

Abstract

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This study aimed to evaluate the potential of tourism resources and services in the South and to develop new tourism programs depending on their potential. By using the mixed methods research, the potential of tourism destinations and resources were collected quantitatively in order to compare the potential level of tourism resources, activities, management – readiness to serve. Furthermore, these data were also used for develop new tourism products relied on capacities and potential to respond tourists' demand and be tourist attraction. However, the data were also collected qualitatively from government and private organizations related to tourism.

The results showed that the study area, 7 provinces, consists of 1,035 tourism destinations. 66.19 percents are natural tourism destinations. Most of them are located in the Nakhon Si Thammarat, Surattanee, Ranong, and Krabi respectively. Secondly, the most of historical destinations tend to be located in Surattanee and Nakhon Si Thammarat, while the culture and tradition destinations are located in Nakhon Si Thammarat and Songkla, respectively. The results showed that overall, beach tourism which has high potential score, tends to be located in Andaman coast; most of them are in Krabi, Phang Nga and Phuket. The most of high potential destinations in Phang Nga are located in the Similan National Park and Surin Islands.

The researcher employed the potential data of tourism destinations to develop the potential tourism programs for generating income from tourism in the south of thailand, 20 potential routes. These routes are in Nakhon Si Thammarat by 6 routes, Surattanee by 3 routes, Phuket 2 routes, Krabi 3 routes, Songkla 2 routes, Phang Nga 1 route and Ranong 3 routes.