

**FACTORS INFLUENCING THE TOURISTS' LENGTH OF STAY
IN KOH PHA NGAN, SURATTHANI PROVINCE,
THAILAND**



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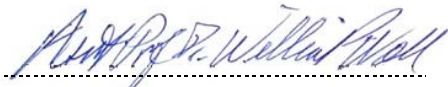
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Abstract

The objectives of this study were (1) To discover and understand about the determining factors that affected the tourists length of stay in Koh Pha Ngan. (2) To study about the factors influencing the tourists to stay longer in Koh Pha Ngan. (3) To study the tourism policy and marketing in order to influence the tourists' to stay longer in Koh Pha Ngan.

Research Methodology: In this research relies on mixed methods. The questionnaire was distributed to the international tourists who were visiting Koh Koh Phan by convenient sampling and interviews were conducted extensively with tourism organizations, association, the hotel's manager and owner. The researcher used the test and analyzed with statistical method and analyzed the conversation on the interviews and summarized the key themes and concepts.

Research findings revealed that the determinant factors affect tourists' length of stay in Koh Pha Ngan were as follows: (1) personal factors such as age, gender, nationality (2) Motivation factors such as the main reason of travelling (3) Travel characteristic such as mode of travel, tourist activities and other factors such as weather, nature and landscape, tourists' holiday. The factors influencing the longer length of stay in Koh Phan Ngan were as follows: (1) marketing (2) natural resource and landscape (3) weather (4) tourism policy. And there is the tourism policy by Tourism Authority of Thailand together with Koh Phangan Hotel Association in the overall image of Koh Pha Ngan and using a marketing strategy for the hoteliers and related businesses to apply, in order to influence the tourists' length of stay.

Keywords: Length of stay in Koh Pha Ngan, Tourism Policy, Marketing, Factors Influencing, determinant factors.

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CONTENTS

	Page
ABSTRACT	i
ACKNOWLEDGMENT	ii
CONTENTS	iii
LIST OF TABLES	v
LIST OF FIGURES	viii
LIST OF ABBREVIATION	ix
CHAPTER 1 INTRODUCTION	
1.1 Background and Statement of the Problems.....	1
1.2 Research Questions.....	2
1.3 Objectives.....	3
1.4 Significance of the Study.....	3
1.5 Scope and limitation of the Study.....	4
1.6 Conceptual Framework.....	5
1.7 Research Hypothesis.....	7
1.8 Basic Assumption.....	7
1.9 Definitions of Term.....	8
CHAPTER 2 LITERATURE REVIEWS	
2.1 Tourism Situation and Trends.....	10
2.2 Tourist Behavior.....	15
2.3 Tourism in Surat Thani Province.....	18
2.4 Tourism in Koh Pha Ngan.....	20
2.5 Length of Stay in Tourism.....	29
2.6 Seasonality in Tourism.....	30
2.7 Factors Influence Consumer Behavior.....	33
2.8 Marketing.....	34
2.9 Role of National Tourism Authority.....	37
2.10 Related Research.....	37

CONTENTS (Cont.)

	Page
CHAPTER 3 RESEARCH METHODOLOGY	
3.1 Research Design	46
3.2 Population and Samplings.....	47
3.3 Research Instruments.....	49
3.4 Data Collection.....	51
3.5 Data Analysis.....	51
3.6 Validity and Reliability.....	52
CHAPTER 4 RESEARCH FINDINGS	
4.1 Data.....	55
4.2 Hypotheses Testing.....	64
4.3 Reliability Test Result.....	78
4.4 The Primary Data.....	78
CHAPTER 5 CONCLUSION, DISCUSSION & RECOMMENDATIONS	
5.1 Summary.....	100
5.2 Discussions.....	101
5.3 Recommendation for further research.....	107
REFERENCES	108
APPENDICES	
Appendix A Survey Questionnaire.....	115
Appendix B Semi-Structured Interview Questions.....	119
Appendix C Letter of Conduct Research.....	112
BIOGRAPHY	128

LIST OF TABLES

	Page
Table 2.1 International Tourist Arrivals to Thailand by Nationalities.....	12
Table 2.2 Tourists Satisfaction in 2015.....	16
Table 2.3 Transportation to Koh Pha Ngan by Raja Ferry Company Limited.....	22
Table 2.4 Transportation to Koh Pha Ngan by Songsem Rungrueng Company Limited.....	22
Table 2.5 Internal Tourism in Koh Pha Ngan.....	27
Table 3.1 Sample size calculated for different confidence level and precision.....	48
Table 3.3 List of Interview Participants.....	48
Table 3.3 Cronbach's Alpha of Item.....	53
Table 4.1 Frequency and percentage of the respondents classified by gender.....	55
Table 4.2 Frequency and percentage of the respondents classified by age.....	56
Table 4.3 Frequency and percentage of income.....	56
Table 4.4 Frequency and percentage of the respondents classified by occupation.....	57
Table 4.5 Frequency and percentage of the respondents classified by education.....	57
Table 4.6 Frequency and percentage of the respondents classified by nationality.....	57
Table 4.7 Frequency and percentage of the respondents classified by the main reason of this travelling.....	58
Table 4.8 Frequency and percentage of the respondents classified by the visitor purchasing package holiday.....	59
Table 4.9 Frequency and percentage of the respondents classified by time spent with activities in Koh Pha Ngan.....	59
Table 4.10 Frequency and percentage of the respondents classified by repeat visitation rate.....	60
Table 4.11 Frequency and percentage of the respondents classified by group or individual.....	60

LIST OF TABLES (Cont.)

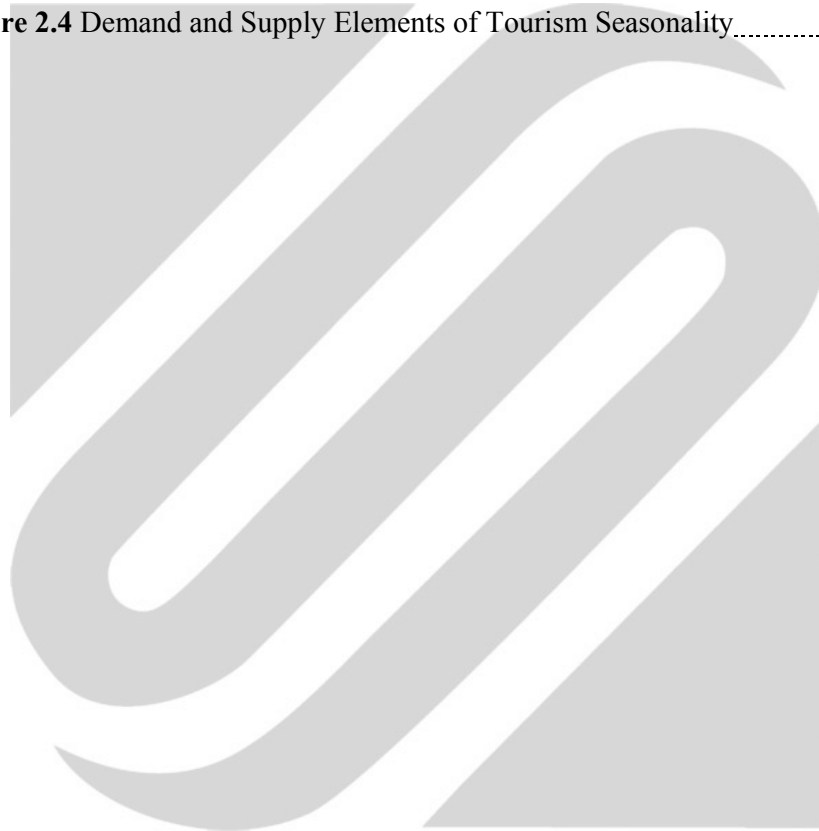
	Page
Table 4.12 Frequency and percentage of the respondents classified by how long they stayed in Koh Pha Ngan.....	61
Table 4.13 Frequency and percentage of the respondents classified by source of the accommodation information.....	62
Table 4.14 Frequency and percentage of the respondents classified by the source of where did they hear about Koh Pha Ngan.....	62
Table 4.15 Mean, Standard deviation and level of agreement that affect the tourists' length of stay in Koh Pha Ngan.....	63
Table 4.16 Independent t-test between gender and the length of stay in Koh Pha Ngan.....	65
Table 4.17 The result of t-test for correlation between gender with the length of stay in Koh Pha Ngan.....	65
Table 4.18 Comparison between age factors affect the length of stay in Koh Pha Ngan.....	65
Table 4.19 Output of one-way ANOVA test for correlation between age with the length of stay in Koh Pha Ngan.....	66
Table 4.20 Comparison between nationalities factors affect the length of stay in Koh Pha Ngan.....	67
Table 4.21 Output of one-way ANOVA test for correlation between nationalities with the length of stay in Koh Pha Ngan.....	68
Table 4.22 Comparison between the main reason of travelling factors affect the length of stay in Koh Pha Ngan.....	68
Table 4.23 Output of one-way ANOVA test for correlation between the main reason of travelling with the length of stay in Koh Pha Ngan.....	69
Table 4.24 Independent t-test package holiday factor affect the length of stay in Koh Pha Ngan.....	70
Table 4.25 The result of t-test for correlation between package holiday with the length of stay in Koh Pha Ngan.....	70
Table 4.26 Comparison between modes of travel affects the length of stay in Koh Pha Ngan.....	71

LIST OF TABLES (Cont.)

	Page
Table 4.27 Output of one-way ANOVA test for correlation between the mode of travel with the length of stay in Koh Pha Ngan.....	71
Table 4.28 Comparison between tourist activities affects the length of stay in Koh Pha Ngan.....	72
Table 4.29 The result of t-test for correlation between kayak activity with the tourists' length of stay in Koh Pha Ngan.....	73
Table 4.30 The result of t-test for correlation between scuba diving activity with the tourists' length of stay in Koh Pha Ngan.....	74
Table 4.31 The result of t-test for correlation between snorkeling activity with the tourists' length of stay in Koh Pha Ngan.....	74
Table 4.32 The result of t-test for correlation between mountain biking activity with the tourists' length of stay in Koh Pha Ngan.....	75
Table 4.33 The result of t-test for correlation between trakking activity with the tourists' length of stay in Koh Pha Ngan.....	75
Table 4.34 The result of t-test for correlation between cooking class activity with the tourists' length of stay in Koh Pha Ngan.....	76
Table 4.35 The result of t-test for correlation between yoga and meditation activity with the tourists' length of stay in Koh Pha Ngan.....	76
Table 4.36 The result of t-test for correlation between full moon party activity with the tourists' length of stay in Koh Pha Ngan.....	77
Table 4.37 The result of t-test for correlation between other activities with the tourists' length of stay in Koh Pha Ngan.....	77

LIST OF FIGURES

	Page
Figure 1.1 Conceptual Framework.....	6
Figure 1.2 Conceptual framework.....	6
Figure 2.1 Top 7 popular provinces by international travellers.....	16
Figure 2.2 Map of Surat Thani Province.....	20
Figure 2.3 Map of Koh Pha Ngan.....	25
Figure 2.4 Demand and Supply Elements of Tourism Seasonality.....	31



LIST OF ABBREVIATIONS

CECDG	stand for Commission of the European Communities Directorate- General XXIII Tourism Unit
NTDP	stand for National Tourism Development Plan



CHAPTER 1

INTRODUCTION

1.1 Background and Statement of the Problems

In Thailand, tourism has been placed on its national agenda (National Tourism Development Plan, 2012-2016, p.2) that means that the tourism industry in Thailand has an important role in contributing the socioeconomic prosperity of the country. Tourism also drives economic growth, contributing to employment and income distribution and developing a supporting infrastructure in trade and investment in related businesses. Nowadays, tourism has grown increasingly by both Thai and foreigners who travel around Thailand. The international tourist arrival in Thailand in 2016, is increasing by comparison with 2015, which rose by 11.87% from January-July, 2016 in the same period. (Ministry of Tourism and Sport, Thailand, 2016)

As well as, in Surat Thani province, there are the main destinations such as Koh Samui, Koh Pha Ngan, Koh Tao. Especially, in Koh Pha Ngan: the travelling and income is growing. Which is the internal tourism in Koh Pha Ngan by comparisons between 2014 and 2015. It had shown that income increase from 2014 at 13.94%, or about 9,330.54 Million Baht for international visitors in 2015. And a number of international guest arrival increased from 2014 at 7.49%, or about 736,268 people in 2015. But the average length of stay decreased in 2014 at 5.51 days and in 2015 at 5.39 days. For occupancy rate increased by 4.04% from 2014. (Tourism Authority of Thailand: TAT, 2016)

The length of stay is one the important thing in tourism business and affects the overall economy of the country. Also, the accommodation business is the one of the most important sectors of the tourism industry, which is an inclusive business that distributes income and also employment for the local people. There are many types of accommodation such as hotel, resort, guest house, condominium, apartment, bungalow, motel, camping. In each type, there is a difference pricing depends on location, facilities, conveniences, services, security, and accessibility. Many factors that influencing the travellers to select the accommodation when they are travelling such as income, lifestyle, attractions area and also the marketing strategy. In Koh Pha Ngan, in

2015 the international travellers average length of stay at 5.39 days, it decreased from 2014 at 0.12%

Thus, the length of stay is an important of the tourist expenditure and consumption of local resources as the number of possible experiences that can undertake by tourists depends on their length of stay. Therefore, the critical designing of marketing policies that can promote longer stays, associated with higher occupancy rates and revenue streams: an enterprise ever more valuable given the increasing of a pervasive pattern of shorter lengths of stay. Many studies find the result of the relationship between destination image and tourists' behavior, and how different individual socio-demographic profiles, trip experience, attitudes towards sustainability practices and the destination image influence the length of stay.

According to the information above, the researcher found that the number of international travellers, income and occupancy rate had increased in Koh Pha Ngan, but the length of stay decreased so that mean, there was a factor that make it down meanwhile the number of travellers was increasing. Therefore, this research study the factors influencing the length of stay at the hotel in Koh Pha Ngan in order to take the result of this study, to apply for hotel/resort's strategic planning, marketing strategy, and to develop the services for the customer satisfaction. Moreover, one of the most important determinants of the impact of tourism economy is length of stay of tourists (Thrane, 2012) and also the national tourism authority policy will be applied to the local business in Koh Pha Ngan as well.

1.2 Research Questions

Considering the critical situation has explained about the declining length of stay in Koh Pha Ngan. Therefore, the main research question introduced and has to answer, in order to provide an exact answer to the main research question:

1. What are the factors that determine the length of stay of international tourists in Koh Pha Ngan?
2. What are the factors that influence tourists to stay longer in Koh Pha Ngan?
3. How to influence the length of stay in Koh Pha Ngan?

In order to apply the factors that influences the length of stay at the hotel to the strategic planning of the hotel or related business. The answers of the research questions

about the determinant factors affect the length of stay were based on questionnaires for international guest who were staying in Koh Pha Ngan while the researcher collecting the data, open-ended, in order to understand the demand side and semi-structured interview for hoteliers, Koh Pha Ngan Hotel Association and national tourism authority in order to gather the data which will be useful and can solve the problem. Then the last part categorizes and analyzes the main results and main questions' answer will come up.

1.3 Objectives

- 1) To discover and understand about the determining factors that affected the length of stay of tourists in Koh Pha Ngan.
- 2) To study about the factors influencing the tourists to stay longer in Koh Pha Ngan.
- 3) To study the tourism policy and marketing in order to influence the tourists' to stay longer in Koh Pha Ngan.

1.4 Significance of the Study

This research aimed towards studying the determinant factors of tourists' length of stay, factors that influence the tourists stay longer in Koh Pha Ngan, and how to influence the length of stay in Koh Pha Ngan. By understanding the determinant factors of tourists' length of stay by international travellers perception. And interviewed the supply side: about the determinant factors and factors influencing the length of stay in Koh Pha Ngan, which will show the result, that make them successful in the hotel industry. Then, when the researcher gets the outcome from international travellers and hoteliers. All outcomes will summarize and bring to the national tourism authority, in order to discuss, interview and gather the comment about the factors that influence the length of stay and the policy of the national tourism authority about tourism promotion, destination marketing or destination management, which influence the length of stay in Koh Pha Ngan. After discussion the researcher will summarize the suggestion from the national tourism authority. The findings of this research may direct benefit to the hoteliers in Koh Pha Ngan and related businesses such as travel agency, tour operator. Because of the tourists' length of stay is the important factor for tourism destination

due to its crucial effect on overall tourism expenditure. The hotel owners can use the result to develop their services, marketing strategy, strategic planning and create a new service or activities to attract the customer needs in order to choose the hotel and to understand the factors that influencing the traveller's length of stay. Therefore, they can provide the offerings based on customer needs. Moreover, the result of this research is intended to be helpful towards a various group such as:

1. Hotelier: the research is conducted mainly for the hotelier to influence the length of stay of visitors. Hotelier could make preparation by knowing and understanding the factors that affect and influence the length of stay at hotel.

2. The readers: the readers will have a good understanding about the factors that affect and influence the length of stay and strategic planning for the future.

3. The researchers: The researchers, who want to help the hotelier by doing this research, may discover a more positive way to help the business run on and influence the length of stay of the visitors. And also can use the result to my work as well, about tourism marketing training course, in order to helps the business in Koh Pha Ngan. That means they can run the marketing by themselves. Moreover, the result may suite for sustainable business. Thus, they can apply national tourism authority's policy.

1.5 Scope and the limitation of the study

1.5.1 Scope of contents

This study is qualitative and quantitative research to study about:

- The determinant factors of tourists' travelling by using the questionnaire for international travelers who were staying in Koh Pha Ngan, and in-depth interview with the supply side.

- The factors influencing the length of stay in Koh Pha Ngan, Surat Thani Province by using individual in-depth interview from 4 hotels, Koh Pha Ngan Hotel Association, and national tourism authority.

- How to influencing the length of stay by discussing, interviewing with the hoteliers, Koh Pha Ngan Hotel Association and national tourism authority about the tourism promotional policy and marketing. To gather the suggestion about influencing the length of stay. These are research instruments for primary data.

1.5.2 Scope of population and participants

Participants: there are four main groups of participants who the researcher focused on;

a. National tourism authority or TAT Koh Samui Office: who is in charge of Koh Pha Ngan tourism promotion or tourism policy in Koh Pha Ngan.

b. Koh Pha Ngan Hotel Association.

c. Hoteliers in Koh Pha Ngan.

Which will be interviewed about the determinant factors affect the length of stay, factors influencing the length of stay and how to influence the tourists' length of stay.

e. International travelers: 200 respondents who were visiting Koh Pha Ngan, while the researcher used the questionnaires for data collection in order to understand the determinant factors affect their stay in Koh Pha Ngan.

1.5.3 Scope of area: the area only in Koh Pha Ngan, Surat Thani Province.

1.5.4 Scope of time: the primary data were collected in December 24, 2016 – January 1, 2017 in Koh Pha Ngan, Surat Thani Province.

1.6 Conceptual Framework

The description of this conceptual framework presents as the Figure 1.1 and 1.2 are followed:

RQ1. What are the factors that determine the length of stay of international tourists in Koh Pha Ngan? Show as Figure 1.1 Conceptual Frameworks.

The first question aimed to discover and understand the opinion of international travellers who were visiting Koh Pha Ngan by using survey questionnaire and in-depth interview 4 hoteliers, Koh Pha Ngan Hotel Association and TAT. These include personal factors, motivation factors, travel characteristics and other factors.

RQ2: What are the factors that influence tourists to stay longer in Koh Pha Ngan? Show as Figure 1.2

Research question number two aimed to study the hotels in Koh Pha Ngan about influencing the length of stay at the hotels. This includes the marketing, competitive advantage in order to influence the length of stay of their hotels. And also in-depth interview with the Koh Pha Ngan Association and TAT as well.

The outcome of RQ1 & 2 was collected and analyzed, the things that the business or hotelier can apply in order to influence the length of stay in Koh Pha Ngan will be discussed with the tourism authority and Koh Pha Ngan Hotel Association, in order to suggest or prepare to develop in the future (Alen, Nicolau , Losada & Domiguez (n.d.) pp.4-7; Kazuzuru (2014); Juan, Marta & Manuela (2013)

RQ3: How to influence the length of stay in Koh Pha Ngan, Surat Thani Province?

This question aimed to understand the action plan of national tourism authority’s policy in order to influence the length of stay and the marketing strategy of hoteliers in Koh Pha Ngan. This includes tourism promotional policy and also Koh Pha Ngan Hotel Association. (CECDG, 1993; TAT, 2016)

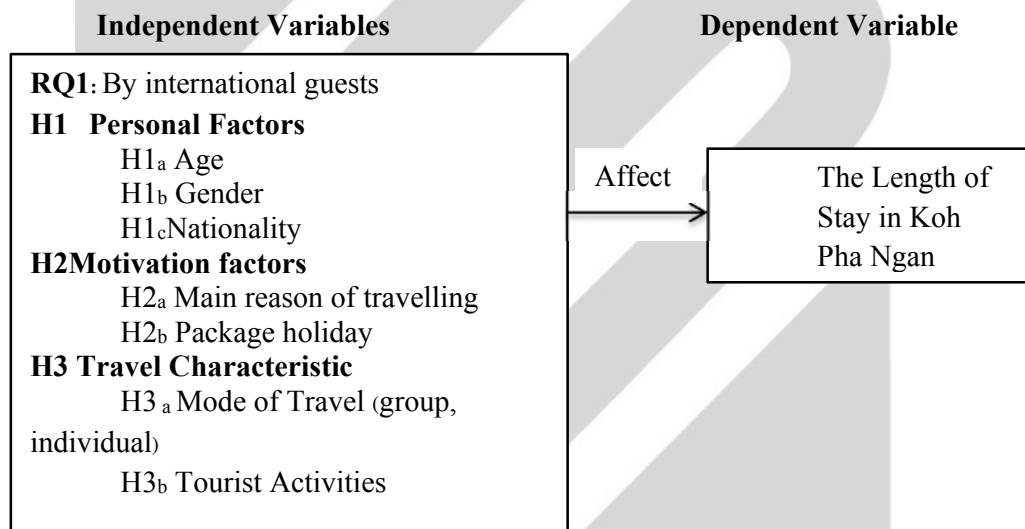


Figure 1.1 Conceptual Framework

Source: Alén et al.; Kazuzuru (2014);
Juan, Marta & Manuela (2013)

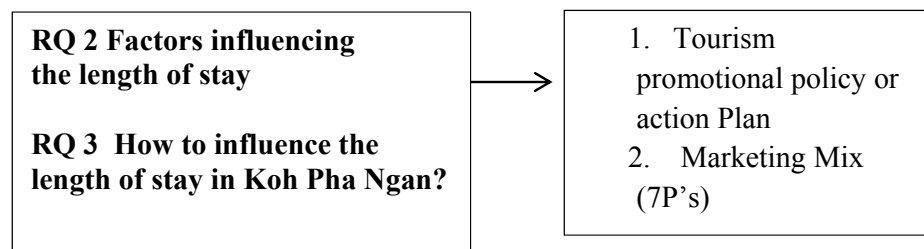


Figure 1.2 Conceptual framework

Source: Modified based on previous studies as mentioned above.

1.7 Research Hypothesis

H1: Personal factors affect the length of stay in Koh Pha Ngan.

H1_a: Gender affects the length of stay in Koh Pha Ngan.

H1_b: Age affects the length of stay in Koh Pha Ngan.

H1_c: Nationality affects the length of stay in Koh Pha Ngan.

H2: Motivation factors affect the length of stay in Koh Pha Ngan.

H2_a Main reason for travelling affects the length of stay in Koh Pha Ngan.

H2_b Package holiday affects the length of stay in Koh Pha Ngan.

H3: Travel Characteristic factors determine the length of stay in Koh Pha Ngan.

H3_a Mode of Travel (group, individual) affects the length of stay in Koh Pha Ngan.

H3_b Tourist Activities affect the length of stay in Koh Pha Ngan.

1.8 Basic Assumption

This chapter provides the background and a statement of the problem that the number of international travellers came to Koh Pha Ngan has been rising by comparison between 2015 and 2014. Consistency with revenue is rising, but for the length of stay was declined, so that, the objectives of this study want to find out the determinant factors that affected the length of stay by using the questionnaires for international travellers and interview hoteliers and what are the factors that influence the length of stay in Koh Pha Ngan by interview the hoteliers in Koh Pha Ngan, And interview the perspective of associations and national tourism authority about the tourism promotional policy, destination marketing or action plan, in order to influence the tourists' length of stay in Koh Pha Ngan. The result of the study is the solution which will be presented in chapter four.

1.9 Definitions of Term

International Traveller refers to who are not Thai, and travels to Koh Pha Ngan, and also stay overnight in Koh Pha Ngan.

Hotel is an accommodation that is a popular destination for vacations, recreation, relaxation and tourist center and other reason.

Product refers to tangible goods or service in the hotel such as, hotel room, pool, fitness center, variety, quality, features, amenities, brand name and etc.

Price refers to the value of the product or service in the hotel, such as fee, room and value comparison between price and quality in the consumer perception.

Place refers to the distribution and logistics of product and service that is available to the final customer.

Promotion refers to four elements such as advertising, personal selling, publicity and sales promotion.

Physical Evidence refers to the atmosphere of the service operation such as theme based on the physical surroundings.

People refer to customer and employee who deliver the service and obtain the service of the hotel.

Process refers to the delivery of the service, to the customer that including the process design such as payment policy employee training procedures.

Length of stay refers to the period of times that the international travellers stay at the hotel. Such as, the travellers stay at the hotel for 3 nights.

Off-Season refers to a period of time when travel to a particular place is less popular and prices are usually lower than tourist season.

Peak-Season refers the time when tourists visit the most: during peak season, the island is very crowded.

Supply Side refers to the tourism stakeholders such as hoteliers, travel agents, tourism organization, and related business.

Demand Side refers to the tourists

CHAPTER 2

LITERATURE REVIEWS

This chapter will present a literature review of the research which is helpful for positioning the analysis and contribution of this research. A literature review focusing on tourism in Thailand, the tourism situation in Koh Pha Ngan, Surat Thani Province, determinant factors affects tourists' length of stay, seasonality of tourism, competitive factors, marketing, and the role of national tourism authority, which are affected to the tourism industry, especially, the length of stay of the visitors.

Tourism in Thailand

According to the Personal, Social and Humanities Education Section, Education Bureau (2013), explain about tourism that tourism is a part of important to economic, human changing, socio-cultural activities and environmental development. Tourism relates to many subjects such as history, geography, economics, languages, psychology, marketing business, law and etc.

Tourism is an important role to develop socioeconomic of the country. In many countries around the world, use tourism as a tool to develop the competency in order to compete with other countries. Especially, in Asia and ASEAN, have their own tourism strategy in order to attract the visitor come to their country. Thus, the tourism is the mission that can develop the country in many dimensions. So that, the determining of tourism strategy is important to development base on the national economy, good infrastructure, an abundance of natural resources and tourism potential personal which are the important factors to push forwards and a good advantage to develop the country for sustainability (NTDP, 2016)

Nowadays, the tourism industry is an important sector to drive economic growth and generates income to local community, employment and investment in the related business. And also brings up the quality of life of the local people. Thailand has the variety of resources such as nature, culture, way of life, and etc. That makes the variety activity of tourism such as Agro-tourism, eco-tourism, and cultural-tourism.

2.1 Tourism Situation and Trends

The TAT released the following information about tourism in Thailand. In the Q2-Q3/2016, around 16.67 million international travellers come to Thailand (+13 percent from last year) and revenue growth was around 8.24 trillion Baht (+17 percent from last year). Domestic travellers around 75 million (+4 percent from last year) and revenue grew around 4.16 trillion Baht (+6 percent from last year). In Q2/2016, the top 3 international tourists are Chinese, Malaysian and Laotians.

Positive factors that influenced tourism in Thailand between January-June 2016 included:

1. Festivals such as Chinese New Year, Songkran festival and golden week.
2. New routes of airline to Bangkok:
 - 2.1 China such as Wenzhou, Kunming, Shenyang, Shantou, Changsha, Chongqing and Nanjing.
 - 2.2 ASEAN such as Yangon, Danang and Luang Prabang.
 - 2.3 South Asia such as Lahore, Karachi and Kochi.
3. Low cost airlines.
4. The positive image of Thailand.
5. The continued tourism events supported by the Thai government, such as the Thailand Travel Mart, CLMVT Forum 2016 and etc.

And also there are the obstacles such as terrorism and security that Thailand concerned about it.

According to the National Tourism Development Plan revealed that the factors that affected the tourism in the future and will be beneficial to development and risk management as follows:

1. Globalization: the linkage of economic, social, culture, technology and workforce flow that affect to an entrepreneur has to change the strategy in order to compete with their competitors.

2. Aging Society: many counties in the world will become aging society, especially, the tourists who come to Thailand, such as Europe, America, Japan, and Korea and also Thailand will become an aging society in 2030. That will affect to lack of labor, population structure is changed, and the aging society market size will expand.

3. Urbanization: expanding of the big city around the world that beneficial to the business and also affect to the community, such as overcrowding, waste, pollution, high cost of living and etc. In term of tourism, a local community will be changed about identity and culture, and following problem with destination management.

4. Digital lifestyle: that affect to the travellers will travel by themselves. Smartphone is not only for communication but also an information center through internet system; the travellers can search information about hotel, destinations, and also can book at the same time. Therefore, the tourism entrepreneurs emphasize to E-commerce, they can provide information, booking and purchasing. It is easy for travellers.

5. Security: travellers emphasize in tourism security more and more, all together with the rapid communication that affect to the decision making, especially, the area of crisis such as disease, terrorism, protester and natural disasters. That affects to decline travellers.

6. Low cost airline influencing the tourist behavior. A strong competition n airline industry that affected by the price of air ticket. Especially, special price in low season, that influencing the traveller much more and tourist's decision making in a last minute is increasing.

7. Environment: the effected from expanding industry, may cause of natural disasters, many countries' concern about the environment. It brings to the treaty in the environment into action for many organizations. The responsible tourist emphasized and it becomes a sustainable tourism.

8. ASEAN Economic Community (AEC): ASEAN was rising up the number of tourists between 2005-2013 at 8.5 percent, and it was predicated after 2015, the number of tourist visits Thailand, its challenges or tourism industry in Thailand. Trend of tourists from ASEAN countries is increasing that Thailand gain a benefit, because Thailand is the center of ASEAN, this is the supporting factors to generate income to Thailand.

9. Special interest tourism: the tourist is more special interest tourism than before, such as medical tourism, adventure tourism, spiritual tourism, Meeting Incentive Conference and Exhibitions (MICE) and sport tourism. It's will more popular for the tourist because they want an experience in the different ways. (NTDP, 2016)

As Thailand Tourism Confidence Index: tourism situation and forecast of tourists' behavior and confidence index of Thailand's tourism industry reveals in the Q2/2016 that, aim to forecast the tourism situation and disclosed to the public in order preparing themselves for tourism trends. It consists of a confidence index of the tourism industry, the opinion of the Thai and foreigner travellers, tourism festival and the number of international travellers. In Q2/2016, the confidence index for Thailand tourism industry is at 97, approximately at normal level and the forecasted confidence index in Q3/2016 is at 95, which mean the entrepreneurs believe that the tourism business will be slightly lower than normal level. An overall satisfaction score of international travellers drops from 4.14 in Q1/2016 to 3.75 in Q2/2016 (out of 5). A transportation service, infrastructure and the quality of service are unsatisfied. (Tourism Council of Thailand, 2016)

In Q3/2016, the number of international tourists is expected to be 8.15 million, which mean, it is increasing 11.49 percent from Q3/2015. In 2016, the total number is expected to be 33.87 million or 13.35 percent increase from 2015 throughout the year. And Chinese tourists are expected to exceed 10 million for the first time. (Tourism Council of Thailand, 2016)

The predication all above is for 2016, and the information below is the international tourists' statistic between January-June 2016, was revealed by Tourism Department, Ministry of Tourism and Sport, it is shown that the top five international tourists arrival are China (5,764,839), Malaysia (2,027,057), Korea (859,809), Japan (806,886) and Laos (787,741), respectively. And the top five arrival growth are Argentina (+62.65 percent), Myanmar (+43.27 percent), Cambodia (+42.03 percent), Nepal (+41.13 percent) and Saudi Arabia (+23.83 percent), respectively.

Table 2.1 International Tourist Arrivals to Thailand by Nationalities

(January – June 2016)

Nationality	2016		2015		%Δ
	Number	%Share	Number	%Share	2016/2015
East Asia	13,228,828	67.71	11,684,804	66.90	13.21
<i>ASEAN</i>	4,988,722	25.53	4,536,640	25.97	9.97

Table 2.1 International Tourist Arrivals to Thailand by Nationalities
(January – June 2016) (Cont.)

Nationality	2016		2015		%Δ
	Number	%Share	Number	%Share	2016/2015
Brunei	7,470	0.04	7,841	0.04	-4.73
Cambodia	394,112	2.02	277,480	1.59	42.03
Indonesia	315,690	1.62	283,947	1.63	11.18
Laos	787,741	4.03	667,727	3.82	17.97
Malaysia	2,027,057	10.37	1,963,097	11.24	3.26
Myanmar	197,279	1.01	137,696	0.79	43.27
Philippines	192,847	0.99	178,663	1.02	7.94
Singapore	545,449	2.79	531,370	3.04	2.65
Vietnam	521,077	2.67	488,819	2.80	6.60
China	5,764,839	29.51	4,782,413	27.38	20.54
Hong Kong	445,145	2.28	417,224	2.39	6.69
Japan	806,886	4.13	787,152	4.51	2.51
Korea	859,809	4.40	759,795	4.35	13.16
Taiwan	320,033	1.64	358,713	2.05	-10.78
Others	43,394	0.22	42,867	0.25	1.23
Europe	3,584,752	18.35	3,278,104	18.77	9.35
Austria	59,975	0.31	59,088	0.34	1.50
Belgium	64,595	0.33	61,779	0.35	4.56
Denmark	114,159	0.58	108,033	0.62	5.67
Finland	81,684	0.42	81,767	0.47	-0.10
France	450,784	2.31	416,365	2.38	8.27
Germany	476,210	2.44	431,018	2.47	10.48
Ireland	39,813	0.20	38,060	0.22	4.61
Italy	137,937	0.71	125,791	0.72	9.66
Netherlands	138,986	0.71	131,614	0.75	5.60
Norway	85,374	0.44	85,997	0.49	-0.72

Table 2.1 International Tourist Arrivals to Thailand by Nationalities
(January – June 2016) (Cont.)

Nationality	2016		2015		%Δ
	Number	%Share	Number	%Share	2016/2015
Russia	599,141	3.07	506,071	2.90	18.39
Spain	79,362	0.41	70,542	0.40	12.50
Sweden	206,697	1.06	187,992	1.08	9.95
Switzerland	124,006	0.63	123,049	0.70	0.78
United Kingdom	588,160	3.01	543,082	3.11	8.30
East Europe	240,453	1.23	224,193	1.28	7.25
Others	97,416	0.50	83,663	0.48	16.44
The Americas	818,342	4.19	719,265	4.12	13.77
Argentina	29,406	0.15	18,079	0.10	62.65
Brazil	30,139	0.15	28,291	0.16	6.53
Canada	148,431	0.76	138,865	0.80	6.89
USA	568,351	2.91	497,210	2.85	14.31
Others	42,015	0.22	36,820	0.21	14.11
South Asia	883,774	4.52	804,518	4.61	9.85
Bangladesh	56,552	0.29	61,484	0.35	-8.02
India	696,673	3.57	616,154	3.53	13.07
Nepal	23,144	0.12	16,399	0.09	41.13
Pakistan	42,377	0.22	45,104	0.26	-6.05
Sri Lanka	41,317	0.21	42,865	0.25	-3.61
Others	23,711	0.12	22,512	0.13	5.33
Oceania	520,963	2.67	529,659	3.03	-1.64
Australia	456,819	2.34	464,661	2.66	-1.69
New Zealand	62,468	0.32	63,218	0.36	-1.19
Others	1,676	0.01	1,780	0.01	-5.84
Middle East	410,408	2.10	363,930	2.08	12.77
Egypt	15,373	0.08	12,967	0.07	18.55

Table 2.1 International Tourist Arrivals to Thailand by Nationalities
(January – June 2016) (Cont.)

Nationality	2016	2015	%Δ		2016/2015
	Number	%Share	Number	%Share	
Israel	82,810	0.42	77,684	0.44	6.60
Kuwait	36,211	0.19	38,148	0.22	-5.08
Saudi Arabia	13,277	0.07	10,722	0.06	23.83
U.A.E.	73,708	0.38	69,893	0.40	5.46
Others	189,029	0.97	154,516	0.88	22.34
Africa	91,123	0.47	85,581	0.49	6.48
S.Africa	40,334	0.21	40,213	0.23	0.30
Others	50,789	0.26	45,368	0.26	11.95
Grand Total	19,538,190	100.00	17,465,861	100.00	11.87

Source: Department of Tourism, 2016: Online

2.2 Tourist Behavior

The understanding of tourist's behavior is the benefit to all business. It makes a business successful because, the business can develop their product or services in order to meet customer needs.

McColl, Kiel, Lusch, & Lusch (1994) has defined consumer behavior as the actions a person takes purchasing and using products and services, including the decision-making process that precedes and determines those actions. From this statement, tourist behavior is very important for the tourism industry. So that,

According to the TAT Intelligence Center has analysed the tourist's behaviour insight in 2015, aimed to explore and gather the international tourists that came to Thailand. In 2015, the international tourists visited Thailand 29,881,091 in total (primary data from Tourism Department, 2015) which increased from 2014 amount 24,809,683 in total, and grown at 20.44 percent.

As the report revealed that the international tourists travelled in 2014, the most popular is Bangkok at 53.38 percent, Chonburi at 23.25 and Phuket 22.55 percent, respectively. Most of popular provinces are in the Central Region, Southern and East which generated top 7 the popular provinces as follow:

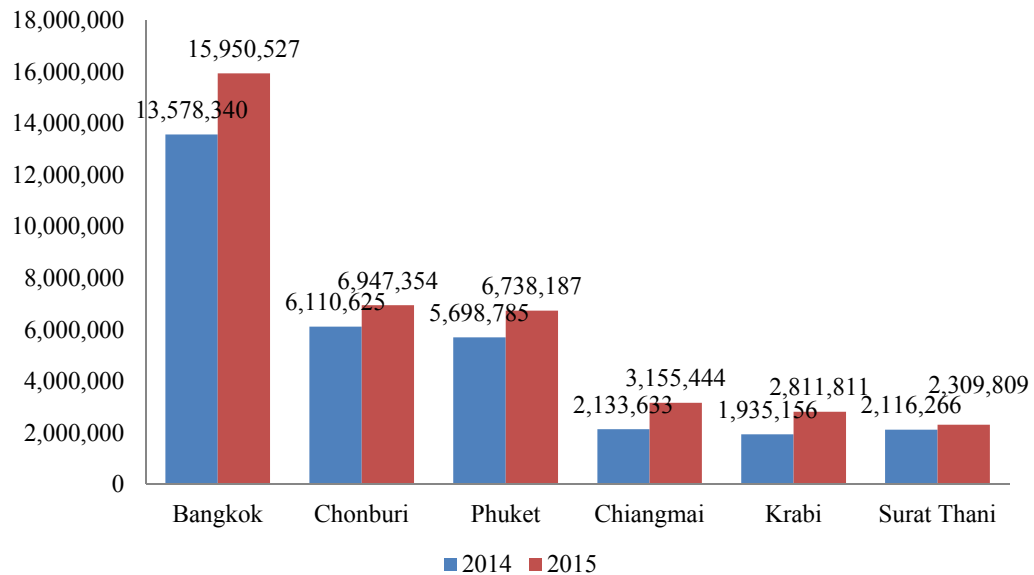


Figure 2.1 Top 7 popular provinces by international travellers

Source: TAT Intelligence Center, 2015: Online

For the expenditure in tourism activities found that the most tourists spend in each activity were medical tourism, golf and scuba diving. On the other way, in term of generating revenue the report found that, top 3 activities that most makes an income, such as Thai food (101,868.10 million Baht) night life activity (46,336.78 million Baht) and beach activity (34,922.92 million Baht) respectively. For the tourism activities which international tourists like to do, the top 3 such as Thai food (90.91 percent), beach activities (56.18 percent) and wellness and spa (50.21 percent) respectively. (TAT Intelligence Center, 2015)

Moreover, the factors of satisfaction of international travellers who visited Thailand in 2015, 1 means extremely dissatisfied and 5 mean extremely satisfied. (Out of 5.) Shown as follows:

Table 2.2 Tourists Satisfaction in 2015

Factors	Mean of Satisfaction
Total Satisfaction	4.35
Friendliness of local people	4.50
Variety of attractions	4.43
Interestedness of attractions	4.41

Table 2.2 Tourists Satisfaction in 2015 (Cont.)

Factors	Mean of Satisfaction
Service	4.41
Accommodation	4.38
Interestedness of tourism activities	4.37
Goods purchasing	4.33
Food and beverage	4.32
Value for money	4.31
Nightlife/ entertainment	4.29
Accessibility to the attractions	4.23
Facilities	4.22
Security	4.22
Information Center	4.16
Climate	4.09
Public transportation	3.92
Hygiene	3.90
Communication of Thai people/language	3.85
Traffic	3.43

Source: TAT Intelligence Center, 2015

According to the Table 2.2 above, total satisfaction is 4.35 out of 5. It means the tourists was extremely satisfied, the top 3 satisfied by international tourists are friendliness of local people (4.50), the variety of the attractions (4.43) and the interestedness of attractions (4.41) respectively. And the traffic, communication and hygiene were less satisfied. (TAT Intelligence Center, 2015)

In 2016 from January to August, Bangkok still the number one of the most popular in Thailand by international tourists, followed by Chonburi, Phuket, Surat Thani and Chiangmai, respectively. And top 5 revenue such as Bangkok (284,515.20 million Baht), Phuket (179,902.61 million Baht), Chonburi (96,933.83 million Baht), Surat Thani (49,327.05 million Baht) and Krabi (39,741.48 million Baht), respectively. (TAT Intelligence Center, 2016)

2.3 Tourism in Surat Thani Province

Surat Thani province is an old town in the southern part of Thailand. It is approximately 685 kilometers from Bangkok and the area around 13,000 square kilometers and there are the famous islands such as Koh Samui, Koh Pha Ngan, Koh Tao and Koh Nangyuan which is natural differences. (TAT, 2016)

Surat Thani province is divided into 19 districts (amphur): Muang Surat Thani, Tha Chang, Kanchanadit, Ban Na San, Don Sak, Ban Na Doem, Koh Samui, Khian Sa, Koh Pha Ngan, Wiang Sa, Chaiya, Phrasaeng, Tha Chana, Phunphin, Khiri Rat Nikhom, Chai Buri, Ban Ta Khun, Vibhavadi and Phanom. Which Koh Pha Ngan is under control of Surat Thani province. The neighboring provinces are following:

North: Chumphon and Gulf of Thailand.

South: Nakhon Si Thammarat and Krabi.

East: Gulf of Thailand and Nakhon Si Thamarat.

West: Phang Nga and Ranong.

The center of the province is the coastal plain with coconut and rubber tree plantations. There is a limestone mountain in the west with covered by forest and there is Khao Sok National Park. Bantat mountain or the hills of the Nakhon Si Thammarat in the east. However, in the province are not only mountains, but there are many islands in the Gulf of Thailand, including the tourist islands such as Koh Samui, Koh Pha Ngan and Koh Tao, as well as the Koh Ang Thong Marine National Park.

Transportations:

Rail: there is a train from Hua-Lamphon, Bangkok. In daily, the distances between Bangkok to Surat Thani station (Phunphin District) approximately 650 kilometers, and then take a public bus to get to the city. More information please contact State Railway of Thailand, www.railway.co.th or call center 1690

Public Buses: there are many bus companies provide a bus service from Bangkok to Surat Thani province every day, it takes about 11 hours from the Southern Bus Terminal. Moreover, there are buses from Bangkok to Koh Samui and to Koh Pha Ngan as well.

Air: there are airline-company provides flights from Bangkok to Surat Thani such as Air Asia, Thai Airways, Nokair and also direct flights from Bangkok to Koh Samui such as Bangkok Airways and Thai Airways.

Art and culture, in this province had been prospering since in the past, that made the province had a famous archaeological site and antiquities such as Pra Borommat Chaiya in Chaiya District, Khao Srivijaya Temple and Khao Srivijaya Museum in Phunphin District, Tam Singkhon Temple in Khiri Rat Nikhom and etc. Handicraft that is a unique and famous is Phumriang Silk. There are the famous as follows:

1. Boon Sad Dean Sib Festival (Southern Traditional Festival) It usually held on the full moon of the 10th month.
2. Chak Phra Festival: a celebration at the end of Buddhist Lent Day, it is around in October, the festival will hold in the southern Thailand. The famous Chak Phra Festival is in Koh Pha Ngan and Pattalung province.
3. Rambutan and Thai Fruit Festival: the Rambutan was the first planted in Surat Thani, in Ban Na San. This is an annual Rambutan Festival will hold during the harvest season.
4. Songkran Festival: it is Thai New Year which celebrates in every year in April.
5. Bull fighting: it is a very popular ancient sport on Koh Samui, it will hold monthly and various of stadiums on Koh Samui.

Tourist Attractions in Surat Thani province.

There are many the attractions in Surat Thani province and the famous attractions in Surat Thani as follows:

1. Historical attractions such as Wat Suan Mokkhaphalaram, Phra Borommathat Chaiya, Tam Singkhon Temple, Srivijaya National Museum, Wat Khao Suwan Pradit.
2. Handicraft and cultural attractions such as Phumriang Village, Salted Eggs Chaiya Village, Ban Khlong Sai Monkey Training Centre, Oyster Farm.
3. Natural attractions such as Anghong Marine National Park, Tai Rom Yen National Park, Chawang beach, Lamai beach, Bangrak beach, Hinlad waterfall, Koh Tao, Koh Nang Yuan, Than Sadet Waterfall and Koh Pha Ngan.

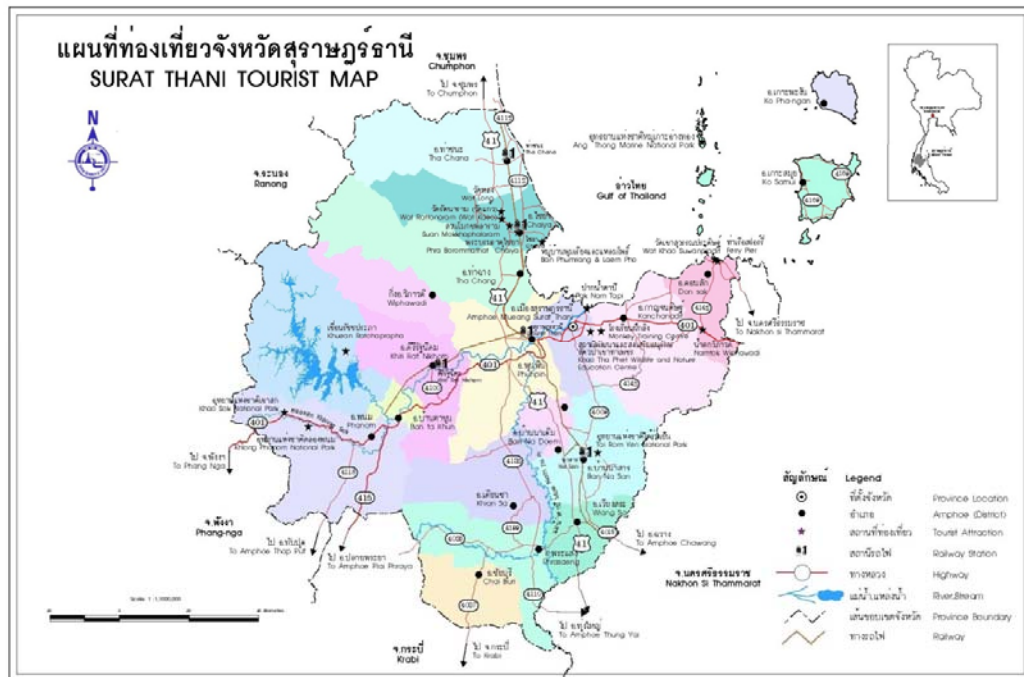


Figure 2.2 Map of Surat Thani Province

Source: Retrieved September 16, 2016 from www.mapofthailand.org

2.4 Tourism in Koh Pha Ngan,

Koh Pha Ngan located in near Koh Samui in the gulf of Thailand and it's the fifth largest island in Thailand, by following Koh Phuket, Koh Samui, Koh Chang and Koh Tarutao. Koh Pha Ngan District divided into 3 sub-district (tambon) such as Koh Pha Ngan Sub-district, Ban Tai Sub-district and Koh Tao Sub-district.

As the historical and archaeological evidences, there was a first group of people arrived Koh Pha Ngan around 1,300-2,000 years ago, known Tamils, the natives of southern India. However, the permanent settlement of Koh Pha Ngan began in the late Ayuthaya period. The word 'Pha Ngan' is said to have many origins, some said it was an inconsistent form of an Indian or Malay word 'Rahan' used for sand bars. Rahan means indistinct shadow. Some believed that the island was called Koh Ngan, a native word meaning sand bars which emerge around the island when tides are low. The phenomenon was specific to this island, resulting in locals to call he island 'Lang Ngan'. Later shortened to Ph-Ngan, when Koh Ph-ngan subdistrict established as a

district, vowel ‘A’ was added after ‘Ph’. The name ‘Koh Pha Ngan’ has been used since then. Koh Pha Ngan is located about 100 kilometers offshore and 15 kilometers North of Koh Samui.

Koh Pha Ngan is under the rule of Koh Pha Ngan District. There are 6 islands where are important such as Koh Pha Ngan, Koh Tao, Koh Nang Yuan, Koh Tan Nok, Koh Tan Nai and Koh Mah.

Koh Pha Ngan is one of the grateful island for the villagers because of the 4 Kings of Thailand (Chakri dynasty) visited as follows:

King Rama V, Chulalongkorn.

King Rama VI, Vajiravudh.

King Rama VII, Prajadhipok.

King Rama VIII, Ananda Mahidol.

King Rama IX, Bhumibol Adulyadej.

Especially, King Rama V had visited 14 times, that the evidence shown his signature at Than Sadet Waterfall, Than Phraphat Waterfall and Than Prawet Waterfall. (TAT, 2016)

Many people recognize Koh Pha Ngan as a world-famous full moon party Koh Pha Ngan is an ideal destination for those looking to party, relax, or engage in wellness programs, such as a yoga or meditation retreat. Koh Pha Ngan named as the beautiful full-moon, many tourists want to experience in full-moon party on the beach with a wonderful atmosphere. Nowadays, many tourists from around the world come to party on every full-moon night.

The best time to visit Koh Pha Ngan is during January to May, because of the of the bright and warm weather. During June to September is usually raining, and making traveling more difficult. When the tide is out, the coral reefs around the shore will emerge. In October to December, it is heavy wind that makes rain on the island. The heaviest rain is in November that affected to many areas, such as Rin Nok, Than Sadet, Khuat, Thong Nai Pan Noi and Thong Nai Pan Yai. So that the seasonality is the key factor of tourism activities on the island.

Travelling to Koh Pha Ngan is not much difficult, the travellers can start from Don Sak Pier where ferry services available daily such as Raja Ferry: provides services five times a day, both to and from Don Sak Pier, the first will start at 8.00 am. until 6.00

pm. It takes about two and a half hours. For the travellers who fly to Surat Thani airport, there are air-conditioned buses to take from the airport to Don Sak Pier, timing is depends on the flight in the airport. For those, who visit Koh Samui or Koh Tao and want to visit Koh Pha Ngan, they can take a high speed catamaran which provided by Lomprayah Company, the travellers will find all information at all stations. For sightseeing in Koh Pha Ngan, the travellers can rent a motorcycle, or a car by using a map, that provide free of charge on the island.

Table 2.3 Transportation to Koh Pha Ngan by Raja Ferry Company Limited.

No.	Don Sak Departure Time	Koh Pha Ngan Arrival Time	Koh Pha Ngan Departure Time	Don Sak Arrival Time
1	-	-	5.00 a.m.	7.30 a.m.
2	7.00 a.m.	9.30 a.m.	7.00 a.m.	9.30 a.m.
3	10.00 a.m.	12.30 a.m.	10.00 a.m.	12.30 a.m.
4	1.00 p.m.	3.30 p.m.	1.00 p.m.	3.30 p.m.
5	4.00 p.m.	6.30 p.m.	-	-
6	6.00 p.m.	8.30 p.m.	5.00 p.m.	7.30 p.m.

Source: TAT, 2016

As the table above, Raja Ferry offers a daily service between Don Sak Pier to Thong Sala Pier (Koh Pha Ngan) it takes around two hours and thirty minutes with 220 baht per person.

There is the express boat: a 250 seat provided daily by Songserm Rungrueng Company Limited, departure from Don Sak Pier at 9.30 a.m. It takes about two or three hours with 450 baht per person as the timetable below.

Table 2.4 Transportation to Koh Pha Ngan by Songsem Rungrueng Company Limited.

No.	Don Sak Departure Time	Koh Pha Ngan Arrival Time	Koh Pha Ngan Departure Time	Don Sak Arrival Time
1	9.30 a.m.	11.30 a.m.	7.00 a.m.	10.30 a.m.
2	3.30 p.m.	7.00 p.m.	12.30 p.m.	4.00 p.m.

Source: TAT, 2016

Moreover, there is an overnight sleeper ferry which carries 160 people, departing from Ban Don at 11.00 p.m. it takes about 7 hours with 350 baht per person and depart from Koh Pha Ngan at 9.00 a.m.

Tourist Attractions in Koh Pha Ngan.

There are many attractions in Koh Pha Ngan such as

1. Haad Rin: located in Moo 4, Ban Tai Sub-district. This is the most famous beach in Koh Pha Ngan. The international tourist from around the world comes to touch an experience in the full moon party. The tourists can take a public car throughout the day, from Thong Sala pier to Haad Rin. Anyway, there is a speed boat service from Haad Rin to Koh Samui as well. Travellers can take a boat from Thong Sala Pier (30 baht/person) and also there are Song Thaeo minibus services from Thong Sala Pier.

2. Haad Thong Nai Pan: located in the North-East of Koh Pha Ngan, Moo5. Ban Tai Sub-district. There is beautiful view point, which easy to access. The tourists can take a motorcycle or a car to get there. Here is a second most beautiful beach, Haad Rin is the number one. Travellers can take a long-tail boat around here, suitable for swimming and here is surrounded by coconut trees.

3. Than Sadet National Park: this is an important attraction in Koh Pha Ngan, it's related to the historical story that the King of Thailand had visited many times. The interesting places in the national park such as Tamtok Phaeng, Dom Sila Viewpoint, Khao Ra Viewpoint, Namtok Than Sadet, and Lord Buddha's Footprints on the Mountain.

4. Haad Ban Tai: this is a beautiful beach that can see Koh Samui, the villagers are the fisherman and the tourists can touch the way of local people's life. Here is also a beautiful spot of watching the sunsets.

Tourism Activities

Koh Pha Ngan is not only about beautiful beaches, but also adventure activities for the tourists such as:

1. Scuba Diving: the famous spot for scuba diving such as Sail Rok and Samran Pinnacles. Moreover, the tourists can do the activity in Koh Tao, because of many travel agencies and schools where provide the package of scuba diving and teaching.

2. Snorkeling: almost around Koh Pha Ngan, the tourist can do snorkeling, the famous spot of snorkeling such as Koh Mah, Ban Mae Haad, that can walk from the beach to the coral reef and Koh Tae Nai, that can take a long tail boat about 10 minutes. However, the tour company will provide one day trip package for snorkeling, sailing, trekking to the beautiful viewpoint, from Koh Pha Ngan to Koh Angthong, it takes about one and a half hours.

3. Kayaking in Koh Pha Ngan: most of beaches on Koh Pha Ngan can do, the best location on the calm west coast but the tourists have to consider the weather before kayaking.

4. Mountain bike: on Koh Pha Ngan is suitable for bicycle because of the good traffic and beautiful route which the tourist can touch the local lifestyle.

5. Trekking: the beautiful forest and abundant on Koh Pha Ngan such as the national park, which have a beautiful waterfall, trees, birds and etc.

6. Koh Pha Ngan Cookery School: the most famous and popular Thai cookery school on Koh Pha Ngan, the tourist can attend the course and can book a class such as single day class or five days class. Moreover, here accredited by the Thai Ministry of Education.

7. Yoga and Meditation: on Koh Pha Ngan have a story of spirituality and the mountaintop and beach side that makes yoga and meditation are attractive option for the traveller.

8. Full Moon Party: it holds in every month with a full moon night, it takes place on Haad Rin. This is a famous activity of Koh Pha Ngan.

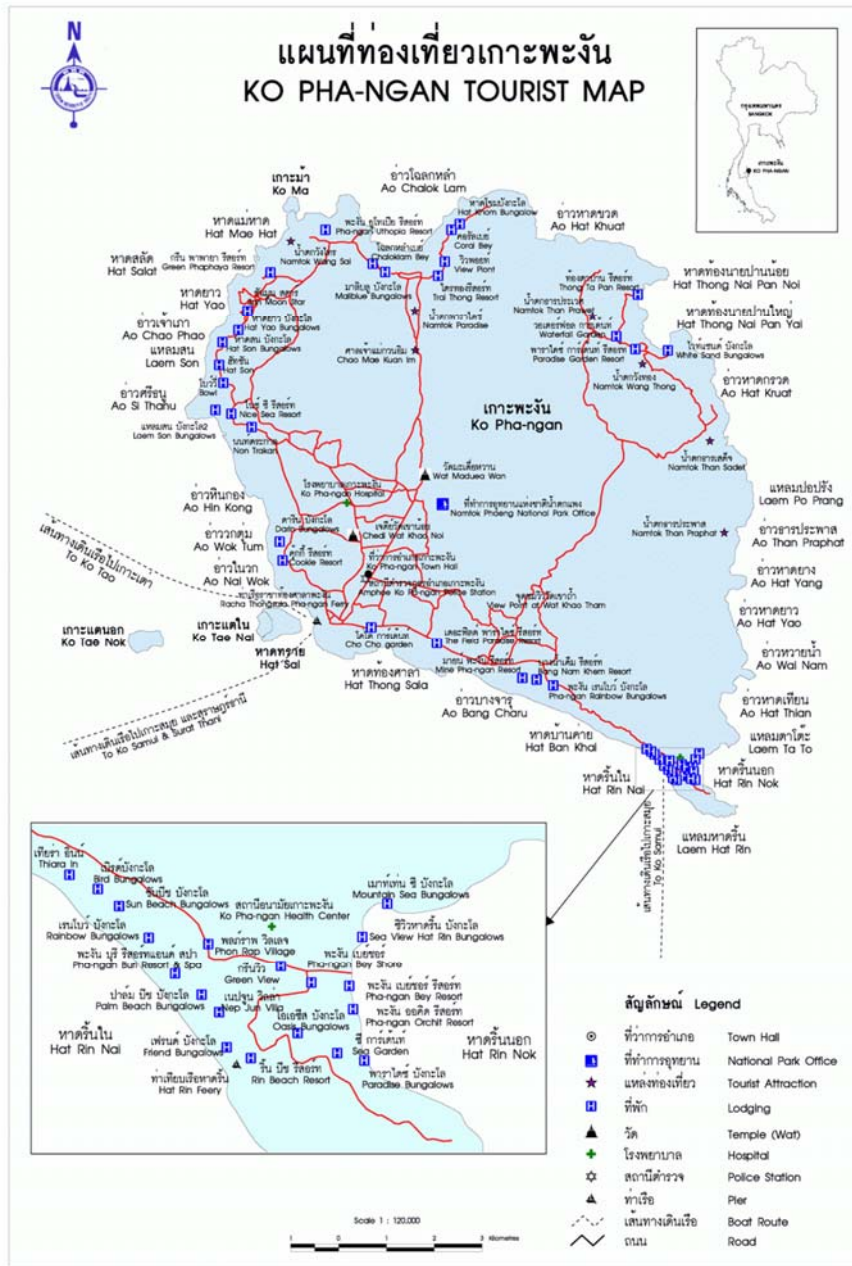


Figure 2.3 Map of Koh Pha Ngan

Source: TAT, 2016

According to the TAT, reveals the number of visitors in comparing between January-December in 2014 and 2015 as follow:

Table 2.5 Internal Tourism in Koh Pha Ngan.

	January – December		
	2015	2014	%Change
Visitor	903,255	839,910	+ 7.54
Thai	156,071	144,667	+ 7.88
Foreigners	747,184	695,243	+ 7.47
Tourist	890,363	827,804	+ 7.56
Thai	154,095	142,817	+ 7.90
Foreigners	736,268	684,987	+ 7.49
Excursionist	12,892	12,106	+ 6.49
Thai	1,976	1,850	+ 6.81
Foreigners	10,916	10,256	+ 6.44
Average Length of Stay (Day)	4.94	5.05	- 0.11
Thai	2.80	2.84	- 0.04
Foreigners	5.39	5.51	- 0.12
Average Expenditure(Baht/Person/Day)			
Visitor	2,321.89	2,147.61	+ 8.12
Thai	2,112.55	1,996.90	+ 5.79
Foreigners	2,253.36	2,146.99	+ 4.95
Tourist	2,237.39	2,133.67	+ 4.86
Thai	2,117.19	2,001.29	+ 5.79
Foreigners	2,255.62	2,149.19	+ 4.95
Excursionist	1,348.12	1,263.85	+ 6.67
Thai	1,103.25	1,037.83	+ 6.30
Foreigners	1,392.45	1,304.60	+ 6.73

Table 2.5 Internal Tourism in Koh Pha Ngan. (Cont.)

	January – December		
	2015	2014	%Change
Revenue (Million Baht)			
Visitor	10,246.21	9,002.78	+ 13.81
Thai	915.67	813.64	+ 12.54
Foreigners	9,330.54	8,189.14	+ 13.94
ACCOMMODATION ESTABLISHMENTS			
Rooms	7,949	7,821	+ 1.64
Occupancy Rate (%)*	63.27	59.23	+ 4.04
Number of Guest Arrivals	890,017	827,448	+ 7.56
Thai	153,749	142,461	+ 7.92
Foreigners	736,268	684,987	+ 7.49

Source: TAT, 2015

According to the Table 2.4 shown that, the internal tourism in Koh Pha Ngan by comparisons between 2014 and 2015. Income increased from 2014 at 13.94%, or about 9,330.54 Million Baht for international visitors in 2015. And a number of international guest arrival increased from 2014 at 7.49%, or about 736,268 people in 2015. But the average length of stay was decreased in 2014 at 5.51 days and in 2015 at 5.39 days (-0.12). For occupancy rate is increasing 4.04% from 2014. Therefore, there is a factor that influencing the length of stay.

One of the most important factors that drive economy of the overall impact of tourism is length of stay (Thrane, 2012). The influencing the length of stay factors is affected to the overall impact on tourism at, a destination, economic environment, tourism products and promotional campaigns can be adapted accordingly. (Martinez Garcia & Raya, 2008; Menezes, Moniz & Vieira, 2008)

The longer visitors will be a more positive impact on the tourism industry in the destinations from tourist activities, room occupancy rate, and the business should focus on the longer stayers because they will spend more at the destination instead of only

visiting the main attractions. The length of holidays may affect, such as internal and external factors,

Tourist' length of stay is the important factor for tourism destination due to its crucial effected on overall tourism expenditure (Thrane, 2012) so that, the researcher wants to find out the determinant factors and factors influence the length of stay and how to influence the length of stay.

2.5 Length of Stay in Tourism

The length of stay is one of the important key elements in the tourism industry as a tourism destination and one of the tourist decision-making processes. Length of stay is one important thing for a macroeconomic and a microeconomic perspective and it is also one of the indicators for the hospitality sector and local business as well. Tourists with longer holidays are more likely to raise higher expenditure in the tourism industry and affect to higher revenues of the business and multiplier effects with the local economy. Length of stay provides information about the capability of a specific destination and it is a useful indicator for the business, local institutions and investors for future planning purposes (Pulina, 2010) The benefits of the length of stay is direct to hotel business so they can reduce fixed cost, maximize profits and maintain high occupation rates when tourist increase the length of their stay (Barros & Machado, 2010)

The factors influence the length of stay in demand side: According to Alén et al. (2014) studied about the determinants travellers' length of stay at destination have referred to the four types of variables such as socio-demographic, that related to the life cycle of the individual travel motivation and variable related to the trip itself. Socio-demographic: age and gender in the studies have a positive relationship with length of stay (Barros & Machado, 2010; Martínez & Raya, 2008) Life cycle: indicated that both the propensity to travel and the type of tourist experience are strictly related the individual's domestic age explains about the difference of tourism demand based on time and income factors. And also two factors are influenced by household, the situation in the job market. The individual's domestic age is controlled by economic status and available time.

Motivation of travelling: there are two motivational components such as push factors and pull factors. According to Crompton (1979) indicated about push factors that the desire to travel whilst pull factors is the choice of destination. Push factors are conducive to pull factors, which related to choice of destination. For example, the push factors for seniors, they travel to visit family and/or friends, health and work and also looking for special interest. Various authors agree that a relationship exists between the push factors and the length of stay at destination. The studied have specifically noted that the trip's purpose of seeing with family or friends, the length of stay is higher due to the basic reason of the cost of accommodations, which they can save their budget. For example, the pull factors for seniors tourist choose the destination, they noted that hygiene and cleanliness, security, cost, climate, attractions, events or activities, transportation, shopping areas. According to the studied of Baloglu & Uysal (1996), Chen (2009), Huang & Tsai (2003), Jang & Wu (2006), Prayag (2012), Sangpikul (2008).

Travel characteristics: according to Alén et al. This is the most important when it comes to determining the length of stay consists of destination, type of accommodation, mode of trip (group/individual), type of trip and activities. The type of accommodation where the visitor used during the trip is the hotel. There is a special variable that influences the length stay that is the travelling group. According to Alegre & Pou (2006) revealed that a group size increase, the duration is reduced, maybe due economic restrictions. Travel types may be classified as an organized trip as we know as package holidays with guided tours. For example, the study found that the relationship between the travel types had chosen by seniors and the length of their stay, with those who travel independently having a longer stay than who choose a package holiday.

And the one factor that significant economic impact that the activities carried out in the tourist destination have on local economies, there is a positive relationship to the length of stay. It is considered that the greater number of activities performed the longer stay at the destination: the activities such as shopping, visit to historical sights, sport activities or visiting museums, and etc. (Ferrer-Rosell, Martínez & Coenders, 2014); Lawson, 1991). However, there are external factors such as tourism seasonality that affected to the length of stay.

2.6 Seasonality of Tourism

Seasonality is one of the typical features of the tourism industry, affecting positively and negatively on the tourism sector and in the hotel as well. Seasonality demands have been a major problem for the hotel industry and have had a negative impact, such as it is hard to gain access to capital, low return on investment the inefficient use of resources. The phenomenon of seasonality imposes greater risks for tourism.

The timing of seasonal peaks will differ in the year. This is one of the factors which affect the tourist perception, so the business may get a problem about seasonality causes. So they should create a new product or service or adjust marketing strategies which be followed throughout the year. The one report concentrates on anti-seasonality strategies. The seasonality in tourism will effect to the demand side. For example as below:

Demand Issues: the success of the European tourist firm confirms that they consider a scope for attracting visitors in the off-season. The consumer is able to travel in off-season are well recognized by the industry in general, such as senior tourists, conference delegates, incentive travellers, students or honeymooners and special tourist interest. For the market segments has growth in the demand for short-break and the second holidays across the remainder of the tourist market. Growth in the demand of the second holidays will be determined by increases in work-holiday entitlements and the raising of incomes. However, the family tourist with the children is often constrained by inflexible of school holidays and the problems of seasonality in the community by further concentrating vacation periods. In other demand side constraints contributing to seasonal peaking of holidays, it is including the weather, concentration of work holidays and factory closures. Reinforcing of the buzz of crowded resorts, which is a part of the holiday experience and affected to some vacationers. In Europe, there is a factor on seasonal peaking, trends towards longer work holidays such as four weeks work holiday and eight public holidays in Ireland is the lowest across the European Communities, which also increasing the number of short-break holidays and more tourists are seeking quieter and less crowded resort areas. In the figure 2.1, there are lists some of the main clientele groups.

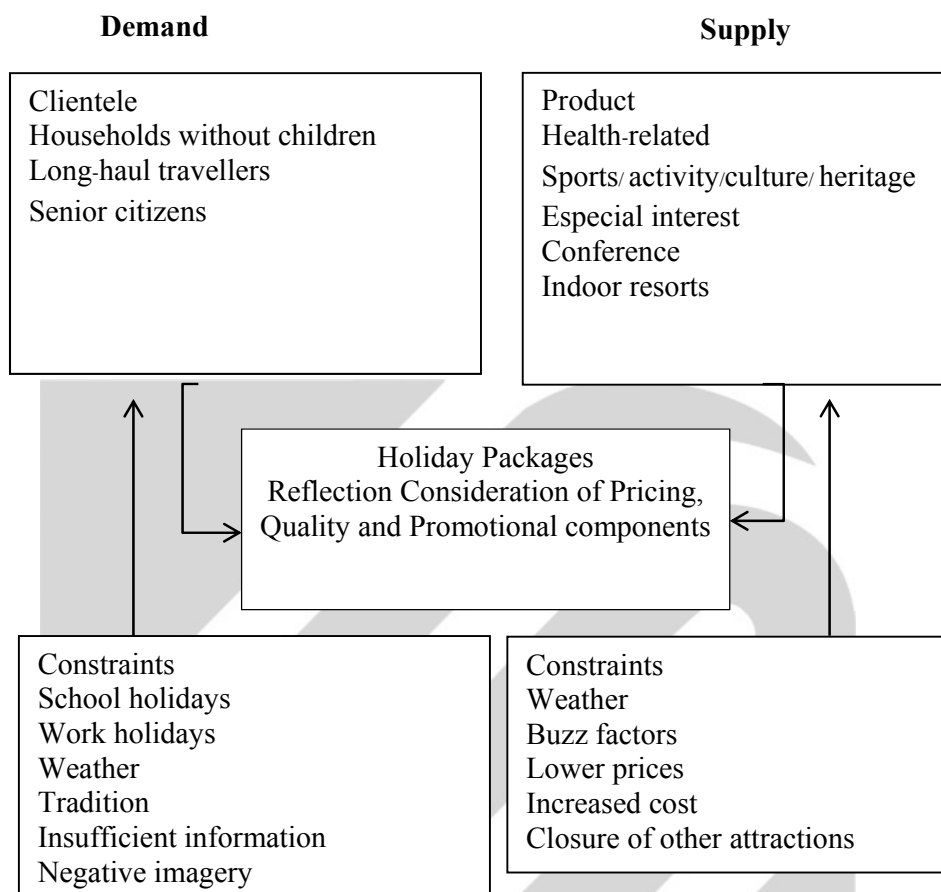


Figure 2.4 Demand and Supply Elements of Tourism Seasonality

Source: CECDG, 1993: Online

For the supply side: at the times reinforcing growth of off-season demand. They should consider about product and service for off-season tourists and marketing strategies of different types of holiday products. According to analysis of product categories showed a number of key pointers to success in developing of off-season product. These factors show as follows:

- Identifying the target market segments and focuses on promotional activities which associated with each segment.
- Designing and value added of products or packages which make out-of-season.
- Matching products with target groups.
- Ensuring that the products can deliver the quality experience to the visitors.

- The existence of alternative attractions in the locality or region during the off-season.

- On-going product development and market research.

The importance of the factor is about the product sectors and market segments. For example, cultural products generally need to be marketed in clusters, and additional attractions in the local community. (CECDG, 1993)

Competitive Advantage

A company can achieve superior performance of another company related other competitors in the same industry. For example: Google has a competitive advantage over Facebook, Twitter and Yahoo in digital advertising. In smartphone, Apple has achieved a competitive advantage over Samsung. A company is able to outperform in order to have a sustainable competitive advantage.

According to CECDG (1993) for competitive factors: price is the competitive factor most often used. The importance of price depend on the market segment, some off-season market segment, price is sensitive. Therefore, the level of competition for off-season, price is increasingly important. Many examples are successful in off-season product suppliers and resorts. However, some company is less professional; they cut off the price in off-season, which affected to the product image or destination image. The important things are quality and promotion. If the business focused on profit margins from over-competitive pricing, it will debilitate effect on product quality and the reputation of holidays. The challenging the tourism industry is facing is how to further increase the number of people willing and able to take vacations in the off-season and their length of stay. Therefore, the business should consider these trends. On the supplier side, product development and improve marketing, promotion, encompassing better targeting and more efficient use of information channels. There are gaps between demand and supply side, which can close by conceived promotion and information campaigns. For example, on the supply side: what product work successfully in the off-season, packaging of the product, how best to promote and market it. On the demand side: the benefits of off-season holidays, in term of price and other advantages could be better communicated to the potential customer.

2.7 Factors Influence Consumer Behavior

According to Delia (2011) studied about the factors of influence and changes in the consumer behavior: the consumer behavior is influenced by many factors such as psychological factors, social factors, cultural factors and natural factors which can be grouped in three main categories as follows:

1. Personal Factors: which know as psychological factors or individual explicative variables and regard directly the tourism consumer. The tourist's personality is formed by the characteristics, habits, beliefs. The promotional materials of the business must be adjusted in order to fit with the consumer's need. The personal factors that influence the consumer behavior:

Self-image is a big important factor that influences on his/her behavior. Attitude is a person's predisposition to answer about offering in tourism such as products and service as favorable or unfavorable in it. It has a lot of influencing over market position of tourism products.

Motivations: physical motivations as they want to practice sport, cultural motivations as they want to visit a church, interpersonal motivations as they want to socialize or to meet new people, prestige motivations as they want to be appreciated. And there are two more types of motivations: conscious motivations, which related to the previous experience, and unconscious motivations which identified by indirect psychological investigation techniques.

Perception: the perception of a tourism destination results from the interaction of stimulus specific and the factors that regard the tourist's personality. Therefore the same tourism destination will be perceived differently tourists. Perception improves, depending on how many stimuli people perceive and keeps in mind, as according to their perceptions, the tourists can rank the tourism destination and choose the one that they consider optimal.

Lifestyle: it is an individual system regarding their interests, ideas, opinions, actions and habits.

Age: it is an effective discriminator of consumer behavior such as young people tends to spend more than old people, the age segments which are rising of interest in tourism marketing from the behavior point of view such as childhood, teenage, youth, and old age.

Profession is a great impact on consumer behavior which related to the education level and its impact over an individual is obvious.

2. Social factors: such as family, culture or social level, which have a great influence on behavior. Culture refers to traditions, taboos, and basic attitudes of the society within lives. Families with moral, religion, political norms, are the social factors with the highest impact on an individual. In a family with different attitudes and opinions of tourism destination, tourism agencies, etc. are very easily transmitted. And also individual's behavior is influenced by the family.

3. Situational factors: the time that tourist desire to purchase during the journey, and also a time gap between the moment of purchase and moment of payment, influence the purchasing behavior.

However, apart from three factors, there is one more important factor that influence consumer behavior is economic factors such as income per person or family, prices of products and services, salary, expenditure, inflation rate and etc.

2.8 Marketing

Marketing factors are important to all business as well, especially in the tourism industry. According to Bojanic D. described the concept of marketing is based on the premise that company determine customer wants and needs before designing the product or services. According to the consumer-oriented is the important thing that the business should consider about customer satisfaction after purchasing.

Service is intangible and cannot evaluate, the customer cannot see, taste, hear or feel the service before it is purchased. So that, many companies try to tangibilize the service or make a service in evidence. For example, hotel services contain more attributes and hard to display. The first thing that the customer can see when they are entering the hotel, most of the hotel provides the site inspections because they cannot give every prospective guest tour of the property. In nowadays, the internet is the important thing in hotel and tourism destinations, because they can provide the information, high quality of pictures and visual tours on their website.

Service marketing mix (7P's) is the marketing tools for service business in order to total quality management and distribute the values' company to their customer, by considering the customers' satisfaction. The development of the marketing mix is

suitable tangible business, but in a service business, it is different. Service business cannot stock the service so that, service provider is the part of service business to control the quality of services, it is necessary to use 7P's to apply for the service business. It is also known as an extended marketing mix and it is also part of a service blueprint design. Service marketing consists of 7P's which are product, price, place, promotion, people, process and physical evidence. (Bhasin, 2016)

The marketing management is the concept of the marketing mix. It is not a theory of management that has been derived from scientific analysis, but it is a conceptual framework that business can make a decision to configure their offering to meet the customers' needs.

According to Bojanic (2006) has described about the marketing mix as follows:

1. Product: the product element of the marketing mix, including to tangible of product and services. The product is a package or bundle of goods and service. For example, the customer purchases a hotel room including with the guest room, restaurant, fitness center, pool, concierge, housekeeping service, etc. And the travel experience is in the chain of product and services that started at the time of purchasing and ending when from the trip. Everything in between, such as restaurants, transportation and hotel service, which have affected the whole experience. The product decision includes the variety, quality, features or amenities, design, packaging, brand name, services and warranties. The decision based on the wants and needs customer. Hotels are segmented by the service offered, and amenities, which is full service or limited service. There are also separate hotels, motel and inns, all based on amenities and the size of the property.

2. Price: pricing must be competitive and the business can make a profit. For the pricing strategy can comprise discounts, offers and special rate. Price is the value which placed on a product or service such as fee, rate tuition, premium and toll. Value is the tradeoff between price and quality. The benefits that customer will receives for the price paid. For example, it is necessary to book a room in several months before the customer come, requiring the customer to purchase the service will in advance of its consumption. Then, the company or hotel has to make a deposit.

3. Place: it includes the distribution and logistics of product and service and makes it available to the final customer. For example, hotels located the facilities in the airport area, urban centers, tourist tractions and industrial center, that are easy accessible. The place is also including the type of location, inventory, channel, assortments, and transportation. For example, Harborside Hyatt in Boston, Massachusetts, the hotel located near the airport and the road to downtown and near the tourist attractions, government center and the hotel offers a boat shuttle to take a guest to the downtown.

4. Promotion: it consists of four elements such as advertising, personal selling, publicity and sales promotion. Advertising and publicity, normally use for mass communication by using television, newspaper, magazine, direct mail, radio and the internet. In the hotel, the promotion based on their clientele and trading area. Hotel can find the customer from regional, national and international markets. So that, most of hotels' advertise national media such as magazines and television. However, independent hotel with cost-effective will reach international audiences. Anyway, it is difference about the hotel target market.

5. People: they are part of the delivery process and the service production. The customer and employees, both will present the service in the place. The company has to train their employees about services, service minded, educate consumers and management the consumer expectations. The company can add value through their employees, who are the important of the service experience. For example, in Ritz-Carlton, they know about total quality management program, the hotel chain gives credo to their employees with over 20 items for guidance as how to treat their customers. The employees can solve the problem and empower to solve in normal issues.

6. Process: the process deals with the delivery of service to the customers and including to process design such as payment policy, supply cycles, franchising policies and training procedures. For example, Marriott tries to standardize their service in the delivery process throughout their operations.

7. Physical evidence: it includes the atmosphere of the service and any tangible evidence. For an instant, in the decoration in the dining room of the restaurants, it will show a theme for marketing.

In the nowadays, traditional marketing and online marketing is important because of the internet are worldwide, so the business can do online marketing by themselves. Anyway, social media influenced by social networking are pressing suppliers and buyers who value more and more the opinions, reviews and referrals of fellow travellers. These information agents represent a more reliable and trustworthy source than the suppliers themselves (Madhyhamapurush , 2011)

2.9 Role of National Tourism Authorities

Role of national tourism authorities is important to the tourism industry. On the demand side such as the state organizations in dismantling some of the constraints which restrict holiday-timing, particularly school holidays, alongside with the holiday in summer, the weather and tradition are the main factors causing seasonal peaking of demand. It will be much higher demand for holidays during summer period. National policies aimed to divert tourist to the off-season. Thus, the policies aimed at reducing peak-time congestion problem such as geographical spreading of tourists, the transportation will arrange themselves; similarly, in many countries with high seasonal demand, the need for low cost facilities is reflected in the accommodation. The promotional policies of national tourism organizations also contribute to better seasonal spreading to tourists. Such information campaigns could highlight the advantages of off-season holidays and dispel the negative image. Government promotional activities should aim to complement rather than displace of private sectors in the tourism industry. Government agencies also provide incentives for product development by acting as an information resource on best practice in off-season holiday products and promotion. (CECDG, 1993)

2.10 Related Research

Alegre J. & Pou L. (2006) studied about “The length of stay in the demand for tourism” this study examines the microeconomic determinants of the length of stay at one of the Mediterranean’s leading sun-and-sand destinations. The estimation of a conditional demand functions model highlights the explanatory power of the tourist’s sociodemographic profile and holiday characteristics, as well as the sensitivity of the length of stay to price changes.

Barros P. C & Correia A. studied about “Survival Analysis in Tourism Demand: The Length of stay in Latin American Destination” the research analyzed the determinants of the length of stay of Portuguese tourists on vacations in Latin America by using the questionnaire which distributed on Portuguese charter airline, Air Luxor. To study the relationship between vacation length and covariates. The result showed that the most influencing the tourists, motivated by culture, security and climate, will have a longest stay. The policy implication is derived.

Chaithanee W. (2013) studied about “Consumer decision making styles in hotel selection in Phuket” the purposes of this study were to examine the relationship between personal characteristics and the consumer decision making styles and to examine the relationship between hotel attributions and consumer decision making styles of the hotels in Phuket. The sample of this research was 300 international tourists and 100 domestic tourists in Phuket. The result of this research shown that the key decision making styles of the samples were price conscious, perfectionist conscious, confused by over choice conscious and novelty conscious. The result also suggested that the hoteliers need to understand that tourists’ behavior is not stable, it always changes and they had to follow up on tourist trends.

Choosrichom J. (2011) studied about “Factors influencing the selection of hotel/ resort in Lanta Yai Island, Krabi, Thailand by international travelers. The purposes of this research were to investigate and identify important factors of hotel/resort selection for international travelers. And the aim was to study the factors that involving decision making in the selection of accommodations on Lanta Yai Island, Krabi, Thailand. The samples of this research were a group of international travelers who traveled and stayed in Lanta Yai Island during 13-23 April 2011. The result of this research found that the factors influencing international tourists in the selection of hotel/resorts indicated that security and safety was the most important factor. Followed by value, staff service quality, location and room and facility quality, respectively. The finding suggested that security and safety identified as the most influential in determining customers’ selecting the hotel in Lanta Yai Island. This issue, the hotels in Lanta Yai Island should consider while developing marketing strategies.

Jaafar M. & Khoshkam M. (2014) studied about “Length of stay and tourism facility assessment: the viewpoint of Malaysian tourists at Langawi” the study focused

on the effect of the socio- demographic variable, length of stay on customers satisfaction. The data were collected in Langawi, Malaysia. The result of this research found that the length of stay has effect on tourists' social perception and contributes to dissatisfaction with the destination. Tourists who stayed less than ten days were satisfied more than the tourists who stay more than ten days.

Juan G.B., Marta M. & Manuela P. (2013) studied about "Factors influencing length of stay of cultural tourists" this study examine the length of stay of cultural tourists in a mountain destination in the northeast of Italy. The main point of this research is to analyze the attitudes of visitors regarding culture and their overall vacation. The data were obtained at the South Tyrol Museum of Archaeology in Bolzano, Italy. A zero-truncated negative binomial model is empirically estimated, unlike in other studies, as a generalization of Poisson distribution. The analysis identifies the main determinants that influence the length of stay of cultural tourists: nationality, age, employment, income, costs associated with the journey. All have an impact on the length of stay. Specifically, variations in these factors correspond to variations in the duration of the vacation. The duration is also positively affected by the presence of the icemen Ötzi in the museum and of other cultural attractions. The finding of this research provided the essential tool for managing heritage resources and planning future tourism developments around the Ötzi museum.

Kaewta S. (2014) studied about "Factors relating to the decision making of Chinese tourists on selecting the accommodation in Phuket" The objectives of this research were 1) to study the relationship between the individual characteristics, behavior and motivation Chinese tourists and the focus on the marketing mix. The samples of this research were 385 Chinese tourists by using questionnaires. The result of this research showed that most of Chinese tourists were 25-35 years old with bachelor degree of education, married status and they were private employees with 20,001-30,000 for monthly income. The Chinese tourists' behavior: choosing an accommodation to stay between 3-5 nights. They travelled with a tour group with a tour guide. Because of the natural relaxing trip and accommodation rate between 1,001-1,500 baht per night. Their decision motivation about the accommodation was its popularity. Most of them, booked the room through the tour agent companies. And room by the sea or the beach where most considered and the first important marketing

mixes were people. The relationship between the Chinese tourists individual characteristics and the marketing mix showed that gender, age, income, education level, occupation were significant relationship at 0.5

Kanchanakij S. & Boonchuay K. (2014) studied about “The satisfaction of Russian tourists on the hotel service in Bangkok metropolis” which to compare 2 factors affecting the satisfaction. The data collected from questionnaires about 400 for a group of tourists. The result of this research showed that the most of Russian tourists were female, aged between 20-40 years old with undergraduate education level and monthly income about 20,000- 50,000 Rubles. They were company employees and choose a holiday in Bangkok through magazines, and travelled with their friends and colleagues.

Kazuzuru B. (2014) studied about “Determinants of tourist length of stay in Tanzania” this study examines about the factors influencing the length of stay in Tanzania as one of the tourism revenue generation. The Tanzania Tourism Sector Survey used a survival analysis on a cross-section of tourism in 2001, 2007 and 2008. And they have established that trip-related characteristics and destination attributes. Particularly, tourist longer stays associated with tourists who visit with friends and relatives. On the other hand, the tourist short stay associated with frequent visitors such as business visitors, leisure and recreation visitors who got the tourism information from word-of-mouth. The recommendation of this study, revealed that the hotel owners and tour operators should consider the factors as above in order to plan an activity to encourage longer stay for business visitors, leisure and recreation visitors.

Khong-khai S. & Yatiwat T. (2016) studied about “Marketing mix factors for making decision on accommodation of Thai tourists in Phuket” The objectives of this research were to study marketing mix factors that Thai use for decision making on selecting accommodation. The samples were 400 Thai tourists in Phuket, and the data collected by questionnaires. The result of this research showed that marketing mix factors, that Thai tourist mostly consider to select the accommodation was physical evidence, followed by productivity and quality. The least factors of marketing mix that considered to choose the accommodation was promotion. The finding could apply to entrepreneurs of accommodation business in Phuket in order to plan, marketing strategy to consistent with the need and behavior of tourists.

Lomsethi A. (2011) studied about “Factors affecting selecting an accommodation for foreign visitors, Bangkok” the objectives of this research were follows: 1) to study the level of marketing factors towards the decision of foreign tourists in choosing accommodation. 2) To study marketing mix factors affecting the decision of foreign tourists in choosing the accommodation service. 3) To study the correlation between factors concerning the experience of staying overnight of foreign tourists and their decision in choosing the accommodation service, according to the marketing mix factors and 4) to study the problems and recommendation in making decision in choosing the accommodation service of foreign tourist. The result of this research shown that marketing mix factors affecting choice in making their decision in using accommodation service was placed from greater effects respectively: the aspect of the accommodation and the quality of services, the place and the distribution channel, performance the service personnel, physical characteristics, service process, marketing campaign a pricing. The marketing factors affect the decision in using the accommodation service of the foreign tourists. Personal factors affected the average scores in marketing mix factors in order to choose the accommodation such as gender, domicile, age, education level, occupation, marital status and income of the tourists. About the experience of staying overnight of the foreign tourists and decision making to choose an accommodation because of marketing mix factors and quality of service were correlated.

Madhyhamapurush W. (2011) studied about “Longstay Tourism Marketing MIX for Longstay Japanese Tourist in Chiangmai” and found that longstay tourism is one of special tourism model. The long stay Japanese tourists are increasing every year in Chiangmai Province because population structure are become to aging society and Chiangmai have tourism attraction, accommodations, tourism activities and tourism Facility support longstay tourist. An entrepreneur in Chiangmai are poor marketing. As a result, some businesses have benefited. Study Longstay Tourism Marketing Mix for Longstay Japanese Tourist in Chiangmai is use 9P’s marketing mix (product, price, place, promotion, physical evidence, partnership, packaging, people, power). And the Longstay marketing has third party, such as health sector, product for live sector because Longstay tourist stayed more 3 months.

Menezes De Gomes A. , Moniz A & Vieira J. C. (2008) studied about “The determinants of length of stay of tourists in the Azores” the result of this research found that socio- demographic profiles, such as nationality, Azorean ascendancy, and trip attributes were important determinants. And also the destination image, environment influenced the length of stay. However, the result suggested that the marketing strategies which promote the Azores for its nature, landscape, remoteness and weather may increase length of stay, on the other hand, cultural heritage has the opposite effect.

Montip J. (2009) studied about “International Tourists’ Opinions on Choosing Accommodation on Khao San Road” the objectives of this study were 1) to examine the international tourists’ opinion on choosing accommodation on Khao San Road and 2) to investigate the elements of the marketing mix (4p’s: product, price, place and promotion) which attract tourists to accommodation on Khao San Road. The result of this research found that the reason that attracts the international tourists to choose an accommodation on Khao San Road was price and they know Khao San Road by word of mouth.

Phasunon P., Pringprasert T. and Siriwong P. (2011) studied about “Factors affecting the occupancy of guesthouses located within the area of Khao San Road” the purpose of this quantitative research was to investigate the factors affecting the occupancy of guesthouse located within the area of Khao San Road. The samples were 400 foreign tourists who had the experience with guest house on Khao San Road. The collection of data was used the questionnaires. The result of this research showed that four factors comprising product, place, productivity and quality, and people out of the extended marketing mix: product, price, place, promotion, process, productivity and quality, people and physical evidence, had a significant effects on tourists’ decision to stay at the guesthouse on Khao San Road.

Scholtz M., Kruger M. & Saayman M. (2014) studied about “Determinants of visitor length of stay at three coastal national parks in South Africa. The study suggested that the South African National Parks should aim to attract the visitors who stay longer, especially, during low-seasons. The visitors who stay longer visited many attractions, explore to other regions, and can generate income, also drives economic, social and environmental impacts. The research found that the factors influencing the visitors stay longer, it was benefits to the destination that seeking to increase visitors

spending. The study surveyed based on self-administered questionnaires were collected at the three parks during 2012 and 2013 with 496 respondents. The result showed the similarities and differences result between these determinants in three parks, also the park management could be focused on the specific attribution of each park in order to encourage the visitors to stay longer in ecotourism destinations.

Srisopha S., Homchan W. & Chaiyason J. (2013) studied about “Factors affecting Thai tourists’ decision of accommodation selection in Ubon Ratchathani Province” the objectives of this study were studied the factors that affected Thai tourists’ decision of accommodation selection in Ubon Ratchathani province in order to derive at recommendations in developing accommodations in Ubon Ratchathani province. The result of this research found that most tourists visiting Ubon Ratchathani province were female, aged between 20 and 25, single, and domicile northeastern of Thailand. Most of them worked in private companies, monthly income 10,001-15,000 baht. The purpose of traveling was vacationing and relaxation. Most of them travel with their family or friends. They stayed about 3-4 days and spend 501-1,000 baht per night. The marketing mix factors such as product, price, place and promotion had overall influencing on the tourists decision of accommodation selection in Ubon Ratchathani province in high level.

Thrane C. (2012) studied about “Tourists’ length of stay: the case of international summer visitors to Norway” the study used several econometric techniques to examines how nationality and a number of independent variables affected to length of stay. The empirical setting was about the inbound summer tourism market in Norway, and the data refer to a large sale visitor survey conducted in 2007. The result of this research showed that the visitor’s nationality explained many differences of the length of stay and how their age, spending patterns and trip-related characteristics associated with the length of stay.

Yamkasorn R., Na Thalung C. & Tungbenchasirikul S. (2015) studied about “A study on the related factors of marketing mix to customer loyalty of Thai tourists, a case of three stars hotels, amphoe Meuang, Kanchanaburi province, Thailand” this was quantitative research that aim 1) to study the demographic, buying behavior, marketing mix and three stars hotel customer loyalty factors 2) to study the related factors of marketing mix to customer loyalty 3) to examine the related influencing factors of

marketing mix to customer loyalty of Thai tourists visiting three stars hotel at amphoe Mueang, Kanchanaburi province. The data were collected from 400 questionnaires by Thai tourists who visited three stars hotel at a last night. The result of this research showed that the difference in demographics such as gender, age, education, career and income as well as the purpose of travelling of Thai tourists had a significant impact on their customer loyalty. Also the marketing mix influence on the customer loyalty.

Yanthinnag P, Sangboonnag R. & Chongjit C. (2015) studied the factors affecting the decision to choose hotel in Koh Pha Ngan. There are the objectives to study on tourists' satisfaction on the selection to take the services from the hotels on Koh Pha Ngan Island in order to respond to the needs of them. This study is the quantitative research. The population of this research was 390 of tourists who stayed at Chantarasri resort and Spa hotel, Sea Garden resort hotel Rin beach, Loyfha natural resort hotel, and Bay beach resort hotel. The researcher used questionnaire and the statistics used in data analyses. It was found that, the most of the sample groups were male age between 31-35 years old with bachelor degree education. Most of them were the employee or staff in the companies, followed by the trader/ private business, government office/enterprise respectively, and monthly income about 40,001-50,000 baht and 50,001-100,000 baht. Most of them stayed at Bay beach resort hotel, followed by Loyfha natural resort hotel, Sea garden resort hotel Rin beach and Chanmarsri resort and spa hotel, respectively. For the overall of marketing factors, they had the influencing to the clients in the selection of hotel service on Koh Pha Ngan Island in high level, the first rank was on personnel, followed by service providing a procedure and physical evidence.

Yooyen C. and Tangkiatsin A. (2010) studied on “Marketing factors influencing the choices on accommodation at Samui island and Phangan island, Surat Thani province” the objectives of this study was focused on marketing factors influencing the decision on choices of hotels and resorts, traveling behavior and opinion of the tourists on impacts toward community and environment in Samui and Phangan Islands. Thai and foreign tourists residing in hotels and resorts on Samui and Phangan island for 480 persons were the sample of this research. The result of this research shown that, most of the respondents were foreign tourists came from Europe and female, age between 21-30 years with a bachelor degree in education, and most of them

were corporate employees, with monthly salary were equal or lower than 20,000 baht. The marketing factors such as product, price and distribution factor that influence the decision making choose the hotels and resorts in Samui and Phangan island. The reason that tourists travelled in Samui and Phangan island because of the natural beauty and traveling between July and September and they preferred the full moon arty with stay over four days and spend approximately about 5,001- 10,000 baht and there was tendency to come back in the future.

Yookhong C. (2012) studied about “Customer satisfactions from domestic tourists of hotel in Ranong province” this was a quantitative research by using the 400 questionnaires, the samples were Thai tourists who check in for 4 hotels in Ranong province namely Tinedee anon hotel, Jansom hotspa Ranong hotel, Ranong garden hotel and Ifal hotel. The result of this study showed that the most of the sample were female, aged between 25-34 years old and bachelor degree in education. The most of Thai tourists were employee n earned 10,001- 15,000 baht per month and the most of them checked in Tinedee Ranong hotel by conference event and stay 1 night. The most of Thai tourist satisfaction was a product of the hotel such as knowledge and skill service of employee, decoration, facilities, respectively. The tourists satisfied in price in a high level, most of them satisfied price, distribution channel and promotion, respectively.

CHAPTER 3

RESEARCH METHODOLOGY

The purpose of this chapter is to describe the methodology to be used in this study in order to achieve the objectives. From the study of factors influencing the length of stay at hotel in Koh Pha Ngan, Surat Thani, Thailand. The researcher has developed and designed the research according to the process studied. Therefore, methodology included scopes in the study, population and sample size, research's planning process, hypotheses of the study, research design and instrument, data collection procedure, and data analysis.

3.1 Research Design

This research was mixed method: qualitative and quantitative methods are used to approach the research subject; there is a difference in each other. Quantitative research is a technique that seeks to measure the data, generally, uses the statistical analysis. On the other hand, qualitative research is designed based on a small sample size; it provides the insight and understanding social and cultural phenomena of the study. Corbin and Strauss (cited in Houten, 1998) noted that qualitative method allows for acquiring a better understanding about any phenomenon and also gaining new perspectives about subjects and gain more in-depth information concerning the subject of research.

In this study will use a qualitative and quantitative approach:

1. Quantitative approach by using questionnaires to find out the determining factors of tourists' length of stay in Koh Pha Ngan by international travellers who were visiting Koh Pha Ngan. The quantitative method for reliability to ensure that the research analysis is covered the statistical methods, in order to test hypotheses and for surveys to gather information by convenience sampling. The finding and conclusion of the research use statistical software system.

2. Qualitative approach to analysis points out the role of individual interpretation of experiences to investigation of different perspectives hoteliers in Koh Pha Ngan, Surat Thani Province. The main focus of this study is to find out the determinant factors of tourists' the length of stay and the factors influencing the length

of stay in Koh Pha Ngan and also with the Koh Pha Ngan Hotel Association and national tourism authority about the tourism promotional policy or action plan in order to influence the tourist length of stay in Koh Pha Ngan. Therefore, this study will use the qualitative research method and the research was conducted by using two principal sources which were primary data and secondary data collection.

The primary data collection or in-depth interview was carried out by interview the national tourism authority, Koh Pha Ngan Hotel Association and hoteliers in Koh Pha Ngan. This interview was the primary method of data collection; the research was conducted by discussing with the three selective groups. In this study, semi-structured interviews were conducted for data collection. Interview is commonly used in qualitative research, which could be conducted face-to-face interview and telephone, and it is allowed to clarify their response, explain their opinions. During the interview, the researcher will encourage an informal conversation covering the research topic and questions. It is useful method to provide in-depth information about the area in exploratory of this study.

The interview questions of this research are designed to find out from the national tourism authority and Koh Pha Ngan Hotel Association about the tourism promotional policy, destination marketing or tourism seasonal policy and their opinion on the way to influence the length of stay in Koh Pha Ngan. For supply side (hoteliers), the research will find out about marketing strategies or competitive advantage that influence the length of stay in Koh Pha Ngan, Surat Thani Province and also how they influence the length of stay.

2. Secondary data source is a data collection method (Houten, 1998) that means that to collect data by reviewing published data: books, related research, leaflets, newspaper and previous studies.

3.2 Population and Samplings

Quantitative method: the study was selected the international visitors who were visiting Koh Pha Ngan during data collection. The sample was selected in the Koh Pha Ngan between 24 December 2016 – 1 January 2017, about 200 respondents by a convenience sampling method for data collection in Koh Pha Ngan by using non-probability sampling as the formula to calculate sample size (Cochran, 1977):

$$n_0 = \frac{z^2 pq}{e^2}$$

When n_0 = the sample size

z = the selected critical value of the desired confidence level

p = the estimated proportion of an attribute that is present in the population

$q = 1-p$ and e is the desired level of precision

Table 3.1 Sample size calculated for different confidence level and precision

Confidence Level	Sample size		
	e = .03	e = .05	e = .1
95%	1067	384	96
99%	1849	666	166

Source: Gauhati University, 2012: Online

According to Cochran's formula for calculating sample size when population infinite as the table 3.1 shown above. Because of, the limitation of time, this study will select the sample size of 166 participants and change to 200 participants in order to cover the 5 zones of Koh Pha Ngan. It should be noted that the significance level is increasing. The 200 participants at the significance level at 0.1

Qualitative method: In the study, according to the problem description about the factors influencing the tourist's length of stay in Koh Pha Ngan, the sample has been planned to target: national tourism organization, who are in charge of the tourism policy as a national policy in Koh Pha Ngan and Koh Pha Ngan Hotel Association as the tourism business and also the hoteliers in 5 zones on Koh Pha Ngan.

Table 3.2 List of Interview Participants

Group	Organization/Business	Position of Participants (amount)
Group 1	National Tourism Authority	Director of TAT Koh Samui (1)
Group 2	Koh Pha Ngan Hotel Association	President of the Association (1)
Group 3	Hotels	Owners or managers (4)
Total		6

According to the table 3.2 shows that the six respondents participated in a face-to-face interview and telephone interview. The invitation was distributed by email with explaining about the research questions and the significance of the study. Therefore, the researcher divided participants into three groups, the hotels were located in 4 zones of Koh Pha Ngan. In this research will interview only 6 participants who are expert in tourism industry in Koh Pha Ngan and have an experience in tourism as well.

The discussions with the national tourism authority: the TAT Koh Samui Office. The second group was Koh Pha Ngan Hotel Association. The third group was supply side such as hoteliers. The participants were chosen carefully for this research because respondents should be identified and selected by suitability and they can answer the question comprehensively. All qualified participant needed to be tourism policy influencers and tourism stakeholders and also successful in influencing the tourists' length of stay that the collected data was truly useful for hoteliers or related business in the tourism industry and willingness to give an interview.

3.3 Research Instruments

In this research using both qualitative and quantitative research instruments as follows:

1. Quantitative method: using the questionnaire, it was taken and test for validity by 30 people and researcher are adjusted the questionnaire. Then the questionnaire can pass the qualification test for data collection.

The questionnaire (Adapted from Menezes, Moniz & Vieira (2008); TAT) included 4 parts: 1. Personal factors 2. Motivation factors 3. Travel Characteristic 4. The determinant factors affect tourists' length of stay as follows:

Part 1: Personal factors: this is the first part which consists of gender, age, income, education level and nationality.

Part 2: Motivation factor consists of: the main reason of travelling, package holiday, while they were staying in Koh Pha Ngan.

Part 3: Travel characteristic consists of: the group of travelling, expenditure per trip, and activities, length of stay, accommodation information in Koh Pha Ngan.

Part 4. The determinant factors affect the length of stay at the hotel in Koh Pha Ngan. Using closed-ended question design and Likert scales which indicated their

level of agreement out of 5. And also opened-ended questions, in order to collect the perception of the visitors.

Questionnaire design:

The questionnaire is provided in English language and the different part relates to the determinant factors affect the length of stay, questionnaires was adapted from previous study and use Linkert scale or rating scales as follow:

- 5 = Strongly Agree
- 4 = Agree
- 3 = Neutral
- 2 = Disagree
- 1 = Strongly Disagree

The average of the agreement points transferred into 5 levels as follows:

$$\text{The level scale} = \frac{\text{maximum} - \text{minimum scale}}{\text{The total of level}}$$

Strongly Agree	= 4.21- 5.00
Agree	= 3.41- 4.20
Neutral	= 2.61- 3.40
Disagree	= 1.81- 2.60
Strongly Disagree	= 1.00- 1.80

This research will use the instruments as below:

1. The researcher designed questionnaires and submit to an advisor for review and recommends ensuring that the questionnaires effective and for a pre-test survey of this study depend on the reliability of the questionnaire prior which gave to 30 respondents.

2. By conducting a survey, the researcher contributed the questionnaires to 200 respondents in 24 December 2016 – 1 January 2017 in Koh Pha Ngan, Surat Thani Province.

Qualitative method: Preparing for semi-structured interviews. The process of preparation of the semi-structured interviews and data analysis based on literature review, a set of the factors was identified and expanded in the conceptual framework.

The key was identified from the national tourism authority, Koh Pha Ngan Hotel Association and hoteliers.

The questions have pre-tested of the study population who was not served as a participant. Pre-testing can address the key concerns about the validity as follows:

- The meaning of the question is clear.
- The questions use terminology which easily understanding for participants.
- In each question, ask only one topic.
- The question reflects any hidden bias or leads the participants.

The semi-structure interviewed consists of the main issue as follows:

1. The destination image of Koh Pha Ngan.
2. Tourism situation in demand and supply.
3. Determinant factors of tourists' travelling in Koh Pha Ngan.
4. Factors influencing the length of stay in Koh Pha Ngan.
5. How to influence the length of stay in Koh Pha Ngan.

3.4 Data Collection

The data collection of this research consists of:

1. Primary data: 1.) the survey questionnaire of international travellers 200 respondents. 2.) In-depth interview from 1 person of national tourism authority, 1 person of Koh Pha Ngan Hotel Association and 4 hoteliers.
2. Secondary Data by reviewing published data: books, related research, leaflets, newspaper and previous studies.

3.5 Data Analysis

Quantitative method: data analysis by using SPSS program compute for the results. The output of the program has been presented in chapter four and the result of respondents will be presented as follows:

- 1) Descriptive statistical analysis in part 1 about the personal factors consists of gender, age, income, education level, nationality, length of stay in Koh Pha Ngan and frequency of visiting Thailand by mean, frequency distribution and percentage, the results should be an analysis as Nominal Scale, Ordinal Scale and percentage.

2) Inferential statistical is data which generalize about the population based on a sample. The method of inferential statistic for testing hypothesizes. In this research, the quantitative statistical averaging (Mean) and the standard deviation (SD), t-test and one way ANOVA was used. Data analysis: independent variable such as the determinant factors of tourists' length of stay, which are creating Likert Scale, listing in order the most comments strongly agree level to strongly disagree.

Qualitative method: data analysis involved coding and classifying data: the data collected and highlighted the important messages, features or finding. The content analysis based on the conceptual framework and consists of the research question. The researcher analyzed the conversation on the interviews and summarized the key themes and concepts that related to the conceptual framework. The process of content analysis had data reduction, data display, and verifying conclusions (Saunders, 2012). The data had covered the research questions and data reduction included summarizing and simplifying the collected data. The process aimed to transform the data and to condense it. And all information will be interpreted in order to recommend for the research in the future or the way to solve the problem.

3.6 Validity and Reliability

Quantitative method: to test the reliability by using Cronbach's alpha coefficient method (Cronbach,1970) The researcher has to distribute 30 questionnaires to 30 people to test the liability after the respondents have an answer the questions, so the researcher will use data on statistic program and calculate the Cronbach's alpha. There are five scales of evaluate as follows:

0.00-0.60	represent	Poor
0.60-0.70	represent	Fair
0.70-0.80	represent	Good
0.80-0.95	represent	Very Good
0.95-1.00	represent	Excellent

If the scale is more than 0.70 that mean this questionnaire is reliable and ready to be used, but if the scale is less than 0.70 mean the questionnaire need to develop. The evaluation of questionnaire was calculated and shown the result as table 3.2

Table 3.3 Cronbach's Alpha of Item

Cronbach's Alpha	N
0.835	30

Hypothesis Testing

H1: Personal factors affect the length of stay in Koh Pha Ngan.

H1_a: Gender affects the length of stay in Koh Pha Ngan.

H1_b: Age affects the length of stay in Koh Pha Ngan.

H1_c: Nationality affects the length of stay in Koh Pha Ngan.

H2: Motivation factors affect the length of stay in Koh Pha Ngan.

H2_a Main reason of travelling affects the length of stay in Koh Pha Ngan.

H2_b Package holiday affects the length of stay in Koh Pha Ngan.

H3: Travel Characteristic factors determine the length of stay in Koh Pha Ngan.

H3_a Mode of Travel affects the length of stay in Koh Pha Ngan.

H3_b Tourist Activities affect the length of stay in Koh Pha Ngan.

Qualitative method: The qualitative validity means that the researcher checks for the accuracy of the study by the certain procedure. The qualitative reliability indicates that the researchers approach is consistent across different researchers and different project. This research, the researcher has put very effort to achieve the highest quality of the results in order to increase the validity of the study. The researcher has conducted the in-depth interview with the most relevant and knowledgeable person, who responsible for tourism policy and marketing activities in order to influence the length of stay in Koh Pha Ngan. And during the interview sessions, the research has provided the information or explanation where needed for the respondent in order to make sure that they have understood in the questions and thus, accurate answer. Additionally, in the interview sessions have been recorded and collected for keeping the important all information.

Reliability is one of the special concerns when conducting interviews, especially the bias of the interviewer (Sauders, 2012). This type of bias could reduce by structuring the interview beforehand. Therefore, this research performed in a semi-structured manner, in order to increase validity every interview has been recorded for

later review. The interview was conducted in Thai then translates into English: the written material was returned to the interviewee's so they could check that the researcher understood properly. Its result will discuss with the Koh Pha Ngan Hotel Association and national tourism authority in order to review and suggest about the tourism policy and how to influence the length of stay in Koh Pha Ngan.



CHAPTER 4

RESEARCH FINDINGS

4.1 Data

This chapter contains the empirical data has been collected for the thesis and the data analysis which will be separated into these sections:

1. Analysis the questionnaires that collected from international travellers about the determinant factors of tourists' length of stay in Koh Pha Ngan, the data collected between December 24, 2016 – January 1, 2017. By using SPSS for statistical analysis, which descriptive data with frequency, percentage, mean, standard deviation, independent sample t-test and one way ANOVA.

- Part 1 Analyze the personal factors
- Part 2 Analyze the motivation factors
- Part 3 Analyze the travel characteristic
- Part 4 Analyze the determinant factors of tourists' length of stay in Koh Pha Ngan.

2. The primary data attained through the use of interviews from three groups.

The purpose of this research is to discover and understand the determinant factors of tourists' length of stay, to study the factors influencing the length of stay and to study the tourism promotional policy or tourism marketing in order to influence the length of stay in Koh Pha Ngan. The result presented as follows:

Part 1. Analyze the personal factors.

Table 4.1 Frequency and percentage of the respondents classified by gender

Gender	Frequency	Percent
Male	120	60.0
Female	80	40.0
Total	200	100.0

The result of table 4.1 states that 60 % of respondents were male and 40 % were female respectively.

Table 4.2 Frequency and percentage of the respondents classified by age

Age	Frequency	Percent
Under 25 years old	21	10.5
26-35 years old	100	50.0
36-45 years old	50	25.0
46-55 years old	19	9.5
56-65 years old	5	2.5
66 years and over	5	2.5
Total	200	100.0

The result of table 4.2 states that most respondents came to Koh Pha Ngan were age between 26-35 years olds at 50% (100 people) follow by tourists age between 36-45 years old at 25% (50 people), respondents age under 25 years olds at 10.5% (21 people) respondents age between 46-55 years old at 9.5% (19 people), tourist age between 56 years old and over at 5% (10 people) respectively.

Table 4.3 Frequency and percentage of income

Income	Frequency	Percent
Less than \$1,000	50	25.0
\$1,001-\$1,500	63	31.5
\$1,5001-2,000	28	14.0
\$2,001-2,500	27	13.5
\$ 2,501-3,000	14	7.0
\$3,001 and over	18	9.0
Total	200	100.0

The result of table 4.3 states that most income of respondents who were visiting to Koh Pha Ngan were between \$1,001-\$1,500 at 31.5% (63 people) follow by income less than \$1,000 at 25% (50 people), income between \$1,5001-2,000 at 14 % (28 people), income between \$2,001-2,500 at 13.5% (27 people), income between \$ 2,501-3,000 at 7% (14 people), and income \$3,001 and over \$3,001 at 9% (18 people) respectively.

Table 4.4 Frequency and percentage of the respondents classified by occupation

Occupation	Frequency	Percent
Employee	138	69.0
Self-employed	31	15.5
Retired	8	4.0
Government officer	2	1.0
Student	15	7.5
Other	6	3.0
Total	200	100.0

The result of table 4.4 states that most respondents who were visiting to Koh Pha Ngan were employee at 69% (138 people) followed by self-employed at 15.5% (31 people), student at 7.5% (15 people), retired at 4% (8 people), other at 3% (6 people) and government officer at 1% (2 people) respectively.

Table 4.5 Frequency and percentage of the respondents classified by education

Education	Frequency	Percent
Less than Bachelor degree	18	9.0
Bachelor degree	134	67.0
Master degree	41	20.5
PhD. Degree	4	2.0
Other	3	1.5
Total	200	100.0

The result of table 4.5 states that most education level of respondents who were visiting to Koh Pha Ngan were Bachelor degree at 67% (134 people), followed by Master degree at 20.5% (41 people), less than Bachelor degree at 9% (18 people), PhD. Degree at 2% and other at 1.5% (3 people) respectively.

Table 4.6 Frequency and percentage of the respondents classified by nationality

Nationality	Frequency	Percent
Swedish	17	8.5
Israeli	8	4.0
British	40	20.0

Table 4.6 Frequency and percentage of the respondents classified by nationality
(Cont.)

Nationality	Frequency	Percent
French	20	10.0
Irish	5	2.5
American	14	7.0
Bulgarian	1	0.5
German	13	6.5
Persian	1	0.5
Russian	12	6.0
Indian	11	5.5
Brazilian	13	6.5
Malaysian	3	1.5
Denish	5	2.5
Portuguese	3	1.5
Italian	8	4.0
Spanish	4	2.0
Canadian	3	1.5
Australian	3	1.5
South African	4	2.0
Total	200	100.0

Part 2. Analyze the motivation factors

Table 4.7 Frequency and percentage of the respondents classified by the main reason of this travelling

The main reason of this traveling	Frequency	Percent
Business reason	9	4.5
Culture	4	2.0
Health	3	1.5
Leisure	132	66.0
Honeymoon	37	18.5
Visiting friends or family	7	3.5
Other	8	4.0
Total	200	100.0

The result of table 4.7 states that most of respondents who were visiting to Koh Pha Ngan had the main reason of this travelling was leisure at 66% (132 people) followed by honeymoon at 18.5% (37 people), business reason at 4.5% (9 people), other 4% (8 people), visiting friends or family at 3.5% (7 people), culture at 2% (4 people) and health at 1.5% (3 people) respectively.

Table 4.8 Frequency and percentage of the respondents classified by the visitor purchasing package holiday

Package holiday	Frequency	Percent
Yes	28	14.0
No	172	86.0
Total	200	100.0

The result of table 4.8 states that most of respondents who were visiting to Koh Pha Ngan not buy the package holiday at 86% (172 people) and the visitors bought the package holiday at 14% (28 people)

Table 4.9 Frequency and percentage of the respondents classified by time spent with activities in Koh Pha Ngan

Activities	Frequency	Percentage
Kayaking	33	16.5
Scuba diving	35	17.5
Snorkeling	51	25.5
Mountain biking	4	2
Trekking	6	3
Cooking Class	11	5.5
Yoga and meditation	15	7.5
Full Moon Party	93	46.5
Other (working, sunbathe, relaxing, swimming, exploring and etc.)	120	60

The result of table 4.9 shown that most of respondents who were visiting to Koh Pha Ngan spent their time with working, relaxing, sunbathing, swimming, exploring

and etc. at 60% or 120 people. Followed by the full moon party activity at 46.5% or 93 people, snorkeling at 25.5% or 51 people, scuba diving at 17.5% or 35 people, kayaking at 16.5% or 33 people, yoga and meditation at 7.5% or 11 people, trekking at 3% or 6 people and mountain biking 2% or 4 people.

Part 3 Analyze the travel characteristic

Table 4.10 Frequency and percentage of the respondents classified by repeat visitation rate.

Repeat visitation rate	Frequency	Percent
First visit	148	74.0
Second visit	37	18.5
Third visit	1	0.5
Forth visit or more	14	7.0
Total	200	100.0

The result of table 4.18 states that most of respondents who were visiting to Koh Pha Ngan were first visit at 74% (148 people) followed by second visit at 18.5% (37 people), fort visit or more at 7% (14 people) and third visit at 0.5% (1 person) respectively.

Table 4.11 Frequency and percentage of the respondents classified by group or individual.

Travelling with	Frequency	Percent
No one	38	19.0
Partner/Spouse/Couple	58	29.0
Friends	56	28.0
Co-workers	1	0.5
Family or relatives	47	23.5
Total	200	100.0

The result of table 4.19 states that most of respondents who were visiting to Koh Pha Ngan were travel with partner/ spouse/couple at 29% (58 people), followed by, travelling with friends at 28% (56 people), family or relatives at 23.5% (47 people), travel alone at 19% (38 people) and with co-workers at 0.5% (1 person), respectively.

Table 4.12 Frequency and percentage of the respondents classified by how long they stayed in Koh Pha Ngan.

Length of stay (Nights)	Frequency	Percent
1	1	.5
2	4	2.0
3	36	18.0
4	29	14.5
5	37	18.5
6	20	10.0
7	33	16.5
8	10	5.0
9	10	5.0
10	3	1.5
More than 10 nights	17	8.5
Total	200	100.0

The result of table 4.20 states that most of the respondents who planned to stay in Koh Pha Ngan at 5 nights equal to 18.5% (37 people), followed by tourists stayed 3 nights about 18% (36 people), tourists stayed 7 nights about 16.5% (33 people), tourists stayed 4 nights about 14.5% (29 people), tourists stayed 6 nights about 10% (20 people), tourists stayed more than 10 nights about 8.5% (17 people), tourists stayed about 8 and 9 nights about 5% (10 people each), tourists stayed 2 nights about 2% (4 people), tourists stayed 10 nights about 1.5% (3 people) and tourist stayed 1 night about 0.5% (1 person) respectively.

Table 4.13 Frequency and percentage of the respondents classified by the source of the accommodation information.

Accommodation information from	Frequency	Percent
Media	11	5.5
Friends or relative	50	25.0
Hotel website	61	30.5
Third party website	69	34.5
Local travel agent	2	1.0
Travel agent in your country	2	1.0

Table 4.13 Frequency and percentage of the respondents classified by the source of the accommodation information. (Cont.)

Accommodation information from	Frequency	Percent
Travel fair or exhibition	2	1.0
Guide books	3	1.5
Total	200	100.0

The result of table 4.13 states that most of the respondents know the accommodation form third party website were 34.5% (69 people), followed by hotel website were 30.5% (61 people), friends or relative were 25% (50 people), media were 5.5% (11 people), guide books were 1.5% (3 people) and local travel agent was equal with travel agent in their country and travel fair or exhibition were 1% (2 person each) respectively.

Table 4.14 Frequency and percentage of the respondents classified by the source of where did they hear about Koh Pha Ngan

Source	Frequency	Percentage
I already knew about it (from childhood)	10	5
The Internet	134	67
TAT's website	12	6
Friends and relatives	103	51.5
Media	86	43
Books and guides	14	7
Tour Operator or Travel Agent	2	1
Fairs, or exhibitions, or road shows	2	1

The result of table 4.21 states that most of the respondents know the Koh Pha Ngan from the internet were 67% or 134 people), followed by Friends and relatives 51.5% or 103 people, media were 43% or 86, books and guides were 7% or 14 people, TAT's website were 6% or 12 people, knew Koh Pha Ngan from childhood were 5% or 10 people, tour operator or travel agent and fairs, or exhibitions, or road shows as equal at 1% or 2 people each, respectively.

Part 5 Analyze the factors affect the tourists' length of stay in Koh Pha Ngan.

Table 4.15 Mean, Standard deviation and level of agreement that affect the tourists' length of stay in Koh Pha Ngan

Factors	Mean	Std. Deviation	Result
1. Your holiday set your length of stay	4.38	1.180	Strongly Agree
2. Your work leave entitlement	4.31	1.188	Strongly Agree
3. Event and attractions	4.25	1.097	Strongly Agree
4. Your group determines your stay	3.49	1.393	Agree
5. Tourist activities	4.01	1.077	Agree
6. Good destination image of Koh Pha Ngan determined your length of stay	4.30	.703	Strongly Agree
7. Quality of service of the hotel in Koh Pha Ngan	4.09	.840	Agree
8. Quality of overall service in Koh Pha Ngan	4.05	.816	Agree
9. Accommodation is value for money	4.28	.783	Strongly Agree
10. Hotel food and beverage value for money	4.32	.727	Strongly Agree
11. Public transportation are reasonable price	3.74	1.085	Agree
12. Security in the hotel	4.18	.742	Agree
13. Security in Koh Pha Ngan	4.09	.784	Agree
14. Staffs of the hotels are helpful	4.34	.677	Strongly Agree
15. Staffs of the hotels are polite and friendly	4.36	.738	Strongly Agree
16. Local people are friendly	4.48	.687	Strongly Agree
17. Hotel and room cleanliness	3.79	.830	Agree

Table 4.15 Mean, Standard deviation and level of agreement that affect the tourists' length of stay in Koh Pha Ngan. (Cont.)

Factors	Mean	Std. Deviation	Result
18. Room Facilities	3.69	.864	Agree
19. Nature and landscape	4.72	.626	Strongly Agree
20. Weather	4.70	.595	Strongly Agree
21. Yours satisfaction of the trip determine your length of stay	4.27	.788	Strongly Agree
Total	4.18	.8676	Agree

As shown in the table 4.15, it could be concluded that they were agreed with the factors affect their length of stay in Koh Pha Ngan, the average is equal to 4.18.

The majority of the respondents strongly agree that nature and landscape affect their length of stay in Koh Pha Ngan with a mean 4.72 with a standard deviation equal to .626. Followed by weather with a mean 4.70 with a standard deviation equal to .595. Local people are friendly with a mean 4.48 with a standard deviation equal to .686. Their work holiday with a mean 4.38 with a standard deviation equal to 1.180. Staff of the hotel is polite and friendly with a mean 4.36 with a standard deviation equal to .738. Staff of the hotel is helpful with a mean 4.34 with a standard deviation equal to .677. Hotel food and beverage value for money with a mean 4.32 with a standard deviation equal to .727. Their work leave entitlement with a mean 4.31 with a standard deviation equal to 1.188. Good destination image of Koh Pha Ngan with a mean 4.30 with a standard deviation equal to .703. Accommodation is value for money with a mean 4.28 with a standard deviation equal to .783. Their satisfaction of the trip with a mean 4.27 with a standard deviation equal to .7988. Event and attractions with a mean 4.25 with a standard deviation equal to 1.097, respectively, were affected the length of their stay in Koh Pha Ngan.

4.2 Hypothesis testing

Hypothesis 1: Gender affects the length of stay in Koh Pha Ngan.

An independent t-test was conducted to test the hypothesis which aimed to examine the personal factor affect the length of stay in Koh Pha Ngan. The result of the hypothesis testing are as follows;

Table 4.16 Independent t-test between gender and the length of stay in Koh Pha Ngan

Gender	N	Mean	S.D	t	Sig.	Hypothesis
Male	120	5.48	2.344	-.283	.039	Accepted
Female	80	6.23	2.546			

**Significant at 0.1 level

Table 4.17 The result of t-test for correlation between gender with the length of stay In Koh Pha Ngan

t-test for Equality of Means						
t	df	Sig. (2-tailed)	Mean	Std. Error Difference	99% Confidence Interval of the Difference	
			Difference		Lower	Upper
-2.083	159.691	.039	-.742	.356	-1.670	.187

**Significant at 0.1 level

The result of table 4.16 and 4.17 shown that the male has mean at 5.48 nights with S.D. 2.344 and female have mean 6.23 nights with S.D. 2.546. The researcher analyzed the difference gender found that the female has higher mean than male and the result shown the p-value of 0.039 which is not greater than 0.1

Hypothesis 2: Age affects the length of stay in Koh Pha Ngan

Table 4.18 Comparison between age factors affect the length of stay in Koh Pha Ngan

Age	N	Length of stay Mean	S.D.	F	Sig.	Hypothesis
Under 25 years old	21	7.00	2.881	4.675	.000	Accepted
26-35 years old	100	5.21	2.258			

Table 4.18 Comparison between age factors affect the length of stay in Koh Pha Ngan (Cont.)

Age	N	Length of stay Mean	S.D.	F	Sig.	Hypothesis
36-45 years old	50	5.72	2.148			
46-55 years old	19	7.42	2.795			
56-65 years old	5	5.00	2.000			
66 years and over	5	7.20	1.643			

**Significant at the 0.1 level

Table 4.19 Output of one-way ANOVA test for correlation between age with the length of stay in Koh Pha Ngan

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	128.218	5	25.644	4.675	.000
Within Groups	1064.102	194	5.485		
Total	1192.320	199			

**Significant at 0.1 level

As in the table 4.18 and 4.19 found that age between 46-55 years old most long length of stay in Koh Pha Ngan as equal mean 7.42 and age between 56-65 years old at the least. When analyzed in statistic one-way ANOVA, the result shown the p-value of .000 which is not greater than 0.1

Gender and age are two demographic variables which have a significant with the length of stay, which is consistent with the studied of Alegre and Pou, 2003; Barros and Machado, 2010; Barros et al, 2010; Martinez-Garcia and Raya, 2008. As to the gender variable, the studies agreed in finding that men tended to take longer trips than women, this trend also being maintained in adulthood (Barros and Machado, 2010). But in this study the women stay longer than men.

Hypothesis 3: Nationality affects the length of stay in Koh Pha Ngan**Table 4.20** Comparison between nationalities factors affect the length of stay in Koh Pha Ngan

Nationality	N	Length of stay (Mean)	S.D.	F	Sig.	Hypothesis
Swedish	17	7.29	2.024	3.336	.000	Accepted
Israeli	8	6.38	3.021			
British	40	4.73	1.519			
French	20	6.85	3.100			
Japanese	5	5.40	3.578			
Austrian	7	5.57	3.780			
Irish	5	7.00	.000			
American	14	5.93	2.464			
Bulgarian	1	4.00	.			
German	13	6.23	2.455			
Persian	1	11.00	.			
Russian	12	5.17	3.010			
Indian	11	3.00	.775			
Malaysian	3	7.00	.000			
Denish	5	8.00	.000			
Portuguese	3	6.33	2.517			
Italian	8	7.63	2.066			
Spanish	4	4.75	.500			
Canadian	3	4.33	1.155			
Australian	3	6.67	1.528			
South African	4	7.00	.000			

**Significant at the 0.1 level

Table 4.21 Output of one-way ANOVA test for correlation between nationalities with the length of stay in Koh Pha Ngan

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	336.718	21	16.034	3.336	.000
Within Groups	855.602	178	4.807		
Total	1192.320	199			

**Significant at the 0.1 level

As in the table found that the Persian has the most long length of stay in Koh Pha Ngan as equal mean 11 and Indian tourist has mean equal to 3 nights length of stay in Koh Pha Ngan. When analyzed in statistic one-way ANOVA found that the p-value of .000 which is not greater than 0.1, so that will be accepted the hypothesis.

This study constant with Litrell, Paige, & Song, 2004; Wu, 2003(cited in Alén et al., n.d.) found that seniors travel as much nationally as internationally and that this is related to the length of stay. Wu and Carson (2008) (cited in Alén et al., n.d.) noted that international trips have a positive relationship with length of stay. And the studied of Artal Tur and Garcia Sanchez the result found that the tourists who live in Murcia itself, in the rest-of-Spain reduces the stay by 29% with respect to the reference category, meanwhile if a tourist comes from the rest of the world. In both cases, this is an important result to this type of destination, showing that distance significantly influences the duration of the stay.

Hypothesis 4: Main reason of travelling affects the length of stay in Koh Pha Ngan

Table 4.22 Comparison between the main reason of travelling factors affect the length of stay in Koh Pha Ngan

Main Reasons	N	Mean	S.D.	F	Sig.	Hypothesis
Business reason	9	7.89	3.140	2.603	.019	Accepted
Culture	4	3.75	.500			
Health	3	4.33	.577			
Leisure	132	5.56	2.453			

Table 4.22 Comparison between the main reason of travelling factors affect the length of stay in Koh Pha Ngan (Cont.)

Main Reasons	N	Mean	S.D.	F	Sig.	Hypothesis
Honeymoon	37	6.05	1.715			
Visiting friends or family	7	5.86	2.968			
Other	8	7.25	3.284			

**Significant at the 0.1 level

Table 4.23 Output of one-way ANOVA test for correlation between the main reason of travelling with the length of stay in Koh Pha Ngan

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	89.250	6	14.875	2.603	.019
Within Groups	1103.070	193	5.715		
Total	1192.320	199			

**Significant at the 0.1 level

As in the table 4.22 and 4.23 found that the business reason has the longest length of stay in Koh Pha Ngan as equal mean 7.89 days and cultural reason has mean equal to 3.75 days length of stay in Koh Pha Ngan. When analyzed one-way ANOVA, the result shown the p-value of 0.019 which is not greater than 0.1 that the mean main reason affect the length of stay in Koh Pha Ngan, so that will be accepted the hypothesis, which is consistent with the studied of Sanchez (2013) about daily expenses of foreign tourists, length of stay and activities: evidence from Spain. The studied found that the main reason for the trip has also a strong influence in tourist expenditure.

The result is consistent with research concerning travel and tourism is based around motivation (Alén et al, 2010). The study of two main motivational components, push factors and pull factors. Crompton (1979) indicated that push factors explain the desire to travel, whilst pull factors explain the choice of destination. Dann (in Crompton, 1979) connected push factors to the need to travel, and argued that these

factors are conducive to pull factors, which are linked to the choice of destination. Regarding push factors for seniors, despite the fact that trips for holiday purposes make up a large part of the trips taken by this group, other reasons for travel worth mentioning are to visit family and/or friends, and health and work, as travel types with a large potential for this segment of the population. Trips undertaken for visiting family and/or friends are, according to various authors, those preferred by the elderly population. In addition, as mentioned by the UNWTO (2010) (cited in Alén et al., n.d) health tourism will be one of the most popular types, given the aging demographic, particularly in Europe. Trips taken for work reasons by seniors are also of special interest.

Hypothesis 5: package holiday affects the length of stay in Koh Pha Ngan

Table 4.24 Independent t-test package holiday factor affect the length of stay in Koh Pha Ngan

Package holiday	Length of stay			t	Sig.	Hypothesis
	N	(Mean)	S.D.			
Yes	28	5.93	1.961	.346	.730	Rejected
No	172	5.76	2.522			

**Significant at the 0.1 level

Table 4.25 The result of t-test for correlation between package holiday with the length of stay in Koh Pha Ngan.

		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Length of stay	Equal variances assumed	2.170	.142	.346	198	.730	.173	.500
	Equal variances not assumed			.414	43.002	.681	.173	.418

**Significant at the 0.1 level

As in the table 4.24 and 4.25 found that the package holiday has not affects the length of stay in Koh Pha Ngan, the result shown the p-value of 0.730 which is greater than 0.1. (Significant at the 0.1 level) So that rejected the hypothesis.

Hypothesis 6: mode of travel affects the length of stay in Koh Pha Ngan**Table 4.26** Comparison between modes of travel affects the length of stay in Koh Pha Ngan

Mode of travel (Travelling with...)	N	Length of stay Mean	S.D.	F	Sig.	Hypothesis
No one	38	5.76	2.765	9.387	.000	Accepted
Partner/Spouse	58	5.93	2.159			
Friends	56	4.46	1.819			
Co-workers	1	5.00				
Family or relatives	47	7.19	2.419			

**Significant at the 0.1 level

Table 4.27 Output of one-way ANOVA test for correlation between the mode of travel with the length of stay in Koh Pha Ngan

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	192.522	4	48.131	9.387	.000
Within Groups	999.798	195	5.127		
Total	1192.320	199			

**Significant at the 0.1 level

As in the table 4.26 and 4.27 found that the tourist who were travelling with the family or relatives were most the length of stay in Koh Pha Ngan as mean equal to 7.19 days and the tourist who were travelling with friends were least stay at Koh Pha Ngan as mean equal to 4.46 days. The result shown the p-value of 0.00 which is not greater than 0.1, so that will be accepted the hypothesis.

The package holiday and mode of travel result constant with the previous studied. Travel types may be classified as organized trips, commonly known as ‘package holidays’, escorted or ‘guided tours’, and individual or ‘fully independent travel’ (Patterson, 2006). In the Spanish senior tourism market, the most popular are basically: independent travel, package holidays and the trips organized by a public organization, basically the IMSERSO (Institute for the Elderly and Social Services).

Javalgi, R.G., Thomas, E.G. & Rao, S.R. (1992) (cited in Alén et al., n.d.) indicated that package holidays are the seniors' preferred modality as opposed to the non-seniors. According to Patterson (2006), this is due to questions of convenience and security, and they are an alternative to independent travel, especially for those elderly who are single, widowed or divorced. Bai et al (2001) established that a relationship exists between the travel type chosen by seniors and the length of their stay, with those who travel independently having a longer stay than those who choose a package holiday. But in this study, package holiday has not affected the length of stay in Koh Pha Ngan.

Hypothesis7: tourist activities affect the length of stay in Koh Pha Ngan

Table 4.28 Comparison between tourist activities affects the length of stay in Koh Pha Ngan

Activities		N	Length of stay Mean	S.D.	t	Sig.
kayaking	Yes	33	6.82	2.404	7.336	.007
	No	167	5.57	2.411		
scuba diving	Yes	35	6.60	2.291	2.203	.029
	No	165	5.61	2.451		
Snorkeling	Yes	51	6.49	2.679	2.430	.016
	No	149	5.54	2.324		
Mountain Biking	Yes	4	7	3.266	1.007	.315
	No	196	5.76	2.433		
Trekking	Yes	6	8.33	3.777	2.633	.009
	No	194	5.70	2.366		
Cooking Class	Yes	11	6.45	2.018	.940	.348
	No	189	5.74	2.469		
Yoga and meditation	Yes	15	8.33	2.795	4.389	.000
	No	185	5.57	2.305		

Table 4.28 Comparison between tourist activities affects the length of stay in Koh Pha Ngan (Cont.)

Activities		N	Length of stay Mean	S.D.	t	Sig.
Full Moon Party	Yes	93	5.23	2.290	-3.047	.003
	No	107	6.26	2.489		
Other	Yes	120	6.33	2.338	4.065	.000
	No	80	4.95	2.386		

**Significant at the 0.1 level

Table 4.29 The result of t-test for correlation between kayak activity with the tourists' length of stay in Koh Pha Ngan

t-test for Equality of Means						
t	df	Sig. (2- tailed)	Mean Difference	Std. Error Difference	99% Confidence Interval of the Difference	
					Lower	Upper
2.708	198	.007	1.243	.459	.049	2.437

**Significant at the 0.1 level

The result of table 4.28 and 4.29 shown that the tourist who joined Kayak has mean at 6.82 nights and not joined Kayak has mean at 5.57 nights. Therefore, the researcher analyzed that the tourists who joined Kayak will stay longer than not, as the result shown the p-value of 0.007 which is not greater than 0.1

Table 4.30 The result of t-test for correlation between scuba diving activity with the tourists' length of stay in Koh Pha Ngan

t-test for Equality of Means						
t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	99% Confidence Interval of the Difference	
					Lower	Upper
2.203	198	.029	.994	.451	-.180	2.167

**Significant at the 0.1 level

The result of table 4.28 and 4.30 shown that the tourist who joined Scuba diving has mean at 6.60 nights and not joined Scuba diving has mean at 5.61 nights. Therefore, the researcher analyzed that the tourists who joined Scuba diving will stay longer than not, as the result shown the p-value of 0.029 which is not greater than 0.1

Table 4.31 The result of t-test for correlation between snorkeling activity with the tourists' length of stay in Koh Pha Ngan

t-test for Equality of Means						
t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	99% Confidence Interval of the Difference	
					Lower	Upper
2.430	198	.016	.953	.392	-.067	1.974

**Significant at the 0.1 level

The result of table 4.28 and 4.31 shown that the tourist who joined Snorkeling has mean at 6.49 nights and not joined Snorkeling has mean at 5.54 nights. Therefore, the researcher analyzed that the tourists who joined Snorkeling will stay longer than not, as the result shown the p-value of 0.016 which is not greater than 0.1

Table 4.32 The result of t-test for correlation between mountain biking activity with the tourists' length of stay in Koh Pha Ngan

t-test for Equality of Means						
t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	99% Confidence Interval of the Difference	
					Lower	Upper
1.007	198	.315	1.245	1.236	-1.970	4.460

**Significant at the 0.1 level

The result of table 4.28 and 4.32 shown that the tourist who joined mountain biking has mean at 7 nights and not joined mountain biking has mean at 5.76 nights. Therefore, the researcher analyzed that the tourists who joined Snorkeling will stay longer than not, as the result shown the p-value of 0.315 which is greater than 0.1 that mean mountain biking is not has a relationship with the tourists' length of stay.

Table 4.33 The result of t-test for correlation between trekking activity with the tourists' length of stay in Koh Pha Ngan

t-test for Equality of Means						
t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	99% Confidence Interval of the Difference	
					Lower	Upper
2.633	198	.009	2.632	1.000	.032	5.233

**Significant at the 0.1 level

The result of table 4.28 and 4.32 shown that the tourist who joined trekking has mean at 8.33 nights and not joined trekking has mean at 5.70 nights. Therefore, the researcher analyzed that the tourists who joined trekking will stay longer than not, as the result shown the p-value of 0.009 which is not greater than 0.1

Table 4.34 The result of t-test for correlation between cooking class activity with the tourists' length of stay in Koh Pha Ngan.

t-test for Equality of Means						
t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	99% Confidence Interval of the Difference	
					Lower	Upper
.940	198	.348	.714	.759	-1.261	2.689

**Significant at the 0.1 level

The result of table 4.28 and 4.33 shown that the tourist who joined cooking class has mean at 6.45 nights and not joined Trekking has mean at 5.74 nights. Therefore, the researcher analyzed that the result shown the p-value of 0.348 which is greater than 0.1 that mean cooking class is not has a relationship with the tourists' length of stay.

Table 4.35 The result of t-test for correlation between yoga and meditation activity with the tourists' length of stay in Koh Pha Ngan.

t-test for Equality of Means						
t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	99% Confidence Interval of the Difference	
					Lower	Upper
4.389	198	.000	2.760	.629	1.125	4.396

**Significant at the 0.1 level

The result of table 4.28 and 4.34 shown that the tourist who joined yoga and meditation has mean at 8.33 nights and not joined Trekking has mean at 5.57 nights. Therefore, the researcher analyzed that the tourists who joined yoga and meditation will stay longer than not, as the result shown the p-value of 0.000 which is not greater than 0.1

Table 4.36 The result of t-test for correlation between full moon party activity with the tourists' length of stay in Koh Pha Ngan.

t-test for Equality of Means						
t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	99% Confidence Interval of the Difference	
					Lower	Upper
-3.047	198	.003	-1.036	.340	-1.920	-.152

**Significant at the 0.1 level

The result of table 4.28 and 4.35 shown that the tourist who joined full moon party has mean at 5.23 nights and not joined full moon party has mean at 6.26 nights. Therefore, the researcher analyzed that the tourists who joined full moon party will stay shorter than the tourists who attended that party, as the result shown the p-value of 0.003 which is not greater than 0.1

Table 4.37 The result of t-test for correlation between other activities with the tourists' length of stay in Koh Pha Ngan

t-test for Equality of Means						
t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	99% Confidence Interval of the Difference	
					Lower	Upper
4.065	198	.000	1.383	.340	.498	2.268

**Significant at the 0.1 level

The result of table 4.28 and 4.36 shown that the tourist who joined other activities such as sunbathing, exploring, relaxing, etc. has mean at 6.33 nights and not joined other activities has mean at 4.95 nights. Therefore, the researcher analyzed that the tourists who joined other activities will stay longer than who not attended, as the result shown the p-value of 0.000 which is not greater than 0.1

As in the table 4.28 to table 4.36, the significant p-value of each activity were less than 0.1. So the null hypothesis is accepted. The activities affected the length of stay excepted mountain biking and cooking class have not affected the length of stay because of the p-value is greater than 0.1

The result of this study consistent with the studied about the main activities carried out by seniors at their destination: shopping, organized day trips, visits to historical or artistic sights, physical and sports activities, going to the cinema or theatre and visiting museums. In addition to the significant economic impact that these activities carried out in the tourist destination have on local economies, they also have a positive relationship to the length of stay. It is considered that the greater number of activities performed, the longer the stay at the destination (Ferrer-Rosell et al, 2014; Lawson, 1991).

4.3 Reliability Test Result

To test the reliability by using Cronbach's alpha coefficient method (Cronbach,1970) by using the pilot test for 30 questionnaires distributed to 30 people to test the reliability and the result of reliability was 0.835 The scale of evaluate represented very good and the scale are more than 0.70 that mean this questionnaire was reliable and ready to use.

4.4 The primary data attained through the use of interviews from three groups.

The primary data attained through the use of interviews from three groups consists of: the Director of TAT Koh Samui Office, the President of Koh Pha Ngan Hotel Association and 4 persons of hoteliers in Koh Pha Ngan. The finding of the study to answer the research questions as following:

First of all, the interviewees gave overall information about Koh Pha Ngan as the destination image of Koh Pha Ngan, in the supply side's opinion, Koh Pha Ngan has well-known as full moon party destination and most of tourists travelled to Koh Pha Ngan were British and European. The personal factors are important, that affect tourists' length of stay such as nationality because they had a difference holiday altogether with their work or occupation and age as well. According to the research problem was the declining of the tourist length of stay in Koh Pha Ngan, so that the finding were interviewed reported on what factors affect the tourists' length of stay and what the factors influencing the length of stay and how to do. Because of the length of stay is one of the most important things that contributed to the economy of the country. By the research questions as follows:

Research question one

What are the factors that determine the length of stay of international tourists in Koh Pha Ngan?

The first question aimed to discover and understand of TAT, Koh Pha Ngan Hotel Association and hoteliers about the determinant factors that affect the length of stay of tourists who were travelling in Koh Pha Ngan.

From in-depth interviewed, there are the main determinant factors show as follows:

1. Tourists' holiday
2. Weather
3. Purpose of travelling
4. Activity

1. **Tourists' holiday determines the length of stay:** according to the interviewees referred to the tourist's holiday is one of personal factors that affected tourists' length of stay in Koh Pha Ngan and consistent with the research finding of quantitative method as the international tourist strongly agree that their holiday affect their length of stay. These are the statement from interviewees as follows:

“In my opinion, I think most of the tourists always plan to travel in the limited time; it is hard to change their plan”

Interviewee 1.

“When the international visitors travel to another country, they always have a long holiday or set their holiday plan to travel. For example, in the winter, European tourists spent their holiday in oversea with their family and looking for the sunbathing. As well as, in Koh Pha Ngan, they spent time for sunbathing and absolutely they already set their plan to stay”

Interviewee 2.

“Before the international tourist travel, they already set their plan according to their holiday such as there are 7 days to travel in Thailand: they spent time in Koh Samui 3 days, Koh Pha Ngan 3 days and back to Bangkok”

Interviewee 3.

“The tourists already determined their trip to Koh Pha Ngan for example in full moon party period, they booked only 3 nights after that they had a another place to go”

Interviewee 4.

“Their holiday is fixed so the tourists want to explore many things in Thailand”

Interviewee 5.

“Tourists’ holiday is fixed, they already plan where to visit. It is hard to change their plan while they are staying in Koh Pha Ngan”

Interviewee 6.

So the result that conducted with the six respondents replied in the same way could be analyzed following by the tourists’ holiday was one determinant factors, that might be important to make the tourists plan before their travelling.

2. Weather affects the length of stay: in the tourism industry, the weather is important thing that affect positively and negatively impact on the tourism sectors also in the hotel industry. Seasonality demand has a major problem for the hotel industry and greater risks of tourism. This is one of the factors that cannot control and international tourists who were visiting Koh Pha Ngan strongly agree that the weather affected their length of stay, which constant with the supply side as explained as below:

“I think this is the most important factors that affect the tourists’ length of stay and also hotels. In the past, I had a guest; they booked the room a few months in advance around 22 nights and pre-paid. But when they arrived, the weather was not good, it was raining, no sunshine, but they want to sunbathe. How could I do? Cannot do anything, just did it follow the hotel rule. Because of this area, most of the guests came to sunbathe, beach activities and they would like to cancel the room and go to Phuket or Krabi. The weather was not good; it was not my fault, so this one was the worst case that we got and the tourist as well”

Interviewee 1.

“Weather was one of the most affected for the length of stay, if in the rainy season, the tourists will stay in a short time, and because of they may not do tourist activities such as kayaking, scuba diving, snorkeling and sunbathe. Therefore, they may change the destination to the Andaman Sea e.g. Phuket, Krabi. And on the other hand, if sunshine in Koh Pha Ngan, they may stay longer”

Interviewee2.

“Weather or seasonality is very important for the tourist who traveled in Koh Pha Ngan. Some of my guests, they came to Koh Pha Ngan and they enjoy with the weather: sunshine so they would like to stay more, that mad them cancelled trip to another place in order to enjoy with the sun in Koh Pha Ngan”

Interviewee3.

“The high season of Koh Pha Ngan was around December-March, July- August which is sunshine and warm weather, so different from the Andaman Sea, monsoon season. On the other hand, in the low season of Koh Pha Ngan was monsoon season, in the Andaman sea was sunshine and good weather. So that means, when the tourist visited Koh Pha Ngan in monsoon season, they may change their destination to the Andaman Sea, let’s say, Phuket, Krabi etc. if they love sunshine.”

Interviewee4.

“The tourist when they plan to travel, they have already checked the weather before they come and book the room. But sometimes, when they arrived the weather has changed so their expectation was down. And they like to change the destination, so the staff of the hotel is very important that can offer the information about things to do because in Koh Pha Ngan, beach activity is one important. If the tourists had nothing to do in a bad weather day so they would change to another destination.

Interviewee5.

“I think the tourist who came to Koh Pha Ngan in order to sunbathe, beach activity, the weather is the factor that important to them. We have a resort by the sea, tour company, hostel. We found that, the tourist who joined the full moon party, they came a short stay about 3 days, the weather is not much important as much as the tourist who want to sunbathe, scuba diving and they stayed longer”

Interviewee6.

According to the 6 respondents explained about the weather affect to the length of stay in Koh Pha Ngan. The result can be analyzed that weather positively and negatively affect the length of stay in Koh Pha Ngan.

3. Purpose of travelling affect the length of stay: according to various authors found that the main reason of travelling or the purpose of travelling in one of the factors affect the tourists’ length of stay such as the tourist who visit friends and family will stay in a long time, because of the lack of accommodation costs which allows to stay in

a long time. Which constant with the international tourist who were visiting in Koh Pha Ngan as most of them were leisure traveller, and found that the main reason of travelling is one of the factors affect the and also constant with the supply side as follows:

“If the travellers want to join the full moon party, they may stay in Koh Pha Ngan average 3-5 days. They only focus on full moon party and then travel to another destination such as Koh Samui, Koh Tao or other provinces.”

Interviewee1.

“Nowadays, tourists around 30 percent known as Koh Pha Ngan not only full moon party so that if they aim to relax or discover in Koh Pha Ngan, they will stay longer than 3 days as the tourist who attend only full moon party.”

Interviewee2.

“As the season or weather factor, our guests who want to sunbathe if it's sunshine, they will stay between 4-12 nights, and they want to relax more than attend to the party. Anyway, most of guests in my hotel, they are family with their child and they let their child attend full moon party as well”

Interviewee3

“Normally, our guests came to Koh Pha Ngan in order to attend the full moon party, and the hotel has the rule as the stay at least 3 nights in full moon party period. So, after they attended the full moon party, they don't know what to do next. Therefore, they leave from Koh Pha Ngan and travel to another city”

Interviewee4

“In Koh Pha Ngan, the full moon party is the magnet of the destination and we use the full moon party to attract the tourist. Therefore, the hotel in Koh Pha Ngan, there is the rule about the length of stay in the full moon party period, guests have to stay at least 3 nights. In low season, there is not the rule of length of stay period.”

Interviewee5.

“Full moon party is one of the most purpose of tourists who came to Koh Pha Ngan, they want to join the party. So anyway, there is only one night for full moon party, but there are many other parties as well, such as half-moon, black moon party,

waterfall party, jungle party. The tourist can join and this is made them stay in a short time.”

Interviewee6.

According to the six respondents the most purpose of tourists who traveled in Koh Pha Ngan aimed to attend the full moon party and stay in a short time, but if they want to explore or relax they will stay longer than 4 days.

4. Activity affects the length of stay: this is one of the most important factor affect the tourists' length of stay as the previous studied about the following are the main activities carried out by seniors at their destination: shopping, organised day trips, visits to historical or artistic sights, physical and sports activities, going to the cinema or theatre and visiting museums (Bai et al, 2001; Lawson, 1991; Litrell et al, 2004;). Which is constant with the research finding that the tourists agree that the activities affect their length of stay as well as the supply side as follows?

“Information about the activities is important for the tourist. If tourists do not know what things to do in Koh Pha Ngan. Therefore, they will go to other places. As they attend to full moon party and then don't know what to do next or which is the interesting activity so they may go to another place.”

Interviewee1.

“If the guests don't know things to do in Koh Pha Ngan, they only focused on full moon party. So that, they stayed in a short time. The activity is one of the factors that affected the length of their stay.”

Interviewee2.

“According to the purpose of the tourist is related to the activity is one of the factors that affect the tourist length of stay. If the hotel or in Koh Pha Ngan has less activity so the tourist, they don't know things to do next. Therefore, they will find another destination or another city, in order to find out more interesting activities to spend their time. So the hotel must give them information about the activities to do in the hotel or the area.”

Interviewee3.

“Limited of activities can make the tourist bore if the hotel located in the quiet and peace area. Some of guests they don't like quiet so will find to do something in

somewhere else. Or in Koh Pha Ngan, if don't have the activities, they will change their destination in order to find the new things. So an activity affected tourist length of stay."

Interviewee4.

"The most of tourist came to Koh Pha Ngan because of the full moon party, if they only attend the full moon party, they will stay in a short time. So now we support the local activities in order to make want to stay longer or use the full moon party as a magnet and add more activities to let them know as Koh Pha Ngan have many things to do such as the way of local life in order to experience with the local."

Interviewee5.

"The hotel should have the activities for the guests or tourists in order to make them stay in the hotel. And the staff can offer the information about the activities such as the hotel located in private beach so guest can kayaking, sunbathing. Therefore the activities will affect the length of stay as well."

Interviewee6.

So the results that conducted with the six respondents replied as the same way could be analyzed that the activity factors affect the length of stay of the tourists which all consistent with the previous studied and also the responded of the international tourists who were visiting Koh Pha Ngan.

Research question two

What are the factors that influence tourist stays longer in Koh Pha Ngan?

According to interviewed the participants about the factors influencing the length of stay in Koh Pha Ngan by TAT, Koh Pha Ngan Hotel Association and the hotels, the objective is to study about the factors influencing the length of stay in Koh Pha Ngan. The researcher summarized the influencing factors as below:

1. **Activities influence the length of stay:** It is considered that the greater the number of activities performed, the longer the stay at the destination (Ferrer-Rosell et al, 2014) consistent with the supply side in Koh Pha Ngan as statement bellows:

"The activity is one of important factors influence the length of stay of tourist in Koh Pha Ngan. If the tourist with special interest activity, they will spend more time with their interesting activity and it will influence their length of stay. When they stay longer, it would be great not only for the hotel, but also the related business such as

public transportation, restaurant, and attractions. In tourism have to promote about the activities in Koh Pha Ngan which Koh Pha Ngan is not about the full moon party but also there are many activities to experience such as experiencing about local life or fisherman life in Koh Pha Ngan. Or yoga on the beach”

Interviewee 1.

“I think tourist the variety of tourist activities in Koh Pha Ngan can influence the tourist length of stay and can makes they want to stay longer. For example, our guest stays in the hotel, and we are also travel agent so we introduce them about the activities. Luckily, they are special interest tourist so they change they plan to do activities such as scuba diving.”

Interviewee 2.

“I think the activities are important for guests, in the hotel should have an activity for the guests to attend and take time in the hotel as well as in Koh Pha Ngan. For example, in our hotel, we are located in quiet and peace area. So we created the activities with different activities in everyday such as 1)Thai cooking class that the tourist can experience about Thai cuisine, and started to collect the ingredient from hotels’ farm, then cook with chef and they can cook by themselves. 2) Thai boxing: in the morning, there are staff of the hotel will lead the guest for Thai boxing so that guest can enjoy with our staff from the morning. 3) Yoga on the beach with the yoga master and also the staff who will look after our guests 4) Half day sightseeing in Koh Pha Ngan with our staff and 5) Shopping at the night market with staff of the hotel as well. The guest can see the optional activities when they book a room. If they want private activities so they can inform the staff and then they will provide the activities as well. It’s good responsive from our guests”

Interviewee 3

“Our hotel should provide the activities for guests in order to attract them to stay in the hotel and stay longer in Koh Pha Ngan, because if they have the things to do while they were staying in the hotel, it is good for hotel income and also in Koh Pha Ngan. Such as diving, touch the local lifestyle. For example, kayaking, activities that we provide kayak for our guests”

Interviewee 4

“We cannot refuse that the full moon party is the important activities of Koh Pha Ngan, and now we are promoting that Koh Pha Ngan is a color moon, so that means, there are many activities for the tourist which can experience such as the local life, the tourist can learn their way of life such as farmer or fisherman village, there are still remaining the authentic lifestyle. Or yoga in Koh Pha Ngan, we have a famous master in South East Asia, who teach yoga here. And now we are also supporting local wisdom, in order to prepare to welcome the tourists who want to experience the local life.”

Interviewee 5

“The most of our guests are family and honeymooner, so they came to relax on the beach so the activities are important to them such as sunbathe, scuba diving, snorkeling, swimming. Moreover, other activities will be benefit for the guests as well. And it can attract guests want to stay longer”

Interviewee 6

According to the six interviewees, the result of the factors influence the length of stay in Koh Pha Ngan was activities. If the hoteliers have their own activities in the hotels, it will be the competitive advantage for the business and it is benefit for guests and other business as well.

2. People influence the length of stay: In the tourism industry, people are important because it is about the service industry. In this study, not only about the hotels staff, but also the local people who are important in the industry. As the statement as below:

“The friendliness of local people and service mind of the staffs in tourism industry in Koh Pha Ngan, can make the tourists delighted and may want to stay longer and want to come back again. Moreover, nowadays word of mouth is important that when the tourist satisfied they will talk to their friends and their family and also suggest them as well.

Interviewee 1

“Be a good host: both the local people and staff of a hotel or tourism industry. This is the one important factor that makes tourist satisfied and want to stay longer. And now we support the local people in order to make them proud to be local people and give them the knowledge about tourism and can make them be a good host. We

have a plan that invites the local people to the trade show or roadshow in the country in order to support their local wisdom which has value that they can deliver to the tourist.”

Interviewee 2

“The staff of the hotel, they always change so the business or hotels have to train them to be excellent in order to deliver the excellent service to the guests. Because of service mind, skill, friendly, helpful, sincere and look after guests which make our guests delighted. For example, if our guest gets some problem and our staff do as best as they can and can solve their problem. Most of the guest will be satisfied and they would like to stay, even they have a limited time but they will come back to us again.”

Interviewee 3

“In the hotel industry, service mind is very important to make the guest satisfied and want to come back again. So that the staff of the hotel is one of the factors that can influence the guest wants to stay longer or revisit. Such as, in every year, a couple from Japan, they came to our hotel for 16 years. Because of their service and good host”

Interviewee 4

“In every activity in our hotel, we provided the staff that takes care of our guest for example: 1) Thai cooking our chef is the staff of the hotel, the staff will take our guest to the farm in order to collect the ingredient and our guests can cook by themselves. 2) Thai boxing: in the morning, our staff of the hotel will lead the guest for Thai boxing so that guest can enjoy with our staff from the morning. And also other activities because we want our guests interact with our staff and we can closer relationship as we are friend at home. Staff is important factors that can make guests satisfied and want to stay longer or come back again and again.”

Interviewee 5

“As we have many businesses in tourism such as resort, hostel and tour company so our staff is important. Because, they can give information about activities or offer a tour package to our guest in order to influence them to stay longer, and enjoy with our activities which our staff offer. They are friendly, and can suggest the tourist about information in Koh Pha Ngan is important for the tourist who are desiring to travel in Koh Pha Ngan, if they found the good information, it makes them easily to

make a decision to travel in Koh Pha Ngan and can influence their length of stay as well,”

Interviewee 6

According to the six interviewees give the answer in the same way, the result of this factor is people: both local people and staff of the hotel who are important in the tourism industry. They have to know about information and can suggest the activities to the tourist, be a good host, service mind, excellent service, friendly, sincere that all makes the tourist satisfaction and can make them want to stay longer and come back again.

3. Quality of product and service: This is one important factor influencing the length of stay. For example in hotel industry, according to the tourist, they want the quality of product and service, which they already paid for it. Such as cleanliness of the room, room facilities, amenities and good service in the hotel. So the quality of product and service will make them happy.

“The quality of product and service in the tourism industry is one of the factors that can make the tourist satisfied and may influence the length of stay in the hotel as well, if it is not value for money, in the next time they will not come back again and may not want to stay”

Interviewee 1

“Quality of product and services: in the tourism industry for example the room in the hotel should be good quality such cleanliness with excellent service. It can make the guest want to stay longer in the hotel and revisit. And they expect that they already pay for that so, the quality is important for guest satisfaction.”

Interviewee 2

“The quality of the product: the tourism product such as nature, beautiful beaches, waterfall, attractions and may stay longer in order to discover. And also the quality of the hotel, security and safety, understand what the customer need, polite and can help the customer on time which makes the tourist satisfied with excellent service”

Interviewee 3

“Nowadays, the competition in tourism is strong and the hotel should have the quality in order to compete with their competitors. So the quality of product and service is the important things which can make the tourists satisfied and want to stay longer.

Especially, quality of service, because of it is intangible. The hotel industry has to train their staff to be an excellent service provider. Our hotel has got many awards, from an online travel agent, which can make guest confident in quality of product and service.”

Interviewee 4

According to the four respondents answer in the same way about the quality of product and service factors influence the length of stay. And it is one of the competitive advantage as well, that the business can do in order to compete with their competitors.

4. Promotion influence the length of stay: such as sale promotion, personal selling, advertising. This is one of the factors influencing the length of stay. For example, in the hotel industry, they will give a special promotion in this month for the guest or in travel agent; they can give a special package with the special interest of the tourist such as scuba diving. Therefore, sale promotion is the one factor that influences the length of stay in Koh Pha Ngan.

“We have a special promotion to offer if such as stay 4 nights, pay 3 nights for the guests who desired to travel to Koh Pha Ngan via online travel agents. And for our guests who want to extend stay, so they can inform our staff so we can offer a special price as well. May equal with a travel agent that they booked or cheaper. It makes they stay longer than they plan”

Interviewee 1

“To make guests extend stay, we have daily special promotion of our food and beverage, and also our activities in the hotels. We provide in the information board which notice the special promotion for them. For example: cooking class activities, we provide it free on Monday, if they want to join the private cooking class; we offer a special rate for them. We have many activities in the hotel in order give them a valuable memory and also good for the business as well.”

Interviewee 2

“The price of the room rate must be stable not much fluctuate. Because when the hotel contact with an oversea travel agent, pricing should stable, in order to run the business in a long term. Price and promotion are the factor that can influence the length of stay of tourist both before they come and after they come. Because, nowadays

the tourist they can compare the hotels price with others. So make sure that, if the price cheap, it will be affected to the image of the hotel and destination as well.

Interviewee 3

“As we have a tour company, we have a tour package to offer the guest, if they are our guest. We will give them special package tours such as scuba diving or travel to another island. We suggest them and we also sell the diving equipment. So the suggestion the special package tours to the tourist is important as well. It can make them want to stay longer, some of our guests; they cancelled their trip in order to diving with us.”

Interviewee 4

“Tourism promotion of the government and the association is important to the overall image of Koh Pha Ngan, such as to promote Koh Pha Ngan as the colorful moon destination by attending the exhibition, trade show or road show in oversea in order to promote Koh Pha Ngan, it will be affected the destination image of Koh Pha Ngan as well. If the tourist knows Koh Pha Ngan as the full moon party destination, they may set they plan to stay in Koh Pha Ngan as the rule of the hotel about 3 days, but if we promote that Koh Pha Ngan as a colorful moon destination, the perceptions of the tourists will slightly change. And the tourist will be interested in Koh Pha Ngan.”

Interviewee 5 and 6 gave a similar answer.

According to the answer of six interviewees, the researcher found that the role of their organization is important to promote Koh Pha Ngan in order to influence the length of stay. That means the promotion of the hotels, travel agent and tourism organization, all of them can use the tourism promotion to influence the length of stay as well.

5. Information and Online Communication Channel: according to Bargeman and Poel (2006) explained that the tourist are seeking for the information, so online channel is one that high impact in the tourism industry and useful channel for delivering tourism information, sale promotion and also a reviewed of the tourist both in negative and positive ways. In term of supply side, they can use online social media by themselves or via online travel agents, which will deliver their information to the customer directly or via intermediaries. If the hotel or online travel agent gives

information to their customer on-time, it will be beneficial to the customer and the hotel as well, and it will affect to their length of stay if the information about what they want.

“We use online social media to give information such as facebook, instgram and also via online travel agent in order to give them tourism in Koh Pha Ngan and also our hotel’s activities which they can joy when they are staying in Koh Pha Ngan”

Interviewee 1

“We work closely with online travel agent worldwide, this is important thing that we can deliver our information to the target or customers, so that they can and can plan what to do while they are staying in Koh Pha Ngan. And we have to push information and also when guest complaint, we promptly to reply as soon as possible. Because online communication is important, it is fast information and real time.

Interviewee 2

“Important thing which we can communicate in a real time by using the online channel, as in Koh Pha Ngan. We use online channels to promote Koh Pha Ngan such as a travel blogger, video, and online travel agent in order to give tourist information about Koh Pha Ngan which can influence their stay in Koh Pha Ngan because they know that Koh Pha Ngan not only the full moon party”

Interviewee 3

6. Natural resource and landscape: in Koh Pha Ngan, there are very beautiful natural resource and landscape which can attract the tourists to stay longer when they are visiting Koh Pha Ngan. Some of the guests, they cancelled the next trip in order to stay longer in Koh Pha Ngan.

“The tourist came to Koh Pha Ngan in order to attend the full moon party, the day after that, they found a beautiful nature and landscape, and beautiful attractions in Koh Pha Ngan which make the tourists want to spend more time and extend stay in Koh Pha Ngan.”

Interviewee 1

“Our hotel located in the 3rd beautify beach of Koh Pha Ngan. They spent their time with the beautiful nature. Many guests were visitors; they told me that they like the beautiful nature of Koh Pha Ngan, which can attract the tourists to stay longer

when they are visiting Koh Pha Ngan. Some of the guests, they cancelled the next trip in order to stay longer in Koh Pha Ngan.”

Interviewee 2

“ Former, almost of tourist knows Koh Pha Ngan as the full moon party destination, but after they stayed in Koh Pha Ngan, they discovered that Koh Pha Ngan is very beautiful such as beach, waterfall, viewpoint, sunset. In the past, our guest stayed only 2 nights, but now it is not enough. Because, they can feel the beautiful nature and beautiful atmosphere which made them happy and extend stay in Koh Pha Ngan.”

Interviewee 3

“With the beautiful nature of Koh Pha Ngan, and location, that made the tourist who want to relax and stay peace were happy, and stay in a long time.”

Interviewee 4

“ Koh Pha Ngan was zoning in five zones, there is heritage and nature zone, where the beautiful nature, eco-tourism and such as waterfall, national park, beautiful beach and historical of King Rama. Into the sea zone, here is the place to learn about a way of life and the underwater activities such as scuba diving, snorkeling which the tourist will love it. Anyway, zoning in Koh Pha Ngan will selected by the tourist lifestyle as well. And the beautiful nature of Koh Pha Ngan has attracted the tourists who love nature and can influence the length of their stay and it constant with the weather as well. ”

Interviewee 5 & 6 gave the similar answer.

According to the six respondents gave the similar answer about the beautiful nature and landscape of Koh Pha Ngan is one important factor influencing the length of stay of the tourist. This is the external factor which varieties of natural resource of Koh Pha Ngan such as waterfall, forest, sea, beautiful beach, beautiful view point. Which will be a benefit to the supply side and the tourist who visit Koh Pha Ngan.

7. Weather or seasonality: it is external factors that also influence the tourist length of stay. Some guest, to extend stay in the hotel and Koh Pha Ngan. If sunshine or summer, guest will stay longer because of beautiful beaches and nice weather, they may cancel the next trip in order to stay longer in Koh Pha Ngan. Anyway the weather

will be determined the tourists' length of stay as well, as the researcher mentioned above.

From the result of data collected, the researcher will summarize that the factors influence the length of stay in Koh Pha Ngan in 2 groups as 1. Marketing factors (quality of product and service, activities, information, online communication channel, promotion, price, people) 2. External factors are natural resource, landscape and weather. The result of this study constant with the previous studied of Kazuzuru (2014) studied about "Determinants of tourist length of stay in Tanzania" The recommendation of this study, revealed that the hotel owners and tour operators should consider the factors as above in order to plan an activity to encourage longer stay for business visitors, leisure and recreation visitors. Gomes, Moniz & Vieira (2008) studied about "The determinants of length of stay of tourists in the Azores" the result suggested that the marketing strategies which promote the Azores for its nature, landscape, remoteness and weather may increase length of stay, on the other hand, cultural heritage has the opposite effect. Scholtz, Kruger & Saayman (2014) studied about "Determinants of visitor length of stay at three coastal national parks in South Africa, the research found that The visitors who stay longer visited many attractions, explore to other regions, and can generate income, also drives economic, social and environmental impacts.

Research question three

How to influence the length of stay in Koh Pha Ngan, Surat Thani Province?

According to interviewed the participants about how to influence the length of stay in Koh Pha Ngan by TAT, Koh Pha Ngan Hotel Association and the hoteliers, the objective is to study how to influence the length of stay in Koh Pha Ngan by the TAT, Koh Pha Ngan Hotel Association and hotelier. Because of they have the responsibility in Koh Pha Ngan as well as the hotelier that they do by themselves. Because of the role about the tourism is difference so that the researcher summarized following the organization role or the business role.

Tourism Policy and Marketing Strategy in 2017 by TAT and Koh Pha Ngan Hotel Association.

1. Promoting the international marketing campaign as 'Amazing Thailand: a touch of Thai Local Experience' in the various interesting activities throughout the

country, in order to offer value for experiences to travellers coming to Thailand. It does not benefit for visitors, but also the local people.

2. Inviting the international media, travel bloggers, travel agents to explore Koh Pha Ngan. And to promote the various activities in Koh Pha Ngan.

3. Attend the travel fair, trade show or a roadshow with alliances such as tourism organization, associations' members and related organization in oversea, in order to promote Koh Pha Ngan as not only about the full moon party but the colorful moon in Koh Pha Ngan (5 zones).

4. Supporting the local wisdom by support the knowledge about the tourism in order to deliver the local experience to the tourists.

5. Emphasizing the quality of product and services.

6. Marketing Mix for hotels and related business in order to influence the length of stay in Koh Pha Ngan.

1. Ms. Nongyao Jirundorn: Director of TAT Koh Samui Office' s explained:

The Tourism Authority of Thailand, in charge of the tourism promotion of the country. There are 27 international offices in 27 countries which are 7 offices in Europe, 17 offices in Asia, 2 Office in North America and 1 office in Australia. There are 37 domestic offices in 37 provinces throughout the country. TAT Koh Samui office in charge of tourism promotional policy or tourism marketing in Koh Samui, Koh Pha Ngan and Koh Tao.

There is the action plan in 2017 in order to influence the length of stay in Koh Pha Ngan as follows:

1. Tourism Promotional Policy and marketing: TAT has promoted a touch the 'Thai Local Experience' campaign for international marketing in order to influence the length of stay of the tourists throughout the country and share the value of the local communities to the tourist in order to sustainable tourism. As well as, in Koh Pha Ngan, there are local communities where the tourists can touch the local experience such as fisherman village which the tourists can do many activities in the village and to discover the amazing stories in Koh Pha Ngan, because there are many things to see, to do, to enjoy etc. There are the coconut farms with the amazing story that the tourist can learn as well and more activities that the tourists can attend. This campaign aims to support

the local communities as they keep the authenticity of their life, because in Thailand. There are varieties of the tourism resources: culture, way of life, food, massage and many other things which the tourist only can find in Thailand. And for sustainable development. In Koh Pha Ngan, still remaining the authenticity of local lifestyle and the tourist can experience. And this campaign also helps the local people, which contribute the employment and income distribution to the local people. And help the community from the negative way of tourism.

2. TAT offices in oversea, will invite the travel bloggers, international media, travel agents, special interest tourists to travel in Koh Pha Ngan in order to promote the local experience, activities, natural resource which the tourists can do and see in Koh Pha Ngan after enjoy the full moon party. Therefore, this is one way that can be influencing the length of stay of the tourists in Koh Pha Ngan. And can slightly change the destination image of Koh Pha Ngan as the full moon party.

3. There is 'Luxperience' (Luxury and Experience) campaign, which promotes tourism in Koh Samui together with Koh Pha Ngan. The tourists can touch the luxury experience in Koh Samui and Koh Pha Ngan. This campaign to invite a high potential tourist to visit both Koh Samui and Koh Pha Ngan, and attend the activities with high expenditure such as private yoga on a yacht in the sea, which emphasize high income to the tourism industry, and promote two destinations as well.

4. Moreover, TAT and alliances such as airlines, ferry companies, hotels, and travel agents present the special package for the tourists. For example, tour package including special activities and special price for hotels, airlines, speed boats and others. Its benefit for the tourist when they are travelling in Koh Pha Ngan, and it will present in roadshow in an exhibition or tourism events in order to influence the length of stay of the tourists in Koh Pha Ngan not only in peak season.

5. TAT has a plan and meeting with the local government, Koh Pha Ngan Hotel Association, hoteliers and tourism related business in Koh Pha Ngan in order to brainstorm about the activities or events which attract the tourists and influencing the length of stay of the tourists in Koh Pha Ngan. Meeting aimed to focus on the tourism plan or tourism strategy to promote Koh Pha Ngan in the same way, including local government, TAT, association, hoteliers, travel agent and related business. In order to

collaborate together in this year as well. Because they found that the length of stay of the tourists is very important for the overall economy, not only in Koh Pha Ngan but also in the province and the country.

2. Mr. Thanyah Phoolsawad: President of Koh Pha Ngan Hotel Association's explained:

According to the association, there are about 170 members: hotels, travel agents and tourism related business in Koh Pha Ngan. The association was established in order to spread the tourist to others area, instead of Had Rin or full moon party and also improve the negative image of Koh Pha Ngan. Therefore, after meeting and agreement, with stakeholders and the related organization, they started zoning Koh Pha Ngan in order to spread the tourists and want the tourists to know more about Koh Pha Ngan by their lifestyle. There are five zones:

Zone 1. Center of Lifestyles: including the pier, supermarket, hospital, shopping area, bank and including Had Nai Wog, Had Thongsala, and Had Bang Charu.

Zone 2. Full Moon Destination: night life, party zone at Haad Rin

Zone 3. Heritage and Nature: this area is amazing nature and wildlife. The tourist can hike trails to Khao Ra, and the cluster of 5 stars hotels on Thong Nai Pan Noi.

Zone 4. Into the Sea: this area the visitor can experience with the fisherman lifestyle, diving and enjoying the seafood. This the wonderful beach in this area such as Mae Had, Koh Ma, Had Khuat, Had Khom, Had Chalok Lum and beautiful underwater, suited for snorkeling at Had Salad and Had Hin Ngam.

Zone 5. Health and Wellness Tourism: To promote health and wellbeing, the interesting activities in this area such as yoga classes, mindfulness meditation, cultural tourism, and healthy food. Including Had Nai Wok, Had Wok Tum, Had Hin Kong, Had Sri Thanu, Had Chao Pao, Had Son, and Had Yao.

So, the five zones were promoted in oversea as 'Colorful Moon' of Koh Pha Ngan which mean that Koh Pha Ngan is not about the full moon party but there are many things to see, to do, to experience like the colorful moon.

1. Tourism promotion: there is the plan to promote in oversea together with their alliances such as TAT, association's members and others organization. In order to promote 'Colormoon' of Koh Pha Ngan. And want to change the tourist's perception

that Koh Pha Ngan is not only full moon party, but there are many activities to do in here. After they launched ‘Color Moon’ of Koh Pha Ngan in oversea for 2 years, the perception of tourists who travelled to Koh Pha Ngan known more about the party. And for five zones of Koh Pha Ngan can make the tourists want to stay longer. Anyway, we will use this, to promote in this year as well. And use the full moon party as a magnet to attract the tourist as the same.

2. Activities and Events: the action plan to hold the activities and events with the government, tourism organizations, tourism stakeholders in order to attract the international tourists and also Thai tourists by inviting domestic and international media to promote the event.

3. Promoting and supporting local wisdom: which consistent with the TAT campaign as ‘Local Experience’ they will support the local people about the way of life, their wisdom, and support the products from the community. In order to make the local people love their way of life. It is the most value that they can deliver to the tourist who is visiting Koh Pha Ngan. And they can demonstrate how to do the products or teach the tourists who are interested in each product. That all many more activities which tourist can experience with the local people and can make them want to discover Koh Pha Ngan and want to stay longer.

3. Interviewee 1’s explained:

1. We use the rule of the hotel as in peak season, the tourists have to stay at least 3 nights, and in off-season we use the price cheaper than peak season and no rule that how long the guest should be stayed.

2. We have a special package tour to introduce our guests and offer the activities in each season in order to influence their stay in Koh Pha Ngan.

3. We promote our hotel and tour package by using the leaflet to distribute at around the pier when the tourist arrived to Koh Pha Ngan, they will see.

4. We also contact with our alliances such as oversea travel agent, in order to promote the activities in Koh Pha Ngan.

5. Our staff has to give the information or suggest the tourist about the attractions of Koh Pha Ngan and things to do in Koh Pha Ngan which can influence the tourist stay longer in Koh Pha Ngan.

4. Interviewee 2's explained:

1. *Service mind: all staff of the hotel has to be trained for excellent service, friendly and can give guest information, so it makes guest satisfied.*

2. *Quality of product and service: in the hotel the room and all facilities should be checked for the quality in every day at least. For service, all the process of service can flow as usual and can deliver the value of the hotel to guests in order to make them satisfied.*

3. *Activities: in the hotel should have many activities that guest can choose and want to stay longer. For example: the hotel in this area, the area of snorkeling so a staff can recommend guests to experience snorkeling more than sunbathes.*

5. Interviewee 3's explained:

1. *Activity in the hotel: because the hotel is a quiet and peaceful area, so the guest will be bored if nothing to do. Therefore, the hotel provides the activities in everyday in order to influence the length of stay and it will be the alternative activities for guests who like to stay at the hotel.*

2. *People: the staff of the hotel has trained to be excellent in order to satisfy the guests. In all activities, there is a staff look after guests who attend each activity as well. So this can make them satisfied.*

3. *Provide tourism information for guests, some of them want to discover Koh Pha Ngan by them, so the staff of the hotel should give the useful information to them in order to satisfy them as well and make them were interested in Koh Pha Ngan.*

4. *Promote and push information via international travel agents and social media, which can help to deliver the hotel and Koh Pha Ngan information to the right customer as well.*

6. Interviewee 4's explained:

1. *Promotion: as the reduced price for guests who want to extend stay and special package for the guest who wants to book a room via travel agent such as stay 4 nights pay 3 nights.*

2. *Activity: provide the information and activities for guests in order to make them want to stay longer.*

3. *Action plan: in the next year, the target of this hotel, guest may have to stay average 5 nights instead of 4.5 nights in the last year.*

4. Marketing to the right customer in each season because the customer such as Italian will come in August, so that marketing will be suited to the target as well via travel agent worldwide.



CHAPTER 5

CONCLUSION, DISCUSSION AND RECOMMENDATIONS

The objectives of this research were analyzed about the factors influencing the length of stay in Koh Pha Ngan, Surat Thani province. In this chapter use all information that the research has analyzed and organized in previous chapters. This chapter includes conclusions, discussion and recommendation result for future study.

5.1 Summary

A study of the factors influencing the tourists' length of stay in Koh Pha Ngan, Surat Thani Province aimed 1) To discover and understand about the determining factors that affected the length of stay of tourists in Koh Pha Ngan. 2) To study about the factors influencing the length of stay in Koh Pha Ngan. 3) To study the tourism policy and marketing in order to influence the length of stay in Koh Pha Ngan. By using the qualitative and quantitative method: quantitative method used convenience sampling and using the survey questionnaire for 200 respondents who were international travellers, while visiting Koh Pha Ngan Between December 24, 2016 – January 1, 2016. This was the statistical analysis the frequency, percentage, means, standard deviation (SD), t-test and one way ANOVA. And qualitative method by interviewed TAT, Koh Pha Ngan Hotel Association and hoteliers. The summary of the result as follows;

- Personal factors: from the total 200 respondents of the international tourist who were visiting Koh Pha Ngan, Surat Thani Province, the analysis of personal factors found that the majority of respondents are male more than female at 60% and mostly age in the group of 26-35 years old at 50%, For income level, the largest group earned \$1,001-\$1,500 or 31.5%. Majority of respondents is an employee at 69% with the mostly is bachelor degree at 67%. The most of respondents were British at 20% followed by French 10%, Swedish 8.5%, American 7%, Brazilian and German 6.5%.

- Motivation factors. The study of motivation factor found that most of the respondents have the main reason of this travelling was leisure at 66%, followed by honey moon at 18.5%. Most of respondents did not buy a package holiday at 86%.

Most of respondents spent their time in Koh Pha Ngan in other activities such as sunbathe, relaxing, swimming, exploring at 60%, followed by full moon party at 46.5%

- Travel characteristic. The majority of the respondents were the first visitor at 74%, and mostly travelling with partner/spouse/couple at 29%, followed by friends 28%, family or relative 23.5% and travel alone 19%. And the length of stay in Koh Pha Ngan average 5.8 nights. And most of respondents got accommodation information from third party website at 34.5% and hotel website at 30.5%. Most of respondents known Koh Pha Ngan from the internet at 67%, followed by know Koh Pha Ngan from friends and relatives at 51.5%.

- Other factors that affect the length of stay. The majority of the respondents strongly agree that nature and landscape, weather, local people are friendly, their work holiday, staff of the hotel is polite and friendly, staff of the hotel are helpful, hotel food and beverage value for money, their work leave entitlement, good destination image of Koh Pha Ngan, accommodation is value for money, their satisfaction of the trip, event and attractions, respectively, all affect their length of stay in Koh Pha Ngan.

5.2 Discussion

According to the objective 1. to discover and understand about the determining factors that affected the length of stay of tourists in Koh Pha Ngan.

1. Determining factors of tourists' travelling in Koh Pha Ngan

1.1 Personal factors: Age and gender are variable that affect the length of stay of the tourist who were visiting Koh Pha Ngan, age between 46-55 years old were the longest length of stay in Koh Pha Ngan as equal mean 7.42 nights which is consistent with studied of Alegre & Pou (2003); Barros & Machado (2010); Barros et al, 2010; Martinez & Raya (2008) studied about the length of stay of elder that they found that the retirement has the relationship with the length of stay, because they have a lot of free time. As to the gender variable, the studies agreed in finding that men tended to take longer trips than women, this trend also being maintained in adulthood (Barros & Machado, 2010). But in this study the women stay longer than men, as men stayed average 5.48 while women average stayed 6.23 nights. About the nationality, most of the respondents were British. This study consistent with the interviewees that

mentioned about the most of tourists in Koh Pha Ngan were British. Which was consistent with the studied of Litrell et al., (2004); Wu, (2003) found that seniors travel as much nationally as internationally and that this is related to the length of stay. Wu & Carson (2008), Thrane (2012) noted that international trips have a positive relationship with length of stay.

1.2 Motivation factors: This research found that the main reason of this traveling affects the length of stay, most of the respondents were consistent with the interviewees in Koh Pha Ngan had mentioned that, the purpose or the main reason of travelling affect the length of stay, such as if the tourist focus on full moon party, they will stay in Koh Pha Ngan about 3 nights, because of it was the rule or policy of the hotels and if they want to relax, they will stay longer. Which constant with the studied of various authors agree that a relationship exists between the main motive and reason for the trip—push factors—and the length of stay at the destination (Jang et al. (2003); Lawson (1991). They have specifically noted that in trips made for the purpose of seeing family and/or friends, the average length of stay is higher. This result is basically due to the lack of accommodation costs, which allows the stay at the destination to be prolonged with the same available budget. For the package holiday, in this research, it was not affect the length of stay, but for the tourist activities has affected the length of stay in Koh Pha Ngan, which constant with the interviewees that mentioned about less activity: if the hotel or in Koh Pha Ngan has less activity for the tourist. For example, the tourist wants to attend the full moon party, after attending the party. They don't know thing to do, so they just stayed as they already booked and then travel to another city. This result consistent with the studied about seniors at their destination: shopping, organized day trips, visits to historical or artistic sights, physical and sports activities, and visiting museums (Bai et al. (2001); Lawson (1991); Litrell et al. (2004); In addition to the significant economic impact that these activities carried out in the tourist destination have on local economies, they also have a positive relationship to the length of stay. It is considered that the greater the number of activities performed, the longer the stay at the destination (Ferrer-Rosell et al. (2014)

1.3 Travel characteristic factors: The size of traveling group, in this research found that the most of respondents visited Koh Pha Ngan with their couple/ spouse/ partner followed by friends, and family which were consistent with the studied of

Alegre & Pou (2006) estimated that as group size increases, the duration of the trip is reduced, probably due to economic restrictions. Salmasi et al. (2012) (cited in Alén et al., n.d.) found that once a certain number of people in a group had been reached, length of stay tended to decrease. Lawson (1991) noted that the average stay at the destination of seniors who travelled alone was longer than the average stay of those who travelled as part of a group. But this research found that the tourists who travelling the family were the longest stay in Koh Pha Ngan.

1.4 Other factors affect the length of stay in Koh Pha Ngan

1. Their holiday: the tourist already set a trip before they travel, so they set a plan to travel in Koh Pha Ngan as well. It's hard to change.

2. Seasonality or weather: for example, if it rains in Koh Pha Ngan, meanwhile the tourist want to sunbathe, so that can make them change the destination to Phuket or Krabi, instead of stay in Koh Pha Ngan.

3. Location: for example, the tourist stay at 5 stars hotels and like a private beach. So that means, the tourist in this area, they will come with their family, couples can stay longer than the tourist who stay in the area of the party.

4. Quality of product and service: in the hotel, if product and service that mean a room, facilities and service are not good enough, so that can make guest stay in a short time and dissatisfaction.

The factors consistent with factors affect the length of stay by international traveller who responded the questionnaire. The researcher compared the result with the theory and previous study in order to validity of the research as according to Barros et al. (2010); Martínez & Raya (2008) studied for seniors tourist choose the destination, they noted that hygiene and cleanliness, security, cost, climate, attractions, events or activities, transportation, shopping areas. According to CECDG (1993) found that the holiday, weather and destination image are constraints the demand side which is consistent with the result of this study.

Factors influencing the tourists stays longer in Koh Pha Ngan

According to the objective 2.) to study about the factors influencing the length of stay in Koh Pha Ngan. The result from interviewing the participants about the factors

influencing the length of stay in Koh Pha Ngan by TAT, Koh Pha Ngan Hotel Association and the supply sides, the objective is to study about the factors influencing the length of stay in Koh Pha Ngan. The researcher summarized as below:

- Activity: the activity is one of important factors influence the length of stay in Koh Pha Ngan. If the tourist with special interest activity, they will spend more time with their interesting activity and it will influence their length of stay. Which constant with the studied of Kazuzuru (2014) studied about the factors influencing tourist length of stay in Tanzania suggested that the tourism stakeholder such as hotel owners and tour operator should consider their activities. And also Thrane (2012)

- People: the friendly of local people and staff in hotels, travel agent or in the related business. People are one of influencing factors which can make the tourists satisfied while they were staying in Koh Pha Ngan.

- Information: the tourism information in Koh Pha Ngan is important for the tourist who are desiring to travel in Koh Pha Ngan, if they found the good information, it makes them easily to make a decision to travel in Koh Pha Ngan and can influence their length of stay as well, when they know as Koh Pha Ngan is not about the full moon party but also the beautiful beaches and nature.

- Quality of product and service: is one important factor influencing the length of stay. For example, in terms of hotel industry. According to the tourist, they want the quality of product and service, which they already paid for it. Such as the cleanliness of the room, facilities and good service in the hotel. So the quality of product and service will make them happy and will affect to the length of stay at the hotel and also the overall image of Koh Pha Ngan. According to Alegre & Pou (2006) mentioned that the quality of the hotel and its surroundings play a particularly important role in their choice on the destination. Related to the quality, the group of tourists with the highest expenditure is also the group most likely to choose a longer stay.

- Sale promotion: is one of the factors influencing the length of stay. For example, in the hotel industry, they will give a special promotion in this month for the guest who stay 4 nights and pay only 3 nights. In travel agent, they can give a special package with the special interest of the tourist such as scuba diving. Therefore, sale promotion is the one factor that influences the length of stay in Koh Pha Ngan.

- Price: is the important factor for the tourists, in all tourism business have to consider because price is the one factor that tourist consider while they make a decision to travel, cheaper price can make them stay longer but it is not good for the overall image of the destination. Anyway, the tourism business can use the price advantage such as in a hotel, when the guests were staying at the hotel and they want to stay longer, so the hotel can reduce the price equal to the agent that they booked or cheaper in order to make them stay longer in the hotel. Which consistent with Alegre & Pau (2008), Thrane (2012) mentioned that the sensitive of the length of stay to price changes.

- Online Communication Channel: is one that high impact on the tourism industry and useful channel for delivering tourism information, sale promotion and also a reviewed of the tourist and etc. In term of supply side, they can use online social media by themselves or via online travel agents, which will deliver their information to the customer directly. If the hotel or online travel agents give information to their customers' on-time, it will be beneficial to the customer and the hotel as well, and it will affect to their length of stay if the information about what they want.

- Nature and landscape: in Koh Pha Ngan, there are very beautiful natural resource and landscape which can attract the tourists to stay longer when they are visiting Koh Pha Ngan. Some of the guests, they cancelled the next trip in order to stay longer in Koh Pha Ngan.

- Seasonality or weather: it is external factors that also influence the guest, to extend stay in the hotel and Koh Pha Ngan. If sunshine or summer, guest will stay longer because of beautiful beaches and nice weather, they may cancel the next trip in order to stay longer in Koh Pha Ngan.

According to the factors: people, information, quality of product and service, sale promotion, online communication channel was part of marketing, so these factors consistent with the previous studied about marketing strategy will influence the length of stay all together with the weather, climate which consistent with the studied of Madhyhamapurush (2011); Menezes, Moniz, & Vieira, (2008) mentioned the result and suggested that the marketing strategies, weather, nature and landscape will increase length of stay.

How to influence the length of stay in Koh Pha Ngan?

The result is summarized as the objective 3.) to study the tourism policy and marketing in order to influence the length of stay in Koh Pha Ngan. According to interviewed the participants about how to influence the length of stay in Koh Pha Ngan by TAT, Koh Pha Ngan Hotel Association and hoteliers, the objective is to study how to influence the length of stay in Koh Pha Ngan by using the tourism policy and marketing strategy. The researcher summarized as below:

Tourism Policy and Marketing Strategy in 2017 by TAT and Koh Pha Ngan Hotel Association.

- Promoting the international marketing campaign as 'Amazing Thailand: a touch of Thai Local Experience' in the various interesting activities throughout the country, in order to offer value for experiences to travellers coming to Thailand. It does not benefit for visitors, but also the local people.
- Inviting the international media, travel bloggers, travel agents to explore Koh Pha Ngan. And to promote the various activities in Koh Pha Ngan.
- Attend the travel fair, trade show or a roadshow with alliances such as tourism organization, associations' members and related organization in oversea, in order to promote Koh Pha Ngan as not only about the full moon party but the colorful moon in Koh Pha Ngan (5 zones).
- Supporting the local wisdom by support the knowledge about the tourism in order to deliver the local experience to the tourists.
 - Emphasizing the quality of product and services.
 - Marketing Mix (7P's) for hotels and related business in order to influence the length of stay in Koh Pha Ngan.

Which consistent with the studied of Kazuzuru (2014) studied about the factors influencing tourist length of stay in Tanzania suggested that the thing need to be done by the Tanzania government and other stakeholder to diversify the country' tourism activities to encourage the segment of tourists such as business visitors and visitors on leisure and recreation. According to the CECDG (1993), Barros & Correria (n.d); Kazuzuru (2014), Menezes, Moniz, & Vieira (2008) mentioned that the tourism promotion by tourism organization that can influence the length of stay and also the marketing strategy.

5.3 Recommendation

The researcher has recommendations as follows:

1. From the result of this research, it became apparent that the activities, people, quality of product and service, sale promotion, price, online channel, nature and landscape, and weather are the important factors that influence the length of stay in Koh Pha Ngan. Therefore, the hoteliers, travel agent and related business should focus on these factors in order to influence the length of stay of the tourist. It will be beneficial to the business and the overall local economy.

2. From the result of this research, it was very useful for the tourism organization as well. Especially, for example: TAT Academy who in charge of the tourism training network, which can help the hoteliers, travel agent or related business in Koh Pha Ngan by setting the training course in order to influence the tourist's length of stay. Therefore, the result of this research will be used to create the training course for hoteliers, travel agent or in the tourism industry. Such as creative tourism activity course, service marketing course, destination management and etc. In order to develop the tourism stakeholder knowledge which they can operate by themselves in the future. And also benefit to the skill of the operator, manager to run their business. And for the sustainable business as well.

3. The recommendation to the tourism organization, government and hoteliers, tourism business in the area should do the marketing in the same way and integrate which each other. And also the information or tourism policy from the government should inform to the local business and also the local business should active themselves to do the marketing.

4. The local government should have more roles in the local tourism destination such as security of the tourist, infrastructure, sign post and etc.

5. For further study a topic of the study can be developed to study with Thai tourist in order to influence Thai visitors or other provinces in order to influence the tourist' length of stay. And the data collection in different seasons (high and low season) would be interesting to compare about the factors influencing the length of stay.

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APPENDIX A
QUESTIONNAIRE

**Master of Business Administration Program
Survey Questionnaire**

On completion of the require of the study in Master of Business Administration at Stamford International University, Thailand. I am conducting this survey for the purpose of **identifying the determinant factors that affect the length of stay in Koh Pha Ngan, Surat Thani Province** in Thailand. All your answers will be kept confidential and your completion of this survey is greatly appreciated.

Please answer the following, this questionnaire is divided into 5 parts:

Part 1. Personal Factors

Part 2. Motivation Factors

Part 3. Travel Characteristic

Part 4. The factors determine the length of stay at the hotel in Koh Pha Ngan

Part 1. Personal Information (please choose on this questions)

1. Gender Male Female
2. Age Under 25 years old 26-35 years old
 36-45 years old 46-55 years old
 56-65 years old 66 years old and over
3. Income per month Less than \$1,000 \$1,001-\$1,500
 \$1,501-2,000 \$2,001-2,500
 \$ 2,501-3,000 \$3,001 and over
4. Education Level Less than Bachelor degree Bachelor degree
 Master degree PhD. degree
 Other
5. Occupation Employed Self-employed
 Retired Government officer
 Student Other
6. Nationality

Part 2 Motivation factors

7. The main reason of this travelling
 Business reason Culture Health
 Leisure Honeymoon Visiting friends
or family
 Other
8. Package holiday Yes No
9. Time spent in Koh Pha Ngan (can answer more than one)
 Kayaking Scuba diving Snorkeling
 Mountain biking Trekking Cooking Class
 Yoga and meditation Full Moon Party Other (please
specific.....)

Part 3 Travelling Characteristic

10. Repeat visitation rate First visit Second visit
 Third visit Forth visit or more

11. Travelling with No one Partner/Spouse
 Friends Co-workers
 Family or relatives Other (please specific)
12. Expenditure per trip in Koh Pha Ngan (including accommodation, food, activities etc.)
 Less than 5,000 Baht 5,001-10,000 Baht
 10,001-15,000 Baht 15,001 bath or over
13. How many nights are you planning to stay in Koh Pha Ngan
 1 night 2 nights 3 nights
 4 nights 5nights 6 nights
 7 nights 8nights 9 nights
 10 nights More than 10 nights
14. Accommodation information from
 Media Friends or relative Hotel website
 Third party website Local travel agent Travel agent in your country
 Travel fair or exhibition Guide books Other.....
15. Where did you hear about this Koh Pha Ngan? (Mark the appropriate answer, more answers possible)
 I already knew of it (from childhood). The Internet.
 The Tourism Authority of Thailand website. Friends and relatives.
 Media. Books and guides. Tour operator or Travel agent.
 Fairs, or exhibitions, or road shows. It was part of the travel package.
 Other,

Part 4 The factors determine the length of stay in Koh Pha Ngan. Please indicate the scale that best describes your opinion on the reason why you stay at the hotel in Koh Pha Ngan, in a short time.

5= Strongly Agree, 4= Agree, 3= Neutral, 2= Disagree, 1= Strongly Disagree

Factors	Rating Agreement				
	5	4	3	2	1
the factors affect your length of stay in Koh Pha Ngan					
1. Your work holiday set your length of stay					
2. Your work leave entitlement					
3. Event and attractions determined your length of stay					

Part 4 The factors determine the length of stay in Koh Pha Ngan. Please indicate the scale that best describes your opinion on the reason why you stay at the hotel in Koh Pha Ngan, in a short time.

5= Strongly Agree, 4= Agree, 3= Neutral, 2= Disagree, 1= Strongly Disagree

Factors	Rating Agreement				
	5	4	3	2	1
the factors affect your length of stay in Koh Pha Ngan					
4. Your group determined your length of stay					
5. Tourist activities					
6. Good destination image of Koh Pha Ngan determined your length of stay					
7. Quality of service of the hotel in Koh Pha Ngan					
8. Quality of overall service in Koh Pha Ngan					
9. Accommodation is value for money					
10. Hotel food and beverage value for money					
11. Public transportation are reasonable price					
12. Security in the hotel					
13. Security in Koh Pha Ngan					
14. Staffs of the hotels are helpful					
15. Staffs of the hotels are polite and friendly					
16. Local people are friendly					
17. Hotel and room cleanliness					
18. Room Facilities					
19. Natural and landscape					
20. Weather					
21. Yours satisfaction of the trip					

22. Others reason why you stay in Koh Pha Ngan in a short time.

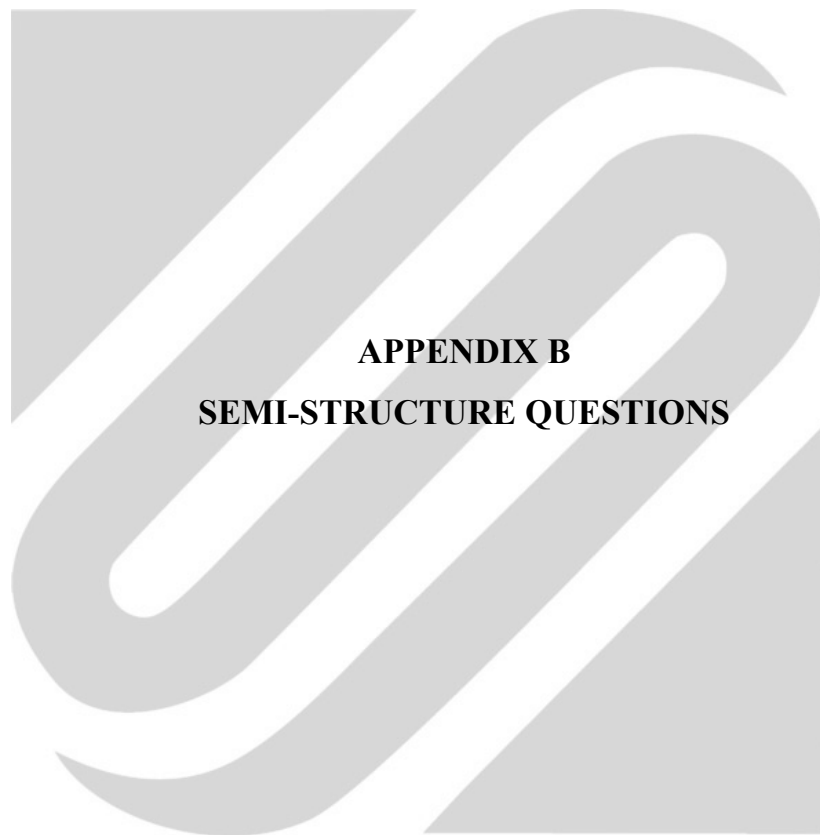
.....

23. The reason why you want to stay longer in Koh Pha Ngan?

.....

.....

Thank you very much for your assistance in completing this questionnaire.



APPENDIX B
SEMI-STRUCTURE QUESTIONS

Semi-Structured Interview Questions

On completion of the require of the study in Master of Business Administration at Stamford International University, Thailand. I am conducting this interview for the purpose of the study factors influencing the length of stay in Koh Pha Ngan.

Thank you so much for your kind cooperation.
Researcher.

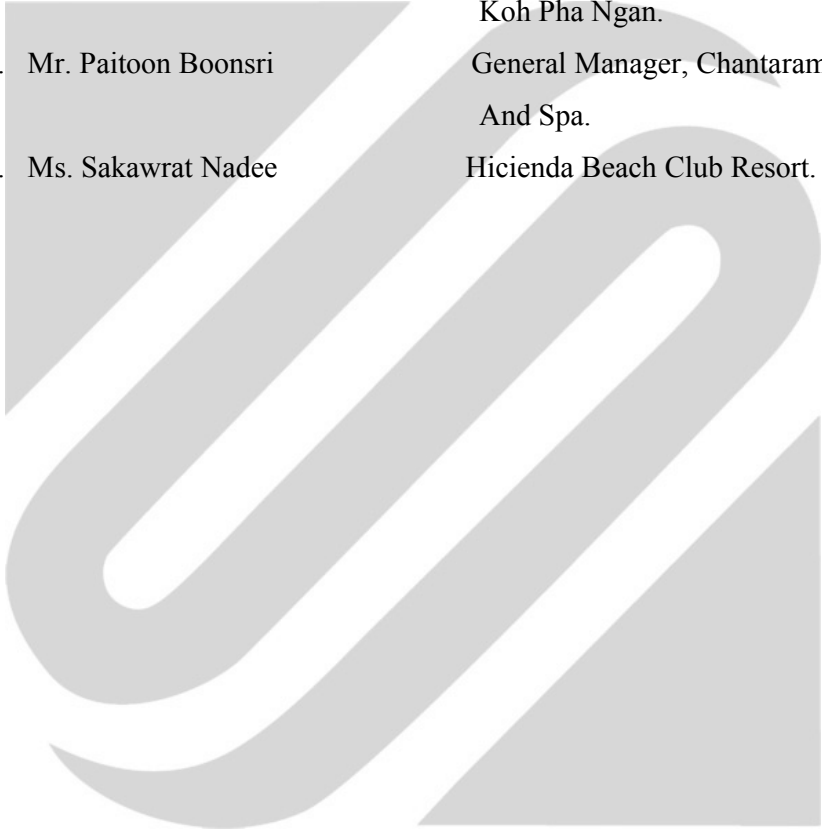
National Tourism Authority and Koh Pha Ngan Hotel Association

1. In your opinion, how about destination image of Koh Pha Ngan of international travel's perception in your opinion?
2. In your opinion, how about the situation of supply side in Koh Pha Ngan?
3. In your opinion, how about the situation of demand side in Koh Pha Ngan?
4. In your opinion, what are the determinant factors affect the tourist' length of stay in Koh Pha Ngan?
5. In your opinion, what are the factors influencing the tourist' length of stay in Koh Pha Ngan?
6. How about the tourism policy from now and next year?
7. As I got information from the supply side and demand side about the determinant factors affect the length of stay. So, how do you think about what need to changes in order to influence the length of stay, please suggest.
8. In your opinion, how important of the length of stay in Koh Pha Ngan?
9. As I got the information about the determinant factors affect the length of stay and how to influence the length of stay. Thus, how the organization can do after this, in order to help the business in Koh Pha Ngan? Please suggest.
10. Others recommendations.

Hoteliers

1. How about destination image of Koh Pha Ngan in international travel' s perception in your opinion?
2. What about target market of your hotel?
3. In your opinion, how about the travel characteristic of your guests in your opinion?
4. Normally, your guests are interesting in which kind of attractions or activities?
5. Which month is your peak season?
6. Which month is your low season?
7. In your opinion, how many nights of your guests stay at your hotel (average)?
8. In your opinion, how about the determinant factors affecting the length of stay?
9. In your opinion, what are the factors influencing the tourist' length of stay?
10. In your opinion, how do you influence the length of stay in your hotel?
11. In your opinion, how do you apply the tourism policy to the business?
12. Would you like to add any more comments?

PARTICIPANTS

1. Ms. Nongyao Jirundorn Director, TAT Koh Samui Office.
 2. Mr. Thanyah Phoolsawad President, Koh Pha Ngan Hotel Association.
 3. Mr. Chaikawee Na Takuathung Owner, Green Papaya Resort And Spa.
 4. Mr. Boonwit Leakdee General Manager, Buri Rasa Village Koh Pha Ngan.
 5. Mr. Paitoon Boonsri General Manager, Chantaramas Resort And Spa.
 6. Ms. Sakawrat Nadee Hicienda Beach Club Resort.
- 



APPENDIX C
LETTER OF CONDUCT RESEARCH

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Petchaburi 76100, Thailand
Tel: +66 3 2442322; Fax: +66 3 2442324



GS224/2016

21 December 2016

Re: Allowance for the MBA students to conduct research

Attn: To whom it may concern # Beach Resort Hicenda

Attached: Survey Questionnaire

Stamford international University has been established since 1996 in Cha-am, Petchaburi. Since 2000, we have offered international programmes at our Bangkok Campus, which is now located at Rama IX, Bangkok. The university now provides the students with the Master of Business Administration.

The university would like to ask for your allowance and cooperation to give the MBA students, **Miss Chantimaporn khiadsang**, Student ID no. **014331014** the permission to conduct research on the topic of "**Factors Influencing the Length of Stay at the Hotel in Koh Pha Ngan, Surat Thani Province**" under supervised by **Dr. Martin Georlich**.

All data gathering during this study will remain confidential, which your name will not be exposed in any circumstance. The Graduate School has approved this project. If you wish, you may request a copy of the summary of findings from the study from the university. The student will collect the data at **Koh Pha Ngan, Surat Thani Province**.

Thank you for your cooperation. Please do not hesitate to contact Stamford International University with any concerns you may have.

Yours sincerely,

(Mr. Adam Tyler Thompson)
Asst. President, Academic Affairs &
Dean of Business and Technology
Stamford International University

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Hua Hin Campus:
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Petchaburi 76100, Thailand
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GS224/2016

21 December 2016

Re: Allowance for the MBA students to conduct research

Attn: To whom it may concern # Buri Rasa Koh Pha Ngan

Attached: Survey Questionnaire

Stamford international University has been established since 1996 in Cha-am, Petchaburi. Since 2000, we have offered international programmes at our Bangkok Campus, which is now located at Rama IX, Bangkok. The university now provides the students with the Master of Business Administration.

The university would like to ask for your allowance and cooperation to give the MBA students, **Miss Chantimaporn khiadsang**, Student ID no. **014331014** the permission to conduct research on the topic of **"Factors Influencing the Length of Stay at the Hotel in Koh Pha Ngan, Surat Thani Province"** under supervised by Dr. **Martin Georlich**.

All data gathering during this study will remain confidential, which your name will not be exposed in any circumstance. The Graduate School has approved this project. If you wish, you may request a copy of the summary of findings from the study from the university. The student will collect the data at **Koh Pha Ngan, Surat Thani Province**.

Thank you for your cooperation. Please do not hesitate to contact Stamford International University with any concerns you may have.

Yours sincerely,

(Mr. Adam Tyler Thompson)
Asst. President, Academic Affairs &
Dean of Business and Technology
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Petchaburi 76120, Thailand
Tel: +66 3 2442322; Fax: +66 3 2442324



GS224/2016

21 December 2016

Re: Allowance for the MBA students to conduct research

Attn: To whom it may concern # Chantaramas Resort and Spa

Attached: Survey Questionnaire

Stamford international University has been established since 1996 in Cha-am, Petchaburi. Since 2000, we have offered international programmes at our Bangkok Campus, which is now located at Rama IX, Bangkok. The university now provides the students with the Master of Business Administration.

The university would like to ask for your allowance and cooperation to give the MBA students, **Miss Chantimaporn khiadsang**, Student ID no. **014331014** the permission to conduct research on the topic of **"Factors Influencing the Length of Stay at the Hotel in Koh Pha Ngan, Surat Thani Province"** under supervised by Dr. **Martin Georlich**.

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Thank you for your cooperation. Please do not hesitate to contact Stamford International University with any concerns you may have.

Yours sincerely,

(Mr. Adam Tyler Thompson)
Asst. President, Academic Affairs &
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GS224/2016

21 December 2016

Re: Allowance for the MBA students to conduct research

Attn: To whom it may concern # Tourism Authority of Thailand, Koh Samui Office

Attached: Survey Questionnaire

Stamford international University has been established since 1996 in Cha-am, Petchaburi. Since 2000, we have offered international programmes at our Bangkok Campus, which is now located at Rama IX, Bangkok. The university now provides the students with the Master of Business Administration.

The university would like to ask for your allowance and cooperation to give the MBA students, **Miss Chantimaporn khiadsang**, Student ID no. **014331014** the permission to conduct research on the topic of **"Factors Influencing the Length of Stay at the Hotel in Koh Pha Ngan, Surat Thani Province"** under supervised by **Dr. Martin Georlich**.

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Thank you for your cooperation. Please do not hesitate to contact Stamford International University with any concerns you may have.

Yours sincerely,

(Mr. Adam Tyler Thompson)
Asst. President, Academic Affairs &
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GS224/2016

21 December 2016

Re: Allowance for the MBA students to conduct research

Attn: To whom it may concern # Green Papaya Resort

Attached: Survey Questionnaire

Stamford international University has been established since 1996 in Cha-am, Petchaburi. Since 2000, we have offered international programmes at our Bangkok Campus, which is now located at Rama IX, Bangkok. The university now provides the students with the Master of Business Administration.

The university would like to ask for your allowance and cooperation to give the MBA students, **Miss Chantimaporn khiadsang**, Student ID no. **014331014** the permission to conduct research on the topic of **"Factors Influencing the Length of Stay at the Hotel in Koh Pha Ngan, Surat Thani Province"** under supervised by **Dr. Martin Georlich**.

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Thank you for your cooperation. Please do not hesitate to contact Stamford International University with any concerns you may have.

Yours sincerely,

(Mr. Adam Tyler Thompson)
Asst. President, Academic Affairs &
Dean of Business and Technology
Stamford International University

BIOGRAPHY

NAME	Miss Chantimaporn Khiadsang
DATE OF BIRTH	14 September 1987
NATIONALITY	Thai
EDUCATION	
2016	Master of Business Administration Stamford International University Bangkok Campus
2010	Bachelor of Business Administration Rajamangala University of Technology Rattanakosin Wang Klai Kang Won Campus
2006	Vocational Certificate of Tourism Industry Satun Technical Collage
HOME ADDRESS	37 Moo 1, Thungbulang, Thungwa, Satun
WORKING ADDRESS	Tourism Authority of Thailand (Head Office)
POSITION	Tourism Promotion Officer
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