

## **Introduction**

Samui island is one of the most beautiful tourist island in Thailand. Its fast growing development without appropriate plans may cause serious problem to the island. The project's main objective is to study the existing problem, to forecast future problem, and to recommend appropriate solutions to cope with the problem.

The project team conducted thirteen field surveys in Samui island, one visit to Office of Department of Alternative Energy Development and Efficiency Area 11 in Nakhon Si Thammarat, and several visits to government agencies' office in Bangkok, Thailand. The purpose for the survey is to:

- Acquire existing information of Samui island concentrating on island topographic, energy supply, water supply, wastewater situation, and solid waste situation.
- Acquire future development plans of Municipality of Samui island, PEA, and PWA.
- Acquire requirements and plans from local people.

The information from the surveys was then analyzed, made forecasting, and used for the study. The information is separated into 5 sections in this report as following.

### **1. General Information of Samui Island**

#### **1.1 General Condition of Samui Island or Koh Samui**

##### **1.1.1 Physical condition**

Samui Island is in the North-South of Suratthani Province in Thailand, It is located on the west coast of the Gulf of Thailand between the latitude 9° 30' north and longitude 100° east, 84

kilometres North-south of Suratthani Province.

Besides the various resources mentioned above, Samui Island also has a pleasant climate which is suitable for tourism. Although the summer in Surat Thani Province lasts for only three months ie. From February to April, the Province can be visited from February to October when the sea is calm and so clear that one can see the corals from above the water.

Koh Sarnui lies in the Gulf of Thailand and is a district of Suratthani. The island has 39 villages. Local informants claim that archaeological artefacts have been dated to about a thousand years ago, but whether or not Samui has been continually inhabited for the past millennium, is not certain. Chinese vessels were trading with ports on the Malay Peninsula before the Thai reached the area in the thirteenth century (Skinner 1957:1). The island, the largest in the Gulf, was known to Chinese mariners. Junks no doubt sought shelter in the Gulf of Thailand, when there were storms. and the islands have fresh water. It is also argued by some (such as Jantrajirayu 1984) that the thirteenth century trading empire of Srivijaya, or one of its centres, was located on the Thai mainland at the site .of Chaiya in Surat Thani province. but others (such as Osborne 1985:19-20) believe that Chaiya was an merely an outpost of the empire which was centred on the Straits of Malacca. In either case it seems most likely' that Samui would have been visited regularly. And may well have been inhabited. during that period. Piracy was a problem in the Gulf of Thailand then, as it is today (cf. Skinner 1957:7 and South

December 1987); thus, it is also likely that Samui was a haven for pirates who operated in the Gulf. In the thirteenth century Nakhon Sri Thammarat was a 'thriving local power' with a population which included 'substantial numbers of Khmer, Mon, Malays' and a Tai ruling house, and there were trading links with places 'as far as Sri Larika and south India (Wyatt 1984:51). In more recent times Samui was visited by Chinese trading boats, especially from the island of Hainan. This led, in the past few hundred years, to many Hainanese settling in Samui. No informants were able to give an age for the older villages on the island, but many were sure that the families had lived on the island for many generations.

The older wats (Buddhist temples) on the island. Wat Pradenn and Wat Lamai. Are about 250 years old and it appears that Samui was settled by mainland Thai in the eighteenth century.

The shortest distance between Samui and the mainland is about 28 kilometres, but between the closest ports it is somewhat more. Therefore powered boats were used the journey could take from a day to three or more, depending on conditions. Even, when powerboats were introduced, travel was infrequent for islanders; the boats were used mainly to transport coconuts to the mainland, and usually directly to Bangkok. The coconut boats did not have docking facilities on Samui, but called at various bays around the island and were loaded from smaller boats. Some imports were brought from the mainland, but Samui was largely self-sufficient in food, and raw materials. The island,

and others nearby" were heavily forested on the elevated land which accounted for most of the area. Timber was the usual construction material and the forests yielded sufficient quantities for local needs for fuel and construction of boats and buildings. The remaining flat land was, and still is, mostly covered with coconut plantations. At present over 95% of lowland agricultural land is used for coconuts. In the past, rice, the staple food, was grown in sufficient quantities to meet most of the demand. We know from the 1888 record of Rama V's visit to Samui (Krom Luang Panupan Tuwong Worndet 1988, "cited below as Krom Luang 1.988) that there was some cotton grown. Various fruits and vegetables were also grown, and small scale fishing and gathering of seafoods was undertaken by most households. Some small animals were hunted in the forest. Coconuts were the island's major crop, and the vast majority of islanders were engaged in coconut production, processing, or trade. Coconuts have been the mainstay of the economy; thus the industry and the islanders' way of life are inextricably linked. The coconut boats must have been an important feature of life in Koh Samui. A fisherman from Pungka said that one operator, the Harin Company, had run 99 boats between Samui and Bangkok (it would have brought bad luck to build the hundredth). Another villager spoke of the job he once had carrying coconuts by small fishing boat out to the coconut vessels which, because of the shallow waters, could not come all the way into Thong Grud. The boats called almost daily, depending on the demand; this, he said, was determined by Chinese coconut dealers from Nathon who would go to Pungka to

tell people how many coconuts were to be shipped. He spoke of unloading rice and consumer goods to bring ashore. The number of boats plying the Bangkok - Samui route, however, was certainly exaggerated. There may have seemed to be 99 boats to the villagers (they were all painted in the same way), but the local agent for the one time government owned Thai Navigation Company (which had up to two vessels of 1,000 'gross tons on the same route) claimed that Harin had operated about 15 vessels of 200 to 500 gross tons. At least one Nathon businessman had a boat on the Bangkok route. The Harin Company was Bangkok owned, however, and local capital was a minor player in the transport of coconuts to Bangkok. The number of boats on the Samui route does suggest that Samui had a thriving export economy. The island's coconuts were renowned throughout Thailand, and even beyond the borders, and it is certain that some local merchants became very wealthy. Despite Samui's vibrant economy the island had only the most basic infrastructure supplied by the state. Most children received their compulsory primary education in Samui, but studied no further. Most whose parents could afford the expense were sent to the mainland (Surat Thani or Bangkok) for secondary schooling, and the most privileged received tertiary education too.

#### 1.1.2 Economic and Social Condition Administration

Samui Island which is the foremost tourist attraction covers an area of 247 square kilometers. According to the provincial administrative system, the province is divided into 7 sub districts and 39 villages.

#### Population

There was a population of 46,258 in Samui Island in January, 2006. The population distribution in the Samui Island is unbalanced and there is a high degree of population change due to migration, especially the out-migration of people within the labour force, in some areas, there are signs of economic stagnation and an increase in the population dependency ratio.

Table 1 Population in Samui Island, January 2006

No.	Sub-district	Total (person)
1	Ang Thong	8,898
2	Lipa Noi	3,952
3	Taling Gham	4,977
4	Nah Muang	4,072
5	Mah Ret	7,039
6	Bo Phut	10,490
7	Mae Nam	6,051
	<b>Total</b>	<b>46,258</b>

#### Economic

Samui Island 's economy is mostly based on the commercial and service sector .

It is estimated that the cash flow per day within the province amounts to 46 million bath (31 million baht in the public sector and 15 million bath in the private sector). The deposit accounts in Surat Thani Province are stable and have the tendency to increase. However, the amount of credit given out by the banks is small. Therefore, there is still plenty of capital in the private sector which may be utilized for investment in various projects. On the other hand, there was a deficit in the public sector's budget in 1983 ie. The income was much

lower than the expenditure in the same year.

The situation as described above indicated that it is necessary to accelerate the development of the province's economic condition. This aims to utilize available resources efficiently and appropriately as well as to improve and increase the production in various economic sectors.

## 1.2 Tourist Attractions

The tourist attractions are grouped into 8 clusters according to their locations, accessibility and available services in the areas. The cluster of tourist attractions which contains the highest number of tourist attractions and is considered the most important is the cluster of attractions in the vicinity of Koh Samui. Most of these tourist attractions are natural beaches eg. Hat Chaweng, Hat Lamai, Hin Ta-Hin Yai. It should be noted that the Ko Pha ngan cluster of attractions has natural resources which are very similar to those of Koh Samui.

Currently, these attractions are facing similar problems ie. There is no landuse, environmental or conservation plans and the communications network and public utilities and services are all

insufficient. Moreover these places are not very popular with tourists. This particularly the case for the places which are in remote locations, where there is very little information and publicity, or the places where there is a problem of security.

As for Koh Samui, the main problem on the island is the lack of building and planning control, resulting in an unplanned development pattern which does not take into account the environmental condition of the island as a whole. The lack of development control and public utilities and services may result in a deterioration of the island's image among tourists and may present an obstacle for the expansion of the tourism market in the future.

Besides the 98 tourist attractions, Surat Thani Province also has another major attraction for tourists ie. The corals, found mainly around Koh Samui, Ko Pha ngan, Ko Tao and Mu Ko Ang Thong. From the corals in 33 survey points (with the exception of the corals around Mu Ko Ang Thong), the corals found are mainly in good condition and should be preserved for tourism purposes, particularly in the areas of Ko Mat Lang, Ko Taen, and Ko Nang Yuan.

Table 2 Guest Arrival at Accommodation Establishments in Samui in 1990-2004, May 2005

Year	Nationality		Total
	Thai	Foreigner	
1990	355,623	319,790	675,413
1991	400,646	270,997	671,643
1992	553,357	252,031	805,388
1993	197,916	260,699	458,615
1994	208,578	292,153	500,731

Year	Nationality		Total
	Thai	Foreigner	
1995	186,197	511,260	679,457
1996	101,052	567,839	668,891
1997	102,891	569,949	672,840
1998	95,451	637,759	733,210
1999	87,106	634,750	721,856
2000	85,030	644,096	729,126
2001	69,238	667,419	736,657
2002	70,322	684,467	754,789
2003	89,345	634,848	724,193
2004	90,597	718,609	809,206

The Thai tourists to Samui Island were mostly from Bangkok while the foreign tourists were mainly from Europe. However, there is an increasing number of tourists from Australia, and the Asia-Pacific region. The Thai tourists usually came in groups or families. On the contrary, the foreign tourists mostly traveled alone. Most of the tourists were in the 26-35 years old age group and were relatively well-educated. One in four of the foreign tourists was a student. Meanwhile, most of Thai tourists were government officers and quasi-government staff.

The attractions and activities of tourists were mostly related to the province' natural environment. This is different from other a significant number of attractions are related to places of business, commerce and entertainment. Koh Samui had the largest share of tourists, 65 per cent. In general, besides Koh Samui, the Thai tourists preferred miscellaneous points of interest while 20.9 per cent of the foreign tourists preferred Ko Pha ngan and it seems that the island's popularity is increasing, This is due to the fact that the island's character is similar to that of Koh Samui yet much less developed.

In 1984, the major cluster of attractions of Koh Samui received as many as 142,317 tourists of which 117,278 tourists were Thai (82.4 per cent) and 25,039 tourists were foreigners (17.6 per cent). It was found that the tourist season was not related to the natural season. In the case of Thai tourists, it was closely related to the weekend holidays and other longer term holidays including school holidays. However, in the case of foreign tourists, the tourist season was related to the natural seasons in their home countries (mostly European countries) ie. Between October and March. Presumably they like to ravel to a hot climate when it is winter in their own country.

96 per cent of the tourists stayed for one night or more ie. On average 2.51 days per person for Thai tourists and 13.76 days for foreign tourists. While the activities of the Thai tourists were touring around the places of attraction, most of the foreign tourists preferred relaxing along the beaches.

Concerning the distribution of tourists, both Thai and foreign tourists preferred Hat Chaweng and Hat Lamai respectively. Other places of attractions which were also popular



were Hat Na Thon, Phra Yai Ko Fan, Na Muang Waterfall, and Hat Bo Phut.

The average expenditure of the tourists on Koh Samui was 1,487.70 baht per person for Thai tourists and 2,562 baht per person for foreign tourists. Since a Thai tourist stayed on Koh Samui for an average period of 2.51 days while a foreign tourist stayed for a much longer average period of 13.76 days, it may be calculated that the average daily expenditure of a Thai tourist was three times as high as that of a foreign tourist.

It was estimated that tourism business contributed 242.4 million baht towards the province's revenue. Of this amount, as high as 154.81 million baht was contributed by Koh Samui alone. Most of the revenue was from Thai tourists (75.5 per cent for the province's revenue from tourism and 66.6 per cent for Koh Samui's income from tourism) as shown in Table 1.1

### 1.3 **Infrastructure and Services**

#### 1.3.1 **Infrastructure**

Surat Thani Province is relatively well endowed in terms of infrastructure :

##### **Transportation network**

Surat Thani Province is one of the main transportation centres of the Southern Region. One can travel between Surat Thani Province and other provinces and between the major places of attractions within the province either by road, rail, plane or boat. However, the minor places of attraction are less accessible due to poorer quality road network. That is to

say, it is not yet possible to travel around the minor places of interest in a complete circuit.

There are several modes of public transport available ie. trains, buses, and planes. There are also private transportation services ie. air conditioned buses, boat services to Koh Samui Ko Pha ngan (express boats, sleeper boats and ferries), and a service of small buses and taxis within the local areas. At present, these services seem to be quite sufficient. However they will need to be increased in the near future.

##### **Electricity**

The electricity service in Koh Samui is not yet sufficient. This is particularly the case for various tourist attractions in Koh Samui where the private investors have to produce electricity for use themselves; resulting in high investment costs. However, the Provincial Electricity Authority is currently expanding the service to cover a wider area. It is expected to be able to provide a service for almost all of the population and tourists in the province within the next few years.

##### **Water supply**

The water supply in most of the tourist attractions is from ground and surface water resources ie. ponds and wells. As far as Koh Samui is concerned, there is a severe shortage of water supply especially in the places of attraction eg. Hat Chaweng, Hat Lamai and Hat Bo Phut where the water is obtained from shallow wells. The water is generally low in quality and is malodorous in some places.

The shortage of water supply presents a major obstacle for tourism development to reach an international standard. Therefore, the development of water resources and water supply is obligatory.

#### Telecommunication

This type of service is quite satisfactory at present and in fact the government is currently accelerating the expansion of postal, telegraph and telephone services. Moreover, the medias for advertisement and entertainment ie. radio and television are also readily available and thus can be very helpful for tourism development.

#### Environmental quality

The infrastructure related to environmental quality such as drains, waste water treatment system, and garbage disposal system has received a relatively high degree of attention in urban areas. However, this type of infrastructure remains underdeveloped in the areas of tourist attraction in general. Due to the low population density, pollution has not yet posed a problem for these areas. However, measures to prevent environmental pollution or to encounter pollution problems which may arise in the future should be prepared in advance. This refers in particular to measures concerning the disposal of garbage and waste water which are now dumped into waterways and the sea.

#### 1.3.2 Social services

Social services such as schools, temples and hospitals available for the local people of Koh Samui are of quite high standard and are ready to

contribute to tourism development ie. a training course related to tourism and training for arts and cultural performance may be provided in schools; a large number of temples are themselves tourist attractions and some also provide religious education for the tourists. The existing Public and private hospitals are capable of providing health care service to the tourists as well as the local population. However the service does not yet cover the whole area of the province and the ratio of doctors per population is still low. However there is a need for the health service to be expanded especially in Koh Samui .

concerning security measures, a tourism police force has been established in Koh Samui, consisting of 18 Personnel. However, other safety measures "ie. life guard unit and voluntary groups should be further provided in order to relieve public danger.

#### 1.3.3 Tourism services

Among the most important tourism services are accommodation, restaurants, entertainment, a tourist guide service and shopping facilities.

There are 146 establishments providing accommodation in Surat Thani Province with a total of 3,238 rooms. Most accommodation is of bungalow type. There are as many as 100 bungalows with 1,476 rooms. Meanwhile, There are 46 hotels {which are roistered according to the Hotel Act}, with 1,762 rooms. As high as 43.8 and 41.3 Per cent of these accommodation establishments are in Koh Samui and Ban Don respectively. At present, the average occupancy rate for these establishments is 54.7" per cent which

is considered appropriate. They are also available in various types and standards ie. luxurious first class hotels; second class hotels; third or economic class hotels; economic class bungalows with the most simple facilities; and bungalows with good standard facilities and services. Moreover, there are sane temples and schools which also provide accommodation for. Thai tourists who came in large groups during the tourist season.

Restaurants are available at various standards ranging from local food stalls, food service in bungalows and

the market place to the sea-food restaurants with a natural atmosphere and restaurants with music. Meanwhile places of entertainment are available only in Ban Don and are limited to bars and nightclubs. Although these entertainment facilities also exist to some extent in Koh Samui, most of them are illegal with regards to tourist guide services; there are only 3-4 establishments which provide a guide service within Surat Thani province's these are in Koh Samui and Mu Ko Ang Thong.

Table 3 Number of Hotel , Resort and room classify by year (1996-2004)

Year	Room	Hotels
1996	8,724	290
1997	8,636	282
1998	8,780	313
1999	8,105	278
2000	9,192	263
2001	9,256	296
2002	9,870	310
2003	10,913	357
2004	12,315	383

Sources: Tourist Cooperation Center of Thailand (Samui Island) , April 2005

Other products are mainly souvenirs eg. ornaments made from sea shells; souvenirs. made from coconut shells and bamboo; printed T-shirts with Koh Samui symbols.

These goods are still low both in terms of quantity and quality and thus are not popular among tourists. At present, there are only a small number of shops selling local products. They are mainly located at Talat Na Thon, and Hin Ta-Hin Yai area.

Koh Samui cluster is the principal cluster of tourist attractions in this tourism development plan. Therefore, the forecast of the distribution of tourists in various places of attractions in Koh Samui is necessary in order to prepare for the supply of services needed in the future.

With regards to the increased demand for accommodation, the demand for accommodation in Koh Samui cluster will be increased.



#### 1.4 Problems related to tourism in Koh Samui

Although there exists in Koh Samui services such as transportation, public utilities and public services, accommodation etc. which are all necessary for the development of tourism, these services are still not sufficient both in terms of their quality and quantity, especially in the minor places of attractions.

Moreover, another important point of concern is the deterioration of existing natural resources in the major places of tourist attraction. This has resulted from the lack of development control and guidance.

A number of problems related to tourism in Koh Samui may be summarized as follow:

- (1) The inappropriate use of natural resources ego construction of bungalows or roads too close to the beach
- (2) The destruction of tourism resources in some places, ego collecting of coral and pebbles
- (3) There is a lack of co-ordination among various organizations involved in resources development.
- (4) The expansion of both public and private services has not been sufficient and has not a clear direction,
- (5) There is a lack of tourism services personnel at almost every level,
- (6) The lack of coordination between the public and private sectors in the advertisement, generation of news and information, and development,

all of which are related to tourism.

Moreover, there are important external factors :

- (1) The time periods for tourism for Thai tourists are generally limited and irregular. They may be grouped into short term periods (2-3 days) and long term periods, ie. during long holidays;
- (2) The foreign tourists are mainly young and thus have a limited budget;

However, in general the tourism trend for Samui is quite impressive both when considered at regional and national level. Considering the past trend, the consultants believe that there is plenty of scope for tourism in Samui to expand further provided that the existing problems are resolved. The increasing number of tourists in the municipality will undoubtedly bring in more income and will be very helpful to the social and economic development of the municipality and of the region.

#### 1.5 Development framework

##### 1.5.1 Development framework at national and regional levels

- National economic and social development framework

Tourism development is a part of economic and social development at the national level. According to the Fifth National Economic and Social Development Plan (1982-1986), several objectives of

development have been defined. Thus tourism development may contribute to the national development objectives by helping:

- (1) To reconstruct the economic and financial condition of the country;
- (2) To improve the economic structure and its efficiency;
- (3) To improve the social structure and the distribution of social services;
- (4) To eradicate rural poverty;
- (5) To incorporate economic development with national security development.
- (6) To improve public administration and property distribution.

The Fifth Plan has designated Surat Thani as a Growth Center in the South of Thailand along with two other cities namely Phuket and Songkhla/Hat Yai. Moreover the National Economic and Social Development Board (NESDB) has defined Surat Thani Province as one of the provinces in the Upper South which have a high potential to attract industrial investment. At present, NESDB and Japan International Cooperation Agency (JICA) are undertaking research in order to formulate a development plan for the Upper South. According to the information from this research, it may be concluded that the direction of development for the Upper South should be as follows :

- (1) It should contribute to the adjustment of the country's industrial structures by

focusing on coastal based export industries.

- (2) It should contribute to the policy of decentralization and attract development away from Bangkok Metropolis.
- (3) It should aim at increasing primary production in rural areas by stimulating agricultural based industries.

#### - Tourism development framework

According to the tourism development plan included in the Fifth National Plan (1982-1986), the objectives, for tourism development at the national level are as follows. :

- (1) To mitigate the balance of payment deficit by bringing in more foreign currency from tourism.
- (2) Tourism will provide economic bases in provincial areas which can stimulate further investment in other related industrial and service sectors. This will mean employment creation and jobs and growth distribution to the provincial areas.
- (3) To conserve and restore natural resources, environment, arts, cultures, and places of archaeological and historical importance which will contribute to social development in the locality.

To realize these objectives and to respond to the expansion of tourism in the future as well as to solve the existing problems the

tourism development policy can be outlined as follows:

- (1) Attention will be given to encourage more tourists from overseas to visit Thailand and to encourage them to spend more time and money while staying in the country. Additionally to encourage Thais to travel within the country rather than abroad in order to save foreign currency.
- (2) Efforts will be made to promote the tourist industry maintaining an economical investment cost and ensuring that it can compete on the international market. The existing problems and obstacles will be examined and attempts will be made to solve these as soon as possible.
- (3) Policy measures for the security of tourists lives and property will be formulated.
- (4) Private investment in the production and service sectors will be actively promoted. The public sector will not intervene in private business except in the special case where such intervention is necessary in order to protect the public interest or solve some outstanding problems.
- (5) Efforts will be made to promote and channel tourism. development of existing and. new places of interest and private sectors. investment in the both by public

#### 1.5.2 Economic and social development framework of Surat Thani Province

From the analysis of the economic, social and environmental resources of the province, the objectives for the Provincial Development Plan may be outlined as follows:

- (1) To utilize natural resources and the environment for development purposes efficiently and appropriately.
- (2) To adjust the industrial production structure, especially by promoting agricultural based export industries. This is to respond to the public sector's needs and to upgrade the economic condition of the population in the agricultural sector.
- (3) To encourage primary production as a means to eradicate rural poverty as well as to form a base for secondary and tertiary production within the province.
- (4) To prepare for the physical growth of the province. The province should be able to receive an increase in population and play its role as a Growth Center in the upper South..

To achieve the objectives outlined above will take, perhaps 10 to 20 years. Meanwhile, short-term measures should emphasize the industrial sector's potential to achieve a high and a sustained return and to utilize the available resources efficiently in order to provide the basis of long-term development. Tourism, despite its small scale is one of the industries which can yield benefits in a relatively short period of time. The past trend shows that tourism

expansion has been most rapid and sustained. It may be observed that the service industries in Surat Thani Province which are directly related to tourism increased their income from 168.9 million baht in 1977 to 371.0 million baht in 1981, at the average rate of 29.9 per cent per annum. This is the highest rate of increase among the provinces in the South.

Therefore, in the near future, Surat Thani Province should utilize tourism development to stimulate its economic and social development as well as ensure its stability.

### 1.5.3 Tourism development objectives and policy framework for Surat Thani Province

Based on the above considerations the objectives of tourism development for Surat Thani Province can be defined as follows :

- (1) Tourism must activate investment in related industrial and commercial sectors in order to create both direct and indirect employment in the locality. This will mitigate unemployment and out-migration.

Moreover this will help to attract growth away from the Central Region.

- (2) Tourism must contribute to the growth in demand for primary goods and products, especially in the agricultural sector. This will help upgrade the income level of the people in the countryside. However the products should be provided directly to the consumer (in the tourism sector) so as to gain maximum

advantage and encourage a more equitable income distribution.

- (3) As tourism will be a substantial source of income for the province and it will contribute greatly to its financial stability, this will help to mitigate the budget deficit (by creating a better circulation of money from Thai tourists and attracting foreign currency from overseas tourists.)
- (4) Tourism must stimulate the physical growth of the main community (Surat Thani province) which has been designated as the the centre for tourism development. This is compatible with the Growth Centre development policy envisaged in the National Economic and Social Development Plan.
- (5) Tourism development must help to maintain a proper balance between natural resource exploitation and environmental quality as help to restore and conserve natural resources, the arts, culture of the locality.
- (6) Tourism must contribute to the good image and reputation of the locality.

In order to achieve the objectives of tourism development stated above, and taking into account the present tourism condition and the available resources, the policy framework can be defined as follows :

- (1) Surat Thani centre is designated as a tourist centre of the upper Southern Region of Thailand and is given the same degree of importance as Phuket and Sengkha/Hat Yai so as to build up a suitable network at regional

- level. This will be in a triangular shape and Surat Thani will be at the corner that links this network with other outer networks.
- (2) Ocean resort tourism is designated the principal form of tourism. There should be developed international standard resorts with adequate service sectors sufficient to meet the "tourist" demand. Moreover these should be compatible with the available natural resources.
  - (3) Muang Surat Thani is designated the communications and service centre of the province and Ko Samui is designated the ocean resort centre.
  - (4) The traditional style of tourism is to be maintained. This refers to seaside resort recreation which is compatible with the available resources and the existing tourist demand. However other activities should be promoted to widen the scope of tourism but these must not conflict with the character of the locality.
  - (5) The inland areas with their cultural, architectural and other tourism resources should be developed as subordinate tourism centers. These should be suitably connected with the principal tourism network in order to completely satisfy the tourist demand.
  - (6) Tourism and other types of development in the province should be combined so as to utilize time and money as efficiently as possible.
- In order to realize this policy framework the following general tourist development strategies for Surat Thani province are required" :
- (1) A land use plan for tourism both at provincial and local levels (ie. in the community centres and resort places, especially seaside resort areas) should be formulated.
  - (2) Places of historical, cultural, and religious importance for tourism should be promoted by emphasizing public relations and environmental quality.
  - (3) The small tourism resorts which are as yet of importance should be promoted as subordinate tourist resorts by means of improved transportation routes. little especially
  - (4) Basic infrastructures as well as the telecommunications system should be developed to meet the demand of the growing number of tourists as well as the expanding population.
  - (5) Tourism resources should be better publicized to encourage more tourists to visit the area. Special efforts should be directed at persuading Thai tourists to stay for longer periods and encouraging foreign tourists to spend more money. However this should be compatible with the development target.
  - (6) Private investment especially in small and medium sized production and service units should be compatible with other aspects of tourism development and should have the minimum adverse impacts on the environmental and on local people.
  - (7) Natural resources and the existing arts and culture which are the major attractions for tourists should be preserved. Therefore environmental control

- strategies must be formulated, implemented and enforced.
- (8) Central and local organizations both in the public and private sectors should be encouraged to co-operate in the growth and promotion of tourism in project areas.
  - (9) The phasing of development should be in line with the tourist demand and the investment climate. The development plan is therefore divided into two phases. The first phase is within 5-10 years and the second phase is within 20 years. During the first phase, the emphasis is given to ocean and seaside resort development due to their high degree of importance. With regard to other areas a development plan should be prepared for the long term future. However the timing of development in each area needs to be defined.
  - (10) Other occupations should be promoted in the locality such as agriculture livestock industries, fishing and the production of handicrafts as these will also serve tourism development.
- (2) Given a similar period of stay for tourists as at present, that is 3 days on average for Thai tourists and 13 days per foreign tourist, 4,152 rooms should be provided.
  - (3) Tourist spending should reach an average rate of 1,639.10 baht per person (at 1984 constant prices) excluding expenditure on transportation. With regard to foreign tourists, spending should reach 2,564.70 baht per person. As a result the revenue from tourism is expected to be 467.4 million baht.
  - (4) The market shares of Don Sak, Mu Ko Ang Thong and Phanom resorts is to be increased while other resorts are to maintain their existing shares. As a result the number of tourists in the Don Sak group will be increased to 25.8 per cent. In the case of Mu Ko Ang Thong group 40 percent and in the case of the Phanom group this will be 7.1 per cent.

## **1.6 Tourism development plan for Surat Thani Province**

### **1.6.1 Development of tourism network**

Bearing the above reactors in mind the targets of tourism development in 1991 (at -the end of the Sixth National Economic and Social Development Plan) are as follows

- (1) The number of tourists will be increased Within this number there are expected to be and 54,671 foreign tourists. to 285,151 visitors in 1991 Within this number there are expected to be 230,480 Thai tourists and 54,671 foreign tourists.

At present, there are approximately 218,847 tourists annually in Surat Thani province, 84.4 per cent of which are Thai and 15.2 per cent are foreigners. Of all the tourists in Surat Thani Province, 65 per cent visit the cluster of attractions of Koh Samui, and 40.1 per cent visit the cluster of attractions of Chaiya District. Almost all of the tourists use Muang Surat Thani as the centre for traveling to various places of attraction.

In formulating the tourism development plan, an attempt was made to plan well distributed tourism routes



and. to construct a complete network as shown in Figure 3.1. In developing the tourism network, it is necessary to :

- expand tourism market in important clusters of tourist attractions;
- expand tourism market in minor places of attractions by upgrading these places, creating special activities, and promoting interest along the tourism route.
- encourage the local people to travel more within the province.
- develop transportation networks to form a complete circuit.

From the tourism network envisaged, the development priorities for and the roles of places of tourist attraction in Surat Thani Province and defined as follows:

- Tourism clusters under the short term development programmed
  - (1) To accelerate the tourism development of Ko Sarnui into the oceanic centre of attraction by developing various facilities at the international standard but without destroying the natural environment.
  - (2) To develop Chaiya into the centre of cultural attraction by emphasizing the province's identity, promoting more places of attraction within the district, and to expand the accommodation service and other amenities.
  - (3) To control and to preserve the natural environment of Ko Pha-ngan by development control measures. This is to promote

the island into another major oceanic centre of attraction in the future.

- Tourism clusters under long term development programme

Places of attractions other than those in 3.1.1 are subjected to a long term development programme. However, during the short term programme, they should also be partly developed into supplementary places of attraction as follows :

- (1) To develop tourism network and facilities in Mu Ko Ang Thong, especially in Ko Mae Ko area during the first stage of development. As for the long term programme, accommodation for visitors to the nature study centre should be developed and a tourist guide service should be provided.
- (2) In the future, a pier for ferries to Koh Samui will be constructed at Don Sake. Therefore, places of attraction in this cluster will also increase in their importance since they may have an opportunity to attract more tourists who travel to Koh Samui via Don Sake
- (3) To develop minor tourist attractions in the Muang District cluster by emphasizing their function as recreation places for local people and as stopping points for tourists.
- (4) Concerning the development of Phanom/Ban Ta Khun District, stopping points for tourists should be provided

in Kao Sok National Park and Chiew Lan Dam. Special activities for tourists ego forest trekking and rafting may be promoted in these areas.

- (5) To promote places of attraction and provide safety measures for the cluster of attractions of Nasan/Wiang Sa.

### 1.6.2 Development of tourism areas

- Types of area related to tourism development

Various islands and some parts of the coastal areas of Surat Thani will be emphasized as the principal tourist attractions of the province while the areas on the mainland have secondary importance.

As tourism development is only one part of the province's economic, development strategy it must co-exist with other strategies, for example for agricultural and industrial development. Therefore land use controls are necessary to avoid conflicting development activities or control adverse impacts on tourism resources.

Development areas in Surat Thani Province may be classified as follows :

- (1) Major Tourism Support Centres. These are urban centres especially Surat Thani Municipality and Ban Na Thon in Samui Sanitary District, Koh Samui.
- (2) Tourist attraction purposes should be implemented in all

islands, including every type areas. A land use plan for tourism these areas, namely the coastal areas, of resort within these areas.

- (3) Areas for conservation. These are forest areas, as well as rocks and coral reefs in the sea which play an important role in tourism.
- (4) Areas for other activities such as communities, agriculture industry and mining. Some of these areas may play some role in tourism development ego providing food for tourists, but most of them will not.

Figure 3.2 shows the areas under tourism development programme ie. Koh Samui, Ko Pha-ngan/Ko Tao, Mu Ko Ang Thong, parts of Chaiya District (ie. Tambon Wiang, Tambon Samet, Tambon Ta1at Chaiya, Tambon Phumriang, Tambon Ta Krob and Tambon Thung), and parts of Don Sak District (areas along the coast to the north of the provincial highway no. 4142 : Don Sak Khanom and various islands. There should be landuse control for these areas under the laws, regulations and the institutions established. Figures 3.3, 3.4 and 3.5 illustrate landuse controls for Koh Samui, Chaiya and Ko Pha-ngan

- Tourism support center development

Tourism support centres act as centres of transportation, telecommunications, accommodation and recreation. They are also basic service

centres and centres for public relations and security services etc.

Tourism support centres in Surat Thani Province are grouped in a number of levels :

- (1) The principal centres. Namely Surat Thani Municipality and Talat Na Thon in Koh Samui Sanitary District. These two community centres have a role as major centres of tourism at provincial level, for inland and oceanic tourism respectively.

Development strategies for these principal tourism support centres should include :

- Landuse plans for Surat Thani provincial centre, Talat Na Thon, Koh Samui Sanitary District should be formulated. Public utilities and infrastructure should be planned and managed up to a high standard. The immediate problems however should also be solved. These include improvement of the condition of roads, the prevention of floods and the treatment of garbage and the problem of waste disposal.
- Public parks or recreation areas should be created to meet the demand of local people and tourists.
- To improve transportation centres ie.

ferries and transport terminals should be improved especially in terms of comfort, cleanliness and security.

- The environmental condition of both centres should be improved.
- Private investment in the service sector which is crucial for tourism development such as accommodation, restaurants and recreation should be encouraged within the framework of the comprehensive tourism development plan.

- (2) The resort centres. Their roles are as transportation and service centres at local level. In some cases they can also act as centres for accommodation. These centres are Chaiya and Don Sak District centres, Ban Thong Sala (Phangan District) the National Marine Park to Mu Ko Ang Thong, Na San and Wiang Sa District centre, the community centre of Phanom or Ban Ta Khum District. However the roles of these centres are not so clear at present. Therefore the development guidelines are as follows :

- Landuse plan and infrastructure development plans for Chaiya/Phumriang and Don Sak District centres and Ban Thong Sala should be provided.

- Investment in accommodation in Chaiya and Don Sak District centres alongside the investment in resorts development should be encouraged.
  - Accommodation in Mu Ko Ang Thong National Marine park Khao Sok National Park, and Chiew Lan Dam should be improved to meet the tourist demand.
  - The community centre either at Phanom or Ban Ta Khum District should be upgraded to make it capable of providing services for group tours.
- (3) Miscellaneous service centres. In general their roles are as service centres which provide the most basic services for tourists who may stop by for a very short space of time. The basic services these centres should provide are parking areas, shelters, lavatories, small shops. The scale of services may vary depending on the sizes and importance of the resorts.
- The development of places of tourism attraction
- The development of places of attraction in Surat Thani Province will emphasize the oceanic resources. Meanwhile, other places of interest will be promoted as minor attractions in order to add to the tourism network. The development of places of tourism attraction may be summarized as follows :
- (1) The development of natural attractions
- To develop 3 beaches (Hat) on Koh Samui into areas of progressive tourism development ie, Hat Chaweng, Hat Lamai and some parts of Hat Thong Yang. As for other beaches ie, Hat Mae Nam, Hat Po Phut and Hat Choeng Mon these should be developed into areas of nature oriented tourism development.
- ### 1.6.3 Infrastructure and public services development
- Road network
- The road network should be planned to create a 'spider' web' pattern to link various resort groups. The guidelines for road network development for tourism are as follows :
- (1) The road surface of Surat Thani-Phunpin road which links the railway station with Surat Thani Municipality and has an average traffic volume of 5,620 vehicles/day should be expanded and improved. The total length of this route is 12 kilometres.
- (2) A road from the airport to the municipality should be constructed as a by-pass for Phunphin District centre (Tha kham Sanitary District)

- to save traveling time from the airport and elsewhere as well as to reduce traffic congestion within Phunphin District centre.
- (3) The road which links Khiri Ratthanikhom with Tha Chang and Chaiya and the provincial highway number 4143 should be expanded and improved to decrease the distance between Na San and Don Sak districts.
  - (4) A feasibility study for road construction linking Khiri Ratthanikhom and Khian Sa districts should be undertaken. This road will create a complete tourist route circuit.
  - (5) The road network to various places of attraction should be constructed/improved.
- Public transportation
- (1) The rail service for the main railway line through Surat Thani should be expanded and improved. In the future the number of seats should be increased to meet the tourist demand which is estimated to be about 55,142 passengers in 1991.
  - (2) The number of flights and seats to Surat Thani Province should be increased to meet the estimated future demand. This is estimated to be about 9,815 passengers at least in 1991. Moreover air fares should be made more attractive. Careful consideration should also be given to extending the flight route to Koh Samui.
  - (3) The quality and quantity of both the public and private air-conditioned bus services should be improved. The ordinary public bus service should also be improved to meet the estimated tourist demand which is expected to be about 82,103 passengers in 1991.
  - (4) A new bus terminal for Muang Surat Thani should be constructed and the small buses service within the centre and between communities should be better organized.
  - (5) The land and sea transportation systems should be expanded to remote areas. Improvements should emphasize comfort and safety.
  - (6) The piers at Muang Surat Thani Municipality and Samui Sanitary District should be improved and a small port should be constructed at Ko Pha-ngan. At the places of attraction level, a pier should be constructed at Mu Ko Ang Thong especially at Ko Mae Ko to provide more comfort and security for tourists. Moreover the private sector should be encouraged to operate a sea transportation service eg. Taxi boats and tour boats at every level, especially high speed taxi boats from Ban Don – Koh Samui.
  - (7) The transportation system within various places of attraction should be improved.

- Telecommunications
  - (1) The telephone service in Koh Samui and Ko Pha-ngan, both for local and long distance calls, should be expanded. Koh Samui District in particular should be established as a second provincial telecommunications
  
- Electricity and water supply system
  - (1) The area served by The Provincial Electricity Authority (PEA) should be expanded to cover villages under the Accelerated Development of Electricity for the Rural Area Programme. Moreover electricity provision should be expanded to cover major areas of tourist attraction especially Koh Samui and Ko Pha-ngan. The amount of electricity supply should also be increased to meet the demand of tourism services. It should be noted that at present the PEA has a program to extend a cable under the sea from Khanom to Koh Samui. This is expected to greatly increase the provision of electricity on the island within 5 years.
  - (2) The area provided with running water in Surat Thani provincial centre and Phunphin district centre should be expanded.
  - (3) Reserve sources of running water should be developed to meet the growing demand of the local people as well as tourists, especially in Koh Samui and Ko Pha-ngan. This should be accomplished by building small and medium sized dams reservoirs to store water in the low plain of Koh Samui.
  
- Other social services
  - (1) Safety measures should be implemented to protect the lives and property of tourists who come to Surat Thani, especially on Koh Samui and Ko Pha-ngan. The most appropriate measure appears to be to establish a tourist police unit and/or a life guard unit.
  - (2) Public health services should be expanded by increasing the number of doctors. Furthermore the local public service in the areas nearby the places of tourist attraction should be upgraded.
  - (3) Places of religious importance should be developed in order to provide a religious service for tourists. This would also facilitate the promotion of Buddhism among foreign tourists. Moreover TAT should provide an educational service to students and the general public. This could focus on tourism development and cultural promotion for conservation and for tourism purposes, eg. Providing a training course on tourism administration for local entrepreneurs.



- The development of tourism services.
    - (1) The growth of tourism services in the private sector should be promoted and encouraged so that the quantity and quality meets the tourist demand. This however should be within the limits defined so that the supply does not exceed the demand. At present a short-term accommodation service is available in both Muang Surat Thani District and in Koh Samui and is sufficient in both places. Therefore, the tourism development plan should slow down the growth of the accommodation service but emphasize the upgrading of its standard. Entertainment clubs should be classified into various types and grades and should be appropriately controlled in terms of their quality and type of service offered as well as their location.
    - (2) An appropriate level of service centre should be established in each place of tourist attraction.
    - (3) Advice on the quality and price of services should be given and both should be controlled so as to benefit tourists as well as investors. These measures will prevent investors from taking advantage of the tourists.
    - (4) Laws and regulations should be formulated and management skills promoted to channel development in the most appropriate direction, ie. Laws and regulations for control of development and training of service and public relations personnel.
    - (5) The sizes and styles of buildings and their uses should be controlled so that they are compatible with the general landuse plan and the landuse plans for specific areas, especially the beach areas. The purpose is to create privacy, order and amenity in these places of attraction.
- 1.6.4 The development of environmental quality
- The quality of the environment in Surat Thani Province in general is quite satisfactory. However the environmental condition in some areas should be protected, maintained and restored. The development guidelines for environmental quality in these areas may be summarized as follows :
- (1) The capacity and efficiency of the garbage collection and disposal system should be increased, especially in the Muang Surat Thani Municipal area and Koh Samui Sanitary District. Moreover, there should be a campaign to persuade local people and tourists to keep the beaches and communities clean.
  - (2) The drainage of treated waste water from communities into the sea especially at Talat Na Thon should be controlled. Measures to prevent the disposal of untreated waste-water and solid waste into the sea along the beaches should also be instituted.

- (3) Measures should be created to protect, maintain and restore the condition of corals around Koh Samui, Ko Pha-ngan and Ko Tao. This will preserve them as points of tourist attraction and also as habitats and food sources for various marine fauna. Some particular areas may be established as National marine Parks.
- (4) Measures should be created to protect the condition of coastal areas, beaches and resources along the coastline ie. Vegetation, beaches, rocks.
- (5) As many public parks as possible should be created for local people and tourists.

#### 1.6.5 Marketing and promotion

- Ways to increase the number of points of interest
  - (1) Places of tourist attraction should be developed (see Section 3.2.3)
  - (2) Local goods should be promoted. At present these include seafood (dry and fresh), chaiya Salty eggs, Phumriang silk, various souvenirs made from seashells and coconuts, woven articles made from bamboo and rattan, T-shirts and other clothes with the symbol of Koh Samui printed on. Although only about 30 per cent of these goods are sold they bring in about 30.5 million baht or 12.6 per cent of the income from tourism annually. Therefore the sale of local goods to tourists contributes significantly to the

province's revenue and is a way to increase the expenditure of tourists.

Tourism development, therefore, should promote the production and trade of local goods to a greater extent by :

- Providing production and trade centres with local character so that tourists might come and visit and buy goods. Such centres may be established within the villages or as demonstration or trade centres in the major places of attraction.
  - Promoting, giving advice on, and improving the production of various types of goods. The emphasis should be placed on goods with a genuine local identity.
  - Giving advice on and demonstrating the packing of souvenirs to the producers and traders.
  - Fixing the prices of goods clearly and at a reasonable rate.
  - Supporting the co-operative system among traders in order to control the trading and the quality of goods.
- (3) Arts and culture including local performances and celebrations should be promoted in order to market them to the tourists. Besides handicrafts the existing arts and culture which may be offered to the tourists are related to entertainment, ie.

Nang Ta Lung (shadow puppets), Manorah (a typical southern style dramatic art), buffalo fighting, the harvesting of coconuts by trained monkeys, and the demonstration of traditional tools. These aspects of the local lifestyle may be modified and offered to the tourists for a fee. This may be facilitated by establishing cultural centres or encouraging the private sector to promote these arts and culture for the tourists in the hotels or in major places of tourist attraction either on a regular or an occasional basis. The promotion of arts and culture should involve co-operation among public organizations, teachers, students, members of the general public who are interested in arts and culture, and investors.

- (4) Various traditions and festivals should also be promoted, eg. Songkran (traditional Thai New Year) Ngan Bun Duan Sib (a Buddhist festival of merit making) Ngan Chak Phra (display of Buddha image in boat).

- Attempts to increase the number of tourists

Attempts should be made to increase the number of tourists by encouraging various activities in the province eg. Seminars, training and trading meetings. This attempt must be made together with the economic and social development efforts and with the upgrading of

Surat Thani province to be able to cope with the activities mentioned above. Moreover, tourist agencies, representatives from the mass media and important persons both from within and outside the country may be occasionally invited to Surat Thani provinces.

- To improve various facilities for amenity

- (1) Basic infrastructure and services should be developed.
- (2) Tourist service centres at various levels should be developed.
- (3) Tourist information centres should be established to provide tourists with information and perhaps other tourism services. There should be co-operations among TAT, the Provincial Authority, various public organizations and the private sector.
- (4) A security service for tourists should be established.

- To enlarge the scope of advertising and publicity

- (1) Advertising media

Most tourists came to Koh Samui/Surat Thani Province because of recommendations by tourists who had previously visited these places. Therefore creating a good 'visitor experience' is the best way of advertising them. The scope of advertising can also be enlarged by using various

types of media such as leaflets, newspapers, magazines, posters, stickers, video tapes, slides, colour and black and white photographs, and symbols which can be printed on souvenirs for free distribution or for sale.

Moreover advertising through the mass media in the places of origin of the major target groups of tourists should be carried out. Such advertising should be in harmony with the level and type of development in tourist attraction places.

(2) Advertising should aim at the following target groups :

- Foreign tourists. This is the main target group. Greater emphasis should be given to the tourists from neighboring countries since this group is growing and has a high expenditure. With regard to tourists from Europe and America, attempts should be made to attract more first class tourists. However tourists in the economic class, who constitute the majority of overseas visitors should not be neglected. In general this group stays for a long period of time and thus has a high total expenditure. Moreover facilities for these tourists are quite readily available and thus

demand little further investment.

- Thai tourists. More emphasis should be given to Thai tourists in the higher income group since the expenditure of people in this group is quite high.

- Promotion of investment in private sector

In order to improve the condition of places of attraction, services, and advertising investment in tourism by the private sector should be promoted both directly and indirectly i.e. By technical assistance, public joint investment, and various incentives such as tax relief.

#### 1.6.6 Summary of plans and projects

Table 3.1 is a summary of information about the various plans and projects, stating their objectives, the planning process, and the time-scale of the plans and projects. The list of plans and projects in this table constitutes the complete planning schedule for the next 10 years. Accordingly, some of the projects may not yet be necessary for the near future or may need further consideration when the expansion of tourism market in Surat Thani Province has reached a certain 'critical mass'. Furthermore, some projects may only need development control. Therefore, the plans and projects are divided into 3 types i.e. Major development projects, conservation/control projects, and projects to support tourism development. During the first 5 years of the tourism development

programme, the following plans and projects should be carried out :

- Major development projects
  - (1) Hat Chaweng Development Project
  - (2) Hat Lamai Development Project
  - (3) Na Muang Waterfall Development Project
  - (4) Hin Lat Waterfall Development Project
  - (5) Laem Sui Development Project
  - (6) Bung Khun Thale Development Project
  - (7) Thung Sai Ngam Development Project
- Major development projects
  - (1) The establishment of Ko Taen National Park and satellite islands
  - (2) The establishment of Ko Tao – Ko Nang Yuan National Park

## 1.7 **Problems in implementing policy and plans**

There have generally been problems whenever attempts have been made to implement tourism development policies and plans. Such problems must be avoided for the implementation of this Master Plan. The main problems are :

### 1.7.1 **The shortage of budget and personnel**

- TAT has no budget to support the organization at provincial level who might invest in the construction of facilities and other necessities for the development of tourist attraction places.

- At present, tourism development in Surat Thani Province depends largely on the budget obtained from the Provincial Administration Organization (PAO). The amount which can be allocated for tourism development accounts for only 7 per cent of PAO's budget or approximately 5-6 million baht.
- There is little possibility of tourism development having financial support from other public organization eg. These organizations also suffer from insufficient budget and have to give priority to the projects under their own direct responsibility. Such projects may not be related to tourism development.
- The capital accumulation from the private sector and from borrowing is not stable due to economic slumps and the lack of co-operation from the private sector.

### 1.7.2 **Limitations of local organizations.**

- TAT has established a Surat Thani Branch to carry out and to take responsibility for TAT's work in conjunction with various local organizations. This especially concerns the implementation of policy and plans. However, TAT still pays more attention to tourism promotion than to the development of places of tourist attraction. Therefore its success in attracting a greater number of tourists is rather limited.
- In the past there has been no plan at provincial level dealing specifically with tourism.
- Surat Thani Province still does not have the provincial tourist promotion committees to coordinate tourism development efforts among various

organizations in the public and private sectors.

- 1.7.3 The personnel at provincial levels generally lack technical knowledge concerning tourism development and promotion.
- 1.7.4 Province, District, Municipality and Sanitary District authorities have many responsibilities and thus do not have much time for the development of places of tourist attraction.
- 1.7.5 Planning implementation is slow and lacks continuity due to the fact that provincial and local staffs and their replacement staffs are frequently transferred elsewhere and the replacement staff often pay little attention to tourism.
- 1.7.6 There is no clear definition the roles and responsibilities of TAT and the organizations at provincial level, especially concerning the development of specific places of tourist attraction and the implementation of profitable investment projects.
- 1.7.7 There is a lack of power and regulations required to keep the tourist business in good order, ie. To control the quantity and standard of services. The local organizations have no power and enforcement measures to control those who are engaged in tourist service business. This applies especially to the provision of convenience and safety to the tourists. Also, there is no control measures on land use and building construction (especially in Koh Samui Sanitary District).
- 1.7.8 Private organizations are generally not strong enough to participate in the development of place of tourist attraction. This is due to the lack of sufficient support from public organizations and among the private organizations themselves.

## **1.8 Recommendations for policy making**

The policy concerning tourism development may be formulated at all levels provided that the policy makers realize the importance of tourism development and are able to see the problems and difficulties that exist. The policy makers play an important part in pushing the plans into practice since the possibility of adjusting organizations, personnels and budget will all depend on the direction of the development policy.

## **1.9 The master plans for beach development projects**

### 1.9.1 Hat Chaweng Development Project

#### (1) General condition

- Hat Chaweng is located on the eastern side of Koh Samui, approximately 23 kilometres away from the District Office. Transportation to Hat Chaweng is very convenient.
- Hat Chaweng is divided into 2 parts ie. Hat Chaweng Noi and Hat Chaweng Yai. The wide beach line is approximately 5 kilometres long with white, clean and fine sand and a mild slope. The swimming distance is approximately 100 metres. The sea is clear with soft wind and waves.
- The upper area from the beach area is under coconut orchards. The characteristic of Hat Chaweng Yai is a sand dune, approximately 100-200 metres wide, with a large natural swamp. (Phru)



in the inner area where the communities are scattered around. Bungalows intermingled with coconut orchards are located on the ridge of the beach.

- In 1984, there were 96,918 tourists attracted to Hat Chaweng. These consisted of 27,665 overnight tourists (approximately) 182,592 tourist-nights or on average 500 tourists per day).
  - There are 26 accommodation places on Hat Chaweng. These establishments consist of 567 rooms of bungalow type ranging from 5 to 24 square metres per room.
  - The private investors still have to provide their own electricity and water supply since a public services is not yet available on Hat Chaweng. The roads on Hat Chaweng are mainly of laterite surface and are 4 to 5.5 metres wide. There is no good public road to the beach area.
- (2) General development plan
- Measures should be formulated for building control.
  - Hat Lamai is approximately 3.5 kilometres in length with white, clean and fine sand and a mild slope. The width of the beach is approximately 20 metres. In the southern part of the beach, there is a small cape ie. Laem Lamai with an extraordinary shaped rock called Hin Ta-Hin Yai. The Hin Ta-Hin Yai is one of the most outstanding attractions of Hat Lamai and of Koh Samui.
  - The upper area from the beach area slopes up to Kao Phlu. In the middle of the slope is a hill which is 50 metres high. The area is entirely under coconut orchards with bungalows dotted almost all along the beach line.
  - In 1984, it was estimated that there were 91,260 tourists attracted to Hat Lamai. This number is the second highest number, next to the number of tourists attracted to Hat Chaweng. The overnight tourists amounted to 20,777 persons (or 126,734 touristnights or at an average number of 347 tourist per night). Meanwhile, the day trippers amounted to 70,483 tourists (or an average of 193 tourists per day).
  - There are 20 bungalow establishments on Hat Lamai with a total of 328 rooms. Most of the bungalows are made of wood in traditional style. Restaurant services is available in most of the bungalows. Small restaurants and small shops are mostly gathered together in the entrance area to Hin Ta-Hin Yai.
  - The private investors have to provide their own electricity and water supply since there is no public service at present. The roads in Hat Lamai are private roads branching from the ring road around Koh Samui. These private roads are mainly small roads with temporary

surfaces and are only 3 to 4 metres wide.