

## Factors affecting prosperity, stability, and sustainability of tourism business and services in Phuket, Thailand

Siravit Koolrojanapat

Graduate school

Suan Sunandha Rajbhat University, Bangkok, Thailand

### Keywords

Prosperity, Stability, Sustainability, Tourism Business and Services

### Abstract

*The purposes of this research were to study factors affecting prosperity, stability, and sustainability of tourism business and services in Phuket, Thailand by utilizing a mixed method together with Meta analysis, Delphi technique, and survey research. Then, the results from each method to integrate with focus group. The findings of the research revealed that major factors that affecting prosperity, stability, and sustainability of tourism business and services were tourist attraction and tourist destinations in Phuket such as natural beauty, beaches, entertainment, restaurants as well as the tourist safety, and the minor factors that affecting prosperity, stability, and sustainability of tourism business and services were knowledge, skills, experience of tourist guide, and information services.*

### 1. Introduction

The UNWTO has reported in 2013 that the international tourist has been increasing very fast. The total of 1,087 million tourists are traveling around the world and it found that Chinese tourists has been increasing more than any other nations. In addition, the tourists from developing nations have a tendency to grow faster than tourists from tourists from developed nations (Ministry of Tourism and Sports, 2015). The growth of Thai tourism, however, is significant to the growth of national economy since it is one of the most important source of foreign revenues and creating a lot of jobs in tourism and service industry. Tourism is often the big push factors to move the national economy from recession into recovery period. However, the world tourism have an increasingly and highly competitive due to the rapid change in many factors of world tourism, therefore, it is important for Thai tourism to set up vital strategic plan for sustainable growth of Thai tourism (Ministry of Tourism and Sports, 2015).

The growth of Thai tourism in the ways of enhancement of prosperity, stability, and sustainability of tourism business and services in Phuket, Thailand is important to investigate to search for necessary factors that affecting the prosperity, stability, and sustainability of tourism business and services. Phuket is one of the most beautiful islands of the south of Thailand. In fact, Phuket is the second tourist destination after Bangkok in terms of the number of domestic tourists and international tourists to visit every year. Therefore, it is imperative to focus the study on the factors affecting the prosperity, stability, and sustainability of tourism business and services in Phuket, Thailand.

### 2. Research Methodology

The purposes of this research were to study vital factors that significantly affecting prosperity, stability, and sustainability of tourism business and services in Phuket, Thailand by utilizing a mixed research method. There were three steps of doing this research. First step was to use the combination of Meta analysis and Delphi technique and second step was to utilize focus group, and then to reach conclusion. In other words, the results from each method to integrate with focus group. There were major factors and minor factors that affecting prosperity, stability, and sustainability of tourism business and services in Phuket, Thailand which show in figure 2.

Fig 1. Three steps of research  
 Fig 2. Major and Minor factors

Major Factors	Minor Factors
1. Tourist Attraction	1. Souvenir Business
2. Transportation Business	2. Seminar Business
3. Accommodation Business	3. Information Service
4. Restaurants and Food Catering	4. Safety
5. Tourist Agency and Tour Guides	5. Convenience of enter and exit

### 3. Findings

The findings from the research revealed that major factors that vitally affected the prosperity, stability, and sustainability of tourism business and services in Phuket, Thailand which could be ranked according to their percentage from Meta analysis as follows: Tourist Attraction, Restaurants and Food Catering, Tourist Agency and Tour Guides.

Table 1. Percentage of Major Factors Influencing Tourism Business and Service

Factors influencing Tourism business and Service	Meta Analysis	Delphi Tech.	Survey R.	Average Percentage	Rank
	(10:100%)	(17:100%)	(120:100%)		
Major factors					
1. Tourist Attraction	90.00	100.00	95.83	95.28	1
2. Transportation Business	70.00	88.23	83.33	80.52	5
3. Accommodation Business	80.00	88.23	93.33	87.19	4
4. Restaurants and Food Catering	90.00	94.12	95.00	92.04	2
5. Tourist Agency and Tour Guides	80.00	94.12	92.50	88.87	3

Table 2. Percentage of Minor Factors Influencing Tourism Business and Service

Factors influencing Tourism business and Service	Meta Analysis	Delphi Tech.	Survey R.	Average Percentage	Rank
	(10:100%)	(17:100%)	(120:100%)		
Minor factors					
1.Souvenir Business	70.00	58.82	76.67	68.50	5
2. Seminar Business	60.00	70.59	79.17	69.92	4
3. Information Service	90.00	100.00	94.17	94.72	2
4. Safety	100.00	100.00	95.83	98.61	1
5. Convenience of Enter and Exit the Island	70.00	88.24	70.83	76.36	3

In addition, the findings from the research revealed that minor factors that vitally affected the prosperity, stability, and sustainability of tourism business and services in Phuket, Thailand which could be ranked according to their percentage from Meta analysis as follows: Safety, Information Service, Convenience of Enter and Exit the Island, Seminar Business, and Souvenir Business.

#### 4. Discussion

From the findings, the Tourist Attraction was ranked as number one as a major factor that that vitally affected the prosperity, stability, and sustainability of tourism business and services in Phuket, Thailand. This is due to the fact that Phuket has abundant of beauty natural resources this findings concurred with the study of Koolrojanapat, (2017) who studies the research topic of “An Enhancement of International Tourists to Bangkok, Thailand : Influence Factors” and found that natural resources of Thailand was an important attraction for tourist destination. The other major factors, which were Restaurants and Food Catering, also important in terms of factors affecting the prosperity, stability, and sustainability of tourism business and services in Phuket, Thailand. This findings actually concurred with the study of Wongleedee, (2016) who studies the research topic of “An Examination of International Tourists Destination Loyalty : A case Study of International Tourists in Bangkok” and stated that food and beverages was one the most important factors to make tourists satisfied and want to revisit the same tourist destination in the near future. In addition, from the findings, it revealed that safety was ranked as number one as a minor factor that that vitally affected the prosperity, stability, and sustainability of tourism business and services in Phuket, Thailand.

#### 5. Recommendations

The management and local communities need to collaborate to preserve the tourist destinations and allow highly participation from local communities by using good governance. Set up a “House Police” from local community to increase the safety for tourists and using loco to classified good quality restaurants. Moreover, there should be a way to monitor tourist guides as well as to provide more knowledge and training to the local Thai guides and design VCD of information of Phuket tourism. Finally, there should be set-up of “Revisiting Phuket Funds” to promote the tourists to revisit Phuket again and again to make sure that Phuket will be prosperity, stability, and sustainability of tourism.

#### 6. Acknowledgment

The author of this research would like to thank the Institute of Research and Development, Suan Sunandha Rajabhat University for their funding support. In addition, the author would like to thank employees and management of Patong Heritage Hotel in Phuket province for their cooperation in collecting data. Also, the researcher would like to thank Assistant Professor Dr. Kevin Wongleedee, Director of Institute of Lifelong Learning Promotion and Creativity for proof reading this research paper.

---

**References**

- Ministry of Tourism and Sports. 2015. Strategic Marketing Plan for Tourism 2016-2020. Bangkok. Thailand. Ministry of Tourism and Sports.
- Choi, H.S. & Sirakaya, E., 2005. Measuring residents' attitude toward sustainable tourism: Development of sustainable tourism attitude scale. *Journal of Travel Research*, 43, 380-391
- Discovery Thailand, 2013. Travel guide: nightlife in Thailand [online] Research March 5, 2013, from website <http://www.discoverthailand.com/nightlife.asp>.
- Dubrovaski, D., 2001, "The role of customer satisfaction in achieving business excellence", *Total Quality Management*, Vol.12, No.7&8, pp.920-925 <https://today.line.me/TH/article/>
- Wongleedee, K., 2016. An Examination of International Tourists Destination Loyalty: A case Study of International Tourists in Bangkok. Suan Sunandha Rajabhat University. *Journal Actual Problems of Economics* 2017 PP. 41-44
- Kozak, M., 2001, "Comparative assessment of tourist satisfaction with destinations across two nationalities", *Tourism Management*, Vol.22, pp.391-401.
- McColl-Kennedy, J. and Schneider, U., 2000, "Measuring customer satisfaction: Why, What, and how", *Total Quality Management*, Vol.11, No.7, pp.883-896
- McDowall, S., 2010. International tourist satisfaction and destination Loyalty: Bangkok, Thailand. *Asia Journal of Tourism Research*, 15, 24-42.
- McGehee, N. & Andereck, K., 2004. Factors Predicting Rural Residents' Support to Tourism. *Journal of Travel Research* 43, 131-140.
- Koolrojanapat, S., 2017. An Enhancement of International Tourists to Bangkok, Thailand: Influence Factors. Suan Sunandha Rajabhat University. *International Journal of management and Applied Science*, Volume- 3, Issue - 1 Special Issue-1 Jan. -2017 PP. 21-23
- Yuksel, A. and Yuksel, F., 2002, "Measurement of tourist satisfaction with restaurant services: A segment - based approach", *Journal of Vacation Marketing*, Vol.9 No.1, pp.52-68.
-