

2.2.6 TOURISM PROMOTION

1. RESULTS OF THE SURVEY

1.1 OUTLINE OF THE ENQUETE SURVEY

1) INTRODUCTION

With recommendation from the Tourism Authority of Thailand (TAT), United Marketing and Consultant Co., Ltd. has been selected by the JICA's Study Team to conduct the Enquete Survey of tourists in Bangkok, Pattaya and Phuket as a part of the Marketing Study on Potential Tourism Area Development for the Southern Region of Thailand.

2) OBJECTIVE

The objective of the study is to gather and analyze the information concerning the tourists' personal data, travel patterns, and their attitude towards the accommodation, restaurant, and activities they have participated in the study areas.

3) SCOPE OF THE STUDY

The JICA's Study Team required that United Marketing and Consultant Co., Ltd. (UMAC) has to complete the interview of 800 tourists according to the number and places as follow:

Place	No. of Japanese Tourists	No. of Foreign Tourists
Bangkok	100	100
Pattaya	100	100
Phuket	200	200
Total	400	400

1.2 MARKET PROFILE

1) LENGTH OF STAY (TABLE 1, 2)

- Visitors to Phuket prefer extended stay (32.8% of respondents accounts for those staying "6-13 nights" and "14 nights/more")
- Among Japanese respondents, "6-13 nights" accounts for 42.6%, while among Occidentals, "14 nights/more" accounts for 51.5%.
- Visitors to Pattaya show a distinctly different pattern. "6-13 night s" for 21.9%, followed by "2 nights" for 21.3%.
- Among Japanese visitors to Pattaya, "2 nights" for 44.2% and "1 night" for 16.9%

2) PACKAGED VISIT OR NOT (TABLE 3, 4)

- 71% of Phuket visitors accounts for "Not Packaged" and not much difference exists in this regard whether visitors are Occidentals or Japanese.
- Among Pattaya visitors, "Packaged" and "Not Packaged" hold even shares (regardless of the nationalities. Japanese or Occidentals)
- Preference of the tourists for a certain tourist destination seems to decide according to the character and nature of the tourist destinations. "Packaged" or "Not" has little influence in this regard.

3) ACCOMPANYING NAMBERS (TABLE 5)

- Majority of Phuket visitors travel with "family" and "friend" which occupies 63.1%. Very few Japanese travel with his/her spouse, which marks distinct contrast to Occidentals (many with spouse).
- Tourist facilities should be planned to meet the activities of tourists in a group of 3-5 members.

4) EXPERIENCE OF OVERSEAS TRAVELS (TABLE 6, 7)

- Most of Phuket visitors are "seasoned tourists" First-timers accounts for 15% only.
- "More than 10 times" accounts for 31.7% among Occidentals. Among Japanese visitors, "First time" accounts for 13.1%

- c. Phuket visitors are considered to be selective and discriminating clients, thus making them ask for higher quality of facilities and better environmental condition.
- d. Among Japanese visitors to Pattaya, "First time" for 24.7% and "2-4 times" increases to 40.3%.
- e. Thailand being a nearby destination in Asia, Japanese consider Pattaya a destination suitable for inexperienced tourists and Phuket for seasoned tourists.
- f. Thailand being a distant destination, Occidental tourists recognize Thailand as a whole as the destination, not discerning difference between Pattaya and Phuket.

5) REPEAT VISITOR (TABLE 8, 9)

- a. In Phuket, "First time" accounts for 77.3%, while in Pattaya it stands for 57.9%.
- b. Phuket visitors, majority of them being first-timer, can be very hopeful "repeat visitors" of the future. The impression these first-timers bring back home will have decisive role in making Phuket an internationally-accredited destinations.

6) PURPOSE OF VISIT (TABLE 10, 11)

- a. "Holiday" accounts for 86.9% in Phuket and 86.0% in Pattaya.
- b. "Business" accounts for 5.1% in Pattaya, being located close to Bangkok, is visited by businessmen after their business engagements/conferences.

1.3 PROJECTION

1) ATTRACTIVENESS

- a. 29.8% of respondents chose "environment" as the reason for choosing Phuket. Higher shares of "Female" (as gender), "up to 30" (as age group), "Occidentals" (as nationalities) is noted.
- b. "Environment" can be a very effective means of marketing strategies for Phuket as a tourist destination, contrary to the general understanding that "environment" and "development" can not go along hand in hand.

1.4 ATTRACTIVENESS AND FACILITIES

1) ACCOMMODATIONS

a. Type of Accommodations (table 15, 16, 17, 18)

- 75.9% of respondents chose "hotel", while 10.9% of them chose "bungalow". Japanese generally prefer hotels to bungalows.
- "Hotel" accounts for 80.4% in Pattaya, which testifies to a degree the siting of bungalows correlated with "environment"
- Share of "hotel" increases to 89.6% among "non-packaged visitors" (in Phuket)
- Those with shorter length of stay (2 nights and 3 nights) prefer "hotel" (92.1% and 80.8% respectively) while those with extended stay (6-13 nights and 14 nights/more) showed weaker preference for hotels (63.7% and 68.6% respectively) and were more in favor of bungalows.

b. Evaluation of Accommodation Facilities (table 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32)

- "Good" rating stands at 85% in Phuket and 61.2% in Pattaya. Female rating stands high in Phuket, while in Pattaya ratings by gender break even.
- Rating by Occidentals is high for both Phuket and Pattaya. When the Japanese are the major segment of the targeted market, particular consideration must be paid in maintenance of the accommodation facilities such as cleanliness.
- Rating for "Meal" stands at 69.4% in Phuket and 59.6% in Pattaya. By gender, female rating is high for Phuket, testifying that "Phuket is popular among female clientele."
- No difference observed for "Meal" rating by Japanese and Occidentals in Phuket. However, "Meal" rating by Japanese is very low for Pattaya.
- "Service" rating stands "Good" at 73% in Phuket and 64% in Pattaya. Occidentals give higher rating in both locations than Japanese. Very low rating for Pattaya among Japanese.
- "Facilities" rating for Phuket stands "Good" at 62%, remarkably low rating as compared with those for "Room" "Meal" "Service" which testifies the area of improvements urgently required

c. Shift in Evaluation of Accommodations (table 33)

- Ratings for "Meal" "Service" drop, as the tourists repeat the visit to Phuket, while "Room" rating remains unchanged. This testifies the difficulty in maintaining at the same level the services where human and manual elements are involved.

2) ATTRACTIONS (PHUKET)

a. Beach Activities (table 34, 35, 36, 37, 38, 39, 40, 41)

- High mark given for "Relaxing""Sightseeing""Town tourism". Low mark for "Golf". Noted is remarkably high mark for "Relaxing".
- Improvement required for "Snorkeling""Town tourism""Golf". Potentials to be stimulated and exploited are "Golf""Tennis""Handicraft".

b. Shopping (Table 42)

- Ratings are high in general. "Good" rating stands at some 60% for the quality and the price of the merchandise. "Service" rating (shop attendant and communication) is relatively low, where improvement (basic training/education) is required.

c. Restaurant (table 43, 44)

- Ratio of "Dine-out" (eat outside of the hotel) is high at 75.4% on the average, which testifies the need for a variety of dining facilities within a holiday resort complex.
- Evaluation for dining facilities is not very high. Room for improvement identified in the area of "cleanliness" and "servicing staff".

d. Evaluation of Natural and Social Conditions (table 45, 46, 47, 48, 49, 50, 51)

- Highest rating given to "Beachside landscape" at 81.4% followed by "Inland landscape""Beach crowdness""Security". Ratings for "Sanitary""Access" are low. Desire for repeat, visits is very high at 90.7%.
- In Pattaya, only 47.2% gave "Good" rating to "Beachside landscape. Ratings for "Security""Sanitary""Access" are relatively higher in Pattaya.
- The fact that Phuket gets very high mark for "Beachside landscape" (where artificial alteration is difficult to apply) will constitute a very effective means of marketing strategies for Phuket.

1.5 PROMOTIONAL STRATEGIES

1) COMPETING DESTINATIONS

a. Among the competing destinations that the respondents have visited before, Malaysia (45.9%), Singapore (45.4%) and Hong Kong (38.5%) from top 3 destinations, followed by the second group of destinations of Hawaii (25.4%), Taiwan (23%), Philippines (18.9%) and Korea (18.6%). Japanese visitors hold a high share in the second group of destinations.

b. Direct competitors to Phuket beaches will be the beaches in the Philippines and Malaysia.

2) MOVEMENT WITHIN THE REGION (TABLE 52)

a. Little movement observed for those staying 1-3 nights (Phuket Town Visit show high proportion among these tourists).

b. Proportion of Phang Nga visitors increases for those staying more than 4 nights, although the majority still hang around the hotel where they are staying. Efforts are to be made and the measures should be taken to enlarge and activate the movement of the visitors within the region.

2. FORM OF THE ENQUETE SURVEY

2.1 ENGLISH VERSION

Tourism Authority of Thailand (TAT)
will appreciate your cooperation.
Please answer the QUESTIONNAIRE and help TAT make Thailand a better tourist destination.

TAT is conducting this questionnaire survey in order to collect data for the tourism development of Phuket and its environs.
The information obtained by this questionnaire will be used solely for the subject survey.
A small gift is offered for the time and trouble you have taken to fill in the questionnaire.
Thank you for your cooperation.

July, 1988

Tourism Authority
of
Thailand

QUESTIONNAIRE SURVEY FOR
THAI TOURISM DEVELOPMENT

Tourism Authority of Thailand
Japan International Cooperation Agency

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0 - 1	Survey Site	(1) Phuket (2) Pattaya (3) Bangkok	<input type="checkbox"/>
2	Number of Sample	()	<input type="checkbox"/>
3	Date	Month () Day ()	<input type="checkbox"/>
4	Place* Phuket only	Hotel ()	<input type="checkbox"/>
1 - 5	Gender	(1) Male (2) Female	<input type="checkbox"/>
6	Age	(1) 20 below (2) 21-25 (3) 26-30 (4) 31-40 (5) 41-50 (6) 51 over	<input type="checkbox"/>
7	Country of Residence	()	<input type="checkbox"/>
8	Occupation	(1) Professional (2) Administrative (3) Office/Sales clerk (4) Self-employed merchant/business (5) Farmer, Fisherman, Rancher, Forester (6) Labourer (7) Housewife (8) Student (9) Retired (10) Unemployed	<input type="checkbox"/>
2 - 9	Schedule		
1)	How many nights in Thailand	(1) one (2) two (3) three (4) four (5) five (6) six - thirteen (7) 14 over	<input type="checkbox"/>
2)	How many nights in Phuket	(1) one (2) two (3) three (4) four (5) five (6) six - thirteen (7) 14 over (8) Not stayed	<input type="checkbox"/>
3)	How many nights in Pattaya	(1) one (2) two (3) three (4) four (5) five (6) six - thirteen (7) 14 over (8) Not stayed	<input type="checkbox"/>
4)	How many nights in Bangkok	(1) one (2) two (3) three (4) four (5) five (6) six - thirteen (7) 14 over (8) Not stayed	<input type="checkbox"/>
5)	Names of the countries visited/plan to visit before/after your stay in Thailand (maximum 3 countries)	()	<input type="checkbox"/>
6)	Transport to Thailand	(1) international flight (2) domestic flight (3) boat/ferry (4) chartered motorcoach (5) regular route motorcoach/taxi (6) rent-a-car (7) train (8) others ()	<input type="checkbox"/>
7)	Transport to Phuket	(1) international flight (2) domestic flight (3) boat/ferry (4) chartered motorcoach (5) regular route motorcoach/taxi (6) rent-a-car (7) train (8) others ()	<input type="checkbox"/>
10	Visited Thailand on a packaged tour	(1) Yes (2) No	<input type="checkbox"/>
11	Travelling companion	(1) Alone (2) with friend (s) (3) with husband (4) with wife (5) with family (6) others	<input type="checkbox"/>

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- 3 - 12 How many times have you travelled overseas
- 13 Countries visited (1) first time (2) 2 - 4 times (3) 5 - 9 times (4) 10 times more
- (1) Malaysia (1) Yes (2) No
 - (2) Singapore (1) Yes (2) No
 - (3) Indonesia (1) Yes (2) No
 - (4) Philippines (1) Yes (2) No
 - (5) Hong Kong (1) Yes (2) No
 - (6) China (1) Yes (2) No
 - (7) Taiwan (1) Yes (2) No
 - (8) Korea (1) Yes (2) No
 - (9) Guam, Saipan (1) Yes (2) No
 - (10) Hawaii (1) Yes (2) No
 - (11) South Pacific Islands (1) Yes (2) No
 - (12) Australia, New Zealand (1) Yes (2) No
- 14 Have visited Thailand (1) first time (2) 2 times (3) 3 times (4) 4 times (5) 5 times more
- 15 Have visited Phuket (Have visited Pattaya) (1) first time (2) 2 times (3) 3 times (4) 4 times (5) 5 times more

- 16 Purpose of Visit (1) Holiday (2) Business (3) Holiday/business combined (4) Honeymoon (5) Visit friends/relative (6) Convention/seminar (7) Official visit (8) Others ()
- 17 Have you considered other beaches before choosing Phuket (Pattaya)? (Choose 3 locations) (1) Philippines (2) Malaysia (3) Indonesia (4) Guam, Saipan (5) Fiji (6) Tahiti (7) Hawaii (8) Indian Ocean (9) Others ()
- 18 Why you have chosen Phuket instead of Pattaya? *Phuket Only (1) Have visited Pattaya (2) Environment (3) Access (4) Facilities (5) Activities (6) Entertainment (7) Included in tour package (7) Tour price (8) Others ()
- 19 Why you have chosen Pattaya instead of Phuket? *Pattaya Only (1) Have visited Phuket (2) Environment (3) Access (4) Facilities (5) Activities (6) Entertainment (7) Included in tour package (7) Tour price (8) Others ()

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- 20 Why you have not chosen "beach holiday" this time? *Bangkok Only (1) Do not like "beach Holiday" (2) Beaches in Thailand are not attractive (3) Main interest in sightseeing of Bangkok (4) On business (5) Others ()
- 21 Most important factor in choosing the travel destination (5) (1) Schedule - departure date (2) Schedule - total length of tour (3) Tour price (4) Destination - beach (5) Destination - variety (6) Destination - city (7) Accommodation (8) Air carrier (9) Number of meals (10) Tour conductor (11) Others ()
- 22 Useful information source (1) Guide book (2) Literature (3) Television (4) Newspaper/Magazine (5) Tour Pamphlet (6) Direct mail (7) Recommended by friends (8) Others ()
- 23 More information desired about (choose maximum 3 items) (1) Hotel (2) Beach activities (3) Optional tours (4) Restaurant (5) City amusements (6) Souvenirs (7) Transportation (8) Map (9) Tourism resources (10) Others ()

- 5 - 24 Type of Accommodations *Phuket and Pattaya only (1) Hotel Name () (3) Guest House (4) Bungalow (5) Friends'/relatives' (6) Others ()
- 25 Evaluation of Accommodation *Phuket and Pattaya only (1) Room (2) Meal (3) Service (4) Facility (1) Good (2) Average (3) Bad

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- 26 Evaluation of Beach Activities *Phuket and Pattaya only
- 1) Surfing, Sailing (1) Have tried, good (2) Have tried, not good (3) Wanted to try, but could not (4) Did not try
 - 2) Relaxing on the beach, Sun-bathing (1) Have tried, good (2) Have tried, not good (3) Wanted to try, but could not (4) Did not try
 - 3) Snorkeling, Fishing (1) Have tried, good (2) Have tried, not good (3) Wanted to try, but could not (4) Did not try
 - 4) Sightseeing, Excursion (1) Have tried, good (2) Have tried, not good (3) Wanted to try, but could not (4) Did not try
 - 5) Town/City sightseeing, Entertainment (1) Have tried, good (2) Have tried, not good (3) Wanted to try, but could not (4) Did not try
 - 6) Playing golf (1) Have tried, good (2) Have tried, not good (3) Wanted to try, but could not (4) Did not try
 - 7) Tennis, Archery, Horse-riding (1) Have tried, good (2) Have tried, not good (3) Wanted to try, but could not (4) Did not try
 - 8) Handicraft (1) Have tried, good (2) Have tried, not good (3) Wanted to try, but could not (4) Did not try
- 27 Shopping *Phuket and Pattaya only
- 1) Souvenirs purchased (1) Handicraft made of wood (2) Handicraft made of shell, stone, metal

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- (3) Handicraft made of fabric
 - (4) Handicraft - paintings
 - (5) Clothes
 - (6) gemstones, jewelries
 - (7) Foodstuff
 - (8) Others ()
- 2) Quality of product (1) Good (2) Average (3) Bad
- 3) Price (1) Good (2) Average (3) Bad
- 4) Shop attendant (1) Good (2) Average (3) Bad
- 5) Communication (1) Good (2) Average (3) Bad
- 28 Restaurant *Phuket and Pattaya only
- 1) Have tried restaurant outlet of the hotel (1) Yes (2) No
 - 2) Food/menu served (1) Good (2) Average (3) Bad
 - 3) Price (1) Good (2) Average (3) Bad
 - 4) Hygiene (1) Good (2) Average (3) Bad
 - 5) Waiter/waitress (1) Good (2) Average (3) Bad
 - 6) Communication (1) Good (2) Average (3) Bad
- 29 Where have you visited? *Phuket only
- (1) Hotels and beaches other than the one you are staying in
 - (2) Phuket Town
 - (3) Phang Nga Bay
 - (4) Phi Phi Islands
 - (5) Krabi
 - (6) Similan Islands
 - (7) Others ()

- 6 - 30 Evaluation of Natural and Social Condition *Phuket and Pattaya only
- 1) Beach-side landscape (1) Good (2) Average (3) Bad
 - 2) Inland landscape (1) Good (2) Average (3) Bad
 - 3) Security (1) Good (2) Average (3) Bad
 - 4) Sanitary Conditions (1) Good (2) Average (3) Bad
 - 5) Transport from you country of residence (1) Good (2) Average (3) Bad
 - 6) Beach crowded with tourists (1) Yes (2) Average (3) No
 - 7) Desire to come back (1) Yes (2) No

2.2 JAPANESE VERSION

アンケート調査にご協力下さい

国際協力事業団は、タイ国政府への技術援助の一環として、タイ国政府観光庁と協力してプーケット島周辺の地域開発調査を行っています。

このアンケートは同調査のデータ収集の一環として行われるもので、その他の目的に使用されることはありません。

ご多用とは存じますが、アンケート調査にご協力下さい。お答え下さった方には粗品を返呈いたします。

国際協力事業団
タイ国政府観光庁

1988年7月

タイ国への外国人旅行者アンケート調査
(for Japanese tourists)
国際協力事業団
タイ国政府観光庁

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0	1 調査地点 (1)プーケット (2)パタヤ (3)バンコク	<input type="checkbox"/>
	2 サンプルNo. ()	<input type="checkbox"/>
	3 期日 ()月()日	<input type="checkbox"/>
	(4)調査ホテル ()ホテル ※プーケットのみ	<input type="checkbox"/>
1	5 性別 (1)男性 (2)女性	<input type="checkbox"/>
	6 年齢 (1)24才以下 (2)25-30才 (3)31-39才	<input type="checkbox"/>
	(4)40-49才 (5)50-59才 (6)60才以上	<input type="checkbox"/>
	7 母国 ()	<input type="checkbox"/>
	8 職業 (1)医師、弁護士などの専門職 (2)管理職	<input type="checkbox"/>
	(3)一般事務職 (4)自営業	<input type="checkbox"/>
	(5)農林水産業 (6)技術職	<input type="checkbox"/>
	(7)主婦 (8)学生	<input type="checkbox"/>
	(9)退職者 (10)無職	<input type="checkbox"/>
2-9	旅行スケジュール	<input type="checkbox"/>
	1)タイでの宿泊数 (1)1泊 (2)2泊 (3)3泊 (4)4泊	<input type="checkbox"/>
	(5)5泊 (6)6-13泊 (7)14泊以上	<input type="checkbox"/>
	2)プーケットでの宿泊数 (1)1泊 (2)2泊 (3)3泊 (4)4泊	<input type="checkbox"/>
	(5)5泊 (6)6-13泊 (7)14泊以上	<input type="checkbox"/>
	(8)非宿泊	<input type="checkbox"/>
	3)パタヤでの宿泊数 (1)1泊 (2)2泊 (3)3泊 (4)4泊	<input type="checkbox"/>
	(5)5泊 (6)6-13泊 (7)14泊以上	<input type="checkbox"/>
	(8)非宿泊	<input type="checkbox"/>
	4)バンコクでの宿泊数 (1)1泊 (2)2泊 (3)3泊 (4)4泊	<input type="checkbox"/>
	(5)5泊 (6)6-13泊 (7)14泊以上	<input type="checkbox"/>
	(8)非宿泊	<input type="checkbox"/>
	5)今回の旅行でのタイ以外の関連訪問国 (3つまで) ()	<input type="checkbox"/>
	6)タイへの交通手段 (1)航空機(国際線) (2)航空機(国内線)	<input type="checkbox"/>
	(3)ボート、フェリー (4)貸し切りバス	<input type="checkbox"/>
	(5)路線バス、タクシー (6)レンタカー	<input type="checkbox"/>
	(7)電車 (8)その他()	<input type="checkbox"/>

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(7)	プーケットへの交通手段 (1)航空機(国際線) (2)航空機(国内線)	<input type="checkbox"/>
	(3)ボート、フェリー (4)貸し切りバス	<input type="checkbox"/>
	(5)路線バス、タクシー (6)レンタカー	<input type="checkbox"/>
	(7)電車 (8)その他()	<input type="checkbox"/>
10	バック旅行利用の有無 (1)利用した (2)利用しない	<input type="checkbox"/>
11	旅行同伴者 (1)1人 (2)友人 (3)夫 (4)妻	<input type="checkbox"/>
	(5)家族 (6)その他()	<input type="checkbox"/>
3-12	海外旅行経験回数 (1)1回 (2)2-4回 (3)5-9回	<input type="checkbox"/>
	今回をふくめて (4)10回以上	<input type="checkbox"/>
13	訪問したことのある国	<input type="checkbox"/>
	(1)マレーシア (1)はい (2)いいえ	<input type="checkbox"/>
	(2)シンガポール (1)はい (2)いいえ	<input type="checkbox"/>
	(3)インドネシア (1)はい (2)いいえ	<input type="checkbox"/>
	(4)フィリピン (1)はい (2)いいえ	<input type="checkbox"/>
	(5)香港 (1)はい (2)いいえ	<input type="checkbox"/>
	(6)中国 (1)はい (2)いいえ	<input type="checkbox"/>
	(7)台湾 (1)はい (2)いいえ	<input type="checkbox"/>
	(8)韓国 (1)はい (2)いいえ	<input type="checkbox"/>
	(9)ジャム、サイパン (1)はい (2)いいえ	<input type="checkbox"/>
	(10)ハワイ (1)はい (2)いいえ	<input type="checkbox"/>
	(11)南太平洋の島 (1)はい (2)いいえ	<input type="checkbox"/>
	(12)オーストラリア、ニュージーランド (1)はい (2)いいえ	<input type="checkbox"/>
14	タイ訪問回数 (1)1回 (2)2回 (3)3回	<input type="checkbox"/>
	今回を含めて (4)4回 (5)5回以上	<input type="checkbox"/>
<15>	プーケット(パタヤ)訪問回数	<input type="checkbox"/>
	※プーケット、パタヤのみ (1)1回 (2)2回 (3)3回	<input type="checkbox"/>
	(4)4回 (5)5回以上	<input type="checkbox"/>
4-16	訪問目的 (1)休暇 (2)仕事 (3)休暇と仕事	<input type="checkbox"/>
	(4)新婚旅行 (5)友人、親戚を訪問 (6)会議	<input type="checkbox"/>
	(7)公務 (8)その他()	<input type="checkbox"/>
<17>	プーケット、(パタヤ)を選ぶ前に考えた候補地	<input type="checkbox"/>
	※プーケット、 (1)セブ島などのフィリピンのビーチ・リゾート	<input type="checkbox"/>
	パタヤのみ (2)ベナンなどのマレーシアのビーチ・リゾート	<input type="checkbox"/>
	(3つまで) (3)バリ島などのインドネシアのビーチ・リゾート	<input type="checkbox"/>
	(4)ジャム、サイパン (5)フィジー(6)クヒチ	<input type="checkbox"/>
	(7)ハワイ (8)モルディブ、セイシェルなどのイン	<input type="checkbox"/>
	ド洋のビーチ・リゾート (9)その他()	<input type="checkbox"/>

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<18>	パタヤよりもプーケットを選んだ理由	<input type="checkbox"/>
	※プーケットのみ (1)パタヤには行ったことがある (2)環境が良い	<input type="checkbox"/>
	(3)近い (4)施設が良い (5)活動の多様性	<input type="checkbox"/>
	(6)エンターテイメントが充実	<input type="checkbox"/>
	(7)企画旅行のコースに含まれていた	<input type="checkbox"/>
	(8)手頃な値段 (9)その他()	<input type="checkbox"/>
<19>	プーケットよりもパタヤを選んだ理由	<input type="checkbox"/>
	※パタヤのみ (1)プーケットには行ったことがある (2)環境が良い	<input type="checkbox"/>
	(3)近い (4)施設が良い (5)活動の多様性	<input type="checkbox"/>
	(6)エンターテイメントが充実	<input type="checkbox"/>
	(7)企画旅行のコースに含まれていた	<input type="checkbox"/>
	(8)手頃な料金 (9)その他()	<input type="checkbox"/>
<20>	今回ビーチリゾートを選ばなかった理由	<input type="checkbox"/>
	※バンコクのみ (1)ビーチリゾートが好きではない	<input type="checkbox"/>
	*Q9-2, 3 (2)タイのビーチリゾートに魅力を感じない	<input type="checkbox"/>
	を両者とも(8) (3)バンコク観光が主目的である	<input type="checkbox"/>
	と回答した人のみ (4)仕事で訪問 (5)その他()	<input type="checkbox"/>
4-※21	旅行先を選ぶ最も重要な理由	<input type="checkbox"/>
	Q10で(1)と (1)スケジュール-出発日	<input type="checkbox"/>
	回答した人のみ (2)スケジュール-旅行日数	<input type="checkbox"/>
	(3)旅行料金	<input type="checkbox"/>
	(4)海がある	<input type="checkbox"/>
	(5)バラエティに富む	<input type="checkbox"/>
	(6)観光できる 都市がある	<input type="checkbox"/>
	(7)設備が良い	<input type="checkbox"/>
	(8)航空会社	<input type="checkbox"/>
	(9)食事の回数	<input type="checkbox"/>
	(10)添乗員	<input type="checkbox"/>
	(11)その他()	<input type="checkbox"/>
22	最も有効だった情報源	<input type="checkbox"/>
	(1)ガイドブック (2)広告、ちらし (3)テレビ	<input type="checkbox"/>
	(4)新聞、雑誌 (5)ツアーパンフレット	<input type="checkbox"/>
	(6)ダイレクトメール (7)友人のすすめ	<input type="checkbox"/>
	(8)その他()	<input type="checkbox"/>
23	より多く知りたい情報	<input type="checkbox"/>
	(3つまで) (1)ホテル (2)ビーチでの活動	<input type="checkbox"/>
	(3)オプションツアー (4)レストラン (5)都市の娯楽施設	<input type="checkbox"/>
	(6)土産品 (7)交通事情 (8)地図	<input type="checkbox"/>
	(9)観光資源 (10)その他()	<input type="checkbox"/>

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- 5-24> 宿泊施設の種類
 ※ブーケット (1) ホテル・ホテル名 ()
 バタヤのみ (3) ゲストハウス ()
 (4) バンガロー ()
 (5) 友人、親戚宅 ()
 (6) その他 ()
- <25> 宿泊施設の詳細
 ※ブーケット、バタヤのみ
 (1) 客室 (1) 良かった (2) 普通 (3) 悪かった
 (2) 食事 (1) 良かった (2) 普通 (3) 悪かった
 (3) サービス (1) 良かった (2) 普通 (3) 悪かった
 (4) 設備 (1) 良かった (2) 普通 (3) 悪かった
- <26> ビーチ活動の評価
 ※ブーケット、バタヤのみ
 1) サーフイン、ロフト (1) 行なった-良かった (2) 行なった-悪かった (3) したかったが、出来なかった (4) しなかった
 2) 日光浴、ビーチでの休養 (1) 行なった-良かった (2) 行なった-悪かった (3) したかったが、出来なかった (4) しなかった
 3) シュノーケリング、フィッシング (1) 行なった-良かった (2) 行なった-悪かった (3) したかったが、出来なかった (4) しなかった
 4) 周辺への日帰り観光 (1) 行なった-良かった (2) 行なった-悪かった (3) したかったが、出来なかった (4) しなかった
 5) 都市観光、都市環境イベント参観 (1) 行なった-良かった (2) 行なった-悪かった (3) したかったが、出来なかった (4) しなかった
 6) ゴルフ (1) 行なった-良かった (2) 行なった-悪かった (3) したかったが、出来なかった (4) しなかった

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- 6-30> 自然条件及び社会条件の感想
 ※ブーケット、バタヤのみ
 1) 海岸の景色 (1) 良かった (2) 普通 (3) 悪かった
 2) 内陸部の景色 (1) 良かった (2) 普通 (3) 悪かった
 3) 安全性、治安 (1) 良かった (2) 普通 (3) 悪かった
 4) 衛生、清潔さ (1) 良かった (2) 普通 (3) 悪かった
 5) 日本からの交通の便 (1) 良かった (2) 普通 (3) 悪かった
 6) ビーチ混雑度 (1) 混んでいた (2) 普通 (3) すいていた
 7) 再来訪希望 (1) ある (2) ない

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- 7) テニス、アーチェリー 乗馬 (1) 行なった-良かった (2) 行なった-悪かった (3) したかったが、出来なかった (4) しなかった
- 8) ハンディクラフト、実演・参加 (1) 行なった-良かった (2) 行なった-悪かった (3) したかったが、できなかった (4) しなかった
- <27> 買物 ※ブーケット、バタヤのみ
 1) 購入したもの (3つまで) (1) 木工製品 (2) 皿、石材、金属製品 (3) 織物工芸品 (4) 絵画など民芸品 (5) 衣類 (6) 宝石・宝飾品 (7) 食品、食料 (8) その他 ()
 2) 購入土産品の質 (1) 良かった (2) 普通 (3) 悪かった
 3) 価格 (1) 良かった (2) 普通 (3) 悪かった
 4) 店員の接客態度 (1) 良かった (2) 普通 (3) 悪かった
- <28> 宿泊先以外のレストラン ※ブーケット、バタヤのみ
 1) ホテル(宿泊先)以外のレストランでの食事の有無 (1) はい (2) いいえ
 2) 食事メニュー (1) 良かった (2) 普通 (3) 悪かった
 3) 値段 (1) 良かった (2) 普通 (3) 悪かった
 4) 清潔さ (1) 良かった (2) 普通 (3) 悪かった
 5) 店員の接客態度 (1) 良かった (2) 普通 (3) 悪かった
- <29> 滞在中の訪問先 ※ブーケットのみ (3つまで)
 (1) 宿泊先以外のホテル及びそのビーチ (2) ブーケット市街地 (3) バンガ島 (4) ビビ島 (5) グラビ (6) シラン島 (7) その他 ()

3. TABLES OF SURVEY DATA

TABLE 2-29 RESULTS OF ENQUETE SURVEY (TABLE 1-55)

By T7 Country of Residence

TABLE 1

SPSS/PC Release 1.10

Crosstabulation: T91 How many nights in Thailand

T7->	Count Row Pct Col Pct	Japanese	Asian	Westerner	Row Total
		1.00	2.00	3.00	
T91					
one	1.00 50.0 .6	1 50.0 .6		1 50.0 .6	2 .5
two	2.00			1 100.0 .6	1 .3
three	3.00 47.4 5.1	9 47.4 5.1	1 5.3 4.3	9 47.4 5.4	19 5.2
four	4.00 48.6 10.2	18 48.6 10.2	9 24.3 39.1	10 27.0 6.0	37 10.1
five	5.00 67.4 16.5	29 67.4 16.5	2 4.7 8.7	12 27.9 7.2	43 11.7
6-13	6.00 62.5 42.6	75 62.5 42.6	7 5.8 30.4	38 31.7 22.8	120 32.8
14 over	7.00 25.8 17.6	31 25.8 17.6	3 2.5 13.0	36 71.7 51.5	120 32.8
	9.00 54.2 7.4	13 54.2 7.4	1 4.2 4.3	10 41.7 6.0	24 6.6
Column Total		176 48.1	23 6.3	167 45.6	366 100.0

Number of Missing Observations = 0

TABLE 2

SPSS/PC Release 1.10

Crosstabulation: T93 How many nights in Pattaya

T7->	Count Row Pct Col Pct	Japanese	Asian	Westerner	Row Total
		1.00	2.00	3.00	
T93					
one	1.00 92.9 16.9	13 92.9 16.9	1 7.1 12.5		14 7.9
two	2.00 89.5 44.2	34 89.5 44.2	2 5.3 25.0	2 5.3 2.2	38 21.3
three	3.00 55.6 13.0	10 55.6 13.0	1 5.6 12.5	7 33.9 7.5	18 10.1
four	4.00 21.4 3.7	3 21.4 3.7		11 78.6 11.8	14 7.9
five	5.00 45.5 6.5	5 45.5 6.5		6 54.5 6.5	11 6.2
6-13	6.00		2 5.1 25.0	37 94.9 39.8	39 21.9
14 over	7.00 6.9 2.6	2 6.9 2.6		27 93.1 29.0	29 16.3
Missing	8.00 66.7 13.0	10 66.7 13.0	2 13.3 25.0	3 20.0 3.2	15 8.4
Column Total		77 43.3	8 4.5	93 52.2	178 100.0

Number of Missing Observations = 0

TABLE 3

SPSS/PC Release 1.10

Crosstabulation: T10 Visit to Thailand on a package tour

T7->	Count Row Pct Col Pct	Japanese	Asian	Westerner	Row Total
		1.00	2.00	3.00	
T10					
Yes	1.00 52.8 31.8	56 52.8 31.8	10 9.4 43.3	40 37.7 24.0	106 29.0
No	2.00 46.2 68.2	120 46.2 68.2	13 5.0 56.5	127 48.8 76.0	260 71.0
Column Total		176 48.1	23 6.3	167 45.6	366 100.0

Number of Missing Observations = 0

TABLE 4

SPSS/PC Release 1.10

Crosstabulation: T10 Visit to Thailand on a package tour

T7->	Count Row Pct Col Pct	Japanese	Asian	Westerner	Row Total
		1.00	2.00	3.00	
T10					
Yes	1.00 47.7 54.5	42 47.7 54.5	4 4.5 50.0	42 47.7 45.2	88 49.4
No	2.00 38.9 45.5	35 38.9 45.5	4 4.4 50.0	51 56.7 54.8	90 50.6
Column Total		77 43.3	8 4.5	93 52.2	178 100.0

Number of Missing Observations = 0

TABLE 5

SPSS/PC Release 1.10

Crosstabulation: T11 Travelling companion

T7->	Count Row Pct Col Pct	Japanese	Asian	Westerner	Row Total
		1.00	2.00	3.00	
T11					
Alone	1.00 33.3 7.4	13 33.3 7.4	5 12.8 21.7	21 53.8 12.6	39 10.7
with friend	2.00 43.9 26.7	47 43.9 26.7	7 6.5 30.4	53 49.5 31.7	107 29.2
with husband	3.00 40.0 6.8	12 40.0 6.8		18 60.0 10.8	30 8.2
with wife	4.00 18.9 5.7	10 18.9 5.7	1 1.9 4.3	42 79.2 25.1	53 14.5
with family	5.00 66.9 47.2	33 66.9 47.2	10 8.1 43.5	31 25.0 18.6	124 33.9
Others	6.00 100.0 2.3	4 100.0 2.3			4 1.1
Missing	7.00 77.8 4.0	7 77.8 4.0		2 22.2 1.2	9 2.5
Column Total		176 48.1	23 6.3	167 45.6	366 100.0

Number of Missing Observations = 0

TABLE 6

SPSS/PC Release 1.10

Crosstabulation: T12 How many times have you travelled overse

T7->	Count Row Pct Col Pct	Japanese	Asian	Westerner	Row Total
		1.00	2.00	3.00	
T12					
first time	1.00 41.8 13.1	23 41.8 13.1	2 3.6 8.7	30 54.5 18.0	55 15.0
2-4 times	2.00 49.5 27.8	49 49.5 27.8	5 5.1 21.7	45 45.5 26.9	99 27.0
5-9 times	3.00 46.2 17.0	30 46.2 17.0	5 7.7 21.7	30 46.2 18.0	65 17.6
10 times over	4.00 25.9 12.5	22 25.9 12.5	10 11.8 43.5	53 62.4 31.7	85 23.2
Missing	5.00 83.9 29.5	52 83.9 29.5	1 1.6 4.3	9 14.5 5.4	62 16.9
Column Total		176 48.1	23 6.3	167 45.6	366 100.0

Number of Missing Observations = 0

TABLE 7

SPSS/PC Release 1.10

Crosstabulation: T12 How many times have you travelled overse

T7->	Count Row Pct Col Pct	Japanese	Asian	Western	Row Total
		1.00	2.00	3.00	
T12					
first time	1.00 19 24.7	1 4.2 12.5	4 16.7 4.3	24 13.5	
2-4 times	2.00 31 60.8 40.3	2 3.9 25.0	18 35.3 19.4	51 28.7	
5-9 times	3.00 9 24.3 11.7	2 5.4 25.0	26 70.7 28.0	37 20.8	
10 times over	4.00 13 22.0 16.9	3 5.1 37.5	43 72.9 46.2	59 33.1	
Missing	5.00 5 71.4 6.5		2 28.6 2.2	7 3.9	
Column Total		77 43.3	8 4.5	93 52.2	178 100.0

Number of Missing Observations = 0

TABLE 9

SPSS/PC Release 1.10

Crosstabulation: T15 Have visited Phuket

T7->	Count Row Pct Col Pct	Japanese	Asian	Western	Row Total
		1.00	2.00	3.00	
T15					
first time	1.00 44 57.1	3 37.5	56 60.2	103 57.9	
2 times	2.00 6 24.0 7.8		19 76.0 20.4	25 14.0	
3 times	3.00 4 40.0 5.2	1 10.0 12.5	5 50.0 5.4	10 5.6	
4 times	4.00 1 33.3 1.3		2 66.7 2.2	3 1.7	
5 times over	5.00 4 26.7 5.2	2 13.3 25.0	9 60.0 9.7	15 8.4	
Missing	6.00 18 81.8 23.4	2 9.1 25.0	2 9.1 2.2	22 12.4	
Column Total		77 43.3	8 4.5	93 52.2	178 100.0

Number of Missing Observations = 0

TABLE 11

SPSS/PC Release 1.10

Crosstabulation: T16 Purpose of Visit

T7->	Count Row Pct Col Pct	Japanese	Asian	Western	Row Total
		1.00	2.00	3.00	
T16					
Holiday	1.00 65 42.5 84.4	7 4.6 87.5	81 52.9 87.1	153 86.0	
Business	2.00 5 55.6 6.5		4 44.4 4.3	9 5.1	
Hol/Bus	3.00 1 20.0 1.3	1 20.0 12.5	3 60.0 3.2	5 2.8	
Visit fri/Ret	5.00 1 100.0 2.2		2 100.0 2.2	2 1.1	
Official Visit	7.00 1 100.0 1.1		1 100.0 1.1	1 .6	
Other	8.00 6 75.0 7.8		2 25.0 2.2	8 4.5	
Column Total		77 43.3	8 4.5	93 52.2	178 100.0

Number of Missing Observations = 0

TABLE 8

SPSS/PC Release 1.10

Crosstabulation: T15 Have visited Phuket

T7->	Count Row Pct Col Pct	Japanese	Asian	Western	Row Total
		1.00	2.00	3.00	
T15					
first time	1.00 139 49.1 79.0	16 5.7 69.6	128 45.2 76.6	263 77.3	
2 times	2.00 20 43.5 11.4	4 8.7 17.4	22 47.8 13.2	46 12.6	
3 times	3.00 3 33.3 1.7	1 11.1 4.3	5 55.6 3.0	9 2.5	
4 times	4.00 3 60.0 1.7		2 40.0 1.2	5 1.4	
5 times over	5.00 3 21.4 1.7	2 14.3 8.7	9 64.3 5.4	14 3.8	
Missing	6.00 8 88.9 4.5		1 11.1 .6	9 2.5	
Column Total		176 48.1	23 6.3	167 45.6	366 100.0

Number of Missing Observations = 0

TABLE 10

SPSS/PC Release 1.10

Crosstabulation: T16 Purpose of Visit

T7->	Count Row Pct Col Pct	Japanese	Asian	Western	Row Total
		1.00	2.00	3.00	
T16					
Holiday	1.00 150 47.2 85.2	21 6.6 91.3	147 46.2 88.0	318 86.9	
Business	2.00 1 100.0 4.3		4 80.0 2.4	5 1.4	
Hol/Bus	3.00 10 45.5 5.7	1 4.5 4.3	11 50.0 6.6	22 6.0	
Honeymoon	4.00 4 57.1 2.3		3 42.9 1.8	7 1.9	
Visit fri/Ret	5.00 4 100.0 2.3			4 1.1	
Official Visit	7.00 2 100.0 1.1			2 .5	
Other	8.00 6 75.0 3.4		2 25.0 1.2	8 2.2	
Column Total		176 48.1	23 6.3	167 45.6	366 100.0

Number of Missing Observations = 0

TABLE 12

SPSS/PC Release 1.10

Crosstabulation: T18 Why you have chosen Phuket instead of Pa
By T5 Gender

T5->	Count	Male	Female	Missing	Row Total
Row Pct	Col Pct	1.00	2.00	3.00	Total
T18					
Visited PTY	1.00	61	7	2	70
		87.1	10.0	2.9	19.1
		25.7	5.6	40.0	
Environment	2.00	70	39		109
		64.2	35.8		29.8
		29.5	31.5		
Access	3.00	6	1		7
		85.7	14.3		1.9
		2.5	.8		
Facilities	4.00	25	12		37
		67.6	32.4		10.1
		10.5	9.7		
Activities	5.00	5	2		7
		71.4	28.6		1.9
		2.1	1.6		
Entertain	6.00	1	2		3
		33.3	66.7		.8
		.4	1.6		
Tour package	7.00	11	18	1	30
		36.7	60.0	3.3	8.2
		4.6	14.5	20.0	
Tour price	8.00	24	13	1	38
		63.2	34.2	2.6	10.4
		10.1	10.5	20.0	
Others	9.00	34	30	1	65
		52.3	46.2	1.5	17.8
		14.3	24.2	20.0	
Column Total		237	124	5	366
		64.8	33.9	1.4	100.0

Number of Missing Observations = 0

TABLE 13

SPSS/PC Release 1.10

Crosstabulation: T18 Why you have chosen Phuket instead of Pa By T6 Age

T6->	Count	20 below	21-25	26-30	31-40	41-50	51 over	Missing	Row Total
Row Pct	Col Pct	1.00	2.00	3.00	4.00	5.00	6.00	7.00	Total
T18									
Visited PTY	1.00	4	5	13	27	11	9	1	70
		5.7	7.1	18.6	38.6	15.7	12.9	1.4	19.1
		22.2	9.6	14.6	31.8	19.6	32.1	2.6	
Environment	2.00	7	18	34	18	21	9	2	109
		6.4	16.5	31.2	16.5	19.3	8.3	1.8	29.8
		38.9	34.6	38.2	21.2	37.5	32.1	5.3	
Access	3.00		2		2	1		2	7
			28.6		28.6	14.3		28.6	1.9
			3.8		2.4	1.8		5.3	
Facilities	4.00	1	6	14	8	2		6	37
		2.7	16.2	37.8	21.6	5.4		16.2	10.1
		5.6	11.5	15.7	9.4	3.6		15.8	
Activities	5.00	1	1	2	2		1		7
		14.3	14.3	28.6	28.6		14.3		1.9
		5.6	1.9	2.2	2.4		3.6		
Entertain	6.00			1		2			3
				33.3		66.7			.8
				1.1		3.6			
Tour package	7.00	3	5	8	6	4	3	1	30
		10.0	16.7	26.7	20.0	13.3	10.0	3.3	8.2
		16.7	9.6	9.0	7.1	7.1	10.7	2.6	
Tour price	8.00	2	9	8	6	8	4	2	38
		5.6	23.7	21.1	15.8	21.1	10.5	5.3	10.4
		5.6	17.3	9.0	7.1	14.3	14.3	5.3	
Others	9.00	1	6	9	16	7	2	24	65
		1.5	9.2	13.8	24.6	10.8	3.1	36.9	17.8
		5.6	11.5	10.1	18.8	12.5	7.1	63.2	
Column Total		18	52	89	85	56	28	38	366
		4.9	14.2	24.3	23.2	15.3	7.7	10.4	100.0

Number of Missing Observations = 0

TABLE 14

SPSS/PC Release 1.10

Crosstabulation: T18 Why you have chosen Phuket instead of Pa
By T7 Country of Residence

T7->	Count	Japanese	Asian	Westerner	Row Total
Row Pct	Col Pct	1.00	2.00	3.00	Total
T18					
Visited PTY	1.00	27	9	34	70
		38.6	12.9	48.6	19.1
		15.3	39.1	20.4	
Environment	2.00	46	5	53	109
		42.2	4.6	53.2	29.8
		26.1	21.7	34.7	
Access	3.00	4		3	7
		57.1		42.9	1.9
		2.3		1.8	
Facilities	4.00	21	3	13	37
		56.8	8.1	35.1	10.1
		11.9	13.0	7.8	
Activities	5.00	4		3	7
		57.1		42.9	1.9
		2.3		1.8	
Entertain	6.00	2		1	3
		66.7		33.3	.8
		1.1		.6	
Tour package	7.00	13	4	13	30
		43.3	13.3	43.3	8.2
		7.4	17.4	7.8	
Tour price	8.00	5	2	31	38
		13.2	5.3	81.6	10.4
		2.8	8.7	18.6	
Others	9.00	54		11	65
		83.1		16.9	17.8
		30.7		6.6	
Column Total		176	23	167	366
		48.1	6.3	45.6	100.0

Number of Missing Observations = 0

TABLE 15

SPSS/PC Release 1.10

Crosstabulation: T24 Type of Accommodations
By T7 Country of Residence

T7->	Count	Japanese	Asian	Westerner	Row Total
Row Pct	Col Pct	1.00	2.00	3.00	Total
T24					
Hotel 1	1.00	120	2	23	145
		82.8	1.4	15.9	39.6
		68.2	8.7	13.8	
Hotel 2	2.00	30	18	85	133
		22.6	13.5	63.9	36.3
		17.0	78.3	50.9	
Guest House	3.00			7	7
				100.0	1.9
				4.2	
Bungalow	4.00	9	1	30	40
		22.5	2.5	75.0	10.9
		5.1	4.3	18.0	
Fri/Ret	5.00			2	2
				100.0	.5
				1.2	
Others	6.00			2	2
				100.0	.5
				1.2	
Missing	7.00	17	2	18	37
		45.9	5.4	48.6	10.1
		9.7	8.7	10.8	
Column Total		176	23	167	366
		48.1	6.3	45.6	100.0

Number of Missing Observations = 0

TABLE 16

SPSS/PC Release 1.10

Crosstabulation: T24 Type of Accommodations
By T7 Country of Residence

T7->	Count Row Pct Col Pct	Type of Accommodations			Row Total
		Japanese	Asian	Western	
T24		1.00	2.00	3.00	
Hotel 1	1.00 63.9 50.6	39 6.6 50.0	4 29.5 19.4	18 29.5 19.4	61 34.3
Hotel 2	2.00 28.0 29.9	23 25.0 29.9	2 69.5 61.3	57 69.5 61.3	82 46.1
Guest House	3.00			1 100.0 1.1	1 .6
Bungalow	4.00	1 100.0 1.3			1 .6
Fri/Ret	5.00	1 100.0 1.3			1 .6
Others	6.00	1 25.0 1.3		3 75.0 3.2	4 2.2
Missing	7.00	12 42.9 15.6	2 7.1 25.0	14 50.0 15.1	28 15.7
Column Total		77 43.3	8 4.5	93 52.2	178 100.0

Number of Missing Observations = 0

TABLE 17

SPSS/PC Release 1.10

Crosstabulation: T24 Type of Accommodations
By T10 Visit to Thailand on a package to

T10->	Count Row Pct Col Pct	Type of Accommodations		Row Total
		Yes	No	
T24		1.00	2.00	
Hotel 1	1.00 26.2 35.8	38 73.8 41.2	107 73.8 41.2	145 39.6
Hotel 2	2.00 42.9 53.8	57 57.1 29.2	76 57.1 29.2	133 36.3
Guest House	3.00		7 100.0 2.7	7 1.9
Bungalow	4.00	1 2.5 .9	39 97.5 15.0	40 10.9
Fri/Ret	5.00	1 50.0 .9	1 50.0 .4	2 .5
Others	6.00		2 100.0 .8	2 .5
Missing	7.00	9 24.3 8.5	28 75.7 10.8	37 10.1
Column Total		106 29.0	260 71.0	366 100.0

Number of Missing Observations = 0

TABLE 18

SPSS/PC Release 1.10

Crosstabulation: T24 Type of Accommodations
By T92 How many nights in Phuket
MISSING

T92->	Count Row Pct Col Pct	Type of Accommodations								Row Total
		one	two	three	four	five	6-13	14 over	MISSING	
T24		1.00	2.00	3.00	4.00	5.00	6.00	7.00	9.00	
Hotel 1	1.00 33.3 33.3	1 7 33.3	51 35.2 57.3	43 29.7 45.7	10 6.9 37.0	21 14.5 56.8	16 11.0 22.2	2 1.4 5.7	1 .7 11.1	145 39.6
Hotel 2	2.00 33.3	1 8 33.3	31 23.3 34.8	33 24.8 35.1	7 5.3 25.9	5 3.6 18.9	30 22.6 41.7	22 16.5 62.9	2 1.5 22.2	133 36.3
Guest House	3.00		1 14.3 1.1	1 14.3 1.1	2 28.6 7.4	1 14.3 2.7	2 28.6 2.8			7 1.9
Bungalow	4.00 33.3	1 2.5 33.3	2 5.0 2.2	8 20.0 8.5	3 7.5 11.1	3 7.5 8.1	17 42.5 23.6	5 12.5 14.3	1 2.5 11.1	40 10.9
Fri/Ret	5.00								2 100.0 22.2	2 .5
Others	6.00				1 50.0 3.7			1 50.0 2.9		2 .5
Missing	7.00		4 10.8 4.5	9 24.3 9.6	4 10.8 14.8	5 13.5 13.5	7 18.9 9.7	5 13.5 14.3	3 8.1 33.3	37 10.1
Column Total		3 .8	87 24.3	94 25.7	27 7.4	37 10.1	72 19.7	35 9.6	9 2.5	366 100.0

Number of Missing Observations = 0

TABLE 19

SPSS/PC Release 1.10

Crosstabulation: T251 Evaluation of Accommodations (Room)
By T5 Gender

T5->	Count Row Pct Col Pct	Evaluation of Accommodations (Room)			Row Total
		Male	Female	Missing	
T251		1.00	2.00	3.00	
Good	1.00 61.7 81.0	192 61.7 81.0	117 37.6 94.4	2 .6 40.0	311 85.0
Average	2.00	43 86.0 18.1	5 10.0 4.0	2 4.0 40.0	50 13.7
Missing	4.00	2 40.0 .8	2 40.0 1.6	1 20.0 20.0	5 1.4
Column Total		237 64.8	124 33.9	5 1.4	366 100.0

Number of Missing Observations = 0

TABLE 20

SPSS/PC Release 1.10

Crosstabulation: T251 Evaluation of Accommodations (Room)
By T5 Gender

T5->	Count Row Pct Col Pct	Evaluation of Accommodations (Room)			Row Total
		Male	Female	Missing	
T251		1.00	2.00	3.00	
Good	1.00 62.4 67.0	68 62.4 67.0	41 37.6 62.1		109 61.2
Average	2.00	30 62.5 27.8	17 35.4 25.8	1 2.1 25.0	48 27.0
Bad	3.00	2 66.7 1.9	1 33.3 1.5		3 1.7
Missing	4.00	3 44.4 7.4	7 38.9 10.6	3 16.7 75.0	18 10.1
Column Total		108 60.7	66 37.1	4 2.2	178 100.0

Number of Missing Observations = 0

TABLE 21

SPSS/PC Release 1.10

Crosstabulation: T251 Evaluation of Accommodations (Room)
By T7 Country of Residence

T7->	Count Row Pct Col Pct	Evaluation of Accommodations (Room)			Row Total
		Japanese	Asian	Western	
T251		1.00	2.00	3.00	
Good	1.00 46.6 82.4	145 46.6 82.4	20 6.4 87.0	146 46.9 87.4	311 85.0
Average	2.00	28 56.0 15.9	3 6.0 13.0	19 38.0 11.4	50 13.7
Missing	4.00	3 60.0 1.7		2 40.0 1.2	5 1.4
Column Total		176 48.1	23 6.3	167 45.6	366 100.0

Number of Missing Observations = 0

TABLE 22

SPSS/PC Release 1.10

Crosstabulation: T251 Evaluation of Accommodations (Room)
By T7 Country of Residence

T7->	Count Row Pct Col Pct	Japanese 1.00	Asian 2.00	Western 3.00	Row Total
T251					
Good	1.00	40 36.7 51.9	6 5.5 75.0	63 57.8 67.7	109 61.2
Average	2.00	20 41.7 26.0	2 4.2 25.0	26 54.2 28.0	48 27.0
Bad	3.00	3 100.0 3.9			3 1.7
Missing	4.00	14 77.8 18.2		4 22.2 4.3	18 10.1
Column Total		77 43.3	8 4.5	93 52.2	178 100.0

Number of Missing Observations = 0

TABLE 24

SPSS/PC Release 1.10

Crosstabulation: T252 Evaluation of Accommodations (Meal)
By T5 Gender

T5->	Count Row Pct Col Pct	Male 1.00	Female 2.00	Missing 3.00	Row Total
T252					
Good	1.00	65 61.3 60.2	40 37.7 60.6	1 .9 25.0	106 59.6
Average	2.00	29 63.0 26.9	17 37.0 25.8		46 25.8
Bad	3.00	2 66.7 1.9	1 33.3 1.5		3 1.7
Missing	4.00	12 52.2 11.1	8 34.8 12.1	3 13.0 75.0	23 12.9
Column Total		108 60.7	66 37.1	4 2.2	178 100.0

Number of Missing Observations = 0

TABLE 26

SPSS/PC Release 1.10

Crosstabulation: T252 Evaluation of Accommodations (Meal)
By T7 Country of Residence

T7->	Count Row Pct Col Pct	Japanese 1.00	Asian 2.00	Western 3.00	Row Total
T252					
Good	1.00	29 27.4 37.7	5 4.7 62.5	72 67.9 77.4	106 59.6
Average	2.00	33 71.7 42.9	1 2.2 12.5	12 26.1 12.9	46 25.8
Bad	3.00	1 33.3 1.3		2 66.7 2.2	3 1.7
Missing	4.00	14 60.9 18.2	2 8.7 25.0	7 30.4 7.5	23 12.9
Column Total		77 43.3	8 4.5	93 52.2	178 100.0

Number of Missing Observations = 0

TABLE 28

SPSS/PC Release 1.10

Crosstabulation: T253 Evaluation of Accommodations (Service)
By T5 Gender

T5->	Count Row Pct Col Pct	Male 1.00	Female 2.00	Missing 3.00	Row Total
T253					
Good	1.00	72 63.2 66.7	41 36.0 62.1	1 .9 25.0	114 64.0
Average	2.00	28 62.2 25.9	17 37.8 25.8		45 25.3
Missing	4.00	8 42.1 7.4	8 42.1 12.1	3 15.8 75.0	19 10.7
Column Total		108 60.7	66 37.1	4 2.2	178 100.0

Number of Missing Observations = 0

TABLE 23

SPSS/PC Release 1.10

Crosstabulation: T252 Evaluation of Accommodations (Meal)
By T5 Gender

T5->	Count Row Pct Col Pct	Male 1.00	Female 2.00	Missing 3.00	Row Total
T252					
Good	1.00	158 62.2 66.7	94 37.0 75.8	2 .8 40.0	254 69.4
Average	2.00	65 71.4 27.4	24 26.4 19.4	2 2.2 40.0	91 24.9
Bad	3.00	2 66.7 .8	1 33.3 .8		3 .8
Missing	4.00	12 66.7 5.1	5 27.8 4.0	1 5.6 20.0	18 4.9
Column Total		237 64.8	124 33.9	5 1.4	366 100.0

TABLE 25

SPSS/PC Release 1.10

Crosstabulation: T252 Evaluation of Accommodations (Meal)
By T7 Country of Residence

T7->	Count Row Pct Col Pct	Japanese 1.00	Asian 2.00	Western 3.00	Row Total
T252					
Good	1.00	114 44.9 64.8	15 5.9 65.2	125 49.2 74.9	254 69.4
Average	2.00	50 54.9 28.4	7 7.7 30.4	34 37.4 20.4	91 24.9
Bad	3.00	1 33.3 .6	1 33.3 4.3	1 33.3 .6	3 .8
Missing	4.00	11 61.1 6.3		7 38.9 4.2	18 4.9
Column Total		176 48.1	23 6.3	167 45.6	366 100.0

Number of Missing Observations = 0

TABLE 27

SPSS/PC Release 1.10

Crosstabulation: T253 Evaluation of Accommodations (Service)
By T5 Gender

T5->	Count Row Pct Col Pct	Male 1.00	Female 2.00	Missing 3.00	Row Total
T253					
Good	1.00	176 65.7 74.3	90 33.6 72.6	2 .7 40.0	268 73.2
Average	2.00	52 61.2 21.9	31 36.5 25.0	2 2.4 40.0	85 23.2
Bad	3.00	2 66.7 .8	1 33.3 .8		3 .8
Missing	4.00	7 70.0 3.0	2 20.0 1.6	1 10.0 20.0	10 2.7
Column Total		237 64.8	124 33.9	5 1.4	366 100.0

Number of Missing Observations = 0

TABLE 29

SPSS/PC Release 1.10

Crosstabulation: T253 Evaluation of Accommodations (Service)
By T7 Country of Residence

T7->	Count Row Pct Col Pct	Japanese 1.00	Asian 2.00	Western 3.00	Row Total
T253					
Good	1.00	106 39.6 60.2	19 7.1 82.6	143 53.4 85.6	268 73.2
Average	2.00	62 72.9 35.2	3 3.5 13.0	20 23.5 12.0	85 23.2
Bad	3.00		1 33.3 4.3	2 66.7 1.2	3 .8
Missing	4.00	8 80.0 4.5		2 20.0 1.2	10 2.7
Column Total		176 48.1	23 6.3	167 45.6	366 100.0

Number of Missing Observations = 0

TABLE 30

SPSS/PC Release 1.10

Crosstabulation: T253 Evaluation of Accommodations (Service)
By T7 Country of Residence

T7->	Count Row Pct Col Pct	Japanese 1.00	Asian 2.00	Westerner 3.00	Row Total
T253					
Good	1.00 114 64.0	31 27.2 40.3	4 3.5 50.0	79 69.3 84.9	
Average	2.00 45 25.3	32 71.1 41.6	3 6.7 37.5	10 22.2 10.8	
Missing	4.00 19 10.7	14 73.7 18.2	1 5.3 12.5	4 21.1 4.3	
Column Total		77 43.3	8 4.5	93 52.2	178 100.0

Number of Missing Observations = 0

TABLE 32

SPSS/PC Release 1.10

Crosstabulation: T254 Evaluation of Accommodations (Facility)
By T5 Gender

T5->	Count Row Pct Col Pct	Male 1.00	Female 2.00	Missing 3.00	Row Total
T254					
Good	1.00 103 57.9	67 65.0 62.0	35 34.0 53.0	1 1.0 25.0	
Average	2.00 54 30.3	32 59.3 29.6	22 40.7 33.3		
Bad	3.00 4 2.2	3 75.0 2.8	1 25.0 1.5		
Missing	4.00 17 9.6	6 35.3 5.6	8 47.1 12.1	3 17.6 75.0	
Column Total		108 60.7	66 37.1	4 2.2	178 100.0

Number of Missing Observations = 0

TABLE 34

SPSS/PC Release 1.10

Crosstabulation: T261 Evaluation of Beach Activities (Surfing,
By T7 Country of Residence

T7->	Count Row Pct Col Pct	Japanese 1.00	Asian 2.00	Westerner 3.00	Row Total
T261					
H t, Good	1.00 98 26.8	67 68.4 38.1	4 4.1 17.4	27 27.6 16.2	
H t, Not Good	2.00 22 6.0	15 68.2 8.5	2 9.1 8.7	5 22.7 3.0	
W t, could not	3.00 40 10.9	22 55.0 12.5	2 5.0 8.7	16 40.0 9.6	
Did not try	4.00 195 53.3	67 34.4 38.1	15 7.7 65.2	113 57.9 67.7	
Missing	5.00 11 3.0	5 45.5 2.8		6 54.5 3.6	
Column Total		176 48.1	23 6.3	167 45.6	366 100.0

Number of Missing Observations = 0

TABLE 36

SPSS/PC Release 1.10

Crosstabulation: T263 Evaluation of Beach Activities (Snorkel)
By T7 Country of Residence

T7->	Count Row Pct Col Pct	Japanese 1.00	Asian 2.00	Westerner 3.00	Row Total
T263					
H t, Good	1.00 97 26.5	45 46.4 25.6	4 4.1 17.4	48 49.5 28.7	
H t, Not Good	2.00 46 12.6	43 93.5 24.4		3 6.5 1.8	
W t, could not	3.00 52 14.2	25 48.1 14.2	2 3.8 8.7	25 48.1 15.0	
Did not try	4.00 161 44.0	59 36.6 33.5	17 10.6 73.9	85 52.8 50.9	
Missing	5.00 10 2.7	4 40.0 2.3		6 60.0 3.6	
Column Total		176 48.1	23 6.3	167 45.6	366 100.0

Number of Missing Observations = 0

TABLE 31

SPSS/PC Release 1.10

Crosstabulation: T254 Evaluation of Accommodations (Facility)
By T5 Gender

T5->	Count Row Pct Col Pct	Male 1.00	Female 2.00	Missing 3.00	Row Total
T254					
Good	1.00 227 62.0	143 65.2 62.4	77 33.9 62.1	2 .9 40.0	
Average	2.00 108 29.5	69 63.9 29.1	37 34.3 29.8	2 1.9 40.0	
Bad	3.00 2 .5	1 50.0 .4	1 50.0 .8		
Missing	4.00 29 7.9	19 65.5 8.0	9 31.0 7.3	1 3.4 20.0	
Column Total		237 64.8	124 33.9	5 1.4	366 100.0

Number of Missing Observations = 0

TABLE 33

SPSS/PC Release 1.10

Crosstabulation: T251 Evaluation of Accommodations (Room)
By T12 How many times have you travelled over

T12->	Count Row Pct Col Pct	first time 1.00	2-4 times 2.00	5-9 times 3.00	10 times or over 4.00	Missing 5.00	Row Total
T251							
Good	1.00 311 85.0	46 14.8 83.6	85 27.3 85.9	54 17.4 83.1	75 24.1 88.2	51 16.4 82.3	
Average	2.00 50 13.7	9 18.0 16.4	12 24.0 12.1	10 20.0 15.4	9 18.0 10.6	10 20.0 16.1	
Missing	4.00 5 1.4		2 40.0 2.0	1 20.0 1.5	1 20.0 1.2	1 20.0 1.6	
Column Total		55 15.0	99 27.0	65 17.8	85 23.2	62 16.9	366 100.0

Number of Missing Observations = 0

TABLE 35

SPSS/PC Release 1.10

Crosstabulation: T262 Evaluation of Beach Activities (Relaxing
By T7 Country of Residence

T7->	Count Row Pct Col Pct	Japanese 1.00	Asian 2.00	Westerner 3.00	Row Total
T262					
H t, Good	1.00 304 83.1	141 46.4 80.1	20 6.6 87.0	143 47.0 85.6	
H t, Not Good	2.00 20 5.5	15 75.0 8.5		5 25.0 3.0	
W t, could not	3.00 17 4.6	8 47.1 4.5	2 11.8 8.7	7 41.2 4.2	
Did not try	4.00 17 4.6	8 47.1 4.5	1 5.9 4.3	8 47.1 4.8	
Missing	5.00 8 2.2	4 50.0 2.3		4 50.0 2.4	
Column Total		176 48.1	23 6.3	167 45.6	366 100.0

Number of Missing Observations = 0

TABLE 37

SPSS/PC Release 1.10

Crosstabulation: T264 Evaluation of Beach Activities (Sightsee
By T7 Country of Residence

T7->	Count Row Pct Col Pct	Japanese 1.00	Asian 2.00	Westerner 3.00	Row Total
T264					
H t, Good	1.00 201 54.9	72 35.8 40.9	12 6.0 52.2	117 58.2 70.1	
H t, Not Good	2.00 27 7.4	21 77.8 11.9		6 22.2 3.6	
W t, could not	3.00 22 6.0	17 77.3 9.7		5 22.7 3.0	
Did not try	4.00 102 27.9	61 59.8 34.7	11 10.8 47.8	30 29.4 18.0	
Missing	5.00 14 3.8	5 35.7 2.8		9 64.3 5.4	
Column Total		176 48.1	23 6.3	167 45.6	366 100.0

Number of Missing Observations = 0

TABLE 38

SPSS/PC Release 1.10

Crosstabulation: T265 Evaluation of Beach Activities (Town/City) By T7 Country of Residence

T7->	Count Row Pct Col Pct	Japanese 1.00	Asian 2.00	Western 3.00	Row Total
T265					
H t,Good	1.00 33.3 30.7	54 33.3 30.7	14 8.6 60.9	94 58.0 56.3	162 44.3
H t,Not Good	2.00 42.1 9.1	16 42.1 9.1	1 2.6 4.3	21 55.3 12.6	38 10.4
W t,could not	3.00 90.0 25.6	45 90.0 25.6		5 10.0 3.0	50 13.7
Did not try	4.00 55.1 30.7	54 55.1 30.7	8 8.2 34.8	36 36.7 21.6	98 26.8
Missing	5.00 38.9 4.0	7 38.9 4.0		11 61.1 6.6	18 4.9
Column Total		176 48.1	23 6.3	167 45.6	366 100.0

Number of Missing Observations = 0

TABLE 39

SPSS/PC Release 1.10

Crosstabulation: T266 Evaluation of Beach Activities (Playing) By T7 Country of Residence

T7->	Count Row Pct Col Pct	Japanese 1.00	Asian 2.00	Western 3.00	Row Total
T266					
H t,Good	1.00 80.0 2.3	4 80.0 2.3		1 20.0 .6	5 1.4
H t,Not Good	2.00 100.0 1.7	3 100.0 1.7			3 .8
W t,could not	3.00 53.3 13.6	24 53.3 13.6	1 2.2 4.3	20 44.4 12.0	45 12.3
Did not try	4.00 47.0 80.1	141 47.0 80.1	22 7.3 75.7	137 45.7 82.0	300 82.0
Missing	5.00 30.8 2.3	4 30.8 2.3		9 69.2 5.4	13 3.6
Column Total		176 48.1	23 6.3	167 45.6	366 100.0

Number of Missing Observations = 0

TABLE 40

SPSS/PC Release 1.10

Crosstabulation: T267 Evaluation of Beach Activities (Tennis, A) By T7 Country of Residence

T7->	Count Row Pct Col Pct	Japanese 1.00	Asian 2.00	Western 3.00	Row Total
T267					
H t,Good	1.00 45.5 8.5	15 45.5 8.5	4 12.1 17.4	14 42.4 8.4	33 9.0
H t,Not Good	2.00 50.0 .6	1 50.0 .6		1 50.0 .6	2 .5
W t,could not	3.00 33.3 4.5	8 33.3 4.5	1 4.2 4.3	15 62.5 9.0	24 6.6
Did not try	4.00 49.8 82.4	145 49.8 82.4	18 6.2 78.3	128 44.0 76.6	291 79.5
Missing	5.00 43.8 4.0	7 43.8 4.0		9 56.3 5.4	16 4.4
Column Total		176 48.1	23 6.3	167 45.6	366 100.0

Number of Missing Observations = 0

TABLE 41

SPSS/PC Release 1.10

Crosstabulation: T268 Evaluation of Beach Activities (Handicra) By T7 Country of Residence

T7->	Count Row Pct Col Pct	Japanese 1.00	Asian 2.00	Western 3.00	Row Total
T268					
H t,Good	1.00 13.6 3.4	6 13.6 3.4	2 4.5 8.7	36 81.8 21.6	44 12.0
H t,Not Good	2.00 33.3 1.1	2 33.3 1.1	1 16.7 4.3	3 50.0 1.8	6 1.6
W t,could not	3.00 53.3 4.5	8 53.3 4.5		7 46.7 4.2	15 4.1
Did not try	4.00 53.8 84.7	149 53.8 84.7	20 7.2 87.0	108 39.0 64.7	277 75.7
Missing	5.00 45.8 6.3	11 45.8 6.3		13 54.2 7.8	24 6.6
Column Total		176 48.1	23 6.3	167 45.6	366 100.0

Number of Missing Observations = 0

TABLE 42

T273 Shopping (Price)

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Good	1.00	219	59.8	59.8	59.8
Average	2.00	78	21.3	21.3	81.1
Bad	3.00	14	3.8	3.8	85.0
Missing	4.00	55	15.0	15.0	100.0
TOTAL		366	100.0	100.0	

Valid Cases 366 Missing Cases 0

TABLE 44

T283 Restaurant (Price)

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	0.0	48	13.1	13.1	13.1
	1.00	216	59.0	59.0	72.1
	2.00	89	24.3	24.3	96.4
	3.00	13	3.6	3.6	100.0
TOTAL		366	100.0	100.0	

Valid Cases 366 Missing Cases 0

TABLE 43

SPSS/PC Release 1.10

Crosstabulation: T281 Restaurant (Have tried restaurant outside) By T7 Country of Residence

T7->	Count Row Pct Col Pct	Japanese 1.00	Asian 2.00	Western 3.00	Row Total
T281					
Yes	1.00 49.6 77.8	137 49.6 77.8	17 6.2 73.9	122 44.2 73.1	276 75.4
No	2.00 37.0 11.4	20 37.0 11.4	5 9.3 21.7	29 53.7 17.4	54 14.8
Missing	3.00 52.8 10.8	19 52.8 10.8	1 2.8 4.3	16 44.4 9.6	36 9.8
Column Total		176 48.1	23 6.3	167 45.6	366 100.0

Number of Missing Observations = 0

TABLE 45

SPSS/PC Release 1.10

Crosstabulation: T301 Evaluation of Natural and Social Condi
By T7 Country of Residence

T7->	Count Row Pct Col Pct	Japanese 1.00	Asian 2.00	Western 3.00	Row Total
T301					
Good	1.00	157 52.7 89.2	22 7.4 95.7	119 39.9 71.3	298 81.4
Average	2.00	17 32.1 9.7	1 1.9 4.3	35 66.0 21.0	53 14.5
Bad	3.00			4 100.0 2.4	4 1.1
Missing	4.00	2 18.2 1.1		9 81.8 5.4	11 3.0
Column Total		176 48.1	23 6.3	167 45.6	366 100.0

Number of Missing Observations = 0

TABLE 47

SPSS/PC Release 1.10

Crosstabulation: T303 Evaluation of Natural and Social Condi
By T7 Country of Residence

T7->	Count Row Pct Col Pct	Japanese 1.00	Asian 2.00	Western 3.00	Row Total
T303					
Good	1.00	77 39.1 43.8	16 8.1 69.6	104 52.8 62.3	197 53.8
Average	2.00	94 62.3 53.4	7 4.6 30.4	50 33.1 29.9	151 41.3
Bad	3.00	3 37.5 1.7		5 62.5 3.0	8 2.2
Missing	4.00	2 20.0 1.1		8 80.0 4.8	10 2.7
Column Total		176 48.1	23 6.3	167 45.6	366 100.0

Number of Missing Observations = 0

TABLE 49

SPSS/PC Release 1.10

Crosstabulation: T305 Evaluation of Natural and Social Condi
By T7 Country of Residence

T7->	Count Row Pct Col Pct	Japanese 1.00	Asian 2.00	Western 3.00	Row Total
T305					
Good	1.00	67 31.5 38.1	21 9.9 91.3	125 58.7 74.9	213 58.2
Average	2.00	91 73.4 51.7	2 1.6 8.7	31 25.0 18.6	124 33.9
Bad	3.00	9 81.8 5.1		2 18.2 1.2	11 3.0
Missing	4.00	9 50.0 5.1		9 50.0 5.4	18 4.9
Column Total		176 48.1	23 6.3	167 45.6	366 100.0

Number of Missing Observations = 0

TABLE 51

SPSS/PC Release 1.10

Crosstabulation: T307 Evaluation of Natural and Social Condi
By T7 Country of Residence

T7->	Count Row Pct Col Pct	Japanese 1.00	Asian 2.00	Western 3.00	Row Total
T307					
Yes	1.00	166 50.0 94.3	22 6.6 95.7	144 43.4 86.2	332 90.7
No	2.00	5 23.8 2.8	1 4.8 4.3	15 71.4 9.0	21 5.7
Missing	3.00	5 38.5 2.8		8 61.5 4.8	13 3.6
Column Total		176 48.1	23 6.3	167 45.6	366 100.0

Number of Missing Observations = 0

TABLE 46

SPSS/PC Release 1.10

Crosstabulation: T302 Evaluation of Natural and Social Condi
By T7 Country of Residence

T7->	Count Row Pct Col Pct	Japanese 1.00	Asian 2.00	Western 3.00	Row Total
T302					
Good	1.00	117 50.0 66.5	16 6.8 69.6	101 43.2 60.5	234 63.9
Average	2.00	51 46.8 29.0	6 5.5 26.1	52 47.7 31.1	109 29.8
Bad	3.00	3 50.0 1.7		3 50.0 1.8	6 1.6
Missing	4.00	5 29.4 2.8	1 5.9 4.3	11 64.7 6.6	17 4.6
Column Total		176 48.1	23 6.3	167 45.6	366 100.0

Number of Missing Observations = 0

TABLE 48

SPSS/PC Release 1.10

Crosstabulation: T304 Evaluation of Natural and Social Condi
By T7 Country of Residence

T7->	Count Row Pct Col Pct	Japanese 1.00	Asian 2.00	Western 3.00	Row Total
T304					
Good	1.00	44 35.5 25.0	14 11.3 60.9	66 53.2 39.5	124 33.9
Average	2.00	122 57.8 69.3	8 3.8 34.8	81 38.4 48.5	211 57.7
Bad	3.00	6 28.6 3.4	1 4.8 4.5	14 66.7 8.4	21 5.7
Missing	4.00	4 40.0 2.3		6 60.0 3.6	10 2.7
Column Total		176 48.1	23 6.3	167 45.6	366 100.0

Number of Missing Observations = 0

TABLE 50

SPSS/PC Release 1.10

Crosstabulation: T306 Evaluation of Natural and Social Condi
By T7 Country of Residence

T7->	Count Row Pct Col Pct	Japanese 1.00	Asian 2.00	Western 3.00	Row Total
T306					
Yes	1.00	28 59.4 21.6	1 1.6 4.3	25 39.1 15.0	64 17.5
Average	2.00	23 27.1 13.1	9 10.6 39.1	53 62.4 31.7	85 23.2
No	3.00	115 53.0 65.3	13 6.0 56.5	89 41.0 53.3	217 59.3
Column Total		176 48.1	23 6.3	167 45.6	366 100.0

Number of Missing Observations = 0

TABLE 51

SPSS/PC Release 1.10

Crosstabulation: T301 Evaluation of Natural and Social Condi
By T7 Country of Residence

T7->	Count Row Pct Col Pct	Japanese 1.00	Asian 2.00	Western 3.00	Row Total
T301					
Good	1.00	43 51.2 55.8	5 6.0 62.5	38 42.9 33.7	84 47.2
Average	2.00	23 35.9 29.9	3 4.7 37.5	38 59.4 40.9	64 36.0
Bad	3.00	3 14.3 3.9		18 85.7 19.4	21 11.8
Missing	4.00	8 88.9 10.4		1 11.1 1.1	9 5.1
Column Total		77 43.3	8 4.5	93 52.2	178 100.0

Number of Missing Observations = 0

TABLE 52

SPSS/PC Release 1.10

Crosstabulation: T291 Where have you visited (1)
By T92 How many nights in Phuket

T92->	Count Row Pct Col Pct	one 1.00	two 2.00	three 3.00	four 4.00	five 5.00	6-13 6.00	14 over 7.00	9.00	Row Total
Hotel & Beach	1.00 1.3 66.7	2 1.3 66.7	11 7.3 12.4	42 28.0 44.7	14 9.3 51.9	18 12.0 48.6	44 29.3 61.1	17 11.3 48.6	2 1.3 22.2	150 41.0
Phuket Town	2.00 .6 33.3	1 .6 33.3	66 41.0 74.2	37 23.0 39.4	9 5.6 33.3	15 9.3 40.5	17 10.6 23.6	13 8.1 37.1	3 1.9 33.3	161 44.0
Phang Nga Bay	3.00			3 3.0 3.2	1 1.0 3.7	1 1.0 2.7	3 3.0 4.2	1 1.0 2.9	1 1.0 11.1	10 2.7
Phi Phi Islands	4.00		3 42.9 3.4	1 14.3 1.1			2 28.6 2.8	1 14.3 2.9		7 1.9
Others	7.00			1 16.7 1.1	1 16.7 3.7		3 50.0 4.2	1 16.7 2.9		6 1.6
Missing	8.00		9 29.1 10.1	10 31.3 10.6	2 6.3 7.4	3 9.4 8.1	3 9.4 4.2	2 6.3 5.7	3 9.4 33.3	32 8.7
Column Total		3 .8	89 24.3	74 25.7	27 7.4	37 10.1	72 19.7	35 9.6	9 2.5	366 100.0

Number of Missing Observations = 0

TABLE 53

SPSS/PC Release 1.10

Crosstabulation: T21 Most important factor in choosing the tr
By T7 Country of Residence

T7->	Count Row Pct Col Pct	Japanese 1.00	Asian 2.00	Westerner 3.00	Row Total
departure date	1.00 12 44.4 6.8	12 44.4 6.8		15 55.6 9.0	27 7.4
ttl leng of tour	2.00 81 84.4 46.0	1 1.0 4.3	14 14.6 8.4		96 26.2
Tour price	3.00 16 35.6 9.1	7 15.6 30.4	22 48.9 13.2		45 12.3
Des breach	4.00 13 31.6 10.2	4 7.0 17.4	35 61.4 21.0		57 15.6
Des variety	5.00 7 15.6 4.0	4 8.9 17.4	34 75.6 20.4		45 12.3
Accommodation	7.00 2 4.0 1.1	2 4.0 8.7	1 2.0 5.6		5 1.4
Air carrier	8.00 1 100.0 .6				1 .3
Tour conductor	10.00 33.3 6	1 33.3 4.3	1 33.3 4.3	1 33.3 6	3 .8
Others	11.00 3 20.0 1.7	2 13.3 8.7	10 66.7 6.0		15 4.1
Missing	12.00 35 48.6 19.9	2 2.8 8.7	35 48.6 21.0		72 19.7
Column Total		176 48.1	23 6.3	167 45.6	366 100.0

Number of Missing Observations = 0

TABLE 55

SPSS/PC Release 1.10

Crosstabulation: T22 Useful information source
By T7 Country of Residence

T7->	Count Row Pct Col Pct	Japanese 1.00	Asian 2.00	Westerner 3.00	Row Total
Guide bk	1.00 41 34.2 23.3	5 4.2 21.7	74 61.7 44.3		120 32.8
Literature	2.00 10 43.5 5.7	2 8.7 8.7	11 47.8 6.6		23 6.3
TV	3.00 2 40.0 1.1	1 20.0 4.3	2 40.0 1.2		5 1.4
Newspaper/Mag	4.00 60 81.1 34.1	1 1.4 4.3	13 17.6 7.8		74 20.2
Tour Pamphlet	5.00 17 51.5 9.7	2 6.1 8.7	14 42.4 8.4		33 9.0
Direct mail	6.00 1 100.0 .6				1 .3
by friend	7.00 29 35.4 16.5	9 11.0 39.1	44 53.7 26.3		82 22.4
Others	8.00 2 72.7 9.1	4 22.7 3.0	6 66.7 2.4		6 1.6
Missing	9.00 16 72.7 9.1	1 4.5 4.3	5 22.7 3.0		22 6.0
Column Total		176 48.1	23 6.3	167 45.6	366 100.0

Number of Missing Observations = 0

TABLE 54

SPSS/PC Release 1.10

Crosstabulation: T21 Most important factor in choosing the tr
By T12 How many times have you travelled over

T12->	Count Row Pct Col Pct	first time 1.00	2-4 times 2.00	5-9 times 3.00	10 times over 4.00	Missing 5.00	Row Total
departure date	1.00 5 18.5 9.1	6 22.2 6.1	9 33.3 13.8	7 25.9 8.2			27 7.4
ttl leng of tour	2.00 15 15.6 27.3	21 21.9 21.2	6 6.3 9.2	6 6.3 7.1	48 50.0 77.4		96 26.2
Tour price	3.00 11 24.4 20.0	19 42.2 19.2	5 11.1 7.7	7 15.6 9.2	3 6.7 4.8		45 12.3
Des breach	4.00 6 10.5 10.9	9 15.8 9.1	10 17.5 15.4	29 50.9 34.1	3 5.3 4.8		57 15.6
Des variety	5.00 5 11.1 9.1	12 26.7 12.1	11 24.4 16.9	16 35.6 18.8	1 2.2 1.6		45 12.3
Accommodation	7.00 2 40.0 3.6			2 40.0 2.4	1 20.0 1.6		5 1.4
Air carrier	8.00 1 100.0 1.0						1 .3
Tour conductor	10.00 33.3 1.0	1 33.3 1.5	1 33.3 1.5		1 33.3 1.6		3 .8
Others	11.00 2 13.3 3.6	3 20.0 3.0	2 13.3 3.1	8 53.3 9.4			15 4.1
Missing	12.00 9 12.5 16.4	27 37.5 27.3	21 29.2 32.3	10 13.9 11.8	5 6.9 8.1		72 19.7
Column Total		55 15.0	99 27.0	65 17.8	85 23.2	62 16.9	366 100.0

Number of Missing Observations = 0