

ABSTRACT

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Dissertation Title: IDENTIFICATION OF DEVELOPMENT MODEL FOR
COMMUNITY PARTICIPATION – BASED DARK TOURISM: THE CASE OF
BANN NOK LAY VILLAGE, KAMALA BEACH, PHUKET, THAILAND

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The aim of this research is to develop a sustainable community-based tourism development and management model for a non-violent dark tourism site. The research used a mixed methods approach to develop the tourism plan. A qualitative research process was used to select the initial site for the research through a combination of researcher observations, expert observations and expert interviews following identification of four potential sites. The site selected is Bann Nok Lay, the largest of the villages surrounding Kamala Beach, Phuket Province, Thailand. Kamala Beach was one of the worst affected sites in Thailand by the 2004 Boxing Day tsunami, with near-total destruction of beachfront properties and villages and the deaths of hundreds of tourists and local people.

Community-based tourism development is an approach that actively engages community stakeholders in planning, developing, and implementing tourism services and infrastructure. Bann Nok Lay, which is heavily involved in the tourism industry, was selected as the ideal location because of its existing attractiveness,

management possibilities and tourism resources. The quantitative research was used to evaluate community knowledge, attitudes and core capabilities of Bann Nok Lay and tourist expectations of dark tourism sites. This process identified internal relationships among these factors (community knowledge, attitudes and core capabilities of Bann Nok Lay and tourist expectations of dark tourism sites), finding critical marketing factors for dark tourism and community factors. The ultimate output of the study is a developmental model that is specific to Bann Nok Lay's community needs in the context of dark tourism. This plan can be used to develop strategies for innovation and new attractions that communicate about the tsunami and its effects. These strategies for example are community development for dark tourism; community participation in dark tourism; and community-based dark tourism marketing strategies.

