

1.3.4 REGIONAL TOURISM STRUCTURE

1. MACRO POTENTIAL ANALYSIS IN SOUTHERN REGION

For tourism infrastructure, we assessed a supply by class of accommodation facilities and the arrival rate from Bangkok to each area by traffic mode. For socio-economics, we assessed GPP, economic growth rate, average monthly wage and persons in labour force (persons 11 years of age and over) estimate 1986 in order to analyze the economical possibility in the region. (Data source: Chulalongkorn University, Labour Department.) Furthermore, the tourism attractions were assessed regarding the degree of international level and attractiveness in division of three areas of natural, historical and by category. This data is based on "Tourism Development Plan Feasibility Study for Songkhla/Hat Yai (Report on Specific Clusters of Tourist Attractions, Volume 2) issued by TAT and involved with the information recently received from the Fine Arts Department of the Ministry of Education. The meteorological assessment has been made in comparison with the major clusters in three places for this study and Pattaya, Hua Hin and Bangkok. Those results showed the best climatic conditions throughout the year for Phuket out of the three clusters as well as the first rank for Bangkok.

1.1 TOURISM INFRASTRUCTURE AND RESOURCES

The present fourteen provinces in southern Thailand were compared in scoring with the data by each factor to show the potential for tourism development. The results showed especially high values in the three Provinces of Phuket, Surat Thani and Songkhla as shown in Table 1-9 and Fig. 1-12. It is important that the three Provinces show the most effectiveness for short-term development compared with the other eleven Provinces. Phuket out of the three Provinces has the highest score because of its higher level of accommodation and transportation. Songkhla and Nakhon Si Thammarat have a high score in the socio-economic factor. If this factor is taken seriously, the total score of Songkhla would show a higher rank. Surat Thani is a particularly good tourist attraction. Since Surat Thani follows Phuket in this factor, however, although this weight is enhanced, it does not mean a large effect. Thus, since each province has individual characteristics, the score scaled to the development potential will change largely depending on which factor is regarded as important. However, the above three provinces far surpass the other provinces in value and are considered to have a greater potential than the others.

TABLE 1-9 EVALUATION OF DEVELOPMENT POTENTIAL BY PROVINCES

Evaluated Factor Province	Weight	Accomm. 10	Trans. Bus/Tra. 2	Trans. Airfl. 10	Socio Economic 1	Tourism Attrac. 5	Total
(1) Ranong		0.62	2.26	0.00	4.95	1.24	21.87
(2) Phuket		10.00	2.08	10.00	5.43	8.25	250.84
(3) Phang Nga		0.49	0.27	0.00	6.05	4.74	35.19
(4) Krabi		0.45	0.50	0.00	7.21	4.64	35.91
(5) Chumphon		0.80	10.00	0.00	5.97	4.64	57.17
(6) Surat Thani		2.85	4.68	1.41	7.18	10.00	109.14
(7) Nakhon Si Thammarat		1.30	5.45	0.05	10.00	4.23	55.55
(8) Trang		0.58	1.86	0.13	5.90	1.03	21.87
(9) Phattalung		0.16	3.98	0.00	5.80	1.65	23.61
(10) Songkhla		6.64	4.68	6.66	9.67	4.95	175.78
(11) Satun		0.37	0.50	0.00	4.54	1.13	14.89
(12) Pattani		0.15	0.50	0.04	5.54	1.24	14.64
(13) Yala		1.43	3.96	0.00	5.30	2.47	39.87
(14) Narathiwat		1.07	2.53	0.09	6.09	3.71	41.30
Total		26.91	43.25	18.38	89.63	53.92	898.63

FIG. 1-12 THE SCORES OF PROVINCES

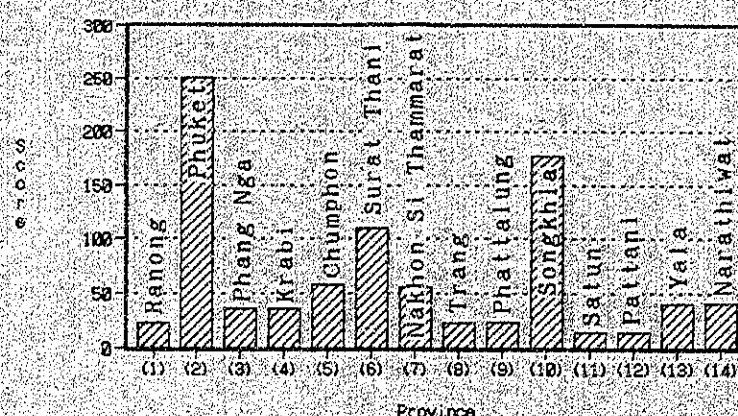
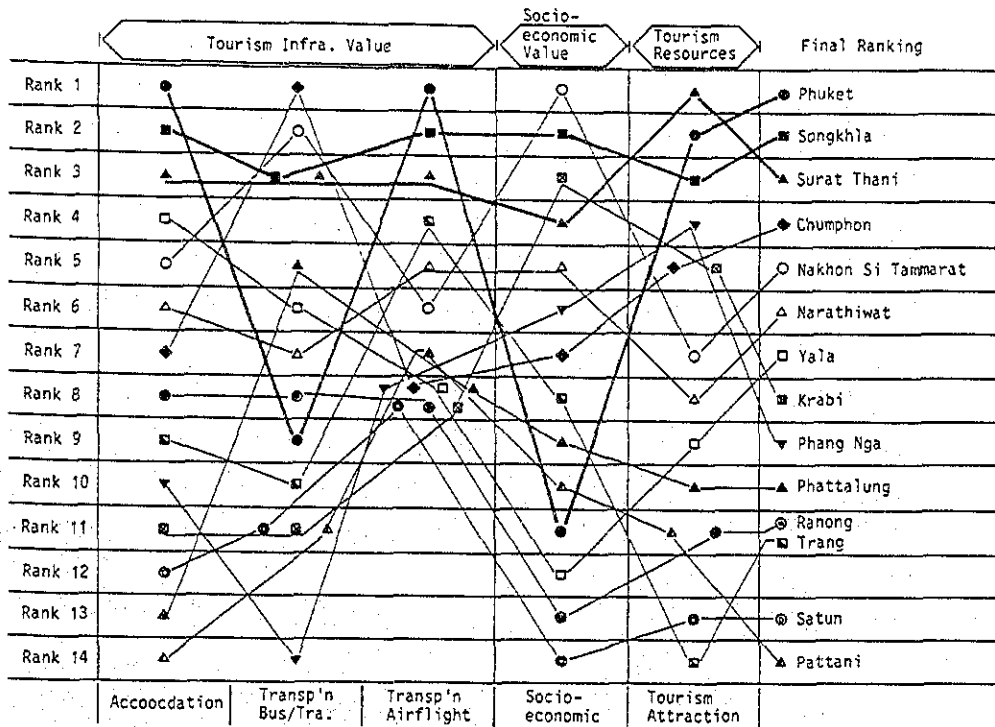


FIG. 1-13 RANKING OF PROVINCES BY MACRO POTENTIAL ANALYSIS



1.2 METEOROLOGICAL ASSESSMENT

The three major clusters show a higher score in the order of Phuket, Samui (Surat Thani Prov.) and Songkhla. Table 1-10). In comparison with other provinces, Phuket has a far higher score than Pattaya. This is due to the fact that "wind" has a significant influence on the score. Samui and Songkhla are greatly influenced by wind through year. Viewed in a seasonal light, the climatic conditions other than "wind" are better from March to September in Samui and Songkhla than in Phuket. Conversely, Phuket has a better score from September to March. If the influence of wind is not taken as a large negative factor, Phuket, Samui and Songkhla will be mutually complementary in terms of season. In the present step, these five factors were not weighted on purpose and were all calculated in the same evaluation. If the influence of the "wind" factor is regarded as low, a weighting corresponding to this will give a clear answer to Phuket, Samui and Songkhla as mutually complementary areas in terms of season. (Table 1-11, Fig. 1-13)

FIG. 1-14 SEASONAL FLUCTUATION OF METROLOGICAL CONDITIONS

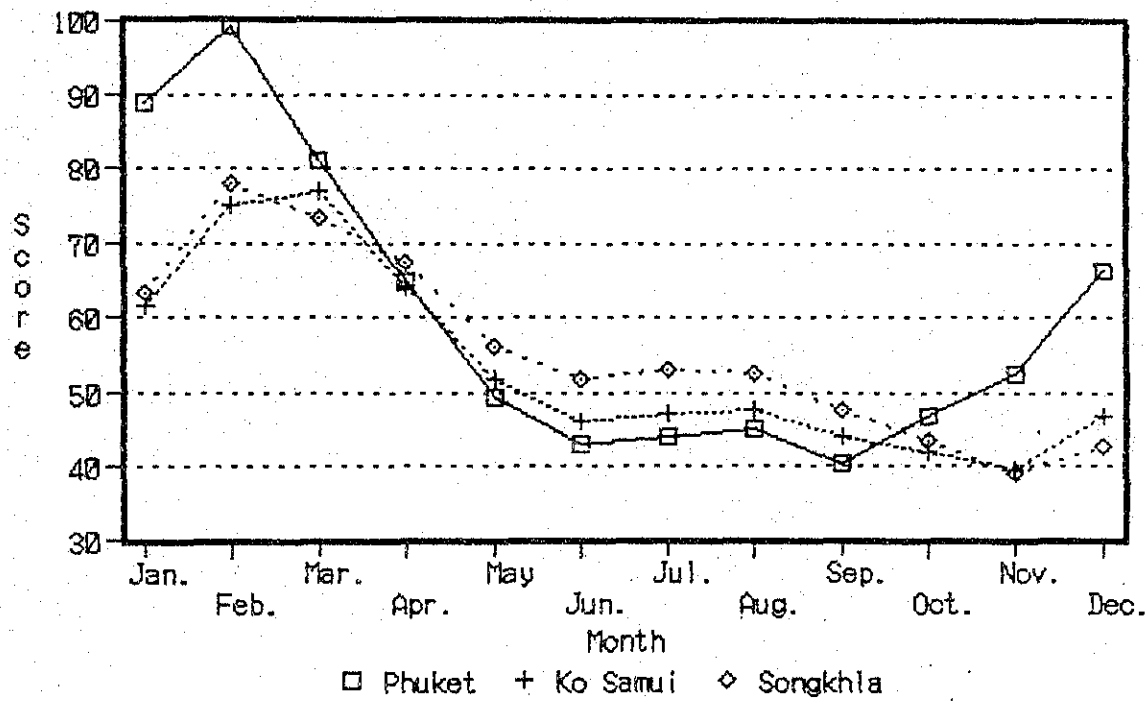


TABLE 1-10 EVALUATION OF METEOROLOGICAL CONDITIONS (NOT WEIGHTED)

Month Cluster Name	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Total
(1) Phuket	30.79	34.33	29.23	25.70	21.71	18.03	18.42	17.62	17.73	20.95	21.71	23.79	280.01
(2) Ko Samui	19.87	23.62	24.25	22.29	18.75	16.07	16.24	16.31	16.33	17.08	15.62	16.73	223.76
(3) Songkhla	18.82	23.25	22.03	20.95	19.18	18.03	18.20	17.64	16.78	16.19	13.98	14.01	219.06
(4) Pattaya	30.41	23.34	23.94	20.51	15.47	13.87	13.91	13.16	13.56	17.25	19.73	32.03	237.18
(5) Hua Hin	42.01	32.94	33.21	27.04	20.85	17.61	17.80	17.92	20.30	20.71	21.70	34.31	306.40
(6) Bangkok	44.67	27.70	27.24	22.56	19.56	17.94	18.02	17.13	18.77	22.64	27.95	44.63	308.81
Total	186.57	165.18	159.90	139.05	115.52	101.55	102.59	99.78	103.47	114.82	120.69	165.50	1574.62

TABLE 1-11 EVALUATION OF METEOROLOGICAL CONDITIONS (WEIGHED)

Month Cluster Name	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Total
(1) Phuket	89.01	99.30	81.23	64.86	49.33	42.95	44.07	44.96	40.28	46.90	52.35	66.53	721.75
(2) Ko Samui	61.45	75.12	76.93	64.04	51.62	46.01	47.06	47.46	43.87	41.99	39.62	46.87	642.00
(3) Songkhla	63.25	78.07	73.40	67.36	56.19	51.75	53.08	52.56	47.53	43.55	39.07	42.71	668.49
(4) Pattaya	92.23	69.36	74.90	61.85	44.10	38.95	39.96	36.38	34.96	45.03	56.69	102.02	696.41
(5) Hua Hin	128.31	96.44	102.00	79.19	55.50	42.87	41.99	40.27	42.90	49.92	59.80	104.69	843.86
(6) Bangkok	136.58	85.34	87.59	68.29	53.57	45.75	44.01	41.21	40.45	51.44	70.89	134.12	859.22
Total	570.82	503.61	496.04	405.58	310.30	268.27	270.16	262.84	249.99	278.82	318.40	496.93	4431.72

