

1.3.3 TOURISM MARKET AND PROJECTION

1. MARKET SURVEY

1.1 QUESTIONNAIRE SURVEY OF JAPANESE TOURISTS TO BEACH RESORT DESTINATIONS

- 1) Mail survey using a structured questionnaire to the purchasers of package tours to the beach resort destinations in Southeast Asia and Pacific areas, who made the booking from November 1 to 30, 1987.
- 2) Questionnaire sent to 1,500 customers, who made the booking at the Japan Travel Bureau in Japan
- 3) Questionnaire sent on December 24, 1987 and collected before January 20, 1988
- 4) Effective response made 600 questionnaires
- 5) Format of the questionnaire sent as follow

QUESTIONNAIRE FOR SURVEY OF FOREIGN BEACH RESORT FOR JAPANESE TOURISTS

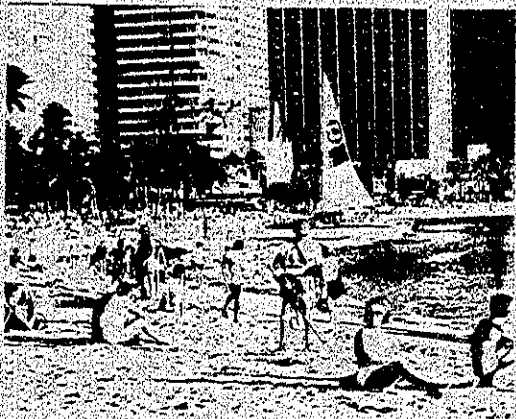
Please cooperate with this questionnaire.

This questionnaire has been prepared in order to provide information for the cultivation of sightseeing business in Thailand. This survey was prepared by Japan International Cooperation Agency (Special status cooperation having the Ministry of Foreign Affairs, the Ministry of Agriculture, Forestry and Fisheries and the Ministry of International Trade and Industry as the competent authorities) as a part of economic and technical cooperation between Japan and Thailand.

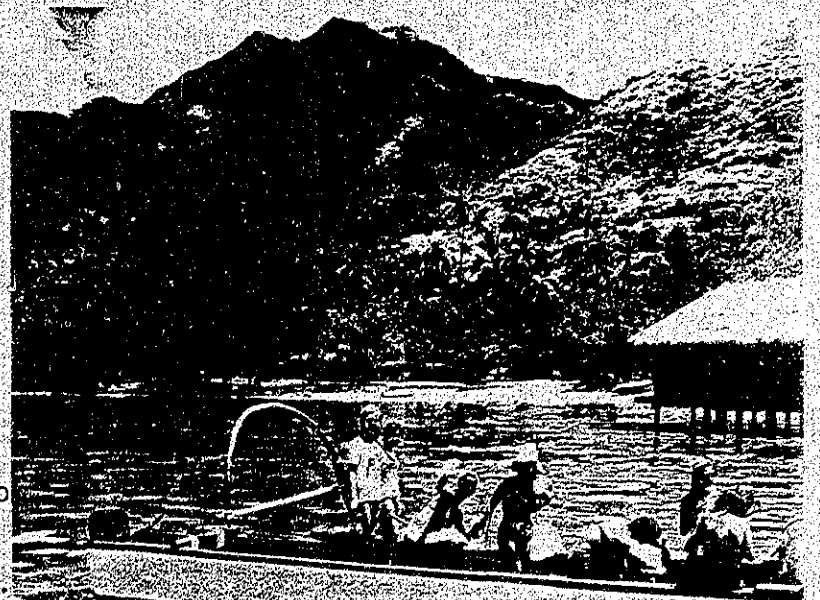
The information you provide will not be put to any purpose other than that stated above. We apologize for any inconvenience caused by your answering this questionnaire but we would be grateful if you could answer the questions as fully as possible and return it to us using the enclosed postage paid envelope by the 15th of January.

We offer a small gift (special telephone card) for people who fill in the questionnaire.

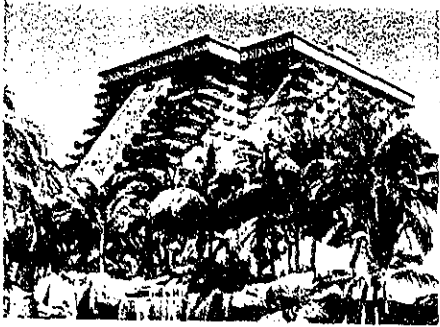
Photographs on this page and overleaf show characteristic foreign beach resorts. Please refer to these photographs for the following questions.



Urbanized crowded beach which has been developed with many hotels and restaurants.



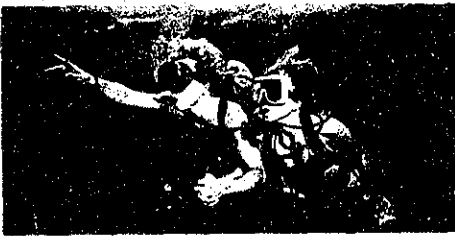
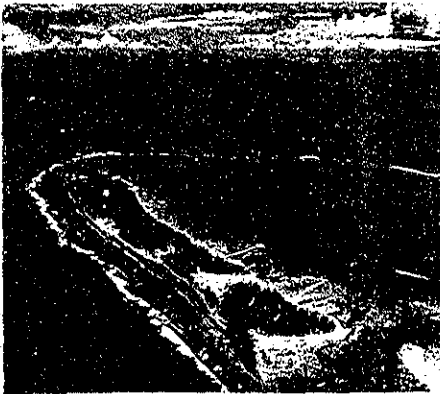
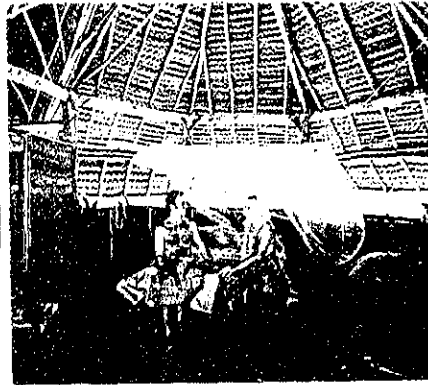
Beach resort such as an isolated island which is a little inconvenient to get to but has few visitors and a great deal of natural beauty.



First grade hotel which has various high quality services even if a little expensive.



Bungalo type hotel which is cheap and basic.



Snorkeling and diving can be enjoyed.



Various marine sports such as parasailing and surfing can be enjoyed.

Sponsorship: Japan International Cooperation Agency-Social

Cooperation: Japan Travel Bureau Inc.

Instruction: Ministry of Transport -
International Transport-Tourism
Bureau

Please refer any inquires to the following.
Japan Travel Bureau Inc. Tel 03-284-7122
Persons responsible are Keizo Kokubo and
Yoshiro Iwasa.

* What do you expect of a foreign beach resort? Please mark a, b or c for the following questions.

- | |
|--|
| <p>a: Very important and necessary</p> <p>b: Very desirable</p> <p>c: Not very important</p> |
|--|

A. NATURE CONDITIONS

- | | a | b | c |
|--|-------|-------|-------|
| 1. A beach resort such as an isolated island where there is plenty of natural beauty and only a few visitors even if it is a little inconvenient. | _____ | _____ | _____ |
| 2. An urbanized crowded beach which has been developed with many hotels and restaurants. | _____ | _____ | _____ |
| 3. A quiet beach resort scattered with small bays. | _____ | _____ | _____ |
| 4. A large scale beach resort where various marine sports can be enjoyed. | _____ | _____ | _____ |
| 5. A beach resort which has a coral reef on shore and sea side even if it is not suitable for swimming. | _____ | _____ | _____ |
| 6. A beach resort which has a sandy shore and is suitable for swimming and sun bathing. | _____ | _____ | _____ |
| 7. First class scenery such as palm trees on a long sandy seashore where you can enjoy a beautiful sunset. | _____ | _____ | _____ |
| 8. There are some groups of small islands with an exotic atmosphere, rocks with fantastic shapes or flocks of sea bird can be enjoyed on a marine excursion. | _____ | _____ | _____ |
| 9. Sea shore which is a sheltered bay and as calm as a millpond. | _____ | _____ | _____ |
| 10. Sea shore which faces the ocean. Big blue waves wash the shore. | _____ | _____ | _____ |
| 11. A very clear blue sea | _____ | _____ | _____ |

B. SOCIAL AND SITUATIONAL CONDITIONS

- | | | | |
|--|-------|-------|-------|
| 1. Tours to temples and historic sites can be enjoyed. | _____ | _____ | _____ |
| 2. There are towns where you can take an enjoyable walk. | _____ | _____ | _____ |
| 3. Satisfactory night entertainment (clubs, restaurants, discos and so on.) | _____ | _____ | _____ |
| 4. Satisfactory facilities for enjoyable shopping are available. | _____ | _____ | _____ |
| 5. The general atmosphere is good and there are no large social problems. | _____ | _____ | _____ |
| 6. There are no problems with the sanitation system. In the case of an accident, there is a hospital nearby. | _____ | _____ | _____ |
| 7. A convenient beach resort which can be reached from Japan by a non-stop flight. | _____ | _____ | _____ |
| 8. A safe, large airplane such as a jumbo jet is used on the route. | _____ | _____ | _____ |
| 9. The journey to the beach should be easy with no inconvenience such as having to use a boat. | _____ | _____ | _____ |
| 10. Japanese air line can be used. | _____ | _____ | _____ |
| 11. Public transport such as bus and taxi should be available in the beach resort. | _____ | _____ | _____ |
| 12. There are various tour plans, schedule and departing date can be selected. | _____ | _____ | _____ |

C. DEVELOPMENT CONDITIONS

- | | | | |
|--|-------|-------|-------|
| 1. The resort site is close to a city or community, it is easy to experience the culture of the country. | _____ | _____ | _____ |
|--|-------|-------|-------|

- | | a | b | c |
|--|-------|-------|-------|
| 2. A beach resort which is separated from local habitation and specially for tourists. | _____ | _____ | _____ |
| 3. A beach resort where there are many Japanese tourists. | _____ | _____ | _____ |
| 4. A beach resort where there are few Japanese tourists. | _____ | _____ | _____ |
| 5. A beach resort which is not well known. | _____ | _____ | _____ |
| 6. A beach resort which is well known. | _____ | _____ | _____ |
| 7. A crowded beach resort where there are many hotels. | _____ | _____ | _____ |
| 8. If there is one homely hotel, that is enough. | _____ | _____ | _____ |
| 9. Even if it is expensive, a first class hotel where various services are available is preferable. | _____ | _____ | _____ |
| 10. Even if it is a little humble, cheap bungalow type accommodation is preferable. | _____ | _____ | _____ |
| 11. Well known chain hotel such as Sheraton or Hilton, where familiar high quality services are available without worry. | _____ | _____ | _____ |
| 12. Hotel of local capital, where local style service can be enjoyed. | _____ | _____ | _____ |
| 13. If various marine sport such as parasailing and surfing can be enjoyed, it is acceptable. | _____ | _____ | _____ |
| 14. If snorkeling and diving can be enjoyed, it is acceptable. | _____ | _____ | _____ |
| 15. If land sports such as golf, tennis and horse riding can be enjoyed, it is better. | _____ | _____ | _____ |

D. FACILITIES CONDITIONS

- | | | | |
|--|-------|-------|-------|
| 1. Complete air conditioning system | _____ | _____ | _____ |
| 2. Shower of fresh water is available. | _____ | _____ | _____ |
| 3. There is a bath as well as a shower in the bathroom. | _____ | _____ | _____ |
| 4. Drinking water is supplied in the room and there is no possibility of the water supply being cut off. | _____ | _____ | _____ |
| 5. There is a refrigerator in the room. | _____ | _____ | _____ |
| 6. International phone calls are possible directly from the room. | _____ | _____ | _____ |
| 7. There is a wide selection of menus. | _____ | _____ | _____ |
| 8. Japanese menu is available. | _____ | _____ | _____ |

E. SUPPLEMENTARY QUESTIONS

- How many times have you been to a foreign beach resort?
() times
- Please answer each question by circling the number of beach resorts you have visited in the following places.

Please choose as many answers as apply.

- Hawaii
- Philippine beach such as Cebu

3. Thailand beach such as Pattaya
4. Malaysian beach such as Penan
5. Indonesian beach such as Bali
6. Guam
7. Saipan
8. Palau
9. Fiji
10. New Caledonia
11. Tahiti
12. Australian beach such as gold coast
13. Beaches of the Indian ocean such as Maldives, Seychelles and Mauritius
14. European beach such as Cannes
15. Latin American beach such a Acapulco
16. Other beaches ()

3. Which beach resort would you like to visit next?

Please write the name of place and if possible what you imagine it to be like.

The name of beach resort ()

Image of the beach resort you would like to visit.

Example:

The water is very clear

There are not many people ..

4. Have you ever been to Phuket in Thailand? Yes/No

5. If you answered "Yes", what kind of impression did you get from Phuket? Please write freely.

Satisfactory

Unsatisfactory

We would be grateful if you could write down your name, age and address.

Name _____

Age _____ Sex: male/female

Address _____

TABLE 1-1 DATA OF QUESTIONNAIRE SURVEY (NATURE/SOCIAL/SITUATIONAL CONDITIONS)

A. Nature Condition

1. Natural beauty

A-1		1	2	3	4	5
Visited the resort		Very important	Very desirable	Not very important	No answer	Total
1	Once	26.1	44.5	29.3	0.0	100.0
2	Twice	29.7	45.8	24.5	0.0	100.0
3	Three Times	28.2	48.7	23.1	0.0	100.0
4	4 Times /more	28.5	55.9	17.6	0.0	100.0
5		0.0	0.0	0.0	0.0	0.0
6		0.0	0.0	0.0	0.0	0.0
7		0.0	0.0	0.0	0.0	0.0
8		0.0	0.0	0.0	0.0	0.0
9	N.A	0.0	0.0	0.0	0.0	0.0
10	TOTAL	27.0	48.3	26.7	0.0	100.0

2. Urbanized

A-2		1	2	3	4	5
Visited the resort		Very important	Very desirable	Not very important	No answer	Total
1	Once	17.9	38.4	43.7	0.0	100.0
2	Twice	11.9	33.1	55.1	0.0	100.0
3	Three Times	12.8	35.9	51.3	0.0	100.0
4	4 Times /more	13.2	23.5	63.2	0.0	100.0
5		0.0	0.0	0.0	0.0	0.0
6		0.0	0.0	0.0	0.0	0.0
7		0.0	0.0	0.0	0.0	0.0
8		0.0	0.0	0.0	0.0	0.0
9	N.A	0.0	0.0	0.0	0.0	0.0
10	TOTAL	15.8	35.5	48.7	0.0	100.0

3. Many small bays

A-3		1	2	3	4	5
Visited the resort		Very important	Very desirable	Not very important	No answer	Total
1	Once	19.2	53.3	27.2	0.0	100.0
2	Twice	25.4	48.3	26.3	0.0	100.0
3	Three Times	25.6	46.2	28.2	0.0	100.0
4	4 Times /more	19.1	58.8	22.1	0.0	100.0
5		0.0	0.0	0.0	0.0	0.0
6		0.0	0.0	0.0	0.0	0.0
7		0.0	0.0	0.0	0.0	0.0
8		0.0	0.0	0.0	0.0	0.0
9	N.A	0.0	0.0	0.0	0.0	0.0
10	TOTAL	20.8	52.5	26.5	0.2	100.0

4. Large-scale beach with facilities

A-4		1	2	3	4	5
Visited the resort		Very important	Very desirable	Not very important	No answer	Total
1	Once	26.4	40.5	32.8	0.0	100.0
2	Twice	32.2	48.7	27.1	0.0	100.0
3	Three Times	35.9	33.3	30.8	0.0	100.0
4	4 Times /more	17.6	45.6	36.8	0.0	100.0
5		0.0	0.0	0.0	0.0	0.0
6		0.0	0.0	0.0	0.0	0.0
7		0.0	0.0	0.0	0.0	0.0
8		0.0	0.0	0.0	0.0	0.0
9	N.A	0.0	0.0	0.0	0.0	0.0
10	TOTAL	27.2	48.7	32.6	0.2	100.0

5. With coral reef

A-5		1	2	3	4	5
Visited the resort		Very important	Very desirable	Not very important	No answer	Total
1	Once	17.1	43.7	38.9	0.0	100.0
2	Twice	13.6	44.9	41.5	0.0	100.0
3	Three Times	17.9	38.5	43.6	0.0	100.0
4	4 Times /more	20.6	27.9	51.5	0.0	100.0
5		0.0	0.0	0.0	0.0	0.0
6		0.0	0.0	0.0	0.0	0.0
7		0.0	0.0	0.0	0.0	0.0
8		0.0	0.0	0.0	0.0	0.0
9	N.A	0.0	0.0	0.0	0.0	0.0
10	TOTAL	15.8	41.8	41.2	0.2	100.0

6. With sandy shore

A-6		1	2	3	4	5
Visited the resort		Very important	Very desirable	Not very important	No answer	Total
1	Once	54.7	35.7	9.6	0.0	100.0
2	Twice	54.2	35.0	6.8	0.0	100.0
3	Three Times	53.8	43.6	2.6	0.0	100.0
4	4 Times /more	45.6	42.6	11.8	0.0	100.0
5		0.0	0.0	0.0	0.0	0.0
6		0.0	0.0	0.0	0.0	0.0
7		0.0	0.0	0.0	0.0	0.0
8		0.0	0.0	0.0	0.0	0.0
9	N.A	0.0	0.0	0.0	0.0	0.0
10	TOTAL	53.5	37.7	8.8	0.0	100.0

7. Superb scenery

A-7		1	2	3	4	5
Visited the resort		Very important	Very desirable	Not very important	No answer	Total
1	Once	67.5	29.3	2.9	0.0	100.0
2	Twice	75.9	23.3	8.8	0.0	100.0
3	Three Times	64.1	33.3	2.6	0.0	100.0
4	4 Times /more	78.6	23.5	5.9	0.0	100.0
5		0.0	0.0	0.0	0.0	0.0
6		0.0	0.0	0.0	0.0	0.0
7		0.0	0.0	0.0	0.0	0.0
8		0.0	0.0	0.0	0.0	0.0
9	N.A	0.0	0.0	0.0	0.0	0.0
10	TOTAL	68.7	28.3	2.8	0.2	100.0

8. With small off-shore islands for boat excursion

A-8		1	2	3	4	5
Visited the resort		Very important	Very desirable	Not very important	No answer	Total
1	Once	29.8	48.3	30.7	0.0	100.0
2	Twice	24.6	48.3	27.1	0.0	100.0
3	Three Times	12.8	41.0	46.2	0.0	100.0
4	4 Times /more	16.2	38.2	45.6	0.0	100.0
5		0.0	0.0	0.0	0.0	0.0
6		0.0	0.0	0.0	0.0	0.0
7		0.0	0.0	0.0	0.0	0.0
8		0.0	0.0	0.0	0.0	0.0
9	N.A	0.0	0.0	0.0	0.0	0.0
10	TOTAL	20.5	46.7	32.7	0.2	100.0

9. Outlet sheltered bay

A-9		1	2	3	4	5
Visited the resort		Very important	Very desirable	Not very important	No answer	Total
1	Once	22.7	46.1	31.2	0.0	100.0
2	Twice	24.6	47.5	28.0	0.0	100.0
3	Three Times	20.5	22.2	51.3	0.0	100.0
4	4 Times /more	7.4	54.4	38.2	1.5	100.0
5		0.0	0.0	0.0	0.0	0.0
6		0.0	0.0	0.0	0.0	0.0
7		0.0	0.0	0.0	0.0	0.0
8		0.0	0.0	0.0	0.0	0.0
9	N.A	0.0	0.0	0.0	0.0	0.0
10	TOTAL	21.2	46.2	32.5	0.2	100.0

10. Ocean-facing shore with big surf

A-10		1	2	3	4	5
Visited the resort		Very important	Very desirable	Not very important	No answer	Total
1	Once	14.7	35.7	49.3	0.0	100.0
2	Twice	19.2	49.7	48.3	0.0	100.0
3	Three Times	7.7	38.5	53.8	0.0	100.0
4	4 Times /more	4.5	22.1	70.6	1.5	100.0
5		0.0	0.0	0.0	0.0	0.0
6		0.0	0.0	0.0	0.0	0.0
7		0.0	0.0	0.0	0.0	0.0
8		0.0	0.0	0.0	0.0	0.0
9	N.A	0.0	0.0	0.0	0.0	0.0
10	TOTAL	12.3	35.3	51.8	0.5	100.0

11. Clear blue seawater

A-11		1	2	3	4	5
Visited the resort		Very important	Very desirable	Not very important	No answer	Total
1	Once	72.0	23.5	2.9	0.0	100.0
2	Twice	72.8	24.5	3.4	0.0	100.0
3	Three Times	76.9	20.5	2.6	0.0	100.0
4	4 Times /more	77.9	20.6	1.5	0.0	100.0
5		0.0	0.0	0.0	0.0	0.0
6		0.0	0.0	0.0	0.0	0.0
7		0.0	0.0	0.0	0.0	0.0
8		0.0	0.0	0.0	0.0	0.0
9	N.A	0.0	0.0	0.0	0.0	0.0
10	TOTAL	72.5	23.2	2.8	0.5	100.0

B. Social/Situational Condition

12. Sightseeing tours available

B-12		1	2	3	4	5
Visited the resort		Very important	Very desirable	Not very important	No answer	Total
1	Once	17.9	33.6	48.3	0.0	100.0
2	Twice	14.4	31.1	54.5	0.0	100.0
3	Three Times	20.5	38.8	48.7	0.0	100.0
4	4 Times /more	19.1	32.4	47.1	1.5	100.0
5		0.0	0.0	0.0	0.0	0.0
6		0.0	0.0	0.0	0.0	0.0
7		0.0	0.0	0.0	0.0	0.0
8		0.0	0.0	0.0	0.0	0.0
9	N.A	0.0	0.0	0.0	0.0	0.0
10	TOTAL	17.5	33.2	49.0	0.3	100.0

13. Town/city nearby available

B-13		1	2	3	4	5
Visited the resort		Very important	Very desirable	Not very important	No answer	Total
1	Once	45.1	47.2	6.4	0.0	100.0
2	Twice	45.8	50.8	3.4	0.0	100.0
3	Three Times	43.6	45.2	10.3	0.0	100.0
4	4 Times /more	50.8	42.6	7.4	0.0	100.0
5		0.0	0.0	0.0	0.0	0.0
6		0.0	0.0	0.0	0.0	0.0
7		0.0	0.0	0.0	0.0	0.0
8		0.0	0.0	0.0	0.0	0.0
9	N.A	0.0	0.0	0.0	0.0	0.0
10	TOTAL	46.3	47.3	6.2	0.2	100.0

14. Night entertainments available

B-14		1	2	3	4	5
Visited the resort		Very important	Very desirable	Not very important	No answer	Total
1	Once	18.1	29.6	52.8	0.0	100.0
2	Twice	15.3	33.9	50.8	0.0	100.0
3	Three Times	12.8	22.5	64.7	0.0	100.0
4	4 Times /more	23.5	30.9	45.6	0.0	100.0
5		0.0	0.0	0.0	0.0	0.0
6		0.0	0.0	0.0	0.0	0.0
7		0.0</				

TABLE 1-2 DATA OF QUESTIONNAIRE SURVEY (DEVELOPMENT/FACILITIES CONDITIONS)

C. Development Condition

24. Open resort to local community

C-24		1	2	3	4	5
Visited the resort		Very important	Very desirable	Not very important	No answer	Total
1	Once	29.9	54.9	14.9	0.3	100.0
2	Twice	23.3	56.8	15.6	0.0	100.0
3	Three Times	33.3	53.8	12.9	0.0	100.0
4	4 Times /more	39.7	41.2	19.1	0.0	100.0
5		0.0	0.0	0.0	0.0	0.0
6		0.0	0.0	0.0	0.0	0.0
7		0.0	0.0	0.0	0.0	0.0
8		0.0	0.0	0.0	0.0	0.0
9	N.A	0.0	0.0	0.0	0.0	0.0
10	TOTAL	31.0	53.7	15.0	0.3	100.0

25. Close resort only for tourists

C-25		1	2	3	4	5
Visited the resort		Very important	Very desirable	Not very important	No answer	Total
1	Once	4.5	30.4	64.8	0.3	100.0
2	Twice	5.9	28.0	65.3	0.8	100.0
3	Three Times	7.7	23.1	69.2	0.0	100.0
4	4 Times /more	2.9	23.5	73.5	0.0	100.0
5		0.0	0.0	0.0	0.0	0.0
6		0.0	0.0	0.0	0.0	0.0
7		0.0	0.0	0.0	0.0	0.0
8		0.0	0.0	0.0	0.0	0.0
9	N.A	0.0	0.0	0.0	0.0	0.0
10	TOTAL	4.8	28.7	66.2	0.3	100.0

26. See many Japanese tourists

C-26		1	2	3	4	5
Visited the resort		Very important	Very desirable	Not very important	No answer	Total
1	Once	2.9	16.0	80.8	0.3	100.0
2	Twice	0.8	11.0	88.1	0.0	100.0
3	Three Times	2.6	16.3	81.2	0.0	100.0
4	4 Times /more	2.9	5.9	91.2	0.0	100.0
5		0.0	0.0	0.0	0.0	0.0
6		0.0	0.0	0.0	0.0	0.0
7		0.0	0.0	0.0	0.0	0.0
8		0.0	0.0	0.0	0.0	0.0
9	N.A	0.0	0.0	0.0	0.0	0.0
10	TOTAL	2.5	13.5	83.8	0.2	100.0

27. Do not see many Japanese tourists

C-27		1	2	3	4	5
Visited the resort		Very important	Very desirable	Not very important	No answer	Total
1	Once	19.5	45.7	33.0	0.0	100.0
2	Twice	15.1	32.2	39.5	0.0	100.0
3	Three Times	30.8	28.2	41.0	0.0	100.0
4	4 Times /more	26.5	51.5	22.1	0.0	100.0
5		0.0	0.0	0.0	0.0	0.0
6		0.0	0.0	0.0	0.0	0.0
7		0.0	0.0	0.0	0.0	0.0
8		0.0	0.0	0.0	0.0	0.0
9	N.A	0.0	0.0	0.0	0.0	0.0
10	TOTAL	23.0	44.7	32.3	0.0	100.0

28. Resort not very well-known

C-28		1	2	3	4	5
Visited the resort		Very important	Very desirable	Not very important	No answer	Total
1	Once	13.6	38.7	47.5	0.3	100.0
2	Twice	22.8	49.7	37.3	0.0	100.0
3	Three Times	18.3	61.5	20.2	0.0	100.0
4	4 Times /more	15.2	32.4	51.5	0.0	100.0
5		0.0	0.0	0.0	0.0	0.0
6		0.0	0.0	0.0	0.0	0.0
7		0.0	0.0	0.0	0.0	0.0
8		0.0	0.0	0.0	0.0	0.0
9	N.A	0.0	0.0	0.0	0.0	0.0
10	TOTAL	15.3	39.8	44.7	0.2	100.0

29. Well-known resort

C-29		1	2	3	4	5
Visited the resort		Very important	Very desirable	Not very important	No answer	Total
1	Once	11.5	44.8	44.3	0.3	100.0
2	Twice	9.5	39.8	50.8	0.0	100.0
3	Three Times	2.6	41.8	56.4	0.0	100.0
4	4 Times /more	14.7	32.4	54.4	0.0	100.0
5		0.0	0.0	0.0	0.0	0.0
6		0.0	0.0	0.0	0.0	0.0
7		0.0	0.0	0.0	0.0	0.0
8		0.0	0.0	0.0	0.0	0.0
9	N.A	0.0	0.0	0.0	0.0	0.0
10	TOTAL	10.5	41.7	47.5	0.3	100.0

30. Many hotels crowding the shore

C-30		1	2	3	4	5
Visited the resort		Very important	Very desirable	Not very important	No answer	Total
1	Once	15.7	44.0	40.0	0.3	100.0
2	Twice	15.1	32.2	51.7	0.0	100.0
3	Three Times	10.2	48.7	41.0	0.0	100.0
4	4 Times /more	14.7	27.9	57.4	0.0	100.0
5		0.0	0.0	0.0	0.0	0.0
6		0.0	0.0	0.0	0.0	0.0
7		0.0	0.0	0.0	0.0	0.0
8		0.0	0.0	0.0	0.0	0.0
9	N.A	0.0	0.0	0.0	0.0	0.0
10	TOTAL	15.3	48.2	44.3	0.2	100.0

31. One hotel on shore

C-31		1	2	3	4	5
Visited the resort		Very important	Very desirable	Not very important	No answer	Total
1	Once	0.0	25.6	66.1	0.3	100.0
2	Twice	12.7	44.1	39.5	0.0	100.0
3	Three Times	10.3	33.3	56.4	0.0	100.0
4	4 Times /more	1.5	23.5	75.0	0.0	100.0
5		0.0	0.0	0.0	0.0	0.0
6		0.0	0.0	0.0	0.0	0.0
7		0.0	0.0	0.0	0.0	0.0
8		0.0	0.0	0.0	0.0	0.0
9	N.A	0.0	0.0	0.0	0.0	0.0
10	TOTAL	8.3	26.5	65.0	0.2	100.0

32. Expensive first-class hotel

C-32		1	2	3	4	5
Visited the resort		Very important	Very desirable	Not very important	No answer	Total
1	Once	16.8	42.1	41.3	0.5	100.0
2	Twice	11.9	44.1	44.1	0.0	100.0
3	Three Times	12.8	33.3	53.8	0.0	100.0
4	4 Times /more	14.7	27.9	57.4	0.0	100.0
5		0.0	0.0	0.0	0.0	0.0
6		0.0	0.0	0.0	0.0	0.0
7		0.0	0.0	0.0	0.0	0.0
8		0.0	0.0	0.0	0.0	0.0
9	N.A	0.0	0.0	0.0	0.0	0.0
10	TOTAL	14.8	40.3	44.5	0.3	100.0

33. Cheap bungalow-type accommodation

C-33		1	2	3	4	5
Visited the resort		Very important	Very desirable	Not very important	No answer	Total
1	Once	6.4	21.6	71.7	0.3	100.0
2	Twice	8.5	23.7	67.8	0.0	100.0
3	Three Times	5.1	28.2	66.7	0.0	100.0
4	4 Times /more	7.4	25.9	67.5	0.0	100.0
5		0.0	0.0	0.0	0.0	0.0
6		0.0	0.0	0.0	0.0	0.0
7		0.0	0.0	0.0	0.0	0.0
8		0.0	0.0	0.0	0.0	0.0
9	N.A	0.0	0.0	0.0	0.0	0.0
10	TOTAL	6.8	22.8	70.2	0.2	100.0

34. International chain hotel

C-34		1	2	3	4	5
Visited the resort		Very important	Very desirable	Not very important	No answer	Total
1	Once	34.7	49.6	15.2	0.5	100.0
2	Twice	34.7	35.6	29.7	0.0	100.0
3	Three Times	17.9	59.0	23.1	0.0	100.0
4	4 Times /more	25.0	36.3	38.2	0.0	100.0
5		0.0	0.0	0.0	0.0	0.0
6		0.0	0.0	0.0	0.0	0.0
7		0.0	0.0	0.0	0.0	0.0
8		0.0	0.0	0.0	0.0	0.0
9	N.A	0.0	0.0	0.0	0.0	0.0
10	TOTAL	30.7	47.7	21.3	0.3	100.0

35. Hotel of local capital

C-35		1	2	3	4	5
Visited the resort		Very important	Very desirable	Not very important	No answer	Total
1	Once	17.3	45.9	35.5	0.3	100.0
2	Twice	21.2	50.8	27.1	0.0	100.0
3	Three Times	20.5	35.9	43.6	0.0	100.0
4	4 Times /more	17.6	55.9	26.5	0.0	100.0
5		0.0	0.0	0.0	0.0	0.0
6		0.0	0.0	0.0	0.0	0.0
7		0.0	0.0	0.0	0.0	0.0
8		0.0	0.0	0.0	0.0	0.0
9	N.A	0.0	0.0	0.0	0.0	0.0
10	TOTAL	18.3	48.0	33.3	0.3	100.0

36. Marine sports available

C-36		1	2	3	4	5
Visited the resort		Very important	Very desirable	Not very important	No answer	Total
1	Once	23.5	36.3	40.0	0.3	100.0
2	Twice	28.8	38.1	33.1	0.0	100.0
3	Three Times	28.5	36.4	33.1	0.0	100.0
4	4 Times /more	23.5	35.3	41.2	0.0	100.0
5		0.0	0.0	0.0	0.0	0.0
6		0.0	0.0	0.0	0.0	0.0
7		0.0	0.0	0.0	0.0	0.0
8		0.0	0.0	0.0	0.0	0.0
9	N.A	0.0	0.0	0.0	0.0	0.0
10	TOTAL	24.3	37.8	37.7	0.2	100.0

37. Diving/snorkeling available

C-37		1	2	3	4	5
Visited the resort		Very important	Very desirable	Not very important	No answer	Total
1	Once	25.3	35.5	38.9	0.3	100.0
2	Twice	34.7	35.6	29.7	0.0	100.0
3	Three Times	30.8	43.6	25.6	0.0	100.0
4	4 Times /more	25.5	39.7	33.8	0.0	100.0
5		0.0	0.0	0.0	0.0	0.0
6		0.0	0.0	0.0	0.0	0.0

2. REFERENCE DATA FOR ASSUMPTION OF ROOM REQUIREMENTS

TABLE 1-3 AVAILABLE GUESTS
unit .000 Guests

	NUMBER OF GUESTS AVAILABLE			REGIONAL PERCENTAGE DISTRIBUTION		
	HIGH	LOW	TOT	HIGH	LOW	TOT
PHUKET CLUSTER	4,978	4,515	9,493	100.00%	100.00%	100.00%
Phuket	4,722	3,217	7,939	94.86%	71.25%	83.63%
Pangnga	90	403	493	1.81%	8.93%	5.19%
Krabi	0	480	480	0.00%	10.63%	5.06%
Ranong	166	415	581	3.33%	9.19%	6.12%
SURAT THANI CLUSTER	551	8,383	8,934	100.00%	100.00%	100.00%
Surat Thani	72	3,277	3,349	13.07%	39.08%	37.49%
Saui	404	2,757	3,161	73.32%	32.89%	35.38%
Nakhon Si Thammarat	1,557	1,557	3,114	0.00%	18.57%	17.43%
Chumphon	75	792	867	13.61%	9.45%	9.70%
SONGKHLA-HATYAI CLUSTER	2,393	7,466	9,859	100.00%	100.00%	100.00%
Songkhla-Hatayai	2,393	3,193	5,586	100.00%	42.77%	56.66%
Satum	379	379	758	0.00%	5.08%	3.84%
Patani	180	180	360	0.00%	2.41%	1.83%
Yala	1,717	1,717	3,434	0.00%	23.00%	17.42%
Narathiwat	1,290	1,290	2,580	0.00%	17.28%	13.08%
Trang	707	707	1,414	0.00%	9.47%	7.17%

File: NT-3R 20:42 21/11/88

note H / HIGH : International Class Accommodation
L / LOW : Economy Class Accommodation
TOT : TOTAL

TABLE 1-4 ROOM REQUIREMENT-REGIONAL DISTRIBUTION PERCENTAGE

	1991				1996				2001			
	FOREIGN		DOMESTIC		FOREIGN		DOMESTIC		FOREIGN		DOMESTIC	
	HIGH	LOW	HIGH	LOW	HIGH	LOW	HIGH	LOW	HIGH	LOW	HIGH	LOW
PHUKET CLUSTER	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Phuket	90.0%	100.0%	94.0%	54.0%	80.0%	80.0%	75.0%	70.0%	67.0%	60.0%	68.0%	60.0%
Pangnga	7.0%	0.0%	0.0%	16.0%	15.0%	20.0%	20.0%	18.0%	15.0%	14.0%	19.0%	22.0%
Krabi	1.0%	0.0%	1.0%	15.0%	5.0%	16.0%	5.0%	8.0%	12.0%	13.0%	10.0%	12.0%
Ranong	2.0%	0.0%	5.0%	15.0%	0.0%	10.0%	0.0%	8.0%	8.0%	13.0%	5.0%	8.0%
SURAT THANI CLUSTER	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Surat Thani	20.0%	30.0%	20.0%	60.0%	30.0%	30.0%	30.0%	25.0%	28.0%	30.0%	28.0%	20.0%
Saui	75.0%	39.0%	75.0%	25.0%	70.0%	45.0%	70.0%	80.0%	59.0%	45.0%	59.0%	60.0%
Nakhon Si Thammarat	0.0%	21.0%	0.0%	5.0%	0.0%	15.0%	0.0%	10.0%	10.0%	15.0%	10.0%	10.0%
Chumphon	5.0%	10.0%	5.0%	10.0%	0.0%	10.0%	0.0%	5.0%	5.0%	10.0%	5.0%	10.0%
SONGKHLA-HATYAI CLUSTER	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Songkhla-Hatayai	100.0%	44.0%	100.0%	42.0%	90.0%	45.0%	90.0%	42.0%	71.0%	40.0%	75.0%	42.0%
Satum	0.0%	5.0%	0.0%	4.0%	0.0%	5.0%	0.0%	5.0%	5.0%	5.0%	5.0%	5.0%
Patani	0.0%	3.0%	0.0%	4.0%	0.0%	5.0%	0.0%	5.0%	5.0%	5.0%	5.0%	5.0%
Yala	0.0%	23.0%	0.0%	24.0%	5.0%	25.0%	5.0%	24.0%	9.0%	22.0%	10.0%	24.0%
Narathiwat	0.0%	18.0%	0.0%	19.0%	5.0%	20.0%	5.0%	19.0%	5.0%	18.0%	5.0%	19.0%
Trang	0.0%	7.0%	0.0%	7.0%	0.0%	0.0%	0.0%	5.0%	5.0%	10.0%	0.0%	5.0%

NT-3R: DISTRI 20:42 21/11/88

note H / HIGH : International Class Accommodation
L / LOW : Economy Class Accommodation

TABLE 1-5 GUEST DISTRIBUTION

	unit .000 Guests																	
	1991						1996						2001					
	FOREIGN			DOMESTIC			FOREIGN			DOMESTIC			FOREIGN			DOMESTIC		
	HIGH	LOW	TOT	HIGH	LOW	TOT	HIGH	LOW	TOT	HIGH	LOW	TOT	HIGH	LOW	TOT	HIGH	LOW	TOT
PHUKET CLUSTER	616	240	856	130	318	448	869	312	1,201	318	404	722	1,205	402	1,607	496	517	1,013
Phuket	555	240	794	122	172	294	711	187	898	236	283	521	808	241	1,049	328	310	638
Pangnga	43	0	43	0	51	51	133	62	196	64	73	136	181	58	237	94	114	208
Krabi	8	0	8	1	48	49	44	31	75	16	24	40	145	52	197	50	62	112
Ranong	12	0	12	6	48	54	0	31	31	0	24	24	72	52	125	25	31	56
SURAT THANI CLUSTER	60	240	300	52	208	260	126	294	420	62	248	310	224	336	560	72	288	360
Surat Thani	12	72	84	10	125	135	38	88	126	19	62	81	58	101	159	19	58	76
Saui	45	94	139	39	52	91	88	132	221	43	149	192	132	151	283	42	173	215
Nakhon Si Thammarat	0	50	50	0	10	10	0	44	44	0	25	25	22	50	73	7	29	36
Chumphon	3	24	27	3	21	23	0	29	29	0	12	12	11	34	45	4	29	32
SONGKHLA-HATYAI CLUSTER	246	574	820	174	696	870	309	721	1,030	210	840	1,050	366	854	1,220	363	847	1,210
Songkhla-Hatayai	246	253	499	174	292	466	278	324	603	189	353	542	280	342	601	272	356	628
Satum	0	29	29	0	28	28	0	36	36	0	42	42	18	43	61	18	42	61
Patani	0	17	17	0	28	28	0	36	36	0	42	42	18	43	61	18	42	61
Yala	0	132	132	0	167	167	15	180	196	11	202	212	33	188	221	36	203	240
Narathiwat	0	103	103	0	132	132	15	144	160	11	160	170	18	154	172	18	161	179
Trang	0	40	40	0	49	49	0	0	0	0	42	42	18	85	104	0	42	42

NT-3R: GUESTDISTR 20:42 21/11/88

note H / HIGH : International Class Accommodation
L / LOW : Economy Class Accommodation
TOT : TOTAL

TABLE 1-6 SPECIFIC MARKET TARGETS-PROJECTED ROOMS REQUIRED IN PHUKET CLUSTER

		unit .000 Guests									
	ACCOMO- DATED VISITORS	AVE. STAY LENGTH	TOTAL GUEST NIGHTS	DOUBLE OCCU- PANCY	ROOM- NIGHT REQRD	OCCU- PANCY RATE	ROOM- NIGHT REQRD	HOTEL H/L RATIO	ROOM HOTEL HIGH	NIGHT HOTEL LOW	REQRD HOTEL LOW
1986	FOREIGN	254	4.50	1.143	1.50	762	55%	1.385	30:20	1.108	277
	DOMESTIC	223	3.00	669	1.80	372	55%	676	30:70	203	473
	TOTAL	477		1.812		1.134		2.061		1.311	750
1991	FOREIGN	856	5.60	4.794	1.80	2.663	58%	4.592	72:28	3.306	1.286
	DOMESTIC	448	3.45	1.546	1.80	859	58%	1.480	29:71	429	1.051
	TOTAL	1.304		6.339		3.522		6.072		3.735	2.337
1996	FOREIGN	1.201	5.40	6.485	1.80	3.603	59%	6.107	74:26	4.519	1.588
	DOMESTIC	722	3.35	2.419	1.80	1.344	59%	2.277	44:56	1.002	1.275
	TOTAL	1.923		8.904		4.947		8.384		5.521	2.863
2001	FOREIGN	1.607	5.80	9.321	1.80	5.178	60%	8.630	75:25	6.473	2.158
	DOMESTIC	1.013	3.30	3.343	1.80	1.857	60%	3.095	49:51	1.517	1.579
	TOTAL	2.620		12.664		7.035		11.725		7.989	3.736

NT-3R: tabel3 20:42 21/11/88

note H / HIGH : International Class Accommodation
L / LOW : Economy Class Accommodation

TABLE 1-7 SPECIFIC MARKET TARGETS-PROJECTED ROOMS REQUIRED IN SURAT THANI CLUSTER

		unit .000 Guests									
	ACCOMO- DATED VISITORS	AVE. STAY LENGTH	TOTAL GUEST NIGHTS	DOUBLE OCCU- PANCY	ROOM- NIGHT REQRD	OCCU- PANCY RATE	ROOM- NIGHT REQRD	HOTEL H/L RATIO	ROOM HOTEL HIGH	NIGHT HOTEL LOW	REQRD HOTEL LOW
1986	FOREIGN	86	9.00	777	1.50	518	50%	1.036	20:80	207	828
	DOMESTIC	206	3.00	617	1.80	343	50%	685	10:90	69	617
	TOTAL	292		1.394		860		1.721		276	1.445
1991	FOREIGN	300	9.00	2.700	1.50	1.800	50%	3.600	20:80	720	2.880
	DOMESTIC	260	3.00	780	1.80	433	50%	867	20:80	173	693
	TOTAL	560		3.480		2.233		4.467		893	3.573
1996	FOREIGN	420	9.00	3.780	1.50	2.520	55%	4.582	30:70	1.375	3.207
	DOMESTIC	310	3.50	1.085	1.80	603	55%	1.096	20:80	219	877
	TOTAL	730		4.865		3.123		5.678		1.594	4.084
2001	FOREIGN	560	9.00	5.040	1.50	3.360	55%	6.108	40:60	2.444	3.685
	DOMESTIC	360	4.00	1.440	1.80	800	55%	1.455	20:80	291	1.164
	TOTAL	920		6.480		4.160		7.564		2.735	4.849

NT-3R: tabel3 20:42 21/11/88

note H / HIGH : International Class Accommodation
L / LOW : Economy Class Accommodation

TABLE 1-8 SPECIFIC MARKET TARGETS-PROJECTED ROOMS REQUIRED IN SONGKHLA/HAT YAI CLUSTER

		unit .000 Guests									
	ACCOMO- DATED VISITORS	AVE. STAY LENGTH	TOTAL GUEST NIGHTS	DOUBLE OCCU- PANCY	ROOM- NIGHT REQRD	OCCU- PANCY RATE	ROOM- NIGHT REQRD	HOTEL H/L RATIO	ROOM HOTEL HIGH	NIGHT HOTEL LOW	REQRD HOTEL LOW
1986	FOREIGN	446	3.00	1.337	1.50	891	55%	1.620	20:80	324	1.296
	DOMESTIC	681	2.00	1.363	1.80	757	55%	1.376	10:90	133	1.239
	TOTAL	1.127		2.699		1.648		2.996		462	2.535
1991	FOREIGN	820	3.00	2.460	1.50	1.640	60%	2.733	30:70	820	1.913
	DOMESTIC	870	3.00	2.610	1.80	1.450	60%	2.417	20:80	483	1.933
	TOTAL	1.690		5.070		3.090		5.150		1.303	3.847
1996	FOREIGN	1.030	3.50	3.605	1.50	2.403	60%	4.006	30:70	1.202	2.804
	DOMESTIC	1.050	3.00	3.150	1.80	1.750	60%	2.917	20:80	583	2.333
	TOTAL	2.080		6.755		4.153		6.922		1.785	5.137
2001	FOREIGN	1.220	4.00	4.880	1.50	3.253	60%	5.422	30:70	1.827	3.796
	DOMESTIC	1.210	3.00	3.630	1.80	2.017	60%	3.361	30:70	1.008	2.353
	TOTAL	2.430		8.510		5.270		8.783		2.835	6.148

NT-3R: tabel3 20:42 21/11/88

note H / HIGH : International Class Accommodation
L / LOW : Economy Class Accommodation

FIG. 1-6 SURAT THANI CLUSTER-ROOM NIGHTS REQUIRED

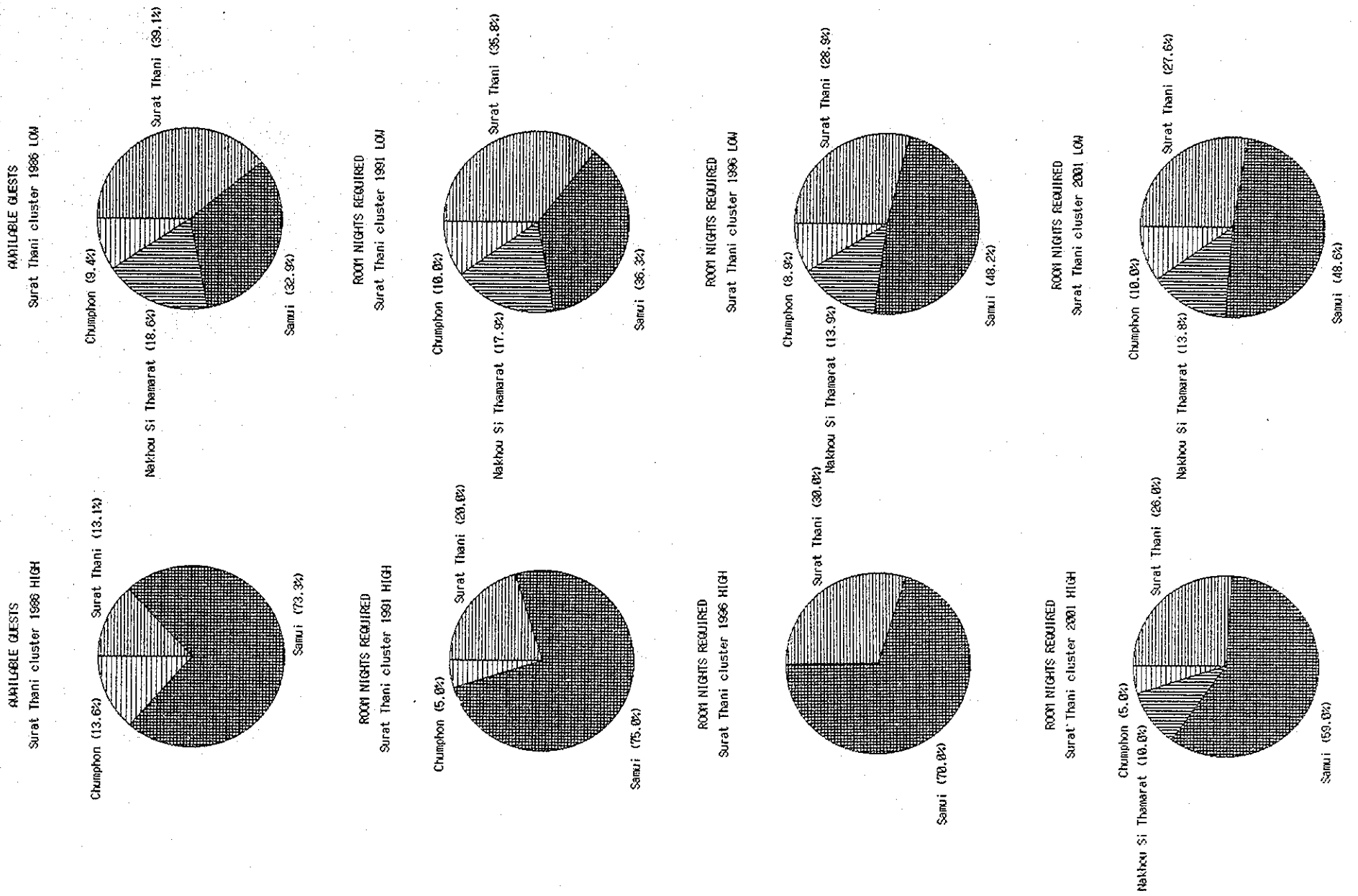


FIG. 1-5 PHUKET CLUSTER-ROOM NIGHTS REQUIRED

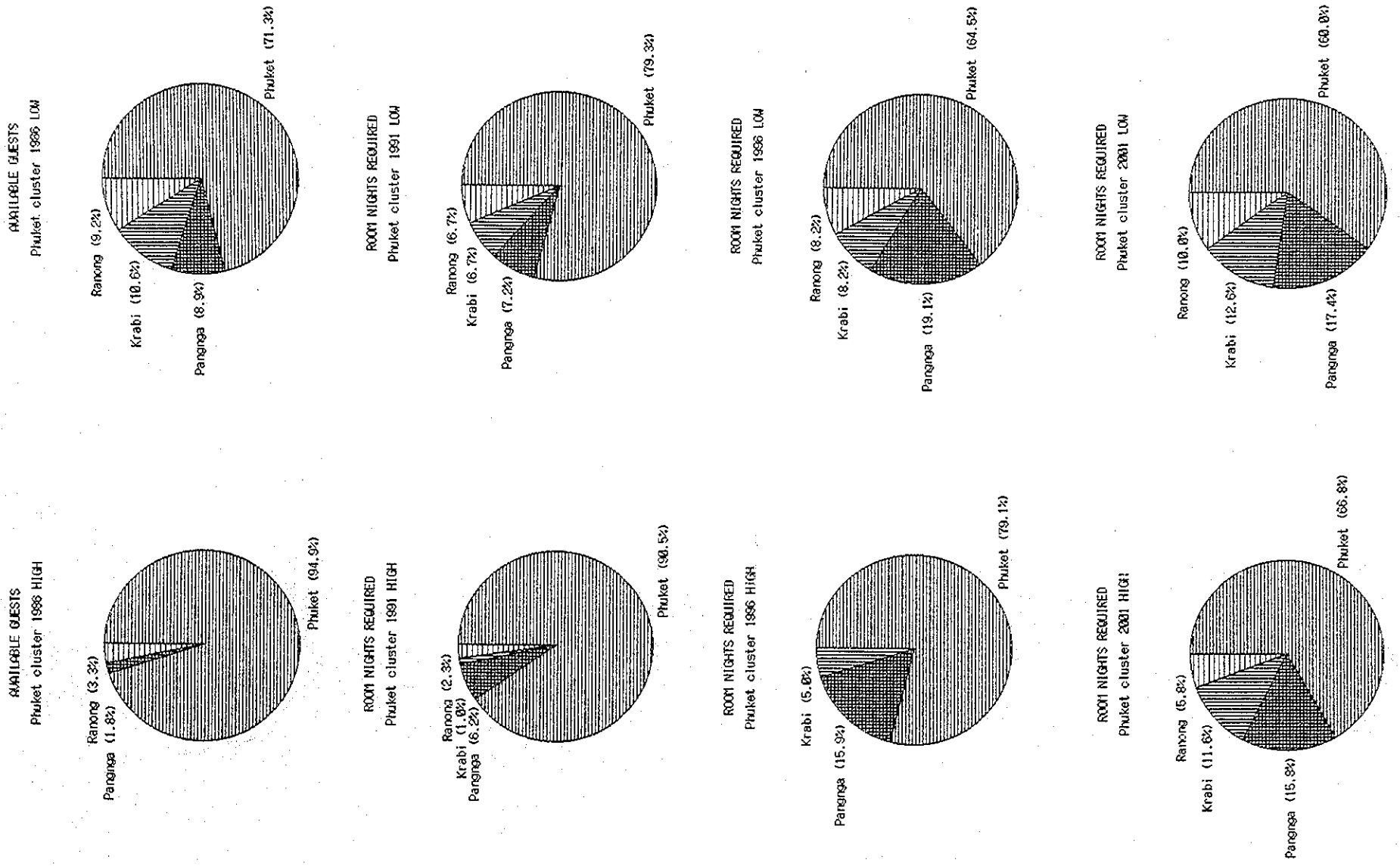


FIG. 1-8 ROOM NIGHTS REQUIREMENTS & ACCOMMODATED VISITORS

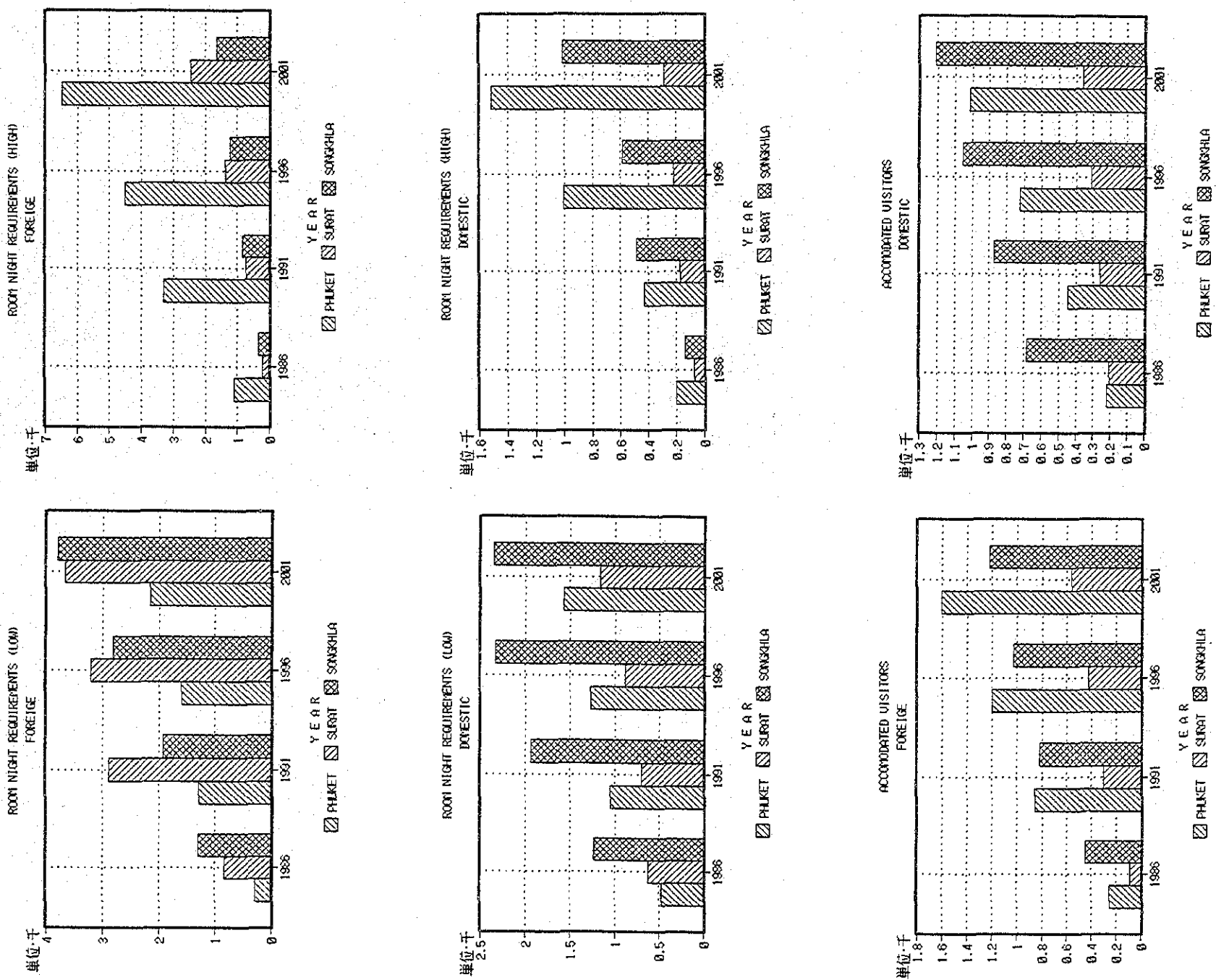


FIG. 1-7 SONGKHLA/HAT YAI - ROOM NIGHTS REQUIRED

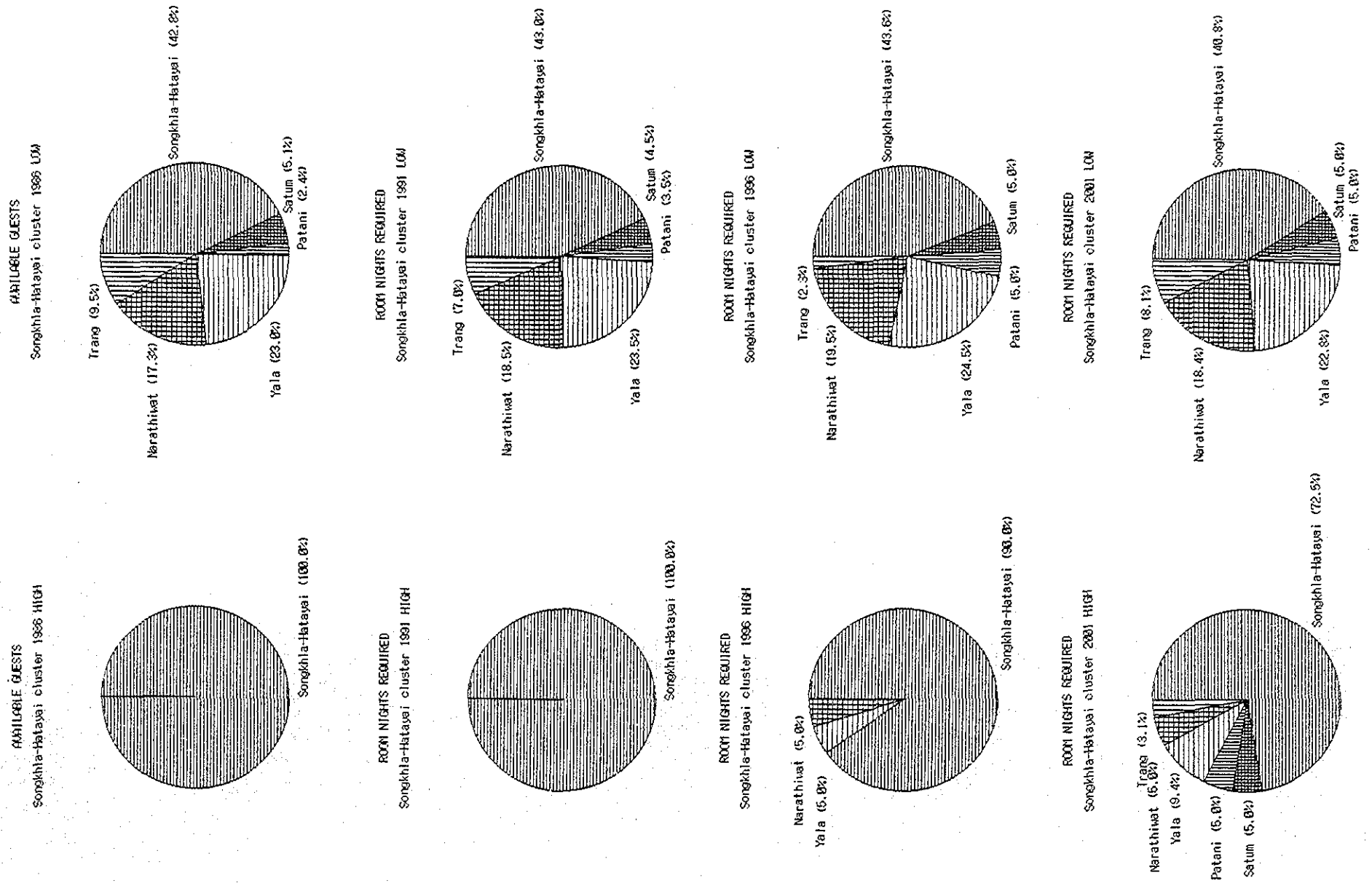


FIG. 1-9 EXISTING ALLOCATION OF ACCOMMODATION-SOUTHERN THAILAND

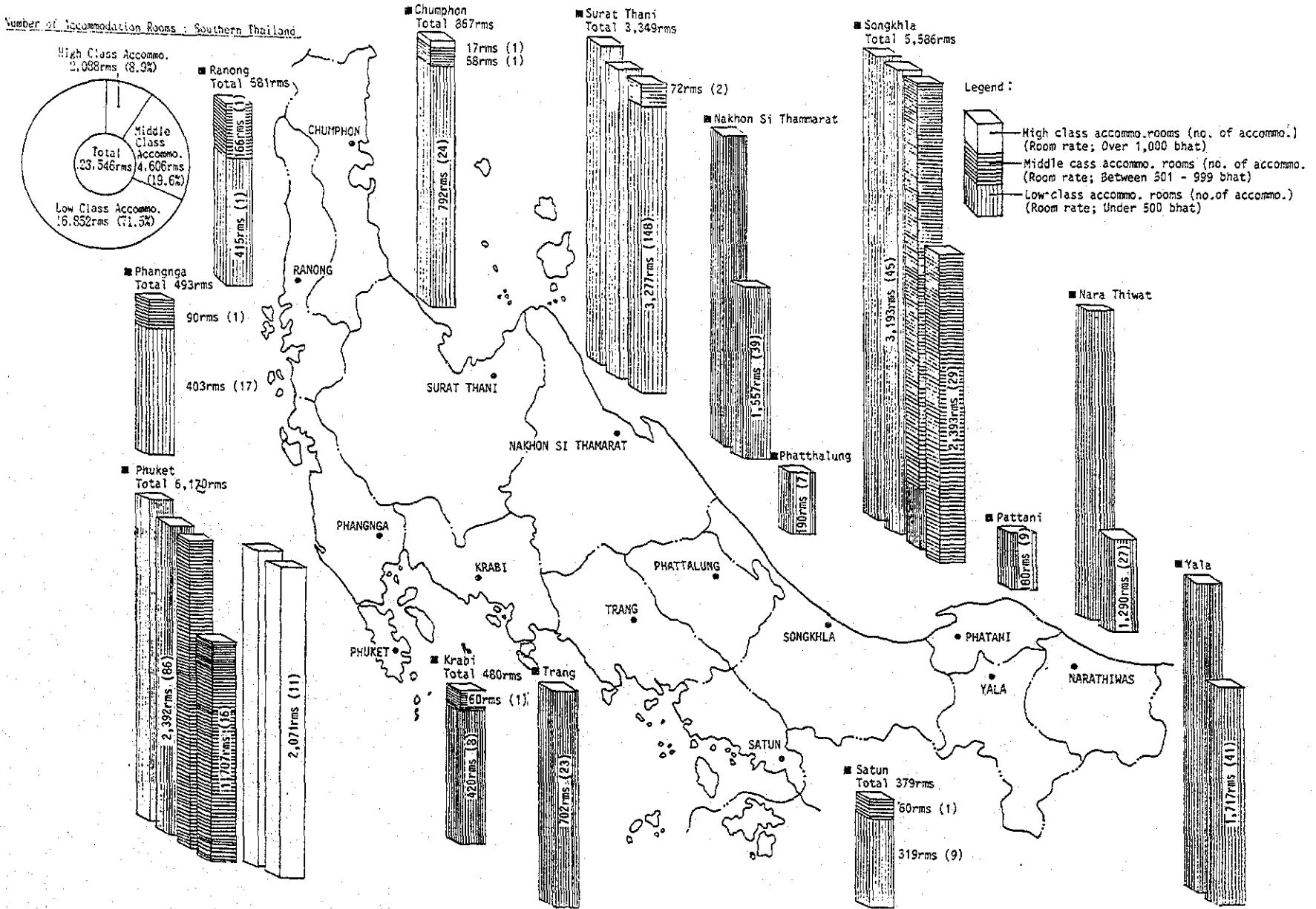


FIG. 1-10 EXISTING ALLOCATION OF ACCOMMODATION-PHUKET

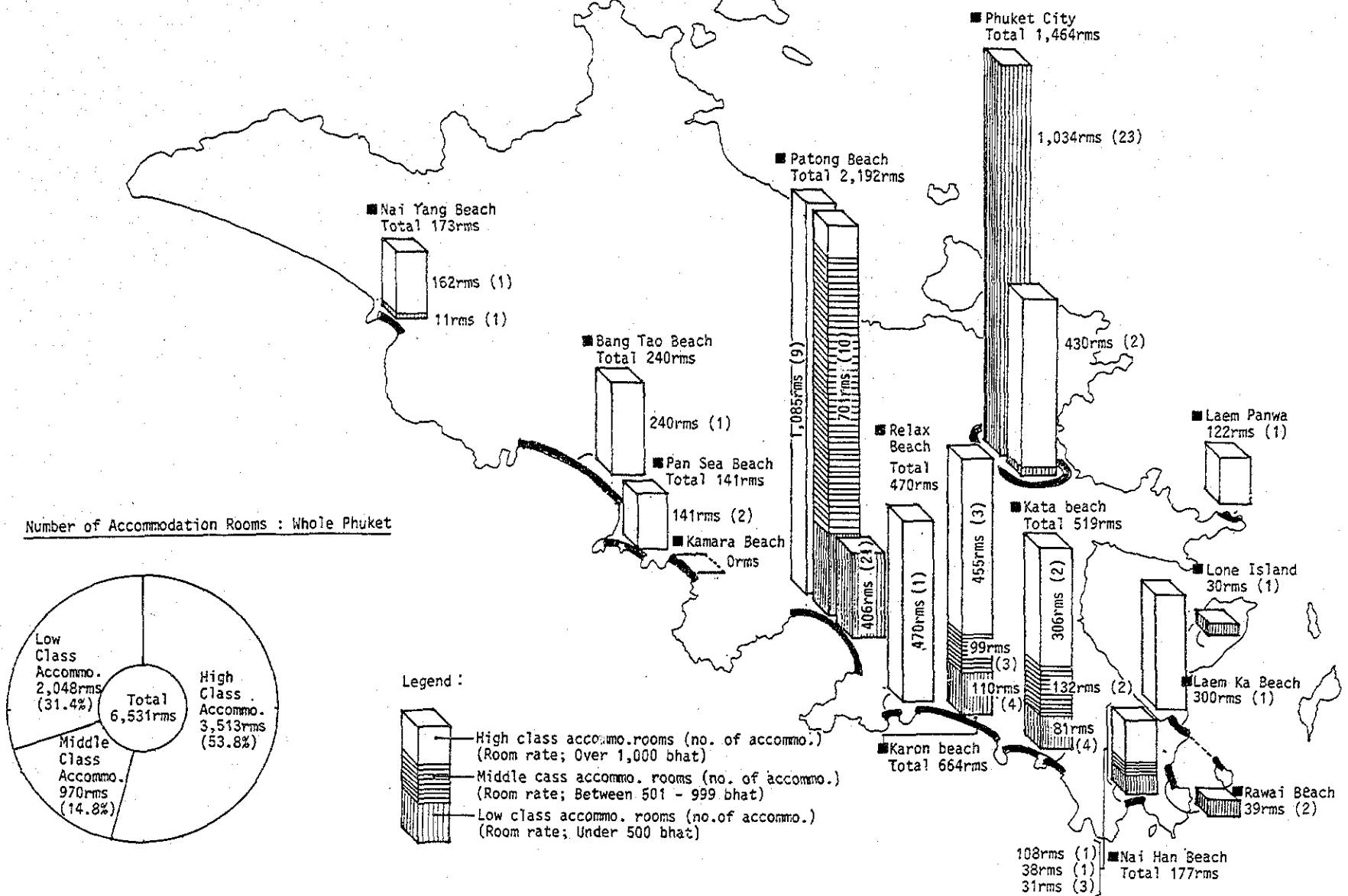


FIG. 1-11 EXISTING ALLOCATION OF ACCOMMODATION-SAMUI

