

CHAPTER FOUR

RESULTS

This chapter reports the results gathered from the questionnaires and is divided into three parts as follows:

Part 1: Demographic information of the respondents

Part 2: Results of the questionnaires concerning the attitudes of Bangtao Thai-Muslim people towards the expansion of real estate business in Bangtao area, Phuket in four major aspects: economic, environmental, social and cultural.

Part 3: Results from the open-ended questions about further suggestions and recommendations.

The total number of subjects in this study was 120 persons but only 115 questionnaires were returned. Therefore, the total amount of respondents which were analyzed in this chapter was 115 persons.

4.1 DEMOGRAPHIC INFORMATION OF THE RESPONDENTS

Part one consisted of five questions asking for respondents' demographic information which were gender, age, education, occupation, and average income per month.

Table 3 shows that the number of female respondents was 59 persons or 51.3% while male respondents were 56 persons or 48.7%.

Table 3. Gender of Respondents

Gender	Frequency	Percent
Male	56	48.7
Female	59	51.3
Total	115	100.0

Figure 2. Gender of Respondents

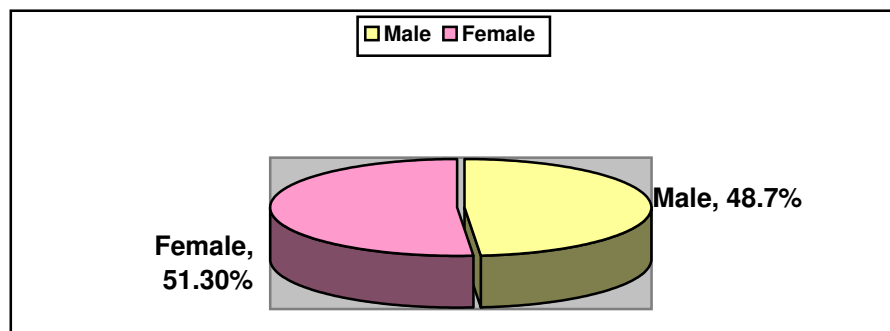
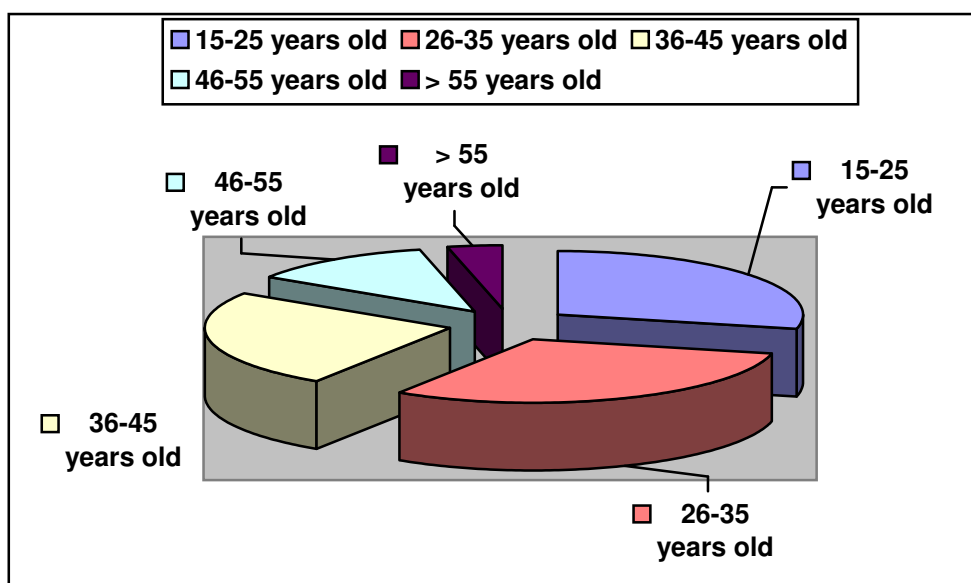


Table 4 shows that the age of respondents was divided into five age groups. 30.4% of respondents were 26-35 years old while 28.7% were 15-25 years old. 25.2% were 36-45 years old, whereas 12.2% were 46-55 years old. Only 3.5% were over 55 years old.

Table 4. Age of Respondents

Age	Frequency	Percent
15-25 years old	33	28.7
26-35 years old	35	30.4
36-45 years old	29	25.2
46-55 years old	14	12.2
> 55 years old	4	3.5
Total	115	100.0

Figure 3. Age of Respondents



According to the Table 5, the level of respondents' education was grouped into seven groups as follow: 38.3% of respondents had graduated from a high school, 26.1% held Bachelor's degree, and 20% had completed a primary school. 7% of respondents had obtained a Diploma degree and 6.1% had graduated from vocational schools. Finally, the two smallest groups were those who held more than a Bachelor's degree (1.7%); one respondent was a student.

Table 5. Level of Respondents' Education

Educational Level	Frequency	Percent
Primary School	23	20.0
High School	44	38.3
Vocational School	7	6.1
Diploma	8	7.0
Bachelor's Degree	30	26.1
> Bachelor's Degree	2	1.7
Other (a student)	1	0.9
Total	115	100.0

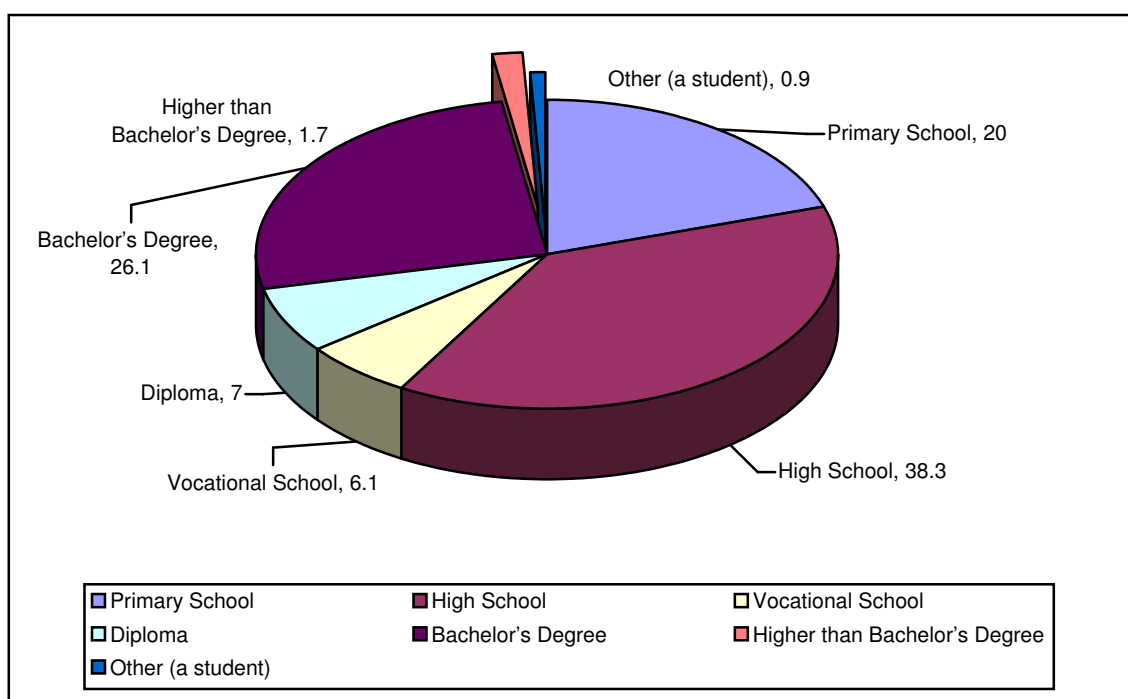
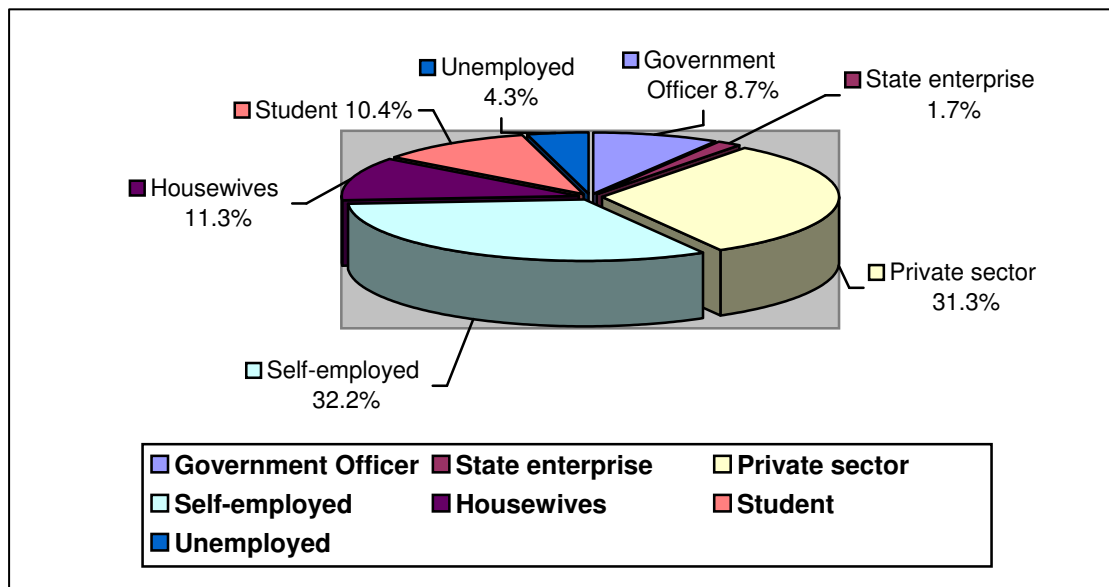
Figure 4. Level of Respondents' Education

Table 6 shows that the two largest groups of respondents' occupations were self-employed (32.2%), followed by those who worked in the private sector (31.3%). 11.3% were housewives, while 10.4% were students. 8.7% worked as government officers, and only 4.3% were unemployed.

Table 6. Occupation of Respondents

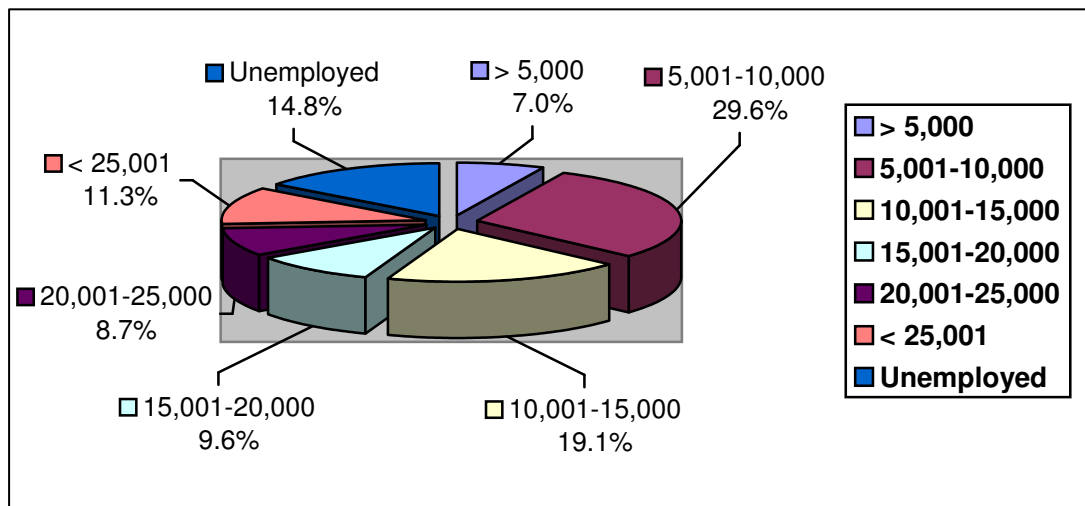
Occupation	Frequency	Percent
Government Officer	10	8.7
State enterprise	2	1.7
Private sector	36	31.3
Self-employed	37	32.2
Housewives	13	11.3
Student	12	10.4
Unemployed	5	4.3
Total	115	100.0

Figure 5. Occupation of Respondents

The majority of respondents (29.6%) earned 5,001-10,000 THB per month as shown in Table 7, followed by 19.1% who earned 10,001-15,000 THB, and 14.8% who had no income. 9.6% of the respondents earned between 15,001-20,000 THB, while 8.7% earned between 20,001-25,000 THB. The respondents who earned less than 5,000 THB and who earned more than 25,001 THB were 7% and 11.3%, respectively.

Table 7. Average income of Respondents per month

Income (THB)	Frequency	Percent
≤ 5,000	8	7.0
5,001-10,000	34	29.6
10,001-15,000	22	19.1
15,001-20,000	11	9.6
20,001-25,000	10	8.7
≥ 25,001	13	11.3
Unemployed	17	14.8
Total	115	100.0

Figure 6. Average income of Respondents per month

In summary, the total number of respondents was 115 respondents; 51.3% were female and 48.7% were male. Most of the respondents (30.4%) were aged between 26-35 years old and about one third of the respondents (38.3%) had graduated from high school. Moreover, the two largest groups of respondents were self-employed (32.2%) while 31.3% worked for the private sector. Of all respondents, 29.6% earned 5,001-10,000 baht per month.

4.2 RESULTS OF ATTITUDES OF BANGTAO THAI-MUSLIM PEOPLE TOWARDS THE EXPANSION OF REAL ESTATE BUSINESS IN BANGTAO AREA, PHUKET.

In part two of the questionnaire, there were 31 closed-ended questions concerning the attitudes of Bangtao Thai-Muslim people towards the expansion of real estate business in Bangtao area, Phuket. The researcher aimed to analyze and interpret the respondents' attitudes in terms of economic, environmental, social and cultural aspects, using a five-point Likert scale.

4.2.1 Results of Attitudes of Bangtao Thai-Muslim people concerning the economy

Residents' attitudes on the economic aspect

The attitudes of Bangtao Thai-Muslim people towards the expansion of real estate business in Bangtao area, Phuket in terms of economic aspect can be summarized as detailed below:

1. Increased local income: From Table 8, more than half of respondents (63.5%) agreed that real estate business had increased local income. 18.3% of the respondents strongly agreed with the idea while 13.9% felt neutral. However, 3.5% and nearly 1% of the respondents expressed their disagreement and strongly disagreement, respectively.

2. Providing jobs and expanding employment opportunities: 65.2% of respondents agreed that real estate business provided jobs and expanded employment opportunities in the community, whereas 18.3% of them strongly agreed. On the other hand, 4.3% of them disagreed and nearly 1% of them strongly disagreed. However, 11.3% of the respondents were not sure.

3. Providing expansion of other tourism activities and entertainment business: The largest group of respondents (67.0%) agreed that real estate business provided opportunity for expansion of tourism and entertainment businesses while 19.1% of them strongly agreed with this statement. However, 10.4% of respondents were neutral, while only 3.5% disagreed.

4. Attracting international investment: More than half of respondents (59.1%) agreed that the current condition of real estate business attracted other international investment into the area, followed by 23.5% of them who strongly agreed. In addition, 11.3% of the respondents felt uncertain, while 6.1% of them disagreed.

5. Increasing real estate value: Table 8 shows that 47.8% of the respondents agreed that real estate investment brought more real estate value to the local landowners, followed by 42.6% of them who strongly agreed. However, 8.7% of the respondents were uncertain.

6. Improving financial status: 59.1% of the respondents agreed that real estate business improved the financial status of local people, whereas 25.2% of them felt neutral. In addition, 14.8% of the respondents strongly agreed.

Table 8 shows the data collected on the attitudes of Bangtao Thai-Muslim people towards the expansion of real estate business in their area relating to the economic aspect.

Table 8. Residents' Attitudes towards the Economic Aspects

Statement on Economy	Opinion					Total
	Strongly Agree No (%)	Agree No (%)	Neutral No (%)	Disagree No (%)	Strongly Disagree No(%)	
1. Real estate business has increased local income.	21(18.3)	73(63.5)	16(13.9)	4(3.5)	1(0.9)	100.0
2. Real estate business provides jobs and expands employment opportunities.	21(18.3)	75(65.2)	13(11.3)	5(4.3)	1(0.9)	100.0
3. Real estate business provides the opportunity for expansion of tourism activities and entertainment business.	22(19.1)	77(67)	12(10.4)	4(3.5)	0(0.0)	100.0

(Table continues)

Table 8. (Continued)

Statement on Economy	Opinion					Total
	Strongly Agree No (%)	Agree No (%)	Neutral No (%)	Disagree No (%)	Strongly Disagree No(%)	
4. The current condition of real estate businesses attracts international investment to Bangtao.	27(23.5)	68(59.1)	13(11.3)	7(6.1)	0(0.0)	100.0
5. Real estate investment brings more real estate value to local landowners.	49(42.6)	55(47.8)	10(8.7)	1(0.9)	0(0.0)	100.0
6. Real estate business improves the financial status of local people.	17(14.8)	68(59.1)	29(25.2)	1(0.9)	0(0.0)	100.0

4.2.2 Results of the Attitudes of Bangtao Thai-Muslim people concerning the Environment

The attitudes of Bangtao Thai-Muslim people towards the expansion of real estate business in their area concerning the environmental aspect are described below:

1. Causing deforestation: 33.9% of the respondents strongly agreed that real estate business caused deforestation, followed by 31.3% of them who agreed with this idea. However, those who were uncertain and who disagreed were at the same percentage at 13.9%, while those who strongly disagreed were 7%.

2. Destroying natural resources: Table 9 shows that 40% of the respondents strongly agreed that natural resources such as mountains and beaches had been destroyed by the real estate investment, followed by 31.3% of them who agreed with this statement. On the other hand, 15.7% disagreed, 4.3% strongly disagreed, whereas 8.7% of the respondents were neutral.

3. Causing more litter: Nearly half of the respondents (46.1%) agreed that real estate business and other tourist businesses had a negative impact on the environment in terms of causing more litter in the community and on Bangtao beach.

23.5% of the respondents strongly agreed, while 7% of the respondents felt neutral. Nevertheless, 20.9% of the respondents disagreed.

4. Increasing pollution: 40.9% of the respondents agreed that real estate business and other tourist businesses caused more air pollution in the community, followed by 20.9% of them who strongly agreed. Those who were uncertain and who disagreed were at the same percentage of 17.4%, while only 3.5% strongly disagreed.

5. Overcrowding and overdeveloping: As shown in Table 9, 42.6% of the respondents agreed that real estate business and other tourist businesses made the area more crowded and overdeveloped, and 31.3% of them strongly agreed with this idea. However, 10.4% the respondents were uncertain, whereas 13.0% of them disagreed. Only 2.6% strongly disagreed.

6. Attracting foreigners: About half of the respondents (53.0%) agreed that increased real estate business attracted too many foreigners to the area, followed by 27.8% of them who strongly agreed. Nevertheless, 12.2% of the respondents were neutral and 6.1% disagreed.

Table 9. Residents' Attitudes towards the Environmental Aspects

Statement on Environment	Opinion					Total
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	
	No(%)	No(%)	No(%)	No(%)	No(%)	
1. Real estate business causes deforestation.	39(39.0)	36(31.3)	16(13.9)	16(13.9)	8(7.0)	100.0
2. Natural resources such as mountains and beaches have been destroyed by the real estate investment.	46(40.0)	36(31.3)	10(8.7)	18(15.7)	5(4.3)	100.0
3. Real Estate business and other tourist businesses have a negative impact in the following ways:						

(Table continues)

Table 9. (Continued)

Statement on Environment	Opinion					Total
	Strongly Agree No(%)	Agree No(%)	Neutral No(%)	Disagree No(%)	Strongly Disagree No(%)	
3.1 More litter in the area and on Bangtao beach.	27(23.5)	53(46.1)	8(7.0)	24(20.9)	3(2.6)	100.0
3.2 Air pollution in the community	24(20.9)	47(40.9)	20(17.4)	20(17.4)	4(3.5)	100.0
3.3 Overcrowding and overdeveloping	36(31.3)	49(42.6)	12(10.4)	15(13.0)	3(2.6)	100.0
4. Increased real estate business attracts too many foreigners to the area	32(27.8)	61(53.0)	14(12.2)	7(6.1)	1(0.9)	100.0

4.2.3 Results of the Attitudes of Bangtao Thai-Muslim people concerning Society

The results about the attitudes of Bangtao Thai-Muslim people towards the expansion of real estate business in their area in terms of society are described as follows:

1. Contributing to overcrowd in the community: Table 10 shows that almost half of respondents (47.8%) agreed that real estate business contributed to overcrowding in the local area, followed by 26.1% of them who strongly agreed. 16.5% of the respondents felt neutral, while 8.7% disagreed.

2. Increased crime: 47.8% of the respondents agreed that real estate growth increased crime in the community, and 24.3% strongly agreed. In addition, respondents who felt neutral were 10.4%, while 13.9% of them disagreed. Only 3.5% strongly disagreed.

3. Increased number of robberies: There were 45.2% of the respondents agreed that real estate growth increased the number of robberies, thieves, or pick pockets in the area, followed by 23.5% of them strongly agreed with this statement.

12.2% of the respondents were neutral, while those who disagreed and who strongly disagreed were 13.0% and 6.1%, respectively.

4. Increasing fire safety awareness: From the Table 10, 42.6% of the respondents agreed that real estate growth increased fire safety awareness in the community, whereas 28.7% of them felt neutral. However, 15.7% of the respondents strongly disagreed while 12.2% disagreed.

5. Encouraging Thai-Muslim people to invest entertainment businesses: 40% of respondents agreed that Thai-Muslim people in the community were interested in the entertainment business because of the expansion of real estate business. However, 33% of them were uncertain. Moreover, 13.9% and 7.8% of the respondents expressed their disagreement and strong disagreement. Finally, only 5.2% of them strongly agreed.

6. Influencing people from other regions to settle in the area: Table 10 shows that 40.9% of the respondents strongly agreed that real estate growth attracted people from other regions to settle in the area, while 37.4% agreed. Nonetheless, 14.8% of them disagreed and strongly disagreed, while 7% were not sure.

7. Providing opportunity to work in their own community: More than half of the respondents (59.1%) agreed that real estate growth provided more opportunity for residents to work in their community rather than moving out to work in other provinces, followed by 22.6% of them who strongly agreed. 14.8% of them were uncertain, while those who disagreed and strongly disagreed were at 3.5%.

8. Owners of real estate's support the community: Of all respondents, more than half of them (54.8%) agreed that the community had been supported by the owners of real estate such as through the establishment of local sport clubs, or other financial support in community. 27% of them were neutral, while 14.8% strongly agreed. However, 3.5% disagreed and strongly disagreed.

Table 10. Residents' Attitudes towards the Social Aspects

Statement on Society	Opinion					Total
	Strongly Agree No(%)	Agree No(%)	Neutral No(%)	Disagree No(%)	Strongly Disagree No(%)	
1. Real estate business contributes to overcrowding.	30(26.1)	55(47.8)	19(16.5)	10(8.7)	1(0.9)	100.0
2. Real estate growth increases crime in the area.	28(24.3)	55(47.8)	12(10.4)	16(13.9)	4(3.5)	100.0
3. Real estate growth increases the number of robberies/thieves/ pick pockets in the area.	27(23.5)	52(45.2)	14(12.2)	15(13.0)	7(6.1)	100.0
4. Real estate growth increases fire safety awareness in the area.	18(15.7)	49(42.6)	33(28.7)	14(12.2)	1(0.9)	100.0
5. Thai-Muslim people in the community are interested in the entertainment business.	6(5.2)	46(40.0)	38(33.0)	16(13.9)	9(7.8)	100.0
6. Real estate growth attracts people from other regions to settle down in the area.	47(40.9)	43(37.4)	8(7.0)	10(8.7)	7(6.1)	100.0
7. Real estate growth provides more opportunity for work in their community rather than moving out to work in other provinces.	26(22.6)	68(59.1)	17(14.8)	3(2.6)	1(0.9)	100.0

(Table continues)

Table 10. (Continued)

Statement on Environment	Opinion					Total
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	
	No(%)	No(%)	No(%)	No(%)	No(%)	
8. The community has been supported by the owners of real estate such as through the establishment of local sports clubs, or other financial support in the community.	17(14.8)	63(54.8)	31(27.0)	3(2.6)	1(0.9)	100.0

4.2.4 Results of the Attitudes of Bangtao Thai-Muslim people concerning Culture

The attitudes of Bangtao Thai-Muslim people towards the expansion of real estate business regarding the cultural aspect are shown below:

1. Inconvenience of praying five times a day: From the Table 11, about one third of all respondents (34.8%) agreed that Muslim residents who worked in hotels and resorts, in residential properties and in the shopping plazas were inconvenienced by praying five times a day, followed by those who strongly agreed at 27.8%, and 18.3% uncertain. Nevertheless, 12.2% disagreed and 7% strongly disagreed.

2. The tendency to ignore prohibition on drinking alcohol: Of all respondents, 30.4% agreed that Muslim residents were more likely to ignore the prohibition of drinking alcohol, and 20.9% strongly agreed. However, 21.7% of the respondents were uncertain about this idea. In addition, 16.5% of disagreed and 10.4% strongly disagreed.

3. The tendency to participate in nightlife entertainment: One third of the respondents (36.5%) agreed that Muslim teenagers were more likely to participate in nightlife entertainment, followed by 25.2% of them who strongly agreed. Moreover, 22.6% of them felt neutral, while those who disagreed and strongly disagreed were 15.7%.

4. Female residents generating income to family: About half of the respondents (53%) agreed that female residents now were more likely to generate income for the family, followed by those who strongly agreed at 22.6%. Those who were uncertain were at 19.1%, while those who disagreed and strongly disagreed were at 5.2%.

5. Foreign dress style influencing local people' clothing style: 33% of the respondents agreed that the foreign dress style influenced local people, especially the Thai-Muslim teenagers' clothing style. Those who were uncertain and those who disagreed were at 25.2% and 23.5%, respectively. Moreover, 11.3% strongly agreed and 7% strongly disagreed.

6. Acceptance of intimacy between opposite sex: 40% of the respondents agreed that intimacy between opposite sex was more accepted for local residents, while 24.3% were their uncertainty. 16.5% of them disagreed and 8.7% strongly disagreed, whereas 10.4% strongly agreed with this idea.

7. Misuse of Thai language: Of all respondents, 33% disagreed and 32.2% were neutral, respectively, whereas 19.1% agreed that foreign languages induced local residents in the area to misuse the Thai language. Moreover, there were 8.7% strongly disagreed and 7% strongly agreed.

8. Entertainment businesses are against the Islamic beliefs: Table 11 also shows that 33% agreed and 30.4% were uncertain that entertainment businesses such as bars and restaurants resulting from the real estate growth were against the Islamic beliefs. Nonetheless, 19.1% of the respondents strongly agreed, while 15.7% disagreed.

Table 11. Residents' Attitudes towards the Cultural Aspects

Statement on Culture	Opinion					Total
	Strongly Agree No(%)	Agree No(%)	Neutral No(%)	Disagree No(%)	Strongly Disagree No(%)	
1. Muslim residents who work in hotels and resorts, in residential property and in shopping plazas are inconvenienced in praying 5 times a day.	32(27.8)	40(34.8)	21(18.3)	14(12.2)	8(7.0)	100.0
2. Muslim residents are more likely to ignore the prohibition on drinking alcohol.	24(20.9)	35(30.4)	25(21.7)	19(16.5)	12(10.4)	100.0
3. Muslim teenagers are more likely to participate in nightlife entertainments.	29(25.2)	42(36.5)	26(22.6)	11(9.6)	7(6.1)	100.0
4. Female residents now are more likely to generate income for the family.	26(22.6)	61(53.0)	22(19.1)	5(4.3)	1(0.9)	100.0
5. The foreign dress style influences local people, especially Thai-Muslim teenagers' clothing style.	13(11.3)	38(33.0)	29(25.2)	27(23.5)	8(7.0)	100.0
6. Intimacy between opposite sex is more accepted for local residents.	12(10.4)	46(40.0)	28(24.3)	19(16.5)	10(8.7)	100.0

(Table continues)

Table 11. (Continued)

Statement on Culture	Opinion					Total
	Strongly Agree No(%)	Agree No(%)	Neutral No(%)	Disagree No(%)	Strongly Disagree No(%)	
7. Foreign languages cause local residents in the area to misuse the Thai language.	8(7.0)	22(19.1)	37(32.2)	38(33.0)	10(8.7)	100.0
8. Entertainment business such as bars and restaurants resulting from real estate growth are against Islamic beliefs.	22(19.1)	38(33.0)	35(30.4)	18(15.7)	2(1.7)	100.0

In conclusion, the expansion of real estate business influenced the attitudes of Bangtao Thai-Muslim people in four main aspects as follow:

In terms of the economy, most Thai-Muslim people in the Bangtao community in Phuket agreed that the expansion of real estate business in their area had increased local income, provided jobs and expanded employment opportunities in the community. Moreover, the expansion of real estate business increased others tourism activities and entertainment businesses such as travel agencies, bars and restaurants in the area. The real estate business also attracted others international investment in the area. Lastly, the residents agreed that real estate business brought more real estate value to the local landowners and raised the financial status of local people.

Regarding the environmental aspect, about half of the respondents strongly agreed that real estate business expansion caused deforestation and those natural resources such as mountains and beaches had been destroyed by the real estate investment. Nevertheless, respondents also agreed that real estate business and others tourist businesses had a negative impact on the environment in terms of causing more litter in the community and on Bangtao Beach, resulted in more air pollution in the community, and made the area more crowded and overdeveloped. In addition, they agreed that increased real estate business attracted too many foreigners to the area.

In terms of the social aspect, almost half of respondents agreed that real estate business contributed to overcrowding community in the local area and strongly agreed that it attracted people from other regions to settle down and live or work in the area. They agreed that real estate growth increased crime, robberies, and thieves in the community. However, others agreed or were neutral about Thai-Muslim people in the community being more interested in entertainment businesses because of the expansion of real estate business. Also, more than half agreed that real estate growth provided more opportunities for respondents to work in their community rather than moving out to work in other provinces.

For the cultural aspect, more than half of respondents agreed that Muslim residents who had been working in hotels and resorts, in residential property and in the shopping plazas were inconvenienced by praying five times a day. The respondents also agreed that Muslim residents were more likely to ignore the prohibition of drinking alcohol that Muslim teenagers were more likely to participate in nightlife entertainment. Moreover, respondents believed that the intimacy between the sexes was more accepted by local residents. However, half of them agreed that female residents now were more likely to generate income for the family; the percentage of agreement and neutrality on the opinions about foreign dress style influencing the local people's clothing style were not absolutely different.

4.3 RESULTS FROM SUGGESTIONS SECTION

In this section, the respondents were asked for their opinions and suggestions on the research topic. They could express their opinions and suggestions about real estate business' situation or tourism growth at present as well as any other views about the change in their society resulting from the expansion of real estate business. The number of respondents who gave opinions and suggestions were 42, with some respondents giving their opinion on more than one point. Therefore, the respondents' suggestions can be concluded as shown in Table 12.

Table 12. Opinions and suggestion of respondents

Opinion and suggestion	Number of respondents giving feedback
1. Real estate business increases convenience.	1
2. Real estate business has increased career opportunities for residents, has raised income in the community, and improves the financial status in the area.	10
3. Real estate business encourages residents to improve their ability using a third language or the problem solving skills for some service businesses.	1
4. Real estate expansion brings both advantages and disadvantages in the community because development is good if it does not harm nature or the society.	5
5. The expansion of hotels business destroys the environment.	5
6. Real estate business growth has increased pollution, robberies, and car accidents.	5
7. Real estate business causes harm to society and leads to more drugs in the area.	5
8. Real estate business increases overcrowding. Some local residents have moved because more foreigners have settled down in their community.	3
9. The government and entrepreneurs should be concerned with the environment and improve cleanliness. Entrepreneurs should donate money to conserve nature.	6
10. The government should have clear zoning policies and construct public parks in the area.	3
11. The beach area is crowded with restaurants and hotels which are located near or in front of the beach so local people and outsiders cannot access it.	1

(Table continues)

Table 12. (Continued)

Opinion and suggestion	Number of respondents giving feedback
12. Real estate investors do not employ local residents but often hire expatriates and people from other provinces. Besides, they treat foreigners better than Thai people.	3
13. Real estate business, in particular, does not deteriorate Islam religion and Bangtao Muslim's culture has not assimilated with western culture because Bangtao Thai-Muslim residents still practice strict Islam. Some improper behaviors are imitated (from internet, TV) but it depends on each individual's common sense.	7
14. The expansion of business and development should go along with good education and morality, and teaching the practice of Islam in the proper way.	3
15. Entrepreneurs should provide rooms for praying to Allah and they should allow Muslims to pray following the usual times.	1
16. Entrepreneurs or investors should be sympathetic to local residents, and not only focus on their business.	2
17. The Government should take charge of international business investment.	1
18. Entrepreneurs should support activity in the community and provide scholarships for students in the community.	1

In conclusion, many respondents who filled in the last part of the questionnaire revealed their opinions and suggestions on real estate expansion in the community, and the responsibilities of the government and entrepreneurs. They indicated that real estate business had increased income and career opportunities for the residents and improved the financial status of the community. Nevertheless, real estate expansion, in general, damaged the environment as well as increased pollution. As the Table 12 showed, the respondents suggested that the government and

entrepreneurs should be concerned about the environment cleanliness. They would like entrepreneurs to donate money for conserving nature and the government should have clear zoning policies and provide them with Public Park; also investors and the government should treat locals and Thai people the same as foreigners. Real estate investors should hire local residents before expatriates and people from other provinces. The real estate business, in particular, did not deteriorate Islam or Islamic beliefs and the culture was not assimilated with western culture because Thai-Muslim residents still practiced strict Islam. However, development should go along with teaching morality and Islamic practices to residents.