

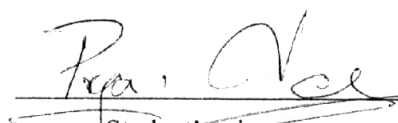
Peeraya Ngoenthee 2008: Opinions of Foreign Tourists toward Recreational Settings at Patong Beach, Phuket Province after the Tsunami 2004 and Need for Revisiting the Area in the Future. Master of Science (Forest Resource Administration), Major Field: Forest Resource Administration, Interdisciplinary Graduate Program. Thesis Advisor: Associate Professor San Kaitpraneet, Ph.D. 127 pages.

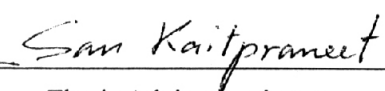
The study is aimed to study the opinions of foreign tourists toward recreational setting at Patong Beach after the Tsunami 2004 and to investigate the need for revisiting and factors affecting the need for revisiting the area in the future. The survey was administered to 400 foreign tourists who had visited Phuket province between May and October 2006. Discriminate analysis method was applied to calculate the collected data through a computerized software package.

The result found that most tourists was male, aged between 21 and 30 years, and had a domicile in Europe. Their education background was in Bachelor's degree. Most of them was single, worked in private sector with income more than 60,000 baht per month, and traveled to Phuket province by plane with 4 persons in group. Tourists who have and have not ever visit Patong Beach before Tsunami disaster were nearly equal. This was the first trip to visit Phuket province after Tsunami disaster on the touring proposes by individual travel. Most of them was exposed to the information through internet and the ratio of tourists who obtained less and great extent the knowledge about Tsunami is similarly.

For the tourists' opinions, the study found that the opinions toward recreational settings and suitable facilities around Patong Beach that, as a whole, their applicabilities were at the medium and high levels, respectively. The tourists perceived the positive image of Patong Beach more than the negative image at the 73.4% and 26.6%, respectively. When considering in satisfaction toward Patong Beach as a whole, it also was at the medium level and 79.5% need for revisiting Patong Beach again.

Regarding the factors affecting the need for revisiting the area in the future, the study revealed that there were three factors namely opinions toward recreational setting, image of Patong Beach, and satisfaction toward Patong Beach as a whole. Using discriminate analysis, the function of discriminate model had 72.85% efficiency of group classification.


Student's signature

 Mar. 26, 2008
Thesis Advisor's signature