

Tourism Development in the Andaman Coast after the New Coronavirus 2019 Crisis

Romzai Wongcharoen, Chandej Charoenwiriyaikul, Ananta Rusmee

Graduate School, Suan Sunandha Rajabhat University, Thailand
s62584917023@ssru.ac.th, chandej.ch@ssru.ac.th

ABSTRACT

The objectives of this research were 1) to study the factors affecting the tourism development in the Andaman coast and 2) to study the approaches for the tourism development in the Andaman Coast after the new Coronavirus 2019 crisis (first wave). The research results revealed that 1) the perception of the impact of tourism influenced the tourism development in the Andaman coast the most followed by the attitudes towards tourism of local people, image of tourist attraction, and satisfaction in the quality of life of local people, respectively. 2) The approach for the tourism development in the Andaman Coast is to promote Phuket as the pilot province in welcoming the foreign tourists. (2.1) Managing the prevention of COVID-19 with vaccination against COVID-19 to at least 70% of the population of Phuket requires tourists to enter Thailand to be collected with the samples for examination (Swab) 1 time. The number of quarantine days for tourists with negative results can be reduced to 7 days. The insurance fund can be established for tourism related personnel. (2.2) For the tourism management, the private sector network can be established with the government in securing and assisting tourists with the alarm system to inform tourists and operators. The new tourism form can be created such as food tourism and adventure tourism. Besides, the pier can be built to connect marine tourism in all Andaman coastal provinces.

Keyword

Tourism in the Andaman coast / new Coronavirus 2019 / perception of the impact of tourism

Background and significance of problem

Over the past several years, the global economic recession has inevitably affected Thai economy. However, Thailand's tourism sector remains an important mechanism that supports the country's economy. In the first half of 2019, the income from tourism for Thai and foreign tourists played an important role. It accounted for 17 percent of the country's gross domestic product (GDP).

In early 2021, the Tourism Authority of Thailand reported that the estimated total revenue from tourism of the country will close at 83 hundred billion baht, divided into 500 billion baht in domestic market income from 95 million Thai tourists and 330 billion baht in foreign market income from 6.7 million foreign tourists (Krungthep Turakij, 2021). It is partly due to the COVID-19 epidemic since the beginning of the year 2020.

The impact caused by the spread of the COVID-19 virus is not only on Thailand

but all over the world are affected in the same direction. According to the United Nations World Tourism Organization (UNWTO), in the first eight months of 2020 (January-August), international travel decreased by 700 million people. This resulted in the decrease of income caused by traveling around the world lost for at least \$ 730 billion. It is estimated that throughout the year 2020, the global tourism will disappear by about 70 percent compared to 2019. The UNWTO predicts that international tourism will return in the fourth quarter of 2021. However, for Thailand, the Ministry of Tourism and Sports and Tourism Authority of Thailand are in the process of planning and preparing how to make Thai tourism recover sooner.

The Andaman coast provinces had the total income of 629,916 million baht in 2019 and dropped to only 159,470 million baht in 2020, or nearly 90 percent of the last year's income (Ministry of Tourism and

Sports, 2021) as a result of the economic slowdown and the spread of the COVID-19 virus. This further aggravates the economic conditions and the quality of life of people in the Andaman coast where tourism, the main artery of life, reduces. Therefore, the researchers were interested to study the Andaman coast tourism development after the new Coronavirus 2019 crisis. This research aimed 1) to study the factors affecting the tourism development in the Andaman coast and 2) to study the approaches for the tourism development in the Andaman Coast after the new Coronavirus 2019 crisis (first wave).

LITERATURE REVIEW

Concepts and theories about tourist attraction image

The image of the tourist attraction influences the person's attitude and behaviors. This is especially true for tourists who use the image of tourist attraction to choose their destination (Gallarza, Saura, & García, 2002; Tasci & Gartner, 2007). In the tourism context, the image of tourist attraction means a collection of impressions, concepts, expectations, or feelings towards a tourist attraction (Assaker, 2014; Kotler, Haider & Rein, 1993).

The image of a tourist attraction is often a representation of the distinctive feature of an attraction such as a beautiful scenery, history and interesting culture entertainment and night light or shopping and local restaurants (Echtner & Ritchie, 2003; Gallarza et al., 2002) to tourists. This is another aspect for local people. The image of tourist attraction reflects the "lifestyle" in both work life and daily life. The tourist attraction image is therefore comparable to the brand of tourist attraction. Merrilees, Miller and Herington (2009) explain that tourist attributes such as natural environment, shopping and cultural activities as well as traveling by public transport, employment or the services of government agencies in the

area. They are all important elements that lead to sustainable tourism development from the perspective of local people.

Concepts and theories about local people's attitudes towards tourism

The attitude means evaluating the satisfaction or dissatisfaction, emotional perception and the tendency of an individual's behavior to an idea or thing (Kotler, & Armstrong, 2013). The attitudes of local people have both positive and negative effects on tourism due to the benefits and disadvantages of tourism. This is consistent with the Social Exchange Theory finding that tourism improves community economies in exchange for its social and environmental impacts (Gursoy & Kendall, 2006; Harrill, 2004). In other words, it can be said that if the community perceives the positive impact that is beneficial to the community rather than the negative impact, it signifies the increasing cost or hardship of living from tourism for people in the community. As a result, the villagers in the community will be more willing to support the development of tourism in the community (Gursoy, Chi, & Dyer, 2010, Gursoy & Kendall, 2006).

Concepts and theories about perception of impacts on tourism

Perceiving the impact of tourism on communities in tourist areas is one of the elements that contribute to or against local tourism development plans. In the first phase of tourism development, local people often feel they benefit from tourism more than its effects causing them to be satisfied. Later, when tourism was promoted and more tourists came to visit the local area, the well-being of people in the community was affected. That may cause people to begin to perceive the negative impacts or the detrimental effects of tourism more. Eventually, the satisfaction towards tourism will decrease leading to the opposition of tourism in the area (Wang, Bickle, & Harrill, 2010).

The impact of tourism development policies can be measured using the Lankford and Howard (1994) Tourism

Impact Attitude Scale (TIAS) which is the standard for measuring villagers' attitudes towards tourism development in the area. This measurement criterion is classified into 2 factors; 1. concern for local tourism development and 2. benefits of villagers and communities. This is in accordance with the social exchange theory explaining that if the community perceives the positive impacts that are beneficial to the community rather than the negative impact, it means the increasing cost or hardship of living from tourism for people in the community. As a result, the villagers in the community will be more willing to support the development of tourism in the community (Gursoy et al., 2010, Gursoy & Kendall, 2006; Gursoy & Rutherford, 2004).

Concepts and theories about satisfaction on the quality of life of local people

Quality of life is an indicator of the well-being of local people. Effective tourism development plans contribute to the well-being of local people. Woo, Kim, and Uysal (2015) argued that the level of quality of life was important to support the development of local tourism. Orpia (2014) studied and found the interesting support that naturally people need better living. Thus, they choose to support tourism development projects that they believe in generating the income and helping promoting their local culture. On the other hand, if tourism deteriorates their quality of life, it means less support from local residents.

Kim, Uysal, and Sirgy (2013) classified the quality of life of the community into 4 components including; (1) community well-being (2) material well-being (3) emotional well-being and (4) health and safety well-being. It can be said that collaboration with local communities is a key component to the success of sustainable tourism development (Pusiran & Xiao, 2013).

RESEARCH METHODOLOGY

This research used the combination of research methods. In quantitative research, the sample group consisted of people in the Andaman coast including Ranong, Phang Nga, Phuket, Krabi, Trang and Satun provinces totaling 320 persons. The sample size was determined using the 20 times the observed variables. The multistage sampling method was used to collect data from questionnaires through the content validity having IOC from 0.80-1.00. For the reliability of the scale, it was found that the Cronbach's alpha coefficient for the scale of the observed variables used in this research was from 0.804 to 0.960 and the entire study was 0.980 analyzed with structural equation modeling.

For the qualitative research, the data was collected through the in-depth interviews with key informants; (1) people in the 6 Andaman coastal provinces for 2 persons each, (2) tourists in the Andaman coastal province for 2 persons each, (3) the governors of the 6 Andaman coastal provinces, and (4) Vice President of the Phuket Tourism Business Association. The total population was 31 persons.

Findings

Factors affecting the development of tourism in the Andaman coast

According to the results of the model analysis, considering entirely, it was found that all of the indices were consistent with the data and meet the criteria for entry rates well with all the data as defined by the scholars (Schumacker & Lomax, 2010) who developed these criteria. This means the empirical data and the model have good fit. The details are as follows. (1) The relative chi-square (Chi-square/df) was 1.92. (2) The root mean square error of approximation (RMSEA) was 0.048. (3) The standardized root mean square residual (Standardized RMR) was 0.047. (4) The goodness of fit index (GFI) was 0.95. (5) The adjusted goodness of fit index (AGFI) was 0.91. (6) The comparative fit index (CFI) was 0.99. (7) The parsimony

goodness-of-fit (PGFI) was 0.60. (8) The Critical N (CN) was 296.91. In conclusion, from the model adjustment, it was found

that the metrics fit well with the data satisfying the criteria of good entry rates with the data.

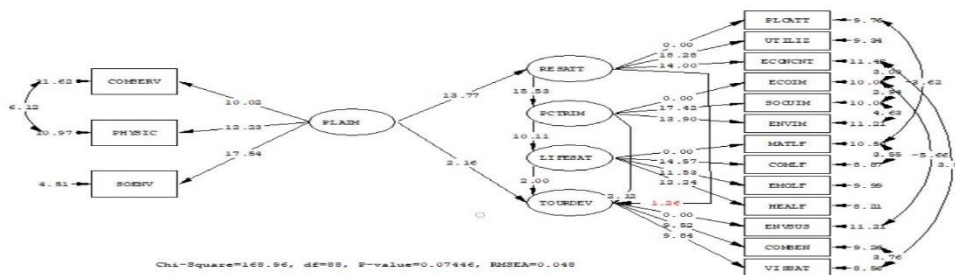


Figure 1 Results of the model analysis in t-value

Direct and indirect influence among the variables to the tourism development of the Andaman coast. The results of the model analysis in t-value format (Figure 1) showed the influence of latent variables which directly and indirectly affected the tourism development of the Andaman coast. The researchers therefore applied the

results of the structural equation analysis to present the direct and indirect influence and the sum of all latent variables to show the influence of various factors affecting the tourism development of the Andaman coast as shown in Table 1.

Table 1 Direct, indirect, and total influence

Influence of variables	Influence		
	Direct	Indirect	Total
Tourist attraction image	0.22*	-	0.22*
Attitudes of local people towards tourism	0.16	0.31*	0.31*
Perception on the impact of tourism	0.32*	0.16*	0.48*
Satisfaction in the quality of life of local people	0.21*	-	0.21*

From Table 1, it was found that the perception on the impact of tourism had the greatest overall influence on the tourism development of the Andaman coast, followed by the attitudes of local people towards tourism, tourist attraction image, and satisfaction in the quality of life of local people, respectively. When considering only the factors directly affecting tourism development in the Andaman coast, it was found that the perception on the impact of tourism had the direct influence on the tourism development of the Andaman coast the most, followed by the tourist attraction image and satisfaction in the quality of life of local people, respectively. Meanwhile, the attitudes of local people towards tourism indirectly influenced the tourism development of the Andaman coast.

Andaman Coast Tourism Development Approaches

Management on the prevention of the novel coronavirus disease 2019 (COVID-19)

- 1) Plan the schedule for COVID-19 vaccination for 70% of the Phuket population, especially those working in tourism in all fields in order to keep up with the plan to open the country to tourists in Phuket which is the pilot province (Phuket Sandbox).
- 2) Determine the countries to travel such as countries that do not have problems like New Zealand and Australia for some regions. The permission for entry must not be given to all countries although tourists have been vaccinated against especially African countries in order to prevent the

spread of the COVID-19 virus new species.

3) The Thai embassy must be a preliminary screening agency to certify the vaccine passport.

4) The tourists entering Thailand whether vaccinated or not vaccinated are required to have samples collected for examination (Swab) 1 time at the airport. The tourists must be collected with the samples for testing without using the rapid test.

5) The tourists with negative test results are not required to be in quarantine and are able to travel to other places.

6) The fund must be established to make insurance for those who are at risk or those related to the tourism business.

Tourism management

1) The new tourism forms should be promoted with the emphasis on tourism safety, tourism sanitation, and technology-based tourism to be more involved.

2) All sectors should be aware of good host with the service mind to build shared values as well as being aware and consciousness of being the good host.

3) Tourism management should focus on marketing and creating added value in tourism by maintaining the position of being quality tourism city targeting the tourism target with the focus on the quality of tourism rather than the quantity of tourists.

4) The provincial tourism should be promoted and upgraded to create added value and publicize in accordance with the situation. It should be the proactive public relations campaign to make Andaman tourism widely known and expand the market to new groups of tourists.

5) The focus should be on providing services and facilitating tourists by providing service center, coordinating, providing information and helping tourists. This can create the system and measures to protect the life and property of tourists by organizing systems and measures that can help tourists safely and up-to-date while facing the incident. The alarm system is required to provide comprehensive

information to tourists and operators fast before the incident in order to maintain the life and property of tourists safely not causing news that negatively affects tourism.

6) The natural resources and environment should be conserved and restored. In conducting tourism activities that are conducive to being an international quality tourism city, all sectors must not take any action that causes pollution and destroy natural resources and the environment as well as jointly inspecting and monitoring such actions to notify the authorities. The officials must strictly and seriously prevent and suppress the law.

7) The infrastructure and facilities should be developed to create comfort and raise the standard of being an international tourist city without causing any impact on the environment and contradicting the opinions of most of the public.

8) Tourism management should focus on marketing and creating added value in tourism by maintaining the position of being a quality tourism city and targeting tourism focusing on the quality of tourism rather than the quantity of tourists.

DISCUSSION

The perception on the impact of tourism is the most important variable that directly and indirectly affects the tourism development of the Andaman coast as it is an opportunity for people involved in tourism in all sectors in the area. The people in the area can know that tourism in the area affects the community and how local people are positively affected such as helping to generate income for the community. This includes the environmental impacts such as how much natural resources are destroyed by tourism. This will create awareness and take care of tourism with participation and conservation resulting in sustainable tourism development. Regarding the perception of the tourism impacts, both positive and negative impacts must be recognized by stakeholders, especially

local people, in order to adapt to keep up with changes such as the perception on the tourism impact on the economy. Local people or stakeholders need to be aware that apart from having positive impacts on increasing employment and creating the standard infrastructure system, the transportation is also systemized to facilitate tourists and benefit the local people. There are also negative impacts such as increasing cost of living and higher prices of products and services. If those involved can accept the impacts that occur, the tourism of the Andaman coast can be developed. This is consistent with the ideas of Wang et al. (2010) Choi & Murray (2010), Dyer et al. (2007), Lankford, & Howard (1994) and Vargas-Sanchez, Porras-Bueno, & de los Angeles Plaza-Mejía (2011).

Attitudes of local people towards tourism has the greatest overall indirect influence on the tourism development of Andaman coast through awareness of the impact of tourism. The understanding on the attitudes of communities towards tourism is in different directions. It will help those involved in planning the development of tourism appropriately whether it is the positive effect that allows the project to be fully driven by the support of the community or the negative attitude that causes the project manager and those involved to reconsider or revise the guidelines for the tourism development in the community. Attitudes of local people that have both positive and negative effects on tourism due to the benefits and disadvantages of tourism is consistent with the Social Exchange Theory finding that tourism improves community economies in exchange for its social and environmental impacts (Gursoy & Kendall, 2006). It can be said that if the community perceives the positive impact that is beneficial to the community rather than the negative impact, it means the increasing cost of living or hardship for people in the community. As a result, the community members will be more willing to support

the tourism development of the community (Gursoy et al., 2010, Gursoy & Kendall, 2006; Gursoy & Rutherford, 2004). This is consistent with the researches of Moghavvemi, Woosnam, Paramanathan, Musa, and Hamzah (2017) Buonincontri, Marasco, and Ramkissoon (2017), Ramkissoon & Mavondo (2017) Chen (2018) and Chen, Dwyer, and Firth (2014). **Tourist attraction image** has direct influence on the tourism development of Andaman coast because tourists use the image of tourist attractions to choose their destinations. In another aspect, the image of tourist attraction is a result of the impression a person has on the information related to that attraction. This agrees with the idea of Echtner & Ritchie (2003), Elliot, Papadopoulos, & Kim (2011) and Gallarza et al. (2002). This is consistent with the researches of Hsu, Wolfe, and Kang, (2004) Styliadis, Shani, and Belhassen (2017) Ramkissoon and Nunkoo (2011) Tournois and Djerić (2019) and Styliadis, Sit, and Biran (2018).

Satisfaction on the quality of life of local people affects the development of tourism in the Andaman coast due to the good quality of life of local people such as local people having good living and earning income related to tourism. It will create a good host mind. They are willing to participate in serving tourists. Because the development of tourism will help improving the quality of life of the local people, the satisfaction is caused in various aspects of life elements in material, emotional aspects, community, health and safety. Naturally, people desire for a better life. People therefore choose to support tourism development projects that they believe can generate income and help promoting their local culture. On the other hand, if tourism deteriorates the quality of life for local people, it also means a decrease in local support (Orpia, 2014). When tourism development improves the satisfaction of local people's quality of life, there is no reason for local people to reject or oppose the tourism development plan.

This is consistent with the ideas of Chuang (2013), Kim et al. (2013) and Harrill (2004).

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