

ABSTRACT

This research was conducted to reveal the attitudes of Bangtao Thai-Muslim people towards the expansion of real estate business in Bangtao area, Phuket. The study also looked at whether or not the expansion of real estate business in the area affected the Islamic beliefs and culture in terms of behavior patterns such as praying five times a day, the prohibition of drinking alcohol, female Muslim's dress style, and Muslim teenagers' tendency to participate in nightlife. The research also solicited suggestions from respondents in order to show their point of view concerning what they would like the community be and how they would like the government to get involved in regulating the real estate investment in the area.

The sample of this study was 115 Thai-Muslim people, who were living in Bangtao community, Phuket. Cross-sectional design and purposive sampling were used for this research. The instrument of this study was a questionnaire consisting of 31 questions, and divided into three parts: demographic information, attitudes towards the expansion of real estate business and suggestions. Data collection was done from January 13-19, 2009; the collected data was analyzed by using the Statistical Package for Social Sciences (SPSS) program version number 14.

The results of this study show that Bangtao-Thai Muslim people, particularly, had a positive attitude towards the expansion of real estate business in their area in terms of the economy. However, the residents had negative attitudes in terms of the environmental aspect. They also expected the government and investors to take more responsibility for the environment and society. Respondents believed that Islamic beliefs and culture were not assimilated with western culture or other different cultures because most strictly observed Islamic beliefs, rules and regulations in their daily life.

Lastly, future research should be expanded in order to cover all Thai-Muslims living in the area. Moreover, the in-depth interviews should be conducted in further studies to encourage residents to reveal their attitudes and opinions about the real estate business.