

Turning Tsunami Disaster Affected Site into Community Based Tourism Focusing on Dark Tourism: The Case of Bann Nok Lay, Phuket Community Participation Model

การพลิกฟื้นพื้นที่ประสบภัยพิบัติสึนามิให้เป็นแหล่งท่องเที่ยวชุมชนแบบ Dark Tourism :
กรณีศึกษาแบบจำลองการมีส่วนร่วมของชุมชนบ้านนอกเล จังหวัดภูเก็ต

♦ Somporn Naksuetrong

Ph.D. Student, Hospitality and Tourism Management Doctoral Program,
Graduate School of Business, Assumption University, E-mail: somporn.nak@gmail.com
สมพร นาคชื่อตรง

นักศึกษาปริญญาเอก บัณฑิตศึกษา โครงการปริญญาเอกภาควิชาจัดการการท่องเที่ยวและบริการ
มหาวิทยาลัยอัสสัมชัญ

♦ Apichart Intravisit

Director of Knowledge Development Center at Assumption University, Thailand
E-mail: apichart.intravisit@gmail.com

อภิชาติ อินทวิชิต

ผู้อำนวยการสถาบันการพัฒนาการเรียนรู้ มหาวิทยาลัยอัสสัมชัญ

Abstract

As much as it is important to sympathize with victims of natural disasters such as Tsunamis, there are other ways in which the events could be packaged and presented to yield economic outcomes such as dark tourism that would benefit the affected communities, victims and society as a whole. Thus, this study focused on understanding Bann Nok Lay in terms of dark tourism. The research objectives therefore are 1) to investigate if there was a potential for dark tourism at Bann Nok Lay, 2) to understand the behavior and expectation of tourists towards dark tourism in relation to Tsunami disaster; and 3) to propose community participation model. These objectives were achieved by the use of both qualitative and quantitative research methods, employing questionnaire and semi-structured interview checklist, where 5 experts, 400 international tourists and 400 community members were involved in the survey. The research outputs are 1) the potential expressed by the community does not justify that they are prepared for dark tourism. It emerged that the community members have a strong urge to

take advantage of the economic viabilities that come with dark tourism, 2) the expectations of the tourists are different from the community member's potential. What this implies is that the potential expressed by members of the community does not justify that they are prepared for dark tourism when their potential is related to the expectations of the tourists; and 3) a systematic participation model was suggested. Thus, there is as well the need to improve tourism publicity since it was noted that in Thailand, especially dark tourism in Ban Nok Lay has not grown strong enough to attract large groups of people and multiple visits.

Keywords: Natural Disasters, Tsunamis, Dark Tourism, Community Participation

บทคัดย่อ

นอกจากความเห็นอกเห็นใจผู้ที่ตกเป็นเหยื่อของภัยพิบัติทางธรรมชาติ เช่น สึนามิ ยังมีวิธีการอื่นในการจัดกิจกรรมและการนำเสนอเพื่อให้เกิดผลทางเศรษฐกิจจากภัยพิบัติที่เกิดขึ้น เช่น การท่องเที่ยวที่เกิดจากความสูญเสียซึ่งจะเป็นประโยชน์ต่อชุมชนผู้เสียหายและสังคมโดยรวม การศึกษานี้จึงมุ่งเน้นการทำความเข้าใจเรื่องการพัฒนาก่อนนอกเล ให้เป็นแหล่งท่องเที่ยวที่เกิดจากความสูญเสียจากภัยพิบัติทางธรรมชาติ โดยมีวัตถุประสงค์ 3 ข้อ ได้แก่ 1.) การศึกษาว่าบ้านนอกเลมีศักยภาพในการพัฒนาเป็นแหล่งท่องเที่ยวที่เกิดจากความสูญเสียจากภัยพิบัติสึนามิได้หรือไม่ 2.) ทำความเข้าใจพฤติกรรมและความคาดหวังของนักท่องเที่ยวที่มีต่อการท่องเที่ยวที่เกิดจากความสูญเสียจากภัยพิบัติสึนามิ และ 3.) เสนอรูปแบบการมีส่วนร่วมของชุมชน โดยใช้ทั้งวิธีการวิจัยเชิงคุณภาพและเชิงปริมาณ สืบจาก ผู้เชี่ยวชาญ จำนวน 5 คน กลุ่มนักท่องเที่ยว 400 คน และสมาชิกในชุมชน 400 คน ผลการวิจัยมีดังนี้ 1.) ชุมชนบ้านนอกเลมีความคิดเห็นว่าศักยภาพของชุมชนบ้านนอกเลยังไม่มีความพร้อมต่อการพัฒนาเป็นแหล่งท่องเที่ยว Dark Tourism ดังนั้นควรดำเนินการกระตุ้นให้เห็นความสำคัญของประโยชน์ทางเศรษฐกิจ 2.) ความคาดหวังของนักท่องเที่ยวมีความแตกต่างกันในด้านศักยภาพชุมชน ซึ่งสะท้อนให้เห็นว่าชุมชนต้องมีการเตรียมการเพื่อให้สามารถตอบสนองความคาดหวังของนักท่องเที่ยว และ 3.) ได้มีการเสนอแนะแบบจำลองการมีส่วนร่วมของชุมชนบ้านนอกเล จังหวัดภูเก็ต ในการวิจัยครั้งนี้ ซึ่งจะแสดงให้เห็นถึงความจำเป็นในการปรับปรุงการท่องเที่ยวให้มากขึ้น เนื่องจากการท่องเที่ยวในประเทศไทยโดยเฉพาะอย่างยิ่งการท่องเที่ยวที่เกิดจากความสูญเสียจากภัยพิบัติทางธรรมชาติของชุมชนบ้านนอกเล ไม่เติบโตและแข็งแรงพอที่จะดึงดูดนักท่องเที่ยวกลุ่มต่าง ๆ ให้กลับมาท่องเที่ยว

คำสำคัญ : ภัยพิบัติทางธรรมชาติ สึนามิ การมีส่วนร่วมของชุมชน แหล่งท่องเที่ยวที่เกิดจากความสูญเสีย อุบัติภัย มรณภัย

Introduction

As of 2013, the World Tourism Organization (WTO) named Thailand as the most visited country in Southeast Asia (Theraphan, 2014). Even though this is a statistic that can be considered impressive, there are analysts who have expressed worry at the trend of growth of Thailand's tourism. According to Hile (2012), Thailand continues to be the preferred tourist destination in Southeast Asia but the country has not fully discovered its potential in tourism. As a result of this, the rate of economic growth in Thailand has been said to be stagnant, and in some cases declining (McCargo & Hongladarom, 2004). Consequently, the role of tourism in the development of Thailand can be felt but is not up to its full potential.

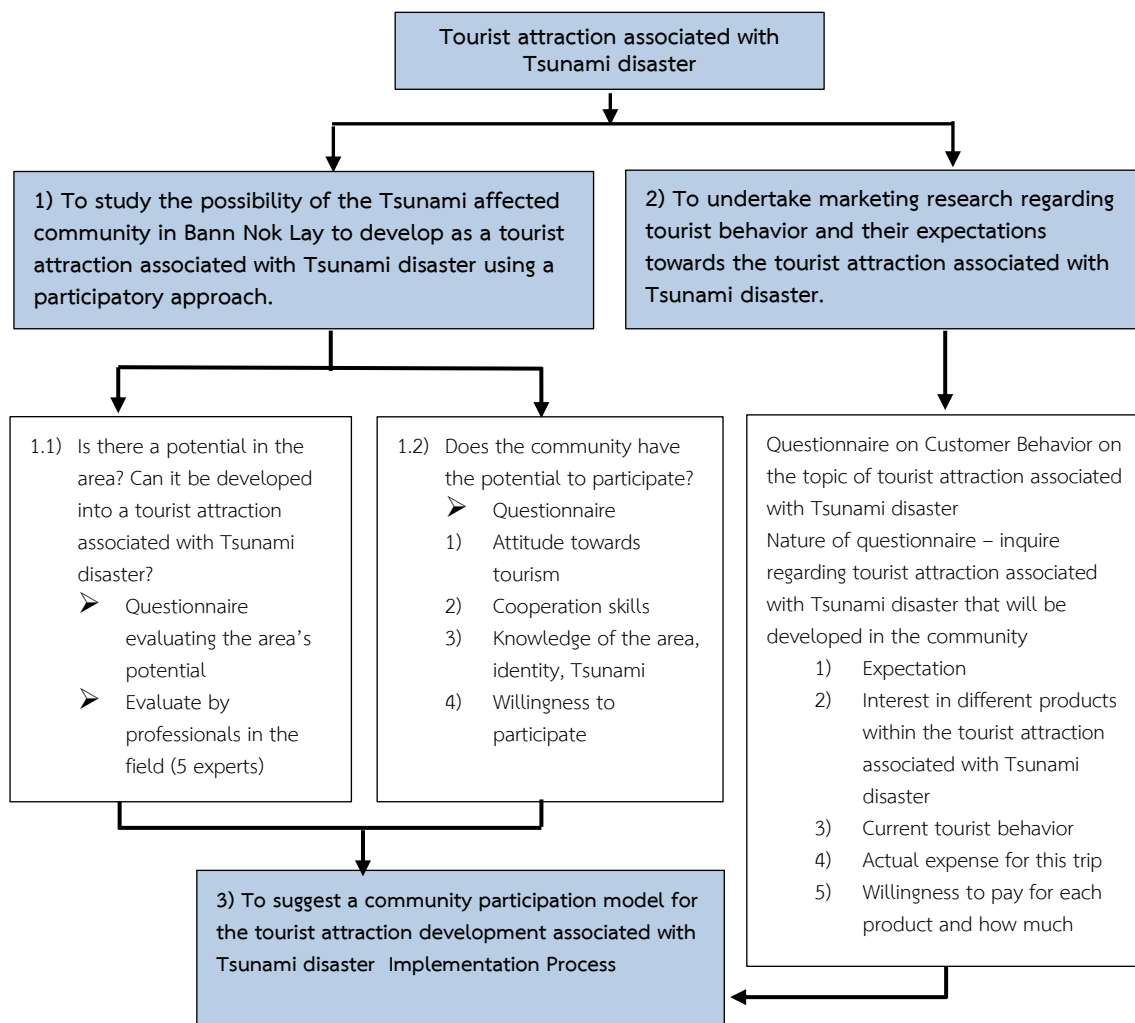
On threats facing the tourism sector in Thailand, it can be noted that most of the threats to availability that face the country's tourism industry cannot be controlled or stopped. Crucial among these are the natural disasters such as Tsunamis. As these natural disasters remain uncontrollable, Lay et al. (2004) mentions that they contribute as the largest threat to tourism in Thailand. This is because when such disasters strike, the quantum of destruction that affects natural resources that would have otherwise become tourism attractions by themselves is very vast and large. For example the 2004 Tsunami that struck Thailand was described as the deadliest in the country's history as it extended inland by a 1,000 feet, which is equivalent to 300 meters (Paris et al., 2007). Due to the force that came with the water, everything in the path of the water was swept away, leading to the death of many people, a third of whom were children. Indeed, such regrettable events which cannot be controlled continue to hamper the availability of tourist attractions in Thailand and it is only prudent that a way must be found to overturn the effect of such natural disasters from being absolutely evil into becoming partially beneficial. The problem that the study looks at is a refusal by most places within Thailand, particularly Bann Nok Lay to engage in such practice that overturns the effects of the 2004 Indian Ocean Tsunami into a positive venture. This problem has been identified with the position taken that even though the Tsunami was generally a regrettable event, there is a potential to turn the aftermath into a tourist attraction through the idea of dark tourism.

Objective

1. To study the possibility of Tsunami affected community in Bann Nok Lay in developing as a tourist attraction with emphasis on the Tsunami disaster through the use of a participatory approach.
2. To undertake a marketing research regarding tourist behavior and expectations towards the tourist attractions associated with Tsunami disasters.
3. To suggest a community participation model for the tourist attraction development associated with Tsunami disasters.

Conceptual framework

From the objectives, two main variables can be seen which are, community participation and customer expectations. These two also have to go through six major implementation processes such as planning, development, promotion, operation, evaluation, and monitoring. The framework has been summarized in the image below.



Literature review

Dark tourism is in a sense a “thrill seeking” adventure; however, over time an attraction can become tired; therefore it is important that a location can continue to attract and excite the dark tourists. The aspect of demand and supply of dark tourism makes it clear that not all tourists are prompted to visit a dark tourism site for the purpose of engaging in dark experiences (Stone and Sharpley, 2008; Sharpley, 2009; Stone, 2009). Therefore, the supply and demand of dark tourism should be understood by the key stakeholders so as to understand comprehensively the factors that influence tourist attractions. In relation to potential area analysis, the assessment of the effectiveness of the participatory approach in turning a Tsunami “crisis” into a tourism “opportunity” can be reviewed by focusing on Bann Nok Lay community, which was one of the most affected communities by the Tsunami in terms of tourism. Prior to Tsunami, the community had grown into a prosperous area, especially due to the role played by the beautiful beach of Bann Nok Lay which has a golden tint that is distinctive, because of tin presence. Moreover, it attracted a huge population due to many ecotourism and cultural activities as well as mines and the growth in the region’s tourism industry, which enhanced its contribution to the region’s economy. Tourist expectations and behavior towards dark tourism is mostly reflected in their appreciation for the 4Ps of marketing presented to them at the tourist sites and they include Product and service (Rittichainuwat, 2006; Stone & Sharpley, 2008); Pricing (Lee et al, 2005; Rigg et al. 2005; Poria, Arie & Avital, 2006); Place (Henderson, 2005) and Promotion (Forgione & Smith, 2007; Henderson, 2007). In relation to participatory model, sustainable and responsible tourism is set against the challenges of the devastating effects caused by a Tsunami. As such, a participatory approach to tourism helps in the rehabilitation of the post-Tsunami tourism-based natural and cultural heritage of the area by successfully including the community’s role alongside that of the positive guest experience, group management, the government and other organizations targeting to turn the crisis and hazards into a tourism opportunity (Buckle, 2006; Sheehan & Ritchie, 2005; Glaesser, 2003).

Research methodology

In order to address each of the study’s objectives comprehensively, a mixed research method was used. These research methods included both qualitative and quantitative. Qualitative research method was applicable to objective 1.1 where the aim was to determine if the area of study had a potential for dark area tourism. This was achieved through interviewing

5 experts (semi-structured interview) selected using purposive sampling. Objective 1.2 and 2 were achieved using quantitative method where questionnaires were used and both the community members and tourists were asked to respond to questions in the questionnaire.

The first questionnaire which was used to conduct the community self-assessment was basically used to examine whether Bann Nok Lay community has the potential in turning effects from disaster into a tourist attraction. Firstly, there were questions, asking community members about their knowledge in six areas which include tourism resources, tourism resource conservation, tourism carrying capacity, tourism zoning, tourism marketing, and tourism participation. Secondly, there were questions, asking community members about their attitudes divided into two areas: attitudes toward community-based tourism and attitudes towards community-based tourism management. The third aspect of the community self-assessment questionnaire focused on the community potential in terms of core competency.

In the tourist behavior questionnaire, first part of the questionnaire was made up of demographic information about respondents. Such demographic information sought to find answers to questions about the gender, age, nationality, educational status, occupation, and social status of tourists. This part of the questionnaire was introduced so that the researcher would know the relationship between people's demographic backgrounds and their attitude towards dark tourism. The second part of the questionnaire was meant to solicit information about the tourists and their traveling behavior. Consequent to this, the attitude of the tourists towards tourism in general and dark tourism in specific was sampled. This involved the use of questions pertaining to their duration of touring, expenditure for their tour, expectation towards tourist attractions developed from Tsunami disaster stories and expectation towards community skills. As with all other quantitative questionnaires, the questionnaires used were developed in a Likert scale, meaning for most of the questions, respondents were asked to rate or scale up their answers that best described them (Gerrish & Lacey, 2013). The advantage with the questionnaire was that the researcher had the opportunity to collect data from many people at the same time due to the use of the distribution system (Dellinger & Leech, 2007).

Regarding the quantitative method, the number of sample for both international tourists and Bann Nok Lay villagers was calculated according to the Taro Yamane Table. As a result of purposive sampling techniques, 400 villagers and 400 international tourists were selected in the questionnaire surveys while the qualitative method was the 5 experts' semi-structured

interviews as a result of purposive sampling techniques. The summary of all issues relating to the research methodologies was presented in the Table 1 below.

Table 1: Overview of Research Methodologies and Relevance to Research Objectives

| Objectives | Research Methods | Population & Samples / Key Informants | Sample Size | Sampling Techniques | Research Tools | Data Analysis |
|---|---------------------------|---------------------------------------|-------------|---------------------|---------------------------|---|
| (Obj. 1.1) To identify if there is a potential for Bann Nok Lay in the area of Dark Tourism through Tsunami disaster tourist attraction | Qualitative | Expert | 5 | Purposive Sampling | Semi-structured interview | Content Analysis |
| (Obj. 1.2) To investigate if the community has the potential to participate in turning into a tourist attraction | Quantitative | Community | 400 | Purposive Sampling | Questionnaire | Descriptive (Sd., Mean) and Inferential Statistics (t-test, F-test) |
| (Obj. 2.1) To identify tourist spending behavior towards dark tourism | Quantitative | Tourist | 400 | Purposive Sampling | Questionnaire | Descriptive (Average) |
| (Obj. 2.2) To investigate the expectations of tourist towards dark tourism | | | | Purposive Sampling | Questionnaire | Descriptive (Sd., Mean) and Inferential Statistics (t-test, F-test) |
| (Obj. 3) To suggest a community participation model for the tourist attraction development associated with Tsunami disaster | The researchers synthesis | | | | | |

Research Result

Objective 1 To study the possibility of participation of the communities affected by the Tsunami disaster in Phuket Province's area in developing the area as a tourist attraction based on stories from the Tsunami disaster

Objective 1.1 To identify if there is a potential for Bann Nok Lay in the area of Dark Tourism through Tsunami disaster tourist attraction

- Potential Area Comparisons

It is found that Bann Nok lay is an area with good potential to be developed as a tourist attraction based on stories from the Tsunami disaster. It can be concluded as follows: 1) as for the value of an attraction, it is found that the size of the area scores 3.8, the readiness of the area to be developed as a tourist attraction scores 4.6. As for community cultures, it is found that variety of community cultures scores 4.2, the perfection of current evidence of Tsunami disaster scores 4. 2) As for basic facilities, it is found that convenience of accessibility of transportation scores 4.4, basic utilities (electricity, water, phone) scores 4.4, length of main roads leading to the attraction scores 3.6, possibility of building parking spaces scores 4, signposts indicating directions to the community scores 4.2, and relation between the community and the main attractions scores 4.

Objective 1.2 To examine whether Bann Nok Lay community has the potential to participate in turning effects from disaster into a tourist attraction.

1) Community Potential Regarding Knowledge

Community potential regarding knowledge is divided into six areas which include tourism resources, tourism resource conservation, tourism carrying capacity, tourism zoning, tourism marketing, and tourism participation. Therefore, the researcher presented the overall community potential in terms of knowledge of Bann Nok Lay community, Kamala Sub-district, Kathu District, Phuket Province by 400 sets of questionnaires in the following order:

Tourism resources

- Community Potential Regarding Knowledge in Terms of Tourism Resources.

The result shows that most respondents have knowledge and understanding, and mostly of “Tin ore was abundant in Bann Nok Lay”, 92.50%, followed by “The beach located in the area of Bann Nok Lay community is a tourist attraction” 92.00%, as well as “People from different places came to the community in the past in search of tin ore”.

Tourism Resource Conservation

- Community Potential regarding Knowledge on Tourism Resource Conservation.

The result shows that most respondents have knowledge and understanding, and mostly of “Building people’s conscious will be an important factor which contributes to the conservation of Bann Nok Lay community’s way of life” 91.00%, followed by “Planting trees and collecting garbage on the beach are considered as natural resource conservation” 90.75%, and “Planting trees, promoting local dressing, and developing ancient remains by employing concept of conservation along with development is a correct idea” 89.25%, respectively.

Tourism Carrying Capacity

- Community Potential regarding Knowledge on Tourism Carrying Capacity

According to the results of the analysis of the assessment of community potential regarding knowledge in terms of tourism carrying capacity, it was found that most respondents have knowledge and understanding, and mostly of “Bann Nok Lay community should have rules so as to control and convey knowledge to tourists.”, 91.00%, followed by “Bann Nok Lay community should limit its tourism carrying capacity”, 90.00%, respectively.

Tourism Zoning

- Community Potential regarding Knowledge on Tourism Zoning

The result shows that most respondents have knowledge and understanding, and mostly of “Traditional performances of Bann Nok Lay community should be held in places that are easy for tourists to access”, 90.50%, followed by “Bann Nok Lay community should set direction for expanding the tourism area.”, 90.00%, and “Bann Nok Lay community should build modern buildings so as to create novelty”, 80.50% respectively.

Tourism Marketing

- Community Potential regarding Knowledge on Tourism Marketing

The result shows that most respondents have knowledge and understanding, and mostly of “Bann Nok Lay community should present its tourism resources and products to tourists through the internet”, 92.25%, followed by “Bann Nok Lay community should create a friendly atmosphere to support tourism”, 91.75%, “Bann Nok Lay community should play an important role in being a good host for welcoming

tourists”, 90.75%, and “Bann Nok Lay community should sell its tourism products that meet tourists’ needs”, 85.71%.

Tourism Participation

- Community Potential regarding Knowledge on Tourism Participation

The result shows that most respondents have knowledge and understanding, and mostly of “giving opinions for setting tourism group or club’s direction creates more appropriate community-based tourism development in Bann Nok Lay community”, 90.75%, followed by “participating in providing accurate and correct information in the process of making plans of a project in community-based tourism management of Bann Lay Nok is important for the community”, 89.50%, and “participating in setting plans and policies in community-based tourism management of Bann Nok Lay community helps build strength in the community”, 87.50%, and “inviting people to give comments and express their opinions regarding tourism activities by Bann Nok Lay community for creating sense of ownership is an important issue”, 80.25%

2) Community Potential in Terms of Attitudes

Community potential in terms of attitudes is divided into two areas: attitudes toward community-based tourism and attitudes towards community-based tourism management.

Community-based Tourism

- Potential in Terms of Attitudes Towards Community-based Tourism

For attitudes of people of Bann Nok Lay community towards community-based tourism, including positive and negative effects from tourism, it is found that overall, attitudes are at an intermediate level ($= 3.18$, $S.D. = 0.942$).

Community-based Tourism Management

- Community Potential on Attitudes Towards Community-based Tourism Management.

As for attitudes of people in Bann Nok Lay community towards community-based tourism management, both positive and negative impact resulted from tourism, overall, the attitudes are at an intermediate level ($= 3.32$, $S.D. = 0.976$).

3) Community Potential in Terms of Core Competency

- Community Potential in Terms of Core Competences

Overall core competency of people in Bann Nok Lay community is at an intermediate level (= 3.16, S.D. = 1.029)

Table 2: Mean, SD. of the Results of the Analysis of the Assessment of Community Potential in Terms of Core Competences

| Assessing community potential in terms of core competences | \bar{x} | SD. | Values interpreted |
|--|-------------|--------------|---------------------|
| 1. Competent at working with others and tourists efficiently | 3.33 | 1.079 | intermediate |
| 2. Competent at working in different environments where there are social varieties | 3.25 | 1.071 | intermediate |
| 3. Competent at working according to the regulations, rules, and orders of the community | 3.19 | 1.096 | intermediate |
| 4. Competent at developing and searching for knowledge related to tourism management | 3.19 | 1.116 | intermediate |
| 5. Competent at communicating efficiently | 3.15 | 1.229 | intermediate |
| 6. Competent at providing equitable services to tourists | 3.21 | 1.191 | intermediate |
| 7. Competent at solving conflict within various situations | 3.16 | 1.252 | intermediate |
| 8. Competent at coordinating tourism activities | 3.2 | 1.146 | intermediate |
| 9. Competent at initiating tourism projects | 3.15 | 1.154 | intermediate |
| 10. Competent at tourism planning | 3.12 | 1.239 | intermediate |
| 11. Competent at writing tourism plans and policies | 3.14 | 1.192 | intermediate |
| 12. Competent at assessing and monitoring tourism results | 3 | 1.243 | intermediate |
| 13. Competent at developing, improving tourism procedures | 3.01 | 1.349 | intermediate |
| Overall mean | 3.16 | 1.029 | intermediate |

Objective 2 To conduct market research on the behavior and expectations of tourists regarding the attractions associated with the Tsunami disaster.

Objective 2.1 To identify tourist spending behavior towards Dark Tourism

Table 3: The amount of money tourists spent on dark tourism

| Data on tourist behavior | Tourists | | | | | | | | | | | |
|---|-------------------|-------------|---------------------|-------------|---------------------|-------------|-----------------------|-------------|-------------------|-------------|--------------------|-------------|
| | Asia (n = 223) | | Europe (n = 130) | | America (n = 11) | | Australia (n = 34) | | Africa (n = 2) | | Total (n = 400) | |
| | Freq. | % | Freq. | % | Freq. | % | Freq. | % | Freq. | % | Freq. | % |
| 1.Average amount of money spent with traveling per day | | | | | | | | | | | | |
| Less than 5,000 Baht | 137 | -61.4 | 85 | -65.4 | 4 | -36.4 | 16 | -47.1 | 1 | -50 | 243 | -60.8 |
| 5,000 - 10,000 Baht | 22 | -9.9 | 13 | -10 | | | 4 | -11.8 | | | 39 | -9.7 |
| 10,001 - 30,000 Baht | 25 | -11.2 | 8 | -6.2 | 2 | -18.2 | 3 | -8.8 | 1 | -50 | 39 | -9.7 |
| 30,001 - 50,000 Baht | 26 | -11.7 | 16 | -12.3 | 3 | -27.3 | 4 | -11.8 | | | 49 | -12.3 |
| More than 50,000 Baht | 13 | -5.8 | 8 | -6.2 | 2 | -18.2 | 7 | -20.6 | | | 30 | -7.5 |
| Total | 223 | -100 | 130 | -100 | 11 | -100 | 34 | -100 | 2 | -100 | 400 | -100 |
| 2.Accommodation cost per night | | | | | | | | | | | | |
| Less than 5,000 Baht | 26 | -31.3 | 9 | -29 | 1 | -11.1 | 2 | -11.1 | 1 | -50 | 39 | -27.3 |
| 5,000 - 10,000 Baht | 30 | -36.1 | 17 | -54.8 | 5 | -55.6 | 8 | -44.4 | 1 | -50 | 61 | -42.7 |
| 10,001 - 30,000 Baht | 19 | -22.9 | 1 | -3.2 | 3 | -33.3 | 7 | -38.9 | | | 30 | -21 |
| 30,001 - 50,000 Baht | 6 | -7.2 | 4 | -12.9 | | | 1 | -5.6 | | | 11 | -7.6 |
| More than 50,000 Baht | 2 | -2.4 | | | | | | | | | 2 | -1.4 |
| Total | 83 | -100 | 31 | -100 | 9 | -100 | 18 | -100 | 2 | -100 | 143 | -100 |
| 3.Money spent on transportation each day | | | | | | | | | | | | |
| Less than 5,000 Baht | 53 | -67.1 | 12 | -48 | 5 | -55.6 | 4 | -25 | 1 | -50 | 75 | -57.2 |
| 5,000 - 10,000 Baht | 23 | -29.1 | 12 | -48 | 3 | -33.3 | 11 | -68.8 | 1 | -50 | 50 | -38.2 |
| 10,001 - 30,000 Baht | 1 | -1.3 | 1 | -4 | | | 1 | -6.3 | | | 3 | -2.3 |
| 30,001 - 50,000 Baht | 2 | -2.5 | | | | | | | | | 2 | -1.5 |
| More than 50,000 Baht | | | | | 1 | -11.1 | | | | | 1 | -0.8 |
| Total | 79 | -100 | 25 | -100 | 9 | -100 | 16 | -100 | 2 | -100 | 131 | -100 |
| 4.Money spent on food per day | | | | | | | | | | | | |
| Less than 5,000 Baht | 20 | -25.3 | 6 | -19.4 | 3 | -33.3 | 2 | -10.5 | 1 | -50 | 32 | -22.9 |
| 5,000 - 10,000 Baht | 34 | -43 | 7 | -22.6 | 2 | -22.2 | 7 | -36.8 | 1 | -50 | 51 | -36.4 |
| 10,001 - 30,000 Baht | 14 | -17.7 | 13 | -41.9 | 3 | -33.3 | 6 | -31.6 | | | 36 | -25.7 |
| 30,001 - 50,000 Baht | 7 | -8.9 | 4 | -12.9 | 1 | -11.1 | 3 | -15.8 | | | 15 | -10.7 |
| More than 50,000 Baht | 4 | -5.1 | 1 | -3.2 | | | 1 | -5.3 | | | 6 | -4.3 |
| Total | 79 | -100 | 31 | -100 | 9 | -100 | 19 | -100 | 2 | -100 | 140 | -100 |
| 5.Money spent on souvenirs per trip | | | | | | | | | | | | |
| Less than 5,000 Baht | 20 | -27.8 | 1 | -4 | | | | | 1 | -50 | 22 | -18 |
| 5,000 - 10,000 Baht | 20 | -27.8 | 3 | -12 | 1 | -12.5 | 5 | -33.3 | 1 | -50 | 30 | -24.6 |
| 10,001 - 30,000 Baht | 11 | -15.3 | 5 | -20 | 3 | -37.5 | 2 | -13.3 | | | 21 | -17.2 |
| 30,001 - 50,000 Baht | 9 | -12.5 | 7 | -28 | 1 | -12.5 | 2 | -13.3 | | | 19 | -15.6 |
| More than 50,000 Baht | 12 | -16.7 | 9 | -36 | 3 | -37.5 | 6 | -40 | | | 30 | -24.6 |
| Total | 72 | -100 | 25 | -100 | 8 | -100 | 15 | -100 | 2 | -100 | 122 | -100 |

- Average Amount of Money Spent with Traveling per day

As for average amount of money spent with traveling per day, it is found that people spent less than 5,000 Baht the highest, with a frequency of 243 persons or 60.8%, followed by 30,001 - 50,000 Baht, 49 persons or 12.3%, and 5,000 - 10,000 Baht and 10,001 - 30,000 Baht, 39 persons or 9.7%, the lowest is more than 50,000 Baht, 30 persons or 7.5%.

- Accommodation Cost per Night

As for accommodation cost per night, the highest is 1,000 – 2,000 Baht, 61 persons or 42.7%, followed by less than 1,000 Baht, 39 persons or 27.3%, 2,001-3,000 Baht, 30 persons or 21.0%, 3,001-5,000 Baht, 11 persons or 7.6%, and more than 5,000 Baht, 2 persons or 1.4%, respectively.

- Money Spent on Transportation Each Day

As for money spent on transportation each day, the highest is less than 1,000 Baht, 75 persons or 57.2%, followed by 1,000 - 2,000 Baht, 50 persons or 38.2%, 2,001 -3,000 Baht, 3 persons, or 2.3%, 3,001 – 5,000 Baht, 2 persons or 1.5%, and more than 5,000 Baht, 1 person or 0.80% respectively.

- Money Spent on Food per Day

As for money spent on food per day, the highest is 500 – 1,000 Baht, 51 persons or 36.4%, followed by 1,001 – 2,000 Baht, 36 persons or 25.7%, less than 500 Baht, 32 persons or 22.9%, 2,001 – 3,000 Baht, 15 persons or 10.7%, and more than 3,000 Baht 6 persons or 4.3%, respectively.

- Money spent on Souvenirs per Trip

As for money spent on souvenirs per trip, the highest is 500- 1,000 Baht and more than 3,000 Baht, representing 30 persons or 24.6 ;6%, followed by less than 500 Baht, 22 persons or 18.0%, 1, 001- 2,000 Baht, 21 persons or 17.2%, and 2, 001– 3,000 Baht, 19 persons or 15.6%, respectively.

In conclusion, based on tourist spending behavior towards dark tourism, it can be seen from the results of the study which showed that the overall average expense of tourists is less than 5,000 Baht is the highest, with a frequency of 243 people: 137 from Asia, 85 from Europe, 16 from Australia, 4 from America, and 1 from Africa, respectively.

In addition, the researcher has compared the differences between the statuses of the respondents and made an evaluation. This part is about comparing the mean of differences between respondents' statuses and the community potential by using the method of Independent Samples Test, using statistical test, t-test in terms of gender, and by the method of One Way ANOVA, using statistical test, F-test in terms of age, educational level, marital status, occupation, monthly income, and time spent living in the community.

Table 4 Comparing the Mean of Differences between General Statuses of Respondents and Community Potential, Categorized According to Gender

| Community potential | Gender | N | \bar{x} | SD. | t-test | sig. |
|-----------------------------|--------|-----|-----------|------|--------|--------|
| Knowledge and understanding | Male | 179 | 4.94 | 0.24 | 2.537 | 0.012* |
| | Female | 221 | 4.86 | 0.34 | | |
| | Total | 400 | 4.90 | 0.30 | | |
| Attitudes | Male | 179 | 3.18 | 0.88 | -1.318 | 0.188 |
| | Female | 221 | 3.31 | 0.97 | | |
| | Total | 400 | 3.25 | 0.93 | | |
| Core competences | Male | 179 | 3.04 | 0.95 | -2.077 | 0.038* |
| | Female | 221 | 3.25 | 1.09 | | |
| | Total | 400 | 3.16 | 1.03 | | |
| Overall | Male | 179 | 3.72 | 0.60 | -1.336 | 0.018* |
| | Female | 221 | 3.81 | 0.69 | | |
| | Total | 400 | 3.77 | 0.65 | | |

* With statistical significance of 0.05

As for the overall test results, it is found that the t-test = -1.336, sig. = 0.018 < 0.05 or it can be said that gender affects the community potential differently, with the female population (= 3.81, S.D. = 0.69) having the mean of community potential higher than that of male population (= 3.16, S.D. = 0.60) with statistical significance of 0.05. This is consistent

with Sereerat, S. (1995) who said that females tend to have the need to send and receive news more than males, and this creates a difference in terms of knowledge and understanding and more acceptance of change.

Table 5 Comparing the Mean of Differences between Statuses of Respondents and Community Potential, Categorized According to Time Spent Living in the Area

| Community potential | Time spent living in the area | N | \bar{x} | SD. | F-test | sig. |
|-----------------------------|-------------------------------|-----|-----------|------|--------|--------|
| Knowledge and understanding | Less than 5 years | 33 | 4.94 | 0.24 | 2.272 | 0.08 |
| | 5 - 10 years | 129 | 4.95 | 0.23 | | |
| | 11 - 20 years | 118 | 4.86 | 0.35 | | |
| | More than 20 years | 120 | 4.88 | 0.33 | | |
| | Total | 400 | 4.9 | 0.3 | | |
| Attitudes | Less than 5 years | 33 | 3.62 | 0.81 | 44.838 | 0.000* |
| | 5 - 10 years | 129 | 2.58 | 0.97 | | |
| | 11 - 20 years | 118 | 3.57 | 0.74 | | |
| | More than 20 years | 120 | 3.56 | 0.66 | | |
| | Total | 400 | 3.25 | 0.93 | | |
| Core competences | Less than 5 years | 33 | 3.54 | 1.01 | 28.798 | 0.000* |
| | 5 - 10 years | 129 | 2.54 | 1.07 | | |
| | 11 - 20 years | 118 | 3.53 | 0.8 | | |
| | More than 20 years | 120 | 3.36 | 0.88 | | |
| | Total | 400 | 3.16 | 1.03 | | |
| Overall | Less than 5 years | 33 | 4.03 | 0.6 | 32.317 | 0.000* |
| | 5 - 10 years | 129 | 3.35 | 0.67 | | |
| | 11 - 20 years | 118 | 3.99 | 0.55 | | |
| | More than 20 years | 120 | 3.93 | 0.51 | | |
| | Total | 400 | 3.77 | 0.65 | | |

* With statistical significance of 0.05

As for comparing the mean of differences between statuses of respondents and community potential, categorized according to time spent living in the area, and the results of the comparison of differences between statuses and community potential, categorized according

to time spent living in the area at the statistical significance of 0.05 in each aspect, it is found that the sig. < 0.05 in 2 aspects which are in terms of attitudes and in terms of core competency.

As for the overall test results, it is found that the F-test = 32.317, sig. = 0.000 < 0.05 or it can be said that time spent living in the area of the people affects community potential differently, with a group of people with time spent living in the area less than 5 years (\bar{x} = 4.03, S.D. = 0.60) having the mean of community potential the highest, followed by a group of people with time spent living in the area between 11 – 20 years (\bar{x} = 3.99, S.D. = 0.55), and those with time spent living in the area more than 20 years (\bar{x} = 3.93, S.D. = 0.51), the lowest is a group of people with time spent living in the area between 5-10 years (\bar{x} = 3.35, S.D. = 0.67), respectively, with statistical significance of 0.05. This is consistent with Stephen Clark & Noel Scott (2006), who suggested that building knowledge within the community created a new attitude and new ideas. Moreover, the strategy can be made better with the creation of knowledge. This is a process that combines knowledge and expertise from anywhere in business industry, whether it is from documents, from a knowledge database, from ideas in people's heads and putting them to use.

Objective 2.2 To inspect tourists' needs and expectations of dark tourism.

- Expectations of a Tourist Attraction in General

Table 6: Mean, SD. of Expectations of a Tourist Attraction Based on Stories from Tsunami Disaster in General

| Expectations of a tourist attraction based on stories of Tsunami disaster | Tourists | | | | | | | | | | | | |
|--|-----------|-------|-----------|-------|-----------|-------|-----------|-------|-----------|-------|-----------|-------|-----------------------|
| | Asia | | Europe | | America | | Australia | | Africa | | Total | | |
| | (n = 223) | | (n = 130) | | (n = 11) | | (n = 34) | | (n = 2) | | (n = 400) | | |
| | \bar{x} | SD. | \bar{x} | SD. | \bar{x} | SD. | \bar{x} | SD. | \bar{x} | SD. | \bar{x} | SD. | Values interpreted |
| | Product | 3.65 | 0.630 | 3.67 | 0.637 | 3.42 | 0.509 | 3.42 | 0.900 | 4 | 0.000 | 3.63 | 0.658 |
| Price | 3.63 | 0.722 | 3.74 | 0.699 | 3.32 | 0.690 | 3.46 | 0.834 | 4.75 | 0.354 | 3.65 | 0.730 | High |
| Place | 3.71 | 0.710 | 3.77 | 0.771 | 3.56 | 0.585 | 3.45 | 0.948 | 4.5 | 0.707 | 3.71 | 0.754 | High |
| Promotion | 3.59 | 0.701 | 3.76 | 0.698 | 3.44 | 0.737 | 3.6 | 0.894 | 4.4 | 0.566 | 3.64 | 0.723 | High |
| Product standpoint | 3.69 | 0.749 | 3.75 | 0.697 | 3.52 | 0.765 | 3.5 | 0.830 | 4.5 | 0.707 | 3.69 | 0.742 | High |
| Business alliance | 3.66 | 0.661 | 3.75 | 0.696 | 3.38 | 0.695 | 3.56 | 0.948 | 4 | 0.000 | 3.67 | 0.702 | High |
| Tourism personnel | 3.72 | 0.707 | 3.86 | 0.753 | 3.4 | 0.795 | 3.68 | 0.957 | 5 | 0.000 | 3.76 | 0.755 | High |
| Tourism environment | 3.7 | 0.729 | 3.88 | 0.775 | 3.24 | 0.662 | 3.64 | 0.950 | 5 | 0.000 | 3.75 | 0.773 | High |
| Servicing process | 3.7 | 0.664 | 3.77 | 0.695 | 3.43 | 0.689 | 3.55 | 0.747 | 4.5 | 0.467 | 3.7 | 0.685 | High |
| Environment and establishment | 3.69 | 0.718 | 3.69 | 0.719 | 3.44 | 0.543 | 3.57 | 0.814 | 3.9 | 0.707 | 3.67 | 0.721 | High |
| Overall | 3.67 | 0.601 | 3.76 | 0.624 | 3.41 | 0.564 | 3.54 | 0.828 | 4.46 | 0.209 | 3.69 | 0.633 | High |

According to the results of the research regarding expectations of a tourist attraction based on stories of Tsunami disaster, it is found that tourists have expectations at high level in general ($= 3.69$, S.D. $= 0.633$), with a group of tourists from Africa having the highest mean of 4.46 ($= 4.46$, S.D. $= 0.209$), followed by Europe ($= 3.76$, S.D. $= 0.624$), Asia ($= 3.67$, S.D. $= 0.601$), Australia ($= 3.54$, S.D. $= 0.828$), and America ($= 3.41$, S.D. $= 0.564$), respectively.

Moreover, the researcher has compared differences between statuses and expectations of a tourist attraction based on stories of Tsunami disaster by the method of Independent Samples Test, using statistical test, t-test in terms of Gender, and by the method of One Way ANOVA, using statistical test, F-test in terms of Age, Educational level, Status, Occupation, Monthly income and Category of tourists.

Table7: Comparing mean of differences between statuses and expectations of a tourist attraction based on stories of a Tsunami disaster, the classification is according to tourist's gender.

| Expectations of a Tourist Attraction Based on Stories of a Tsunami Disaster | Gender | N | \bar{X} | SD. | t-test | sig. |
|---|--------|-----|-----------|------|--------|-------|
| Sales promotion | Male | 211 | 3.63 | 0.73 | -0.315 | 0.753 |
| | Female | 189 | 3.66 | 0.72 | | |
| | Total | 400 | 3.64 | 0.72 | | |
| Product standpoint | Male | 211 | 3.66 | 0.74 | -0.848 | 0.397 |
| | Female | 189 | 3.73 | 0.74 | | |
| | Total | 400 | 3.69 | 0.74 | | |
| Business alliance | Male | 211 | 3.64 | 0.71 | -1.015 | 0.311 |
| | Female | 189 | 3.71 | 0.69 | | |
| | Total | 400 | 3.67 | 0.7 | | |
| Tourism personnel | Male | 211 | 3.77 | 0.76 | 0.311 | 0.756 |
| | Female | 189 | 3.75 | 0.75 | | |
| | Total | 400 | 3.76 | 0.75 | | |
| Tourism environment | Male | 211 | 3.75 | 0.76 | 0.152 | 0.88 |
| | Female | 189 | 3.74 | 0.79 | | |
| | Total | 400 | 3.75 | 0.77 | | |
| Servicing process | Male | 211 | 3.69 | 0.7 | -0.392 | 0.695 |
| | Female | 189 | 3.72 | 0.67 | | |
| | Total | 400 | 3.7 | 0.68 | | |
| Environment, product, and establishment | Male | 211 | 3.64 | 0.73 | -0.856 | 0.392 |
| | Female | 189 | 3.7 | 0.71 | | |
| | Total | 400 | 3.67 | 0.72 | | |
| Overall | Male | 211 | 3.67 | 0.63 | -0.495 | 0.621 |
| | Female | 189 | 3.7 | 0.64 | | |
| | Total | 400 | 3.69 | 0.63 | | |

* With statistical significance of 0.05

As for the results from comparing mean of differences between statuses and expectations of a tourist attraction based on stories of a Tsunami disaster, the classification is according to gender at the statistical significance of 0.05. As for each aspect, it is found that the sig. > 0.05 in all 10 aspects.

As for the conclusion of the overall test results, it is found that the t-test = -0.495, sig. = 0.621 > 0.05 or it can be said that tourist's status in terms of gender has an impact on the expectations of a tourist attraction based on stories of a Tsunami disaster similarly, with statistical significance of 0.05.

Table 8: Comparing mean of differences between statuses and expectations of a tourist attraction based on stories of a Tsunami disaster, the classification is according to tourist's monthly income.

| Expectations | Income | N | | SD. | F-test | Sig. |
|--------------------------------|-----------------------|-----|------|------|--------|--------|
| Product | Less than 3,000 US\$ | 266 | 3.61 | 0.65 | 3.06 | 0.017* |
| | 3,000 - 5,000 US\$ | 63 | 3.86 | 0.74 | | |
| | 5,001 - 10,000 US\$ | 20 | 3.38 | 0.61 | | |
| | 10,001 - 30,000 US\$ | 35 | 3.52 | 0.57 | | |
| | More than 30,000 US\$ | 16 | 3.68 | 0.45 | | |
| | Total | 400 | 3.63 | 0.66 | | |
| Price | Less than 3,000 US\$ | 266 | 3.6 | 0.73 | 1.863 | 0.116 |
| | 3,000 - 5,000 US\$ | 63 | 3.87 | 0.78 | | |
| | 5,001 - 10,000 US\$ | 20 | 3.54 | 0.7 | | |
| | 10,001 - 30,000 US\$ | 35 | 3.7 | 0.61 | | |
| | More than 30,000 US\$ | 16 | 3.64 | 0.61 | | |
| | Total | 400 | 3.65 | 0.73 | | |
| Place | Less than 3,000 US\$ | 266 | 3.69 | 0.78 | 1.501 | 0.201 |
| | 3,000 - 5,000 US\$ | 63 | 3.86 | 0.78 | | |
| | 5,001 - 10,000 US\$ | 20 | 3.43 | 0.61 | | |
| | 10,001 - 30,000 US\$ | 35 | 3.7 | 0.61 | | |
| | More than 30,000 US\$ | 16 | 3.84 | 0.53 | | |
| | Total | 400 | 3.71 | 0.75 | | |
| Sales promotion | Less than 3,000 US\$ | 266 | 3.6 | 0.73 | 1.414 | 0.229 |
| | 3,000 - 5,000 US\$ | 63 | 3.77 | 0.81 | | |
| | 5,001 - 10,000 US\$ | 20 | 3.49 | 0.69 | | |
| | 10,001 - 30,000 US\$ | 35 | 3.73 | 0.52 | | |
| | More than 30,000 US\$ | 16 | 3.86 | 0.67 | | |
| | Total | 400 | 3.64 | 0.72 | | |
| In terms of product standpoint | Less than 3,000 US\$ | 266 | 3.67 | 0.74 | 1.064 | 0.374 |
| | 3,000 - 5,000 US\$ | 63 | 3.8 | 0.79 | | |
| | 5,001 - 10,000 US\$ | 20 | 3.5 | 0.7 | | |
| | 10,001 - 30,000 US\$ | 35 | 3.67 | 0.63 | | |
| | More than 30,000 US\$ | 16 | 3.9 | 0.77 | | |
| | Total | 400 | 3.69 | 0.74 | | |
| Business alliance | Less than 3,000 US\$ | 266 | 3.62 | 0.69 | 2.668 | 0.032* |
| | 3,000 - 5,000 US\$ | 63 | 3.88 | 0.79 | | |
| | 5,001 - 10,000 US\$ | 20 | 3.48 | 0.74 | | |
| | 10,001 - 30,000 US\$ | 35 | 3.66 | 0.6 | | |
| | More than 30,000 US\$ | 16 | 3.94 | 0.56 | | |
| | Total | 400 | 3.67 | 0.7 | | |
| Tourism personnel | Less than 3,000 US\$ | 266 | 3.74 | 0.76 | 2.076 | 0.083 |
| | 3,000 - 5,000 US\$ | 63 | 3.99 | 0.82 | | |
| | 5,001 - 10,000 US\$ | 20 | 3.54 | 0.74 | | |
| | 10,001 - 30,000 US\$ | 35 | 3.67 | 0.57 | | |
| | More than 30,000 US\$ | 16 | 3.7 | 0.67 | | |
| | Total | 400 | 3.76 | 0.75 | | |
| Tourism environment | Less than 3,000 US\$ | 266 | 3.74 | 0.78 | 1.736 | 0.141 |
| | 3,000 - 5,000 US\$ | 63 | 3.9 | 0.9 | | |
| | 5,001 - 10,000 US\$ | 20 | 3.38 | 0.6 | | |
| | 10,001 - 30,000 US\$ | 35 | 3.76 | 0.53 | | |
| | More than 30,000 US\$ | 16 | 3.78 | 0.69 | | |
| | Total | 400 | 3.75 | 0.77 | | |

* With statistical significance of 0.05

As for the results from comparing mean of differences between statuses and expectations of a tourist attraction based on stories of a Tsunami disaster, the classification is according to tourist's monthly income at the statistical significance of 0.05. As for each aspect, it is found that the sig. < 0.05 in 3 aspects which include terms of product, terms of business alliance, and terms of environment, product, and establishment.

As for the conclusion of the overall test results, it is found that the F-test = 2.278, sig. = 0.060 > 0.05 or it can be said that tourist's status in terms of tourist's monthly income has an impact on the expectations of a tourist attraction based on stories of a Tsunami disaster, with statistical significance of 0.05.

The results of the research are concluded according to the objectives of the study as follows:

Objective 1 : It is found that Kamala beach is an area with good potential to be developed as a tourist attraction based on stories from the Tsunami disaster. It can be seen that within the Sub-district of Kamala, there are six villages, but the village that has the most potential to be developed as a tourist attraction based on stories from the Tsunami disaster is Bann Nok Lay which is the most populated village in Kamala Sub-district, with the population of 1,762 people. The results of the community potential in terms of knowledge, it is found that most people have knowledge and understanding. However, people in the community lack knowledge and understanding of ways to reduce waste materials in nature, community ways of life so as to support tourism, price setting and understanding of making souvenirs. The results of community potential in terms of attitudes towards community-based tourism, overall, the attitudes are at an intermediate level. The assessment of community potential in terms of core competency, it is found that overall, the core competency is at an intermediate level.

Objective 2: Tourist's spending on Dark Tourism, the results of the overall average amount of money spent per day, it is found that the spending is less than 5,000 Baht and is the highest from 243 persons or 60.8 percent. The results of estimated amount of money spent on accommodation per night, the highest is 1,000 – 2,000 Baht from 61 persons or 42.7 percent. The results of the assessment of estimated spending for traveling per day, the highest is less than 1,000 Baht from 75 persons or 57.2 percent. The results of the assessment of estimated amount of money spent on food per day, the highest is 500 – 1,000 Baht from 51 persons or 36.4 percent. Tourists' needs and expectations of Dark Tourism, the results of

expectations of a tourist attraction which is based on stories from the Tsunami disaster, it is found that overall expectation that tourists expect is at a high level. The results of the assessment of attitudes towards community's skills in participating in presenting a tourist attraction which is based on stories from the Tsunami disaster, it is found that overall, the tourists have attitudes at a high level.

Objective 3 To create a model of the participation by Bann Nok Lay community in construction projects of a tourist attraction that is based on stories from the Tsunami disaster.

Illustration below represents model of the participation (DMC Model). According to data analysis for objective 1 and 2, it is found that a model of the participation by Bann Nok Lay community in construction projects of a tourist attraction which is based on stories from the Tsunami disaster consists of three steps which are evaluation of potential destinations to be dark tourism development, community enhancement for dark tourism development, and preparing community – based dark tourism marketing.

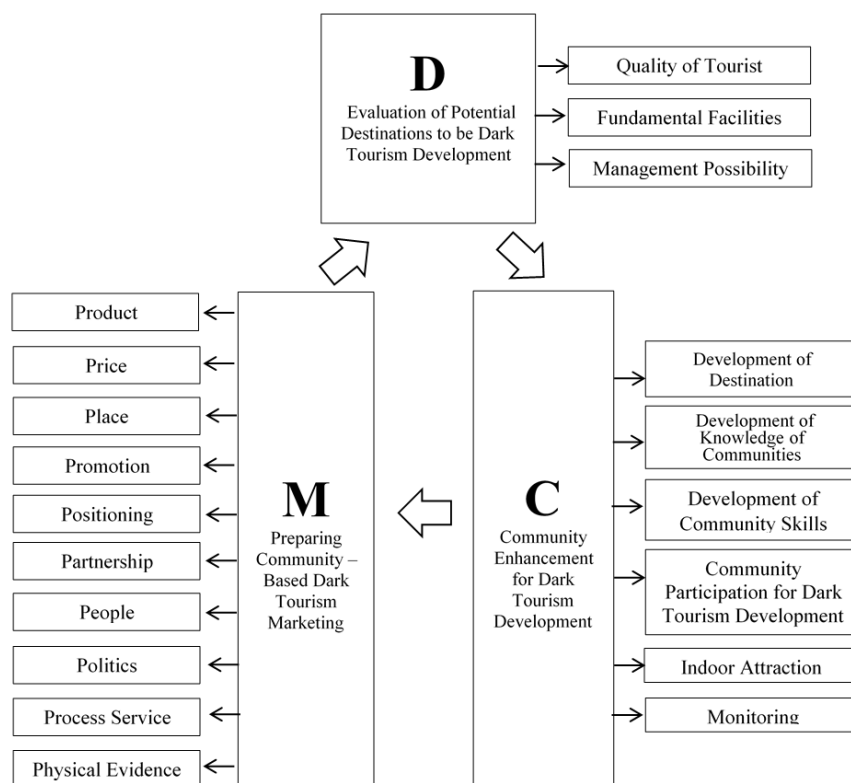


Illustration 1 Community Participation – Based Dark Tourism Development Model (DCM Model)

Discussion

From objective one, the researcher aimed to study the possibility of Tsunami affected community in Bann Nok Lay in developing as a tourist attraction with emphasis on the Tsunami disaster through the use of a participatory approach. From the results, it has clearly emerged that the community members have a strong urge to take advantage of the economic viabilities that come with dark tourism. For example they are ready to undertake community participation programs where they invite people to give comments and express their opinions on tourism activities. They are also ready to participate in the setting of plans and policies in community-based tourism management. These results are synonymous with literature as Baumann (2005) noted that the economic and social benefits associated with community development makes most local people ready to develop their potential to support dark tourism.

The second objective was to undertake a marketing research regarding tourist behavior and expectations towards the tourist attractions associated with Tsunami disasters. Interestingly, the results show that the expectations of tourists are different from the community member's potential. What this implies is that the potential expressed by members of the community does not justify that they are prepared for dark tourism when their potential is related to the expectations of the tourists. That is, the tourists have very high expectations, which do not seem to relate with how the communities are ready to take up dark tourism. For example on the part of the tourists, most of them expect to have a world class dark tourism sites in Bann Nok Lay. Some of the things they expect are museums and attractions such as rides or games. This is same with literature as Tarlow (2005) noted that the growing interest of tourists across the globe for dark tourism has influenced them to have very high expectations when visiting tourist sites. Interestingly, the data about tourist behavior showed a contrasting situation, where most of these tourists spend very little on tourism when they visit Thailand. The indication that the situation discussed gives is that the tourists are expecting the communities to take full responsibility of developing the necessary world class dark tourism.

With the final objective, the researcher wanted to suggest a community participation model for the tourist attraction development associated with Tsunami disasters. The need for the community participation model is clearly reflected in the results above, where tourists are expecting communities to take full responsibility of the development of dark tourism. From the body of literature also, Sharpley (2005) admitted that since tourists are only temporary

visitors, development of tourist sites should be seen as part of the development agenda of the communities, who live there permanently. But since the people are not prepared now, a systematic participation model will be suggested. Such an approach ought to be in a community participation model, where the community collaborates with government and the private sector to develop dark tourism (Hong & Yamkasikorn, 2015).

Recommendation for future research

In the light of the results and discussion presented above, different recommendations can be made for implementation purposes. In this case, the local community must play their role in redefining, developing and managing the nation's tourism experience so that they can own it and provide visitors with unique and classic experience which improve the success of tourism at the locality. The government and other stakeholders can also assist by providing community education and awareness of turning natural disasters such as Tsunami into a profitable venture in the form of dark tourism. There is the need to improve tourism publicity since the results showed that indeed tourism in Thailand, especially dark tourism in Bann Nok Lay has not grown strong enough to attract large groups of people and multiple visits. The study also found tourist to be spending on the least options provided which suggest a low spending behavior attributable to low level of engagement during tourism. It is therefore recommended that more be done to engage tourist and stir more interest and creating lucrative environments. The study identified that there is an impact of tourists' expectation on the community skills in participating in dark tourism. The authorities should therefore conduct regular assessment of tourist's perception on the various factors and issues that concern tourism in Thailand, for instance, perception on food, or accommodation, or receptivity of the nation. 5

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Somporn Naksuetrong, Ph.D. Student, Hospitality and Tourism Management Doctoral Program, Assumption University Thailand and currently is an Executive Vice President, The Platinum Group Public Company Limited.



Dr. Apichart Intravisit holds his Doctoral studies in rhetoric at Ohio University and currently is a Director of Knowledge Development Center at Assumption University Thailand