

Azizan Marzuki

Local residents' perceptions towards economic impacts of tourism development in Phuket

Abstract

Tourism in general has become one of the major cultural and economic forces in the world today, and is regarded as an important means to benefit local communities. Phuket for example has experienced tremendous development since 1980s. Many construction projects are carried out on the islands with only one purpose: to accommodate tourism development. Rapid investments by the government and private sector had significantly turned Phuket into a popular destination and a shopping haven for local and foreign tourists. However, despite the rapid development in this industry, the economic and socio-cultural impacts of tourism were hardly discussed and explained in academic literature. Therefore, a study on Phuket Islands, Thailand was conducted to explore and identify economic impacts of tourism development to the islands and local residents. A household survey based on stratified random sampling was conducted in Phuket for 3 weeks. 393 questionnaires were completed from 399 respondents approached; representing a 99% response rate for this study. An exploratory factor analysis (EFA) using principal component analysis was carried out to identify the respondents' perception of the impacts from tourism development. Findings from data analysis identified four factors representing 55.63% of the explained variance extracted from 18 variables, namely: 1. Economic benefits, 2. Higher living costs, 3. Economic costs, and 4. Supports local economy. Findings from data analysis suggested that tourism development in Phuket has provided more benefits than costs to the residents.

Key words: tourism development; economic impact; residents perceptions; Phuket Island; Thailand

Introduction

Tourism has been for a long time recognized to be an important form of economic development in developing countries, contributing to foreign exchange earnings, gross domestic product and employment opportunities (de Kadt, 1979) and this trend continues to date. For example, according to Dimoska (2008), the tourism industry is an important export representing an average of 80% of the industries in developing countries.

However, while these incomes have been claimed to benefit the host residents directly and indirectly they also create opportunity costs and various economic linkages due to the various imports needed to satisfy tourist consumption (de Kadt, 1979). Reflectively, many studies in this area have been conducted world-wide in order to evaluate true economic impacts of tourism. Nevertheless, in most cases they

Azizan Marzuki, PhD, Universiti Sains Malaysia, Malaysia;
E-mail: chik72@yahoo.com

were mostly done using economic models of input-output analysis (Fletcher, 1989) and only more recently residents' perceptions of economic effects on their lives and communities have begun to be investigated (e.g. Aref, Ma'rof & Sarjit, 2009).

Therefore, with an objective to identify characteristics of economic impacts from tourism development to local residents, this paper presents findings from a study of economic impact from tourism development conducted in Phuket, Thailand. Findings from both positive and negative economic impacts from tourism development are presented and discussed based on local resident perspectives and views. The value of this case study lies in the fact that Phuket is cited as one of the most notable world examples of mass tourism which has been experiencing rapid tourism development for the last 30 years. Conducting research at this point of time when residents have had a longitudinal experience with tourism, their insight gives us an important understanding of economic impacts from residents' point of view over a longer period of time. The article will begin with an overview of the literature on economic impacts from tourism development, followed by the empirical context of Phuket case study and the methods used in this research. Finally, the research findings, the quantitative analysis and conclusive remarks will be presented.

Economic impact from tourism development

Host residents' perception towards impacts from tourism development has been examined in a number of studies in recent years. The rising interest for tourism impact studies was influenced by the fact that tourism development has not only contributed to the positive outcomes but also potentially presented negative consequences to host residents. Loomis and Walsh (1997) said that businesses and public organizations are increasingly interested in the economic impacts of tourism at national, state and local levels since the tourism industry can contribute to the nation's balance of payment and provides a major source of income for the city (Tatoglu, Erdal, Ozgur, & Azakli, 2000). World Travel and Tourism Council (2012) also explains that tourism can give more benefits for the economy by increasing the levels of the Gross Domestic Product (GDP), employment, visitors' export and attract more foreign and domestic investment. Andereck, Valentine, Knopf and Vogt (2005) found that tourism industries can be a positive influence on the community's economy by resulting in effects such as economic diversity, jobs and tax revenue. Moreover, tourism is considered as a factor that contributes to a higher standard of living, able to give effect in terms of attracting investments and spending, which creates greater benefits than costs (Brida, Osti & Faccioli, 2011).

However, tourism also brings negative economic impacts for destinations as the prices increase in real estate property, goods and services as well as many others (Tatoglu *et al.*, 2000; Aref *et al.*, 2009; Marzuki, 2009; Brida *et al.*, 2011). In a broad context, progress of tourism development contributes to both profits and costs to the local economy as higher demand from tourists will significantly influence an increment in prices and fees of tourism products and services offered in tourist destinations. Following Krag's (2001) study, table 1 summarizes overall negative and positive economic impacts of tourism development.

Table 1
Economic impact of tourism

Positive impact	Negative impact
<ul style="list-style-type: none"> • Contributes to income and standard of living • Improves local economy • Increases employment opportunities • Improves investment, development, and infrastructure spending • Increases tax revenues • Improves public utilities infrastructure • Improves transport infrastructure • Increases opportunities for shopping • Economic impact (direct, indirect, induced spending) is widespread in the community • Creates new business opportunities 	<ul style="list-style-type: none"> • Increases price of goods and services • Increases price of land and housing • Increases cost of living • Increases potential for imported labour • Cost for additional infrastructure (water, sewer, power, fuel, medical) • Increases road maintenance and transportation systems costs • Seasonal tourism creates high-risk, under- or unemployment issues • Competition for land with other (higher value) economic uses • Profits may be exported by owners • Jobs may pay low wages

Source: Kreag (2001)

Davison (1996) and Allen, Long, Perdue and Dieselbach (1988) however suggest that tourism development in each community is different and the tolerance of tourism activities are dependant on several encouragement factors together with the economic, socio-cultural and environment of each community. Lanfant (1980) and Murphy (1985) also claim that effects from tourism development have a more visible effect in rural destinations than in urban areas and the result has a greater effect on local residents. The perceptions from local residents are influenced by a number of factors together with the degree of contact that they relate with tourists which also includes personal economic dependence on the tourism industry. Based on the argument that rural communities are very fragile, the growth of tourism could rapidly affect local communities in the destination. The impacts from tourism development also influence local perception in each community in different degrees depending on the factors and local residents' interaction with the industry.

Fariborz (2009) states that the tourism industry is concerned with human and environmental costs besides giving benefits to the local residents involved. The local community is a necessary condition for improving the development procedure. Local residential tourism is understood as the natural reaction to a certain demand from tourists in the market. The rural areas become urbanized for the purpose of generating income. Lack of planning by political authorities and developers create many of the negative impacts. As time passes, local people can relatively see clearly what effects have been most damaging and which have been most advantageous.

Based on his research on the economic impact of tourism, Stynes (1999) suggests that the major motivation of a business or government to provide services for tourists is commonly based on substantial economic gains. A private business is interested only for its own income and costs, while a community concerned with tourism is based on economic contributions together with social and environmental impacts. Meanwhile, Global Insight (2005) has studied the economic impact of travel and tourism in Palm Beach County, Florida and found that the whole economic impact of tourist is separated into

three distinctive parts; direct, indirect and induced. The direct impacts signify resident interactions directly with tourists. The indirect impacts stand for the benefit to suppliers to the direct parts. The induced impact is the impact of tourism arising from spending of revenue occurring to the host community from tourism profits and wages. The direct spending by tourists is only small income much like the tip of the iceberg, while the indirect impacts of tourism is much larger.

Nevertheless, it is understood that local residents' perceptions are important to strengthen economic growth from tourism development and provide a good image of the tourism industry. According to Allen *et al.* (1988) local residents' perceptions and their attitudes towards impacts from tourism development must be constantly assessed for support of the tourism industry. Therefore, this paper focuses on local residents' perception of tourism impacts and aims to identify their opinions towards tourism development in Phuket. Since tourism development brings both positive and negative impacts in social, cultural, economic and environmental aspects, local residents' perceptions will emphasize whether they are supportive or irritated by the progress of the tourism development.

Tourism development in Phuket, Thailand

The growth of tourism in Southeast Asia has developed very fast and each country is trying to promote tourism to generate income as a way to get benefits. Every country encourages travellers to come and visit their states by promoting beautiful tourist destinations, culture, architecture, folklore, host community's lifestyle and man-made tourist attractions.

Previously known as Thalang, Phuket is a province located in Southern Thailand. Phuket is the largest island in Thailand that is involved with tourism development. The Phuket archipelago consists of approximately 39 small islands and the region has approximately an area of 570sq. km. It is located in the Andaman Sea off the west coast of Thailand. The Sarasin Bridge connects Phuket to the mainland in the Phang Nga Province and Phuket is one of the southern provinces in Thailand (Phuket Provincial Governor's Office, 2001). Figure 1 shows the location of Phuket Island.

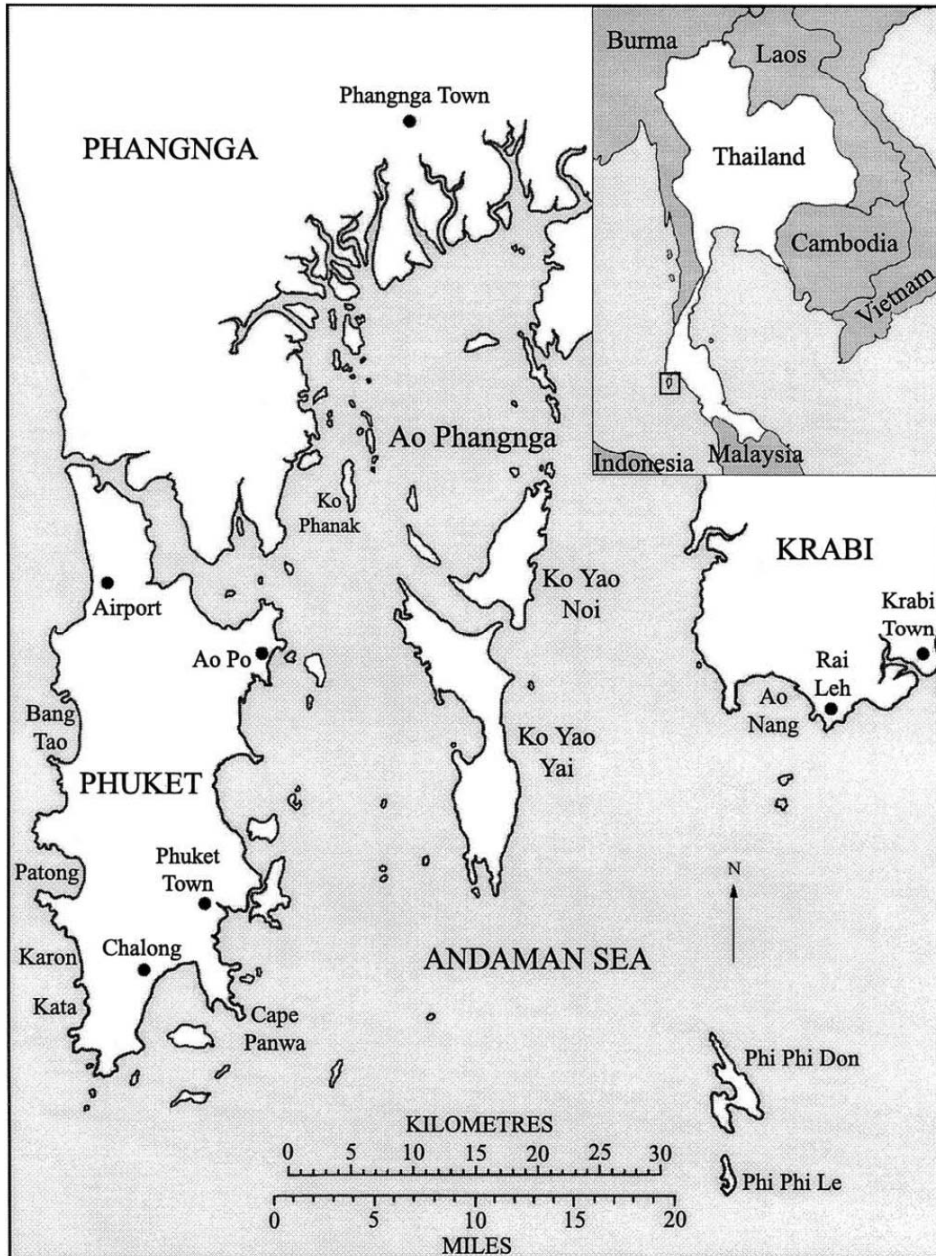
For centuries, Phuket has been well known due to its richness in natural resources such as rubber, tin and palm oil (Uthoff, 1997). Nevertheless, rapid growth in tourism development has tremendously transformed Phuket to become one of the most popular destinations in Thailand.

Nowadays, the economic activities of local community in Phuket have largely changed since a large number of tourists have come to visit Phuket. It has created economic benefits and the island is growing very well. There are expansions of infrastructure facilities to support tourism. After technology and construction facilities were developed in the province, local lifestyle has changed and it has made people more extravagant. The significance of local social elements with culture, community, economy and environment were affected by tourism development.

The rapid expansion of tourism in Phuket over the past several decades has also changed the pattern of economic activities amongst local communities. From the wealth of natural resources, Phuket had moved towards the international tourism that concentrates on sun, sea and sand (Uthoff, 1997). The landscape of Phuket has been transformed drastically into a conventional tourism destination with five star hotels and resorts and shopping arcades and other facets of the international tourism industry. From

a rural province it has become an urbanized province with modernization by tourism development. The growth of international tourism in recent decades has extended Phuket's economic advantages over other provinces in Thailand and making it the richest in the southern provinces and one of the top ten provinces in Thailand. So this interest leads to establish the first large hotel in Phuket in 1976 and, by 1979; an international airport was established by the government and 'further construction of hotels in Phuket Town and Patong Beach on the island's west coast' (Kontogeorgopoulos, 2004a, p. 2).

Figure 1
Map of Phuket, Thailand



Source: Kontogeorgopoulos (2004a, p. 3)

According to Kontogeorgopoulos (2004b) although a small arrival of foreign and domestic tourists in Phuket has began since 1960s, 'it was not until the 1980s that Phuket stepped onto the international tourism stage' (p. 90). From 20,000 arrivals in 1976, international tourists in Phuket have increased drastically to 530,000 in 1989 (Kontogeorgopoulos, 2004b). The arrival of international tourists who grow up to an average of 18% per year, during the 1990s and reaching 2.7 million in 2001 (TAT, 2003), and then had reached 3.4 million in 2004 (TAT, 2005). Nevertheless, due to the tsunami tragedy, international tourist arrivals in Phuket has dropped drastically to 1.27 million in 2005, about 63% decrease compared to 2004 before bouncing back to 3.3 million in 2007 (TAT, 2005, 2008).

The growth of mass tourism has also brought negative consequences to Phuket and impacts from tourism development had affected the local community and all over the region. Moreover, Phuket became as a typical mass tourism destination that represented by the crowded beaches, pollutions, and high rise hotels. Several issues such as water shortage, sewerage treatment and water pollution have been affected in the seaside resort area in Phuket (Kontogeorgopoulos, 1998). Kontogeorgopoulos (1998) also stressed that a growing popularity of golf and 'specific tourist activities also place heavy pressure on the natural resource base' (p. 230).

Therefore, it is quite significant to understand how the local community in Phuket perceives tourism development as well as their perception towards impacts brought by the tourism industry.

Research methodology

A questionnaire survey was used to explore local residents' perspectives about economic impacts of tourism development in Phuket, Thailand and was divided into three sections of introduction, respondent background and statement of tourism impacts. Respondents were given 18 questions on economic impacts of tourism based on a 5 point Likert scale where 1 represented "strongly disagree" and 5 represented "strongly agree". The selection of sample size is based on Yamane (1967, cited in Israel, 1992). It is explained further with the following equation;

$$n = N / [1 + N (e^2)]$$

Where;

n = the sample size

N = the population size

e = the level of precision

With an assumption of 95% confidence level and $\pm 5\%$ precision level, the number of population in Phuket (315,498) was then used as a basis for the calculation and the sample size obtained was 399 respondents.

During data collection, stratified random sampling approach was used to select the respondents that represent the whole group of population that lives in the three districts within the Phuket Province; Mueang District, Talang District and Kathu Districts. The sampling frame was designed to obtain

a greater degree of representativeness from local residents to achieve a broad range of representation from the whole population of Phuket. The actual population number in every district was based on the 2009 data from the National Statistical Office. Therefore, based on the 399 sample size, the ratio of the respondents in each district was calculated based on proportion which resulted in 249 for Mueang District; 95 for Talang District and 55 for Kathu District. (Table 2)

Table 2
Stratified sampling frame of the study area

Location	Population in Phuket	Stratified Random sampling	Sample size	Completed questionnaires
Mueang District	196,733	196,733/315,498 x 399	249	244
Talang District	75,224	75,224/315,498 x 399	95	94
Kathu District	43,541	43,541/315,498 x 399	55	55
Total	N=315,498	-	n=399	393

Survey for data collection was conducted from January to February 2010 using a face-to-face interview with the selected respondents. Two students from Rajabhat University in Phuket were appointed as interviewers. Both interviewers were briefed in detail to ensure that they understood the aims of the survey and how to collect data correctly. A spot check was done at the survey location while the research assistants conducted the survey to confirm that the validity of the survey. This strategy showed that both research assistants had done their jobs precisely to the instructions given. After three weeks, the researcher managed to obtain 393 questionnaires, from 399 respondents approached. The remaining 6 questionnaires were eliminated since some respondents could not complete all the answers.

Research findings

Characteristics of respondents

From a total of 393 respondents involved in this study, 46.1% were males and 53.9% were females (Table 3).

The age of the respondents ranged from 20 years old to 60 years old and above. The highest number of respondents involved in this study were of the ages between 20-29 years old (36.4%), the second were 30-39 years old (33.1%), the third were 40-49 years old (22.6%), the fourth were 50-59 years (5.9%), and only 2% were 60 and above.

The professions of respondents in this study were; employed/hired making up 54.5%, owner of business 19.6%, student comprising 11.2%, government officials 5.9%, house wives 4.1%, retired 0.8%, unemployed 0.5% and another 2.0% made up of freelance, pharmacists and tour guides. The highest academic attainment of the respondents were a bachelor's degree with 146 respondents, high school; 75 persons, secondary school 64 persons, primary school 42 persons while master's and Ph.D. were 4 persons each.

Table 3
Respondents' profiles

Variables	n (393)	%
Division		
Mueang	244	62.0
Kathu	55	14.0
Thalang	94	24.0
Gender		
Male	181	46.1
Female	212	53.9
Age		
20-29	143	36.4
30-39	130	33.1
40-49	89	22.6
50-59	23	5.9
60 over	8	2.0
Profession		
Student	44	11.2
Owner of business	77	19.6
Hired/employed	214	54.5
Farmer	6	1.5
Government official	23	5.9
Retired	3	0.8
House wife	16	4.1
Unemployed	2	0.5
Other	8	2.0
Education		
Primary school or lower	42	10.7
Secondary school	64	16.3
High school	75	19.1
College	58	14.8
Bachelor	146	37.2
Master	4	1.0
Ph.D.	4	1.0
Income*		
Under 10,000 Baht	144	36.6
10,000-15,000 Baht	139	35.4
15,000-20,000 Baht	42	10.7
20,000-25,000 Baht	26	6.6
25,000-30,000 Baht	23	5.9
More than 30,000 Baht	19	4.8

* 1 USD = 31.43 Thai Baht

Respondents' perception about tourism impacts

Respondents' perception about positive economic impacts from tourism development resulted with an average/mean of 3.99 (Table 4). The analysis showed that most respondents agree that 'tourism improves local economy and local residents earn greater income' (mean= 4.16.). The next is 'tourism

creates new business opportunities' (mean= 4.09) and the lowest range is 'local people gain benefit from selling land to foreigners at a higher price' (mean= 3.48).

Table 4
Respondents' perception of the positive economic impacts

Positive impacts to economy	Mean ^a	S.D.	Rank
Local residents earn greater income	4.16	0.717	1
Improves local economy	4.16	0.763	2
Creates new business opportunities	4.09	0.772	3
Local people earn money from selling local products	4.06	0.815	4
Bring more investment in local areas such as hotel construction	4.05	0.744	5
Increases tax revenues	4.04	0.807	6
Local residents gain employment opportunity	4.00	0.803	7
Improves public utilities infrastructure	3.88	0.839	8
Local people gain benefit from selling land to foreigners at a higher price	3.48	1.206	9

^a Scale: 5=Strongly Agree, 4=Agree, 3=Neutral, 2=Disagree, 1=Strongly Disagree

As shown in Table 5, respondents' perception of negative economic impacts from tourism development resulted with an average/mean of 3.80. The respondents agree that 'tourism increases price of land and housing' (mean= 4.15), the next is 'increases local residents' cost of living' (mean= 4.11) and the lowest mean value is 'jobs may pay low wages' (mean= 3.00).

Table 5
Respondents' perception of the negative economic impacts

Negative economic impacts	Mean ^a	S.D.	Rank
Increases price of land and housing	4.15	0.903	1
Increases local residents' cost of living	4.11	0.936	2
Competition for land with other economic uses	4.04	0.952	3
Increases price of goods and services	3.94	1.072	4
Increases road maintenance and transportation systems costs	3.89	0.889	5
Increases imported foreign labour	3.72	1.054	6
Profits may be exported by foreign investors	3.70	1.123	7
Cost for additional infrastructure (water, power, etc.)	3.64	1.107	8
Jobs may pay low wages	3.00	1.193	9

^a Scale: 5=Strongly Agree, 4=Agree, 3=Neutral, 2=Disagree, 1=Strongly Disagree

Furthermore, the 18 items of the economic impacts from tourism development were subjected to an exploratory factor analysis (EFA) using principal component analysis. The factor analysis was carried out to identify the respondents' perception of economic impacts from tourism development to Phuket. The Barlett's Test of Sphericity showed a statistical significance with the Kaiser-Mayer-Olkin value of

0.86, exceeding the recommended value of 0.6 to conduct factor analysis (Hair, Anderson, Tatham & Black, 1995). Principal component analysis revealed the presence of four components with Eigenvalues exceeding 1, explaining 21.57%, 15.05%, 14.49% and 9.70% of the variance respectively (Table 6).

As shown in Table 6, the first factor of “economic benefits” suggested that ‘local residents earned greater income’, ‘local people earn money from selling local products’, ‘bring more investment in local areas such as hotel construction’, ‘improves local economy’, ‘local residents gain employment opportunity’ and ‘creates new business opportunities’, are all within the similar trend. It means that tourism generates numerous economic benefits to local residents in the Island.

Table 6
Factor analysis of respondents’ perception of economic impacts (n=393)

Factor of participation problem	Factor loading				Commonality
	1	2	3	4	
Factor 1: Economic benefits					
Local residents earn greater income	0.794				0.655
Local people earn money from selling local products	0.755				0.601
Bring more investment in local areas such as hotel construction	0.753				0.612
Improves local economy	0.752				0.650
Local residents gain employment opportunity	0.751				0.584
Creates new business opportunities	0.613				0.613
Factor 2: Higher living costs					
Increases price of land and housing		0.828			0.740
Increases price of goods and services		0.777			0.688
Increases local residents’ cost of living		0.719			0.629
Competition for land with other (higher value) economic uses		0.614			0.599
Factor 3: Economic costs					
Cost for additional infrastructure			0.766		0.658
Jobs may pay low wages			0.746		0.653
Increases imported foreign labour			0.669		0.532
Profits may be exported by foreign investors			0.650		0.567
Increases in road maintenance and transportation systems costs			0.496		0.380

Table 6 Continued

Factor of participation problem	Factor loading				Commo- nality
	1	2	3	4	
Factor 4: Supports local economy					
Local people gain benefit from selling land to foreigners at a higher price				0.720	0.590
Improves public utilities infrastructure				0.602	0.655
Increases tax revenues				0.595	0.541
Eigenvalues	3.88	2.70	2.60	1.74	
Variance (%)	21.57	15.05	14.49	9.70	
Cumulative variance (%)	21.57	36.62	51.11	60.82	
Factor Items	6	4	5	3	

The second factor of “higher living costs” was loaded with the four statements; ‘increases price of land and housing’, ‘increases price of goods and services’, ‘increases local residents’ cost of living’ and ‘competition for land with other (higher values) economic uses’.

The third factor of “economic costs” was involved with the five statements; ‘cost for additional infrastructure’, ‘jobs may pay low wages’, ‘increases imported foreign labour’, ‘profits may be exported by foreign investors’ and ‘increases of road maintenance and transportation systems costs’.

The final factor of “supports local economy” was integrated with the three statements; ‘local people gain benefit from selling land to foreigners at a higher price’, ‘Improves public utilities infrastructure’ and ‘Increases tax revenues’.

Discussion

Findings from both mean and factor analysis to analyse residents’ perception towards economic impacts suggest that the respondents have a strong positive perception in the statements that ‘local residents earn greater income’, ‘improves local economy’, ‘increases price of land and housing’ and ‘increases local residents’ cost of living’. This may be because previously the tourism industry had become a strong and significant industry in Phuket, and subsequently local residents have more income from selling their products to tourists and most of them work in hotels, as taxi drivers and in restaurants. The result showed that respondents feel that tourism development in Phuket could generate more benefits in developing local economy. Similarly, based on his studies on socio-cultural impacts of tourism development in Chiangrai Province, Thailand, Sitikarn (2007) found that local residents’ perceived tourism as a contributor to generate income and indirectly helped locals to have an education. Thus, Phuket needs to be more developed to support and increase the growth of the tourism industry.

However, although tourism has brought huge benefits, it also generates negative impacts to host

communities as tourism increases prices of land and housing and increases local residents' cost of living such as food, water and electricity bills. These are the negative impacts from tourism that have affected local residents directly. It is also found that the respondents viewed that tourism has contributed towards problems of overcrowding of people as well as traffic congestion and overloading of key infrastructure such as water supply networks. Despite that, there are suggestions for future tourism development to highly consider conservation of nature and local traditional culture by providing more opportunities to the local community to get involved in the decision making process.

In general, findings from this study suggests that the respondents have higher perception about the economic positive impacts than the negative impacts due to the benefits received from the growth of the tourism industry in Phuket. Their positive perceptions were mostly influenced by an opportunity to earn greater income from working in the tourism industry or by selling goods and services to visitors. In fact, those who are not involved in the tourism industry also received the benefits through domestic and foreign investments in Phuket and an improvement in infrastructure and public facilities. Nevertheless, the respondents are also rational in terms of the long-term tourism development in Phuket where most of them are very critical and concerned about the negative impacts to local economy and natural environments.

Conclusion

Local people will support tourism development in their society when they are expecting benefits from tourism activities. Findings from this study suggest that the majority of residents in Phuket, even for those who do not work in tourism, have benefited from tourism development and they have positive perceptions towards tourism impacts. As Kayat (2002) suggested, residents' dependency on tourism industry would predict their attitude towards economic impacts from tourism development. Personal benefits from tourism development would influence residents' perception towards impacts from tourism development. In the case of Phuket, residents' support and dependency on tourism to bring future economic development was shown through the support for local tax charges. Nevertheless, it should be reiterated that over dependence on the tourism industry is risky to the region's economies as there are hurricanes, storms, tsunami and diseases that could disturb a long term progress of the local economy.

References

- Allen, L.R., Long, P.T., Perdue, R.R. & Dieselbach, S. (1988). The impact of tourism development on resident's perception of community life. *Journal of Travel Research*, 27(1), 16-21.
- Andereck, K.L., Valentine, K.M., Knopf, R.C. & Vogt, C.A. (2005). Residents' perceptions of community tourism impacts. *Annals of Tourism Research*, 32(4), 1056-1076.
- Aref, F., Ma'rof, R. & Sarjit, S.G. (2009). Community perceptions toward economic and environmental impacts of tourism on local communities. *Asian Social Science*, 5(7), 130-137.
- Brida, J.G., Osti, L. & Faccioli, M. (2011). Residents' perception and attitudes towards tourism impacts: a case study of the small rural community of Folgaria (Trentino-Italy). *Benchmarking: An International Journal*, 18(3), 359-385

- Davison, R. (1996). The impact of tourism. In R. Davison & R. Maitland (Eds.), *Tourism Destinations* (pp. 18-45). London: Hodder and Stoughton.
- de Kadt, E. (1979). Social planning for tourism in the developing countries. *Annals of Tourism Research*, 6(1), 36-45.
- Dimoska, T. (2008). Sustainable tourism development as a tool for eliminating poverty. *Series: Economics and organization*, 5(2), 173-178.
- Fariborz, A. (2009). Community leaders' perceptions towards tourism impacts and level of community capacity building in tourism development. *Journal of Sustainable Development*, 2(3), 35-42.
- Fletcher, J. (1989). Input-output analysis and tourism impacts studies. *Annals of Tourism Research*, 16(4), 514-529.
- Global Insight. (2005). *City tourism impact: the economic impact of travel & tourism in Palm Beach County, Florida*. Retrieved October 25, 2010, from <http://www.pbcgov.com/touristdevelopment/pdf/palmbeachcounttycti.pdf>.
- Hair, J.F.J., Anderson, R.E., Tatham, R.L. & Black, W.C. (1995). *Multivariate data analysis with reading*. Upper Saddle River, NJ: Prentice Hall.
- Israel, G.D. (1992). *Sampling the evidence of extension program impact*. Program Evaluation and Organizational Development, IFAS. University of Florida, United States.
- Kayat, K. (2002). Power, social exchanges and tourism in Langkawi: rethinking resident perceptions. *International Journal of Tourism Research*, 4(3), 171-191.
- Kontogeorgopoulos, N. (1998). Tourism in Thailand: patterns, trends, and limitations. *Pacific Tourism Review*, 2(4), 225-238.
- Kontogeorgopoulos, N. (2004a). Ecotourism and mass tourism in Southern Thailand: spatial interdependence, structural connections, and staged authenticity. *GeoJournal*, 61(1), 1-11.
- Kontogeorgopoulos, N. (2004b). Conventional tourism and ecotourism in Phuket, Thailand: conflicting paradigms or symbiotic partners? *Journal of Ecotourism*, 3(2), 87-108
- Kreag, G. (2001). *The impacts of tourism*. Minnesota Sea Grant. Retrieved November 15, 2010, from <http://www.seagrants.umn.edu/tourism/pdfs/ImpactsTourism.pdf>.
- Lanfant, M.F. (1980). Tourism in the process of internationalisation. *International Social Science Journal*, 32(1), 14-43.
- Loomis J.B. & Walsh, R.G. (1997). *Recreation economic decisions: comparing benefits and costs* (2nd ed.). Pennsylvania: Venture Publishing.
- Marzuki, A. (2009). Impacts of tourism development. *Anatolia: An International Journal of Tourism and Hospitality Research*, 20(2), 450-455.
- Murphy, P.E. (1985). *Tourism: a community approach*. New York: Methuen.
- Phuket Provincial Governor's Office. (2001). *The report of economic in Phuket*. Retrieved February 1, 2010, from <http://www.phuket.go.th/webpk/>.
- Sitikarn, B. (2007). *Socio-cultural Impacts of Tourism Development in Chiangrai Province*. Unpublished Master Thesis. Mae Fah Luang University, Thailand.
- Stynes, D.J. (1999). *Economic Impact of Tourism*. Retrieved May 12, 2010, from <https://www.msu.edu/course/prr/840/econimpact/pdf/ecimpvol1.pdf>.
- Tourism Authority of Thailand [TAT]. (2003). *Domestic Tourism in Phuket 2005*. Tourism Authority of Thailand, Southern Office, Region 4. Retrieved April 12, 2011, from <http://phukettourism.org/contact-us/stat-pk2001.htm>.
- Tourism Authority of Thailand [TAT]. (2005). *Domestic Tourism in Phuket 2005*. Tourism Authority of Thailand, Southern Office, Region 4. Retrieved April 12, 2011, from <http://phukettourism.org/contact-us/stat-pk2005.htm>.

Tourism Authority of Thailand [TAT]. (2008). *Domestic Tourism in Phuket 2008*. Tourism Authority of Thailand, Southern Office, Region 4. Retrieved April 12, 2011, from <http://phukettourism.org/contact-us/stat-pk2008.htm>.

Tatoglu, E., Erdal, F., Ozgur, H. & Azakli, S. (2000). Resident perceptions of the impact of tourism in a Turkish resort town. *Proceeding of the First International Joint Symposium on Business Administration* (pp 745-755). Gokceada-Canakkale, Turkey.

Uthoff, D. (1997). Out of the tin crisis into the tourism boom: The transformation of the tropical island of Phuket by international tourism. *Applied Geography and Development*, 49(1), 7-31.

World Travel and Tourism Council. (2012). *Travel & Tourism Economic Impact 2010: Oman*. Retrieved March 20, 2012, from <https://http://www.wttc.org/>.

Submitted: 03/ 17/ 2011

Accepted: 06/ 05/ 2012