

# **Hospitality and Tourism Impact in Koh Yao Yai, Pang-Nga, Thailand Toward Perspective of Tourists and Locals**

*Pakin Witchayakawin \**

## **Abstract**

This qualitative research aims to study hospitality of local people for tourists, tourism impacts from the perspective of visitors and locals as well as to suggest the island to develop to be the sustainable site. This case study research collected data from 60 key informants including tourists 20 and locals 40 subjects during July 2016 by observation, structured in-depth interview and focus group discussion. The data analyzing process involved preparing, segmenting, coding, categorizing and thematizing. The results presented that the hospitality of local people also proved to all visitors as a good experienced tourism product in this island. The positive impact on economic side by income was increasing from tourism activities, people have more work, local products can be a sale, and hotel room price is low. The positive impact on socio-culture, locals were happy to welcome visitors and to serve them by the restaurant and rental transport services. The negative impacts, due to the growth of tourism in this island, there are constructions of accommodation, and many labours come to work in the island that may issue the impacts to nature and community. The suggestion - leaders and villagers should engage more tourists to participate natural and cultural conservation.

**Keywords:** Hospitality, Tourism Impacts, Koh Yao Yai, Perspective of Tourists and Locals

---

\* M.B.A. (Tourism Management) Assumption University, (2009). Currently a Lecturer in Tourism Business Management Program, International College, Naresuan University

## **Introduction**

### **Background and Objectives**

#### **Koh Yao Island, Thailand**

Koh Yao is a precious island in the Andaman Sea with abundant natural resources and a community with a unique way of life. The village decided in 1995 to turn the island into a tourist destination to create income while preserving the local culture and practices. Their dedication to nature and the resort has received the wide support of many visitors (McNeil, 2016). Koh Yao District is divided into two islands – Koh Yao Yai (two sub-districts) and Koh Yao Noi (one sub-district – Koh Yao Noi). Koh Yao Yai includes two sub-districts – Koh Yao Yai sub-district (four villages) and Prunai sub-district (seven villages).

The primary population is Thai and believes in Islam. The primary careers of the community are fishery and agriculture. The core tourist attraction in Koh Yao Yai is the beach. Koh Yao Noi Homestay has won the best homestay award of the ASEAN Homestay Awards of 2016-18, is one of Thailand's five homestay destinations competing for the title. Koh Yao Noi Homestay; there they witnessed a peaceful, clean and straightforward complex with over 20 rooms as well as bungalows for visitors who want extra privacy (McNeil, 2016). Being the world's fourteen most beautiful unspoiled island by Yahoo Travel Magazine 2015 (Yahoo Travel Magazine 2015, 2015) - Koh Yao shows itself as an outstanding tourism spot in Thailand amongst the demand of tourism in the South East Asia. Koh Yao Yai is the primary island of Koh Yao islands group where keeps well its natural virgin as the importance of tourist attractions. Thailand and ASEAN countries are still emphases to get revenue from the guest side (tourists) while do not make balance to take care of tourism resources in their owner countries. Community participation in the management of tourist attraction is a core to maintain Koh Yao Yai and to conserve it for long-term.

## **Hospitality**

Hospitality defines friendly and generous behaviour towards guests (Oxford University Press, 2008). Collins Concise English Dictionary Plus definition of hospitality

as “kindness in welcoming strangers or guests” (Hanks, 1989 as cited in Brotherton, 1999). Thus, “hospitality” of this study defines friendly, generous behaviour, kindness in welcoming as smile expression towards guests or strangers.

## **Tourism Impacts and Sustainable Tourism Development**

Tourism impact is usually placed on three aspects, including economic impact, socio-cultural impact and environmental impact (Yen, 1994; Chen and Guo, 1995; Ap and Crompton, 1998; Ko and Stewart, 2002 as cited in Liu and Yen, 2010) while the study of Sharma and Dyer (2009) on the topic "Residents' involvement in tourism and their perceptions of tourism impacts" found that the impacts covered social, economic and cultural aspects. Particular emphasis was given to examining the difference in attitudes of residents who received social and economic benefits and those who did not, and those who wanted to move away from the Sunshine Coast and those who did not. The findings indicated several significant differences and implications to the tourism planning agencies and the local governments. To mention, their policies should be geared towards creating more jobs, attracting more investment to the community, providing more business for local people, restoring historical buildings, creating a positive impact on the cultural identity of the community, and maintaining high standards of roads and public facilities. From the studies above, the three aspects of tourism impact (economic, socio-cultural and environmental) are adapted to study in this research by asking the perception of villagers and tourists.

Regarding the study of Andereck, Valentine, Knopf and Vogt (2005) on topic "Residents' Perceptions of Community Tourism Impacts" found that residents tended to agree that tourism increases both positive and negative community impacts. They felt this industry increases the number of shops, restaurants, festivals, fairs, and museums in a community. Traffic, crowding, and congestion emerged as the major negative impacts of concern. Moreover, Arizona residents felt tourism can help improve the local environment which included items such as preservation of natural and cultural resources, and quiet and beauty. They also felt it helps enhance community life with items such as community belonging and pride as part of the scale. Residents felt strongly about the impact tourism

can have on their image, with an increase in amenities such as events and awareness of heritage. They felt tourism has a positive influence on community services offered, including items such as public transport and city services. Residents also thought the industry has a positive influence on the community economy by resulting the effects such as economic diversity, jobs, and tax revenue. Also, they felt tourism exacerbates some community problems including items such as litter, traffic, congestion, and crime (Andereck, Valentine, Knopf & Vogt, 2005). The studies on above present perception of residents on tourism impacts in community that concern with positive (increasing the number of shops and fairs) and negative side (traffic and congestion) that are the estimated finds of the current study.

Sustainable Tourism Development in Koh Yao Yai, Phang Nga, Thailand is important in order to be the study to develop tourism resources. "Tourism resources development and restoring for sustainability" is the second strategy of Thailand Tourism Development Strategy 2012 to 2016 among 5 strategies (current issue). The tourism resources development and restoring for sustainability strategy consists to develop new tourism resources qualified level to be qualified area in the potential group, to restore tourism resources and to upgrade quality and standard of tourism resources. The problem about lack of balancing between tourism resources conservation and guest side is the main issue for this study. Thailand focuses more concerning to develop tourism resources, but the country still lacks balance between tourism resources side and guest side. Choibamroong (2014) mentioned Thailand and ASEAN countries are still emphasis to get revenue from the guest side (tourists side) while do not make balance to take care of tourism resources in their owner countries. This study focuses to develop the tourism resources side because we should think about balancing for sustainability. The evidences of the non-balance between host side and guest side are from the tourism subject curriculum in ASEAN countries that focused in tourism facility management, tourism route management, tourism service management, tourism interpretation management and tourism activity management. In addition, the guest management tourism marketing development in ASEAN is aimed for guest side about price, place, product, promotion psychology, partnership, packaging and promotion while only "people" is the marketing mix to aim for destination development side.

While significant challenges beset the development of sustainable tourism, the government of Brazil is committed to the pursuit of the policies and strategies that would maximize the economic benefits of tourism in the Amazon while maintaining and even strengthening the integrity of its environment and its constituent cultural forms (Rodrigues de Jesus, 2010). The point of the studies show tourism in Brazil where developed the sustainable tourism by pursuit of the policies and strategies but there are many issues to impact the sustainability.

Seasonality, limited skills within the local labour market, access to formal education and training are identified as issues that impact on the sustainability of employment, service and product quality. While sourcing and recruitment of staff, employee retention, training and development, and career progression appear to mirror those faced by larger, frequently metropolitan locations. However, Smallness Island imposes particular nuances upon the management of human resources, directly employee mobility (inward and outward) exacerbate structural and cultural dimensions and issues in island tourism (Baum, 2012). Islands have dimensions of destination management practices that set them apart in kind and extent from less isolated or geographically defined destinations. These are global effects of mobility (inward and outward) resulting from a globalized tourism economy and geophysical boundedness (Cave & Brown, 2012). Local community members have a wide range of motivations for entering into social exchanges with visitors, ranging from solely economic, to a genuine desire to provide quality experiences that refer to the local members have a high motivation for social exchanges with visitors, a chance to gain economic benefits (product selling) and want to give quality experiences for tourists by their participation. Also, the nature of island cultural interaction could vary immensely, from welcoming and meaningful exchanges through to superficial and even hostile contact (Moyle, Croy & Weiler, 2010). CBT ASEAN Marketing provides the component of community-based tourism development - place, experience, communication, IT, access and linkages (Richard et al, 2015).

## Communities' Participation for Sustainability

Regarding the study of Sanchez-Canizares and Castillo-Canalejo (2014), presented the supply and demand side that also represented the primary of communities' participation and sustainability. On the supply side of tourism, the community is making an enormous effort to actively participate in the development of sustainable tourism, efforts with are often constrained by the geographical barriers of Boa Vista (sandy soil, poor accessibility to other islands) and the institutional and political situation of the island. As regards the demand side of tourism, the vast majority of tourists stay at the island's all-inclusive resorts, whereas few tourists require the services provided by the community, mainly because they are unaware that such services exist.

The study of Naipinit and Maneenetr (2010) presented that community participation was high with regard to developing ideas for tourism management, in planning locations for tourist attractions and use of natural resources. The greatest problem in the Busai Village Homestay in Nakohon Ratchasima Province, Thailand had to do with the public utilities: the water supply is limited and not clean, electricity is always out of order and does not cover all of the areas, and the low quality of the roads affects tourists. The next problem is perceived cultural clashes with tourists, as an inappropriate dress and noisy behaviour. The next is the lack of participation from local organizations, and last is that there are no activities or second jobs available for people to increase the income to the village. The participation of people in sustainable tourist attraction management depends on villagers' skill levels, and the greatest participation for tourism is in natural resource management. Besides, it is almost required that community people participate in making a budget plan for supporting and developing tourist attraction (Taweekul, 2001 as cited in Naipinit & Maneenetr, 2010).

The “hospitality” (smile, welcoming, helpfulness and friendliness) is the important participation in tourism by villagers that it is crucial section to study in Koh Yao Yai but only the hospitality from villagers could not make the sustainability in the island. Thus, tourism impacts in the perspective of natural balance, economic distribution and social justice are the significant area to study for the sustainable tourism in the island.

## Research Objectives

1. To study hospitality of local people for tourists
2. To study the tourism impacts from perspective of tourists and locals
3. To suggest the island to develop to be sustainable site

## Methods

This qualitative research builds a sample by extreme cases and maximum variation sampling. The method fits for this study because 1) to interview the key informants – to get the in-depth and real experience from key informants 2) to interview the villagers by focus group discussion fit for them due to they can help each other to share their experience and 3) Observation by researcher is a good method to evaluate the destination and behavior of people. The 60 key informants include 20 tourists (inbound and Thai tourists) and 40 locals. The data were collected during July 2016 by observation, structured in-depth interview and focus group discussion. The data were noted on the structural interview and recorded by the recorder in IPAD2. The camera is also used to record the pictures. The data analyzing process involved preparing (to record data into Microsoft Word), segmenting (to separate the group of data), coding (to code data by a created group of data), categorizing (to reduce/categorize the group to data) and thematizing (to report the final groups of data). The reliability of primary data is proved by “Triangulation” by the differences of data collection that included:

### 2.1 The differences of the methods of data collection by:

- 1) Observation – to gather the data by researcher to observe the behavior of villagers when they meet the team of researchers and tourists, and also the physical area of the island where might get impacts from tourism such as beaches
- 2) Structured in-depth interview – to gather the data from the village’s leaders that interview about hospitality of villagers and tourism impacts
- 3) Focus group discussion – to gather the data from villagers that interview about the hospitality to provide for tourists and tourism impacts

## **2.2 The differences of times of data collection:**

- 1) Morning time (08.00 – 12.00 AM.)
- 2) Afternoon time (01.00 – 04.00 PM.)
- 3) Evening time (05.01 – 08.00 PM.)

## **2.3 The differences of key informants:**

- 1) 20 tourists
- 2) 40 local people

## **Results**

### **Hospitality from Perspective of Tourists and Villagers**

Tourists perceived that local people expressed welcome behaviors to them, smiling expression, friendship (villagers asked tourists to pick up and drop off if they saw tourist walking on roadside) and politeness. Tourists perceived about safety feeling in this island. Tourists and villagers stayed together with happiness. It seems to be that the hospitality of villagers is also the core of tourism product in Koh Yao Yai that made the impressive experience to tourists. The villagers in Koh Yao Yai welcomed and served the visitor well as well as they felt that their island is safety Island. By observation found that villagers expressed smiling when they met tourists and a food vendeur (a villager) gave extra food (free of charge) for researcher (visitor).

### **Tourism Impacts from Perspective of Tourists and Villagers**

Tourism impacts in Koh Yao Yai included 1) "Impacts on Environment" – tourists perceived that there was garbage in some areas of Koh Yao Yai, but the entire island was cleaned. The island is the beautiful and relaxing atmosphere. Villagers perceived that the island has abundance ecosystem, full of nature but there were some problems such as some place need to have garbage bin and waste issuing from the boat. There were no serious impacts on nature, nature and animal may get disturbing from tourism activities in some time, and the island will get high impact in high season, impact from the number of hotel and number of tourists. Also, 2) "Impacts on Economy" – visitors felt that the economic impact by income is increasing from tourism activities, people have more work,



local products can be a sale, hotel room price is low, and some business depends on entrepreneurs. Local perceived they got income from tourism as transport services, local shops and restaurant services, and some of them can work in resorts. Also, 3) "Impacts on Socio-culture" – tourists felt that local people welcomed them and happy to stay together. They got services from locals by the restaurant and rental transport services. Villagers felt that they did not want tourists to wear an impolite dress (bikini) in the village and near the mosque and they did not like what the alcohol drinking in the island.

### **Recommendation for Sustainability**

Visitors recommended Koh Yao Yai to be a national park and limit number of tourists. They also want to preserve the nature in the island and keep clean, control number of the entrepreneur, and provide the English language signs point to and information broad at famous attractions. The island may construct more infrastructure as local shops, set up the hotel policy and restricted resort construction, manage garbage and set up the waste management machine. There was few service of a ferry in low season. The island may be closed some period for improving. The island may engage more tourists to join the sustainable activities such as coral planting.

### **Discussion**

Regarding the study of Wongpan and Khamwon (2017) on Destination Brand Experience, Satisfaction and Behavioral Intention: Evidence from MICE Khon Kaen found that the destination brand experiences of MICE tourism consists of sensory, affective, behavioural and intellectual experience. Destination brand experience has positive direct and indirect influence on behavioural intention though satisfaction. The emotional experience is the highest average by 5.67 follows by sensory experience by 6.65 that is the effect from Khon Kaen province can create good experience for tourists such as welcome by hospitality in hotels with the E-san or the North Eastern Thailand style, dressing uniform by silk of E-san, greeting by E-san local language or location decorated to present the uniqueness of province. These are significant factors to create emotional and sensory experience. The results on above support the current result that the local

people presented welcome, smiling expression, friendship (villagers asked tourists to pick up and drop off if they saw tourist walking on roadside) and politeness to tourists. So, the hospitality of local people is the main tourism product in the island that it affected to satisfaction and happy experience of tourists.

The study of Tatoglu, Erdal, Ozgur and Azakli (n.d.) on Residents perception of tourism impacts in Turkish resort town found that local residents perceived the economic aspects of tourism impact most favourably. Residents evaluated social and cultural impacts of tourism positively. The quality of environment, community attitude, and crowding and congestion were found to be the least favourable aspects of tourism impact. The comparison of current study in Koh Yao Yai, villagers got income from tourism as transport services, local shops and restaurant services, and some of them can work in resorts that seem to be the favorably economic side for them. The socio-culture aspect of villagers in Koh Yao Yai felt that they did not want tourists to wear an impolite dress (bikini) in the village and near the mosque and they did not like what the alcohol drinking in the island that against the study on above to mention the residents evaluated social and cultural impacts of tourism positively.

Regarding the study of Andereck, Valentine, Knopf and Vogt (2005) mentioned residents thought the industry has a positive influence on the community economy by resulting the effects such as economic diversity, jobs, and tax revenue. From the findings of the study in Koh Yao Yai, tourists and residents also felt that residents got income from tourism as positive impact that related with results of the research on above.

According to the study of Sharma and Dyer (2009) found that the impacts covered social, economic and cultural aspects. Particular emphasis was given to examining the difference in attitudes of residents who received social and economic benefits and those who did not, and those who wanted to move away from the Sunshine Coast and those who did not. The findings indicated several significant differences and implications to the tourism planning agencies and the local governments. To mention, their policies should be geared towards creating more jobs, attracting more investment to the community, providing more business for local people, restoring historical buildings, creating a positive impact on the cultural identity of the community, and maintaining high standards of roads

and public facilities. The same results with the study in Koh Yao Yai about some residents got income but some did not. The economic impact generated income and job. The impact on socio-culture, there is no one wants to leave their island even though they received some negative tourism impact (impolite dressing by tourists) – at this point is a different result from the study of Sharma and Dyer (2009).

## **Conclusion**

The perception of tourists on “hospitality” of villagers included welcome behaviors, smiling expression, friendship, politeness, safety feeling in Koh Yao Island. The perception of villagers on tourists included living together with happiness, welcome feeling, and safety island feeling. The environmental impact included the negative impacts are garbage in some area, waste from boating, increasing the number of hotels and tourists, disturbing animals by tourism activities while positive impacts are clean in general area, abundance ecosystem island. The economic impact involved the negative impacts are low price hotel and only entrepreneurs to control businesses while the positive impacts are rising income (such as transport service), increasing the number of job and rising the number of selling local products. The socio-cultural impact involved the negative impacts are impolite dressing by tourists and alcohol advent while the positive impacts are welcomed hosts, happy to stay together and local service getting. From this study, the Department of National Park, Wildlife and Plant Conservation (DNP) should register Koh Yao Yai to be a national park then the department should cooperate with municipalities in Koh Yao Yai to limit the number of tourists, preserve the nature, keep clean and control the number of entrepreneurs. English language teachers in schools and universities should support the clear English language signs for direction and tourist attractions. The municipality should cooperate with Thai Hotel & Hospitality Management Association should set up the hotel law and limit number of hotel/resort construction in this island as well as policy about garbage and waste management system, and closed this island some period to improve the resources. The ferry companies may operate more service frequency in low season. The municipality and villagers should invite and engage tourists to join the sustainable activities.

## References

- Andereck, K. L., Valentine, K. M. Knopf, R. C. & Vogt, C. A. (2005). Residents' Perceptions of Community Tourism Impacts. *Annals of Tourism Research*. 32(4), 1056-1076.
- Ap J, Crompton JL (1998). Developing and testing a tourism impact scale. *J. Trav. Res.* 37(2): 120-130
- Arnstein, S. R. (1969). A ladder of citizen participation. *Journal of the American Institute of Planners*. 35(4), 216 – 224.
- Baum, T. (2012). Human resource management in tourism: a small island perspective. *International Journal of Culture, Tourism and Hospitality Research*. 6(2), 124-232.
- Brotherton, B. (1999). Towards a definitive view of the nature of hospitality and hospitality management. *International Journal of Contemporary Hospitality Management*. 11(4), 165-173.
- Cater, E. (1994). *Ecotourism in the Third World: Problems and Prospects for Sustainability*. Chichester: John Wiley & Sons, 69 – 86.
- Cave, J. & Brown, K.G. (2012). Island tourism: destinations: an editorial introduction to the special issue. *International Journal of Culture, Tourism and Hospitality Research*. 6(2), 95-113.
- Chen SL, Guo BC (1995). Perceptions of residents at Guanyinshan Scenic area of the impact of tourism development. *J. Tour. Stud.* 1(2): 48-58
- Choibamroong, T. (2014). *Tourism Development & ASEAN Tourism Development*. University of Phayao.
- David, L. (2011). Tourism ecology: towards the responsible, sustainable tourism future. *Worldwide Hospitality and Tourism Themes*. 3(3), 210-216.
- Green, H. (1995). *Planning for sustainable tourism development. Tourism and the environment: a sustainable relationship?*. London: Routledge.
- Hanks, P. (Ed.) (1989). *The Collins Concise Dictionary Plus*, Collins, Glasgow.
- Jamal, T.B. & Getz, D. (1995). Collaboration theory and community tourism planning. *Annals of Tourism Research*. 22(1), 186 – 204.

- Ko D, Stewart WP (2002). A structural equation model of residents' attitudes for tourism development. *Tour. Manage.* 23(2): 521-530.
- Leslie, D. (1993). Developing sustainable tourist. *Tourism Management.* 14, 485.
- Liu, C. & Yen, L. (2010). The effects of service quality, tourism impact, and tourist satisfaction on tourist choice of leisure farming types. *African Journal of Business Management.* 4(8), 1529-1545.
- McNeil, R. (2016). Phang Nga's Koh Yao Noi Homestay wins best homestay award in ASEAN Homestay Awards 2016-18. Retrieved August 1, 2016, from [http://thainews.prd.go.th/website\\_en/news/news\\_detail/WNECO5903210010017](http://thainews.prd.go.th/website_en/news/news_detail/WNECO5903210010017)
- Murphy, P.E. (1985). *Tourism: A community approach*. New York and London: Methuen.
- Murphy, P. E. (1988). Community driven tourism planning. *Tourism Management*, 9, 96-104.
- Naipinit, A. & Maneenetr, T. (2010). Community Participation in Tourism Management in Busai Village Homestay, Wangnamkheo District, Nakhon Ratchasima Province, Thailand. *International Business & Economics Research Journal.* 9(1), 103 – 110.
- Oxford University Press. (2008). *Oxford Learner's Thesaurus CD-ROM*, Oxford, UK
- Padin. C. (2012). A sustainable tourism planning model: components and relationships. *European Business Review.* 24(6), 510-518.
- Richard. P. et al. (2015). CBT ASEAN Marketing. Community Based Tourism Institute and Payup University, CBT ASEAN Marketing seminar on 30 May 2015 at Tharin Hotel Chiang Mai.
- Rodrigues de Jesus, V.L. (2010). Developing sustainable tourism in the Amazon rainforest of Brazil – premises, actions, challenges. *Worldwide Hospitality and Tourism Themes.* 2(2), 144-152.
- Sanchez-Canizares S. M. & Castillo-Canalejo. A. M. (2014). Community-based island tourism: the case of Bao Vista in Cape Verde. *International Journal of Culture, Tourism and Hospitality Research.* 8(2), 219 – 233.
- Sharma, B. & Dyer, P. (2009). Residents' involvement in tourism and their perceptions of tourism impacts. *Benchmarking: An International Journal.* 16(3), 351-371.

- Tatoglu, E., Erdal, F., Ozgur, H. & Azakli, S. (n.d.). Resident Perceptions of the Impact of Tourism in a Turkish Resort Town. Retrieved February 2, 2018, from <http://info.opf.slu.cz/vvr/akce/turecko/pdf/Tatoglu.pdf>
- Taweekul, P. (2001). The participation of People in Sustainable Tourism Attraction Management: Case Study of Ban Laihin, Koh Ka District, Lampang. Chiang Mai : Chiang Mai University.
- The World's 14 Most Beautiful Unspoiled Island. (2015). Retrieved September 28, 2015, from <https://www.yahoo.com/travel/the-worlds-14-most-beautiful-unspoiled-islands-128349328147.html>
- Wongpan, S. & Khamwon, A. (2017). Destination Brand Experience, Satisfaction and Behavioral Intention: Evidence from MICE Khon Kaen. Journal of Mangement Science, Chiang Rai Rajabhat University, 12(2), 1-16.
- Yen, H. H. (1994). A study on the perception of tourism impacts in Kin-Men. Master thesis. Dept. of Horticulture, National Chung-Hsing University, Taichung