

THE DEVELOPMENT OF SUSTAINABLE GOLF TOURISM MANAGEMENT MODEL IN SOUTHERN PROVINCES ON ANDAMAN COAST, THAILAND

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Abstract

This study seeks to examine the behaviors and motivational attributes of golf tourists, the potentials for golf tourism, impacts on communities of golf tourism, and the development of golf tourism management in southern provinces on the Andaman coast. The samples included 110 Thai and foreign golf tourists visiting golf courses in southern provinces on the Andaman coast, namely Ranong, Phang-nga, Phuket, Krabi, and Trang, 5 golf course operators, and 10 others who were academicians and relevant parties from the government and private organizations. The instruments used for data collection consisted of; questionnaires, in-depth interviews, and focus group discussions. Statistical elements included mean, standard deviation, and content analysis. The study revealed that sustainable and golf tourism required five attributes: attractions, events/tournaments, travel packages, participation, and knowledge. 1) Attractions refer to places in the southern provinces on the Andaman coast with characteristic geographical features and facilities. 2) Events/Tournaments refer to golf activities or tournaments during a certain time in the southern provinces on the Andaman coast. 3) Travel packages include golf tourism packages in the southern provinces on the Andaman coast. 4) Participation refers to the participation of communities in the southern provinces on the Andaman coast. 5) Knowledge refers to the ability to use the body of knowledge to improve sustainable golf tourism in the southern provinces on the Andaman coast to create new methods to impress tourists.

Keywords: Golf Tourism, Sports Tourism, Sustainable Tourism

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INTRODUCTION

Sports tourism originated from employing sports as a marketing strategy to boost the tourism industry. Sports have become popular activities in people's daily life and when they travel. Therefore, sports are used to attract tourists and develop sport tourism destinations (Yazdanpanah, Soleimani, & OZRUDI, 2013; Sports Authority of Thailand, 2016). Sports tourism has grabbed visitors' interest, to learn and create new travel experience, along with maintaining good health. Sports tourism plays a crucial part in improving the economy by adding value to related products and services, distributing income to the locals, and promoting tourism (Chalip, 2004; Hodeck & Hovemann, 2016; Hritz & Ross, 2010; Pimklat & Loatong, 2017; Jakovlev et al., 2017). Golf, as favorite sport, has steadily increased over time. Golf plays an important part in promoting tourism in Thailand by bringing a considerable amount of money to the country. Golf courses and related businesses, for instance, golf equipment shops, restaurants, spa facilities, and hotels, have witnessed dramatic growth (Thaigolfer, 2017; Klinseesuk & Pumpinyo, 2017). The Global Golf Tourism Organization (IAGTO) with over 320 sports tourism member companies from 47 countries, has organized the Annual IAGTO Awards Ceremony for the 10th time to motivate countries that offer quality service, diversity, reasonable prices, and customers'

satisfaction for golf tourists. A survey with readers of the Asian Golf Monthly magazine indicated that Thailand was voted the best in Asia for the 2006 Asian Golf Monthly Awards. Agoda, a well-known hotel reservation website, made a top ten ranking of golf courses in Southeast Asia, and Laguna Phuket Golf in southern Thailand was voted number one, followed by the golf courses in Indonesia and Vietnam (Golf, 2015). Thailand was voted by golf players around the world to have the best golf courses in Asia in 2007. In 2009, voted by IAGTO members, Thailand was awarded the Golf Destination of the Year for Asia and Australia. This award highlights that tourists trust Thailand to be a top golf destination.

Thailand has good golf courses, affordable prices, trained staff members with positive attitudes and a understanding of and appreciation for, good service. Thailand has the proper infrastructure to fulfill the needs of golf tourists. Thailand has around 200 golf courses nationwide, around 140 of which owned by private businesses and around 60 others own by government agencies. The state-owned golf courses are mostly in Bangkok Metropolitan and the rest are scattered in upcountry cities such as Phuket, Rayong, Chon Buri, Kanchanaburi, Hua Hin, Cha-Am, Nakhon Ratchasima, Pak Chong, and Chiang Mai. Thai golf courses are attractive to foreign investors because they are cheaper compared to most ASEAN countries, except for Vietnam, Myanmar, and

Laos. With the increasing interest in golf among foreigners, the golf course business tends to grow at a minimum of 10 percent, year on year. Top favorite golf courses among Thai people, expatriates, and golf tourists are usually located in provinces with convenient transportation, beautiful tourist attractions, excellent facilities, and great safety. For example, with all the above qualifications, Phuket, also known as the Pearl of the Andaman, has attracted golf tourists and general travelers from all around the world (Wasinghon, 2013; Sangiamngam, 2017; Thailand Golf, 2012; Golf Channel Thailand, 2015; Agoda, 2008).

For southern provinces on the Andaman coast, namely Ranong, Phang-nga, Phuket, Krabi, and Trang, in order to attract more foreign visitors, it is important to develop a comprehensive facility system to secure a competitive advantage. The facilities are necessary for golf tournaments because golf players and tournament organizers have to get ready before the competition and stay during and after the competition. The ability to accommodate these segments will generate revenue from the golf events. Another key factor is the preparedness of the competition's venue. Major sports events usually entail construction of the transport system, buildings, facilities, and even large infrastructure systems in the communities. Therefore, the study of behaviors and motivational attributes for golf tourists, the potential to develop golf tourism, and its impact

could lead to appropriate and sustainable golf tourism management in the southern provinces on the Andaman coast.

OBJECTIVES OF STUDY

To examine the behaviors and motivational attributes of golf tourists, the potentials for golf tourism, impacts on communities of golf tourism, and the development of sustainable golf tourism management in southern provinces on the Andaman coast.

LITERATURE REVIEW

Sports tourism is a type of tourism known as special interest tourism. Sports tourism includes traveling to play sports and watch sports events for leisure, entertainment, visiting attractions, and other recreational activities. Sports tourism has witnessed a massive growth in popularity since 1971 after the meeting of the International Council of Sport Science and Physical Education. Playing sports and exercise contributes to good physical and mental health and improved well-being (World Tourism Organization, 2010; Gibson, 1998; Kurtzman & Zauhar, 1995; Zajadacz, 2016; Goeldner & Ritchie, 2012; Hinch & Higham, 2011; Hodeck & Hovemann, 2016; Jakovlev et al., 2017). The development of an efficient transportation system and communication technology will facilitate people to access the sports

facility and broadcasting major golf tournaments. In 2018, sports tourism is a way to promote tourism that fits the current traveling behavior. It can improve the competitiveness of Thailand for tourists interested in good health (Sports Authority of Thailand, 2016; Collins, 1991; Homchuen, 2008; Collins, 1991; Hinch & Higham, 2001; Urry, 2002; Ministry of Tourism and Sports, 2016).

Golf tourism is a relatively popular recreation in Thailand because the sport creates friendships quickly. From a business perspective, a company can use golf to get acquainted with customers. Golf has been included in the curriculum of some physical education institutes. Golf courses are fast-growing businesses and extremely valuable pieces of property. The business model and strategies have been developed to, for example, include real estate development and add more facilities like sports clubs, fitness facilities, sauna, swimming pool, and other forms of exercise. The number of golf tourists expanded from 140,147,860 in 2013 to 232,785,020 and 245,918,493 in 2014 and 2015, respectively (Sports Authority of Thailand, 2015). Most tourists traveling to Thailand for golfing activities were mainly Asian countries like China, Japan, South Korea, Singapore, and Malaysia. European golf tourists mainly come from the United Kingdom, Germany, France. Other Scandinavian tourists from Sweden, Finland, and Denmark visited Thailand as golf tourists.

Despite the small number of tourists from golf tourism, it can attract significant income, resulting in a leap of golf-related businesses. The steady growth of the business also brings more competition as national tourist organizations work to attract more domestic and foreign tourists by adapting new strategies (Ministry of Tourism and Sports, 2015; Sports Authority of Thailand, 2015; Sangiamngam et al, 2017). The R&A Report made by the National Golf Foundation presented the data of golf courses around the world. The report revealed that there are 34,011 golf courses in 206 countries out of all 239 countries globally. Around 79 percent of the global golf courses were in 10 countries, including America, Japan, Canada, England, Australia, Germany, France, Scotland, South Africa, and Sweden. Sorted by continents, around 45 percent of the golf courses were in America (15,372), followed by 22 percent in Europe (7,403). England (not part of the European Union) is a country in Europe with a higher number of golf courses (2,084). In Asia, most of the golf courses were in Japan, followed by China, South Korea, India, and Thailand (The R&A, 2015). It was reported that Thailand has the best golf courses in ASEAN because the country has extensive services that can satisfy tourists, including the golf course, hotels, resorts, spa parlors, and restaurants. Thailand is heading toward becoming a world-class golf destination. Foreign golf tourists who visit Thailand need convenient

service and comprehensive facilities, ranging from before the trip, during the trip, and the end of the trip. This includes services of hotel and golf course reservations before leaving their countries, facilitation at the airports, access to the accommodation, the golf courses, and other tourist attractions until departure to their home countries. Each country is aware of how much golf tourism can benefit the economy. They have, therefore, improved the golf tourism management to motivate, impress, and fully satisfy the needs of golf tourists so that they encourage the second visit or recommendations to their friends. There are many golf courses around the world, the competition is strong. Success depends on identifying the customers' needs and how each country can manage to attract tourists and exceed their expectations (The R&A, 2015; Brands Matrix Research, 2010; Seedapeng, 2016; Runraphan, et al., 2015).

METHODOLOGY

Population and Samples

This study is a research and development type, using both qualitative and quantitative approaches. Contributors to the research were divided into three groups. The first group included Thai and foreign golf tourists from 11 golf courses in the southern provinces on the Andaman coast,

namely Ranong (Rattanasrangsan Camp Golf Course), Phang-nga (Katathong Golf Resort & Spa, Naval Sports Development Center Tublamu Golf Course, and Thai Mueang Beach Golf & Resort), Phuket (Blue Canyon Country Club, Phuket Country Club, Banyan Tree Club, and Dusit Laguna, and Loch Palm Golf Club Phuket), Krabi (Phokeethra Golf & Spa Resort and Pakasai Country Club), and Trang (Sri Trang Golf Course). The convenience sampling method was used to interview 110 golf tourists. The second group included 5 participants who were golf course operators in the southern provinces on the Andaman coast. The third group included 10 academicians and relevant stakeholders from the government and private organizations in the southern provinces on the Andaman coast. The second and third groups of participants were included based on the purposive selection method.

Research instruments included a questionnaire about the behavior and motivational attributes of golf tourists in the southern provinces on the Andaman coast and in-depth interviews about the potentials and impacts on the communities regarding golf tourism in the southern provinces on the Andaman coast. Focus group discussion were conducted with the third group and participant observation was conducted throughout the process of data collection.

Validation of the Instruments

The questionnaire was used to collect the quantitative data on the behavior and motivational attributes of golf tourists in the southern provinces on the Andaman coast. Content validity was tested by using the Item Objective Congruence (IOC) Index performed by experts. The IOC index was found to be within the range of 0.60-1.00. Suggestions from experts encouraged a revision of the questionnaire before implementation to improve the reliability of the instrument. Using the Cronbach alpha, the reliability of the questionnaire was 0.90. The qualitative data in the in-depth interview on the potentials and impact on the communities of golf tourism in the southern provinces on the Andaman coast require interpretation and accurate understanding. Data triangulation and methodological triangulation were performed to verify the sources of the data. Similarly, the data used in the current research and story interpretation were tested at every stage.

Data Collection

The data were collected by using a questionnaire on the behaviors and motivational attributes of golf tourists in the southern provinces on the Andaman coast. The questionnaire respondents were 110 Thai and foreign golf tourists traveling to the southern provinces on the Andaman coast. The data on the

potentials and impacts on the communities of golf tourism in the southern provinces on the Andaman coast were collected by using a structured in-depth interview with 15 interviewees, including golf course operators, scholars, and stakeholders from government and private organizations in the southern provinces on the Andaman coast. The data on the development of golf tourism management in the southern provinces on the Andaman coast were collected by using a focus group discussion. The discussion participants included golf course operators, scholars, and stakeholders from government and private organizations in the southern provinces on the Andaman coast.

Data Analysis

The data from the questionnaire were analyzed using the frequency distribution, mean, average, and standard deviation. The data from the in-depth interview were examined using content analysis. The data from the focus group discussion were analyzed and summarized by the researcher based on suggestions from the discussion participants.

RESULTS

The suggestions for golf tourism management in the southern provinces on the Andaman coast were analyzed and presented in tables and explanations. The presentation of findings can be divided into three sections below.

Section 1: The behaviors and motivational attributes of golf tourism in the southern provinces on the Andaman coast

Data shows golf tourists in the southern provinces on the Andaman

coast were males (87.27%), aged 41-50 (36.36%), married (68.18%), holding a bachelor’s degree (74.55%), owning a private business (40.91%), earning a monthly income of 40,001-50,000 baht (36.36%), and Thais (68.18%), as shown in Table 1.

Table 1: Demographic data of the questionnaire respondents

Demographic data	Frequency	Percent
Gender		
Male	96	87.27
Female	14	12.73
Age		
21-30	16	14.55
31-40	34	30.91
41-50	40	36.36
51-60	20	18.18
Marital status		
single	28	25.46
married	75	68.18
Widowed / Divorced / Separated	7	6.36
Education		
Bachelor’s degree	82	74.55
Master's Degree	18	16.36
PhD	10	9.09
Occupation		
Civil servants/government pensioners	10	9.09
Government officials/state enterprises	19	17.27
Private business owners	45	40.91
Company employee	36	32.73
Monthly income		
Less than or equal to 20,000 baht	18	16.36
20,001-30,000 baht	13	11.82
30,001-40,000 baht	25	22.73
40,001-50,000 baht	40	36.36
50,001 baht or more	14	12.73

Country		
Thai	75	68.18
China	5	4.55
Japanese	12	10.91
Korea	8	7.27
Singapore	4	3.64
Malaysia	6	5.45
Total	110	100

Many golf tourists in the southern provinces on the Andaman coast received information about golf tourism from the Internet / social media (40.00%). The purpose of golf tourism was mainly to play golf (45.45%). A large percentage of golf

tourists spent their Saturday – Sunday for golf tourism (48.18%) and traveled for golf tourism an average of 1-2 times/month (59.09%). Many golf tourists traveled with their families (41.82%). More details are presented in Table 2.

Table 2: The behaviors of golf tourists in the southern provinces on the Andaman coast

Behaviors	Frequency	Percent
Getting information on tourism		
Magazine/Journal	11	10.00
Radio/Television Media	29	26.36
Internet/Social Media	44	40.00
Newspaper	5	4.55
Tourism Authority of Thailand/Government	7	6.36
Friends/Acquaintance/People with previous travel experience	14	12.73
Purpose of golf tourism		
To play golf	50	45.45
To relax	32	29.09
To do business	28	25.46
The time in golf tourism		
Weekday	20	18.18
Saturday-Sunday	53	48.18
Holiday	37	33.64
The frequency of golf tourism		
1-2 times/month	65	59.09
3-4 times/month	30	27.27
5-6 times/month	15	13.64

Travel partner		
Come alone	14	12.73
Come with family	46	41.82
Come with relatives	10	9.09
Come with friends	22	20.00
Come with a tour company	18	16.36
Total	110	100

Golf tourists in the southern provinces on the Andaman coast demonstrated the overall motivational attributes at the highest level, with a mean score of 4.32. Considering each specific attribute, the level of difficulty of the golf course was rated with the highest mean score (4.64), followed by the reputation of the golf course (4.62), and the scenic landscape of the golf course (4.60), a reasonable green fee (4.60). The attribute of other additional activities near the golf course was rated the lowest mean score (3.72). More details are

presented in Table 3. The criteria for translating the results are as below (Ruengprapan, 2015).

The mean score range of 4.21-5.00 refers to very high motivation.

The mean score range of 3.41-4.20 refers to high motivation.

The mean score range of 2.61-3.40 refers to medium motivation.

The mean score range of 1.81-2.60 refers to low motivation.

The mean score range of 1.00-1.80 refers to very low motivation.

Table 3: The Motivational Attributes of Golf Tourists in the Southern Provinces on the Andaman Coast

Motivational attributes of golf tourists	Mean	S.D.	Level of motivation
1. Reputation of the golf course	4.62	0.50	highest
2. Scenic landscape of the golf course	4.60	0.51	highest
3. Characteristics of the fairways	4.54	0.52	highest
4. Characteristics of the green	4.51	0.52	highest
5. Characteristics of bunkers	4.42	0.51	highest
6. Quality of the turf	4.50	0.52	highest
7. Level of difficulty of the golf course	4.64	0.51	highest
8. Lay-out of the golf course	4.44	0.52	highest
9. Service mind of staff at the golf course	4.38	0.62	highest
10. Additional services of the golf course e.g. the condition of the clubhouse, lockers, restaurants, and pro-shops.	4.41	0.60	highest
11. green fee	4.60	0.51	highest

Motivational attributes of golf tourists	Mean	S.D.	Level of motivation
12. Golf cart fee	4.36	0.50	highest
13. Easy access to the golf course	4.35	0.50	highest
14. The number of tourist attractions near the golf course	3.83	0.73	high
15. Nearby additional activities after playing golf	3.72	0.69	high
16. Reviews of the golf course by golf-related websites and magazines	3.86	0.72	high
17. Recommendation by travel agents	3.80	0.70	high
Overall	4.32	0.50	highest

Section 2: Potentials of Golf Tourism in the Southern Provinces on the Andaman Coast

The interview with golf course operators, scholars, and stakeholders

from government and private organizations regarding the potentials of golf tourism in the southern provinces on the Andaman coast can be summarized as below.

Community Potential

Strengths (S)	Weaknesses (W)
<ul style="list-style-type: none"> - There is a strong community structure. People have trust and faith in community leaders. - Community leaders are joining to listen to the opinions of the community in the form of village councils which make them aware of the problem and help to solve the problems of the community. - The environment is rich and beautiful with natural resources suitable for being a tourist attraction. - There are places that can be developed as a tourist attraction such as the organic farm, waterfall, natural plants, and animals. - There are many interesting cultures such as spoken language, food, arts and crafts, and dressing. 	<ul style="list-style-type: none"> - Lack of public relations to the outsider. - Environmental management and infrastructure problems such as the haze problem from burning garbage, toilet hygiene, landscape. - Lack of readiness in tourism services such as signage, tourist guide, languages. - People in the community change the lifestyle from agriculture to labor workers both inside and outside the community. - The community lacks participation for tourism development of the community. - The new generation is not interested in the local culture causing the lack of a successor

<ul style="list-style-type: none"> - There are traditions and cultural revival festivals held annually. - People in the community need a variety of tourism activities aside from tourism activities that already exist. Therefore, they are ready to develop to be able to participate in tourism activities in the community. 	<ul style="list-style-type: none"> for the local culture. - The entry of the business and the influence of the media making a change to the traditional life of the community such as speaking and dressing.
<p>Opportunities (O)</p>	<p>Threats (T)</p>
<ul style="list-style-type: none"> - The area around the community is naturally beautiful, also including the man-made attraction points such as waterfall, farms, etc. - Community areas and some nearby areas have the opportunity to develop various infrastructure in the future. - There are external agencies that can support tourism activities such as the Tourism Authority of Thailand, SAO, educational institutions, and various private organizations. - Subdistrict Administrative Organization is dedicated to promoting tourism. 	<ul style="list-style-type: none"> - The increasing selling of rights on land to the investor or outsider individuals causes people in the community to lack land to make a living. - Lack of a travel consultant making the development process did not meet the travel and tourism standard and did not develop as they should. - To get used to help from outside agencies may bring to habituation and cannot become self-reliant. - Lack of continuity of tourism-related projects in which various organizations often come to create hope for the community but then gave up or didn't receive any longer attention. - Discontinuous support from government tourism budgets.

The Potential of Golf Tourism Destinations

The interview with golf course operators, scholars, and stakeholders from the government and private organizations regarding the potential of golf tourism in southern provinces on the Andaman Coast indicated that the geographical features play a

critical role. This is because tourists mostly prioritize the qualities of the golf course, transportation, accommodation, facilities, and the weather. Qualities of the golf course effectively attract tourists. Golf courses in this area are globally acknowledged for the fame, aesthetic landscape, the characteristics of the fairway, the characteristic of the

greens, the characteristic of the bunkers, the quality of lawn, level of difficulty of the golf course layout, and professional attitude of staff. An interviewee stated that “golf courses in the southern provinces on the Andaman Coast are of great qualities, full of facilities, easily accessible, and reasonably priced.” Similarly, another interviewee said “southern provinces on the Andaman Coast have the potential to become the golf tourism destination in the future, especially large cities like Phuket, because they have a convenient transportation system with easy access to the golf courses and a positive image as an international tourist destination.” It is worth noting that golf tourism industry in the southern provinces on the Andaman Coast made more income while the country in general was suffering from economic recession. An interview reflected that “golf tourists usually share their experience with their friends. The first visit with good impression results in word of mouth. This is a great advantage for the golf courses.” Apart from the geographical features, personnel at the golf course also play a key role. They should be professional and able to impress the visitors in terms of service, recommendations, and language proficiency. An interview said that “staff members at golf courses should be able to communicate in different languages. Most tourists care about communication.”

Section 3: Impacts on Communities of Golf Tourism in the Southern Provinces on the Andaman Coast

The interview with golf course operators, scholars, and stakeholders from the government and private organizations regarding the economic impact on communities from golf tourism in the southern provinces on the Andaman Coast indicated that the economy of local community is improved due to more cash flow, additional employment apart from their regular jobs, and higher land prices. An interview reported that “local communities earned more by selling products and offering tourism services.” The cost of living rose due to higher demand of the tourists. Some locals turned away from their old jobs to work in the tourism industry. Some people had no land to earn a living because they had sold their lands to capitalists, resulting in community conflicts. An interviewee said that “the conflicts came from unfair consumption of limited tourism resources.” From the social and cultural perspectives, local communities gathered up to organize tourism activities, learn new knowledge, and share experience with tourists. The development of the local infrastructure and facilities helped improve the quality of life for local people. As an interviewee reflected, “with tourism activities, local people have more reasons to conserve and restore local cultures and ancient traditions.” However, some local people had negative

attitudes toward tourists because their behavior might have offended the community. Also, some traditional cultures might have been lost because the young tried to copy the cultures of tourists. From the natural and environmental aspects, the community learned how to manage natural resources and environment. The landscape in the community was improved to support tourism. As reflected by an interviewee, “local people promote the conservation of natural resources and the environment.” With more tourists visiting the community, some natural elements were damaged.

CONCLUSIONS

Section 1 : The Behaviors and Motivational Attributes of Golf Tourism in the Southern Provinces on the Andaman Coast

Most golf tourists in the southern provinces on the Andaman coast received information about golf tourism from the internet or social media. The main purpose of golf tourism was to play golf. Most tourists spent their Saturday and Sunday for golf tourism, around 1–2 times a month. Travel partners of most tourists were their families. The above findings are consistent with Petrick & Backman (2002). According to these scholars, the main purposes of golf tourists are 1) to play golf, 2) to relax, make business deals, and play golf as an additional activity, and 3) to watch golf tournaments. Most of them spend

their Saturday–Sunday for golf tourism, followed by public holidays and business days. Similarly, Golf Tourism Scotland (2008) reveals that around 75 percent of golfers in members’ club courses usually play on the weekends. Additionally, this study reports that the most common motivational attribute of golf tourists visiting the southern provinces on the Andaman coast was the level of difficulty, followed by the reputation of the golf course. Golf Tourism Scotland (2008) suggests that the region with interesting historical backgrounds have more visitors than the average course of the country. It could be said that history is a key factor in choosing a golf destination country. The current study finds that golf tourists rated the highest consideration to be reasonable green and golf cart fees. Consistently, the Tourism Authority of Thailand (TAT) (2010) reveals that most golfers consider prices as the main reason for choosing the golf destination country. The number of nearby tourist attractions as a motivational attribute goes in line with Correia, Barros, and Silvestre (2004), revealing that most samples consider the convenience of hotels and other types of accommodation as the minor reason for playing golf. TAT (2010) surveys the behavior and satisfaction of foreign golf tourists and finds that they prefer a golf location with easy access. Also, foreign golf tourists consider nearby attractions and additional activities after playing golf as the supporting reason. The finding of reviews by

media such as golf websites and magazines and recommendations from travel agents is consistent with the finding of the survey by TAT (2010). In this survey, foreign golf tourists consider reviews of a golf course by golf-related media such as websites, magazines, and recommendations from travel agents before choosing the destination country.

Section 2 : Potentials of golf tourism in the southern provinces on the Andaman coast

The strength to develop golf tourism in the southern provinces on the Andaman coast is that local communities have rich natural resources, environment, and culture, which are supportive of tourism. There are also some weaknesses such as a lack of knowledge and skill of tourism management, proper public relations, and unawareness of environmental problems. However, these problems can be addressed rather easily. The most difficult weakness to deal with is a shortage of budget and serious participation. These problems need to be solved the most urgently. Sidapeng (2016) recommended that the lack of public participation in tourism development can be addressed by establishing a tourism club as the center responsible for tourism activities in the community and making people understand that tourism can make money and benefit the entire community. The lack of skill and knowledge of tourism management

can be solved by providing training workshops regarding hospitality service standards and seeking help from experts in nearby universities. The potential to develop tourism is heavily dependent on geographical factors. This is because golf tourists usually consider the quality of the golf course, transportation, and weather. Similarly, KPMG (2008) reports that golf tourists choose the destination country based on the quality of the golf course and the climate of the country. Likewise, Correia, Barros, and Silvestre (2004) indicate that convenient transportation is crucial for repeat visitors and recommendation to friends. Convenient transportation allows golfers to travel to the golf course easily and punctually. Although climate and weather are beyond the control of the corporations, these can be used to promote tourism. Golf tourism in the provinces on the Andaman coast is still attractive and lucrative compared to the struggling economy of the country as a whole. Golf courses in the provinces on the Andaman coast have great potentials to attract tourists because of their reputation, scenic landscapes, the condition of fairways, greens, bunkers, and turf, the level of difficulty, the layout of the golf course, and staff an understanding of service standards. Another attribute that golf players value is the atmosphere of the golf course. Shades, flowers, rocks, and other decorative objects make the landscape more pleasant. Golf courses in the studied area are fully

equipped with facilities, convenient access, and reasonable prices. This finding is consistent with Correia, Barros, and Silvestre (2004) who report that golf courses with reasonable prices and characteristics that fulfill players' needs are usually revisited. It is worth noting that personnel related to golf tourism should have professional skills and ability to impress the visitors, including the service skill, advising skill, and communication skills. The study entitled "Return to Tourist Destination" by Ledesma, Navarro, Pe'rez Rodri'guez (2003) suggests that tourists who receive information from friends who have experience traveling in a country are highly likely to visit the country. After taking the recommendation to establish the tourism club, local communities become more aware of economic, social, and cultural knowledge as well as knowledge in natural resources and environment (Sidapeng, 2016).

Section 3: Impacts on communities of golf tourism in the southern provinces on the Andaman coast

Golf tourism in the provinces on the Andaman coast has both positive and negative economic, social, cultural, natural, and environmental impacts. Positive impacts are certainly desirable for the community, but it is best to find the measure to prevent or minimize the negative ones. The most prioritized impact of tourism activities is the loss of traditional culture due to the

mimic of tourists' cultures. More precisely, it is likely for young people to imitate foreign languages and fashions while ignoring their own culture. According to Sidapeng (2016), tourism activities can address this issue. That is to say, culture can be promoted as a selling point of tourism. When young people see the value of their culture, they are likely to conserve or restore the lost traditions. There are other negative impacts such as trash from the community itself and tourists, loss of land due to large land acquisitions by capitalists. As a result, some local people may encounter career insecurity and loss of income.

SUGGESTIONS

The model for developing golf tourism in the southern provinces on the Andaman Coast has been developed based on the results of behavior and motivation of golf tourists, the potential for tourism, and the impact on local communities. The model is presented below. Based on the study of behavior and motivation of golf tourists in the southern provinces on the Andaman Coast and the potential for golf tourism in the southern provinces on the Andaman Coast, it was found that the attractions in the southern provinces on the Andaman Coast include geographical features and facilities suitable for golf tourism. Geographical features and the quality of the golf course, including the fairway, greens, bunkers, turf, and the level of difficulty can attract golf

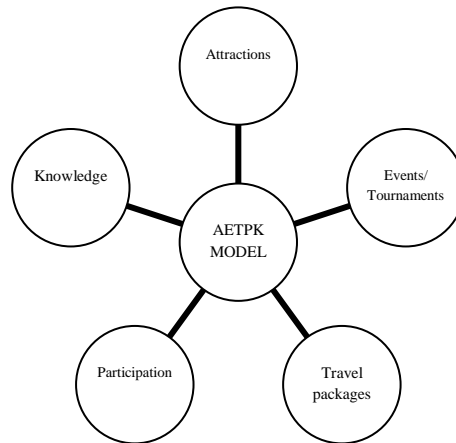


Figure 1: Created by the author for the purpose of this study

players. The layout of the golf course can attract players, especially when it is designed by globally acknowledged designers. Reviews of other golf players regarding the layout, facilities, hospitable welcome, easy check-in at the hotel, and satisfactory service at the golf course can impress golf players and make them return to the golf course again in the future. The motivation elements are crucial. If the tourists are top performance athletes, they participate in the events and need easy access to the golf course. The venue should have supportive environment and facilities for practice (Maier and Weber, 1993). Trip and accommodation organizers prioritize the place of accommodation, food and nutrition, provision of medical care, and necessary facilities for optimum performance and results of the players.

Based on data from this study of potential for golf tourism in the

southern provinces on the Andaman Coast, it was found that the southern provinces on the Andaman Coast have the potential to organize golf events or tournaments. Golf activities or tournaments organized at a certain time in the southern provinces on the Andaman coast can be categorized by importance, time, and venue of the event. Some events are for amateurs and others for professional players. Different tournaments attract the press, sports experts, coaches, viewers, and the general public. The players and organizers have to get ready before, during, and after the tournament. The ability to fulfill these needs will generate much needed income for local residents. Preparedness of the venue is one of the top concerns as it could contribute to improved transportation, buildings, and other infrastructure systems for nearby communities. Local culture can be highlighted to promote tourism as additional activities aside from golf

tournaments. Passive sport tourists want to see major events and noteworthy venue, famous athletes, coaches, and sport celebrities. For these tourists, there is a high demand for infrastructure and facilities to accommodate a large number of participants (Maier and Weber, 1993).

Based on the study of potential for golf tourism and the impact on communities from golf tourism in the southern provinces on the Andaman Coast, it was found that travel packages can attract tourists to watch golf tournaments and attend golf meetings in the southern provinces on the Andaman coast. It is important to have nearby attractions and additional activities aside from golf. The provinces on the Andaman coast have rich natural and cultural resources such as unique dialects, food, handicraft, and fashion. As Bourdeau, Corneloup, & Mao (2002) and Hinch & Higham (2003) noted, another way for organizing sport events to promote tourism is to organize the sport events at the cities around the world where the majority of the locals love that sport. The host city must have the potential, advantage, and uniquely beautiful landscape. This strategy is known as “periodic marketing” that combines travel with the order of venues. The organizers have to plan and design the event by considering the access of audiences. For example, The PGA Tour takes advantage of different geographical features and climate of different seasons in different location as the motivation for the destination.

Based on the study of potential for golf tourism and the impact on communities from golf tourism in the southern provinces on the Andaman Coast, it was found that the establishment of a golf tourism club will attract public participation in managing the activities and golf tourism in the community. Local people will join from the beginning to the end of the process. People may gather to voice their problems and need, make a plan, and get ready to welcome tourists. Monitoring and assessment of tourism impact could be performed by local people. Allies from private organizations and sponsors can join these activities to achieve a common goal and sustainability. The government as the co-host can coordinate and conduct horizontal implementation to establish an alliance with professional organizers. Volunteer networks could be set up to create awareness for the locals as co-owners of the events.

It was also found that new bodies of knowledge could be applied to develop sustainable golf tourism in the southern provinces on the Andaman coast, including sports science, sport management, tourism management, logistics, nutrition, marketing, and IT. These bodies of knowledge could be acquired by experience, learning from the field in Thailand, or visiting another country. Experts from different disciplines may share their ideas through the meeting, seminar, training, and learning camps. Knowledge is a key to the success of golf tourism which

will lead to new methods to manage golf tourism and impress tourists.

The model for developing golf tourism in the southern provinces on the Andaman Coast should promote sustainable golf tourism using five strategies. First of all, the body of knowledge for managing golf tourism in the southern provinces on the Andaman Coast should establish accurate knowledge and understanding about golf tourism. It should be practically applied and adapted appropriately and effectively with participatory learning or field study to the provinces successful in golf tourism. Secondly, there should be specific patterns of activities and services for golf tourism in the southern provinces on the Andaman Coast, along with tourist attraction and services such as recommended travel routes, golf tourism packages, and relevant tourism packages. Thirdly, the information about golf tourism in the southern provinces on the Andaman Coast should be communicated to outside. Next, there should be a trial for golf tourism in pilot southern provinces on the Andaman Coast. Lastly, after the golf tourism events, the activities should be monitored and evaluated. Local communities should play a part in developing golf tourism. They should be informed that the economic, social, cultural conditions along with natural resources and environment will develop toward a positive direction. Tourists should value golf tourist destinations to strengthen the local communities in terms of economic, social, and cultural

security, which will in turn result in sustainable development.

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