



## Abstract

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This study aimed to develop indicators and evaluate the potential of tourism business and service capabilities. The study also illustrated potential maps and guidelines for potential development on tourism business and service capabilities in order to support Muslim-friendly tourism in the Andaman coast (Krabi, Phang Nga and Phuket Province). Mixed research methods were utilized into this research. A total of 368 samples including 97 tourist destinations, 110 hotels and 111 restaurants were collected quantitatively in order to evaluate the potential of tourism business and service capabilities whereas qualitative methods were employed to gather data from samples and other stakeholders including the Islamic provincial committees and local people in the research areas through in-depth interviews and focus group discussion.

The results revealed that the tourist destinations in all three provinces have Muslim-friendly potential at a moderate level while hotels and restaurants showed the potential at a high level. Suggestions on tourism business and service capabilities potential development were creating mosques database supporting languages of Muslim countries with the ease of usage and accessibility, collaboration between the provincial Islamic committees and the government in subsidizing Halal accreditation fees, establishing Muslim-friendly tourist information centers, and training tourism personnel on language proficiency.

The guidelines for potential development on tourist destinations are raised. Accessibility and route development should be concerned with signs in English or Arabic. Also, Muslim prayer areas and Halal restaurants should be available on major tourist sites. Hotel management should realize on managing hotels in accordance with Islamic principles, driving on marketing and public relations for the Gen Z tourists who are determining the direction of future tourism, developing human resource capabilities to serve Muslim-friendly tourism, and networking among hotel businesses. To develop potential of restaurants, Halal accreditation, Islamic principles management, creating healthy and authentic Halal menus, and training people are significant.