

CHAPTER 2 APPENDICIES FOR FINAL REPORT VOLUME 2

This Chapter provides detailed information and reference data of the Part-II Study for the bases of the Physical, Market, Promotion, Environment and Economic Study, and will be reinforced for Volume 2, Phuket, Krabi and Phang Nga.

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2.2.1 TOURISM MARKET AND PROJECTION

1. MARKET ASSESSMENT

In order to identify basic requirements and desires of the Japanese tourists visiting overseas beach resort areas, a questionnaire survey for about 1,500 Japanese people was carried out. The result of the survey shows that the Japanese tourists are likely to prefer natural sandy beaches surrounded by bays with beautiful coral and clear water, and be highly concerned with public peace, sanitary hygiene and a safe and easy transportation. The Phuket cluster is endowed with most of the conditions attracting the Japanese tourist, compared with the other clusters, and will fully meet them if the desired development is undertaken.

1.1 OUTLINE OF THE SURVEY

Among the Japanese people who experienced some overseas beach resort package tours, 1,500 samples were selected in such a manner that no bias of samples occurs, compared with the population. However, as a result, the collected samples were composed mainly of young adults and newly married couples, and a number of effective samples collected accounted for 800.

A total of 46 factors determining the nature of beach resort was set up, and are classified into four categories: A) natural environment; B) social and local conditions; C) degree of development; and D) facilities. The category becomes more versatile in order of A<B<C<D. The answer was requested to choose the appropriate state for each factor among three states: a) very important or essential; b) fairly desirable; and c) do not care. A score representing the degree of the importance of each factor was computed by using a formula, $2x_a + b$, putting more weight on the state of a). For a purpose of comparison among three tourism clusters, Phuket, Surat Thani (represented by Ko Samui), and Hat Yai/Songkhla (represented by Songkhla beaches), the suitability for or the acceptability by the Japanese tourists' preference of each cluster was evaluated by factor, by giving one of three ranks, "2" for the highest suitability, "1" for the moderate, or "0" for the lowest.

1.2 RESULTS

Through the analysis of the survey results, a number of findings were seen as follows:

- 1) For all four categories, Phuket was ranked at a higher score. This means that Phuket is likely to be favorably accepted by most of the Japanese tourists. 2) As to natural environment, Phuket and Ko Samui could match the various needs, while Songkhla is not necessarily suitable for the needs, because of its monotonous coastal line.
- 3) As to social and local conditions, the superiority of Phuket is outstanding. This would be derived not only from a factor concerning infrastructure, but also from the state of social and regional development as a whole.
- 4) As to degree of development and facilities, Phuket is not necessarily superior to the other areas. Regarding some factors, either Songkhla or Ko Samui is more acceptable. However, it should be noted that it would be possible to factitiously reduce the gaps of the relative comparison.
- 5) The next concern is with whether there was enough capacity in general to accept various needs. As an indicator representing the comprehensive assessment, a total score for each cluster was computed as shown in the bottom of Table 2-1. Phuket attains the highest score, followed by Songkhla and Ko Samui in this order. 6) The major preferences of the Japanese beach resort-oriented tourists are summarized as follows:
 - a. Sandy beaches with beautiful coral, clear sea water and various opportunities of beach sports;
 - b. Non-artificial space (real nature) and quiet sea surrounded by the bay to some extent in spite of its configuration;
 - c. Areas with public peace, sanitation, comfort and safety of accessibility such as Jumbo jet services, direct flight, etc.;
 - d. Ancillary activity functions such as tours to urban cities and shopping;
- 6) As particular characteristics of the Japanese tourists, the following are noted:
 - a. Most Japanese people feel that "it is boring where the guests are only from Japan" and that "it is boring to stay at closed resorts and at the same hotel for a long term". This can be a trait of the Japanese tourists who are not accustomed to involving themselves into a resort community.
 - b. They require a standard level of services at hotels at least. Generally, they require the hotels and fundamental facilities with a high quality, even under any natural environment.