

แบบฟอร์มการขอเสนอวาระเข้าที่ประชุม
คณะกรรมการประจำคณะการบริการและการท่องเที่ยว
เรื่อง ขออนุมัติปิดทุนโครงการพัฒนาศักยภาพนักวิจัยเพื่อ
การศึกษาและวิจัยระดับปริญญาเอก ปี 2564-2566 ราย Asst.Prof.Dr.Kevin Fuchs

ความเป็นมา

ตามที่ Asst.Prof.Dr.Kevin Fuchs ได้รับอนุมัติสนับสนุนทุนศึกษาต่อระดับปริญญาเอก ณ มหาวิทยาลัย Taylor's University Lakeside Campus ประเทศมาเลเซีย เป็นเงินจำนวน 777,000 บาท (เจ็ดแสนเจ็ดหมื่นเจ็ดพันบาทถ้วน) ตามโครงการพัฒนาศักยภาพนักวิจัยเพื่อการศึกษาและวิจัยระดับปริญญาเอก ปี 2564 - 2566 จากกองทุนวิจัยคณะกรรมการบริการและการท่องเที่ยว และได้หนังสือตอบรับสำเร็จการศึกษาเมื่อวันที่ 19 พฤศจิกายน 2567 โดยมีค่าใช้จ่ายทั้งสิ้น 701,460.71 บาท ความละเอียดทราบแล้ว

ขั้นตอนที่ได้ดำเนินการไปแล้ว

นำเข้าประชุมคณะกรรมการวิจัยคณะกรรมการบริการและการท่องเที่ยว ในคราวการประชุมครั้งที่ 2/2568 เมื่อวันที่ 9 เมษายน 2568

ประเด็นพิจารณา

ข้อมูลแจ้งเพื่อทราบ

Adjust the budget

A	B	C	D	E
1	(Expense Item)	(Scholarship)	(Used)	(Balance)
2	(Tuition Fees)	156,000.00	173,363.93	-17,363.93
3	(Research Expenses)	100,000.00	100,000.00	0.00
4	(Education-related Expenses)	421,114.00	344,968.26	76,145.74
5	(Other Expenses)	99,886.00	83,128.52	16,757.48
6	(Total Expenses)	777,000.00	701,460.71	75,539.29



Memorandum

Department: Faculty of Hospitality and Tourism Phone: 6820

No PSU 302.1/67 -

Date 24 December 2567

Subject: Submission of Research Achievements for the Closing of the Fund for the Researcher
Capacity Development Project for Doctoral Study and Research (2021 - 2023)

To: Dean of the Faculty of Hospitality and Tourism, through the Associate Dean for Research
and Graduate Studies

I, Asst. Prof. Dr. Kevin Fuchs, have received the Researcher Capacity Development Project for Doctoral Study and Research (2021 - 2023) for faculty members of the Faculty of Hospitality and Tourism, with grant contract number [Contract No 65001]. The grant period is from 14.02.2022 to 14.02.2025, with a total project budget of [Total Budget]. I have conducted a thesis on the topic "A Thematic Study of Sustainable Tourism in an Island Destination: Empirical Insights from Visitors in Phuket with Implications for Tourism Planning" and would like to submit my research outcomes as part of the fund closure, which includes the following two research papers:

1. A published research paper in an international journal, with the affiliation listed as Prince of Songkla University, during the grant period. The paper titled "Examining the Development of Sustainable Tourism on Phuket Island: A Literature Review with Implications for Tourism Planning" has been accepted for publication in the Journal of Environmental Management and Tourism
2. A manuscript that is ready to be submitted to an international journal for publication consideration, titled "Stakeholder theory research about the action-attitude gap towards sustainability destinations"

Therefore, I respectfully submit these research achievements for the closure of the grant. The details are provided in the attached documents.

Thank you for your consideration, and I look forward to your further action.

Best regards,


Asst. Prof. Dr. Kevin Fuchs
Grant Recipient

Note: Please attach the following documents for the grant closure:

1. Published research article, or
2. Acceptance letter for publication along with the manuscript.

แบบฟอร์มการแจ้งการจบการศึกษาและการส่งผลงานวิจัย
โครงการพัฒนาศักยภาพนักวิจัยเพื่อการศึกษาและวิจัยระดับปริญญาเอก
(Form for Notification of Graduation and Submission of Research Outputs
Researcher Capacity Development Project for Doctoral Study and Research)

1. ประวัติส่วนตัว (Personal Information)

ชื่ออาจารย์ (Name) : Dr. Kevin Fuchs
ตำแหน่ง (Position) : Assistant Professor
คณะ: คณะการบริการและการท่องเที่ยว (Faculty: Faculty of Hospitality and Tourism)
มหาวิทยาลัย: มหาวิทยาลัยสงขลานครินทร์ (University: Prince of Songkla University)
หมายเลขโทรศัพท์ (Phone Number): 095 419 3271
อีเมล (Email) : kevin.f@phuket.psu.ac.th

2. ข้อมูลการจบการศึกษา (Graduation Information)

ข้อมูลการศึกษา (Education Information)	รายละเอียด (Details)
ชื่อปริญญาเอก (Doctoral Degree Name)	Doctor of Philosophy in Hospitality and Tourism
สถาบันการศึกษา (Educational Institution)	Taylor's University
วันที่จบการศึกษา (Date of Graduation)	19th November 2024

3. รายละเอียดผลงานวิจัยที่ตีพิมพ์ในวารสารระดับนานาชาติ (Details of Research Published in International Journals)

- 3.2 ชื่อผลงานวิจัย (Research Title): Examining the Development of Sustainable Tourism on Phuket Island: A Literature Review with Implications for Tourism Planning
- 3.3 ชื่อวารสาร (Journal Name): Journal of Environmental Management and Tourism
- 3.4 วันเดือนปีที่ตีพิมพ์ เลขที่เล่ม/ฉบับ/หน้า (Date of Publication, Volume/Issue/Pages): Vol. 13, Iss. 7, Pages 2069 – 2078, DOI: 10.14505/jemt.v13.7(63).26), Published: 2 December 2022

4. รายละเอียด Manuscript ที่พร้อมส่งวารสารนานาชาติ (Details of Manuscripts Ready for Submission to International Journals)

- 4.1 ชื่อผลงานวิจัย (Research Title): Stakeholder theory research about the action-attitude gap towards sustainability destinations
- 4.2 ชื่อวารสาร (Journal Name): Ready for submission
- 4.3 สถานะปัจจุบัน (Current Status): Ready for submission

5. สรุปค่าใช้จ่าย (Summary of Expenses)

กรุณารายละเอียดค่าใช้จ่ายที่เกี่ยวข้องกับการรับทุน (Please provide details of the expenses related to the grant)

รายการค่าใช้จ่าย (Expense Item)	จำนวนเงิน (Amount)	ค่าใช้จ่าย (Expenses)	คงเหลือ (Balance)
ค่าธรรมเนียมการศึกษา (Tuition Fees)	173,363.93	190,727.86	-17,363.93
ค่าใช้จ่ายในการทำงานวิจัย (Research Expenses)	100,000.00	100,000.00	0
ค่าใช้จ่ายอื่นเกี่ยวกับการเรียน (Education-related Expenses)	371,080.86	321,047.72	50,033.14
ค่าใช้จ่ายอื่นๆ (Other Expenses)	83,128.52	66,371.04	16,757.48
รวมค่าใช้จ่าย (Total Expenses)	727,573.31	660,782.69	49,426.69

* The tuition fee increased effective for the January 2022 in-take while the budget was prepared for an in-take in autumn 2021

5. เอกสารแนบ (Attachments)

กรุณแนบเอกสารสำคัญดังต่อไปนี้ (Please attach the following important documents:):

- ☒ สำเนาใบจบการศึกษา (Copy of the graduation certificate)
- ☒ สำเนาผลงานวิจัยที่ตีพิมพ์ (Copy of the published research paper)
- ☒ สำเนา Manuscript ที่พร้อมส่งวารสารนานาชาติ (Copy of the manuscript ready for submission to an international journal)



DOI: [https://doi.org/10.14505/jemt.v13.7\(63\).26](https://doi.org/10.14505/jemt.v13.7(63).26)

Examining the Development of Sustainable Tourism on Phuket Island: A Literature Review with Implications for Tourism Planning

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Abstract:

The conception of sustainable tourism is comparatively new and only started to emerge in the 1980s, whereas nowadays, it became a prevalent theme of discussion for researchers and tourism policymakers. Since then, sustainable tourism is often referred to as the holy grail and ultimate solution to achieve a balanced outcome that equally emphasizes on environmental, economic, and socio-cultural aspects of tourism development. These factors are said to ensure active participation and assist in the process to create consensus amongst stakeholders. The tropical island of Phuket depends heavily on international tourism and generates most of its income from tourism receipts. Phuket developed quickly into a mass-tourism destination with its set of associated challenges derived from mass tourism. At present, the literature lacks a comprehensive account of perspectives from the tourism stakeholders, including indigenous people, local communities, visitors, industry, and government. Therefore, this review aims to serve as an insightful reference for policymakers and stakeholders that wish to affect change in the tourism industry for Thailand in general and Phuket specifically.

Keywords: sustainability; tourism; tourism development; tourism planning; Thailand.

JEL Classification: L83, R11, Q01, Q56, Z32, Z38.

Introduction

Tourism in its purest form has the potential to contribute substantially toward economic development and the well-being of a nation. However, when the development is focused entirely on the exploitation of economic gains, it cannot sustain in the long term (Butler, 1991; Buckley, 2012; Higgins-Desbiolles, 2020). Sustainable tourism is about reorienting the attention toward a balanced development of tourism while continuously adapting to changing conditions (Weaver, 2007; Hall, 2019). Sustainable development considers encompassing the economic, social, and environmental interests of all stakeholders, including indigenous people, communities, tourists, businesses, and authorities (Roxas, Rivera & Gutierrez, 2020). While the effect of COVID-19 has been unparalleled on the Thai economy with a decline in annual GDP growth, the devastating impacts of the global pandemic also emphasized the urgency to rebuild the tourism sector in a more sustainable manner (Higgins-Desbiolles, 2020).

In particular, taking responsibility to take care of the planet's ecosystem and its inhabitants are mentioned by the WTTC (2021) as the primary driver for rebuilding the world economy and the tourism sector specifically. The specific aim of this literature review is to create new knowledge about how sustainable tourism in Phuket, Thailand is being perceived by various stakeholders. The subsequent discussion will establish a post-COVID-19 baseline for future research by contributing to the literature about sustainable tourism development in Phuket, Thailand. Moreover, this review aims to serve as an insightful reference for policymakers and stakeholders that effect change in the tourism industry for Thailand in general and Phuket specifically. Moreover, the results provide a much-needed baseline for legislators and business operators that seek ways to make local businesses (and Phuket as a destination) more sustainable.

1. Conceptualization of Sustainable Tourism

Sustainable tourism is often referred to as the holy grail and ultimate solution (Hunter, 1997; Moscardo, 2014) to achieve a balanced outcome that equally emphasizes on environmental, economic, and socio-cultural aspects of tourism development. The UNWTO (2021) underlines that "a suitable balance must be established between these three dimensions to guarantee its long-term sustainability". In particular, sustainable tourism intends to address three primary drivers of change (UNWTO, 2021):

- Optimize environmental resources that are considered essential in the development of tourism by maintaining fundamental ecological processes and assisting to preserve natural heritage and biodiversity
- Support and respect the socio-cultural authenticity of host communities by conservation of their cultural heritage, values, and traditions through inter-cultural understanding and open-mindedness
- Maintain feasible economic long-term operations by offering socio-economic benefits to all stakeholders (host communities, visitors, businesses, employees, and agencies) to alleviate poverty

Consequently, the three drivers of change are often visualized as a three-pillar model or as a bubbling figure with intersecting circles as shown in Figure 1. To pursue sustainable tourism development, it is required to include all relevant stakeholders in addition to strong political leadership. These factors are said to ensure active participation and assist in the process to create consensus amongst stakeholders (Roxas, Rivera and Gutierrez, 2020).

Figure 1 – Conceptualization of sustainable tourism



Source: adopted from Roxas, Rivera & Gutierrez (2020)

In practice, these stakeholders offer their views "on how to manage tourism destinations that adhere to the economic, environmental, and socio-cultural objectives of sustainable tourism" (Roxas, Rivera & Gutierrez, 2020, 4), as well as, "jointly address sustainability issues facing the sector" (Jamal & Stronza, 2009). Jamal and Stronza (2009), Agyeiwaah, McKercher, and Suntikul (2017), as well as Roxas et al. (2020), agree with the statement by the United Nations World Tourism Organization that achieving sustainable tourism is a continuous process that requires consistent monitoring of impacts and preventive or corrective measures whenever necessary. Furthermore, tourist satisfaction is mentioned as an additional factor that impacts the state of sustainable tourism development, wherein raising awareness about sustainability issues and promoting sustainable tourism practices are considered the key aspects (Jamal & Stronza, 2009; Agyeiwaah et al., 2017; UNWTO, 2021).

In related literature, Agyeiwaah et al. (2017) identified seven dimensions through a meta-analysis of 27 related studies, which relate to sustainable tourism development. Moreover, Agyeiwaah et al. (2017, 29) state that

four of these dimensions are considered essential core themes when addressing and evaluating sustainable tourism practices. Namely, the identified core dimensions are (1) economic, (2) social, (3) environmental, and (4) cultural. Moreover, (5) political, (6) management/institutional, and (7) technology are considered peripheral dimensions. According to Hall (2019), sustainable tourism development is already a major focus for stakeholders in the tourism industry, however, the challenge is how to understand and live with it better and implement practices that lead to a positive impact on the three primary drivers of change.

2. Tourism Development in Phuket

Phuket is Thailand's largest island with a total land area of 543 km². In comparison, Phuket is somewhat smaller than the sovereign island city-state of Singapore (728.6 km²), and about half the size of Okinawa in Japan (1,199 km²). Phuket is located south of Phang Nga province and north of the Malacca Strait (Figure 2). The islands' location in the Andaman Sea is also often used to refer to Phuket as "The Pear of the Andaman Sea" (Duerrast, 2011). Moreover, Phuket's geography is mountainous, with a mountain range running from the north to the south of the island. Overall, Phuket is Thailand's second-smallest province, but a substantial contributor to the national GDP (Madden, Rashid & Zainol, 2017).

Figure 2 – Geographical location of Phuket



Source: own figure (2022)

Although it was never occupied by a European force, the island was formerly on one of the key commerce routes between India and China and was frequently referenced in the records of foreign ships bringing European traders (Baker, 1997). Its wealth was once obtained from tin mine and rubber tree plantations, but tourism is now the key source of revenue (Tuntipisitkul et al., 2021; Fuchs, 2021a). Since the late 1980s, the sandy beaches on the island's west coast have been developed as tourist destinations, with Patong, Karon, and Kata being the most popular (see Figure 3). Phuket is rapidly evolving, with several new hotels, condominiums, and villas under development. Tourism is Phuket's main source of revenue, and with the implementation of COVID-19, the island has experienced major economic consequences owing to a decline in international visitor arrivals, which has resulted in increasing unemployment and economic hardship (Tantrakarnapa, Bhopdhornangkul & Nakhaapakorn, 2020).

Figure 3 – White sand beach in Patong, Phuket



Source: own photograph (2021)

Nowadays, Phuket depends heavily on international tourism (Henderson, 2007; Tuntipisitkul et al., 2021) and generates most of its income from tourism receipts (Ichinosawa, 2006; Tuntipisitkul et al., 2021; Fuchs, 2021a). Although, Phuket's resilience toward disasters has not been tested for the first time. The 2004 tsunami has been the worst natural disaster in the Indian Ocean region's history. The tsunami struck six provinces in Thailand's southern area, including Phang Nga, Krabi, Phuket, Ranong, Trang, and Satun on the Andaman coast. In these provinces, the aggregate death toll was 5,395 people, with 8,457 people wounded (Ichinosawa, 2006). Tourism is without a doubt the most significant sector in the six tsunami-affected regions, particularly in Phuket (Henderson, 2007). In the subsequent years, the international tourism receipts grew steadily, and Phuket recovered swiftly from its largest economic crisis at the time (Table 1). Between the tsunami in 2004 and the global pandemic in 2020, the only decrease in tourist arrivals was recorded in 2009 (-4.91%) as the result of the global financial crises 2007-2008.

Table 1 - International passenger arrivals in Phuket between 2004-2020

Year	Passenger Arrivals	Change (in %)
2004	2,024,879	▲ 35.32
2005	922,311	▼ -54.45
2006	1,677,723	▲ 81.90
2007	2,190,399	▲ 30.56
2008	2,409,305	▲ 9.99
2009	2,290,906	▼ -4.91
2010	3,342,356	▲ 45.90
2011	4,370,719	▲ 30.77
2012	5,065,928	▲ 15.91
2013	6,383,611	▲ 26.01
2014	6,425,047	▲ 0.65
2015	6,955,139	▲ 8.25
2016	8,109,306	▲ 16.59
2017	9,196,527	▲ 13.41
2018	10,403,631	▲ 13.13
2019	10,666,178	▲ 2.52
2020	2,332,349	▼ -78.13

Source: summarized from AOT (2022)

Brown and Hall (2008) state that when there is accelerated economic growth that resulted from increasing tourism arrivals, the problems will grow exponentially if not managed properly. Similarly, Phuket developed quickly

into a mass-tourism destination with its set of associated challenges (Božić et al., 2018; Fuchs, 2021b). Mass tourism generates an overall volume of income that promotes economic growth (Garau-Vadell, Gutiérrez-Tao, & Daz-Armas, 2019), but its impact on the host economy is not without negative consequences. For example, 'leakage' is a term that describes the revenue flow, wherein it is not clearly understood how much the original tourist receipts actually benefit the host economy (Theng, Qiong & Tatar, 2015).

3. Sustainable Tourism as a Global Movement

The concept of sustainable tourism is still relatively new and only started to emerge in the 1980s (Gössling, 2000). Since then, it became a prevalent theme of discussion for researchers and tourism policymakers (Hunter, 1997; Swarbrooke, 1999; Weaver, 2007; Liu, 2003; Jamal & Stronza, 2009; Hall, 2019; Higgins-Desbiolles, 2020). However, it is still often presumed that sustainable tourism concerns mostly with the protection of the environment, i.e. referring to the environmental pillar, but neglecting the economic and socio-cultural pillars of sustainable tourism (Jovicic, 2014). "Sustainable tourism is not just about protecting the environment; it is also concerned with the long-term economic viability and social justice" (Swarbrooke, 1999, 43).

There is no agreement on one definition to describe sustainable tourism (Cernat & Gourdon, 2012; Hall, 2019), however, many researchers (Hunter, 1997; Swarbrooke, 1999; Weaver, 2007; Liu, 2003; Jamal & Stronza, 2009; Hall, 2019; Higgins-Desbiolles, 2020) concur with the description used by the UNWTO (2021). It notes that "sustainable tourism development guidelines and management practices apply to all forms of tourism in all types of destinations, including mass tourism and the various niche tourism segments". Furthermore, "sustainability principles refer to the environmental, economic, and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability" (UNWTO, 2021).

Based on the definition set forth by the United Nations World Tourism Organization, the following subchapters provide a critical review of the status quo concerning sustainable tourism development in Phuket. Starting from studying the historic tourism development in Phuket towards a holistic review of current studies related to sustainable tourism development in Phuket. Moreover, the chapter will provide a preliminary assessment of the impact of COVID-19 on sustainable tourism development in Phuket, as well as provide an overview of challenges and opportunities as identified in other studies.

4. Sustainability Trends in Tourism

Klaus Toepfer, a German politician and former executive director of the United Nations Environment Programme (UNEP) once said in a speech that "putting tourism on a sustainable path is a major challenge, requiring partnership and cooperation within the tourism industry, and between the industry, governments and tourists themselves" (United Nations, 2002). Sustainability, sustainable tourism, or sustainable development are contemporary and well-articulated terminology that is often investigated from a versatile perspective in different geographical or cultural settings (Hall, 2019; Higgins-Desbiolles, 2020; Roxas, Rivera & Gutierrez, 2020). The terms are frequently used interchangeably, however, Liu (2003) suggested that there are nuances that differentiate these terms and set them apart.

Liu (2003, 406) attempts to suggest that sustainability focuses rather on the state, which describes "the condition of something over the long-term, whereas sustainable development is process-oriented and involves the management of something for the short and long-term". Irrespective of its short-term or long-term viability, there is a relative agreement that tourism should be geared towards sustainable development to encourage positive growth for the development of countries, i.e. providing socio-economic benefits for communities, protecting the environment and ecosystem, and conserving cultural heritage (Butler, 1991; Liu, 2003; Buckley, 2012; Higgins-Desbiolles, 2020).

Phuket is Thailand's largest tropical island, situated in the Andaman Sea in southern Thailand. Phuket is a proclaimed world-class holiday destination (Sinlapasate et al., 2020) that heavily depends on international tourism (Henderson, 2007; Tuntipisitkul et al., 2021) and generates most of its income from tourism receipts (Ichinosawa, 2006; Tuntipisitkul et al., 2021; Fuchs, 2021b). It has been suggested, however, not statistically proven, that Phuket's maximum carrying capacity exceeded its current capabilities (Polnyotee & Thadaniti, 2015). Furthermore, the continuously increasing international tourist arrivals led Phuket onto a path of overcrowding (Sinlapasate et al., 2020) making it harder to sustain its current tourism model (Polnyotee & Thadaniti, 2014; Polnyotee & Thadaniti, 2015; Fuchs, 2021b).

As stated by Weaver (2007), Toepfer (cited in United Nations, 2002), and Roxas et al. (2020), tourists (i.e. visitors and travelers) are an integral part and key stakeholder on the path toward sustainable tourism. Tourists (unwillingly or unknowingly) contribute toward a successful implementation of sustainable tourism development (Roxas et al., 2020; UNWTO, 2021), however, there is currently a gap in the literature, about how international tourists perceive the importance and development of sustainable tourism in their chosen destination. Seeking answers to close the identified gap will establish evidence that informs policymakers (government, agencies, NGO's and businesses) on how to direct sustainable tourism development more efficiently based on the presently neglected stakeholder: the tourists.

5. A Brief History of Tourism Development in Phuket

The interior of the island was comparatively unspoiled at the end of the nineteenth century. The ancient rainforest still covered a large portion of it. However, after the turn of the century, vast parts of the island were removed to make place for rubber plantations, irreversibly changing the island's landscape (The Thaiger, 2012). The Sarasin Bridge was formally inaugurated in July 1967, providing a road link between Phuket Island and the mainland for the first time (The Thaiger, 2012). However, it was not until the mid-1970s that the development of tourism in Phuket commenced with the first beach bungalows at Patong beach (The Thaiger, 2012; Phuket.Net, n.d.). In the early days of Phuket's tourism development, it was considered a haven with idyllic tropical beaches and clear warm waters. However, at the time air travel was slowly emerging and the infrastructure of Phuket was severely underdeveloped, therefore, the primary inbound travelers were backpackers from around the world (K. Fangpong, personal communication, January 28, 2022).

Before the construction of Phuket International Airport, international visitors came on long-haul busses from Bangkok to Phuket. (The Thaiger, 2012). Before the growth of tourism, its wealth was primarily from tin mining and rubber tree plantations. However, tourism is now the principal source of revenue (Tuntipisitkul et al., 2021; Fuchs, 2021a). Since the late 1980s, the sandy beaches on the island's west coast have been developed as tourist sites, with numerous new hotels, condominiums, and villas being built regularly (Henderson & Smith, 2009; Fuchs, 2021a). Phuket derives its name from the Malay word 'bukit', which means hill and refers to the mountainous topography of the island (Phuket.Net, n.d.) and Phuket's transformation from a tin mining hub to a world-class holiday destination took five decades. Nowadays, tourism is by far the island's biggest industry with over 10 million international passenger arrivals visiting the island before COVID-19 annually (Table 1). Phuket is considered one of the most popular travel destinations in South-East Asia (Tuntipisitkul et al., 2021) and internationally (Sinlapasate et al., 2020).

6. Tourism Development in Phuket: The Resident Perspective

To get a better understanding of current research related to tourism development in general and sustainable tourism in particular, it is important to analyze the status quo. As a means to provide an accurate and comprehensive account of the current situation, it is important to examine related studies from the perspective of different stakeholders (Tuohino & Konu, 2014). This subsection will review previous studies that relate to the perspective of the host community, i.e. the perspective of the residents.

Tuntipisitkul et al. (2021) conducted a systematic survey questionnaire of 450 individuals to investigate "residents' attitudes regarding the changes in environmental, sociocultural, and economic conditions associated with tourism development in Phuket, Thailand". Their study (Tuntipisitkul et al., 2021) revealed that residents were rather critical and perceived unfavorable changes in a variety of conditions such as "increased levels of pollution, road accidents, traffic congestion, and costs of living" (Tuntipisitkul et al., 2021). Nevertheless, the majority of residents recognized the importance of tourism development's long-term economic benefit (Tuntipisitkul et al., 2021). While the authors discovered a variety of factors that negatively impact the perception of residents towards tourism development, it should be noted that the sampling method of the study was non-randomized. As a result, the sample may not be a true reflection of the entire resident population.

Similar to Tuntipisitkul et al. (2021), a recent survey study conducted by Wu, Lai, and Tang (2021) aimed to "identify a set of sustainability issues that negatively affect residents' attitudes toward tourism development". The authors surveyed 430 residents in Macau using an importance-performance analysis methodology. The study revealed that residents expect the government to moderate economic (inflation, urban service charge, housing prices) and environmental (noise pollution, destruction of natural landscapes) issues. Wu et al. (2021) critically attempt to analyze Macau residents' attitudes toward tourism development. Nevertheless, the authors (Wu et al. 2021; Tuntipisitkul et al., 2021) were unable to explain why and how these sustainability issues affect residents' life. An important consideration for this dissertation is to consider the 'why' and 'how' in addition to the 'what' as it

offers a more comprehensive understanding of understanding international tourists' perception of sustainable tourism development.

Another critical attempt to gain a closer understanding of the perspective of residents towards the economic impacts of tourism development in Phuket was made by Marzuki (2012). Although the empirical findings of the study date back to 2012, the results of the study offer valuable insights and highlight that residents in 2012 had generally a more positive outlook on tourism development (Marzuki, 2012) compared to a more recent study (Tuntipisitkul et al., 2021). Based on 393 questionnaires, Marzuki (2012) reported that the majority of Phuket locals, even those who do not work in tourism, have profited from tourist development and have good impressions of tourism benefits. He also claimed that tourism expansion in Phuket has delivered more advantages to people than expenses, which contradicts more recent trends (Tuntipisitkul et al., 2021).

There is a relative agreement in the literature that "future research should focus on how to encourage stakeholders' participation in tourism development" (Marzuki, 2012; Polnyotee & Thadaniti, 2015; Tuntipisitkul et al., 2021; Wu et al., 2021). While Polnyotee and Thadaniti (2015, 96-97) attempt to provide recommendations and propose a strategy for sustainable tourism development in Phuket that centers on community-based tourism, they neglect to address "stakeholders' participation" requires multi-party participation. Byrd (2007, 8) noted that stakeholder participation should not only include the needs of all stakeholders (communities, government, businesses, visitors) but should actively take into consideration the needs, requirements, and perspectives of present and future visitors.

7. Tourism Development in Phuket: The Business Perspective

There is scarce evidence in the literature to provide a holistic perspective on sustainable tourism development in Phuket from the viewpoint of the employee or business owner. However, a few studies (Hareebin, 2020; Fuchs, 2022a) attempt to examine the business owners' perspectives on sustainable tourism and how they perceive the recent development. Fuchs (2022a), for example, gathered qualitative data through 21 semi-structured interviews with small company owners in the tourism and hospitality industry. The study's goal was to uncover shortcomings that would allow stakeholders to better manage tourism development in the aftermath of COVID-19. Fuchs (2022a, 258) states that the small local business owner community showed a high level of resilience, but also revealed that Phuket continues "to depend strongly on international tourism to manage its local economy sustainably".

Hareebin (2020) conducted a mixed-methods case study that employed interview data (with twenty tour operators) as well as survey data from 360 administrators among tour operators. The research setting was not explicit to Phuket only, but included neighboring provinces (i.e. Phang Nga and Krabi), but it offered relevant and applicable insights into recent developments in sustainable tourism in Phuket. Hareebin (2020) states that a lack of 'knowledge transfer' between businesses and agencies could be one of the obstacles to a more sustainable tourism path. The author further suggests "to exchange knowledge and resources between the public and private sectors" to build a better mutual understanding, which is currently lacking (Hareebin, 2020, 133). Similar to Fuchs (2022), Hareebin (2020, 133) agrees that "good governance principles" should be considered the top priority in managing sustainable tourism development more effectively.

There is an indication in the literature that suggests businesses share a lot of sympathy with the general principles of sustainability (Sobaih et al., 2021; Fuchs, 2022a), however, there is ambiguity and general confusion around the term "sustainable tourism" as it is often perceived as an environmental concern (Horobin & Long, 1996; Fuchs, in press). Larger businesses often consider Corporate Social Responsibility (CSR) as their contribution toward sustainable tourism development (Moral, Alles & Franco, 2018), whereas smaller businesses often lack concrete actions on how to contribute toward sustainable tourism (Waligo, Clarke & Hawkins, 2013). Nevertheless, and irrespective of the size of business (i.e. including small businesses and large corporations), there is a relative agreement that lack of information (Ertac & Cankan, 2021) and incoherent communication (Sobaih et al., 2021) is something that needs to be addressed by the various public agencies.

Conclusion

The importance of reassessing the current state of sustainable tourism at destinations can be demonstrated by an exemplary claim made by Hall, Scott, and Gössling (2020, 577) who identified that "the effects of COVID-19 and the measures to contain it may lead to a reorientation of tourism". Thailand's economy and its famous Andaman Sea is a major area for global tourism that is heavily affected by the impact of COVID-19. Similarly, Higgins-

Desbiolles (2020, 552) states that "Major crises such as COVID-19 may reveal dynamics that have gone largely unremarked and thereby spark both moments of reflection and movements for change".

Correspondingly, Stephenson and Dobson (2020, 149) state that "intensified tourism demand has led to significant socio-cultural and economic impacts" for Phuket. The authors recommend looking at the adaptation of smart technology, which in turn, bears the opportunity to monitor over-tourism and ensure that the destination can "grow smartly and sustainably" (Stephenson & Dobson, 2020, 150). As stated in the introduction, the concept of sustainable tourism is still relatively new and only started to emerge over the previous four decades (Gössling, 2000).

Similarly, the evidence in the body of knowledge concerning sustainable tourism in Phuket is still limited. However, there has been increased interest over the last four to five years, which fostered a rising amount of case studies that sought to investigate sustainable tourism practices and development in Phuket, Thailand. Many of the studies focused on the resident perspective (Marzuki, 2012; Polnyotee & Thadaniti, 2015; Tuntipisitkul et al., 2021) or business perspective (Hareebin, 2020; Fuchs, 2022a) neglecting a primary stakeholder for Phuket: the international tourists. To sum up, the review of the studies revealed that there is a lot of sympathy towards the general principles of sustainable tourism.

However, ambiguity concerning the scope of sustainable tourism (i.e. it is often mistaken for perseveration of the environment), incoherent and inconsistent information, and clearly actionable activities are often described as the primary obstacles perceived by the tourism stakeholders. Therefore, creating new knowledge about how international tourists traveling to Phuket, Thailand perceive the importance and current development of sustainable tourism in their chosen destination will be another important step towards establishing more empirical evidence on this important, yet emerging topic.

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Stakeholder theory research about the action-attitude gap towards sustainability destinations

Abstract: There is a growing demand in tourist destinations relying on their natural environment for sustainability, underscoring the need for a comprehensive understanding of tourists' perceptions regarding environmental practices. Although the environment is a key attraction, research on sustainable tourism development for nature-based tourism destination is limited, highlighting theoretical and practical gaps in the existing literature. Phuket Island in Thailand was chosen as a study site and more than fifteen hours of transcribed interview data was used to empirically investigate the action-attitude gap amongst international tourists as a barrier to sustainable tourism development. The findings reveal that substantial discrepancy between the tourists' self-reported high level of awareness of sustainable practices and their lack of evident behaviors in support of these principles. The paper discusses theoretical implications for tourism researchers and provides practical insights for policymakers and businesses.

Keywords: sustainability; nature tourism; sustainable tourism development; tourist behavior; Thailand.

Introduction

Tourism has the potential to make a significant contribution toward national, regional, and local economic development and well-being. However, when tourism development is focused entirely on the exploitation of economic gains, it may not be sustainable over the long term (Rasoolimanesh et al., 2023; Mavrin, 2024). The study aimed to firstly investigate tourists' perceptions of environmental sustainability, and secondly, to investigate tourists' views on how they can contribute to enhancing destination environmental sustainability. In a tourism destination setting understanding perceptions is important if destinations are to remain competitive into the future (Cunha et al., 2020). In recent years, many tourists have become increasingly conscious of the need to support sustainable lifestyles and many actively seek destinations that align with their values (Demeter et al., 2023).

There is a growing demand for sustainable practices in the tourism industry (Streimikiene et al., 2021), and understanding the perception of tourists in relation to environmental sustainability is crucial not only for meeting their expectations (Ramkissoon, 2023). Although the concept of sustainable tourism has been investigated from many perspectives, there remains a significant gap in the literature on the perception of visitors (Guo et al., 2019). Understanding the perception of tourists is crucial, particularly in positioning destinations such as Phuket, Thailand as committed to sustainable development principles (Jarumaneerat, 2022). Taking responsibility to care for the earth's ecosystem and its inhabitants was identified by the WTTC (2021) as a primary driver for the long-term restructuring of the global economy and the tourism sector specifically.

Božić et al. (2018) argue that while increasing tourism arrivals generates increased revenue, it can also create numerous environmental and social problems that may grow exponentially if not managed properly. Phuket's rapid development as a mass-tourism destination has created several challenges (Fuchs et al., 2024) including the destruction of the island's ecosystems, lack of worker housing, stains on social structures, and displacement of local culture. Therefore, the need for the global tourism industry to embrace sustainability as a core value is growing in urgency as the impact of global warming becomes increasingly apparent (Scott & Gössling, 2022). Tourism is a climate-sensitive industry that is beginning to suffer from many of the environmental and socioeconomic changes caused by climate change (Hall, 2019). Although the environment is a key attraction, research on sustainable tourism development in Phuket is very limited, highlighting theoretical and practical gaps in the existing literature (Fuchs, 2023).

Moreover, sustainability has been studied from a variety of different perspectives (Streimikiene et al., 2021). While there is a growing body of empirical research on tourist behavior in pro-environmental sustainability

contexts (Fuchs et al., 2024), the literature currently lacks evidence from the demand side in nature-based tourism destinations such as Phuket Island. Examining this gap in the literature is pivotal based on the role that tourists play in shaping sustainable tourism practices (evidently, without tourists, there would be no tourism industry to sustain). To address this gap, the study empirically analyzed how tourists perceive environmental sustainability and associated practices in Phuket and investigated the role tourists can play in the development of environmental sustainability in Phuket (Tuntipisitkul et al., 2021). The outcome of the research has the potential to generate practical implications as well as contribute to the discussion on sustainable tourism.

Literature Review

Nature-based tourism, often referred to as nature tourism, encompasses travel activities that center around natural environments, biodiversity, and conservation (Kuenzi & McNeely, 2008). This segment of tourism involves exploring and experiencing natural landscapes, wildlife, and indigenous cultures while promoting conservation and sustainability (Wolf et al., 2019). Within the literature, nature-based tourism has been defined by various scholars and organizations, emphasizing its reliance on natural resources, education, and the enhancement of tourist experiences (Frost et al., 2014; Jones et al., 2021). Studies within this field have extensively focused on the environmental and cultural impacts associated with nature-based tourism (Jones et al., 2021). Researchers have highlighted the potential positive impacts, such as raising awareness about environmental conservation and supporting local communities economically (Winter et al., 2019; Da Mota & Pickering, 2020). However, there is substantial concern regarding the negative impacts, including habitat degradation, disruption of ecosystems, cultural commodification, and loss of authenticity in indigenous cultures (Da Mota & Pickering, 2020). Scholars have emphasized the necessity of sustainable practices and policies to mitigate these adverse effects (Da Mota & Pickering, 2020; Jones et al., 2021).

Policies and management strategies play a crucial role in regulating and promoting sustainable nature-based tourism (Winter et al., 2019). The literature review reveals the existence of various policies at international, national, and local levels aimed at conserving natural resources, preserving cultural heritage, and promoting responsible tourism practices (Kularatne et al., 2021). Case studies, such as Kularatne et al. (2021), have been conducted to analyze the effectiveness of these policies in different destinations, highlighting successful instances of managing tourist flows, implementing carrying capacities, and fostering community involvement. Tourist behavior and experiences form another significant area of exploration within nature-based tourism literature (Winter et al., 2019). The literature emphasizes the importance of education, interpretation, and immersive experiences in shaping travelers' attitudes toward environmental conservation and sustainable behaviors (Winter et al., 2019). Moreover, the economic aspects of nature-based tourism have also garnered attention in the literature (Thapa et al., 2022). For example, previous research has quantified the economic contributions of nature-based tourism to local economies, employment generation, and revenue generation (Thapa et al., 2022).

Methodology

Qualitative methods strive to understand and explain how a particular group of people or stakeholders perceive a specific phenomenon or relationship (Walters, 2016). This type of research approach has earned acceptability in tourism research evidentially through an increase in qualitative methodologies (Wilson & Hollinshead, 2015). Qualitative studies allow researchers to explore a phenomenon or occurrence in more depth by evaluating multiple perspectives and gathering comprehensive and rich data to generate thick descriptions (Creswell & Creswell, 2017). Moreover, Phuket Island was chosen as the study site based on its reputation as a nature-based destination that is concerned about issues related to sustainability. Phuket is Thailand's largest island, with a total land area of 543 km². Overall, Phuket is the second-smallest province in Thailand but a substantial contributor to the national gross domestic product (GDP).

Participants were recruited using purposeful sampling, described as "a form of non-probability sampling in which researchers rely on their judgment when choosing members of the population to participate in their study" (Creswell & Creswell, 2017, p. 172). Recruitment commenced with an informal discussion with potential

participants, during which initial probing questions were used to determine the person's willingness to share information, level of articulation (and basic competency with the English language), and prior knowledge of sustainable tourism. The interviews were guided by questions not limited to but including "What is your understanding of environmental sustainability?", "What are influences preventing you from contributing to environmental sustainability during your vacation?", or "What is your opinion about environmental sustainability in Phuket?". The data collection occurred in the first half of 2023 and a total of 15 hours and 32 minutes of audio data was recorded.

Thematic saturation was used as a basis to determine when the size of sampled participants was sufficient (Fusch & Ness, 2015). Data saturation was achieved with the seventeenth interview. The sociodemographic characteristics for each participant were summarized in Table 1. Moreover, covert observations were used to assist the researchers in determining if the information gathered during the interviews coincided with or differed from their actual behavior allowing for a more in-depth analysis of the empirical data (Reinharz, 2017). The audio-recorded interviews were transcribed verbatim under the principle of confidentiality. The transcribed interviews were analyzed thematically using open-coding based on good practice (Clarke & Braun, 2017). First, the researchers familiarized themselves with the data and generated keywords and codes. Manual coding was employed instead of software to enable the researchers to develop a deeper understanding of the data. Transcripts were re-read and organized into potential subthemes until all researchers agreed on the results (Clarke & Braun, 2017).

Table 1. Profile of the interviewees including their gender, age, nationality, highest level of education, and current employment status and the length of the interview

No.	Pseudonym	Description of the participant	Length of interview
1	Nick	Male – 34 years old – French – Bachelor's Degree – Self-employed (visited Phuket before)	50 minutes
2	Peter	Male – 26 years old – U.S. American – Bachelor's Degree – Employee (visited Phuket before)	53 minutes
3	Andrew	Male – 35 years old – British – Bachelor's Degree – Employee (visited Phuket before)	46 minutes
4	Anna	Female – 29 years old – Korean – Bachelor's Degree – Employee (visited Phuket before)	61 minutes
5	Matt	Male – 43 years old – Serbian – Master's Degree – Self-employed (visited Phuket before)	57 minutes
6	Mandy	Female – 25 years old – British – Bachelor's Degree – Employed (visited Phuket before)	48 minutes
7	Nigel	Male – 62 years old – Australian – Bachelor's Degree – Retired (visited Phuket before)	50 minutes
8	Liam	Male – 47 years old – U.S. American – Bachelor's Degree – Employee (visited Phuket before)	78 minutes
9	Olivia	Female – 52 years old – Turkish – Bachelor's Degree – Employee (never visited Phuket before)	56 minutes
10	Amanda	Female – 30 years old - New Zealander – Bachelor's Degree - Employee (visited Phuket before)	64 minutes
11	Ling	Male – 38 years old – Indian – Doctorate Degree – Employee (never visited Phuket before)	49 minutes
12	Naomi	Female – 60 years old – Italian – Bachelor's Degree – Retired (visited Phuket before)	58 minutes
13	Mina	Female – 32 years old – Canadian - Master's Degree – Employee (visited Phuket before)	47 minutes

14	James	Male – 35 years old – Japanese – Bachelor's Degree – Employee (visited Phuket before)	44 minutes
15	Ava	Female – 30 years old – German – Master's Degree – Employee (visited Phuket before)	59 minutes
16	Mia	Female – 37 years old – Russian – Bachelor's Degree – Employee (visited Phuket before)	38 minutes
17	Lucas	Male – 57 years old – German – Bachelor's Degree – Retired (visited Phuket before)	47 minutes

Results and Analysis

The objective of the study was to identify how tourists perceived environmental sustainability and associated practices in Phuket and secondly investigate the role tourists can play in the development of environmental sustainability in Phuket. The thematic analysis yielded an overarching theme, sustainable behavior, and responsibility, which can be broken down into three subthemes. Namely, the subthemes were: (1) personal responsibility, (2) collective responsibility, and (3) awareness of environmental sustainability. It is noteworthy to mention that the forthcoming comments and accounts are not representative of the sentiment of all participants. Therefore, it is important to evaluate them in the context of the stated quantifier (i.e., *all, many, half, few, none, et cetera*). A selection of the thematic coding can be seen in Table 2 showing the example quotes verbatim from the transcribed audio recordings which served as a basis for the subthemes, respectively.

Table 2. Example of data analysis pertaining to the theme “sustainable behavior and responsibility”

Subtheme	Codes/Keywords	Verbatim
Personal responsibility	To act (“taking action”)	<i>“The key is to actually do it. We can talk all day and listen to politicians, but at the end of the day, we have to act ourselves” (P. #13)</i>
	Common sense	<i>“I see this as part of my personal responsibility to share this good practice with others without being condescending” (P. #1)</i>
	The sum of personal responsibility	<i>“The sum of personal responsibility equals the outcome of collective responsibility” (P. #7)</i>
	Unethical behavior	<i>“Our impact can be quite different from one another. But all of us do have an impact [on the destination] and an individual responsibility, definitely” (P. #5)</i>
Collective responsibility	Littering on vacation	<i>“Not holding myself to a higher standard is easier if others aren't doing it” (P. #10)</i>
	CSR (Corporate Social Responsibility)	<i>“In Korea, my company holds events that support a good cause. Many people participate, but someone else takes the responsibility to make the first step” (P. #4)</i>
	Knowing and doing what's right	<i>“You have to hold all parties accountable” (P. #2)</i> <i>“Knowing the right thing does not necessarily equal doing the right thing” (P. #2)</i>
Awareness of environmental sustainability	Going green	<i>“Everyone keeps talking about ‘going green’ and using sustainable materials and avoiding fossil fuels” (P. #12)</i>
	Change needed	<i>“It is clear that something has to change, but no one has that magic formula to make everything better overnight” (P. #8)</i>
	Over-tourism	<i>“You can see what happened in Barcelona. The residents were not able to afford to live in the city center because of the rising costs caused by tourism” (P. #15)</i>

4.1. Theme 1 – Personal Responsibility

Most interviews organically progressed in a direction that centered around “taking responsibility” or “being responsible” as a recurring theme. Although the interviewed tourists had different perceptions and expectations of what “being responsible” entails. However, there was a common agreement shared among the participants that travelers are “personally responsible” to support the destination sustainably. In half of the discussions, it was mentioned to engage in practices to support the local community or local economy. For example, to purchase locally made souvenirs and gifts or to visit the local markets instead of overly crowded hotspots. Similar sentiments were shared among many of the participants as further illustrated by the following quotes from the interview transcripts:

“I think that it starts with small things [...] help recycle garbage. This sounds so obvious, but you would be surprised how many tourists are not doing that. But I also ask [in the hotel] for a place to throw away my plastic bottles. It is not much of an extra effort for me to separate the trash instead of throwing everything in the same bin” (Participant #7).

“It sounds condescending, but I am from a developed country and we do have more advanced practices when it comes to that. So, I see this as part of my personal responsibility to share this good practice with others without being condescending. Leading by example is my mantra. If others [locals and other tourists] see what I am doing, maybe, they will follow” (Participant #1).

As one participant noted, “leading by example” appeared to be a motivator for many of the tourists to hold themselves accountable for their actions that support sustainable practices that do not require extra effort. On a more general level, many of the participants noted that individual actions led to collective movements. Generally, it can be said (based on the interviews and non-participant observations) that most tourists avoid “obvious unethical practices” as well as take responsibility for actions that do not cause excessive inconvenience. To further explain this statement, obvious unethical practices refer to tourism activities that have a bad reputation (among educated tourists) but are still being offered in different parts of Phuket. A few activities that were mentioned are elephant riding through the jungle, touching coral reefs during a snorkeling excursion, or petting tiger cubs.

The other statement that requires further explanation about taking personal responsibility concerns activities that do not cause excessive inconvenience. Thus, if the tourists have a choice between eating locally or eating at an international franchise, they would opt for the local option if it does not mean a significant inconvenience (for example if both restaurants are an equal distance away). Contrary to that, several participants noted that if a particular action requires them significantly more effort or to go out of their way, they are likely not going to do it (although knowing it is “wrong”). For example, if no garbage containers for plastic bottles are available in near sight, they would opt to dispose of them in the general waste bin instead of carrying the plastic bottles with them around. Indeed, there was a scarcity of available options for waste disposal in highly populated tourist locations as observed through the non-participant observations (Figure 1).



Figure 1. A recycling station at the beach (photo taken during non-participant observation in May 2023)

4.2. Theme 2 – Collective Responsibility

Other than personal responsibility, collective responsibility (or shared responsibility) refers to collective actions and ethical standards shared by society. The findings that emerged indicate that it takes collective actions to achieve a common goal. This was evident through two particular occurrences that were discussed in the interviews with many of the participants. First, it became evident that most of the participants hold themselves to higher standards when it comes to good practices in the context of sustainable tourism. These good practices included waste management (recycling), reducing energy consumption (less electricity or water), supporting local craftsmanship, and avoiding single-use plastic. Although the list is not exhaustive – based on the interviews – these represent the most commonly mentioned examples.

Notably, there was a disagreement among the participants about what constitutes good practice and what should be considered a common standard. However, both groups of interviewees agreed that a sustainable destination must have tourists follow these practices. Furthermore, the interviewed tourists held themselves to higher standards of following these practices diligently at home and while on vacation. However, it was later revealed in the discussion that about one-third of the participants abandoned their willingness to follow these good practices during their vacation. This hypocritical behavior was further evident in multiple non-participant observations, in particular along the beach areas. The unwillingness to follow the self-declared good practices manifested itself through the purchase of single-use plastic bottles, Styrofoam packaging for takeaway food, and littering in public areas. The following comments were made during the interviews.

“I wouldn’t throw it on the streets or litter at the beach (or park) at home, but the trash is already there. And it makes it a little for me easier, a little more convenient for me, I suppose [to litter]”
(Participant #14).

“I mean, not playing by the same set of rules and not holding myself to a higher standard is easier if others aren’t doing it, although society tells us to lead by example. But the reality is a different one” (Participant #10).

Furthermore, an interviewee mentioned that a lack of collective accountability among tourists prevents more sustainable development in Phuket. The participant noted that visitors in Phuket are not demanding enough to impose sustainable practices, which in turn, would require businesses and the local government to act accordingly and implement stricter rules. “If people want it, then the other side will react” and concludes by saying it is “the main responsibility of the tourists”. Although this perspective was not echoed by other participants in subsequent interviews, the interviewees – when asked – did not object to this sentiment when presented with it.

4.3. Theme 3 – Awareness of Environmental Sustainability

The vast majority (if not all) of the participants were fully aware that sustainable tourism development is indispensable for a nature-based tourism destination like Phuket. However, only a few of the participants are actively seeking opportunities that support the sustainable development of tourism during their vacation. Furthermore, the interviewed tourists already engaged in good practices that support sustainability at large in their home country (for example, recycling waste or seeking ways to reduce emissions of CO₂) but they are more likely to slip (take a timeout to practice these behaviors) during their vacation. Generally, it was well-understood by most of the interviewed tourists that more actions to support the sustainable development of tourism are necessary for Phuket. However, a few raised concerns about how to achieve the desired outcome.

While the interviewees had a heightened sense of awareness (of the need to develop tourism sustainably in Phuket), only a few were able to provide practical examples of how to achieve this. Moreover, there was often a sense of helplessness about where to start, which was best summarized by a participant who noted that “Today should be better than yesterday, and tomorrow should be better than today.” Many participants commented that there are probably not a few single actions that fix “all issues for Phuket” but a collection of many small actions

that – as a sum – result in something larger. However, while there is a high level of awareness, some of the tourists also expressed their concern about the involvement of tourists in this process. A few see themselves as advocates, i.e. “We can share good practices that our country already adopted,” however, about a third of participants see themselves as passive actors in the tourism framework as vocalized by the following comment.

“I am all about supporting green tourism, sustainable tourism, and the like. But I am not an activist that tries to change the world. In particular, when I am vacationing in a foreign country as a guest. I expect that the people in charge build the framework and the tourists simply follow the rules”
(Participant #1).

Discussion

The study empirically analyzed how tourists perceive environmental sustainability and associated practices in Phuket and investigated the role tourists can play in the development of environmental sustainability in Phuket. The short answer to this rather complex question as understanding tourist perspectives is crucial for developing effective strategies that promote responsible tourism and environmental well-being, in particular, for a nature-based tourism destination like Phuket. On the surface, it can be stated that all of the participating tourists value the concept of sustainability and perceive it as an important element of the well-being of Phuket Island as a tourist destination. However, a deeper investigation of their perceptions revealed that their understanding and application of sustainable behavior and responsibility vary. Consistent with previous observation by Lenzen et al., (2023), it revealed that travelers understand the importance of environmental sustainability for Phuket's tourism business, especially as a nature-based destination. This is consistent with previous research indicating an increasing global trend of tourists prioritizing sustainability when selecting places. Moreover, the empirical findings revealed that the vast majority of the participants were fully aware of the benefits stemming from sustainable practices (Hall, 2019). Despite the apparent consensus among participating tourists regarding the need of sustainability, there is a disconnect between awareness and action. This global phenomenon highlights the necessity for further investigation into the factors influencing tourists' engagement in sustainable behaviors during their travels to Phuket. Streimikiene et al. (2021) emphasize the importance of global market patterns in tourism development, which influence both consumer preferences and the trajectory of sustainable tourism projects.

The first identified and observed phenomenon is that tourists emphasized the importance of sustainable tourism; however, only a few of the participants actively sought opportunities to support the sustainable development of tourism during their vacations. This discrepancy between awareness and action raises the need to explore the factors that hinder or motivate tourists to actively engage in sustainable behaviors during their visit to Phuket. Passafaro (2019) stated that the relationship between tourists' attitudes, behavior intentions, and actions is a “challenging issue, and oftentimes a controversial relationship” (p. 9).

It is controversial in the sense that tourists would attest to the importance of an issue (in this case, the importance of sustainability), but their respective actions would not necessarily support that attitude (Passafaro, 2019). This is supported by the findings of Donaire et al. (2021), who investigated tourist behavior in Spain. Learning from successful initiatives elsewhere can be beneficial. In Barcelona, Spain, the deployment of a ‘circular economy’ model in the tourism business has shown potential. This strategy focuses on waste reduction and resource efficiency, providing tourists with options like as refillable water bottles and responsible waste disposal systems (Axhami et al., 2023; Krishnan et al., 2023). Both studies emphasize the need for convenient and readily available options for tourists to participate in sustainable practices. Similarly, the findings of this study revealed that on an attitude level, the importance of sustainable tourism was highly valued, though on an actionable level, it was valued only moderately at best. Fuchs et al. (2024) attempted to explain this observation through the possibility that the effect of attitudes on behavior and intentions may be moderated by the interplay between the affective and cognitive components. Similarly, the findings of this investigation revealed that tourists claimed a “lack of opportunities to contribute” as the primary reason for a lack of active participation. ‘Going out of their way’ was often not an option; therefore, more convenient alternatives allowing tourists to participate are required (Yousaf et al., 2018). Phuket can create a supportive ecosystem where sustainable choices become the easiest and most

rewarding option for all stakeholders. This, in turn, can lead to a more positive and impactful tourist experience that benefits both tourists and the island's environment, mirroring successful models from destinations like Barcelona.

Theoretical and Practical Implications

This study adds to the expanding body of research on tourist attitudes towards environmental sustainability and their involvement in responsible tourism behaviors. Our findings point to a complex interplay between personal responsibility, collective action, and awareness in affecting tourist behavior. The findings support Han's (2021) argument that tourists' perceptions of conservation activities influence their behavioral intentions. Han (2021) argued that tourists are influenced by their beliefs about the effectiveness of their conservation efforts and activities. His argument potentially explains while tourists expressed a high value for sustainable tourism conceptually, their actions did not always reflect this. This suggests a potential disconnect between tourists' belief in the impact of individual actions and the actual effectiveness of specific practices. This study expands upon earlier research by emphasizing the significance of subjective standards and context-dependency. Several participants disagreed on what defines 'good practice' and an accepted norm for sustainable tourism (Dolincar, 2023). This is consistent with research conducted by Buckley et al. (2012), who discovered a lack of agreement on sustainable tourism criteria and best practices. While most tourists acknowledged the importance of sustainable tourism (Theme 3), their behaviors frequently did not reflect this awareness (Themes 1 & 2). Furthermore, the interviewed tourists held themselves to higher standards of following these practices at home as opposed to following them on vacation. These findings also indicate that tourists might have differing opinions on what constitutes good practice and a common standard in sustainable tourism. Moreover, the study supports previous research that tourists would support a sustainability tax, which could help alleviate the economic burden on businesses (Shi & Jiang, 2022).

According to stakeholder theory, a firm or organization should consider the interests of all stakeholders who may be affected by its choices. Stakeholders in sustainable tourism include travelers, local people, tourism enterprises, and the environment. This study focuses on the intricate interplay between various stakeholders, notably the perceived roles and responsibilities of tourists. The reiterated discussion of "personal responsibility" shows that tourists' views of their involvement in sustainable tourism may be shifting. The participants of this study stated readiness to engage in measures such as supporting local businesses, limiting waste, and avoiding unethical behavior. This is consistent with the idea of visitors as active stakeholders who may help a destination's sustainability through their decisions (Bramwell & Lane, 2011). Another significant element emerged: a concept of "collective responsibility". Tourists recognized the need to take collaborative action to ensure sustainable development. However, the study discovered a disconnect between visitors' expectations and their willingness to hold themselves and others accountable, especially when convenience is a consideration. This emphasizes the value of collaboration among all stakeholders.

The relatively high level of awareness (of practices supporting sustainable tourism) but inaction by many tourists also suggests a need to further educate them on the importance of sustainable tourism practices (Niezgoda & Markiewicz, 2021). Furthermore, it is necessary to provide tourists with more accessible opportunities to engage in sustainable behaviors during their vacations. For example, partnerships with local businesses and tour operators that promote and offer sustainable activities, such as eco-friendly tours or volunteering opportunities, can provide accessible avenues for tourists to actively participate in sustainable behaviors during their vacation (Font et al., 2021). Additionally, it might be beneficial to explore ways to incentivize and encourage tourists to continue their sustainable practices while on vacation. This could include implementing recognition systems for tourists who actively engage in sustainable behaviors, for example, offering discounts to those who choose eco-friendly options (Rawashdeh & Al-Ababneh, 2021) or demonstrating responsible tourism practices (Rafiq et al., 2022). The findings indicate the necessity for a multi-pronged strategy including all stakeholders. The travel and tourism industry can play an important role in promoting sustainable behaviors by providing clear and accessible choices such as responsible tours and eco-friendly hotels. Local communities may get involved in creating and executing these programs, which fosters a feeling of ownership and cultural interaction. The findings emphasize the

importance of tourists seeing themselves as engaged stakeholders. Tourism businesses may benefit from this by providing clear and accessible alternatives for sustainable practices, such as eco-friendly tours or responsible waste management systems. Furthermore, engaging with local communities to promote these programs may foster a sense of ownership and cultural interaction among visitors. The Phuket tourism sector can bridge the "knowing-doing gap" by building a supporting ecology in which sustainable options are accessible and profitable, encouraging tourists to transfer their understanding into responsible action.

Conclusion and Future Research

Several key conclusions and implications derived from this research that were discussed in earlier sections of this article. Most significantly, this research identified a crucial aspect: the existence of an action-attitude gap among tourists. There is a substantial discrepancy between the tourists' self-reported high level of awareness of sustainable practices and their lack of evident behaviors in support of these principles. The discrepancy suggests a need for targeted education and accessible opportunities to bridge the gap between awareness and engagement. Moreover, tourists have the potential to play a dual role as consumers and potential change agents in the tourism industry. Shifting from viewing them solely as consumers to partners can enhance governance and address challenges like over-tourism in nature-based destinations like Phuket, fostering a more effective and sustainable tourism model. Future research should explore factors influencing tourists' motivations and barriers to active participation in sustainable practices. Additionally, investigating the impact of sustainability education campaigns and recognition systems on tourists' behavior is crucial for fostering a more sustainable tourism industry.

Conflict of Interest

No potential conflict of interest has been reported.

Informed Consent

The participants of the study provided their written consent before participating and were briefed about the scope of the study, their voluntary participation and given the option to withdraw at any given time.

Institutional Approval

The Human Ethics Committee at Taylor's University, Subang Jaya, Malaysia approved the study on 15th November 2022 under approval no. HEC 2022/383.

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OFFICIAL ACADEMIC TRANSCRIPT

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RES70603	Qualitative Research Methods	P
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DESTINATION: EMPIRICAL INSIGHTS FROM VISITORS IN PHUKET
WITH IMPLICATIONS FOR TOURISM PLANNING

Award : Doctor of Philosophy in Hospitality and Tourism

*** End of Transcript ***

Registrar

GRADING SYSTEM

Grade	Marks	Grade Points	Definition	Description
A	80 - 100	4.00	Excellent	Evidence of original thinking; demonstrated outstanding capacity to analyze and synthesize; outstanding grasp of subject matter; evidence of extensive knowledge base.
A-	75 - 79	3.67	Very Good	Evidence of good grasp of subject matter, critical capacity and analytical ability; understanding of relevant issues; evidence of familiarity with the literature.
B+	70 - 74	3.33	Good	Evidence of grasp of subject matter, critical capacity and analytical ability; reasonable understanding of relevant issues; evidence of familiarity with the literature.
B	65 - 69	3.00		
B-	60 - 64	2.67	Marginal Fail	Evidence of some understanding of the subject matter; ability to develop solutions to simple problems; benefiting from his/her university experience.
C+	55 - 59	2.33		
C	50 - 54	2.00		
F	0 - 39	0.00	Fail	Insufficient evidence of understanding of the subject matter; weakness in critical and analytical skills; inability to generate significant results for thesis; limited or irrelevant use of the literature.
F(W)	0	0.00	Fail	Withdrawn from a module after census date, typically mid semester

LEGEND

WD	-	-	Withdrawn	Withdrawn from a module before census date, typically mid semester
IN	-	-	Incomplete	An interim notation given for a module where a student has not completed certain requirements with valid reason or it is not possible to finalise the grade by the published deadline.
P	-	-	Pass	Given for satisfactory completion of practicum. or Evidence of a satisfactory level of mastery of the learning outcomes in a module or satisfactory completion of a thesis.
AU	-	-	Audit	Given for a module where attendance is for information only without earning academic credit.
IP	-	-	In Progress	An interim notation used for thesis which continued for more than one semester. An "IP" grade carries with it no credit or grade until a regular grade is assigned.
*	-	-	-	Module repeated; Previous grade(s) indicated with "*" is/are not calculated in CGPA.
**	-	-	-	Module granted supplementary assessment.

Documents

Fuchs, K.^{a b}

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Abstract

The conception of sustainable tourism is comparatively new and only started to emerge in the 1980s, whereas nowadays, it became a prevalent theme of discussion for researchers and tourism policymakers. Since then, sustainable tourism is often referred to as the holy grail and ultimate solution to achieve a balanced outcome that equally emphasizes environmental, economic, and socio-cultural aspects of tourism development. These factors are said to ensure active participation and assist in the process to create consensus amongst stakeholders. The tropical island of Phuket depends heavily on international tourism and generates most of its income from tourism receipts. Phuket developed quickly into a mass-tourism destination with its set of associated challenges derived from mass tourism. At present, the literature lacks a comprehensive account of perspectives from the tourism stakeholders, including indigenous people, local communities, visitors, industry, and government. Therefore, this review aims to serve as an insightful reference for policymakers and stakeholders that wish to affect change in the tourism industry for Thailand in general and Phuket specifically. © 2022 by ASERS® Publishing. All rights reserved.

Author Keywords

sustainability; Thailand; tourism; tourism development; tourism planning

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Examining the Development of Sustainable Tourism on Phuket Island: A Literature Review with Implications for Tourism Planning

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Abstract:

The conception of sustainable tourism is comparatively new and only started to emerge in the 1980s, whereas nowadays, it became a prevalent theme of discussion for researchers and tourism policymakers. Since then, sustainable tourism is often referred to as the holy grail and ultimate solution to achieve a balanced outcome that equally emphasizes on environmental, economic, and socio-cultural aspects of tourism development. These factors are said to ensure active participation and assist in the process to create consensus amongst stakeholders. The tropical island of Phuket depends heavily on international tourism and generates most of its income from tourism receipts. Phuket developed quickly into a mass-tourism destination with its set of associated challenges derived from mass tourism. At present, the literature lacks a comprehensive account of perspectives from the tourism stakeholders, including indigenous people, local communities, visitors, industry, and government. Therefore, this review aims to serve as an insightful reference for policymakers and stakeholders that wish to affect change in the tourism industry for Thailand in general and Phuket specifically.

Keywords: Sustainability; Sustainable Tourism; Tourism Development; Thailand; Literature Review; Tourism Planning.

JEL Classification: L83, R11, Q01, Q56, Z32, Z38.

Introduction

Tourism in its purest form has the potential to contribute substantially toward economic development and the well-being of a nation. However, when the development is focused entirely on the exploitation of economic gains, it cannot sustain in the long term (Butler, 1991; Buckley, 2012; Higgins-Desbiolles, 2020). Sustainable tourism is about reorienting the attention toward a balanced development of tourism while continuously adapting to changing conditions (Weaver, 2007; Hall, 2019). Sustainable development considers encompassing the economic, social, and environmental interests of all stakeholders, including indigenous people, communities, tourists, businesses, and authorities (Roxas, Rivera & Gutierrez, 2020). While the effect of COVID-19 has been unparalleled on the Thai economy with a decline in annual GDP growth, the devastating impacts of the global pandemic also emphasized the urgency to rebuild the tourism sector in a more sustainable manner (Higgins-Desbiolles, 2020).

In particular, taking responsibility to take care of the planet's ecosystem and its inhabitants are mentioned by the WTTC (2021) as the primary driver for rebuilding the world economy and the tourism sector specifically. The specific aim of this literature review is to create new knowledge about how sustainable tourism in Phuket, Thailand is being perceived by various stakeholders. The subsequent discussion will establish a post-COVID-19 baseline for future research by contributing to the literature about sustainable tourism development in Phuket, Thailand. Moreover, this review aims to serve as an insightful reference for policymakers and stakeholders that effect change in the tourism industry for Thailand in general and Phuket specifically. Moreover, the results provide a much-needed baseline for legislators and business operators that seek ways to make local businesses (and Phuket as a destination) more sustainable.

1. Conceptualization of Sustainable Tourism

Sustainable tourism is often referred to as the holy grail and ultimate solution (Hunter, 1997; Moscardo, 2014) to achieve a balanced outcome that equally emphasizes on environmental, economic, and socio-cultural aspects of tourism development. The UNWTO (2021) underlines that “a suitable balance must be established between these three dimensions to guarantee its long-term sustainability”. In particular, sustainable tourism intends to address three primary drivers of change (UNWTO, 2021):

(1) Optimize environmental resources that are considered essential in the development of tourism by maintaining fundamental ecological processes and assisting to preserve natural heritage and biodiversity

(2) Support and respect the socio-cultural authenticity of host communities by conservation of their cultural heritage, values, and traditions through inter-cultural understanding and open-mindedness

(3) Maintain feasible economic long-term operations by offering socio-economic benefits to all stakeholders (host communities, visitors, businesses, employees, and agencies) to alleviate poverty

Consequently, the three drivers of change are often visualized as a three-pillar model or as a bubbling figure with intersecting circles as shown in Figure 1. To pursue sustainable tourism development, it is required to include all relevant stakeholders in addition to strong political leadership. These factors are said to ensure active participation and assist in the process to create consensus amongst stakeholders (Roxas, Rivera and Gutierrez, 2020).

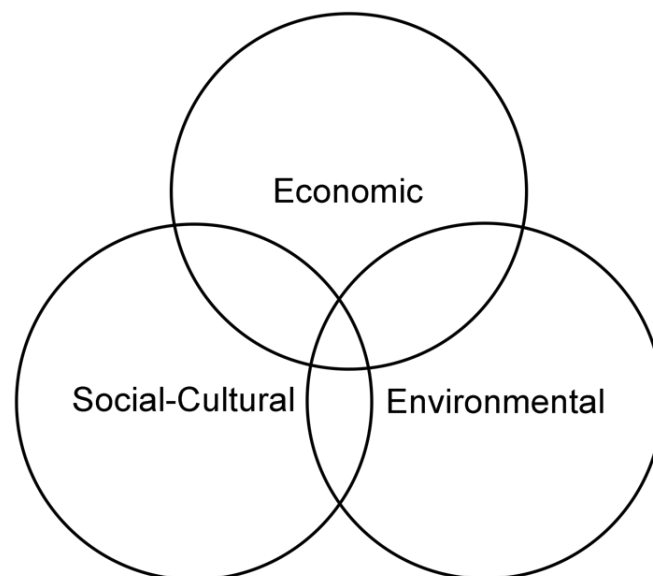


Figure 1 – Conceptualization of sustainable tourism (adopted from Roxas, Rivera & Gutierrez, 2020)

In practice, these stakeholders offer their views “on how to manage tourism destinations that adhere to the economic, environmental, and socio-cultural objectives of sustainable tourism” (Roxas, Rivera & Gutierrez, 2020, p. 4), as well as, “jointly address sustainability issues facing the sector” (Jamal & Stronza, 2009). Jamal and Stronza (2009), Agyeiwaah, McKercher, and Suntikul (2017), as well as Roxas et al. (2020), agree with the statement by the United Nations World Tourism Organization that achieving sustainable tourism is a continuous process that requires consistent monitoring of impacts and preventive or corrective measures whenever necessary. Furthermore, tourist satisfaction is mentioned as an additional factor that impacts the state of sustainable tourism development, wherein raising awareness about sustainability issues and promoting sustainable tourism practices are considered the key aspects (Jamal & Stronza, 2009; Agyeiwaah et al., 2017; UNWTO, 2021).

In related literature, Agyeiwaah et al. (2017) identified seven dimensions through a meta-analysis of 27 related studies, which relate to sustainable tourism development. Moreover, Agyeiwaah et al. (2017) state that four of these dimensions are considered essential core themes when addressing and evaluating sustainable tourism practices (p. 29). Namely, the identified core dimensions are (1) economic, (2) social, (3) environmental, and (4) cultural. Moreover, (5) political, (6) management/institutional, and (7) technology are considered peripheral dimensions. According to Hall (2019), sustainable tourism development is already a major focus for stakeholders in the tourism industry, however, the challenge is how to understand and live with it better and implement practices that lead to a positive impact on the three primary drivers of change.

2. Tourism Development in Phuket

Phuket is Thailand's largest island with a total land area of 543 km². In comparison, Phuket is somewhat smaller than the sovereign island city-state of Singapore (728.6 km²), and about half the size of Okinawa in Japan (1,199 km²). Phuket is located south of Phang Nga province and north of the Malacca Strait (Figure 2). The island's location in the Andaman Sea is also often used to refer to Phuket as "The Pear of the Andaman Sea" (Duerrast, 2011). Moreover, Phuket's geography is mountainous, with a mountain range running from the north to the south of the island. Overall, Phuket is Thailand's second-smallest province, but a substantial contributor to the national GDP (Madden, Rashid & Zainol, 2017).



Figure 2 – Conceptualization of sustainable tourism (adopted from Roxas, Rivera & Gutierrez, 2020)

Although it was never occupied by a European force, the island was formerly on one of the key commerce routes between India and China and was frequently referenced in the records of foreign ships bringing European traders (Baker, 1997). Its wealth was once obtained from tin mine and rubber tree plantations, but tourism is now the key source of revenue (Tuntipisitkul et al., 2021; Fuchs, 2021a). Since the late 1980s, the sandy beaches on the island's west coast have been developed as tourist destinations, with Patong, Karon, and Kata being the most popular (see Figure 3). Phuket is rapidly evolving, with several new hotels, condominiums, and villas under development. Tourism is Phuket's main source of revenue, and with the implementation of COVID-19, the island has experienced major economic consequences owing to a decline in international visitor arrivals, which has resulted in increasing unemployment and economic hardship (Tantrakarnapa, Bhopdhornangkul & Nakhaapakorn, 2020).



Figure 3 – White sand beach in Patong, Phuket (own photograph, 2021)

Nowadays, Phuket depends heavily on international tourism (Henderson, 2007; Tuntipisitkul et al., 2021) and generates most of its income from tourism receipts (Ichinosawa, 2006; Tuntipisitkul et al., 2021; Fuchs, 2021a). Although, Phuket's resilience toward disasters has not been tested for the first time. The 2004 tsunami has been the worst natural disaster in the Indian Ocean region's history. The tsunami struck six provinces in Thailand's southern area, including Phang Nga, Krabi, Phuket, Ranong, Trang, and Satun on the Andaman coast. In these provinces, the aggregate death toll was 5,395 people, with 8,457 people wounded (Ichinosawa, 2006). Tourism is without a doubt the most significant sector in the six tsunami-affected regions, particularly in Phuket (Henderson, 2007). In the subsequent years, the international tourism receipts grew steadily, and Phuket recovered swiftly from its largest economic crisis at the time (Table 1). Between the tsunami in 2004 and the global pandemic in 2020, the only decrease in tourist arrivals was recorded in 2009 (-4.91%) as the result of the global financial crises 2007-2008.

Table 1 - International passenger arrivals in Phuket between 2004-2020 (summarized from AOT, 2022)

Year	Passenger Arrivals	Change (in %)
2004	2,024,879	 35.32
2005	922,311	 -54.45
2006	1,677,723	 81.90
2007	2,190,399	 30.56
2008	2,409,305	 9.99
2009	2,290,906	 -4.91
2010	3,342,356	 45.90
2011	4,370,719	 30.77
2012	5,065,928	 15.91
2013	6,383,611	 26.01
2014	6,425,047	 0.65
2015	6,955,139	 8.25
2016	8,109,306	 16.59
2017	9,196,527	 13.41
2018	10,403,631	 13.13
2019	10,666,178	 2.52
2020	2,332,349	 -78.13

Brown and Hall (2008) state that when there is accelerated economic growth that resulted from increasing tourism arrivals, the problems will grow exponentially if not managed properly. Similarly, Phuket developed quickly into a mass-tourism destination with its set of associated challenges (Božić et al., 2018; Fuchs, 2021b). Mass tourism generates an overall volume of income that promotes economic growth (Garau-Vadell, Gutiérrez-Tao, & Daz-Armas, 2019), but its impact on the host economy is not without negative consequences. For example, 'leakage' is a term that describes the revenue flow, wherein it is not clearly understood how much the original tourist receipts actually benefit the host economy (Theng, Qiong & Tatar, 2015).

3. Sustainable Tourism as a Global Movement

The concept of sustainable tourism is still relatively new and only started to emerge in the 1980s (Gössling, 2000). Since then, it became a prevalent theme of discussion for researchers and tourism policymakers (Hunter, 1997; Swarbrooke, 1999; Weaver, 2007; Liu, 2003; Jamal & Stronza, 2009; Hall, 2019; Higgins-Desbiolles, 2020). However, it is still often presumed that sustainable tourism concerns mostly with the protection of the environment, i.e. referring to the environmental pillar, but neglecting the economic and socio-cultural pillars of sustainable tourism (Jovicic, 2014). "Sustainable tourism is not just about protecting the environment; it is also concerned with the long-term economic viability and social justice" (Swarbrooke, 1999, p. 43).

There is no agreement on one definition to describe sustainable tourism (Cernat & Gourdon, 2012; Hall, 2019), however, many researchers (Hunter, 1997; Swarbrooke, 1999; Weaver, 2007; Liu, 2003; Jamal & Stronza, 2009; Hall, 2019; Higgins-Desbiolles, 2020) concur with the description used by the UNWTO (2021). It notes that

“sustainable tourism development guidelines and management practices apply to all forms of tourism in all types of destinations, including mass tourism and the various niche tourism segments”. Furthermore, “sustainability principles refer to the environmental, economic, and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability” (UNWTO, 2021).

Based on the definition set forth by the United Nations World Tourism Organization, the following subchapters provide a critical review of the status quo concerning sustainable tourism development in Phuket. Starting from studying the historic tourism development in Phuket towards a holistic review of current studies related to sustainable tourism development in Phuket. Moreover, the chapter will provide a preliminary assessment of the impact of COVID-19 on sustainable tourism development in Phuket, as well as provide an overview of challenges and opportunities as identified in other studies.

4. Sustainability Trends in Tourism

Klaus Toepfer, a German politician and former executive director of the United Nations Environmental Program (UNEP) once said in a speech that “putting tourism on a sustainable path is a major challenge, requiring partnership and cooperation within the tourism industry, and between the industry, governments and tourists themselves” (United Nations, 2002). Sustainability, sustainable tourism, or sustainable development are contemporary and well-articulated terminology that is often investigated from a versatile perspective in different geographical or cultural settings (Hall, 2019; Higgins-Desbiolles, 2020; Roxas, Rivera & Gutierrez, 2020). The terms are frequently used interchangeably, however, Liu (2003) suggested that there are nuances that differentiate these terms and set them apart.

Liu (2003) attempts to suggest that sustainability focuses rather on the state, which describes “the condition of something over the long-term, whereas sustainable development is process-oriented and involves the management of something for the short and long-term” (p. 460). Irrespective of its short-term or long-term viability, there is a relative agreement that tourism should be geared towards sustainable development to encourage positive growth for the development of countries, i.e. providing socio-economic benefits for communities, protecting the environment and ecosystem, and conserving cultural heritage (Butler, 1991; Liu, 2003; Buckley, 2012; Higgins-Desbiolles, 2020).

Phuket is Thailand's largest tropical island, situated in the Andaman Sea in southern Thailand. Phuket is a proclaimed world-class holiday destination (Sinlapasate et al., 2020) that heavily depends on international tourism (Henderson, 2007; Tuntipisitkul et al., 2021) and generates most of its income from tourism receipts (Ichinosawa, 2006; Tuntipisitkul et al., 2021; Fuchs, 2021b). It has been suggested, however, not statistically proven, that Phuket's maximum carrying capacity exceeded its current capabilities (Polnyotee & Thadaniti, 2015). Furthermore, the continuously increasing international tourist arrivals led Phuket onto a path of overcrowding (Sinlapasate et al., 2020) making it harder to sustain its current tourism model (Polnyotee & Thadaniti, 2014; Polnyotee & Thadaniti, 2015; Fuchs, 2021b).

As stated by Weaver (2007), Toepfer (cited in United Nations, 2002), and Roxas et al. (2020), tourists (i.e. visitors and travelers) are an integral part and key stakeholder on the path toward sustainable tourism. Tourists (unwillingly or unknowingly) contribute toward a successful implementation of sustainable tourism development (Roxas et al., 2020; UNWTO, 2021), however, there is currently a gap in the literature, about how international tourists perceive the importance and development of sustainable tourism in their chosen destination. Seeking answers to close the identified gap will establish evidence that informs policymakers (government, agencies, NGO's and businesses) on how to direct sustainable tourism development more efficiently based on the presently neglected stakeholder: the tourists.

5. A Brief History of Tourism Development in Phuket

The interior of the island was comparatively unspoiled at the end of the nineteenth century. The ancient rainforest still covered a large portion of it. However, after the turn of the century, vast parts of the island were removed to make place for rubber plantations, irreversibly changing the island's landscape (The Thaiger, 2012). The Sarasin Bridge was formally inaugurated in July 1967, providing a road link between Phuket Island and the mainland for the first time (The Thaiger, 2012). However, it was not until the mid-1970s that the development of tourism in Phuket commenced with the first beach bungalows at Patong beach (The Thaiger, 2012; Phuket.Net, n.d.). In the early days of Phuket's tourism development, it was considered a haven with idyllic tropical beaches and clear warm waters. However, at the time air travel was slowly emerging and the infrastructure of Phuket was

severely underdeveloped, therefore, the primary inbound travelers were backpackers from around the world (K. Fangpong, personal communication, January 28, 2022).

Before the construction of Phuket International Airport, international visitors came on long-haul busses from Bangkok to Phuket. (The Thaiger, 2012). Before the growth of tourism, its wealth was primarily from tin mining and rubber tree plantations. However, tourism is now the principal source of revenue (Tuntipisitkul et al., 2021; Fuchs, 2021a). Since the late 1980s, the sandy beaches on the island's west coast have been developed as tourist sites, with numerous new hotels, condominiums, and villas being built regularly (Henderson & Smith, 2009; Fuchs, 2021a). Phuket derives its name from the Malay word 'bukit', which means hill and refers to the mountainous topography of the island (Phuket.Net, n.d.) and Phuket's transformation from a tin mining hub to a world-class holiday destination took five decades. Nowadays, tourism is by far the island's biggest industry with over 10 million international passenger arrivals visiting the island before COVID-19 annually (Table 1). Phuket is considered one of the most popular travel destinations in South-East Asia (Tuntipisitkul et al., 2021) and internationally (Sinlapasate et al., 2020).

6. Tourism Development in Phuket: The Resident Perspective

To get a better understanding of current research related to tourism development in general and sustainable tourism in particular, it is important to analyze the status quo. As a means to provide an accurate and comprehensive account of the current situation, it is important to examine related studies from the perspective of different stakeholders (Tuohino & Konu, 2014). This subsection will review previous studies that relate to the perspective of the host community, i.e. the perspective of the residents.

Tuntipisitkul et al. (2021) conducted a systematic survey questionnaire of 450 individuals to investigate "residents' attitudes regarding the changes in environmental, sociocultural, and economic conditions associated with tourism development in Phuket, Thailand". Their study (Tuntipisitkul et al., 2021) revealed that residents were rather critical and perceived unfavorable changes in a variety of conditions such as "increased levels of pollution, road accidents, traffic congestion, and costs of living" (Tuntipisitkul et al., 2021). Nevertheless, the majority of residents recognized the importance of tourism development's long-term economic benefit (Tuntipisitkul et al., 2021). While the authors discovered a variety of factors that negatively impact the perception of residents towards tourism development, it should be noted that the sampling method of the study was non-randomized. As a result, the sample may not be a true reflection of the entire resident population.

Similar to Tuntipisitkul et al. (2021), a recent survey study conducted by Wu, Lai, and Tang (2021) aimed to "identify a set of sustainability issues that negatively affect residents' attitudes toward tourism development". The authors surveyed 430 residents in Macau using an importance-performance analysis methodology. The study revealed that residents expect the government to moderate economic (inflation, urban service charge, housing prices) and environmental (noise pollution, destruction of natural landscapes) issues. Wu et al. (2021) critically attempt to analyze Macau residents' attitudes toward tourism development. Nevertheless, the authors (Wu et al. 2021; Tuntipisitkul et al., 2021) were unable to explain why and how these sustainability issues affect residents' life. An important consideration for this dissertation is to consider the 'why' and 'how' in addition to the 'what' as it offers a more comprehensive understanding of understanding international tourists' perception of sustainable tourism development.

Another critical attempt to gain a closer understanding of the perspective of residents towards the economic impacts of tourism development in Phuket was made by Marzuki (2012). Although the empirical findings of the study date back to 2012, the results of the study offer valuable insights and highlight that residents in 2012 had generally a more positive outlook on tourism development (Marzuki, 2012) compared to a more recent study (Tuntipisitkul et al., 2021). Based on 393 questionnaires, Marzuki (2012) reported that the majority of Phuket locals, even those who do not work in tourism, have profited from tourist development and have good impressions of tourism benefits. He also claimed that tourism expansion in Phuket has delivered more advantages to people than expenses, which contradicts more recent trends (Tuntipisitkul et al., 2021).

There is a relative agreement in the literature that "future research should focus on how to encourage stakeholders' participation in tourism development" (Marzuki, 2012; Polnyotee & Thadaniti, 2015; Tuntipisitkul et al., 2021; Wu et al., 2021). While Polnyotee and Thadaniti (2015) attempt to provide recommendations and propose a strategy for sustainable tourism development in Phuket that centers on community-based tourism, they neglect to address "stakeholders' participation" (p. 96-97) requires multi-party participation. Byrd (2007) noted that stakeholder participation should not only include the needs of all stakeholders (communities, government, businesses, visitors) but should actively take into consideration the needs, requirements, and perspectives of present and future visitors (p. 8).

7. Tourism Development in Phuket: The Business Perspective

There is scarce evidence in the literature to provide a holistic perspective on sustainable tourism development in Phuket from the viewpoint of the employee or business owner. However, a few studies (Hareebin, 2020; Fuchs, 2022a) attempt to examine the business owners' perspectives on sustainable tourism and how they perceive the recent development. Fuchs (2022a), for example, gathered qualitative data through 21 semi-structured interviews with small company owners in the tourism and hospitality industry. The study's goal was to uncover shortcomings that would allow stakeholders to better manage tourism development in the aftermath of COVID-19. Fuchs (2022a) states that the small local business owner community showed a high level of resilience, but also revealed that Phuket continues "to depend strongly on international tourism to manage its local economy sustainably" (p. 258).

Hareebin (2020) conducted a mixed-methods case study that employed interview data (with twenty tour operators) as well as survey data from 360 administrators among tour operators. The research setting was not explicit to Phuket only, but included neighboring provinces (i.e. Phang Nga and Krabi), but it offered relevant and applicable insights into recent developments in sustainable tourism in Phuket. Hareebin (2020) states that a lack of 'knowledge transfer' between businesses and agencies could be one of the obstacles to a more sustainable tourism path. The author further suggests "to exchange knowledge and resources between the public and private sectors" (p. 133) to build a better mutual understanding, which is currently lacking (Hareebin, 2020). Similar to Fuchs (2022), Hareebin (2020) agrees that "good governance principles" (p. 133) should be considered the top priority in managing sustainable tourism development more effectively.

There is an indication in the literature that suggests businesses share a lot of sympathy with the general principles of sustainability (Sobaih et al., 2021; Fuchs, 2022a), however, there is ambiguity and general confusion around the term "sustainable tourism" as it is often perceived as an environmental concern (Horobin & Long, 1996; Fuchs, in press). Larger businesses often consider Corporate Social Responsibility (CSR) as their contribution toward sustainable tourism development (Moral, Alles & Franco, 2018), whereas smaller businesses often lack concrete actions on how to contribute toward sustainable tourism (Waligo, Clarke & Hawkins, 2013). Nevertheless, and irrespective of the size of business (i.e. including small businesses and large corporations), there is a relative agreement that lack of information (Ertac & Cankan, 2021) and incoherent communication (Sobaih et al., 2021) is something that needs to be addressed by the various public agencies.

Conclusion

The importance of reassessing the current state of sustainable tourism at destinations can be demonstrated by an exemplary claim made by Hall, Scott, and Gössling (2020) who identified that "the effects of COVID-19 and the measures to contain it may lead to a reorientation of tourism" (p. 577). Thailand's economy and its famous Andaman Sea is a major area for global tourism that is heavily affected by the impact of COVID-19. Similarly, Higgins-Desbiolles (2020) states that "Major crises such as COVID-19 may reveal dynamics that have gone largely unremarked and thereby spark both moments of reflection and movements for change" (p. 552). Correspondingly, Stephenson and Dobson (2020) state that "intensified tourism demand has led to significant socio-cultural and economic impacts" for Phuket (p. 149). The authors recommend looking at the adaptation of smart technology, which in turn, bears the opportunity to monitor over-tourism and ensure that the destination can "grow smartly and sustainably" (Stephenson & Dobson, 2020, p. 150). As stated in the introduction, the concept of sustainable tourism is still relatively new and only started to emerge over the previous four decades (Gössling, 2000).

Similarly, the evidence in the body of knowledge concerning sustainable tourism in Phuket is still limited. However, there has been increased interest over the last four to five years, which fostered a rising amount of case studies that sought to investigate sustainable tourism practices and development in Phuket, Thailand. Many of the studies focused on the resident perspective (Marzuki, 2012; Polnyotee & Thadaniti, 2015; Tuntipisitkul et al., 2021) or business perspective (Hareebin, 2020; Fuchs, 2022a) neglecting a primary stakeholder for Phuket: the international tourists. To sum up, the review of the studies revealed that there is a lot of sympathy towards the general principles of sustainable tourism. However, ambiguity concerning the scope of sustainable tourism (i.e. it is often mistaken for perseveration of the environment), incoherent and inconsistent information, and clearly actionable activities are often described as the primary obstacles perceived by the tourism stakeholders. Therefore, creating new knowledge about how international tourists traveling to Phuket, Thailand perceive the importance and current development of sustainable tourism in their chosen destination will be another important step towards establishing more empirical evidence on this important, yet emerging topic.

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Kevin Fuchs <aj.kevin.fht@gmail.com>

Re: [JEMT] Submission Acknowledgement

1 message

SCIRES WEB <scires.web@gmail.com>

Fri, Jul 8, 2022 at 1:55 AM

To: "Kevin Fuchs" <aj.kevin.fht@gmail.com>

Dear Author,

let me inform you that your paper titled "Examining the Development of Sustainable Tourism on Phuket Island: A Literature Review with Implications for Tourism Planning" was accepted to be published as it is in Issue 8(64), Winter 2022 of the Journal of Environmental Management and Tourism. In this regard, please accomplish until 15th July, 2022, all requirements of publishing process listed below:

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Thank you for your contribution to the Journal of Environmental Management and Tourism.

Best regards,

Professor Laura Nicola-Gavrila, PhD

Collaborator for editing and publishing processes for ASERS Publishing House

(on behalf of the Editorial team of Journal of Environmental Management and Tourism)

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From which, **corresponding author:**

First name: Kevin
Last name: Fuchs

(hereinafter named as 'Author') concerning the publication of the article, a work currently titled (hereinafter 'Article'):

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Kevin Fuchs <aj.kevin.fht@gmail.com>

Re: Pre-published article - JEMT Issue 8(64) Winter, 2022

1 message

Kevin Fuchs <aj.kevin.fht@gmail.com>

Thu, Nov 24, 2022 at 8:20 AM

To: JEMT - ASERS Publishing <asers.jemt@gmail.com>

Dear Editorial Office:

received with many thanks.

Best regards,
Kevin Fuchs

On Wed, Nov 23, 2022 at 11:34 AM JEMT - ASERS Publishing <asers.jemt@gmail.com> wrote:

Dear Kevin Fuchs,

I have attached your final paper with the changes you asked for. Please, send me if there is anything wrong with the updates, ASAP.

Kind regards,
PhD Professor Nicola Gavrilă-Laura
on behalf of the Editorial team of Journal of Environmental Management and Tourism

On Tue, Nov 22, 2022 at 02:24 PM Kevin Fuchs <aj.kevin.fht@gmail.com> wrote:

Dear Editorial Team:

thank you very much for the article proof. I have a request for two minor revisions as follows:

Change No. 1

- For Table 1: Can you make the images of the downwards (red) and upwards-facing (green) arrows a little bit smaller (or the table cells larger)? Otherwise, the images overlap with the table cells

Change No. 2

- The second sentence in the abstract: ... that equally emphasizes on environmental, economic, and socio-cultural aspects ... (please remove the word "on")

Thank you very much in advance.

Best regards,
Kevin Fuchs

On Tue, Nov 22, 2022 at 11:26 AM JEMT - ASERS Publishing <asers.jemt@gmail.com> wrote:

Dear Author,

Thank you for choosing us and publishing your paper in *Journal of Environmental Management and Tourism*!

Concerning the paper *Examining Sustainable Tourism Development in Phuket, Thailand: A Literature Review with Implications for Tourism Planning*, please, pay more attention to the file attached because this is the pre-published form of your future article, in Issue 8(64) Winter Issue, 2022.

Let me know, if everything is OK, or correct the file, using the red colour, until 24th of November, 2022.

Kind regards,
PhD Professor Nicola Gavrilă-Laura
on behalf of the Editorial team of Journal of Environmental Management and Tourism

Examining the Development of Sustainable Tourism on Phuket Island: A Literature Review with Implications for Tourism Planning

Kevin FUCHS

Faculty of Hospitality and Tourism, Prince of Songkla University, Thailand
kevin.f@phuket.psu.ac.th

Suggested Citation:

Fuchs, K. (2022). Examining the Development of Sustainable Tourism on Phuket Island: A Literature Review with Implications for Tourism Planning. *Journal of Environmental Management and Tourism*, (Volume XIII, Winter), 8(64): 2155-2164. DOI:10.14505/jemt.v13.8(64).2155-2164

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Abstract:

The conception of sustainable tourism is comparatively new and only started to emerge in the 1980s, whereas nowadays, it became a prevalent theme of discussion for researchers and tourism policymakers. Since then, sustainable tourism is often referred to as the holy grail and ultimate solution to achieve a balanced outcome that equally emphasizes on environmental, economic, and socio-cultural aspects of tourism development. These factors are said to ensure active participation and assist in the process to create consensus amongst stakeholders. The tropical island of Phuket depends heavily on international tourism and generates most of its income from tourism receipts. Phuket developed quickly into a mass-tourism destination with its set of associated challenges derived from mass tourism. At present, the literature lacks a comprehensive account of perspectives from the tourism stakeholders, including indigenous people, local communities, visitors, industry, and government. Therefore, this review aims to serve as an insightful reference for policymakers and stakeholders that wish to affect change in the tourism industry for Thailand in general and Phuket specifically.

Keywords: Sustainability; Sustainable Tourism; Tourism Development; Thailand; Literature Review; Tourism Planning.

JEL Classification: L83, R11, Q01, Q56, Z32, Z38.

Introduction

Tourism in its purest form has the potential to contribute substantially toward economic development and the well-being of a nation. However, when the development is focused entirely on the exploitation of economic gains, it cannot sustain in the long term (Butler, 1991; Buckley, 2012; Higgins-Desbiolles, 2020). Sustainable tourism is about reorienting the attention toward a balanced development of tourism while continuously adapting to changing conditions (Weaver, 2007; Hall, 2019). Sustainable development considers encompassing the economic, social, and environmental interests of all stakeholders, including indigenous people, communities, tourists, businesses, and authorities (Roxas, Rivera & Gutierrez, 2020). While the effect of COVID-19 has been unparalleled on the Thai economy with a decline in annual GDP growth, the devastating impacts of the global pandemic also emphasized the urgency to rebuild the tourism sector in a more sustainable manner (Higgins-Desbiolles, 2020).

In particular, taking responsibility to take care of the planet's ecosystem and its inhabitants are mentioned by the WTTC (2021) as the primary driver for rebuilding the world economy and the tourism sector specifically. The specific aim of this literature review is to create new knowledge about how sustainable tourism in Phuket, Thailand is being perceived by various stakeholders. The subsequent discussion will establish a post-COVID-19 baseline for future research by contributing to the literature about sustainable tourism development in Phuket, Thailand. Moreover, this review aims to serve as an insightful reference for policymakers and stakeholders that effect change in the tourism industry for Thailand in general and Phuket specifically. Moreover, the results provide a much-needed baseline for legislators and business operators that seek ways to make local businesses (and Phuket as a destination) more sustainable.

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Kevin Fuchs <aj.kevin.fht@gmail.com>

JEMT Issue 7(63) Winter 2022

1 message

Kevin Fuchs <aj.kevin.fht@gmail.com>

Wed, Nov 30, 2022 at 1:39 PM

To: JEMT - ASERS Publishing <asers.jemt@gmail.com>

Dear ASERS Team,

wonderful, thank you very much. Nothing further changes required from my end.

Best regards,
Kevin Fuchs

On Tue, Nov 30, 2022 at 10:19 AM JEMT - ASERS Publishing <asers.jemt@gmail.com> wrote:

Dear Kevin Fuchs,

We are pleased to announce that your article will be advanced to an earlier Issue. We have attached your paper in pdf format, as will be published in Volume XIII, Issue 7(63), 2022 of Journal of Environmental Management and Tourism. Please check your name, your affiliation, the figures, and the equations. The changes cannot be made after it is indexed in the data bases.

Please tell us until tomorrow if everything is ok or if you need to make changes. Please highlight in yellow the changes you make. If you make no changes, the article becomes final.

Please respect the deadline.

This Issue will be on our site as soon as possible.

Best regards,
Editorial Team of Journal of Environmental Management and Tourism

- ATTACHMENT (FINAL ARTICLE IN VOL.13, 7(63))



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Examining the Development of Sustainable Tourism on Phuket Island: A Literature Review with Implications for Tourism Planning

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Suggested Citation:

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Abstract:

The conception of sustainable tourism is comparatively new and only started to emerge in the 1980s, whereas nowadays, it became a prevalent theme of discussion for researchers and tourism policymakers. Since then, sustainable tourism is often referred to as the holy grail and ultimate solution to achieve a balanced outcome that equally emphasizes on environmental, economic, and socio-cultural aspects of tourism development. These factors are said to ensure active participation and assist in the process to create consensus amongst stakeholders. The tropical island of Phuket depends heavily on international tourism and generates most of its income from tourism receipts. Phuket developed quickly into a mass-tourism destination with its set of associated challenges derived from mass tourism. At present, the literature lacks a comprehensive account of perspectives from the tourism stakeholders, including indigenous people, local communities, visitors, industry, and government. Therefore, this review aims to serve as an insightful reference for policymakers and stakeholders that wish to affect change in the tourism industry for Thailand in general and Phuket specifically.

Keywords: sustainability; tourism; tourism development; tourism planning; Thailand.

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Tanyarat Runjul <kanyarat.r@phuket.psu.ac.th>

Request for Information Regarding Publication and Budget Details

22 ข้อความ

Tanyarat Runjul <kanyarat.r@phuket.psu.ac.th>

4 มีนาคม 2568 เวลา 15:30

ถึง: Kevin Fuchs <kevin.f@phuket.psu.ac.th>

สำเนา: Chayanon Phucharoen <chayanon.p@phuket.psu.ac.th>

Dear Asst.Prof.Dr. Kevin Fuchs,

I hope this message finds you well.

I am writing to request further information regarding two matters related to the PhD funding process:

1. Publication Document for PhD Funding Closure:

I have reviewed the PDF document you previously sent. However, on **page 1 [01]**, it appears to have been printed on **08/07/2022 at 18:34**. Could you kindly provide a forwarded version of the document directly from the publisher?

2. International Security Deposit Refund (3,000 RM):

Upon reviewing the budget for the PhD funding, I noticed a payment for the **International Security Deposit** amounting to **3,000 RM**, which may be refunded by Taylor's University upon graduation. However, the statement you provided does not show this refund. Could you please provide further clarification or the necessary details regarding this matter?

Your assistance in providing information would be greatly appreciated.

Thank you very much.

Best regards,

Kan

--

Tanyarat Runjul | ResearchPhone: **076-276820**Email: **kanyarat.r@phuket.psu.ac.th**

Address: **Faculty of Hospitality and Tourism
Prince of Songkla University Phuket
Campus, 80 Moo 1, Vichitsongkram
Rd., Kathu, Phuket 83120 Thailand**

fht.psu.ac.th/**เอกสารแนบ 2 ฉบับ****1. Documentation about PhD Publication (2).pdf**

387K

**2. International Security Deposit Refund.pdf**

284K

Kevin Fuchs <kevin.f@phuket.psu.ac.th>

4 มีนาคม 2568 เวลา 16:01

ถึง: kanyarat.r@phuket.psu.ac.th

Your message

To: Kevin Fuchs

Subject: Request for Information Regarding Publication and Budget Details

Sent: 3/4/25, 3:30:00 PM GMT+7

was read on 3/4/25, 4:01:57 PM GMT+7

Kevin Fuchs <kevin.f@phuket.psu.ac.th>

4 มีนาคม 2568 เวลา 16:25

ถึง: Tanyarat Runjul <kanyarat.r@phuket.psu.ac.th>

สำเนา: Chayanon Phucharoen <chayanon.p@phuket.psu.ac.th>

Dear Khun Kan,

thank you for your email and questions.

1.) Yes, the acceptance notification from the journal is the first page of the attachment; received from SCIRES/ASERS Publishing on 8 July 2022 at 01:15 and printed the same day at 18:34. However, the galley proof was received on 22 November 2022, and the final article on 30 November 2022. For your convenience, enclosed are the key events:

- Manuscript submitted: 9 May 2022
- Manuscript accepted: 8 July 2022
- Copyright Agreement signed: 23 July 2022
- Galley Proof received: 22 November 2022
- Final Article received: 30 November 2022
- Article published on Website: 2 December 2022

2.) Please allow me to check and revert as soon as possible (within this week).

If you have any questions or need further information, please do not hesitate to contact me.

Best,

Kevin

[ข้อความที่เกี่ยวข้องถูกซ่อนไว้]

Kevin Fuchs <kevin.f@phuket.psu.ac.th>

4 มีนาคม 2568 เวลา 17:59

ถึง: Tanyarat Runjul <kanyarat.r@phuket.psu.ac.th>

สำเนา: Chayanon Phucharoen <chayanon.p@phuket.psu.ac.th>

Dear Khun Kan,

thank you for your email and patience. I reviewed the spreadsheet document received from Khun May (Finance Department) and updated the statement accordingly (below):

A	B	C	D	E
1	(Expense Item)	(Scholarship)	(Used)	(Balance)
2	(Tuition Fees)	156,000.00	173,363.93	-17,363.93
3	(Research Expenses)	100,000.00	100,000.00	0.00
4	(Education-related Expenses)	421,114.00	344,968.26	76,145.74
5	(Other Expenses)	99,886.00	83,128.52	16,757.48
6	(Total Expenses)	777,000.00	701,460.71	75,539.29

Calculation:

Education-related Expenses: **371,080.86 Baht**
 - return of security deposit: **26,112.60 Baht**
 = Education-related Expenses: **344,968.26 Baht**

I deducted 26,112.60 Baht for the "International Security Deposit" under 'Education-related Expenses' in column D4. Can you kindly help me check if that is correct and if I need to update the entire submission form or just the page with the statement?

Therefore, my total scholarship amount is supposed to change from **727,573.31 Baht** to **701,460.71 Baht** (reduced by 26,112.60 Baht). I checked twice, but can you please help me to confirm that the above calculation is correct? If yes, I will proceed and ask Khun May for her assistance in issuing the payment receipt for the refund and share a copy of the slip with you.

Thank you in advance for your kind help.

[ข้อความที่เกี่ยวข้องถูกซ่อนไว้]



2. International Security Deposit Refund.pdf
284K

Tanyarat Runjul <kanyarat.r@phuket.psu.ac.th>
 ถึง: จรรยาลักษณ์ วิเชียร <junyaluk.w@phuket.psu.ac.th>

5 มีนาคม 2568 เวลา 08:00

น้องเมย์

ช่วยดูรายละเอียดฉบับให้น้องนะคะ

ขอบคุณค่ะ
 พี่กัน

Tanyarat Runjul | Research

Phone: **076-276820**
 Email: **kanyarat.r@phuket.psu.ac.th**
 Address: **Faculty of Hospitality and Tourism**
Prince of Songkla University Phuket
Campus, 80 Moo 1, Vichitsongkram
Rd., Kathu, Phuket 83120 Thailand

fht.psu.ac.th/



----- ข้อความที่ส่งต่อ -----

จาก: **Kevin Fuchs** <kevin.f@phuket.psu.ac.th>
 วันที่: อ. 4 มี.ค. 2568 เวลา 17:59
 เรื่อง: Re: Request for Information Regarding Publication and Budget Details
 ถึง: Tanyarat Runjul <kanyarat.r@phuket.psu.ac.th>
 สำเนา: Chayanon Phucharoen <chayanon.p@phuket.psu.ac.th>
 [ข้อความที่เกี่ยวข้องถูกซ่อนไว้]



2. International Security Deposit Refund.pdf
284K

Tanyarat Runjul <kanyarat.r@phuket.psu.ac.th>

6 มีนาคม 2568 เวลา 08:31

ถึง: Kevin Fuchs <kevin.f@phuket.psu.ac.th>

สำเนา: Chayanon Phucharoen <chayanon.p@phuket.psu.ac.th>, จรรยาลักษณ์ วิเชียร <junyaluk.w@phuket.psu.ac.th>

Dear Asst. Prof. Dr. Kevin,

Thank you for your email. Please contact Khun May from the Finance Department for assistance.

Thank you

Best regards,

Kan

ในวันที่ อ. 4 มี.ค. 2025 เวลา 17:59 Kevin Fuchs <kevin.f@phuket.psu.ac.th> เขียนว่า:

[ข้อความที่เกี่ยวข้องถูกซ่อนไว้]

[ข้อความที่เกี่ยวข้องถูกซ่อนไว้]

Kevin Fuchs <kevin.f@phuket.psu.ac.th>

6 มีนาคม 2568 เวลา 08:51

ถึง: Tanyarat Runjul <kanyarat.r@phuket.psu.ac.th>

สำเนา: Chayanon Phucharoen <chayanon.p@phuket.psu.ac.th>, จรรยาลักษณ์ วิเชียร <junyaluk.w@phuket.psu.ac.th>

Dear Khun Kan,

thank you very much for your reply. I will proceed with Khun May to process the return of the security deposit.

I would like to ask if I need to submit an updated form to you (with nee statement) for the closure of the PhD scholarship?

Dear Khun May,

can I ask for your kind help to return the "International Security Deposit" from my PhD scholarship (26,112.60 Baht) to the faculty?

Thank you in advance.

Best,

Kevin

[ข้อความที่เกี่ยวข้องถูกซ่อนไว้]

Kevin Fuchs <kevin.f@phuket.psu.ac.th>

10 มีนาคม 2568 เวลา 17:23

ถึง: Tanyarat Runjul <kanyarat.r@phuket.psu.ac.th>

Dear Khun Kan,

I hope you are well and had a good Monday.

I would like to ask you with regard to my mast email if I need to update the table and submit a new form for "Closure of PhD Scholarship" to you.

Thank you very much in advance for your help.

Best,

Kevin

[ข้อความที่เกี่ยวข้องถูกซ่อนไว้]

Tanyarat Runjul <kanyarat.r@phuket.psu.ac.th>

10 มีนาคม 2568 เวลา 17:41

ถึง: Kevin Fuchs <kevin.f@phuket.psu.ac.th>

Dear Asst.Prof.Dr.Kevin,

I hope you're doing well.

If there have been any changes or updates to the information, please go ahead and revise the table and submit the updated form.

Thank you.
Best regards,
Kan

Tanyarat Runjul | Research

Phone: 076-276820
Email: kanyarat.r@phuket.psu.ac.th
Address: Faculty of Hospitality and Tourism
Prince of Songkla University Phuket
Campus, 80 Moo 1, Vichitsongkram
Rd., Kathu, Phuket 83120 Thailand

fht.psu.ac.th/



เมื่อ จ. 10 มี.ค. 2568 เวลา 17:23 Kevin Fuchs <kevin.f@phuket.psu.ac.th> เขียนว่า:
[ข้อความที่เกี่ยวข้องถูกซ่อนไว้]

Kevin Fuchs <kevin.f@phuket.psu.ac.th>
ถึง: Tanyarat Runjul <kanyarat.r@phuket.psu.ac.th>

10 มีนาคม 2568 เวลา 17:47

Dear Khun Kan,

thank you for your email.

I think it would be better if I update the page with the table because I need to deduct the International Security Deposit. But you helped me to prepare the original document on your computer. Could you kindly send me the file from your computer and I will update it accordingly?

Thank you very much for your help.

Best,
Kevin

[ข้อความที่เกี่ยวข้องถูกซ่อนไว้]

Kevin Fuchs <kevin.f@phuket.psu.ac.th>
ถึง: Tanyarat Runjul <kanyarat.r@phuket.psu.ac.th>

11 มีนาคม 2568 เวลา 12:24

Dear Khun Kan,

I returned the International Security Deposit already and I asked Khun May for help to check if the numbers in the below table are correct:

รวมค่าใช้จ่าย (Expense Item)	เต็มจำนวน (Scholarship)	ใช้ไปจริง (Used)	คงเหลือ (Balance)
2.1. ค่าธรรมเนียมการศึกษา (Tuition Fees)	156,000.00	173,363.93	-17,363.93
2.2. ค่าใช้จ่ายในการทำงานวิจัย (Research Expenses)	100,000.00	100,000.00	0
2.3. ค่าใช้จ่ายอันเกี่ยวกับการเรียน (Education-related Expenses)	421,114.00	344,968.26	76,145.74
2.4. ค่าใช้จ่ายอื่นๆ (Other Expenses)	99,886.00	83,128.52	16,757.48
รวมค่าใช้จ่าย (Total Expenses)	777,000.00	701,460.71	75,539.00

May I ask if I can visit your office tomorrow afternoon and we can update the form together? Thank you so much in advance for your help.

Best,
Kevin

[ข้อความที่เกี่ยวข้องถูกซ่อนไว้]

Tanyarat Runjul <kanyarat.r@phuket.psu.ac.th>
ถึง: Kevin Fuchs <kevin.f@phuket.psu.ac.th>

11 มีนาคม 2568 เวลา 12:37

Dear Asst. Prof. Dr. Kevin,

Thank you for your email.

Before updating the table, may I kindly ask if you have already sent the receipt for the International Security Deposit to Khun May? This step should be completed first to ensure everything is in order.

Once that is done, please proceed with updating the table. Regarding the meeting, we are considering March 26, 2025. However, I am still awaiting final confirmation from all committee members and will update you as soon as I have their approval.

Thank you again.

Best regards,
Kan

ในวันที่ จ. 10 มี.ค. 2025 เวลา 17:47 Kevin Fuchs <kevin.f@phuket.psu.ac.th> เขียนว่า:

[ข้อความที่เกี่ยวข้องถูกซ่อนไว้]

[ข้อความที่เกี่ยวข้องถูกซ่อนไว้]

Kevin Fuchs <kevin.f@phuket.psu.ac.th>
ถึง: Tanyarat Runjul <kanyarat.r@phuket.psu.ac.th>

11 มีนาคม 2568 เวลา 12:45

Dear Khun Kan,

thank you for your reply.

I already sent the transfer receipt slip to Khun May. After I sent it to her, I asked for her help to check if the table was correctly updated. I am now waiting for her to confirm that she received the money and that the table is correctly updated. After that, I will use that information to update the closure form for the research committee accordingly. I will complete these steps before 26 March 2025.

Would that be okay for you?

May I ask if there is any other question or information that you need from me regarding the closure of my Ph.D. scholarship?

Thank you very much in advance for your help again.

Best,
Kevin

[ข้อความที่เกี่ยวข้องถูกซ่อนไว้]

Tanyarat Runjul <kanyarat.r@phuket.psu.ac.th>
ถึง: Kevin Fuchs <kevin.f@phuket.psu.ac.th>

11 มีนาคม 2568 เวลา 12:49

Dear Asst. Prof. Dr. Kevin,

Thank you for your email.

I am still waiting for the FW email that you received from the journal.

Please let me know once the confirmation from Khun May is completed and the table is updated, so that I can proceed accordingly.

Thank you.

Best regards,
Kan

ในวันที่ อ. 11 มี.ค. 2025 เวลา 12:45 Kevin Fuchs <kevin.f@phuket.psu.ac.th> เขียนว่า:

[ข้อความที่เกี่ยวข้องถูกซ่อนไว้]

[ข้อความที่เกี่ยวข้องถูกซ่อนไว้]

Kevin Fuchs <kevin.f@phuket.psu.ac.th>
ถึง: Tanyarat Runjul <kanyarat.r@phuket.psu.ac.th>

11 มีนาคม 2568 เวลา 13:00

Dear Khun Kan,

I just forwarded the acceptance letter. Can you please check if you received it? I will follow up with Khun May and let you know once she confirms the updated table. In the meantime, do you require any other information from my side?

Thank you again.

Best,
Kevin

[ข้อความที่เกี่ยวข้องถูกซ่อนไว้]

จรรยาลักษณ์ วิเชียร <junyaluk.w@phuket.psu.ac.th>
ถึง: Tanyarat Runjul <kanyarat.r@phuket.psu.ac.th>

11 มีนาคม 2568 เวลา 13:22

----- Forwarded message -----

From: **Kevin Fuchs** <kevin.f@phuket.psu.ac.th>

Date: Tue, 11 Mar 2025 at 12:22

Subject: Re: Request for Information Regarding Publication and Budget Details

To: จรรยาลักษณ์ วิเชียร <junyaluk.w@phuket.psu.ac.th>

Dear Khun May,

thank you very much for your kind help.

Please find attached the payment receipt for the **refund of the International Security Deposit** after completing my Ph.D. studies at Taylor's University in Malaysia. Could you kindly help me to check if the below summary table is correct for my scholarship because I need to report the updated amounts to the research committee?

รวมค่าใช้จ่าย (Expense Item)	เต็มจำนวน (Scholarship)	ใช้ไปจริง (Used)	คงเหลือ (Balance)
2.1. ค่าธรรมเนียมการศึกษา (Tuition Fees)	156,000.00	173,363.93	-17,363.93
2.2. ค่าใช้จ่ายในการทำงานวิจัย (Research Expenses)	100,000.00	100,000.00	0
2.3. ค่าใช้จ่ายอันเกี่ยวกับการเรียน (Education-related Expenses)	421,114.00	344,968.26	76,145.74
2.4. ค่าใช้จ่ายอื่นๆ (Other Expenses)	99,886.00	83,128.52	16,757.48
รวมค่าใช้จ่าย (Total Expenses)	777,000.00	701,460.71	75,539.00

Thank you very much in advance.

Best,
Kevin

On Tue, Mar 11, 2025 at 9:53 AM จรรยาลักษณ์ วิเชียร <junyaluk.w@phuket.psu.ac.th> wrote:

Dear Asst. Prof. Dr. Kevin,

Thank you for the information. Please transfer the money to SCB account number 8572005623, account name Prince of Songkhla University, as per the attached details. Please send the transfer slip to this email so that I can issue you a receipt.

Best regards,

May



ปราศจากไวรัส www.avast.com

On Mon, 10 Mar 2025 at 17:27, Kevin Fuchs <kevin.f@phuket.psu.ac.th> wrote:

Dear Khun May,

I hope you are doing well.

I would appreciate your help regarding my last email. Could you kindly share the bank account details for FHT so that I can return my International Security Deposit (26,112.60 Baht) from my PhD studies to the Faculty, as I have now graduated and completed my degree?

Thank you very much for your assistance.

Best,

Kevin

On Thu 6. Mar 2025 at 8.51, Kevin Fuchs <kevin.f@phuket.psu.ac.th> wrote:

[ข้อความที่เกี่ยวข้องถูกซ่อนไว้]

Janyaluk Wichien

Accounting and Financial Administrator , Faculty of Hospitality and Tourism
Prince of Songkla University, Phuket Campus

p: +66 (0)661648542

e: junyaluk.w@phuket.psu.ac.th

W: www.fht.psu.ac.th

Janyaluk Wichien

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Prince of Songkla University, Phuket Campus

p: +66 (0)661648542

e: junyaluk.w@phuket.psu.ac.th

W: www.fht.psu.ac.th

 Refund of Student Deposit - Kevin Fuchs.pdf
995K

จรรยาลักษณ์ วิเชียร <junyaluk.w@phuket.psu.ac.th>
ถึง: Tanyarat Runjul <kanyarat.r@phuket.psu.ac.th>

11 มีนาคม 2568 เวลา 14:39

----- Forwarded message -----

From: Kevin Fuchs <kevin.f@phuket.psu.ac.th>

Date: Tue, 11 Mar 2025 at 14:34

Subject: Re: Request for Information Regarding Publication and Budget Details

To: จรรยาลักษณ์ วิเชียร <junyaluk.w@phuket.psu.ac.th>

Dear Khun May,

thank you for clarification. I will contact Taylor's University to ask for the receipt and share it with you as soon as I received it.

Thank you.

Best,
Kevin

On Tue 11. Mar 2025 at 14.26, จรรยาลักษณ์ วิเชียร <junyaluk.w@phuket.psu.ac.th> wrote:

Dear Asst. Prof. Dr. Kevin,

Teacher, I'm sorry for the misunderstanding. I need proof of transfer from Taylor, not this receipt. (because I am the one who issued this receipt to you).

Best regards,

May

ปราคาจากไวรัส www.avast.comOn Tue, 11 Mar 2025 at 14:12, Kevin Fuchs <kevin.f@phuket.psu.ac.th> wrote:

Dear Khun May,

please find attached the receipt for the refund.

Thank you so much for your help.

Best,
KevinOn Tue, Mar 11, 2025 at 2:05 PM จรรยาลักษณ์ วิเชียร <junyaluk.w@phuket.psu.ac.th> wrote:**Dear Asst. Prof. Dr. Kevin,**

Thank you for your email. I would like to request a receipt from Taylor to be attached to the refund.

Best regards,

May

ปราคาจากไวรัส www.avast.com

Janyaluk Wichien

**Accounting and Financial Administrator , Faculty of Hospitality and Tourism
Prince of Songkla University, Phuket Campus**

p: +66 (0)661648542

e: junyaluk.w@phuket.psu.ac.thW: www.fht.psu.ac.th

[ข้อความที่เกี่ยวข้องถูกซ่อนไว้]

จรรยาลักษณ์ วิเชียร <junyaluk.w@phuket.psu.ac.th>
ถึง: Kevin Fuchs <kevin.f@phuket.psu.ac.th>
สำเนา: Tanyarat Runjul <kanyarat.r@phuket.psu.ac.th>

12 มีนาคม 2568 เวลา 16:20

Dear Asst. Prof. Dr. Kevin,

Thank you for your email. Please correct the balance highlighted in yellow. The other parts are correct.

รวมค่าใช้จ่าย	เดิมจำนวน	ใช้ไปจริง	คงเหลือ
2.1. ค่าธรรมเนียมการศึกษา (ได้รับการลดเงิน 50%) Tuition fee	156,000.00	173,363.93	(17,363.93)
2.2. ค่าใช้จ่ายในการทำงานวิจัย Research data collection	100,000.00	100,000.00	-
2.3. ค่าใช้จ่ายอื่นเกี่ยวกับการเรียน International student charge, Enrolment fee, Annual fee, insurance, Visa application fee, E-Val, International security deposit, Thesis submission fee, Study materials, Data analysis software, Pre-requisite Module Fee	421,114.00	344,968.26	76,145.74
2.4. ค่าใช้จ่ายอื่นๆ Bank fees, travel related expenses	99,886.00	83,128.52	16,757.48
รวมค่าใช้จ่าย	777,000.00	701,460.71	75,539.29



On Tue, 11 Mar 2025 at 12:22, Kevin Fuchs <kevin.f@phuket.psu.ac.th> wrote:
Dear Khun May,

thank you very much for your kind help.

Please find attached the payment receipt for the **refund of the International Security Deposit** after completing my Ph.D. studies at Taylor's University in Malaysia. Could you kindly help me to check if the below summary table is correct for my scholarship because I need to report the updated amounts to the research committee?

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2.1. ค่าธรรมเนียมการศึกษา (Tuition Fees)	156,000.00	173,363.93	-17,363.93
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2.3. ค่าใช้จ่ายอื่นเกี่ยวกับการเรียน (Education-related Expenses)	421,114.00	344,968.26	76,145.74
2.4. ค่าใช้จ่ายอื่นๆ (Other Expenses)	99,886.00	83,128.52	16,757.48
รวมค่าใช้จ่าย (Total Expenses)	777,000.00	701,460.71	75,539.00

Thank you very much in advance.

Best,
Kevin

On Tue, Mar 11, 2025 at 9:53 AM จรรยาลักษณ์ วิเชียร <junyaluk.w@phuket.psu.ac.th> wrote:
Dear Asst. Prof. Dr. Kevin,

Thank you for the information. Please transfer the money to SCB account number 8572005623, account name Prince of Songkhla University, as per the attached details. Please send the transfer slip to this email so that I can issue you a receipt.

Best regards,

May



On Mon, 10 Mar 2025 at 17:27, Kevin Fuchs <kevin.f@phuket.psu.ac.th> wrote:
Dear Khun May,
I hope you are doing well.

I would appreciate your help regarding my last email. Could you kindly share the bank account details for FHT so that I can return my International Security Deposit (26,112.60 Baht) from my PhD studies to the Faculty, as I have now graduated and completed my degree?

Thank you very much for your assistance.

Best,

Kevin

On Thu 6. Mar 2025 at 8.51, Kevin Fuchs <kevin.f@phuket.psu.ac.th> wrote:
[ข้อความที่เกี่ยวข้องถูกซ่อนไว้]

Janyaluk Wichien

Accounting and Financial Administrator , Faculty of Hospitality and Tourism
Prince of Songkla University, Phuket Campus

p: +66 (0)661648542
e: janyaluk.w@phuket.psu.ac.th
W: www.fht.psu.ac.th

[ข้อความที่เกี่ยวข้องถูกซ่อนไว้]

Kevin Fuchs <kevin.f@phuket.psu.ac.th>12 มีนาคม 2568 เวลา 17:32

ถึง: จรรยาลักษณ์ วิเชียร <janyaluk.w@phuket.psu.ac.th>

สำเนา: Tanyarat Runjul <kanyarat.r@phuket.psu.ac.th>

Dear Khun May,

thank you for your email and confirmation about the correct amounts. I will correct the balance in yellow accordingly.

Best,
Kevin

[ข้อความที่เกี่ยวข้องถูกซ่อนไว้]

Kevin Fuchs <kevin.f@phuket.psu.ac.th>13 มีนาคม 2568 เวลา 07:53

ถึง: Tanyarat Runjul <kanyarat.r@phuket.psu.ac.th>

Dear Khun Kan,

good morning.

I received the receipt from Khun May about the refund (see attached) and she also confirmed the amounts for the updated statement. Can I please ask for your assistance to update the page with the statement in my application form to reflect the following table:

รวมค่าใช้จ่าย (Expense Item)	เต็มจำนวน (Scholarship)	ใช้ไปจริง (Used)	คงเหลือ (Balance)
2.1. ค่าธรรมเนียมการศึกษา (Tuition Fees)	156,000.00	173,363.93	-17,363.93
2.2. ค่าใช้จ่ายในการทำงานวิจัย (Research Expenses)	100,000.00	100,000.00	0.00
2.3. ค่าใช้จ่ายอื่นเกี่ยวกับการเรียน (Education-related Expenses)	421,114.00	344,968.26	76,145.74
2.4. ค่าใช้จ่ายอื่นๆ (Other Expenses)	99,886.00	83,128.52	16,757.48
รวมค่าใช้จ่าย (Total Expenses)	777,000.00	701,460.71	75,539.29

If you are available, I could come to your office at 14.30 hrs. today. I greatly appreciate your assistance.

Many thanks in advance.

Best,
Kevin

Asst. Prof. Dr. Kevin Fuchs

Faculty of Hospitality and Tourism

Prince of Songkla University | Phuket Campus

[ข้อความที่เกี่ยวข้องถูกซ่อนไว้]

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Asst. Prof. Dr. Kevin Fuchs

[ข้อความที่เกี่ยวข้องถูกซ่อนไว้]



Signed Rcpt-9094ed8bfef4412bab37f495137a93b3.pdf
501K

Kevin Fuchs <kevin.f@phuket.psu.ac.th>
ถึง: Tanyarat Runjul <kanyarat.r@phuket.psu.ac.th>

13 มีนาคม 2568 เวลา 18:11

Dear Khun Kan,

thank you again for helping me to update the statement in the form for my PhD scholarship closure application. After you explained to me how to save emails from the system, I would like to confirm that in the future I will save them in the format as the attached. I hope I have the correct understanding.

Thank you again.

Best,
Kevin

[ข้อความที่เกี่ยวข้องถูกซ่อนไว้]



Re_ [JEMT] Submission Acknowledgement - aj.kevin.fht@gmail.com - Gmail.pdf
158K

จรรยาลักษณ์ วิเชียร <junyaluk.w@phuket.psu.ac.th>
ถึง: Tanyarat Runjul <kanyarat.r@phuket.psu.ac.th>

14 มีนาคม 2568 เวลา 11:38

----- Forwarded message -----

From: **Kevin Fuchs** <kevin.f@phuket.psu.ac.th>

Date: Fri, 14 Mar 2025 at 10:40

Subject: Re: Request for Information Regarding Publication and Budget Details

To: จรรยาลักษณ์ วิเชียร <junyaluk.w@phuket.psu.ac.th>

Dear Khun May, good morning.

Please find attached the reply that I received from Taylor's University about the refund of the security deposit a moment ago. I saved the original conversation as a PDF for your reference. If you have any questions, please don't hesitate to contact me.

Many thanks again for your kind assistance. I hope you will have a nice day ahead.

Best,
Kevin

Asst. Prof. Dr. Kevin Fuchs

Faculty of Hospitality and Tourism

Prince of Songkla University | Phuket Campus

[ข้อความที่เกี่ยวข้องถูกซ่อนไว้]

[ข้อความที่เกี่ยวข้องถูกซ่อนไว้]



RE_ KEVIN FUCHS __ 0352889 __ REFUND DEPOSIT.pdf
409K

Refund of 'International Security Deposit' (MYR 3,000.00) after completing Ph.D. studies at Taylor's University, Malaysia



Krungthai
กรุงไทย

 **Transfer Completed**

Ref. no. A9f4a47b6b2474122



 **From**
MR. KEVIN F * * *
Krungthai
XXX-X-XX396-6



 **To**
PRINCE OF SON
SCB
XXX-X-XX562-3

Amount	26,112.60 THB
Fee	0.00 THB
Transaction date	11 Mar 2025 - 12:13
Note	Refund of Student Deposit