

Connecting Culture, Arts and Nature through Tourism Development in Phuket



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Map of Thailand



Key Facts and Demographics

Total area	513,115 km2
Time zone	+7 GMT
Language	Thai
Religion	Theravada Buddhist
Population	67 million
Labor Force	39.64 million
Neighbours:	Cambodia, Laos, Malaysia, Myanmar
Capital City:	Bangkok (Krung Thep)
Primary Port:	Bangkok
Primary Airport:	Suvarnabhumi
Currency	Baht (THB)



Source: CIA World Factbook

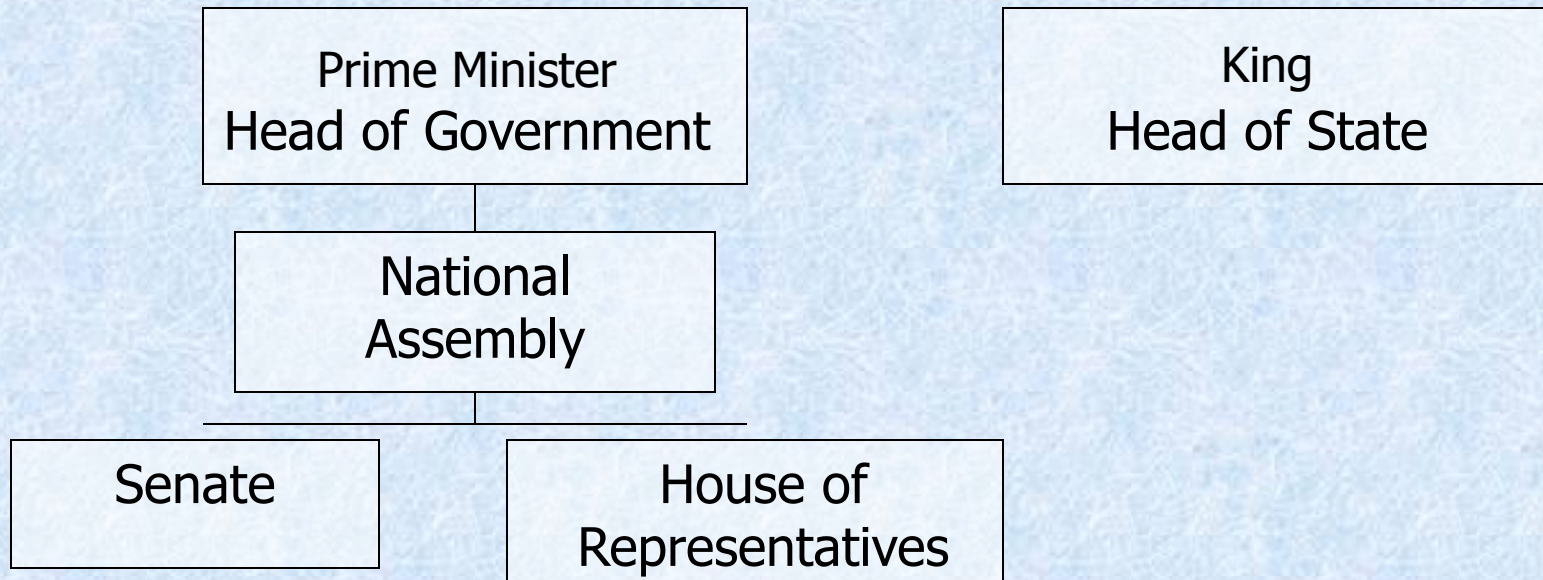


Government & Politics

- The only country in Southeast Asia never colonized, Thailand was known for centuries as Siam
- Prior to 1932, Thailand's political history may be summarized into three chronological kingdoms:
 - The Kingdom of Sukhothai (1257-1378)
 - The Ayutthaya Kingdom (1300-1400's)
 - The Rattanakosin Kingdom (1767-present)
- Chakri Dynasty was founded by Phra Buddha Yodfa Chulaloke, or Rama I, on April 6, 1782



The Thai Government



Since 2014, Thailand has been running be military government, called the National Council for Peace and Order (NCPO). The current government plans to hold the national election by February 2019.



ECONOMY

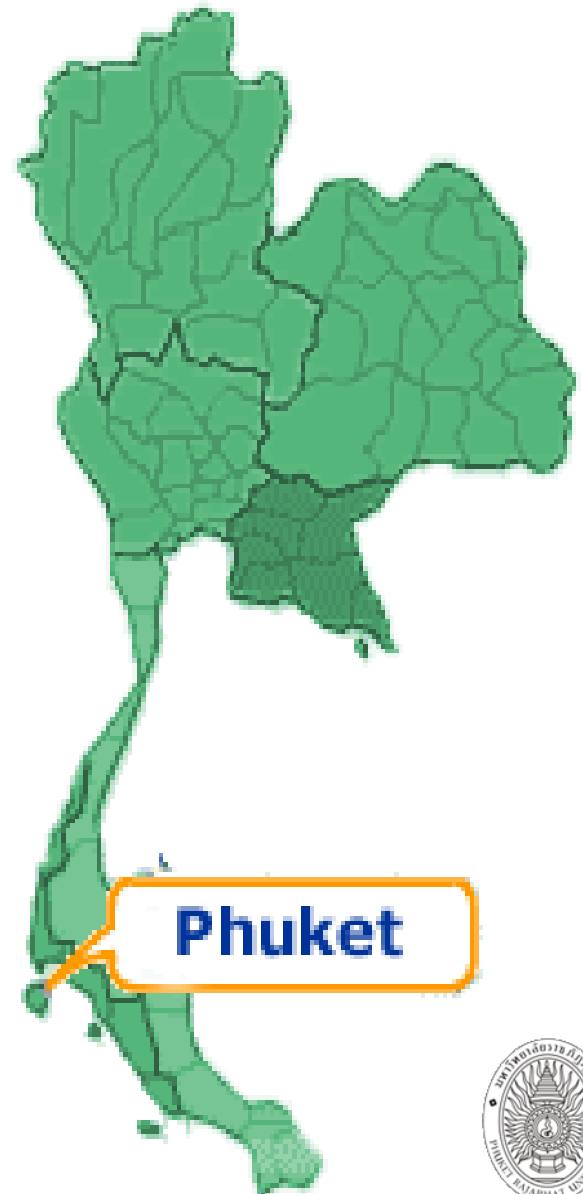
Key Macro Economic Indicators and Forecast

Indicators	2012	2013	2014	2015	2016	2017	2018
Real GDP (% change)	6.5	2.9	3.2	4.4	4.8	4.5	4.3
Nominal GDP (US\$ bil.)	366.0	388.5	388.6	429.1	469.5	524.7	562.2
Real Consumer Spending (% change)	6.7	0.5	2.8	3.9	3.6	3.7	5.1
Real Imports of Goods and Services (% change)	6.2	2.4	3.3	5.1	5.5	5.6	5.5
Real Exports of Goods and Services (% change)	3.1	4.0	3.6	5.2	5.1	5.0	4.9
Industrial Production Index (% change)	2.1	-3.0	2.9	5.4	5.3	4.7	4.3
Consumer Price Index (% change)	3.0	2.2	1.8	2.3	3.1	3.4	3.5
Policy Interest Rate (%)	2.75	2.25	2.75	3.50	3.75	4.61	4.30
Population (mil.)	66.79	67.01	67.22	67.40	67.54	67.65	67.74
Unemployment Rate (%)	0.7	0.8	0.7	0.7	0.7	0.7	0.7
Exchange Rate (LCU/US\$, end of period)	30.63	32.82	32.09	31.49	31.37	30.48	30.71





Map of Phuket



Phuket's Geography,

- It is Thailand's biggest island.
- Phuket's climate is dominated by the south-west monsoon, which is responsible for its two seasons: the rainy and dry seasons.
- 70% mountainous and 30% low plains
- Phuket is renowned as a tropical island, with forested hills and rubber plantations



Economic Backgrounds

- Phuket's history dates back to 1025AD The Dutch established a trading post in the 16th century.
- Tin trade area
- Phuket has been an economically powerful province for a long time due to its vast tin reserves and rubber and coconut plantations
- Despite the termination of the wealthy tin industry during the 1970s, Phuket still remains an influential province in Thailand due to its substantial tourism revenues, strong economy and well-paid jobs.



Socio-Cultural Backgrounds

- Phuket's prosperity was a driving force for the influx of Chinese during the 17-19th centuries.
- The ethnic character of Phuket has been dominated by Chinese descendants, assimilating with Muslim fishermen, local Thais and the indigenous 'Chao Lay', known as 'sea gypsies' (5%).
- The Chinese descendants, despite being about equal in population to Muslims (approximately 35 percent), represent the strongest local cultural group, this being based on their urban background and their involvement in the city's trade and commerce.
- Around 400,000 registered population



Tourism development in Phuket

- the collapse of the tin-mining industry in 1974.
- Influenced by a 1978 tourism feasibility study for southern Thailand.
- an international airport in Phuket to facilitate the rapid intensification of tourism in Phuket and its wider region.
- Dramatically adapted to tourism, much in the west coast.
- Phuket receives over 13 million visitors per year, who in 2016 contributed substantial tourism revenues of over THB 400 billions)



What Phuket offers tourists?

- Tropical weather
- International chained and privately own hotels of world class standard (579 hotels in 2016).
- Golf courses and convention centres of high quality
- Unique culture and traditions e.g. hospitable people, Thai food, vegetarian festival and etc.
- 19 Beaches and 32 small islands
- Recreation activities: snorkelling, SCUBA diving
- Hub of health tourism e.g. spa and medical treatment
- Links to other cities and neighbouring countries
- "Value for money" destination: shopping
- English is widely spoken

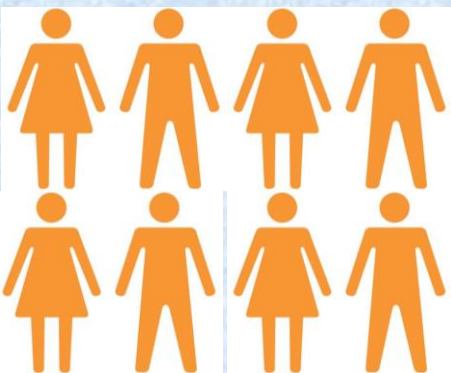


Nationality	January - December		2016/15
	2016	2015	(%)Change
China	2,537,995	2,255,632	+12.52
Russia	807,776	645,586	+25.12
Australia	535,968	590,696	-9.27
Germany	484,321	471,465	+2.73
United Kingdom	345,806	309,482	+11.74
Korea	324,772	276,059	+17.65
Japan	302,340	261,397	+15.66
Malaysia	287,785	284,631	+1.11
France	261,665	222,375	+17.67
Sweden	197,827	203,684	-2.88



Tourist Statistics

2016



Thai tourists
3,768,955



Foreign Tourists
9,641,703

Visitors 13,410,658 คน



(Growth +1.57%)

Per capita income

Year	Per capita income	Growth Rate
2016	6,761.91 THB/person	+10.07%
2015	6,143.25 THB/person	+ 5.81%
2014	5,805.97 THB/person	+ 2.95 %



Tourism in Phuket-Nowadays

- Best described as 'mass tourism'
- Numbers of tourism, hospitality and service industries have increased mostly at coastal areas.
- Phuket provides tourism experiences for backpackers, business tourists and tourists, now interested in small-scale, specialist or alternative products.
- Transforming into more 'specialist' patterns of tourism, such as ecotourism, health and spa tourism, and conference and convention tourism



Tourism in Phuket

- Tourism in Phuket has become recognised as a significant development in Thailand
- Contributed to the strength of the tourism network in Phuket, where views, resources, and cooperation are regularly exchanged.
- The network includes government agencies, private sector operators from different sectors, training institutions, tourism- and commerce-related associations, and the media.
- With more decentralisation, it is hoped the local industry will be less fragmented and more co-operative than before.



Tourism Impacts

- There has been increasing physical landscape changes and degradation and the amount of coral reefs in Phuket has decreased dramatically
- Significant socio-economic differences between people working in tourism-related jobs and those in non-tourism jobs
- many seasonal jobs and huge income differences between the peak and low seasons
- Great impact on socio-economic problems in Phuket: eroding the traditional way of local life, immigration from other provinces and countries, and global competition.



Policy and strategic plan

The provincial development plan aims to establish the island as a world-class marine tourism destination and to sustain annual 10% increases in tourism-industry revenue.



Policy and strategic plan

- Establishing Phuket as a world-class marine tourism center by development of both natural and man-made tourism resources, including infrastructure.
- Raising the standard of living of all Phuket people while maintaining the island's unique identity.
- Implementing more sustainable and better-managed use of natural resources, especially marine and coastal resources.
- Development of local government administrative systems to better serve the people, including enforcement of anti-corruption measures already in place.



Long Term Plan

4 M 2 S



**Maritime
Hub**

**Medi-
cal
Hub**

**Mice
City**

**Man
power
Develop-
ment**

**Smart
City**

**Sport
Tourism**

Connecting Culture through Tourism

- “Baba Yaya” wedding ceremony



Connecting Culture through Tourism

- Phuket Vegetarian Festival



Connecting Culture through Tourism

- Phuket City of Gastronomy



Connecting Arts through Tourism

- Sino Portuguese displays local culture



Connecting Arts through Tourism

- Phuket Street Arts



Connecting Nature through Tourism

- Phuket Pineapple Eyes' Project

LET'S SAVE
PHUKET
TOGETHER



Connecting Nature through Tourism

- Phuket Brand Products



SWOT ANALYSIS-STRENGTH

- Outstanding tourism resources known to the world
- Trained human resources
- Good location
- Strong economy
- Sufficient infrastructure and facilities
- Unique culture



SWOT ANALYSIS-WEAKNESS

- Environment degradation
- Issues related to tourist safety and security
- Lack of local involvement and public participation
- Issues related to service of high quality
- Increase of international labours



SWOT ANALYSIS-OPPORTUNITY



- Well-known (to the world)
- Economic growth (investment on health tourism for instance)
- Linkages with countries in the region (standard, IT, education and products and services)
- Support from the government
- Attention to global warming, environment, quality of life and sustainable development



SWOT ANALYSIS-THREAT

- World economy (Dynamic)
- International terrorist acts, natural disaster and epidemics
- Weak law enforcement and outdated legislations
- Changing needs of the tourists









Future prospect for tourism in Phuket

- Differentiate further from other similar regional and international destinations.
- Prioritise sustainable tourism
- Raise 'real' awareness of sustainability among people and entrepreneurs
- React well to tourist safety and security (natural disaster, violence and crime).
- Raise confidence about tourists safety and security
- Pay attention to seasonality
- Enforce laws and implement policies
- Improve the price and quality standards for tourists



Wouldn't you rather be in Phuket?

Thank you for your attention!

Questions and Discussion

