

**POLICY IMPLICATION FOR PATONG BEACH MANAGEMENT
THROUGH MULTI-STAKEHOLDER PARTICIPATORY
APPROACH**



Daranee Ployjun

**A Dissertation Submitted in Partial
Fulfillment of the Requirements for the Degree of
Doctor of Philosophy (Integrated Tourism Management)
The Graduate School of Tourism Management
National Institute of Development Administration
2020**

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ABSTRACT

Title of Dissertation	POLICY IMPLICATION FOR PATONG BEACH MANAGEMENT THROUGH MULTI- STAKEHOLDER PARTICIPATORY APPROACH
Author	Daranee Ployjun
Degree	Doctor of Philosophy (Integrated Tourism Management)
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The objectives of this research were to 1) To study the current beach management context of Patong beach. 2) To evaluate the efficiency of the current beach management of Patong beach. 3) To measure the participatory level and demand for participation of stakeholders in Patong beach management. and 4) To suggest the policy implication for Patong beach management through multi-stakeholder participatory approach.

Mixed method was employed to answer the objective. Researchers gathered 400 from tourists to evaluate the efficiency of the current beach management of Patong beach and 400 from the stakeholders to measure the participatory level and demand for participation of stakeholders in Patong beach management. And the researcher collected 30 semi-structure interviews per each sample groups, whereas descriptive statistic, inferential (ANOVA), Exploratory Factor Analysis (EFA) and content analysis were employed for analysis the data.

The result found 6 elements out of 39 variables were: 1) efficiency management of beach physical 2) efficiency management of zoning 3) efficiency management of entrepreneur 4) efficiency management for beach safety and tourism support 5) efficiency management for beach environmental and 6) efficiency management for hygiene beach. The results of evaluation of Patong beach efficiency management found the lowest efficiency management in each component were: the cleanliness, safety of the road to the beach, suitability of prices of goods and services, number of public parking, the traffic and the cleanliness of public bathroom. For the participation found that, the lowest level of participation was implementation level and the highest demand was the share responsibility. Therefore, the researcher suggest the policy implication for Patong beach management through multi-stakeholder participatory approach which

consists of 6 items include 1) Policy implication for Facilities management through multi-stakeholder participation 2) Policy implication for Noise from entertainment management through multi-stakeholder participation 3) Policy implication for Prices of goods service through multi-stakeholder participation 4) Policy implication for Crowded management through multi-stakeholder participation 5) Policy implication for Safety management through multi-stakeholder participation 6) Policy implication for Cleanliness through multi-stakeholder participation.



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CHAPTER 1

INTRODUCTION

1.1 Introduction

Beaches have been considered as one of the important resources for tourism industry since in the past. The evidence was shown from many groups of people who travelled to Pacific islands or sailing ships overseas for colonies in Indonesia and Philippines islands the 16th century. So, travelling to the islands has been known after the World War 2 (Lauzon, 2009). Later in the 20th century (Jedrzejczak, 2004), Pacific Islands were developed for tourism purpose and it had main objective for therapeutic treatment (Page & Connell, 2006). After that, this kind of travelling expanded to spa towns in Europe (Urry, 2002) and led to beach resorts along beaches and also many activities like sun-bathing and sea swimming occurred. Therefore, beaches have become one of tourist attraction having the highest growth and a starting point of beach travelling since this era.

1.2 Beach Tourism

Nowadays, beaches all over the world become a destination for pleasure and recreation travelling more and more yearly. Beach areas have different geographical features depending on the influence of various factors having effect to the beaches. Thus, beaches can provide utilities serving different objectives. Beach activities that can deliver experience to travelers are resting on beaches, visiting fisherman villages, fishing, enjoying water sports, diving, underwater walking, sailing, natural route exploring, sit back and relax on the beaches, enjoy food eating or other kinds of activities done by different ages such as sea swimming , taking a stroll on the beaches, doing some exercises and for adult travelers, activities could be sea swimming,

snorkeling, scuba diving, kayaking, fishing, sun-bathing, shopping local handicraft. By the way, some beaches provide entertainment activities such as bars and games.

For the tourism industry in Thailand, “beach” is a very important resource because the beach is a tourism image that can attract tourists to Thailand. With regards to tourism industry in Thailand, “beaches” is vital resource assumed as tourism image that can attract tourists to visit Thailand. Beautiful stunning images of Thai beaches are well known and famous across the world. According to a statistic found that, Nai Harn beach in Phuket province is the 18th ranked of the best beaches in the world from total 25 beaches (Hunter, 2015) and Maya beach in Phi Phi island located in Krabi province is very famous from the movie “The Beach” and Phuket is ranked in the 8th of the top ten beaches in the world. Besides, a statistic revealed that more than 50% of tourists travelling to Thailand aimed to see the gorgeous beauty of Sea Sand Sun which seemed to be the main selling point of Thailand tourism for every period. It can be stated that the major target of tourism in Thailand is focused on “Beach Destination”.

Then, the beaches are very important for economic value. From a statistic, it shown that the growing number of tourists and incomes generated by foreigners travelling to Thailand from year 2012-2015 were quite significant. The number of 24,809,683 million foreign tourists travelling to Thailand in year 2014 was increased to be 29,881,091 million persons in year 2015 and generated incomes from 1,172,798.17 million baht to be 1,447,158.05 million baht respectively (Department of Tourism, 2016). According to the statistical information mentioned previously, it shown that foreign travelers had the main purposes travelling to the main city, for instance, Bangkok, Phuket, Chon Buri, Suratthani and Chiang Mai. So, it can be said that most of the major provinces that tourists pay attention to visit to the beaches.

Regarding resources in terms of beaches and seas of Thailand, they are consisted of the coasts of Gulf of Thailand and along Andaman Sea which are rich of natural resources and beautiful scenery as well as world famous. The most popular province that tourists love to visit is Phuket, secondly is Chon Buri and Suratthani, Krabi, Phang Nga and Songkla respectively (Ministry of Tourism & Sport, 2017) . In addition, the information from Office of the National Economic and Social Development Board (2011) supported that the major source of income for beach

travelling was from the southern Thailand's Andaman Sea coast which is Phuket province. Therefore, it is an interesting province to study about its management.

1.3 Beach Tourism in Phuket Province

The statistic of National Research Council of Thailand (2010) could prove the potentiality of beach travelling of Phuket revealed that group of the southern Andaman Sea provinces was the group having continually the growth of tourists. But all provinces still had to rely mainly on agricultural sector except Phuket that depends critically on service sector. In year 2012 Phuket had increasing number of tourists from 8,357,180 persons who generated incomes at 199,820.18 million baht to be 11,339,885 and 11,312,037 persons in year 2013-2014 and could generate incomes at 260,442.14 baht and 259,290.50 baht respectively (Ministry of Tourism & Sport, 2016).

Table 1.1 Tourist Statistics Average Income and Days of Stay of Thai and Foreign Tourists in the Andaman Province Between 2012-2014

Tourist		2012	2013	2014
Ranong	Thais	543,854	614,940	642,873
	Foreigner	34,394	39,283	39,487
	Total	578,248	654,223	682,360
	Income (Million Baht)	2,780.09	3,250.37	3,322.56
	Average Stay (day)	2.69	2.72	2.60
Phang-nga	Thais	377,692	409,932	283,703
	Foreigner	443,785	700,622	604,334
	Total	821,477	1,110,554	888,037
	Income (Million Baht)	10,153.75	15,459.06	29,329.80
	Average Stay (day)	3.70	3.57	4.98
Phuket	Thais	2,448,719	3,304,904	3,226,421
	Foreigner	5,908,461	8,034,981	8,085,616

	Tourist	2012	2013	2014
	Total	8,357,180	11,339,885	11,312,037
	Income (Million Baht)	199,820.18	260,442.14	259,290.50
	Average Stay (day)	4.51	4.02	3.89
Krabi	Thais	1,199,890	1,503,279	1,572,045
	Foreigner	1,378,863	1,772,216	1,820,702
	Total	2,578,753	3,275,495	3,392,747
	Income (Million Baht)	43,201.47	64,978.73	73,238.52
	Average Stay (day)	4.71	4.95	4.70
Trang	Thais	820,704	921,947	936,355
	Foreigner	115,862	136,906	139,700
	Total	936,566	1,058,853	1,076,055
	Income (Million Baht)	6,230.63	6,679.38	6,884.63
	Average Stay (day)	2.72	2.48	2.43
Satun	Thais	686,641	745,390	778,182
	Foreigner	49,938	69,323	84,985
	Total	736,579	814,713	863,167
	Income (Million Baht)	5,332.02	5,904.83	6,287.95
	Average Stay (day)	3.13	2.97	2.87

“Phuket”, also known as the Pearl of the Andaman, a famous Thai tourist spot and widely known all over the world. It is the largest island of Thailand. Phuket has 25 beaches but the most popular ones are Patong, Kata, Karon where are white sand beach and full of different tourism activities that tourists can enjoy all days. However, Patong beach is considered the most famous and widely known among Thai and foreign tourists. Thus, this research is conducted within the scope of Patong beach area.

1.4 Patong Beach

Patong beach is a long beach parallel to the coast. Its reputation is widely known by tourists. Other than this, the study showed that factor affected their decision making in visiting Patong beach was the interesting activities such as sunbathing and water activities (Rophandung, 2005). In addition, Patong Beach also offers many other activities such as watching shows, nightlife activities in entertainment venues, shopping etc. Thus, Patong beach could hold a high potential to draw tourists and investors to run accommodation business, restaurants, tourism business and other kinds of business supporting tourism. However, the study from M. Polnyotee and S. J. A. S. S. Thadaniti (2015); Polnyotee and Thadaniti (2014) found that the beautiful resource of the beach where attract crowd from around the world to visit, it is the cause of many problems such as the greater of garbage, destroyed the stunning views and atmosphere. Additionally, beach activities that tourists enjoyed doing on the beach could bring some disturbance or any effects. For example, bike scrambling could be the cause of beach erosion and danger. Beach parties brought about garbage and noise pollution in communities or even surfing was needed to have special zone apart from other activities (McKenna, MacLeod, Power, & Cooper, 2000).

Therefore, Patong beach which is an important beach in Phuket and contains high capability to serve tourism. It should be under special care, preserved and developed with efficient management to reduce the mentioned above problems.

1.5 Statement of Problem

This study is emphasized on management of beach tourism through participatory of stakeholders in Patong beach. As mentions above, Patong has economic potential because the beach can attract the number of tourists and influence on entrepreneurs in different kinds of business to invest in the area. Therefore, it can distribute incomes to the community. Nevertheless, many problems from several studies have indicated that beach tourism in Patong beach have been facing deteriorating of the beach. These factors have a strong effect on social and natural environment change, adaptation or invasion of natural areas for the benefit of

accommodations construction, sea ports and other facilities supporting tourism. Thus, disturbance and loss of natural ecosystems and the way of life of people in the community has been changed as well. A higher demand of consumption from tourists drives a larger demand of tourists' lodging and transportation. Demand for products and services from tourists can inevitably impact on environment as no effective management has been applied on.

According to the problems found in Patong beach, it can be defined that the consequences arise from the careless and excessive consumption of the resources regardless of the environmental impact and affect deterioration of natural resources and conflicts over the use of natural resources. Although, the beach management in accordance with a policy by the leader of National Council for Peace and Order (NCPO) in conjunction with Phuket province has been carried out. But their management should be realize concerned about the mutual benefit and it must hearings the public as well as the host of the area. In addition, the management should be management for response the tourist's satisfaction. Thus, the researcher realize that the previous beach management had some gap regarding how to cope with the need of tourists which is important to how to do efficient beach management.

However, Thailand has a manual for evaluating the quality of tourist attractions in terms of the beach provided by Ministry of Tourism and Sports which identifies the factors and indicators for quality evaluation of tourist attractions. But the evaluation of the beach quality cannot use the same indicators as one site fit all. Moreover, the management needs collaboration for responsibility and benefit from all sectors. The beach management proceeded along the rush order of National Council for Peace and Order (NCPO) was focused only on areas of responsibility. There were a zoning of organization and personnel to be responsible for rules and regulations, law enforcement and budgeting which was the top-down model of strategic management. This strategy missed a participation. After this studied, it showed the participation problems in Patong beach management because of the Patong beach has specific characteristic. It consists of many stakeholders were the government, residents, investors, entrepreneurs, workers from inside and outside Patong beach, civil society and tourists. After the management by NCPO, it was found that many stakeholders especially the private sectors at the beachfront of Patong beach got the economic

effects because of the policy was implication by the government only. They haven't asked the requirement from stakeholders before action. Almost all stakeholders didn't exchange important information and the need for Patong beach management to the authority. In addition, various sectors of stakeholders need to receive information for participation but the last of Patong management was not sharing enough information to them. Therefore, it should be carried out through the transfer of decision making power from central to all of stakeholders (decentralization) (Pomeroy & Management, 1995) instead of followed the authority only which lead the unsustainable management. With regards to the said above points, the researcher was aware of the importance of beach management focused on real participation from stakeholder in Patong beach. Then, the researcher will suggestions the policy implication for Patong beach management through stakeholder's participation approach.

1.6 The Objectives of Research

- 1) To study the current beach management context of Patong beach.
- 2) To evaluate the efficiency of the current beach management of Patong beach.
- 3) To measure the participatory level and demand for participation of stakeholders in Patong beach management.
- 4) To suggest the policy implication for Patong beach management through multi-stakeholder participatory approach.

1.7 Research Questions

- 1) Objective1: To study the current beach management context of Patong beach.
 - (1) Research question 1: What is the situation of Patong beach tourism?
 - (2) Research question 2: How is Patong Beach Tourism Management?
 - (3) Research question 3: What is the effect of Patong Beach tourism?

2) Objective 2: To evaluate the efficiency of the current beach management of Patong beach.

(1) Research question 4: What impression you when you visit to Patong beach?

(2) Research question 5: When visiting Patong Beach, what do you want to be improved?

(3) Research question 6: How personal information of tourists affects the evaluation of the efficiency manage Patong beach?

3) Objective 3: To measure the participatory level and the demand for participation of stakeholders in beach management of Patong beach.

(1) Research question 7: What is the level of stakeholders' participation in Patong beach management?

(2) Research question 8: What is the demand for stakeholders' participation in management of Patong beach?

(3) Research question 9: How does the personal information affect the stakeholder's participation in the management of Patong beach?

4) Objective 4: To suggest the policy implication for Patong beach management through multi-stakeholder participatory approach.

(1) Research question 10: What is the policy implication for Patong beach management through multi-stakeholder participatory approach?

1.8 Expected Results

1) Academic Results

The academic results from this study found the important variables for beach management by stakeholder's participation. It recommended the policy implications that outcomes raised to be the policies implications came from the moderately effective beach management such as waste management, parking management, zone management, etc. Those are the necessary issues to be manage the tourist beach to offer the satisfy to the beach users. In addition, the indicator for evaluated the effective Patong beach management can applied to other beach in Thailand or abroad because it extracted from the review and the need of the beach users. On the other

hand, the results of the study showed participatory approach by the various parties which everywhere can't manage without participation or if lack of participation from each stakeholder, it will not sustainable. Therefore, the results of this studied can apply the policy implication for Patong beach management though multi-stakeholder participatory approach to the global beach.

2) Management Results

In terms of stakeholder's participation, stakeholder sectors will satisfy and be willing in management because participate will sharing mutual benefits to stakeholders. Besides, the land areas will be improved and preserved with knowledgeable management more properly.

Tourism management Results: This study will lead to a management that will minimize the effect in several approaches and tourists' satisfaction in doing activities and using lands.

Management by government sectors Results: Government sectors can take the research results as a suggestion to create strategic plans and policies to improve and develop marine and coastal travelling to be a sustainable tourism accordingly.

1.9 Scope of the Study

1) Content Scope: The researcher studied the details having comprehensive range of aspects as follows:

(1) Patong beach: it is a beach that has grown in tourism. There are many tourism activities and complete facilities. Tourists can do activities throughout the day and night. Apart from the residents, there are workers, investors and entrepreneurs from inside and outside the beach living in Patong beach.

(2) Context of beach: study on definition of tourism beach, the current situation and beach management of Patong beach tourism, land use in beach areas and tourism impacts.

(3) Efficiency of beach management: the study was about indicators that used to evaluated efficiency of beach management which had influence on land use in beaches and coastal zones, impact evaluation from land use in beaches and coastal

zones as well as behaviors and the need of people who used beaches to serve their different purposes.

(4) Stakeholders: The stakeholders were a group of individuals or organizations located in Patong Beach, which has interest from the tourism industry in Patong Beach. The stakeholders in this study consists of government sector, private sector, public sector and civil society.

(5) Participation of stakeholders: the study was about stakeholders who get involved and need in the beach management in the level of receiving information, exchange information, operation, evaluation and share responsibility.

2) Population Scope: Population in the study divided to 2 groups. The first group is Thai and foreign tourists visiting Patong while collecting information and must be a tourist who has ever been to do tourism activities in Patong beach. The population in this group will be the group that evaluates the efficiency of Patong beach management. The second group is a stakeholder consisting of 4 parties, namely government, private sector, public sector and civil society. The population in this group used to study the participation in Patong beach management

3) Time Scope: This research was conducted with data collection totally 2 years.

4) Area Scope: With regards to area scope in this study, it is defined to be Patong beach only by studying along the long coast of Patong beach that lies from the starting to the ending point of the beach or lies long until the two coasts lined beaches which are Kamala beach and Karon beach. For the width, it is the width referred to the administrative management policy for beaches issued by National Council for Peace and Order which indicates the width of beach swimming area at 500 meters considered by the natural high tide as a guideline. If considered along the area scope, there will be a study from the sand area above sea level up until after Rat Uthit 200 Pee Road or 3rd Road. Not go up to the mountain.

1.10 Definitions

Beach; means the area between the line of high tide and low tide. It is a landform along a body of water which the edge of sand touching the edge of sea water. It can be divided to be sandy beach, gravel beach and mud beach. Additionally, the meaning of beach includes environments associated with surrounding natural ecosystem such as sea water that provides plenty of tourism activities, trees and forests around beaches, sea and land animals and the beach mentioned in this study is Patong beach in Phuket province.

Beach management mean; the management mentioned in this study emphasized intergraded management on the Patong beach as well as the process of stakeholder participation. Therefore, beach management on this study will evaluate and analyze the problems or the need of beach users then integrated different knowledge from stakeholders to improve the beach better. The beach management in this research is not focused on the context study to evaluate the beach quality or evaluate environment by scientific methods like measuring the quality of sea water, the temperature of sea water, the change of coastal zone but pinpointed to the study the administrative management and the stakeholder participation to manage for sustainability beach.

Efficiency of beach management; means to evaluate how efficient current beach management are by appropriate indicators that match with tourism context of Patong beach which obtained the variables from literature review

Participation in beach management means the process that allows people to get involved. Stakeholder's participation found in this study is consisted of the following participation in receiving information, participation in exchange information, participation in implementation, participation in evaluating and participation in share responsibility.

CHAPTER 2

LITERATURE REVIEW

This chapter reviewed the concepts, theories and research related to the study on “Beach Management by Stakeholder Participation Process in Patong Beach”. The researcher needed to review the current condition of Patong Beach tourism about the existing cooperation and management, as well as problems and impacts of tourism on the Patong beach today. After that, the researcher studied the current management efficiency on Patong Beach which allowed the researcher to achieve the efficiency of beach management. In addition, the researcher also studied the stakeholder participation in beach management, as well as participating level and the need of stakeholder’s participation management. The study presented the following issues.

2.1 Beach Tourism

2.1.1 Definition

Beach is the area between the rising and falling water tide, long way along the shore, natural boundary between the land and the sea caused by the action of waves in the sea. The size of the beach area depends on the water tide and slope of the area. The size of the area consists of the beach length and the area remaining dry after the tide raised and fell. There are different beaches, which could be classified as sand, gravel and clay. In other words, beach refers to featured geographic covered with sand or gravel depended on the nature of the area.

Beach typed tourism is a place that is open for tourism where the beach is an attractive natural resource for visitors. Beach tourism activities usually occurred on the beach, for example, swimming, sunbathing, water sports, dining, relaxing, etc. Thus, beach tourism implies the use of resources on the beach and the sea environment to meet the need of tourists on various purposes, such as the sun, sea water, the beach, scenery and many biological lives, as well as facilities public utility

and services within the beach area, beachfront, mangrove beach, shallow water reefs, etc.

Therefore, the beach is an ecologically valuable area and an important place for local lifestyle. Based on the global population projections for the year 2020, it was estimated that around 75 percent of the world's population will live within area 60 kilometers away from the coast or the river. For example, in Australia, Australia's geographic feature is coastal, and about 85 percent of Australian population are living within 50 miles away from the coast (Jedrzejczak, 2004). In addition, the smallest proportion, about 6 percent of the population is still living within 3 miles area of the coast. National Sea Change Taskforce (2006) predicted that the proportion residents living in the beach area will increase in the future, indicating that humans will be closer to the beach. Also, currently, the beach contributed to the tremendous economic value from outdoor activities. Nowadays, beach tourism was also a major source of income for many countries around the world. For example, 65% of European tourists spent a vacation on the beach. So, it can be said that beach tourism management has an influence on tourism generated income.

However, although the beach is a social priority and a major source of income for the global travel industry, but excessive activities alone on the beach had nothing to do with economic benefits. Due to over-exploitation, such as building facilities, harbor construction, construction for coast protection, fishery and various agricultural activities, etc, the beach area might be changed. This caused a variety of problems, for example, the tourist well known beach in Southern California, which experiencing poor water quality caused by excessive beach use.

2.1.2 Beach Tourism Activities

The beach is an area that benefits humans in many ways such as leisure activities included swimming, sunbathing, scenic sightseeing, walking, doing water activities, boating, playing with sand, shopping, etc. Sports activities included jet skiing, surfing, playing kites, sailing, power boating, shore angling, para-sailing, boat-skiing and snorkeling, sand sport, etc. Occupational activities included fishery, fishing, etc. and conservational activities included bird watching, turtle conservation, etc.

The example of activities above showed that beach area is important in various ways of using it, and affects the economy as tourism activities and beach quality are attractive resources to beach tourists. However, from the review of the mentioned it was found that the actual use on the beach area is done in a wide area and can be multi-functional used. But some activities were different and would not be compatible or unsafe to do together in the same area. For example, swimming and fishing cannot be done in the same area with jet skiing, playing sand for recreation cannot be done in the same area with horse riding or the area where the dog comes in, doing in peach sports cannot be done in the same area with sunbathing, etc. (McKenna et al., 2000). Thus, beach management was necessary to properly control the use of coastal resources and land use, which required studying each area, especially geography, natural resources and environment, as well as the existing community settlement.

2.1.3 Types of Beach

The use of the beach in each area could represent in various types of activities based on geographical conditions. That is, different physical appearance of the beach resulted in the physical features of the beach as well. Different beach features were very important for beach management and the standard use in assessing beach quality. Vaz, Williams, Silva, and Phillips (2009) studied the types of beaches, which were divided into 4 different types as follows:

- 1) Urban beach is an open-air public beach in the urban area, adjacent to the sea, there are a high number of beach users, full range of beach equipment, such as school, religious institutions, bank, post office, internet café and market. However, it is usually suffered heavy traffic. Also, there are commercial activities in major communities, for example, fishing (Cervantes & Espejel, 2008; Van Maele, Pond, Williams, & Dubsky, 2000b)

- 2) Semi-Urban Beach is located in an urban or surrounding area. There are a high number of beach users, full range of beach equipment, for example sufficient parking area for tourists.

- 3) Rural Beach is located in an environment of a community or small town. It is rather natural than man-made. There are not many people and residents, less roads, no public transport, limited amount of convenient facilities, such as bar,

toilet, chair, umbrella, life jacket. The season available for beach activities is summer, or maybe even a year-round. There are no permanent community services, such as school, shops, bar, religious center, etc., and no economic beach front development. Also, the value of this beach type is at the quality of nature and the environment (Van Maele et al., 2000b).

4) Remote Beach is located in a natural environment or adjacent to a rural beach area, difficult to access, or accessible by boat or walking over 300 meters. There is no public transportation, and only up to 5 temporary houses. Some are available for beach activities only in summer (Simm, Beech, & John, 1996).

In addition, the studies of A. Williams and Micallef (2009) categorized the types of beach differently from the mentioned 4 types, which included urban beach, rural beach, remote beach, resort beach and village beach. Resort beach is located next to resorts or hotels, or maybe a private beach. There are facilities managed by the resorts or hotels. This type of beach is not open for public. There is a variety of beach activities, as well as regular cleanings and safety checks. Next, village beach is located in the outskirts of the city, in the middle range of urban and rural beaches. There is local population living permanently. Facilities and services are also available, but less than what provided by urban beach. Tourists can enjoy their activities at the beach all summer long. This may or may not have public transport (A. Williams & Micallef, 2009).

Vaz et al. (2009) described about the remote beach and said that in this type of beach, people would consider its landscape first while for urban beach people would consider its facilities and amenities first. Thus, the issue of different beach types would have a significant impact on beach management and beach assessments as well.

However, the above beach classification was similar to Kovacic, Favro, and Perisic (2010), which categorized into three beach types, including rural beach, urban beach and remote beach, and described that, for rural beach and remote beach, people would consider the quality of sea water, environment and cleanness of the beach first.

There is also a beach classification for assessing the quality of the environment by Botero et al. (2014), who studied the environmental quality assessment of beaches, which divided beach into 2 types as Type , natural beach was

considered from its shape as open beach or deep groove. The shape of the beach had a considerable effect on ecology, pollution and conservation of the beach. Type 2, tourist beach was considered from the density of people on the beach, surrounding (for example, urban beach or rural beach), and the awareness of entrepreneurs towards environment influencing future economy (Botero, Zielinski, Pereira, & Escudero, 2012).

For Thailand, Department of Tourism (2018) had divided the assessment of the beach as tourist attraction by physical characteristics of the beach into 2 cases as well. Case 1, assessing the beach with tourism management or active beach. This type of beach attraction would have an overall as natural environment, where the natural area had developed to respond to beneficial visitors' activities. The volume of land use in the area was quite dense, especially in the tourist high season. Its traces of the impact of development was clearly appeared. Measures for tourist management and control were applied in all possible forms with facilities, which provided convenience for tourist activities. Case 2, assessing the unprocessed tourist beach or passive beach. The natural passive beach was a remote tourist spot that its natural or landscape condition still be completed. No more volume of tourism due to difficult access and less of the impact from activities. In the area, this attraction was suitable for recreational activities that emphasize touching and learning with nature.

Based on the mentioned review of the beach type, it was found that types of beach were very important for planning the tourism management. The properties of each type of beach indicated different difficulty of access, as well as ability to accommodate different facilities. In addition, different styles also affected the expectations of beach users. Therefore, the management of the beach need to concern about type of the beach because it shows that different management of the beach meet different beach users need.

2.1.4 Beach Tourism Problems

Beach is considered as a major factor in the tourism industry and a major source of income in many countries around the world, for example, the United States (Houston, 2013). It is a natural resource with pure and complete ecological diversity and beautiful physical characteristics of the beach attract tourists to visit. So, the

physical environment is considered as an important element of tourism (Jafari, 1997). However, nowadays, the change of beach is found and caused by the increased size and density of tourism development (Mathieson & Wall, 1982). Therefore, the tourism development also caused a direct and indirect, short-term and long-term impact on the beach as following:

1) Environment Aspect

(1) Negative impact on environment

Nature or environment is a basic element of tourism. It attracts tourists to visitor places. Tourism change influencing nature might cause the ecological system to change or disappear.

Wastewater problem: Expanded tourism with higher consumption had increased a travel business to accommodate tourists, such as food business, accommodation and other utilities. Thus, water consumption and wastewater disposal in the tourism industry, including households, would increase into the public areas, beach and coastal areas as well. Thus, people would no longer be able to get in the sea or do fishery due to dirty sea water. (Burak, Dogan, & Gazioglu, 2004; Wong, 1998)

Garbage problem: Beach is an area that attracts people and tourists, and be used for a variety of purposes. Therefore, the beach with the potential to attract more tourists would have to deal with more garbage problems. However, the amount of garbage occurred did not happen at the beach alone, but also the fishing and tourist boats as well. This garbage problem causes air pollution and odor distracting tourist atmosphere (Altinay & Hussain, 2005; McGehee & Andereck, 2004) . In addition, more garbage in the sea might result in smelly spoiled sea water. Also, the increasing amount of garbage at the beach affects the beach quality and the perception of tourists, reducing their returning chances and economic value (Schuhmann, 2012).

Traffic congestion: The tourism activities in Phuket have been interested by tourists, causing traffic congestion in Phuket densely throughout the year, followed by the pollution problems. (Choi & Sirakaya, 2005; McGehee & Andereck, 2004; Tosun, 2002). Thus, tourists need to plan their time ahead due to insufficient parking lots.

Noise pollution: The density of tourists visiting the beach caused noise pollution as a following result of the traffic congestion. In addition, the

development of tourism in various forms, such as entertainment venues, bars, etc., all make noise, which cause disturbance to local and other tourists. (Tovar & Lockwood, 2008; J. Williams & Lawson, 2001)

Destroyed natural resources: Due to the increasing demand for beach tourism, the development of beach facilities has increased. Beach area intrusion and forest destruction for construction, such as accommodation, restaurants, ports and shops as seen in major tourist destinations are the result of destroyed natural resources (Wong, 1998). Moreover, resource destruction for construction on beach areas without proper constructing control may damage the scenery and image of the beach as well (Tovar & Lockwood, 2008; J. Williams & Lawson, 2001).

Destruction of habitat of living organisms: Vehbi and Doratli (2010) said that development leads to the invasion of the natural beach area, which cause of the destruction of habitat of beach organisms, for example, the Patara Beach in Turkey, which was important as the beach for sea turtles to lay their eggs. (Olgun et al., 2016).

(2) Positive impacts on environment

The development of beach tourism to meet the demands of tourists and to attract tourists lead to more improvements and development of local public facilities, such as street, toilet, facilities for children and the disabled, garbage management, tourist information center, information board, directional sign, etc. Furthermore, the development of private tourism has increased as well, for example, restaurant, accommodation, pub, business supporting recreational and sports activities, etc.

The increase in beach tourism encouraged more care for the environment, including development recreational activities for more beach tourism (Needham & Szuster, 2011). This stimulates the improvement of economic circulation

2) Economy and Society Aspects

(1) Negative impact on Economic and social terms

However, the current tourism development caused a change in personal values, and resulted in socio-economic impacts as follows (Mathieson & Wall, 1982).

Commercial sex problem: In a society of prosperity and capitalism, society often declined by materialism, causing the problem of commercial sex, when sex has become a commodity as female bodies are a kind of product. This is an important problem that is often found in major tourist destinations in Thailand, for example, Phuket, Samui and Pattaya (Teye, Sirakaya, & Sönmez, 2002).

Criminal problem: This problem often occurred in less developed urban societies. It could be in the form of rape and robbery at various places. (McGehee & Andereck, 2004; Tosun, 2002).

High cost of living: In popular areas, such as Phuket, Koh Samui and Pattaya, there is an excessive demand causing high cost of living. Things are expensive, which affects local people with lower income who must face with higher daily living expenses. (Andriotis & Vaughan, 2003; Tovar & Lockwood, 2008)

Drug problem: Drug is a chronic social problem that spreads in all societies, especially in the tourist areas, where there are a lot of people. Drugs are in many addictive forms. Communities, especially young people, are risky dealing with drugs and other dangers that might be the actions of the drug addicts. (Tosun, 2002)

(2) Positive impacts on the economy and society

The number and income of tourists reflected the continued growth of tourism, encouraging the development and improvement of public facilities, and encouraging people to see the natural and historical values of places. Communities would be developing and improving facilities to accommodate tourists, and conserving more natural resources. (Altinay & Hussain, 2005; Baysan, 2001; Göymen, 2000)

Tourism has caused more investment and operation of tourism related businesses. This creates employment and income generation in the community both as the main employment and as a part time employment. (McGehee & Andereck, 2004; Tovar & Lockwood, 2008)

Besides employment from the business in the travel industry, people in the community also benefit from tourism (Liu & Var, 1986) from the sales of products and services.

3) Culture Aspect

(1) The negative impact on culture

The construction may destroy the local identity (Inskip, 1991), the construction due the growth of tourism destroyed the existing local identity.

The problem of local cultural and history change caused by the introduction of cultural traditions as an incentive for tourists to visit are often focus on trade and neglecting the local people's way of life essence and the true value to the local society causing the true culture to be distorted or created. (McGehee & Andereck, 2004; Vargas-Sánchez, Plaza-Mejia, & Porras-Bueno, 2009)

(2) The positive impact on culture

The interaction between tourists and local people provides an opportunity for cultural exchange between tourists and local people in the positive aspect such as language, etiquette, what should and should not be done, cooking, Muay Thai, and other tradition related activities etc. (Andereck & Vogt, 2000; Teye et al., 2002; J. Williams & Lawson, 2001)

The problem mentioned above indicates that the development of the area for the sake of tourism leads to production in response to the ever-increasing consumption of resources, which is the cause of unbalanced natural, economic, social and cultural resources, and the mentioned effect. Thus, sustainable tourism development is an important tool in managing tourism for the benefit of the community at present and in the future.

2.2 Management

2.2.1 Definition

Bovee (1993) defined management to refer to the process by which the organization can achieve its goals with efficient and effective planning, organization management, leadership, and organization control in the aspects of staffs, physical, budget, and data sources. Additionally, Holt (1993) defined that administration to refer to the science of staff actions. Therefore, administration refers to the efficient and effective direction of resource use to achieve the organization objective. The efficient use of resources means the use of resources in a cost effective way. At the same time, the effective use of resources means making the right decisions and there

performance to successfully achieve the set goal as planned. Therefore, the success of administration requires both efficiency and effectiveness.

From the concepts on the definition of management, the researcher concluded that management refers to the operation of an organization that requires two or more people to work together to achieve its purpose by process based on the main tasks: planing, organization, leadership, and control.

2.2.2 Beach Management

Beach tourism is tourism that focuses on natural resources such as beach, forest, sea, island or aquatic animals which those are parts of activities. So, beach management identified as beach resources improvement including beach facilities to meet requirement of beach users while the coastal resources are protected and reserved (James, 2000). In order to manage the beach, it is needed to consider managing for sustainability which included economy, society and environment. Beach management can be defined as a holistic scientific basis for managing interactions between societies and ecosystems. Therefore, the ideal concept of beach management should be integrated management approach to sustainability.

However, in 1970, the United Nations Conference on Environment and Development (UNCED) was proposed Integrated Costal Zone Management (ICZM) in 21st agenda in order to solving current occurred problems about economy and society regarding coastal zone. (Bank, 1993). Knecht and Archer (1993) supported that ICZM is “the dynamic of management process, of development and conservation of coastal zone and coastal resources from nation and local collaboration permanently”. In additional, Sorensen and Management (1993) explained that ICZM required policy and planning process complying with purpose in order to achieve as stated in policy, to become acceptable, and to be useful altogether in economy, society and environment part for all stakeholders.

The study from Kalaora and Charles (2000); Micallef and Williams (2002); Olsen, Tobey, and Kerr (1997); Sebola (2017) supported that integrate coastal zone management is consist of the management process which is balance between the usage of coastal resources in the proper level for living and for business and taking responsibility in any damages occurred under capability of coastal ecology. Moreover,

the integrate coastal zone management is also the process which is included reservation, protection and rehabilitee of coastal ecology by integrate all relevant knowledge to plan by participation of users, authorizers and other stakeholders together. The participation needs to be proper to role and status of each entities in each process, and it needs to comply with good condition of society, culture, economic system, governing structure and politic policy, so the integrate coastal zone management is an ideal that brings up the sustainable developing of coastal zone management.

Thia-Eng (1993) and Cicin-Sain (1993) explained that the integrated coastal zone management is the integrated and holistic managing process which is aimed to solve currently occurs problems and achieve the mission shared benefit among the stakeholders for long term in the future.

James (2000) stated about sustainable holistic coastal zone management in long term needed to understand the relations of management system which consists of environment system, managing system and social and cultural system mainly concerning about the beach users. B Van Maele, K Pond, AT Williams, and K Dubsky (2000a) added the relations is in the holistic style which requires the understanding of coastal system characteristics, or in the other term, it is called "coastal environment" which consists of physical characteristics, biological and chemical characteristics, as well as the understanding of user's need (Williams & Micallef, 2009).

Regarding sustainable integrate coastal zone management that it must be an integration from all sectors collaboration in proper level of each entity's role under the collaboration of managing process's stakeholders from the start to the end. There are important issues that are needed to be manage in the integrated coastal zone management as the following:

- 1) Environmental system included the reservation, conservation and resources development
- 2) The social system which is the stakeholder who participation in order to share benefit or take responsibility from the management.

2.2.3 Coastal Zone Management Process

As mention above that the process of coastal zone management and the management are similarity. However, the priority before start the first step of management, the manager must know the need of beach's users and need to identify beach management problems as well as the environment, social and economic problems. Olsen et al. (1997) classified integrated coastal zone management process (ICZM) as 5 stages that are: analysis and evaluation of problem conditions, planning, budgeting, process action, and monitoring and evaluation. This ideal is a type of coastal management to solve occurred problems. So that, integrate coastal zone management is based on the principle of general management applied together with any other sciences on sustainability.

2.2.4 Relevant Concepts

2.2.4.1 Sustainable Tourism Development Concept

The concept of sustainable development has played a part in the development of the global community in 1972 in UN Conference on Human Environment of UN at Stoke Holmes, Sweden. It called people around the world to pay more attention to environment issues. In 1992, there is (UN Conference on Environment and Development: UNCED) at Rio Derjaniro, Brazil which there is Thailand is one of 178 country members. The members sign the pledge on Rio Declaration on Environment and Development and Agenda 21st which is the Master Plan for Sustainable Development of the World that are covered in economy, society and environment. It affected Thailand to have obligation to make policies and plans for sustainable development in accordance with the guidelines of Action Plan 21.

For Thailand, the 8th National Economic and Social Development Plan (1997-1994) was a major turning point for Thailand National development plan and it is regarded as a reform of ideas and new values of Thai society that attach importance to the participation of all sectors as well as modifying the modular development approach to holistic integration to balance the economic, social and environmental development. Subsequently, the 9th Plan (2002-2006) adopted the "Sufficiency Economy Philosophy", along with the holistic development which pay attention to human who is the center of developing and moving forward to balancing development

all in people, society, economy and environment, so that there would be the sustainability and Thai people happiness. And the 10th National Development Plan (2007-2011) aims to “social harmony” under the philosophy of Sufficiency Economy which it focused on the implementation of social capital, economy and capital, natural resources, and the environment. All of them are integrated to support and strengthen to be the fundamental of sustainability. It is the base of the way of life of community and Thai society leading to stable country development. For the 11th National Development Plan (2012-2016), it focuses on immunity to prevent risk factors, and reinforce the foundations of the various countries to strengthen along with the development of people and the Thai society to have more quality, to have more chance to reach resources and gain the benefits from social and economic development equally as well as to create economic opportunity with knowledge and creativity base with eco-friendly production and consumption base leading to sustainable and sustainable development (Office of the National Economic and Social Development Board).

The meaning of Sustainability, sustainable tourism development means development that can meet the needs of today's locals and tourists. Meanwhile, it protects and reserves for future generations (World Commission on Environment and Development, 1987). It is synonymous with GLOBE'90 (1990) stated that sustainable tourism development is a development that can meet requirement of tourists who are from local area for nowadays while it protects and preserves the opportunities of younger generations. In conclusion, it includes the management of resources to meet economic and social needs while preserving cultural and ecological identity.

Sustainable tourism is an ideal that is consisted of developing in many dimensions to meet economic, social and aesthetic needs while being able to keep sustain, integrity and life support systems, so the principles of sustainability that consists of sustainability in the environmental dimension, socio-economic and cultural dimensions must be balanced for long-term sustainability (Ekins, 2000; Sharpley, 2009; UNWTO, 2005) and meet the needs of today's generation.

Apart from the key elements of sustainable tourism development, namely, economic, environmental and social, there is another important dimension to sustainable development that is the effective governance. This means encouraging all

sectors to cooperate, build capacity in producing, decentralize fairly, precise communication, and encourage to have more learning in organization. (United Nations. Department for Policy Coordination, 1996; Walker et al., 2006)

From the definition and principles of Sustainable Tourism Development as stated, the researcher concluded that Sustainable Tourism is the tourism management by utilizing the least to maximize the benefits while community and society needed to be concluded into planning. The tourism itself needed to be processed by sharing benefit together within the consideration of protection, preservation, and conservation such resources for the next generation. For the context of sustainable coastline tourism management, the beaches and other natural resources are a major source of natural resources. They are easily destroyed and can be changed by time and nature, so the perfection of nature is reduced and ran out of it causing no resources for the next generation. Consequently, this sustainability can be promoted by conserving the environment, promote equality in society and educate the use of natural resources for economic benefits without damaging. The development of long-term sustainable beach destinations and sustainable profits need to be included managing the physical environment to be attractive, caring for the environment and share the benefits equally. It also encourages local people and tourists to see and interact with environmental and local environmental protection measures.

2.2.4.2 Tourism Zoning Management

Tourism expansion contributes to the development of facilities to accommodate tourists, and spatial development and improvement contributes to the physical and environmental change of the community; for example, the usage space for construction causing forest encroachment or causing community to be moved, so, in order to prevent and solve such problems, it is needed zoning management to be a tool helping conservation and designating space and space usage in proper ways and effectively both in economic and environmental aspects (Kalamandeen & Gillson, 2007).

Coastal zoning management is an effective way to manage activities occurred along the coastline as well as the spatial different seashore to maintain balance of conflict that may be happened on the beach. This is one tool that helps to minimize conflicts between beach users about area usage, accessibility including

safety issue to the environment along the beach and coastline. Examples of beach zoning management such as zoning area for dogs allowed, recreation area zoning, swimming area zoning and water sports area zoning, etc.. This may include areas that are not allowed to use from being sensitive to the natural environment, such as area zoning for the spawning season of poultry and turtles, etc.

The area management principles must be controlled and driven by law (Ratcliffe, 1992) and needs to be agreed on and responds in an appropriate way by the community or the stakeholders need to involved with transparency in the management (Spiteri & Nepalz, 2006; Webb, Maliao, & Siar, 2004) similarly to the management of the beach area in Phuket, which is in compliance with the declaration of the province and transparent operation with commission. The beach zoning is clearly defined at 10 %. Patong Municipality has set 5 areas for bathing making 10 % of area zoning is divided into 5 zones with 70 meters each.

2.3 Evaluate the Efficiency of Beach Management

2.3.1 Effectiveness Assessment Definition

Effectiveness refers to the performance that contributes to the satisfaction of the human condition and a profit from the operation (Millet, 1954). The effectiveness considerations will be based on the relationship between the inputs and output to create a resource from the lowest cost with consideration of how to use resources to achieve savings or minimal consumption. Therefore, effectiveness refers to the ability of the organization to achieve the set objectives. The effectiveness in services would also refer to the customer satisfaction (Simon, 1960).

Additionally, Ryan and Smith (1954) discussed another type of effectiveness in the aspect of a positive relationship with what is dedicated to a job in addition to the aspect of the individual's work by comparing things done for the job.

From the mentioned definitions and the literature reviews, the researcher could summarize the definitions of management efficiency to refer to that the efficiency of management means. Ability to work successfully for the community or agency set. By the productivity of beach management performance, it does not just mean customer satisfaction, but also different inputs for beach management. This includes the

organization's collaboration in management and both environmental and man-made resources. Therefore, it is necessary to have a performance measurement tool to determine if it can be managed as scheduled to achieve the performance of the target management.

The beach context is different, and the same assessment standards cannot be used for each type of beach management or each country. The evaluation of beach management efficiency should include criteria and indicators for assessing beach tea in various tourist destinations. The criteria or factors to be set up to determine the characteristics of the tourist destinations must be based on what factors contribute to the management of beach tourism and the index. This refers to the factors or variables defined to represent the properties of each criterion. The indicator index to be used to assess the quality of beach tourism would be either qualitative or quantitative as follows:

2.3.2 Criteria for Evaluating the Beach Effectiveness

Criteria to measure beach management will be effectiveness assessment using various benchmarks to assess the quality of beach attractions. However, due to terrain differences so different style and different criteria for beach tourism assessment are used. However, there have been studies to find the indicators that can be used to measure all beach types. From the literature review, the researcher has concluded the evaluation criteria into 5 criteria: 1. Bathing area registration and evaluation (BARE), 2. Recreation, 3. Scenery, 4 Beach tourism qualities, 5. Beach tourism environmental quality as follows:

1) Bathing area registration and evaluation (BARE)

Micallef, Williams, and Gallego Fernandez (2011); Micallef and Williams (2003); Micallef, Williams, Radic, and Ergin (2004)) conducted a study by paying attention to the bathing area by saying that the quality of the bathing area at the beach will have a direct serious impact on beach quality and directly affect the beach user's experience. The study used bathing area registration and evaluation (BARE) to evaluate the quality of the beach that consisted of 5 indicators: security, water quality, facility, scenery, and garbage. The BARE evaluation requires clearly

beach classification and the beach user's opinions toward the management (Micallef & Williams, 2003)

2) Evaluation on recreational beaches

Cervantes and Espejel (2008) conducted a study on integrated evaluation index for recreational beaches. The study is consistent with studies conducted by Leatherman (1997) with the evaluation criteria consisted of indicators as follows:

(1) Beach Indicators (Khattabi, Williams, & Ergin) is a measure for evaluating the beach for recreational activities comprising of:

a) biophysical such as the color of the sand, the water temperature, the length of the beach, sludge color, the structure of plants, animals, and dangerous animal, garbage and waste.

b) Economic and Social referring to public utilities or services such as the beach quantities that can be taken advantage of, garbage collection, public toilets. Sports facilities, distances of parking.

(2) Knowledge Index (KI) is the indicators in the questionnaire consisting of three main parts:

a) profile of the user such as age, gender, occupation, residence

b) Attitude towards the beach such as liking to do activities on the beach and seasonal visits, etc.

c) Asking for comments about the life and non-life, services, and public utilities that can be found on the beach)

(3) Monetary Index (MI) comprises of an assessment of the property tax per square meter, land price per square meter, and three-star room rates.

Additionally, the study conducted by Botero et al. (2014) used the indicator index to assess the quality of the beach by saying that the important to measure the beach quality is the environment and recreation on the beach with a system assesses abbreviatedly called "ICAPTU" (Índice de Calidad Ambiental en PlayasTurísticas) that comprised of 5 indicators which contained an index that is similar to the above.

a) The recognition of the beach users. This is important to assess the attitudes toward the environment of the area as tourists come to the beach (Cervantes & Espejel, 2008; Dovidio, Kawakami, & Beach, 2001; Wolch & Zhang, 2004).

b) The coastal scenery is the focus of the study on the perception of beach users towards coastal landscapes.

c) The safety of life and property with the focus on studying the relationship between the perceived risk of the beach users that are expected to occur from the actual environment (Scott, Russell, Masselink, & Wooler, 2009; Scott, Russell, Masselink, Wooler, & Short, 2007) and the dangers that could arise from human action (Espejel et al., 2007)

d) Urbanization is associated with the creation of facilities in the coastal zone. If the beach is more urbanized, it will also have more facilities.

e) Zoning is to carry out management activities at the beach (Zielinski & Botero, 2012)

3) Beach scenery assessment

Williams, Morgan, Ozhan, and Ergin (2000) described the beach assessment criteria with a checklist, which is similar to the beach scenery assessment of Ergin, Williams, and Micallef (2006). The study focused on the beach scenery assessment because the scenery is very important in selecting the beach for the holiday. The components of each indicator comprised of:

(1) Physical beach indicators height, width, types, sand color, slope, sand roughness, dunes, soil characteristics, water current, scenery and landscape, watercolor, aquatic plants, algae.

(2) Physical parameters such as factors that cause nuisance: wastes, buildings that are not built by the environment, and facilities.

4) Assessment of the quality of the tourist beach

There are criteria used to assess the quality standards of beach tourism in Thailand prepared by the Department of Tourism (2018), which consists of 3 main components as follows:

(1) The value of tourism and the risk of being destroyed: This component divided into 2 small aspects: 1) the value of tourism. (Indicators such as

the beach sand composition: beach shape, width, depth contours of the beach, sand characteristics, seawater clearness, and creatures found the beach, composition of the landscape around the beach, and atmosphere for relaxation. The historical significance, economic and social activities, 2) the risk of being destroyed (with indicators such as erosion, waste water released to the beach, beach invasion by permanent and temporary buildings, activities that cause changes in the condition of the beach, and natural disasters that caused the destruction of the beach).

(2) The potential for development of tourism: which divided into four sub-factors as follows: 1) the potential for tourism activities (indicators include a variety of activities and the ability to support tourism activities), 2) Access (indicators include conveniently tourist attraction, beach access, and links with the main paths), 3) Security (indicators include tourist harm caused by natural disasters, tourist harm caused by other factors, the nature of Wave and tide, Sharpe materials on the beach), 4) the potential to support tourism (indicators include the ability to accommodate tourism of the attraction and the cooperation of local private sector and government agencies in the development of tourism).

(3) Management: which is divided into two sub-factors: 1) the environment conservation maintenance management (indicators include appropriate activity management, landscape or the tidiness of the area management, solid waste management, and cleanliness, water quality monitoring, educating tourists management and utilization of tourism), 2) Area management (indicators include the facilities of the beach, the infrastructure readiness, tourism activities control, Security measures and alarm systems, Security officers, and participated management).

5) Evaluation of beach tourism environmental quality

Botero, Pereira, Tasic, and Manjarrez (2015) conducted studies on the Colombian Caribbean beaches with the Beach Environmental Quality (BEQ) criteria as follows:

(1) Ecosystem sanitation: (The indicators will focused on protecting the beach) comprised of dune protection, ecosystem around the beach, beach width, and beach erosion, etc.

(2) Recreational amenities include water, sand quality, scenery, access to services, and quality of activities, etc. Indicators included mark, symbol, or awards that indicate the beach quality, central terms and local participation in beach management planning, responsibilities, budget management, emergency plans, and continuous objective improvement.

Additionally, Jeenbubpha (2009) concluded the assessment on physical environment quality by conducting a study in the context of tourism, which is Thailand's beach on Cha-am, Puktien, and Chaosamran. From the study, it was been found that there were 2 evaluation criteria consistent with the studies conducted by C. Botero et al. (2015) mentioned above with the evaluation criteria as follows:

1) There were 12 indicators in the aspect of nature: sand color, beach width, size of a grain of sand, sand softness (sand dune) costal caves, costal cliffs, Stack, Natural stone bridge, tombolo, coastal erosion, and slope of the beach.

2) There were 12 indicators in the aspect of beauty: the beach side bench orderliness, beach side shops orderliness, beach side berths / moorings orderliness, leftover garbage on the beach, encroachment of permanent and temporary buildings, sharp material on the beach, overall beach cleanliness, beach access routes, and links to the main tourist routes, chances for beach recovery, bathroom - toilet for the disabled, and aisle / ramps for the disabled.

Besides the criteria above, there are also criteria at the international level which the researcher concluded variables evaluated in all form mention above including variables from the literature review to be presented in the Table 2.1 below.

Table 2.1 Summary of Beach Performance Evaluation Criteria

Authors	Assessment	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22
Department of Tourism (2018)	Assessment of the quality of the tourist beach	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		
A. Micallef, A. Williams, and J. B. Gallego Fernandez (2011)	Bathing Area Registration and Evaluation			✓								✓	✓	✓	✓			✓	✓		✓		✓
Micallef et al. (2004)		✓	✓	✓		✓	✓					✓	✓	✓		✓		✓	✓		✓		✓
Khattabi et al. (2009)				✓												✓			✓		✓		✓
Cervantes and Espejel (2008)	Evaluation on recreational beaches	✓	✓	✓	✓							✓	✓	✓		✓			✓	✓	✓	✓	✓
Botero et al. (2015)	Beach Environmental Quality (BEQ)					✓				✓								✓	✓		✓		✓
Ergin et al.	Beach scenery			✓		✓										✓			✓		✓		

Authors	Assessment	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22
(2006)	assessment																						
Jeenbubpha (2009)	Evaluation of beach tourism environmental quality	✓	✓	✓	✓	✓	✓		✓	✓	✓		✓			✓			✓	✓	✓	✓	
Ritchie and Inkari (2006); Vaz et al. (2009); A. Williams and Micallef (2009)	Blue Flag			✓	✓								✓	✓	✓	✓	✓	✓				✓	
Cagilaba and Rennie (2005)	National Healthy Beaches Campaign	✓		✓									✓	✓		✓	✓	✓	✓			✓	
Clean beaches council (1998)	Clean beaches council			✓					✓				✓	✓		✓	✓		✓				
Nelson and Botterill (2002)	Green coast award			✓										✓	✓								
Botero et al. (2014)	Assessment of the quality beach					✓													✓	✓		✓	✓

Authors	Assessment	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22
Cagilaba and Rennie (2005); A. Williams and Micallef (2009)	Good Beach Guide			✓											✓	✓			✓		✓		
	Total	5	4	13	4	6	3	1	2	3	2	4	7	5	6	12	5	8	14	3	12	2	6
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22

Note: * 1 Width, 2 Sand roughness, 3: water quality, 4: Animal Beach, 5: Scenery, 6: Atmosphere, 7: Historical, 8: Drain, 9: Beach encroachment, 10: Diversity of activities, 11: Carrying capacity for activities, 12: Access, 13: Tourism carrying capacity, 14: Management participation, 15: Cleanliness, 16: Educate 17: Beach exploitation, 18: facility, 19: Public utilities 20: security, 21: Economic around beach, 22: Beach user's attitude

In addition, studies on the beach users' preferences is also an important element in beach management planning. There is a wide scope to studies conducted on beach users' preferences. Wolch and Zhang (2004) explained that issues related to beach users' preferences are demography and social sciences of tourists will impact the perception of beach tourism experience and selection (Marin, Palmisani, Ivaldi, Dursi, & Fabiano, 2009; Stead, 2005; Tran, 2006). Additionally, it is also necessary to study the tourists' interactions with or attitudes toward the beach environment (Tunstall & Penning-Rowsell, 1998).

However, studies on beach users' preferences have already resulted in understanding different behavior, preferences, and perceptions of tourists and those involved in the beach such as frequent beach visitors and beach locals would take the beach environment into account first. While tourists who visit the beach for a short period will take the facilities, privacy, and avoidance of crowds, etc. into account (Roca & Villares, 2008). Therefore, the study of beach users' preferences is important for beach management planning. Beach users' preferences have been studied in this research are sex, age, status, education level, occupation, income, tourism characteristics (Koutrakis et al., 2011; M. Polnyotee & S. Thadaniti, 2015; Prabprirree, Maneenetr, Siriwong, & Yaipool, 2016; Schuhmann, 2012).

2.4 Stakeholder Participation in Beach Management

The success of sustainable beach management depends on the involvement and participation of the local population and beach travelers (Camhis & Coccossis, 1982; Gubbay, 1994) in acknowledging and decision-making in accordance with the Agenda 21 with the public sector playing a role in beach management activities. Public participation will help to raise awareness about beach use and water quality for relaxation and will be an effective way to collect data for beach management.

Community involvement in tourism development is not only being involved in the decision-making process and benefits distribution but it also has to come from a sustainable development process (D'Amore, 1992) to be discussed as follows:

2.4.1 Definition of Participation

Participation refers to an individual having a duty or responsibility for something. It must be a process where people are truly involved in the determination and decision-making on the factors affecting the lives of those stakeholders including co-coordinating and implementing policies, planning, developing and service delivery to create change, and all sectors are satisfied (World Health Organization, 2002; Rowe & Frewer, 2000). Participation is therefore a stakeholder process that has implications for decision control and resource management that affect the stakeholders (Development, 1996).

Zakus and Lysack (1998) gave the definition that participation is the participation of village in any terms of meaning. Participation is related to benefits. That means benefits will create motivation in participation. But, the persuasive benefits must be important or attractive to person, village, organization, and overall society (Smithies & Webster, 2018). The main important benefit is to use resource and energy to develop integration. Emphasize to democratic decision and owner's processing for sustainability, and emphasize personal's effectiveness support World Health Organization, 2002).

From the definition explained above, researcher can conclude the definition of participation. Participation means the action from the role of problems determination and finding solution by the involving groups. The principle of participation must participate in decision making with reason. If the authorized person sees that decision is not appropriate or not along with overall participation, the situation must be explainable by the standard of legitimacy, and most society accept that. So, the principle of participation can be happened by various forms.

2.4.2 Principles of Participation

Participation is a process started by the government who supports, persuades, and creates opportunity to people in village in forms of individual, groups, club, association, foundation and volunteer to participate in process. Moreover, United Nation explained the sources of the principle of participation as below process.

- 1) Spontaneous Participation is volunteering or the assembly to solve their individual problem. The action is not supported from outside.

2) Induced Participation is the participation by requirement, approval, or government support. This is general form of developing countries.

3) Coercive Participation is the participation under control of government policies or direct force. The results will be immediately happened, but not in long term and denied by people in the last.

Moreover, Reed (2008) supported that the success of participation must analyze the representatives must trust together and take action equally. Participation must also clear objectives together and sharing the idea with local people by different context.

2.4.3 Influential Factors towards Participation

Participation is one element supporting the process to be more effective, and also the strength of participation for mutual goal. However, individual participation will be different. The academicians have analyzed the influential factors of participation as per below.

Saphum (2017) studied the factors affecting participation and found that age, sex, educational background, size of family, occupation, income, and length of stay are related to the level of participation.

However, Phuket (2009) explained that there are 4 influential factors toward participation.

1) Economical benefits of participation – participation is an activity involved by cost. The participant must pay the cost to be transportation cost, time, and opportunity lost of income activities. Being participant in any level of project or plan, or policy, the participant must expect a form of the economical benefits.

2) Trust to Organization or officers – trust is positive expectation. In participation creation, trust to operator or officers is important factor to create participation in the project, planning, and policies of the organization.

3) Trust among participants – When the participant attend any activities or project, there will be trust among them because they will be invited by their friends or relatives who have good relationship. When the friends or neighbors attend any activities, there will be persuasion to other respondents.

4) Problem Realization – Problem realization is to know problem states of any topic about the negative effects to lifestyle, living. When the negative effect of problems are revealed through personal conscious, problem consciousness will happen, and there will be a trend of project solution participation and objective policies for problems solving.

So, researcher concluded the important factors towards the participation of all participants are happened differently which are depended on 1) different personal factor, or called demographic factor such as sex, age, educational level, size of family, occupation, length of stay, etc. 2) Economic factor – a same factor with benefits of involving people such as income or cost of participation, etc. 3) Information factor is important to perception of involving person. That means if the respondents willingly want to participate in any projects, the involving persons will receive positive news for participative motivation. So, the information factor through media must be necessary for participative decision. And 4) Problems realization factor represents to the importance of problem solution for mutual achievement of involving persons.

2.4.4 Level of Participation through Process

Process means steps of actions from the beginning until the end. Arnstein (1969) explained the level of participation that the participation should starting from received news, participation in operation, evaluation and decision making which is the highest expectation of process. Many academicians explained the whole process of participation through the level of participation (from least level to the highest level) as following;

Fornaroff (1980) presented the basic concept to explain the feature and analyze the types of participation. There are 4 types as follows.

1) Decision Making – In decision making process, the importance is requirement determination and importance hierarchy. Then choose involed policies and people. This decision is continuous, started from decision at the beginning, decision in planning, and decision to follow the plan.

2) Implementation – This might be followed in type of participation by support resource, participate excution, and also united in action and spirit. Participation in execution will come from the question that who and how will be

helpful to others such as resource supporting, execution and coordination, labour or information supporting, etc.

3) Benefit – in this part, there will be consideration to benefit spread in the group, along to positive and negative effects of the projects which can be useful and harmful to person and society.

4) Evaluation – this is the participation in controlling and inspection in all informal and formal activities.

Arnstein (1969) could delicately separate the process of participation process. There are 8 steps and all steps can be arranged in three levels of participation level.

The first level of participation is called “Pseudo participation”. The participants or involved persons could not reach in decision. In this case, a group of few authorized people will take decision. The real objective of these two levels is not allowing people to participate, but the decision making will be proceeded by some authorized people only. There are 2 steps in this level.

1) Manipulation is to follow news and information from media. The example of participation tools are data system development/ information/ mass media.

2) Therapy is to give opinion through the media, agencies, and questionnaires/interview. The example of participation tools are (public opinion) observation, interview, and questionnaire design to study social effect.

The second level of participation is called “ritual participation or Partial participation”. In this level of participation, the involving persons will have rights to express the opinion, but the decision making will be proceeded by some authorized people only. There are step 3-5 in this level.

3) Information is to follow-up/perceive news and information, share their ideas and information/ express data/ idea through newsletter/meeting or workteam. The examples of participation tools are informal discussion, meeting to share opinion, village-level meeting, and public hearing.

4) Consultation is tracking/receive news and information. Share thought, present opinion, allocate benefits and promote chosen opinion through the meeting representative or working group. However, the decision making will be proceeded by some authorized people to be acceptable for the advantage side. The example of the tool is bargaining, listen to different opinion, etc.

5) Placation is the people can bargain and exchange the gain and loss with authorized person. People will have response with the authorized person in planning, tracking/receive news and information, think and express the opinion, and make decision in some steps of planning process. The action will pass the approval in meeting committee or working group to maintain benefits.

The third level or the highest level called “Genuine participation”. There are step 6-8 in this level. The power of participants and decision making are;

6) Partnership is to follow/receive news and information, share and present opinion and information and make decision in all steps of planning./ The management through meeting or working group in policy level/ decide to maintain benefits in appropriate level of each side. The example of tool is meeting in decision making level.

7) Delegated is to co-proceed the project, along to activities. People will receive power of most decision such as co-operate and audit, etc. The example of tool is planning of resource providing and follow to the plan.

8) Citizen is to follow-up, inspect the operation results or working process activities through the plan to inspect the achievement in appropriate level of each expectation. The example of this tool is the meeting of evaluation, referendum, etc.

So, in sum up, the level of participation of Arnstein (1969) can be separated into 3 levels. The first level is fake participation or no participation which is the least participation level. Participants can receive information only. They cannot express their opinion or make decision. The second level is partial participation. Participants can express opinion, but the power of decision belongs to the authorized person. And, the third level, the participants will have rights to make decision, proceed, evaluate, and respond to the results. This step is called “true participation”.

Moreover, International Association for Public Participation (IAP2) (2016); the participative government administration concluded the participation like the results of Arnstein (1969). There were 5 levels of participation; inform, consult, involve, collaborate, and empower.

Level 1 Inform: To inform news and information to people about activities of the government organizations – this level is the least level of participation. The

government organization's responsibilities are to present true and up-to-date information and people can access to this. The example of this participation are media, visit place, etc. So, the form of participation in this level is one-way communication from government to people.

Level 2 Consult: People will have participation in giving truth and fact, feeling and opinion, make decision. So, people will be the feeder role. The rights of decision is government part. The example of this participation are opinion observation, public meeting, etc.

Level 3 Involve: Participants will have chance to work and make decision, or involve in policy design process, project planning, and working process. The government will arrange facility, accept the suggestion, exchange opinion and information with participants and make decision together. This level of participation is proceeded in workshop.

Level 4 Collaborate: People will have participation in high level. People and government will work together in decision making process. The example group in this level are joint public and private committee, public board of consultant, etc.

Level 5 Empower: People will have highest power because people can make decision. Government will follow the decision. The highest level of participation lead people to be processor, and government will support. The example of this participation is referendum, conflict solving by community, etc.

However, rather than the mentioned participation, Apinya Kangsanarak Kangsanarak (2001) also explained to process of participation which is close to the participation explanation as above. But the difference is the step of process by emphasizing participation process from problem solution requirement. There are 4 steps;

- 1) Participation in initiation of demand analysis, decide to determine and arrange the requirement.
- 2) Participation in planning, objective, steps, process procedure, along to resource and instructor in the project.
- 3) Participation in steps of operation, benefits to project by support capital, equipment, and labour.

4) Participation in project evaluation to know the results; can the result achieve the objective? The evaluation can be determined to be periodically or one-time evaluation.

From the above literature review on participation levels, the level of participation can be summarized to be easily understood as shown in figure 2.1 as below:

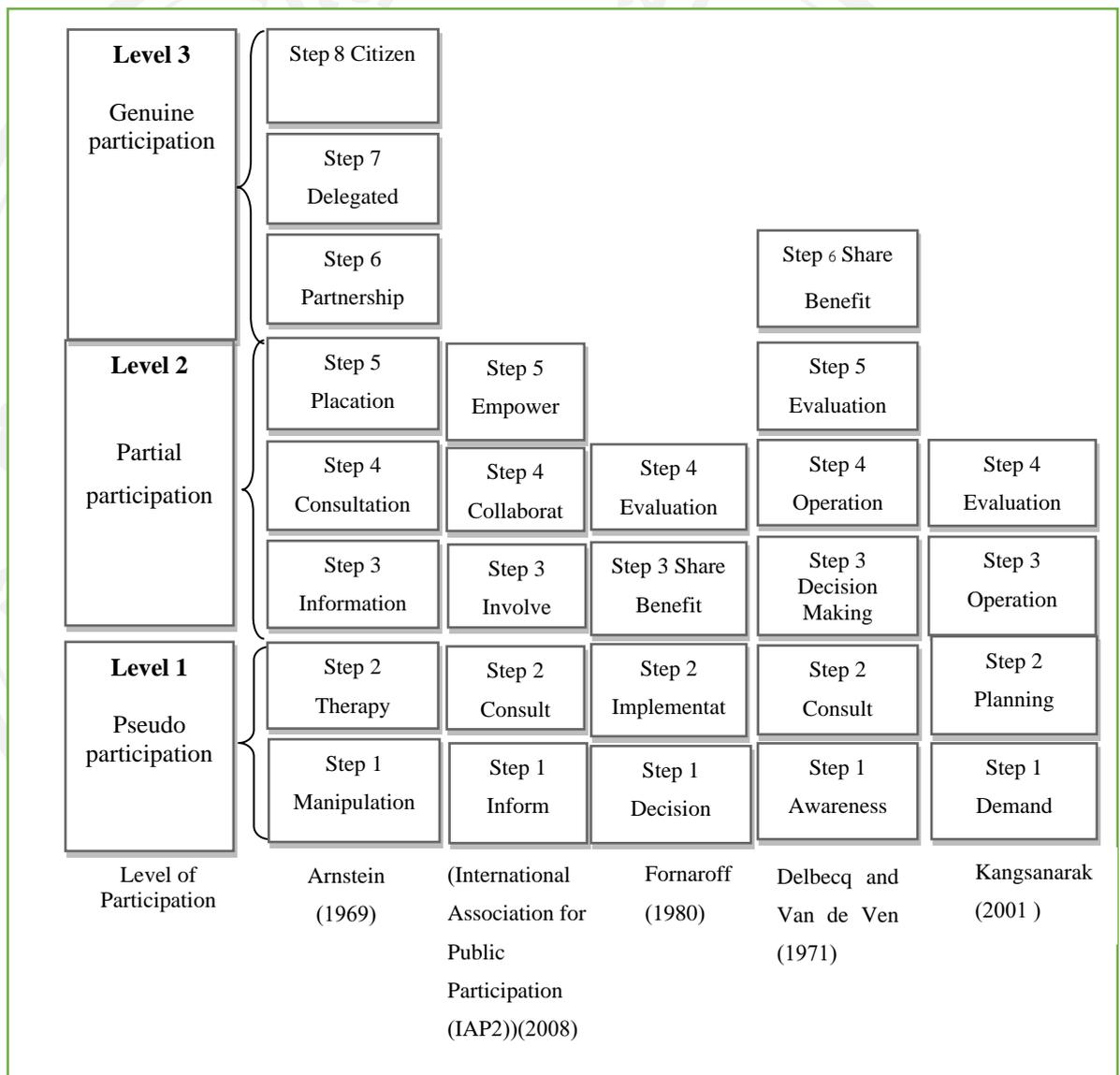


Figure 2.1 Level of Participation

From the past studies on participation level, the researcher has concluded that the lowest participation level is only being a part of the communication or information. The citizen just only follow or less operation and less power to negotiate. In the contrast in this level, the government or stakeholder who create the policy has more power and control the project. This is consistent with the research conducted by Smith, Nell, and Prystupa (1997); Wiedemann and Femers (1993). The highest level of participation is being involved in commenting, deciding, and acting together in the form of active participation. This is consistent with the study conducted by Gilbert and Specht (1973). Therefore, the researcher would divide the participation level into 5 levels based on the beginning phrase to the completion of the project with there being a high number of participants at the low level and lower number of participants as the level gets higher, which are similar to the mentioned literature review. It can be summarized as follows:

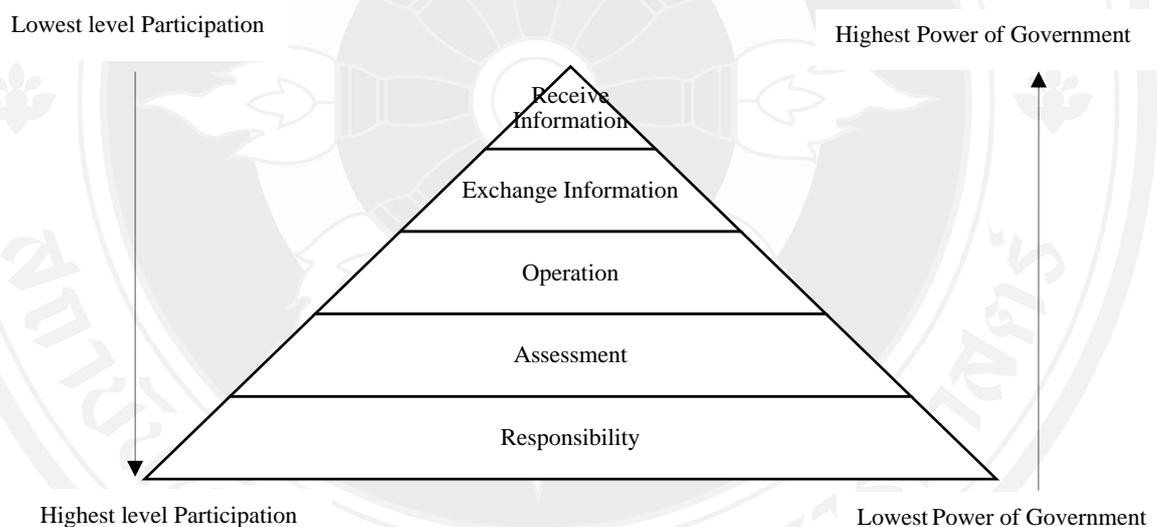


Figure 2.2 Power of Participation

1st level: the information level participation: the authority or the government providing information related to the project to the public. When the government has an initiative or a policy to provide such a project or activity, it is open to the public to be informed by providing information to the public. This level is one side only so the authority must present correct and accurate information that can be accessed to all people. This depends on the authority.

2nd level: the information exchange level participation: when the public is informed of the information, the public will participate in searching for the cause of the problem and the need to implement the project to be applied by agencies or decision makers for further consideration. Additionally, people can agree or disagree with a project or refuse a project to operate in that area if there are impacts in different areas or if the monitoring measures are considered to be unclear and without an opportunity for the public to be involved at this level.

3rd level: operation level participation: When the public has decided to implement the project, opportunity for the participants to have the power to make decisions. First of all, the appropriate role players to take responsibility must be selected. Other participants who do not represent are also co-operators of the plan. They then would participate in the project planning, setting the project objectives, determining operation and assessment methods by working with government agencies and other agencies. The participants or stakeholders will have greater decision-making power in this level. Additionally, the researcher has also grouped donors at this level.

4th level: assessment level participation: the public is given the maximum roles in this level. The public participate in monitoring and evaluating to see if the goals and objectives are being met.

5th level: responsibility level participation: After evaluating the project, be the result positive or negative, the participants would share the responsibility and lead to better development.

However, from the table above, the power of stakeholder participation can be placed in order as follows: the information, information exchange, operation, assessment, and responsibility levels. Additionally, each level of stakeholders participation must be clearly defined from the beginning and the public or stakeholders must be informed so they can be on the same page as to at what level they can be involved. If there is no communication, a clear understanding of the level of participation can lead to conflict.

CHAPTER 3

METHODOLOGY

3.1 Introduction

In this research study about “Policy Implication for Patong Beach Management Through Multi-Stakeholder Participatory Approach”. Both qualitative and quantitative research approaches were used to conduct this study. The methodology of this study was explained by categorizing it into three objectives. The objectives 1) To study the current beach management context of Patong beach. The researcher has applied qualitative approach research to understand the current context of Patong beach management. The objective 2) To evaluate the efficiency of the current beach management of Patong beach. The researcher used quantitative research with tourists to evaluate the efficiency of beach management. And a qualitative research method was applied by semi-structured interviews on the efficiency of Patong beach management. The objective 3) To measure the participation level and demand of participation of stakeholders in Patong beach management. Then the researcher will be synthesized the data from all objectives and suggest the policy implication for Patong beach management through multi stakeholder participatory approach in objective 4. The researcher explained research methodology as follows.

3.2 Quantitative research

3.2.1 Tourists (To evaluate the efficiency of beach management)

3.2.2 Stakeholders (To measure the level and demand of Patong beach management participation)

3.3 Qualitative research

3.3.1 Tourists (To evaluate the efficiency of beach management)

3.3.2 Stakeholders (To study the current beach management context of Patong beach and 2. To measure the level and demand of Patong beach management participation)

3.4 Conceptual Research Framework

3.2 Quantitative Research

Quantitative research in this study was used to evaluate the efficiency of Patong beach management (objective no.2) which collected the data from Thai and Foreign tourists and to measure the participation level and the demand for participation in Patong Beach management (objective no. 3) which collected the data from stakeholders in Patong beach. The methodology consisted of following items: population, sample size, sampling technique, research tools, data collection and data analysis.

3.2.1 Tourists

1) Population

In this objective of the study, the population was Thai and Foreign tourists who visited to Patong beach in the period time that collected the data.

2) Sample size

Group of sample used in this research was Thai and Foreign tourists who visited to Patong beach in 2016, consisting of totally 12,520,769 tourists which divided into 3,425,414 Thai tourists and 9,095,355 foreign tourists (Department of Tourism, 2016). For collecting quantitative data from tourists, the researcher did not use the proportion in determining the number of questionnaires. The researcher collect data from both Thai and foreign tourists because although Patong beach is popular with most foreign tourists but it was found that there are still many Thai tourists visiting in Patong beach. In addition, in some situations that effects to less of number of foreign tourists, Thai tourists still visited in Patong Beach. So, in this study the researcher was calculated the sample sized by using the formula of Yamane (1973) which applies a level of reliability of 95% with a deviation of 5% as following:

$$n = \frac{N}{1 + Ne^2}$$

where n = Sample size

N = Size of target population

e = The level of precision (the reliability level of 95%), 0.05 population variable

So, the calculation of the sample size of this study was:

$$n = \frac{12,520,769}{1 + 12,520,769(0.05)^2}$$

Therefore, the requited sample size was 400.

3) Sampling Technique

The researcher conducted random sampling using the approach of non-probability sampling. Purposive sampling was selected by the researcher, which is a specific sampling of foreign tourists and Thai tourists visiting Patong Beach during both overnight and non-overnight trip. The sample group must be a person who has previously done at least one tourism activities including water activities, activities on land such as sports, shopping, sunbath, nightlife activities, watching show, boxing and stay overnight, walking around Patong beach.

4) Research Tools and Design

The instrument used in data collection was a questionnaire written in English and Thai questionnaire. The questionnaire divided into four parts:

Part 1: Evaluation of Patong Beach Management Efficiency There are 39 questions which is a closed end questionnaire. The researcher used a rating scale from least (0) to most (5) where 0 refers to no management or no efficiency of beach management while 5 refers to the highest efficiency beach management. The six levels for which the data were analyzed were based on a variable mean score as follows:

- 4.51 – 5.00 refers to highest management efficiency
- 3.51 – 4.50 refers to high management efficiency
- 2.51 – 3.50 refers to moderate management efficiency
- 1.51 – 2.50 refers to low management efficiency
- 1.00 – 1.50 refers to lowest management efficiency
- 0.00 – 0.59 refers to no management/no management efficiency

Part 2: Demographic data consisted of status, education level, occupation and income per year.

Part 3: Travel data consisted of Travelling purposes, time spending for tourism activities in Patong beach, time prefer to do activity in Patong beach and average night of stay at Patong beach.

Part 4: Other suggestion for beach management efficiency.

5) Validity and reliability tests

Content of validity used to ensure that the tool of the research has the content, format and any issue that we want to measure. In this research required asking three experts to review the tool. After the expert review, the instrument was examined to calculate in index of items-objective congruency (IOC) to ensure that the information obtained is relevant. If the content and structure were suitable, the result must equal or more than 0.05. However, if the average questionnaire is below 0.5, the researcher will need to improve the question or omit it (Rovinelli & Hambleton, 1977). However, the criteria was used as follow:

- 1 refers to a suitable item of information that is related to the content
- 0 refers to a question whether item or content is related or not
- 1 refers to item or information that is not suitable or unclear to the

content

Table 3.1 List of Three Experts Evaluating IOC

Experts	Position
Dr, Poramate Boonnumsirikit	Lecturer Ramkhamhaeng university
Dr. Kritsadepat Pitchayadetcharnan	Lecture Burapha University
Mr. Phuritt Maswongsa	Chairman of the Tourism Industry Council

The value for this questionnaire was 0.84, which was above the minimal acceptable score of 0.5. Meaning that this questionnaire is suitable for use in this research. Afterward, then researcher do the pilot tested with thirty tourists with the same characteristics with the intended study population in Patong beach in order to check the reliability values by using the Cronbach coefficient formula. If the results should be around 0.8 – 1.00, it means the data is reliable. In this study obtained a reliability of 0.94 Thus, it can use the final questionnaire to collect the data from the sample group.

6) Data Collection

The researcher collected data from 400 tourists both Thai and foreign tourists who visited in Patong beach. The researcher collected data by using purposive sampling. There are two researcher assistants which assisted to collected data from tourists. Before the assistants distributed the questionnaire, the researcher explained the question detail to assistants so it can avoid the assistants misunderstanding. The researcher collected data during November and December 2018 about 08.00 – 11.00 a.m. and 02.00 - 06.00 p.m. because it is a convenient time for the researcher. The area to collected data were at the beach front, restaurant, hotel and at the beachfront of Patong beach and the area located at Route 2 consisting of areas ranging from behind Rat-U-Thit Road 200 years to Route 3 which consisting of private entrepreneurs, including accommodation, restaurants, folding bars, shopping malls, shop selling souvenirs and shows, such as Thai boxing. The researcher allowed the respondents to complete the questionnaire by themselves.

7) Data analysis

To evaluate the efficiency of the current beach management of Patong beach, the researcher analyzed the data by using the statistical program for social

science and applied the Exploratory Factor Analysis (EFA) method to extract elements and reduce the number of variables (Vanichbancha, 2009). After that the questionnaire data were analyzed with descriptive and inferential statistics. Descriptive statistics include information recording the personal information of tourists and traveling data such as frequency and percentage. And the inferential statistics used to calculate the summative results from random sampling to explain the whole population. this study used One-Way Analysis of Variance (One-Way ANOVA) to compare the average of variable more than three group of samples.

3.2.2 Stakeholders (To Measure the Level and Demand of Patong Beach Management Participation)

1) Population

The population is stakeholders in the Patong beach area which divided into four parties include government sector, public sector, private sector and civil society.

2) Sample size

The sample size is stakeholder related with Patong beach management in 2016, consisting of totally 20,659 persons (Patong Municipality, 2016) The sample size was calculated by using the formula of Yamane (1973) which applies a level of reliability of 95% with a deviation of 5% as following:

$$n = \frac{N}{1 + Ne^2}$$

where n = Sample size

N = Size of target population

e = The level of precision (the reliability level of 95%), 0.05 population variable

So, the calculation of the sample size of this study was:

$$n = \frac{20,659}{1 + 20,659 (.05)^2}$$

n = 379 or about 400 respondent

3) Sampling Technique

Purposive sampling was selected by the researcher, which were stakeholders who live or work in Patong Beach and direct or indirect affected from beach management.

4) Research Tools and Design

The instrument used in data collection was a questionnaire written in Thai questionnaire. The questionnaire divided into four parts:

Part 1: Levels of participation and demand for participation in Patong beach management. The questions were divided into 5 steps: 1) level of receiving information 2) Level of exchange information 3) level of implementation 4) level of evaluation 5) level of share responsibility. The researcher used a rating scale from least (0) to most (5) where 0 refers to no participation or no demand for participation while 5 refers to the highest participation or highest demand for participation. The six levels for which the data were analyzed were based on a variable mean score as follows:

- 4.51 – 5.00 refers to highest participation or highest demand
- 3.51 – 4.50 refers to high participation or high demand
- 2.51 – 3.50 refers to moderate participation or moderate demand
- 1.51 – 2.50 refers to low participation or low demand
- 1.00 – 1.50 refers to lowest participation or lowest demand
- 0.00 – 0.59 refers to no participation or no demand

Part 2: Participation information consisted of 1.) the reason for your participation in the management of Patong Beach. 2.) a channel to receive information for participation

Part 3: Personal data consisted of gender, age, education level and occupation

Part 4: Other suggestion.

5) Validity and reliability tests

In this research required asking three experts to review the tool. After the expert review, the instrument was examined to calculate in index of items-objective

congruency (IOC) which this questionnaire was 0.97. Next, the questionnaire was pilot tested with a different population but had similar characteristics to the research sample. After that, the result of pilot tested were used to calculate the reliability which using Cronbach's Alpha coefficient. The result was 0.806, indicating acceptable reliability. Then, the questionnaire was used to collect the data.

6) Data Collection

The researcher collected data during November and December 2018 about 08.00 – 11.00 a.m. 02.00 - 06.00 p.m. and around 8 – 10 p.m. at the beach front, restaurant, hotel and at the beachfront of Patong beach and allowed the respondents to complete the questionnaire by themselves.

7) Data analysis

Descriptive statistic was used to analysis the data (frequency and percentage) and inferential statistics were applied (One-way ANOVA, Mean Difference).

3.3 Qualitative Research

Qualitative research had two groups of key informant 1) foreign tourists and Thai tourist which was the key informant to obtained the information about efficiency of Patong beach management in objective 2 and 2) the stakeholders who related to beach management in Patong beach who were the key informants for objective 1 which was the context of Patong beach management and objective 3 which was about level and demand for participation in Patong beach management. The qualitative research was explained as follow:

3.3.1 Tourists (To Evaluate the Efficiency of Beach Management)

1) Key informants

The key informants were the foreign tourists and Thai tourists who visited in Patong beach when the researcher collected data

2) Sampling technique

The sampling technique for the qualitative research of this study similar to the quantitate research which were stakeholders who live or work in Patong Beach

3) Research Tools and Design

The researcher used semi-structured interviews as the interview technique using open-ended questions to evaluate the efficiency of Patong beach management by stakeholder participation process. Semi-structured interviews can adjust and more questions added during the interview.

The researcher reviewed from the literature about efficiency of beach management as well as extracting questions from the primary data and used to develop the questionnaire for the tourists. Research tool consisted of two parts as follows.

Part 1 was demographic profile consist of genders and age

Part 2 was the interview questions about efficiency of Patong beach management including “What impresses you when you visit Patong Beach?”, “What do you want to be improve on Patong beach?”

4) Data Collection

The researcher collected the data from the tourists in the same period that gathered the quantitative data which during November and December 2018 about 08.00-11.00 a.m. and 02.00-06.00 p.m. at the beach front, restaurant, hotel and at the beachfront of Patong beach.

5) Data Analysis

The content analysis was applied by decoding the data word by word from the audio recording of the interview. Then, the relevant data was used to determine the key content about efficiency of Patong beach management.

3.3.2 Stakeholders

1) Key informants

The key informants of the qualitative research were stakeholders who related to participation in Patong beach management. There are 4 parties including 4 of government sectors, 13 of private sectors, 9 of public sectors and 4 civil societies totally 30 respondents.

The stakeholders were a group of individuals or organizations located in Patong Beach, which has interest from the tourism industry in Patong Beach. The stakeholders in this study consists of government sector, private sector, public sector

and civil society. The key informants of the qualitative research were stakeholders selected by chain sample technique as well as to allow the sample to recommend further. Because the researcher was a stranger there, so the researcher selected chain sample technique. The stakeholders were include:

(1) Government sector 4 persons include Officer in Patong Municipality, Lifeguard Head, Staff of the Department of Natural Resources and Environment and Patong Council member.

(2) Private sector 13 persons include 2 of beach front sale, 3 of taxi driver, front manager, representation from travel agency, Umbrella enterprises beach bed, beach massager, hotel manager, Chairman of the Entertainment, Club President of Umbrella Enterprise, President of the tourism boat.

(3) Public sector 9 persons include the resident in Patong beach.

(4) Civil society sector 4 persons include Former President of the Patong Beach Hotels Association, Chairman of the Tourism Industry Council, Southern Hotels Association Member and President of Patong Development Foundation.

The stakeholders were selected to studied related to objective 1 which is the current beach management context of Patong beach and objective 3 is to measure the participatory level and demand for participation of stakeholders in Patong beach management.

2) Sampling technique

The researcher used purposive sampling technique to select the stakeholders who work or live in Patong beach. The researcher used the chain sampling technique as well to allow the sample to recommend further.

3) Research Tools and Design

To conduct the qualitative research was semi-structured interviews where the researcher used the interview questions as follows.

Part 1 was personal information contained of genders and age.

Part 2 was the questions about the context of the context of Patong beach management which contained 3 research questions including “What is the situation of Patong beach tourism? “How is the tourism management in Patong beach?” and “What are the effects of tourism management to Patong beach?”

Part 3 was the questions about the participation level and demand for stakeholder's participation in Patong beach management consist of 2 research questions as "What is the level of stakeholder's participation in Patong beach management?" and "What is the need of stakeholders' participation in the management of Patong beach?"

4) Data Collection

The researcher collected the data from the stakeholder in each sectors about during December 2018 about 08.00 – 11.00 a.m. and 02.00 - 10.00 p.m. at the beach front, restaurant, hotel and at the beachfront of Patong beach. The researcher will finish interviewing the respondents before interview the next person and let the interviewee introduce the sample group for further

5) Data Analysis

The content analysis was applied by decoding the data word by word from the audio recording of the interview. Then, the relevant data was used to determine about the participation of Patong beach management.

Table 3.2 Research Methodology

Objectives	Method	Population	Sample Size	Sample Techniques	Research Tool	Data Analysis
1. To study the current beach management context of Patong beach.	Qualitative research	Stakeholders	30	Purposive sample and Chain sample	Semi-structure interviews	Content Analysis
2. To evaluate the efficiency of the current beach management of Patong beach	Quantitative research	Tourists	400	Purposive sample	Questionnaire	EFA and One-Way ANOVA
	Qualitative research		30	Purposive sample	Semi-structure interviews	Content Analysis
3. To measure the participatory level and the need of participation of stakeholders in beach management of Patong beach.	Quantitative research	Stakeholders	400	Purposive sample	Questionnaire	One-Way ANOVA
	Qualitative research		30	Purposive sample and Chain sample	Semi-structure interviews	Content Analysis

3.4 Conceptual Research Framework

From the study of the concepts, theories and relevant research related to beach management by stakeholder participation process in Patong beach, the researcher developed the conceptual framework for the research as shown in figure 3.1.

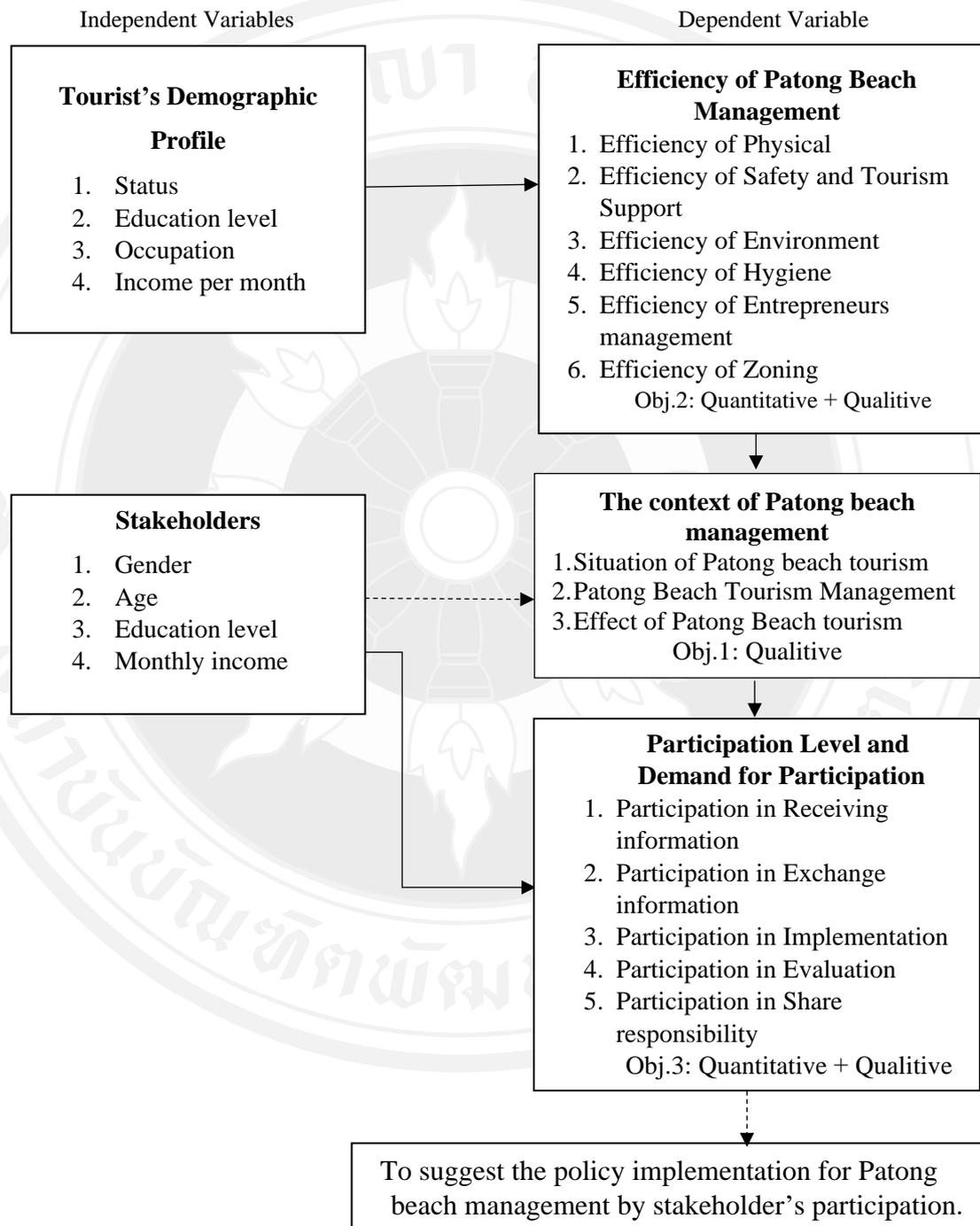


Figure 3.1 Conceptual Research Framework

CHAPTER 4

RESULTS

The results of this research titled “Policy Implication for Patong Beach Management Through Multi-Stakeholder Participatory Approach” are summarized and discussed in quantitative and qualitative research as following.

4.1 Descriptive results

4.1.1 Quantitative descriptive results

4.1.1.1 Quantitative descriptive results from the tourists

4.1.1.2 Exploratory Factor Analysis (EFA) for evaluating the current effectiveness of beach management.

4.1.1.3 Quantitative descriptive results from the stakeholders

4.2 The context of Patong beach management (objective 1).

4.3 The efficiency of the current beach management of Patong beach (objective 2).

4.1 Descriptive Results

The summary and discussion of the descriptive research results can be divided into two main parts related to the questionnaires which were 1) the questionnaire that collected data from the tourists and 2) the questionnaire that collected data from the stakeholders.

4.1.1 Quantitative Descriptive Results

4.1.1.1 Quantitative Descriptive Results from the Tourists

1) Tourist’s Demographic

Demographic from 400 tourists who were the respondents described using status, education level, occupation and income as follows.

In terms of the status, 262 (65.5%) were single and 127 (31.7%) were married. Most respondents have education level in bachelor degree, representing 71.3% of the respondents. This is followed by lower than bachelor's degree for 15%, and lastly, higher than bachelor's degree for 13.7%.

Additionally, the result of occupation analysis shown that 116 (29%) were student, 105 (26.3%) were private companies' employees, 83 (20.7%) were business owners. Based on income information, the majority of the respondents had average monthly income of more than 150,001 baht respondents 108 (27%), as presented in Table 4.1.

Table 4.1 Frequency and Percentage of Tourist's Demographic

Tourist's Demographic	Frequency (N = 400)	Percentage (%)
Status		
Single	262	65.5
Married	127	31.7
Widow	7	1.8
Divorce	4	1
Education level		
Below Bachelor's degree	60	15
Bachelor's degree	285	71.3
Higher than Bachelor	55	13.7
Occupation		
Agriculturalist	14	3.5
Work in government	57	14.2
Private company	105	26.3
Student	116	29
Business Owner	83	20.7
Retirement	14	3.5
Other	11	2.8

Tourist's Demographic	Frequency (N = 400)	Percentage (%)
Income per month		
Below 10,000	16	4
10,001-30,000	43	10.7
30,001-60,000	99	24.7
60,001-90,000	56	14
90,001-120,000	47	11.8
120,001-150,000	31	7.8
Higher than 150,001	108	27

2) Travel data analysis

Analysis of travel data divided into 5 questions, including travelling purposes, time spending for doing tourism activities in Patong beach, time prefer to do activities in Patong beach, time travelling at Patong beach, and average night of stays.

In terms of travelling purposes, the most popular purposes for travelling to Patong were swimming or sunbathing 192 (48%), followed by recreation purposes 185 (46.3%) and purposes for nightlife activities 164 (41%) as presented in figure 4.1

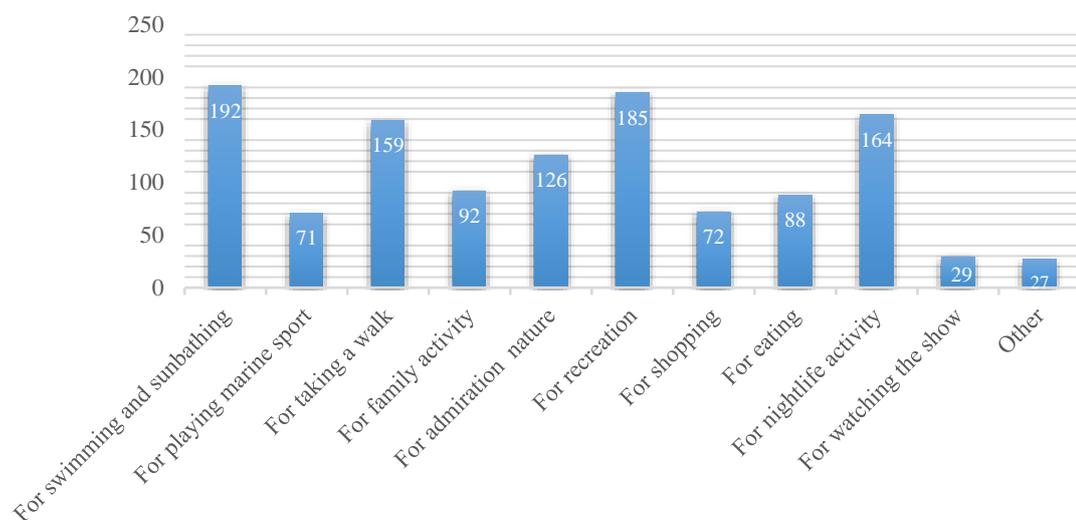


Figure 4.1 Traveling Purposes

The result of time spending for doing tourism activities in Patong Beach, it was found that 190 (47.5%) of the respondents spending for 1-3 hours on tourism activities, 139 (32.5%) of the respondents spending for 3-5 hours and 48 (12%) of the respondents spending for more than 5 hours in respectively.

When asking the respondents about time prefer to do activities in Patong beach, it was found that 192 (48%) like to do tourism activities in Patong Beach in the evening / at night from (18.00-23.59 hrs.), followed by 16 (43%) at noon / in the afternoon (12.00-17.59 hrs.) and 47 (11.7%) in the morning / late morning (06.00-11.59 hrs.).

For time travelling in Patong, the majority of respondents for 191 (47.7%) travel to Patong Beach on public holidays/ festivals, 164 (41%) traveling on weekends (Saturday - Sunday) and 41 (10.3%) traveling on weekdays (Monday - Friday) respectively.

In terms of average night of stay, 144 (36%) of the respondents stay in other areas in Phuket, 128 (32%) average stay of 1-2 nights in Patong Beach and 69 (17.3%) average stay of 3-4 nights in Patong Beach respectively. All travelling data shown in table 4.2

Table 4.2 Frequency and Percentage of Travelling Data

Travelling Data	Frequency (N = 400)	Percentage (%)
Time spending for doing activities		
Less than 1 hour	32	8
1-3 hours	190	47.5
More than 3-5 hours	130	32.5
More than 5 hours	48	12
Time prefer to do activities		
Morning/ Late in the morning (06.00 hrs.-11.59 hrs.)	47	11.7
Noon/ Afternoon (12.00 hrs. – 17.59 hrs.)	161	40.3
Night/ Evening		

Travelling Data	Frequency (N = 400)	Percentage (%)
(18.00 hrs.-23.59 hrs.)	192	48
Time travelling		
Weekday (Monday-Friday)	41	10.3
Weekend (Saturday-Sunday)	164	41
Public Holidays/Festival Season	191	47.7
Other	4	1
Average nights of stay		
1-2 nights	128	32
3-4 nights	69	17.3
4-5 nights	31	7.7
More than 5 nights and over	28	7
Stay at other area in Phuket	144	36

3) Evaluation efficiency of Patong beach management

For evaluation efficiency of Patong beach management, the researcher using questionnaire with 6 levels of rating scale which range from 0 refers to no management or no efficiency of beach management to 5 refers to the highest efficiency beach management. The result shown top three efficiency of beach management is 36.62% at the moderate level for 36.62%, followed by 26.71% at the high level, 17.7% at the low level respectively, as presented in figure 4.2

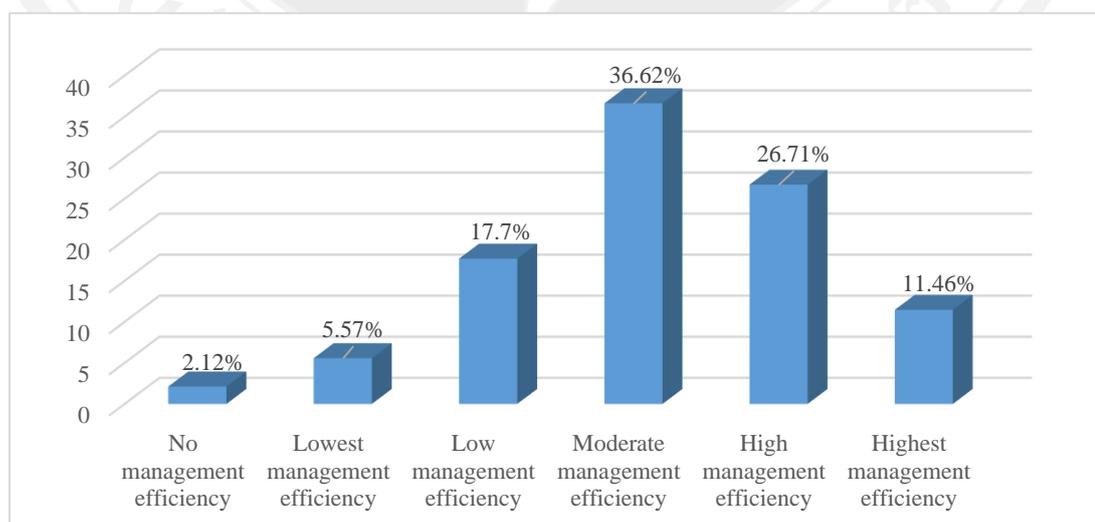


Figure 4.2 The Result of Efficiency of Beach Management

When considering each item, it was found that there are 4 items with high efficiency level of beach management, including the suitable beach width for tourism activities (36.3%, $\bar{x} = 3.65$), the obviously beautiful beach and landscape (31.8%, $\bar{x} = 3.62$), the beach has a relaxing atmosphere (33.8%, $\bar{x} = 3.58$), and the shady and pleasant beach (37.5%, $\bar{x} = 3.52$), respectively.

In addition, the analysis of the other items has efficiency of beach management in the moderate level which range in order as: the interest of activities on Patong Beach (34.5%, $\bar{x} = 3.43$), the appropriateness of entertainment services management (34.8%, $\bar{x} = 3.40$), the activity varieties on Patong Beach (34.5%, $\bar{x} = 3.40$), the beach buildings are in harmony with nature (29.8%, $\bar{x} = 3.39$), the availability of information signs, such as warning signs, prohibited signs, notification of beach access times, signs for market zones, swimming zones, beach umbrella zones, etc. (39.8%, $\bar{x} = 3.37$), the management of zoning on Patong beach (37.0%, $\bar{x} = 3.33$), the safe beach ground that is able to walk by bare feet without any danger from rocks or sharp objects (39.0%, $\bar{x} = 3.32$), the management of the number of restaurant around Patong Beach (34.3%, $\bar{x} = 3.32$), the visibly clear sea water (34.3%, $\bar{x} = 3.30$), the management of suitability of water activity services in Patong Beach (39.5%, $\bar{x} = 3.27$), the waste management in Patong beach area (34.8%, $\bar{x} = 3.27$), the beach security management, such as safe guard, rally point, alert spot, first aid point (41.5%, $\bar{x} = 3.26$), the readiness management of the tourist service center (46.5%, $\bar{x} = 3.25$), the waste odor management (36.5%, $\bar{x} = 3.25$), the management of the number of beach massage beds (43.3%, $\bar{x} = 3.20$), the management of the number of hawker shops and stalls (42.0%, $\bar{x} = 3.20$), the convenience management of roads to Patong beach (37.8%, $\bar{x} = 3.17$), the management of sunbed and parasol services (40.5%, $\bar{x} = 3.16$), the management of obvious oil spills on the sea surface (42.3%, $\bar{x} = 3.15$), The management of suitability infrastructure such as water, electricity, telephone (38.5%, $\bar{x} = 3.06$), the management of safety for life and property in Patong Beach (40.3%, $\bar{x} = 3.05$), the adequacy and availability of facilities for the disabled (37.0%, $\bar{x} = 3.04$), the management of the number of public garbage tanks (45.8%, $\bar{x} = 3.03$), the management of the number of people on Patong Beach (40.5%, $\bar{x} = 3.03$), the management of the price appropriateness of goods and tourism services

in Patong Beach (38.5%, $\bar{x} = 3.02$), the management of noise from entertainment venues to the beach (37.0 %, $\bar{x} = 3.00$), traffic noise management to the beach (30.8%, $\bar{x} = 3.00$), the safety management of the road to Patong beach (39.0%, $\bar{x} = 2.91$), the adequacy and availability of public toilets (33.3%, $\bar{x} = 2.80$), the adequacy and availability of public shower rooms (32.0%, $\bar{x} = 2.80$), the management of public drinking water sources (35.3%, $\bar{x} = 2.72$), the traffic management at Patong beach (35.0%, $\bar{x} = 2.72$), cleanliness of public toilets (32.3%, $\bar{x} = 2.70$), cleanliness of public baths (31.8%, $\bar{x} = 2.66$), management of public parking spaces (31.0%, $\bar{x} = 2.57$), as presented in Table 4.3.

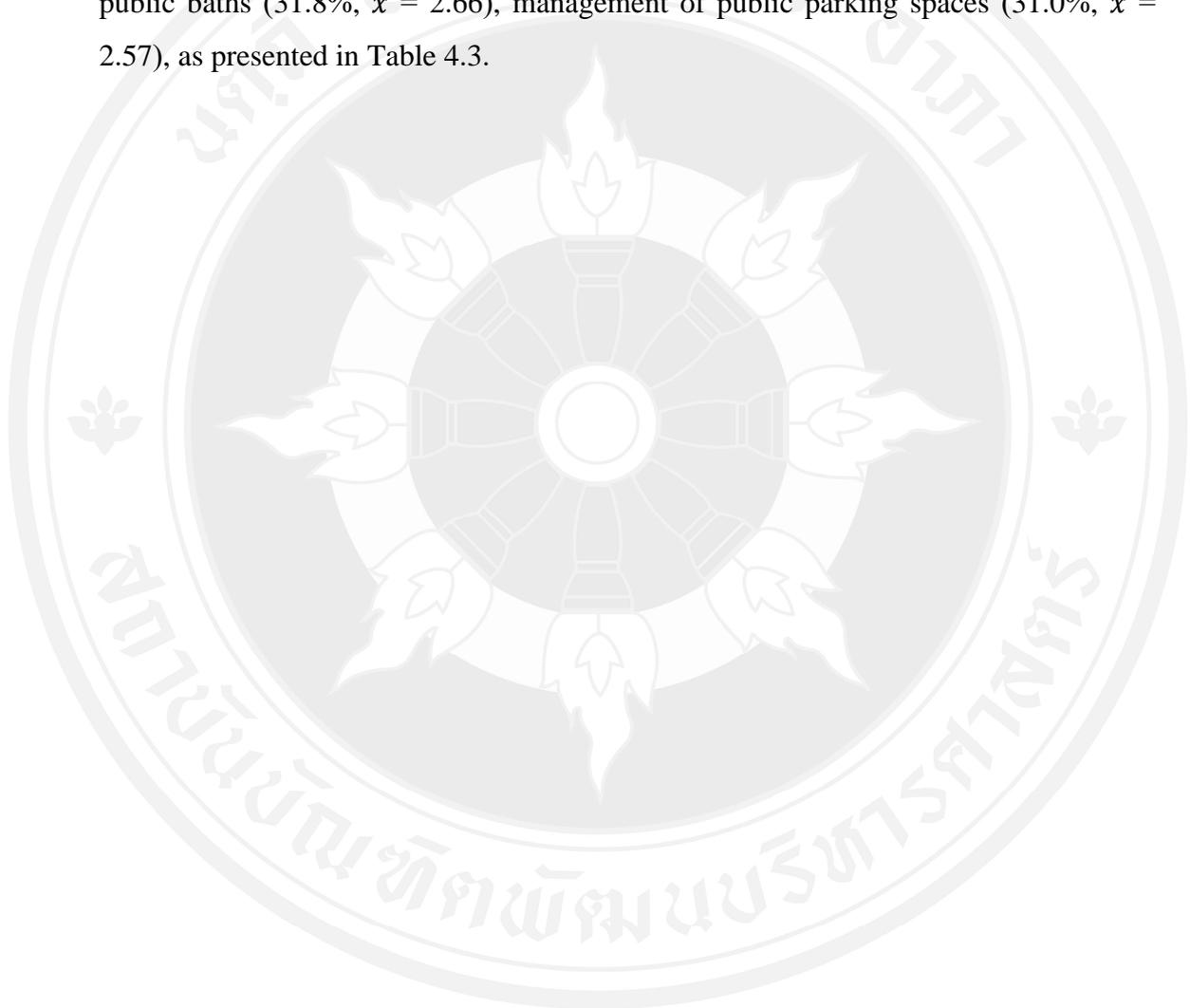


Table 4.3 Efficiency of Beach Management

Issues	Efficiency of Beach Management						Mean	S.D.	Level	Range
	0 No efficiency	1 Lowest	2 Low	3 Moderate	4 High	5 Highest				
1. The obviously beautiful beach and landscape	4 (1.0)	10 (2.5)	45 (11.3)	127 (31.7)	102 (25.5)	112 (28)	3.62	1.14	High	2
2. The shady and pleasant beach	1 (0.3)	14 (3.4)	44 (11)	150 (37.5)	101 (25.3)	90 (22.5)	3.52	1.08	High	4
3. The beach buildings are in harmony with nature	10 (2.5)	18 (4.5)	56 (14)	119 (29.8)	118 (29.5)	79 (19.7)	3.39	1.22	Medium	7
4. The beach has a relaxing atmosphere	4 (1.0)	7 (1.8)	52 (13)	115 (28.7)	135 (33.7)	87 (21.8)	3.58	1.08	High	3
5. The suitable beach width for tourism activities	0 (0)	7 (1.7)	43 (10.7)	120 (30.0)	145 (36.3)	85 (21.3)	3.65	.99	High	1
6. The safe beach ground that is able to walk by bare feet without any danger from rocks or sharp objects	5 (1.3)	18 (4.5)	52 (13)	156 (39.0)	106 (26.5)	63 (15.7)	3.32	1.10	Medium	10
7. The waste management in Patong beach area	7 (1.8)	12 (3.0)	71 (17.8)	139 (34.7)	120 (30.0)	51 (12.7)	3.27	1.09	Medium	12
8. The waste odor management	4 (1.0)	23 (5.8)	60 (15.0)	146 (36.5)	116 (29.0)	51 (12.7)	3.25	1.10	Medium	14
9. The visibly clear sea water	5 (1.3)	21 (5.3)	57 (14.1)	137 (34.3)	128 (32.0)	52 (13.0)	3.30	1.11	Medium	11
10. Traffic noise management to the beach	15 (3.8)	34 (8.5)	81 (20.3)	123 (30.7)	108 (27.0)	39 (9.7)	3.00	1.24	Medium	24
11. The management of noise from entertainment venues to the beach	11 (2.7)	28 (7.0)	87 (21.8)	148 (37.0)	87 (21.8)	39 (9.7)	3.00	1.16	Medium	24

Issues	Efficiency of Beach Management						Mean	S.D.	Level	Range
	0 No efficiency	1 Lowest	2 Low	3 Moderate	4 High	5 Highest				
12. The management of obvious oil spills on the sea surface	6 (1.5)	26 (6.5)	55 (13.7)	169 (42.3)	104 (26.0)	40 (10.0)	3.15	1.083 36	Medium	18
13. The traffic management at Patong beach	24 (6.0)	47 (11.8)	82 (20.5)	140 (35.0)	78 (19.5)	29 (7.2)	2.72	1.28	Medium	27
14. The activity varieties on Patong Beach	3 (0.7)	12 (3.0)	59 (15.8)	138 (34.5)	122 (30.5)	66 (16.5)	3.40	1.07	Medium	6
15. The interest of activities on Patong Beach	4 (1.0)	14 (3.5)	46 (11.5)	138 (34.5)	136 (34.0)	62 (15.5)	3.43	1.06	Medium	5
16. The management of the number of people on Patong Beach	8 (2.0)	39 (9.8)	59 (14.7)	162 (40.5)	91 (22.7)	41 (10.3)	3.03	1.17	Medium	22
17. The convenience management of roads to Patong beach	6 (1.6)	28 (7.0)	76 (19.0)	151 (37.8)	104 (26.0)	35 (8.7)	3.17	2.28	Medium	16
18. The safety management of the road to Patong beach	7 (1.7)	28 (7.5)	97 (24.1)	156 (39.0)	83 (20.6)	29 (7.1)	2.91	1.08	Medium	25
19. The availability of information signs	3 (0.8)	9 (2.3)	61 (15.3)	159 (39.8)	123 (30.7)	45 (11.1)	3.37	1.38	Medium	8
20. The adequacy and availability of public toilets	14 (3.4)	36 (9.0)	104 (26.0)	133 (33.3)	89 (22.3)	24 (6.0)	2.80	1.17	Medium	26
21. The adequacy and availability of public shower rooms	14 (3.5)	33 (8.3)	113 (28.2)	128 (32.0)	87 (21.7)	25 (6.3)	2.80	1.16	Medium	26
22. Cleanliness of public toilets	19 (4.8)	38 (9.5)	114 (28.5)	129 (32.3)	75 (18.8)	25 (6.3)	2.70	1.20	Medium	28
23. Cleanliness of public baths	19 (4.8)	39 (9.8)	119 (29.7)	127 (318)	76 (19.0)	20 (5.0)	2.66	1.18	Medium	29

Issues	Efficiency of Beach Management						Mean	S.D.	Level	Range
	0 No efficiency	1 Lowest	2 Low	3 Moderate	4 High	5 Highest				
24. The management of the number of restaurant around Patong Beach	6 (1.5)	14 (3.5)	63 (15.8)	137 (34.3)	125 (31.3)	55 (13.8)	3.32	1.09	Medium	10
25. The management of the price appropriateness of goods and tourism services in Patong Beach	6 (1.5)	26 (6.5)	84 (21.0)	154 (38.5)	100 (25.0)	30 (7.5)	3.02	1.08	Medium	23
26. The management of the number of hawker shops and stalls	4 (1.0)	12 (3.0)	66 (16.5)	168 (42.0)	116 (29.0)	34 (8.5)	3.20	0.98	Medium	15
27. The management of the number of beach massage beds	4 (1.0)	16 (4.0)	58 (14.5)	173 (43.3)	117 (29.5)	31 (7.8)	3.20	0.98	Medium	15
28. The management of the number of public garbage tanks	4 (1.0)	21 (5.2)	74 (18.4)	183 (45.8)	95 (23.8)	23 (5.8)	3.03	0.98	Medium	22
29. The readiness management of the tourist service center	2 (.5)	10 (2.4)	58 (14.4)	185 (46.5)	105 (26.3)	40 (10.0)	3.25	0.94	Medium	14
30. The beach security management, such as safe guard, rally point, alert spot, first aid point	4 (1.0)	14 (3.5)	59 (14.8)	166 (41.5)	111 (27.8)	46 (11.4)	3.26	1.02	Medium	13
31. Management of public parking spaces	29 (7.2)	48 (12.0)	102 (25.5)	124 (31.0)	80 (20.0)	17 (4.3)	2.57	1.26	Medium	30
32. The management of sunbed and parasol services	0 (0)	19 (4.8)	77 (19.3)	162 (40.5)	105 (26.4)	37 (9.2)	3.16	1.00	Medium	17

Issues	Efficiency of Beach Management						Mean	S.D.	Level	Range
	0 No efficiency	1 Lowest	2 Low	3 Moderate	4 High	5 Highest				
33. The adequacy and availability of facilities for the disabled	7 (1.8)	26 (6.5)	82 (20.5)	148 (37.0)	101 (25.2)	36 (9.0)	3.04	1.11	Medium	21
34. The management of public drinking water sources	33 (8.3)	30 (7.5)	89 (22.3)	141 (35.3)	77 (19.2)	30 (7.4)	2.72	1.30	Medium	27
35. The basic infrastructure management, such as water, electricity and telephone	14 (3.5)	19 (4.8)	71 (17.8)	154 (38.5)	110 (27.4)	32 (8.0)	3.06	1.13	Medium	19
36. The management of safety for life and property in Patong Beach	9 (2.3)	23 (5.8)	75 (18.7)	161 (40.3)	95 (23.8)	37 (9.3)	3.05	1.11	Medium	20
37. The appropriate of water activities service management in Patong beach	3 (.8)	16 (4.0)	59 (14.7)	158 (39.5)	120 (30.0)	44 (11.0)	3.27	1.02	Medium	12
38. The management of zoning on Patong beach	2 (.5)	15 (3.8)	57 (14.2)	148 (37.0)	132 (33.0)	46 (11.5)	3.33	1.01	Medium	9
39. The appropriateness of entertainment services management	7 (1.8)	13 (3.3)	47 (11.8)	136 (34.0)	139 (34.8)	58 (14.4)	3.40	1.08	Medium	6
Total	(2.11)	(5.55)	(17.67)	(36.58)	(26.9)	(11.43)	3.15	1.14	Medium	

From the analysis of efficiency of the Patong beach management results, the researchers continued to use Exploratory Factor Analysis (EFA) to classify the new variables. The details are as follows.

4.1.1.2 Exploratory Factor Analysis (EFA) of variables for evaluating the current effectiveness of beach management.

Exploratory Factor Analysis of the efficiency of the beach management of Patong beach found that a new variable group with Principal Components Analysis and the Varimax rotation method found Kaiser-Meyer-Olkin and Bartlett's Test of Sphericity, as detailed in table 4.4, that KMO = .949, which approximates 1, therefore concludes that the variables are related. The data are therefore suitable for analysis of survey components.

Results of Bartlett's Test of Sphericity

H₀: Variable (non-independent / unrelated)

H₁: Variable (independent / related).

In this test, the Significant = 0.000, which is less than 0.05, therefore rejects H₀, which is observable variable that is not independent and therefore can be analyzed for survey components.

Table 4.4 KMO and Bartlett's Test of Sphericity

MO and Bartlett's Test	Results
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.949
Bartlett's Test of Sphericity Approx. Chi-Square	12062.071
df	741
Sig.	.000

When the axis is rotated by the Rotated Component Matrix method, the analysis results can identify the variables in each factor that are in the common components. Floyd and Widaman (1995) acceptable loading factor of more than plus or minus 0.3. Therefore, the results of this analysis can be divided into 6 new variables consisting of 39 variables. The researcher named the common components as respectively as Factor 1 efficiency of "Physical" which had the variance of data is

16.19%, followed by Factor 2 efficiency of “Safety and Support” which representing 12.00%, Factor 3 efficiency of “Environment” obtained data variability of 10.59%, Factor 4 efficiency of “Hygiene” obtained data variability was 10.01, Factor 5 efficiency of “Entrepreneurs Management” obtained data variability of 9.56% and Factor 6 efficiency of “Zoning” obtained data variability of 7.25%. It can explain the variance of the data together at 65.70 % as shown in table 4.5;

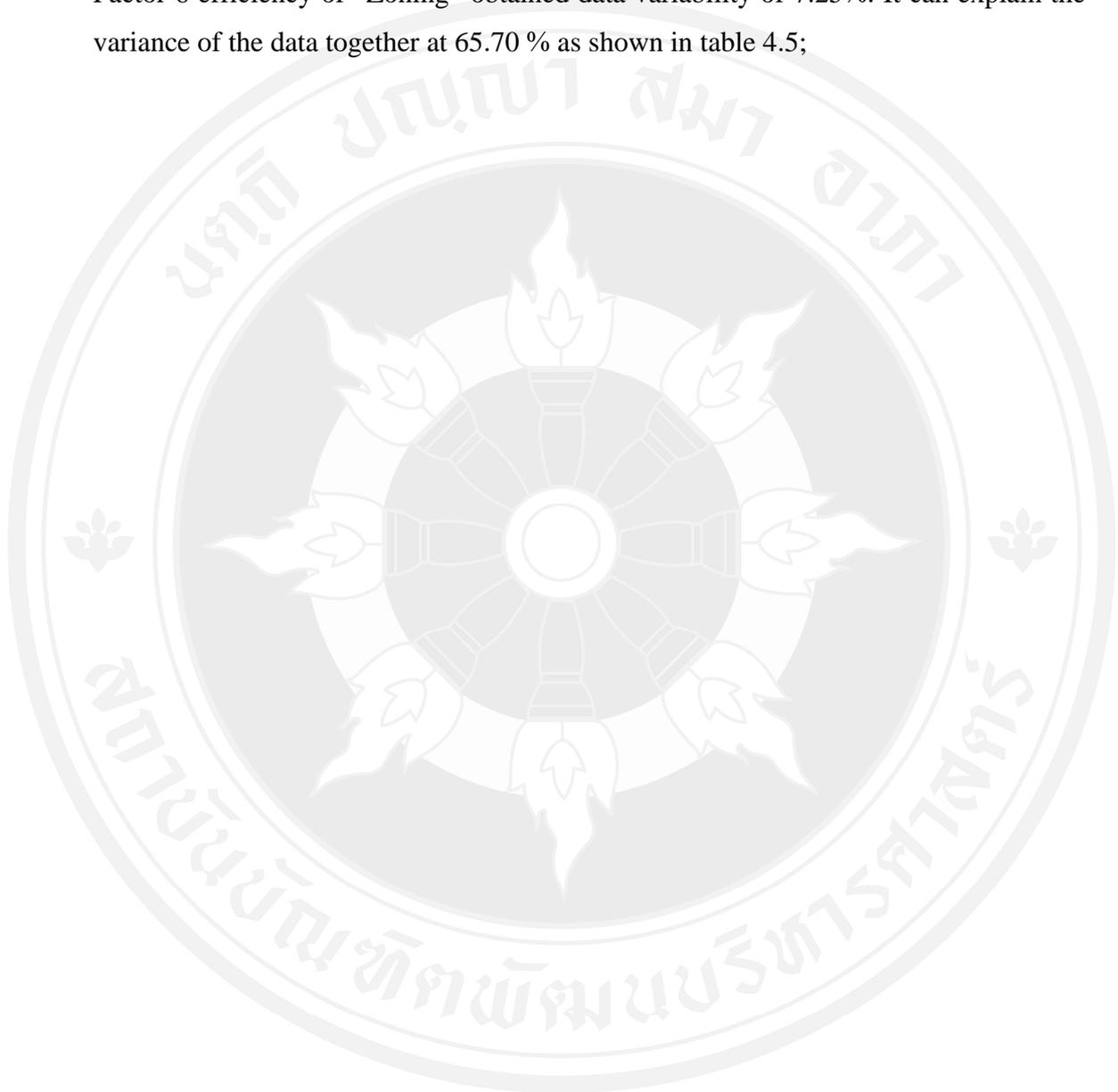


Table 4.5 Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	17.422	44.671	44.671	17.422	44.671	44.671	6.314	16.190	16.190
2	2.595	6.653	51.324	2.595	6.653	51.324	4.714	12.087	28.277
3	1.967	5.044	56.369	1.967	5.044	56.369	4.134	10.599	38.876
4	1.303	3.340	59.709	1.303	3.340	59.709	3.905	10.012	48.887
5	1.280	3.282	62.990	1.280	3.282	62.990	3.729	9.560	58.448
6	1.057	2.709	65.700	1.057	2.709	65.700	2.828	7.252	65.700

Extraction Method: Principal Component Analysis

After the data analysis by the EFA, then the researcher analyzed the data with basic statistics which is mean of efficiency beach management as table 4.6 below;

Table 4.6 Mean of Variables of Efficiency Beach Management

Variables of Efficiency Beach Management	Mean	Level of Efficiency	Range
Factor 1 Efficiency of Physical	3.44	moderate	1
Factor 2 Efficiency of Safety and Support	3.02	moderate	4
Factor 3 Efficiency of Environment	3.03	moderate	5
Factor 4 Efficiency of Hygiene	2.74	moderate	6
Factor 5 Efficiency of Entrepreneurs Management	3.12	moderate	3
Factor 6 Efficiency of Zoning	3.21	moderate	2
Total		3.09 = Moderate	

Factor 1 efficiency of “Physical” consists of 10 variables with the element weight from .773 - .530. The variables related to element 1 are ranked in order of factor loading in descending order as table 4.7 below;

Table 4.7 Efficiency of Beach Physical

No.	Variables	Factor Loading	Mean
1.	The shady and pleasant beach	.77	3.52
2.	The suitable beach width for tourism activities	.77	3.65
3.	The beach has a relaxing atmosphere	.75	3.58
4.	The obviously beautiful beach and landscape	.75	3.62
5.	Beach buildings are in harmony with nature	.74	3.39
6.	The waste management in Patong beach area	.62	3.27
7.	People can walk barefoot on beach floor without danger	.59	3.32

No.	Variables	Factor Loading	Mean
8.	A variety of water activities on Patong Beach	.59	3.40
9.	The waste odor management	.58	3.43
10.	The interest of activities on Patong Beach	.53	3.43
		Total	3.44

Factor 2 efficiency of “Safety and Support” consists of 8 variables with the element weight from .730 - .435. The variables related to element 2 are ranked in order of Factor Loading in descending order as table 4.8 below:

Table 4.8 Efficiency of Safety and Support

No.	Variables	Factor Loading	Mean
1.	The management of suitability infrastructure	.72	3.06
2.	Management of public drinking water sources	.64	2.72
3.	Management of sunbeds and parasols services	.63	3.16
4.	The adequacy and availability of facilities for the disabled	.630	3.04
5.	Safety management for life and property on Patong Beach	.57	3.05
6.	Management of suitability of water activity services	.57	3.27
7.	Water security management	.48	3.26
8.	Management of public parking spaces	.43	2.57
		Total	3.02

Factor 3 efficiency of “Environment” consists of 5 variables with the element weight from .786 - .507. The variables related to element 3 are ranked in order of Factor Loading in descending order as table 4.9 below:

Table 4.9 Efficiency of Beach Environment

No.	Variables	Factor Loading	Mean
1.	The traffic management at Patong beach	.79	2.72
2.	Noise management from entertainment venues to the beach	.78	3.00
3.	Traffic noise management to the beach	.76	3.00
4.	The management of obvious oil spills on the sea surface	.65	3.15
5.	The visibly clear sea water	.50	3.30
		Total	3.03

Factor 4: efficiency of “Hygiene” consists of 4 variables with the element weight from .813 - .728. The variables related to element 4 are ranked in order of Factor Loading in descending order as table 4.10 below:

Table 4.10 Efficiency of Hygiene

No.	Variables	Factor Loading	Mean
1.	Cleanliness of public baths	.81	2.66
2.	Cleanliness of public toilets	.81	2.70
3.	The adequacy and availability of public shower rooms	.77	2.80
4.	The adequacy and availability of public toilets	.72	2.80
		Total	2.74

Factor 5 efficiency of “Entrepreneurs Management” consists of 7 variables with the element weight from .758 - .316. The variables related to element 5 are ranked in order of Factor Loading in descending order as table 4.11 below

Table 4.11 Efficiency of Entrepreneurs' Management

No.	Variables	Factor Loading	Mean
1.	Management of the number of hawker shops and stalls	.75	3.20
2.	Management of the number of beach massage beds	.72	3.20
3.	The readiness management of the tourist service center	.56	3.25
4.	The management of the number of public garbage tanks	.54	3.03
5.	The management of the appropriateness of the prices of tourism products and services in Patong Beach	.46	3.02
6.	The management of the number of restaurants	.43	3.32
7.	The convenience management of the road to Patong beach	.31	3.17
		Total	3.12

Factor 6 efficiency of "Zoning" consists of 5 variables with the element weight from .604 - .424. The variables related to element 6 are ranked in order of Factor Loading in descending order as table 4.12 below:

Table 4.12 Efficiency of Zoning

No.	Variables	Factor Loading	Mean
1.	The appropriateness of entertainment services management	.60	3.40
2.	The management of zoning on Patong beach	.54	3.33
3.	The availability of information signs	.527	3.37
4.	The safety management of the road to Patong beach	.43	2.91
5.	The management of the number of people on Patong Beach	.42	3.03
		Total	3.21

4.1.1.3 Quantitative descriptive results from the stakeholders

The result of descriptive analysis from the stakeholders obtained from the questionnaire about participation levels and demands for participation in Patong beach management. Out of 400 stakeholders who were the respondents divided into 4 parties include the government sector, private sector, public sector and civil society sector. All sectors were stakeholders who live or work on Patong beach and related directly or indirectly by tourism on Patong Beach. The data analyzed as follows.

1) Stakeholder's demographic

Most of the respondents are male for 210 (52.5%), and female for 190 (47.5). The majority of respondents were aged between 26-35 years old, representing 176 (44%) of the respondents. This was followed by groups aged between 36-45 years old 108 (27%) and aged between 15-25 years old for 81 (20.3%).

In term of educational level, 136 (34%) had Bachelor degree education, 126 (31.5%) had secondary level education and 58 (14.5%) respondents had education level in high vocational certificate, respectively.

Most of the respondents work in the private sector for 291 (72.75%), followed by the public sector for 93 (23.25), the government sector for 15 (3.75) and the civil society sector for 1 person (0.25%). And top three of the respondents were live or working in Patong beach for 1 - 5 years 179 (44.7%).

Followed by the respondents who living or working in Patong beach for a period of 6 - 10 years for 90 (22.5%), and living or working in Patong Beach for 11 - 15 years representing as 39 (9.7%).

Data analysis on monthly income (Baht per month), most respondents has a monthly income between 10,000 - 30,000 baht for 242 (60.5%), followed by monthly income between 30,000 - 50,000 baht for 98 (24.5%), and less than 10,000 baht for 34 (8.5%), as presented in table 4.13 below.

Table 4.13 Stakeholder's Demographic Profile

Stakeholder's Demographic	Frequency (N = 400)	Percentage (%)
Gender		
Male	210	52.5
Female	190	47.5
Age		
15 – 25	81	20.3
26 – 35	176	44
36 – 45	108	27
46 – 55	31	7.7
56 years onwards	4	1
Education Level		
Primary School	24	6
Secondary School	126	31.5
Vocational Certificate	50	12.5
High vocational Certificate	58	14.5
Bachelor Degree	136	34
Master Degree and above	6	1.5
Occupation		
Government sector	15	3.75
Private sector	291	72.75
Public sector	93	23.25
Civil society sector	1	0.25

Stakeholder's Demographic	Frequency (N = 400)	Percentage (%)
Period for live or work in Patong Beach		
Less than 1 year	22	5.5
1 – 5 years	179	44.7
6 – 10 years	90	22.5
11 – 15 years	39	9.7
16 – 20 years	21	5.3
21 – 25 years	14	3.5
26 – 30 years	13	3.3
More than 31 years	22	5.5
Income (baht per month)		
Less than 10,000	34	8.5
10,000 – 30,000	242	60.5
30,000 – 50,000	98	24.5
More than 50,000	24	6
No income	2	.5

2) Participation data analysis

The analysis of participation data included with the reasons for participation in Patong beach management and the channel for receiving participation information. Both questions can answer more than 1 choices as follows.

In terms of the reason for participate in Patong beach management, Top three ranking reasons were expectation for the better beach surrounding 179 (44.8%) opportunity to receive news and information 173 (43.3%), and the expectation for personal benefits for 160 (40%) as presented in figure 4.3

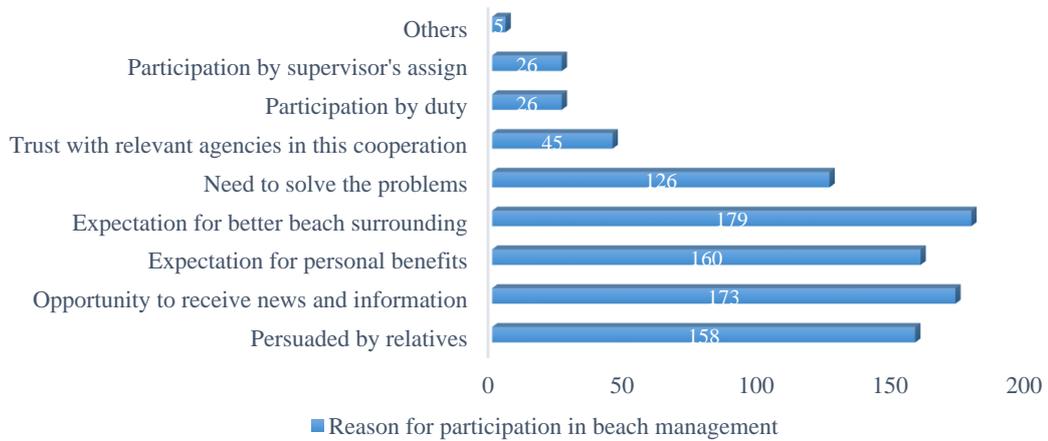


Figure 4.3 Reason for Participation in Patong Beach Management

About the channels for receiving participation information, Top three ranking were channels from relatives introduced for 245 (61.3%), followed by the internet for 211 (52.8%), and by the voice on the line for 51 (12.8%), respectively. as shown in figure 4.4

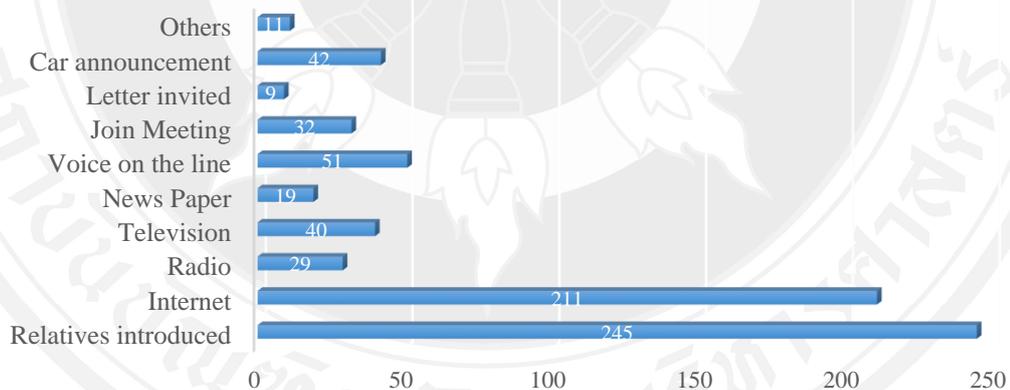


Figure 4.4 Channels for Receiving Participation Information

3) The measurement of the current participation level and demand for participation for Patong Beach management

The analysis results of the current 5 levels of participation in Patong Beach management. The highest participation level in Patong Beach

management were the shared responsibility level ($\bar{x} = 2.5$), followed by the information receiving level ($\bar{x} = 2.48$), the exchange information level ($\bar{x} = 1.85$), the evaluation level ($\bar{x} = 1.81$), and the finally were the implementation level ($\bar{x} = 1.76$). The overall level of participation in Patong beach management is at a low level ($\bar{x} = 2.08$).

The results of demands for future participate in Patong Beach management it was found that highest demand in the future is the shared responsibility level ($\bar{x} = 3.93$), followed by the information receiving level ($\bar{x} = 3.92$), the information exchange level ($\bar{x} = 3.63$), the implement level ($\bar{x} = 3.62$), and the evaluation level ($\bar{x} = 3.58$), respectively. The overall demand for future participation in Patong beach management is at a high level ($\bar{x} = 3.74$).

When considering the gap between the current participation and the demand participation for Patong beach management in future, it was found that the widest gap is the operational level ($\bar{x} = 1.86$), followed by the information exchange level ($\bar{x} = 1.78$), the evaluation level ($\bar{x} = 1.77$), the information receiving level ($\bar{x} = 1.44$), and the smallest gap is the shared responsibility level ($\bar{x} = 1.43$) respectively, as shown in Table 4.14

Table 4.14 Mean scores between the Current Participation and the Demand Participation for Beach Management in the Future

Level/Demand for Participation	Level for Participation	Demand for Participation	Gap between Level and Demand for Participation
Level of receive information	2.48	3.92	1.44
Level of exchange information	1.85	3.63	1.78
Level of the implementation	1.76	3.62	1.86
Level of the evaluation	1.81	3.58	1.77
Level of shared responsibility	2.5	3.93	1.43
Mean (\bar{x})	2.08	3.74	1.66

Therefore, it can be concluded that in the implementation level, it should increase participation in planning among all parties.

(1) Level of implementation (Gap 1.86)

Level of participation: The results of the analysis of the data on the level of participation in the process showed the mean step by step in the selection of suitable agents to take responsibility. It is the highest average of 1.79, followed by participate in the implementation of the plan in which you are responsible with the parties and agencies mean of 1.77, the participation in planning decisions, set objectives mean 1.76 and the participate in the implementation of the plan in other areas with the parties and agencies mean of 1.71. respectively

Demand of participation: The results of the analysis of demand in implementation level found that the selection of suitable agents to take responsibility has highest mean. It is the highest average of 3.64, followed by the participation in planning decisions, set objectives mean 3.63, the participate in the implementation of the plan in which you are responsible with the parties and agencies mean of 3.63, and the participate in the implementation of the plan in other areas with the parties and agencies mean of 3.60 respectively. As show in table 4.15.

Table 4.15 The Average Level of Participation and the Need for Participation and the Gap in Implementation Level

Participation in the Implementation Level	Level of Participation		Demand of Participation		GAP
	Results	Mean	Results	Mean	
Participation in the Implementation Level					
1. the participation in selecting suitable representative.	Low	1.79	High	3.64	1.85
2. the participation in planning decisions, set objectives	Low	1.76	High	3.63	1.87
3. the participate in the implementation of the plan	Low	1.77	High	3.62	1.85

Participation in the Implementation Level	Level of Participation		Demand of Participation		GAP
	Results	Mean	Results	Mean	
in which you are responsible with the parties and agencies.					
4. the participate in the implementation of the plan in other areas with the parties and agencies.	Low	1.71	High	3.60	1.89
Total	Low	1.76	High	3.62	1.86

(2) Level of Exchange information (Gap 1.78)

Participation level: the highest of current participation of the respondents is the participation in problem cause analysis ($\bar{x} = 1.90$), followed by the participation in meetings or opinions for beach management plan proposal ($\bar{x} = 1.85$), the participation in considering or proposing the demand for beach management planning ($\bar{x} = 1.83$) respectively.

Demand for participation: the highest demand for participation is participation in problem cause analysis, representing $\bar{x} = 3.66$. The followed by the participation in meetings or opinions for beach management plan proposal ($\bar{x} = 3.65$), the participation in exchanging information with other parties and the participation in considering or proposing the demand for beach management planning ($\bar{x} = 3.60$), respectively.

When considering the gap between the current participation and the demand participation, it was found that participation with the widest gap are the participation in meetings for beach management plan proposal and the participation in exchanging information with and other parties, representing gap of 1.8, followed by the participation in considering or proposing the demand for beach management planning with gap of 1.77, respectively, as shown in Table 4.16.

Table 4.16 Participation in the Exchange Information Level

Participation in the Information Exchange Level	Level of Participation		Demand of Participation		GAP
	Results	Mean	Results	Mean	
1. the participation in meetings for beach management plan proposal	Low	1.85	High	3.65	1.8
2. the participation in exchanging information with other parties	Low	1.8	High	3.60	1.8
3. the participation in problem cause analysis	Low	1.9	High	3.66	1.76
4. the participation in considering or proposing the demand for beach management planning	Low	1.83	High	3.60	1.77
Total	Low	1.85	High	3.63	1.78

In conclusion of the participation in exchanging level, the stakeholders are most likely to attend meetings to exchange information which is consistent with the first level. They were found that, the stakeholders most likely to receive information. Therefore, it need the policy for better communication between all stakeholders for manage the beach.

(3) Level of the Evaluation (Gap 1.77)

Participation level: the respondents had highest participate in suggesting for better management ($\bar{x} = 1.87$), followed by the participation in monitoring and evaluating beach management ($\bar{x} = 1.86$), the participation in the monitoring the representatives ($\bar{x} = 1.76$), respectively.

Demand for participation: The highest demand of participation is the participation in monitoring and evaluating beach management and the participation in suggesting for better management ($\bar{x} = 3.61$), followed by the

participation in evaluating the satisfaction of the Patong beach management operation ($\bar{x}=3.57$), respectively.

When considering the gap, it was found that participation with the widest gap is the participation in evaluating the satisfaction of the Patong beach management operation ($\bar{x}=1.82$), followed by the participation in the monitoring the representatives ($\bar{x}=1.78$), and the participation in monitoring and evaluating beach management ($\bar{x}=1.75$), respectively, as shown in Table 4.17;

Table 4.17 Participation in Evaluation Level

Participation in Evaluation Level	Level of Participation		Demand of Participation		GAP
	Results	Mean	Results	Mean	
1. the participation in monitoring and evaluating beach management	Low	1.86	High	3.61	1.75
2. the participation in suggesting for better management	Low	1.87	High	3.61	1.74
3. the participation in the monitoring representatives.	Low	1.76	High	3.54	1.78
4. the participation in evaluating the satisfaction of the Patong beach management operation	Low	1.75	High	3.57	1.82
Total	Low	1.81	High	3.58	1.77

(4) Level of Receive information (Gap 1.44)

Participation level: The analysis results of the information receiving level showed that the highest participation is the receiving of news and information for Patong beach management ($\bar{x} = 2.57$), followed by the receiving of Patong beach management information and notification from more than 1 channel ($\bar{x} = 2.54$), the receiving of regular notifications about Patong beach management ($\bar{x} = 2.44$), respectively.

Demand for participation: the highest average of demand participation in this level is being informed that Patong beach will be management ($\bar{x} = 4.07$), followed by the receiving of news and information for Patong beach management ($\bar{x} = 3.92$), the receiving of regular notifications about Patong beach management ($\bar{x} = 3.90$) respectively.

When considering the gap between the current participation and the demand for participation in Patong beach management, it was found that participation with the widest gap is the regular appointment to receive Patong beach management information with gap of 1.54, followed by being informed that Patong beach will be management with gap of 1.53, and the receiving of regular notifications about Patong beach management with gap of 1.46, respectively, as shown in Table 4.18;

Table 4.18 The Gap between the Current Participation and the Demand for Future Participation in Receiving Information Level

Participation in Receiving Information	Level of Participation		Demand of Participation		GAP
	Results	Mean	Results	Mean	
1. being informed that Patong beach will be management	Moderate	2.54	High	4.07	1.53
2. the receiving of news and information for Patong beach management	Moderate	2.57	High	3.92	1.35
3. the receiving of Patong beach	Moderate	2.54	High	3.89	1.35

Participation in Receiving Information	Level of Participation		Demand of Participation		GAP
	Results	Mean	Results	Mean	
	management information and notification from more than 1 channel				
4. the receiving of regular notifications about Patong beach management	Low	2.44	High	3.90	1.46
5. the appointment to receive Patong beach management information	Low	2.32	High	3.86	1.54
Total	Low	2.48	High	3.92	1.44

(5) Level of Shared responsibility (Gap 1.43)

Participation level: The analysis results of the shared responsibility level participation showed that the highest participation is the responsibility in taking care of natural resources and the environment on the beach ($\bar{x} = 2.7$), followed by the participation in operations for better income distribution ($\bar{x} = 2.52$), the shared responsibility in the results of beach management ($\bar{x} = 2.51$), respectively.

Demand for participation: the highest demand for participation is the responsibility in taking care of natural resources and the environment on the beach ($\bar{x} = 4.00$), followed by the shared responsibility in the results of beach management ($\bar{x} = 3.96$), and the participation in operations for better income distribution ($\bar{x} = 3.90$) respectively.

When considering the gap, it was found that participation with the widest gap is the participation for the improvement of water, electricity, telephone and road systems with gap of 1.57, followed by the shared responsibility in the results of beach management with gap of 1.45, and the participation in operations for better income distribution with gap of 1.38, respectively, as shown in table 4.19

Table 4.19 The Gap between the Current Participation and the Demand for Future Participation in Shared Responsibility

Participation in Shared Responsibility	Level of Participation		Demand of Participation		GAP
	Results	Mean	Results	Mean	
1. the shared responsibility in the results of beach management	Moderate	2.51	High	3.96	1.45
2. the responsibility in taking care of natural resources and the environment on the beach	Moderate	2.7	High	4.00	1.3
3. the participation in operations for better income distribution	Moderate	2.52	High	3.90	1.38
4. the participation for the improvement of water, electricity, telephone and road systems	Low	2.27	High	3.84	1.57
Total	Low	2.5	High	3.93	1.43

Before analysis the data by objectives below, the researcher summarized the overview title of each objective as below.

4.2 The context of Patong beach management (Obj. 1)

4.2.1 What is the situation of Patong beach tourism? (Obj1: RQ1)

4.2.2 How is the tourism management in Patong beach? (Obj1:RQ2)

4.2.3 What are the effects of tourism management to Patong beach? (Obj1:RQ3).

4.3 The efficiency of the current beach management of Patong beach. (Obj. 2)

4.3.1 What impresses you about this visit to Patong beach? (Obj.2: RQ4)

4.3.2 What do you want to be improved on Patong Beach?(Obj.2: RQ5).

4.3.3 How personal information of tourists affects the evaluation of the efficiency manage Patong beach? (Obj2: RQ6)

4.4 The participation level and demand for stakeholders participation in Patong beach management. (Obj. 3)

4.4.1 What is the level of stakeholder's participation in Patong beach management? (RQ7)

4.4.2 What is the need of stakeholders' participation in the management of Patong beach? (RQ8)

4.4.3 How does the Personal information affect the stakeholders' participation in the management of Patong beach? (RQ9)

4.2 The Context of Patong Beach Management (Objective 1)

To know the beach management context, the researcher used 3 research questions including;

4.2.1 What is the situation of Patong beach tourism? (Obj1: RQ1)

4.2.2 How is the tourism management in Patong beach? (Obj1:RQ2)

4.2.3 What are the effects of tourism management to Patong beach? (Obj1:RQ3)

4.2.1 What is the Situation of Patong Beach Tourism? (Obj1: RQ1)

To know the context of beach management (Objective1), the researcher asked the research question about the tourism situation of Patong Beach (RQ1) which presented an idea about the background of tourism in Patong Beach, the growth of tourism, the use of the area in Patong Beach and stakeholders who are involved in the management of Patong Beach.

1) The background of Tourism in Patong Beach

In an interview with people who have lived in Patong for a long time about the history, they revealed that before tourism in Patong Beach is known as the world-class today, in the past before 1959. This area was a mountain and a beach that is not popular. There are no more shops and tourism facilities. Therefore, Patong Beach was a peaceful area, suitable for travelers who were peace-loving. At that time,

the majority of local people was a fishermen, and there was no service business. There was only one pioneer hotel which was Patong Beach Hotel. There was still no tourist area in the nightlife area because Soi Bangla was no way out or it was a blind alley. Moreover, the facilities for tourists were not many because there were only 50 umbrellas for tourists. Patong beach in the past had been continuously developed. Because Patong has started to develop areas for tourism and the hotel attracting customers. The way of life in the community began to change. Community and investors paid more attention to tourism. For example, people in Patong started their businesses to provide tourism services such as car rental, apartment for rent, restaurant, etc. In addition, the local government had change many times before has the status as Patong municipality as in the present.

2) Tourism growth

From interviews with various parties such as citizens and entrepreneurs, they state that Patong has rapid tourism growth with a lot of facilities to accommodate. There is a high competition in every business. In the last 10 years, tourism in Patong beach has continued to grow. The main customers are European and Scandinavian tourists. Until about A.D. 2015, there has been management in accordance with government policies, it effected with economy and causing the behavior of tourists to change. Therefore, the main market groups has been changed to Chinese tourists, instead of Europeans and Scandinavians.

The growth of Patong Beach caused foreign investors to invest in many businesses, especially Chinese investors. Usually, Chinese tourists came a lot in early October because it was a holiday celebrating the Chinese National Day or golden week. But since the boat sinking as a news, it make Patong suffered from the negative image causing the amount of Chinese tourists decreasing in Patong Beach.

3) Use of the area in Patong Beach

Patong Beach is a beach with a length of about 3 kilometers, where the Patong Beach area is for tourism, which can be divided into 3 parts, based on the main road route. Tourists are spread all over the road. Route 1 is the area from the beach to the beach road or Taweewong road. The visitors can do a variety of activities from morning to evening. And the beach will be closed after 18.00 P.M. After that, it will be a time for tourists who love nightlife. They will go to Soi Bangla after finished

dinner and shopping or around after 23.00 P.M. In this area, there are entrepreneurs consisting of private entrepreneurs that provide services such as: accommodation business, restaurant business, entertainment operator, pub, bar, public transport, beachfront massage service operator, umbrella, jet ski service provider of Patong Beach, long-tail boat operator for tourism, long-tail boat operators for fisheries, umbrella boat operator, gift shop, stalls and trolley operators along the beach road.

Route 2 is the middle route connecting Route 1 and Route 3. Tourists can walk to the beach front, consisting of areas ranging from behind Rat-U-Thit Road 200 yards to the last road consisting of private entrepreneurs, including accommodation, restaurants, folding bars, shopping malls, shop selling souvenirs and shows, such as Thai boxing. Tourists can shop, eat, watch shows or travel at night. Route 3 consists of areas from the back of the ownership of Road 2 to the mountain line consisting of private operators including accommodation, restaurants, pubs, bars, shopping malls, Souvenir shop etc. and is the location of the government center, local restaurant, car rental shop and the road connecting to other beaches.

In addition, there are 7 famous communities in Patong Beach, consisting of 7 communities: Chai Wat community, Ban Mon community, Ban Sai Nam Yen community, Ban Na Nai community, Ban Khok Makhm community and Ban Kalim community and Patong beach community, which are communities that change to a lodging business. So, it was densely populated in the area because of Thai people from other provinces visited in the area. Every community is governed by the municipality of Patong. In the past, every community had a small number of people because of the mountainous area, but after Patong beach has developed prosperity, tourism and economic growth, resulting in a large number of people coming to make a living and live in long-term; in which all 7 communities are engaged in occupations by building houses for foreigners to rent including accommodation to live for many foreign workers, causing the community to face congestion problems, heavy traffic and a lot of garbage.

4) People who are involved in the management of Patong Beach

From the interview of the parties found that Patong Beach Management consists of many sectors, including government, private, public and civil society. All parties have the same attitude that the main power will be government, namely

Patong Municipality which will have the main power to govern and manage according to the policy. Management does not decentralize much to other sectors except for the order to proceed. And there are also many other government agencies involved in management such as Marine Department, Ministry of Natural Resources and Environment, police, safety department under the governing of municipalities etc. For other sectors, such as the private sector, the public sector, and some civil society groups. There are some groups joining together to manage the beach, for example, the private sector is joining the group of entertainment operators to manage the safety etc. All sectors are well cooperated under the government policies. However, entrepreneurs from all parties said that the government is not decentralized, not yet integrated with much participation and what complaints have not been resolved.

In addition, the interview results from many parties shown that the last major beach management took place in 2014, when the National Council for Peace and Order (NCPO) established beach management measures in the province of Phuket and asked Patong to implement the policy to return the area to the public. Patong Beach is one of the beaches that must comply with the policy. Therefore, the service providers can occupy on the area only 10 percent such as beach umbrellas, beds, beachfront massage and etc. and compensated people who who affected from beach front management.

Table 4.20 Research Question 1

Tourism Situation in Patong Beach				
Issues	Government Sector (GS.) (4)	Private Sector (ES.) (13)	Public Sector (PS.) (9)	Civil Society Sector (CS.) (4)
Background of Tourism in Patong Beach	(GS1), (GS4) The local government had change	(ES2) Local people increase working in tourism and service	(PS2) The way of life change	(CS1) Hotel attracted tourists
	(GS3) Tourism rapidly growth	(ES 7) In the past, had only 50 umbrellas for tourists (ES8) More peaceful in the past (ES9) Soi Bangla was no way out	(PS3) The original area were more natural (PS4) The majority were fishermen (PS6) More investment	(CS4) The citizen was fishermen and agriculture.
Tourism growth	(GS1) Rapid tourism growth (GS 2) Famous all the world	(ES1) tourist no more visit (ES4) reduce revenue (ES5) more tourist in high season	(PS1) tourist around visit Patong beach (PS2) decrease tourists (PS5) decrease amount of	(CS3) full of facilities (CS4) decrease of European tourists

Tourism Situation in Patong Beach

Issues	Government Sector (GS.) (4)	Private Sector (ES.) (13)	Public Sector (PS.) (9)	Civil Society Sector (CS.) (4)
	(GS3) decrease amount of tourist	(ES8) foreign investors invest in many businesses (ES10) tourist's behavior change	Chinese tourists	
Use of the area in Patong Beach	GS2) Tourists do activities in all area. (GS3) There are 3 main roads (GS4) Full of entrepreneur in every area.	(ES3) Tourist is at the beachfront at day time and visited at Soi Bang La at night time. (ES6) Ativities both land and beach. (ES11) Travel all day all night (ES12) Full of tourism business	(PS7) Linking road (PS9) Able to do activities all time (PS10) Consist of communities (PS11) A lot of people in Soi Na Nai	(CS2) Beach users are tourists and entrepreneurs (CS4) Activities available since the sea to route 3
Stakeholders Participation in	(GS1) Command by government	(ES4) The main power from the government.	(PS1) Supervision by Patong Municipality	(CS1) All sector participated

Tourism Situation in Patong Beach

Issues	Government Sector (GS.) (4)	Private Sector (ES.) (13)	Public Sector (PS.) (9)	Civil Society Sector (CS.) (4)
beach management	(GS3) Implementation follow the government policies. (GS4) Others sectors related with the government	(ES7) The private sectors were group together (ES9) many sectors and not work integrated (ES13) Help each other manage to be livable.	(PS3) Every help together (PS8) The National Council for Peace and Order (NCPO) manage the beach	(CS2) Main implement from the government.



4.2.2 How is Patong Beach Tourism Management? (Obj.1: RQ2)

In the study of the management of Patong beach, the researcher found the result of 4 topics from management analysis as follows

1) Legal

(1) Specifying Areas for 10% Use of Beaches

According to the interviews with the Parties, it was found that after the tourism industry has grown, the beachfront has a large number of tourists. So, it caused the beachfront full with umbrellas which covered the scenery and there was no public place for tourists. Therefore, National Council for Peace and Order (NCPO) was implemented beach management by using legal to prevent the entrepreneurs violate into the area as before. There were management of umbrella and bed service providers, and other operators such as hawkers, stalls and beach massages by specifying an area for entrepreneurs to use the area up to 10% of the beachfront area only.

Entrepreneurs must return the area to the public because the state requires only 10% use of the beachfront area. (ES12)

(2) Time Permission for Open-Close Entertainment Service

The entrepreneurs stated that Bangla is a nightlife tourist destination for foreigners. It is also an economic source that generates a large amount of revenue for Patong Beach per night. Normally, tourist behavior is to eat and shop around the beach at approximately 23.00 hrs., they will come to travel in Soi Bangla. In accordance with the law, the entertainment service places must be closed at 24.00 P.M. and must be closed not over than 01.00 A.M. Therefore, it will allow tourists to travel only 1-2 hours. Therefore, all of entertainment entrepreneurs affected from the management and need to negotiate with the government who has the power to implement the policy.

The law requires that the entertainment center must be closed at 24.00 P.M and the entertainment places must be closed at 01.00 A.M so customers can not stay for too long. (ES11)

2) Zoning

(1) Determining the area for the umbrella and bed service providers

From the interview, it was found that in the past, there were entrepreneurs on the beach that providing umbrellas and beds about 59 people. Later, they were managed by establishing a beach bed by joint venture enterprise and selecting only the old service providers who were local people first. The results of management made everyone had equal rights and equally shared income. There was a rule that members cannot be changed each other to do the business instead of them. If the members dead or resignation, it was considered absent from members. But if anyone was sick, they can sign to change relatives to do instead them. As a member of the umbrella business, it will not be able to be bought or changed, and if rented out to others the contract must be changed to a new person. This regulation has already been notified to Patong Municipality. If there is a change of name, it must be changed at Patong Municipality. After that, there were only 5 beach umbrella zones, each zone had 12 persons and only 1 zone had 11 people. All of umbrella business can be set no more than 10 percent of the area. Each zone can be placed about 180 sets (1 set with 1 umbrella and 2 beach beds)

Beach umbrella enterprises are set up to allocate space, establish membership regulations and operations. (ES12)

There is a management according to the government measures to place beds and umbrellas within only 10% of the beach area. (ES7)

(2) Specifying the area for beach massage operators

When interviewing the operators, it was found that after allowing only 10% use of the beach area, beach massage operators are also one of the areas that have been designated as well. Previously, the massager at the beachfront would be a bed massage at the umbrella. Later, after being banned by the government sector, they used the scarf lay on sandy beach. Therefore, the government provided small and temporary massage tents around the beach for 5 spots. It was unable to permanently build buildings for entrepreneurs because of having to return the area to the public.

And the government sector also set a price message management to ensure fairness for tourists.

The massage area is arranged only at the tent. Massage cannot be done at the beach bed like before. (ES8)

(3) Smoking Points Determination

The parties gave an interview that the Patong Municipality has organized smoking management by arranging 26 smoking areas at the beach. Smoking in the public is not allowed. Each point will consist of a cement base containing sand to extinguish and dispose the cigarette butts and the signs indicating the smoking points in English and the graphic symbols to encourage tourists to smoke in arranged areas. If any tourists violate, they will have to be fined. In addition, if tourists enter the Patong beach area and using Thailand SIM cards. They will receive a message asking for cooperation and warning about smoking in public places.

The municipality clearly facilitates the disposal of cigarette butts and signs indicating smoking area. (GS3)

(4) Parking spaces

Formerly, there were a group of public taxi operators in Patong area, which had 84 parking spots waiting to service tourists, and each spot or queue did not have a clear limit number of cars to be parked. From the interview, it was found that tourists and the public did not have a parking. The provincial and district councils had ordered the rearrangement of parking spaces, including parking spots by requiring only 21 out of 84 parking spots, with the emphasis on 9 points at Thaweewong Road (9 spots) and Ratch Uthit 200 years Road (12 spots). Subsequently, a group of public taxi operators in Patong submitted an appeal to increase the area of parking by another 28 spots to a total of 49 spots, but have yet to be allowed to add parking spots. So, the public transportation service providers were suffer from no parking and it was the cause of decrease income.

Every time driving a private car to come to, Patong Beach by myself, the problem I have to face is finding a parking lot. (PS2)

3) Safety and Tourism Support

Safety at Patong Beach is managed by both the government and private sectors including civil society, which has been organized as follows;

(1) Marine Safety Management

a) Lifeguard

Patong Beach has a marine safety management by lifeguard, which assists all tourists who encounter life-threatening water activities under the annual budget of Patong Municipality, a total of 26 people. These staff will be trained by companies in Phuket and have a full set of equipment to help people. They can help at the time that tourists got water accidents. They can do First aid. Moreover, they define swimming spots, give a warning and watch out for safety on the beach during the day and night. Some of them were a part of volunteer, called “Voluntary life guards”. From the data collection, it is found that the staff are not enough to caring the tourists along the beach. So, the private and civil society sectors such as Patong Development Foundation helps organize voluntary lifeguard who are volunteers of the Patong Development Foundation. The staff will have 9 service points along the Patong beach including in front of the Diamond Cliff Hotel, at Laem Phet junction, at the learning center, at the park, at Loma restaurant center, at the alarm tower, at Bang Lom Police Box, at the bathroom and in front of Baan Laimai Hotel.

Patong municipality has organized Lifeguard to protect tourists and citizens' safety. Everyone has passed the water rescue training. (GS2)

There are quite a lot of tourists in Patong, so the staff are not enough. Patong Development Foundation provides security support. (CS2)

b) Flag symbols

Water safety care will use the flag symbol. Each staff member will have a guideline for swimming by using colored flags as red flags is dangerous

sea or do not play in the water. Yellow flag is allow swimming in this area but with care. And the red yellow flag means there are life guards on duty. Swimming is allowed only in the area between these 2 flags which is between yellow flag and red flag. From the interviews, it was found that the reasons caused tourists to encounter water accidents because tourists did not play in the designated areas.

Sometimes tourists do not understand or do not follow the flag symbol until drowning. (GS2)

c) Safety Equipment:

Lifeguard Security also has a complete range of security equipment including radios for communication, telescope, portable oxygen tanks, portable automatic heart pacemakers, plastic stretchers, CPR equipment, portable mouthpiece, fins, foam sticks and medicine bag for first aid etc. However, in the high season, some equipments are not enough or some are in an unavailable condition.

Sometimes the equipment isn't available but it's still good that the lifeguard is skilled and helps many people together. (GS4)

d) Education and Training

Parties gave interviews that Patong Beach has a project to educate and train young people and people interested in emergency help, techniques to help people from the shore such a basic resurrection (CPR), patient transfer and enhancement of understanding skills in seeing signs. There are always collaborative projects from both the public and private sectors, allowing youth and citizens to be able to help lifeguard work. So, it should have the policy to encourage people to participate the project.

There is an education about safe care for youth and citizens every year. (GS2)

e) Safety of property of tourists at the beach front

According to the interviews, it is known that in the past, prior to the beach management, in which there were about 50 beach bed umbrella service providers, each beach bed umbrella would be closed and help to monitor the property of tourists including taking care of cleanliness. After the organization has been established, the custody of the tourists' assets placed on the beach beds must be monitored by the service providers or if the beach areas in the public areas, they must take care of themselves.

We can help tourists take care of only the tourists who use the bed because the tourists are scattered all over the place, unable to take care of all. (ES7)

f) Warning towers

After the tsunami in 2004, the Patong Municipality has created 3 warning towers in 5 languages including Thai, Chinese, Russian, Japanese and English to alert about natural situations that may occur in the event of a disaster.

(2) Road safety management

a) CCTV installation

From the interview, it was found that Patong, by Patong Municipality had install cctv cameras to control security from the beach front to the entire beach. There was also cooperation with the private sector, called “Pineapple Eye Report Project”, in which entrepreneurs, especially the entertainment operators.

All shop operators in Bangla cooperate to installed cameras for the safety of tourists. (ES6)

b) Taking care of security in Soi Bangla

All parties gave interviews that they believe on the security in Soi Bangla because every parties cooperates to help authorities and police for safety and they have the rules that the staff who is in charge of welcoming customers must have a clear name tag to indicate the working place. It is prohibited to drink alcoholic beverages while on duty, cause troubles for tourists. There will be weapon inspection

before going into Soi Bangla and before entering the service place. In addition, more than 100 police officers from Patong police station, tourist police and volunteer staff go on patrols in the area of Soi Bangla, Patong Beach, to build confidence for tourists throughout the night.

There are officers both with uniform and plainclothes police, looking after safety all night ensuring safety. (PS1)

Entrepreneurs have jointly established regulations on tourist services and measures to help ensure safety. (ES11)

c) Traffic

Traffic is organized to reduce accidents on the road by setting a one way route that cannot be reversed which can reduce accidents. But at the pedestrian area next to the beach, there are offenders driving a motorcycle on the sidewalk. If police found that, they will be arrested. In addition, road safety supervision has also been initiated in the campaign to wear helmets by the Patong Municipality in collaboration with the Patong Development Foundation in order to distribute helmets to motorcyclists. This is to create awareness in the use of cars on the road.

Patong Development Foundation helps give out helmet to people. (GS4)

d) Light on the beach

From the interviews found that at the night time, the light at the beach was not shining. At that time, there is no lifeguard after 18.00 pm. Therefore, there is a consideration to add more light in Patong Beach. In the past, Patong received cooperation from the operators who provided the toilet concession of Patong Municipality to cooperate in lighting the bathroom and have staff to monitor. However, there are still tourists and small groups of people who smuggle into the beach at night

Even though there is an additional light, there are still groups that sneak into the beach at night. (PP1)

4) Environment

(1) Cleanliness from garbage

a) Trash disposal point

Trash disposal points will be assigned along the beach for entrepreneurs. It is required that establishments have to clean their shop area properly, and do not place rubbish in front of the street before the time for Entertainment places to be closed for cleanliness and for a good image.

b) Garbage disposal schedule

There is a cleaning policy by setting the trash disposing points throughout the beach. There is also a campaign for operators, especially hotels, to cooperate on the cleanliness by scheduling garbage disposal on the street such as communities and residences to throw rubbish between 18.00 - 22.00 pm. Business areas, such as 200-year Rat Uthit Road, can throw rubbish from 22.00 pm. Entertainment districts such as Bangla Road can litter from 02.00 - 05.00 am. So that the garbage car can pick up at the appointed time in order to reduce the littering and causing foul odor.

Entertainment operators must take care of cleanliness. They must not dispose the rubbish before the closing time. (ES11)

c) The use of technology for waste collection

Technology is used to help with the garbage disposal application “Patong Report”, which can take a photo and notify the staff where the trash is full, there will be staff to collect rubbish immediately.

It is helping the technology trials. The municipality is currently publicizing for the public to use the app to help keep clean. (GS4)

(2) Waste water management

Since Patong Beach has Pak Bang canal connected to the sea, it causing all the water in Patong including the treated water flows into Pak Bang Canal and into the sea. It was resulting in the occurrence of waste water. There is a campaign to prevent communities from pouring waste such as washing water, washing water directly into the river. Therefore, it is necessary to comply with the policy to treat or prevent the release of water into the beach together with all parties.

The researcher summarized the current situation of Patong beach tourism management (Obj.1: RQ2) in Table 4.21 below:

Table 4.21 Summarized of Patong Beach Tourism Management

Patong Beach Tourism Management				
Issues	Government sector (GS.) (4)	Private sector (ES.) (13)	Public sector (PS.) (9)	civil society sector (CS.) (4)
1. Legal				
1) Specifying Areas for 10% Use of Beaches	GS1, GS2, GS4	ES1, ES2, ES3, ES4, ES7, ES8, ES12, ES13	PS1, PS2, PS3, PS7, PS8	
2) Time Permission for Open-Close Entertainment Service	GS1, GS4	ES6, ES11	PS1, PS8	CS1, CS2
2. Zoning				
1) Determining the area for the umbrella and bed service providers	GS1, GS2, GS3, GS4	ES7, ES12		CS1, CS2, CS3
2) Specifying the area for beach massage operators	GS4	ES7, ES8, ES12	PS5, PS6	
3) Smoking Points Determination	GS3, GS4	ES8, ES12, ES13	PS2, PS3, PS8, PS8	CS1, CS2, CS4
4) Parking spaces	GS4	ES3, ES4, ES10	PS3, PS4, PS5, PS6	CS4

3. Safety and Tourism Support

1.) Marine Safety Management

Patong Beach Tourism Management				
Issues	Government sector (GS.) (4)	Private sector (ES.) (13)	Public sector (PS.) (9)	civil society sector (CS.) (4)
- Lifeguard	GS2, GS3, GS4	ES7, ES9, ES12	PS1, PS3	CS2, CS4

4.2.3 What do you Think about the Effect of Patong Beach Tourism? (Obj.1: RQ 3)

When collecting Patong beach management data from a stakeholder, most parties will provide beach management information after implementation of the National Peace and Order Council (NCPO) policy. It has been found that the management of Patong beach today is more tidy. But since the management of Patong beach has been implemented in accordance with the NCPO policy. Thus, no action is taken from the Parties involved as they should, resulting in both positive and negative impacts as follows:

1) Positive impact on Patong beach management

(1) The impact of zoning

a) The beach is better organized

In which the parties stated that the management of space which is allowed to utilize only 10% means that beach front operators have to arrange for laying out umbrellas and setting service areas that are not filled with umbrellas as before, making it look more organized.

In the past, when I looked, I could only see the umbrellas and beds. Now the beach looks more open and tidy. (PS2)

b) Not disturbing tourists

The public said that after management, there is a public space for. Tourists can choose to rent a beach bed or sunbathe in the public area, which will reduce the disturbance of tourists as well.

Once organized, tourists can choose to lie on the beach anywhere. There are public areas for tourists to do more private activities. (PS7)

c) More parking

When the public car park on the beach was combined, the area was returned to the public causing tourists and citizens to have parking spaces both in front of the beach and around Patong Beach

Previously, there was no parking. The parking space was small. If taking a private car, it's hard to find a place to park. (PS6)

d) More clean

Beach management has set the dumping point to be in place. The waste disposal and smoking area has been set. This perform helps the area clean and many parties have cooperated to make the beach cleaner than before.

e) Reducing influential power

Previously, the beach area was occupied by some influential people. Later, when it was managed by the NCPO, the military came in to oversee and use state power to manage. Those groups of people were reduced, and the place was more secure. People can work safely or travel safely.

NCPO came in to reduce the influence of certain groups of people. (ES12)

(2) More safety

Patong beach management makes the area safer because the beach is monitored by soldiers in the area. Together with the operators cooperating in installing CCTV cameras around their workplaces, and there is a time limit for opening-closing the beach. If after 18:00, tourists will not be allowed to swim. In addition, some spots on the beach line have bright lights, making them safer for tourists. There are cctv cameras installed, taking care from the water accidents on the beach, both during the day and night time. Therefore making tourists trust and resulting in a good image for traveling.

2) Negative impacts from Patong beach management

(1) Negative economic impacts:

Managing the beach in regards to return the area to the public space which permission to use only 10% of the beach area. It causing many operators around the beach, including the operators around the beach, to be affected a lot as analyzed as below.

a) The entrepreneurs of beach bed and umbrella

Patong Municipality managing the area and reducing the number of beach bed and umbrella which in the past has 59 spots along the beachfront but nowadays allowed only 5 spots with only 12 service providers per each and only 1 spots with 11 service providers. So, it was causing the beach bed and umbrella as well businessmen who sell water along the beach carrying had less space for services. Moreover, If it was a tourist season, there will be inadequate umbrellas and beds for tourists. So, the tourists to be uncomfortable especially for the elderly and disabled tourists. And directly economic affect to the entrepreneurs because they earn low income.

The law stipulates that umbrellas and bed can be placed not more than 10 percent, so when number of beds and umbrellas is reduced, the income will be reduced as well. (ES7)

b) Public transportation servicer

Formerly, there are more than 1,000 public transportation operators and there were 84 queues parked. However, since NCPO managed the area, Patong municipality allowed to have only 21 parking spots. Which, in each spot necessary to reduce the number of public cars. Therefore, public transportation operators need to find a parking space elsewhere in Patong Beach. So, they did not have space to accommodate public cars to queue for providing service. Tourists who want to use the service must wait for the car causing inconvenience. Some tourists choose to use the car rental instead public transportation. So, the operator solved the problems by bringing the queue of cars near each other into one queue and reduce the number of cars that were waiting. However, there were many public cars in queued. It

causing service providers waiting the queue longtime and therefore some entrepreneurs said that they had almost no income.

I have driven a car for ten years. When it comes to the organization to park like this, every day I rarely get income (ES3)

c) Beachfront Massager

The Patong Beach Massager Therapist Group has organized a beach massage therapist club in accordance with the Patong Municipality's request for cooperation, which is to massage at the beach massage tents provided by the municipality only. The tent will be a temporary tent, not strong and look unattractive. There are only 5 main spots along the beach, each with many tents, which the massagers will rotate and the massagers must obtain a license to be able to work in front of the beach so that they won't be caught. In addition, all massager groups must pay tax annually to Patong Municipality. From the interviews, it was found that this type of management has reduced the number of tourists who come to use the beach. Because in the past, the massagers could walk around to find customers and lay the scarf to message on the beach.

This customer is yours, that customer is mine. Each tent has many massagers, but the price must be according to policy, which will affect revenue. (ES8)

d) Hawker, stall

The seller of hawker and stall has no area and cannot sell at any specific spots. They have to move from place to place. The organizing order to return the public area has been announced to prohibit the hawker to enter into the beach, which is a public area. If they go to sell in the beach area, they will be fined by police or municipal officials fined. So, they being affected because there is no place to sell, and they cannot be fixed anywhere for selling.

I can't sell items on the beach. If the officers see me, I will be fined (ES1)

e) Entertainment and Employees in Entertainment Places

In Soi Bangla, there are about 200 entertainment venues registered with the Entertainment Entrepreneurs Club. Thousands of employees affected by the law requiring service establishments to close faster. It causing all entrepreneurs have lower incomes. They earn less from the tip. In addition, it will cause entertainment operators that pay tax legally to lose a lot of income per night, while some operators have to rent space and pay a high rate of tax, causing some operators to not be able to continue providing services, resulting in a direct economic impact.

Taxes are still the same, but entrepreneur must close faster like the other places, so some entrepreneurs have to close the business. (ES12)

(2) Negative impact on tourism support

a) Negative impact on the determination of smoking points and the waste disposal points

Due to the large number of tourists coming to Patong Beach, but there is less number of littering and smoking and far from the beachfront area. Some tourists may be unable to find the area to litter and neglect to clean, causing the beach area to have cigarette butts or garbages left over.

Trash bins are far away, and there are few, so tourists rarely go to dispose rubbish at the bin. (PS7)

(3) Negative Impact on Safety

a) Foreign Migrant Workers

Workers working in Patong are foreign laborers from many countries working illegally. And another group is a group of Thai people who migrated to work in Patong. They did not move the civil registration or did not register in various professions to search for identity with evidence, resulting in many hidden populations. If they cause any damage, they will be a difficult group to follow. It is unsafe.

There are a lot of people coming to Patong, which makes it difficult to control people, both traveling and working, which may affect the safety. (CS3)

The researchers have summarized the positive and negative effects of Patong beach management in Table 4.22.

Table 4.22 The Effect of Patong Beach Tourism

Issues	The Effect of Patong Beach Tourism			
	Government Sector (GS.) (4)	Private Sector (ES.) (13)	Public Sector (PS.) (9)	Civil Society Sector (CS.) (4)
1. Positive impact on Patong beach management				
1.1 The impact of zoning				
- Better management	GS2, GS4	ES5, ES9, ES11	PS2, PS4,	CS1, CS4
- Not disturbing tourists		ES5	PS2, PS3, PS7, PS8	CS4
- More parking	GS4	ES3, ES4, ES9	PS5, PS6, PS7, ES8	
- More clean	GS1, GS4	ES5, ES6, ES7, ES8, ES9	PS1, PS2, PS8	CS1, CS2, CS3, CS4
- Reducing influential power	GS2	ES1, ES2, ES12	PS3, PS4	CS4
1.2 More safety				
	GS2, GS4	ES5, ES6, ES9, ES11	PS1, PS2, PS3, PS7, PS8	CS1, CS2, CS3, CS4
2. Negative impacts from Patong beach management				
2.1 Negative economic impacts:				
- Entrepreneurs of bed and umbrella	GS2	ES1, ES7, ES12		CS3
- Public transportation operators		ES2, ES3, ES4, ES10	PS2, PS8	CS3
- Beachfront Massager	GS4	ES1, ES8, ES10		
- Hawker, stall		ES1, ES2, ES9, ES10	PS2	CS4
- Entertainment and Employees in	GS4	ES6, ES12		CS1, CS2

Issues	The Effect of Patong Beach Tourism			
	Government Sector (GS.) (4)	Private Sector (ES.) (13)	Public Sector (PS.) (9)	Civil Society Sector (CS.) (4)
Entertainment Service				
2.2 Negative impact on tourism support				
- smoking points and waste disposal points	GS2	ES1, ES2, ES5, ES6, ES7, ES8, ES9, ES12, ES13	PS2, PS3, PS4, PS6, PS7, PS8	CS1, CS4
2.3 Negative Impact on Safety				
- Foreign Migrant Workers	GS4	ES6, ES11	PS1, PS3	CS2, CS3

4.3 The Efficiency of the Current Beach Management of Patong Beach (Objective 2)

The sample groups that used to collect data to obtain research results on evaluation of beach management efficiency were foreign tourists and Thai tourists who came to Patong beach during the data collection, both overnight and non-overnight. They must have previously undertaken tourism activities at the Patong beach. In this research, the sample size was 30 people. The researcher used the 3 research questions below and used the example to interpret the result, TR is abbreviated from Tourist. To answer the efficiency of the current beach management of Patong beach (objective 2), the analysis of research questionnaire which are 4.3.1 - 4.3.3 shown as follows:

4.3.1 What impresses you about this visit to Patong beach? (Obj.2: RQ4)

4.3.2 What do you want to be improved on Patong beach? (Obj.2: RQ5).

4.3.3 How personal information of tourists affects the evaluation of the efficiency manage Patong beach? (Obj2: RQ6)

4.3.1 What Impresses you about this Visit to Patong Beach? (Obj.2: RQ4)

This research question informed various issues about which tourists were impressed with, which means that the management of the beach is good. In collecting data, researcher found 5 topics that catch tourists' impression as follows;

1) Beautiful beach

Beautiful beach is the most impressive issue for both Thai and foreign tourists. They are impressed with the atmosphere and scenery of Patong beach. Especially in the evening that everyone can see the sunset beautifully. Tourists say that the beach is wide, so they can do a lot of activities. They are also impressed by the soft, white sandy beach along the beach.

Patong beach is absolutely beautiful. It's a long and broad beach of pristine and very white sand. (TR15)

2) Facilities

Tourists say that tourism in Patong beach has all the facilities to support tourists, including restaurants, hotels or facilities that support tourism activities such as umbrellas, beach toys, public toilets, public transport or even the services that support the activities of tourists such as Thai massage, shopping malls, various shows, etc. In addition, there are safety supporting facilities that make tourists trust in the safety of the tourist, such as CCTV cameras or water safety equipment, making tourists feel comfortable in traveling.

A popular beach, full of facilities. (TR13)

3) Various Activities

Tourists say that Patong Beach has a lot to do, especially for water activities. Tourists can choose to do according to their interests. In addition, there are a variety of activities that can be visited both day and night on every road in Patong Beach.

Patong beach is a classic nice beach, plenty of water sports on offer and lush clear warm water. (TR14)

4) Easy access

All roads in Patong are connected and not far from the beach. Visitors can walk from the hotel to the beach within a short distance, There are easy access to the beach and tourist can easily access to all places.

The sea was safe and easy to access. (TR1)

5) Safety

Safety is the second issue that tourists are very impressed with. Tourists say that Patong Beach can walk throughout the beach, have high security, have CCTV cameras and have a lifeguard to take care of security, including staff to take care visitors both day and night.

Patong Beach is very crowded with people, not private, but we feel safe. (TR19)

4.3.2 What do You Want to be Improved on Patong Beach? (Obj.2: RQ5)

This research question will help to understand the various issues that tourists need to be improved, which means that the management of the beach management in that area needs to be improved. In collecting data, researchers found 9 issues repeatedly mentioned by tourists as follows;

1) Crowded people

Most tourists comment that Patong Beach has too many people, both tourists who come to sunbath. It causes adequate beach beds and umbrella for tourists who come to do beach activities. Not only that, Patong beach also has many entrepreneurs who provide services such as umbrellas, beds and water sports that can make you feel chaotic. Especially in the evening time, tourists will come out to do a lot of activities on the beach.

Patong is too crowded, not suitable for people who are looking for peace.
(TR26)

2) Bothering from the merchants

Tourists comment on the issue that the merchants bother to sell products and service along the beach and they were not polite. Some groups also have gank sellers make tourists to feel scared. These kinds of behavior can be found in many groups such as public taxi service providers, groups of beach hawkers, groups of water activities such as jet skiing and paragliding, and especially entertainment service providers. It sometimes makes tourists think that it is a scam to sell products, affecting the image and feeling of unsafe to tourists.

Sellers along the beach and Taxi and Tuk Tuk drivers harassing you for fares.
(TR4)

3) Prices of goods and food

Most tourists are foreign tourists and some are Thai tourists. Tourists who use services to buy goods and food comment that the prices of food and goods at Patong Beach are much more expensive than in Phuket town. They want this matter to be solved because they don't want the stores to sell at foreign prices only. Especially in department stores, many different stores have products in no different way. In addition, most of the food sold on the beach is from restaurants. Street food is rarely to be seen. Some groups of tourists prefer to have street food as it is local, unique and cheaper in restaurants, and they want to improve food vendors to cook food more cleanly.

The beach is very beautiful, full of tourists of many nationalities but quite uncomfortable. The food is very expensive, the price is really for foreigner.
(TR25)

4) Noisy from entertainment

Patong is famous for its nightlife. There are many entertainment venues in every alley especially in Soi Bangla. There are a lot of pubs, bars and shows, causing tourists were disturbed by the noise of music. According to tourists evaluating the effectiveness of beach management, it is found that tourists especially foreigners say that Patong Beach is very noisy from the music in entertainment venues. It causing some tourists to choose to live in the city instead of Patong beach.

It stinks urine everywhere even on the beach, bars, ultra-loud music. (TR5)

5) No more parking for tourists

Although Patong beach was managed about parking by NCPO, but the tourists who bring their own cars or rent a car to travel on the beach still encounter with traffic or traffic jams. Most of the people who bring their own cars or rent a car to travel will encounter problems of no parking or hard to find parking because the beach front area has few parking spaces. Therefore, the tourists need to more better parking management.

The atmosphere is bustling, colorful, has many shopping areas. The problem with parking lot is unbearable. Tuk Tuk is everywhere. (TR18)

6) Garbage

Most tourists who come for the first time comment on cleanliness in Patong Beach. Patong beach is not clean yet. There are a lot of rubbish everywhere, causing the beach to still look dirty. According to interviews with tourists, they commented that number of trash bin is too little, however, in the view of some groups of tourists who repeatedly travel to Patong said that Patong Beach is cleaner when compared to the first visit.

The beach is quite dirty. A lot of garbage everywhere. (TR22)

7) Umbrellas and beds

Tourists are of the opinion that sometimes umbrella and bed service provider will try to offer to sell too much, causing tourists to be afraid. In addition, some of the bed umbrellas provided to tourists are old with dirty plastic, causing tourists who use the service want to see the improvement in this regard. In addition, some tourists still think that the beach is full of umbrellas and beds covering the view of the sandy beach.

Nice sand but people who sell the sun loungers and parasols are aggressive and unpleasant - the beds are dirty, plastic. (TR25)

8) The smell of waste

Tourists who sunbathe and sitting on the beach said the beach has a foul odor from urine, causing tourists to not be impressed. In addition, some areas still have a bad smell from surrounding waste, causing to destroy the relaxation atmosphere.

It stinks urine everywhere even on the beach. (TR5)

9) The bathrooms are few and unclean

Some tourists say that if going to the bathroom on the beach, they will go to the hotel because they are not far from the beach. But some use public toilets, which say that the public toilets at Patong Beach are small and some are far to the swimming zone. People use the toilet throughout the day. They are unclean, and should be cleaned all day.

Hotels on the beach will not allow visitors if they are not customers. If using public toilets, they will be far. There are only a few rooms and not clean. (TR28)

From all the issues related to evaluating the effectiveness of Patong beach management. The researcher has included various issues in Table 4.23 as follows:

Table 4.23 Efficiency of Patong Beach Management

Efficiency of Patong Beach Management	Respondents	Total (People)
What impresses you about this visit to Patong beach? (Obj.2: RQ4)		
1. Beautiful beach	TR1, TR2, TR10, TR14, TR15, TR17, TR20, TR21, TR25, TR27, TR29	11
2. Easy access	TR1, TR2, TR3, TR14	4
3. Various Activities	TR13, TR14, TR25	3
4. Facilities	TR13, TR16	2
5. Safety	TR1, TR19	2
What do you want to be improved on Patong Beach? (Obj.2: RQ5)		
1. Crowded people	TR2, TR6, TR8, TR11, TR12, TR13, TR16, TR17, TR20, TR21, TR26	11
2. Bothering from the merchants	TR4, TR6, TR7, TR9, TR10, TR22, TR27	7 5
3. Prices of goods and food	TR2, TR11, TR17, TR21, TR23	4
4. Noisy from entertainment	TR5, TR8, TR9, TR11	3
5. No more parking	TR17, TR18, TR30	3
6. Garbage	TR4, TR9, TR22	3
7. Sunbed and parasol services	TR1, TR10, TR13 TR5, TR11	2 2
8. The smell of waste	TR22, TR28	
9. The bathrooms are few and unclean		

4.3.3 How Personal Information of Tourists Affects the Evaluation of the Efficiency Manage Patong Beach? (Obj2: RQ6)

According to testing the personal information of tourists perceived the evaluation of the efficiency manage Patong beach, the researcher test 4 hypotheses as below:

Hypothesis 1

Ho: Different marital statuses has indifferent perceived on evaluation efficiency of Patong beach management.

H1: Different marital statuses has different perceived on evaluation efficiency of Patong beach management.

Hypothesis 2

Ho: Different educational levels have indifferent perceived on evaluation efficiency of Patong beach management.

H1: Different educational levels have different perceived on evaluation efficiency of Patong beach management.

Hypothesis 3

Ho: Different occupations have indifferent perceived on evaluation efficiency of Patong beach management.

H1: Different occupations have different perceived on evaluation efficiency of Patong beach management.

Hypothesis 4

Ho: Different monthly income has indifferent perceived on evaluation efficiency of Patong beach management.

H1: Different monthly income has different perceived on evaluation efficiency of Patong beach management.

In each hypothesis, the researcher would test the difference between the average values of 3 or more groups of independent variables using the One-Way Analysis of Variance (ANOVA). In case when the results show significant differences at a statistical significance of 0.05, the researcher will continue to test the pairwise by Least significant difference (LSD) method as follows.

4.3.3.1 Testing Hypothesis 1

Ho: Different marital statuses has indifferent perceived on evaluation efficiency of Patong beach management.

H1: Different marital statuses has different perceived on evaluation efficiency of Patong beach management.

The results of the hypothesis testing found that there were 24 items with sig values less than 0.05 significance level. Thus, the key hypothesis (Ho) was rejected. It showed that different statuses have different perceived on evaluation efficiency of Patong beach management as follows.

The beautiful beach and landscape (sig = .000), the shady and pleasant beach (sig = .000), the natural concordance of structure and buildings in the beach area (sig = .000), the relaxing beach atmosphere (sig = .002), the suitable beach width for tourism activities (sig = .001), the safe beach ground that can be walked barefoot without danger from rocks or sharp objects (sig = .048), the cleanliness and waste management in Patong beach (sig = .049), the waste odor management (sig = .015), the visible oil spill management on sea water (sig = .009), the traffic management at Patong Beach (sig = .031), the diversity of activities on Patong beach (sig = .006), the interesting activities on Patong beach (sig = .000), the safety management of the road to Patong beach (sig = .040), the adequacy and availability of public toilets (sig = .007), the adequacy and availability of public showers (sig = .003), the management of the number of restaurants at Patong beach (sig = .003), the management of the number of hawker stalls (sig = .000), the management of the number of beach massage beds (sig = .000), the management of the amount of public garbage bins (sig = .029), the readiness management of tourism service centers (sig = .000), the management of beach security, such as lifeguards, rally points, alert points, first aid points (sig = .002), the management of sun bed and parasol services (sig = 0.016), the management of suitability of water activity services in Patong Beach (sig = .000), the management of zoning on Patong Beach (sig = .000).

According to the above hypothesis testing with a statistically significant difference at the level of 0.05, and the pairwise test by LSD, it was found the results as shown in table 4.24 below.

Table 4.24 Testing Hypothesis 1

Efficiency of Beach Management	Status			
	Single	Married	Widowed	Divorce
The beautiful beach with a clear view				
Single	-	-.40218*		2.01908*
Married		-		2.42126*
Widowed			-	1.78571*
Shady and pleasant beach				
Single	-	-.40239*		1.65076*

Efficiency of Beach Management	Status			
	Single	Married	Widowed	Divorce
Married		-		2.05315*
Widowed			-	1.82143*
The management of structure and buildings in the beach area				
Single	-	-.54289*		1.23664*
Married		-	1.20810*	1.77953*
Beach width for tourism activities				
Single	-	-.21179*		1.59924*
Married		-		1.81102*
Widowed			-	1.28571*
The safe beach ground that can walk				
Single	-			1.28626*
Married		-		1.41732*
Widowed			-	1.71429*
The waste management.				
Single	-			1.22137*
Married		-		1.40157*
The waste odor management				
Single	-			1.76336*
Married		-		1.78346*
Widowed			-	1.64286*
The management of oil spills on the sea surface				
Single	-			1.63740*
Married		-		1.74409*
The traffic management at Patong beach				
Single	-	-.31535*	-	-
The activity varieties on Patong Beach				
Single	-	-	.82552*	1.39695*
Married		-	.94038*	1.51181*
The interest of activities on Patong Beach				
Single	-	-	1.14177*	1.92748*

Efficiency of Beach Management	Status			
	Single	Married	Widowed	Divorce
Married	-	-	1.28909*	2.07480*
The safety management of the road.				
Single	-	-	.95802*	-
Married	-	-	.91339*	-
The adequacy and availability of public toilets				
Single	-	-.24785*	.88713*	-
Married	-	-	1.13498*	1.24213*
The adequacy and availability of public shower rooms				
Single	-	-.33326*	.99182*	-
The management of the number of restaurant				
Single	-	-	-	1.54008*
Married	-	-	.88526*	1.70669*
The management of the number of hawker shops and stalls				
Single	-	-.32286*	.84024*	-
Married	-	-	1.16310*	1.19882*
The management of the number of beach massage beds				
Single	-	-.21741*	-	1.65267*
Married	-	-	.79865*	1.87008*
The management of the number of public garbage tanks				
Single	-	-	.86478*	-
Married	-	-	1.00675*	-
The readiness management of the tourist service center				
Single	-	-	.97764*	1.51336*
Married	-	-	1.04499*	1.58071*
The beach security management				
Single	-	-	1.25191*	-
Married	-	-	1.37008*	-

Efficiency of Beach Management	Status			
	Single	Married	Widowed	Divorce
The management of sunbed and parasol services				
Single	-	-.26654*	-	-
Married		-	-	1.10433*
The management of suitability infrastructure such as water, electricity, telephone				
Single	-	-	1.41767*	1.52481*
Married		-	1.52868*	1.63583*
The management of zoning on Patong beach				
Single	-	-	1.04635*	1.83206*
Married		-	1.14736*	1.93307*

For efficiency of Patong beach management in terms of beautiful beach with a clear view of the landscape, there are 4 different pairs. Tourists with married status, single status and widowed status have more opinions on efficiency of Patong beach management than tourists with divorce status (2.42126*, 2.01908*, 1.78571*), respectively. Also, tourists with married status have more opinions on efficiency of Patong beach management than tourists with single status (.40218*).

For efficiency of Patong beach management in terms of shady and pleasant beach, there are 4 different pairs. Tourists with married status, widowed status and single status have more opinions on efficiency of Patong beach management than tourists with divorce status (2.05315*, 1.82143*, 1.65076*), respectively. Also, the tourists with married status have more opinions on efficiency of Patong beach management than tourists with single status (.40239*).

For efficiency of Patong beach management in terms of the natural concordance of structure and buildings in the beach area, there are 4 different pairs in total. Single status tourists have more opinions on efficiency of Patong beach management than tourists with divorce status (1.23664*). Married status tourists have more opinions on efficiency of Patong beach management than tourists with divorce status (1.77953*), widowed status (1.20810*) and single status (.54289*), respectively.

For efficiency of Patong beach management, in terms of beach width for tourism activities, there are 4 different pairs in total. Tourists with single and widowed status have more opinions on efficiency of Patong beach management than tourists with divorce status (1.81102*, 1.59924*, 1.28571*). Also, tourists with married status has more opinions on efficiency of Patong beach management than tourists with single status (.21179*), respectively.

For efficiency of Patong beach management, in terms of safe beach ground that can be walked barefoot without danger from rocks or sharp objects, there are 3 different pairs in total. Tourists with widowed, married and single status have more opinions on efficiency of Patong beach management than tourists with divorce status (1.71429*, 1.41732*, 1.28626*), respectively.

For efficiency of Patong beach management, in terms of waste management in Patong beach, there are 2 different pairs in total. Tourists with married status and single status have more opinions on efficiency of Patong beach management than tourists with divorce status (1.40157*, 1.22137*), respectively.

For efficiency of Patong beach management, in terms of waste odor management, there are 3 different pairs in total. Tourists with single status and widowed status have more opinions on efficiency of Patong beach management than tourists with divorce status (1.78346*, 1.76336*, 1.64286*), respectively.

For efficiency of Patong beach management, in terms of the management of visible oil spills on sea surface, there are 2 different pairs in total. Tourists with married status and Single have more opinions on efficiency of Patong beach management than tourists with divorce status (1.74409*, 1.63740*), respectively.

For efficiency of Patong beach management, in terms of traffic management in Patong beach area, there is only 1 different pair. Tourists with marital status have more opinions on efficiency of Patong beach management than tourists with single status (.31535*).

There were 4 different pairs on efficiency of Patong beach management in the variety of activities on Patong Beach which were the single status tourists having higher opinions towards Patong beach management than divorced and widowed tourists (1.39695*, .82552*), respectively, and the married tourists having

higher opinions towards Patong beach management than divorced and widowed tourists (1.51181*, .94038*), respectively.

There were 4 different pairs on efficiency of Patong beach management in the interesting activities on Patong Beach which were the single status tourists having higher opinions towards Patong beach management than divorced and widowed tourists (1.92748*, 1.14177*), respectively, and the married tourists having higher opinions towards Patong beach management than divorced and widowed tourists (2.07480*, 1.28909*), respectively.

There were 2 different pairs on efficiency of Patong beach management in road safety entering Patong Beach which were single status and married tourists having higher opinions towards Patong beach management than widowed tourists (.95802*, .91339*), respectively.

There were 4 different pairs on efficiency of Patong beach management in the sufficiency and readiness of public toilet which were the single status tourists having higher opinions towards Patong beach management than widowed tourists (.88713*). The married tourists having higher opinions towards Patong beach management than widowed and divorced tourists (1.13498*, 1.24213*) and the married tourists having higher opinions towards Patong beach management than single tourists (.24785*), respectively.

There were 2 different pairs on efficiency of Patong beach management in the sufficiency and readiness of public shower rooms which were single status tourists having higher opinions towards Patong beach management than widowed tourists (.99182*) and the married tourists having higher opinions towards Patong beach management than single tourists (.33326*), respectively.

There were 3 different pairs on efficiency of Patong beach management in the amount of restaurants which were single status tourists having higher opinions towards Patong beach management than divorced tourists (1.54008*) and the married tourists having higher opinions towards Patong beach management than divorced and widowed tourists (1.70669*, .88526*), respectively.

There were 4 different pairs on efficiency of Patong beach management in the amount of stores, stalls which were the single status tourists having higher opinions towards Patong beach management than widowed tourists (.84024*) and the

married tourists having higher opinions towards Patong beach management than divorced and widowed tourists (1.19882*, 1.16310*) and the married tourists having higher opinions towards Patong beach management than single tourists (.32286*), respectively.

There were 4 different pairs on efficiency of Patong beach management in the amount of massage beds which were the single status tourists having higher opinions towards Patong beach management than divorced tourists (1.65267*) and the married tourists having higher opinions towards Patong beach management than divorced, widowed and single tourists (1.87008*, .79865*, .21741*), respectively.

There were 2 different pairs on efficiency of Patong beach management in the amount of public bins which were the married and single status tourists having higher opinions towards Patong beach management than widowed tourists (1.00675*, .86478*).

There were 4 different pairs on efficiency of Patong beach management in the readiness of tourist center which were the single status tourists having higher opinions towards Patong beach management than divorced and widowed tourists (1.51336*, .97764*), and the married tourists having higher opinions towards Patong beach management than divorced and widowed tourists (1.58071*, 1.04499*) respectively.

There were 2 different pairs on efficiency of Patong beach management in the water security such as water safety officer, assembly point, first aid point which were the married and single status tourists having higher opinions towards Patong beach management than widowed tourists (1.37008*, 1.25191*), respectively.

There were 2 different pairs on efficiency of Patong beach management in the services of sunbathing beds and umbrellas which were the married tourists having higher opinions towards Patong beach management than divorced and single tourists (1.10433*, .26654*), respectively.

There were 4 different pairs on efficiency of Patong beach management in the appropriation of water activity service which were the single status tourists having more opinions towards Patong beach management than divorced and widowed tourists (1.52481*, 1.41767*), and the married tourists having higher opinions

towards Patong beach management than divorced and widowed tourists (1.63583*, 1.52868*) respectively.

There were 4 different pairs on efficiency of Patong beach management in the zoning management of Patong beach which were the single status tourists having more opinions towards Patong beach management than divorced and widowed tourists (1.83206*, 1.04635*), and the married tourists having higher opinions towards Patong beach management than divorced and widowed tourists (1.93307*, 1.14736*) respectively.

Absolutely for testing hypothesis 1 it was found that, the tourists who were married and single status will perceived on evaluation efficiency of Patong beach management more than tourists who were widowed and divorce.

4.3.3.2 Testing hypothesis 2

Ho: Different educational levels have indifferent perceived on evaluation efficiency of Patong beach management.

H1: Different educational levels have different perceived on evaluation efficiency of Patong beach management.

The result of hypothesis examination found that there were 9 items with sig value less than significance level 0.05, therefore main hypothesis (Ho) was denied which meant different education levels have different perceived on evaluation efficiency of beach management as followed.

The sea water was clear and able to see with bare eyes (sig = .033), the management of traffic noise affecting beach (sig = .006), the management of entertainment avenues noise affecting beach (sig = .040), the traffic management in Patong beach (sig = .036), the management of appropriate goods and services price in the area of Patong beach (sig = .007), the management of the amount of beach massage beds (sig = .016), the management of the water security such as water safety officer, assembly point, first aid point (sig = .015), the management of water activity service in the area of Patong beach (sig = .035), the management of the appropriate entertainment avenue service (sig = .041).

From the hypothesis test with the different statistical significance at 0.05 above and tested in pair with LSD method found that different education levels

have different perceived on evaluation efficiency of beach management at for 9 pairs as shown in table 4.25

Table 4.25 Testing Hypothesis 2

Efficiency of Beach Management	Education Levels		
	Below Bachelor	Bachelor	Higher than Bachelor
The visibly clear sea water	below Bachelor	Bachelor	Higher than Bachelor
	-	.32982*	-
Traffic noise management to the beach	below Bachelor	Bachelor	Higher than Bachelor
	-	.49386*	-
The management of noise from entertainment venues to the beach	below Bachelor	Bachelor	Higher than Bachelor
	-	.36930*	-
The traffic management at Patong beach	below Bachelor	Bachelor	Higher than Bachelor
	-	.46491*	-
The management of the price appropriateness of goods and tourism services.	below Bachelor	Bachelor	Higher than Bachelor
	-	-	-.53636*
	Bachelor	-	-.47847*
The management of the number of beach massage beds	below Bachelor	Bachelor	Higher than Bachelor
	-	-.37193*	-.46061*
The beach security management, such as safe guard, rally point, alert spot, first aid point.	below Bachelor	Bachelor	Higher than Bachelor
	-	-	-.54848*
	Bachelor	-	-.33620*
The management of suitability	below Bachelor	Bachelor	Higher than Bachelor

Efficiency of Beach Management	Education Levels		
	Below Bachelor	Bachelor	Higher than Bachelor
infrastructure such as water, electricity, telephone	Bachelor		Bachelor
below Bachelor	-	-	-.49394*
The appropriateness of entertainment services management	below Bachelor	Bachelor	Higher than Bachelor
below Bachelor	-	-	-.50758*

There was 1 pair on efficiency of beach management in term of clear sea water and able to see with bare eyes which was the tourists with education level lower than bachelor's degree having higher opinions towards efficiency of Patong beach management than the tourists with bachelor's degree (.32982*).

There were 2 pairs on efficiency of beach management in term of the management of traffic noise affecting beach which were the tourists with education level lower than bachelor's degree having higher opinions towards Patong beach management than the tourists with bachelor's degree (.49386*) and the tourists with education level higher than bachelor's degree having higher opinions towards efficiency of Patong beach management than the tourists with bachelor's degree (.36204*).

There was 1 pair on efficiency of beach management in term of the management of entertainment avenues noise affecting beach which was the tourists with education level lower than bachelor's degree having higher opinions towards efficiency of Patong beach management than the tourists with bachelor's degree (.36930*).

There was 1 pair on efficiency of beach management in term of traffic management in the area of Patong beach which was the tourists with education level lower than bachelor's degree having higher opinions towards efficiency of Patong beach management than the tourists with bachelor's degree (.46491*).

There were 2 pairs on efficiency of beach management in term of appropriate goods and services price in the area of Patong beach which were the

tourists with education level higher than bachelor's degree having higher opinions towards efficiency of Patong beach management than the tourists with bachelor's degree and lower (.53636*, .47847*).

There were 2 pairs on efficiency of beach management in term of the amount of beach massage beds which were the tourists with education level higher than bachelor's degree having higher opinions towards efficiency of Patong beach management than the tourists with lower than bachelor's degree (.46061*) and the tourists with bachelor's degree having higher opinions towards efficiency of Patong beach management than the tourists with lower than bachelor's degree (.37193*).

There were 2 pairs on efficiency of beach management in term of the water security such as water safety officer, assembly point, first aid point which were the tourists with education level higher than bachelor's degree having higher opinions towards efficiency of Patong beach management than the tourists with bachelor's degree and lower (.54848*, .33620*), respectively.

There was 1 pair on efficiency of beach management in term of water activities service in the area of Patong beach which was the tourists with education level higher than bachelor's degree having higher opinions towards efficiency of Patong beach management than the tourists with lower than bachelor's degree (.49394*).

There was 1 pair of beach management efficiency evaluation in term of the appropriate entertainment avenue service which was the tourists with education level higher than bachelor's degree having higher opinions towards Patong beach management than the tourists with lower than bachelor's degree (.50758*).

The summary of testing hypothesis 2 was found that, the respondents who have education level in higher than Bachelor degree perceived on efficiency of beach management more than the respondents who have Bachelor and below bachelor, respectively.

4.3.3.3 Testing hypothesis 3

Ho: Different occupations have indifferent perceived on evaluation efficiency of Patong beach management.

H1: Different occupations have different perceived on evaluation efficiency of Patong beach management.

The result of hypothesis examination found that there were 7 items with sig value less than significance level 0.05, therefore main hypothesis (Ho) was denied which meant different occupations have different perceived on evaluation efficiency of Patong beach management as followed.

The beach has suitable environment for the relaxation (sig = .021), the management of Patong beach convenient entrance (sig = .001), the management of appropriate goods and services price in the area of Patong beach (sig = .024), the management of the amount of stores and stalls (sig = .014), the management of the amount of beach massage beds (sig = .025), the readiness of tourist center (sig = .036), the management of zoning in the area of Patong beach (sig = .025).

From the hypothesis test with the different statistical significance at 0.05 above and tested in pair with LSD method. There were 5 different pairs on efficiency of beach management in term of relaxing environment which were the tourist with retirement having higher efficiency towards Patong beach management than the tourist with the occupations of agriculturist / business owner / private business and student (.92857*, .65148*, .81756*) and the tourists with the occupations of public servant and private company employee having higher evaluation towards Patong beach management than business owner / private business (.46417*, .38898*), respectively as shown in table 4.26

Table 4.26 Testing Hypothesis 3

Efficiency of Beach Management	Occupations						
	Agriculturalist	Work in Gov.	Private Company	Student	Business Owner	Retirement	Other
The beach has a relaxing atmosphere							
Agriculturalist	-					-.92857*	
Work in Gov.		-			.46417*		
Private Company			-		.38898*		
Student				-		-.65148*	
Business Owner					-	-.81756*	
The convenience management of roads to Patong beach							
Agriculturalist	-					-3.14286*	
Work in Gov.		-				-2.63033*	
Private Company			-			-2.90000*	
Student				-		-2.91133*	
Business Owner					-	-2.94062*	
Retirement						-	2.20130*
The management of the price appropriateness of goods and tourism services in Patong Beach							
Agriculturalist	-	.72807*			-.62048*	-.92857*	-.86364*
Work in Gov.		-		.43497*			
Student				-	-.32738*	-.63547*	
The management of the number of hawker shops and stalls							

Efficiency of Beach Management	Occupations						
	Agriculturalist	Work in Gov.	Private Company	Student	Business Owner	Retirement	Other
Agriculturalist	-	-.72431*				-.61102*	-1.10390*
Work in Gov.		-	.31479*	.37825*			
Private Company			-				-.69437*
Student				-			-.75784*
The management of the number of beach massage beds							
Agriculturalist	-	-.86717*		-.54926*	-.77797*	-.78571*	-.79221*
Work in Gov.		-	.37193*	.31791*			
Private Company			-		-.28273*		
The readiness management of the tourist service center							
Agriculturalist	-	-.67168*	-.66667*			-1.00000*	
Work in Gov.		-					
Private Company			-	.25164*			
Student				-		-.58498*	
The management of zoning on Patong beach							
Agriculturalist	-	-.92231*	-1.01905*	-.96798*	-.77625*	-.92857*	-.93506*

There were 6 different pairs on efficiency of beach management in term of Patong beach convenient entrance which were the tourist with the occupations of agriculturist / business owner / private business / student / private company and public servant having higher evaluation towards Patong beach management than the tourists with retirement (.3.14286*, 2.94062*, 2.91133*, 2.90000*, 2.63033*), respectively. The tourist with retirement having higher perceived on efficiency towards Patong beach management than tourists with other occupations (2.20130*), respectively.

There were 7 different pairs perceived on efficiency towards Patong beach management in term of the appropriate goods and services price in the area of Patong beach which were the tourist with the occupations of business owner / private business / student / public servant and retirement having higher perceived on efficiency towards Patong beach management than the agriculturist (.92857*, .86364*, .72807*, .62048*, .29310*), respectively and the business owner / private business having higher perceived on efficiency towards Patong beach management than the student (.43497*), respectively.

There were 7 different pairs on perceived toward efficiency of Patong beach management in term of the stores and stalls which were the tourist with the occupations of other / public servant and business owner / private business having higher perceived on efficiency towards Patong beach management than the agriculturist (1.10390*, .72431*, .61102*), respectively. The public servant having higher perceived on efficiency towards Patong beach management than the student and private company employee (.37825*, .31479*) and other occupations having higher perceived on efficiency towards Patong beach management than the student and private company employee (.75784*, .69437*), respectively.

There were 8 different pairs of beach management efficiency in term of the amount of beach massage beds which were the tourist with the occupations of other / retirement and student having higher perceived on efficiency towards Patong beach management than the agriculturist (.86717*, .79221*, .78571*, .77797*, .54926*) and public servant having higher perceived on efficiency towards Patong beach management than private company employee and student (.37193*, .31791*) and the business owner / private business having higher perceived on efficiency

towards Patong beach management than private company employee (.28273*), respectively.

There were 5 different pairs of beach management efficiency in term of the readiness of tourist center which were the tourist with the occupations of retirement / public servant and private company employee having higher evaluation towards Patong beach management than the agriculturist (1.00000*, .67168*, .66667*). The retirement and private company employee tourist having higher perceived on efficiency towards Patong beach management than the student (.58498*, .25164*), respectively.

There were 6 different pairs of beach management efficiency in term of zoning in the area of Patong beach which were the tourist with the occupations of retirement / public servant / private company employee / student and business owner / private business having higher perceived on efficiency towards Patong beach management than the agriculturist (1.01905*, .96798*, .93506*, .92857*, .92231*, .77625*), respectively.

In can summary testing hypothesis 3 that, the respondents who were the retires will perceived on evaluation efficiency of Patong beach management lower than other occupations.

4.3.3.4 Testing Hypothesis 4

Ho: Different monthly income has indifferent perceived on evaluation efficiency of Patong beach management.

H1: Different monthly incomes has different perceived on evaluation efficiency of Patong beach management.

The result of the forth hypothesis examination found that there were 8 items with sig value less than significance level 0.05, therefore main hypothesis (Ho) was denied which meant different income does not have perceived on evaluation efficiency of Patong beach management as followed.

The beach management on clean of trashes around Patong beach (sig = 0.22), the management of public toilets efficiency and readiness (sig = .005), the management of the amount of beach massage beds (sig = .019), the readiness of tourist center (sig = .000), the management of the management of the water security

such as water safety officer, assembly point, first aid point (sig = .036), the management of sunbathing beds and umbrellas service (sig = .042).

From the hypothesis test with the different statistical significance at 0.05 above and tested in pair with LSD method found that 5 different pairs of beach management which are efficiency in term of clean of trashes in the area of Patong beach which were the tourists with income between 10001-30000 THB having higher evaluation towards Patong beach management than the tourists with income between 60001-90000 THB, more than 15001 THB and between 12001-15000 THB (.55108*, .50788*, .53058*) and the tourists with income between 30001-60000 THB having higher evaluation towards Patong beach management than the tourists with income between 60001-90000 THB and higher than 15001 THB (.39087*, .37037*), respectively as show in table 4.27.

Table 4.27 Testing Hypothesis 4

Efficiency of Beach Management	Tourist's income						
	below 10,000 baht	10001- 30000	30001- 60000	60001- 90000	90001- 120000	120001- 150000	high than 150001
The waste management in Patong beach area							
10001-30000	-	-	-	.55108*	-	.50788*	.53058*
30001-60000	-	-	-	.39087*	-	-	.37037*
The adequacy and availability of public toilets							
10001-30000	-	-	-	.69684*	-	.94224*	.55663*
30001-60000	-	-	-	.38348*	-	.62887*	-
60001-90000	-	-	-	-	-	-	-
90001- 120000	-	-	-	.48556*	-	.73095*	-
The adequacy and availability of public shower rooms							
10001-30000	-	-	-	.64867*	-	.83646*	.66322*
90001- 120000	-	-	-	.49924*	-	.68703*	-
The management of the number of beach massage beds							
10001-30000	.58140*	.39958*	.70640*	-	-	-	.43325*
90001- 120000	-	-	-	.44415*	-	-	-

Efficiency of Beach Management	Tourist's income						
	below 10,000 baht	10001- 30000	30001- 60000	60001- 90000	90001- 120000	120001- 150000	high than 150001
120001- 150000	-	-	-	.47984*	-	-	
The management of the number of public garbage tanks							
10001-30000 high than 150001	.63663*	-	.54193*	.77949*	.53290*	.54389*	.39126*
	-	-	-	.38823*	-	-	-
The readiness management of the tourist service center							
below 10,000	-	-	-	.78571*	-	-	.53241*
10001-30000	-	-	-	.67234*	-	-	.41904*
30001-60000	-	-	-	.59506*	-	-	.34175*
90001- 120000	-	-	-	.54369*	-	-	-
The beach security management, such as safe guard, rally point, alert spot, first aid point							
10001-30000	-	-	-	.54734*	-	.64066*	-
30001-60000	-	-	-	.41955*	-	.51287*	-
The management of sunbed and parasol services							
Below 10,000	-	-	-	.67857*	-	-	-
10001-30000	-	-	-	.50415*	-	-	-
30001-60000	-	-	-	.43110*	-	-	-
90001- 120000	-	-	-	.45517*	-	-	-
120001- 150000	-	-	-	.46889*	-	-	-

There were 7 different pairs of beach management efficiency in term of public toilets efficiency and readiness which were the tourists with income between 10001-30000 THB having higher perceived on evaluation efficiency of Patong beach management than the tourists with income between 60001-90000 THB, 12001-15000 THB and higher than 15001 THB (.94224*, .69684*, .55663*). The tourists with income between 30001-60000 THB having higher perceived on evaluation efficiency of Patong beach management than the tourists with income between 12001-15000 THB and 60001-90000 THB (.73095*, .48556*).

There were 5 different pairs of beach management efficiency in term of shower rooms toilets efficiency and readiness which were the tourists with income between 10001-30000 THB having higher perceived on evaluation efficiency of Patong beach management than the tourists with income between 12001-15000 THB, higher than 15001 THB and 60001-90000 THB (.83646*, .66322*, .64867*). The tourists with income between 90001-120000 THB having higher perceived on evaluation efficiency of Patong beach management than the tourists with income between 120001-150000 THB and the tourists with income between 12001-15000 THB, higher than 15001 THB and 60001-90000 THB (.83646*, .66322*, .64867*). The tourists with income between 60001-90000 THB (.68703*, .49924*), respectively.

There were 6 different pairs of beach management efficiency in term of the amount of beach massage beds which were the tourists with income between 10001-30000 THB having higher perceived on evaluation efficiency of Patong beach management than the tourists with income between 30001-60000 THB, less than 10,000 THB, higher than 15001 THB and between 10001-30000 THB (.70640*, .58140*, .43325*, .39958*). Moreover, the tourists with income between 120001-150000 THB and between 90001-120000 THB having higher perceived on evaluation efficiency of Patong beach management than the tourists with income between 60001-90000 THB (.47984*, .44415*).

There were 7 different pairs of beach management efficiency in term of the amount of public bins which were the tourists with income between 10001-30000 THB having higher perceived on evaluation efficiency of Patong beach management than the tourists with income between 60001-90000 THB, less than 10,000 THB, 120001-150000 THB, 30001-60000 THB, 90001-120000 THB and more than 150001 THB (.77949*, .63663*, .54389*, .54193*, .53290*, .39126*), respectively. Moreover, the tourists with income between 150001 THB having higher perceived on evaluation efficiency of Patong beach management than the tourists with income between 60001-90000 THB (.38823*).

There were 7 different pairs of beach management efficiency in term of the amount of tourist center readiness which were the tourists with income less than 10,000 THB, between 10001-30000 THB, 30001-60000 THB and 90001-120000

THB having higher perceived on evaluation efficiency of Patong beach management than the tourists with income between 60001-90000 THB (.78571*, .67234*, .59506*, .54369*), respectively. The tourists with income less than 10,000 THB, 10001-30000 THB and 30001-60000 having higher perceived on evaluation efficiency of Patong beach management than the tourists with income higher than 150001 THB (.53241*, .41904*, .34175*).

There were 4 different pairs of beach management efficiency in term of the water security such as water safety officer, assembly point, first aid point which were the tourists with income 10001-30000 THB 60000 having higher perceived on evaluation efficiency of Patong beach management than the tourists with income between 60001-90000 THB and 120001-150000 THB (.64066*, .54734*). Moreover, the tourists with income between 30001-60000 THB having higher perceived on evaluation efficiency of Patong beach management than the tourists with income between 60001-90000 THB and 120001-150000 THB (.51287*, .41955*).

There were 4 different pairs of beach management efficiency in term of the services of sunbathing beds and umbrellas which were the tourists with income less than 10,000 THB, between 10001-30000 THB, 120001-150000 THB, 90001-120000 THB and 30001-60000 THB having higher perceived on evaluation efficiency of Patong beach management than the tourists with income between 60001-90000 THB (.67857*, .50415*, .46889*, .45517*, .43110*).

From testing hypothesis 1 – 4 above, it was concluded that every hypothesis accepted hypothesis at 0.05 as shown in table 4.28

Table 4.28 Summary of Hypothesis Results

No.	Hypothesis	Hypothesis testing	Results
Hypothesis testing 1-4: Testing beach management evaluation by different demographic.			
Hypothesis 1	Ho: Different marital statuses has indifferent perceived on evaluation efficiency of Patong beach management. H1: Different marital statuses has different perceived on evaluation efficiency of Patong beach management.	Sig. < 0.05	Accepted H1 24 items.
Hypothesis 2	Ho: Different educational levels have indifferent perceived on evaluation efficiency of Patong beach management. H1: Different educational levels have different perceived on evaluation efficiency of Patong beach management.	Sig. < 0.05	Accepted H1 9 items.
Hypothesis 3	Ho: Different occupations have indifferent perceived on evaluation efficiency of Patong beach management. H1: Different occupations have different perceived on evaluation efficiency of Patong beach management.	Sig. < 0.05	Accepted H1 7 items.
Hypothesis 4	Ho: Different monthly incomes have indifferent perceived on evaluation efficiency of Patong beach management. H1: Different monthly incomes have different perceived on evaluation efficiency of Patong beach management.	Sig. < 0.05	Accepted H1 8 items.

4.4 The Participation Level and Demand for Stakeholders Participation in Patong Beach Management (Objective 3)

In this objective, the researcher used the same sample that responded to the 1st research objectives, which are stakeholders who related to participation in Patong beach management. There are 4 parties, including government, private sector, public sector and civil society. Data will be collected by Semi-structured interviews until getting the same direction. In interpreting the results, the researchers use the codes to identify the parties as follows: 1) GS. Stands for government sectors, including central and local governments. 2) ES. is the private sector, meaning operators. 3) PS. stands for the public sector, meaning persons who were native to Patong Beach while collecting data whether or not they had occupation in Patong Beach and 4) CS. stands for civil society. The researcher collected data by semi-structured in-depth interview. To answer participation level and demand for stakeholder's participation in this objective, there were consisted of 3 research questions as below.

4.4.1 What is the level of stakeholder's participation in Patong beach management? (Obj.3: RQ7)

4.4.2 What is demand of stakeholders' participation in the management of Patong beach? (Obj.3: RQ8)

4.4.3 How does the Personal information affect the stakeholders' participation in the management of Patong beach? (Obj.3: RQ9)

4.4.1 What is the Level of Stakeholder'S Participation in Patong Beach Management? (Obj.3: RQ7)

In analyzing the data for this research question, it will provide information about the level of participation of the Parties in the participation in the management of Patong Beach. The researchers interpreted the results of the analysis by classifying as follows.

1) The level of participation in beach management of the government sector

The government sector consists of central government and local government. The central government includes the governor, the marshal and the local

government which is Patong Municipality. The responsible of the government sector is to comply with policies, laws or other regulations from the central government and manage operating activities to achieve government goals and to meet the needs of the people. There are many officials involved in beach management in various fields such as the police, the Office of Natural Resources and Environment, Department of Transport, etc.

Previously, the management of Patong Beach implement under the government policy and people must act according to it. The local government has a role to explain about the beach management practices and instruct the public to act follow the policy, implement the government regulations and they also compensate to the entrepreneurs who affected from previous management. They also control and evaluate the beach management and create a mechanism to support public participation with participatory management as follows.

Receive Information: There is public relations for all people to be aware of the measures and guidelines for implementation by issuing announcements. In the initial phase of the operation, the central government assigned the local government. In this step, it had not actually participation because no one listened to the problem, suggestions and needs from other sectors.

Patong municipality has adopted the policy from the central government sector to operate. (GS4)

Exchange information: In the initial stages of beach management, it was a comprehensive management process that focused on providing information to people on multiple channels. But it's not problems analysis with other sectors together. Later, when management of the beach follow the policy of the government, it was causing the public and private sectors had the problems. Therefore, the government has a meeting to hear the problem or some groups have a complaint. So, participation in this level is a one-way communication and there is quite no exchange of information between the government and other sectors.

The municipality itself has issued a publicity announcement to inform the public about measures taken in many ways. (GS4)

Implementation: There is an operation committee established by the government department. There are serious guidelines for the use of the law under the Government Administration Act and the zoning of the Patong beach area. The beach front operators can use 10% of the public area to serve tourists and manage the order on the roads around the beach, such as parking spaces, hawkers, stalls and security. Under participation for managing the beach, all parties include the private sector and entrepreneurs request to cooperation and implement under control of the operation of the local government.

There is setting up the committee and a zoning approach for managing the Patong beach area. (GS1)

Evaluation: Patong beach management is an integrated project of many officials. Therefore, the evaluation should base on the various indicators of each department. However, Patong Beach Management will focus on the management in front of the beach and evaluating results by follow the policy, examining problems, continuously discussing solutions and surveying those affected by beach management.

There are supervisors in the area to check and follow up on the beach. (GS3)

Shared responsibility: The government therefore tries to manage to return the public beach area to tourists and tries to help or compensate the people or create satisfaction for all operators in the both short-term and long-term.

There is assistance or compensation for the victims, especially beach operators affected by the area management. (GS4)

2) The level of participation in the beach management of the private sector

The private sector is a group of entrepreneurs that are directly and indirectly affected by the beach management, consisting of accommodation, restaurant operators, car rental operators, spa massage business operators, jet ski beach operators, general store operators, long-tail boat operators for tourism, umbrella trolleys operators, entertainment operators, etc. The main role of the management of the private sector according to the policy of returning space to the public is to participate in various government projects by encouraging human resources to participate in meetings and organizing activities to cooperate in requests from the government, monitoring to keep the beach clean and safe and coordination for cooperation between the various parties, etc. The participation of the private sector is as follows.

Receive Information: Listening to information or clarifying information from the government sector by participating in the level of information reception from public relations. In another way, representatives of some groups will receive a meeting invitation letter. But there are still a lot of parties that give interviews whether only sometimes that they are aware of what activities are being held.

We are informed that the state policy will be implemented from the group's representatives but not clarified before the formal action. (ES10)

Exchange Information: The private sector, most of which are entrepreneurs, has not exchanged information for the government to know the needs or problems to be used to manage the beach. After organizing, it causing impacts then the government has a meeting to solved the problems and let the government be aware of the need only.

There is no listening to the community's suggestion problems before organizing. (ES3)

Implementation: The private sector in all professions cooperate with the government in implementing the policies to return the area to the public. Some operators cooperate in activities or encourage members to participate in such activities. Some support in the budget. The management of the beach by private groups did not involve in the determination of needs, formulating plans or making decisions at any stage. So, it was done in response to government policy and image adjustment of the public space in Patong only.

Entrepreneurs are not involved in determining the needs or plans for beach management in any way. (ES12)

Evaluation: The private sector is group that monitors government operations but is not a group that participates in the evaluation or monitoring of the implementation of the program.

Not evaluated as an official document. But will be assessed by analyzing the impact they received. (ES10)

Share responsibility: According to an interview the private sector, the management of the beach was primarily conducted by the government sector, the private sector did not take part in accountability in the process. But various groups of entrepreneurs work together to solve problems in their groups

3) The level of participation in beach management of the public sector

The public sector is people who live or work in Patong Beach with or without occupation. They also be the group that is directly or indirectly affected by the management of Patong Beach. There are participatory beach management processes as follows:

Receive Information: The government sector informed to the public sector about beach management and strengthened the understanding of all people.

Exchange Information: Information had not been exchanged with the public sector. After a period of operation, the government requested information from

the public by asking people to answer the questionnaire about the satisfaction of beach organization and social order by asking about the beach management problems, which the people had not initially expressed their opinions.

Participation in public management does not involve opinions or proposals before the implementation (PS1)

Implementation: People cooperate in beach management by implementing policies such as cleaning, zoning, helping to keep an eye on, or join activities to build safety. However, the public sector does not participate in joint planning, joint decision-making, or does not have the power to select representatives.

Cooperate in all activities for the development of Patong Beach, such as participation in cleanliness and safety. (PS5)

Evaluation: People were not involved in setting objectives or plans. Therefore, people are not involved in the evaluation process. The government will conduct the evaluation to know what to be improved for better management.

The public sector follows the government. The government is monitoring the evaluation. (PS2)

Share responsibility: Every people participate in the management. and responsible the results or management as they stay in the area.

4) The level of participation in beach management of civil society

Civil society groups, such as network groups, organizations or institutions that voluntarily gather to participate in public benefit activities and / or conduct activities in parallel with protecting interests and this sectors also providing a voice for citizens to raise awareness of local issues and may provide knowledge or support for public action in other ways. Since civil society is a group of people from different sectors who come together to benefit the public, therefore participation in

beach management is therefore a clear goal. The process of participation in Patong beach management of civil society are as follows

Receive Information: Civil society is publicized on the beach management news. Some civil society sectors have representatives in local municipality, resulting in receiving news about beach management faster than the public sector

There are representatives of people in the local administration, resulting in receiving news quickly (CS2)

Exchange Information: As civil society has representatives from the administrative sector that can be a spokesman for public action. However, it is considered that representatives from the public sector have to search for the root which is the cause of the problem and know the needs of the participants.

Because there are representatives from the city administration sector, making it possible to be a spokesperson for the public. (CS1)

Implementation: Civil society is a group that drives action to support the government's operations to keep the beach organized. There is some support for human resources and budgets. Useful programs for the public are organized, such as lighting fixtures, CCTV installation, surveillance to solve crime, arranging beach security officers, raising awareness about cleanliness, but still do not have the power to make decisions on various operations completely

There is support for human resources and budgets. (CS2)

They do not have the power to make decisions on various operations completely. (CS4)

Evaluation: There is no clear participation in the examination or evaluation of the beach management of the government sector.

Share responsibility: They are responsible for managing all aspects of the beach from all sides. But considering the actions taken by the government in the past, civil society is not a group with assessments to determine which part is responsible or improved.

There is always responsibility for the outcome of beach management together with all sectors. (CS4)

In conclusion, the level of participation in beach management of the Parties as in Table 4.29 can be concluded that local government officials or Patong Municipality are the people receiving the beach management policy from the central government and implementing the policy in the community. The operation focuses on the implementation of government policies with management objectives to return the area to the public. Therefore, other parties, including citizens, the private sector and civil society, must act accordingly. In case of violation, it means they violate the law, and the government has the highest authority in management because the operation did not cause the distribution of the role operation and did not have practice and activities together since the first level.

Table 4.29 Currently Participation in Patong Beach Management

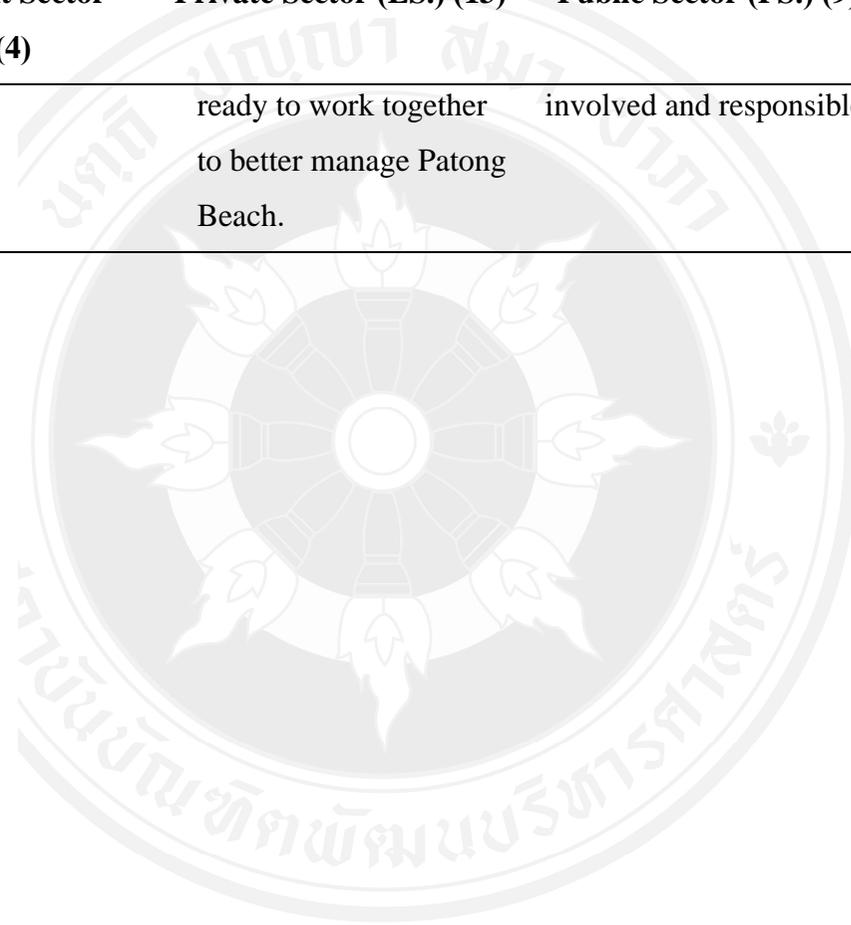
Currently Participation in Patong Beach Management (Obj.3 - RQ6).				
Issues	Government Sector (GS.) (4)	Private Sector (ES.) (13)	Public Sector (PS.) (9)	Civil Society Sector (CS.) (4)
1. Receive Information	(GS4) Follow the policy from the center government	(ES1) Public relation the information (ES2) Announce to inform that will be manage the beach (ES4) Government informed after got impacts from the management (ES7) Perceived only some projects (ES10) Got information from group representative	(PS1) Know that the beach will be managed from the press release. (PS3) The municipality informs about the beach management policy.	(CS1) Know about beach management from news. (CS2) Got news from representation in the municipality

Currently Participation in Patong Beach Management (Obj.3 - RQ6).				
Issues	Government Sector (GS.) (4)	Private Sector (ES.) (13)	Public Sector (PS.) (9)	Civil Society Sector (CS.) (4)
		(ES12) Received a meeting invitation letter		
2. Exchange information	(GS1) There is a meeting to listen to complaints. (GS4) Public relations to the public to know the action	(ES3) No listening problems and suggestions from community (ES8) Listen to the policy only, not exchange information. (ES10) Meeting to complain after being affected.	(PS1) No public comments before managed. (PS2) The public sector not open to express the need.	(CS1) Be a voice for the people (CS2) There was a discussion to find the cause of the problem.
3.Implementation	(GS1) Committee was set up. Guidelines for the management of	(ES5) Cooperate for implementation (ES9) Encourage members	(PS1) To cooperate in relevant areas (PS3, PS7) No decision-	(CS1) Join to do the benefit of the public (CS2) Support human

Currently Participation in Patong Beach Management (Obj.3 - RQ6).				
Issues	Government Sector (GS.) (4)	Private Sector (ES.) (13)	Public Sector (PS.) (9)	Civil Society Sector (CS.) (4)
4, Evaluation	Patong beach area (zoning) 10% (GS4) Implementation follow government regulations	to join the activities. (ES11) There are many professions to cooperate.	making power (PS5) Participate in clean and safety	resources and budget (CS4) No decision- making power
	(GS3) Check at the area to follow up the performance (GS4) Evaluated according to agency indicators	(ES8) The government conducts the evaluation. (ES9) No participation in evaluate	(PS1) Not participating (PS2) Operate by the public sector (PS7) Responding to the satisfaction questionnaire from the government sector after managed	(CS3) Operate by the public sector
	5. Shared responsibility	(GS4) Provide assistance or compensation	(ES7) Different parties of help to solve the problem. (ES12) All parties are	(PS5) Together to develop better (PS7) Whatever outcome, citizen always

Currently Participation in Patong Beach Management (Obj.3 - RQ6).

Issues	Government Sector (GS.) (4)	Private Sector (ES.) (13)	Public Sector (PS.) (9)	Civil Society Sector (CS.) (4)
		ready to work together to better manage Patong Beach.	involved and responsible.	results with all sectors



4.4.2 What is the Demand of Stakeholders' Participation in the Management of Patong Beach? (Obj.3: RQ8)

In analyzing this research question, the researcher used a semi-structured in-depth interview to answer the research question which is “What is the demand for participation in the management of Patong beach?” There were a total of 30 people in the data which can be divided into 4 people from government sectors, 13 people from private sector, 9 people from public sector and 4 people from civil society. In interpreting the results, the researchers use the short codes to identify the parties as follows: 1) GS. Stands for government sectors, including central and local governments. 2) ES. Is the private sector, meaning operators. 3) PS. stands for the public sector, meaning persons who were native to Patong Beach while collecting data whether or not they had occupation in Patong Beach and 4.) CS. stands for civil society. The researcher summarized the following points:

1) Defining beachfront areas for occupations

Beachfront area is an remarkable area. It is an image of Patong Beach and is a matter that the private sector, especially entrepreneurs, such as umbrella and bed operators, water bottle carrying operators, beach massage groups, hawker stalls affected. Therefore, it is an issue that needs to be improved as follows

(1) Increasing the space for umbrellas service: according to the private sector interviews, it was found that there is a need to consider increasing the area for placing umbrellas in order to support the tourists. Especially the elderly tourists will need more beach beds than other groups. Which may consider increasing the area only for the tourist season. In another aspect of the Party, it was found that if there is an increase in the number of beds and umbrellas, they must be in same style for the beauty and still require public space.

In the high season, umbrellas and bed may not be enough for the number of tourists. If increasing the number of beds, there should be a uniform arrangement of bed characteristics and placement. (PS2)

(2) Adjustment of the beach massage area: Parties said that the message tent provided by the government to be a temporary tent is neither strong nor

beautiful. So, it needs to be renovated for a new beach massage tent to be durable, beautiful, and they need to increase massage area or allow to message on the beach bed as in the past.

A temporary tent is neither strong nor beautiful. (PS7)

Allowed tents are few. There are only 3 spots throughout the beach.
Not many customers like before. (ES6)

(3) Defining retail areas for hawkers: Parties gave an interview that they wanted to have an legally area for people to selling the things because they can't sell goods at beachfront as municipalities and police always monitor them. They want to have a discussion on how to organize the area so that the hawker can sell things correctly and does not disturb tourists.

We want the government to clarify and manage the area to make a living legally, and inspect the work of the authorities because the hawkers were arrested by both the police and the municipal, sometimes arrested repeatedly on the same day. Some day we cannot sell anything. (ES1)

(4) Determining parking spaces for public transportation services: Affected entrepreneurs want to have more parking spots or to draw lines at least 2 cars per 1 queue, and request to be the original queue and not to park together. The another thing is that they want to solve the problem of illegal taxi or white rental cars that are not legal.

We want to have more spots like before organizing the beach. We want the government to join the meeting to solve the problem because the complaint has been made but nothing has been resolved. (ES10)

2) Legal aspects

(1) Time extension for entertainment service: Entertainment place is a high potential tourist destination of Patong Beach. It is a place that generates

millions of revenues per night and paid a large amount of tax to the government. So, the government needs to consider extending the hours of opening-closing entertainment venues to close at 4:00 am because the context of Patong is a world-class tourist destination unlike any other. They want the government to discuss the possibility together, since the operator has submitted documents but has not yet been approved.

We want to extend the time for nightlife. We want the police and the government to concern to find a way for Patong to distribute income and bring income to the community. (ES11)

3) Environment

(1) Cleanliness: Every sector has stated that they want to cooperate in maintaining cleanliness. The amount of waste was increasing caused by both entrepreneurs, communities and tourists. Especially the garbage that clogs the mouth of the Khlong Pak Bang will flow into the sea causing sewage. They want to get involved in managing the cleanliness of the beach to provide an impressive environment for tourists.

We want to manage more cleanliness from the garbage because of the cleanliness resulting in tourists wanting to visit and make the economy better. (CS4)

4) Toilet, public toilet

(1) Toilet are not very clean. From the interview, it is found that the cleanliness of the toilet is the main problem. Due to the large number of public toilets on the beach, as well as the toilet is near to the beach, therefore getting wet, causing all parties to see this point as a point of improvement.

Toilet are used throughout the day, making them dirty easily. (PS3)

(2) The location of the toilet and bathroom is far: Parties gave an interview that the beach toilets are far away. When tourists want to go to the toilets, they have to use the public toilet, which are only 5 spots throughout the beach. Otherwise, they have to go back to the bathroom at the hotel, making it convenient for tourists.

We want the government to consider increasing the amount of public toilets and bathrooms, or making information signs to see where toilets are available. (PS5)

5) Safety

(1) They want to have lighting management at the beach at night because there are often tourists or some smuggle into the time when the beach is closed, which may be a bad idea or create insecurity.

We would like officials to monitor the beach to prevent people who sneak in or do illegal actions at night. (ES11)

(2) They want to have a network of people to provide safety training and integration work from government, private sector, civil society, civil society to reduce various unsafe areas at the beach etc.

We want to create a community network to take care of security 24 hours a day. We want to have a strong network representative from all sectors. (ES9)

In summary, there are 5 issues which the Parties want to be involved in the management of Patong Beach. The needs for management issues are summarized in Table 4.30

Table 4.30 Demand to Participation for Patong Beach Management

Issues	Demand to manage Patong beach			
	Government sector (GS.) (4)	Private sector (ES.) (13)	Public sector (PS.) (9)	civil society sector (CS.) (4)
1. Defining beachfront areas for occupations				
1.1 Increasing the space for umbrellas service		ES7, ES8, ES11	PS2, PS7	
1.2 Defining for massage area	GS4	ES6, ES8	PS7	
1.3 Defining retail areas for hawkers		ES1, ES2, ES9		CS4
1.4 Determining parking spaces for public transportation services		ES3, ES9, ES10		
2. Legal aspects				
2.1 Entertainment Hour Extension	GS4	ES9, ES11		CS1, CS2
3. Environment				
3.1 Cleanliness	GS2, GS3, GS4	ES5, ES6, ES9, ES11, ES13	PS1, PS2, PS5, PS7	CS4
4. Public Toilet				
4.1 Cleanliness of toilets		ES5, ES9,	PS3, PS7	
4.2 Bathroom is far		ES8	PS5, PS6	
5. Safety				
5.1 Lighting management		ES5, ES7, ES11	PS4, PS7	CS4
5.2 Network of security staff	GS2, GS4	ES9, ES11, ES12		CS3

4.4.3 How does the Personal Information Perceived the Demand of Stakeholders' Participation in the Management of Patong Beach? (Obj. 3: RQ9)

To test “How does the personal information perceived the stakeholders’ participation in the management of Patong beach?”, the researcher testing by hypothesis 5 - 8 which were the pair examination to find how different genders, ages, education levels and income have different perceived on participation in beach management. The researcher would test the difference between the average values of 3 or more groups of independent variables using the One-Way Analysis of Variance (ANOVA). In case when the results show significant differences at a statistical significance of 0.05, the researcher will continue to test the pairwise by Least significant difference (LSD) method as followed:

4.4.3.1 Testing Hypothesis 5

Ho: Different genders do not have different perceived on Patong beach management participation.

Ha: Different genders have different perceived on Patong beach management participation.

The result of the hypothesis examination in term of genders influencing the request of Patong beach participation management found that genders had sig value higher than significance level 0.05 in every issue, therefore main hypothesis (Ho) was accepted which meant different genders do not have different perceived on Patong beach management participation.

4.4.3.2 Testing Hypothesis 6

Ho: Different ages do not have different perceived on Patong beach management participation.

H1: Different ages have different perceived on Patong beach management participation.

The result of the sixth hypothesis examination found that there were 17 items had sig value less than significance level 0.05, therefore main hypothesis (Ho) was denied which meant different ages have different perceived on Patong beach management participation as followed.

You received information to operate Patong beach management (sig = .242), you received information to operate Patong beach management from more than 1 channels (sig = .024), you regularly received information to operate Patong beach management (sig = .019), you have been appointed regularly to receive information to operate Patong beach management (sig = .023), you have participated in the problem analysis as the guideline of beach management (sig = .001), you have participated in decision making or requirement presenting for beach management (sig = .014), you have participated in choosing the proper representative for the responsibility (sig = .002), you have participated in decision to plan, determine objectives and methods (sig = .002), you have participated in following plan of your responsibility with associate or other sectors (sig = .001), you have participated in following other plans with associate or other sectors (sig = .006), you have participated in following and evaluating beach management (sig = .013), you have participated in following, inspecting the director, members or representatives in beach management (sig = .004), you have participated in the satisfaction evaluation towards the operation of director, members or representatives in Patong beach management (sig = .046), you have participated in taking care of natural resources and the environment on the beach (sig = .011), you have participated in the operation for the better income distribution (sig = .005) and you have participated in the operation for better water, electricity, telephone and road systems (sig = .009).

From the hypothesis test with the different statistical significance at 0.05 above and tested in pair with LSD method that have different pairs of the demand in each level of participation as explain as followed:

1) The demand of participation in the Receive information level

There were 2 pairs of the associate with different ages having different demand on the participation in receiving information that Patong beach will be manage which were associate with the ages of 46-55 years and 36-45 years having higher participation demand than associate with the ages of 15-25 years (.49263*, .32665*).

There was 1 pair of the associate with different ages having different demand on the participation in receiving of various news for action on

Patong beach management which were associate with the ages of 36-45 years having higher participation demand than associate with the ages of 15-25 years (.32665*).

There were 4 pairs of the associate with different ages having different demand on the participation in receiving Patong beach management information from more than 1 channels which were associate with the ages higher than 56 years having higher participation demand than associate with the ages of 15-25 years and 26-35 years (1.25926*, 1.21714*) and the associate with the ages of 46-55 years having higher participation demand than associate with the ages of 15-25 years and 26-35 years (.48507*, .44295*), respectively.

There were 4 pairs of the associate with different ages having different demand on the participation in regularly receiving Patong beach management information which were associate with the ages higher than 56 years having higher participation demand than associate with the ages of 15-25 years and 26-35 years (1.19753*, 1.20571*) and the associate with the ages of 46-55 years having higher participation demand than associate with the ages of 26-35 years and 15-25 years(.56055*, .55237*), respectively.

There were 4 pairs of the associate with different ages having different demand on the participation in regular appointment to receive Patong beach management information which were associate with the ages higher than 56 years having higher participation demand than associate with the ages of 15-25 years and 26-35 years (1.28395*, 1.24571*) and the associate with the ages of 46-55 years having higher participation demand than associate with the ages of 15-25 years and 26-35 years (.54202*, .50378*), respectively. The summary detail shown in table 4.31 as follow:

Table 4.31 Testing Hypothesis 6: The Demand of Participation in the Receive Information Level

Efficiency of Beach Management	Ages (years)				
	15 – 25	26 – 35	36 – 45	46 – 55	56 years and more than
Receiving information that Patong beach will be manage					
36 – 45	.32665	-	-	-	-
46 – 55	.49263	-	-	-	-
Receiving of various news for action on Patong beach management.					
36 – 45	.32665	-	-	-	-
Received information about Patong Beach more than 1 channel.					
46 – 55	.48507	.44295	-	-	-
56 years and more than	1.25926	1.21714	-	-	-
Regularly informed about the management of Patong Beach.					
46 – 55	.55237	.56055	-	-	-
56 years and more than	1.19753	1.20571	-	-	-
Regular appointment to receive Patong beach management information					
46 – 55	.54202	.50378	-	-	-
56 years and more than	1.28395	1.24571	-	-	-

2) The demand of participation in Exchange information level

The hypothesis testing with different statistical significance at 0.05 above and tested in pair with LSD method found that there were different pairs of the demand to participate in exchange information of beach management as followed.

There were 2 pairs of the associate with different ages having different demand on the participation in meeting or expressing opinions on beach management which were the associate with the ages of 36-45 years having higher participation demand than associate with the ages of 15-25 years (.43029*). The associate with the ages of 36-45 years having higher participation demand than associate with the ages of 26-35 years (.30239*).

There were 2 pairs of the associate with different ages having different demand on the participation in exchanging information with other government sectors and associates to be beach management guideline which were associate with the ages of 36-45 years having higher participation demand than associate with the ages of 15-25 years (.54042*, .38475*).

There were 6 pairs of the associate with different ages having different demand on the participation in exchanging information for problem analysis to be beach management guideline which were associate with the ages higher than 56 years having higher participation demand than associate with the ages of 15-25 years and 26-35 years (1.33025*, 1.24143*) and the associate with the ages of 46-55 years having higher participation demand than associate with the ages of 15-25 years and 26-35 years (.58025*, .49143*) and the associate with the ages of 36-45 years having higher participation demand than associate with the ages of 15-25 years and 26-35 years (.52520*, .43638*), respectively.

There were 6 pairs of the associate with different ages having different demand on the participation in exchanging information for consideration or propose the need for beach management which were associate with the ages higher than 56 years having higher participation demand than associate with the ages of 15-25 years and 26-35 years (1.36728*, 1.25857*) and the associate with the ages of 36-45 years having higher participation demand than associate with the ages of 15-25 years and 26-35 years (.41545*, .30674*), respectively as shown in table 4.32.

Table 4.32 Testing Hypothesis 6: The Demand of Participation in the Exchange Information Level

Efficiency of Beach Management	Ages (years)				
	15 – 25	26 – 35	36 – 45	46 – 55	56 years and more than
Demand on the participation in meeting or expressing opinions on beach management					
36 – 45	.43029	.30239	-	-	-
Demand on the participation in exchanging information with other government sectors.					
36 – 45	.38475	-	-	-	-
46 – 55	.54042	-	-	-	-
Demand on the participation in exchanging information for problem analysis to be beach management guideline					
36 – 45	.52520	.43638	-	-	-
46 – 55	.58025	.49143	-	-	-
56 years and more than	1.33025	1.24143	-	-	-
Demand on the participation in exchanging information for consideration or propose the need for beach management					
36 – 45	.41545	.30674	-	-	-
56 years and more than	1.36728	1.25857	-	-	-

3) The demand of participation in the Implementation level.

The result of sixth hypothesis examination in pair with LSD of ages and the demand to participate in implementation level of beach management. The hypothesis examination with different statistical significance at 0.05 above and tested in pair with LSD method found that there were different pairs of the demand to participate in operation level of beach management as followed.

There were 3 pairs of the associate with different ages having different demand on the participation in selecting the proper representative for beach management responsibility which were associate with the ages higher than 56 years, 46-55 years and 36-45 years having higher participation demand than associate with the ages of 26-35 years (1.32714*, .64166*, .43953*), respectively.

There were 3 pairs of the associate with different ages having different demand on the participation in involved in decisions making, planning, establishing objective and performance analysis which were associate with the ages higher than 56 years and 46-55 years having higher participation demand than associate with the ages of 26-35 years (1.34429*, .59429*) and 45-55 years having higher participation demand than associate with the ages of 26-35 years (1.34429*, .59429*) and 36-45 years having higher participation demand than associate with the ages of 15-25 years (.45667*), respectively.

There were 3 pairs of the associate with different ages having different demand on the participation in the implementation followed responsible plan with other sectors which were associate with the ages higher than 56 years, 46-55 years and 36-45 years having higher participation demand than associate with the ages of 26-35 years (1.37857*, .62857*, .47261*), respectively.

There were 3 pairs of the associate with different ages having different demand on the participation in the implementation of another plan with other sectors which were associate with the ages 45-55 years and 36-45 years having higher participation demand than associate with the ages of 26-35 years (.64369*, .40042*), respectively as shown in table 4.33.

Table 4.33 Testing Hypothesis 6: The Demand of Participation in Implementation Level

Efficiency of Beach Management	Ages (years)				
	15 – 25	26 – 35	36 – 45	46 – 55	56 years and more than
Demand on the participation in selecting the proper representative					
36 – 45	-	.43953	-	-	-
46 – 55	-	.64166	-	-	-
56 years and more than	-	1.32714	-	-	-
Demand on the participation in involved in decisions making, planning, establishing objective and performance analysis					
36 – 45	.45667	-	-	-	-
46 – 55	-	.59429	-	-	-
56 years and more than	-	1.34429	-	-	-
Demand on the participation in the implementation followed responsible plan with other sectors					
36 – 45	-	.47261	-	-	-
46 – 55	-	.62857	-	-	-
56 years and more than	-	1.37857	-	-	-
Demand on the participation in the implementation of another plan with other sectors					
36 – 45	-	.40042	-	-	-
46 – 55	-	.64369	-	-	-

4) The demand of participation in Evaluation level

The result of sixth hypothesis examination in pair with LSD of ages and the demand to participate in evaluation level.

The hypothesis examination with different statistical significance at 0.05 above and tested in pair with LSD method found that there were different pairs of the demand to participate in evaluation level of Patong beach management in associate with different ages as followed.

There were 3 pairs of the associate with different ages having different demand on the participation in following and evaluating beach management which were associate with the ages of 46-55 years having higher participation demand than associate with the ages of 26-35 years and 15-25 years (.53714*, .51852*), the associate with the ages of 36-45 years having higher participation demand than associate with the ages of 26-35 years (.33531*), respectively.

There were 2 pairs of the associate with different ages having different demand on the participation in suggestion for beach management which were associate with the ages of 46-55 years having higher participation demand than associate with the ages of 26-35 years and 15-25 years (.49383*, .50286*).

There were 6 pairs of the associate with different ages having different demand on the participation in following, inspecting the representatives in operating beach management which were associate with the ages higher than 56 years having higher participation demand than associate with the ages of 26-35 years and 15-25 years (1.36714*, 1.35494*). The associate with the ages of 46-55 years having higher participation demand than associate with the ages of 26-35 years and 15-25 years (.52037*, .50816*) and the associate with the ages of 36-45 years having higher participation demand than associate with the ages of 26-35 years and 15-25 years (.35109*, .33888*), respectively.

There were 5 pairs of the associate with different ages having different demand on the participation in satisfaction evaluation towards the representatives in operating beach management which were associate with the ages higher than 56 years having higher participation demand than associate with the ages of 26-35 years and 15-25 years (1.35571*, 1.30556*). The associate with the ages of 46-55 years having higher participation demand than associate with the ages of 15-25

years (.47668*) and the associate with the ages of 36-45 years having higher participation demand than associate with the ages of 26-35 years and 15-25 years (.42223*, .37207*), respectively as shown in table 4.34

Table 4.34 Testing Hypothesis 6: The Demand of Participation in Evaluation Level

Efficiency of Beach Management	Ages (Years)				
	15 – 25	26 – 35	36 – 45	46 – 55	56 years and more than
Demand on the participation in following and evaluating beach management.\					
36 – 45	-	.33531	-	-	-
46 – 55	.51852	.53714	-	-	-
Demand on the participation in suggestion for beach management					
46 – 55	.49383	.50286	-	-	-
Demand on the participation in following, inspecting the representatives in operating beach management					
36 – 45	.33888	.35109	-	-	-
46 – 55	.50816	.52037	-	-	-
56 years and more than					
Demand on the participation in satisfaction evaluation towards the representatives in operating of beach management					
36 – 45	.37207	.42223	-	-	-
46 – 55	.47668		-	-	-
56 years and more than	1.30556	1.35571	-	-	-

5) The demand of participation in shared responsibility level

The result of sixth hypothesis examination in pair with LSD of ages and the demand to participate in share responsibility level towards beach management. The hypothesis examination with different statistical significance at 0.05 above and tested in pair with LSD method found that there were different pairs

of the demand to participate in responsibility level towards Patong beach management in associate with different ages as followed.

There were 2 pairs of the associate with different ages having different demand on the participation in responsibility from the results which were associate with the ages of 46-55 years having higher participation demand than associate with the ages of 15-25 years and 26-35 years (.57706*, .46912*).

There were 3 pairs of the associate with different ages having different demand on the participation in taking care of natural resources and environment in the beach which were associate with the ages of 46-55 years having higher participation demand than associate with the ages of 15-25 years, 26-35 years and 36-45 years (.67662*, .60184*, .44273*), respectively.

There were 3 pairs of the associate with different ages having different demand on the participation in operation for better income distribution which were associate with the ages of 46-55 years having higher participation demand than associate with the ages of 15-25 years, 26-35 years and 36-45 years (.70609*, .71244*, .47470*), respectively.

There were 3 pairs of the associate with different ages having different demand on the participation in operation for better water, electricity, phone and road systems which were associate with the ages of 46-55 years having higher participation demand than associate with the ages of 26-35 years, 15-25 years and 36-45 years (.69567*, .57228*, .47884*), respectively as shown in table 4.35.

Table 4.35 Testing Hypothesis 6: The Demand of Participation in Share Responsibility

Efficiency of Beach Management	Ages (Years)				56 years and more than
	15 – 25	26 – 35	36 – 45	46 – 55	
Demand on the participation in responsibility from the results					
46 – 55	.57706	.46912			
Demand on the participation in taking care of natural resources and					

Efficiency of Beach Management environment	Ages (Years)				
	15 – 25	26 – 35	36 – 45	46 – 55	56 years and more than
46 – 55	.67662	.60184	.44273		
Demand on the participation in operation for better income distribution					
46 – 55	.70609	.71244	.47470		
Demand on the participation in operation for better water, electricity, phone and road systems					
46 – 55	.57228	.69567	.47884		

4.4.3.3 Testing Hypothesis 7

Ho: Different education level do not have different demand on Patong beach management participation.

H1: Different education levels have different demand on Patong beach management participation.

The result of the hypothesis examination in term of the demand of different education level on Patong beach management participation found that education level had sig value higher than significance level 0.05 in every issue, therefore main hypothesis (Ho) was accepted which meant different education level do not have different demand on Patong beach management participation.

4.4.3.4 Testing Hypotheses 8

Ho: Different income does not have different demand on Patong beach management participation.

H1: Different income has different demand on Patong beach management participation.

The result of the eighth hypothesis examination found that there were 21 items had sig value less than significance level 0.05, therefore main hypothesis (Ho) was denied which meant different income has different demand on Patong beach management participation as followed.

You were informed about Patong beach management (sig = 0.04), you received information about Patong beach management (sig = 0.001), you received information about Patong beach management from more than 1 channels (0.013), you regularly received information about Patong beach management (sig = 0.02), you participated in meeting or expressed opinions to plan Patong beach management (sig = 0.02), you participated in exchanging information with government sectors and other associates for Patong beach management guideline (sig = 0.01), you participated in the problem analysis for Patong beach management guideline (sig = .000), you participated in selecting proper representative for responsibility (sig = .000), you participated in making decision for plan, objectives and methods (sig = .000), you participated in following plan in your responsibility with other associates and sectors (sig = .001), you participated in following and evaluating beach management (sig = .000), you participated in the suggestion for the better management (sig = .000), you participated in following, inspecting the director, members or representatives in beach management (sig = .000), you participated in satisfaction evaluation towards director, members or representatives in beach management (sig = 0.001), you participated in responsibility in impact on beach management (sig = 0.001), you participated in taking care of natural resources and environment in the area of the beach (sig = .006), you participated in the operation for better income distribution (sig = .001), you participated in the operation for better water, electricity, phone and road systems (sig = .008) as shown in appendix 6. From the hypothesis examination with different statistical significance at 0.05 above and tested in pair with LSD method as followed.

1) The result of testing hypothesis 8th in pair by LSD method income and demand in participation in information level:

The result of testing hypothesis 8th with different statistical significance at 0.05 above and tested in pair with LSD method found that the associate with different income having different demand on participation in information receiving level in pair.

There were 4 pairs of the associate with different income having different demand on participation in receiving information that Patong beach will be manage which were the associate with income more than 50000 THB and

between 30001-50000 having higher participation demand than the associate with income between 10000-30000 THB (.50723*, .30570*), respectively.

There were 4 pairs of the associate with different income having different demand on participation in receiving information for Patong beach management operation which were the associate with income more than 50000 THB and between 30001-50000 having higher participation demand than the associate with income less than 10000 THB (.98775*, .70288*). The associate with income more than 50000 THB and 30001-50000 having higher participation demand than the associate with income between 10000-30000 THB (.64428*, .35942*), respectively.

There were 4 pairs of the associate with different income having different demand participation in receiving information for Patong beach management from more than 1 channels which were the associate with income more than 50000 THB having higher participation demand than the associate with income less than 10000 THB and the associate with income between 10000-30000 THB (.71569*, .54408*) and the associate with income 30001-50000 having higher participation demand than the associate with income less than 10000 THB and the associate with income 10000-30000 THB (.47419*, .30258*), respectively.

There were 4 pairs of the associate with different income having different demand on participation in regularly receiving information for Patong beach management which were the associate with income higher than 50000 THB and between 30001-50000 THB having higher participation demand than the associate with income less than 10000 THB (.67402*, .53541*). The associate with income higher than 50000 THB and between 30001-50000 THB having higher participation demand than the associate with income between 10000-30000 THB (.49415*, .35554*), respective.

There were 4 pairs of the associate with different income having different demand on participation in regularly appointment to receive information for Patong beach management which were the associate with income higher than 50000 THB having higher participation demand than the associate with income less than 10000 THB and between 10000-30000 THB (1.04657*, .68974*). The associate with income between 30001-50000 THB having higher participation

demand than the associate with income less than 10000 THB and between 10000-30000 THB (.68007*, .32324*), respectively as table 4.36 below.

Table 4.36 Testing Hypothesis 8: The Demand of Participation in Receive Information

Efficiency of Beach Management	Income (Baht Per Month)				
	below 10000	10000- 30000	30001- 50000	More than 50000	No income
Receiving information that Patong beach will be manage.					
30001-50000	.67347*	.30570*	-	-	-
More than 50000	.87500*	.50723*	-	-	-
Receiving of various news for action on Patong beach management.					
30001-50000	.70288*	.35942*	-	-	-
More than 50000	.98775*	.64428*	-	-	-
Received information about Patong Beach more than 1 channel.					
30001-50000	.47419*	.30258*	-	-	-
More than 50000	.71569*	.54408*	-	-	-
Regularly informed about the management of Patong Beach.					
30001-50000	.53541*	.35554*	-	-	-
More than 50000	.67402*	.49415*	-	-	-
Regular appointment to receive Patong beach management information					
30001-50000	.68007*	.32324*	-	-	-
More than 50000	1.04657*	.68974*	-	-	-

2) The result of testing hypothesis 8th in pair by LSD method income and demand in participation in the exchange information level:

The result of eighth hypothesis examination with different statistical significance at 0.05 above and tested in pair with LSD method found that the associate with different income having different demand on participation in information exchange level in pair as followed.

There were 3 pairs of the associate with different income having different demand participation in meeting or express opinions about beach management plan which were the associate with income higher than 50000 THB and between 30001-50000 THB having higher participation demand than the associate with income less than 10000 THB (.92402*, .84154*) and the associate with income between 30001-50000 THB having higher participation demand than the associate with income between 10000-30000 THB(.40133*), respectively.

There were 4 pairs of the associate with different income having different demand on participation in exchanging information with government sector and other associates for beach management plan which were the associate with income higher than 50000 THB and between 30001-50000 THB having higher participation demand than the associate with income less than 10000 THB (1.10784*, .83914*) and the associate with income higher than 50000 THB and between 30001-50000 THB having higher participation demand than the associate with income between 10000-30000 THB (.66667*, .39796*), respectively.

There were 5 pairs of the associate with different income having different demand participation in problem analysis to be beach management guideline which were the associate with income higher than 50000 THB and between 30001-50000 THB having higher demand participation than the associate with income less than 10000 THB (1.35049*, .99760*). The associate with income higher than 50000 THB having higher demand participation than the associate with income between 10000-30000 THB (.70902*). The 4th pair differences was the associate with income between 10000-30000 THB having higher demand participation than the associate with income less than 10000 THB (.64147*) and the last one was the associate with income between 30001-50000 THB having higher demand participation than the associate with income between 10000-30000 THB (.35613*), respectively.

There were 5 pairs of the associate with different income having different demand participation in consideration or express the opinions about beach management which were the associate with income higher than 50000 THB and between 30001-50000 THB having higher demand participation than the associate with income less than 10000 THB (1.31373*, 1.05522*). The associate with income between 10000-30000 THB having higher demand participation than the associate with income less than 10000 THB. The 4th pair differences was the associate with income between 30001-50000 THB having higher demand participation than the associate with income between 10000-30000 THB (.39577*), respectively as shown in table 4.37 below.

Table 4.37 Testing Hypothesis 8: The Demand of Participation in Exchange Information Level

Efficiency of Beach Management	Income (Baht Per Month)				
	below 10000	10000- 30000	30001- 50000	More than 50000	No income
Demand on the participation in meeting or expressing opinions on beach management					
30001-50000	.84154*	.40133*	-	-	-
More than 50000	.92402*		-	-	-
Demand on the participation in exchanging information with other government sectors.					
30001-50000	.83914*	.39796*	-	-	-
More than 50000	1.10784*	.66667*	-	-	-
Demand on the participation in exchanging information for problem analysis to be beach management guideline					
10000-30000	.64147*	-			
30001-50000	.99760*	.35613*	-	-	-
More than	1.35049*	.70902*	-	-	-

Efficiency of Beach Management	Income (Baht Per Month)				
	below 10000	10000- 30000	30001- 50000	More than 50000	No income
50000					
Demand on the participation in exchanging information for consideration or propose the need for beach management					
10000-30000	.65946*	-			
30001-50000	1.05522*	.39577*	-	-	-
More than 50000	1.31373*	.65427*	-	-	-

3) The result of testing hypothesis 8th in pair by LSD method income and demand in participation in implementation level

The result of the hypothesis examination with different statistical significance at 0.05 above and tested in pair with LSD method found that the associate with different income having different demand participation in implementation level in pair as followed.

There were 5 pairs of the associate with different income having different demand on the participation in selecting the proper representative which were the associate with income higher than 50000 THB and between 30001-50000 THB having higher demand participation than the associate with income less than 10000 THB (1.01801*, 1.01801*). The associate with income higher than 50000 THB having higher demand participation than the associate with income between 10000-30000 THB (.66701*). The 4th pair differences was the associate with income between 10000-30000 THB having higher demand participation than the associate with income less than 10000 THB (.60015*) and the last one was the associate with income between 30001-50000 THB having higher demand participation than the associate with income between 10000-30000 THB (.41786*), respectively.

There were 5 pairs of the associate with different income having different demand on the participation in involved in decisions making, planning, establishing objective and performance analysis which were the associate with income higher than 50000 THB and between 30001-50000 THB having higher

demand participation than the associate with income less than 10000 THB (1.07843*, .87095*). The associate with income higher than 50000 THB having higher demand participation than the associate with income between 10000-30000 THB (.65840*). The 4th pair differences were the associate with income between 30001-50000 THB having higher demand participation than the associate with income between 10000-30000 THB (.45092*) and the last one was the associate with income between 10000-30000 THB having higher demand participation than the associate with income less than 10000 THB (.42003*), respectively.

There were 5 pairs of the associate with different income having different demand on the participation in the implementation followed responsible plan with other sectors which were the associate with income higher than 50000 THB and between 30001-50000 THB having higher demand participation than the associate with income less than 10000 THB (1.05392*, .87875*). The associate with income higher than 50000 THB having higher demand participation than the associate with income between 10000-30000 THB (.55854*). The 4th pair differences was the associate with income between 10000-30000 THB having higher demand participation than the associate with income less than 10000 THB (.49538*). The associate with income between 30001-50000 THB having higher demand participation than the associate with income between 10000-30000 THB (.38337*), respectively.

There were 5 pairs of the associate with different income having different demand on the participation in the implementation of another plan with other sectors which were the associate with income higher than 50000 THB and between 30001-50000 THB having higher demand participation than the associate with income less than 10000 THB (.97794*, .77131*). The associate with income higher than 50000 THB and between 30001-50000 THB having higher demand participation than the associate with income between 10000-30000 THB (.65806*, .45143*), respectively as shown in table 4.38 below.

Table 4.38 Testing Hypothesis 8: The Demand of Participation in Implementation Level

Efficiency of Beach Management	Income (Baht Per Month)				
	below 10000	10000- 30000	30001- 50000	More than 50000	No income
Demand on the participation in selecting the proper representative					
10000-30000	.60015*	-	-	-	-
30001-50000	1.01801*	.41786*	-	-	-
More than 50000	1.26716*	.66701*	-	-	-
Demand on the participation in involved in decisions making, planning, establishing objective and performance analysis					
10000-30000	.42003*	-	-	-	-
30001-50000	.87095*	.45092*	-	-	-
More than 50000	1.07843*	.65840*	-	-	-
Demand on the participation in the implementation followed responsible plan with other sectors					
10000-30000	.49538*	-	-	-	-
30001-50000	.87875*	.38337*	-	-	-
More than 50000	1.05392*	.55854*	-	-	-
Demand on the participation in the implementation of another plan with other sectors					
30001-50000	.77131*	.45143*	-	-	-
More than 50000	.97794*	.65806*	-	-	-

4) The result of testing hypothesis 8th examination in pair by LSD method income and demand in participation in evaluation level

The result of testing hypothesis 8th with different statistical significance at 0.05 above and tested in pair with LSD method found that the associate with different income having different participation in information evaluation level in pair as followed.

There were 5 pairs of the associate with different income having different demand on the participation in following and evaluating beach management which were the associate with income higher than 50000 THB and between 30001-50000 THB having higher participation demand than the associate with income less than 10000 THB (1.28431*, 1.01561*). The associate with income between 10000-30000 THB having higher demand participation than the associate with income less than 10000 THB (.65070*), The 4th pair differences was the associate with income more than 50000 THB having higher demand participation than the associate with income between 10000-30000 THB (.36490*) and the last one was the associate with income between 30001-50000 THB having higher demand participation than the associate with income between 10000-30000THB (.36490*), respectively.

There were 5 pairs of the associate with different income having different demand on the participation in suggestion for beach management which were the associate with income higher than 50000 THB and between 30001-50000 THB having higher demand participation than the associate with income less than 10000 THB (1.26716*, .93637*). The associate with income higher than 50000 THB having higher demand participation than the associate with income between 10000-30000 THB (.68354*). The 4th pair differences were the associate with income between 10000-30000 THB having higher participation demand than the associate with income less than 10000 THB (.58362*) and the last one was the associate with income between 30001-50000 THB having higher demand participation than the associate with income between 10000-30000THB (.35276*), respectively.

There were 6 pairs of the associate with different income having different demand on the participation in following, inspecting the representatives in operating beach management which were the associate with income

higher than 50000 THB and between 30001-50000 THB having higher demand participation than the associate with income less than 10000 THB (1.30882*, .79352*). The associate with income higher than 50000 THB having higher demand participation than the associate with income between 10000-30000 THB (.78719*). The 4th pair differences was the associate with income between 10000-30000 THB having higher demand participation than the associate with income less than 10000 THB (.52163*) and the associate with income higher than 50000 THB having higher demand participation than the associate with income between 30001-50000 THB (.51531*) and the last one was the associate with income between 30001-50000 THB having higher demand participation than the associate with income between 10000-30000THB (.27188*), respectively.

There were 5 pairs of the associate with different income having different demand on the participation in satisfaction evaluation towards the representatives in operating of beach management which were the associate with income higher than 50000 THB having higher demand participation than the associate with income less than 10000 THB and between 30001-50000 THB (1.19118*, .76653*). The associate with income between 30001-50000 THB having higher demand participation than the associate with income less than 10000 THB (.42465*) and the associate with income between 30001-50000 THB having higher demand participation than the associate with income between 10000-30000 THB (.30224*), respectively as shown in table 4.39.

Table 4.39 Testing Hypothesis 8: The Demand of Participation in Evaluation Level

Efficiency of Beach Management	Income (Baht Per Month)				
	below 10000	10000- 30000	30001- 50000	More than 50000	No income
Demand on the participation in following and evaluating beach management.					
10000-30000	.65070*	-	-	-	-
30001-50000	1.01561*	.36490*	-	-	-
More than 50000	1.28431*	.63361*	-	-	-

Efficiency of Beach Management	Income (Baht Per Month)				
	below 10000	10000- 30000	30001- 50000	More than 50000	No income
Demand on the participation in suggestion for beach management.					
10000-30000	.58362*				
30001-50000	.93637*	.35276*	-	-	-
More than 50000	1.26716*	.68354*	-	-	-
Demand on the participation in following, inspecting the representatives in operating beach management.					
10000-30000	.52163*				
30001-50000	.79352*	.27188*	-	-	-
More than 50000	1.30882*	.78719*	.51531*	-	-
Demand on the participation in satisfaction evaluation towards the representatives in operating of beach management					
10000-30000	.42465*				
30001-50000	.72689*	.30224*	-	-	-
More than 50000	1.19118*	.76653*	-	-	-

5) The result of testing hypothesis 8th in pair by LSD method income and demand in participation in share responsibility level

The result of the hypothesis examination with different statistical significance at 0.05 above and tested in pair with LSD method found that the associate with different income having different participation in share responsibility level in pair as below:

There were 4 pairs of the associate with different income having different participation in responsibility on beach management impact which were the associate with income higher than 50000 THB, between 30001-50000 THB and between 10000-30000 having higher demand participation than the associate with income less than 10000 THB (.95098*, .81152*, .52674*). The associate with income

between 30001-50000 THB having higher demand participation than the associate with income between 10000-30000 THB (.28479*), respectively.

There were 4 pairs of the associate with different income having different participation in taking care of natural resources and environment in the beach area which were the associate with income higher than 50000 THB, between 30001-50000 THB the associate with income higher than 50000 THB, between 30001-50000 THB having higher demand participation than the associate with income less than 10000 THB (.94118*, .59424*). The associate with income higher than 50000 THB having higher demand participation than the associate with income between 10000-30000 THB (.54959*) and the the associate with income between 10000-30000 THB having higher demand participation than the associate with income less than 10000 THB (.39159*), respectively.

There were 3 pairs of the associate with different income having different participation in the operation for better income distribution which were the associate with income higher than 50000 THB, between 30001-50000 THB and between 10000-30000 THB having higher demand participation than the associate with income less than 10000 THB (1.13971*, .86675*, .63661*), respectively.

There were 4 pairs of the associate with different income having different participation in the operation for better water, electricity, phone and road services which were the associate with income higher than 50000 THB having higher demand participation than the associate with income less than 10000 THB and between 10000-30000 THB (1.03431*, .61915*). The associate with income between 30001-50000 THB having higher demand participation than the associate with income between 10000-30000 THB (.58703*) and the last one was the associate with income between 10000-30000 THB having higher demand participation than the associate with income less than 10000 THB (.41517*), respectively as shown in table 4.40.

Table 4.40 Testing Hypothesis 8: The Demand of Participation In Share
Responsibility Level

Efficiency of Beach Management	Income (Baht Per Month)				
	below 10000	10000- 30000	30001- 50000	More than 50000	No income
Demand on the participation in responsibility from the results					
10000-30000	.52674*	-	-	-	-
30001-50000	.81152*	.28479*	-	-	-
More than 50000	.95098*	-	-	-	-
Demand on the participation in taking care of natural resources and environment					
10000-30000	.39159*	-	-	-	-
30001-50000	.59424*	-	-	-	-
More than 50000	.94118*	.54959*	-	-	-
Demand on the participation in operation for better income distribution					
10000-30000	.63661*	-	-	-	-
30001-50000	.86675*	-	-	-	-
More than 50000	1.13971*	-	-	-	-
Demand on the participation in operation for better water, electricity, phone and road systems					
10000-30000	.41517*	-	-	-	-
30001-50000	.58703*	-	-	-	-
More than 50000	1.03431*	.61915*	-	-	-

From the 5 - 8 hypothesis examination above, it was concluded that every hypothesis examination accepted hypothesis at 0.05 except 5th hypothesis which was the different genders do not have different demand on Patong management

participation and 7th hypothesis which was different education levels do not have different demand on Patong management participation as shown in table 4.41

Table 4.41 Summary of Testing Hypothesis 5-8

No.	Hypothesis	Hypothesis Testing	Results
Hypothesis testing 5-8: Testing demand of stakeholder' s participation in beach management by different demographic.			
5	Hypothesis Ho: Different genders have indifferent perceive on Patong beach management participation. H1: Different genders have different perceive on Patong beach management participation.	Sig. > 0.05	Reject H1
6	Hypothesis Ho: Different ages have indifferent perceive on Patong beach management participation. H1: Different ages have different perceive on Patong beach management participation.	Sig. < 0.05	Accepted H1 17 items.
7	Hypothesis Ho: Different educational levels have indifferent perceive on Patong beach management participation. H1: Different educational levels have different perceive on Patong beach management participation.	Sig. > 0.05	Reject. H1
8	Hypothesis Ho: Different monthly incomes have indifferent perceive on Patong beach management participation. H1: Different monthly incomes have different perceive on Patong beach management participation.	Sig. < 0.05	Accepted H1 21 items.

Before suggest the policies implementation, the research was synthesized whole data and shown the strength and weakness in first part. Later, the researcher will suggest the policies implementation as below.

The summarizes from objectives 1-3 were shown as follow:

1) Objective 1: To study the context of Patong beach management

The context of Patong beach management found that the beach was developed and rapidly growth because of there is both Thai and foreign investors invested in the tourism business. With this reason, it made the area of the beach was changes from peaceful place to construction and building to support more tourism. And it causing the the way of life of local people in the area was changed to more working in tourism and service industry. Patong beaches has more prosperous because the beauty and famous of Patong beach attracts tourists from all over the world. However, the rapidly growth from tourism made the beach area such the environment and some of the social dimension were suffered. Therefore, around A.D. 2014, the beaches were organized by the NCPO, limiting the area by taking advantage of only 10% of the area. Thus, operators, both on the beachfront and on the road around Patong had reduced the use of public areas to serve tourists such as umbrella, beach beds and etc. The result of that operator made the number of European and Scandinavian tourists reduced because at the time it not permission to bring a private bed or build the sand pile to lay on the beach. Therefore, they not comfortable and causing the tourist behavior become more Chinese tourists. However, in the present it was decreasing in the number of tourist because it perceived that insecurity from the boat capsized news. Therefore, all stakeholders want the government to solve the problems in order to encourage tourists visit Patong beach again. From the beach tourism context, it was found that most of the tourists who traveled had high income which was higher than 150,000 baht per month and mainly intended for swimming and sunbathing. Thus, it necessary to manage the better physical features such as beach cleanliness of the beaches to attract tourists.

In terms of the use of the area on the beach of Patong. there is many groups utilized from Patong Beach. The first group was the tourists who has many purposes to visited Patong and they can do activities both day and night time. There are activities on the beach such as sunbathing, swimming, playing beach sports. Playing on the beach, etc. and tourism activities on land such as shopping, watching shows, Thai massage, tourism, entertainment areas, etc. The second group is Local people are those who live and may or may not work in Patong Beach. So, that in the

office hours it will result in traffic jams. And the last group is A group of workers who may be foreigners or people who migrate from other domains to work which came to Patong to work.

So, the result above shown that in Patong Beach which is growth and popularity. It composed of many sectors to managing the beach. At the last time, Patong beaches were managed in accordance with NPCO which distributes the main powers to the Patong City Municipality as the main body for managing Patong Beach. It made Patong has better organized and cooperated from various sectors. On the other hand, many the parties stated that they want to be more involve and need a clear communication between governments and parties to jointly and manage the beach. The past beach management has led to beach management in the following issues:

In terms of law enforcement, including the 10% beach use area and determined the opening-closing time for entertainment service providers.

Set the area (zoning), including the area for the beach umbrella and bed operators. Beach massager, designated smoking point and returning the parking space to the public.

Safety and tourism support, such as marine and road safety management.

Environmental aspects: cleanliness from rubbish around Patong Beach and wastewater management.

Such beach management above, it has the positive impact which the beach was more tidy and more safety. Tourists have more public spaces for parking. On the other hand, it has a largely negative economic impact on entrepreneurs. From the context, the researcher summarized the weakness and strength as follows.

- Strengths:
1. Beautiful landscape attracts more tourists.
 2. Full of facilities support tourism.
 3. Variety activities can do in the both day and night time
 4. Controlled the beach government by the government.
 5. More tidy, more clean and more safe

- Weaknesses:
1. Stakeholders do not have clear information
 2. Beach management is not decentralized to other parties.
 3. Lack of inquiring of the needs of stakeholders.

- 4 Lack of knowledge for beach management in many dimensions.
5. Lack of a network of partners to manage the safety beach.
6. Lack of clear laws, regulations, and punishment
7. Insufficient number of safety staff and equipment due to limited budget.
8. Lack of clear integration between different sectors.

2) Objective 2: To evaluate the efficiency of current beach management of Patong beach.

Patong beach management, it was found that the results were analyzed both qualitative and quantitative. In terms of qualitative, tourists were most impressed with the beauty of the beach, easy access, various activities, full of facilities and safety on the beach respectively. This reflects that those issues were effectively management. On the other hand, issues that need urgently improve include overcrowding, bothering from the merchants to sell goods and service, high price of product and service, loud noise from entertainment place, no parking, cleanliness problem, beach umbrella and bed were not clean, the smell of waste and the bathroom is less number and not clean.

For quantitative studies, it was found that the effectiveness of management in the following items were less efficient than other including management of public parking spaces ($\bar{x} = 2.57$), cleanliness of public baths ($\bar{x} = 2.66$), cleanliness of public toilets ($\bar{x} = 2.70$), the management of public drinking water sources and the traffic management at Patong beach ($\bar{x} = 2.72$), the adequacy and availability of public shower rooms and public toilet ($\bar{x} = 2.80$), the safety management of the road to Patong beach ($\bar{x} = 2.91$), traffic noise management and noise from entertainment venues ($\bar{x} = 3.00$), the management of the price appropriateness of goods and tourism services ($\bar{x} = 3.02$), the management of the number of people on Patong Beach ($\bar{x} = 3.03$), the management of the number of public garbage bins ($\bar{x} = 3.03$) and the adequacy and availability of facilities for the disabled ($\bar{x} = 3.04$), respectively. As shown in table 4.42

Table 4.42 Summary of Evaluate Efficiency of Patong Beach Management

Summary of Evaluate Efficiency of Patong Beach Management			
No.	Issues	Qualitative analysis	Quantitative analysis
Impress			
1.	Beautiful beach	✓	✓
2.	Accessibility to the beach	✓	
3.	Varieties activities	✓	✓
4.	Full of facilities	✓	
5.	Safety on beach	✓	
6.	Appropriate entertainment services		✓
7.	Information signs		✓
8.	Zoning on the beach		✓
9.	Sandy has no dangerous		✓
Improve			
1.	Crowded people	✓	✓
2.	Bothering to selling Goods and services	✓	
3.	High prices of goods and food	✓	✓
4.	Noisy from entertainment service	✓	✓
5.	No more public Parking	✓	✓
6.	Garbage	✓	✓
7.	Beach Umbrellas and beds	✓	
8.	Smelling from the waste	✓	
9.	Few number of bathrooms unclean	✓	✓
10.	Public drinking water provide		✓
11.	Safety road to the beach		✓
12.	Facilities for disable tourists		✓

From the table above, it showed that most tourists were impressed by their beautiful physical appearance and variety of activities of Patong beach. But some issues that need to be improved were: crowded people, high prices of goods service, noisy from entertainment service, no more public parking, garbage and few number of bathrooms unclean. The qualitative research also found that the increasing number of tourists causing the congestion in the area. Entrepreneurs were bothered tourists to sell their products. This results was consistent with above context studies that if the number of tourists and beach users increases, there is a negative impact on beach management. Some tourists said that they come to Patong only during the day or when they want to do beach activities and use entertainment, but stay at other beaches because of dirty, noise and traffic jam. This was consistent with the results of quantitative studied that most tourists stay in other areas in Phuket.

So, the issue of effective beach management above need to improve beach management to attract more tourists to travel and spend more. The researcher has summarized the strengths and weaknesses to suggest a policy as follows.

- | | |
|-------------|---|
| Strengths: | <ol style="list-style-type: none"> 1. Beach is more clean and safe. 2. The famous of the attraction more tourists. 3. The beach connect with other beach and easy accessibility |
| Weaknesses: | <ol style="list-style-type: none"> 1. Lack of integration to address urgent management problems. 2. Most tourists choose to stay in other areas in Phuket. 3. Lack of building tourist's awareness and perception for participate in beach management. 4. High price of product and service |

3) Objective 3: To measure the participation level and demand for stakeholder's participation in Patong beach management

The result was found that the measure of the level of participation and the need for participation in the management of Patong beaches found that participation consisted of 5 stages as follows: (1) participation in receiving information, (2) participation in the information exchange, (3) participation in the

implementation, (4) participation in the evaluation and (5) participation in the share responsibility.

For quantitative research, it was found that the current beach management found that Patong beach management was in the moderate level to the minimum level but the demand for beach management participation in the future was found that the stakeholders demand to participate was in the high level participation. It means that the parties which less participate today will have high demand for participation in beach management in the future. Especially in the implementation level which has the greatest distance ($\bar{x} = 1.78$). As shown in table 4.43

Table 4.43 Quantitative Research for Summary of Patong Beach Participation

Issues	Current Participation (\bar{x})	Demand for Participation (\bar{x})	Suggestions
Quantitative Research			
Participation in the receive information level			
1. being informed that Patong beach will be management	2.54	4.07	1. Must apply more communication channel and regularly inform or meeting for beach management.
2. the appointment to receive Patong beach management information	2.32	3.86	
Participation in the exchange information level			
1. the participation in meetings for beach management plan proposal	1.85	3.65	1. Allow all parties express their opinions and exchange information for beach management planning
2. the participation in exchanging information with other parties	1.80	3.60	
Participation in the implementation level			
1. the selection of suitable	1.79	3.64	1. Parties must be

Issues	Current Participation (\bar{x})	Demand for Participation (\bar{x})	Suggestions
representative			involved in planning.
2. participation in decision-making, planning, goal setting	1.77	3.62	Determine the needs and action plan with the government.
3. the implementation of your responsible plan with various parties	1.76	3.63	2. It must have representation from all parties
4. the implementation of plans in other parts with various parties	1.71	3.60	3. It Must have a clear action plan
Participation in the evaluation level			
1. the participation in evaluating the satisfaction of the Patong beach management operation	1.75	3.57	1. It need to evaluate the implementation plan. after finish the project. 2. There must be assessment and investigation by the Parties.
2. the participation in the monitoring representatives.	1.76	3.54	
Participation in the share responsibility level			
1. the participation for the improvement of water, electricity, telephone and road systems	2.27	3.84	1. Must plan and apply sustainable management method to reduce the impact of management.
2. the shared responsibility in the results of beach management	2.51	3.96	

For the qualitative research, it was found that the parties involved low participation in beach management. Most of them did not receive information or

received information continuously. So, they don't involve since in the first step of management. Therefore, it should use better communication channel to distribute information to all parties. The respondents said they only participant at the receiving information level and they also affected from beach management because the government sectors mainly operated by Top-down. Therefore, the parties need to involve since from the beginning level which is receiving clear and regularly information and also meeting for exchange information and go on. This result of studied was consistent with quantitative research which shown that the parties want to be informed that Patong Beaches will be managed (Gap = 1.54). And require regular meetings to listen to information (Gap = 1.53). The researcher summarizes the results of participation and demand for participation of the stakeholders. Because of after the researcher analyzed the data, it was found that the results of other stakeholders except the government sector were in the same way. Then, the researcher have explained by used the abbreviation code only Gov. which is stand for government and Stk. which is stand for stakeholders include private sector, public sector and civil society. as summarized in the table 4.44

Table 4.44 Qualitative Research for Summary of Patong Beach Participation

Level of Participation	Participated in Beach Management	Demand for Participation	Suggestion
Qualitative Research			
Receive information level	Gov. sector: being informed that Patong beach will be management Stk.: The Parties has not been thoroughly informed.	Gov. sector: need all stakeholders get information Stk.: the government must distribute information or has communication channel for everyone to assess.	1. Increase the communication channel 2. It must be a continuous transmission of information. 3. There must be a channel to encourage the Parties to attend

Level of Participation	Participated in Beach Management	Demand for Participation	Suggestion
Exchange information level	<p>Gov. sector: the government has a meeting to hear the problem or a complaint after managed the beach</p> <p>Stk.: no exchanged information to the government to know the needs or problems</p>	<p>Gov. sector: they want the exchange information with others.</p> <p>Stk.: they want the government consider the need of stakeholder.</p>	<p>meetings.</p> <p>1. Must be selected for the appropriate communication channel to exchange information.</p> <p>2. Listen to the information of all parties and consider it together.</p>
Implementation level	<p>Gov. sector: the committee was set up from the government</p> <ul style="list-style-type: none"> - designate to use public area for business only 10% of the beach <p>Stk.: some sectors was setting group and set up the representation.</p> <ul style="list-style-type: none"> - not participate in joint planning, joint decision-making, or does not have the power to select representatives. - implementing policies such as cleaning, zoning, join safety activities - cooperate with the government to return the area to the public 	<p>Gov. sector: the government want stakeholders implement by follow the government policy</p> <p>Stk.: need to planning and propose the implementation</p>	<p>1. Establish the committee from all parties</p> <p>2. Opportunities must be given to all parties to participate in planning and set operational guidelines</p>

Level of Participation	Participated in Beach Management	Demand for Participation	Suggestion
Evaluation level	<p>Gov. sector: the evaluation should base on the various indicators of each department</p> <p>- there is inspect into the area for monitor and evaluate beach management implementation</p> <p>Stk.: - not involved in the evaluation process</p> <p>- the government requested information from all sectors by asking to answer the satisfaction questionnaire of beach implementation</p>	<p>Gov. sector: ต้องการให้สำเร็จ ตามเป้าหมายของหน่วยงาน</p> <p>Stk.: need to evaluate the management for better beach area</p>	1. It need to evaluate the management plan to improve in the future
Share responsibility level	<p>Gov. sector: compensate people who effects from beach management</p> <p>Stk.: - Every sector responsible the results or management as they stay in the area.</p>	<p>Gov. sector: they want the deal to be beneficial to the beach</p> <p>Stk.: they want management to help solve beach problems</p>	1. Awareness must be raised for the participation in the management

From suggestions for participation above, the researcher concluded by presenting the strengths and weaknesses of participation in the management of Patong beach as follows:

- Strengths:
1. The stakeholders increase demand to be involved in beach management in the future.
 2. The stakeholders are willing to cooperate in the management of beaches.

3. Various parties have group leaders to participate in various activities.

Weaknesses: 1. Beach management is a top-down method.
2. Lack of communication between governments and parties.

3. The beach management plan is not clear and not consider from the need of all stakeholders.

4. Lack of a clear evaluation of beach management for improvement in the future.

From the researcher mentioned above, the study of Patong beach management context found that the management of Patong beach has been affected in areas such as the stationary safety zone, facilities support for tourism and environment etc. The authorities should be decentralized to the parties to contribute to sustainable management.

After studying the efficiency of Patong beach management, the researcher analyzed 6 new elements of survey and extraction by using the elements from the quantitative research results compared with the qualitative research results. All 6 issues include 1) Facilities management 2) Noise from entertainment management 3) Prices of goods service management 4) Crowded management 5) Safety management and 6) Cleanliness management which all issues the researcher will suggest the police implication later.

The researcher led the results from the 3rd objective, namely the level of participation and the need for participation in the beach management which consists of all 5 levels include receiving information, exchange information, implementation, evaluation and share responsibility. It was found that present participation was low at all levels while the demand for participation in future management was high at all levels. It is therefore important that multilateral participation is managed. However, the highest gaps in participation in operations, and the highest demand for participation was sharing responsibility and receiving information respectively.

By synthesizing the above information, the researcher has brought about a policy in implication for Potong beach management in chapter 5.

CHAPTER 5

CONCLUSION AND RECOMMENDATIONS

This chapter summarizes the research results of “Policy implication for Patong beach management through multi-stakeholder participatory approach” consists of three sections including part 1 is “Conclusion”, part 2 is “Discussion” and part 3 is “Recommendations”.

5.1 Conclusion

The research titled “Policy implication for Patong beach management through multi-stakeholder participatory approach” was concluded and explained by the research objective as follows.

5.1.1 To study the current beach management context of Patong beach.

5.1.2 To evaluate the efficiency of the current beach management of Patong beach.

5.1.3 To measure the participatory level and demand for participation of stakeholders in Patong beach management.

5.1.4 To suggest the policy implication for Patong beach management through multi-stakeholder participatory approach.

5.1.1 Summarized Results on Objectives 1: To Study the Current Beach Management Context of Patong Beach

The researcher used qualitative research which composed 3 research questions. As shown as follows.

5.1.1.1 Objective 1 - Research Question 1: What is the situation of Patong beach tourism?

Beach users can use the utilize from Patong Beach in all areas around the beach since the sand over the sea to the last route on route 3. Every area was full

of tourism operators and activities. The tourism operators are spread along the 3 main roads and beaches with full facilities for tourists and famous to all around the world. So, this cause the way of life of local people was changing to work in tourism business instead of agriculture.

5.1.1.2 Objective 1 - Research Question 2: How is the tourism management in Patong beach?

Patong beach management has been developed continuously. Patong Municipality is the main sectors to manage the beach. The management of Patong Beach changed dramatically when the National Council for Peace and Order (NCPO) made a policy to return the beach area. At present, Patong beach was managed in 4 issues as follows:

In the study of the management of Patong beach, the researcher found the result of 4 topics from management analysis as follows

1) Legal: National Council for Peace and Order (NCPO) was implemented beach management by specifying areas for 10% use of beach and prescribe the time close entertainment service by law which is 01.00 A.M.

2) Zoning: Followed the policy to specifying areas for 10% use of beach, there were managed 1.) the area for the umbrella and bed service providers from 59 people in the past to allowed only 5 beach umbrella zones which each zone had 11-12 persons 2.) Specifying the area for beach massage operators by created the temporary tents for massage and fix price 3.) Smoking points determination and provided message alert for smoking information and 4.) Parking spaces

3) Safety and tourism support safety at Patong beach is managed by both the government and private sectors including civil society, which has been organized Marine Safety Management such as lifeguard, lag symbols, safety equipment, education and training and warning towers. Other that, there were managed road safety management including CCTV installation, taking care of security in Soi Bangla, traffic management and light on the beach.

4) Environment: the authority and other sectors cooperated to managed the various items such as cleanliness, trash disposal point, garbage disposal

schedule and technology for waste collection. Other than that, there was managed the waste water management which was a big problem caused from garbage.

5.1.1.3 Objective 1 - Research Question 3: What are the effects of tourism management to Patong beach?

After NCPO implementation the beach management policy, there also has the positive and the negative effects to both of beach users and tourists. The positive effect was the beach was more tidy, more public space for tourist's parking and sunbath and more safe. Another hand, the negative was economic impacts from specific areas use for only 10%, the waste and not safety from immigrant or people who come from other province for work.

5.1.2 Summarized Results on Objectives 2: To Evaluate the Efficiency of the Current Beach Management of Patong Beach

The researcher used 3 research objectives to answer this the efficiency of the current beach management of Patong beach. As show as below:

5.1.2.1 Objectives 2 - Research Question 4: What impresses you about this visit to Patong beach?

The information obtained from respondents that found in 5 issues that impresses includes: 1) beautiful beach, 2) full of facilities, 3) variety activities 4) easy accessible and 5) beach safety

5.1.2.2 Objectives 2 - Research Question 5: What do you want to be improved on Patong Beach?

There were 9 issues that respondents wanted to urgently improve: 1) congestion 2) crowds 3) bothering from merchants sales of goods and services 4) high prices of goods and services 5) noise from Entertainment places 6) no more parking 7) Garbage 8) The smell of waste and 9) The bathroom is less and not clean.

For analyzed the efficiency of Patong beach, the researcher used mixed methodology and used Exploratory Factor Analysis (EFA) for group the variables which found that there were 6 components and all variables has moderate level in beach management efficiency as follows.

1) Factor 1 efficiency of beach "Physical" consists of 10 variables with the element including: the shady and pleasant beach, the suitable beach

width for tourism activities, the beach has a relaxing atmosphere, the obviously beautiful beach and landscape, beach buildings are in harmony with nature, the waste management in Patong beach area, people can walk barefoot on beach floor without danger, a variety of water activities on Patong Beach ,the waste odor management, and the interest of activities on Patong Beach

2) Factor 6 efficiency of “Zoning” consists of 5 variables with the element including: the appropriateness of entertainment services management, the management of zoning on Patong beach, the availability of information signs, the safety management of the road to Patong beach and the management of the number of people on Patong Beach

3) Factor 5 efficiency of “Entrepreneurs Management” consists of 7 variables with the element including: management of the number of hawker shops and stalls, management of the number of beach massage beds, the readiness management of the tourist service center, the management of the number of public garbage bins, the management of the appropriateness of the prices of tourism products and services, the management of the number of restaurants and the convenience management of the road to Patong beach.

4) Factor 2 efficiency of “Safety and Support” consists of 8 variables with the element including: the management of suitability infrastructure such as water, electricity, telephone, management of public drinking water sources, management of sunbeds and parasols services, the adequacy and availability of facilities for the disabled, safety management for life and property on Patong Beach , management of suitability of water activity services, water security management such as water safety officer, rally point, alert spot, first aid point and management of public parking spaces.

5) Factor 3 efficiency of “Beach environmental” consists of 5 variables with the element including: the traffic management at Patong beach, noise management from entertainment venues to the beach, traffic noise management to the beach, the management of obvious oil spills on the sea surface and the visibly clear sea water.

6) Factor 4: efficiency of “Hygiene” consists of 4 variables with the element including: cleanliness of public baths, cleanliness of public toilets,

the adequacy and availability of public shower rooms and the adequacy and availability of public toilets

5.1.2.3 Objectives 2 - Research Question 6: How personal information of tourists affects the evaluation of the efficiency manage Patong beach.

1) Status

Most of the respondents were single and when testing hypothesis, it was found that different status has different perceived on efficiency of beach management.

2) Education level

The respondents had the highest score in bachelor's degree. The different educational levels significantly different perceived on the evaluation of beach management effectiveness.

3) Occupation

Most of the respondents had occupations of students, followed by private company employees. It was found that different occupations had significantly different on occupation has difference perceived on evaluation of beach management efficiency.

4) Income

Most of the respondents earned more than 150,001 baht per month and 30,001-60,000 Baht per month. And when tested hypothesis, it was found that different income had significantly different perceive on management effectiveness evaluation.

5.1.3 Summarized Results on Objectives 3: To measure the Participatory Level and Demand for Participation of Stakeholders in Patong Beach Management

The third research objectives studied was to assess the level of participation and demand for participation in current Patong beach management, as follows.

5.1.3.1 Objectives 3 - Research Question 7: What is the level of stakeholder's participation in Patong beach management?

The results of the current 5 levels of participation in Patong Beach management found that the highest participation level in Patong Beach management

were the shared responsibility level, followed by the information receiving level, the exchange information level, the evaluation level and the finally were the implementation level. The semi-structured interviews show that the government sector was a main for implementation and manage the beach with no decentralization to involve other parties. It was found that the stakeholders were somewhat involved in various levels of management and had no decision-making power.

5.1.3.2 Objectives 3 - Research Question 8: What is the demand of stakeholders' participation in the management of Patong beach?

The results of the demand of stakeholders' participation in the of Patong beach management found that the overall demand of participation in Patong beach management is at a high level. All level had demand of participation were in the high level which range in order from shared responsibility level, followed by the information receiving level, the information exchange level, the implement level, and the evaluation level respectively.

For the qualitative research, it was found that the parties involved low participation in beach management. Most of them did not receive information or received information continuously. So, they don't involve since in the first step of management. The respondents said they only participant at the receiving information level and they also affected from beach management because the government sectors mainly operated by top-down. Therefore, the parties need to involve since from the beginning level which is receiving clear and regularly information and meeting for exchange information.

5.1.3.3 Objectives 3 - Research Question 9: How does the personal information affect the stakeholders' participation in the management of Patong beach?

- 1) Gender: Most of respondents were male.
- 2) Age: The respondents had average age between 26 – 35 years.
- 3) Education level: The respondents has education level in Bachelor degree.
- 4) Income: It was found that most respondent had income per months higher than 150,001 bath.

5) For testing hypothesis, it was found that difference genders and education level has significantly difference perceived on beach management participation.

5.2 Discussion

The results of this study will suggest the policy implication for Patong beach management through multi-stakeholder participatory approach. Therefore, this section of discussion provides the interpretation of the findings along with a discussion. As detail as follow.

5.2.1 Discussion on Objective 1: To Study the Current Beach Management Context of Patong Beach

The finding from study the current beach management context of Patong beach was found that the way of live of local people in Patong beach was changed because the tourism rapidly growth and the land was used for construction and tourism activities. In addition, there is people who come from other provinces visited or lived in Patong beach for occupation purpose. Therefore, the various of stakeholders were in Patong beach and rely on income from the tourism business. And the natural environment was one of the main resources to attracted tourists. Patong beach can do various activities all day all night therefore it affects to environment and social dimensions. The result of the studied showed that Patong beach was Urban beach or Active beach consistency with the studied of Department of Tourism (2018) said that the environment around Active Beach was changed in order for demand of beach users and it usually affected from changing. In addition, Cervantes and Espejel (2008) and Van Maele et al. (2000a) emphasized that the kind of beach need to improve facilities for supported tourism. Therefore, the area in Patong beach has changed to meet the needs of both tourists and other beach users. Therefore, it is necessary to manage it effectively for sustainability both in the environment, economy and society dimensions.

5.2.2 Discussion on Objective 2: To Evaluate the Efficiency of the Current Beach Management of Patong Beach

When evaluated the efficiency of the current beach management of Patong beach by mixed method, it was found the issues need to improve include:

1) Facilities: facilities composed public parking management, public drinking water provide, public toilet and bathrooms and unclean and not enough, facilities for disable tourists and beach umbrellas and beds. Many studied pay attention for facilities management because it motivates tourists to visit. The results consist the studied of Barbosa de Araújo and da Costa (2008) which said that the facilities is support tourism and recreation.

2) Noise from entertainment service: because of nightlife destination at Patong beach is very famous and attract tourists. Therefore, there are many entertainment service along the beach especially in Soi Bang la which located around by accommodation. Although there is not much direct study of noise from entertainment management. But the beach should have a zone which relates to the place that makes noise. It need to specific this problem to zoning management as the study of Frampton (2010) and Nelson, Morgan, Williams, and Wood (2000).

3) Prices of goods service: as Patong beach is a famous destination, therefore the price of goods and service and also the value of live will be high. Not only high price for tourists but the local people also suffers from this issues.

4) Crowded people: the beach crowding from both of tourists and local people or entrepreneurs on the beach. The qualitative research found that the increasing number of tourists causing the congestion in the area. Entrepreneurs were bothered tourists to sell their products. This results was consistent with above context studies that if the number of tourists and beach users increases, there is a negative impact on beach management. Some tourists said that they come to Patong only during the day or when they want to do beach activities and use entertainment, but stay at other beaches because of dirty, noise and traffic jam. This was consistent with the results of quantitative studied that most tourists stay in other areas in Phuket.

The last two issues the need urgently improve are 5) Safety and 6) cleanliness. These are important issues because the results consists of many of standard of beach management such as Flag (2011) and Capacci, Scorcu, and Vici (2015), it can be the

destination image and trust from tourists who visit. In addition, the results of efficiency of the current beach management of Patong beach above was consist the results of studied of Brščić and Šugar (2020) which they showed the indicators for evaluate the beach management and they stated that those indicators are effect to customer's satisfaction and it influences on the choice of destination. Therefore, even the results showed the similar indicators but it can be applied in those issues in differences all the world. But it need to study based on the need of beach users as well as in this study was found that status and education level have significant different perceived on beach management.

5.2.3 Discussion on Objective 3: To Measure the Participatory Level and Demand for Participation of Stakeholders in Patong Beach Management

The quantitate studies found that the respondents had lowest level in implementation level of participation. On the contrary, they also demand to participation in share responsivity the most. This results consists of descriptive results that shown the reasons for participation in beach management which were they need better beach, need to access the information and to share benefit from the beach. The results from qualitative research also found the same point which the stakeholders need to get information continually. All parties willing to participate in Patong beach management but it must start from plan and analyze together and manage by concern on sustainable.

5.2.4 Discussion on Objective 4: To Suggest the Policy Implication for Patong Beach Management through Multi-Stakeholder Participatory Approach

In this study, the researcher proposed the Policy implication for Patong beach management through multi-stakeholder participatory approach. By offering all 6 policy suggestions include:

- 1) Policy implication for Facilities management through multi-stakeholder participation

2) Policy implication for Noise from entertainment management through multi-stakeholder participation

3) Policy implication for Prices of goods service through multi-stakeholder participation

4) Policy implication for Crowded management through multi-stakeholder participation

5) Policy implication for Safety management through multi-stakeholder participation

6) Policy implication for Cleanliness through multi-stakeholder participation

5.2.4.1 Policy implication for Facilities management through multi-stakeholder participation

1) Public parking management

Parking management is very important to management. Because it affects both tourists and local people. Managing tourist parking facilitates and makes tourists more accessible to tourist attractions. But if it is managed by reducing the number of parking spaces for public taxi cars, which is the parking lot for people who have longtime car hire professionals. Therefore, it is important to find a balance in management. The researcher presented the guidelines as follows.

The public sector needs to listen to the problems and needs of the stakeholder and jointly define possible guidelines in a balanced manner. Therefore, the authority of public sector which is Patong city municipality must encourage and coordinate the parties to receiving information for mitigation especially the group of car service and renting entrepreneurs. The authority can chat by Line application or sent the messages through the representative for clarify the public parking problem along the beach because they were the group who got the most effects from previous parking management. Then, the authority should exchange the information with others sectors who are a part help to manage the beach by listen to problems and needs of stakeholders for solution and reduce the impact.

For the implementation of public parking management, it must select the representative from the parties and must have participation for recheck the suitability of the parking spot. Within this step, it should participate with Department

of Public Works and Town & Country Planning for setting the possible parking spot. On the other hand, as the result the studied shown that there was the illegal taxis, the police and the Patong city municipality must to arrest and troubleshoot illegal taxis who Use a personal car for tourists to rent. And parked in public for a long time. After managed as mention above, all stakeholders and Patong city municipality must evaluation the satisfaction for public parking Periodically by questionnaire, interview or observe. If someone still get the problem or do illegal perform, it must inform to the representative or the authority for help to solve the problem and share responsibility. As show the policy implication in table 5.1 below.

Table 5.1 Policy Implication 1, Issue 1: Public Parking Management

Policy Implication 1: Policy Implication for Facilities Management through Multi-Stakeholder Participation			
Issue 1: Public Parking Management			
Participatory	Action	Participation Techniques	Undertaker
1. Receiving information	Coordinate the parties to participate in mitigation. Clarify the problem of the beach	Line, inform to the group representative	1. Patong city municipality
2. Exchange information	Listen to problems and needs Negotiate solutions that reduce the impact	Meeting, Public forum	1. Patong city municipality 2. Car service and renting entrepreneurs
3. Implementation	Select a Party Representative to perform Participation for	Inspecting the area	1. Patong city municipality 2. Car service and renting

Policy Implication 1: Policy Implication for Facilities Management through Multi-Stakeholder Participation			
Issue 1: Public Parking Management			
Participatory	Action	Participation Techniques	Undertaker
	check the suitability of the parking spot. Troubleshoot illegal taxis		entrepreneurs 3. Police 4. Department of Public Works and Town & Country Planning 5. Other stakeholders
4. Evaluation	Evaluate the convenience of parking	Questionnaire, interview, observe	1. Patong city municipality 2. Public sector
5. Share responsibility	Allocate stops for tourists Increase the parking space or the quantity of vehicles per parking spot.		3. Privat sector 4. Tourist

2) Public drinking water provide

As the results of studied shown there was no public drinking water and the efficiency was in the moderate level. Therefore, the authority or Patong city municipality must manage by free or drop the coin into the dispenser when the tourists want some water. Therefore, the authority must has clarified that drinking water points will be provided. However, the authority must ask the parties for demand or the suitability area for provide service before. If the parties want the drinking water service along the beach, they should consider by small group meeting or interview for the budget. In addition, the authority can ask stakeholders for support the public

drinking water. Another way, the authority can manage as the concession by stakeholders. Then, the authority must set guidelines for cleaning and maintenance the water dispenser service. However, this management must to continually evaluate for the service as the comment box for improving the better management. As shown the policy implication in table 5.2 below.

Table 5.2 Policy Implication 1, Issue 2: Public Drinking Water Management

Policy Implication 1: Policy Implication for Facilities Management Through Multi-Stakeholder Participation			
Issue 2: Public Drinking Water Management			
Participatory	Action	Participation Techniques	Undertaker
1. Receiving information	Clarified that drinking water points will be provided	Website, facebook, broadcast tower	1. Patong city municipality
2. Exchange information	Ask for demand/Service suitability	Small group meeting, interview	1. Patong city municipality
3. Implementation	Consider the budget Ask stakeholders for support Concession by stakeholders Set guidelines for water dispenser service Set the Cleaning schedule	Cooperate with the representative	2. Public sector 3. Privat sector 4. Tourist
4. Evaluation	Commenting on service	Comment Box	
5. Share responsibility	Take responsibility for property Participate for care of cleanliness	Asking for cooperation	

3) Public toilet and bathroom management

Public toilet and bathroom is a duty of the Patong Municipality, where concession by others. Public toilet and bathroom is not enough for tourists and local people and entrepreneurs per day. Therefore, the authority should construct more toilet and bathroom by considers the budget from the government. In the same time, they should to establish the committee or the representative for manage the tourists and the bathroom. Then, the representation from all sectors should join to indicate the area for construct the toilet and bathroom. The authority should manage how to select new people for administrative toilet and it must to be fair. However, all stakeholder should share responsibility to clean when they used the toilet. And the toilet cleaner should to provide the floor cloth or other facility for clean. In addition, the authority should to create policy for built the awareness of the tourist or the users.

Table 5.3 Policy Implication 1, Issue 3: Public Toilet and Bathroom Management

Policy Implication 1: Policy Implication for Facilities Management Through Multi-Stakeholder Participation			
Issue 3: Public Toilet and Bathroom Management			
Participatory	Action	Participation Techniques	Undertaker
1.Receiving information	Inviting people to participate in planning and Consider increasing the number of bathrooms	Website, Facebook, broadcast tower	1. Patong Municipality
2. Exchange information	Comment and decide in determining the place to build public toilets. Discuss to propose	Small group meeting, public forum, opinion poll	1. Patong city municipality 2. Public sector 3. Privat sector 4. Tourist

**Policy Implication 1: Policy Implication for Facilities Management Through
Multi-Stakeholder Participation**

Issue 3: Public Toilet and Bathroom Management

Participatory	Action	Participation Techniques	Undertaker
	the selection of sanitary ware.		
3. Implementation	Appoint the committee Arrange bathroom concessions Set the service criteria Plan to maintain the cleanliness of the community		
4. Evaluation	Check the procurement Check the cleaning schedule Survey satisfaction in using the service	Report, questionnaire, observe	
5. Share responsibility	Help keep clean	Cooperate with all parties	

4) Policy implementation for Facilities for disable tourists

The stakeholders should consider together for provide the facilities for disable tourists such as ramps, wheelchairs, walking canes, voice prompts. etc. The Patong city municipality must public relations to others stakeholders for receiving information and pay attention about providing the facilities for disable people. They must Appoint a committee and also invite an exporter to

explore the area for provide the facilities. The authority must set budget and plan for building or improving the facilities and should to prepare knowledgeable staff who can communicate and help disable in other areas. For evaluate the management, it must observe the use of the service from the users by surveying and all sectors must jointly responsible for property public.

Table 5.4 Policy Implication 1, Issue 4: Facilities for Disable Tourists

Policy Implication 1: Policy Implication for Facilities Management Through Multi-Stakeholder Participation			
Issue 4: Facilities for Disable Tourists			
Participatory	Action	Participation Techniques	Undertaker
1. Receiving information	Public relations for participation	Voice on the line, Line	1. Patong city municipality
2. Exchange information	Considering availability facilities for disable tourists	Group discussion	2. Public sector 3. Privat sector 4. Tourist
3. Implementation	Appoint a committee Invite an expert to explore Explore the facilities Set budget and plan for building / improving Create a network for training about caring of disable tourists.		
4. Evaluation	Observe the use of the service	Survey	
5. Share responsibility	Jointly responsible for property public	Cooperate with all parties	

5) Beach Umbrellas and beds management

The government should to appoint the members and the chairman of beach bed and umbrellas association to inform what is the problem or what is the need of tourists. The authority should announce or issued an official statement for clarify the rules and regulations on the use of space 10%. The authority should meeting or open the public forum for exchange information about what the stakeholders need about using the space 10% as follow as the policy. In addition, the authority must inform the entrepreneurs to clean. and set the time for cleaning and must to change the new on or repair bed and umbrella to be better.

Table 5.5 Policy Implication 1, Issue 5: Beach Umbrellas and Beds Management

Policy Implication 1: Policy Implication for Facilities Management Through Multi-Stakeholder Participation			
Issue 5: Beach Umbrellas and Beds Management			
Participatory	Action	Participation Techniques	Undertaker
1. Receiving information	Clarify the rules and regulations on the use of space 10% Public relations in advance if there is an investigation	Announce, issued an official statement	1. Patong city municipality
2. Exchange information	Meeting for an agreement on placing a bed umbrella and using bed and umbrella	Meeting, Public forum	1. Patong city municipality 2. Bed and umbrella entrepreneur
3. Implementation	Check space usage Explore the readiness of the umbrella and bed Check for the cleanliness		3. Public sector

Policy Implication 1: Policy Implication for Facilities Management Through Multi-Stakeholder Participation			
Issue 5: Beach Umbrellas and Beds Management			
Participatory	Action	Participation Techniques	Undertaker
	Set a clear price		
	Set a cleaning schedule		
4. Evaluation	Interview or observe the opinion of the users	Questionnaire, interview	1. Tourist
5. Share responsibility	Join the rules and regulations Take care of cleanliness and umbrella condition		1. Bed and umbrella entrepreneur

5.2.4.2 Policy implication 2: Policy implication for Noise from entertainment management through multi-stakeholder participation

The authority should invite all the entertainment service providers to meet and clarify together by finding an agreement s to be too loud how many decibels to use loudly. Because of the entertainment service provides located near the accommodation. Then, tourist guide and travel agencies should inform to their tourists.

Table 5.6 Policy Implication 2: Policy Implication for Noise from Entertainment Management Through Multi-Stakeholder Participation

Policy Implication 2: Policy Implication for Noise from Entertainment Management Through Multi-Stakeholder Participation			
Participatory	Action	Participation Techniques	Undertaker
1. Receiving information	Announcement of the loudness determination of the entertainment facility.	Announce, issued an official statement, voice call on the line.	1. Patong city municipality
2. Exchange information	Inviting the entertainment operator to express opinions and responsibility	Meeting, public forum,	1. Patong city municipality 2. Public sector 3. Privat sector 4. Tourist
3. Implementation	Patrol officer Punish the violator Inform Tour guide and operator to clarify to the customers	Cooperate in the part that is responsible for.	
4. Evaluation	Assess the satisfaction of tourists And surrounding parties	Questionnaire	
5. Share responsibility	To monitor and report complaints	Corporate with others.	

5.2.4.3 Policy implication 3: Policy implication for Prices of goods service through multi-stakeholder participation

The stakeholders who has authority should invite the entrepreneur in each to meeting and consultation to establish pricing possibilities because although Patong beach is the popular tourist destination, but it should control the price of products and service which effected to costs of living of the host. The authority must set the committee or representative for find out the way to set the fair price together. They must cuts some taxes and must require operators to have clear price tags in multiple languages. In addition, after the authority invited the parties to consultation to establish pricing possibilities, they must set the fair price in each products base on the satisfaction of each sector. Then, the committee should to announce price to the public.

Table 5.7 Policy Implication 3: Policy Implication for Prices of Goods Service through Multi-Stakeholder Participation

Policy Implication 3: Policy Implication for Prices of Goods Service Through Multi-Stakeholder Participation			
Participatory	Action	Participation Techniques	Undertaker
1. Receiving information	Invite parties to listen to the price situation	Line, Facebook, broadcast tower	1. Patong city municipality
2. Exchange information	Consultation to establish pricing possibilities	Meeting, focus group, survey for opinion	1. Patong city municipality
3. Implementation	Set the middle price by the stakeholders The government controls the prices of products.	Public forum, meeting	2. Public sector 3. Privat sector 4. Tourist

**Policy Implication 3: Policy Implication for Prices of Goods Service Through
Multi-Stakeholder Participation**

Participatory	Action	Participation Techniques	Undertaker
	Acting against the overpriced exploit merchants		
	Require operators to have clear price tags in multiple languages.		
	Government sector cuts some taxes		
	Building awareness		
	Not taking advantage of consumers		
4. Evaluation	Follow up results from entrepreneurs	Report the results, interview, observation	
	Summary of accounts, income and expenditures		
5. Share responsibility	Build awareness of setting a fair price	Corporate with others.	

5.2.4.4 Policy implication 4: Policy implication for Crowded management through multi-stakeholder participation

It should to determine zone for tourist and entrepreneurs and should to separate the activities that not suitable to do in the same area. Other that, it should to determine the time permission to do activities. The travel agency can set the activities schedule for motivate tourists to do activities in the different time. On the other hand, the stakeholders who relate to area management must analyze the time that tourists

usually do activities for zone planning to reduce the crowding. Moreover, the private and public sector and support in the implementation level by setting planner event calendar and establish a joint plan. Then, the stakeholder must build awareness of tourist and provide information on tourist attractions and service by create website or by other channel to promote their services or activities. The tourists can plan a trip in advance.

Table 5.8 Policy Implication 4: Policy implication for Crowded management through multi-stakeholder participation

Policy Implication 4: Policy Implication for Crowded Management Through Multi-Stakeholder Participation			
Participatory	Action	Participation Techniques	Undertaker
1. Receiving information	Invite the entrepreneur meeting	Voice on the line, invitation letter	All stakeholders
2. Exchange information	Open an opportunity to express ideas about activities setting	Meeting, focus group	
3. Implementation	Meeting planner event calendar Establish a joint plan Build awareness of tourist and provide information on tourist attractions / service activities Ask for cooperation for	Collect data, create Website	

Policy Implication 4: Policy Implication for Crowded Management Through Multi-Stakeholder Participation

Participatory	Action	Participation Techniques	Undertaker
	entrepreneurs in all areas to promote their services or activities		
	Prepare a travel planning website for plan trip in advance		
4. Evaluation	Surveying by poll, evaluate the carrying capacity per area	Expression opinion box	
5. Share responsibility	Cooperate with others	Cooperate with others	

5.2.4.5 Policy implication 5: Policy implication for Safety management through multi-stakeholder participation

About safety, there are safety on road and safety on beach. For safety on road, people who used the road in Patong beach were Thai and foreign tourists therefore the authority should to encourage people for safe when driving. The police should check for driving licenses. The motorcycle or car renting entrepreneurs should to cooperate about safety on road by inform the tourists and not allow people who not have license rent the motorcycle or car. Anyone who violates will be punished. All sectors should often meet for solving problems together. For safety on beach, the parties must assign the role to parties and do the safety manual on the beach in many languages. The stakeholders should to provide prompt and adequate safety facility and provide knowledge to all sectors. The importance thing is the stakeholders must create

a network and educate people to help for protect safety and security on water and land.

Table 5.9 Policy Implication 5: Policy implication for Safety management through multi-stakeholder participation

Policy Implication 5: Policy Implication for Safety Management Through Multi-Stakeholder Participation			
Participatory	Action	Participation Techniques	Undertaker
1. Receiving information	Invite representatives participate	Line, Facebook, broadcast tower	1. Patong city municipality
2. Exchange information	Analyze the safety risks together	Meeting, focus group	All stakeholders
3. Implementation	Create a network of personnel to educate for water and land safety and security. Provide a driving guide and Code of practice for accident Organize a safety driving campaign Provide driving training for tourists who stay long-term. Enforce the law	Cooperate with the safe campaign	

Policy Implication 5: Policy Implication for Safety Management Through Multi-Stakeholder Participation

Participatory	Action	Participation Techniques	Undertaker
	Check out the support safety facilities		
	Allow only the tourist who has driving license renting the vehicle.		
4. Evaluation	Follow up an accident report	Report and observation	
5. Share responsibility	Cooperate and send representatives as a network - Road control officer	Cooperate with others	

5.2.4.6 Policy implication 6: Policy implication for Cleanliness through multi-stakeholder participation

The stakeholders should to create connection for reduce garbage from household, accommodation, official, etc. Before implement cleanliness policy, it need to meeting, inform and exchange information stakeholders to build awareness for reduce the garbage. Stakeholder should help to garbage sorting. It should to acknowledge all parties such as school, temple, accommodation, entertainment complex, etc. able to dispose of garbage properly and inform to help in recycle, reused, reduce. The stakeholders can teach to build the income from garbage. And it should have campaign support reduce garbage. In addition, some people have the wrong way to dispose of waste or use the convenience as an improper landfill. Therefore, there must be a law to reduce the offense. And punish the violators In addition, there should be more budget support for waste disposal. On the other, it can

allow private sector investment in waste management business. The stakeholder must to determine the roles and duties of waste disposal of each parties and make a community action plan, provide long-term knowledge to people, and clearly set the point and timing of littering when collecting garbage. And the authority must coordinate with school or each household to cultivate youth and family institutions caring cleanliness.

Table 5.10 Policy implication 6: Policy implication for Cleanliness through multi-stakeholder participation

Policy implication 6: Policy Implication for Cleanliness Through Multi-Stakeholder Participation			
Participatory	Action	Participation Techniques	Undertaker
1. Receiving information	Invite representatives to be network and meeting	Line, Facebook, Broadcast tower, voice on the line	1. Patong city municipality
2. Exchange information	Notify operators' cleaning practices	Meeting	All stakeholders
3. Implementation	Creation and elimination behavior survey Create an operating network Determine the roles and duties of waste disposal of each parties Make a community action plan Plan long-term	Participatory workshop and exchange information from the network	

Policy implication 6: Policy Implication for Cleanliness Through Multi-Stakeholder Participation

Participatory	Action	Participation Techniques	Undertaker
	<p>personnel to have knowledge</p> <p>Clearly set the point of littering when collecting garbage</p> <p>Private investment in waste management business</p> <p>Coordinating agencies to provide knowledge on waste processing</p> <p>Cultivate youth and family institutions caring cleanliness</p>		
4. Evaluation	<p>Assess the knowledge of waste disposal</p> <p>Evaluation of cleanliness</p>	<p>Questionnaire, observation</p>	
5. Share responsibility	<p>Keeping clean</p>	<p>Cooperate for cleanliness</p>	

5.3 Recommendation

The researcher hopes that this research will benefit both academics and industry. The researcher hoped that the results of the research will encourage partners to participate in the management of Patong Beach. Therefore, the research recommendation.

Beach management is based on an integrated approach to management which the need to study the problems of the local for sustainability. From this study, it consists of problem analysis and study the need of beach users, define solutions to problems, assign representatives to jointly implement decisions, jointly evaluate results. And jointly be responsible for the consequences. So, the results of this studies are the principle which can be applied to different areas, even if they have different contexts. However, the researcher has analyzed and summarized all the dimensions necessary for the sustainable management of the beaches. However, this management was aimed at management for tourism. If the next study aims to manage beaches for other purposes. Another performance variable may need to be reviewed.

For level of participation, the researcher analyzed from the lowest to the highest levels of involvement. In some scholars, it can be used differently.

Policy recommendations presented by the researcher is a policy suggestion that focuses on implementation. With the emphasis on inviting the Parties to be informed of the process This is for a good start to building a network. The next study can be more specific on many issues. The finding from this study beneficial to Patong beach it represents the efficiency of the beach in areas that need to be addressed. When those issues are better manage, it will be affect the quality of the beach attractions and further the satisfaction of beach users. In this study, the results of efficiency were managed by presenting beach management by participatory model. Every part can be involved in the action from the first step which is receive information to sharing responsibility. It makes every stakeholder have the power to perform or manage the beach to be better and sustain in a field of economic, social and environment. The other areas can apply a policy suggestion that encounters the same problems as Patong Beach. But the area need to select the appropriate party or an agency and use the information distribution channels to suit the area. However, in

the next study, it should emphasis on techniques affecting more effective stakeholder's participation.



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APPENDICES



APPENDIX A

QUESTIONNAIRE

Questionnaire for Foreign Tourists

(Objective 2: To Evaluate the Efficiency of the Current Beach Management of Patong Beach

Set No.....Date / /2018

Questionnaire
For -Evaluation of Patong Beach Management Efficiency-

This set of questionnaire is part for study of dissertation in topic of t -Policy Implication for Patong Beach Management Though Multi-Stakeholder Participatory Approach. Questionnaire is divided into four parts as follows.

- A. Evaluation of Patong Beach Management Efficiency
- B. Demographic data
- C. Travelling Data
- D. Other suggestion for beach management efficiency

The researcher is looking forward that you will provide complete and useful data for research. Your data will be confidentially kept. If you have any doubt, you can directly contact the researcher at Tel. 090 956 1556 or daraneeploy1@gmail.com.

Great Thanks.

A. Evaluation of Management Efficiency of Patong Beach

As you are experienced in tourism in Patong Beach, you shall **evaluation of Patong Beach management efficiency** by marking ✓ in the box which is mostly consistent with your opinion for just single item whereas

- 0= No management no management efficiency
- 1 = Lowest management efficiency
- 2= Low management efficiency
- 3 = Moderate management efficiency
- 4= High management efficiency
- 5 = Highest management efficiency

Items	Evaluation of Management Efficiency of Patong Beach					
	0 No management and no efficiency	1 Lowest	2 Low	3 Moderate	4 High	5 Highest
1. The obviously beautiful beach and landscape	0	1	2	3	4	5
2. The shady and pleasant beach	0	1	2	3	4	5
3. The beach buildings are harmony with nature						
4. The beach has relaxing atmosphere	0	1	2	3	4	5
5. The suitable beach width for tourism activities	0	1	2	3	4	5
6. The safe beach ground that is able to walk by bare feet without danger from rocks or sharp objects	0	1	2	3	4	5
7. The waste management in Patong beach area	0	1	2	3	4	5
8. The waste odor management	0	1	2	3	4	5
9. The visually clear sea water	0	1	2	3	4	5
10. Traffic noise management to the beach	0	1	2	3	4	5

Items	Evaluation of Management Efficiency of Patong Beach					
	0 No management and no efficiency	1 Lowest	2 Low	3 Moderate	4 High	5 Highest
11. The management of noise from entertainment venues to the beach	0	1	2	3	4	5
12. The management of obvious oil spills on the sea surface	0	1	2	3	4	5
13. The traffic management at Patong	0	1	2	3	4	5
14. The activities varieties on beach	0	1	2	3	4	5
15. The interest of activities on beach	0	1	2	3	4	5
16. The management of number of people on Patong Beach	0	1	2	3	4	5
17. The convenience management of road to Patong Beach	0	1	2	3	4	5
18. The safety management of road to Patong beach	0	1	2	3	4	5
19. The availability of information signs, such as warning signs, prohibited signs, notification of beach access times, signs for market zones, swimming zones, beach umbrella zones	0	1	2	3	4	5
20. The adequacy and availability of public toilets	0	1	2	3	4	5
21. The adequacy and availability of public bath rooms	0	1	2	3	4	5
22. Cleanliness of public toilets	0	1	2	3	4	5
23. Cleanliness of public bath rooms	0	1	2	3	4	5
24. The management of the number of restaurant around Patong Beach	0	1	2	3	4	5
25. The management of price appropriateness of goods and tourism service in Patong beach	0	1	2	3	4	5
26. The management of the number of hawker shops and stalls	0	1	2	3	4	5
27. The management of number of massage beds at the Beach	0	1	2	3	4	5

Items	Evaluation of Management Efficiency of Patong Beach					
	0 No management and no efficiency	1 Lowest	2 Low	3 Moderate	4 High	5 Highest
28. The management of the number of public garbage tanks	0	1	2	3	4	5
29. The readiness management of tourism service center	0	1	2	3	4	5
30. The beach security management of waterway security such as waterway security supervising staff, assembly point, event informing point, first aid point	0	1	2	3	4	5
31. The management of number of public parking spaces	0	1	2	3	4	5
32. The management of sunbed and parasol services	0	1	2	3	4	5
33. The adequacy and availability facilities for the disabled	0	1	2	3	4	5
34. The management of public drinking water services	0	1	2	3	4	5
35. The management of basic infrastructure such as water, electricity and telephone	0	1	2	3	4	5
36. The management of safety for lives and properties on Patong beach	0	1	2	3	4	5
37. The appropriateness on water activity services management in Patong beach	0	1	2	3	4	5
38. The management of zoning on Patong beach	0	1	2	3	4	5
39. The appropriateness of entertainment services management	0	1	2	3	4	5

D. Other suggestion for beach management efficiency

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Thank you.



แบบสอบถามสำหรับนักท่องเที่ยวชาวไทย
(วัตถุประสงค์ที่ 2: เพื่อประเมินประสิทธิภาพการจัดการชายหาดป่าตองในปัจจุบัน)

ชุดที่.....วันที่...../.....



แบบสอบถาม
สำหรับ "การประเมินประสิทธิภาพการจัดการชายหาดป่าตองในปัจจุบัน"

แบบสอบถามชุดนี้เป็นส่วนหนึ่งสำหรับการศึกษาคู่กรณีของนางสาวดารณี พลอยจัน นักศึกษาหลักสูตรปริญญาตรี สาขาการจัดการการท่องเที่ยวแบบบูรณาการ คณะการจัดการการท่องเที่ยว สถาบันบัณฑิตพัฒนบริหารศาสตร์ (นิด้า) ในหัวข้อเรื่อง "ข้อเสนอแนะเชิงนโยบายในการจัดการชายหาดป่าตองโดยกระบวนการมีส่วนร่วมของพหุภาคี" แบบสอบถามแบ่งออกเป็น 4 ส่วน ดังนี้

- ก. การประเมินประสิทธิภาพการจัดการชายหาดป่าตอง ข. ข้อมูลส่วนบุคคล
ค. ข้อมูลการเดินทาง ง. ความคิดเห็นและข้อเสนอแนะอื่น ๆ

ผู้วิจัยหวังเป็นอย่างยิ่งว่า ท่านจะให้ข้อมูลที่ครบถ้วนและเป็นประโยชน์สำหรับการวิจัย ทั้งนี้ข้อมูลของท่านจะถูกเก็บเป็นความลับ หากท่านมีข้อสงสัยประการใด สามารถติดต่อผู้วิจัยได้โดยตรงที่ โทร.090 956 1556 หรือ daraneeploy1@gmail.com

ขอบคุณค่ะ
ดารณี พลอยจัน

ก.การประเมินประสิทธิภาพการจัดการชายหาดป่าตอง

ในฐานะที่ท่านเป็นผู้มีประสบการณ์ท่องเที่ยวในชายหาดป่าตอง ขอให้ท่านได้ให้ประเมินประสิทธิภาพการจัดการชายหาดป่าตอง โดยทำเครื่องหมาย ✓ ในข้อที่ตรงกับความเห็นของท่านมากที่สุดเพื่อข้อเสียดัง

- 0- ไม่มีการจัดการ/ไม่มีประสิทธิภาพการจัดการ 1- มีประสิทธิภาพการจัดการน้อยที่สุด 2- มีประสิทธิภาพการจัดการน้อย
3- มีประสิทธิภาพการจัดการปานกลาง 4- มีประสิทธิภาพการจัดการมาก 5- มีประสิทธิภาพการจัดการมากที่สุด

รายการ	ประเมินประสิทธิภาพการจัดการชายหาด					
	0 ไม่มีการจัดการ ไม่มีประสิทธิภาพ	1 น้อย ที่สุด	2 น้อย	3 ปาน กลาง	4 มาก	5 มากที่สุด
10. ชายหาดมีความสวยงาม เห็นภูมิทัศน์ชัดเจน	0	1	2	3	4	5
11. ชายหาดมีความร่มรื่น	0	1	2	3	4	5
12. สิ่งปลูกสร้างบริเวณชายหาดมีความกลมกลืนธรรมชาติ						
13. ชายหาดมีบรรยากาศเหมาะสมแก่การพักผ่อน	0	1	2	3	4	5
14. ความกว้างของชายหาดเอื้อต่อการทำกิจกรรมท่องเที่ยว	0	1	2	3	4	5

รายการ	ประเมินประสิทธิภาพการจัดการชายหาด					
	0 ไม่มีการจัดการ ไม่มีประสิทธิภาพ	1 น้อย ที่สุด	2 น้อย	3 ปาน กลาง	4 มาก	5 มากที่สุด
15. พื้นชายหาดสามารถเดินด้วยเท้าเปล่าได้โดยไม่มีอันตรายจากหินหรือของมีคม	0	1	2	3	4	5
16. การจัดการความสะอาดจากขยะบริเวณหาดป่าตอง	0	1	2	3	4	5
17. การจัดการกลิ่นจากขยะ	0	1	2	3	4	5
18. น้ำทะเลมีความใสสามารถมองเห็นได้ด้วยความลึก	0	1	2	3	4	5
19. การจัดการเสียงรบกวนจากการจราจรไปยังชายหาด	0	1	2	3	4	5
20. การจัดการเสียงรบกวนจากสถานบันเทิงไปยังชายหาด						
21. การจัดการความน้ำมีนบนผิวน้ำทะเลที่ถึงก้นได้ด้วยการมองเห็น	0	1	2	3	4	5
22. การจัดการการจราจรบริเวณหาดป่าตอง	0	1	2	3	4	5
23. ความหลากหลายของกิจกรรมบนหาดป่าตอง	0	1	2	3	4	5
24. ความน่าสนใจของกิจกรรมบนหาดป่าตอง	0	1	2	3	4	5
25. การจัดการจำนวนคนบนหาดป่าตอง	0	1	2	3	4	5
26. การจัดการความสะอาดของถนนเข้าสู่ชายหาดป่าตอง	0	1	2	3	4	5
27. การจัดการความปลอดภัยของถนนเข้าสู่ชายหาดป่าตอง						
28. ความพร้อมของป้ายข้อมูลแสดงข้อมูลต่าง ๆ เช่น ป้ายเตือนภัย ป้ายข้อห้าม ป้ายการแจ้งช่วงเวลาเข้า-ออกชายหาด ป้ายโซนชายของ โซนเล่นน้ำ โซนกรวมชายหาด เป็นต้น	0	1	2	3	4	5
29. ความเพียงพอและความพร้อมใช้งานของห้องน้ำสาธารณะ	0	1	2	3	4	5
30. ความเพียงพอและความพร้อมใช้งานของห้องอาบน้ำสาธารณะ	0	1	2	3	4	5
31. ความสะอาดของห้องน้ำสาธารณะ						
32. ความสะอาดของห้องอาบน้ำสาธารณะ						
33. การจัดการปริมาณร้านอาหารบริเวณชายหาดป่าตอง	0	1	2	3	4	5
34. การจัดการความเหมาะสมของราคาสินค้าและบริการท่องเที่ยวบริเวณหาดป่าตอง						

รายการ	ประเมินประสิทธิภาพการจัดการชายหาด					
	0 ไม่มีการจัดการ ไม่มีประสิทธิภาพ	1 น้อย ที่สุด	2 น้อย	3 ปาน กลาง	4 มาก	5 มากที่สุด
35. การจัดการจำนวนร้านค้า ทานแรม และถอย	0	1	2	3	4	5
36. การจัดการจำนวนเตียงชายหาด						
37. การจัดการจำนวนถังขยะสาธารณะ	0	1	2	3	4	5
38. การจัดการความพร้อมของศูนย์บริการการ ท่องเที่ยว	0	1	2	3	4	5
39. การจัดการการรักษาความปลอดภัยทางน้ำ เช่น เจ้าหน้าที่ดูแลความปลอดภัยทางน้ำ จุดรวมพล จุด แจ้งเหตุ จุดปฐมพยาบาล	0	1	2	3	4	5
40. จำนวนที่จอดรถสาธารณะ	0	1	2	3	4	5
41. การจัดการการให้บริการเตียงอาบแดด และร่มกัน แดด	0	1	2	3	4	5
42. ความเพียงพอและความพร้อมของสิ่งอำนวยความสะดวก ความสะดวกสำหรับคนพิการ	0	1	2	3	4	5
43. การจัดการแหล่งบริการน้ำดื่มสาธารณะ	0	1	2	3	4	5
44. การจัดการสาธารณูปโภคขั้นพื้นฐาน เช่น น้ำ ไฟ โทรศัพท์	0	1	2	3	4	5
45. การจัดการด้านความปลอดภัยทั้งชีวิตและ ทรัพย์สินบริเวณหาดป่าตอง	0	1	2	3	4	5
37. การจัดการความเหมาะสมของการให้บริการ กิจกรรมทางน้ำบริเวณหาดป่าตอง						
38. การจัดการการใช้พื้นที่ (zoning) บนชายหาดป่า ตอง	0	1	2	3	4	5
39. การจัดการความเหมาะสมของการให้บริการของ สถานบันเทิง						

ข. ข้อมูลส่วนบุคคล

กรุณาทำเครื่องหมาย (✓) ลงใน ที่ตรงกับข้อมูลของท่าน

1. เพศ:

1) ชาย

2) หญิง

2. อายุ: _____ ปี

3. สถานภาพ:

1) โสด

2) สมรส

3) หม้าย

4) หย่าร้าง

4. ระดับการศึกษา: 1) ต่ำกว่าปริญญาตรี

2) ปริญญาตรี

3) สูงกว่าปริญญาตรี

5. อาชีพ: 1) เกษตรกร 2) รับราชการ 3) พนักงานบริษัทเอกชน
4) นักเรียน/นักศึกษา 5) เจ้าของกิจการ/ ธุรกิจส่วนตัว 6) เกษียณอายุราชการ
7) อื่น ๆ โปรดระบุ.....
6. รายได้ : 1) น้อยกว่า 10,000 บาทต่อเดือน 2) 10,000 – 30,000 บาทต่อเดือน
3) 30,000 – 50,000 บาทต่อเดือน 4) มากกว่า 50,000 บาทต่อเดือน
5) ไม่มีรายได้

ค. ข้อมูลการเดินทาง

กรุณาทำเครื่องหมาย (✓) ลงใน ที่ตรงกับข้อมูลของท่าน

1. ท่านเดินทางมาชายหาดป่าตองเพื่อวัตถุประสงค์ใด (ตอบได้มากกว่า 1 ข้อ)

- 1) เพื่อว่ายน้ำและอาบแดด 2) เพื่อเล่นกีฬาทางน้ำ 3) เพื่อเดินเล่น
4) เพื่อกิจกรรมครอบครัว 5) เพื่อชื่นชมบรรยากาศและธรรมชาติ 6) เพื่อพักผ่อน
7) เพื่อช้อปปิ้ง 8) เพื่อรับประทานอาหาร 9) เพื่อกิจกรรมยามค่ำคืน(nightlife)
10) เพื่อชมโชว์ 11) อื่น ๆ โปรดระบุ.....

2. ท่านใช้เวลาทำกิจกรรมท่องเที่ยวในชายหาดป่าตองนานเท่าใด ต่อครั้ง

- 1) น้อยกว่า 1 ชั่วโมง 2) 1-3 ชั่วโมง 3) มากกว่า 3-5 ชั่วโมง 4) มากกว่า 5 ชั่วโมง

3. ท่านชอบทำกิจกรรมท่องเที่ยวในชายหาดป่าตองในช่วงเวลาใด

- 1) เช้า/สาย (06.00น.-11.59 น.) 2) เย็น/ บ่าย (12.00 น. -17.59 น.)
3) ค่ำ/ เย็น (18.00น.-23.59 น.)

4. ท่านมักจะมาท่องเที่ยวชายหาดป่าตองช่วงใด

- 1) วันธรรมดา (จันทร์ - ศุกร์) 2) วันหยุดสุดสัปดาห์ (เสาร์ - อาทิตย์)
3) วันหยุดนักขัตฤกษ์/ เทศกาล 4) อื่น ๆ โปรดระบุ.....

5. ท่านมีวันพักผ่อนกี่คืนในชายหาดป่าตอง

- 1) 1-2 คืน 2) 3-4 คืน 3) 4-5 คืน 4) มากกว่า 5 คืนขึ้นไป
5) พักบริเวณอื่นในจังหวัดภูเก็ต

ง. ความคิดเห็นและข้อเสนอแนะอื่น ๆ เกี่ยวกับประสิทธิภาพการจัดการชายหาดป่าตอง

ขอขอบคุณที่สละเวลาและให้ความร่วมมือในการตอบแบบสอบถาม
 ผู้วิจัยขอขอบพระคุณทุกท่านมา ณ ที่นี้

แบบสอบถามสำหรับพหุภาคี
(วัตถุประสงค์ที่ 3 เพื่อวัดระดับการมีส่วนร่วมและความต้องการมีส่วนร่วมในการ
จัดการขาดขาดป่าตองของพหุภาคี)



แบบสอบถามการวิจัย

ชุดที่.....
วันที่...../...../61

เรื่อง “รูปแบบการจัดการขาดขาดป่าตองโดยกระบวนการการมีส่วนร่วมของพหุภาคี”

แบบสอบถามชุดนี้เป็นส่วนหนึ่งสำหรับการศึกษาคุณูปการของนางสาวดารณี พลอยจัน นักศึกษาหลักสูตรปริญญาตรีบัณฑิต สาขาการจัดการการท่องเที่ยวแบบบูรณาการ คณะการจัดการการท่องเที่ยว สถาบันบัณฑิตพัฒนบริหารศาสตร์ (นิด้า) โดยมีวัตถุประสงค์เพื่อวัด “ระดับการมีส่วนร่วมและความต้องการมีส่วนร่วมในการจัดการขาดขาดป่าตอง” ผู้วิจัยหวังเป็นอย่างยิ่งว่า ท่านจะให้ข้อมูลที่ครบถ้วนและเป็นประโยชน์สำหรับการวิจัย ทั้งนี้ข้อมูลและความคิดเห็นของท่านจะเป็นความลับ

แบบสอบถามแบ่งออกเป็น 4 ส่วน ดังนี้

- ก. ระดับการมีส่วนร่วมและความต้องการมีส่วนร่วมในการจัดการขาดขาด
 ข. ข้อมูลการมีส่วนร่วม ค. ข้อมูลส่วนบุคคล ง. ความคิดเห็นและข้อเสนอแนะอื่น ๆ
 ผู้วิจัยขอขอบพระคุณท่านเป็นอย่างสูงที่สละเวลาอันมีค่าของท่านในการตอบแบบสอบถามชุดนี้

ด้วยความเคารพ

น.ส.ดารณี พลอยจัน (โทร 090 956 1556; อีเมลล์ daraneeploy1@gmail.com)

ส่วนที่ 1 ระดับการมีส่วนร่วมและความต้องการมีส่วนร่วมในการจัดการขาดขาด

ในฐานะที่ท่านเป็นภาคีผู้มีส่วนร่วมในการจัดการขาดขาดป่าตอง ขอให้ท่านได้ให้ค่าระดับการมีส่วนร่วมและระดับความต้องการในการมีส่วนร่วมต่อการจัดการขาดขาดป่าตอง โดยทำเครื่องหมาย ✓ ในช่องที่ตรงกับความคิดเห็นของท่านมากที่สุด โดย

- | | |
|--|--|
| 0 = ไม่มีส่วนร่วม/ ไม่ต้องการมีส่วนร่วม | 1. = มีส่วนร่วมน้อยที่สุด/ ต้องการมีส่วนร่วมน้อยที่สุด |
| 2. = มีส่วนร่วมน้อย/ ต้องการมีส่วนร่วมน้อย | 3. = มีส่วนร่วมปานกลาง/ ต้องการมีส่วนร่วมปานกลาง |
| 4. = มีส่วนร่วมมาก/ ต้องการมีส่วนร่วมมาก | 5. = มีส่วนร่วมมากที่สุด/ ต้องการมีส่วนร่วมมากที่สุด |

การมีส่วนร่วม ในการจัดการชายหาคป่าดง	ระดับการมีส่วนร่วมในปัจจุบัน						ความต้องการมีส่วนร่วมในอนาคต					
	(0) ไม่มีส่วนร่วม	(1) น้อยที่สุด	(2) น้อย	(3) ปานกลาง	(4) มาก	(5) มากที่สุด	(0) ไม่มีส่วนร่วม	(1) น้อยที่สุด	(2) น้อย	(3) ปานกลาง	(4) มาก	(5) มากที่สุด
การมีส่วนร่วมระดับการให้ข้อมูล												
1. ท่านได้รับแจ้งว่าจะมีการจัดการชายหาคป่าดง	0	1	2	3	4	5	0	1	2	3	4	5
2. ท่านได้รับทราบข่าวสารต่าง ๆ เพื่อการดำเนินการเกี่ยวกับการจัดการชายหาคป่าดง	0	1	2	3	4	5	0	1	2	3	4	5
3. ท่านได้รับทราบข้อมูลการจัดการชายหาคป่าดงมากกว่า 1 ช่องทาง	0	1	2	3	4	5	0	1	2	3	4	5
4. ท่านได้รับแจ้งข่าวสารเกี่ยวกับการจัดการชายหาคป่าดงอย่างสม่ำเสมอ	0	1	2	3	4	5	0	1	2	3	4	5
5. ท่านได้กรณัดเพื่อรับฟังข้อมูลการจัดการชายหาคป่าดงอย่างสม่ำเสมอ	0	1	2	3	4	5	0	1	2	3	4	5
การมีส่วนร่วมระดับการแลกเปลี่ยนข้อมูล												
6. ท่านเข้าร่วมประชุมหรือแสดงความคิดเห็นเพื่อเสนอแผนการจัดการชายหาค	0	1	2	3	4	5	0	1	2	3	4	5
7. ท่านได้มีส่วนร่วมแลกเปลี่ยนข้อมูลกับหน่วยงานภาครัฐและภาคีอื่นๆ เพื่อนำไปเป็นข้อมูลในการวางแผนจัดการชายหาคป่าดง	0	1	2	3	4	5	0	1	2	3	4	5
8. ท่านได้ร่วมในการวิเคราะห์สาเหตุของปัญหาเพื่อใช้เป็นแนวทางในการวางแผนจัดการชายหาค	0	1	2	3	4	5	0	1	2	3	4	5
9. ท่านได้ร่วมพิจารณา หรือเสนอความต้องการในการวางแผนจัดการชายหาค	0	1	2	3	4	5	0	1	2	3	4	5
การมีส่วนร่วมระดับการดำเนินการ												
10. ท่านมีส่วนร่วมในการคัดเลือกตัวแทนที่เหมาะสมในการรับผิดชอบ	0	1	2	3	4	5	0	1	2	3	4	5
11. ท่านมีส่วนร่วมในการตัดสินใจเพื่อวางแผนกำหนดวัตถุประสงค์ และวิธีการดำเนินการ	0	1	2	3	4	5	0	1	2	3	4	5
12. ท่านมีส่วนร่วมในการปฏิบัติตามแผนในส่วนที่ท่านรับผิดชอบร่วมกับภาคีและหน่วยงานต่าง ๆ	0	1	2	3	4	5	0	1	2	3	4	5
13. ท่านมีส่วนร่วมในการปฏิบัติตามแผนในส่วนอื่น ๆ ร่วมกับภาคีและหน่วยงานต่าง ๆ	0	1	2	3	4	5	0	1	2	3	4	5

การมีส่วนร่วม ในการจัดการชายหาคป่าดง	ระดับ						ความถี่ของการมีส่วนร่วม					
	การมีส่วนร่วมในปัจจุบัน						ในอนาคต					
	(0) ไม่มีส่วนร่วม	(1) น้อยที่สุด	(2) น้อย	(3) ปานกลาง	(4) มาก	(5) มากที่สุด	(0) ไม่มีส่วนร่วม	(1) น้อยที่สุด	(2) น้อย	(3) ปานกลาง	(4) มาก	(5) มากที่สุด
การมีส่วนร่วมระดับการประเมินผล												
14. ท่านมีส่วนร่วมในการติดตามและประเมินผล จากการจัดการชายหาค	0	1	2	3	4	5	0	1	2	3	4	5
15. ท่านมีส่วนร่วมในการเสนอแนะเพื่อจัดการให้ดีขึ้น	0	1	2	3	4	5	0	1	2	3	4	5
16. ท่านมีส่วนร่วมในการติดตาม ตรวจสอบ ผู้บริหาร สมาชิกหรือตัวแทน ในการดำเนินการ จัดการชายหาค	0	1	2	3	4	5	0	1	2	3	4	5
17. ท่านมีส่วนร่วมในการประเมินความพึงพอใจต่อ การดำเนินงานผู้บริหาร สมาชิกหรือตัวแทนใน การจัดการชายหาคป่าดง	0	1	2	3	4	5	0	1	2	3	4	5
การมีส่วนร่วมระดับร่วมรับผิดชอบ												
18. ท่านมีส่วนร่วมรับผิดชอบผลที่เกิดขึ้นจากการ จัดการชายหาค	0	1	2	3	4	5	0	1	2	3	4	5
19. ท่านได้มีส่วนร่วมในดูแลทรัพยากรธรรมชาติ และสิ่งแวดล้อมบริเวณชายหาค	0	1	2	3	4	5	0	1	2	3	4	5
20. ท่านมีส่วนร่วมดำเนินการเพื่อให้มีโครงการ กระจายรายได้ดีขึ้น	0	1	2	3	4	5	0	1	2	3	4	5
21. ท่านมีส่วนร่วมดำเนินการเพื่อให้มีโครงสร้าง ไฟ โทรศัพท์ และถนนที่เพิ่มขึ้น	0	1	2	3	4	5	0	1	2	3	4	5

ส่วนที่ 2 ข้อมูลการมีส่วนร่วม

คำชี้แจง: กรุณาโดยเติมค่าลงในช่องว่างและ/หรือทำเครื่องหมาย (✓) ลงใน

 ที่ตรงกับความเห็นของท่าน

- เหตุผลที่ท่านเข้ามามีส่วนร่วมในการจัดการชายหาดป่าตองคือ? (ตอบได้มากกว่า 1 ข้อ)

<input type="checkbox"/> 1) มีคนรู้จัก/ญาติ ชักชวน	<input type="checkbox"/> 2) ได้รับข้อมูลข่าวสารที่น่าสนใจ
<input type="checkbox"/> 3) ผลประโยชน์ส่วนคนที่คาดว่าจะได้รับ	<input type="checkbox"/> 4) คาดว่าจะทำให้ชายหาดมีภาพรวมที่ดีขึ้น
<input type="checkbox"/> 5) ต้องการแก้ปัญหา	<input type="checkbox"/> 6) ความไว้วางใจต่อหน่วยงานที่เกี่ยวข้องในความร่วมเมื่อครั้งนี้
<input type="checkbox"/> 7) มีส่วนร่วมโดยตำแหน่ง	<input type="checkbox"/> 8) มีส่วนร่วมโดยได้รับมอบหมายจากผู้บังคับบัญชา
<input type="checkbox"/> 9) อื่น ๆ โปรดระบุ.....	
- ช่องทางการรับข้อมูลข่าวสารในการมีส่วนร่วมที่ผ่านมาของท่านคือ? (ตอบได้มากกว่า 1 ข้อ)

<input type="checkbox"/> 1) คนรู้จัก/ญาติ บอกต่อ	<input type="checkbox"/> 2) อินเทอร์เน็ต	<input type="checkbox"/> 3) วิทยุ	<input type="checkbox"/> 4) โทรทัศน์
<input type="checkbox"/> 5) หนังสือพิมพ์	<input type="checkbox"/> 6) เสียงตามสาย	<input type="checkbox"/> 7) การเข้าร่วมประชุม	
<input type="checkbox"/> 8) จดหมายเชิญ		<input type="checkbox"/> 9) รถประกาศ	<input type="checkbox"/> 10) อื่น ๆ โปรดระบุ.....

ส่วนที่ 3 ข้อมูลส่วนบุคคล

- เพศ: 1) ชาย 2) หญิง
- อายุ: 1) 15 - 25 ปี 2) 26 - 35 ปี 3) 36 - 45 ปี
 4) 46 - 55 ปี 5) 56 ปีขึ้นไป
- ระดับการศึกษา: 1) ประถมศึกษา 2) มัธยมศึกษา 3) ปวช.
 4) ปวส. 5)ปริญญาตรี 6)ปริญญาโท หรือสูงกว่า
- โปรดระบุอาชีพของท่าน
 - ภาครัฐ โปรดระบุอาชีพ.....
 - ภาคเอกชน (บุคคลหรือผู้ประกอบการ นายจ้างและลูกจ้าง ที่ประกอบธุรกิจท่องเที่ยว)
โปรดระบุอาชีพ.....
 - ภาคประชาชน (ผู้มีถิ่นกำเนิดอยู่ในหาดป่าตองเท่านั้น) โปรดระบุอาชีพ.....
 - ภาคประชาสังคม (กลุ่มบุคคลที่มีการรวมกลุ่มกันเพื่อวัตถุประสงค์เดียวกัน)
โปรดระบุอาชีพ.....

มหาวิทยาลัยพัฒนาบริหาร

ส่วนที่ 4 ความคิดเห็นและข้อเสนอแนะอื่น ๆ

.....

.....

.....

ผู้วิจัยขอขอบคุณที่สละเวลาและให้ความร่วมมือในการตอบแบบสอบถามมา ณ ที่นี้



Interview for Foreign Tourists

Interview No.....

Interview

Topic: "Evaluation of Patong beach management efficiency"

My name is Daranee Ployjun. I'm studying in the Doctor of Philosophy in Integrated Tourism Management, Faculty of Tourism Management, National Institute of Development Administration. I'm doing the dissertation on the topic of "Policy Implication for Patong Beach Management Through Multi-Stakeholder Participatory Approach" and this interview has the purpose for evaluation of Patong beach management efficiency. This interview information will be used for research purposes only.

Your information will be helpful for research. If you have any questions about the interview. You can be contacted directly at Tel.090-9561556 or daraneeploy1@gmail.com

Thank you
Daranee Ployjun

Part 1 Demographic profile

Name

Gender Male Female

Age

Part 2 Efficiency of Patong beach

1. What impresses you when you visit Patong Beach?
2. What do you want to be improve on Patong beach?-
3. Other suggestion for efficiency of Patong beach

แบบสัมภาษณ์สำหรับนักท่องเที่ยวชาวไทย

แบบสัมภาษณ์ที่.....

แบบสัมภาษณ์รายบุคคลสำหรับนักท่องเที่ยว

เรื่อง "การประเมินประสิทธิภาพการจัดการชายหาดป่าตองในปัจจุบัน"

 รมย์ พลอยจัน นักศึกษาหลักสูตรปริญญาตรีบัณฑิต สาขาการจัดการการท่องเที่ยวแบบบูรณาการ มหาวิทยาลัยเทคโนโลยีราชมงคลธัญบุรี (นิต้า) กำลังศึกษาวิจัย โดยการสัมภาษณ์ในครั้งนี้มีวัตถุประสงค์เพื่อ "ประเมินประสิทธิภาพการจัดการชายหาดป่าตองในปัจจุบัน"

ข้อมูลการสัมภาษณ์ในครั้งนี้จะถูกนำไปใช้ในงานวิจัยเท่านั้น การให้ข้อมูลในครั้งนี้ของท่านถือเป็นการให้สัมภาษณ์ด้วยความสมัครใจ โดยผู้วิจัยจะทำการบันทึกเป็นลายลักษณ์อักษรและของอนุญาตในการบันทึกเสียงขณะทำการสัมภาษณ์

ข้อมูลของท่านจะเป็นประโยชน์สำหรับการวิจัยเป็นอย่างยิ่ง ทั้งนี้หากมีข้อสงสัยประการใดเกี่ยวกับการสัมภาษณ์ สามารถติดต่อผู้วิจัยได้โดยตรงที่โทร. 090 956 1556 หรือ อีเมลล์ daraneeploy1@gmail.com

ขอขอบพระคุณ
ท่านเป็นอย่างสูง
น.ส.ดารณี พลอยจัน

ชื่อ-สกุลผู้ให้สัมภาษณ์

ผู้ให้สัมภาษณ์อนุญาตให้ผู้วิจัยบันทึกเสียงขณะทำการสัมภาษณ์ อนุญาต ไม่อนุญาต

บทสัมภาษณ์

1. ในการเดินทางมาท่องเที่ยวชายหาดป่าตองในครั้งนี้ สิ่งที่ท่านประทับใจมากที่สุดคืออะไร
2. ในการเดินทางมาท่องเที่ยวชายหาดป่าตองในครั้งนี้ สิ่งที่ท่านต้องการให้มีการปรับปรุงมากที่สุดคืออะไร
3. ข้อเสนอแนะอื่น ๆ

ผู้วิจัยขอขอบคุณท่านที่สละเวลาในการให้สัมภาษณ์

ศตวรรษที่ ๒๑

แบบสัมภาษณ์สำหรับพหุภาคี

แบบสัมภาษณ์ที่.....

แบบสัมภาษณ์รายบุคคล

เรื่อง "ระดับการมีส่วนร่วมและความต้องการมีส่วนร่วมในการจัดการชายหาดป่าตอง"

ดิฉัน นางสาวดารณี พลอยจัน นักศึกษาหลักสูตรปริญญาตรีบัณฑิต สาขาการจัดการการท่องเที่ยวแบบบูรณาการ คณะการจัดการการท่องเที่ยว สถาบันบัณฑิตพัฒนบริหารศาสตร์ (นิด้า) กำลังศึกษาวิจัยสำหรับวิทยานิพนธ์หัวข้อ "ข้อเสนอแนะเชิงนโยบายในการจัดการชายหาดป่าตองโดยกระบวนการมีส่วนร่วมของพหุภาคี" โดยข้อมูลการสัมภาษณ์ในครั้งนี้จะถูกนำไปใช้ในงานวิจัยเท่านั้น การให้ข้อมูลในครั้งนี้ของท่านถือเป็นการให้สัมภาษณ์ด้วยความสมัครใจ

ข้อมูลของท่านจะเป็นประโยชน์สำหรับการวิจัยเป็นอย่างยิ่ง ทั้งนี้หากมีข้อสงสัยประการใดเกี่ยวกับการสัมภาษณ์ สามารถติดต่อผู้วิจัยได้โดยตรงที่โทร. 090 956 1556 หรือ อีเมลล์ daraneeploy1@gmail.com

ขอขอบพระคุณท่านเป็นอย่างสูง

น.ส.ดารณี พลอยจัน

ส่วนที่ 1 ข้อมูลส่วนบุคคล

ชื่อ-สกุล ผู้ให้สัมภาษณ์

บทสัมภาษณ์

ส่วนที่ 2 บริบทการจัดการชายหาดป่าตอง

1. ท่านคิดว่าสถานการณ์การท่องเที่ยวชายหาดป่าตองเป็นอย่างไร
2. ในปัจจุบัน ชายหาดป่าตองมีการจัดการอย่างไร
3. การจัดการชายหาดป่าตองในปัจจุบันส่งผลกระทบต่ออย่างไรกับชายหาดป่าตอง

ส่วนที่ 3 ระดับการมีส่วนร่วมและความต้องการการมีส่วนร่วม

4. ท่านต้องการให้มีแนวทางในการจัดการชายหาดป่าตองอย่างไร
5. ท่านต้องการมีส่วนร่วมในการจัดการชายหาดป่าตองหรือไม่ เพราะเหตุใด
6. ข้อเสนอแนะอื่น ๆ ในการจัดการชายหาดป่าตองโดยการมีส่วนร่วมของภาคีในปัจจุบัน



APPENDIX B

**SUMMARY OF ITEM-OBJECTIVE CONGRUENCE INDEX
FOR EVALUATION OF PATONG BEACH
MANAGEMENT EFFICIENCY**

**Summary of Item-Objective Congruence Index of the dissertation
Topic: -Policy Implication for Patong Beach Management Through Multi-
Stakeholder Participatory Approach-**

The Item-Objective Congruence Index of this paper had the purpose for **-Evaluation of Patong beach management efficiency-**. There were 3 experts include

Expert no. 1 Dr. Poramate Boonumsirikit Lecturer in the tourism major,
Faculty of Business Administration, Ramkhamkaeng university.

Expert no. 2 Dr. Kritsadipat Pitchayadetchanan Lecturer in International Hospitality and
Tourism Management Major, Burapha University International College.

Expert no. 3 Mr. Phurit Maswongsa Chairman of the Phuket Tourism Industry Council

Comment level

-1 is Congruent -1 is Questionable 0 is Incongruent

Questions	Expert no.				
	1	2	3	IOC	Suggestion
1. The obviously beautiful beach and landscape	-1	-1	-1	-1	
2. The shady and pleasant beach	0	-1	-1	0.67	
3. The beach buildings are harmony with nature	-1	-1	-1	-1	
4. The beach has relaxing atmosphere	-1	-1	-1	-1	
5. The suitable beach width for tourism activities	-1	-1	-1	-1	
6. The safe beach ground that can walk by bare feet without danger from rocks or sharp objects	-1	-1	-1	-1	
7. The waste management in Patong beach area	-1	-1	-1	-1	
8. The waste odor management	-1	-1	-1	-1	
9. The visually clear sea water	-1	-1	-1	-1	
10. Traffic noise management to the beach	-1	-1	-1	-1	
11. The management of noise from entertainment venues to the beach	-1	-1	-1	-1	
12. The management of obvious oil spills on the sea surface	0	-1	-1	0.67	
13. The traffic management at Patong Beach	-1	-1	-1	-1	
14. The activities varieties on Patong Beach	0	-1	-1	0.67	
15. The interest of activities on Patong beach	-1	-1	-1	-1	

Questions	Expert no.				
	1	2	3	IOC	Suggestion
16. The management of number of people on Patong Beach	0	-1	-1	0.67	
17. The convenience management of road to beach	-1	-1	-1	-1	
18. The safety management of road to Patong beach	-1	-1	0	0.67	
19. The availability of information signs, such as warning signs, prohibited signs, notification of beach access times, signs for market zones, swimming zones, beach umbrella zones	-1	-1	-1	-1	
20. The adequacy and availability of public toilets	-1	-1	-1	-1	
21. The adequacy and availability of public bath rooms	-1	-1	-1	-1	
22. Cleanliness of public toilets	-1	-1	-1	-1	
23. Cleanliness of public bath rooms	-1	-1	-1	-1	
24. The management of the number of restaurant around Patong Beach	0	-1	-1	0.67	
25. The management of price appropriateness of goods and tourism service in Patong beach	0	-1	-1	0.67	
26. The management of the number of hawker shops and stalls	0	-1	-1	0.67	
27. The management of number of massage beds at the Beach	0	0	-1	0.33	
28. The management of the number of public garbage tanks	0	-1	-1	0.67	
29. The readiness management of tourism service center	-1	-1	-1	-1	
30. The beach security management of waterway security such as waterway security supervising staff, assembly point, event informing point, first aid point	0	-1	-1	0.67	
31. The management of number of public parking spaces	0	-1	-1	0.67	
32. The management of sunbed and parasol services	0	-1	-1	0.67	

33. The adequacy and availability facilities for the disabled	0	-1	-1	0.67	
Questions	Expert no.				
	1	2	3	IOC	Suggestion
34. The management of public drinking water	0	-1	-1	0.67	
35. The management of basic infrastructure such as water, electricity and telephone	0	-1	-1	0.67	
36. The management of safety for lives and properties on Patong beach	0	-1	-1	0.67	
37. The appropriateness on water activity services management in Patong beach	0	-1	-1	0.33	
38. The management of zoning on Patong beach	0	-1	-1	0.67	
39. The appropriateness of entertainment services management	0	-1	-1	0.33	
B. Demographic data					
1. Status: <input type="checkbox"/> 1) Single <input type="checkbox"/> 2) Married <input type="checkbox"/> 3) Widow <input type="checkbox"/> 4) Divorce	-1	-1	-1	-1	
2. Educational Level: <input type="checkbox"/> 1) Below Bachelor's degree <input type="checkbox"/> 2) Bachelor's degree <input type="checkbox"/> 3) Higher than Bachelor's degree	-1	-1	-1	-1	
3. Occupation: <input type="checkbox"/> 1) Agriculturalist <input type="checkbox"/> 2) Work in the government service <input type="checkbox"/> 3) Employee of private company <input type="checkbox"/> 4) Student/University student <input type="checkbox"/> 5) Business Owner <input type="checkbox"/> 6) Retirement <input type="checkbox"/> 7) Other, please specify.....	-1	-1	-1	-1	
4. Income year: Currency:.....	-1	0	-1	0.67	
C. Travelling Data					
1. What is <u>your purpose</u> of your travel to Patong Beach? (please sequence from the first order which is 1, 2, 3) <input type="checkbox"/> 1) For swimming and sunbathing <input type="checkbox"/> 2) For playing marine sport <input type="checkbox"/> 3) For taking a walk <input type="checkbox"/> 4) For family activity <input type="checkbox"/> 5) For admiration of atmosphere and nature <input type="checkbox"/> 6) For recreation <input type="checkbox"/> 7) For shopping	-1	-1	-1	-1	

<input type="checkbox"/> 8) For eating <input type="checkbox"/> 9) For nightlife activity					
<input type="checkbox"/> 10) For viewing the show					
<input type="checkbox"/> 11) Other, please specify _____					
Questions	Expert no.				
	1	2	3	IOC	Suggestion
2. How long do you spend time for tourism activities in Patong Beach per time? <input type="checkbox"/> 1) Less than 1 hour <input type="checkbox"/> 2) 1-3 hours <input type="checkbox"/> 3) More than 3-5 hours <input type="checkbox"/> 4) More than 5 hours	-1	-1	+1	-1	
3. Which period do you prefer to do the tourism activity in Patong Beach? <input type="checkbox"/> 1) Morning/Late in the morning (06.00 hrs. - 11.59 hrs.) <input type="checkbox"/> 2) Noon/ Afternoon (12.00 hrs. - 17.59 hrs.) <input type="checkbox"/> 3) Night/ Evening (18.00 hrs. - 23.59 hrs.)	-1	-1	-1	-1	
4. Which period do you often travel to Patong Beach? <input type="checkbox"/> 1) Weekday (Monday-Friday) <input type="checkbox"/> 2) Weekend (Saturday-Sunday) <input type="checkbox"/> 3) Public Holidays/Festival Season <input type="checkbox"/> 4) Other, please specify _____	-1	-1	-1	-1	
5. How many nights of your stay in average is in Patong Beach? <input type="checkbox"/> 1) 1-2 nights <input type="checkbox"/> 2) 3-4 nights <input type="checkbox"/> 3) 4-5 nights <input type="checkbox"/> 4) More than 5 nights and over <input type="checkbox"/> 5) Stay at other area in Phuket Province	-1	-1	+1	-1	
D. Other suggestion for beach management efficiency					
Interview for Evaluation of Patong beach management efficiency					
1. What impresses you when you visit Patong Beach?	-1	-1	-1	-1	
2. What do you want to be improve on Patong beach?-	-1	-1	-1	-1	
3. Other suggestion for efficiency of Patong beach	-1	-1	-1	-1	
Total	32	45	50	4338	084

สรุปความสอดคล้องระหว่างข้อคำถามกับวัตถุประสงค์ สำหรับวัตถุประสงค์การมีส่วนร่วมและความต้องการมีส่วนร่วมของพหุภาคี

สรุปแบบประเมินการประเมินความสอดคล้องของข้อคำถามของผู้มีพันธ
เรื่อง "รูปแบบการจัดการชายหาคป่าดงโดยกระบวนการการมีส่วนร่วมของพหุภาคี"

แบบประเมินความสอดคล้องข้อคำถามของผู้มีพันธนี้ เป็นการแบบประเมินความสอดคล้องของข้อคำถามเชิงปริมาณเพื่อตอบวัตถุประสงค์การวิจัยข้อ 3 คือ "เพื่อวัตถุประสงค์การมีส่วนร่วมและความต้องการมีส่วนร่วมในการจัดการชายหาคป่าดง" โดยมีผู้เชี่ยวชาญ 3 ท่านดังนี้

ผู้เชี่ยวชาญ 1 คือ อาจารย์ ดร. ประเมษฐ์ บุญนำศิริกิจ อาจารย์ประจำสาขาวิชาการท่องเที่ยว คณะบริหารธุรกิจ มหาวิทยาลัยรามคำแหง

ผู้เชี่ยวชาญ 2 คือ อาจารย์ ดร. กฤษฏีพัทธ์ พิษณุเดชนันต์ อาจารย์ประจำภาควิชาบริหารธุรกิจ วิทยาลัยนานาชาติ มหาวิทยาลัยบูรพา

ผู้เชี่ยวชาญ 3 คือ คุณกฤษิต มาหวงค์ศา ประธานสภาอุตสาหกรรมท่องเที่ยวจังหวัดภูเก็ต

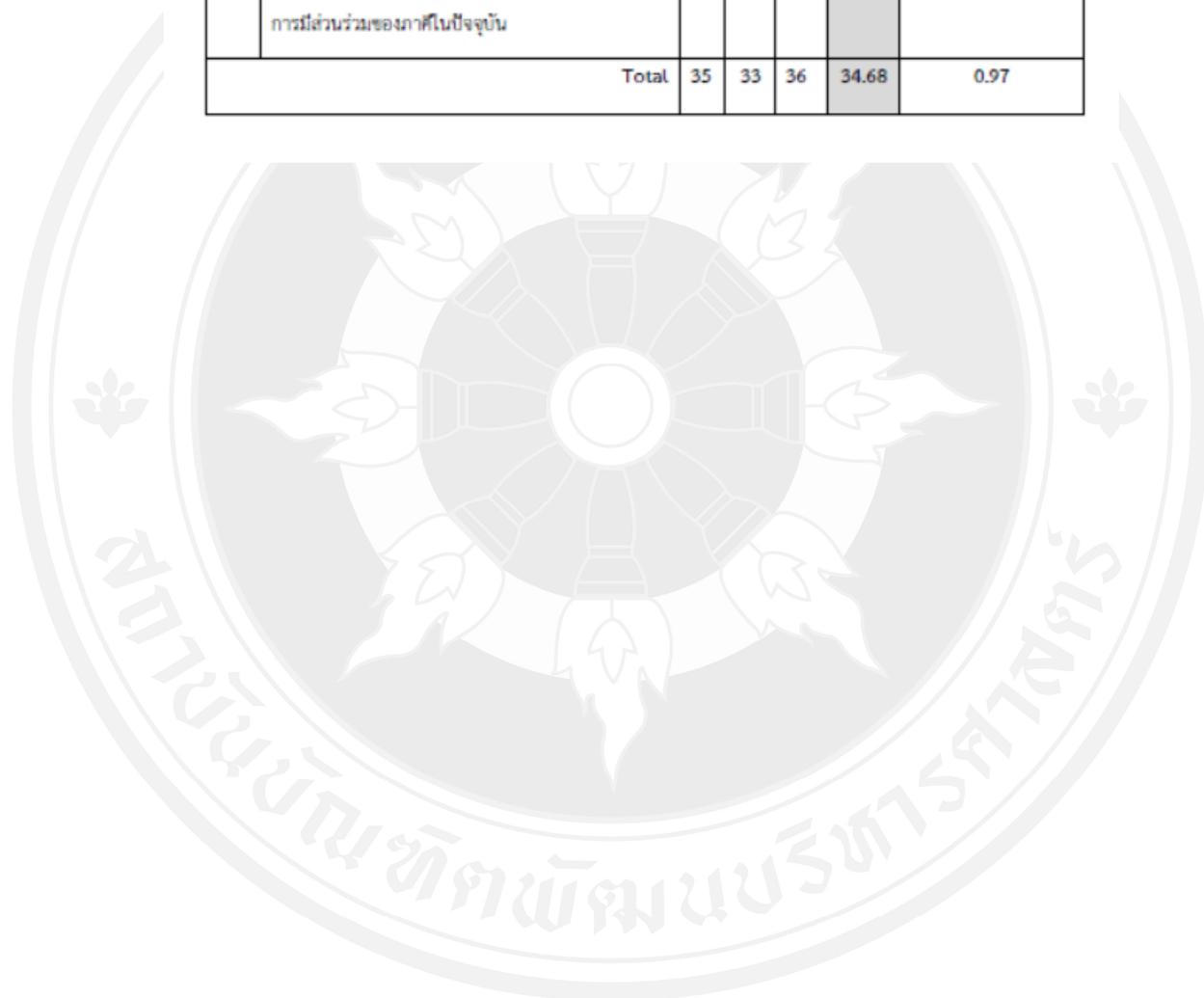
ข้อ	ข้อคำถาม	ผู้เชี่ยวชาญคนที่				
		1	2	3	IOC	ข้อเสนอแนะ
ส่วนที่ 1 ระดับการมีส่วนร่วมและความต้องการมีส่วนร่วมในการจัดการชายหาคป่าดง						
1.	ท่านได้รับแจ้งว่าจะมีการจัดการชายหาคป่าดง	+1	+1	+1	+1	
2.	ท่านได้รับทราบข่าวสารต่าง ๆ เพื่อการดำเนินการเกี่ยวกับการจัดการชายหาคป่าดง	+1	+1	+1	+1	
3.	ท่านได้รับทราบข้อมูลการจัดการชายหาคป่าดงมากกว่า 1 ช่องทาง	+1	+1	+1	+1	
4.	ท่านได้รับแจ้งข่าวสารเกี่ยวกับการจัดการชายหาคป่าดงอย่างสม่ำเสมอ	+1	+1	+1	+1	
5.	ท่านได้กรณัดเพื่อรับฟังข้อมูลการจัดการชายหาคป่าดงอย่างสม่ำเสมอ	+1	+1	+1	+1	
6.	ท่านเข้าร่วมประชุมหรือแสดงความคิดเห็นเพื่อเสนอแผนการจัดการชายหาคป่าดง	+1	+1	+1	+1	
7.	ท่านได้มีส่วนร่วมแลกเปลี่ยนข้อมูลกับหน่วยงานภาครัฐและภาคอื่น ๆ เพื่อนำไปเป็นข้อมูลในการวางแผนจัดการชายหาคป่าดง	+1	+1	+1	+1	ผู้เชี่ยวชาญคนที่ 1 ให้แก้ไขคำว่า "ภาคี" เป็น "หน่วยงาน"
8.	ท่านได้ร่วมในการวิเคราะห์สาเหตุของปัญหาเพื่อใช้เป็นแนวทางในการวางแผนจัดการชายหาคป่าดง	+1	+1	+1	+1	

ชื่อ	ชื่อคำถาม	ผู้เชี่ยวชาญคนที่				
		1	2	3	IOC	ข้อเสนอแนะ
9.	ท่านได้ร่วมพิจารณา หรือเสนอความต้องการในการวางแผนจัดการชายหาด	+1	+1	+1	+1	
10.	ท่านมีส่วนร่วมในการคัดเลือกตัวแทนที่เหมาะสมในการรับผิดชอบ	+1	+1	+1	+1	
11.	ท่านมีส่วนร่วมในการตัดสินใจเพื่อวางแผน กำหนดวัตถุประสงค์ และวิธีดำเนินการ	+1	+1	+1	+1	
12.	ท่านมีส่วนร่วมในการปฏิบัติตามแผนในส่วนที่ท่านรับผิดชอบร่วมกับหน่วยงานต่าง ๆ	+1	+1	+1	+1	
13.	ท่านมีส่วนร่วมในการปฏิบัติตามแผนในส่วนอื่น ๆ ร่วมกับภาคีและหน่วยงานต่าง ๆ	+1	+1	+1	+1	
14.	ท่านมีส่วนร่วมในการติดตามและประเมินผลจากการจัดการชายหาด	+1	+1	+1	+1	
15.	ท่านมีส่วนร่วมในการเสนอแนะเพื่อจัดการให้ดียิ่งขึ้น	+1	+1	+1	+1	
16.	ท่านมีส่วนร่วมในการติดตาม ตรวจสอบ ผู้บริหาร สมาชิกหรือตัวแทน ในการดำเนินการจัดการชายหาด	+1	+1	+1	+1	
17.	ท่านมีส่วนร่วมในการประเมินความพึงพอใจต่อการดำเนินงานผู้บริหาร สมาชิกหรือตัวแทนในการจัดการชายหาดป่าดง	+1	+1	+1	+1	
18.	ท่านมีส่วนร่วมรับผิดชอบผลที่เกิดขึ้นจากการจัดการชายหาด	+1	+1	+1	+1	
19.	ท่านได้มีส่วนร่วมในคู่มือวิทยากรธรรมชาติและสิ่งแวดล้อมบริเวณชายหาด	+1	0	+1	0.67	
20.	ท่านมีส่วนร่วมดำเนินการเพื่อให้เกิดการกระจายรายได้ที่ดีขึ้น	+1	0	+1	0.67	
21.	ท่านมีส่วนร่วมดำเนินการเพื่อให้เกิดระบบน้ำ ไฟ โทรศัพท์ และถนนที่ดีขึ้น	+1	0	+1	0.67	

ชื่อ	ข้อความ	ผู้เข้าร่วมงานคนที่				
		1	2	3	IOC	ชื่อเสนอแนะ
ส่วนที่ 2 ข้อมูลการมีส่วนร่วม						
1.	<p>เหตุผลที่ท่านเข้ามามีส่วนร่วมในการจัดการชายหาดป่าตองคือ?</p> <p>(ตอบได้มากกว่า 1 ข้อ)</p> <input type="checkbox"/> 1) มีคนรู้จัก/ญาติ ชักชวน <input type="checkbox"/> 2) ได้รับข้อมูลข่าวสารที่น่าสนใจ <input type="checkbox"/> 3) ผลประโยชน์ส่วนคนที่คาดว่าจะได้รับ <input type="checkbox"/> 4) คาดว่าจะทำให้ชายหาดมีภาพรวมที่ดีขึ้น <input type="checkbox"/> 5) ต้องการแก้ปัญหา <input type="checkbox"/> 6) ความไว้วางใจต่อหน่วยงานที่เกี่ยวข้องในความร่วมมือนี้อันนี้ <input type="checkbox"/> 7) มีส่วนร่วมโดยตำแหน่ง <input type="checkbox"/> 8) มีส่วนร่วมโดยได้รับมอบหมายจากผู้บังคับบัญชา <input type="checkbox"/> 9) อื่น ๆ โปรดระบุ.....	+1	+1	+1	+1	
2.	<p>ช่องทางกรรับข้อมูลข่าวสารในการมีส่วนร่วมที่ผ่านมาของท่านคือ?</p> <p>(ตอบได้มากกว่า 1 ข้อ)</p> <input type="checkbox"/> 1) คนรู้จัก/ญาติ บอกต่อ <input type="checkbox"/> 2) เฟสบุ๊ค <input type="checkbox"/> 3) โทรศัพท์ <input type="checkbox"/> 4) ไลน์ (Line) <input type="checkbox"/> 5) ทวิตเตอร์ (Twitter) <input type="checkbox"/> 6) รถประกาศ <input type="checkbox"/> 7) หนังสือพิมพ์ <input type="checkbox"/> 8) เสียงตามสาย <input type="checkbox"/> 9) การเข้าร่วมประชุม <input type="checkbox"/> 10) จดหมายเชิญ <input type="checkbox"/> 11) วิทยุ <input type="checkbox"/> 12) อื่น ๆ โปรดระบุ....	+1	+1	+1	+1	
ส่วนที่ 3 ข้อมูลส่วนบุคคล						
1.	เพศ <input type="checkbox"/> 1) ชาย <input type="checkbox"/> 2) หญิง	+1	+1	+1	+1	
2.	อายุ ปี	+1	+1	+1	+1	
3.	ระดับการศึกษา <input type="checkbox"/> 1) ประถมศึกษา <input type="checkbox"/> 2) มัธยมศึกษา <input type="checkbox"/> 3) ปวช. <input type="checkbox"/> 4) ปวส. <input type="checkbox"/> 5) ปริญญาตรี <input type="checkbox"/> 6) ปริญญาโท หรือสูงกว่า	+1	+1	+1	+1	

ชื่อ	ชื่อคำถาม	ผู้เชี่ยวชาญคนที่				
		1	2	3	IOC	ข้อเสนอแนะ
4.	โปรระบุอาชีพของท่าน <input type="checkbox"/> 1) ภาครัฐ โปรระบุอาชีพ..... <input type="checkbox"/> 2) ภาคเอกชน (บุคคลหรือผู้ประกอบการ นายจ้าง และลูกจ้าง ที่ประกอบธุรกิจท่องเที่ยว) โปรระบุอาชีพ..... <input type="checkbox"/> 3) ภาคประชาชน (ผู้มีถิ่นกำเนิดอยู่ในหอดป่าตองเท่านั้น) โปรระบุอาชีพ..... <input type="checkbox"/> 4) ภาคประชาสังคม (กลุ่มบุคคลที่มีการรวมกลุ่มกันเพื่อวัตถุประสงค์เดียวกัน) โปรระบุอาชีพ..... <input type="checkbox"/> 5) อื่น ๆ โปรระบุอาชีพ.....	+1	+1	+1	+1	
5.	ระยะเวลาที่ท่านพักอาศัยหรือทำงานอยู่ในหอดป่าตองคือ.....ปี.....เดือน	+1	+1	+1	+1	
6.	รายได้ <input type="checkbox"/> 1) น้อยกว่า 10,000 บาทต่อเดือน <input type="checkbox"/> 2) 10,000 – 30,000 บาทต่อเดือน <input type="checkbox"/> 3) 30,001-50,000 บาทต่อเดือน <input type="checkbox"/> 4) มากกว่า 50,000 บาทต่อเดือน <input type="checkbox"/> 5) ไม่มีรายได้	+1	+1	+1	+1	
ส่วนที่ 4 ความคิดเห็นและข้อเสนอแนะอื่น ๆ						
แบบสัมภาษณ์เพื่อวัดระดับการมีส่วนร่วมและความต้องการมีส่วนร่วมในการจัดการชายหาดป่าตอง						
1.	ท่านคิดว่าการท่องเที่ยวชายหาดป่าตองส่งผลกระทบต่ออย่างไร	+1	+1	+1	+1	
2.	ท่านต้องการให้มีแนวทางในการจัดการชายหาดป่าตองอย่างไร	+1	+1	+1	+1	
3.	ท่านต้องการมีส่วนร่วมในการจัดการชายหาดป่าตองหรือไม่ เพราะเหตุใด	0	+1	+1	0.67	

ข้อ	ข้อความ	ผู้เชี่ยวชาญคนที่				
		1	2	3	IOC	ข้อเสนอแนะ
4.	ท่านต้องการให้มีแนวทางในการจัดการชายหาดป่าตองอย่างไร	+1	+1	+1	+1	
5.	ท่านต้องการมีส่วนร่วมในการจัดการชายหาดป่าตองหรือไม่ เพราะเหตุใด	+1	+1	+1	+1	
6.	ข้อเสนอแนะอื่น ๆ ในการจัดการชายหาดป่าตองโดย การมีส่วนร่วมของภาคีในปัจจุบัน	+1	+1	+1	+1	
7.	ข้อเสนอแนะอื่น ๆ ในการจัดการชายหาดป่าตองโดย การมีส่วนร่วมของภาคีในปัจจุบัน	+1	+1	+1	+1	
Total		35	33	36	34.68	0.97



BIOGRAPHY

NAME Daranee Ployjun
ACADEMIC Bachelor of Business Administration (Tourism Management)
BACKGROUND Mae Fah Luang University
Master of Business Administration (Tourism Management)
Assumption University
EXPERIENCES -

