

# CHILDREN'S PERCEPTIONS TOWARDS WELL-BEING AND SUPPORT FOR TOURISM: A CASE STUDY OF CHILDREN IN AN ISLAND TOURISM DESTINATION

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## ABSTRACT

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This study is conducted with an intention to explore the less researched area of tourism impacts on children of tourism island destinations and to examine differences in children's views of material and community well-being, life satisfaction impacted by island tourism and support for the growth of island tourism, depending on their parents' occupations links to tourism. The study employed quantitative research method. The samples of 450 school aged children from four major secondary schools in Phuket Island were selected in the study, using the stratified random sampling and the convenience sampling techniques. The research tool was a self-administered questionnaire and the data was analyzed using the statistical analysis program. Findings did not reveal significant difference in children's views, and found weak association of their views with their parents' tourism occupations. The children of parents with tourism-related occupations showed low satisfaction with their parents' works and possibly perceived tourism career as a cause of their parents' lack of time to take care of them. The factors that showed a significant relationship with parents' occupations included children's frequent purchase of new clothes, villages' cleanliness, villagers' welcoming of tourists, life safety and happiness with living on the island, and children's preference towards increase in number of tourists.

**Keywords:** Children's well-being; support for tourism; life satisfaction; island-tourism destination

## 1. INTRODUCTION

Tourism is seen to be the major tool which boosts the economic growth of island destinations, prompting the development of islands' infrastructure, and improving the quality of life for the local communities (Alaeddinoglu et al., 2016; Hao et al., 2011; Yang et al., 2016). However, tourism also generates changes in economy, environment, and socio-culture of local hosts (Croes et al., 2017; Yang et al., 2016), which directly impact community development (Kim et al., 2013). One island-tourism destination which experienced rapid tourism growth is worldwide recognized island of Phuket in Thailand (The Phuket News, 2019), with both positive and negative impacts on the living conditions of all people on this island. In order to minimize the

negative aspects of island tourism development, needs and desires of the local hosts should be considered a priority by both private and public sectors, during planning stages of tourism development (Long, 2012).

A large part of the local host communities impacted by tourism development are children. However, children-hosts' views and support for tourism development, as well as their sense of well-being in island tourism destinations (Canosa, 2016; Canosa et al., 2015; Tirasattayapitak and Thammajak, 2018) did not receive much academic attention. Considering that children-hosts grow to become the decision-making adults in local tourism hosting communities, studies of children's well-being and their support for tourism have the potential to provide meaningful theoretical and practical implications for the sustainable development of all island-tourism.

As stated by scholars, the demographic and socioeconomic factors influence the residents' perception (Simão and Mósso, 2013). These factors are gender, age, years residing in the community, household income, and occupations related or non-related to tourism (Nunkoo and Ramkissoon, 2010b; Simão and Mósso, 2013). Building on these findings, this paper aims to explore children's views of tourism, based on their parents' occupations links to island tourism. The factors explored are: sense of material and community well-being, life satisfaction impacted by island tourism, and children's support for the growth of island tourism. The authors put forward that the children of parents with different occupations - have different views towards the factors of study **(H1)**. The research questions include queries about the children's well-being, life satisfaction, and support for island tourism development.

## 2. SENSE OF WELL-BEING

The study of tourism development contribution and its impacts on the well-being of island hosts in particular is an underresearched area (Nawijn and Mitas, 2012). Parallels about adult hosts' well-being can be drawn from the general studies of human well-being, which is a thoroughly researched topic. However, children's well-being is a matter that seems to have generated less academic interest, particularly the relation of children's well-being and the effects of tourism. When studying features of human well-being, one significant model is Maslow's pyramid of self-actualization (Maslow, 1954). It includes basic human needs, economic needs, environmental needs, and subjective happiness. Satisfying the basic physical and psychological needs is the basis of the human well-being. Scholars applied Maslow's pyramid of self-actualization to develop the children's well-being indicators (Fattore et al., 2007).

Kim (2002) states that both material and non-material well-being, which includes a community well-being, underline human's life satisfaction or quality of life. The cost of living, income, and employment are recognized as the factors which affect the individual's material well-being (Kim, 2002), while the social and community psychology involves factors of, such as, the sense of community, individual social relationships and well-being (Jorgensen et al., 2010). In the community with tourism-oriented context, the sense of well-being, life satisfaction and the overall quality of life of the local hosts are considerably influenced by tourism development, tourism products and activities, as well as with attitudes towards tourism impacts among the hosts (Alaeddinoglu et al., 2016; Kim et al., 2013). However, such effects vary, depending on period in the tourism development life cycle (Kim et al., 2013). As a consequence, the cost and benefit assessment (Woo et al., 2015) and other factors of satisfaction with community, community services, and neighborhood condition (Nunkoo and Ramkissoon, 2010a) strongly determine the hosts' perception of tourism and their level of support for tourism development.

## 3. HOST PERCEPTION AND SUPPORT FOR TOURISM DEVELOPMENT

The development of tourism inevitably generates economic, environmental and socio-cultural alterations in the host community (Alaeddinoglu et al., 2016; Lee, 2013; Liang and Hui, 2016; Nunkoo and So, 2016; Yang et al., 2016). Consideration of potential tourism benefits and drawbacks among the hosts supports healthier growth and strengthens community support for tourism (Prayag et al., 2013; Woo et al., 2015). Due to this concern, the participation in tourism management by the locals and their support for tourism is essential for every destination which aims to develop its tourism sustainably (Gursoy et al., 2010).

From tourism development perspective, the perceived tourism impacts are significantly interrelated with the local hosts' support for tourism development (Gursoy et al., 2010; Lee, 2013; Woo et al., 2015). The hosts with the positive views of tourism benefits are more likely to support further tourism expansion and act hospitably towards the visitors (Woo et al., 2015). On the contrary, when the tourism drawbacks are seen to exceed the benefits, the tourism development is seen as undesirable by the hosts (Chen and Chen, 2010). Therefore, the exploration of children-hosts' attitudes towards tourism is particularly significant, as they are

the future hosts, which will experience the effects of sustainably developed tourism, or bear the consequences and discontinue welcoming tourists in their communities.

## 4. METHODOLOGY

The paper is part of a wider study of Phuket Island in Southern Thailand, which employed both quantitative and qualitative methods (Robson, 2011). This paper emphasized upon quantitative methods. The research was designed to specifically understand the children's views towards their sense of material and community well-being, and life satisfaction impacted by island tourism development as well as their support for island tourism.

### 4.1 Study area

Phuket is the southern largest island province of Thailand in the Andaman Sea with rich and colorful history, and abundant sea-related resources. Phuket Province has an area of 576 square kilometers and its main island of Phuket is surrounded by 32 smaller islands. During the last three decades, Phuket has witnessed a tremendous growth of tourism. Within the first four months of the year 2018 alone, Phuket welcomed 3.5 million tourists, which was nearly 19% more than in the same period of the previous 2017 year. This growth constituted from 8% increase in the domestic tourist arrivals and 28% increase in the international arrivals, reaching 2.1 million international tourists on the island. Overall, international arrivals accounted for 59% of all tourists and international flights grew 27% year-on-year (Hotel Works, 2018).

### 4.2 Population, samples and sampling techniques

The main population of this study were the school-aged children living in Phuket Island, in the Province of Phuket. The children or the adolescents were technically defined as individuals between 10 and 19 years inclusive (World Health Organization, 2013). This study included children who were studying in secondary schools (Phuketwittayalai School, Sattreephuket School, Kathuwittaya School, and Muangtalang School) at level 1-6, and age range between 12 and 18 years old, with the total population at 8,736 (The Secondary Educational Service Area Office 14, 2018). The study collected samples from the total number of this population. The numbers of samples were calculated using Yamane method (Yamane, 1973), which required the total sample size of 317 ( $S = 317$ ).

The population was stratified and divided into strata (Taherdoost, 2016) when the stratified random sampling was employed. The study included aforementioned four secondary schools with over 1,000 children per school and the schools were purposely selected in different locations of Phuket, specifically: Muang, Kathu, and Thalang. Each school was defined as strata and had a different population size as described in Table 1. The study used stratified random sampling calculated according to number of samples in each school (strata). The stratified sample formula was [sample size of the strata = size of entire sample/ population size x layer size].

The total number of 317 respondents in the four schools were selected as samples of this research. Regarding the stratified random sampling, the total sample size ( $S = 317$ ) calculated by Yamane method was divided by the total number of school-aged children in the four schools and then multiplied by the number of population size of each school. This resulted in an equal chance for the school aged children of every school to be selected as a sample in the study. The study adjusted numbers of sample to 450 ( $S = 450$ ). Subsequently, the convenience sampling technique was used for data collection.

**Table 1:** School and Population

School	Population	Minimum sample size required
Sattreephuket School	450/ 8,736 x 2,956	152.26 (153)
Phuketwittayalai School	450/ 8,736 x 3,092	159.27 (159)
Kathuwittaya School	450/ 8,736 x 1,013	52.18 (52)
Muangtalang School	450/ 8,736 x 1,675	86.28 (86)
<b>Total</b>	<b>N = 8,736</b>	<b>S = 450</b>

### 4.3 Research tool

Structured self-administered questionnaires composed in a simplified Thai language were used (Saunders et al., 2007) in order to support the children's literacy to understand the research questions. The children were asked to indicate their opinions using a Likert scale (4 = very high/ strongly agree to 1 = very low/ strongly disagree). The 4-point Likert scale was used to produce a forced choice measure where different option is available (Bertram, 2007) and to disregard the neutral selection in a forced choice scale (Allen and Seaman, 2007). The study used the emotion faces of more or less happy (😊, 😊, 😊, 😊) to represent the 4-point

of Likert scales with the intention to facilitate children's responses. The children were asked to tick the column under an emotion face which best described their opinions.

The questionnaire was reviewed by two experts in tourism field to evaluate content validity and the appropriateness of the research tool, using the Index of Item Objective Congruence (IOC). The questions were evaluated at scores 1.0. Subsequently, 30 questionnaires were pretested in the study area to assess the reliability, using the Coefficient Alpha of Cronbach (Churchill, 1979). Similarly, the Cronbach's Alpha Coefficient of all factors were above  $\alpha = > 0.70$  (Pallant, 2013), including sense of material well-being ( $\alpha = 0.744$ ), sense of community well-being ( $\alpha = 0.825$ ), life satisfaction ( $\alpha = 0.802$ ), and support for island tourism ( $\alpha = 0.753$ ), indicating high reliability.

#### 4.4 Data collection

During the survey process, the children were in presence of school gatekeepers within the five-meter distance and without any intervention. Since this research involved children, the ethics of social research with children were strictly observed, based on their right to be properly researched under the UN Convention on the Rights of the Child (1989) (Balton, 1990). The school-age children who participated in this research project were respected as individuals in their own right and as worthy and capable of recognition, respect and voice in the research. The researchers informed them about the research and the consent for the field survey. The children's involvement in the process of field survey was taken with care and in a safe environment (Graham et al., 2013). The children were protected from all forms of exploitation during both the process of study and dissemination of information (Beazley et al., 2006).

The primary quantitative data was collected using cross-sectional approach. On the date of data collection, an introduction of researchers to the students by the teachers was carried out in the allocated classrooms at each school. The researchers explained the questionnaire to the students and instructed on the ways to answer. In addition, student's consent to participate in the project was obtained. The students self-administered the questionnaires, and were given the freedom to express how they perceived the sense of well-being, the life satisfaction, and the support of tourism development. The students submitted the questionnaires to the researchers one at a time and researchers checked the completeness of answers. Each student received a USB flash drive as a souvenir from the project. Subsequently, the secondary data was collected from studies of the relevant documents.

#### 4.5 Data analysis

The study employed the statistic computer program for social sciences to analyze the quantitative data. The statistics used in the research were related to the study objectives of analysis and the characteristics of data such as frequencies, percentages, mean, standard deviation, independent samples T-Test, and Pearson product-moment correlation coefficient for the data interpretation.

The Likert-scale questions were analyzed with an assessment of interval level at 0.75 which explained the data interpretation from strongly agree and very high (3.26 - 4.00) to strongly disagree and very low (1.00 - 1.75). Regarding the Pearson product-moment correlation coefficient, the scores of the correlation coefficient ( $r_{xy}$ ) were employed to explain the significant level of variable correlations. The correlation scales in value between two variables were from -1 to 1. The further  $r$  is from zero, the stronger the correlation is. The interpretations of correlation values between 0 and 1 were divided as shown in Table 2 (Cohen, 2013).

**Table 2:** Interpretations of Correlation Values

Level of correlation	r scores
Small	$r = .10$ to $.29$
Medium	$r = .30$ to $.49$
Large	$r = .50$ to $1.0$
No correlation	$r = 0$

## 5. RESULTS

The demographic and socioeconomic factors have shown to influence the hosts' perceptions of tourism impacts (Simão and Mósso, 2013). One of the factors is occupations related and non-related to tourism (Nunkoo and Ramkissoon, 2010b; Simão and Mósso, 2013). Therefore, the paper studied the effect of children's parent occupations, whether related and non-related to tourism, on children's' views towards the issues of the study.

### 5.1 Analysis of demographic profiles of respondents

In Table 3, the survey was answered by 450 school-age children, of whom 36.2% were male and 63.8% female. Of the samples, most children (281 or 62.4%) had lived in Phuket Island over 13 years. The parents of the biggest number of children (309 or 68.7%) were in occupations which are not related to tourism.

**Table 3:** Demographic Profiles of Respondents

Demographic items	Frequency (N = 450)	Percentage (%)
<b>Gender</b>		
Male	163	36.2
Female	287	63.8
<b>Duration of stay at Phuket Island</b>		
1-3 years	25	5.6
4-6 years	48	10.7
7-10 years	30	6.7
11-13 years	66	14.7
Over 13 years	281	62.4
<b>Occupation of parent</b>		
Occupation related to tourism	141	31.3
Occupation not related to tourism	309	68.7

### 5.2 Children's views towards sense of material well-being in life domain impacted by island tourism development

In Table 4, the children reported that their sense of material well-being was not significantly impacted by island tourism development, as demonstrated by the low levels of indicators "I often buy new clothes" ( $M = 2.39$ ,  $SD = .791$ ) and "I have my savings in my piggy bank or in a bank account" ( $M = 1.87$ ,  $SD = .766$ ). Similarly, the children rated the effect of island tourism development as very low in the statement "I have computer and internet at home" ( $M = 1.60$ ,  $SD = .880$ ). In conclusion, the children perceived low effects of island tourism development on their sense of material well-being ( $M = 1.93$ ,  $SD = .452$ ).

**Table 4:** Children's Views Toward Their Sense of Material Well-Being Impacted by Island Tourism Development

Material well-being (Indicators)	Mean (N = 450)	Std. Deviation	Level of effect
1. I often buy new clothes.	2.39	.791	Low
2. I have my savings in my piggy bank or in a bank account.	1.87	.766	Low
3. I have computer and internet at home.	1.60	.880	Very low
4. I am satisfied with my house.	1.57	.571	Very low
5. I have my own mobile phone.	1.23	.522	Very low
<b>Total summed scores</b>	1.93	.452	Low

In Table 5, the children reported that their sense of material well-being was impacted by island tourism development at low and very low level. An analysis of independent-samples t-test revealed that the effect of parents' occupations on the views of sense of material well-being showed statistically significant differences for indicator "I often buy new clothes" for the children's group with parents in occupations related to tourism ( $M = 2.21$ ,  $SD = .782$ ) and the children's group whose parents are in occupations not related to tourism ( $M = 2.47$ ,  $SD = .783$ ;  $t(448) = -3.264$ ,  $p = .001$  two-tailed). Therefore, the study supported that the respondents with parents of different occupations viewed their sense of material well-being differently according to this indicator.

**Table 5:** Statistical Comparison of Views Towards Sense of Material Well-Being According to Parents' Occupations of Respondents (t-Test)

Material well-being (Indicators)	Occupation of parents related to tourism	N (450)	Mean	Std. Deviation	t-value (df = 448)	p-value
1. I am satisfied with my house.	Occupation related	141	1.50	.581	-1.643	.101
	Occupation non-related	309	1.60	.565		
2. I have computer and the Internet at home.	Occupation related	141	1.62	.883	.356	.772
	Occupation non-related	309	1.59	.880		
3. I have my own mobile phone.	Occupation related	141	1.26	.569	.797	.426
	Occupation non-related	309	1.22	.500		
4. I often buy new clothes.	Occupation related	141	2.21	.782	-3.264	.001
	Occupation non-related	309	2.47	.783		
5. I have my savings in my piggy bank or in a bank account.	Occupation related	141	1.77	.759	-1.880	.061
	Occupation non-related	309	1.92	.767		

### 5.3 Children's views towards sense of community well-being impacted by island tourism development

Table 6 reported that the respondents assessed the effect of island tourism development on their sense of community well-being for the indicator "I always participate in activities and village fairs" ( $M = 2.57$ ,  $SD = .755$ ) as high. Remarkably, the children rated very low effect of indicators "There are the interesting attractions on Phuket Island about the island history and the local ways of life" ( $M = 1.53$ ,  $SD = .604$ ) and "The Phuket

villagers happily welcome tourists" ( $M = 1.35$ ,  $SD = .513$ ). In conclusion, the children perceived very low effect of island tourism development on their sense of community well-being ( $M = 1.98$ ,  $SD = .432$ ).

**Table 6:** Children's Views Towards Their Sense of Community Well-Being Impacted by Island Tourism Development

Community well-being (Indicators)	Mean (N = 450)	Std. Deviation	Level of effect
1. I always participate in activities and village fairs.	2.57	.755	High
2. There is a good and convenient public transportation system to your village.	2.23	.842	Low
3. When I am in trouble, I am always able ask for help from my neighbors.	2.18	.828	Low
4. My village is clean without garbage.	2.11	.681	Low
5. I always have an opportunity to talk to my neighbors in the community.	2.02	.837	Low
6. My village is peaceful and still well preserves the good culture.	1.94	.680	Low
7. The villagers in my community are generous.	1.89	.709	Low
8. There are the interesting attractions on Phuket Island about the island history and the local ways of life.	1.53	.604	Very low
9. The Phuket villagers happily welcome tourists.	1.35	.513	Very low
<b>Total summed scores</b>	1.98	.432	Low

In Table 7, an analysis of independent-samples t-test revealed that the effect of parents' occupations on the children's views towards their sense of community well-being showed the statistically significant differences for indicators:

1) "My village is clean without garbage" for the children whose parents' occupations are related to tourism ( $M = 1.98$ ,  $SD = .638$ ) and for the children whose parents' occupations are not related to tourism ( $M = 2.17$ ,  $SD = .693$ ;  $t(448) = -2.805$ ,  $p = .005$ , two-tailed).

2) "The Phuket villagers happily welcome tourists" for the children whose parents' occupations are related to tourism ( $M = 1.22$ ,  $SD = .449$ ) and for the children whose parents' occupations are not related to tourism ( $M = 1.41$ ,  $SD = .530$ ;  $t(448) = -3.652$ ,  $p = .000$ , two-tailed). Therefore, the study supports that the children with parents of different occupations view their sense of community well-being differently for these indicators.

**Table 7:** Statistical Comparison of Views Towards Sense of Community Well-Being According to Parents' Occupations of Respondents (t-Test)

Community well-being (Indicators)	Occupation of parents related to tourism	N (450)	Mean	Std. Deviation	t-value (df = 448)	p-value
1. I always have an opportunity to talk to my neighbors in the community.	Occupation related	141	1.96	.792	-1.147	.252
	Occupation non-related	309	2.06	.857		
2. The villagers in my community are generous.	Occupation related	141	1.87	.695	-.379	.705
	Occupation non-related	309	1.90	.716		
3. There are the interesting attractions on Phuket Island about the island history and the local ways of life.	Occupation related	141	1.46	.580	-1.719	.086
	Occupation non-related	309	1.57	.613		
4. There is a good and convenient public transportation system to my village.	Occupation related	141	2.16	.813	-1.279	.201
	Occupation non-related	309	2.27	.853		
5. My village is clean without garbage.	Occupation related	141	1.98	.638	-2.805	.005
	Occupation non-related	309	2.17	.693		
6. I always participate in activities and village fairs.	Occupation related	141	2.47	.752	-1.961	.051
	Occupation non-related	309	2.62	.754		
7. When I am in trouble, I am always able ask for help from my neighbors.	Occupation related	141	2.16	.842	-.369	.712
	Occupation non-related	309	2.19	.822		
8. My village is peaceful and still well preserves the good culture.	Occupation related	141	1.89	.684	-.978	.329
	Occupation non-related	309	1.96	.678		
9. The Phuket villagers happily welcome tourists.	Occupation related	141	1.22	.449	-3.652	.000
	Occupation non-related	309	1.41	.530		

#### 5.4 Children's views towards their life satisfaction impacted by island tourism development

In Table 8, the children judged low effect of island tourism development on their life satisfaction for most indicators, such as, "In overall, tourism directly affects my life safety" ( $M = 2.07$ ,  $SD = .705$ ), followed by "In overall, tourism directly affects the environment of my community" ( $M = 2.04$ ,  $SD = .675$ ). They also rated very low effects of indicator "In overall, tourism is good for family, my Phuket community and me" ( $M = 1.67$ ,  $SD = .581$ ). In conclusion, the children perceived the low effects of island tourism development on their life satisfaction ( $M = 1.89$ ,  $SD = .478$ ).

**Table 8:** Children's Views Towards Their Life Satisfaction Affected by Island Tourism Development

Life satisfaction (Indicators)	Mean (N = 450)	Std. Deviation	Level of effect
1. In overall, tourism directly affects my life safety.	2.07	.705	Low
2. In overall, tourism directly affects the environment of my community.	2.04	.675	Low
3. In overall, tourism directly affects my daily life.	1.85	.617	Low
4. In overall, tourism directly affects my happiness to live on Phuket Island.	1.84	.647	Low
5. In overall, tourism is good for my family, my Phuket community and me.	1.67	.581	Very Low
<b>Total summed scores</b>	1.89	.478	Low

From Table 9, the children judged the low effect of island tourism development upon their life satisfaction for most indicators. An analysis of independent-samples t-Test revealed that the effect of parents' occupations on the children's views towards their life satisfaction showed the statistically significant differences for indicators:

1) "In overall, tourism directly affects my life safety" for the children whose parents are in occupations related to tourism ( $M = 1.95$ ,  $SD = .661$ ) and for the children whose parents are in occupations non-related to tourism ( $M = 2.12$ ,  $SD = .591$ ;  $t(448) = -2.424$ ,  $p = .016$ , two-tailed).

2) "In overall, tourism directly affects my happiness to live on Phuket Island" for the children whose parents are in occupations related to tourism ( $M = 1.74$ ,  $SD = .617$ ) and for the children whose parents are in occupations non-related to tourism ( $M = 1.89$ ,  $SD = .655$ ;  $t(448) = -2.330$ ,  $p = .020$ , two-tailed).

3) "In overall, tourism is good for family, my Phuket community and me" for the children whose parents are in occupations related to tourism ( $M = 1.55$ ,  $SD = .527$ ) and for the children whose parents are in occupations non-related to tourism ( $M = 1.73$ ,  $SD = .595$ ;  $t(448) = -3.115$ ,  $p = .002$ , two-tailed).

Therefore, the study supported that the children with parents of different occupations differently evaluated their life satisfaction according to indicators 2, 4, and 5.

**Table 9:** Statistical Comparison of Views Towards Life Satisfaction According to Parents' Occupations of Respondents (t-Test)

Life satisfaction (Indicators)	Occupations of parents related to tourism	N (450)	Mean	Std. Deviation	t-value (df = 448)	p-value
1. In overall, tourism directly affects my daily life.	Occupation related	163	1.77	.602	-1.817	.070
	Occupation non-related	287	1.89	.622		
2. In overall, tourism directly affects my life safety.	Occupation related	163	1.95	.690	-2.424	.016
	Occupation non-related	287	2.12	.706		
3. In overall, tourism directly affects the environment of my community.	Occupation related	163	1.95	.690	-1.862	.063
	Occupation non-related	287	2.08	.665		
4. In overall, tourism directly affects my happiness to live on Phuket Island.	Occupation related	163	1.74	.617	-2.330	.020
	Occupation non-related	287	1.89	.655		
5. In overall, tourism is good for my family, my Phuket community and me.	Occupation related	163	1.55	.527	-3.115	.002
	Occupation non-related	287	1.73	.595		

### 5.5 Children's views towards the support for island tourism development

As illustrated in Table 10, the analysis revealed that the children disagreed having a job related to tourism in the future ( $M = 2.35$ ,  $SD = .900$ ). They also disagreed with the increase in the number of tourists in Phuket and encouragement of the tourism growth ( $M = 1.92$ ,  $SD = .684$ ). The children voiced high disagreement with the other indicators as well. In conclusion, the children strongly disagreed with the support for island tourism development ( $M = 1.74$ ,  $SD = .376$ ).

**Table 10:** Children's Views Towards the Support for Island Tourism Development

The support for island tourism (Indicators)	Mean (N = 450)	Std. Deviation	Opinion to support
1. I want to have a job related to tourism in the future.	2.35	.900	Disagree
2. The number of tourists should be increased on Phuket to encourage the tourism growth.	1.92	.684	Disagree
3. I am willing to participate in supporting tourism whether in any roles.	1.75	.639	Strongly disagree
4. The tourism development will provide the Phuket community more happiness, the good quality of life, the safety in life and assets and good environment in the community.	1.42	.546	Strongly disagree
5. More rules and regulations should be increasingly established to manage tourism on Phuket.	1.29	.509	Strongly disagree
<b>Total summed scores</b>	1.74	.396	Strongly disagree

The analysis in Table 11 showed that the children strongly disagreed with most indicators of the support for island tourism development. Regarding the analysis of independent-samples t-Test, the effect of parents' occupations on the children's views towards the support for island tourism development showed statistically significant difference for an indicator of "The number of tourists should be increased on Phuket to encourage the tourism growth" for the children that parents' occupation related to tourism ( $M = 1.82$ ,  $SD = .647$ ) and for the children that parents' occupation non-related to tourism ( $M = 1.96$ ,  $SD = .697$ ;  $t(448) = -1.999$ ,  $p = .046$ , two-tailed). Therefore, the study supported that the children with parents in different occupations have different views towards the support for island tourism development for this one indicator.

**Table 11:** Statistical Comparison of Views Towards the Support for Island Tourism Development According to Parents' Occupations of Respondents (t-Test)

Support for island tourism development (Indicators)	Occupation of parents related to tourism	N (450)	Mean	Std. Deviation	t-value (df = 448)	p-value
1. The number of tourists should be increased on Phuket to encourage the tourism growth.	Occupation related	141	1.82	.647	-1.999	.046
	Occupation non-related	309	1.96	.697		
2. More rules and regulations should be increasingly established to manage tourism on Phuket.	Occupation related	141	1.24	.446	-1.345	.179
	Occupation non-related	309	1.31	.535		
3. The tourism development will provide the Phuket community more happiness, the good quality of life, the safety in life and assets and good environment in the community.	Occupation related	141	1.4	.535	-.285	.776
	Occupation non-related	309	1.43	.551		
4. I want to have a job related to tourism in the future	Occupation related	141	2.28	.927	-1.116	.265
	Occupation non-related	309	2.38	.888		
5. I am willing to participate in supporting tourism whether in any roles.	Occupation related	141	1.71	.604	-.840	.401
	Occupation non-related	309	1.76	.654		

## 5.6 Hypothesis tests

Pearson product-moment correlation coefficient was employed to test the following hypotheses (Table 12). Preliminary analyses were performed to ensure no violation of the assumptions of normality, linearity and homoscedasticity.

**H2** *There is a positive relationship between perceived sense of material well-being and support for island tourism development.*

The relationship between perceived sense of material well-being impacted by island tourism development (as measured by TMWB) and support for island tourism development (as measured by TSUP) was tested. There was no correlation between these two variables. Therefore, the hypothesis 2 (H2) which stated that there is a positive relationship between perceived sense of material well-being impacted by island tourism development and support for island tourism development was rejected.

**H3** *There is a positive relationship between perceived sense of community well-being and support for island tourism development.*

The relationship between perceived community well-being impacted by island tourism development (as measured by TCWB) and support for island tourism development (as measured by TSUP) was tested. There was a moderate, positive correlation in the identical direction between these two variables,  $r = .34$ ,  $n = 450$ ,  $p < .001$ , with high levels of perceived sense of community well-being associated with high levels of support for island tourism development. Therefore, the study offered the full support to hypothesis 3 (H3).

**H4** *There is a relationship between perceived life satisfaction and support for island tourism development.*

The relationship between perceived life satisfaction impacted by island tourism development (as measured by TLSF) and support for island tourism development (as measured by TSUP) was tested. The result explained a moderate, positive correlation in the identical direction between these two variables,  $r = .44$ ,  $n = 450$ ,  $p < .001$ , with high levels of perceived life satisfaction associated with high levels of support for island tourism development. Therefore, the study offered the full support to hypothesis 4 (H4).

**Table 12:** Pearson Product-Moment Correlations Between Perceived Sense of Material Well-Being, Sense of Community Well-Being, Life Satisfaction Impacted by Tourism Development and Support for Island Tourism Development

	TSUP			
	Pearson correlation (r)	Sig (2 tailed)	Level of Relationship	Direction
<b>TMWB</b>	.071	.132	no relationship	identical
<b>TCWB</b>	.346**	.000	moderate	identical
<b>TLSF</b>	.445**	.000	moderate	identical

Remarks: \*\* Correlation is significant at the 0.01 level (2-tailed)

TMWB = Total perceived sense of material well-being

TCWB = Total perceived sense of community well-being

TLSF = Total life satisfaction

TSUP = Total support for island tourism development

## 6. DISCUSSION

Statistically noted in the study, the three fourths of young children reported low and very low effects of island tourism development on their sense of material well-being and sense of community well-being. Quality of life and well-being were interchangeably used in tourism literature by the scholars (Uysal et al., 2016). A direct study with children and their assessment of own well-being was seen as valid to explain their sense of well-being (OECD, 2009). Most children had lived in Phuket since birth and were acquainted with tourists and tourism since a very young age, therefore island tourism development was not a new agenda for them. The demographic and socioeconomic factors influenced the hosts' perceptions (Simão and Mósso, 2013), such as gender, age, years residing in the community, household income, and occupations related and non-related to tourism (Nunkoo and Ramkissoon, 2010b; Simão and Mósso, 2013). The youths whose parents worked in tourism industry would perceive the positive benefits of tourism, which affected their sense of well-being and overall quality of life (Kim et al., 2013). Nevertheless, based on the aforementioned research results, the majority of children-respondents in Phuket did not view robust relationship between their parents' income and their life satisfaction in the same way as adults did (Burton and Phipps, 2010). In addition, mean scores of many indicators for the children of parents with non-tourism-related occupations were higher than the mean scores of the children of parents with tourism-related occupations, especially, the mean scores of three life-satisfaction indicators, namely, tourism effects on children's daily life safety, children's happiness of living in Phuket island, and goodness that tourism brought to children's families and to Phuket community. The reason for that might be the children of parents with tourism-related occupations were less satisfied with their parents' works. These children might perceive that tourism works made it harder for their parents to spend quality time with them. Their parents might have long-hour work shifts with non-standard schedules and arrived homes so exhausted which made them difficult to have good interactions with their family members (Cleveland et al., 2007; Magnini, 2009). Furthermore, it could be possible that the children-respondents were unaware of the potential tourism multiplier effects on their parents' income to run the family. Even though their parents did not directly work in the tourism industry, they received the indirect income generated by the direct tourist income and circulated from island tourism industry.

From the study, the children observed the low effect of island tourism on their sense of community well-being, except for the factor "I always participate in activities and village fairs". The community well-being indicated the characteristics of community life, for which well-being was indicated if the locals seemed satisfied or dissatisfied when compared with their neighbors (Summers et al., 2012). The development of tourism products, activities, festivals and fairs, and new attractions could provide the higher levels of quality of life (Ko and Stewart, 2002) as well as a good sense of community well-being respectively. Hence, the children's perception of the island tourism development on their lives influenced their sense of material and community well-being, and overall life satisfaction (Kim et al., 2013) leading to the support of tourism development (Gursoy et al., 2010; Lee, 2013).

The study showed that the children either disagreed or strongly disagreed with all indicators of the support for island tourism development. This implied that the Phuket-born children might believe that their material and community well-beings were not closely related with the tourism development. The children's disagreement over the increase in number of tourists signified that there was excessive quantity of tourists on the island in their views. The amount of 13,410,658 tourists in the island comparing to the local population of 402,017 people reported by Phuket Statistical Office (2017) can be a supporting reason on this matter. Furthermore, the children did not really perceive insufficient rules and regulations of Phuket's tourism management, which was consistent with reaction of Phuket's tourism operators who made zero comment regarding amount of laws but demanded a more-effective means to enforce these regulative measures

(Sritama, 2018). They also perceived that the local economy of the island was already strong even without tourism. Consequently, these children exhibited lower support for the tourism development. To support the rationality for the discussion, according to Kim et al. (2013), the perceived value of island tourism development did not influence the children's satisfaction with their material and community well-being, life satisfaction, and overall quality of life (Kim et al., 2013; Woo et al., 2015) further affecting the support for tourism development in the future (Yang et al., 2017).

## 7. CONTRIBUTION OF THE RESEARCH

The study enforces a strong contribution to an under-explored area of children's sense of well-being in life domains impacted by island tourism development. Both academic researchers and tourism practitioners will find that outcomes of this research enhance their understanding of children's view towards an array of developmental phenomena within a context of island tourism. Also, the study recognizes children's opinions of their well-being and life satisfaction as voiced by themselves without adults' influences. Academic researchers and tourism practitioners can, thus, utilize the research data for their future endeavors in either academic research or tourism-related projects.

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