1995 p. 57

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

A product will face a period of slow growth, followed – if marketed properly – by a take-off period of rapid growth, and subsequently a period of stability. Unless product improvement occurs, if the appeal of the product will thereafter decline and sales will fall, and eventually the product will be taken off the market (Butler, 1991).

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

### 2.5 The Nature of Tourism Impacts

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

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

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

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

#### 2.5A Physical environment

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

#### 2.5.2 Society

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

structure. For example, population increasing or decreasing, composed of more ethnic group, what social customs are

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

### 2.5.3 Economy

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

### 2.6 Impacts from adventure tourism development

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

### 2.6.1 The physical environment impacts

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

#### 2.6.1.1 Impacts on the Natural Environment

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

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

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

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

The damage to coral reefs resulting from the contact of divers' flippers and the choking effect of disturbed sediment (Hamele, 1988). Tourism in the Pacific island States, reported that a large proportion of the coral and small fish life around the margins of boat jetties and hotel beaches has been killed due to excessive walking on coral reef beds by tourists at low tide (Milne, 1990). The action of motor boats, surf boards and yachts may also damage aquatic ecosystems, such as reef beds, while marinas built to house these craft can completely destroy, or degrade beyond repair, important mangrove and other lagoon habitats (Johnson, 1984).

Tourism may also effect in the selective removal, collection or killing of plants and animals, such as the collection and killing of marine animals for the souvenir trade, for example in the Indian Ocean and Pacific Islands (Milne, 1990). With marling on local ecology, increased disturbance of plant

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

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

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

Elsewhere sewage-related tourism problems are also well known. For example, localized marine pollution has been implicated in the degradation of

mangrove seagrass and coral reef ecosystems in Fiji (Lal, 1984). Similar effects have been observed in Jamaica, where sewage effluent has encouraged the growth of seaweed damaging the attractiveness of beaches and killing the coral reefs which protect the shorelines from erosion (Henry, 1988). Furthermore, the release, dumping or spillage of oil, petrol, inorganic and organic wastes from tourist boats may be the cause of water pollution occurrence (Hunter and Green, 1995).

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

Noise pollution occurred in the form of air and road transport, construction, "canned" music and others, is a very common problem for residents, tourists and wildlife (Hunter and Green, 1995). Tourists to the shark bay area of Western Australia have ranked noise pollution from

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

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

Tourism development overload may result in natural resources depletion. For example, the use of tropical hard wood tree species in building, water overused in the peak season or animal species overused for food. These make the residents in the destination area suffer in shortage of natural resources. In Goa and other southern Indian beach resorts, tourism has also taken valuable water supplies away from local communities (Tyler, 1989), similarly, a lack of adequate supplies of high quality drinking water for both tourists and residents in some Caribbean resorts (Holder, 1988). Shark Bay in Western Australia provides an example of a remote and fragile area suffering from over-fishing problems (Dowling 1991). Over-exploitation of wildlife may upset the local ecological balance so it is very important for there to be serious repercussions for the local human population.

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

From study of many researchers, it can be concluded that it does not necessarily always create the problems, it can also improve the environmental quality by offering preventive legislation to some areas. On the other hand, tourism development overload would generate environmental degradation. Tourism can also be credited with extending environmental appreciation (Mathieson and Wall, 1982). Tourism then has made people more knowledgeable about the environment. Nevertheless, overall, it is not difficult to come to the conclusion that tourism generally has a negative impact on the natural environment.

#### **2.6.1.2 Impacts on the built Environment**

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

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

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

at major heritage sites within the city. Other infrastructure can also be adversely affected.

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

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

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

### 2.6.2 Social impact

Social and culture impacts of tourism are the way in which tourism is contributing to changes in value system, individuals behavior, family relationship, collective lifestyles, moral conduct, creative expressions, traditional ceremonies and community organization" (Milman and Pizam 1988 :198).

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

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

Furthermore. Hall (1990) proposes a listing of socio-cultural costs and benefits that may affect tourism destination. The benefits are cultural development

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

### 2.6.3 Economic Impact

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

consumer spending per unit of initial visitors expenditure leakage will occur in the regional economy until little or no further re-spending is possible.

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

Tourism development produces higher prices for consumer goods more often than does other types of industrial development. In all cases, the amount of discretionary income in the hands of visitors. Travel, especially pleasure travel, is still a luxury good. The majority of people who travel only after

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

Tourism—related business can offset labor shortage problem and resulting wage inflation by importing labor, or by increasing the size of the labor pool. This scenario is more likely in areas subject to seasonal tourism. Workers can be hired only for the duration of the season, keeping labor costs low. On the other hand, business may not have to import labor if high levels of unemployment exist throughout the region or country. Tourism development can alter established employment patterns, with a labor shift from high employment rural areas to more densely populated tourism centers (Hudson and Town; 1992). This migration of labor increases supply and tends to keep labor costs low. Unfortunately, keeping labor costs low does not necessarily mean that other goods and services in the area remain moderately priced.

## 2.7 Empirical Studies (Past Studies)

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

**Table 2-1: Variables, Research Methods and Findings of Past Studies**

Authors	Title of the articles	Name of journals	Variables	Research methods	Findings
1. Attipoe	Developing Eco Tourism as a Source of Employment for the People of Sakumonon (Ghana)	Bachelor of Sciences of University of Ghana	Independent variables include gender, age, Level of education, marital status of residents and occupation. Dependent variables comprise of economic social and environment.	Simple descriptive statistical method, Percentage distribution	Residents have strong perception for tourism related jobs and also believe that tourism development in the area could create jobs for them.
s. Saranya	The Residents' Attitude Toward Tourism Development	Master of Business Administration of Assumption University Thesis	Independent variables include year of residence, age, Sex, education, birth place, household income, knowledge of tourism, occupation and economic depend on tourist. Dependent variables comprise social environment and overall impacts.	Descriptive statistics of frequency distribution, one way ANOVA, t-test and Pearson correlation	Resident who work related to the tourism industry have more positive attitude than resident who do not work related. a. hated with the industry
Metta	Residents' perception of Impact of Tourism Development on Natural and Built Environment on Koh Chang	Master of Arts in Tourism Management Assumption University Thesis	independent variables include age, gender, occupation, education and length of residency. Dependant variables comprise Of natural and built environment.	Descriptive statistics, t-test and ANOVA	In tourism level, it impacts on natural environment, there is no difference in residents' perception of tourism development impacts among demographic characteristics

From the bachelor of social sciences of University of Cape Coast thesis (June, 2002), title of the article is "Developing Eco Tourism as a Source of Employment for the People of Sakumonon Villa (Ghana)" (Attipoe, 2002). The independent variables including gender, age, level of education, marital status of respondents and current occupation status of respondents as independent

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

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

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

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

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

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

Findings of the study show that residents who received less income from tourism are less likely to contribute to reactive social and environmental conservation and held more positive attitudes toward its expanded development. Awareness

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

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

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

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

Finding of this study is, in tourism development impacts on natural environment, there is no difference in residents' perception of tourism development impacts among demographic characteristics. Although in their careers

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

## CHAPTER 3

### RESEARCH FRAMEWORK

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

#### 3.1 Theoretical framework

Social exchange theory was briefly mentioned by Perdue, Long and Allen (1990 as being an appropriate framework that explains resident's perceptions of tourism impacts. Pardue et al (2000) recognized exchange as a social characteristic that defines the touring encounter (that is the social interactions of travel) between hosts and guest. He suggests the encounter "may provide either an opportunity for rewarding and exploitation on the part of the host and, to suspicion and resentment on the part of the visitor;" (Perdue, Long and Allen 1990; 588). The notion of asymmetry supported by Pearce: "...that marked asymmetry of frequently, transitory contact with the opportunity for exploitation and action difficulties due to large cultural differences are the important elements shaping a negative host reaction to tourist" (1989 : 136). In addition, Matheson and Wall (1987 : 136) also describe the tendency for tourist host relationship to be unequal and unbalanced in character. However, not all asymmetric resident-tourist may he exchanges that favor the tourist. There are occasions when tourists may be taken advantage of due to their inadequate

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

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

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

much more closely related to personal benefits than are the perceived negative impacts" (0.594 and support for additional development was positively' related to personal benefits and to perceived positive acts.

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

Mathieson and Wall said in tourism development, it has created three impacts to the host community and those impacts comprise of economic, social/culture and physical environment. These are important variables in resident's perception.

### 3.2. Diagram of framework

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

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

Figure 3-1

Conceptual Framework

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

### 3.3 Definition of the variables

#### Independent Variables

Gender: the condition of being either male or female

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

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

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

Occupation: refer to our job or profession in temporary or regular employment.

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

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

#### Dependent Variables

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

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

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

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

### 3.4 Hypothesis Statements

There are 22 hypotheses developed from the research objectives of this

#### Hypothesis I

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

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

#### Hypothesis 2

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

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

### Hypothesis 3

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

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

### Hypothesis 4

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

Ha 4: The residents in Pattaya are not have no pos On  
toward the overall impacts o .tune tourismde"v'elopment  
comprises of economic, social and environmental impacts.

### Hypothesis 5

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

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

### Hypothesis 6

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

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

### Hypothesis 7

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

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

### Hypothesis 8

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

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

Hypothesis 9

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

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

**Hypothesis 10**

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

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

Hypothesis 11

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

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

Hypothesis

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

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

### Hypothesis 13

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

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

### Hypothesis 14

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

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

### Hypothesis 15

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

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

### Hypothesis 16

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

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

### Hypothesis 17

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

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

### Hypothesis 18

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

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

### Hypothesis

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

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

### Hypothesis 20

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

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

is 21

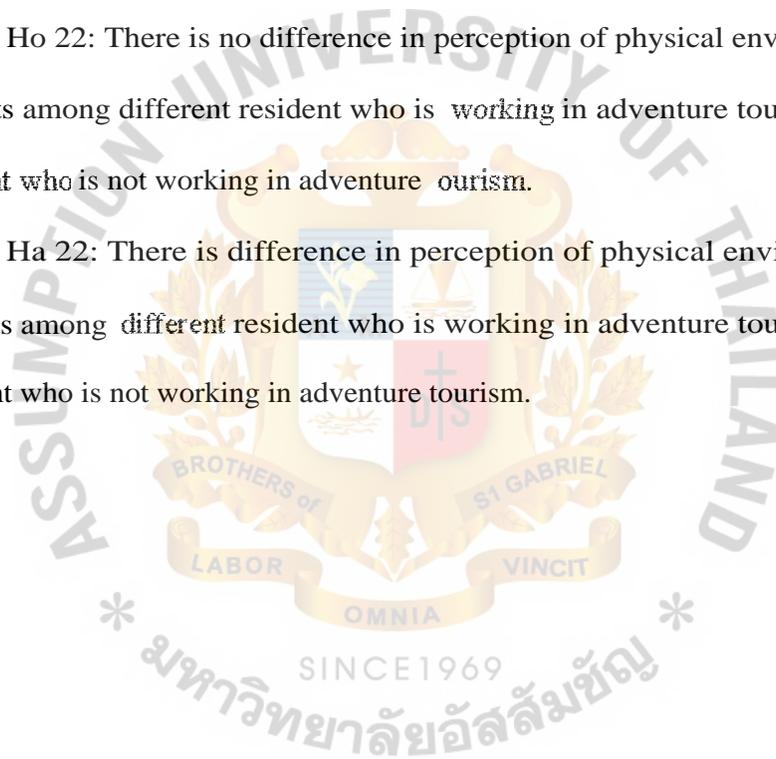
Ho 21: There is no difference in perception of physical environment impacts among different careers.

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

#### Hypothesis 22

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

Ha 22: There is difference in perception of physical environment impacts among different resident who is working in adventure tourism and resident who is not working in adventure tourism.



### 3.5 Operationalization of Variables

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

**Table 3-1: Operationalization of Dependent Variable**

Variables	Definition	Operationalization	Level of measure	Question number
Residents' attitudes towards Impact of adventure tourism development			merit	
1. Economic	Enough to give a good return for money effort out-laid.			
1.1 Investment	Amount of money that I invest in businesses	Level of respondent's Perception impacts of adventure tourism development and investment	Interval	1
1.2 Supports other businesses	Help other businesses in Pattaya	Level of respondent's perception toward impacts of adventure to in sm development and supports other businesses	Interval	2
1.3 Employment	Number of residents that employed in Pattaya	Level of respondents perception toward impacts of adventure tourism development and employment	interval	3
1.4 Residents income	Money received during a period as wages	Level of respondent's percep tion toward impacts of adventure tourism development and resident's inco	Interval	4
1.5 Jobs	Number of jobs Position	Level of respondent's perception toward impacts of adventure tourism development and I jobs.	Interval	5
1.6 Rejuvenate Pattaya's tourism Industry	Restore Pattava's tourism In.. us y	Level of respondent's perception toward impacts of adventure tourism development and rejuvenates Pattaya's tourism in	Interval	6

Variables	Definition	Upe rationalization	Level of Question I measure I number ment
12. Social/Culture	Living in an organized community Developed understanding of literature, art, music, etc		
2. 1 Culture	Developed understanding of literature, art, music, etc	Level of respondent's perception toward impacts of adventure tourism development and I culture	Interval
2.2 Family relation	Respondent's family I relation	I Level of respondent's perception toward impacts of adventure tourism development and family relation	Interval
2.5 Crime	Illegal acts	Level of respondent's perception toward impacts of adventure tourism development and I crime	I Interval 9
2.4 Drugs problems	Problems of drugs in Pattaya	Level of respondent's perception toward impacts of adventure tourism development and drugs problems	Interval 10
2.5 Standard level of living	Respondent's standard I level of living	Level of respondents perception toward I impacts of adventure tourism development and I standard level living	Interval 11
2.6 Local custom	I Usual way of behaving I or acting	Level of respondent's perception toward impacts of adventure tourism development and local custom	Interval 12
3.Environmental	I Surrounding ; natural I world		
3.1 Physical environment	Natural and built environment	Level of respondent's perception toward impacts of adventure tourism development and I physical environment	Interval 13
3.2 Infrastructure	I Subordinate parts forming the basis of an enterprise.	I Level of respondent's perception toward I impacts of adventure tourism development and infrastructure	I Interval 14
3.3 Pollution	I Make dirty or impure	I Level of respondent's perception toward I impacts of adventure tourism development and I nollution	Interval 15

Variables	Definition	Operationalization	Level of measurement	Question number
3.4 Historical sites	Impacts to historical sites in Pattaya	Level of respondent's perception toward impacts of adventure tourism development and historical sites	Interval	16
3.5 Animal life	impacts to animal life in Pattaya	Level of respondent's perception toward impact of adventure tourism development and animal life	Interval	17
3.6 Natural resources	Impacts to natural resources in Pattaya	Level of respondent's perception toward impacts of adventure tourism development and natural resources	Interval	18

**Table3-2: Operationalization of Independent Variables**

Variables	Definition	Operationalization	Level of measurement	Question number
Resident's (characteristics)				
1. Gender	Gender-identification of one person	Male or female		19
2. Age	Number of years calculating the life of one person	Duration of life specified to one person	Ordinal	20
3. Educational levels	Level of a persons EDrmal education	Persons highest educational level	Nominal	21
4. House holds average net monthly income	Income of respondent's family (monthly)	Net monthly income of respondent's family	Ordinal	
5. Occupation	Employment of one person	Career occupied by one person	Nominal	23
6. Resident's career relate with adventure tourism or not	Respondent's career relate or relate with adventure tourism	Re p ndent's career relate with adventure tourism or not	Nominal	24

## CHAPTER 4

### RESEARCH METHOD

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

#### Research Method:

##### 4.1 Sample Survey

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

##### 4.2 Sampling Plan

###### 4.2.1 Population Definition

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

population in this research is the local residents of Pattaya, those who are above 18 years old.

#### 4.2.2 Sampling Element

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

#### 4.2.3 Sampling Unit

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

#### 4.2A Non-Probability Sampling

For this research, the sample design is non-probability sampling. Non-Probability Sampling is a sampling technique in which units of the sample are selected on the basis of personal judgment or convenience. The samples in which population does not have any probabilities attached to their being chosen as sample subjects. Every element of the population does not have a known, non-zero probability. Under non-probability sampling, the researcher does not need to closely adhere to precise selection procedures to avoid arbitrary or biased selection elements (Zikmund, 1997).

In this research, the selection of element is carried out by the use of convenience sampling. Convenience sampling is a non-probability sampling procedure used to obtain those units or people who are conveniently available (Zikmund, 1997). Convenience sampling is appealing because it seems simple and meets all

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

#### 4.2.5 Sampling Size

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

Table 4.1: Sample sizes

SAMPLE SIZES USED IN MARKETING RESEARCH STUDIES		
Type of Study	Minimum Size	Typical Range
Problem identification research (e.g., market potential)	500	1,000-2,500
Problem solving research (e.g., pricing)	200	300-500
Product tests	200	300-500
Test marketing studies	200	300-500
TV/radio/print advertising (per commercial or ad tested)	150	200 -300
Test market audits	10 stores	10-20 stores
Focus groups	6 groups	10-15 groups

(Naresh Malhotra 1999)

#### 4.3 Research Instruments Structured Questionnaires

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

#### 4.4 Questionnaire

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

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

Table 4-2: Variables and Question Numbers in the Questionnaire

Variables	Question Numbers
1. Residents' perception toward economic impacts from adventure tourism development.	1-6 (Section 1)
2. Residents' perception toward social impacts from adventure tourism development.	7-12 (Section 2)
3. Residents' perception toward environmental impacts from adventure tourism development.	13-18 (Section 3)
4. Residents' demographic variables.	19-24 (Section 4)

4.4.1 Reliability Test / Pre testing of Questionnaires

Before distributing questionnaires to the residents, the researcher will conduct the pretest with the purpose of determining problems in the Questionnaire by distributing 30 copy questionnaires to randomly selected respondents. The result of reliability test is alpha 0.636, therefore this study's questionnaires can distribute to the respondents, because the result is more than alpha 0.6, It refers to this questionnaire is reliable.

#### 4.5 Data Collection I Gathering and Procedures

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

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

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

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

#### 4.6 Data Analysis Methods

The research, by mean of a questionnaire and the impact items, was analyzed individually according to percent agreeing with each statement. To test the correlation between respondents' socio-demographic characteristics and their perception on the adventure tourism development, a series of one-way sample t-test, descriptive statistics, ANOVA and Independent t-test were conducted.

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

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

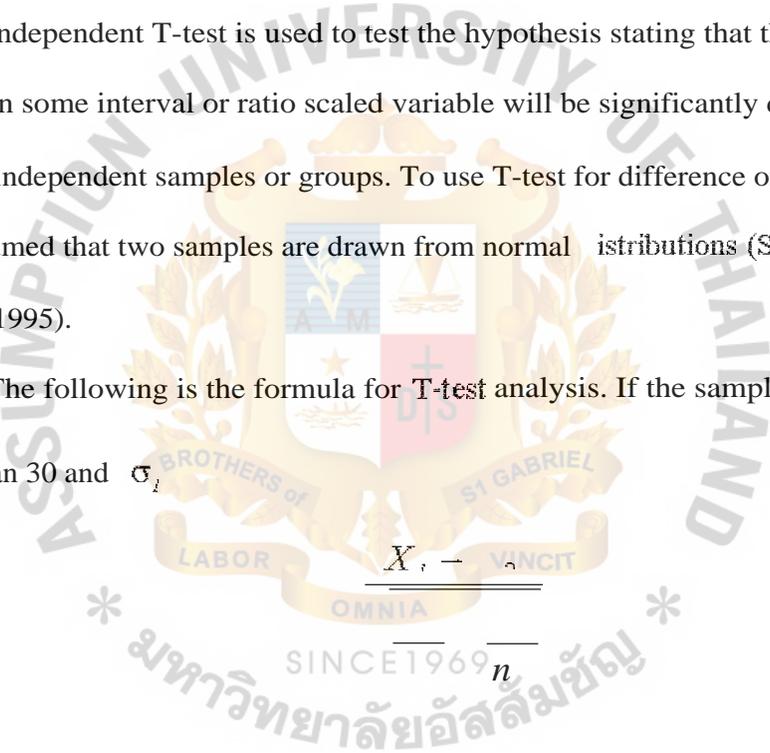
## Descriptive Analysis

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

## Independent T-t est

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

The following is the formula for T-test analysis. If the sample size is more than 30 and  $\sigma_1$


$$df = \frac{\left( \frac{S_1^2}{n_1} + \frac{S_2^2}{n_2} \right)}{\left( \frac{S_1^2}{n_1} \right)^2 + \left( \frac{S_2^2}{n_2} \right)^2}$$

Where:  $\bar{X}_1$  = Mean of group 1

- = Mean of group 2
- $\sigma_1^2$  = Variance of group 1
- = Variance of group 2
- = Sample size of group 1
- $n_2$  = Sample size of group 2
- = Degree of freedom

Analysis of Variance (ANOVA)

Kumar et al. (1999) defined ANOVA as a conventional way to present a hypothesis test regarding the difference between several means. ANOVA in this research is applied to investigate the significant differences between the dimension and the demographic variables (Zikri und. 2000).

The formula for ANOVA is shown below.

$$F = \frac{MSb}{MSw}$$

df = cn - 1

Where:

- MSb = Mean squares of between-group variances
- MSw = Mean squares of within-group variances
- = number of groups
- n = number of observations in group
- cif = degree of freedom

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

Table 4-3: Hypotheses and Statistics

Hypotheses	Statistic Treatment
The residents in Pattaya have no positive perception about economic impacts (investment, support other business, employment in Pattaya, Respondents income, jobs in Pattaya and rejuvenates Pattaya's tourism industry) of adventure tourism development in Pattaya.	Descriptive statistic and one sample F-test
H12: The residents in Pattaya have no positive perception about social impacts (Pattaya's culture, family relations, number of crimes problems, number of drugs problems, respondents' standard level of living and Pattaya's local customs) of adventure tourism development in Pattaya.	Descriptive statistic and one sample T-test
H3: The residents in Pattaya have no positive perception about physical environment impacts (environment in Pattaya, infrastructure in Pattaya, pollution in Pattaya, the historical sites in Pattaya, animals life in Pattaya and natural resources in Pattaya) of adventure tourism development in Pattaya.	Descriptive statistic and one sample T-test

Hypotheses	Statistic Treatm--
H4: The residents in Pattaya have no positive perception toward the overall impacts of adventure tourism development in Pattaya, it comprises of economic, social and environmental impacts.	Descriptive statistic and one sample T-test
H15: There is no difference in perception of economic impacts among different gender.	Independent sample T- test
H16: There is no difference in perception of economic impacts among different age.	ANOVA
H7: There is no difference in perception of economic impacts among different educational levels.	ANOVA
H18: There is no difference in perception of economic impacts among different household income.	ANOVA
H19: There is no difference in perception of economic impacts among different careers.	ANOVA
H110: There is no difference in perception of economic impacts among different resident who is working in adventure tourism and resident who is not working in adventure tourism.	Independent sample T-test
H11: There is no difference in perception of social impacts among different gender.	Independent sample T-test
H112: There is no difference in perception of social impacts among different age	ANOVA

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

## CHAPTER 5

### DATA ANALYSIS

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

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

## 1 Descriptive analysis of Respondents

Table 5-1: The gender of respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	115	32.9	32.9
	Female	235	67.1	100.0
	Total	350	100.0	100.0

According to table 5-1, males are represented by 32.9% while female are shown by 67.1%. It therefore can be concluded that the majority of respondents of this research are female.

Table 5-2: The age range of respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<30	245	70.0	70.0
	30-50	97	27.7	97.7
	>50	8	2.3	100.0
	Total	350	100.0	100.0

Data shown in table 5-2 reveals that most of the respondents are in age group below thirty years old (70.0%), thirty years old to fifty years old are 27.7% and above fifty years old are (2.3%). Therefore, it can be concluded that the majority of the respondents in this study belong to young generation.

Table 5-3: The educational level of respondents

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

As shown in the table 5-3, the majority of educational level of respondents is high school or lower by 65.1%, bachelor degree by 33.7% and master degree or higher by 1.1%. The results indicate that more than half of the respondents have a low level of educational attainment.

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

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<10,000	210	60.0	60.0
	10,000-30,000	113	32.3	92.3
	>30,000	27	7.7	100.0
	Total	350	100.0	100.0

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

Table 5-5: The occupation of respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Housewife	12	3.4	3.4
	Government employee	8	2.3	5.7
	Firm employee	254	72.6	78.3
	Business owner	32	9.1	87.4
	Student	41	11.7	99.1
	Unemployed	3	.9	100.0
	Total	350	100.0	100.0

For the occupation of respondents, table 5-5 illustrates that the respondents who are firm employees are 72.6%, student (11.7%) and business owners (9.1%), housewives (3.4%), government employees (2.3%) and unemployed (0.9%). It can be analyzed that most of the respondents are working in firms.

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

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	121	34.6	34.6
	No	229	65.4	100.0
	Total	350	100.0	100.0

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

## 5.2 Hypotheses Testing

This section focuses on analyzing the hypotheses. According to a semantic differential scale of questionnaire, they were defined the positive and negative perception of impacts of adventure tourism development by mean level which included 7 levels as follows: 7 = the most positive perception, 6 = the more positive perception, 5 = positive perception, 4 = neutral perception, it means respondents have no positive or no negative perception toward adventure tourism development in Pattaya, 3 = negative perception, 2 = the more negative perception and 1 = the most negative perception.

According to the statement of problems and research hypotheses the question can be answered by testing the one-sample T-test. The hypotheses will be rejected or accepted depending on significance level, If its level is lower than 0.05,  $H_0$  (null hypothesis) will be rejected. Conversely, if its significance level is more than 0.05,  $H_0$  (null hypothesis) will be accepted.

### Hypothesis 1

$H_0$  1: The residents in Pattaya have no positive perception about economic impacts (investment, support other business, employment in Pattaya, Respondents' income, jobs in Pattaya and rejuvenates Pattaya's tourism industry) of adventure tourism development in Pattaya.

$H_a$  1: The residents in Pattaya are not have no positive perception about economic impacts (investment, support other business, employment in Pattaya,

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

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

	Minimum	Maximum	Mean	Std. Deviation
Economic Impacts	17	700	15.1576	1.95550

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

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

	Test Value = 5	Df	Sig. (2-tailed)	j Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
1. Economic Impacts			.002	15762	.0561	.2591

Rejected  $H_0$  if Sig. < 0.05

The level of significance is 0.002, it's lower than 0.05, therefore,  $H_0$  (null hypothesis) is rejected. This means the residents in Pattaya are not have no

positive perception about economic impacts of adventure tourism development in Pattaya.

Hypothesis 2

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

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

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

	N	Minimum	Maximum	Mean	Standard Deviation
2. Social Imp acts	10	1.00	7.00	4.4238	.99355

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

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

	Test Value			Mean Difference	95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)		Lower	Upper
2. Social Impacts	848	349	.000	-.57619	-.6807	-.4717

Rejected  $H_0$  if Mg.

According to table 5-10, significance value is 0.00, it shows that the level of significance is lower than 0.05, then this test rejects  $H_0$  (null hypothesis), it means the residents in Pattaya are not have no positive perception about social impacts of adventure tourism development in Pattaya.

### Hypothesis 3

$H_0$  3: The residents in Pattaya have no positive perception about physical environment impacts (environment in Pattaya, infrastructure in Pattaya, pollution in Pattaya, the historical sites in Pattaya, animals life in Pattaya and natural resources in Pattaya) of adventure tourism development in Pattaya.

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

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

	Minimum	Maximum	Mean	Std Deviation
3. Environmental Impacts	1.00	6.83	4.2495	1.04337

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

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

Test Value	t	Sig. (2-tailed)	Mean Difference	Lower	Upper
12.00	.000	.75042	-.8602	-.6408	
Environmental Impacts					

Rejected Ho if Sig. < 0.05

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

Hypothesis 4

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

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

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

	Minimum	Maximum	Mean	Std. Dev.
Overall Impacts	2.00	6.71	4.6103	.74438

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

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

	t Test Value = 5		Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
	t	df			Lower	Upper
Overall Impacts	-9.794	349	.000	-.38968	-.4679	-.3114

Rejected Ho if Sig. < 0.05

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

### Hypothesis 5

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

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

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

	Gender	N	Mean	Std. Deviation	Std. Error Mean
1 Economic Impacts	Male	5	5.2391	.91982	.08577
	Female	235	5.1177	.98654	.06135
	Average mean		5.1784		

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

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

Levene's Test for Equality of Variances	F	Sig.	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
							Lower	Upper
1. Economic impacts	1.698	.198	1	.270	5.1784	1.10723	2.97117	7.38563
Equal variances assumed			241	.2			-.08983	.33263
Equal variances not assumed			231					

Rejected Ho if Sig. < .05

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

### Hypothesis 6

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

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

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

	N	Mean	Std. Deviation	std. Error	95% Confidence Interval for Mean	Lower Bound	Upper Bound	Minimum	Maximum
1. Economic Impacts	<30	245	5.1667	1.00726	.06435	5.0399	5.2934	2.17	7.00
	30-50	97	5.1134	.87980	.08933	4.9361	5.2900	3.00	7.00
	>50	8	5.4167	.62361	.22048	4.8953	5.9380	4.50	6.17
	Total	350	5.1576	.96550	.05161	5.0561	5.2591	2.17	7.011
Average mean			2323						

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

Table 5-18: The resident's perception toward economic impacts among different ages due to adventure tourism development in Pattaya

		Sum of Squares	df	Mean square	F	Sig.
1 Economic Impacts	Between Groups	1.747	2	.373	1.399	1.671
	Within Groups	324.586	347	.935		
	Total		349			

Rejected Ho if Sig. < 0.05

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

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

**Hypothesis 7**

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

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

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

		N	Mean	Std. Deviation	Std. Error	Confidence Interval for Mean	Minimum	Maximum
						Lower Bound	Upper Bound	
1. Economic impacts	High school or lower	228	5.169	.8169	.05839	5.1123	5.3424	2.50 7.00
	Bachelor degree	118	5.097	1.11103	.10228	4.8271	5.3424	2.17 7.00
	Master or higher	4	5.625	.64370	.2185	3.9341	5.9826	4.33 5.7
	Total	370	5.1575	.96550	.05161			17 7.00
Average mean			5.11718					

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

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

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

		I Sum of	df	I Mean
		quares		Square
1. Economic impacts	Between Groups	1.19		1.50
	Within Groups	322.133	347	1.723
	Total	325.332	348	

Rejected Ho if Sig. < 0.05

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

#### Hypothesis 8

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

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

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

	N	Mean	std. Deviation	Std. Error	95% Confidence Interval for Mean	Minimum	Maximum
Economic Impacts							
<10,000	210	5.1032	1.01422	.06999	4.9652 - 5.2411	2.17	7.00
10,000-30,000	113	5.2714	.78875	.07420	5.1244 - 5.4184	3.00	7.00
>30,000	27	5.1049	1.121700	.23421	4.6235 - 5.5664	2.33	7.00
Total	350	5.157	.96550	.05161	5.0561 - 5.2591	2.17	7.00
Average		5.1598					

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

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

		Sum of Squares	df	Mean Square	F	Sig.
1.1. Economic impacts	Between Groups	2.160		1.080	1.160	.315
	Within Groups	323.172	347	.931		
	Total		349			

Rejected Ho if Sig. < 0.05

As present in the table 5-22, the significance value is 0.000, which is more than 0.05, (refers to Ho Null hypothesis) fails to reject H0; so, means there is no difference in perception of economic impacts among different resident's household incomes. Residents who have different household incomes have different perceptions about economic impacts of adventure tourism development. Average mean is 5.1598.

**Hypothesis 9**

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

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

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

Level of Economic Impacts	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Housewife	1254	5.2917	.83874	.24101	4.7591	5.8243	3.83	6.83
		4.7	.65314	.23092	4.1623	5.2544		5.67
		5.1166	1.00475	.6304	5.0045	5.2528	2.17	7.00
		5.1771	.97912	.17309	4.8241	5.5301	3	7.00
		5.3374	.79363	.12394	5.0869	5.5879	3	6.67
Student	41	5.6111	1.38490	.22222	4.6550	6.5673	5.17	
		5.1576	.96551	.05161	5.0561	5.2591	2.17	7.00
<b>Overall Mean</b>	<b>150</b>	<b>5.1576</b>	<b>.96551</b>	<b>.05161</b>	<b>5.0561</b>	<b>5.2591</b>	<b>2.17</b>	<b>7.00</b>

According to table 5-23, the level of residents' perception toward economic impacts among different residents' careers is really close to 5.00, which means that residents who have different careers have positive perceptions about the economy.

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

		Sum of Squares	df	Mean Square	F	
1. Economic Impacts	Between Groups	3.998	5	.800	5.500	.511
	Within Groups	321.334	344	.934		
	Total	325.332	349			

Rejected  $H_0$  if Sig. < 0.05

The significance value of the table 5-24 is 0.511, which is more than 0.05. This refers to  $H_0$  (null hypothesis). It fails to reject  $H_0$ , so it indicates that there is no difference in the perception of economic impacts among different careers. Respondents who have different careers have positive perceptions about economic impacts of adventure tourism development. The mean average is 5.2090.

#### Hypothesis 10

$H_0$  10: There is no difference in the perception of economic impacts among different residents who are working in adventure tourism and residents who are not working in adventure tourism.

$H_a$  10: There is a difference in the perception of economic impacts among different residents who are working in adventure tourism and residents who are not working in adventure tourism.

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

	Job related to Adventure Tourism	N	Mean	Std. Deviation	Std. Error Mean
1. Economic Impacts	Yes	121	5.3416	.87556	.07960
	No	279	5.0604	.99792	.06595

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

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

		Levene's Test for Equality of Variance		t	Of	tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
		F	Sig.						Lower	Upper
1. Economic Impacts	Equal variance assumed	656	.418				.28119	.10762		.49215
	variances not assumed			1.720	273	.476	.007	24119	.10337	.07769

Rejected Ho if Sig. < 0.05

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

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

**Hypothesis 11**

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

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

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

	Gender		Mean	I Std. Deviation	Error Mean
Social_impacts	Male	115	4.4174	.95344	.08891
	Female.	235	4.4270	1.91472	.06619
Average_mean			4.4222		

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

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

	Levene Test for Equality of Variances	F	Sig.	t	Sig. (2-tailed)	Mean Difference	t Std. Error	95% Confidence Interval of the Difference	
								Lower	Upper
2 Social Impact	Equal variances assumed	666	.415	.084	.748	-.00956	.11324	-.33228	.21316
	Equal variances not assumed			.086	.931	-.00956	.11084	-.22791	.20879

Rejected Ho if Sig. < 0.05

On table 5 Ho (null hypothesis) fails to reject, because the significance value is 0.933, which is more than 0.05 so, It implies that there is no difference in perception of social impacts among different genders. Both males and females have neutral perceptions about social impacts of adventure tourism development. The average mean

Hypothesis 12.

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

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

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

		Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	Minimum	Maximum		
					Lower Bound	Upper Bound			
2. Social Impacts	<30	245	4.4014	1.98827	.06314	4.2770	4.5257	1.00	6.83
	30-50	97	4.4931	.98305	.09981	4.2950	4.6913	1.50	7.00
	>50	8	4.2708	1.34795	.47657	3.1439	5.3977	1.35	5.50
	Total	350	4.4238	.99365	.05311	4.3153	4.5283	1.00	7.00
Average mean			4.3884						

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

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

		Sum of Squares	df	Mean Square	F	Sig.
12. Social Impacts	Between Groups	.77	2	.385	1.991	.676
	Within Groups	347.03	347	1.000		
	Total	347.80	349			

Rejected if Sig. < 0.95

From table 5-30, the significance value is 0.676, it is more than which means  $H_0$ (null hypothesis) fails to reject. It mean that there is no difference in perception of social impacts among different ages. Residents who have different ages have neutral perceptions about social impacts of adventure tourism development. Average mean is 4.3884.

**H<sub>0</sub> hypothesis 13**

$H_0$  13: There is no difference in perception of social impacts among different educational levels

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

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

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
2. Social Impacts	High school or lower	228	4.5219	1.00562	.06660	4.3907	4.6532	1.00	7.00
	Bachelor degree	118	4.2090	.93603	.08617	4.0384	4.3797	1.00	6.83
	Master or higher	4	5.1667	.94281	.47140	3.6664	6.6669	4.50	6.50
	Total	350		.9365	.05311	4.3193		1.00	7.00

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

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

		Sum of Squares	df	Mean Square	F
Social Impacts	Between Groups	9.845	2	4.923	5.103
	Within Groups	334.734	347	.965	7
	Total	344.579	49		

Rejected Ho if Sig. < 0.07

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

Hypothesis 14

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

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

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

			Mean	Std. Deviation	std. Error	95% Confidence Interval for Mean	Minimum	Maximum
						Lower Bound	Upper Bound	
2. Social Impacts	<10,000	210	4.4960	.97742	.106745	4.3631	4.6290	1.00
	10,000-30,000	113	4.3291	1.04037	.09792	4.1260	4.5141	1.50
	>30,000		4.2963	.89435	.17212	3.9425	4.6501	3.00
	Total	350	4.4238	.99365	.05311	4.3193	4.5283	1.00
Average mean			4.3708					7.00

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

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

		SUM of Squares	df	Mean Square	F	Sig..
2. Social Impacts	Between Groups	2.751		1.375	1.396	.249
	Within Groups	341.829	347	.985		
	Total	344.579	349			

Rejected Ho if Sig. < 0.05

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

#### Hypothesis 15

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

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

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

	N	Mean	Std. Deviation	Std. Error	Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
2. Social Impacts	12	4.2611	.78120	.22551	4.3648	5.3575	3.33	6.00
Housewife	8	3.8125	1.33463	.47136	2.6967	4.9283	1.67	5.67
Government employee	4	4.4501	.98836	.06202	4.3280	4.5723	1.00	7.00
Firm employee	4	4.4948	1.16204	.20542	4.0758	4.9138	1.33	6.33
Business owner	1	4.2276	.82895	.12946	1.9660	4.4893	2.50	6.17
Student	1	4.0000	1.76376	.44096	2.1027	5.8973	3.17	4.67
Unemployed	1	4.4238	.99365	.05311	4.3193	4.5283	1.00	7.00
Total		4.4238	.99365	.05311	4.3193	4.5283	1.00	7.00
Average Mean		4.3077						

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

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

		Sum of Squares	df	Mean Square	F	Sig.
2. Social Impacts	Between Groups	7.738	5	1.548	1.581	.165
	Within Groups	336.841	344	1.979		
	Total	344.579	349			

Rejected Ho if Sig. < 0.05

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

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

Hypothesis 16

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

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

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

	Job related to Adventure Tourism	N	Mean	Std. Deviation	Std. Error Mean
2. Social Impacts	Yes	121	4.4435	.93233	.08476
	No	229	4.4134	1.02640	.783
<u>Average mean</u>			4.4285		

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

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

	Levene's Test for Equality of Variances	F	Sig.	Of		Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
				tailed)				Lower	Upper
2 Social Impacts	Equal variances assumed	.524	.470	269	348	.01013	.11182	-.13980	.25007
	Equal variances not assumed			272	265.583	.03013	.10856	-.18360	.24337

Rejected Ho if Sig. < 0.05

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

Hypothesis 17

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

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

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

	Gender	N	Mean	Std. Deviation	Std. Error Mean
3. Environmental Impacts	Male	115	4.2775	1.14076	.10638
	Female	235	4.2663	.39464	.06488
Average mean			4.4		

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

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

Levene's Test for Equality of Variances		t-test for Equality of Means	
	Sig.	t	Sig. (2-tailed)
Mean			
Std. Error			
Confid			

		me	l	Difference	ence	Interval of the Difference	
						Lower	Upper
Environmental Impact	Equal variance assumed	z	105	1.348	-.03275	1.1182	-.2669 .20110
	Equal variances not assumed			201.04 .79	-.03275	.12460	-.27844 21295

Rejected Ho if Sig. < 0.05

From table 5-40, the significance value is 0.785, it shows that Hoffull hypothesis fails to reject, because the significance value is more than 0.05 so, it indicates that there is no difference in perception of physical environment impacts among different genders. Both males and females have neutral perception about physical environment impacts of adventure tourism development and the average mean is 4.2-4.39.

#### Hypothesis 18

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

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

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

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	Minimum	Maximum	
					Lower Bound	Upper Bound		
3. Environmental Impacts								
<30	245	4.2415	1.03813	.06632	4.1109	4.3721	1.810	6.83
30-50	97	4.2474	1.07667	.10932	4.0304	4.4644	1.33	6.50
>50	8	4.5208	.85188	.30118	1.8086	5.2330	1.3-17	5.83
Total	350	4.2495	1.04337	.05577	4.1393	4.3592	1.00	6.83
Average mean		4.3366						

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

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

		Sum of Squares	df	Mean Square	F
3. Environmental Impacts	Between Groups	.0015	2	.0003	
	Within Groups	379.325	347	1.093	
	Total	379.930	40		

Rejected Ho if Sig. 0.05

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

impacts among different ages, because Ho (null hypothesis) fails to reject. Residents who have different ages have neutral perceptions about physical environment impacts of adventure tourism development. The average mean is 4.3366.

Hypothesis 19

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

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

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

			Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	Lower Bound	Upper Bound	Minimum	Maximum
3. Environmental Impacts	High school or lower	228	4.3047	1.05821	.07008	4.2566	4.5328		1.00	6.83
	Bachelor degree	118	3.2588	.97010	.08986	3.8009	4.1568		1.33	6.50
	Master degree or higher	4	3.9583	.39382	.19691	3.3317	4.5850		3.67	4.50
	Total	350	4.4495	1.04337	.05577	4.1398	4.7592		1.00	6.83

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

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

		Sum of Squares	df	Mean Square	F	Sig.
3. Environmental Impacts	Between Groups	13.794	2	6.397	0.377	.002
	Within Groups	66.130	347	1.055		
	Total	379.930				

Rejected Ho if Sig. < 0.05

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

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

**Hypothesis 20**

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

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

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

	Mean	Std. Deviation	Std. Error	Confidence Interval for Mean		Minimum	Maximum
				Lower Bound	Upper Bound		
Environmental impacts <10,000	4.3517	1.98239	.06779	4.2431	4.5154	1.00	6.63
10,000-30,000	4.754	1.0431	.10329	3.9195	4.3312	1.50	6.33
>30,000	3.7407	1.06049	.20409	3.3212	4.1603	1.33	5.83
Total	4.2495	1.04337	.05577	4.1398	4.3592	1.00	6.23

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

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

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

		Sum of Squares	df	Mean Square	F
3. Environmental Impacts	1 Between Groups	12.402	2	6.201	1.855
	within Groups	79.930	1349	.059	
	Total	92.332	1351		

Rejected Ho if Sig. < 0.05

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

Hypothesis 71

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

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

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

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	Minimum	Maximum	
					Lower Bound	Upper Bound		
Housewife	722	4.0000	1.1792	.1792	4.4926	5.4519	83	6.33
Government employee	3	3.5333	1.14434	.40459	2.6266	4.5400	1.33	5.17
Firm employee	3	4.2703	1.01966	.06398	4.1443	4.3963	1.09	6.63
Business owner	3	4.1458	1.09392	.19338	4.7514	4.5400	2.00	6.33
Student	41	4.18	1.05946	.16546	3.8526	4.5214	1	6.17
Unemployed	3	3.3333	1.30278	1.04083	-1.1450	7.8117	1.83	5.33
Total	42495	4.04337	1.04337	.05577	4.1398	4.3592	1.00	6.63

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

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

		Sum of Squares	df	Mean Square	F	Sig.
3. Environmental Impacts	Between Groups	12.951	5	2.590	2.420	.035
	Within Groups	366.980	344	1.067		
	Total	379.930	349			

Rejected Ho if Sig. < 0.05

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

#### Hypothesis 22

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

### 5.3 The Summary of Hypotheses Test

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

Table 5-51: Summary of hypotheses

Hypotheses Statement	Statistic Test	Significance value	Results
H1: The residents in Pattaya have no positive perception about economic impacts (investment, support other business, employment in Pattaya, Respondents' income, jobs in Pattaya and rejuvenates Pattaya's tourism industry) of adventure tourism development in Pattaya.	Descriptive statistic and one sample T-test	0.002	Reject Ho 1
H2: The residents in Pattaya have no positive perception about social impacts (Pattaya's culture, family relations, number of crimes problems, number of thugs problems, respondents' standard level of living and Pattaya's local customs) of adventure tourism development in Pattaya.	Descriptive statistic and one sample T-test	0.000	Reject Ho 2

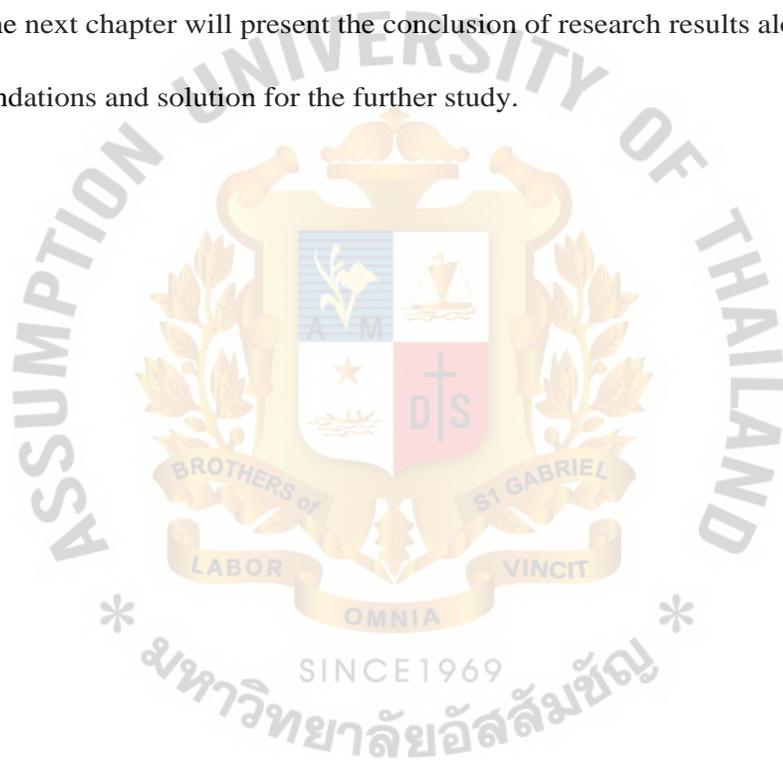
H3: The residents in Pattaya have no positive perception about physical environment impacts (environment in Pattaya, infrastructure in Pattaya, pollution in Pattaya, the historical sites in Pattaya, animals life in Pattaya and natural resources in Pattaya) of adventure tourism development in Pattaya.	Descriptive statistic and one sample T-test	0.000	Reject Ho 3
114: The residents in Pattaya have no positive perception toward the overall impacts of adventure tourism development in Pattaya, it comprises of economic, social and environmental impacts.	Descriptive statistic and one sample test	0.000	Reject Ho 4
115: There is no difference in perception of economic impacts among different genders.	Independent sample T-test	0.770	Fail to reject 5
116: There is no difference in perception of economic impacts among different ages.	ANOVA	0.671	Fail to reject Ho 6
117: There is no difference in perception of economic impacts among different educational levels.	ANOVA	0.180	Fail to reject Ho

H8: There is no difference in perception of economic impacts among different household incomes.	ANOVA	0.315	Fail to reject Ho 8
H9: There is no difference in perception of economic impacts among different careers.	ANOVA	0.511	Fail to reject Ho 9
H10: There is no difference in perception of economic impacts among different resident who are working in adventure tourism and resident who are not working in adventure tourism.	Independent sample T-test	0.009	Reject Ho 10
H11: There is no difference in perception of social impacts among different genders.	Independent sample T-test	0.933	Fail to reject Ho 11
H112: There is no difference in perception of social impacts among different ages.	ANOVA	0.676	Fail to reject Ho 12
H113: There is no difference in perception of social impacts among different educational levels.	ANOVA	0.007	Reject Ho 13
H14: There is no difference in perception of social impacts among different household incomes.	ANOVA	0.249	Fail to reject Ho 14
H115: There is no difference in perception of social impacts among different careers.	ANOVA	0.165	Fail to reject Ho 15

1116: There is no difference in perception of social impacts among different resident who are working in adventure tourism and resident who are not working in adventure tourism.	Independent sample T-test	0.788	Fail to reject Ho 16
1117: There is no difference in perception of physical environment impacts among different genders.	Independent sample T-test	0.783	Fail to reject Ho 17
1118: There is no difference in perception of physical environment impacts among different ages.	ANOVA	0.758	Fail to reject Ho 18
1119: There is no difference in perception of physical environment impacts among different educational levels.	ANOVA	0.002	Reject Ho 19
1120: There is no difference in perception of physical environment impacts among different household incomes.	ANOVA	0.003	Reject Ho 20
1121: There is no difference in perception of physical environment impacts among different careers.	ANOVA	0.035	Reject Ho 21

<p>There is no difference in perception of physical environment impacts among different resident who are working in adventure tourism and resident who are not working in adventure tourism.</p>	<p>Independent sample test</p>	<p>0.362</p> <p>Fail to reject Ho 22</p>
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The next chapter will present the conclusion of research results along with recommendations and solution for the further study.



## CHAPTER 6

### CONCLUSION AND RECOMMENDATIONS

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

#### 6.1 Summary of finding

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

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

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

#### 6.1.1 Demographic profile

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

#### 6.1.2 Perception of residents toward adventure tourism development.

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

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

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

	N	Minimum	Maximum	Mean	Std. Deviation
1. Economic Impact:	350	2.17	7.00	5.1576	.96550
1.1 Investment in Pattaya	350	1.00	7.00	5.1486	1.35236
1.2 Support for other businesses in Pattaya	350	1.00	7.00	5.2486	1.23160
1.3 Employment in Pattaya	350	1.00	7.00	5.3057	1.38171
1.4 Your income	350	1.00	7.00	4.7000	1.39193
1.5 Jobs in Pattaya	350	1.00	7.00	5.2000	1.28469
1.6 In Pattaya's tourism industry	350	1.00	7.00	5.3429	1.53363

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

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

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

	N	Minimum	Maximum	Mean	Std Deviation
2. Social Impacts	350	1.00	7.00	4.4238	.99365
2.1 Pattaya's culture	350	1.00	7.00	4.3286	1.40732
2.2 Family relations	350	1.00	7.00	4.5743	1.47915
2.3 Number of crimes in Pattaya	350	1.00	7.00	4.1657	1.84219
2.4 Number of drug problems in Pattaya	350	1.00	7.00	4.2600	1.86917
2.5 Your standard of living	350	1.00	7.00	4.6743	1.32733
2.6 Pattaya's local customs	350	1.00	7.00	4.5400	1.48870

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

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

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

	N	Minimum	Maximum	Mean	Std Deviation
3. Environmental Impacts	350	1.00	6.83	4.1495	1.04337
3.1 Environment in Pattaya	350	1.00	7.00	4.2429	1.50915
3.2 Infrastructure in Pattaya	350	1.00	7.00	4.7857	1.43126
3.3 Pollution in Pattaya	350	1.00	7.00	4.0143	1.71537
3.4 The historical sites in Pattaya	350	1.00	7.00	4.2600	1.37865
3.5 Animal life in Pattaya	350	1.00	7.00	4.0314	1.65390
3.6 Natural resources in Pattaya	350	1.00	7.00	4.0629	1.58124

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

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

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

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

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

	Job related to Adventure Tourism	N	Mean	Std. Deviation	Std. Error Mean
Economic Impacts	Yes	121	5.3416	.87556	.07950
	No	229	5.2004	.99798	.105595
1.1 Investment Pattaya	Yes	121	5.3471	1.16598	.10609
	No	229	5.0437	1.43203	.09463
1.2 Support for other businesses in Pattaya	Yes	121	5.3471	1.18118	1.10738
	No	229	5.1965	1.25684	.08305
1.3 Employment Pattaya	Yes	121	5.289	1.14800	.10435
	No	229	5.1878	1.47998	.09775
1.4 Your income	Yes	121	4.8595	1.33108	.12101
	No	229	4.6157	1.41760	.09368
1.5 jobs in Pattaya	Yes	121	5.428	18902	10809
	No	229	5.0786	31887	08715
1.6 In Pattaya's tourism industry	Yes	121	5.5372	39069	12543
	No	229	5.1574	1.59741	.10556

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

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

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

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

	Jul: related to Adventure Tourism	N	Mean	Std. Deviation	1 Std. Error Mean
Yes			4.4435		.08476
No			4.4134	1.02640	.06783

2.1 Pattaya's culture	Yes	121	4.3388	1.33263	.12115
	No	229	4.3231	1.44806	.09569
2.2 Family relations	Yes	121	4.8347	1.129323	.11757
	No	299	4.4367	1.155362	.10267
2.3 Number of crimes in Pattaya	Yes	121	3.9421	1.71414	.15583
	No	229	4.7838	1.189939	.12552
2.4 Number of drug problems in Pattaya	Yes	171	4.1570	1.81204	.16473
	No	229	4.43144	1.90033	.1558
2.5 Your standard of living	Yes	121	4.7521	1.38613	.12601
	No	33	4.6332	1.29640	.08567
2.6 Pattaya's local customs	Yes	191	4.6364	1.36626	.12421
	No	229	4.4801	1.54923	.10238

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

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

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

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

	Job related to Adventure IN Tourism		Mean	std. 1 Deviation	Std. Error Mean
	Yes	No			
3. Environmental Impacts	121	229	<b>4.3196</b>	.95563	.08688
3.1 Environment m Pattaya	121	229	4.4959	1.37310	.12483
3.2 Infrastructure in Pattaya	121	229	<b>4.9008</b>	.38066	.11642
3.3 Pollution in Pattaya	121	229	<b>4.7249</b>	1.60371	.09938
3.4 The historical sites in Pattaya	121	229	<b>4.1223</b>	1.76538	.14579
3.5 Animal life in Pattaya	121	229	<b>4.4732</b>	1.25611	.11419
3.6 Natural resources in Pattaya	121	229	<b>4.1790</b>	1.43524	.09484
	121	229	<b>4.1488</b>	1.58987	.14453
	121	229	<b>4.1694</b>	1.68688	.11147
	121	229	<b>4.1488</b>	1.50920	.13720
	121	229	<b>4.0175</b>	1.61941	.10000

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

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

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

#### 6.1.4 The resident perception of adventure tourism development impacts among demographic variables in economic, social and physical environment impacts

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

## Gender

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

	Gender	N	Mean	Std. Deviation	Std. Error Mean
11. Economic Impacts	Male	115	5.2391	.91987	.08577
	Female	235	5.1177	.98654	.06435
1.1 Investment in Pattaya	Male	115	5.2087	1.22471	.11421
1.2 Support for other businesses in Pattaya	Female	235	5.1191	1.41219	.09212
	Male	115	5.2261	1.26395	.11786
1.3 Employment in Pattaya	Female	235	5.2596	1.21804	.07946
	Male	115	5.4087	1.30381	.12158
1.4 Your income	Female	235	5.2553	1.41626	.09252
	Male	115	4.9217	1.42747	.13311
1.5 Jobs in Pattaya	Female	235	4.5915	1.36310	.08892
	Male	115	5.2870	1.29618	.12067
1.6 In Pattaya's tourism industry	Female	235	5.1574	1.27965	.08347
	Male	115	5.3826	1.45447	.13563
12. Social Impacts	Female	235	4.53234	1.57358	.120265
	Male	115	4.4174	1.95344	.108891
2.1 Pattaya's culture	Female	235	4.4270	1.101472	.06619
	Male	115	4.2522	1.38186	.12886
2.2 Family relations	Female	235	4.3660	1.42104	.09270
	Male	115	4.6087	1.39985	.13054
2.3 Number of crimes in Pattaya	Female	235	4.5574	1.51907	.09909
	Male	115	4.2696	1.62395	.15143
2.4 Number of drug problems in Pattaya	Female	235	4.1149	1.94134	.12564
	Male	115	4.2174	1.74609	.16282
2.5 Your standard of living	Female	235	4.2809	1.92962	.12589
	Male	115	4.7478	1.23311	.11965
2.6 Pattaya's local customs	Female	235	4.6383	1.34967	.106804
	Male	115	4.4087	1.48617	.13859
3. Environmental impacts	Female	235	4.6043	1.48812	.109707
	Male	115	4.2275	1.14076	.110638
3.1 Environment	Female	235	4.2603	.9940	.06488
	Male	115	4.2087	1.153111	.14744

in Pattaya					
	Female		4085	1.47165	.09600
3.2 Infrastructure in Pattaya	Male	115	4.7826	1.45563	.13574
	Female	235	4.7872	1.42229	.09278
3.3 Pollution in Pattaya	Male	115	4.0261	1.73943	1.16220
	Female	235	4.0085	1.70718	.11136
3.4 The historical sites in Pattaya	Male	115	4.0000	1.56467	.14591
	Female	255	4.2511	1.23134	.08355
3.5 Animal life in Pattaya	Male	115	4.0348	1.60553	.14977
	Female	235	4.0298	1.68044	.10962
3.6 Natural resources in Pattaya	Male	115	4.0348	1.50980	.14038
	Female	1235	4.0766	1.61304	.0

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

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

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

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

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

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

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

#### Age

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

			I Mean	I Std. Deviation	Std. Error	95% Confidence Interval for Mean	Minimum	Maximum	
						Lower Bound			
1. Economic impacts	<30	245	5.1667	1.00776	.06435	5.0199	5.2934	2.17	7.00
		97	<b>5.1134</b>	.87980	.08933	4.9361	5.2907	3.00	7.00
	>50		5.4167	.62361	.29048	4.8953	5.9380	4.50	6.17
	Total	350	5.1575	.96550	.05161	5.0561	5.2591		7.00
1.1 Investment in Pattaya	<30	245	<b>5.10</b>	1.37060	.08756	4.9092	5.2541	1.00	7.00
		2887	1.33821	1.3587	5.0190	5584	1.00	7.00	
	>50	8	<b>5.50</b>	.75593	.26796	4.8680	6.1320	4.00	6.00
	Total		5.1486	1.35236	.072...	5.0064	5.9907	1.00	7.00

1.2	<30	245	15.2653	1.17654	.07517	5.1172	5.4134	1.00	7.00
Support 1									
for other									
business									
es in									
Pattaya									
	30-50	97	5.1649	1.33203	1.14032	4.8864	5.4435	1.00	7.00
	>50	8	5.7500	.88641	.31339	5.0089	6.4911	4.00	17.00
	Total	350	5.2486	1.23160	1.06583	5.1191	5.3780	1.00	17.00
1.3	<30	245	53469	1.40186	0.8956	5.1705	5.5234	1.00	7.00
Employ									
ment in									
Pattaya									
	30-50	97	5.1753	1.35409	1.13749	4.9023	5.4489	1.00	7.00
	>50	8	5.6250	1.06066	.37500	4.7383	16.5117	4.00	7.00
	Total	350	5.3057	1.38171	1.07386	5.1605	15.4510	1.00	7.00
1.4	<30	245	4.6490	1.45677	1.09307	4.4657	4.8323	1.00	7.00
Your									
income									
	30-50	97	4.1335	1.24354	1.12626	14.5329	5.0341	1.00	7.00
	>50	8	5.2500	1.88641	1.31339	14.5089	5.9911	4.00	16.00
	Total	350	4.7000	1.39123	1.07436	14.5537	4.8463	1.00	7.00
1.5	<30	245	5.2082	1.129055	0.8245	5.0458	5.3706	1.00	7.00
Jobs in									
Pattaya									
	30-50	97	5.1856	1.27745	1.12971	4.9281	15.4430	9.00	7.00
	>50	18	5.1250	1.35620	1.47949	3.9912	6.2588	3.00	7.00
	Total	350	5.2000	1.28469	1.06867	5.0649	5.3351	1.00	7.00
1.6 In	<30	245	5.4400	1.48298	1.09474	5.2624	5.6356	1.00	7.00
Pattaya's									
tourism									
industry									
	30-50	197	15.25	1.65624	1.16817	4.7487	5.4163	1.00	7.00
	>50	8	5.2500	1.28174	1.45316	4.1724	6.3216	4.00	7.00
	Total	350	53429	1.53363	1.08198	5.1816	15.5041	1.00	7.00
2. Social	<30	745	4.4014	.98327	.06314	4.2770	4.5257	1.00	6.83
impacts 1									
	30-50	97	4.4931	.98305	.09981	4.2950	4.6913	1.50	7.00
	>50	8	4.2708	1.34755	1.47657	3.1439	5.3977	1.33	155.0
	Total	350	4.4238	.99365	.05311	4.3193	4.5283	1.00	17.00
2.1	<30	245	4.2898	1.41772	.09057	4.1114	4.4682	1.00	7.00
Pattaya's									
culture									
	30-50	97	4.4227	1.36805	1.13890	4.1470	4.6984	1.00	17.00
	>50	8	4.3750	1.58502	1.59574	2.9663	5.7837	1.00	7.00
	Total	350	4.3286	1.40732	1.07522	4.1806	4.4765	1.00	7.00
2.2	<30	245	4.471	1.48655	1.09497	4.4701	4.8442	1.00	7.00
Family									
relations									
	30-50	97	4.4021	1.44092	1.14630	4.1117	4.6925	1.01	7.00
	>50	8	4.1250	1.54208	1.58056	2.7522	15.4978	1.00	16.00
	Total	350	4.5743	1.47915	1.07906	4.4188	4.7998	1.00	17.00
2.3	<30	245	4.1143	1.86517	1.11915	3.8796	4.3490	1.00	7.00
Number									
of									
crimes									
in									
Pattaya									
	30-50		436	1.79806	1.18257	3.9984	4.7232	1.00	7.00

		8	3.3750	1.50594	1.53243	1.21160	4.6340	1.00	1.50
	Total	350	4.1657	1.84219	1.09847	1.39720	4.3594	1.10	1.70
2.4	<30	1245	4.2082	1.87562	1.11983	1.39721	4.4442	1.00	7.00
Number of drug problem S in Pattaya									
	30-50	97	1.44227	1.189756	1.19267	1.40402	4.8051	1.00	7.00
	>50	8	3.87511	1.24642	1.44068	1.28330	4.9170	1.20	5.00
	Total	350	4.2600	1.186917	1.09991	1.40635	1.44565	1.10	1.70
	<30	1245	4.6245	1.31737	1.08416	1.44587	4.47903	1.10	1.70
Your standard of living									
	30-50	97	4.7038	1.29854	1.13185	1.45321	1.50555	1.00	7.00
	>50	8	4.7500	1.98206	1.70076	3.0930	1.64070	1.00	7.00
	Total	350	4.6743	1.132733	1.07095	1.45347	4.8138	1.00	7.00
2.6	<30	1245	4.5143	1.144461	1.09229	4.3325	4.6961	1.00	7.00
Pa yds local customs									
	30-50	97	4.5567	1.157433	1.15985	4.2394	1.48740	1.10	7.00
	>50	8	5.1250	1.80772	1.63913	3.6137	1.66363	1.20	7.00
	Total	350	4.5400	1.148820	1.07955	4.3835	1.46965	1.10	7.110
3.	<30	1245	4.3415	1.103813	1.06632	4.1109	4.3721	1.00	6.83
3. Environmental Impacts									
	30-50	197	1.42474	1.107667	1.10932	4.0404	4.4644	1.33	6.50
	>50	18	1.45208	1.83188	1.30118	3.8086	3.17	5.83	
	Total	350	1.42495	1.04337	1.05577	4.13	1.43592	1.00	6.83
3.1	<30	1245	1.43714	1.147548	1.09427	4.1858	4.5571	1.00	7.00
3.1 Environment in Pattaya									
	30-50	97	4.2784	1.159910	1.16236	3.9561	4.6006	1.00	7.00
	>50	8	4.2500	1.158114	1.55907	5.5719	1.00	6.00	
	Total	350	4.3429	1.150915	1.081367	1.41842	4.5015	1.00	1.70
3.2	<30	1245	4.7265	1.139771	1.08930	4.5506	4.9024	1.00	1.70
3.2 Infrastructure in Pattaya									
	30-50	97	4.8763	1.152928	1.15528	4.5681	5.1845	1.00	7.00
	>50	8	5.5000	1.106904	1.37796	1.46063	1.63937	1.40	7.00
	Total	350	4.7857	1.143126	1.07650	1.46352	1.49362	1.10	1.70
3.3	<30	1245	3.9429	1.168795	1.10784	1.37304	4.1553	1.10	7.00
3.3 Pollution in Pattaya									
	30-50	97	4.2165	1.180985	1.18376	3.8517	4.73	1.00	1.70
	>50	8	4.7500	1.2817	1.45316	2.6784	4.8216	1.10	1.50
	Total	350	4.0143	1.171537	1.09169	3.8340	4.194	1.00	7.00
3.4	<30	1245	1.42816	1.140436	1.08975	4.1046	4.4584	1.00	7.00
3.4 The historical sites in Pattaya									
	30-50	197	4.1443	1.132279	1.13431	3.8777	1.44109	1.00	1.70

	I >50		5.00	1.06904	.37796	4.10r53	5.8937	4.00	7.00
	I Total	350	4.2600	1.37865	.07369	4.1151	4.4049	1.00	7.00
3.5	I <30	245	4.0204	1.62069	.10354	3.8165	4.2244	1.00	7.00
Animal life in Pattaya									
	30-50	97	4.0206	1.77353	.18007	3.6632	4.3781	1.00	7.00
	>50	8	4.5000	1.19523	.42258	5.4992	3.00	7.00	
	Total	350	4.0314	1.65390	.08840	3.8576	4.2053	1.00	7.00
3.6	I <30	245	4.1061	1.61098	.10292	3.9054	4.3089	1.00	7.00
Natural resources in Pattaya									
	30-50	97	3.9485	1.49563	.15185	3.6470	4.2499	1.00	7.00
	>50	8	4.1250	1.80772	.63913	2.6137	5.6363	1.00	7.00
	Total	350	4.0629	1.58124	.08452	3.8966	4.2291	1.00	7.00

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

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

In social impacts, residents who have different ages have neutral perceptions about social impacts of adventure tourism development. Average mean is 4.884.

Pattaya's culture, resident's family relation and resident standard level of living issues, residents different ages have neutral perceptions toward the impacts of adventure tourism development and their mean level of perception is between 4.13 to 4.79. In number of crimes in Pattaya issue, residents in different ages have different perceptions, residents whose ages are lower than thirty years and between thirty to fifty years have neutral perceptions, their mean levels are between 4.11 to 4.36, and residents whose ages are more than fifty years have negative perceptions, their mean levels of perception are 3.38. For the number of drugs problems in Pattaya issue, residents whose have different ages have different perceptions about the number of drugs problems in Pattaya impacts of adventure tourism development. Residents whose ages are lower than thirty years and between thirty to fifty years have neutral perceptions, their mean levels are between 4.20 and 4.42, and residents whose age are more than fifty years have negative perceptions, their mean levels of perception are 3.88. About the Pattaya's local customs issue, residents whose have different ages have different perceptions about the Pattaya's local customs impacts of adventure tourism development. Residents whose ages are lower than thirty years and between thirty to fifty years have neutral perceptions, their mean levels are between 4.51 and 4.56, and residents whose ages are more than fifty years have positive perceptions, their mean level of perception are 5.13.

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

In environment in Pattaya and animal life in Pattaya issues, residents in different ages have neutral perceptions toward the impacts of adventure tourism development, their mean levels of perception are between 4.02 to 4.50. About infrastructure in Pattaya issue, residents whose ages are lower than thirty years and between thirty to fifty years have neutral perceptions, the mean level are 4.73 and 4.88, but residents whose ages are more than fifty years, have positive perceptions, their mean level is 5.50. For pollution in Pattaya issue, residents whose ages are lower than thirty years and more than fifty years have negative perceptions, the mean levels are 3.94 and 3.75, but residents whose ages are between thirty and fifty years, have neutral perceptions, their mean levels are 4.22. Based on the historical sites in Pattaya issue, residents whose ages are lower than thirty years and between thirty to fifty years have neutral perception the mean levels are 4.28 and 4.14, but residents whose ages are more than fifty years, have positive perceptions, their mean level is 5.00. In Natural resources in Pattaya issue, residents whose ages are lower than thirty years and more than fifty years have neutral perceptions, the mean levels are 4.11 and 4.13, but residents whose ages are between thirty and fifty years have negative perceptions, their mean level is 3.95.

## Education

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

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval Mean	Minimum	Maximum
						Lower Bound	Upper Bound	
1. Economic Impacts	High school or lower	228	5.2273	.88169	.05839	5.1123	5.3424	2.50 7.00
	Bachelor degree	113	5.0297	1.11103	.10228	4.8271	5.2322	2.17 7.00
	Master degree or higher	4	4.9583	.64374	.32185	3.9341	5.9826	4.33 5.67
Total		351	5.1576	.96550	.05161	5.0501	5.2591	2.17 7.00
1.1 Investment in Pattaya	High school or lower	228	5.2719	1.29577	.08581	5.1028	5.4410	1.00 7.00
	Bachelor degree	118	4.9576	1.43458	.13206	4.6961	5.2192	1.00 7.00
	Master degree or higher	4	3.75	1.50000	.25000	2.9544	4.5450	3.00 4.00
Total		350	5.1486	1.35236	.07229	5.0064	5.2907	1.00 7.00
1.2 Support for other business in Pattaya	High school or lower	228	5.3289	1.24230	.08777	5.1668	5.4911	1.00 7.00
	Bachelor degree	118	5.1017	1.21522	.11127	4.8301	5.3232	1.00 7.00
	Master degree or higher	4	5.0000	.81650	.40825	3.7008	6.2992	4.00 6.00
Total		350	5.24	1.23160	.06583	5.1191	5.3780	1.00 7.00
1.3 Employment in Pattaya	High school or lower	228	5.3202	1.37573	.09111	5.1406	5.4997	1.00 7.00
	Bachelor degree	118	4.7712	1.411610	.12944	5.0148	5.5275	1.00 7.00

	I Master degree or higher	4	550M	1.29099	.64550	3.4457	7.5543	4.00	7.00	
	I Total	350	5.3057	1.36171	.07386	5.1605	5.4510	1.00	7.00	
1.4	Your income	High	228	4.7763	1.30670	.08654	4.6053	4.9468	1.00	7.00
	I school or lower									
	Bachelor degree	118	45593	1.53335	.14116	4.2738	4.8389	1.00	7.00	
	I Master degree or higher	4	4.5M	1.73205	.36603	1.7439	7.2561	3.00	7.00	
	I Total	350	4.7000	1.39123	.07436	4.5537	4.8463	1.00	7.00	
1.5	Jobs in Pattaya	High	228	5.2281	1.20231	.07963	5.0712	5.3850	2.00	7.00
	I school or lower									
	Bachelor degree	118	5.1356	1.44952	1.13344	4.8713	5.3999	1.00	7.00	
	I Master degree or higher	4	55000	1.57735	1.28368	4.5813	6.4137		6.00	
	I Total	350	5.2000	1.23469	.06867	5.0649	5.3351	1.00	7.00	
1.6	In Pattaya's tourism industry	High	228	543S6	1.51663	1.0044	5.2407	.6365	1.00	7.00
	I school or lower									
	Bachelor degree	116	5.1525	1.56690	.14424	4.8669	5.4382	1.00	7.00	
	Master degree or higher	4	551100	1.29059	.64550	3.4457	7.5543	4.00	7.00	
	I Total	350	52429	1.53363	.08193	5.1816	5.5041	1.00	7.00	
2. Social Impacts	I High	228	45219	1.00562	1.06660	4.3907	4.6532		7.00	
	I school or lower									
	Bachelor degree	118	42090	.53603	1.08617	4.0384	4.3797	1.67	6.83	
	Master degree or higher	4	5.1667	.94261	.47140	3.6664	6.6669	4.50	6.50	
	I Total	350	4.423S	.95365	1.05311	4.3193	5.000	1.00	7.00	
2.1	Pattaya's culture	High	228	43947	1.41183	1.09350	4.2105	4.5790	1.00	7.00
	I school or lower									
	Bachelor degree	118	4.495	1.39783	1.12868	3.9146	4.4243	1.00	7.00	
	I Master degree or higher	4	2500	.55743	1.47871	3.7265	5.00	4.00	6.00	
	I Total	350	4.3286	1.40732	.07522	4.1606	4.4765	1.00	7.00	
2.2	Family relations	High	228	45658	1.50478	1.09966	4.3694	4.7822	1.00	7.00
	I school or lower									

	Bachelor degree	118	4.5847	1.41618	.13037	4.3266	4.8429	1.00	7.00
	Master degree or higher	4	4.7500	1.221736	1.10868	1.2217		2.00	7.00
	<b>Total</b>	<b>350</b>	<b>4.5743</b>	<b>1.47915</b>	<b>1.07906</b>	<b>4.4188</b>	<b>4.7993</b>	<b>1.00</b>	<b>7.00</b>
2.3	High school or lower	228	4.43377	1.82372	.12078	4.0997	4.5757	1.00	7.00
	Bachelor degree	118	3.811	1.83439	16887	3.4537	4.1226	1.00	7.00
	Master degree or higher	4	5.0000	1.29099	64550	3.4457	7.5543	4.00	7.00
	<b>Total</b>	<b>350</b>	<b>4.1657</b>	<b>1.84219</b>	<b>1.09847</b>	<b>3.9720</b>	<b>4.3594</b>	<b>1.00</b>	<b>7.00</b>
2.4	High school or lower	228	4.3991	1.86633	.12360	4.1556	4.6427	1.00	7.00
	Bachelor degree	118	3.9661	1.86251	.17146	3.6265	4.3057	1.00	7.00
	Master degree or higher	4	5.0000	1.41421	.70711	2.7497	7.2503	4.00	7.00
	<b>Total</b>	<b>350</b>	<b>4.2600</b>	<b>1.86917</b>	<b>.09991</b>	<b>4.0635</b>	<b>4.4565</b>	<b>1.00</b>	<b>7.00</b>
Your standard of living	High school or lower	228	4.8289	1.32134	.03751	4.6565	5.0014	1.00	7.00
	Bachelor degree	118	4.3814	1.30691	.12031	4.1431	4.6196	1.00	7.00
	Master degree or higher	4	4.5000	1.100000	.50000	7.9088	6.0919	4.00	6.00
	<b>Total</b>	<b>350</b>	<b>4.6743</b>	<b>1.32733</b>	<b>.07095</b>	<b>4.5347</b>	<b>4.8138</b>	<b>1.00</b>	<b>7.00</b>
2.6	High school or lower	228	4.4553	1.53731	.10181	4.4046	4.8059	1.00	7.00
	Bachelor degree	118	4.3644	1.36917	.12604	4.1148	4.6140	1.00	7.00
	Master degree or higher	4	6.0000	1.15470	.57735	4.1626	7.8374	5.00	7.00
	<b>Total</b>	<b>350</b>	<b>4.5400</b>	<b>1.48870</b>	<b>1.07955</b>	<b>4.3835</b>	<b>4.4965</b>	<b>1.00</b>	<b>7.00</b>
3.	High school or lower	22	4.447	1.05871	.07008	4.2566	4.5323	1.00	6.83
3.	Environmental Impacts								

	Bachelor degree	118	3.9788	1.97610	.08986	3.8009	4.1546	1.33	6.50
	Master degree or higher	4	3.9583	.39382	.19691	1.3317	4.5850	3.67	14.50
	Total	350	4.2495	1.04337	-0.577	4.1398	4.3592	1.00	16.23
3.1	High school or lower	228	4.4211	1.56444	1.10361	4.2169	4.6252	1.00	17.00
	Bachelor degree	118	4.1780	1.40592	.12943	3.9215	4.4343	1.00	7.00
	Master degree or higher	4	4.7500	.95743	.47871	3.2265	6.2735	4.00	6.00
	Total	350	4.2429	1.50915	.08067	4.1842	4.5015	1.00	17.00
3.2	High school or lower	223	4.8816	1.42680	.09847	4.6376	5.0756	1.00	7.00
	Bachelor degree	112	4.6525	1.29679	.11938	4.4161	4.6690	1.00	7.00
	Master degree or higher	4	3.2511	.95743	.47871	1.7265	4.7735	2.00	4.00
	Total	350	4.7857	1.43126	.07650	4.6352	4.9362	1.00	7.00
	High school or lower	228	4.2325	1.74179	.11535	4.0052	4.4598	1.00	17.00
	Bachelor degree	118	3.5678	1.57154	.14467	3.2813	3.6343	1.00	17.00
	Master degree or higher	4	4.7511	2.05155	1.03078	1.4695	1.30304	3.00	0.00
	Total	350	4.0143	1.71537	.09169	3.8340	4.1946	1.00	17.00
34	High school or lower	228	4.3816	1.37921	.09134	4.2015	4.5616	1.00	17.00
	Bachelor degree	118	4.0169	1.36490	.12565	3.7681	4.2658	1.00	7.00
	Master degree or higher	4	4.4MM	1.00000	.50000	1.29086	1.60912	4.00	16.00
	Total	350	4.00	1.37865	.07369	4.1151	4.4049	1.00	7.00
3.5	High school or lower	228	4.20	1.60769	.10447	3.9970	4.4116	1.00	7.00
	Bachelor degree	118	3.7119	1.59010	.15559	3.4037	4.0200	1.00	0.00
	Master degree	4	3.7500	1.221736	1.10868	1.2217	1.72783	1.00	6.00

	degree Or higher								
	Total	350	42314	1.65390	08840	3.3576	4.2053	1.00	7.00
3.6	High	228	47500	1.56890	10390	4.0454	4.4547	1.00	7.00
	Natural, school resource or lower s in Pattaya								
	Bachelo r degree	118	7458	1.55353	14301	3.462	4.0290	1.00	7.00
	Master degree or higher	4	27500	1.25831	62915	1.7478	4.7522	1.00	4.00
	Total	350	40629	1.58124	08452	3.8966	4.2291	1.00	7.00

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

The average mean is 5.0718.

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

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

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

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

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

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

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

#### Resident's household income

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

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	Minimum	Maximum
						Lower Bound	Upper Bound	
1. Economic Impacts	<10,000	210	5.2714	1.01422	.06999	4.9652	5.2411	7.00
	10,000-30,000	113	5.2714	.78875	.07420	5.1244	4.1154	7.00
	>30,000	27	5.1049	1.21700	.23421	4.6233	2.33	7.00
	Total	350	5.1486	.96550	.05161	5.0561	5.2591	7.00
1.1 Investment in Pattaya	<10,000	210	5.3143	1.3470	.09296	4.9310	5.2975	7.00
	10,000-30,000	113	5.2478	.25022	.11761	5.0143	5.4303	7.00
	>30,000	27	5.0000	1.77591	.34177	3.975	1.00	7.00
	Total	350	5.1486	1.35236	.07229	5.0064	5.2975	7.00
	<10,000	210	5.2000	1.30439	.09001	5.0226	5.774	7.00

Support for other business es m Pattaya	10,000- 30,000	113	53805	1.05491	1.09924	5.1339	5772	2.00	7.00
	>30,000	27	5,0741	1.32798	1.25557	4.5487	15,5994	3.00	7.00
	Total	1350	52486	1.123160	1.06533	5.1191	5.3780	1.00	7.00
1.3	<10,000		5/381	1.43453	1.09899	5.0429	15.43 <sup>32</sup>	1.00	7.00
Employ ment in attaya	10,000- 30,000	1113	53805	1.27698	1.12013	5.1425	5.6186	2.00	7.00
	>30,000	127	55185	1.39698	1.26335	4.9659	6.0711	2.00	7.00
	Total	350	53057	1.38171	1.07386	5.1605	5.4510	1.00	7.00
1.4	<10,000	1210	45857	1.43597	1.09909	4.3904	4.7811	1.00	7.00
Your income	10,000- 30,000	1113	50000	1.23201	1.11590	4.7704	5.2296	1.00	7.00
	>30,000	127	43333	1.49358	1.28744	3.7425	4.9242	1.00	7.00
	Total	350	47000	1.39123	1.07436	4.5537	4.8463	1.00	7.00
1.5	<10,000	1210	512.86	1.129321	1.08924	4.9526	15.3045	1.00	7.00
Jobs in Pattaya	10,000- 30,000	1113	52301	1.23208	1.11590	5.0004	5.4597	2.00	7.00
	>30,000	127	5,622%	1.19035	1.26767	5.0794	6.1798	3.00	7.00
	Total	350	52000	1.23469	1.06867	5.0649	5.3351	1.00	7.00
1.6 In Pattaya's tourism industry	<10,000	1210	53524	1.56199	1.10779	5.1399	5.5649	1.00	7.00
	10,000- 30,000	1113	53894	1.35247	1.12723	5.1373	5.005	1.00	7.00
	>30000	127	5,0741	1.99857	1.38463	4.2835	5.8647	1.00	7.00
	Total	350	52429	1.53363	1.08192	5.1816	5.5041	1.00	7.00
2. Social Impacts	<10,000	1210	44960	1.97748	1.06745	4.3631	4.6290	1.00	7.00
	10,000- 30,000	1113	43201	1.104027	1.09792	4.1260	4.45141	1.50	6.50
	>30,000	127	4,2963	1.89435	1.17212	3.9425	4.6501	3.00	6.00
	Total	350	44238	1.99365	1.05311	4.3193	4.5233	1.00	7.00
2.1	<10,000	1210	43714	1.46522	1.10249	4.1694	4.45735	1.00	7.00
Pattaya's culture	10,000- 30,000	1113	42035	1.31719	1.12391	3.9520	4.4491	1.00	7.00
	>30,000	127	45185	1.12217	1.21596	4.0746	4.9624	3.00	17.00
	Total	350	43286	1.40732	1.07522	4.1806	4.4765	1.00	7.00
2.2	<10,000	1210	45810	1.46592	1.10116	4.3815	4.7804	1.00	17.00
Family relations	10,000- 30,000	1113		1.45736	1.13710	4.2259	4.2292	1.00	7.00
	>30,000	127	45926	1.71552	1.015	3.9140	5.2712	1.00	7.00
	Total	350	45743	1.47915	1.07906	4.4188	4.7293	1.00	17.00

2.3	<10,000	210	4.2905	1.91853	.13239	4.0295	4.5515	1.00	7.00
Number of crimes in Pattaya									
	10,000-30,000	113	4.1416	1.63591	.15389	3.3367	4.4465	1.00	7.00
	>30,000	27	3.2963	1.87729	.36128	2.5537	4.0329	1.00	7.00
	Total	350	4.1657	1.84219	.09347	3.9770	4.3594	1.00	7.00
2.4	<10,000	210	4.3095	1.87515	.12940	4.0544	4.5646	1.00	7.00
Number of drug problems in Pattaya									
	10,000-30,000	113	4.2035	1.86681	.17561	3.8556	4.5515	1.00	7.00
	>30,000	27	4.1111	1.88788	.36332	3.3643	4.8579	1.00	7.00
	Total	350	4.2600	1.36917	.09991	4.0635	4.4565	1.00	7.00
2.5	<10,000	210	4.7476	1.24436	.08587	4.5783	4.9169	1.00	7.00
Your standard of living									
	10,000-30,000	113	4.5310	1.38274	.13008	4.2732	4.7887	2.00	7.00
	>30,000	27	4.7037	1.68283	.32386	4.0380	5.3694	1.00	7.00
	Total	350	4.6743	1.32733	.07095	4.5347	4.8133	1.00	7.00
2.6	<10,000	210	4.6762	1.48997	.10282	4.4735	4.8789	1.00	7.00
Pattaya's local customs									
	10,000-30,000	113	4.2832	1.44833	.13625	4.0132	4.5531	1.00	7.110
	>30,000	97	4.5556	1.55250	.29878	3.9414	5.1697	1.00	7.00
	Total	350	4.4540	1.48820	.07955	4.3835	4.6965	1.00	7.00
3.	<10,000	210	4.3817	1.98239	.06779	4.2481	4.5154	1.00	6.83
Environmental Impacts									
	10,000-30,000	113	4.254	1.10431	.10369	3.9195	4.3312	1.50	6.33
	>30,000	27	3.7407	1.06049	.20409	3.3212	4.1603	1.83	5.83
	Total	350	4.1495	1.04337	.05577	4.1398	4.3592	1.00	6.83
3.1	<10,000	210	4.5000	1.47467	.10176	4.2994	4.7006	1.00	7.00
Environment in Pattaya									
	10,000-30,000	113	4.1681	1.51128	.14217	3.8865	4.4458	1.00	7.00
	>30,000	27	3.8519	1.63387	.31444	3.2055	4.4982	1.00	7.00
	Total	350	4.3429	1.50915	.08067	4.1842	4.5015	1.00	7.00
3.2	<MON	210	4.8429	1.45723	.10056	4.6446	5.0411	1.00	7.00
Infrastructure in Pattaya									
	10,1300-30,000	113	4.5752	1.40665	.13233	4.3130	4.8374	1.00	7.00
	>30,000	27	1.52222	1.21950	.23469	4.7396	1.57046	3.00	7.00

	Total	350	4.357	1.43196	.07650	4.6352	4.9362	1.00	7.00
33 Pollutio Inn Pattaya	<10,000	210	4.1381	1.72374	.11895	3.9036	4.3726	1.00	7.00
	10,000- 30,000	113	4.11177	1.70599	.16049	3.6997	4.3357	1.00	7.00
	>30,000	27	3.0370	1.40004	.26944	2.4332	3.5909	1.00	5.00
	Total	350	4.0143	1.71537	.09169	3.8340	4.1946	1.00	7.00
3.4 The historica sites in Pattaya	<10,000	210	4.4476	1.31230	.09056	4.2691	4.6261	1.00	7.00
	10,000- 30,0130	113	4.1504	1.37075	.17895	3.8949	4.4059	1.00	7.00
	>30,000	27	3.2593	1.483135	.28541	2.6726	3.8459	1.00	6.00
	Total	350	4.2600	1.37865	.07369	4.1151	4.4049	1.00	7.00
3.5 life in Pattaya	<10,000	210	4.1333	1.58984	.10971	3.9171	4.3496	1.00	7.00
	10,000- 30,000	113	3.9381	1.74378	.16404	3.6130	4.2631	1.00	7.00
	>30,000	27	3.62%	1.7334	.33397	2.9432	4.3161	1.00	7.00
	Total	350	4.0314	1.65390	.08840	3.8576	4.2053	1.00	7.00
3.6 Natural resources in Pattaya	<10,000	210	4.286	1.45594	.113047	4.0305	4.4266	1.00	7.00
	10,000- 30,000	113	3.9027	1.70590	.16048	3.5847	4.2206	1.00	7.00
	>30,000	27	3.4444	1.80455		2.7306	4.1583	1.00	7.00
	Total	350	4.0629	1.58124	.08452	3.8966	4.2291	1.00	7.00

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

Average mean is 5.1598.

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

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

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

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

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

In environment in Pattaya issue residents whose average household income are lower than ten thousand and between ten thousand to thirty thousand have neutral perceptions toward the impacts of adventure tourism development, the mean levels are 4.50 and 4.16, but residents whose average household income are more than thirty thousand have negative perceptions, the mean level is 3.85.

About the infrastructure in Pattaya issue, residents whose average household income are lower than ten thousand and between ten thousand to thirty thousand have neutral perceptions, the mean levels are 4.84 and 4.58, but residents whose average household income are more than thirty thousand have positive perceptions, the mean level is 5.22.

According to pollution in Pattaya, residents whose average household incomes are lower than ten thousand and between ten thousand to thirty thousand have neutral perceptions, the mean levels are 4.14 and 4.02, but residents whose average household incomes are more than thirty thousand have negative perceptions, the mean level is 3.04.

From the historical sites in Pattaya issue, residents whose average household incomes are lower than ten thousand and between ten thousand to thirty thousand have neutral perceptions, the mean levels are 4.45 and 4.15, but residents whose average household incomes are more than thirty thousand have negative perceptions, the mean level is 3.26.

Based on animal's life in Pattaya issue, residents whose average household incomes are lower than ten thousand have neutral perceptions, their mean level of perception is 4.13, but residents whose average household incomes are between ten thousand to thirty thousand and more than thirty thousand have negative perceptions, their mean levels of perception are 3.94 and

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

### Occupations

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

	N	Mean	Stai.	Std. Error	95% Confidence Interval for Mean	Minimum	Maximum
					Lower Bound	Upper Bound	
1. Economic life impacts		4.2917	.33824	.24198	4.7591	5.8243	6.83
Government employee	15	4.7083	.65314	.23092	4.1623	5.2544	5.67
Firm employee	1	5.1286	1.00475	.06304	5.1104	5.2528	7.00
Business owner	1	5.1777	.97912	.17309		3.01	7.00
Student	141	5.3374	.79363	.12394	5.0869	5.5879	6.67
Unemployed	3	5.6111	.38490	.22222	4.6550	6.5673	5.17 5.83
Total	1350	5.1576	.96550	.05161	5.0561	5.2591	2.17 7.00
1.1 Investment in Pattaya		5.3333	1.43548	.41439	4.4712	6.2454	2.00 7.00
Government employee		4.7500	1.38873	.49099	3.5890	5.9110	2.00 6.00

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	Firm employee	254	5.1260	1.42531	.138943	4.9499	5.3021	1.00	7.00
	Business owner	32	5.2813	1.19770	.21172	4.8494	5.7131	3.00	7.00
	Student	41	5.1707	.99756	.15579	4.8559	5.4856	3.00	7.00
	Unemployed	3	5.6667	.57735	.33333	4.2324	7.1009	5.00	6.00
	Total	350	5.1486	1.35236	.07229	5.0064	59907	1.00	7.00
1.2	Housewife	12	5.5833	1.03362	.31282	4.8548	6.2718	4.00	7.00
	Support. for other business in Pattaya								
	Government employee	8	5.2500	1.16496	.41188	4.2761	6.2239	4.00	7.00
	Firm employee	254	5.1929	1.42231	.07983	5.0557	5.3501	1.00	7.00
	Business owner	32	5.218	1.28852	.22778	4.7542	5.6833	2.00	7.00
	Student	41	5.4634	.97718	.15261	5.1550	5.7719	3.00	7.00
	Unemployed	3	6.0000	1.00000	.57733	3.5159	8.4341	5.00	7.00
	Total	350	5.2486	1.23160	.06583	5.1191	5.3780	1.00	7.00
1.3	Housewife	12	5.0000	1.41421	.40325	4.1017	5.8985	2.00	7.00
	Employment in Pattaya								
	Government employee	8	4.50	1.41421	.50000	3.3177	5.6823	2.00	6.00
	Firm employee	234	5.2795	1.42695	.08953	5.1032	5.4559	1.00	7.00
	Business owner	32	5.3750	1.12830	.19955	4.9680	5.7320	3.00	7.00
	Student	41	5.5610	1.22574	.19143	5.1741	5.9479	3.00	7.00
	Unemployed	3	6.6667	.57735	.33333	5.2324	3.1009	6.00	7.00
	Total	300	5.3057	1.38171	.07386	5.1605	5.4510	1.00	7.00
1.4	Housewife	12	5.2500	1.13818	.32836	4.5268	5.9732	4.00	7.00
	Your Income								
	Government employee	8	4.0000	1.30931	.46291	2.9034	5.0946	1.00	5.00
	Firm employee	254	4.1	1.41025	.08849	4.5063	4.8554	1.00	7.00
	Business owner	32	4.8125	1.33047	.23520	4.3328	5.2922	1.00	7.00
	Student	41	4.7561	1.42794	.99301	4.3054	5.2068	1.00	7.00
	Unemployed	3	4.0000	.00000	.00000	4.0000	4.01100	4.00	4.00

	oyed								
	<b>Total</b>	<b>350</b>	<b>4.7000</b>	<b>1.39123</b>	<b>1.07436</b>	<b>1.45537</b>	<b>4.8463</b>	<b>1.00</b>	<b>7.00</b>
1.5	Housew	1	5.1667	1.11464	1.32177	1.44585	5.6749	4.00	7.00
Jobs in	ifs								
Pattaya									
	Govern		<b>4.8750</b>	.63452	.29505	4.1773	5.5727	4.00	6.00
	merit								
	employs								
	Firm	254	5.1614	1.97979	.08030	5.0033	5.3196	1.00	7.00
	employ								
	er								
	Busines		<b>5.2500</b>	1.48106	.26182	1.47160	1.57340	1.200	7.00
	s owner								
	Student	41	5.4390	1.32380	1.20674	5.0212	5.8569	12.00	7.00
	Unempl	13	5.6667			4.2324	7.1009	5.00	6.00
	oyed								
	<b>Total</b>	<b>350</b>	<b>52000</b>	<b>1.28469</b>	<b>1.06867</b>	<b>1.50649</b>	<b>5.3351</b>	<b>1.00</b>	<b>7.00</b>
1.6 In	Housew	12	5.4167	1.24011	.35799	4.6227	6.2046	4.00	7.00
Pattaya's	ifs								
tourism I									
industry I									
	Govern		4.8750	1.24642	.44068	3.8330	5.9170	3.00	6.00
	merit								
	employe								
	s								
	Firm	254	5.3307	1.59579	.10012	5.1335	5.5279	1.00	7.00
	employe								
	er								
	Busines	32	5.1250	1.47561	.26085	4.5930	5.6570	12.00	7.00
	s owner								
	Student	41	5.6341	1.31826	.20588	5.2181	6.0502	3.00	7.00
	Unempl	13	5.6667	1.52753	.86192	1.8721	9.4612	5.00	7.00
	oyed								
	<b>Total</b>	<b>350</b>	<b>53429</b>	<b>1.53363</b>	<b>1.08198</b>	<b>5.1816</b>	<b>5.5041</b>	<b>1.00</b>	<b>7.00</b>
2. Social I	Housew I	1	<b>4.8611</b>	.78120	.22551	1.43648		3.33	6.00
Impacts	ifs								
	Govern	8	3.8125	1.31464	.47186	2.6967	4.92133	1.67	5.67
	merit								
	employe								
	er								
	Firm	254	4.4501	1.98836	.136202	4.3280	4.5723	1.00	7.00
	employe								
	er								
	Busines	32	4.4948	1.16204	.20547	4.0758	4.9138	1.22	6.33
	s owner								
	Student	41	4.2276	.87895	.12946	3.9660	4.4893	2.50	6.17
	Unempl	13	4.0000	.76376	.44096	2.1027	5.2973	3.17	4.67
	oyed								
	<b>Total</b>	<b>350</b>	<b>4.4238</b>	<b>1.99365</b>	<b>1.05311</b>	<b>4.3193</b>	<b>4.5283</b>	<b>1.00</b>	<b>7.00</b>
2.1	Housew	12	4.9167	1.67649	.48396	3.8515	5.9819	1.00	7.00
Pattaya's	de								
culture									
	Govern	8	3.6250	2.06538	.73040	1.8979	5.3521	1.00	7.00
	merit								
	employe								
	er								
	Firm	254	4.43465	1.38529	.08692	4.1753	4.5176	1.00	7.00
	employe								

	Business owner	32	4.1563	1.32249	23379	15794	14.6331	1.00	7.00
	Student	41	4.3659	1.40990	2.2019	3.9308	14.8109	1.00	7.00
	Unemployed	3	3.6667	.57735	.33333	2.2324	5.1009	3.00	4.00
2.2 Family relations	Total	350	4.3286	1.40732	.07522	4.1806	4.4765	1.00	7.00
	Housewife	12	4.0833	1.37895	.39807	3.2072	4.9595	1.200	7.00
	Government employee	8	4.2500	1.26174	.45316	3.1784	5.3216	2.00	1.600
	Firm employee	254	4.45945	1.48574	.09329	4.4108	4.7782	1.00	7.00
	Business owner	32	4.5625	1.64488	.29078	19695	5.1537	1.00	17.00
	Student	41	4.7073	1.43603	.22427	4.2540	15.1606	1.00	17.00
	Unemployed	3	4.0000	1.00000	1.00000	4.0000	14.0000	1.400	14.00
2.3 Number of crimes in Pattaya	Total	350	4.5743	1.47915	.07906	4.4138	4.7298	1.00	7.00
	Housewife	12	5.0000	1.12815	.32567	4.2832	5.7158	3.00	7.00
	Government employee	8	3.6250	1.34681	.65295	2.0810	5.1690	1.00	1.600
	Firm employee	254	4.4229	1.68590	.11E33	4.0032	14.4693	1.00	17.00
	Business owner	32	4.4338	1.80250	.31864	3.4439	14.7436	1.00	7.00
	Student	41	3.6829	1.72393	.26923	11338	4.2271	1.00	7.00
	Unemployed	3	3.6667	1.52753	.88192	1.1279	7.4612	2.00	5.00
2.4 Number of drug problems in Pattaya	Total	350	4.1657	1.84219	.09847	13.9720	4.1594	1.00	7.00
	Housewife	12	5.4167	1.67649	.48396	14.3515	15.4819	2.00	7.00
	Government employee	8	3.8750	1.64208	.58056	2.5022	5.2478	1.00	6.00
	Firm employee	254	4.2638	1.88957	.11356	4.0303	14.7171	1.00	7.00
	Business owner	32	4.3438	1.96106	.34667	3.6367	14.3312	1.00	17.00
	Student	41	3.9512	1.73135	.27039	3.4047	14.4977	1.00	7.00
	Unemployed	3	3.6667	1.52753	.88192	1.1279	7.4612	2.00	5.00

		Year							
Total		350	4.2600	1.86917	.09991	4.0635	4.4565	1.00	7.00
2.5	4 Your standard of living	12	5.7500	.96531	.27866	5.1367	6.3633	4.00	7.00
	Government employee	8	3.7500	1.26174	.45316	2.6784	4.3216	2.00	5.00
	Firm employee	254	4.339	1.26514	.07938	4.4775	4.7902	1.00	7.00
	Business owner	32	5.1875	1.57475	.27838	4.6197	5.7553	1.00	7.00
	Student	41	4.3659	1.37397	.21458	3.9322	4.7995	1.00	7.00
	Unemployed	3	5.0000	1.00000	.57735	2.5159	7.4841	4.00	6.00
Total		350	4.6743	1.32733	.07095	4.5347	4.8138	1.00	7.00
2.6	Housewife Pattaya's local customs	12	4.0000	1.75810	.50752	2.8830	5.1170	1.00	7.00
	Government employee	8	3.7500	1.66905	.59010	2.3546	5.1454	1.00	6.00
	Firm employee	254	4.6260	1.45209	.09111	4.4465	4.8054	1.00	7.00
	Business owner	32	4.6250	1.62143	.23663	4.0404	5.2096	2.00	7.00
	Student	41	4.2927	1.48734	.3228	3.8232	4.7621	1.00	7.00
	Unemployed	3	4.0000	1.00000	.57735	1.5159	6.4841	3.00	5.00
Total		350	4.5400	1.48820	.07555	4.3835	4.6905	1.00	7.00
3.	Environmental Impacts	12	4.9722	.75489	.21792	4.4926	5.4519	3.83	6.33
	Government employee	8	3.833	1.14434	.40459	2.6266	4.5400	1.33	5.17
	Firm employee	254	4.2703	1.01966	.06398	4.1443	4.3963	1.00	6.83
	Business owner	32	4.1458	1.09393	.19338	3.7514	4.5402	2.00	6.33
	Student	41	4.1358	1.05948	.16546	3.8526	4.5214	1.83	6.17
	Unemployed	3	3.3311	1.80278	1.04083	-1.1450	7.8117	1.83	5.33
Total		350	4.2495	1.04337	.05577	4.1393	4.3592	1.00	6.33
3.1	Environment in Pattaya	12	5.1667	1.52753	.44096	4.1961	6.1372	3.00	7.00
	Gov Ptn merit	3	4.2500	1.83225	.64780	2.7182	5.7818	1.00	6.00

	Government employee	0	4.1250	1.35620	.47949	2.9912	5.2588	2.00	6.00
	Firm employee	254	4.7402	1.46210	.09174	4.5595	4.9208	1.00	7.00
	Business owner	32	5.0313	1.23090	.21739	4.5875	15.4750	3.08	7.00
	Student	41	4.7805	1.29445	.20216	4.3719	15.1391	1.00	7.00
	Unemployed	3	5.3333	1.15470	.66667	2.4649	3.2018	4.00	6.00
	Total	350	4.57	1.43126	.07550	4.6352	4.9362	1.00	7.00
3.3	Housewife	12	5.4167	1.56428	.45157	4.4228	0.00	3.00	7.00
	Government employee		3.12.50		.61055	1.6813	4.5687	1.00	6.00
	Firm employee	254	4.3063	1.68946	.10601	13.8975	4.3151	1.00	7.00
	Business owner	32	3.8750	1.56060	.27588	3.3123	4.4377	1.00	7.00
	Student	41	3.3659	1.72353	.96995	2.8203	3.9114	1.00	7.00
	Unemployed	3	3.3333	2.30940	1.33333	-2.4035	9.0702	2.00	6.00
	Total	350	4.0143	1.71537	.09169	3.8340	4.1946	1.00	7.00
3.4	Housewife	12	4.7500	1.05529	.30464	4.0795	5.4205	3.00	6.00
	Government employee		3.3750	1.50594	.53243	2.1160	4.6340	1.00	6.00
	Firm employee	254	4.2992	1.36480	.08564	14.1306	4.4679	1.00	7.00
	Business owner	32	4.1563	1.27278	.22500	3.6974	4.6151	2.00	7.00

	Student	41	1.41439	1.51295	0.23622	3.7664	4.7214	1.00	17.00
	Unemployed	3	2.6567	1.52753	0.8199	-1.1279	6.4619	1.00	4.00
	Total	350	4.2600	1.37865	0.07369	4.1151	4.4049	1.00	7.00
3.5	Housewife	12	4.4167	1.08362	0.31282	17282	15.1052	3.00	6.00
1 Animal life in Pattaya	Government employee		2500	1.48805	0.52610	2.0060	14.4940	1.00	15.00
	Firm employee	254	14.197	1.62357	0.10127	3.8191	4.7203	1.00	7.00
	Business owner		4.0313	1.27487	0.33143	3.3553	4.7072	2.00	7.00
	Student	41	1.42195	1.76794	0.27611	3.6615	4.7775	1.00	7.00
	Unemployed	3	3.0000	2.64575	1.52753	-3.5724	9.5724	1.00	6.00
	Total	350	4.0314	1.65390	0.081140	3.8191	4.2053	1.00	7.00
6	Housewife	12	4.6657	0.77850		4.1720	5.1613	4.00	6.00
Natural resource in Pattaya	Government employee		3.3750	1.18773	0.41993	2.3820	4.3620	1.00	15.00
	Firm employee	254	411787	1.55524	0.09762	3.8865	4.7710	1.00	7.00
	Business owner	32	13.8125	1.71215	0.30267	3.1552	14.4298	1.00	7.00
	Student	4	4.1951	1.76380	0.27546	3.6384	4.7516	1.00	7.00
	Unemployed	3	3.0000	2.64575	1.52753	-3.5724	9.5724	1.00	6.00
	Total	350	4.29	1.53124	0.08452	3.2966	14.2291	1.00	7.00

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

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

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

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

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

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

In physical environment impacts, resident who is housewife, firm  
CI business owner and student have neutral perception about physical  
environment impacts of adventure tourism development and Their level of

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

From environment in Pattaya issue, housewife have positive perceptions, the mean level 5.17, but government employee, firm employee and students have neutral perceptions, their mean levels of perception are between 4.25 to business owner have negative perception, the mean level is 3.97 and unemployed have more negative perceptions, the mean level is 2.67. According to infrastructure in Pattaya issue, housewife, business owner and unemployed have positive perceptions, their mean levels of perception are between 5.03 to 5.41, but government employee, firm employee and students have neutral perceptions, the mean levels are between 4.13 to 4.78. About pollution in Pattaya issue, housewife have positive perception, the mean level is 5.42, but government employee, business owner, students and unemployed have negative perceptions, their mean levels of perception are between 3.13 to 3.88 and firm employee have neutral perceptions, the mean level is 4.11. From the historical sites in Pattaya issue, housewife, firm employee, business owners and students have neutral perceptions, their mean levels of perception are between 4.16 to 4.75, but government employee have negative perceptions the mean level is 3.38 and unemployed have more negative perceptions, the mean level is 2.67. In animal's life in Pattaya issue housewife, firm employee, business owner and students have neutral perceptions, their mean levels of perception are between 4.02 to 4.41, but

government employee and time spent have negative perceptions, their mean levels are 2.15 and 3.00. Based on natural resources in Pattaya issue, housewife, firm employee and students have neutral perceptions, their mean levels of perception are between 4.08 to 4.67, but government employee, business owners and unemployed have negative perceptions, their mean levels of perception are between 3.00 to 3.81.

## 6.2 Conclusion of research

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

Table 6-12: Summary finding of hypotheses testing

Hypotheses Statement	Finding	Conclusion
<p>H<sub>1</sub>: The residents in Pattaya have no positive perception about economic impacts (investment, support other business, employment in Pattaya, Respondents' income, jobs in Pattaya and rejuvenates Pattaya's tourism industry) of adventure tourism development in Pattaya.</p>	Reject Ho 1	The residents in Pattaya are not have no positive perception about economic impacts (investment, support other business, employment in Pattaya, Respondents' income, jobs in Pattaya and rejuvenates Pattaya's tourism industry) of adventure tourism development in Pattaya.
<p>H<sub>12</sub>: The residents in Pattaya have no positive perception about social impacts (Pattaya's</p>	Reject Ho 2	The residents in Pattaya are not have no positive perception about social impacts (Pattaya's culture, family relations, number

<p>culture s, number of crimes problems, number of drugs problems, respondents' standard level of living and Pattaya's local customs) of adventure tourism development in Pattaya.</p>		<p>of crimes problems, number of drugs problems, respondents' standard level of living and Pattaya's local customs) of adventure tourism development in Pattaya.</p>
<p>H3: The residents in Pattaya have no positive perception about physical environment impacts (environment in Pattaya, infrastructure in Pattaya, pollution in Pattaya, the historical sites in Pattaya, animals life in Pattaya and natural resources in Pattaya) of adventure tourism development in Pattaya.</p>	<p>Reject Ho 3</p>	<p>The residents in Pattaya are not have no positive perception about physical environment impacts (environment in Pattaya, infrastructure in Pattaya, pollution in Pattaya, the historical sites in Pattaya, animals life in Pattaya and natural resources in Pattaya) of adventure tourism development in Pattaya.</p>
<p>H4: The residents in Pattaya have no positive perception toward the overall impacts of adventure tourism development in Pattaya, it comprises of economic, social and environmental impacts.</p>	<p>Reject Ho 4</p>	<p>The residents in Pattaya are not have no positive perception toward the overall impacts of adventure tourism development in Pattaya, it comprises of economic, social and environmental impacts.</p>
<p>H5: There is no difference in perception of economic impacts among different genders.</p>	<p>Fail to reject Ho 5</p>	<p>There is no difference in perception of economic impacts among different genders. Both males and females have positive perception about economic impact of adventure tourism development. The average mean is 5.1784.</p>

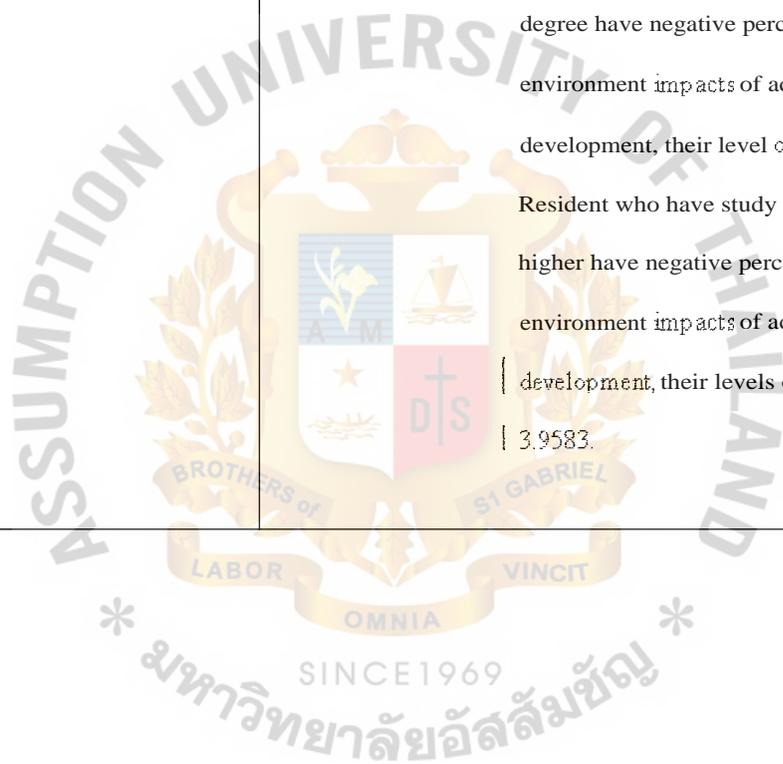
<p>H6: There is no difference in perception of economic impacts among different ages.</p>	<p>Fail to reject Ho 6</p>	<p>There is no difference in perception of economic impacts among different ages. All of resident in different ages have positive perception about economic impacts of adventure tourism development. The average mean is 5.2323.</p>
<p>H7: There is no difference in perception of economic impacts among different educational levels.</p>	<p>Fail to reject Ho 7</p>	<p>There is no difference in perception of economic impacts among residents with different educational levels. Resident who have different educational levels have positive perception about economic impacts of adventure tourism development. The average mean is 5.0718.</p>
<p>H8: There is no difference in perception of economic impacts among different household incomes.</p>	<p>Fail to reject Ho 8</p>	<p>There is no difference in perception of economic impacts among different resident's household incomes. Resident who have different household incomes have positive perception about economic impacts of adventure tourism development. Average mean is 5.1598.</p>
<p>H9: There is no difference in perception of economic impacts among different careers.</p>	<p>Fail to reject Ho 9</p>	<p>There is no difference in perception of economic impacts among different careers. Respondents who have different careers have positive perception about economic impacts of adventure tourism development. Mean average is 5.2090.</p>

<p>H10: There is no difference in perception of economic impacts among different residents who are working in adventure tourism and resident who are not working in adventure tourism.</p>	<p>Reject Ho 10</p>	<p>There is difference in perception of economic impacts among different residents who are working in adventure tourism and residents who are not working in adventure tourism. Residents who are working in adventure tourism have more positive perception about economic impacts of adventure tourism development than residents who are not working in adventure tourism. Mean perception about economic impacts of residents who are working in adventure tourism is 5.3416 and mean of residents who are not working in adventure tourism is 5.0604.</p>
<p>H11: There is no difference in perception of social impacts among different genders.</p>	<p>Fail to reject Ho 11</p>	<p>There is no difference in perception of social impacts among different genders. Both males and females have neutral perception about social impacts of adventure tourism development. The average mean is 4.4222.</p>
<p>H12: There is no difference in perception of social impacts among different ages.</p>	<p>Fail to reject Ho 12</p>	<p>There is no difference in perception of social impacts among different ages. Resident who have different ages have neutral perception about social impacts of adventure tourism development. Average mean is 4.38</p>

<p>H1 There is no difference in perception of social impacts among different educational</p>	<p>Reject Ho 13</p>	<p>There is difference in perception of social impacts among different educational levels, because Ho (null hypothesis) is rejected. For respondent who study in high school or lower have neutral perception about social impacts of adventure tourism development, their mean is 4.5219. in the case of resident who study in bachelor degree, they also have neutral perception, their mean is 4.2090, but the resident who study in master degree or higher, they have positive perception about social impacts of adventure tourism development, their mean is 5.1667.</p>
<p>H14: There is no difference in perception of social impacts among different household incomes.</p>	<p>Fail to reject Ho 14</p>	<p>There is no difference in perception of social impacts among different household incomes. The residents who have different household incomes have neutral perception about social impacts of adventure tourism development, the average mean is 4.3708.</p>
<p>HIS: There is no difference in perception of social impacts among different careers.</p>	<p>Fail to reject Ho 15</p>	<p>There is no difference in perception of social impacts among different careers. Residents who have different careers have neutral perception about social impacts of adventure tourism development. The average mean is 4.3077.</p>

<p>H16: There is no difference in perception of social impacts among different residents who are working in adventure tourism and residents who are not working in adventure tourism.</p>	<p>Fail to reject Ho 16</p>	<p>There is no difference in perception of social impacts among different residents who are working in adventure tourism and residents who are not working in adventure tourism. Both of residents who are working and who are not working in adventure tourism have neutral perception about social impacts of adventure tourism development. The average mean is 4.285.</p>
<p>R17: There is no difference in perception of physical environment impacts among different genders.</p>	<p>Fail to reject Ho 17</p>	<p>There is no difference in perception of physical environment impacts among different genders. Both males and females have neutral perception about physical environment impacts of adventure tourism development and the average mean is 4.2439.</p>
<p>H18: There is no difference in perception of physical environment impacts among different ages.</p>	<p>Fail to reject Ho 18</p>	<p>There is no difference in perception of physical environment impacts among different ages, because Ho (null hypothesis) fails to reject. Residents who have different ages have neutral perception about physical environment impacts of adventure tourism development. The average mean is 4.3366.</p>

<p>H19: There is no difference in perception of physical environment impacts among different educational levels.</p>	<p>Reject Ho 19</p> <p>There is difference in perception of physical environment impacts among different education levels. Residents who have study in high school or lower have neutral perception about physical environment impacts of adventure tourism development, their levels of perception are 4.3947. Residents who have study in bachelor degree have negative perceptions about physical environment impacts of adventure tourism development, their level of perception is 3.9798. Resident who have study in master degree or higher have negative perception about physical environment impacts of adventure tourism development, their levels of perception are 3.9583.</p>
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<p>H20: There is no difference in percepti hys cal environment impacts among different household incomes.</p>	<p>Reject Ho 20</p>	<p>There is difference in perception of physical environment impacts among different household incomes. Residents who have household incomes lower than ten thousand and residents who have household incomes between ten thousand to thirty thousand is close 4.00. therefore their perception about physical environment impacts of adventure tourism development is neutral but resident who have household incomes more than thirty thousand have negative perception a b out physical environment impacts of adventure tourism development, their level of perception is 3.7407.</p>
<p>H21: There is no difference in perception of physical environment impacts among different careers.</p>	<p>Reject Ho 21</p>	<p>There is difference in perception of physical environment impacts among different careers, because Ho (null hypothesis) is rejected. resident who is housewife, firm employee, business owner and student have neutral perception about physical environment impacts of adventure tourism development and their level of perception is close 4.00 but resident who is government employee and unemployed people, they have negative perception about physical environment impacts of adventure tourism development and their level of perception is close 3.00.</p>

<p>H22: There is no difference in perception of physical environment impacts among different residents who are working in adventure tourism and residents who are not working in adventure tourism.</p>	<p>Fail to reject Ho 22</p>	<p>There is no difference in perception of physical environment impacts among different residents who are working in adventure tourism and residents who are not working in adventure tourism. Both of residents who are working in adventure tourism and residents who are not working in adventure tourism have neutral perception about physical environment impacts of adventure tourism development, their average mean is 4.2661.</p>
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### 6.3 Recommendation

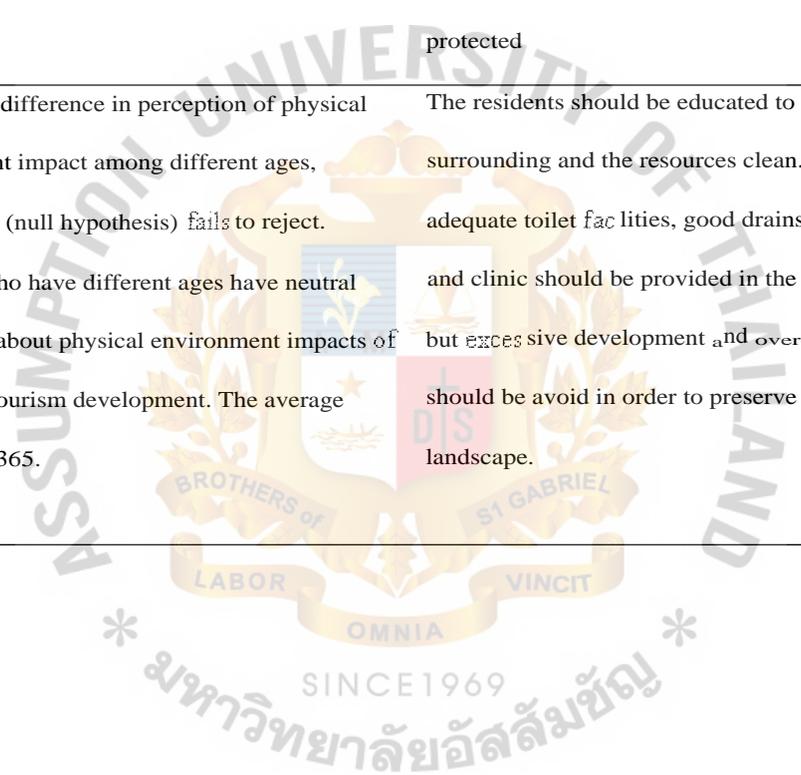
This section provides policy recommendations for the adventure tourism development in Pattaya. In so doing, the research seeks to address three significant dimensions of the issue, namely, economic, socio-cultural, and physical environmental dimensions.

Conclusion	Recommendation
<p>There is difference in perception of economic impact among different residents who are working in adventure tourism and residents who are not working in adventure tourism. Residents who are working in adventure tourism have more positive perception about economic impacts of adventure tourism development than residents who are not working in adventure tourism. Mean perception about economic impacts of residents who are working in adventure tourism is 5.3415 and mean of residents who are not working in adventure tourism is 5.0604.</p>	<p>Destination manager should ensure the proper distribution of income generated through adventure tourism activities to the service providers. Taxes should be low on adventure tourism income, it can persuade people who want to be adventure tourism entrepreneurs to invest in this industry. Destination managers should create awareness about the economic benefit of adventure tourism among people those who are not working in adventure tourism industry and create public awareness about economic benefits of adventure tourism development.</p>

<p>There is no difference in perception of social impact among different genders. Both males and females have neutral perception about social impacts of adventure tourism development. The average mean is 4.4222.</p>	<p>Destination managers should create adventure tourism activities that residents in different genders can have participation together. In addition, such programs should aim at increasing people's awareness about cultures, social values and create awareness about drugs criminal problems. Destination manager should design education programs to promote adventure tourism.</p>
<p>There is no difference in perception of social impact among different ages. Resident who have different ages have neutral perception about social impacts of adventure tourism development. Average mean is 4.3884.</p>	<p>Destination managers should educate people that adventure tourism promote good social, social bonding and educate people to the danger of drugs and criminal activities as well as provide fundamental education for children and the poor. In addition, such programs should aim at increasing people's awareness about cultures, social values and create awareness about drugs criminal problems.</p>
<p>There is difference in perception of social impact among different education, because <math>H_0</math> (null hypothesis) is rejected. For respondent who is study in high school or lower have neutral perception about social impacts of adventure tourism development, their mean is 4.5219, in the case of resident who is study in bachelor degree, they also have neutral perception, their mean is 4.2090, but the resident who is stud in roaster degree or higher, they have positive perception about social impacts of adventure tourism development, their mean is 5.1661</p>	<p>Destination managers should design education programs to promote adventure tourism, err the other hand residents should have well education. According to the conclusion, resident who is study in roaster degree or higher, they have positive perception about social impacts of adventure tourism development. In addition, such programs should aim at increasing people's awareness about cultures, social values and create awareness about drugs criminal problems.</p>

<p>There is no difference in perception of social impact among different household incomes. The resident who have different household incomes have neutral perception about social impact of adventure to sm development, the average mean is 4.3702.</p>	<p>Destination managers should design education programs to promote culture, social bonding and educate people to the danger of drugs and criminal activities as well as provide fundamental education for children and the p001. Destination manager should provide the information of benefit from adventure tourism development to the residents.</p>
<p>There is no difference in perception of social impact among different careers. Resident who have different careers have neutral perception about social impacts of adventure tourism development. The average mean is 4.307.</p>	<p>Programs should be designed in such a way that it encourages all stakeholders both those inside and outside the adventure tourism sectors to cooperatively promote enhance social bonding and alleviate social problems and give them the information of benefit from adventure tourism development</p>
<p>There is no difference in perception of social impact among different residents who are working in adventure tourism and residents who are not working, in adventure tourism. Both of residents who are working and who are not working in adventure tourism have neutral perception about social impacts of adventure tourism development. The average mean is 4.4285_</p>	<p>Programs should be designed in such a way that it encourages all stakeholders both those inside and outside the adventure tourism sectors to cooperatively promote enhance social bonding and alleviate social problems. Such activities includes creating networks among adventure tourism operators, tourism providers, accommodation operators, and taxi drivers to monitor illegal activities such as drug trafficking, crimes, and the like</p>

<p>There is no difference in perception of physical environment impact among different genders. Both males and females have neutral perception about physical environment impacts of adventure tourism development and the average mean is 4.2439.</p>	<p>manager program educate people for environmental protection and improvement. Destination manager should create awareness about the important and improving physical environmental. Proper program should be developed for tourist and adventure tourism service provider so that environment can be protected</p>
<p>There is no difference in perception of physical environment impact among different ages, because Ho (null hypothesis) fails to reject. Resident who have different ages have neutral perception about physical environment impacts of adventure tourism development. The average mean is 4.3365.</p>	<p>The residents should be educated to keep their surrounding and the resources clean. Modern and adequate toilet facilities, good drains, streetlights and clinic should be provided in the community but excessive development and overcrowding should be avoid in order to preserve the natural landscape.</p>



<p>There is difference in perception of physical environment impact among different education. Resident who have study in high school or lower have neutral perception about physical environment of adventure tourism development. Their level of perception are 4.3947. Resident who have study in bachelor degree have negative perception about physical environment of adventure tourism development, their level of perception are 3.9798. Resident who have study in master degree or higher have negative perception about physical environment of adventure tourism development, their level of perception are 3.9583.</p>	<p>Destination manager should describe program to educate people, for environmental protection and improvement. Destination manager should create awareness about the important and improving physical environmental. Proper program should be developed for tourist and adventure tourism service provider so that environment can be protected. For instance, Pattaya Tourism Authority should introduce the zoning approach, this is, to divide tourism destinations into several categories.</p>
<p>There is difference in perception of physical environment impact among different household incomes. Resident who have household incomes lower than ten thousand and resident who have household incomes between ten thousand to thirty thousand is close 4.00, therefore then- perception about physical environment impacts of adventure tourism development is neutral but residents who have household incomes more than thirty thousand have negative perception about physical environment impacts of adventure tourism development, their level of perception is 3.740.</p>	<p>Moreover, to ensure environmentally friendly practices in the industry, the Pattaya Tourism Authority may grant certificates to adventure tourism operators to promote such good practices among entrepreneurs.</p> <p>The residents should be educated to keep their surrounding and the resources clean. Modern and adequate toilet facilities, good drains, streetlights and clinic should be provided in the community but excessive development and overcrowding should be avoid in order to preserve the natural landscape.</p>

<p>There is difference in perception of physical environment impact among different careers, because H<sub>0</sub> (null hypothesis) is rejected. resident who is housewife, firm employee, business owner and student have neutral perception about physical environment Impacts of adventure tourism development and their level of perception is close 4.00 but resident who is government employee and unemployed people, they have negative perception about physical environment impacts of adventure tourism development and their level of perception is close</p>	<p>In so doing, authorities together with tourism operators should create measures, responsible entity and proper funding mechanisms to ensure that environmental protections and utilization of resources are conducted in a sustainable fashion. Moreover, to ensure environmentally friendly practices in the industry, the Pattaya Tourism Authority may grant certificates to good adventure tourism operators to promote such good practices among entrepreneurs. Destination manager should provide the information benefit and how adventure tourism can protect the physical environment to the residents in different careers.</p>
<p>There is no difference in perception of physical environment impact among different residents who are working in adventure tourism and residents who are not working in adventure tourism. Both of residents who are working in adventure tourism and residents who are not working in adventure tourism have neutral perception about physical environment impacts of adventure tourism development, their average mean is 4.2661.</p>	<p>Destination manager should describe program to educate people both related with adventure tourism and not related with adventure tourism for environmental protection and improvement. Destination manager should create awareness about the important and improving physical environmental. Proper program should be developed for tourist and adventure tourism service provider so that environment can be protected.</p>

Overall recommendation related to economic, social and physical environment dimension

6.3.1 Economic dimension

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

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

industry, namely, restaurants, pubs, bars, car rentals and so forth.

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

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

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

### **6.3.2 Social dimension**

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

Such programs should be designed in such a way that it encourages all stakeholders both those inside and outside the adventure tourism sectors to cooperatively promote enhanced social bonding and alleviate social problems.

Such activities include creating networks among tourism providers, accommodation operators, and taxi drivers to monitor illegal activities such as drug trafficking, crimes and the like. Other activities that help promoting social bonding include bicycle rallies, fairs, forming an entity among entrepreneurs

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

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

### 6.3.3 Physical environmental dimension

Destination manager should describe program to educate people for environmental protection and improvement. Destination manager should create awareness about the important and improving physical environment. Proper programs should be developed for tourist and adventure tourism service provider so that environment can be protected. For instance, Pattaya Tourism Authority should introduce the zoning approach. That is, to divide tourism destinations into several categories including 1) zones that are free from human activities, 2) zones that allows certain activities of limited tourists per day, 3) zones that opens for tourists with fair amount of entrance fees, and 4) zones that are open to public without charges. In so doing, authorities together with tour operators should create measures, responsible entity and proper funding mechanisms to ensure that environmental protections and utilization of resources are conducted in a sustainable fashion. Moreover, to ensure environmentally friendly practices in the industry, the Pattaya Tourism Authority may grant certificates to good adventure tourism operators to promote such good practices among entrepreneurs.

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

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

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

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

#### 6.4 Future research

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

perception or attitudes toward the impacts of adventure tourism development.

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

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



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## APPENDIX A:

Questionnaire  
(English and Thai versions)



Part 3. Social impacts : Adventure Tourism in Pattaya

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

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

13.Preserves	7 6 5 4 3 2 1	destroys <u>environment in Pattaya.</u>
14.Develops	7 6 5 4 3 2 1	destroys <u>infrastructure in Pattaya.</u>
15.Decreases	7 6 5 4 3 2 1	increases <u>pollution in Pattaya</u>
16.Preserves	7 6 5 4 3 2 1	disfigures <u>the historical sites in Pattaya</u>
17.Protects	7 6 5 4 3 2 1	disturbs <u>animal life in Pattaya.</u>
18.Preserves	7 6 5 4 3 2 1	destroys <u>natural resources in Pattaya.</u>

Please circle only one letter for each question.

Part 5. Demographic data

19. Gender?

A. Male

B. Female

20. Age ?

A. 18-29

£.30-50

C. Higher or Eq al 51

Education attainment?

A. High school or lower

B. Bachelor degree

C. Master degree or higher

22. Household average net monthly income ?

A. Lower than 10,000 Bht.

B. 10,000-30,000 Bht.

C. Higher than 30,000 Mt

23. Occupation?

A. H se f LABOR

B. Government employee

C. Firm employee

OMNI D. Business owner\*

E. Student

SINCE F. unemployed

24. Is your job related to adventure tourism ?

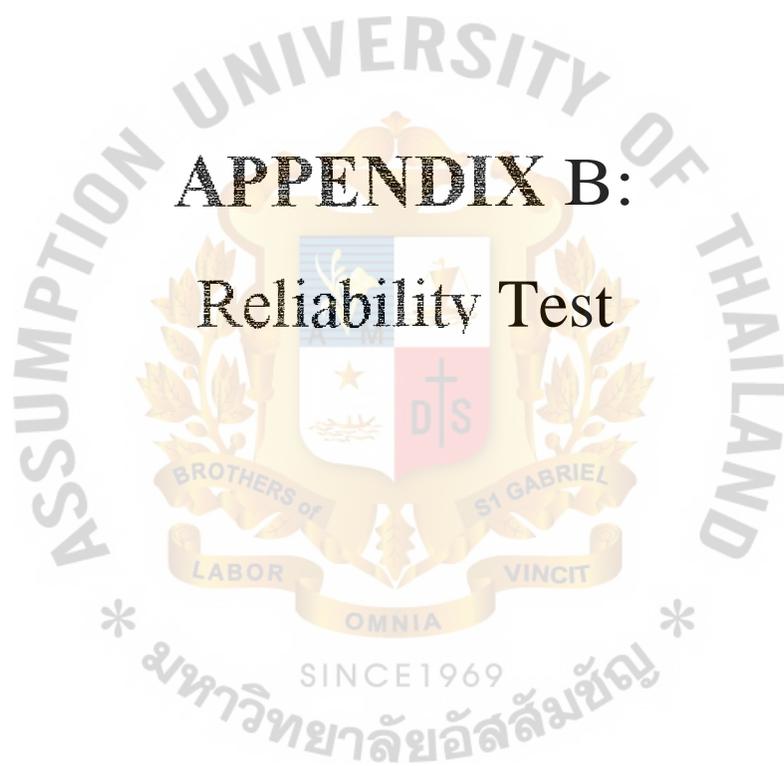
A. Yes

B. No

THANK YOU VERY MUCH







## APPENDIX B:

### Reliability Test

## Reliability

### Case Processing Summary

Cases	N		%	
	Valid	Excluded		
	30	0	100.0	.0
(a)				
Total	30		100.0	

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of items
.903	6

### Item Statistics

	Mean	Standard Deviation	N
v1.1 Investment in Pattaya	5.4333	.93526	30
v1.2 Support for other businesses in Pattaya	5.2333	1.13512	30
v1.3 Employment in Pattaya	5.5667	1.30472	30
v1.4 Your income	5.0667	1.11211	30
v1.5 Jobs in Pattaya	5.5667	1.10433	30
v1.6 In Pattaya's tourism industry	5.7667	1.04000	30

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
v1.1 Investment in Pattaya	27.2000	22.303	.760	.884
v1.2 Support for other businesses in Pattaya	27.4000	21.766	.646	.899
v1.3 Employment in Pattaya	27.0667	19.720	.731	.889
v1.4 Your income	27.5667	21.702	.671	.895
v1.5 Jobs in Pattaya	27.0667	20.547	.812	.874
v1.6 In Pattaya's tourism industry	26.8667	21.941	.825	.873

### Scale Statistics

Mean	Variance	Standard Deviation	N of Items
32.6333	29.895	5.46767	6

## Reliability



### Case Processing Summary

	N	%
Cases	Valid	30
	Excluded	0
	Total	30

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.742	

### Item Statistics

	Mean	Std. Deviation	N
v3.1 Environment in Pattaya	40.137	1.20153	30
v3.2 Infrastructure in Pattaya	4.8333	1.31525	30
v3.3 Pollution in Pattaya	3.5001	1.54659	30
v3.4 The historical sites in Pattaya	3.9000	1.24152	30
v3.5 Animal life in Pattaya	3.7667	1.67504	30
v3.6 Natural resources in Pattaya	3.0000	1.37297	30

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
v3.1 Environment in Pattaya	19.7333	99.754	.587	.681
v3.2 Infrastructure in Pattaya	18.9667	23.826	.418	.722
v3.3 Pollution in Pattaya	20.2333	21.495	.491	.63
v3.4 The historical sites in Pattaya	19.9000	25.418	.318	.745
v3.5 Animal life in Pattaya	20.0333	20.102	.534	.691
v3.6 Natural resources in Pattaya	20.1333	21.913	.334	.685

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
8000	30.924	5.56095	

### Reliability

### Case Processing Summary

Cases	Valid		Total
	Number of Cases	Percentage	
	30	100.0	
	0	0.0	
(a)			
	30	100.0	

Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.836	18

Item Statistics			
	Mean	Std. Deviation	N
v1.1 Investment in Pattaya	5.4333	.93526	30
v1.2 Support for other businesses in Pattaya	5.2333	1.13512	30
v1.3 Employment in Pattaya	5.5667	1.31472	30
v1.4 Your income	5.0667	1.11211	30
v1.5 Jobs in Pattaya	5.5667	1.10433	30
v1.6 In Pattaya's tourism industry	5.7667	1.04000	30
v2.1 Pattaya's culture	4.2000	1.42393	30
v2.2 Family relations	4.9333	1.43679	30
v2.3 Number of crimes in Pattaya	3.6000	1.73404	30
v2.4 Number of drug problems in Pattaya	3.2667	1.59597	30
v2.5 Your standard of living	4.3000	1.41787	30
v2.6 Pattaya's local customs	4.2333	1.67504	30
v3.1 Environment in Pattaya	4.0667	1.20153	30
v3.2 Infrastructure in Pattaya	4.8333	1.31525	30
v3.3 Pollution in Pattaya	3.5067	1.54659	30
v3.4 The historical sites in Pattaya	3.9000	1.24152	30
v3.5 Animal life in Pattaya	3.7667	1.67504	30
v3.6 Natural resources in Pattaya	3.6667	1.37297	30

### Item-Total Statistics

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

v1.5 Jobs in Pattaya	75.4000	145.972	.489	.826
v1.6 In Pattaya's tourism industry	75.2000	148.166	.434	.829
v2.1 Pattaya's culture	76.7667	137.013	.636	.817
v2.2 Family relations	76.0333	135.171		.816
v2.3 Number of crimes in Pattaya	77.3667	153.964	.076	.951
v2.4 Number of drug problems in Pattaya	77.7000	148.907	.226	.840
v2.5 Your standard of living	76.667	134.151	.733	.312
v2.6 Pattaya's local customs	75.7333	135.927	.570	.820
v3.1 Environment in Pattaya	76.9000	145.886	.445	.828
v3.2 Infrastructure in Pattaya	76.1333	142.257	.510	.824
v3.3 Pollution in Pattaya	77.4000	146.869	.293	.836
v3.4 The historical sites in Pattaya	77.0667	142.961	.530	.824
v3.5 Animal life in Pattaya	77.2000	139.200	.461	.827
v3.6 Natural resources in Pattaya	77.3000	145.803	.379	.831

#### Scale Statistics

Mean	Variance	Std. Deviation	Number of Items
80.9667	160.240	12.65860	18





## Reliability

### Case Processing Summary

Cases	Valid	350	100.0
	Excluded (a)		1.0
	<b>Total</b>	<b>350</b>	<b>100.0</b>

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	.800	11 of Items	16.
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### Item Statistics

	Mean	Std. Deviation	N
v1.1 Investment in Pattaya	5.1486	1.35236	350
v1.2 Support for other businesses in Pattaya	5.2486	1.23160	350
v1.3 Employment in Pattaya	3.057	1.38171	350
v1.4 Your income	4.7000	1.39123	350
v1.5 Jobs in Pattaya	5.2000	1.28469	350
v1.6 In Pattaya's tourism industry	5.3429	1.53363	350

### Item-Total Statistics

	Scale Mean if Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
v1.1 Investment in Pattaya	25.7971	23.709	.609	.756
v1.2 Support for other businesses in Pattaya	25.6971	25.536	.523	.776
v1.3 Employment in Pattaya	25.6400	23.509	.608	.756
v1.4 Your income	26.9457	19.948	.480	.786
v1.5 Jobs in Pattaya	25.7457	24.511	.582	.763
v1.6 In Pattaya's tourism industry	25.6029	23.214	.541	.774

### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
30.9457	33.559	5.79258	6

## Reliability

### Case Processing Summary

	Valid	Excluded	%
1 Cases	350	0	100.0
<b>Total</b>	<b>350</b>		<b>100.0</b>

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.692	6

### Item Statistics

	Mean	Std. Deviation	N
v2.1 Pattaya's culture	4.3236	1.40732	350
v2.2 Family relations	4.5743	1.47915	350
v2.3 Number of crimes in Pattaya	4.1657	1.84219	350
v2.4 Number of drug problems in Pattaya	4.2600	1.86917	350
v2.5 Your standard of living	4.6743	1.32733	350
v2.6 Pattaya's local customs	4.5400	1.48820	350

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
v2.1 Pattaya's culture	22.2143	28.192	.359	.671
v2.2 Family relations	21.9686	27.704	.363	.670
v2.3 Number of crimes in Pattaya	22.3771	23.485	.485	.631
v2.4 Number of drug, problems in Pattaya	22.2829	23.115	.497	.626
v2.5 Your standard of living	21.8686	19.017	.410	.658
v2.6 Pattaya's local customs	22.0029	26.696	.431	.650

### Scale Statistics

Sum of Squares	Variance	Std. Deviation	N of Items
26.5429	35.544	5.96188	6

## Reliability

### Case Processing Summary

Cases	N		Total
	Valid	Excluded	
	350	1	350
			100.0
			0.0
<b>Total</b>			
	350	1	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.759	6

### Item Statistics

	Mean		N
	Item	Item	
v3.1 Environment in Pattaya	4.3429	1.50915	350
v3.2 Infrastructure in Pattaya	4.7857	1.43126	350
v3.3 Pollution in Pattaya	4.0143	1.71537	350
v3.4 The historical sites in Pattaya	4.2600	1.37865	350
v3.5 Animal life in Pattaya	4.0114	1.0390	350
v3.6 Natural resources in Pattaya	4.0629	1.58124	350

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
v3.1 Environment in Pattaya	21.1543	28.200	.544	.712
v3.2 infrastructure in Pattaya	20.7114	31.020	.384	.752
v3.3 Pollution in Pattaya	21.4829	99.316		.761
v3.4 The historical sites in Pattaya	21.2371	99.362	.531	
v3.5 Animal Life in Pattaya	21.4657	26.313	.598	.696
v3.6 Natural resources in Pattaya	21.4343	26.047	.593	.698

### Scale Statistics

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

## Reliability

### Case Processing Summary

	N	%
Cases	valid	350 100.0
	Excluded	0 .0
	(a)	
	Total	350 100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.819	18

### Item Statistics

	Mean	Std. Deviation	N
v1.1 Investment in Pattaya	5.1436	1.35735	350
v1.2 Support for other businesses in Pattaya	5.2486	1.23160	350
v1.3 Employment in Pattaya	5.3057	1.38171	350
v1.4 Your income	4.7000	1.39123	350
v1.5 Jobs in Pattaya	5.2000	1.26469	350
v1.6 In Pattaya's tourism industry	5.3429	1.53353	350
Pattaya's culture	4.3285	1.40732	350
v2.2 Family relations	4.5743	1.47915	350
v2.3 Number of crimes in Pattaya	4.1557	1.84219	350
v2.4 Number of drug problems in Pattaya	4.2600	1.86917	350
v2.5 Your standard of living	4.6743	1.32733	350
v2.5 Pattaya's local customs	4.5400	1.48820	350
v3.1 Environment in Pattaya	4.3499	1.50915	350
v3.2 infrastructure in Pattaya	4.7857	1.43135	350
v3.3 Pollution in Pattaya	4.0143		350
v3.4 The historical sites in Pattaya	4.2600	1.37865	350
v3.5 Arm-nal life in Pattaya	4.0314	1.65390	350
v3.6 Natural resources in Pattaya	4.0529	1.58124	350

### Item-Total Statistics

	Scale Mean if Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
v1.1 Investment in Pattaya	77.8371	153.787	.402	.811
v1.2 Support for other	77.7371	157.805	.321	.815

businesses in Pattaya				
v1.3 Employment in Pattaya	77.6800	153.932		
v1.4 Your income	73.2857	165.941	.325	.815
v1.5 Jobs in Pattaya		167.258	1.320	.815
v1.6 In Pattaya's tourism industry	77.5429	160.152	.497	.807
v2.1 Pattaya's culture	78.71	160.551	.473	.307
v2.2 Family relations	78.4114	152.059	1.405	.810
v2.3 Number of crimes in Pattaya	78.3200	160.039	.345	.315
v2.4 Number of drug problems in Pattaya	78.7257	158.223	.379	.813
v2.5 Your standard of living	78.3114	159.971	1.437	.809
v2.5 Pattaya's local customs	78.4457	160.838	.435	.809
O.1 Environment in Pattaya	78.5439	157.737	.515	.804
v3.2 Infrastructure in Pattaya	78.2000	150.550	.457	1.807
v3.3 Pollution in Pattaya	78.9714	161.844	.338	1.815
O.4 The historical sites in Pattaya	73.7257	159.128	.532	1.504
v3.5 Animal life in Pattaya	78.9543	160.290	.394	1.811
v3.6 Natural resources in Pattaya		150.530	1.412	1.810

#### Scale Statistics

Mean	Variance	Std. Deviation	N of Items
82.9857	179	13.39877	115

#### Frequencies

##### Gender

	Frequency	Percent	Valid	Cumulative
			N	Percent
Valid	Male	115	32.9	32.9
	Female	335	67.1	100.0
	Total	350	100.0	100.0

##### Age

	Frequency	Percent	Valid	Cumulative
			Percent	Percent
Valid	<30	245	70.0	70.0
	30-50	105	30.0	100.0
Total	350	100.0	100.0	100.0

##### Education

	Frequency	Percent	Valid	Cumulative
			Percent	Percent
Valid	High school or	228	65.1	65.1
	Below high school	122	34.9	100.0
Total	350	100.0	100.0	100.0

lower				
1 Bachelor degree	118	133.7		92.9
Master degree Or higher		1.1	11.1	100.0
<b>Total</b>	<b>1350</b>	<b>100.0</b>	<b>100.0</b>	

**Household average net monthly income**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<in non	1210	0	60.0
	10,000-30,000	113	32.3	
	>30,000	27	7.7	100.0
	<b>Total</b>	<b>1350</b>	<b>100.0</b>	<b>100.0</b>

**Occupation**

	Frequency	Percent	Valid Percent	Cumulative Percent
Housewife	12	34	34	34
Government employee	3	2.3	2.3	5.7
Firm employee	254	72.6	72.6	78.3
Business owner	32	9.1	9.1	87.4
student	41	11.7	11.7	99.1
Unemployed	3	.9	.9	100.0
<b>Total</b>	<b>350</b>	<b>100.0</b>	<b>100.0</b>	

**Job related to Adventure Tourism**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	121	34.6	34.6
	no	229	65.4	100.0
	<b>Total</b>	<b>350</b>	<b>100.0</b>	

**Descriptives**

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
1. Economic Impacts	350	2.00	7.00	5.1576	.96550
1.1 Investment in Pattaya	350	1.00	7.00	5.1486	1.35236
1.2 Support for other businesses in Pattaya	350	1.00	7.00	5.2486	1.23160
1.3 Employment in Pattaya	350	1.00	7.00	5.3057	1.38171
1.4 Your income	350	1.00	7.00	4.7000	1.39123

1.5 Jobs in Pattaya		1.00	7.00	5.2000	1.28409
1.5 in Pattaya's tourism industry	350	1.00	7.00	5.3429	1.53363
2. Social Impacts	350	1.00	7.00		.99365
2.1 Pattaya's culture		1.00	7.00	4.3286	1.40732
2.2 Family relations	350	1.00	7.00	4.5743	1.47915
2.3 Number of crimes in Pattaya	350	1.00	7.00	4.1557	1.84219
2.4 Number of drug problems in Pattaya	350	1.00	7.00	4.2600	1.86917
2.5 Your standard of living	350	1.00	7.00	4.674	1.32733
2.6 Pattaya's local customs	350	1.00	7.00		1.48870
3. Environmental Impacts	350	1.00	5.83	4.2495	1.04337
3.1 Environment in Pattaya	350	1.00	7.00	4.3429	1.50915
3.2 Infrastructure in Pattaya	150	1.00	7.00	4.7857	1.43125
3.3 Pollution in Pattaya	350	1.00	7.00	4.0143	1.71537
3.4 The historical sites in Pattaya	350	1.00	7.00	4.2500	1.37855
3.5 Animal life in Pattaya	350	1.00	7.00	4.0314	1.65390
3.5 Natural resources in Pattaya	350	1.00	7.00	4.0529	1.58124
Overall Impacts	353	2.00	6.78	4.6103	.74438
Valid N (listwise)	350				

### T-Test

#### One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
1. Economic Impacts	350	5.1576	.95550	.05151
1.1 Investment in Pattaya	350	5.1486	1.35236	.07220
1.2 Support for other businesses in Pattaya	350	5.7486	1.23160	.06583
1.3 Employment in Pattaya	350	5.3057	1.38171	.07385
1.4 Your income	350	4.7000	1.39123	.07436
1.5 Jobs in Pattaya	350	5.2000	1.28469	.06867
1.6 In Pattaya's tourism industry	350	5.3429	1.53353	.08198
12. Social impacts	350	4.4238	.99365	.05311
2.1 Pattaya's culture	350	4.3286	1.40732	.07522
2.2 Family relations	350	4.5743	1.47915	.07905
2.3 Number of crimes in Pattaya	350	4.1557	1.84219	.09847
2.4 Number of drug problems in Pattaya	350	4.2500	1.85917	.09991
2.5 Your standard of living	350	4.5743	1.32733	.07095
2.5 Pattaya's local customs	350	4.5400	1.48220	.07955
13. Environmental Impacts	350	4.2495	1.04337	.05577
3.1 Environment in Pattaya	350	4.3429	1.50915	.08057
3.2 Infrastructure in Pattaya	350	4.7857	1.43126	.07650
3.3 Pollution in Pattaya	350	4.0143	1.71537	.09159
3.4 The historical sites in Pattaya	350	4.2600	1.37865	.07369
3.5 Animal life in Pattaya	350	4.0314	1.65390	.08840
3.6 Natural resources in Pattaya	350	4.0529	1.58124	.08452
Overall Impacts	350	4.5101	.74438	.03979

One-Sample Test

	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
1 Economic Impacts	3.054	349	.1112	.15762	.0561	.2591
1.1 Investment in Pattaya	2.055	349	.041	14857	.0064	.2907
1.2 Support for other businesses in Pattaya	3.776	349	.000	.24357	.1191	.3780
1.3 Employment in Pattaya	4.139	349	.000	.30571	.1605	.4510
1.4 Your income	-4.034	349	.000	-.30000	-.4463	-.1537
1.5 Jobs in Pattaya	2.912	349	.004	.20000	.0649	.3351
1.6 In Pattaya's tourism industry	4.182	349	.000	.34286	.1816	.5041
2 Social Impacts	-10.848	349	.000	-.57619	-.680	-.4717
2.1 Pattaya's culture	-8.926	349	.000	-.67143	-.8194	-.5235
2.2 Family relations		349	.000	.42571	-.5812	-.2702
2.3 Number of crimes in Pattaya	-8.473	349	.000	-.83429	-1.0280	-.6406
2.4 Number of drug problems in Pattaya	-7.407	349	.000	-.74000	-.9365	-.5435
2.5 our standard of living	-4.591	349	.000	-.32571	-.4653	-.1862
2.6 Pattaya's local customs	-5.783		.000	-.46000	-.6156	-.303
3 Environmental Impacts	-11.456		.000	-.75048	-.8602	-.6406
3.1 Environment in Pattaya	-8.140		.000	-.65714	-.8158	-.4985
3.2	2.301	349	.005	-.21429	-.3648	-.0638

Infrastructure in Pattaya						
3.3 Pollution in Pattaya	-111750	49	.000	-.98571	-1.1660	-.8054
3.4 The historical sites in Pattaya	-10.042	349	.000	-.74000	-.8849	-.5951
3.5 Animal life in Pattaya	-10.956	349	.000	-.96857	-1.1424	-.7947
3.6 Natural resources in Pattaya	-11.088	349	.000	-.93714	-1.1034	-.7709
Overall Impacts	-9.734	349	.000	-.38966	-.470	-.3114

### T-Test

#### Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
1. Economic Impacts	Male	115	5.2391	.91982	.08577
	Female	235	5.1177	.96654	.06435
1.1 investment in Pattaya	Male	115	5.2087	1.22471	.11421
	Female	235	5.1191	1.41219	.09212
1.2 Support for other businesses in Pattaya	Male	115	5.2261	1.26395	.11786
	Female	235	5.2596	1.21804	.07946
1.3 Employment in Pattaya	Male	115	5.4087	1.39351	.12153
	Female	235	5.2553	1.41326	.09232
1.4 Your income	Male	115	4.9217	1.42747	.13311
	Female	235	4.5915	1.36310	.08892
1.5 Jobs in Pattaya	Male	115	5.2870	1.29618	.12087
	Female	235	5.1574	1.27965	.08347
1.6 In Pattaya's tourism industry	Male	115	5.3826	1.45447	.13563
	Female	235	5.3234	1.57358	.10265
2. Social issues	Male	115	4.4174	.95344	.08891
	Female	235	4.4270	1.01472	.06619
2.1 Pattaya's culture	Male	115	4.2522	1.38186	.12886
	Female	235	4.3660	1.42104	.09270
2.2 Family relations	Male	115	4.6087	1.39935	.13054
	Female	235	4.5574	1.51907	.09909
2.3 Number of crimes in Pattaya	Male	115	4.2696	1.62395	.15143
	Female	235	4.1149	1.94134	.12664
2.4 Number of drug problems in Pattaya	Male	115	4.2174	1.74609	.16282
	Female	235	4.9809	1.92982	.12589

2.5 your standard of living	1 Male	115	4.7478	1.28311	.11965
	Female	235	4.6383	1.34967	.08804
2.6 Pattaya's local customs	1 Male	115	4.4087	1.48617	.13859
	1 Female	235	4.6043	1.48812	.09707
3. Environmental Impacts	1 Male	115	4.2275	1.14076	.10638
	1 Female	235	4.2603	.99464	.06483
3.1 Environment in Pattaya	1 Male	115	4.2087	1.58111	.14744
	1 Female	235	4.4085	1.47165	.09600
3.2 Infrastructure in Pattaya	1 Male	115	4.7826	1.45568	.13574
	1 Female	235	4.7272	1.40009	.09278
3.3 Pollution in Pattaya	1 Male	115	4.0261	1.73943	.16220
	Female	235	4.0085	1.70718	.11136
3.4 The historical sites in Pattaya	1 Male	115	4.2763	1.56467	.14591
	Female	235	4.2511	1.26134	.08359
3.5 Amman& in Pattaya	1 Male	115	4.0348	1.60553	.14972
	Female	235	4.0296	1.66044	.10962
3.6 Natural resources in Pattaya	1 Male	115	4.0348	1.50980	.14079
	Female	235	4.0766	1.61804	.10555
Overall Impacts	1 Male	115	4.6280	.76430	.07127
	1 Female	235	4.6017	.73593	.04801

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					
		F	Sig.	t	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
Economic Impact	Equal variances assumed	.151	.698	1.105	.270	.12140	.10964	-.09464	.33744
	Equal variances not assumed			1.132	.260	.12140	.10723	-.08983	.33263

1.1	Equal investment in Pattaya	145.3	1.229		348	.561	03555	.15405	-.21343	3923
	Equal variances assumed									
	Equal variances not assumed			.610	257.50	.542	.03955	.14573	-.19939	.37849
1.2	Support for other business in Pattaya	.516	.473	-.239	348	.812	-.03349	.14035	-.30953	.24255
	Equal variances assumed									
	Equal variances not assumed			-.236	219.114	.814	-.03349	.14214	-.31363	.24666
1.3	Employment in Pattaya	.666	.415	.975	348	.330	.15338	.15725	-.15591	.46266
	Equal variances assumed									
	Equal variances not assumed			1.004	244.33	.315	.15338	.15278	-.14755	.45431
1.4	Your income	.234	.529	2.096	348	.037	.33025	.15756	.02036	.64014
	Equal variances assumed									
	Equal variances not assumed			12.053	217.35	.040	.33025	.16008	.01474	.64576
15	Jobs in Pattaya	513	.474	.886	348	.376	.12951	.14525	-.15813	.41715
	Equal variances assumed									
	Equal variances not assumed			882	223.85	.379	.12551	.14689	-.15995	.41898
1.5	In Pattaya tourism industry	1.949	.164	.339	348	.735	.05920	.17475	-.98450	.40291
	Equal variances assumed									
	Equal variances not assumed			.348	243.137	.728	.05920	.17010	-.27584	.39425

	Equal	.666	1.415	1-.034	1348	.933	-.00956	.11324	-.23228	21316
Social Impact	variances assumed									
	Equal			1-.086	1239.54	.931	-.00956	.11084	-.22791	120879
	variances not assumed									
2.1	Equal	.543	1.462	-.710	348	.478	-.11378	.16027	-.42900	.70144
Pattaya	variances assumed									
	Equal			.717	232.22	.474	.11372	.1574	-.42653	.19897
	variances not assumed									
2.2	Equal	1.014	.315	.304	348	.761	.05125	.16855	-.78026	.38275
Family relations	variances assumed									
	Equal			.313	1243.80	.755	.05125	.16389	-.27157	.37407
	variances not assumed									
2.3	Equal	.009	.009	.737	348	.461	.15467	.20978	-.25793	.56727
Number of crimes in Pattaya	variances assumed									
	Equal			.784	265.85	.434	.15467	.19741	.23401	.54335
	variances not assumed									
2.4	Equal	3.901	.049	-.298	348	.760	-.06346	.21299	-.48233	.35546
Number of drug profiles in Pattaya	variances assumed									
	Equal			-.308	247.87	.758	-.06346	.20581	-.46883	.34191
	variances not assumed									
Your standard of living	Equal	.421	.517	.45	348	.469	.10953	.15116	-.18777	.40682
	variances assumed									
	Equal			.737	231.01	.469	.10953	.14855	-.18312	.40212
	variances not assumed									

2.6	Equal Pattaya s local custom d	.002	.964	-1.155	348			-1.9556	15928	.52850	.13738
	Equal varianc es not assume d										
				-1.156	226.72	1.249		-1.9556	15920		
3.	Equal Enviro nmenta l npa s	1.2.636	1.105	- .275	343	.783		1 -.03275	1.11850	-.26659	20110
	Equal varianc es assume d										
					201.04	.792		1 -.03275	1.12460	-.27844	21295
	Equal varianc es not assume d										
3.1	Equal Enviro nment in Pattaya	346	.557	-1.164	348	.245		-1.9981	17166	-.53743	13730
	Equal varianc es assume d										
				-1.136	212.53	.257		-1.9931	1.17594	-.54662	14699
	Equal varianc es not assume d										
3.2	Equal Infrastr ucture in Pattaya	.013	.909	-.028	348	.977		.00463	.16311	-.32544	.31619
	Equal varianc es assume d										
				-.028	221.81	.978		-.00463	.16442	-.32865	31940
	Equal varianc es not assume d										
3.3	Equal Polluti on in Pattaya	1.079	.779	1.090	348	.928		1.01753	.19545	-.36692	.40207
	Equal varianc es assume d										
				.089	222.69	.929		1.01753	.19675	-.37016	1.40531
	Equal varianc es not assume d										
3.4	Equal The historic in sites in Pattaya		.006	.173	343	.863		.02720	1.15711	-.23131	.33021
	Equal varianc es assume d										
				.162	191.07	.872		.02720	1.16815	-.30448	.35887
	Equal varianc es not assume d										

35	Animal life in Pattaya	Equal variances assumed	638	425	.027	348	.979	.00500	18849	-.36572	.37571
		Equal variances not assumed			.027	348	.979	.00500	18556	-.36057	.37056
3.6	Natural resources in Pattaya	Equal variances assumed	.819	366	-.232	348	.817	-.04181	.18019	-.39277	.31259
		Equal variances not assumed			-.238	342	.812	-.04181	17596	-.38843	.30480
Overall Impact		Equal variances assumed	.308	580	.311	342	.756	.02636	1.08482	-.14046	.19319
		Equal variances not assumed			.307	343	.759	.02636	08593	-.14299	.19572

T-Test

Group Statistics

	*Job related to Adventure Tourism	N	Mean	Std. Deviation	Std. Error Mean
1. Economic Impacts	Yes	121	5.3416	.87556	.07960
	No	229	5.0604	.99798	.06595
1.1 Investment in Pattaya	Yes	121	5.3471	1.16698	.10609
	No	229	5.0437	1.43203	.09463
1.2 Support for other businesses in Pattaya	Yes	191	5.3471	1.18118	.10733
	No	229	5.1965	1.25684	.08305
1.3 Employment in Pattaya	Yes	121	5.5289	1.14800	.10436
	No	229	5.1878	1.47928	.09775
1.4 Your income	Yes	121	4.8595	1.33108	.12101
	No	229	4.6157	1.41760	.09368
1.5 Jobs	Yes	121	5.4298	1.18902	.10809
	No	229	5.0786	1.31887	.08715
1.6 in Pattaya's tourism industry	Yes	121	5.5372	1.39069	.12643
	No	229	5.2402	1.59741	.10556
2. Social Impacts	Yes	121	4.4435	.93233	.08476
	No	205	4.4134	1.09640	.06783
2.1 Pattaya's culture	Yes	121	4.3388	1.33263	.12115
	No	229	4.3231	1.44806	.09569

2.2 Family relations	Yes	121	4.8347	1.29323	.11757
	No	229	4.4367	1.55362	.10267
2.3 Number of crimes in Pattaya	Yes	121	3.9491	1.71414	.15583
	No	229	4.2838	1.12552	.12552
2.4 Number of drug problems in Pattaya	Yes	121	4.1570	1.81204	.16473
	No	229	4.3144	1.90033	.12558
2.5 Your standard of living	Yes	121	4.7521	1.38613	.12601
	No	229	4.6332	1.99640	.08567
2.6 Pattaya's local customs	Yes	121	4.6364	1.36626	.12421
	No	229	4.4891	1.54923	.10238
3. Environmental Impacts	Yes	121	4.3196	.95563	.09400
	No	229	4.7125	1.08708	.07184
3.1 Environment in Pattaya	Yes	121	4.4959	1.37310	.19433
	No	229	4.2620	1.57318	.10396
3.2 Infrastructure in Pattaya	Yes	121	4.9008	1.28066	.11642
	No	229	4.7249	1.50	.09938
3.3 Pollution in Pattaya	Yes	121	3.8099	1.60371	.14579
	No	229	4.1223	1.76538	.11666
3.4 The historical site in Pattaya	Yes	121	4.4132	1.35611	.11419
	No	229	4.1790	1.43524	.09484
3.5 Animal life in Pattaya	Yes	121	4.1488	1.58987	.14453
	No	229	3.9694	1.68688	.11147
3.6 Natural resources in Pattaya	Yes	121	4.1488	1.50920	.13720
	No	229	4.0175	1.61941	.10701
Overall Impacts	Yes	121	4.7016	.67788	.06163
	No	229	4.5621	.77430	.05117

\* Independent Samples Test

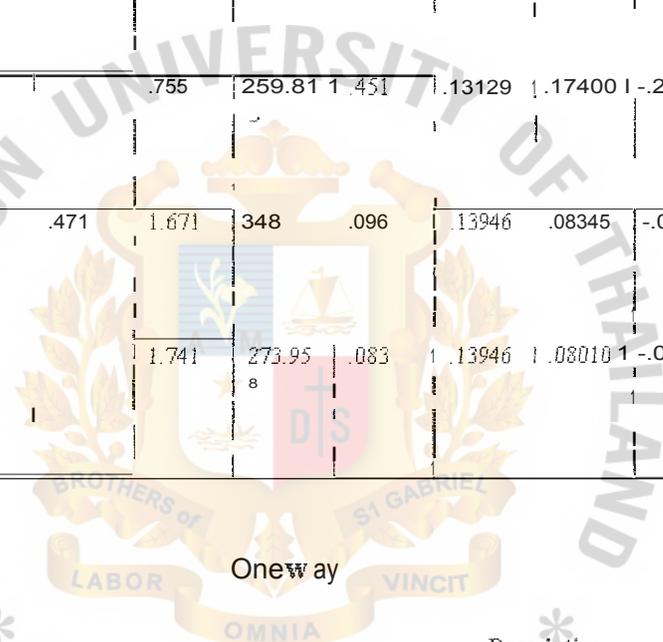
		Levene's Test for Equality of Variances		t-test for Equality of Means					
		F	df	Sig.	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference		
				(2-tailed)			Lower	Upper	
1. Economic Impact	Assume Equal variances	2.613	348	1.009	.28119	.10762	-.06953	.49265	
	Do not assume equal variances	2.720	273.47	.007	.28119	.10337	-.07769	.48469	

	es not assume										
1.1	Invest ment in Pattaya	Equal varianc es assume d	3.530	.051	2.005	348	.046	.30344	.15134	.00579	.60109
		Equal varianc es not assume d			2.134	290.22	1.034	.30344	.14216	.02354	.58324
1.2	Stippor t for other business ses in Pattaya	Equal varianc es assume d	1.445	.505	1.088	348	1.277	.15060	.13838	-.12157	.42277
		Equal varianc es not assume d				257.93 9	.252	.15060	.13575	-.11572	.41792
1.3	Emplo yment in Pattaya	Equal varianc es assume d	9.217	.003	2.209	348	1.026	1.34115	.15443	1.03741	1.64489
		Equal varianc es not assume d			2.386	300.99	1.018	1.34115	.14299	.05976	.52255
1.4	Your income	Equal varianc es assume d	1.336	1.562	1.562	348	.119	.24378	.15604	-.06311	.55063
		Equal varianc es not assume d			1.593	258.13 7	1.112	1.24378	.15303	-.05756	.54513
1.5	Jobs in Pattaya	Equal varianc es assume d	1.591	1.405	2.449	348		1.35115	.14336	.06912	.63311
		Equal varianc es not assume d				267.22	.012	.15115	.13285	.07777	.62453
1.6	In Pattaya's tourism in dust	Equal varianc es assume d	4.525	.034	1.728	348	.085	.29702	.17187	.04103	.50
		Equal	1		1.803	27521	.072	.79702	.10470	-.02722	1.62125





es not assume										
3,5	Equal	.042	.020	.955	348	.335	.17933	.18590	-.18630	.54496
Annual life in Pattaya	Variances assume									
	Equal			.982	257.303	.327	.17933	.18253	-.13011	.53676
	Variances not assumed									
3.6	P.qu	.104	.747	.799	348	.461	.13129	.17733	-.21846	.48105
Medical resources in Pattaya	Variances assume									
	Equal			.755	259.811	.451	.13129	.17400	-.21134	.47392
	Variances not assumed									
Overall Impact 1	Equal	.522	.471	1.671	348	.096	.13946	.08345	-.02467	.30358
	Variances assume									
	Equal			1.741	273.958	.083	.13946	.08010	-.01823	.29714
	Variances not assumed									



Oneway

Descriptives

		Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	Lower Bound	Upper Bound	Minimum	Maximum
Econom	<30	245	5.1667	1.00776	.06435	5.0399	5.2934	2.17	7.00
Impacts	30-50	97	5.1134	.87980	.08933	4.9361	5.2907	3.00	7.00
	Total		5.4157	.62361	.29043	4.3953	5.9380	4.50	6.17
	1.1 Investment in Pattaya	<30	245	5.0816	1.37060	.08756	4.9092	5.2541	1.00
	30-50	97	5.2887	1.33821	.13587	5.0190	5.5534	1.00	7.00
	>50	8	5.5000	1.75593	.96726	4.8680	6.1320	4.00	7.00
	Total	350	5.1485	1.35236	.07229	5.0064	5.2907	1.00	7.00

1.2	<30	1 245	5.2653	1.17654	.07517	5.117 <sup>2</sup>	5.4134	1.00	7.00
Support for other business es in Pattaya									
	30-50	97	5.1649	1.38203	.14032	4.000	5.4435	1.00	7.00
	>50	8	5.7500	.88641	.31339	5.0089	6.4911	4.00	7.00
	Total	350	5.2486	1.23160	.06583	5.1191	5.3780	1.00	7.00
1.3	<30	1 245	5.3469	1.40126	.08956	5.1705	5.5234	1.00	7.00
Employ ment in Pattaya									
	30-50	97	5.1753	1.35409	.13749	4.9023	5.4482	1.00	7.00
	>50	8	5.6250	1.06066	.37500	4.7383	6.5117	4.00	7.00
	Total	350	5.2486	1.38171	.07386	5.1605	5.4510	1.00	7.00
1.4	<30	1 245	4.6490	1.45677		4.4657	4.8323	1.00	7.00
Your income									
	30-50	97	4.7235	1.24354	.12626	4.5329	5.0341	1.00	7.00
	>50	8	5.2500	.88641	.31339	4.5089	5.9911	4.00	6.00
	Total	350	4.7000	1.39123	.07436	4.5537	4.8463	1.00	7.00
1.5	<30	1 245	5.21182	1.29055	.02245	5.0458	5.3706	1.00	7.00
Jobs in Pattaya									
	30-50	97	5.1856	1.27745	.12971	4.9281	5.4430	2.00	7.00
	>50	8	5.1250	1.35620	.47949	3.9912	6.2588	3.00	7.00
	Total	350	5.2000	1.28469	.06867	5.0649	5.3351	1.00	7.00
1.6 In Pattaya's tourism industry	<30	1 245	3.4490	1.48298	.09474	5.7624	5.6356	1.00	7.00
	30-50	97	5.0825	1.65624	.16817	4.74E7	5.4163	1.00	7.00
	>50	8	5.2500	1.28174	.45316	4.1784	6.3216	4.00	7.00
	Total	350	5.3429	1.53363	.08198	5.1816	5.5041	1.00	7.00
2. Social Impacts	<30	1 245	4.4014	1.98827	.06314	4.2770	4.5257	1.00	6.83
	30-50	97	4.4931	1.98305	.09981	4.2950	4.6913	1.50	7.00
	>50	8	4.2708	1.34795	.47657	3.1439	5.3977	1.33	5.50
	Total	350	4.4238	1.99365	.135311	4.3193	4.5223	1.00	7.00
2.1 Pattaya's culture	<30	1 245	4.2298	1.41772	.09057	4.1114	4.4682	1.00	7.00
	30-50	97	4.4227	1.36605	.13890	4.1470	4.6984	1.00	7.00
	>50	8	4.3750	1.68502	.59574	2.9663	5.7237	1.00	7.00
	Total	350	4.3986	1.40732	.07522	4.1806	4.4765	1.00	7.00
1 Family relations	<30	1 245	4.6571	1.48655	.09497	4.4701	4.8442	1.00	7.00
	30-50	97	4.4021	1.44092	.14630	4.1117	4.6925	0.00	7.00
	>50	8	4.1250	1.64208	.58056	2.7522	5.4978	1.00	6.00
	Total	350	4.5743	1.47913	.07906	4.4188	4.7298	1.00	7.00
2.3 Number of crimes in Pattaya	<30	1 245	4.1143	1.86512	.11916	3.8796	4.3490	1.00	7.00
	30-50	97	4.3608	1.79806	.18257	3.9984	4.7232	1.00	7.00
	>50	8	3.3750	1.50594	.53243	2.1160	4.6340	1.00	5.00
	Total	350	4.1657	1.84219	.09847	3.9720	4.3594	1.00	7.00
2.4	<30	1 245	4.2082	1.87562	.11933	3.9721	4.4442	1.00	7.00

Number of drag problems in Pattaya									
	30-50	97	4.4927	1.69756	1.19267	4.0402	14.8051	1.00	7.00
	>50		3.8750	1.24642	1.44063	2.8330	4.9170	1.2.00	5.00
	Total	350	4.2600	1.86917	1.09991	4.0635	14.4565	1.1.00	17.00
2.5 Your standard of living									
	<30	245	4.6245	1.31737	1.08416	4.4587	14.7903	1.1.00	7.00
	30-50	97	4.7938	1.29854	1.13185	4.5321	15.0555	1.1.00	7.00
	>50	8	4.7500	1.98906	1.70076	3.0930	6.4070	1.1.00	7.00
	Total	350	4.6743	1.32713	1.07095	4.5347	4.8138	1.1.00	7.00
2.6 Pattaya's local customs									
	30-50	97	4.5567	1.57433	1.15985	4.2394	14.8740	1.1.00	7.00
	>50	8	5.1250	1.30772	1.03913	3.6137	6.6363	1.2.00	17.00
	Total	350	4.5400	1.48820	1.07955	4.3835		1.1.00	7.00
3. Environmental Impacts									
	<30	245	4.2415	1.03813	1.06632	4.1109	4.5728	1.1.00	6.83
	30-50	97	4.2474	1.07667	1.10932	4.0304	4.4644	1.1.00	6.50
	>50	8	4.5208	1.85188	1.30118	3.8086	5.2730	1.3.17	5.83
	Total	350	4.2495	1.04337	1.05577	4.1396	4.3597	1.1.00	6.83
3.1 Environment Pattaya									
	30-50	97	4.2764	1.59910	1.16336	3.9561	14.6006	1.1.00	7.00
	>50	10	4.2500	1.53114	1.55902	2.9281	15.5719	1.1.00	6.00
	Total	350	4.3429	1.50915	1.08067	4.1842	14.5015	1.1.00	17.00
3.2 Infrastructure in Pattaya									
	<911	245	4.7265	1.39771	1.08930	4.5506	4.9024	1.1.00	7.00
	30-50	97	4.6763	1.52928	1.15528	4.5681	5.1845	1.1.00	17.00
	>50	5	5.5000	1.06904	1.37796	4.6063	6.3937	1.4.00	7.00
	Total	350	4.7857	1.43126	1.07650	4.6352	4.9362	1.1.00	7.00
Polio in Pattaya									
	30-50	97	4.3165	1.80985	1.18376	3.3517	4.5613	1.1.00	7.00
	>50	8	3.7501	1.28174	1.45316	2.6784	4.6216	1.1.00	5.00
	Total	350	4.0143	1.71537	1.09169	3.8340	4.1946	1.1.00	17.00
3.4 The 1 sites in Pattaya									
	<90	245	4.2316	1.40436	1.08975	4.1048	4.4584	1.1.00	17.00
	30-50	97	4.1443	1.39279	1.13431	3.8777	4.4109	1.1.00	7.00
	>50	8	5.0000	1.06904	1.37796	4.1063	5.8937	1.4.00	17.00
	Total	350	4.2600	1.37865	1.07369	4.1151	4.4049	1.1.00	17.00
95 Animal life in Pattaya									
	<90	245	4.0304	1.62069	1.10354	3.8165	4.2244	1.1.00	7.00

	30-50	97	4.0205	1.77353	.18007	3.4632	4.3781	1.00	7.00
	>50	8	4.5000	1.19523	.42258	3.5003	5.4992	1.00	7.00
	Total	350	4.0314	1.65340	.03340	3.8576	4.2053	1.00	7.00
3.5 Natural resource in Pattaya	<30	245	4.1061	1.51098	.10292	3.9034	4.3089	1.00	7.00
	30-50	97	3.9485	1.49563	.15186	3.6470	4.2499	1.00	7.00
	>50	2	4.1250	1.80772	.63913	2.6137	5.6363	1.00	7.00
	Total	350	4.0429	1.58124	.08452	3.8966	4.2291	1.00	7.00
Overall Impacts	<30	245	4.6032	.74710	1.04773	4.5092	1.44972	2.00	6.78
	30-50	97	4.4180	.74377	.07552	4.4681	1.47679	2.50	6.72
	>50	8	4.7361	.74993	.24514	4.1092	5.3431	3.22	5.78
	Total	350	4.6103	.74438	.03979	4.5321	1.44326	2.00	5.78

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
1. Economic Impacts	Between Groups		2	.373	1.399	.671
	Within Groups	324.585	347			
	Total	325.332	349			
1.1 Investment in Pattaya	Between Groups		2	1.995	.091	.91
	Within Groups	434.285	347	1.828		
	Total	638.274	349			
1.2 Support for other businesses in Pattaya	Between Groups	2.758	2	1.379	.909	.404
	Within Groups	526.616	347	1.518		
	Total	529.374	349			
1.3 Employment in Pattaya	Between Groups	2.823	2	1.411	.754	.47
	Within Groups	663.406	347	1.912		
	Total	666.289	349			
1.4 Your income	Between Groups	3.734	2	1.857	.964	.382
	Within Groups	671.766	347	1.936		
	Total	675.500	349			
1.5 Jobs in Pattaya	Between Groups	.082	2	.041	.025	.976
	Within Groups	575.918	347			
	Total	575.000	349			
1.6 In Pattaya's tourism industry	Between Groups	9.405	2	4.702	2.011	.135
	Within Groups	811.452	347	2.338		
	Total	820.857	349			
1.2. Social Impacts	Between Groups	1.111	2	.388	.397	.675
	Within Groups	343.803	347	.991		
	Total	344.579	349			
2.1 Pattaya's culture	Between Groups	1.245	2	.622	.313	.731
	Within Groups	689.970	347	1.988		
	Total	491.214	349			
2.2 Family relations	Between Groups	6.174	2	3.087	1.414	.244
	Within Groups	757.395	347			
	Total	763.569	349			
2.3 Number of crimes in Pattaya	Between Groups	9.342	2	4.671	1.379	.253
	Within Groups	1175.044	347	3.386		
	Total	1184.389	349			

2.4 Number of drug problems in Pattaya	Between Groups	4.411	2	2.206	.630	
	Within Groups	1214.929	347	3.501		
	Total	1219.340	349			
2.5 Your standard of living	Between Groups	2.039	2	1.020	.577	.562
	Within Groups	612.829	347	1.766		
	Total	614.869	349			
2.6 Pattaya's local custom.	Between Groups	2.927	2	1.463	.659	.518
	Within Groups	770.013	347	2.19		
	Total	772.940	349			
3. Environmental impacts	Between Groups	.605	2	.303	.277	.759
	Within Groups	379.325	347	1.093		
	Total	379.930	349			
3.1 Environment in Pattaya	Between Groups	.677	2	.336	.147	.863
	Within Groups	794.185	347	2.289		
	Total	794.857	349			
3.2 Infrastructure in Pattaya	Between Groups	5.736	2	2.863	1.40	.247
	Within Groups	709.193	347	2.044		
	Total	714.929	349			
3.3 pollution in Pattaya	Between Groups	5.775	2	2.887	.931	.376
	Within Groups	1021.154	347	2.943		
	Total	1026.929	349			
3.4 The historical sites in Pattaya	Between Groups	5.793	2	2.897	1.529	.218
	Within Groups	657.547	347	1.895		
	Total	663.340	349			
3.5 Animal life in Pattaya	Between Groups	1.798	2	.899	.327	.721
	Within Groups	952.857	347	2.746		
	Total	954.54	349			
3.6 Natural resources in Pattaya	Between Groups	1.759	2	.880	.350	.705
	Within Groups	871.858	347	2.510		
	Total	872.617	349			
Overall Impacts	Between Groups	.145	2	.072	.130	.878
	Within Groups	193.235	347	557		
	Total	197.379	749			

## Post Hoc Tests

### Multiple Comparisons

LSL						
Dependent Variable (I) Age						
Variable						
<30						
	Mean Difference (I-J)	Sig.	Mean Difference (I-J)	Sig.	Mean Difference (I-J)	Sig.
Economic Impacts	<30		.05326	.646	-.25000	.472



standard of living							
	30-50	16932	.789			.04381	.929
	>50	.12551	.793			-.04381	
	<30					-.54242	.813
Pattaya's local customs							
	30-50	1.04242	.813			-.56830	.300
	>55	.6177	.255			.56830	.300
3. Environmental Impacts							
	<30					-.00593	.962
	30-50	1.00593	.962			-.27341	.478
	>50	.27934	.458			.27341	.478
3.1 Environment in Pattaya							
	<30					.09308	.608
	30-50	-.09308	.608			.02835	.959
	>50	-.12143	.823			-.02835	.959
3.2 Infrastructure in Pattaya							
	<30					-.14976	.383
	30-50	.14976				-.62371	1.236
	>50	1.77347	.133			.62371	.236
3.3 Pollution in Pattaya							
	<30					-.27364	.124
	30-50	.27364	.184			.46649	.460
	>50	-.19286	.75			-.45549	.460
3.4 The historical sites in Pattaya							
	<30					.13730	.406
	30-50	-.13730	.406			-.85567	1.092
	>50	.71837	.147			.85567	1.092
3.5 Animal life in Pattaya							
	<30					-.00021	.999
	30-50	.00021	.999			-.47938	.432
	>50	.47959	.421			.47938	.432
3.6 Natural resources in Pattaya							
	<30					.15767	1.4117
	30-50	-.15767	.407			-.17655	.762
	>50	.01888	.974			.17555	.762
1 Overall Impacts							
	<30					-.01481	.869
	30-50	.01481				-.11813	.667
		1.13294	.520			.11813	.667

\* The mean difference is significant at the .05 level.

## Oneway

## Descriptives

		Mean	Std. Deviation	Std. Error	Confidence Interval for Mean	Minimum	Maximum		
					Lower Bound	Upper Bound			
1. Econom	High school or lower	1228	5.2713	.88169	.05839	5.1123	5.3424	12.50	7.00
<b>Impacts</b>	Bachelor degree	118	5.0297	1.11103	.10228	4.8271	5.7322	2.17	
	Master degree or higher	4	4.9583	.64370	.32185	3.9341	5.9826	4.33	7.00
	<b>Total</b>	1350	5.1575	1.05161	.150561	5.2591	5.2591	12.17	7.00
1.1 Investm	High school or lower	228	5.2719	1.29577	.08581	5.1028	5.4410	11.00	7.00
ent in	Bachelor degree	118	4.9576	1.43458	.13206	4.6961	5.2192	1.00	17.00
Pattaya	Master degree or higher	4	3.7500	1.50000	1.25000	12.9544	14.5456	3.00	14.00
	<b>Total</b>	1350	5.1486	1.35236	.07229	5.0064	5.2907	1.00	17.00
1.2 Support	High school or lower	228	5.3289	1.24230	.08227	5.1668	5.4911	1.00	17.00
for other	Bachelor degree	118	5.1017	1.21522	1.11187	4.8801	5.3232	1.00	17.00
business	Master degree or higher	4	5.0000	.81650	.40825	3.7008	6.2992	4.00	6.00
es in	<b>Total</b>	1350	5.2486	1.23160	1.06583	5.1191	5.3780	1.00	17.00
Pattaya	High school or lower	228	5.3202	1.37573	1.09111	5.1406	5.4997	1.00	7.00
	Bachelor degree	112	5.2712	1.40610	1.12944	5.1142	5.4272	2.00	7.00
	Master degree or higher	4	5.5000	1.29099	.64550	3.4457	7.5543	4.00	7.00
	<b>Total</b>	1350	5.3057	1.38171	1.07386	5.1605	5.4510	1.00	7.00
1.4 Your	High school or lower	228	4.7763	1.30670	.08654	4.6058	14.9468	1.00	7.00
income	Bachelor degree	118	4.5593	1.53335	1.14116	4.2798	4.8389	1.00	7.00
	Master degree	4	4.5000	1.73205	.86603	1.7439	7.2501	13.00	7.00

	or higher								
L5 Jobs in Pattaya	Total	350	4.7000	1.39123	.07436	14.5537	14.8463	1.00	7.00
	High school or lower	228	5.3281	1.20231	.07963	15.0712	5.3850	2.00	7.00
	Bachelor degree	118	5.1355	1.44952	.13344	1.871	15.3999	1.00	7.00
	Plaster degree or higher	4	5.51100		.23858	4.5813	6.4187	5.00	6.00
1.6 In Pattaya's tourism industry	Total	350	5.3000	1.28469	.06857	5.0649	5.3351	1.00	17.00
	High school or lower	228	5.4385	1.51563	.10044	15.2407	5.5355	1.00	7.00
	Bachelor degree	118	5.1525	1.56590	.14424	4.8559	15.4382	1.00	7.00
	Master degree or higher	4	5.5000	1.29099	.64550	3.4457	7.5543	4.00	7.00
2. Social Impacts	Total	350	5.3429	1.53363	.08198	5.1816	5.5041	1.00	7.00
	High school or lower	228	4.5219	1.00552	.05560	4.3907	14.6532	1.00	17.00
	Bachelor degree	118	4.3090	.93503	.08617	4.0284	4.3797	1.57	5.83
	Master degree or higher	4	5.1667	.94281	.47140	13.6554	5.5559	4.50	16.50
2.1 Pattava's culture	Total	350		.99365	.05311	4.3193	4.5283	1.00	7.00
	High school or lower	228	4.3947	1.41183	.09350	14.2105	4.5790	1.00	7.00
	Bachelor degree	118	4.1595	1.39783	.12868	3.9146	4.4243	1.00	7.00
	Master degree or higher	4	5.2500	.95743	.47871	3.7265	15.7735	4.00	6.00
2.2 Family relations	Total	350	4.3285	1.40732	.07577	4.1805	4.4755	1.00	7.00
	High school or lower	228	4.5658	1.50478	.09956	4.3694	4.7622	1.00	7.00
	Bachelor degree	118	4.5847	1.41518	.13037	4.3256	4.8429	1.00	7.00
	Master degree or higher	4	4.7500	2.21736	1.10858	1.2217	8.2783	2.00	7.00
2.3 Number of crimes in Pattaya	Total	350	4.5743	1.47915	.07906	4.4188	14.7298	1.00	7.00
	High school or lower	228	4.5577	1.82772	.12078	4.0997	14.5757	1.00	7.00
	Bachelor degree	118	3.7881	1.83439	.15887	3.4537	4.1226	1.00	7.00

	Master degree or higher	4	5.5000	1.29099	.64550	3.4457	7.5543	4.00	7.011
	Total		4.1657	1.84219	.09847	3.9720	14.3594	1.00	17.00
2.4	High school or lower	228	4.3991	1.86633	.19360	4.1556	4.6427	1.00	7.00
Number of drug problem 5 in Pattava	Bachelor degree	118	3.9661	1.86251	.17146	3.6265	4.3057	1.00	7.00
	Master degree or higher	14	5.0000	1.41421	.70711	3.7497	7.2503	4.00	7.00
	Total	350	4.2500	1.86917	.09991	4.0635	4.4565	1.001	17.00
2.5	High school or lower	228	4.3289	1.32134	.08751	4.6565	5.0014	1.00	7.00
Source standard of living	Bachelor degree	118	4.3814	1.30691	.12031	4.1431	4.6196	1.00	7.00
	Master degree or higher	4	4.5000	1.00000	.50000	2.9088	6.0912	4.00	6.00
	Total	350	4.5743	1.32733	.07095	4.5347	4.138	1.00	7.00
2.6	High school or lower	228	4.6053	1.53731	.10181	4.4046	4.8059	1.00	7.00
Pattava's local customs	Bachelor degree	118	4.3684	1.36917	.12604	4.1148	4.6140	1.00	7.00
	Master degree or higher	4	6.0000	1.15470	.50000	4.1626	7.8374	5.00	7.00
	Total	350	4.5400	1.48820	.07955	4.3835	4.6965	1.110	7.00
3.	High school or lower	228	4.3947	1.05221	.07006	4.2556	4.5328	1.00	0.83
Environmental Impacts	Bachelor degree	118	3.9788	.97610	.06986	3.8009	4.1568	1.30	6.50
	Master degree or higher	4	3.9583	.39382	.19691	3.3317	4.5850	3.67	4.50
	Total	350	4.2495	1.04337	.05577	4.1396	4.3592	1.00	6.83
3.1	High school or lower	228	4.4211	1.56444	.10361	4.2169	4.6252	1.00	7.00
Environment in Pattava	Bachelor degree	118	4.1760	1.40592	.12943	3.9215	4.4343	1.00	7.00
	Master degree or higher	4	4.7500	.95743	.47871	3.2265	6.2735	4.00	6.00
	Total	350	4.3479	1.50915	1.08057	4.1342	4.5015	1.00	7.00

3.2	High school or lower	-	4.3316	1.48680	.09847	4.6276	5.0756	1.00	7.00
	Bachelor degree	118	4.6525	1.29679	.11938	44161	4.8890	1.00	7.00
	Master degree or higher	4	3.2500	1.55743	.47871	1.7265	4.7735	2.00	4.00
	<b>Total</b>	<b>350</b>	<b>4.7857</b>	<b>1.43126</b>	<b>.07650</b>	<b>4.6352</b>	<b>4.9362</b>	<b>1.00</b>	<b>7.00</b>
3.3	High school or lower	228		1.74179	.11535	4.0052	4.4598	1.00	7.00
	Bachelor degree	118	3.5673	1.57154	.14467	3.2813		1.00	7.00
	Master degree or higher	4	4.7500	2.06155	1.03078	1.4656	8.0304	3.00	7.00
	<b>Total</b>	<b>350</b>	<b>4.0114</b>	<b>1.71537</b>	<b>.09169</b>	<b>3.8340</b>	<b>4.1946</b>	<b>1.00</b>	<b>7.00</b>
3.4	High school or lower	228	4.3816	1.37921	.09134	4.2016	4.5616	1.00	7.00
	Bachelor degree	118	4.0169	1.36490	.12565	3.7681	4.9658	1.00	7.00
	Master degree or higher	4	4.5000	1.00000	1.50000	2.9088	6.0912	4.00	6.00
	<b>Total</b>	<b>350</b>	<b>4.2600</b>	<b>1.37865</b>	<b>.07369</b>	<b>4.1151</b>	<b>4.4049</b>	<b>1.00</b>	<b>7.00</b>
3.5	High school or lower	228	4.2018	1.50759	.10647	3.9920	4.4116	1.00	7.00
	Bachelor degree	118	3.7119	1.69010	.15559	3.4037	4.0200	1.00	7.00
	Master degree or higher	4	3.7500	2.21736	1.10868	2.217	7.2783	1.00	6.00
	<b>Total</b>	<b>350</b>	<b>4.0314</b>	<b>1.65350</b>	<b>.03840</b>	<b>3.8576</b>	<b>4.2053</b>	<b>1.00</b>	<b>7.00</b>
3.6	High school or lower	228	4.2500	1.56890	.10390	4.0453	4.4547	1.00	7.00
	Bachelor degree	118	3.7458	1.55353	.14301	3.4625	4.0290	1.00	7.00
	Master degree or higher	4	2.7500	1.25831	.62915	.7478	4.7222	1.00	4.00
	<b>Total</b>	<b>350</b>	<b>4.0629</b>	<b>1.58124</b>	<b>.08452</b>	<b>3.8966</b>	<b>4.2291</b>	<b>1.00</b>	<b>7.00</b>
Overall Impacts	High school or lower	228	4.7147	1.5248	.04983	4.6165	4.8179	1.00	6.79
	Bachelor degree	118	4.4058	1.69732	.06419	4.207	4.5330	1.00	6.78

	Master degree or higher	14	4.6944	1201	1.20601	4.0328	5.3500	4.33	5.28
	Total	350	4.6103	74438	1.03979	4.5321	14.6686	2.00	6.78

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
1. Economic Impacts	Between Groups	3.195	2	1.600	1.723	.180
	Within Groups	322.133	347	.928		
	Total	325.332	349			
1.1 investment in Pattaya	Between Groups	15.596	2	7.798	4.346	.014
	Within Groups	622.678	347	1.794		
	Total	638.774	349			
1.2 Support for other businesses in Pattaya	Between Groups	4.266	2	2.133	1.409	.246
	Within Groups	525.109	347	1.513		
	Total	529.374	349			
1.3 Employment in Pattaya	Between Groups	.339	2	.170	.088	.915
	Within Groups	665.949	347	1.919		
	Total	666.289	349			
1.4 Your income.	Between Groups	3.823	2	1.912	.988	.374
	Within Groups	671.677	347	1.936		
	Total	675.500	349			
1.5 Jobs in Pattaya	Between Groups	1.029	2	.515	.311	.733
	Within Groups	574.971	347	1.657		
	Total	576.000	349			
1.5 In Pattaya's tourism industry	Between Groups	6.463	2	3.231	1.377	.254
	Within Groups	814.395	347	2.347		
	Total	820.857	349			
2. Social Impacts	Between Groups	9.645	2	4.923	5.103	.007
	Within Groups	334.734	347	1.965		
	Total	344.579	349			
2.1 Pattaya's culture	Between Groups	17.380	2	8.690	1.872	.155
	Within Groups	683.834	347	1.971		
	Total	691.214	349			
2.2 Family relations	Between Groups	1.123	2	.562	.035	1.966
	Within Groups	763.416	347	2.200		
	Total	763.569	349			
2.3. Number of crimes in Pattaya	Between Groups	30.690	2	15.345	4.615	.011
	Within Groups	1153.699	347	3.325		
	Total	1184.389	349			
2.4 Number of drug problems in Pattaya	Between Groups	16.796	2	8.398	2.423	.090
	Within Groups	1202.544	347	3.456		
	Total	1219.340	349			
2.5 Your standard of living	Between Groups	15.701	2	7.850	4.546	.011
	Within Groups	599.168	347	1.727		
	Total	614.869	349			
2.6 Pattaya's local customs	Between Groups	13.136	2	6.568	3.000	.051
	Within Groups	759.804	347	2.190		
	Total	772.940	349			

	<b>Total</b>	<b>772.940</b>	<b>349</b>			
J. Environmental Impacts	Between Groups	13.794		6.897	6.537	.002
	Within Groups	366.136	347	1.055		
	<b>Total</b>	<b>379.930</b>	<b>349</b>			
3.1 Environment in Pattaya	Between Groups	5.265	2	2.633	1.157	.316
	Within Groups	789.592	347	2.275		
	<b>Total</b>	<b>794.857</b>	<b>349</b>			
3.2 Infrastructure in Pattaya	Between Groups	12.677	2	6.811	3.370	.036
	Within Groups	701.307	347	2.021		
	<b>Total</b>	<b>714.929</b>	<b>349</b>			
3.3 Pollution in Pattaya	Between Groups	36.41	2	18.271	6.401	.002
	Within Groups	990.387	347	2.854		
	<b>Total</b>	<b>1026.929</b>	<b>349</b>			
3.4 The historical sites in Pattaya	Between Groups	10.571	2	5.286	2.810	.no
	Within Groups	552.769	347	1.881		
	<b>Total</b>	<b>663.340</b>	<b>349</b>			
3.5 Animal life in Pattaya	Between Groups	18.982	2	9.491	3.529	1.031
	Within Groups	935.673	347	2.696		
	<b>Total</b>	<b>954.654</b>	<b>349</b>			
3.6 Natural resources in Pattaya	Between Groups	26.744		13.372	5.486	.005
	Within Groups	845.873	347	2.438		
	<b>Total</b>	<b>872.617</b>	<b>349</b>			
Overall impacts	Between Groups	2.445	2	3.722	6.947	1.001
	Within Groups	185.935	347	.536		
	<b>Total</b>	<b>193.379</b>	<b>349</b>			

Post Hoc Tests

Multiple Comparisons

LSD

Dependent Variable	(I) Education	(J) Education	Mean Difference (I-J)	Sig.	Mean Difference (I-J)	Sig.	Mean Difference (I-J)	Sig.
1 Economic Impacts	High school or lower		.19768	.071	.26901	.580	.19768	.071
	Bachelor degree		-.07133	.884				
	Master degree or higher							
1.1 Investment in Pattaya	High school or lower		3.1430(*)	.039	1.52193(*)	.025		
	Bachelor		3.1430(*)	.039	1.2070	.077		

	degree						
	Master degree or higher	-1.52193	.025	-1.20763	.077		
1.2 Support for other businesses in Pattaya	High school or lower			.22725	.104	.37895	.596
	Bachelor degree	-.22725	.104			.10169	.871
	Master degree or higher	.32895	.596	-.10169	.871		
1.3 Employment in Pattaya	High school or lower			.04899		-.17982	-.1797
	Bachelor degree	-.04899				-.22881	.745
	Master degree or higher	.17982	.797	.22881	.745		
1.4 Your income	High school or lower			.21699	.170	.27632	.694
	Bachelor degree	-.21699	.170			.115932	.933
	Master degree or higher	.27632	.694	-.05932			
1.5 Jobs in Pattaya	High school or lower			.09248	.527	-.27193	.676
	Bachelor degree	-.09248	.527			-.36441	.578
	Master degree or higher	.27193	.676	.36441	.578		
1.6 In Pattaya's tourism industry	High school or lower			.23605	.101	-.06140	.937
	Bachelor degree	-.26605	.101			-.34746	.656
	Master degree or higher	.06140	.937	.34746	.656		
2. Social Impacts	High school or lower			.31289(*)	.005	-.64474	.194
	Bachelor degree	-.31289(*)	.005			-.95763	.056
	Master degree or higher	.64474	.194	.95763	.056		
2.1 Pattaya's culture	High school or lower				.158	-.25526	.228
	Bachelor degree	-.22525	.158			-1.08051	.131
	Master degree	.85536	.228	1.08051	.131		

		degree or higher							
2.2	Family relations	High school or lower							
		Bachelor degree	.01896						
		Master degree or higher	.18421						
2.3	Number of crimes in Pattaya	High school or lower							
		Bachelor degree	.54958(*)	.008					
		Master degree or higher	1.16228	.207					
2.4	Number of big problems in Pattaya	High school or lower							
		Bachelor degree	.43302(*)	.041					
		Master degree or higher	1.03390	.275					
2.5	Your standard of living	High school or lower							
		Bachelor degree	.44759(*)	.003					
		Master degree or higher	.32895	.520					
2.6	Pattaya's local customs	High school or lower							
		Bachelor degree	.24086	.152					
		Master degree or higher	-1.39474	.052					
Environmental Impacts		High school or lower							
		Bachelor degree	.41592(*)	.000					
		Master degree or higher	1.02048	.969					
3.1	Environment in Pattaya	High school or lower							
		Bachelor degree	1.24309	.156					
		Master degree or higher	-1.32895	.666					
		Bachelor degree	-2.4309	.155					
		Master degree or higher	1.57203	1.456					

3.2 Infrastructure in Pattaya	High school or lower			1.22904	1.156	1.53158(*)	.023
	Bachelor degree	-.22904	.156			1.40254	1.053
	Master degree or higher	-1.63152 (*)	.023	-1.40254	1.053		
3.3 Pollution in Pattaya	High school or lower			.66466(*)	1.001	-.51754	.544
	Bachelor degree	-.66466(*)	.001			-1.18220	.170
	Master degree or higher	.51754	.544	1.18220	1.170		
4 The historical sites in Pattaya	High school or lower			.36463(*)	.020	1.1842	1.364
	Bachelor degree	-.36463(*)	.020			-.48305	.489
	Master degree or higher	1.11842	.364	1.48305	1.489		
3.5 Annual life in Pattaya	High school or lower			.48989(*)	.009	1.45175	1.580
	Bachelor degree	-.48989(*)	.009			-.03814	.964
	Master degree or higher	1.45175	.585	.03814	1.954		
3.6 Natural resources in Pattaya	High school or lower			.50424(*)	.005	1.50000	1.053
	Bachelor degree	-.50424(*)	.005			.99576	.211
	Master degree or higher	1.50000	.058	-.99576	.211		
Overall Impacts	High school or lower			.30883(*)	.000	1.02022	.956
	Bachelor degree	-.30883(*)	.000			1.28861	.439
	Master degree or higher	1.02022	.956	1.28861	.439		

\* The mean difference is significant at the .05 level.

### Oneway

#### Descriptives

	Mean	Std.	Std.	95%	Minimum	Maximum
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				Deviation	Error	Confidence Interval for Mean		m	m
						Lower Bound	Upper Bound		
Economic Impacts	<10,000	210	5.1032	1.01422	.06999	4.9652	5.2411	2.17	7.00
	10,000-30,000	113	5.2714	.78875	.07420	5.1244	5.4184	3.00	7.00
	>30,000	27	<b>5.1049</b>	1.21700	.23421	<b>4.6735</b>	5.5864	2.33	
	<b>Total</b>	<b>350</b>	<b>5.1576</b>	<b>.96550</b>	<b>.05161</b>	<b>5.0561</b>	<b>5.2591</b>	<b>2.17</b>	<b>7.00</b>
1.1 Investment in Pattaya	<10,000	210	5.1147	1.34708	.09296	4.9310	5.2975	1.00	7.00
	10,000-30,000	113	5.2475	1.25022	.11761	5.0178	5.4802	1.00	7.00
	>30,000	27	5.0000	1.77591	.34177	4.2975	5.7025	1.00	7.00
<b>Total</b>			5.1486	1.35236	.07229	5.0064		1.00	7.00
1.2 Support for other business in Pattaya	<10,000	210	5.2000	1.30439	1.09001	5.0726	5.3774	1.00	7.00
	10,000-30,000	113	5.3805	1.05491	.09924	5.1839	5.5770	2.00	7.00
	>30,000	27	5.0741	1.92798	.25557	4.5487	5.5994	3.00	7.00
<b>Total</b>			5.2486	1.23160	.06583	5.1191	5.3780	1.00	7.00
1.3 Employment in Pattaya	<10,000	210	5.2381	1.43453	.09899	5.0429	5.4332	1.00	7.00
	10,000-30,000	113	5.3805	1.27698	.12013	5.1425	5.6186	2.00	7.00
	>30,000	27	5.5185	1.39698	1.26885	4.9659	6.0711	2.00	
<b>Total</b>			5.3057	1.38171	.07386	5.1605	5.4510	1.00	7.00
1.4 Your income	<10,000	210	5.1286	1.29321	.08924	4.9526	5.3045	1.00	7.00
	10,000-30,000	113	5.0000	1.23201	.11590	4.7704	5.2296	1.00	7.00
	>30,000	27	4.3233	1.49356	.28744	3.7425	4.9242	1.00	7.00
<b>Total</b>			4.7000	1.39123	.07436	4.5537	4.8463	1.00	7.00
1.5 Jobs in Pattaya	<10,000	210	5.1286	1.29321	.08924	4.9526	5.3045	1.00	7.00
	10,000-30,000	113	5.2301	1.23208	.11590	5.0004	5.4597	2.00	7.00
	>30,000	27	5.6296	1.39065	.26767	5.0794	6.1798	3.00	7.00
<b>Total</b>			5.2000	1.28469	.06867	5.0649	5.3351	1.00	7.00
1.6 in Pattaya's tourism industry	<10,000	210	5.3524	1.56199	1.10779	5.1399	5.5649		7.00
	10,000-30,000	113	5.3894	1.35247	1.2723	5.1373	5.6415	1.00	7.00
	>30,000	27	5.0741	1.99857	.38463	4.2835	5.8647	1.00	7.00

	Total	350	5.3429	1.53353	1.118198	1.5.1815	5.5041	1.00	7.00
2. Social Impacts	<10,000	210	4.4950	.97748	.05745	4.3631	4.6290	1.00	7.00
	10,000-30,000	113	4.3201	1.04087	1.09792	4.1250	4.5141	1.50	6.50
	>30,000	27	4.2963	.89435	1.17212	3.9425	4.6501	3.00	5.00
	Total	350	4.4238	.99365	.05311	4.3193	4.5283	1.00	7.00
2.1 Pattaya's culture	<10,000	210	4.3714	1.48522	1.0249	4.1694	4.5735	1.00	7.00
	10,000-30,000	113	4.2035	1.31719	1.12391	3.9580	4.4491	1.00	7.00
	>31,000	27	4.5185	1.17217	1.91595	4.0745	4.9524	3.00	7.00
	Total	350	4.3285	1.40732	1.07522	4.1806	4.4765	1.00	7.00
2.2 I Farr& relations	<10,000	210	4.5810	1.45592	1.10115	4.3815	4.7804	1.00	7.00
	10,000-30,000	113	4.5575	1.45735	1.13710	4.2859	4.8292	1.00	7.00
	>30,000	27	4.5925	1.71552	1.33015	3.9140	5.2712	1.00	7.00
	Total	350	4.5743	1.47915	1.07905	4.4188	4.7298	1.00	7.00
2.3 Number of crimes in Pattaya	<10,000	210	4.2905	1.91853	1.13239	4.0295	4.5515	1.00	7.00
	10,000-30,000	113	4.1415	1.53591	1.15389	3.8357	4.4455	1.00	7.00
	>30,000	27	3.2953	1.87729	1.35128	2.5537	4.0389	1.00	7.00
	Total	350	4.1557	1.84219	1.09847	3.9720	4.3594	1.00	7.00
2.4 I Number of drug problem in Pattaya	<10,000	910	4.3095	1.87515	1.12940	4.0544	4.5545	1.00	7.00
	10,000-30,000	113	4.2035	1.86681	1.17551	3.8556	4.5515	1.00	7.00
	>30,000	27	4.1111	1.88788	1.35332	3.3543	4.8579	1.00	7.00
	Total	350	4.2500	1.85917	1.09991	4.0535	4.4565	1.00	7.00
2.5 Your standard of living I	<10,000	210	4.7476	1.24436	1.0857	4.5783	4.9159	1.00	7.00
	10,000-30,000	113	4.5310	1.38274	1.13008	4.2732	4.7887	1.00	7.00
	>30,000	27	4.7037	1.58283	1.32385	4.0380	5.3594	1.00	7.00
	Total	350	4.5743	1.32733	1.07095	4.5347	4.8138	1.00	7.00
25 I Pattaya's local customs I	<10,000	210	4.8702	1.42997	1.10789	4.4735	4.8789	1.00	7.00
	10,000-30,000	113	4.2832	1.44833	1.13525	4.0132	4.5531	1.00	7.00
	>30,000	27	4.5556	1.55250	1.29378	3.9414	5.1597	1.00	7.00
	Total	350	4.5400	1.48820	1.07955	4.3835	4.6955	1.00	7.00
3. Environmental impacts	<10,000	210	4.3817	1.98239	1.05779	4.2481	4.5154	1.00	5.23
	10,000-30,000	113	4.1254	1.10431	1.10389	1.3.9195	4.4312	1.50	6.33

	30,000								
	>30,000	27	3.7407	1.06049	.20409	3.3212	4.1003	1.83	5.83
	<b>Total</b>	<b>350</b>	<b>4.2495</b>	<b>1.04337</b>	<b>.135577</b>	<b>4.1398</b>	<b>4.3599</b>	<b>1.00</b>	<b>6.83</b>
3.1	Environment in Pattaya								
	<10,000	210	4.5000	1.47467	.10176	4.7994	4.7006	1.00	7.00
	10,000-30,000	113	4.1681	1.51128	.14217	3.8865	4.4498	1.00	7.00
	>30,000	27	3.8519	1.63387	.31444	3.2055	4.4982	1.00	7.00
	<b>Total</b>	<b>350</b>	<b>4.3429</b>	<b>1.50915</b>	<b>.08057</b>	<b>4.1842</b>	<b>4.5015</b>	<b>1.00</b>	<b>7.00</b>
3.2	Infrastructure in Pattaya								
	<10,000	210	4.8429	1.45723	.10056	4.6446	5.0411	1.00	7.00
	10,000-30,000	113	4.5752	1.40665	.13233	3.6997	4.8374	1.00	7.00
	>30,000	27	5.2222	1.21950	.23469	4.7398	5.7046	1.00	7.00
	<b>Total</b>	<b>350</b>	<b>4.7857</b>	<b>1.43126</b>	<b>.07650</b>	<b>4.6352</b>	<b>4.9362</b>	<b>1.00</b>	<b>7.00</b>
3.3	Pollution in Pattaya								
	<10,000	210	4.1381	1.72374	.11895	3.9035	4.3726	1.00	7.00
	10,000-30,000	113	4.0177	1.70599	.16049	3.6997	4.3357	1.00	7.00
	>30,000	27	3.0370	1.40004	.25944	3.4332	3.5909	1.00	15.00
	<b>Total</b>	<b>350</b>	<b>4.0143</b>	<b>1.71537</b>	<b>.09169</b>	<b>3.8340</b>	<b>4.1946</b>	<b>1.00</b>	<b>17.0111</b>
3.4	The historical sites in Pattaya								
	<10,000	910	4.4476	3.1230	.09056	4.2691	4.6261	1.00	7.00
	0000-30,000	113	4.1504	3.7075	.12895	3.8949	4.4059	1.00	7.013
	>30,000	27	3.2593	1.48305	.28541	2.6726	3.8459	1.00	5.00
	<b>Total</b>	<b>350</b>	<b>4.2600</b>	<b>1.37855</b>	<b>.07369</b>	<b>4.1151</b>	<b>4.4049</b>	<b>1.00</b>	<b>7.00</b>
3.5	Animal life in Pattaya								
	<10,000	210	4.1333	1.58984	.110971	3.9171	4.3496	1.00	7.00
	10,000-30,000	113	3.9381	1.74378	.16404	3.6130	4.2631	1.00	7.00
	>30,000	27	1.16296	1.73534	.33397	2.9432	14.3151	1.00	7.00
	<b>Total</b>	<b>350</b>	<b>4.0314</b>	<b>1.55390</b>	<b>.08840</b>	<b>3.3576</b>	<b>4.2053</b>	<b>1.00</b>	<b>7.00</b>
3.6	Natural resource in Pattaya								
	<10,000	210	4.2286	1.45594	.10047	4.0305	4.4266	1.00	17.130
	10,000-30,000	113	3.9027	1.70590	.1604	3.6997	4.2206	1.00	7.00
	>30,000	27	3.4444	1.80457	.34729	2.7306	4.1583	1.00	7.00
	<b>Total</b>	<b>350</b>	<b>4.0629</b>	<b>1.58124</b>	<b>.08452</b>	<b>3.8966</b>	<b>4.42291</b>	<b>1.00</b>	<b>7.00</b>
Overall Impacts	<10,000	210	4.6603	1.73854	1.05095	4.5598	4.7608	2.00	16.73
	10,000-30,000	113	4.5723	1.72275	.06799	4.4376	4.7070	2.50	6.17
	>30,000	27	4.3107	1.84952	1.10349	4.0446	14.7167	2.50	6.11
	<b>Total</b>	<b>350</b>	<b>4.6103</b>	<b>1.74438</b>	<b>1.03979</b>	<b>4.5321</b>	<b>14.6886</b>	<b>2.00</b>	<b>6.78</b>

## ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
I. Economic impacts	Between Groups	2.160	2	1,080	1.1611	.315
	Within Groups	323.172	347	.931		
	Total	325.332	349			
1.1 Investment in Pattaya	Between Groups	1.955	2	.978	.533	.587
	Within Groups	636.319	347	1.834		
	Total	638.274	349			
1.2 Support for other businesses in Pattaya	Between Groups	3.285	2	1.643	1.083	.340
	Within Groups	526.089	347	1.516		
	Total	529.374	349			
1.3 Employment in Pattaya	Between Groups	2.815	2	1.408	.730	.480
	Within Groups	663.473	347	1.912		
	Total	666.289	349			
1.4 Your income	Between Groups	16.543	2	8.271	4	.014
	Within Groups	658.557	347	1.899		
	Total	675.500	349			
1.5 Jobs in Pattaya	Between Groups	6.157	2	3.079	1.875	.155
	Within Groups	569.843	347	1.642		
	Total	576.000	349			
1.6 In Pattaya's tourism industry	Between Groups	2.214	2	1.107	.469	.626
	Within Groups	818.643	347	3.359		
	Total	820.857	349			
2. Social Impacts	Between Groups	2.751	2	1.375	1.396	.249
	Within Groups	341.829	347	.985		
	Total	344.579	349			
2.1 Pattaya's culture	Between Groups	3.126	2	1.563	.788	
	Within Groups	688.088	347	1.983		
	Total	691.214	349			
2.2 Family relations	Between Groups	.050	2	.025	.011	
	Within Groups	763.518	347	2.200		
	Total	763.569	349			
2.3 Number of crimes in M. Pattaya	Between Groups	114.743	2	11.872	13.549	.030
	Within Groups	11611645	347			
	Total	1184.389	349			
2.4 Number of drug problems in Pattaya	Between Groups	1.474	2	.737	.210	.811
	Within Groups	1217.866	347	3.510		
	Total	1219.340	349			
2.5 Your standard of living	Between Groups	3.474	2	1.737	.986	.374
	Within Groups	611.395	347	1.762		
	Total	614.869	349			
2.6 Pattaya's local customs	Between Groups	11.354	2	5.677	7.387	.077
	Within Groups	761.586	347	2.195		
	Total	772.940	349			
J. Environmental Impacts	Between Groups	12.402	2	6.201	5.855	.003
	Within Groups	367.538	347	1.059		
	Total	379.930	349			
3.1 Environment in Pattaya	Between Groups	15.144	2	7.572	3.370	.036
	Within Groups	779.713	347	2.247		

	Total	794.857	1 349			
3.2 Infrastructure in Pattaya	Between Groups	10.837		1 5.412	2.670	.071
	Within Groups	704.092	1 347			
	Total	714.929	1 349			
3.3 Pollution in Pattaya	Between Groups	9.006	1 2	1 14.503	5.043	.007
	Within Groups	997.923	1 347	1 2.876		
	Total	1026.929	1 349			
3.4 The historical sites in Pattaya	Between Groups	35.789		1 17.294	1 9.895	1 .000
	Within Groups	1 627.551	1 347	1 2.209		
	Total	661.340	1 349			
3.5 Animal life in Pattaya	Between Groups	7.535		3.762	1.378	.203
	Within Groups	947.129	1 347	2.729		
	Total	954.454	1 349			
3.6 Natural resources in Pattaya	Between Groups	18.993		1 9.496	3.860	1 .022
	Within Groups	853.624	1 347	2.460		
	Total	1 872.617	1 349			
Overall Impacts	Between Groups	1 2.111		1 1.056	.916	1 .149
	Within Groups	191.267	1 347	.551		
	Total	1 193.379	1 349			

Post Hoc Tests

Multiple Comparisons

LSD

Dependent Variable	Household average net monthly income	Household average net monthly income <10,000		Household average net monthly income 10,000-30,000		Household average net monthly income >30,000	
		Mean Difference (I-J)	Sig.	Mean Difference (I-J)	Sig.	Mean Difference (I-J)	Sig.
1. Economic Impacts	<10,000			-.16821	.136	-.00176	.993
	10,000-30,000	.16821	.136			.16645	.421
	>30,000	.00176	.993	-.16645	.421		
1.1 Investment in Pattaya	<19000			-.13350	.399	.11429	.680
	10,000-30,000	.13350	.399			.24779	
	>30,000	-.11429	.680	-.24779	.394		
1.2 Support for other business	<10,000			-.16053	.210	.12593	.617
	>30,000						
	n	8053	210			30646	.246

	>30,000	-12593	1.617	-1.30646	1.245		
13	<10,000			-.14244	.378	-.22042	.322
Employment in Pattaya							
	10,000-30,000	.14244	.372			-.13799	.642
	>30,000	.28042	.322	.13799	.642		
1.4 Your income	<10,000			-.41429(*)	.010	.25238	.371
	10,001-30,000	.41429(*)	.010			.66667(*)	.025
1.5 Jobs in Pattaya	<10,000	-.25238	.371	-.66667(*)	.025	.50106	.057
	10,000-30,000	.10152	.498			-.39954	.146
	>30,000	.50106	.057	.39954	.146		
1.6 In Pattaya's tourism industry	<113,000			-.03700	.837	.27831	.375
	10,000-30,000	.03700	.837			.31531	.339
	>30,000	-.27831	.376	-.31531	.339		
Impacts	<10,000			.17597	.130	.19974	.326
	10,000-30,000	.17597	.130			.02376	.911
	>30,000	.19974	.326	-.02376	.911		
2.1 Pattaya's culture	<10,000			.16789	.308	-.14709	.610
	10,000-30,000	-.16789	.308			-.31498	.297
	>30,000	.14709	.610	.31498	.297		
Family relations	<10,000			1.02343	1.892	-.01164	.969
	10,000-30,000	-.02343	.892			-.03507	1.912
	>30,000	.01164	.969	.0350	.912		
2.3 Number of crimes in Pattaya	10,000			.14888	.486	.99418()	.008
	10,000-30,000	-.14888	.436			.84530()	1.032
	>30,000	-.99418(*)	.008	-.84530(*)	.032		
2.4 Number of drug problems in Pattaya	<10,000			.10598	.023	.19841	.605
	10,000-30,000	-.10598	.023			.09243	.218
	>30,000	.984	.605	-.09243	.818		
2.5 Your standard of living	<10,000			.21665	.163	.04392	.672
	10,000-30,000	-.21665	.163			-.17273	.544

	>30,000	- .84392			.544		
Pattaya's local customs	<10,000			.39300(*)	.024	.12063	.691
	10,000-30,001	- .39300(*)	.024			-.27237	.351
	>30, HU	- .12063	.691	.27237	.391		
3. Environmental Impacts	<10,000			.25638(*)	.033	.64101(*)	.002
	10,000-30,000	.25638(*)	.033			.38463	.082
	10,111	- .64101(*)	.002	-.32463	.082		
3.1 Environment in Pattaya	<10,000			.33136		.64815(*)	.035
	10,000-30,000	- .33186	.059				.325
	>30,000	- .64815(*)	.035	-.31629	.325		
3.2 Infrastructure in Pattaya	<10,000			.26764	.108	-.37937	.194
	10,000-30,000	- .26764	.118			-.64700(*)	.035
	>30,000	.37937	.194	.64700(*)	.035		
3.3 Pollution in Pattaya	<10,000			.12040	.543	1.10106(*)	.002
	10,000-313,0130	- .12040				.98066(*)	.007
	>30,000	-1.10106 (*)	.002	-.98066(*)	.007		
3.4 The historical sites in Pattaya	<10,000			.29718	.059	1.18836(*)	
	10,000-30,000	- .29718	.059			.89118(*)	.002
	>30,1300	-1.18836 (*)	.000	-.89118(*)	.002		
3.5 Animal life in Pattaya	<10,000			.19528	.312	.50370	.137
	10,000-30,000	- .19528	.312			.30242	.384
	>30,000	- .50370	.137	-.30842	.384		
3.6 Natural resources in Pattaya	<10,000			.32592	.076	.78413(w)	.015
	10,000-30,000	- .32599	.076			.45821	.174
	>30,000	- .78413(*)	.015	-.45821	.174		
Overall Impacts	<10,1100			.08205	.310	.27966	.066
	10,000-30,000	- .08805	.310			.19161	.229
	>30,000	- .27966	.066	-.19161	.229		

\* The mean difference\_ significant at the .05 level.

### Oneway

#### Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	Minimum	Maximum
						Lower Bound	Upper Bound	
1.	Housewife	12	5.2917	.83824	.24198	4.7591	5.2243	6.33
<b>Impacts</b>								
	Government	3	4.7083	.55314	.23092	4.1623	5.2544	5.67
	Firm employee	1	5.1286	1.00475	.06304	5.0045	5.2527	7.00
	Business owner	32	5.1771	.97919	.17309	4.8241	5.5301	7.00
	Student	41	5.3374	.79363	.12394	5.0869	5.5879	6.67
	Unemployed	3	5.6111	.38490	.22222	4.6550	6.5673	5.73
	<b>Total</b>	350	5.1576	1.96550	.05161	5.0561	5.2591	7.00
1.1	Investment in Pattaya	12	5.3333	1.43548	.41439	4.4213	6.2454	7.00
	Government employee	3	4.7500	1.38873	.49099	3.5890	5.9110	6.00
	Firm employee	254	5.1250	1.42531	.08943	4.9499	5.3021	7.00
	Business owner	32	5.2813	1.19770	.21172	4.3494	5.7131	7.00
	Student	41	5.1707	.99756	.15579	4.3559	5.4855	7.00
	Unemployed	3	5.6667	.57735	1.33333	4.2324	7.1009	6.00
	<b>Total</b>	350	5.1486	1.35236	.07229	5.0064	5.2907	7.00
1.2	Support for other businesses in Pattaya	12	5.5833	1.03362	.31262	4.8948	6.2718	7.00
	Government employee	7	5.2500	1.16496	.41137	4.2761	6.2239	7.00
	Firm employee	254		2.7231	.07983	5.0357	5.3501	7.00

	Business owner	32	5.2188	1.28852	.22778	4.7542	5.6833	2.00	7.00
	<b>Student</b>	<b>41</b>	<b>5.4634</b>	<b>.97718</b>	<b>.15261</b>	<b>1.51550</b>	<b>5.7719</b>	<b>3.00</b>	<b>17.00</b>
	Unemployed	3	6.0000	1.00000	.57735	3.5159	8.4841	5.00	7.00
	<b>Total</b>	<b>5</b>	<b>5.2486</b>	<b>1.23160</b>	<b>.06533</b>	<b>5.1191</b>	<b>5.3780</b>	<b>1.00</b>	<b>17.00</b>
1.3	Housewife	12	5.0100	1.41421	.40825	4.1015	5.8985	2.00	7.00
1.3	Government employee	8	4.5000	1.41421	.50000	3.3177	5.6823	2.00	7.00
1.3	Firm employee	254	5.2795	1.42695	.08953	5.1032	5.4559	1.00	7.00
1.3	<b>Business owner</b>	<b>32</b>	<b>5.3750</b>	<b>1.12880</b>	<b>.19955</b>	<b>4.9680</b>	<b>5.7820</b>	<b>3.00</b>	<b>7.00</b>
1.3	<b>Student</b>	<b>41</b>	<b>5.5610</b>	<b>1.22574</b>	<b>.19143</b>	<b>5.1741</b>	<b>5.9479</b>	<b>3.00</b>	<b>7.00</b>
1.3	Unemployed	3	6.6667			5.7324	8.1009	6.00	7.00
1.3	<b>Total</b>	<b>1350</b>	<b>5.3057</b>	<b>1.38171</b>	<b>.107386</b>	<b>5.1605</b>	<b>5.4510</b>	<b>1.00</b>	<b>7.00</b>
1.4	Housewife	12	5.2500	1.13818	.32856	4.5268	5.9732	4.00	7.00
1.4	Government employee	8	4.0000	1.30931	.46291	2.9054	5.0946	1.00	5.00
1.4	Firm employee	254	4.6811	1.41025	.06649	4.5068	4.8554	1.00	7.00
1.4	Business owner	32	4.8125	1.33047	.23520	4.3373	5.2922	1.00	7.00
1.4	Student	41	4.7561	1.42794	.22301	4.3054	5.2068	1.00	7.00
1.4	Unemployed	3	4.0000	1.00000	.00000	4.0000	4.0000	4.00	4.00
1.4	<b>Total</b>	<b>350</b>	<b>4.7000</b>	<b>1.39123</b>	<b>.07436</b>	<b>4.5537</b>	<b>4.8463</b>	<b>1.00</b>	<b>7.00</b>
1.5	Housewife	12	5.1667	1.11464	.32177	4.4585	5.8749	4.00	7.00
1.5	Government employee	8	4.3750	.33452	.29505	4.1773	5.5727	4.00	6.00
1.5	Firm employee	254	5.1614	1.27979	.08030	5.0033	5.3196	1.00	7.00
1.5	Business owner	32	5.5000	1.48106	.26132	4.7160	5.7840	2.00	7.00
1.5	<b>Student</b>	<b>41</b>	<b>5.4390</b>	<b>1.37380</b>	<b>.20674</b>	<b>5.0212</b>	<b>5.8569</b>	<b>2.00</b>	<b>7.00</b>
1.5	Unemployed	3	5.6667	.57735	.33333	4.2324	7.1009	5.00	6.00
1.5	<b>Total</b>	<b>350</b>	<b>5.2000</b>	<b>1.28469</b>	<b>.06867</b>	<b>5.0649</b>	<b>5.3351</b>	<b>1.00</b>	<b>7.00</b>
1.6	Housewife	12	5.4167	1.24011	.35799	4.6287	6.2046	4.00	7.00
1.6	Government merit	8	4.8750	1.24642	.44068	3.8330	5.9170	3.00	7.00

	employee								
	Firm employee	254	5.5107	1.59572	.10012	15.1335	5.5279	1.00	17.00
	Business owner	32	5.1250	1.47561	.26085	4.5930	5.6570	12.00	7.00
	Student	41	15.6341	1.31826	1.20588	15.2131	16.0502	9.00	7.00
	Unemployed	3	5.6667	1.52753	.88192	1.8721	9.4612	14.00	17.00
	Total	350	15.3429	1.53363	.08198	5.1816	15.5041	1.00	7.00
2. Social Impacts	Housewife	12	4.8611	.78120	.22551	4.3648	15.3575	13.33	6.00
	Government employee	8	3.8125	1.33463	.47186	12.6967	4.9283	1.67	5.67
	Firm employee	254	14.4501	.98336	.06202	4.3280	4.5723	1.00	17.00
	Business owner	32	4.4948	1.16204	.20542	4.0758	4.9138	1.33	6.33
	Student	41	4.2276	.82895	.12946	13.9660	4.4893	2.00	5.17
	Unemployed	3	4.0000	1.75376	.44096	12.1027	5.8973	3.17	4.67
	Total	350	4.4236	1.99365	.05311	4.3193	4.5283	1.00	7.00
2.1 Pattaya's culture	Housewife	12		1.67643	.48396		15.9819	1.00	7.00
	Government employee	8	3.6250	2.05582	.73040	1.8979		1.00	7.00
	Firm employee	254	4.3465	1.38529	.08692	4.1753	4.5176	1.00	7.00
	Business owner	32	4.1563	1.32249	.23379	3.6794	4.6331	1.00	17.00
	Student	41	4.3559	1.40990	.22019	3.9208	4.8109	1.00	7.00
	Unemployed	3	3.6667	.57735	.33333	12.2324	5.1003	13.00	4.00
	Total	350	14.3285	1.40732	.07	4.1806	14.4765	1.00	7.1111
1 Family relations	Housewife	12	4.0833	1.37895	.39807	3.2072	4.3595	12.00	7.00
	Government employee	8	4.7500	1.22174	.45315	3.1784	5.3216	2.00	6.00
	Firm employee	254	4.5945	1.48674	.09329	4.4108	4.7782	1.00	7.10
	Business owner	32	5.625	1.64488	.29078	3.9695	5.1555	1.00	17.00
	Student	41	4.7073	1.43603	.22427	14.2540	5.1605	1.00	7.00
	Unemployed	3	4.0000	.00000	.00000	4.0000	4.0000	14.00	14.00
	Total	350	4.5743	1.47915	.07905	4.4188	4.7298	1.00	7.00
2.3 Number of crimes	Housewife	12	5.0000	1.12815	1.39567	4.2232	5.7168	3.00	7.00

in Pattaya									
	Government employee	8	3.6250	1.84681	1.65295	2.0810	5.1690	1.00	6.00
	Firm employee	254	14.2362	1.88590	1.11833	4.0032	14.4693	1.00	7.00
	Business owner	32	14.0933	1.80250	1.31364	3.4439	4.7486	1.00	7.00
	<b>Student</b>	<b>41</b>	<b>13.6829</b>	<b>1.72393</b>	<b>1.26923</b>	<b>3.1388</b>	<b>4.2271</b>	<b>1.00</b>	<b>7.00</b>
	Unemployed	3	3.6667	1.52753	1.88192	-1.1279	7.4612	2.00	5.00
	<b>Total</b>	<b>350</b>	<b>14.1657</b>	<b>1.84219</b>	<b>1.09847</b>	<b>3.9720</b>	<b>14.3594</b>	<b>1.00</b>	<b>7.00</b>
2.4	Housewife	12	5.4167	1.67649	1.48396	14.3515	16.4819	12.00	7.00
Number of drug problem in Pattaya									
	Government employee	8	3.8750	1.54208	1.58056	2.5022	15.2478	1.00	16.00
	Firm employee	254	14.2638	1.88957	1.11856	4.0303	14.4973	1.00	7.00
	Business owner	32	4.3438	1.96106	1.34667	13.6367	5.0508	1.00	7.00
	<b>Student</b>	<b>41</b>	<b>13.9512</b>	<b>1.73135</b>	<b>1.27039</b>	<b>3.4047</b>	<b>14.4977</b>	<b>1.00</b>	<b>7.00</b>
	Unemployed	3	3.6667	1.52753	1.88192	-1.1279	17.4612	2.00	5.00
	<b>Total</b>	<b>350</b>	<b>4.2600</b>	<b>1.86917</b>	<b>1.09991</b>	<b>14.0635</b>	<b>4.4565</b>	<b>1.00</b>	<b>7.00</b>
2.5	Your standard of living	12	5.7500	1.96531	1.27866	5.1367	6.3633	4.00	7.00
	Government employee	8	3.7500	1.28174	1.45316	2.6784	4.8216	2.00	5.00
	Firm employee	254	4.6319	1.26514	1.07938	4.4775	4.7902	1.00	7.00
	Business owner	32	5.1875	1.57475	1.27833	4.6197	15.7553	1.00	7.00
	<b>Student</b>	<b>41</b>	<b>4.3659</b>	<b>1.37397</b>	<b>1.21458</b>	<b>13.9322</b>	<b>4.7995</b>	<b>1.00</b>	<b>7.00</b>
	Unemployed	3	5.0000	1.00000	1.57725	12.5159	7.4841	4.00	16.00
	<b>Total</b>	<b>350</b>	<b>4.6743</b>	<b>1.32733</b>	<b>1.07095</b>	<b>14.5347</b>	<b>4.8138</b>	<b>1.00</b>	<b>7.00</b>
2.6	Pattaya's local customs	12	4.0000	1.75810	1.50752	2.8830	5.1170	1.00	7.00
	Government employee	8	3.7500	1.66905	1.59010	2.3546	5.1454	1.00	66.00
	Firm employee	254	4.6250	1.45209	1.09111	4.4465	14.8054	1.00	7.00

	Business owner	32	14.6250	1.4814	1.2466	1.52096	2.00	7.00	
	Student	41	14.2927	1.48734	1.23228	1.38232	1.47621	1.00	17.00
	Unemployed	3	4.0000	1.00000	.57735	1.5159	6.4841	3.00	15.00
	Total	350	4.5400	1.48820	1.07955	4.3835	4.6965	1.00	10.00
3.	Housewife	12	14.9722	.75439	1.21792	1.44926	5.4519	3.83	6.33
Environmental Impacts	Government employee	8	3.58 <sup>33</sup>	1.14434	.40459	1.26266	4.5400	1.33	15.17
	Firm employee	254	4.2703	1.01966	1.06398	4.1443	4.3963	1.00	6.83
	Business owner	32	14.1453	1.09393	1.9338	1.37514	14.5402	2.00	6.33
	Student	41	4.1870	1.05948	1.6546	1.38526	4.5214	1.83	6.17
	Unemployed	3	3.3333	1.80278	1.04083	-1.1450	7.8117	1.83	
	Total	350	14.2495	1.04337	1.05577	4.1398	14.3592	1.00	6.83
3.1	Housewife	12	5.1667	1.52753	1.440%	4.1961	6.1379	3.00	7.00
Environment merit in Pattaya	Government employee	8	4.2500	1.183225	.64780	2.7182	5.7818	1.00	5.00
	Firm employee	254	4.3780	1.46867	1.09715	4.1965	4.5594	1.00	17.00
	Business owner	32	3.9688	1.59605	.28214	3.3933	4.5442	1.00	7.00
	Student	41	4.3171	1.55626	1.24305	3.8259	4.8083	1.00	7.00
	Unemployed	3	2.6667	1.15470	1.56667	-.2018	5.5351	2.00	4.00
	Total	350	4.3429	1.50915	.08067	4.1842	4.5015	1.00	7.00
3.2	Housewife	12	5.4167	1.77986	.49937	4.3176	6.5158	1.00	7.00
Infrastructure in Pattaya	Government employee	8	4.1950	1.35620	.47949	2.9912		2.00	6.00
	Firm employee	254	4.7402	1.46210	1.09174		4.9208	1.00	7.iii
	Business owner	32	5.0313	1.23090	.21759	1.45875	5.4750	1.00	7.00
	Student	41	4.7805	1.29445	1.20216	4.3719	5.1891	1.00	7.00
	Unemployed	3	5.3333	1.15470	1.66667	2.4649	8.2018	1.00	6.00
	Total	350	4.7857	1.43126	1.07650	14.6352	14.9362	1.00	7.00
	Housewife	12	5.4167	1.56428	.45157	4.4228	6.4106	1.00	7.00
Pollution in Pattaya	Government employee	8	3.1250	1.72689	.61055	1.6813	4.5687	1.00	16.00

	ment employee	1							
	Firm employee	254	4.1063	1.68946	1.10601	3.8975	4.3151	1.00	17.00
	Business owner	32	3.8770	1.55060	1.27388	3.3123	4.4377	1.00	7.00
	Student	41	3.3659	1.72853	1.26995	2.8203	13.9114	1.00	17.00
	Unempl oyed	3	3.3333	2.30940	1.37333	1.4035	9.0702	2.00	16.00
	<b>Total</b>	<b>1350</b>	<b>14.0143</b>	<b>1.71537</b>	<b>1.09169</b>	<b>3.8340</b>	<b>4.1946</b>	<b>1.00</b>	<b>17.00</b>
3.4	Housew ife	112	4.7500	1.05529	1.30464	14.0795	15.4205	3.00	6.00
The historica sites in Pattaya									
	Govern merit employee	1	3.3750	1.50594	1.53243	1.21160	14.6340	1.00	16.00
	Firm employee	254	4.2992	1.36480	1.08564	14.1306	14.4579	1.00	17.00
	Business owner	32	4.1563	1.27278	1.22500	13.6974	14.6151	2.00	17.00
	Student	41	4.2439	1.51295	1.23628	13.7664	14.7214	1.00	7.00
	Unempl oyed	3	2.6557	1.52753	1.88192	-1.1279	16.4612	1.00	14.00
	<b>Total</b>	<b>350</b>	<b>14.2600</b>	<b>1.37865</b>	<b>1.07369</b>	<b>14.1151</b>	<b>4.4049</b>	<b>1.00</b>	<b>17.00</b>
3.5	Housew ife	112	14.4167	1.08362	1.31282	3.7232	15.1055	3.00	16.00
Animal life in Pattaya									
	Govern merit employee	1	3.2500	1.48805	1.52610	1.20060	14.4940	1.00	
	Firm employee	254	4.0197	1.62357	1.10137	3.8191	4.2203	1.00	7.00
	Business owner	32	4.0313	1.87487	1.33143	4.3773	4.7075	1.00	7.00
	Student	41	4.2195	1.76794	1.27511	3.6615	4.7775	1.00	7.00
	Unempl oyed	3	3.0000	2.64575	1.52753	3.5724	9.5724	1.00	7.00
	<b>Total</b>	<b>350</b>	<b>4.0314</b>	<b>1.65790</b>	<b>1.08840</b>	<b>3.8576</b>	<b>4.2053</b>	<b>1.00</b>	<b>7.00</b>
3.6	Housew ife	112	4.6667	1.77850	1.22473	4.1770	15.1513	4.00	6.00
Natural resource sin Pattaya									
	Govern merit employee	18	3.3750	1.18773	1.41993	2.3020	14.3680	1.110	5.00
	Firm employee	254	4.0787	1.55584	1.09762	3.8865	4.2710	1.00	7.00
	Business owner	32	3.8125	1.71215	1.30267	3.1952	4.4298	1.00	7.00
	Student	41	4.1951	1.75330	1.27546	3.6334	14.75113	1.00	7.00

	Unemployed	3	4.0000	2.64575	1.52753	-3.5724	9.5724	1.00	6.00
	Total	350	4.0629	1.58124	.08452	3.8966	4.2291	1.00	7.00
Overall Impacts	Housewife	112	5.0417	.70238	.20276	4.5954	5.4879	4.11	6.06
	Government employee	8	4.0347	.76402	.27012	3.3960	4.6735	2.89	5.11
	Firm employee	254	4.6164	.74575	.04679	4.5242	4.7085	2.00	6.78
	Business owner	32	4.6059	.85163	.15055	4.2989	4.9129	2.94	6.28
	Student	41	4.5840	.60145	.09393	4.3942	4.7739	3.33	6.00
	Unemployed	3	4.3148	.71650	.41367	2.5349	6.0947	3.72	5.11
	Total	350	4.6103	.74438	.03979	4.5321	4.6886	2.00	6.78

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
1. Economic Impacts	Between Groups	3.998	5	.800	.856	.511
	Within Groups	1391.334	344	.934		
	Total	1325.332	349			
1.1 Investment in Pattaya	Between Groups	3.199	5	.6411	.347	.884
	Within Groups	1635.075	344	1.846		
	Total	1638.274	349			
1.2 Support for other businesses in Pattaya	Between Groups	5.747	5	1.149	.755	.583
	Within Groups	523.628	344	1.522		
	Total	1529.374	349			
1.3 Employment in Pattaya	Between Groups	.871	5	.2974	1.571	1.108
	Within Groups	651.418	344	1.694		
	Total	666.289	349			
1.4 Your income	Between Groups	9.645	5	1.929	.997	1.420
	Within Groups	665.855	344	1.936		
	Total	675.500	349			
1.5 Jobs in Pattaya	Between Groups	4.312	5	.862	1.519	.762
	Within Groups	571.668	344	1.662		
	Total	1576.000	349			
1.6 In Pattaya's tourism industry	Between Groups	7.166	5	1.433	1.606	1.695
	Within Groups	813.691	344	2.365		
	Total	1821.857	349			
2. Social Impacts	Between Groups	7.738	5	1.543	1.581	1.165
	Within Groups	336.841	344	.979		
	Total	1344.579	349			
2.1 Pattaya's culture	Between Groups	10.513	5	2.103	1.063	.381
	Within Groups	680.701	344	1.979		
	Total	691.214	349			
2.2 Family relations	Between Groups	.557	5	1.111	.504	1.773
	Within Groups	758.112	344	2.204		
	Total	763.569	349			
2.3 Number of crimes in Pattaya	Between Groups	22.423	5	4.485	1.328	.252
	Within Groups	1161.965	344	3.378		



	51	n	n	n	n	n	n	n	n	n	
	Ditto	Diffe	Diffe	Diffe	Diffe	Diffe	Diffe	Diffe	Diffe	Diffe	
	rence I	rence I	rence I	rence I	rence I	rence I	rence I	rence I	rence I	rence I	
		(I-J)	(I-I)	(I-I)	(I-3)	(I-J)	(I-J)	(I-J)	(I-J)	(I-J)	
1. Hous Econ omic Impacts		.58333	187	16306	568	1.1455	.726	1	.885	-	609
Government employee	187			1.47028	.227	.46875	.221	1.629107	09 <sup>3</sup>	1.90278	1.169
Firm employee	.16306	42028	227			.04847	.789	.20879		.48250	
Business owner	1.114	.726	46875	221	.04847	.789		.16032		.43403	458
Student	.04573	88.5	629	093	1.20879	200	.16082	.482			636
Unemployed	.31944	.699	.902	.169	.50	.391	.43403	.458	71		27371
1.1 Houswife		.58333	348	207	1.606		.052	.910	.16260	.716	.704
Dove mine tit employee	.58333	.348		1.37598	.441	.52125		.42073	.424		.91667
Firm employee	.70735	.606	.37598	1.441		.543		.04475	.845		.494
Business owner	1.05 <sup>2</sup> 08	1.910	.53123	.323	1.15527	.54 <sup>3</sup>		.11052	1.730		.639
Student	.16250	.716	.420	.424	1.04475	.245		.730			542
Unemployed	.333	.704	.91667	1.17	1.54068	1.4.4	.32142	.639	.49593		
1.2 Support for other basins in Patta			.554	39042	85	.36458	.383	.11992	.767	1	.601

			554			.898	.031	.949		.655		.370
	Government employee	.333					.25			.213		.750
	811191	.33								.41		.00
	Firm employee		.285	.398				1.911			.194	.261
	390			.1157			.025			.270		.807
	42			.09			.84			.50		.09
	Business owner		.383	.949	.025	.911					.401	.295
	364				.84					.244		.781
	58			.25						.66		.25
	Student		.767	.213	.655		.194	.244	.401			.463
	.119			.41		.50		.66				.536
	.92											.59
	Time employed	.416	.601	.750	.370	.807	.261	.781	.295	.536	.468	
	67			.00		.09		.25		.59		
1.3	Housewife		.500	.427	-	.492	-	.421			.215	.061
Empl			.00			.53		.00		.560		1.66
oyment										.4		.667
in												
Pattaya												
	Government employee		.427			.116	-	.109			1.047	.021
	500							.375		1.06		2.16
	00					.53		.00		.00		.667
	Firm employee	.279	.492	.779	.116			.719			.225	.1184
				.53				.095		.281		1.32
								.47		.45		.714
	Business owner		.421		.109	.095	.712				1.185	.121
				.00		.47						1.129
												1.167
	Student	.560	1.06	.047	.281	.225	.135	.567				.180
	.93		.092		.45		.93					1.10
			( )									1.569
	Time employed	1.66	.1151	2.16	.021	1.38	.084	1.29	.121	1.1.10	.130	
	1.667			.667		.714		.167		1.569		
1.4	Housewife		1.25	.050	.568	.167	.437	.354	1.493	.230	1.25	.165
Your			1.000		.90		.513		.90		.000	1.00
1 me												.10
	Government employee		.050			.174		.140			.161	.000
	fit				.681		.312		.756		.00	1.00
	000 (*)				.10				.10			.10
	Firm employee		.67	.631	.174			.615			.749	.631
	568						.131		.075		.10	.400
	1.90						.40		1.00			
	Business owner		.354	.812	.140	.131	.615		1.056	.364	.812	.334
	437				.40				.40		.50	
	5											
	Student		.220	.756	.161	.075	.749		.264		1.756	1.364

	ent	1.493	10	1.00	1.056	10						
		90			1.40							
	Unem- plo- yed	-	.165	.000	1.00	-	.400	334	-	.364		
		00		00	00	.621		50		1.756		
1.5 Jobs in Patta- ya	Hous- ewif- e			.291	.620	.005	989	.083	.079	520	-	.548
				.67		.25				-	.500	
									36	00		
	Gove- rnm- ent empl- oyee	.291	.620		-	1.280			.462	-	.564	.791
		.67				.42	1.00			.07		.36
	Firm empl- oyee	.005	.989	.42	.536			.088	.714		.277	.505
	Busi- ness owne	.083	.849	.375	.462	.666	1.714				.189	.593
		.33		.00						.102		.416
	Stud- cut	.272	.520	.02	.258	.277	.202	.189	.531			.768
		.36						.02				1.227
												.64
	Unem- plo- yed	.500	.548	.79				.416	.593	.227	.768	
		00		.67				.67		.64		
1.0 in Patta- ya's tour- ism indus- try	Hous- ewif- e			.54	.441	.085	.850	.991	.576	-	1.667	.801
				.67		.96		.67		.217		.250
										.48		OD
	Gove- rnm- ent empl- oyee	.441				.455	1.250		.00	.759	.202	.448
		.541				.71	1.00			.15		.791
												.67
	Firm empl- oyee	.085	.850	.475	.410			.305	.476			.707
		.90		.71				.71		.303		.335
										.44		.96
	Busi- ness owne	.291	.576	.250	.681		.476				.161	.560
		.67		.00		.71				.509		.541
										.15		.67
	Stud- cut	.217	.667	.759	.202	.303	.342	.509	.101			1.972
		.48		.15		.44		.15				.032
												.52
	Unem- plo- yed	.250	.801	.791	.448	.335	.707	.541	.560	.032	.973	
		0		.07		.06		.67		.52		
2. Soci- al Impa- cts	Hous- ewif- e			1.04	.091	.410	.161	.366	.275	.633	52	.861
				.861		.98						.11
	Gove- rnm- ent	-	1.021			1.074		.082	-			.720
		1.04				.637		.682		.415		1.137

	nt	1861						14		50	
	empl										
	oyee										
	Firm	.161	.637	.074			.810	.222	82	.450	.434
	empl	.410					.044	.40		.13	
	oyee	98					.66				
	Busi	275	.682	.044	810			.267		.494	.408
	ness	.366	.29	.66				.15		.79	
	owne	32									
	r										
	Stud	.052	.415	.278		.122				.227	.701
	ent	.633	.14	.02		.49		.267		.64	
		47									
	Time	-	.179	.187	.780	.434	-		.701		
	mplo	1861			.450	.454					
					.13	.79		.64			
2.1	Hous		1.29	.045	.570	.171	.760	.111	.550	1.125	.170
Fatta	ewif		.167		.21		.42			.000	
	e										
1	cultu										
re											
	Time	.045				.154	1.340			.174	.965
	time	129			.721			.740		.041	
	nt	167			.46		.25	.85		.67	
	empl										
	over										
	Firm	.171	.721	.154			.190	.472	-	.935	1.679
	empl	.570	.46				.21			.79	.406
	over	21									
	Busi	.111		.340		.472				.528	.489
	ness	.760						.209		.4	.565
	owne	42			.21			.60			
	Stud	.234	.740	.174	.019	.935	.209	.522		.699	.407
	rut	.513	.85		.40		.60			.19	
		81									
	line	.170	.041	.965	-	.406		.565		.407	
	nip lo		.67		.679		.489		.699		
	yed				.79		.58		.19		
	Hous		.816		.245		.341		.701	.083	.931
	ewif		.166		.511		.475		.623		
			.67		.15		.17				
Fami	ly										
relati											
ons											
	Gove	.166	.806			.519				.426	.250
	time	.67			.34		.312		.457	.00	.804
	nt				.49		.50		.32		
	empl										
	oyee										
	Firm	.511	.245	.344	.519		.031	.909		1.594	.491
	empl	15		.49			.99		.112	.149	
	oyee										
	busi	.479	.341	.312	.95		.909				.531
	ness	17			.1341				.144	.679	.562
	owne				.59				.32		
	Stud	.623	.201	.457	.426	.112	.67	.144	.679	.707	.426
	ent	98	.32	.183			.82				
	Une	.083	.931	.804		.491			.531		
			.250	.594			.562		.707		
			.00	.49			.50		.32		

2.3	Number of criminal offenses	1.37500	.102	763	.160	1.906	.146	1.131707	1.030	1.133	767	
	Government employees	1.37500			.61122	1.46875	.519	0.05793		.067		
	Firm employees	.763	.160	.61122	355	1.14247	.680	.55329	0.075	.56955	.594	
	Business owners	.906	1.146	.468	.519	.14247	.680	.410	.344	1.427	.701	
	Student	1.31707	.030	1.05793	935	.075410		344		1.016126	988	
	Unemployed	1.33333		1.04167	973	.569	.594	.701	H	1.016126	.988	
2.4	Number of drug problems	1.54167		1.54071	1.15289	1.037	1.07792	.090	1.46545	1.017	1.75000	.147
	Government employees	1.54167	.1171		1.38678	1.46877		.07677		.916	2.08	1.869
	Firm employees	1.15283	0.037	388	562		.07997	.813	312	.370	.59711	.582
	Business owners	1.07292	.090	.46875	.07997	.819			.39252	1.373	1.67708	.548
	Student	1.46545	.017	.07622	.916	320		.39252	.373		.28455	799
	Unemployed	1.75000	147			.59711	H	.67708	2.94		799	
2.5	Your standard	1.000		.001	1.11614	.004	1.562513	1.202	1.38415	0.001	.75000	

Standard of living													
Governments	2.00	001			059		.005	-	.221				.155
employment	000			88			1.43		1.515			1.25	000
Firm employment	1.11	.004	.883	[159				1.024	.268	.221	-		.628
Business owners	.562	.202	1.43	005	.553	.024						.366	
Student	1.38	001	.615	.221		.221			.008				.415
Unemployed	1.750	.372	1.25	.156	.366	.526		.311	.634		415		
Housewife			.250	713	-	.155		15			549	1.000	1.00
Government site	.250	.713			.875	.101		.137	.542		.345		.804
Firm employment	.525	.155	.875	.101		.000	.997	.333	.183	.625	.469		
Business owners	.625	.15	.000	.137	.997			.332	.344		.486		
Student	.292	.549	.542	.345	.183			.344			1.292		.742
Unemployed	1.000	1.00	.250	.804	.625	.469		1.486		.742			
Housewife	1.38	1.38	.003	.701	.022		.826	1.019		.021	1.53		.014
Government mine	1.36	003			.065	1.		.169		.131	.250		.721
Firm employment	.701	.022	.687	.065			.124	1.521	1.083	.632			.119

	Business owner	-.826	.019	.562	.169	-.124	.521	-.041	.866	.812	.194
	Student	.785	.037	.503	.131	-.073	.632	.041	.866	.853	.167
	Time employed	1.63	.014	.250	.721	-.937	.119	.813	.853	.167	
		889		00		01		50	66		
		(*)									
3.1	Housewife		.916	.181	.788	.76	1.19	.019	.749	.075	.50
	Environment				.71		.792		.59		.00
	in Paths						(*)				(*)
	Government										.010
	Conversion	.915	.181			.212	.281	1.635		.908	1.58
	employment				.127			1.067		1.333	1.20
	firm employee	.788	.076	.127	.012		.409	1.147	.060	.810	1.171
		71		95			00	99		1.129	.050
	Business owner	1.19	.019	.281	.635	.147				.325	1.30
		792				.409		1.347		1.207	1.151
		(*)				20		32			
	Student	.749	.075	.067	.907	.060	.810	1.325		1.165	1.067
		1.59		07		.88		36		1.041	
	Time employed	2.50	.010	1.20		.050	.21	1.1		.067	
		1000		1.58		1.71		.30		1.165	
		(*)		333		129		08		1.041	
3.2	Housewife		1.29	.049	.676	.110	1.385	1.426	1.636	1.176	1.073
	Infrastructure		157		.51		1.42		1.8		.923
	in Paths										
	Government	1.29	.049			.232		.110		.236	.213
	employment	167			.615		1.906		.655		1.20
		(*)			16				.49		.833
	Firm employee	.576	.110	.615	.232			.379		.047	
		51					.291		.040		.593
	Business owner	.385	.426	.906	.110	.291	.279		.33	.458	.777
		47				.09			1.250		.302
	Student	.636	.176	.655	.236	.040	.867		.76		.06
		18		49		.33		.458			
	Time employed	1.002	.928	1.20	.213	.476	.309	.727	.552	.518	.85
		1000		733		.18	.08	.85			

	ved											
	Hous		7.29	.003	31	.009	1.54	.007	.05	.000	2.08	.056
Pollu	167				037		167		081			
tion					(*)		(*)					
in												
Patta												
ya												
	Gove					.106		.261		.712		.855
	rnme	2.79			.981		.750		.240		.208	
	nt	167			50		00		185		33	
	empl	(*)										
	oyee											
	Firm		.019	.981	1.6		.231	.465	1.740	.009	.772	.4311
	empl	1.31		31								
	oyee	037										
	Busi		.007	.750	.261	.231	.65		.509	.201	.541	.595
	ness	1.54		00					15		167	
	owne	167				30						
	r	(*)										
	Stun		.000	.240	.712		.009		.201		.032	.974
	ent	2.05		85		.740		.509			.2	
		081				45(*)						
	Une		.056	.20	.855		1.430					
	mplo	2.08		33		.772		.541		.032		
	ved	333				97		07				
	Hous			1.37	.029	1.450	.266	.593	.201	.506	1.261	2.08
The	ewif			500		179		75		10		.333
histo												
rical												
sites												
in												
Patta												
	Gove		.029			.001		.150		.102	.708	.446
	rnme	1.371			.924		.781		.868		.33	
	nt	500			21		.25		90			
	empl	(*)										
	eyed											
	Firm		.266	.924	.061		.142	.578	.055	.811	1.63	.041
	empl	.450		21			06		31		.255	
	oyee	79									(*)	
	Busi		.201	.78	.150					.786	1.48	.073
	ness	.593		25		.142			.087		.958	
	owne	75				96						
	r											
	Stun		.261	.868	.102		.811	.087	.786		1.57	.055
	ent	.506		50		.055		.65			1.724	
		10				31						
	Une		.019		.446		.041					
	mplo	2.08				.103		1.48		1.57		
	ved	333				.200		.958		.724		
		(*)				(*)						
	Hone			1.16	.154	.396	.418	.385	.492	.197	.717	1.41
3.5	ewif			.447		.92		.42		.15		.667
Ani												
mat												
life												
in												
Patta												



ent	.49			1.032		.021			20	
Une	1	.129	.280	.576		.483				
mplo	.726				.301		.291	.269		
							.09	.20		

\* The mean difference is significant at the .05 level.



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