

Czech University of Life Sciences Prague

Faculty of Economics and Management

Department of Economics



Bachelor Thesis

Marketing a typhoon-prone tourist area

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BACHELOR THESIS ASSIGNMENT

Thu Thao Dinh

Business Administration

Thesis title

Marketing a typhoon-prone tourist area

Objectives of thesis

The main aim of this thesis is:

- To find ways to advertise the area after being affected by the storm to attract tourists.
- Learn the attitude of customers. What customers want and what we can do for them.
- Propose some marketing strategies to attract tourists (both new and old tourists) and help develop the tourism industry.

Methodology

- Find out specific data and analyze data from the cultural tourism site of that region.
- Make surveys of tourists and local people on this issue.

The proposed extent of the thesis

Approx 40-45 pages

Keywords

Tourism, Typhoon area, Affected, Marketing, Strategies, Economy

Recommended information sources

Anionwu, Nwaizugbo and Ukenna, ASSESSMENT OF POST ENVIRONMENTAL DISASTER ON THE MARKETING ACTIVITIES OF SMALL SCALE ENTERPRISES IN SOUTH-SOUTH NIGERIA, *Journal of Business Behavioral Sciences* Vo I. 26, No.3; Fa 11 20 14 (pages 78 87)

Chacko H.E. & Marcell M.H., MARKETING A TOURISM DESTINATION AFTER A CRISIS: THE CASE OF NEW ORLEANS AFTER HURRICANE KATRINA, in *Proceedings of 2007 International CHRIE Annual Conference*

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Walters, G. & Mair, J (2013) "Post disaster recovery marketing messages for tourism destinations" in McCabe (Ed) *Routledge Handbook of Tourism Marketing*, Routledge

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Declaration

I declare that I have worked on my bachelor thesis titled "Marketing a typhoon-prone tourist area" by myself and I have used only the sources mentioned at the end of the thesis. As the author of the bachelor thesis, I declare that the thesis does not break copyrights of any their person.

In Prague, 14th March 2019

Thu Thao Dinh

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I would like to thank my supervisor Richard Selby for his advice and support during my work on this thesis.

Marketing a typhoon-prone tourist area

Abstract

This bachelor thesis focuses on the impacts of disasters (both good and bad side) that cause tourism and living environment, and how governments and local authorities find out to market and attract visitors, both new and old travelers. They see the natural disaster as crisis communication and find ways to solve them. They studied what visitors want and what they can do to gain visitors' trust.

The theoretical part includes the general impacts of natural disasters, the theoretical background, and the crisis management process. It provides crisis prevention, crisis preparation, crisis response, and post-crisis recovery.

The practical part includes the Thai tourism situation before and after the disaster. Thailand learned what tourists worried when returning here and what the local government had and will do to attract the attention of tourists. I made an analysis table to point out the plus and minus points in the Thai tourism industry, also to find out what advantages that Thailand should take or limit in tourism development.

Keywords: Crisis communication, marketing strategy, natural disasters, Thai tourism, impacts, SWOT analysis.

Marketing turistických oblastí náchylné k tajfunu

Abstrakt

Tato bakalářská práce se zaměřuje na dopady katastrof (z dobré i špatné stránky), které působí na cestovní ruch a životní prostředí, na to, jak vlády a místní úřady se tomu snaží postavit na trhu a přitahovat návštěvníky, jak nové, tak i staré cestovatele. Přírodní katastrofu vnímají jako krizovou komunikaci a hledají způsoby, jak ji řešit. Prostudovali, co návštěvníci chtějí a co mohou udělat, aby získali důvěru návštěvníků.

Teoretická část obsahuje obecné dopady přírodních katastrof, teoretická východiska a proces krizového řízení. Zahrnuje předcházení krizím, přípravy před krizí, reakci na krize a obnovu po krizi.

Praktická část zahrnuje situaci thajského cestovního ruchu před katastrofou a po ní. Thajsko si uvědomilo, čeho se turisté obávají, když se sem vrací a co by místní vláda měla a bude muset udělat, aby přitáhla pozornost turistů. Vytvořila jsem také tabulku analýz, abych poukázala na plusové a minusové body v thajském odvětví cestovního ruchu a zjistila, jakou výhodu by mělo Thajsko v rámci rozvoje cestovního ruchu přijmout či omezit.

Klíčová slova: Krizová komunikace, marketingová strategie, přírodní katastrofy, thajský cestovní ruch, dopady, SWOT analýza

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1. Introduction

Only one night after Christmas, the morning of 26th December 2004 became the darkest morning in Thai history. That was the day when the horrible Indian Ocean tsunami hit many Southeast Asian countries, including Thailand. That earthquake with tsunami had flooded southern Thai provinces, robbing thousands of people and destroying much of the facilities there.

Being famous as a tourist paradise, Thailand suddenly became the place that tourists feared. Tourists had posed a series of questions about safety, peace and hygiene. So how did the local government and the Thai government let tourists dismiss their fears and return to this land, as well as people who have never been to Thailand would feel excited and curious about this place?

With the tourism environment full of competition and the development of media, Thailand had fallen into a difficult situation at that time, when both material and image aspects were damaged. How has Thailand done to become one of the world's top travel destinations now?

2. Objectives and Methodology

2.1 Objectives

The main aim of this thesis is to point out the impacts of natural disasters on tourism and find effective marketing strategies to restore the tourist land that had been severely devastated by natural disasters. Natural disasters have left both physical and mental damage, making the number of tourists significantly reduced. The bustling tourist land suddenly became desolate, deserted after the historic catastrophe. The government must find solutions to attract the tourist's attention. It is essential to seize the tourist's psychology, see what they want and what we can do for them.

2.2 Methodology

This bachelor thesis includes research methods and data analysis, as well as visitor attitudes after natural disasters to indicate right directions to rehabilitate the place that was affected by natural disasters. There are two basic types of research in my thesis: Theoretical research in the theoretical part and data analysis in the practical part.

The theoretical part includes theoretical background, basic definitions, and the crisis management process. It includes crisis prevention, crisis preparation, crisis response, and post-crisis recovery.

The practical part includes the study of the situation about local people's life and tourism before and after the occurrence of the natural disaster, and then the steps of the local government to redress the area. The data and attitudes of visitors, as well as the opinions of local people, have been explored and collected through the official website of the Thai tourism ministry and the books studied by other professors. To go further in the tourism development of this region, I have analyzed to show the advantages, disadvantages, opportunities and threats of the Thai tourism industry. This analysis shows my personal views on the aspect that Thai tourism should take advantage of and the dark side behind Thailand tourism; so that Thailand can expand more in a competitive tourism environment today.

3. Literature Review

Crisis communication is always around us. It happens every day that we may not pay attention. A famous actor involved in a scandal or a plane scuffle is also called crisis communication. Further, it could be a political conflict or a natural disaster. To handle a media crisis, it is necessary to follow many steps, need a professional crisis management team.

For example, Malaysia, a country that often has religious conflicts, has taken that weakness to handle the crisis, while restoring the country's image, opening up tourism opportunities for the country. The Malaysian government has launched the "Truly Asia" campaign to promote the cultural characteristics of the ethnic minorities in the country such as China, Malay, India, determined to turn the tourism industry to the main source of income, after production. With creativity in marketing, Malaysia has used its different culture as a center to show the world that colorful icon.¹

Another giant who refused to yield is Thailand. Through the eyes of travelers, Thailand - the pearl of Asian tourism is leading the way in cultural values and natural attractions. Nature has brought to Thailand wonderful long beaches and hundreds of tropical fruits that tourists always crave for vacation. Besides, the long coastline also brings an abundance of aquatic products; create many business opportunities such as opening restaurants, shops, rental locations, taking photos and sea activities, helping the lives of Thai fishers more developed.

But Mother Nature will not only give away such generosity. We can predict economic development plans but controlling nature is impossible. The area that has always been a pride, a favorite destination of a country that suddenly turned into rubble with thousands of houses destroyed, thousands of people died and went missing because of the tsunami. Restoring the ruined land but full of tourism potential has challenged the government's management and marketing capabilities.

1 <https://marketingai.admicro.vn/chien-dich-marketing-dinh-cao-cua-nguoi-malaysia-dua-dat-nuoc-len-mot-tam-cao-moi/>

3.1 The power of nature

To solve a crisis communication, we must understand the underlying cause of the crisis. Whatever happens, there are two sides: good side and bad side. We should stick to the good point to revive the lost image. Nature is full of beautiful things that make us surprised. The creation has honed for millions of years to give us great scenes, seemingly only in dreams. Majestic landscapes, invaluable resources, providing food, shelter, feeding rich creatures, fresh life, but at the same time, nature also causes natural disasters that affect human life.

3.1.1 Positive side

When referring to the effects of the disaster, the answer always comes with the bad things, the many losses damage to people and property, both physically and mentally. But that does not mean that natural disasters do not have positive effects. For countries in the tropics, when it comes to storms, people often imagine storms with heavy rain, strong winds, possibly with cyclones. These are the positive aspects of natural disasters:

1. The attention of the whole world

This is the first thing to be noticed when disaster strikes. The impacts of the disaster to a tourist land after the storm is massive. Damage to people, facilities are destroyed, tourists are worried about safety. That is undeniable. Information about the tsunami disaster that occurred in more than 10 Asian countries on Christmas season appears rife on newspapers and media. This information has made the image of tourist lands worsened in the eyes of the people. But can say is not enough. After a storm occurs, when searching for storm information on the internet, the tourist places that have been affected by the storm will appear. People will care about it, see how it has been affected, more or less damage; then they are afraid; eventually, they are curious. The way media talk about it in a bad or good direction will be a stepping stone to attract the curious interest of tourists.

2. For nature

a. Global temperature balance

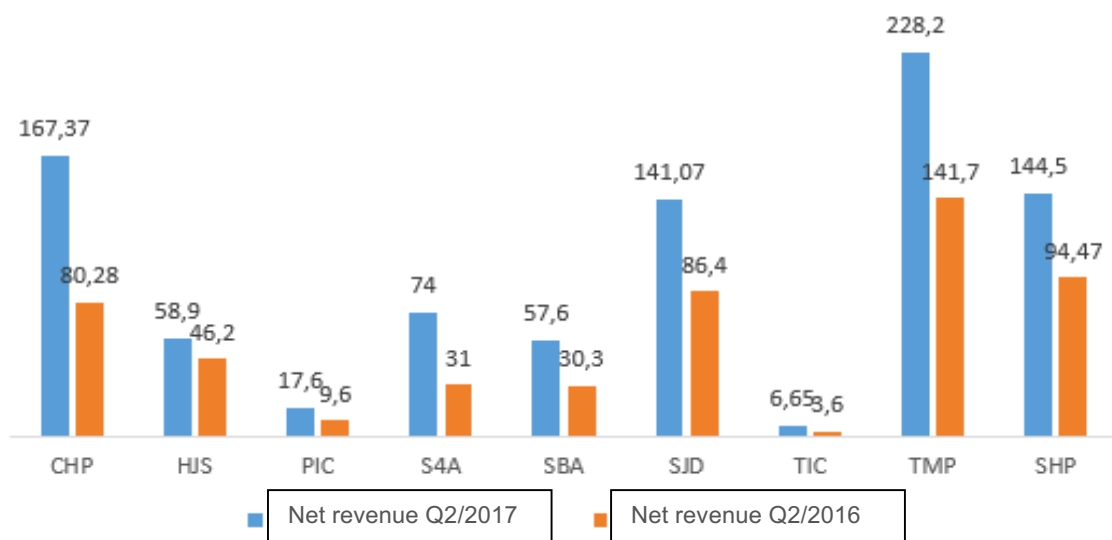
Cyclones help move air from the equator to two poles. This movement helps the tropical temperature not to get hot. Without this air coordination, the earth will become very harsh,

the two poles will become cold and people will face difficulties due to temperature imbalance.²

b. Water supply for hydropower plants

Typhoons and floods provide land and dams and reservoirs with large amounts of water. Research has shown that 50-70% of water in many areas comes from storms. Thanks to heavy rain, hydropower plants in Vietnam have announced big profits, up to several hundred percents. Especially in the central provinces with heavy rainfall and ending late in the second quarter, many hydropower plants have accumulated enough water for the dry season.

Figure 1: Financial report of hydropower industry in Q2/2017



Source: Thanh Tu, page *Doanh nghiệp*, vietnambiz.vn

Internet: <https://vietnambiz.vn/doanh-nghiep-thuy-dien-ron-rang-bao-lai-lon-quy-2-27246.html>

Accordingly, in the second quarter, total revenue reached VND 896 billion, up 71% compared to the same period last year. In particular, Central Hydropower (CHP) grew 108% compared to the same period or S4A Hydropower achieved the revenue more than

² Loi-Renee: *The Benefits of Natural Disasters: Floods, Volcanoes, and Hurricanes*

two times higher compared to the same period last year. Good business results also helped stock prices grow well.³

c. Seed dispersal

Storms can kill organisms but simultaneously promote their spread and development. It will purify all weak, sick, aging, poorly resistant organisms to spread natural sprouts, make way for new healthy creatures. Typically in southern Florida, scientists believe that the hurricane from Atlantic has affected the variety and abundance of plant species. Seeds in stormy areas are swept away by fierce winds, they have spread to the forests of southern Florida and formed completely new plants and creatures.

3. For People

Not only impacting the natural environment, but storms also have great impacts on people and the economy. It shows the unexplained aspects of human daily life. According to a survey by Noy and Tam Bang Vu (2010), natural disasters have boosted the economy in the short term, positively impacting business opportunities in areas that have suffered from natural disasters.⁴

a. Changing economic structure and improving infrastructure quality

When doing business, people will consider investing carefully, see where they should invest and whether to increase their investment. Similar to the time after the war, it will be the recovery period. That will be the time when economic activities take place bustling and fast. The slightly damaged buildings will be upgraded and repaired. Also, new buildings will grow significantly. The frequent occurrence of tsunamis and cyclones will cause the construction of new buildings to be more carefully analysing, more certainty. It removes fragile, easy to collapse structures and forces people to think about the lifespan of houses. The people's awareness and skills to combat natural disasters have also been gradually improved. This is a good thing. For example, the number of people who die, go missing and suffer injuries or property damages because of the storm is falling.⁵

³ Internet: <https://vietnambiz.vn/doanh-nghiep-thuy-dien-ron-rang-bao-lai-lon-quy-2-27246.html>

⁴ Noy, I and T B Vu (2010), "The economics of natural disasters in a developing country: The case of Vietnam", *Journal of Asian Economics* 21, 345-354.

⁵ Internet: <https://www.weforum.org/agenda/2015/02/how-do-natural-disasters-affect-the-economy/>

b. People improve themselves in all areas

Each passing storm will create grief, challenges, new difficulties to make people compete, survive with it. And thanks to that, people grow stronger to survive. Specifically, they explore and invent more devices for research, forecast to prevent storms or relief measures when unexpected disasters come.

Or in construction, Protecting land areas and buildings by building dams, houses to maintain and protect the current land; Adaptation to sea level rise and flooding by constructing pile structures to lift buildings and solidly design the foundation to be able to withstand any flooding incident. And more importantly, they focused on mitigation measures - to reduce emissions, reduce global warming temperatures; because this is one of the leading causes of climate change, increasing abnormal weather phenomena; and adaptation measures.

In the field of biology, people create plants adapted to the harsh environment, able to withstand weather better than usual.

c. Spirit of solidarity and sharing

The spirit of solidarity and mutual help is always in the heart of everybody. But because life today is too rushing, busy has made people suddenly forget these things, live more selfish. But it must be admitted that, after such a tragic disaster, people get closer.

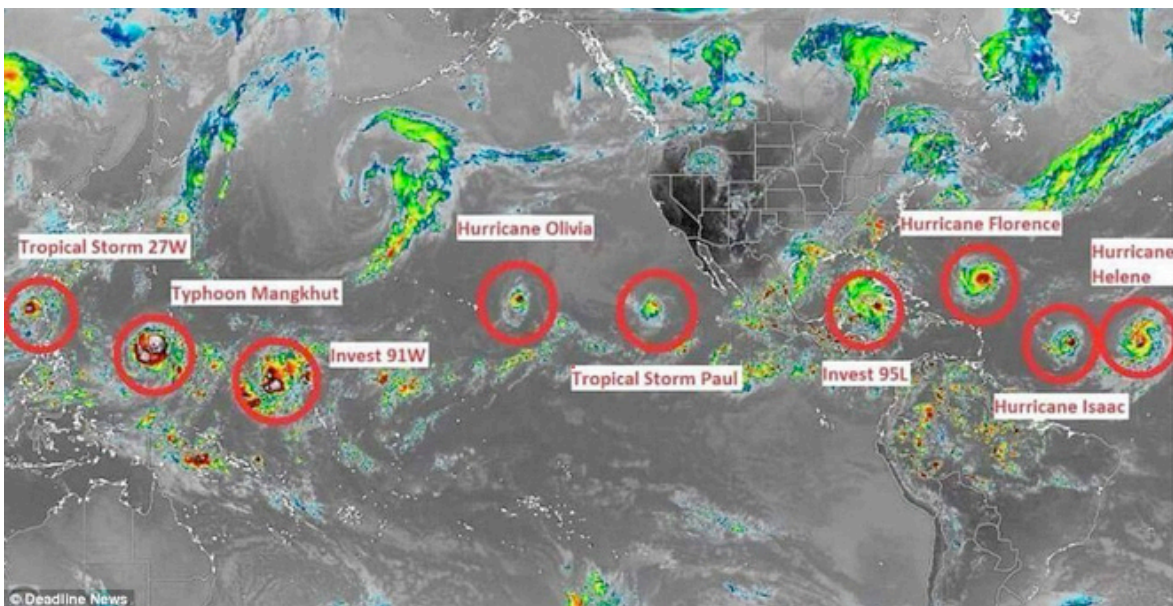
For example, when hearing a certain area was suffering from heavy storms, the people of the country were merciful, all headed to the place where they were in danger. Many businesses and benefactors directly come to support people in distress. Students all over the country donate savings, clothes, books...

Or in Japan, after the horrible tsunami in 2011 took tens of thousands lives, causing thousands of Japanese people to lose their entire property; Japanese people have donated a lot of assets and provided accommodation for those in distress. More than 70% of the assets that people evacuated left behind were still intact when they returned; or those who were in trouble still patiently bear each other, queue up for hours to receive an allowance from local agencies and governments. Can say that the typhoon passed, the people love coming!

3.1.2 The damage of typhoon

Climate change has caused anomalies in our living environment. Natural disasters have occurred more frequently and stronger, making people brace themselves against it. In the mid-September 2018, nine storms formed and simultaneously were circling the world. This is an unbelievable thing, surprising the people of the world. Countries have warned their citizens of the dangers of the storms to prevent the worst thing. Hurricane experts say it is unusual. 'The thing that's interesting now is the Pacific is still active, but the Atlantic is very active, which isn't normal. I'm surprised to see the Pacific and Atlantic active at the same time'; Phil Klotzbach, an atmospheric science researcher at Colorado State University, said.⁶

Scheme 1: The satellite image shows nine extreme weather events



Internet: <https://www.dailymail.co.uk/news/article-6159989/Satellite-image-shows-nine-potentially-deadly-storms-currently-circle-globe.html>

Every storm is clearly visible on the satellite map. We can see that the two storms 91W, storm 27W with typhoon Mangkhut were heading to Southeast Asia. At that time, hurricane Helene and hurricane Isaac were appearing in the Atlantic Ocean while storm 95L was coming to the Caribbean. Hurricane Florence had moved to the east coast of the

⁶ Internet: <https://www.dailymail.co.uk/news/article-6159989/Satellite-image-shows-nine-potentially-deadly-storms-currently-circle-globe.html>

United States, more than 1 million people had been evacuated and more than 400,000 people had lost their homes.⁷

The damage caused by the natural disaster is extremely heavy on people and property. It is repairing affected places after a storm is not easy. It takes a lot of time and money, and is also a challenge for state agencies and investors around the world.

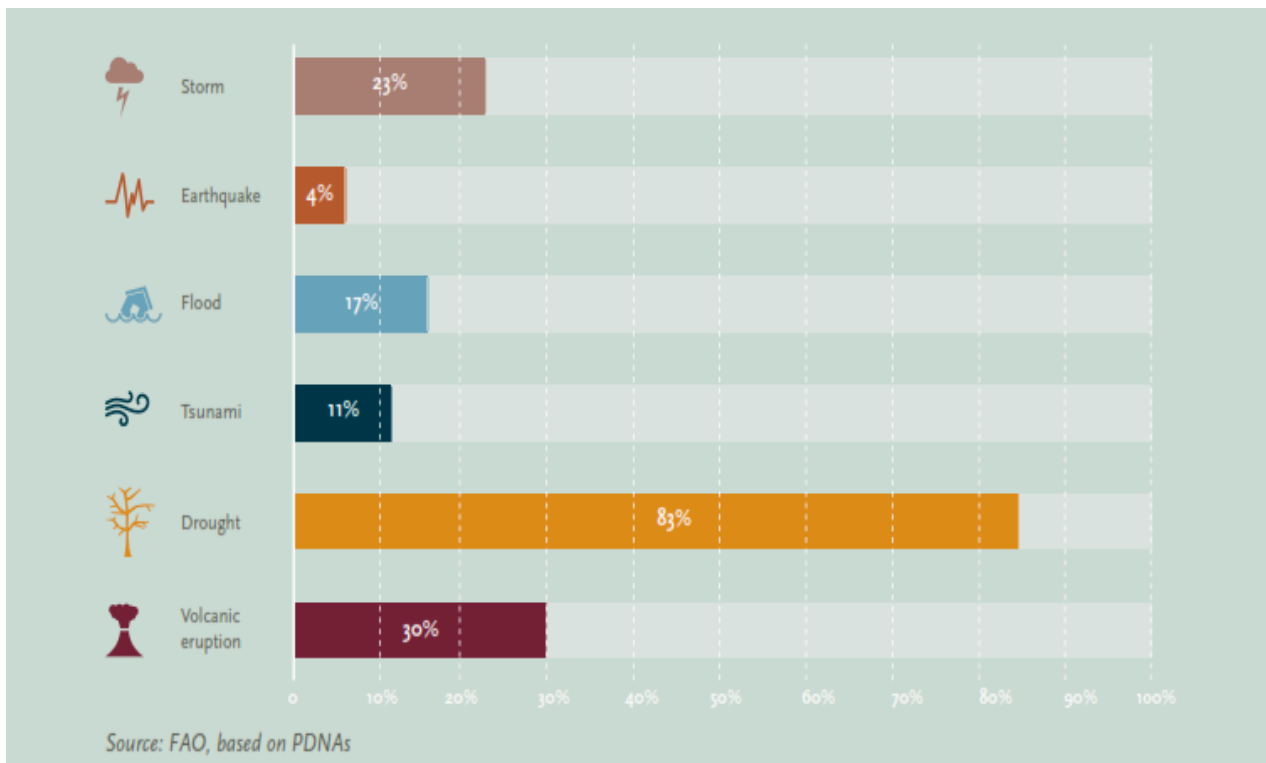
1. Damage of the agricultural industry

The world agricultural sector has lost billions of dollars due to natural disasters. Agricultural production, including crop production, animal husbandry, and aquaculture, has been faced with prolonged abnormal weather phenomena. From 2005 to 2015, natural disasters caused USD 96 billion as losses to the agricultural industries of developing countries, which caused damage to crop and livestock, especially USD 48 billion as losses in Asia. The report (Figure 2) points out that storms cause 23% of agricultural losses. The highest cause of 83% of damage is drought. It hit the agricultural sector with losses of \$ 29 billion.⁸

⁷ Internet: <https://www.theguardian.com/world/2018/sep/10/hurricane-florence-virginia-south-carolina-evacuations>

⁸ Food and Agriculture Organization of the United Nations's Report in 2018
<http://www.fao.org/3/I8656EN/i8656en.pdf>, p16-17

Figure 2: Damage and loss in agriculture as share of total damage and loss across all sectors (2006 – 2016), by type of hazard



Source: Food and Agriculture Organization of the United Nations's Report in 2018, p 17

Storms impact people's lives severely, especially for countries surrounded by ocean. At the end of 2013, a strong typhoon Haiyan attacked Southeast Asian countries. The most seriously affected area was Philippines with more than 6,000 people killed, destroying millions of houses.

Although typhoon Haiyan occurred in November, after the harvest, it still caused significant damage to the agricultural sector, particularly crop production and fishing. Hundreds of thousands of hectares of crops were damaged, many production equipments were destroyed. More than 1 million fishermen lost their boats and needed State's support.

**Table 1: Summary of damage and loss caused by Typhoon Haiyan on agriculture
(USD million)**

| | Damage | Margin of error for damage | Loss | Margin of error for loss | Total DL | Margin of error for DL |
|-----------------------------------|------------|----------------------------|------------|--------------------------|--------------|------------------------|
| Crops | 432 | [387-477] | 618 | [522-704] | 1049 | [908-1181] |
| Production | 388 | [347-428] | 618 | [522-704] | 1 005 | [868-1132] |
| Assets | 44 | [40-49] | - | - | 44 | [40-49] |
| Livestock | 37 | [32-43] | 57 | [31-80] | 94 | [63-123] |
| Production | 32 | [27-37] | 57 | [31-80] | 89 | [58-117] |
| Assets | 5 | [4-7] | - | - | 5 | [4-6] |
| Fisheries/ Aquaculture | 53 | [47-58] | 227 | [204-250] | 280 | [252-308] |
| Production | - | - | 227 | [204-250] | 227 | [205-250] |
| Assets | 53 | [47-58] | - | - | 53 | [47-58] |
| Total | 522 | [423-520] | 902 | [757-1 034] | 1 423 | [1 223-1 612] |

Source: Food and Agriculture Organization of the United Nations's Report in 2018, p 41

Table 1 shows out the total damage and loss that typhoon Haiyan caused to agriculture is more than 1.4 billion dollars. Particularly, the amount of damage in the production was more than \$ 1 billion, equal to the total crop loss and damage. "Total damage and loss to perennial crops amounted to USD 857 million, of which the most affected crop was coconut(USD 688 million), followed closely by banana, mango, papaya and pineapple".⁹ The combined damage and loss of fishing was nearly \$ 300 million, in which total loss was about \$ 230 million and the damage amount was \$ 50 million. Developing a disaster and crisis management system is essential that the government should focus on reducing the scale and extent of natural disasters to the agriculture industry.

⁹ Food and Agriculture Organization of the United Nations's Report in 2018
<http://www.fao.org/3/I8656EN/i8656en.pdf>, p 43

2. Impacting the healthcare industry

The World Health Organization rushed to enter the relief and disease prevention after the storm. The hospitals and health facilities in the place where the storm occurred mostly suffered, so the relief work was more difficult, and the help of other localities was required.¹⁰

Providing clean water, environmental sanitation during and after floods and storms is essential. People need clean water for daily activities and clean water is also necessary to cure patients in hospitals.

Conditions of developing countries are not really good, so they still need a lot of help from the state and local authorities. Local agencies organize to guide people in typhoon-prone areas to implement measures to ensure personal hygiene, environmental sanitation, food safety, disposing of dead animals; spraying chemical insecticides in areas at risk of infection.

Also, it must also monitor and thoroughly handle infectious diseases outbreaks after storms and floods such as pinkeye, respiratory infections, interstitial fungi, influenza, dengue fever. In particular, it is necessary to prevent gastrointestinal diseases such as diarrhea, cholera, dysentery, typhoid...¹¹

Healthcare industries of Southeast Asian countries such as Vietnam, Philippines or Thailand also actively supply chemicals, instructing people to implement washing and disinfecting drinking water with Chloramine B, Aquatabs or other disinfecting chemicals.

¹²

3. Impacting tourism

Favorable weather and beautiful scenery are the determining factors for the success of tourism. Tourist destinations need their unique weather to suit outdoor activities. The prolonged typhoon and cyclone will impact directly on tourism areas include the effects to revenues, the economy, the number of tourists and the tourist's psychology.

The loss of people by storm is the saddest thing. Then it affects property and material. Big winds and storms throw down many infrastructures, deteriorating materials quickly,

¹⁰ Internet: <http://www.verdenviewpoint.com/2017/12/disaster-impacts-on-the-healthcare-industry/>

¹¹ Internet: <https://laodong.vn/xa-hoi/nganh-y-te-can-cang-minh-cung-dan-chong-bao-so-12-573990.lido>

¹² Internet: <https://www.who.int/mediacentre/news/releases/2013/typhoon-haiyan/en/>

operating costs of the place will also increase as the use of insurance or evacuation and relief work. The prolonged typhoon and flooding will damage many cultural relics and tourism resources, causing loss of biodiversity and erosion of the coast. This reduces the quality of fresh water, the forest and the land are submerged because of salinity intrusion. Storms swept through the tourist season will directly affect the safety of visitors, while affecting traffic such as delaying or canceling flights and trains, causing business disruptions. Since that would leave a bad impression as well as psychological fear for tourists. Guests will be skeptical, afraid of their safety and comfort when they come or return to the land that has been devastated by natural disasters.

Appropriate marketing policies or management are worth considering at that time. The goal of this marketing is to revive the seemingly dead land, restore services, infrastructure, and pull back the economy of a country. Besides, it is also the task of linking friendship between people and nations.

3.2 Crisis communication management

Crisis is a wide concept. It is understood as a threat to an activity or an organization, and it will leave negative consequences if it is not handled promptly and properly.¹³

A crisis can create three related threats:¹⁴

1. Public safety. Political crises, causing protests and protests, can cause public insecurity. Security will have to be strengthened to ensure safety for people and protesters.
2. Financial loss. One of the biggest financial crises is subprime mortgage crisis: banks allow people to borrow money to buy mortgages with very easy conditions and long-term installments, which is the main reason for the financial crisis in 2008.
3. Reputation loss. It is often associated with popular people, famous fashion brands that get the attention of the public.

¹³ Internet: <https://www.managementstudyguide.com/crisis-communication.htm>

¹⁴ Source: W. Timothy Coombs, Ph.D, Eastern Illinois University. Crisis Management and Communications, p 3

Example: The luxury brand fashion firm D & G recently faced a major criticism because of its disdain for Asians. This controversy has caused a huge loss for D & G. Chinese stars and Chinese selling websites have removed all of the brand's goods.

3.2.1 Definitions

- Crisis communication is a situation that threatens the stability of an organization or higher is a country under the bad direction of the media.
- Crisis communication is an event that happens suddenly, out of control, and it makes the image of a business going down.¹⁵
- *“Crisis communication is a method of corresponding with people and organizations during a disruptive event to provide them with the information they need to respond to the situation.”*¹⁶
- *“Crisis communication management is a critical organizational function.”*¹⁷
- Crisis management is an implementation process and handling crisis to prevent and minimize negative consequences. An organization or a country cannot be good without a crisis management team.

3.2.2 Crisis management process

Crisis often comes unexpectedly. It will be a considerable disadvantage if businesses or organizations don't have a good preparation. And one of the optimal crisis management processes is 2P2R.¹⁸

¹⁵ Internet: <http://ams.net.vn/portfolio/khung-hoang-truyen-thong-la-gi-va-kinh-nghiem-rut-ra-tu-kafe/>

¹⁶ Margaret Rouse: Crisis communication. <https://searchdisasterrecovery.techtarget.com/definition/crisis-communication>

¹⁷ Source: W. Timothy Coombs, Ph.D, Eastern Illinois University. Crisis Management and Communications, p 2

¹⁸ Skongkhuntod: Emergency and Disaster Management in Thailand

Scheme 2: Crisis management process



Internet source: *p.a marketing/4 steps of crisis management process*
<http://pamarketing.vn/2p2r-4-buoc-xu-ly-khung-hoang-truyen-thong/>

1. Prevention

The preparation step is considered a pre-crisis management step. We can't just wait for the crisis to happen, and then find a solution. At that time, the consequences will be difficult to control. So businesses need to anticipate situations and risks of the crisis communication to have a timely response plan.¹⁹

These may be trouble in the production process; management is not good; or environmental and tax issues, etc.

The communication crisis will be much limited if prevention is done skillfully and accurately. This is the reason businesses need a professional public relations team. Concurrently, it is necessary to buy insurance for products and products that bring a lot of profits for corporations.

¹⁹ Source: W. Timothy Coombs, Ph.D, Eastern Illinois University. Crisis Management and Communications, p 3

2. Preparation

After predicting the causes and factors that can cause the crisis, the next step is to rely on it to prepare preventive plans. If the factors causing the crisis can be solved, it is necessary to find a way to solve it thoroughly, do not let an unnecessary communication crisis happens. If this is an unstoppable crisis, then look for optimal options to ensure the maximum reduction of the damage it can cause.

For careful preparation, Mr. Coombs said:²⁰

- a. Crisis handling plan should be established and improved annually.

They should point the spokesperson when encountering crisis communication. The spokesperson must be a reputable person, gain the trust and respect of colleagues and people²¹

- b. Establish a professional crisis management team
- c. Rehearsal or practice some example situations may occur

3. Response

- Time and public relations are the deciding factors when dealing with the crisis.²² The sooner we find it, the faster it will be resolved. But the information must be guaranteed to be true. You cannot because of the fear of time, then giving uncertain information. That will make the situation worse.
- Public relations groups will be assigned to send a correction in various ways, to quickly reduce the disadvantage for the organization. Always take the opportunity and time to gather information and solve problems. And need to speak up when the crisis is over.
- Use the media to solve the media crisis. Communication, a social network is a double-edged sword. It can bring large risks, but it can also revive a business that is going to be closed if you know how to take advantages.

²⁰ Source: W. Timothy Coombs, Ph.D, Eastern Illinois University. Crisis Management and Communications, p 3-4

²¹ Internet: <http://pamarketing.vn/2p2r-4-buoc-xu-ly-khung-hoang-truyen-thong/>

²² Source: W. Timothy Coombs, Ph.D, Eastern Illinois University. Crisis Management and Communications, p 6-7

4. Recovery

Damage after crisis communication related to spirit, material and reputation. The crisis may be real, may be rumors. If it is a rumor, it should be corrected right away to reassure people. If the rumor is true, it should be skillfully confirmed, apology, even justified mitigating the severity of the media crisis.²³ The organization needs to provide the evidence and information promised to the stakeholders.²⁴

There are crises that we cannot deny like natural disasters, so we need to speak up to reassure people. Facilities may gradually regain, but more importantly, it is about the organization's spirit and image. After the crisis, it is necessary to restore the reputation in the eyes of people quickly. For disasters that cause mental damage such as storms and floods, causing damage to people, they need sympathy and spiritual support.

In addition, the organization must also be tough and condemn those who want to destroy the image of that organization. Because there will be objects, when the opponent is affected, will deliberately make things worse.

Finally, you must find ways to re-entice everyone's interest. For fashion brands, cosmetics, find some great marketing strategies to attract customers, increase sales revenue. For tourism, appropriate management, encouragement or marketing is needed to bring trust, comfort and attractiveness to tourists.

After all, crisis communication is an experience lesson for that organization. It is also a practical example for other organizations to try not to make such mistakes.

²³ Source: W. Timothy Coombs, Ph.D, Eastern Illinois University. Crisis Management and Communications, p 8-9

²⁴ Source: W. Timothy Coombs, Ph.D, Eastern Illinois University. Crisis Management and Communications, p 12

4. Practical Part

In this part, I would like to analyze in detail the situation of tourism activities of Phuket, Thailand before and after the Indian Ocean tsunami in 2004. How the government and businesses tried to restore this land, and was it really useful? I will make a SWOT analysis of Thai tourism after the natural disaster to further exploit the potential of developing this land.

Thailand is known as a paradise of vacation, favored by nature for many beautiful blue seas, with excellent travel services, reasonable for a long vacation. But the tsunami in 2004 was like a horrible natural disaster, the media crisis, breaking the beautiful resort islands and leaving fear in the hearts of people as well as tourists for a long time.

4.1 Before the Indian Ocean tsunami occurred

4.1.1 Daily life of Phuket's people

Trading with tourists is the biggest source of life for Phuket people. According to statistics in 2002, the gross provincial product (GPP) of 6 southern provinces accounted for 2.9% of the gross domestic product (GDP). Per capita income in Phuket is 231,186 baths per person per year, equivalent to more than \$ 7,000, highest in 6 provinces. The hotels and restaurants sector had brought great income for Thailand with 11,183 million bahts, about \$ 350 million per year on average, just behind agriculture industry.²⁵ There are many restaurants, hotels, resorts open to serve tourists. It also creates hundreds of thousands of jobs for people in Phuket. Thai people also have a lot of small shops on the side of the road and booth sampling going along the streets, convenient for moving.

²⁵ *Adis Israngkura: Economic Impact of Tsunami on Thailand, Natural Resource and Environment Program, p 5-6*

Table 2: State of Economy in Six Southern Provinces

| Item | Phuket | Phangnga | Krabi | Ranong | Trang | Satun | Thailand |
|--|---------|----------|---------|---------|---------|---------|------------|
| Area (sq.km.) | 543 | 4,171 | 4,709 | 3,298 | 4,941 | 2,479 | 513,115 |
| Share of area (%) | 0.11 | 0.81 | 0.92 | 0.64 | 0.96 | 0.48 | 100.00 |
| Population (2002) | 270,438 | 239,401 | 377,954 | 163,160 | 603,072 | 270,802 | 62,799,872 |
| Share of population (%) | 0.43 | 0.38 | 0.60 | 0.26 | 0.96 | 0.43 | 100.00 |
| Average GPP per capita (2002) (baht) | 231,186 | 65,590 | 71,158 | 75,758 | 49,870 | 64,530 | 85,951 |
| Density per sq.km. | 498 | 57 | 80 | 49 | 123 | 109 | 122 |
| GPP by sectors (million baht) | | | | | | | |
| Agriculture | 2,494 | 5,768 | 8,435 | 2,916 | 9,296 | 4,739 | 330,383 |
| Share of agriculture (%) | 0.75 | 1.75 | 2.55 | 0.88 | 2.81 | 1.43 | 100.00 |
| Agriculture, hunting and forestry | 832 | 4,086 | 7,760 | 1,252 | 7,570 | 2,317 | 279,992 |
| Fishing | 1,662 | 1,681 | 675 | 1,664 | 1,726 | 2,422 | 50,391 |
| Non-agriculture | 22,778 | 4,408 | 6,996 | 3,377 | 10,398 | 4,851 | 2,908,647 |
| Share of non-agriculture (%) | 0.78 | 0.15 | 0.24 | 0.12 | 0.36 | 0.17 | 100.00 |
| Mining and quarrying | 35 | 95 | 110 | 42 | 85 | 66 | 71,682 |
| Manufacturing | 899 | 440 | 902 | 426 | 2,456 | 1,344 | 1,186,998 |
| Electricity, gas and water supply | 928 | 212 | 279 | 202 | 482 | 169 | 110,145 |
| Construction | 760 | 133 | 314 | 122 | 357 | 249 | 80,631 |
| Wholesale and retail trade, repair of motor vehicles and motorcycles | | | | | | | |
| Personal and household goods | 2,159 | 1,025 | 1,255 | 868 | 2,598 | 1,150 | 476,851 |
| Hotels and restaurants | 11,183 | 346 | 1,422 | 78 | 126 | 56 | 124,182 |
| Transport, storage and communications | 3,773 | 473 | 713 | 413 | 973 | 369 | 330,220 |
| Financial intermediation | 579 | 175 | 222 | 124 | 358 | 99 | 93,327 |
| Real estate, renting and business activities | 656 | 360 | 518 | 290 | 808 | 340 | 129,359 |
| Public administration and defence, compulsory social security | 393 | 348 | 338 | 249 | 566 | 283 | 106,666 |
| Education | 412 | 354 | 483 | 208 | 870 | 378 | 87,019 |
| Health and social work | 315 | 231 | 170 | 133 | 417 | 139 | 44,573 |
| Other community, social and personal services activities | 658 | 215 | 261 | 220 | 293 | 206 | 63,544 |
| Private households with employed persons | 28 | 2 | 9 | 3 | 9 | 2 | 3,450 |

Source: Adis Israngkura: Economic Impact of Tsunami on Thailand, Natural Resource and Environment Program, p6; Bank of Thailand 2004

In addition to selling traditional dishes, tropical fruits such as coconut, dragon fruit, pineapple, durian, indigenous people also create many fun activities on the sea like driving a motorcycle, parachuting on the sea, buoy racing electricity, diving... They take advantages of the opportunity to trade such as massage on the sea, rent swimming buoys, costumes and sell souvenirs, commemorative photos. At night, the shops and night markets are even more exciting.

4.1.2 Tourism

Tourism is one of Thailand's main sources of income, contributing almost 6% of GDP in 2002, creating 2 million jobs, accounting for 7% of the total labor force of the country.

Thailand's hospitality sector accounts for 3.8% of the country's GDP, while this sector in Phuket accounts for 42% of the country, the highest amount in southern Thai provinces.²⁶

Thailand is a country with a relatively high average temperature all year round. Thai climate is divided into two seasons:

- Hot and rainy season: from May to October
- Dry, cool season: from November to the end of April.

Therefore, the peak tourist season is from October to April with pleasant weather. The temperature is around 26 - 29 degrees Celsius, less rain, more Thai festivals, and suitable for the Christmas vacation of western countries.

The tourists come mainly from Asian and European countries. led by China, followed by Malaysia, India, Korea, Japan. The United States, EU countries like Britain, Germany or Switzerland also have a large number of tourists to Thailand, in the top 20. The total number of Asian and European visitors is over 80%.

Figure 3: Tourist Arrivals by Region of Origin 2002-2012



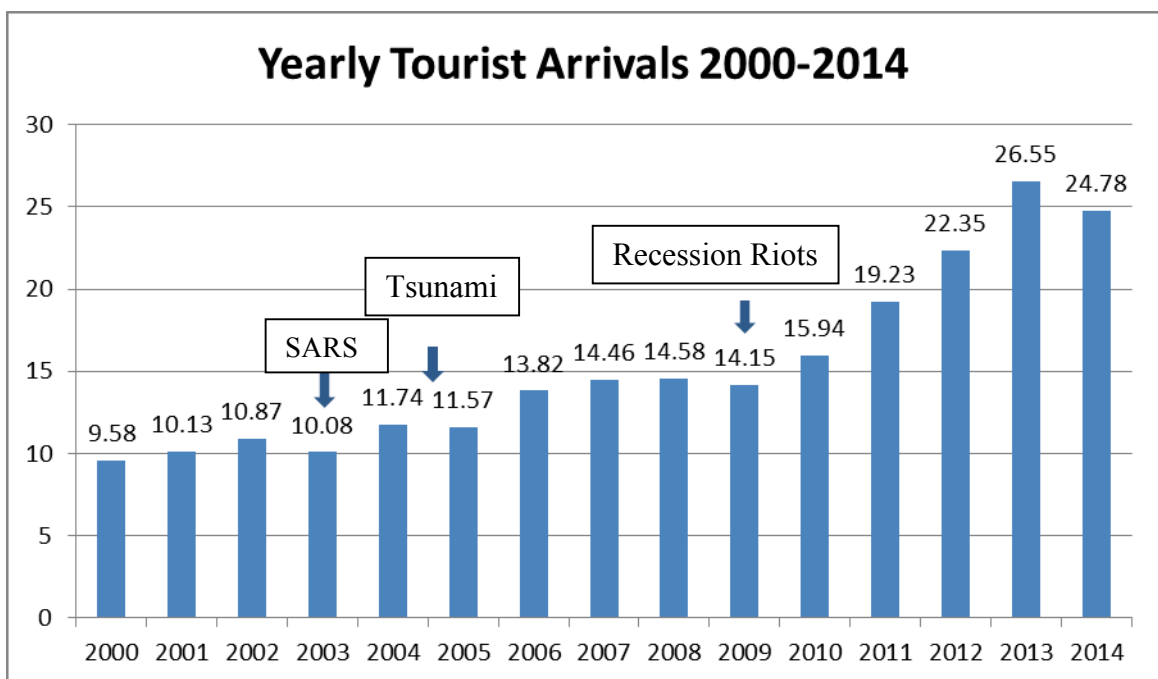
Source: Data provided by Department of Tourism, Ministry of Tourism and Sports, Thailand.²⁷

²⁶ Thomas A. Birkland, M. EERI, Pannapa Herabat, Richard G. Little, and William A. Wallaced; The Impact of the December 2004 Indian Ocean Tsunami on Tourism In Thailand

²⁷ Internet: <http://www.thaiwebsites.com/tourists-nationalities-Thailand-2012.asp>

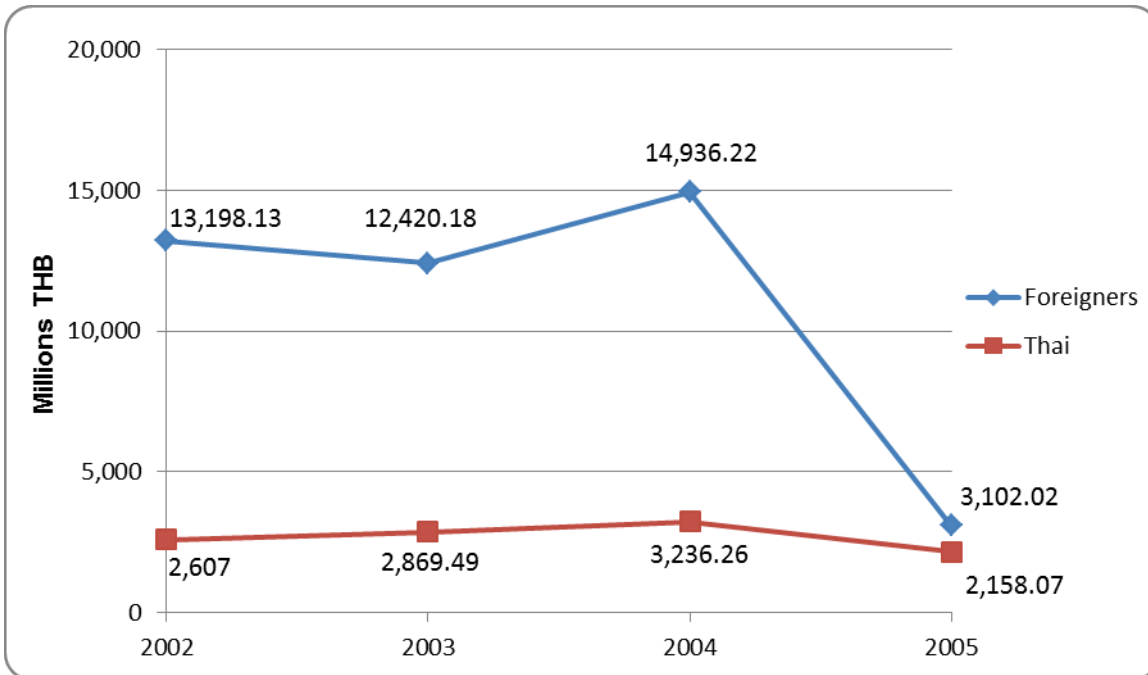
Figure 4 shows the number of tourists in Thailand each year. Looking at the chart, we can see a sharp increase or decrease in many years. The number of tourists increased steadily from 2000 to 2002, from 9.58 million to 10.87 million people. By 2003, the number of tourists had dropped to 10.03 million because of respiratory disease (SARS). There is an upward trend in 2004 before the tsunami came at the end of that year.

Figure 4: Number of arrivals in million (2000 – 2014)



Source: <https://www.eturbonews.com/120429/tourism-authority-thailand-marketing-plan>

Figure 5: Tourism Revenue, Phuket



Source: Thomas A. Birkland, M. EERI, Pannapa Herabat, Richard G. Little, and William A. Wallaced; The Impact of the December 2004 Indian Ocean Tsunami on Tourism in Thailand, p s894²⁸

In Figure 5, the revenue of international tourists gave Phuket higher than four times of the domestic tourist's revenue on average. Total revenue tourists brought to Phuket was approximately THB 15,805.13 million in 2002, equivalent to about 500 million dollars. In particular, the revenue of international visitors was more than 416 million dollars. In 2003, domestic tourists to Phuket still increased slightly, but foreign visitor's revenue dropped compared to 2002, because tourists feared SARS. The amount of income that international tourists brought to people here had skyrocketed after only one year, reaching nearly 470 million dollars. However, the tsunami disaster that happened on Christmas holiday in 2004 made the tourism industry in Phuket wobble.

²⁸https://www.researchgate.net/publication/237970624_The_Impact_of_the_December_2004_Indian_Ocean_Tsunami_on_Tourism_in_Thailand

4.2 After the Indian Ocean tsunami occurred

4.2.1 The impact of the tsunami:

When everything settled down, the horrible tsunami hit Thailand during the Christmas holiday in 2004. At 8:00 am Phuket had some natural signals of the disaster, such as the ground shaking, the waves getting bigger but not enough to catch the attention of people on the island. There was no official warning that was given, so everyone's daily life was still normal. Only two and a half hours later, the strongest wave had hit the shore, causing serious damage.²⁹

Total damage that tsunami caused to Thailand was about 2200 million dollars (table 3). The most affected area was Phangnga province, around \$1200 million, followed by Krabi and Phuket.

Table 3: Per Capita Impact of Tsunami on affected provinces

| | Population, (million) | Per Capita GDP, (US\$) | Total Impact, (million US\$) | Per Capita Impact, (US\$) |
|------------------|----------------------------------|-----------------------------------|---|--------------------------------------|
| India | | | | |
| Andhra Pradesh | 78.88 | 378 | 45 | 1 |
| Kerala | 32.74 | 371 | 101 | 3 |
| Tamil Nadu | 64.20 | 518 | 815 | 13 |
| Pondicherry | 1.03 | 1248 | 52 | 50 |
| Indonesia | | | | |
| Aceh | 4.04 | 1137 | 4451 | 1102 |
| Maldives | 0.32 | 2271 | 637 | 2009 |
| Thailand | | | | |
| Krabi | 0.39 | 1879 | 504 | 1292 |
| Trang | 0.64 | 1622 | 62 | 98 |
| Phuket | 0.28 | 1826 | 354 | 1243 |
| Phang Nga | 0.24 | 5649 | 1201 | 5090 |
| Ranong | 0.18 | 1656 | 48 | 268 |
| Satun | 0.27 | 1848 | 31 | 113 |

Source: Loy Rego, Social and Economic Impact of December 2004 Tsunami, Asian Disaster Preparedness Center

²⁹ John Thompson: Why I was one of the few to survive, I won't ever know.
Internet: [http://phuketstunami.blogspot.com/2012/12/survivor-john-thompson-why-i-was-one-of.html](http://phuketstsunami.blogspot.com/2012/12/survivor-john-thompson-why-i-was-one-of.html)

The most affected place in this disaster is Aceh, Indonesia, with more than 4.4 million people in the disaster area. In which, nearly 170,000 people died. This place is mainly for people living, no tourism activities. In 11 countries affected by the Indian Ocean tsunami, Thailand is the most affected country for tourism. Nearly all Thailand's beautiful beaches and islands are located in the south. The average damage that one people in Phuket suffered was 1230 dollars, and maybe more in fact.

The fishing villages were completely erased. More than 1400 residents died in the fishing village Baan Nam Khem.³⁰ Hundreds of boats, equipment, fishing tools were swept into the sea. All resorts, shops were located close to the beach - things that make Phuket animated had been destroyed. The tens of meters of waves destroyed all of them, from high buildings to cars, people. It was estimated that more than 5400 people were died in Thailand, particularly in Phuket is about 900 people. Nearly 8500 were injured and up to now, more than 2800 people are still missing. Most of the deaths in Thailand were tourists that from Sweden, Germany, USA and Australia...³¹ All contact information was not connected. Flights to Phuket or from Phuket were delayed.

Table 4 shows the international and domestic passenger movements at Phuket airport in the first half of 2005. In January 2005, the international tourists arrivals to Phuket decreased by 88.86% compared to the same period last year. During the first half of the year, visits by foreign visitors in Phuket dropped to 65.66% and 26.52% for domestic passengers.

The tsunami had struck the psychology of tourists. Almost 100% of tourists canceled reservations in southern Thai provinces. Tourism companies were also in turmoil. Several months later, the number of tourists came to the southern islands of Thailand still declined sharply, although the number of tourists to Thailand decreased slightly in 2005 because visitors still visited places unaffected by the natural disaster.

³⁰ Internet: <https://www.thestar.com.my/news/regional/2015/12/27/thai-fishing-village-remembers-the-deadly-2004-tsunami/>

³¹ https://vi.wikipedia.org/wiki/%C4%90%E1%BB%99ng_%C4%91%E1%BA%A5t_v%C3%A0_s%C3%B3ng_th%E1%BA%A7n_%E1%BA%A4n_%C4%90%E1%BB%99_D%C6%B0%C6%A1ng_2004

Table 4: Passenger movements at Phuket 2005

| INTERNATIONAL PASSENGER MOVEMENTS AT PHUKET AIRPORT 2005 | | | | | |
|--|---------|---------|---------|---------|--------------------|
| Month | Disemb. | Emb. | Transit | Total | % Change over 2004 |
| JAN. | 7,980 | 14,651 | 4,265 | 26,896 | -88.86 |
| FEB. | 30,264 | 22,342 | 2,095 | 54,701 | -65.65 |
| MAR. | 42,324 | 41,098 | 2,824 | 86,246 | -42.58 |
| APR. | 26,015 | 29,048 | 5,846 | 60,909 | -56.50 |
| MAY | 23,078 | 22,607 | 2,834 | 48,519 | -62.52 |
| JUN. | 24,063 | 21,030 | 3,877 | 48,970 | -62.22 |
| JAN.JUN. | 153,724 | 150,776 | 21,741 | 326,241 | -65.66 |
| DOMESTIC PASSENGER MOVEMENTS | | | | | |
| JAN. | 69,664 | 84,942 | 9 | 154,615 | -42.38 |
| FEB. | 76,612 | 75,691 | - | 152,303 | -37.27 |
| MAR. | 95,682 | 98,336 | - | 194,018 | -13.95 |
| APR. | 86,024 | 90,446 | - | 176,470 | -22.92 |
| MAY | 69,487 | 79,441 | - | 148,928 | -19.70 |
| JUN. | 66,434 | 67,751 | 164 | 134,349 | -14.14 |
| JAN.JUN. | 463,903 | 496,607 | 173 | 960,683 | -26.52 |

Source: Thailand Tourism Review (2005)

Internet: <https://cmintourism.wordpress.com/2013/12/07/2004-indian-ocean-tsunami-and-its-impacts-on-tourism/>

4.2.2 Tourist's reaction

Tourists who directly suffered from the consequences of the tsunami were eager to return to the country. They were shocked at the tragedies that had just happened. They tried to contact the family or embassy, but the transmission lines were overloaded, the landline phone was broken³². It was very difficult for them to contact the help or inform their family members of the situation. Those who lost family must stay longer. They tried to find the information about the missing person or verify the identity of the dead members. It can be seen that in the first few months of 2005, tourists were not interested in tourist destinations in southern Thailand. It was not difficult to understand why the number of tourists, especially international visitors, had fallen so sharply. If there were foreign visitors, it was just reporters who came to the scene to report on the tsunami. Most of the

³² Yetta Gurtner: Phuket, Tsunami and Tourism – A Preliminary Investigation

In book: Managing Tourism Crises, Chapter: 16, Publisher: CABI United Kingdom, Editors: Eric Law, Bruce Prideaux, Kaye Chon, pp.217-233

victims on the Thai islands were tourists, so they still couldn't forget the pain of losing their family or seeing the disaster with their own eyes.

Tourists planning to arrive in Thailand canceled the booking almost entirely. They were afraid that there would be aftershocks, worried about the safety of themselves and friends if the natural disaster hit again. After the devastating tsunami, houses and facilities had collapsed. Broken walls and scrap iron were everywhere. Buildings that had not collapsed had also been shaken. The number of dead and missing people was increasing day by day. They wondered that diseases after the tsunami would occur because most of the bodies were found in the broken state and easy to cause infectious diseases like tetanus disease. It made many people suffer psychological trauma. In addition, it also seriously affected food hygiene factors. Polluted water, food easily contaminated with soil, unsanitary, caused diarrhea. About 3 to 5 million people were living in pollution and lack of health care services.³³ Even seafood in the ocean could eat dead bodies or dead animals.

Those people who survived after the disaster also faced a shortage of food. Because of hunger and thirst, they would seize and plunder.³⁴ Those are the obvious fears displayed in people's minds.

4.3 Crisis management in Thai Southern Provinces

Immediately after the crisis, it shocked the whole world, especially Asian neighbors. There are a lot of people watching the happenings of this tsunami; especially the relatives of those people who were the affected area. They constantly accessed information from newspapers and social networks. Newspapers of the countries continuously updated and posted information, but there was a lot of false information, making people extremely worried.

4.3.1 Finding ways to restore the potential land

1. Thailand had used many different ways to try to restore the provinces that were damaged at the time. The first thing was the announcement and relief immediately

³³ VnGG group: Sumatra earthquake and Indian Ocean tsunami 26/12/2004

³⁴ Internet: <https://news.zing.vn/1-tuan-sau-tham-hoa-kep-indonesia-chong-choi-dich-benh-vi-cac-thi-the-post882420.html>

of the local government after the disaster. It was the most necessary action at the time to reduce fears for people and visitors. *”Thailand government set aside \$112 million for immediate tsunami relief, 76 percent of which was allocated to emergency relief and mitigation measures in the six provinces. Around 14 percent of the relief budget went to projects for reviving the tourism industry in the Andaman areas...”* (Nidhiprabha, 2007).³⁵ Phuket residents had received a \$ 500 allowance to renovate their homes and living equipments. The authorities had directed the relief, built temporary shelters for survivors, maneuvered vehicles to transport people to evacuate. They have increased the preparation and improvement of the operation of the tsunami and earthquake warning system. They also spoke up, correcting Phuket's actual situation, which was said to have been destroyed by the tsunami, but it was not.

Some areas were not affected by the tsunami; or had little impact, but the people had not seen it. The authorities led reporters to visit the surrounding areas to regain their trust, helping them to have a general and better overview, uploading unaffected Phuket images.

2. Communication is a two-sided weapon that can bring both benefits and harms. Many places had been distorted by the media about the state of damage. Therefore, creating conditions for journalists to stay in the business, getting accurate information was necessary. The reporter's news about the disaster is also a way to attract tourists' attention. When you find information about the tsunami, the affected tourist areas appear. They are curious about this land; want to know where the historic disaster happened. For people who had experienced this tsunami, they may want to go back to see the recovery of that land. In addition, it needs help and advertising from bloggers, YouTubers, or famous actors to re-attract attention from travelers.³⁶

³⁵ As a result of Nidhiprabha, 2007

Internet: <https://cmintourism.wordpress.com/2013/12/07/2004-indian-ocean-tsunami-and-its-impacts-on-tourism/>

³⁶ Harsha E. Chacko, Marianne Hawkins Marcell: *MARKETING A TOURISM DESTINATION AFTER A CRISIS: THE CASE OF NEW ORLEANS AFTER HURRICANE KATRINA*, p 9

In 2010, Spanish filmmakers set up the movie *The Impossible*, talked about the Indian Ocean tsunami 2004. The film is about a foreign family was on a Christmas vacation in Khao Lak, Thailand, and then the tsunami struck. The filmmakers tried to use the truest images to describe the disaster. After two years of production, the film was released in Spain, America and other countries in the world.³⁷ The actors in the film were also nominated for many awards and experts highly appreciated the film. It created a tremendous buzz for the Thai tourism industry, as well as the Thai people, when they lost much after the tsunami, but they still tried to help tourists.

3. Improving services, infrastructure

The Communication Agency of the Thai Government held a tour of the press in Phuket province in early April 2005. The purpose of this trip was to let the press see the recovery of Phuket and disseminate it to all people. Thailand is one of the countries with beautiful coral reefs, especially in the Racha Yai Sea, which had been devastated by the tsunami. In April 2005, there was a foreign volunteer team of 25 people, from 13 countries had come to the planned reconstruct, to help protect and revive this natural heritage of Thailand.³⁸

Recovery time after the tsunami was also a time for all investment and economic development to be bustling. It had created a competitive advantage for businesses investing in construction and transportation. Thai investors as well as international investors quickly rebuilt hotels, resorts had been destroyed, upgrading and extending facilities for less affected buildings.

Service facilities have also improved markedly in both form and service response to customers. An American man who survived the tsunami in Phangnga province built a luxury resort where he escaped. The resort has been in operation since the end of 2013. He has extracted 10% of the annual revenue for charity activities, which is estimated \$ 800,000 per year.

³⁷Internet:

[https://vi.wikipedia.org/wiki/Th%E1%BA%A3m_h%E1%BB%8Da_s%C3%B3ng_th%E1%BA%A7n_\(phi_m\)](https://vi.wikipedia.org/wiki/Th%E1%BA%A3m_h%E1%BB%8Da_s%C3%B3ng_th%E1%BA%A7n_(phi_m))

³⁸ Internet: https://www.rfa.org/vietnamese/binhluan/Phuket_Rehabilitation_Tsunami_TQuang-20050407.html

Airlines have had many promotions, organized many cheap flights to Phuket; expanding more direct routes from many places over the world to Phuket such as Hong Kong, Taiwan, Seoul, Vietnam, Singapore... Public transport in Thailand such as canoes, trains and buses also has been expanded more.

Chairman of the Thai Tourism Committee mentioned the improvement of the disaster warning system. Currently, Thailand can receive alert information from alarm stations in Japan, Hawaii and some other places. When alerted, all communication channels will be paused for emergency notifications. Thailand has also planned to evacuate depending on the area so that the effectiveness of prevention is pushed higher.³⁹

4.3.2 SWOT analysis

The recovery time after the tsunami is a golden time in rebuilding the Thai tourism industry, because this is an important economic sector in the development of the country. I would like to use SWOT analysis for Thai tourism. This is my personal opinion about the strengths, weaknesses, opportunities and threats in operation and development of the Thai tourism to see what the Thai tourism industry needs to develop or improve, attract more tourists.

³⁹ Internet: https://www.rfa.org/vietnamese/binhluan/Phuket_Rehabilitation_Tsunami_TQuang-20050407.html

Table 5: SWOT analysis-Thai tourism

| | |
|--|---|
| <p style="text-align: center;">Strengths</p> <ul style="list-style-type: none"> • Beautiful natural landscapes have given by Mother Nature. • A series of ancient temples • Friendly people, good service • The management of the tourism industry for local people, limiting the situation of raising prices. • Low cost of living and shopping • Delicious and rich food • Being named by the world as Earth's Tropical Paradise | <p style="text-align: center;">Weaknesses</p> <ul style="list-style-type: none"> • Many local people do not speak English • Sometimes, Thailand has political conflicts that make the country lose its safety. • Disaster warning system is not really effective • Thailand marketing is not outstanding, mainly enticing visitors with excellent service and the transmission of each other about it. |
| <p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none"> • Social networks are increasingly popular and expanded • The trend of Asian tourism increases • The weather is warm all year round. | <p style="text-align: center;">Threats</p> <ul style="list-style-type: none"> • Old memories of the tsunami disaster • Neighboring countries improve many tourist destinations • Economic conflicts • Human trafficking is associated with sex tourism • Wild animals are abused |

Source: Author

As shown in Table 5, Thailand is taking advantages of opportunities and their strengths to develop tourism. They take the best out of the weather, the typical landscape of the country, as well as the good management of the trade between the Thai and tourists, leaving a big impression on tourists. So when they return home, they tell friends or their family about those impressions, and gradually it becomes a marketing way for Thai tourism.

But there are also hidden corners that the Thai tourism industry should pay attention to. Thailand is famous for prostitution tourism. The prostitution here has been legalized, but it

often accompanies illegal human trafficking. The surrounding countries are always targeted such as Laos, Cambodia, Vietnam, and Myanmar... Or the abuse of wildlife for tourism such as elephant riding, capturing and slaughtering wild animals to get feathers, get ivory...

These are actions that need to be condemned and exposed to Thailand can improve the dark side of its tourism industry. In the growing and competitive environment like today, countries in the region and the world always want to take the opportunity to assert themselves. Therefore, to maintain its "throne", Thailand needs to be proactive and uncompromising for acts that implicate the tourism industry in the country.

5. Discussion

Thailand is located in a position that doesn't have too many natural disasters, so they are subjective in the prevention and response when the tsunami occurred. When the tsunami entered, even residents, visitors and authorities were passive. That why the consequences were extremely heavy. First of all, it was the subjective error of the Ministry of Tourism and the Thai government.

While rescuing and recovering the land devastated by the tsunami, many bad rumors that made things worse. Some documents and articles have believed that the government only focused on tourism recovery, while the lives of local people were still heavily affected and slowly recovered because they were not really concerned by the authorities.

The management of Thai media is not good either. Much false and heterogeneous information appears on the internet. Information about the consequences of the tsunami such as the number of casualties, economic losses are not the same, each source has different information that confuses many people, including me.

Compared to countries in the region, Thailand does not excel in marketing. The things that make people know about Thailand is good customer service, low cost of living and shopping, delicious food. Simultaneously, Thailand has many beautiful beaches, forests have not been affected by people and that is a famous country with many temples and Buddha statues, known as the Land of Golden Temple.

To attract visitors more effectively, marketing campaigns need to be researched and implemented in accordance with the tourism trends. Articles with bad news about tsunami disaster need to be pushed down, in addition to pushing articles that have benefit about the image on the head, such as the miraculous recovery of Thailand after the tsunami, bustling life of Phuket...

In addition, Thailand had had some good solutions when faced disasters. For example, the government quickly voiced the situation and reassured residents and visitors. Localities had also created opportunities and conditions for businesses and philanthropists to quickly rebuild a new land. Other sectors such as Health, Transportation and Construction have also urgently helped and created opportunities for people's life and tourism to be improved quickly.

Now, Thailand is one of the world's top tourist destinations, known as a tourist, shopping, and dining paradise at just a quarter of London's. From the beautiful coastal cities in the

south to the bustling cities in the north are all stops for guests to relieve stress. The number of tourists to Thailand has reached more than 38 million, bringing the Thai tourism industry nearly 95 billion dollars⁴⁰, and this number will certainly increase in the future.

Although the Indian Ocean tsunami has left a lot of massive consequences, but since then, the Thai people and their country have increasingly tried to develop tourism, striving more and more to prove to states that they don't easily fall down either before a disaster or anything.

⁴⁰ Source: Department of Tourism, Thailand
Internet: <http://www.thaiwebsites.com/tourism.asp>

Conclusion

Crisis communication is an incident, a threat, an event occurred without warning, making people pay attention to it. It comes from a lack of human knowledge or intention. Communication crisis management is a skill and experience that needs to be learned and trained. If you handle it in the wrong time or wrong ways, it will make the enterprise or organization suffer bad influences and receive criticism from the public, even causing another crisis. No crisis happened without leaving a loss. But more importantly, it is the post-crisis recovery period. For the recovery to be effective, each organization needs its solution to suit the situation. In my opinion, the most important thing in managing the media crisis is sincerity, honesty and accuracy. To understand the impacts of the crisis and how to solve the crisis communication, I learned about the effects of natural disasters, storms and tsunami on Thai tourism, especially in Phuket.

Thai tourism is one of the pride of Thai people, with many typical pagodas and beautiful beaches in the south. But the earthquake with the tsunami in 2004 upset everything. Six provinces of the southern Thai coastal tourism had been seriously affected. There were nearly 6000 people died and more than 8000 people were injured and many facilities were destroyed. Among the casualties, there were many tourists from Europe and Asia; the shops and resorts that made up the Phuket were all destroyed in a moment. Tourists directly affected by tsunamis and those were intending to come here were very concerned. They worried about safety in Phuket, were afraid of epidemics when so many people died and were injured, concerned about food safety, polluted water...

Therefore, the Thai government and local authorities have had timely solutions to revive the country's tourism. In addition to rescuing victims and solving the situation, the local authorities quickly spoke up to verify the status with media, creating conditions for the media to give the most accurate and less harmful news to the Thai Lan. The epidemic had not occurred yet and the water source has been safe for users.

They have also created conditions for domestic and foreign businesses to rebuild the devastated land. It can be said that it was a competitive opportunity for investors to restore a more bustling and certain tourist land, and helped them earn more profits and reputation. Moreover, the famous Thai YouTubers, bloggers or artists also have their videos and advertisements for marketing for Phuket and southern tourist provinces. Thanks to the timely resolution and accurate direction, and the marketing efforts for Phuket, Thailand

tourism has strongly revived, hiding sad memories to become one of the top travel destinations.

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