

NARUMOL SONTITAWORN : AN ESTIMATION OF TOURISTS AT, KO SAMUI SURAT THANI PROVINCE, DURING THE SEVENTH NATIONAL ECONOMIC AND SOCIAL DEVELOPMENT PLAN PERIOD. THESIS ADVISOR : ASSI. PROF.SOMCHAI RATTANAKOMUT, Ed.D. THESIS CO ADVISOR : ASSO. PROF.WARIN WONGHANCAO, Ed.D. 130 pp.

The objective of this study is to compare the estimates of number of tourists in Ko Samui during the seventh economic and social development plan (B.E.2535-2539) for three different approaches the multiple regression, pooled cross-section and time-series and shift and share model.

The study found that the both multiple regression and pooled cross-section and time-series data, the real income per capita of tourists is the most important factor influencing the demand for tourists in Ko Samui. For shift and share model, regional share and proportional shift resulted in an increase of 130,563 and 71,277 tourists during B.E.2526-2532, respectively, while the differential shift was a negative of 6,768 tourists. The result of Root Mean Square Error and Mean Percent Error indicated that the multiple regression provided a better estimate for number of tourists in Ko Samui during the seventh economic and social development plan period. It show that the number of tourists be about 471,887 in 1992 while the number will be about 733,871 in 1996.