Action to Catastrophe
A study on Post-Tsunami recovery of small businesses in Karon beach, Phuket

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Abstract

Tsunami action had resulted in negative impacts in many ways, it had resulted in great changes to coastal areas, especially in terms of physical change to the coastal landscape, affected on economy, loss of life and physical damage to property. After the devastation, hotel bookings in the island were dropped, people have lost their jobs and some small-scale tourism businesses have got the hardest time as well. Some lifestyle entrepreneurs felt hopeless and have given up on doing business, which resulted to their businesses had to be closed because they were unable to access financial resources and did not have budget to restart their businesses again. Some might take longer time to rehabilitate their firms due to various limitations and conditions. While some have to fight back and develop their firms by turning crisis into opportunity and taking advantage of the crisis. This research is made in order to study and examine the impacts of and the recovery to the 2004 December tsunami disaster in Phuket, especially to small tourism businesses in Karon beach, which will be described through a disaster management model. The goal of this research is to study how the tsunami has affected on small firms and how they performed in order to rehabilitate their businesses, and even how they have been working and cooperating with the local government to draw back tourists to the destination.

Keywords

Tsunami, Disaster Management Life Cycle, Impact, Recovery, Phuket, Karon Beach.

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# Contents

1 Introduction

1.1 Background and problem formulation .................................................. 1-2
1.2 Purpose ................................................................................................... 3
1.3 Delimitations ......................................................................................... 3
1.4 Target audiences .................................................................................. 4
1.5 Disposition ........................................................................................... 4

2. Methods

2.1 Choice of method ................................................................................ 5
2.2 Hermeneutic method .......................................................................... 6-7
2.3 Deduction ............................................................................................. 7
2.4 Qualitative method .............................................................................. 7-8
2.5 Nonprobability sampling/Selection ...................................................... 8-9
2.6 Interviews ............................................................................................ 9-13
2.7 Literature reviews/studies .................................................................. 13-14
2.8 Previous researches ........................................................................... 14-15
2.9 Reliability and Validity ....................................................................... 15-16

3. Background

3.1 About Thailand ................................................................................... 17
3.1.1 Phuket ............................................................................................. 17-18
3.2 What is Tsunami ................................................................................ 18-19
3.3 The 2004 Tsunami in Thailand ............................................................ 19-20
3.4 Impact to tourism in Phuket ................................................................. 21-23
3.4 Lifestyle Entrepreneurship ................................................................. 23-24

4. Theoretical Framework

4.1 The Disaster Management Cycle ......................................................... 25-32
   4.1.1 Prevention .................................................................................... 28-29
   4.1.2 Preparedness ............................................................................... 29
   4.1.3 Response ..................................................................................... 29-31
   4.1.4 Recovery ...................................................................................... 31-33
5. Empiricism/Interviews........................................................................................................33
  5.1 Telephone interview with Ratchanee Seafood Restaurant............................................33-35
  5.2 Telephone interview with The Little Mermaid Hotel..................................................35-36
  5.3 Telephone interview with Anda Massage & Spa..........................................................36-37
  5.4 Email interview with Beach umbrella and deck chair rental......................................37-38
  5.5 Email interview with Chokun Tour.............................................................................38-49
  5.6 Telephone interview with The Local Municipal Administrative Karon......................39-41

6. Analyze..............................................................................................................................42
  6.1 Response.......................................................................................................................43-44
  6.2 Recovery.......................................................................................................................44-53
  6.2.1 Aid and Assistance.....................................................................................................44-46
  6.2.2 Livelihood Recovery.................................................................................................46-47
  6.2.3 Media/Marketing......................................................................................................47-49
  6.2.4 Build Back Better.....................................................................................................50
  6.2.5 Lifestyle entrepreneurs............................................................................................51-52
  6.3 Mitigation and Preparedness.........................................................................................52-54
  6.3.1 Tsunami Warning System.......................................................................................54

7. Conclusion........................................................................................................................55-57
  7.1 Suggestions to future research.....................................................................................57-58

Reference.............................................................................................................................59-65
Appendix...............................................................................................................................66-67
1. Introduction

This chapter introduces the content and purpose of the research, following with the problem formulation, issue, delimitations, target group and disposition of the research will be described as well.

1.1 Short introduction

This research is made in order to study and examine the impacts of the tsunami on tourism in Karon; how the tsunami has affected on small tourism businesses in Karon beach, and how those small firms performed in order to recover their businesses. Tsunami action had resulted in negative impacts in many ways, for instance, it had resulted in great changes to coastal areas, especially in terms of physical change to the coastal landscape, affected on economy of the country, loss of life and physical damage to property (Wathanaprida, S. 2010). A few months after the devastation, 90% of hotel booking in Phuket, included Karon beach was dropped, people have lost their jobs and some small-scale tourism businesses have got the hardest time as well. Some lifestyle entrepreneurs felt hopeless and have given up on doing business, which resulted to their businesses had to be closed because they were unable to access financial resources and did not have budget to restart their businesses again. Some might take longer time to rehabilitate their firms due to various limitations and conditions. Moreover, while some have to fight back and develop their firms by turning crisis into opportunity and taking advantage of the crisis (Russell, R. & Faulkner, B. 2004). It is interesting to study how they performed to recover their businesses in order to be successful and to draw back tourists to visit their businesses and the destination again.

1.2 Background and Problem formulation

Disaster is a sudden adverse or unfortunate extreme event, which causes great damage to human beings as well as animals and plants. These extreme events always result in catastrophic losses of property, infrastructure, economy or even loss of life (Khan, A. et.al 2008). Tsunamis, earthquakes, flood, hurricanes, and other natural disasters affect millions of people
and cause billions of dollars in damage each year. Many of these events are difficult and impossible to predict precisely.

In Thailand, tsunami was considered as the first and worst natural disaster in Thailand’s history. Therefore, the knowledge about this kind of disaster for Thai people was so little. Without the knowledge about tsunami, it caused a huge damage and loses more than it should (Natthachai, C. 2007). Phuket was one destination that suffered serious damage from the tsunami as well as in Karon beach. Phuket has been and remains a popular tourist destination in Southeast Asia. Phuket and its beautiful beaches generate a large amount of revenue to the country, which mostly comes from the tourism in the island. Unfortunately, on 26th December 2004, the island has been hit hard by the tsunami. A magnitude 9.3 earthquake ripped apart the seafloor off the western coast of the northern Sumatra, Indonesia. This has led to in form of massive volumes of water, traveled thousands of kilometers across the Indian Ocean, and ravaged the Andaman coast of southern Thailand (Thanawood, C., Chao, Y. & Omthip, D., 2006). The result of this disaster was devastating. Phuket was suffered serious damage from this disaster as well as Karon beach. By the Indian Ocean tsunami, over 5000 people were dead, 8000 people were injured, 1000 bodies could not identify and nearly 3000 people are still missing (Visanuyothin, T., Chakrabhand, S., & Bhugra, D., 2006). And property damage on Phuket was estimated at US$250 million (D. Biggs et al, 2012).

Phuket did not take too long before the city could restore, but it lost incalculable amount in tourism revenues. The tsunami has caused heavy damages to houses, tourist resorts, tourist companies, beaches, fishing boats, which also consequently affected the natural environment and livelihood of the coastal communities, and negatively impacted on local economies. (Chanchit, T., Chao, Y. & Omthip, D., 2006). Phuket and even in Karon beach are popular tourist destinations that filled with small-scale businesses in everywhere. There are a vast number of lifestyle entrepreneurs and small-scale firms in the island, which considered being an important source that provided goods and services to visitors. A portion of these small firms where located in risky areas has been plentifully affected by the tsunami. What is relevant to find out of this how the event has affected on small firms, and how they have recovered their businesses after the disaster. The research mainly focuses on the recovery process of small businesses. But before starting the repairing and rehabilitation, it requires understanding and should know how (seriously) those firms have been damaged, then we know how to perform and find the most accurate and appropriate recovery plan afterwards.
1.3 Purpose
The main thought of the research is to do a case study, in which I will examine the impacts of the tsunami had on small tourism businesses in Karon beach, and to describe the tsunami through a disaster management model. The research aims to examine on those small-scale businesses, which are selected being interviewed and in some way have affected by the tsunami; how the tsunami has affected their activities and how they performed in order to rehabilitate their businesses. How they have been working and cooperating with the local government to draw back tourists to the destination.

1.4 Question formulation
How did small tourism businesses perform in order to recover their businesses after have been affected by the tsunami?

1.5 Delimitations
The research is based primary on extensive researches on the tsunami disaster and interviews. In order to collect the accurately data, the research required a qualitative method. I decided to immerse myself in literature studies, previous research and interviews. The qualitative part consists of 6 interviews with different entrepreneurs, and a representative of local government to perceive different perspectives or if perhaps there are similarities or differences in the process of recovery. They all are semi-structured interviews. Those selected entrepreneurs must have a business in some way connected to tourism or hospitality in Karon beach, and their firms have to be open for over ten years, before the tsunami occurred and have been affected by the event. The reasons to choose Karon beach, firstly because examining the whole Phuket province seems to be too wide and large. To specify and determine the study to narrow down seems like focusing on a specific area is probably the best and easiest way to study. Therefore, I chose to focus on Karon beach as the area of the study to find out the answers for the purpose of the research. Secondly, there is plenty of researches about the tsunami and its impact in Phuket, whether in another languages or even in Thai language itself, but there are lack of information on the part of Karon beach. Thirdly, I have lived and raised up in Karon, there is a reason for me to examine my own town to see study how they have performed. However, literature studies are selected to gather previous information and knowledge, and in order to use as a background on what have been research/studied before.
1.6 Target audiences

The main target audiences that the research turns to are, people with a general interest in disaster, its impacts and who are interested to take a part of the information that revealed in this research. The research describes about tsunami, its effects and guides how to perform and recovery when a business has been affected and damaged by a natural disaster such as tsunami. For entrepreneurs who want to study the rehabilitation of their own, which may be affected by natural disasters as well, can also find some useful information from this research to give you an idea how to handle with an unexpected event. Even for students at universities and colleges that can use the research as a source of information for their own researches and work in similar subject areas could be considered a target as well.

1.7 Disposition

In Chapter 2. This is method section of the research, describing how the author has gone about collecting and processing of information.

In Chapter 3, presented a background of Thailand and Phuket, generally data about Tsunami, tsunami in Phuket and the impact and damage of the tsunami. Ending with the concept of Lifestyle entrepreneurship.

In chapter 4, presented background information on the response and recovery to the tsunami in Phuket.

In Chapter 5, this is the research empirical results will be reported. This consists of a short presentation of selected businesses, and the interviews with the representatives of these businesses.

In Chapter 6, presented the analysis of the research, in which the author analyzes the results of the study, e.g. collected data and interviews.

In Chapter 7, reported the research’s conclusion, and a presentation of suggestions to be able to handle and reduce the risk of natural disasters in the future.

In Chapter 8, references of the research.
2. Methods

In this chapter describes which methods that are the base for the research and an explanation of the approach I have chosen in gathering the data. In order to collect the empirical materials, the research required a qualitative method, which consists of interviews, literature studies, and previous researches.

2.1 Choice of method

The research process can be summarized by the researcher relates the reality and theory to each other. Researchers generally use two types of logic in their works, which are a deductive or an inductive approach (Smith, S. 2010:13). This research is based on a deductive approach, where I go from the reality to determine my conclusions. The explanation of these approaches will be explained later on.

The methods that I have chosen for my research are based on the questions, which are the basis for this research. To get the answers of what the research is searching for, the research requires a qualitative method that I immerse myself in literature studies, previous researches and interviews. These constitute both primary and secondary data. Primary data refers to data collected for the first time, and collected by the researcher for his or her own use, in form of e.g. interview, observation or experiment. It is a data that has more and accurate details as the user wants, but sometimes it takes time and high cost (Smith, S. 2010:50-51). Secondary data are data that someone else has collected for their own purpose, that data from written materials. In tourism, one of the common forms of secondary data is data that sets collected by a government or tourism organization, associations, companies, journals or newspapers that have been made publicly available (Smith, S. 2010:48). By using the secondary data, it helps the author to save time and cost. Sometimes the information may not match the needs of users or the reliability may be weak (Smith, S. 2010:48).

In the qualitative part, it consists of five interviews with different businesses, and a special interview with a representative of the local government. They all are semi-structured interviews, which mean that the interview has a set of questions which will be touched in the interview but that gives the respondents greater opportunity to formulate their answers. The questions do not need to get in the right order and it is possible to ask questions that are not part of the interview guide, but coming up during the interview (Smith, S. 2010:109). The
reason that I choose to interview different businesses is to see how each business worked in their way to recover their business. Different businesses have different ways to perform. The interview with the representative of the government is to perceive another perspective beyond the perspectives from small firms. Literature studies are also selected to gather previous knowledge that has been studied before, such as articles and reports by agencies (Smith, S. 2010).

2.2 Hermeneutic method

Method, it is a way to achieve the purpose of the research (Björklund, M & Paulsson, U. 2003:44). The scientific approach that is chosen during my study is hermeneutic. The word hermeneutic comes from the Greek and it means to interpret or interpretation, or gains an in-depth understanding of the research phenomenon (Molander, J. 2007:167). Hermeneutics mean that we always have an understanding, which is based on our own experiences. The research is based on the hermeneutic approach, since the research did not have a direct answer to the problem that the research describes. The damage and the impacts that caused by the tsunami could not estimate the value, because the damage of each place is unequal. Moreover, the answers would be different depended on respondents’ experiences. This interpretation is based on learning to gain a valid and common understanding of text’s content (Kvale, S. 1997:49). Therefore, for my research I chose to use/work qualitative studies, so in the literature I can try to find answers and understandings of the study’s problems. Since there is possibility in the hermeneutic interpretation of finding what is written between the lines. Within hermeneutics, interpretation and understanding are essential to the reflection interpret the phenomena that underline to get a perception of the whole (Repstad, P. 2007:137). In every text contains important information. It gives a meaning to the text and reading between the lines is important (Visscher De, J. 2015). Interpretation is used instinctively when the text become unclear and helps thereof to understand what we already knew. Through the e-mail interview, which is in text and is the qualitative part, I could find interpretation and understanding for the answers that the respondents gave me. Additionally, a basis condition for us to understand our world is language. Therefore, hermeneutics mean that the language creates our world (Ödman, 2007).

During the telephone interviews, I tried to be open and listen for what is expressed by the words, but not only those exact words that being said. In order to get the meaning behind the words, it sometimes needs to ask the respondents to develop some statements that we might get a better understanding of what they said (Ödman, 2007).
In order to draw conclusions without generalization, the research must be based on large supports/foundations/basis. Thus, in my research I have tried to reach a basis as broad as possible through literature studies, previous researches and interviews, which represents a considerable ground/basis (Molander, J. 2003:171).

2.3 Deduction

Researcher works to produce theories that will provide knowledge of reality as accurate as possible. The material for the theory’s structure is data, information on the part of the reality being studied, often called this basis in short for empiricism. There are three different ways to relate theory and empiricism; deduction, induction and abduction (Bryman & Bell, 2007). The deductive approach is to have a theory and then examines whether it corresponds to the reality, it often used quantitative methods to reach the result (Smith, S. 2010:13). Inductive approach involves collecting facts/data and then forms a theory. Abduction is a combination of deduction and induction, it explains the use of the deductive approach to increase the theoretical understanding about the subject (Olsson, H. & Sörensen, S. 2007).

The study is based on a qualitative research design with a deductive approach, where theory is collected and then tested by the collected empirical data. Primarily, in the process of the research, I studied from the books and articles to get an idea and understanding about the existing theory, after which I then studied and examined the reality. Before the implementation of the study, I read also in me in different research approaches to get how the approach of the study would look. The main theory is used and described in this research is The Disaster Management cycle model. This procedure provides a deductive beginning of the research. During the research emerging studied the books and articles to continue generate a better understanding of the subject, and the research went on to study how the theory ties in with the reality through interviews.

2.4 Qualitative method

This research is based on a qualitative study and deepening in form of literature, articles and interviews. Qualitative method is characterized by creating a deeper understanding of a specific situation, event or subject in what we intend to examine. It is to analyze and understand the whole (Smith, S. 2010). In qualitative studies, one is looking to coherently way to describe how people perceive a particular phenomenon. It is also looking for describing variations between different people’s experiences (Hedin, A. 2011). Qualitative methods are often used in all social sciences and humanities disciplines. It is the basis
research methods in hermeneutics (Björklund, M. 2003). The research aims to do qualitative study that wants to obtain a deeper understanding, perception and knowledge. The research aims to not do quantitative study and even qualitative methods, because the research will not base on the collection of numerical data e.g. statistics, numbers or calculation. The qualitative method in this research was used partly through literature to gain a broad knowledge about tsunami and its impacts. While having interviews, it creates an understanding and a perception of the issues that the research wants to examine, that is how the tsunami has affected on local tourism businesses, and how did they do to recover their businesses. With a qualitative interview, it focuses on the respondents’ perceptions and experiences, and there is no right and wrong answer. The key to what the research wants to examine is from their own perceptions and experiences, which can give a deeper understanding and the right answer that the research is searching for.

The biggest problem of interviewing that can occur in the research is that the interviewees might forget about the past event or some details about the event. This is because the event happened for a very long time ago, 10 years now, which of course they might forget some part of the event. To resolve this problem, I will begin with repeating about the event to refreshing their memories. And the interviews will not be very detailed and deeply, but need overall information that will be sufficient to answer the purposes of the research.

2.5 Nonprobability sampling/Selection

There are two groups of selection methods, which are probability sampling and non-probability sampling. A probability sampling means that the selection is done by a random sampling process, which means every member has an equal chance of being selected. And the result is that you get representative sample (Smith, S. 2010:90). The important characteristic of non-probability sampling is that the sampling units are not chosen randomly (Smith, S. 2010:91). There is a bigger chance for some units in the population to join with. Subjects in a non-probability sample are often selected on the basis of their accessibility or by the purposive personal judgment of the researcher (Explorable.com, 2009. 2015-11-18). There are three common types of non-probability sampling; convenience sampling, snowball sampling and quota sampling. Convenience sampling refers to choosing people to interview because you happen to have access to them, researcher selects a sample based on convenience, or choosing people who are available to the researcher (Smith, S. 2010:92). Quota sampling divides people up into the different categories, and then select people who fit with those categories. This sampling works well when you have a large number of different groups from
whom you want to obtain data (Smith, S. 2010:98). Snowball sampling refers to have first contact with a couple of respondents, and then ask that person the name of someone else you could contact later. This type of sampling is usually done when there is a very small population size (Smith, S. 2010:99). Another type of non-probability sampling is purposive sampling, also known as judgmental sampling. It means the units that are investigated are based on the judgment of the researcher (Explorable.com, 2009. 2015-11-18).

To perform my research requires a sampling in two steps to reach the survey respondents. Firstly, it is necessary to select which companies/businesses that will be included in the survey. After that it needs the appropriate representatives of each company. I selected five companies in the tourism industry with help of a selection that is most similar to a convenience sampling. Those companies and respondents that I selected are the people that I knew earlier and have contacted with them throughout, which is a convenience for me to interview and gain information from them. Moreover, I selected them by my own judgment, which is a judgmental sampling. The reason that I selected them because; firstly I knew them and have contacted with them for a long time, which I can see an advantage that I can contact them easily and feel comfortable to talk with each other. Secondly they have their own knowledge and experiences to answers my questions, lastly they are considered to be relevant for this study and useful representatives of tourism industry that I wanted to examine what the tsunami has affected on their businesses.

2.6 Interviews

The qualitative research interview is used to understand the meaning of what the interviewees say. It is useful for getting the story behind participants’ experiences and to understand how people they think and feel about certain issues or experiences (Smith, S. 2010:109). The research is based on personal interviews that refers to in-depth and based on semi-structured interviews, which means the interviewees feel free to answer and the researcher can have one or more topical areas to explore through a series of general questions to ask (Smith, S. 2010:109). The research wants to examine how the tsunami has affected on small businesses, and how they worked in order to get recover their businesses. By personal interviews, the interview respondents can give useful information that come from their own experiences. With semi-structured interview means that the researcher has a set of general questions that he/she will ask of each respondent but she/he might probe answers or offer clarifications requested by the respondent (Smith, S. 2010:109). The questions of the
interviews do not need to be asked by following the order, but the questions could be asked after the respondent replied (Smith, S. 2010:109).

For my research, I decided to have telephone interviews and e-mail interviews with the respondents that are selected from each business in Karon. Because of the long distance that is impossible for me to interview them by face to face, therefore, telephone and e-mail interviews are the best suitable way for both sides of us. But there is a problem with telephone interviews that is the time difference between the two countries. We have to arrange a convenient time for me and for the respondents. The telephone interview has advantages and disadvantages. The advantages of doing telephone interviews are that telephone interviews enable a researcher to gather information rapidly. There is the opportunity to ask follow-up questions, and save time because the interviewer doesn’t have to travel to the interviews (Bäckström, I. et al, 2008). The disadvantages of telephone interviews are such as some people may not have telephone, the telephone signal might be bad, which you cannot control, distracting noise in the background, there is a chance that the respondents might miss the phone call, and the interviewer can see the respondent’s respond (Kvale, S. 1996).

Two of selected respondents preferred to have e-mail interviews. The reason is they want to see the questions and would like to have more time to compile the answers. And also they want me to send the questions before and then they will reply when they are available to answer them. If the answers did not clear or needed to be more explained, I sent emails to ask and they replied abck and forth, which we kept contact to each other all the time. The pros and cons of e-mail interview are; it is very easy and cost efficient, no interviewer, which the respondents may be willing to share information, more time to compile answers. But response rates are typically low, lazy to type and the answers might be short (Loman I. Meho, 2006).

It is not unusual in qualitative research to recruit acquaintances or even friends or people you know as participants. It can be an advantage in gaining the trust needed for the exploration of some topics, but there are some disadvantages too of course. For instance, some potential accounts of negative aspects are likely to be somewhat self-censored to avoid offending you. Another disadvantages of interviewing people you know well relates to how much they assume you already know. If they speak to you as they normally would, much that you should already know will only be alluded to (leaving many gaps in the account). If instead, people you know respond to you more formally in your role as interviewer (and you are jointly complicit in pretending that you are not friends who already know a lot about each other) something else will happen, such as somewhat unreal game is being enacted – rather like children play doctors and nurses. Interviewing people you know would make you sometime
forget to respect others. You have to be careful not to cross the line of appropriateness, personal life and considerateness. To avoid this, asking or you will need to get your lecture’s/supervisor’s agreement on the appropriateness of your proposed participants (based on you relationship with them and research topic). This will also need to be clear in order to gain ethical approval (Michael A. Forrester, 2010).

2.6.1 Telephone interview with Anda Massage & Spa
Anda Massage is a modern spa, located in Karon beach and it is 100 meter far from the beach. Offering a variation of treatments such as back and shoulder massage, hand and food reflexology, Thai massage, oil massage, body scrub, body wrap and many more. It is ranked No.9 on TripAdvisor among 16 recommended attractions in Karon (TripAdvisor, 2015-11-23). The spa has been opening for 12 years now. The owner of the spa, named Mrs Phanida Kwankue, and she is one of my closer relatives. I chose to interview her because her spa was established before the tsunami and still open until today. Because of our relative relationship, which makes she feels more comfortable and is willing to let me interview her. This might be very helpful to get deepen details from her experience and perception. Due to the time pressure and long itinerary/journey, therefore the interviews will be conducted via telephone. I contacted Phanida by phone and decided the date and time for a telephone interview. Before the interview, I wrote my interview guide, where I started from my theory (see attachment 1). The interview guide was sent to Phanida on 15th November 2015, two days before the interview. On 23th November at 10.00 conducted the telephone interview. During the interview, I recorded the interview on my mobile phone to facilitate the transcription work and to prevent forgetfulness. The interview took 47 minutes. Phanida took the time and tried to answer every question in detailed. It was the opportunity for her to convey/bring information during the conversation.

2.6.2 Telephone interview with Ratchanee Seafood Restaurant
Ratchanee Seafood Restaurant is one of the most popular seafood restaurants in Karon beach, ranked No.62 of 170 restaurants on TripAdvisor in Karon (TripAdvisor, 2015-11-23). The restaurant is located along the beach/esplanade, and it is popular because of its seaside location and offering fresh seafood. The restaurant has been opening for more than 10 years. The owner is Ratchanee Thiwa, and she is an acquaintance of mine. I chose to do an interview here with the same reason as above. I wrote an e-mail to her, explained about my study and
asked if I could interview her. She was very nice and replied back very quickly with a Yes. She preferred having a telephone interview instead of e-mail interview. Therefore, I booked an available time for her, which took place on 18\textsuperscript{th} November 2015 at 09.00. The interview guide was sent to her by e-mail on 15\textsuperscript{th} November. The telephone interview took 31 minutes, and during it I have recorded the interview on my mobile phone as well.

2.6.3 Telephone interview with The Little Mermaid Hotel
Hotel The Little Mermaid has a unique location in the center of Karon, with all a town center’s facilities right outside the door. The hotel located 50 meters walk from the beach. The hotel formerly known as Crystal Beach hotel, but in 2014 the hotel was sold to a new owner, and has been fully renovated in the same year (The Little Mermaid website, 2015-11-24). The hotel was established since 1998. On 15\textsuperscript{th} November 2015, I sent an e-mail to the hotel and explained that I wished to have an interview with them, and then Mrs. Yu Ruangrat, an assistant hotel manager, replied back at the same day with an acceptance. The interview was on 19\textsuperscript{th} November at 12.00. I did the same structure as above, sent the interview guide before and recorded the interview on my mobile phone. The interview took 18 minutes and it went well.

2.6.4 E-mail interview with Chokun Tour
Chokun Tour is a tour maker located in Karon as well as the others. The tour provides a wide range of day trip and package tours in Phuket such as Phi Phi Island, Similan Island, James Bond Island and many more by taking tourist with speedboat or big boat to the destinations. It provides top quality hotel and flight bookings, which a reasonable price to suit all budgets and provides tourists with useful hotel and travel information. Moreover, the company provides tourist a list of activities and things to do in Phuket during their holidays with wide selections of tours such as snorkeling, diving, speedboat tours or rafting elephant trekking.
The owner of Chokun Tour is Mr. Porjeth Tabuth, he is one of my close relative. The tour was established since 2002 and remains open until today. His business has now two branches, one is in Karon and the other branch is in Khao Lak. I already have his e-mail and telephone number, so I decided to call him to ask if he wanted to help me with interview and he was willing that. He preferred an e-mail interview because he wanted to answer when he is available to do that and needed more time to think, write and check his answers. The interview guide was sent to him by e-mail on 16\textsuperscript{th} November 2015 and got the answer on 26\textsuperscript{th} November.
2.6.5 E-mail interview with beach umbrella and deck chair rental business

Beach umbrella and deck chair rental is very popular business in Phuket and even in Karon. Ms. Ben Na-Takuathung is the one who is interested in doing this kind of business as well. Her beach umbrella rental business was set by her father for almost 20 years ago, and then she takes over the business from his father. Her business has now 2 branches, one is at Karon beach and the other one is at Kata beach, with a total of 7 staff members.

Ms. Ben is a friend of a friend of mine. I first called her on 23rd November 2015 to explain about my study and ask if I could interview her. She accepted it and preferred an e-mail interview. I sent the interview guide (see attachment 2) to her on that day and she replied back the day after.

2.6.6 Telephone interview with Local Government

The local Municipal Administrative Karon is the local government or Municipal Office in Karon deals with all local questions related to public hospitals, health, education, roads, waste, parks, water supply, sewage, sports, disaster prevention, maintain peace and stability, and tourism development in the Karon area (Karoncity webpage, 2015-12-04).

On 4th December 2015, I first contacted the Karon Municipal Office by sending an email for having an interview, and found out who is responsible for disaster prevention planning and budget. Mrs. Suthathip Sriwaro is the head of the municipal planning and budget. I chose to call her and asked if she can answer my question. She prefers a telephone interview because it is more convenient for her and it collides with her working time. The interview guide is sent to her on 5th December, and got the interview held on 11th December.

2.7 Literature reviews/studies

In addition to the interviews that I performed, I have chosen to use the literature studies in order to gather information about my study. The strength of literature studies is you can find and take part of much information for a short time, and it is not required any financial resources (Björklund, M. & Paulsson, U. 2003). With literature review is looking at what other researchers have done on a topic that relates to yours, it gives you ideas about how to approach your study, including the collection of data, definitions of terms and conceptualization of the problem (Smith, S. 2010:41). Referred journal articles are the most common source used by academic researchers. Books, magazines, government report and reports by agencies are also frequent sources of information. Academic journal articles are the
most common literature used in research (Smith, S. 2010:41). The literature reviews is a way for the research to create a deeper understanding of the disaster tourism, tsunami, tourism in the area and its impacts, and creates an impression of what kind of knowledge I have to collect through interviews. The collection of material of the research consists primarily of reviewing written materials such as scientific articles, reviews and (government) websites to get an understanding and deepening of the subjects. My selected articles and data are mostly in English and Thai, which it is not a problem for me at all because I can read Thai, and there are more relevant articles about the tsunami which are written in Thai. This I see as an advantage because the event has occurred in Thailand as well. The disaster was new for Thai people. Therefore, at that time they gave highly precedence to study intensively about the disaster.

Luckily, most research libraries have electronic search indices that people can use by entering a key word or phrase (Smith, S. 2010:44). Since I’m studying at Linnaeus University Library, the library has a large number of databases where students can search for scientific articles, which you they can access from the articles from the university or even from home by logging in. It is helpful for my research because I could find few articles that are related to my study but it is not enough. Google Scholar (available at http://scholar.google.ca/) is a way where I turned myself to get more information and find more related articles to my subject. The Internet has become a popular tool for tracking down publications. It allows you potentially to tap into sources virtually anywhere in the world. To use it, just type in a topic or an author’s name, and then it will provide you with lists of publications to works by different author (Smith, S. 2010:44). This is a good tool for helping me to find similar research content with my subject and to find hard data to back up my stance. The disadvantage with Google Scholar is some articles are not free to download, which means you have to pay for each article.

In addition, another tool I used to find articles is Google. By scholar literature, Google means publications that are based on the results of research or studies. I started out with a research topic/question that I want to know to get an idea of what has been published on my topic, as well as to get valuable background and information.

2.8 Previous researches

I have read four pervious researches within the area of the impacts of the tsunami. The first one is Guidelines for Development Tourism Area on the Tsunami Disaster Area: A Case Study of Kamala Beach, Amphoe Kathu, Phuket Province. Kasetsart University 2007. The author’s name is Natthachai Chaiyarat.
The second research is, Effects of the December 2004 Tsunami and disaster management in Southern Thailand. Prince of Songkla University 2006. The authors’ names: Chanchai Thanawood, Chao Yongchalermchai and Omthip Densrisereekul.

The third research is Impacts on Economy of Thailand by the devastating tsunami crushed the south. The author’s name: Thanet Kongprasert.

The last research is Community Participation in Tsunami Disaster response and Recovery in Thailand. Natural Resources Institute, University of Manitoba Canada 2008. By Wannasorn Kruahongs.

2.9 Reliability and Validity
Reliability and validity are dimensions that review the credibility of the study. Reliability is a concept to evaluate quality in qualitative study with a purpose of generating understanding (Golafshani, N. 2003). Validity is acceptable social knowledge, which concerns the relationship between the data and the construct, the findings and the conclusions, the reality and representation. Validity is increasing as the use of various methods such as surveys and interviews. With reliability clarifies how reliable the method is, and if the result is the same if the study is repeated, e.g. the researcher get the same value by repeating the survey/study (Bapir A. Mohammed, 2011). Reliability can be increased through the use of various control questions in the questionnaires and interviews (Björklund, M. 2003).

This research has a good validity and reliability. I have tried to achieve a high validity by working slowly, carefully and concentrated. Moreover, I have also taken account of the criticisms assigned to the qualitative textual analysis that is the researcher’s role can show through the result of the research. To avoid this, I have screened the texts several times to ensure that the material is relevant in connection to the issues of the research.

In my data collection, I have started from an interview guide that I have formulated for my problem. The collected material from the interviews is purpose to answer to my research questions, which I think it can provide some measure of validity. And also think that the selection of interviewees and the fact that the data is completely fresh answers for my validity. In order to reduce interpretation errors and to increase the reliability in the telephone interviews, I have to ask the respondents for a suitable and comfortable way to make them feel relax and comfortable to answer. But it might not be any problem for me because all of the respondents are the people I’ve known for a long time, which makes them can speak
freely and feel relax to answer. The research investigates a narrow but deep subject, and interested on the opinions and experiences of respondents with direct experiences by the disaster. So I did interviews with 6 people in order to make the research valid, they are appropriated to be the respondents to perceive their useful information to the study.

Interview effect can occur at the chosen qualitative method of interviews in both conversational and emailed form. By email interview, there is a risk that the respondents would avoid answer some questions and it is impossible to force them answer all questions at all. Firstly, I sent an interview guide to the respondents to prepare and then sent back the their answers. To increase credibility, give the respondents more time to prepare and think what and how they would answer might consider as a pros. Moreover, the event has been occurred for over 10 years, there is a risk that the respondents might forget some details about the event. But after having interviews with all of them, I don't see any problem that because they are bearing on minds the most important details about the event, and all of them tried to answer all questions as mush as possible, which can be seen later on in chapter 5 in result of the interviews. I have thus largely an effort to persuade to be neutral in the questions, record the answers as submitted and reproduce the collected material in the most objective manner as possible.

However, by having the interview guide is helpful to strengthen the reliability. With my literary collection of secondary data, I have been using verified sources from previous student literature and other academic literature, which partly found out via Linnaeus University Library and partly on Google Scholar/Google. In addition, I have used Internet/website to get updated information about my subject. The literature studies are based on literature after 2005s onwards, so the validity of this information is good within the chosen subject cannot be considered to have changed worth mentioning during this time period. Regarding the used literature’s reliability as it should, hence generally considered very high. However, this research to some certain extent based on previous researches, which means that the reliability can be worse then the quality of the researches may vary very large. Hence, the material in this type of sources critically examined before has been used in the research.
3. Background

This chapter presents generally information about Thailand and Phuket; how tourism is in Thailand and in Phuket. Then, the fact about tsunami and the damage that caused by the tsunami will be described as well. Ending with the concept of lifestyle entrepreneurship.

3.1 About Thailand

According to Tourism Authority of Thailand, Thailand is known the world over as the Land of Smiles. Thailand is a major tourist destination with approximately 14 million tourists visits the country every year. Thailand ranks among the top five popular destinations in Asia and Bangkok named as one of the top ten cities in the world for visitors. Thailand is not popular for historical and cultural sites, but it also comprises various natural attractions such as beaches, swimming and scuba diving areas, and even mountain excursions. Thailand is also famous on beautiful beaches, which are reflected in the creasing number of tourists (Tourism Authority of Thailand, 2015). According to Department of Tourism Thailand, in 2014, 59% of visitors to Thailand came from East Asia, China, Hong Kong, Japan, and Korea. While the largest number of Western tourists came from Russia, UK, Australia and the US. Around 55% of Thailand’s visitors are return visitors. The peak period is during the Christmas and New Year holidays when Western tourists flee cold conditions at home (Department of Tourism, Thailand. 2015-11-24). Asian tourists primarily visit Thailand for Bangkok and the historical, natural, and cultural sights in its vicinity. Western tourists not only visit Bangkok and surroundings, but in addition many travel to the southern of Thailand to beaches and islands (Wikipedia.org/Tourism in Thailand)(Tourist Police in Thailand. 2015-11-24).

3.2 Phuket

Phuket is the largest island in Thailand and roughly the same size as Singapore. The island is located in the Andaman Sea on Thailand’s Indian Ocean coastline. The main income of the island used to come from tin mining. However, tourism took over as the backbone of the local economy. Today, Phuket’s main claim to fame is its wonderful beaches which range from calm to totally ruined due to the sheer volume of tourists who visit the island every year (Tourist Police of Thailand, 2015-11-24). The island’s tourism has expanded rapidly since the 1980s with the development of a series of beach resorts and self contained hotel complex
(Henderson, J.C. 2007). About 90% of the population is directly and indirectly engaged in tourism-related businesses (Schulz, P. 2007). The interior of the island is a fertile region with fishing villages, mangrove forests and various plantations. Expect prices to be more expensive than on the mainland. There is now little sign of the damage caused by the tsunami in 2004, which hit the west side of the island. Although Phuket is widely known for its raunchy nightlife but the island still has much to offer holidaying couples and families (Tourist Police of Thailand, 2015-11-24). Phuket is the most tourist dependent Thai province and it is the second province (comes after Bangkok), which has a very important role to the Thai tourism economy. Other southern provinces are attempting to emulate Phuket, but have not yet achieved its level of tourism development (Birkland, T., Herabat, P., Littlle, L. & Wallance, W. 2006).

Karon Beach refers to a beach on the west coast of Phuket. Although being the second longest beach on the island after Patong, but much of the area has escaped major development. A road runs along the full length of the beach, while the main shopping and nightlife areas are at the north and south ends of the beach. The beach is popular destination for tourists, especially among families and couples (Tourist Police of Thailand, 2015-11-24). And it is also popular especially with Scandinavian tourist. Additionally, the beach was damaged by the tsunami in 2004 following the Indian Ocean earthquake, especially in its southern regions (Tourist Police of Thailand, 2015-11-24).

### 3.3 What is Tsunami?

The term tsunami is the Japanese expression for “harbor wave” or “big wave in the port”. This word consists of two Japanese characters; tsu (harbor) and nami (wave). It refers to giant waves, which attack coastlines. Tsunamis are defined as water waves with extreme wavelengths, usually generated by submarine earthquakes. Tsunami waves have long periods and wavelengths (Wathanaprida, S. 2010). In the deep ocean, their highs may reach only few meters above the sea surface. In opposite, when the waves reach shallow waters, the heights increase significantly. It results in a rapid in sea level and flooding of low-lying coastal areas. Tsunami can be generated by seafloor displacement. A tsunami may occur as the result of volcanic activities, landslides above or below the sea surface, or meteorite impacts (Wathanaprida, S. 2010).
The difference between tsunamis and normal waves is, tsunamis occur as a result of the movement of a huge volume of seawater from the seabed to the sea surface, while normal waves are caused by the movement of the wind over the sea surface. Tsunami speed changes with the depth of the sea. An underwater earthquake at depth of 5,000m can generate a tsunami of speeds up to 800km/h. People on the beach and beachfronts will have between a few minutes and half an hour to run to higher ground. Tsunami waves can pull people and whole houses many miles into the sea (Tsunami Alarm System, 2015-11-24).

Figure 1. Generation of a tsunami. Image credit: Anthony Liekens, Koba-chan

### 3.4 The 2004 Tsunami in Thailand

On 26\textsuperscript{th} December 2004, Southern Thailand has been hit hard by the tsunami. It was a sunny Thai winter of the high tourist season. A magnitude 9.3 earthquake ripped apart the seafloor off the western coast of the northern Sumatra, Indonesia. This has led to in form of massive volumes of water, traveled thousands of kilometers across the Indian Ocean, and ravaged the Andaman coast of southern Thailand (Chanchit, T., Chao, Y. & Omthip, D., 2006). Hotels along waterfront were filled with tourists on vacation for the Christmas and New Year holidays, unaware of what is coming. As the tsunami was coming to the land, crowds of people ran for the safety of higher ground. Everything was thrown and destroyed, such as houses, buildings, fishing boats, cars and even human’s life (Sharon L. Slayton, 2006). The result of this disaster was devastating. This has been one of the largest human tragedies that caused by natural disaster in recent history (Visanuyothin, T., Chakrabhand, S., & Bhugra, D. 2006). Six provinces along the Andaman coast in Southern Thailand, including Phuket were suffered serious damage from this disaster. By the Indian Ocean tsunami, over 5000 people were dead, 8000 people were injured, 1000 bodies could not identify and nearly 3000 people are still missing (Visanuyothin, T., Chakrabhand, S., & Bhugra, D., 2006).
In case of the southern of Thailand, it is the biggest source of losses was estimated to have come from productive sector, especially tourism, because the most severely affected areas were the major tourism destinations. Phuket was the most severely affected. The most of the losses inflicted on people’s livelihoods came from the damage to business properties such as hotels, which were critical to the tourism industry. The damage to infrastructure and the business sector was very high as well. The total damage to infrastructure such as roads and bridge was relatively minor (estimated at less than 2 million dollar). This meant that the emergency relief and assistance could be relatively quickly after the tsunami (Nidhiprabha, B. 2007).

Karon was one that has been affected by the tsunami as well as other beaches in Phuket, but not badly affected as in Patong and Kamala beach. The wave has swept across the road into the land, which caused flooding inside all of beachfront. The tsunami splashed away piles of crushed cars, and buildings tumbled down (see figure 3). 9 people were dead and 23 were injured at Karon beach.
3.5 Impact to Tourism in Phuket

The 2004 tsunami has affected so many different communities in many different countries, as well as in the southern of Thailand. The six southern provinces of Thailand were affected heavily by the tsunami, they were the major tourist attractions of the country. The tourism industry in the affected provinces suffered a significant negative impact in the immediate post-tsunami period. This was caused primarily by a fall in tourist arrivals, rather than because of the damage to hotels and other tourist infrastructure (Nidhiprabha, B. 2007). The downturn in tourism alone could not have caused the very large fall in the GDP growth rate, because the tourism industry contributes only 6% of Thai GDP and the six affected provinces accounted for only 30% of Thailand’s total tourism.

Phuket did not take too long before the city could restore, some of the beaches and resorts were restore within a day, and others such as Kata, Patong and Karon were restored less than a year. Phuket had lost incalculable amount in tourism revenues. The tsunami has caused heavy damages to houses, tourist resorts, tourist companies, beaches, fishing boats, which also consequently affected the natural environment and livelihood of the coastal communities (Chanchit, T., Chao, Y. & Omthip, D., 2006). The tourism of the island was suddenly dropped. A few months after the devastation, a 27% drop in inbound flights to Phuket, an 85% decline in international tourists, and 90% of hotel booking was dropped. The collapse of the tourism industry would lead to major problems in the near future such as stop operations and lay off workers in this industry. People lost their jobs and some small tourism-businesses have got the hardest time as well. Some small businesses had to be closed because they were unable to access financial resources and did not have budget to restart their businesses again. While some businesses might take longer time to rehabilitate their businesses due to various limitations/conditions. Many of them were without insurance and persuading tourists return (Henderson, J.C. 2007). Thanks to National and provincial government provided them emergency financial aid and promised compensation loans and various tax exemptions (Henderson, J.C. 2007).

Another major impact that comes after e.g. the loss of lives, property and businesses, is the damage to employment. The disaster has made the core business, which is a major source of employment in the area devastated tremendously (Kongprasert, P). According to the Ministry of Labor’s reports, over 5,000 employees were directly affected by the tsunami. But the number of employees who were affected would have such vastly lower than reality, because there is a tremendous amount of labor that is not in the purview of the Ministry of Labor,
including hotel employees, who were not damaged by the tsunami at all. This is because the buildings are located on high hills, or far from the beaches, but they had to be laid off because the hotels did not have any income and guests stay at the hotels (Kongprasert, P). Moreover, employees of businesses related to tourism such as tour bus, boat rentals, restaurants and chiropractors. Most of these workers are out of the list of the Ministry of Labor. In addition, there are also many migrant workers who hardly get marginalized and attentions at all, but however, they have to be out of work as well (Kongprasert, P).

In order to position Tourism in Phuket in a life-cycle model, the Butler’s model of tourism development can be simply used. (see figure 5).

![Tourism in Phuket a few months after the tsunami.](image)

According to the Butler’s model, a tourism destination progresses from exploration, where it is relatively unknown. As more people discover and visit the destination, word spreads and the destination’s amenities are developed to the point where most destinations eventually reach a stage of consolidation, stagnation, and finally either rejuvenation or decline (Butler, R. 2006). In the case of Phuket, the island has experienced important levels of growth in tourism over the last 30 years. Tourism in the largest economic activity of the island and everything has been developed. Pre-tsunami in Phuket would be in the consolidation phase of development, identified by still growing visitor numbers at declining rates. But after the 2004 tsunami, tourism in Phuket was immediately dropped down. It seemed like the island had to start from the zero point again, the recovery would take few years, with the helps from government, provincial government, other organizations, foreign governments, volunteers, and local people in Phuket (Schulz, P. 2007).

However, the 2004 tsunami has directly affected on tourism and travel business. The number of tourists in year 2005 has decreased to around 2.5 million people. But later in 2006, the
number of tourists has increased again to 4.5 million people. This is indicative of the growth of the tourism situation that has started to rehabilitate as it was before the disaster has occurred (Tourism Authority of Thailand, 2006; Natthachai, C. 2007). After the rehabilitation the damaged areas, the revenue in 2006 was increased again around US$ 2 billion, and continued increasing every year. And from that could attract people, entrepreneurs and individuals to earn a living and do business in tourism more (Natthachai, C. 2007).

In order to rehabilitate the damage, all sides need to cooperate and help each other. The communities needed help in restoring from the Government and other organizations, but the quickness and effectiveness of the response to the tsunami were different in every region (Rosa D, 2012). However, thanks to the efforts from foreign governments, foreign donors and outsider volunteers that helped the process to recovery went smoothly (Rosa, D. 2012)(Rigg, 2009). The tsunami seems to have reduced tourist visits to Thailand. According to the Tourism Authority of Thailand, the number of tourists in Phuket during 2003-2004 was approximately 4 million people and 4.7 people, respectively, increased 18.35% (Tourism Authority of Thailand, 2006)(Natthachai, C. 2007). Additionally, Thai government and local government have been trying hard to rehabilitate the tourism and economy by setting rehabilitation management plans and putting an enormous budget on marketing and reconstruction (Natthachai, C. 2007).

However, tourism and other industries, such as fishing and agricultural industries, were most affected by the tsunami, with a huge negative effect on the overall economy. The Government and The Bank of Thailand expected that the tsunami would not stop economic growth in 2005 in the nations as a whole (Birkland, Herabat, Little and Wallace, 2006)(Israngkiura, 2005).

Tourists are returning to Phuket today, expecting to find a scene of complete disaster and loss, are discovering that the seas are clearer and the beaches are cleaner than even before. Marine life has returned, but importantly, the warmth and hospitality of the Thai people still prevails (Sharon L. Slayton, 2006).

3.6 Lifestyle Entrepreneurship

The research aims to study on small-scale businesses, which often construct of lifestyle entrepreneurs. There are a vast number of lifestyle entrepreneurs and small-scale businesses in Phuket and Karon. Lifestyle entrepreneurs are often initiated by the need to create a chosen lifestyle in which the need to family, income and a way-of-life are balanced (Ateljevic, I. & Doorne, S. 2000). Those small-scale businesses are such as restaurants, bungalows, guesthouses, shops, boutiques, and tour agencies. Tourism, hospitality and leisure industries
are dominated by small businesses and the huge majority of the entrepreneurs are lifestyle rather than rational professionals (Peters, M. et.al, 2009). Joseph A. Schumpeter (1934), defined entrepreneur as an individual who carries out new combinations of firm organization, new products or service, new methods of production, or new form of organization (Shumpeter, J.A. 1934). The majority of entrepreneurs in tourism and leisure industries can be found in the lower area of low entrepreneurial intensity. The tourism and leisure industries have always attracted a large number of small businesses, and are primarily located in attractive areas there is a much higher concentration of lifestyle entrepreneurs and this is the main motivation for entrepreneurial activity. The perceived nice life, often close to the beach or at attractive parts of city, has frequently motivated entrepreneurs to leave their job and adventure to in tourism. Lifestyle firms are businesses that set up originally either to undertake an activity the owner-manager enjoys or to achieve a level of activity that provides enough income (Peters, M. et.al, 2009). Characteristics of lifestyle entrepreneurs are such as motivated by quality of life rather than growth, limited growth orientation, motivated by survival and sufficient income to maintain their (families)’s way of life, have moved into tourism destinations for non-economic reason, have established enterprise and enjoy being their own boss (Peters, M. 2009). Being entrepreneurs must have the courage to take risks and take advantage of problems, chaos and complexity (Russell, R. & Faulkner, B. 2004). Chaos describes a situation where a system is dislodged from its steady state condition by an active event, which is as random and unpredictable as the outcome. It teaches us to expect the unexpected, which deals with nonlinear things that are effectively impossible to predict and control such as natural disaster, floods, and weather. Schumpeter (1949) saw entrepreneurs linked to change, turbulence, and instability. Entrepreneurs spot opportunities in the environment and use their creativity to bring about innovation. They will find a gap amid the chaos, create and opportunity and bringing new standards into existence (Schumpeter, J. 1949). However, how the concept of lifestyle entrepreneurs relates to the study, will be describe and explained later in the analysis part.
4. Theoretical Framework

This chapter describes the theory, which the research is preceded from the Disaster Management Model cycle as the main model, including 4 phases; the prevention, preparedness, response and recovery to the disaster management in Phuket. The main players of the recovery included Thai government, foreign government of various countries, international relief organizations, international non-government organizations, local authorities, local governments and non-governments, as well as private and foreign donors in Thailand and around the world.

Recovery as a term is used to describe everything between the recoveries from a brain damage to the recovery of infrastructure. Recovery can mean a process of returning an organization, society, system or situation to a state of normality after the occurrence of a disastrous event (Maija, S. 2007). The National Governor’s Association designed a phase disaster model in order to help emergency managers prepare for and respond to a disaster, also known as the ‘life cycle’ of comprehensive emergency management. However, the occurrence of the earthquake and ensuring the tsunami in Thailand could not be prevented and prepared. Planning for disaster encompasses four different but related aspects that are prevention or mitigation, preparedness, response and recovery. In the case of Thailand, disaster management has primarily focused on the emergency response and post-impacts recovery (Thanawood, C. et.al, 2006). The Thai government also established the National Disaster Warning Center, as a national clearing-house of disaster risk management information. The Thai government has adopt and implemented vulnerability reduction programs through work in two area; firstly, disaster prevention to reduce an area’s susceptibility to the impact of the tsunami hazards, and secondly, preparedness to build tsunami resilient communities (Thanawood, C. et.al, 2006).

4.1 The Disaster Management Cycle

Tsunamis, earthquakes, flood, hurricanes, and other natural disasters affect millions of people and cause billions of dollars in damage each year. Many of these events are difficult and impossible to predict precisely. Each response community has a variety of tools that can employ to reduce their effects. To look at the disaster management cycle as a tool, which includes work from prevention efforts all the way through long-term recovery and building
back better (Center of Disaster Philanthropy, 2015-11-27).

According to the definition of disaster used by United Nations International Strategy for Disaster Reduction (UNISDR), “a disaster is a serious disruption of the functioning of a community or a society causing widespread human, material, economic or environmental losses which exceed the ability of the affected community or society to cope using its own resources” (UNISDR, 2015-11-27). A disaster involves hazards, which can be detrimental to human life and property such as flood, earthquakes, high winds and tsunamis. These hazards can affect the entire community or selective areas. The impacts are potentially disastrous when the capacity of the responders is severely tested or exceeded, as in a catastrophic event (UNEP, 2008).

The concept of disaster management was first introduced after the Cold War in the middle of 1950s. Plans and decisions, which were made around preparation for nuclear war and the construction of bomb shelters (Kruahongs, W. 2008). Disaster management was later used to avoid and reduce the potential losses from natural hazards, assure prompt and appropriate assistance to victims of disaster, and achieve rapid and effective recovery. The disaster management cycle, is on-going processes by which governments, businesses and civil society plan for reduce the impact of disasters, react during and following a disaster, and take steps to recover after the disaster has occurred (Warfield, C. 2008). The disaster management cycle, also referred to as the emergency management cycle, involves 4 phases; Prevention, Preparedness, Response and Recovery (see figure 5 below).
4.1.1 Prevention

Prevention or Mitigation involves steps to reduce and minimize the effects of unavoidable disasters. Prevention measures include building codes and zoning, public education, strengthening of public infrastructure, and other efforts that make the community more resilient to a disastrous event (Warfield, C. 2008).

After the recovery phase, Thailand has turned and looked back to a better prevention and preparedness. The tsunami is used as an opportunity to help people to learn and develop beyond what the tsunami destroyed. Thailand and Thai people have learned and experienced from the tsunami, it made them to look back and be more aware of any of disaster.

According to prevention measures after the 2004 tsunami in Thailand, the establishment of land use planning for coastal areas, which based on vulnerability assessment and risk analysis. Schools, hospitals, hotels, restaurants or any high occupancy building should not be built in vulnerable areas (Thanawood, C. et.al, 2006). The Thai government has been featured in development of an effective warning system, both equipment and responsible engineers to be able to identify information quickly and accurately. Including cooperation with other countries in he development of tsunami’s warning system as well. Warning and escape may
be the best way to prevent loss of life (Thanawood, C. et.al, 2006). In addition, establishment of offshore or onshore walls to protect, reduce the energy by geohazards, and to act as the first line of defense from tsunami waves. The most important thing is to educate people to have a basic knowledge about tsunami and other natural disaster, when a disaster takes place, so they can prevent and prepare themselves immediately (Thanawood, C. et.al, 2006).

4.1.2 Preparedness
This phase focuses on understanding how a disaster might impact the community, planning how to respond to any emergency situation and save lives, minimize disaster damage and so on. Preparedness measures include preparedness plans such as emergency training, warning system, and emergency communication system (Warfield, C. 2008). Although, a tsunami cannot be prevent, but the effect of a tsunami can be reduced through community preparedness. First of all, the Thai government has set up a development of education program through such as schools and university curricula in order to educate people and vulnerable coastal communities about the disaster and the process of the tsunami hazard, e.g. how to prepare and protect themselves from the disaster. The Thai government has installed a local warning system in each risky area close to the sea. Warning system includes siren towers at popular and crowded beaches, and a tsunami-warning sensor floating offshore in the most risky provinces. This is not only to address the safety and security concern to the local communities, but it is to establish southern Thailand as a safe destination for foreign tourists as well. This is a way to reassure about the security of the place to tourists (Thanawood, C. et.al, 2006). Formulation of a detailed plan for emergency evacuation is also important. This is to make the appropriate response more of an instinctive reaction, requiring less thinking during an actual emergency situation. Importantly, it is to make people to get used to the emergency plan so they know how to perform following the plan (Thanawood, C. et.al, 2006).

4.1.3 Response
Response addresses immediate threats and efforts to minimize the hazards created by a disaster. This aims to provide immediate assistance to maintain life, improve health and support the morale of the affected population, meeting humanitarian needs (food, clothes, shelter, semi-permanent settlement in camps and other locations), cleanup, and the start of resource distribution. It also involves initial repairs to damaged infrastructure. Basically, this
phase focuses on meeting the basic needs of the people until more permanent and sustainable solutions can be found (Warfield, C. 2008).

According to the 2004 tsunami in southern of Thailand, it was considered as the first and worst natural disaster in Thailand’s history. The knowledge about this kind of disaster for Thai people was so little. Without the knowledge about tsunami, it caused a huge damage and loses more than it should (Natthachai, C. 2007). The emergency response phase after the disaster started from the provision of basic needs such as shelter, food, water and medical assistance to affected people, rescuing and saving people lives, taking care of injured people (Maija, S. 2007). On 26th December 2004, the Prime Minister of Thailand established the Southern Disaster Victim Relief Collaboration Center in Phuket. Their tasks were to coordinate the relief operation in six southern affected provinces. The relief activities included such as search and rescue people’s lives, body identification, repairing roads, assisting and facilitating tourist’s repatriation, and managing and distributing donations (Kruahongs, W. 2008). On the same day, the Tsunami Victims Relief Center was set up in Bangkok at the Department of Disaster Prevention and Mitigation as well. This center provided overall information and information for relatives of both Thai and foreign disaster victims, in case that to help the victims’ relatives who couldn’t go to the affected places kept getting news from long distance. Besides it, the center was estimated to coordinate mobilizing relief efforts from all sectors of the society such as received and transported personnel and donations to the affected areas. There were other donation centers, which also established by government and non-government agencies from different parts of Thailand and around the world (Kruahongs, W. 2008)(Nidhiprabha, B. 2007).

The search and rescue for bodies and human remains was also undertaken immediately. Military personnel were mobilized in order to help the search and rescue operation. The navy, army, air force and police organized their own troops and equipment to assist survivors, rescued and transported survivors to safe areas. Besides that, they helped to find/carry out bodies buried under damaged buildings, in the sea, and in the forest areas (Kruahongs, W. 2008). Besides that, military personnel from many countries such as from the United State and Japan were sent to the affected areas in order to provide assistance in the relief operation. The Thai government denied all financial assistance, but requested technical assistance from other governments instead. Many international relief organizations sent teams to Thailand to help the local authorities with operation assistance. One of them was the Australian government that has sent in the Australian Federal Police to provide technical assistance (Kruahongs, W. 2008)(UN Thailand, 2005). While, the Taiwan government sent in a search
and rescue team, while the Israeli government sent in 15 doctors, and the Belgium government sent in a medical team to help and treat the victims (Kruahongs, W. 2008).

In this time, the Thai Red Cross Society and volunteers become the lead agency for food distribution to the affected areas during the emergency response phase. People and volunteers from within the country moved into the affected areas and worked together with other organizations to help those victims and communities (UN Thailand, 2005). Many offered their expertise, while other offered their labor and just do whatever needed to be done. Forensic experts from 40 countries were willing to join as well. Volunteer tasks were to search and rescue, collection and identification of corpses, cleaning up the affected areas, giving food and information, helping translations, and setting up relief camps for the victims. Additionally, military worked together with volunteer staffs in order to cleanup the debris, which was left on the beaches after the event. (Kruahongs, W, 2008).

The next priority was to set up a center to take care of both Thai and foreign tourists, and to help them return home safely. The Thai government and air companies tried to help the tourists get on their way home as quickly as possible. As many flights as possible to Bangkok were arranged by Thai Air, Bangkok Airways and the army (Karatani, Y. 2008).

As we known that the disaster happened suddenly without prior warning, help that actually seen, came from those people who survived. Assistance was provided by local people, they were the first and important responders in this situation. Local people gave tsunami victims with clothes, food, drinks, blankets, shoes, temporary accommodations, and other amenities (Kruahongs, W. 2008). Many people with the country and around the world were generous and sent food, clothes, medicine, water, appliances and money into the affected areas. Some victims have lost everything, houses, cars, money or even families. Help from different parts of organizations and from outsider people around the world were very important for them to survive in a certain period and the help that they got might be a starting point for their new life (Kruahongs, W. 2008).

4.1.4 Recovery

This phase is the restoration of all aspects of the disaster’s impact on a community and the emergency is brought under control. Recovery activities continue until all system return to normal or better. The recovery phase can be broken into two periods, short and long term. Recovery measures, both periods, include returning vital life-support systems to minimum operating standard such as temporary housing, public information, health and safety education.
and reconstruction (Warfield, C. 2008).

In the immediate aftermath of the tsunami, relief and reconstruction were the main focuses of a massive national effort. The overall government budget allocation for the tsunami relief and reconstruction was closely $1.7 billion, which 76% was allocated to emergency relief and mitigation measure in the six provinces. While 14% of the relief budget went to projects for reviving the tourism industry in the Andaman coastal areas, 10% for rehabilitation of natural resources and a relatively small proportion, and less than 1% was divided for installing an early warning system (Kruahongs, W. 2008). The largest budget allocation was to provide assistance to (large) entrepreneurs by way of soft loans. The loans are of two types; economic injury and physical disaster. All documentation of these loans must be completed by the business owners and submitted for processing (Fraccastoro, K.A. 2008).

Various governments and private agencies were divided responsibility for repairing and rebuilding houses in each affected province. While most private companies were allocated the rebuilding of 127 houses in Phuket. Tourism industry is a major source of livelihood for the damaged areas, and most of government recovery programs were focused on bringing the local economy back to where it used to be. The tsunami has affected on people’s livelihood as well, because either capital equipment used in their jobs was destroyed or because they lost their jobs in the tourist sector due to the hotels, restaurants and tourist shops being damaged or cutting employment. The Thai government tried to help by setting up employment programs to generate short-term livelihood support. Besides that, public infrastructure reconstruction should be done as well by the support from the government (Kruahongs, W. 2008).

In Phuket, the physical damage to the facilities of middle to large scale businesses were covered by insurance to some extent, but the coverage was limited and not applied to facilities such as swimming pools and furniture. While small-scale businesses such as restaurants, guesthouses, bungalows and (local) shops did not have insurance and so had to pay for repairing and/or rebuilding by themselves. Some of them still not repaired and had not yet recovered buildings. They did not use the low-interest loan from the government bank because the loaning period was very short and the task of reporting the degree of damage, as well as, how and when the loan money was used was felt too much bother (Kruahongs, W. 2008).

As a response to the recovery of damaged areas, the Thai government came up with a few development plans on tourism recovery. According to The Phuket Action Plan (PAP), which is another tourism oriented plan that the government has developed. The plan was the result of a meeting organized by the WTO in February 2005, which consisted of tourism experts from
42 countries. The plan focuses on a recovery action plan to promote the tourism industry in tsunami affected destinations. The action plan includes five action areas: marketing and communications, community relief, professional training, sustainable redevelopment and risk management. While the main purpose of PAP in Phuket is to restore traveler confidence and increase the flow of visitors to the destination as soon as possible by focusing in the fast recovery of tourism (Kruahongs, W. 2008). Interestingly, the required post-tsunami development of tourism will be used as an opportunity to develop tourism in a more sustainable way. The authorities planned to rebuild Phuket as a model for sustainable tourism, but it requires time and effort (Maija, S. 2007).

Thanawood, Youngchalermchai and Omthip (2006) suggested that, “For successful implementation of disaster responses, mitigation and preparedness schemes should be integrated into the National Economic and Social Development Plan. Recognizing the difficulties of communications, transport and coordination of operations during times of emergencies, it is essential that responsibilities are decentralized and adequate resources for preparedness activities are allocated to the disaster management committees established at both provincial and districts levels. It is anticipated that the successful implementation of an array of the aforesaid options through people participation and local institutions will make a significant contribution to the resilience to adverse phenomena of the coastal communities that are so crucial to sustainable development in southern Thailand”.

As mentioned, a tsunami is used as an opportunity to help people to learn and develop beyond what the tsunami destroyed. A natural disaster cannot be prevented, but it can be reduced by preparedness. Therefore, every part, both government organizations and non-government organizations should work and coordinate with each other to have a successful implementation of disaster management plan (Thanawood, C. et.al, 2006).
5. Empiricism /Interviews

In this section, the empirical results of the research will be presented. First a short description on selected businesses, and presents the interviews results of the entrepreneurs’ stories, which forms the basis for the study. The interviews consist with four telephone interviews and two email interviews.

5.1 Ratchanee Seafood Restaurant

Ratchanee Seafood Restaurant is one of the most popular seafood restaurants in Karon beach, located along the beach. The restaurant has been opening for more than 10 years, by owner named Ratchanee Thiwa. The restaurant was heavily affected by the tsunami, because it was located along the Karon beach (100 meter far from the beach).

Mrs. Ratchanee explained that the restaurant was damaged by about 80%, everything was thrown and destroyed such as cooking equipment, chairs, tables, two refrigerators and other appliances. But the only thing that was left was just the building. She continued explain, the Boxing Day was a sunny morning day, the sky was clear and nice weather. Everything seemed to be fine as usual. She was at home and was preparing to go to the restaurant. But luckily, normally the restaurant opened from 12.00 till 22.00. It was on a Sunday, so she didn’t need to rush out of her house early. At 9.00a.m, while she was preparing herself, she felt the earthquake and saw her neighbors run out of the houses. No one knew what happened. Then she heard the news from television about the earthquake and the subsequence in form of a tsunami. After the event has gone, she went out to the restaurant immediately to see how it was affected and evaluate how bad the damage occurred. Everything was thrown and destroyed, there was filled with debris everywhere. First of all, Ratchanee and her workers started by clearing away the debris and all rubble from the restaurant and its surrounding. All electrical equipment could not be used again, so she had to thrown them away and buy new ones.

After clearing the debris, next step was to clean the restaurant. They began with overall cleaning, new painting and repairing the damage. This part didn’t require a lot of money, but it required a lot of money on the repairing and buying all new appliances. Besides, the restaurant didn’t have any insurance, therefore, the budget of repairing the restaurant was from 3 different ways. Firstly, she used her own money and the business’s income in order to restore the restaurant promptly. Secondly, the help from local government, they gave her
20,000 baht and sent a few staff to help with repairing the restaurant. Thirdly, the money has come from donations or gathering of friends, relatives, or even from foreign customers who used to visit the restaurant. Interestingly, most of the donation money was from her foreign customers such as Scandinavian and German, they have gathered as much money as possible to help her and transferred the money to her bank. Some of them flew back to Phuket and came to help her by giving money and even offering labor. She felt very impressed that nobody neglected her, they loved, treated and cared for her as their friend. She tried to decline their help, but she had to accept that because they seemed to be disappointed if she didn’t accept their help. They came back with expectation that they were willing to help, and didn’t return to travel like every time, but this time came back with deep connection and concern.

Ratchanee added that, 3 months after the event, everything started return into place as it used to be. The restaurant was open up again, but it was not merrily and lively as before. Tourism in Karon was at standstill and very sluggish. Tourism recovery took around 2-3 years, because tourists had more confidence and felt safer to come back.

In addition, Ratchanee told me that tourism after the tsunami was better than previous. The beach, sea, sand and community in Karon were cleaner, clearer and more beautiful.

According to The Secretariat of The House of Representatines’s report, it seemed like the tsunami helped the seawater in many places become pretty clearer, and a long stretch of white beaches were cleaner than before. It was like the nature has a power of equilibration to the world. It just takes time in management of system and regulations, by a group of people who are responsible for managing, in order to avoid the intrusive and destruction of nature like the past (The Secretariat of The House of Representatives, 2006).

She did not give up, and felt the key to the success of her business in the disaster recovery, it was her internal drive to succeed. She thought that it was not only her business that has affected by the tsunami, there were others as well, which perhaps were destroyed and damaged quite harder than hers. The restaurant is her life, occupation, workplace, and dedication. Therefore, she was forced to restart doing the restaurant business again. She turned the crisis into opportunity by restoring her restaurant in a better way, such as new painting, new decoration, new vision and goal. She also felt that having loyal customers who came back as soon as the doors were reopened was a benefit to continuation of her business. The disaster has taught her a lot and it also showed who loves her and who is willing to stand by her on matter what happens. Having good people in life is the important thing.

At present, Ratchanee Seafood Restaurant was opened again at the same place. They are looking forward to welcome both Thai and foreign customers. The business goes very well in
high season, especially from November till March. Tourists seem to forget the past event and also enjoy their holidays in Karon.

5.2 Telephone interview with The Little Mermaid Hotel

Hotel The Little Mermaid has a unique location in the heart of Karon, located 50 meters walk from the beach. In 2012 the hotel was sold to a new owner, Mrs. Onn Saekum. Then, the name of the hotel is changed from The Little Mermaid to Onn Hotel, but people still are used to call it with the old name.

Mrs. Yu Ruangrat, the assistant of the manager of the hotel was the representative of the hotel to answer my interview. Yu has been working at the hotel for 17 years, since the hotel was newly opened. She began the interview with explaining about the Boxing Day. On December 24, the hotel was fully booked. She started working at 7.00 as usual, until around 9.00 she felt the earthquake. The vibration of the earthquake was around 3-5 minutes. She was at the third floor, and tried to figure out what happened. After that, the seawater came into the first floor of the hotel. The hotel did not directly face with the tsunami, but has been affected in form of flood. The first floor was filled of water. All staffs and guests ran up to the high floors to a safer place. The subsequence was a convulsion, people screamed, cried and shocked. The first ground floor was full of debris, brushwood, mud and sand. Responsibilities of the hotel staffs have been divided, partly had to take care of the guests, some had to evaluate the damage, while partly, had to clear up the debris and clean the hotel. The hotel did not get help from the government by reason of it was not affected hardly by the tsunami. Thanks to hotel insurance, the money from the insurance did help to ease the cost of repairing the hotel. While the hotel needed to use the common purse to buy new alliances, such as furniture and other decorations, and also was used in customer care.

Mrs. Yu continued explain that, 2-3 days after the tsunami, Karon was so lifeless. People seemed to be scared and hopeless. 80% of the hotel booking in January and several moths later were canceled. The evaluation of the hotel revenue showed that the hotel has lost many millions baht of booking cancellation. 3-6 months after that, the hotel, and other hotels coordinated together with the local government to rehabilitate tourism in Karon in short-term. The rehabilitation process began with discounting hotel room rates, giving gift vouchers to guests such as winter promotion, stay 2 nights get one free, or serving free breakfast. This is in order to attract more tourists to stay at the hotel, and to earn some income for the hotel continues to go around. While the local government was responsible for marketing, they coordinated together with Thai Authority of Thailand and the Thai government in order to
promote tourism in the southern affected destinations. They had to come up with a new marketing, to draw back tourists to the country and to restore traveler confidence to the destinations. It took around 8-9 months for the hotel to pull back the guest confidence, thanks to the help and coordination from many organizations that helped Phuket and Karon beach quickly return to normal situation again.

She added that thanks to the warning system in Karon, which she saw the importance of it as primarily creating a safer image for locals and the tourists. The government has put (little blue) signs about escape routes, which will get you to safer places. These could increase the feeling of comfort and safety among the locals and tourists, at least for some extent.

5.3 Telephone interview with Anda Massage

Anda Massage is located in Karon beach and it is 100 meter far from the beach. The owner of the massage is Mrs Phanida Kwankue. The massage was also quite hardly affected by the tsunami, 75% was destroy. The damage was 4 glass doors were broken, 16 massage beds, 10 armchairs, towels, ointment, computer, and other equipment were flooded and destroy. Moreover, 3 staffs and 2 foreign guests were injured, and they were sent to the hospital in Phuket city by the help of military and local people around there.

Mrs. Phanaida told that, a day after the disaster, the first help she got was from the military, volunteers and remaining staffs. They came to the area, helped clearing up the debris surrounding, while the remaining staffs cleaned away the dirtiness inside the spa. A week after the cleaning, the spa was started to repair and restore. Phanida had to go to the municipality to inform the damage and to apply a grant-in-aid, and proceed about the insurance. Fortunately, that she did the insurance to the spa. A month later, she got the grant from the government, which was around 20,000 baht, and amount of money from the insurance. This money was used to buy new stuffs, repairing the glass door, and also divided a little to each employee. As others say, the recovery takes time to get everything fixed, but it takes longer time to recovery tourism in Karon and other affected areas. And the hardest is to reassure the traveler confidence. Everyone wished that the year after would be better, but it didn’t. Another main obstacle of recovery tourism in Thailand, which stretched more time, was 2005-2006 Thai political crisis in Bangkok. This was another factor that had an effect on the decision and confidence of travelers.

Mrs. Phanida felt that the spa business did recovery fairly quickly from the effects of the event, even with the damages they incurred, in term of the rehabilitation of the spa. The employees were able to receive continuance insurance for unemployment (for a short time,
until the spa is reopened again) to help pay bills while generation of income was not impossible.
She restarts her spa business again by the same reason as Mrs. Ratchanee. She puts a lot of money, time and energy to build this business, and this is only her source of making money, so that is the reason why she cannot give up. She has restored and developed the spa more modern and trendy but still maintain Thai style. At the present time, her business goes very well on high season. She is forced to hire more staffs during high season, and she thinks this is a good opportunity to help others to have an extra occupancy to earn a living. On low season she tries to reduce the prices a little bit lower with the same quality of service, to attract and bring more guests, especially Thai tourists. Because there is a large number of Thai people who prefer traveling during low season, because lower cost, paying less and less crowding.

5.4 Email interview with Beach umbrella rental business

Beach umbrella and deck chair rental is very popular business in Phuket and even in Karon. Ms. Ben Na-Takuathung is the one who is interested in doing this kind of business as well. The beach umbrella rental business was started by her father for almost 20 years ago, and then she takes over the business from his father. Her business has now 2 branches, one is at Karon beach and the other one is at Kata beach, with a total of 7 staff members. The 2004 tsunami has totally thrown everything, deck chairs, umbrellas and small beach bar. But the most unfortunate thing was that the disaster has bereaved Ms. Ben’s father and three staff member’s lives. It was the damage, which could not be evaluated for her. She could not repair the beach bar and reset the business immediately, at least she had to wait until the beach was cleared up and rehabilitated again, even if it would take a few months. 1-2 months later, the local government has set up a committee and state agency in order to manage the emergency relief and monetary payment of money for remedy to those who affected by the tsunami. According to Ms. Ben’s part, she has received an amount of money from the government to indemnify for the damage. A portion of the money was used to arrange her father’s funeral and rebuy new alliances for earn a living. Besides, Bank of Thailand and the Thai government have granted new beach umbrellas and deck chairs to her and other beach umbrella rental procedures to affected areas, in order to help them reducing costs and relieve the suffering, as well as replace/compensate the damaged formerly beach umbrellas. However, there was an obstacle occurred afterwards. Ben complained that after the disaster, the Thai government had a policy, which aimed to organize and systematize beach areas and
beach umbrella renting business. This has led to a new establishment of her business have to slow down, which took around 6-8 moths, that mean she had no income during the period of 6-8 months. People working at the beach were very affected by the tsunami. Many of them lost their equipment located on the beach, and sometimes this lost mean losing a fortune. So in the meantime, she did something else for earn some income while waiting for the rehabilitation of the beach.

According to Ms. Ben’s opinion, 1-2 year after the tsunami, everything seemed to be normal. The number of tourists visiting Phuket was increased, and her beach umbrella business could start again. But the finest time would probably be three years after the disaster, Karon seemed to be playful and mirthful again as it used to be.

At present, her business has been removed due to the government’s policy. The policy was set by the military, who took power in May 2014. The policy aims at giving back public land to the people and tourists by removing all private businesses that illegally such as built bars, restaurants, beach umbrella rentals, and any commercial activity right on the beach. The Phuket Beach Clean-up did not take long to show results, and the project is still going on (Phuket.com, 2015-11-28).

5.5 Email interview with Chokun tour

Chokun Tour is a tour maker located along the beach in Karon as well as the others. The tour has been opening for almost 13 years, by the owner named Mr. Porjeth Tabuth. His business has two branches, one is in Karon and the other branch is in Khao Lak, with total 6 staff members.

Mr. Porjeth said that, he returned immediately after the tsunami to inspect the damage to his property. 90% of the office was destroyed. The building had significant damage due to the disaster. The roof was damaged and everything was thrown together with seawater, such as speedboat, motorcycles, computers, brochures, advertisement signs, booking notes and other important documents. Due to the lack of workers, he was unable to even begin repairing the office for about a few days. The office was a complete teardown on the interior, new equipment had to be ordered, and finding the necessary labor for things like repairing and roofing was quite difficult. He mostly did everything by himself but he got another help from friends, staffs and loyal customers as well, but at least he could find qualified contractors a week after. He was able to get some of his employees back to work within a few weeks of the disaster by reopening temporarily the office again. The road to recovery for him was quite difficult, and there were times he questioned himself whether or not he would make it back.
He had difficult with his insurance company and needed money to rebuild the office as fast as possible. Eventually the insurance paid an appropriate damage, but it did not cover sufficient for all the business needs. He was able to obtain a bank loan with charge low interest, so that enabled him to start repairing. The paperwork was tedious and time-consuming, but she was not giving up on that. The loan money is used to rebuy a new speedboat and make another necessary repairs that were not covered by insurance. He did not get much help from the government, excepted amount of financial aids. This money was used to daily expenses while the office was unable to earn income. 3 months later, everything seemed to be organized and moves in the right direction. 1-2 years after that, his tour business went better, regained investment, income and profits again.

He said that he used the problem, crisis, and entire experience as advantages to make him being more confident and proud of himself in his abilities to handle difficult business time/situations. He felt that the important keys to his ability to return was having someone like good friends, loyal customer and employees, who had helped him so he could start the recovery quickly. He was brave to get the second change and take risks with reopening the (new) business again at the same place.

5.6 Telephone interview with The local Municipal Administrative Karon

Mrs. Suthathip Sriwaro is the head of the municipal planning and budget, responsible for the overall planning and budget of the district including Karon, Kata and Kata Noi beaches. She explains that the tsunami on 26th December 2004 considered as the worst natural disaster ever happened I Karon. The occurrence happened very quickly and unexpectedly without warning, and took place during the high season and celebration season of Karon beach, which caused more damage than it should be, in term of damage to lives, property and economy. The overall economic damage in the area of Karon district was quite substantial. As well as the damage on livelihood, houses, residences, workplaces and occupation of the local people, which most locals do is a part of tourism industry, such as work as employees, beach umbrella renting, taxi drivers, hotels and restaurants owners/employees, beach chiropractors, etc. the infrastructure of the Karon district was badly damaged as well e.g. roads, electricity, telephone and water.

The roll of the local municipal administrative was like a mediator, a resresentative, a center of the area in communication, information gathering, coordination with other agencies both government and non-government agencies, private and non-private organizations, foundations
and individuals who were willing to provide help on various ways, to facilitate the management and coordination assistance or follow-up assistance to the people.

The 2004 tsunami was an event that people around the world were paying attention to very much, and it caused a large damage to southern Thailand in many areas, severity vary in each area. And also affected the morale of the people. Thus, the assistance policy and planning of aid in accordance with the Thai government’s management plan principally. For instance, visiting the affected area to help the residents, surveying the damage, restoring, following-up the work and assistance, publicizing and making people understand, which all these did in collaboration with all stakeholders according to the government’s policy.

Mrs. Suthathip adds more in term of business assistance. Process of assistance for affected businesses was in accordance with the Thai government’s policy as well. They opened a center for registration to receive assistance and rehabilitation service for affected small and medium sized enterprises (SMEs), in order to apply financial aid and co-investment. For additional financial aid, for example loan, Office of Small and Medium Enterprises Promotion (OSMEP) have coordinated and forward this to the relevant authorities such as The Government Saving Bank and SME Bank (Small and Medium Enterprise Development Bank of Thailand). While the local government offered help by arranging plot of land and providing careers advice to the locals. In addition, the municipality has provided the victims with reducing tax and paying by installments, but if heavily affected would be deductible as a special case.

In term of tourism restoration and bringing back tourist confidence, the municipality received assistance and coordination from various agencies, both government sector and private sector, especially the association of hotel business at Karon and Kata beaches, who has a very important role to the area’s business and economy. Lesson learned from the tsunami was we were lack of knowledge and plans about prevention and preparation. To prevent future effects by a tsunami, the Thai government and local government had set up early warning system and installed 2 warning towers at Karon beach. These are helpful tools for the community to prepare, prevent and reduce a huge effect from a tsunami.

Moreover, testing warning alarm, practicing people evacuation to safe places, or even helping people by sea. These are important to build confidence and alertness, and need to be practiced and tested every year, for the purpose of prevention and preparedness when an unexpected event occurs. The local government realized the importance of doing skills development in a way that suits with the area. Many people were not able to continue their previous livelihoods because they may have lost their equipment, the jobs, the market or the customers, and it is
harder to continue one’s old livelihood without assistance. Skills development will provide people with skills, new opportunities and livelihood. Teaching the locals new skills, such as English or computer, and also provide them training programs.

In this case, after the tsunami passed, they has collaborated directly with all the media publicity, both Thai and international medias by visiting the affected area together. This is to build confidence and to draw tourists back to the destination as quickly as possible. The medias that were invited were such as newspapers, TV programs, and magazines, especially travel magazines both from Thailand and foreign, and even TIME magazine as well. They got to see how the assistance management and restoration were at the area. If looking back to the day after the tsunami occurred, the number of visitors in Karon beach was increased astoundingly, which a number less than 10%. This is important to use publicity as a tool to reassure tourists back to the area, by publicizing and promoting attraction, beach, sea, health system, and following-up the work and accomplishment.

In term of public health, the local government sent staffs to the area in order to check food and water safety, to prevent all kind of diseases by injecting disinfection in risky areas, and survey water sources. And found that everything was in safety.

In control of organizing beach area, which put the focus on the scenery and divided the beach into different zones such as beach umbrella zone, restaurant zone, leisure zone, etc. Besides, the municipality tried to organize events according to major festivals such as concerts and sport competitions, which could attract a large number of tourists to the destination as well.

Mrs. Suthathip says at the end that, the work of the municipality was desirable for the residents. The restoration of damaged area was faster and effectively, new building and new things make the area look more beautiful, while dividing beach zones was well done and more organized than before. In overall, everything was very desirable, says Mrs. Suthathip.
6. Analysis

In this chapter, the research theoretical and empirical section will be woven in an analysis in order to answer the purpose and question of the research. The author will analyze the interviews that constitute the empirical material in relation to the theory, and to see how the theory ties in with the reality through the interviews. This chapter mostly focuses on Recovery process.

The purpose of the research is to examine how the tsunami has affected on small-scale businesses in Karon, and how they performed in order to rehabilitate their firms through a Disaster Management cycle model. And even how they have been working and cooperating with the local government to draw back tourists to the destination.

In order to get a better understanding and an organized material, I will categorize the material that I have from the interviews, also the disaster management and recovery theories and then divide them into groups. In the beginning of the research process the data may seem uncontrollable with numerous details attached, therefore, the data has to be divided into pieces, then conceptualized, classified and collected again. Maija S. (2007) state that it is important to read the data through several times, depending on how well you know the data, the better you are able to analyze it (Maija, S. 2007). From the beginning, my data seemed very long because there are a lot of facts about the subject, and difficult to control. This is necessary to read the data through a number of times and understand the research subject through the interviews and theoretical concepts.

By the fact of the interviews, there are similarities and differences of the recovery process of each firm. It shows that those businesses selected for the interviews have been affected in a similar level, generally they had a similar way of restoring and sequence management, but had some slightly different details depending on the severity of the damage e.g. how much each has been damaged, and the administration of the owner of each business. As well as different areas suffered differentially from the tsunami since the elements exposed were different. The analysis of the research is organized as follows. First, the emergency reactions/responses, called during disaster. Followed by the recovery and reconstruction are discussed in the after disaster. Section Third, preventing and mitigating disasters from the unexpected recurrence of tsunami, together with preparedness is analyzed.
6.1 Response

As described earlier, the tsunami was considered as the first and worst natural disaster in Thailand’s history, Thai people didn't have any kind of knowledge about the tsunami, and they had no idea that a tsunami would happen to the their country. For that reason, Thailand did not have any prevention and preparedness plan for a disaster like this. Therefore, the first thing the Thai government and Thai people did was the response to the incident, e.g. how people responded to the disaster and how they deal with risks and vulnerability. The emergency response following the disaster naturally focused on the provision of basic shelter, food, and medical assistance to affected people, and search and rescue missions for survivors stranded on remote beaches. It was the neighboring communities who first rushed to the assistance of the tsunami victims, which these community actions were followed by government initiatives and international assistance (Nidhiprabha, B. 2007). Furthermore, the Tsunami Victim Relief Center was established in coordinate mobilizing relief efforts from all sectors of the society. The center provided both an international and domestic call center to provide information to relatives of both Thai and foreign disaster victims. It also acted as a 24-hours donation center for both cash and essential supplies, other donation centers were also established by government and non-government agencies (Nidhiprabha, B. 2007). A portion of money from donation was used to help repairing and rebuilding houses for those who suffered the disaster, while the rest was allocated in many needed parts, such as financial aid, buying new equipment, and infrastructure restoration (Nidhiprabha, B. 2007).

The relief efforts focused on areas along Karon, Patong and Kamala beaches, Khao Lak, and Phi Phi Island – the areas that were hardest hit. Some 30,000 people, comprising military and navy personnel, policemen, volunteers, and foreign teams, participated in the emergency relief activities. With their assistance, local roads were repaired almost immediately to allow delivery of aid to the disaster areas. This immediate restoration of logistic infrastructure helped to improve the speed and coordination of aid delivery to the people in the areas. Telephone communications and electricity distributing systems in these areas were quickly restored and were back to normal within a few days (Nidhiprabha, B. 2007).

According to the interviews with entrepreneurs, all of them told similarly that, after the occurrence their responses were rushed directly to the scenes to see and estimate how their firms were damaged. Next phase was cleaning up, which also involved initial repairs. With the response phase, they probably were unable to handle everything by their own hands, but they might need help from outside such as assistance from government and non-government
agencies, volunteers or individuals to help them restore their businesses. Thanks to the immediate restoration and assistance for government and non-government agencies, enabling them (entrepreneurs) to get such quick help reset up their business and could be back to normal again. Through the immediate response to the event in Karon and other areas in Phuket can be considered a success, and much progress has been made with rehabilitation and reconstruction. This shows that the more we effectively work together with others (various agencies), the faster and impressive work will shown.

6.2 Recovery

As a response to the recovery of damaged areas, the Thai government came up with a few development plans on tourism recovery. According to The Phuket Action Plan (PAP), which is another tourism oriented plan that the government has developed. The plan focuses on a recovery action plan to promote the tourism industry in Phuket. The action plan includes five action areas; marketing and communications, community relief, professional training, sustainable redevelopment and risk management, including restoration traveler’s confidence and increase the flow of visitors to the destination as soon as possible by focusing in the fast recovery of tourism (Kruahongs, W. 2008).

6.2.1 Aid and Assistance

Through Thailand was not as severely affected as other countries like Indonesia or Sri Lanka, but it attracted particular strong international media attention because the areas hit by the disaster included famous tourist destinations and a very large number if foreign tourists who were caught up in the tragedy. Therefore, Thailand was inundated with offered of assistance from governments and non-governments, multilateral donor agencies, corporate and community groups, and even from individuals. The Thai government turned down and declined offers of financial assistance from foreign government, but accepted technical assistance in order to use it help for emergency response, searching and rescuing, reconstruction, DNA identification, etc (Kruahongs, W. 2008).

The disaster victims and the (interview) respondents received help and assistance from governments, foundations and private corporations. For some cases, the role of government assistance was complimentary to corporations and charity foundations. The government and other organizations pooled their sources in such as providing housing for people whose houses had been destroyed. As well as private corporations contributed to financing housing
construction done by army and volunteers. In Karon, where housing damage was small, the local government together with The Army and the Navy took on the house building responsibility, as well as other affected areas in Phuket (Nidhiprabha, B 2007).

What is seen from the interviews with those entrepreneurs, is the government was the first agency that stretched out one’s hand to help and provided assistance to everyone as much as they could do, no matter how their businesses were, small or large, or how much they were damaged. All of the entrepreneurs did receive the assistance from the government as well as from the volunteers or foundations from people they know. Some of those entrepreneurs such as Mrs. Ratchanee, Mrs Phanida, Ms. Ben and Mr. Porjeth did get help from the government in term of labor works e.g. cleaning up debris, repairing, rebuilding, and including financial aid. While the rest did not get help because they were not directly and badly affected by the tsunami, such as The Little Mermaid Hotel. The hotel was not directly faced with the tsunami, and it had its own staffs that were able to help with the repairing.

The government has standard rates for financial assistance, varied according to the appropriateness and severity of detriment. According to the interview with the local government representative, the municipal staff have to visit the real affected area to evaluate and see how much the area was damaged, and they opened a center for registration to receive (financial) assistance and rehabilitation service for affected small and medium-scale businesses in order to apply financial aid and co-investment. Furthermore, the Bank of Thailand offered loans and grants to small business with low interest rate. In generally rate was around 20,000 baht (5000SEK) for who has been directly affected but still not totally damaged. For some special cases, like Ms. Ben, the government and the Bank of Thailand completely helped her by giving amount of money and buying new equipment to reset-up her business. Most of them got cash aid within a month, some of them claimed that the amount of cash aid was not enough to repairing the building and rebuy new equipment. Insurance was another options of aid funds, where people could get extra financial support. For people who had insurance might not need additional funding source. But in case that your business did not have any insurance, loan would be another good option. Nidhaprabha, B. (2007) states that the allocation of loans extended to firms to help revive businesses, both SMEs (small-and medium) till large enterprises that suffered heavy losses received government subsidies in the form of loans at concessionary rates.

Financial assistance from friends, (loyal) customers, and relatives can be very important for cash-strapped tsunami victims experiencing income shortfalls.
Falk, M. (2015) introduced the concept of social capital in her book, *Post-Tsunami Recovery in Thailand*, social capital generally refers to the way those individuals and groups invest in and share resources in order to gain return. It is thus comprised of network structures, linkages and the social support that the network provides, which comes from family, friends, relatives, neighbors, as well as agencies and institutions. It also encompasses relationship between individuals and their wider neighborhoods and communities. There are findings that social capital or close networks are important for immediate support, which offers support for longer-term survival and wider neighborhood and community recovery, and also increases financial and material donations, as well as lobbying activities for disaster response. Social capital has been proven to help people during and immediately after the disaster happened (Falk, M. 2015).

Outside assistance was by far the most important source for victims and entrepreneurs (Nidhiprabha, B. 2007). This relates to the interview with Mrs. Ratchanee, assistance from friends, customers and relatives was a third of total financial assistance to the business. It shows that customer relationship and person’s network are an important part of doing business, especially for service industry as well as small-scale business. When service provider treats customers kindly, give them something positive to remember and build a strong relationship with them. They will be inclined to share the great news about their experience with others. The more people that hear about your business in a positive light, the more customer base will grow. Here shows that there is an advantage of having strong and loyal relationship with customers, when your business has a problem, they will be willing to help because the strong relationship and connection that you built with them.

### 6.2.2 Livelihood Recovery

Tsunami has really changed the lives of tens of thousands of people living or visiting Thailand in just a few minutes, both directly and indirectly. The disaster killed and injured a lot of people. No one could escape the devastation and social stress that tsunami caused in such a small town. It could say that the tsunami touched the livelihoods of almost everyone living in the affected areas to some respect and many livelihoods were lost. Many lost their family members; many lost their jobs and their livelihood. Most tourists disappeared and left after the tsunami. Livelihoods that were based on tourism could not operate without the tourists, by this has resulted in high number of unemployed people (Maija, S. 2007). Tsunami impacted livelihoods by killing many tourist workers, which resulted in losing the people with appropriate skills considering tourism. Besides this, the tsunami washed away equipment
worth tens of thousands baht which prevented people from continuing their previous livelihoods (Maija, S. 2007).

Tourist workers who lost their equipment such as boats, tables and chairs, beds, or offices need to recover in economic terms. It takes a hug of money to purchase all the lost equipment back. In accordance with the interviews, all of them have lost their equipment. For those who have totally lost everything, for instance Mrs. Ben, who lost everything and had nothing left, whether her father, staff members, her equipment, her job, her business or her livelihood. It would take a lot of money to purchase all of the lost business and equipment back. Even of the government or an independent aid organization had provided the equipment, but they were not capable of purchasing their livelihoods directly after the tsunami. For her, the role of the Thai and local government in providing aid was significant. And also The Bank of Thailand did provide some aid in form of buying new equipment to her in order to help reducing costs and relieve the suffering. For the others, they did get some aid from the government and individuals as well. The government has made efforts to support aid and livelihoods, but it was quite impossible that everyone would get the assistance/aid, and also the aid from the government was unequal and did not cover to the value of the lost and damaged objects. The aid that the government provided to affected businesses was just a little amount of money in which comparing with the damage and lost that they faced with by the disaster, and the aid was just a short-term recovery assistance. People and businesses of Phuket are very dependent on tourism, therefore, people are more concerned on sustainability of the livelihood. Sustainability would require long-term aid and commitment from both the helpers and those who need help. Teaching new skills for the locals creates new opportunities from them, also new livelihood opportunities such as ecotourism were considered very important for Thailand. Creating sustainable tourism would provide the locals with steady income that does not depend on reputation or seasonality. Another useful way to help people is to provide them with other opportunities or learning a new skill could provide them with employment opportunities and improve their status, for instance.

6.2.3 Media/Marketing

According the PAP action plan to promote the tourism in tsunami affected destinations. Marketing, communications and media are parts and the most important factors to restore tourism, traveler confidence and increase of visitors to the destinations. The mass media always plays a significant role in society, has an impact on people’s decision, and has both positive and negative sides.
Nidhiprabha (2007) expressed that media has scared away the tourists. For instance, picture of dead victims or stories of ghosts, which uploaded on media, might have an impact for the tourists, especially for Asian tourists. Asian visitors are considered as big and important source market for Thailand’s tourism industry, with 59% of Thailand’s visitors came from Asian countries. A grim picture painted by the media is likely to have a significant deterrent effect, interacting with the perception of tourist on the rebuilding effort of the government. The media scare variable, and an Asian dummy variable, given that Asian visitors tend to have different behavioral characteristics to other visitors. Further, any media scare is particular important as a negative factor in the case of Asian tourists. This finding, if confirmed by more studies of a more representative sample, would indicate that efforts to promote tourism through discount holiday packages and marketing promotions may be not enough for Asian markets. On the contrary, if media coverage is favorable, highlighting the successful rehabilitation of the areas and the tourism industry overall may have a more positive impact on Asian tourism.

According to the research of Birkland, Herabatit, Little and Wallace, exemplifies that “Recovery from the tsunami is very likely to occur in the next several years. But with this recovery come continued challenges. The first of these challenges is distorted media coverage of the tsunami, which tends to focus on the most frightening aspects of the disaster, and tends not to provide an evenhanded appraisal of the prospects for recovery. While one commentator notes that all this publicity may be good for a region, by providing, in a sense, agenda space to talk about the region and its attractions, it is unlikely that the publicity surrounding the tsunami will be a net positive for the region. Rather, these negative media images will have to be overcome by successfully meeting the second challenge: building confidence in the safety of the area. Confidence will return if a reasonably long period passes without another tsunami or other disaster” (Birkland, T., et. al. 2006).

With this where can find a relationship to the interview with the local government representative, Mrs. Suthathip. In order to rehabilitate the tourism in Karon and restore traveler confidence, media was considered as the best tool to spread out the information. The mass media played a very significant role in reporting and updating the public on the aftermath of the disaster. They also informed the public what assistance was urgently needed at which places and times. The local government has collaborated directly with all the media publicity, both Thai and international medias such as newspapers, TV programs, magazines, (especially travel magazines) from both from Thailand and foreign countries by visiting the affected area together, also got to see how the assistance and restoration management really was in the suffered areas, to get the most accurate picture of what was going on and to make
sure that the area (still) was safe. She expressed that using publicity as a tool to reassure tourists to Karon, by publicizing and promoting the attraction, beach, sea, health system, following-up work and accomplishment. The local government and the Thai government worked together to promote the suffered areas in a positive way, and used the media to help with marketing such as promoting activities and events that the municipality held for locals and tourists.

This is in accord with the The Little Mermaid hotel’s rehabilitation plan. Mrs. Yu told that the hotel booking was almost canceled, which the hotel revenue has lost many millions baht of booking cancellation. Therefore, the hotel and the other affected hotels had to coordinate together with the local government to rehabilitate tourism in Karon. The rehabilitation process began with discounting hotel room rates, giving gift vouchers to guests such as winter promotion, stay 2 nights get one free, or serving free breakfast. This is in order to attract more tourists to stay at the hotel, and to earn some income for the hotel continues to go around.

While the local government was responsible for marketing, they coordinated together with Thai Authority of Thailand and the Thai government in order to promote tourism in the southern affected destinations. They had to come up with a new marketing, to draw back tourists to the country and to restore traveler confidence to the destination. If the plan was a success, it could increase a large number of visitors returning to Karon and Phuket, which could give a positive impact for tourism industry in the area, as well as helping the SMEs continue to exist. Furthermore, Carayannis, G. (2014) states in his article about mass media role that, the mass media can play an important role in creating continuous awareness of potential threats and in achieving effective preparedness for tsunami and other disasters, and thus minimize future losses of lives and destruction of property. Media contributions can include frequent educational programs, as well as anniversary tributes for the victims of the recent tsunamis. Such educational and commemorative programs, if repeated with frequency, will have important long-term benefits for all the areas devastated in the past. It would help enhance to a greater extent awareness and preparedness, and also would serve as paradigms in mitigating the future impact of tsunami and other disasters.

Summarily, mass media can employ to help ensure that local actions are taken that would enhance disaster education and of factors related to preparedness, overall resiliency and post-disaster recovery (Carayannis, G. 2014).
6.2.4 Build Back Better

In all the tsunami-affected countries, reconstruction activities have been conducted under the slogan build back better. Nidhiprabha, B. (2007) explains the idea of building back better concept that:

“The basic idea has been that construction would not simply replace what existed previously, but would be superior in quality. We investigated community perceptions of the effectiveness of this approach to reconstruction by focusing on a key component of the reconstruction assistance effort: the reconstruction of damaged of destroyed houses. Respondents who had received housing assistance were asked to indicate whether the quality of their newly constructed house was better than their old house” Nidhiprabha, B. (2007).

The idea of building better back has taken over then recovery process of Thailand, the tsunami is used as an opportunity to help the local communities to develop beyond what they tsunami destroyed (Maija, S. 2007). There have been reports that some communities were not happy with the new houses- Arguably, people who have been greatly traumatized by the experience of a disaster can react to a new house in different ways. For instance, those who lost almost everything tend to appreciate the value of their new houses, while those who did not lose much appear to have higher expectations of the quality of the houses offered to them. Those who suffered relatively smaller losses tended to deny the notion of build back better (Nidhiprabha, B. 2007). The Thai and local governments tried to rebuild houses and restore infrastructure in the better way, with higher quality standard. After the disaster, this time seemed to be an opportunity to develop and improve the community and people’s living standard in Karon. This relates to the interviews with all entrepreneurs, everyone took this opportunity to repair and restore their businesses in a nicer way. This was like a new start for their firms, to receive the new/better things in life, as well as to welcome tourists to visit and use service from their businesses again.

While the local government in Karon took this crisis turned to opportunity. The beach has been newly organized, which the local government has focused on scenery and cleanliness, also divided the beach into different zones in order to easily organize, handle and look after. The restoration of damage and the recovery of tourism in Karon was faster and effectively. Karon could recover very faster comparing with other affected areas. Around 1-2 years after the tsunami, tourism in Karon beach began back more vigorous then before, and tourists began to have the confidence to come back to Karon again.
6.2.5 Lifestyle entrepreneurs

As described and explained earlier the meaning of the concept of lifestyle entrepreneurs, that they are businesses that set up originally either to undertake an activity the owner-manager enjoys or to achieve a level of activity that provides enough income (Ateljevic, I. & Doorne, S. 2000). Lifestyle entrepreneurs are often initiated by the need to create a chosen lifestyle in which the need to family, income and a way-of-life are balanced. They do and start businesses that match with the lifestyles or what they are interested to do (Peters, M. et.al, 2009).

Due to the fact, Phuket is a tourist destination that filled with small-scale businesses everywhere. Thus, many lifestyle entrepreneurs can be seen as an important source, which provides goods and services to tourists. A portion of these businesses has been hardly affected by the tsunami. Besides, tourism traders in Phuket frequently protested against the government’s hastily drawn-up post-tsunami zoning plans, which would no longer allow people or entrepreneurs to do business on the beaches, by reason of safety concern in case of future tsunamis and beautification (Leslie, D. 2009).

Tsunami was a big change hastily and unexpectedly happened to those small firms in Karon. However, small firms are less likely to have plans to deal with unexpected events like natural disasters. Doing business is like taking risk, it is important to learn and being better prepared of unexpected situations (Fraccastoro, K. 2008). Disasters clearly have a negative impact on local small business and are hardly to prevent. More and more relief aid agencies seem to be recognizing the importance of economic recovery and rebuilding. Increasing programs are being developed that push entrepreneurial activities as part of the overall recovery strategy.

The general role of local small business plays in economic and social recovery after a natural disaster. With disaster assistance comes in the form of federal loans and grants to small business. Loans and grants are financial supports that mainly help small-scale business with rebuilding and recovering (Galbraith C.S. & Stiles, C.H. 2006). In addition, a good emergency planning is also important. Small businesses have an important role to play in post-crisis community recovery by providing access to goods and services, jobs and tax income. Entrepreneurs should have crisis management plans that help their business to continue its development even during a crisis and gives competitive advantages. In the traditional literature on entrepreneurship, there is admission of the connection between entrepreneurship and crisis. Entrepreneurship provides a solution to the crisis, by creating jobs and dragging the economy out of recession. Turbulence, change and disaster, can be rendered as having benefits in opening new windows of opportunity, or it can be said that entrepreneurs turn crisis into opportunity (Russell, R. & Faulkner, V. 2004).
Based on the interviews with the entrepreneurs. Most of them seemed not to succumb to the event. Instead of giving up, they fought to reopen their businesses again. Mrs. Phanida expressed that she puts a lot of money, time and energy to build this business, and this is only her source of making money, so that is the reason why she cannot give up. Same as Mrs. Ratchanee, she did not give up on reopen her restaurant. Because the restaurant is her everything, therefore, she was forced to restart doing the restaurant business again. She turned the crisis into opportunity by restoring her restaurant in a better way (build back better). She added that having loyal customers who came back as soon as the doors were reopened was a benefit to continuation of her business. The disaster has taught her a lot and it also showed who loves her and who is willing to stand by her on matter what happens. Having good people in life is the important thing. It showed that when you already started doing a business, it is not easy to close it down, because you have exerted many things on that you love. If you close it down, it means that everything you did is wasteful. Importantly, the significant key that they have learnt after the tsunami is, to have an emergency plan to handle with a tsunami or other disasters, when it is needed for people who have business in risky areas.

6.3 Mitigation and Preparedness

Wathanaprida (2010) states that, the key issue in natural disaster mitigation is preparation. Many areas do not realize the necessity of adopting preparatory measures and having mitigation plans until the disaster occurs. Mitigation aims at reducing vulnerability and it will also decrease risks through such as education or infrastructure improvement. Thailand had never been hit by a tsunami in its recorded history and the 2004 tsunami was the first such tragedy to have happened there. Thailand was unprepared for such a catastrophe and no mitigation plans existed to reduce the effects of a major tsunami on the people. Tsunamis happen at least once a year, can be somewhere in the world and living near the coast means living with the risk of this geo-hazard (Wathanaprida, S. 2010).

As Maija, S. (2007) stated, before the tsunami occurred in Andaman coastal areas, natural disaster warning agencies in Thailand had a problem in communicating with the public. There have been government agencies directly responsible for natural disaster warning, but they were likely to issue official warning statements until they were sure that hazards really occurred. After the 2004 tsunami, more attention has been paid to disaster preparedness, which focused on disaster risk reduction efforts, coupled with generating awareness at the community level. This can be noticed from policy, legal and institutional changes that provide
the basis for risk reduction, which have been improved, enacted and translated into practice. To be effective, the government set up the National Disaster Prevention and Mitigation Committee, its key role is to integrate and develop the disaster prevention and mitigation plan of government and local government agencies, and also private agencies. These agencies are responsible for developing emergency policies and strategies to meet the needs of communities, which is included raising people’s awareness, developing a warning system, reducing false alarms, and providing public knowledge (Maija, S. 2007).

According to Wathanaprida, mitigation involves sustained measures to reduce long-term tsunami risk. The mitigation issue is mostly concerned with the coastal land use planning, the maintenance of the environment and ecological stability, such as mangrove and beach forest enrichment. Sand dunes, mangrove forests and coral reefs act as barriers to reduce the power of the tsunami waves before the waves strike the land. Another mitigation measures included, rebuilding in safe locations, putting building codes into practice and establishing evacuation routes (Wathanaprida, S. 2010). For instance, building are constructed in such a way that they can withstand the force of tsunami waves, many taller buildings constructed to modern standards withstood the tsunami waves very well. With higher building can be a secure place for people to escape from the tsunami waves (Maija, S. 2007).

In agreement with Mrs. Yu and Mrs. Suthathip, both said the same that after the tsunami in Karon, the local government and the Thai government have paid attention to mitigation and preparedness plans, by such as setting up early warning system, installing warning towers, putting evacuated route signs, providing basic knowledge about tsunami to the community, testing warning system and practicing evacuation every year. Telling people how the sea behaves a tsunami could have helped them to escape it. These are important to prevent and reduce effects from the future tsunamis, increasing the feeling of comfort and safety concerning among the locals and tourists, bringing people confidence and alertness. Also, setting rescue teams at various points along the beach, in cases to provide people immediate help when unexpected events occur.

It is impossible to predict a disaster, but it is possible to reduce its effects. Importantly, tsunami preparedness plans will have been publicized and practiced by the population. For safety of life and property during and after a tsunami, part of the preparedness must be the education of the public about tsunami. The plans should be updated to improve the resilience level for the future, by providing basic knowledge and adapting the lessons learnt from recent tsunamis both in and outside the area (Maija, S. 2007).
6.3.1 Tsunami Warning System

Information and warning systems are challenging to implement in tourist areas where numerous languages are spoken and visitors are unlikely to be aware of local roads and terrain. This means that considerable planning and preparation is needed to make a warning and evacuation system effective. The satellite-based National Disaster Early Warning System had been set up in Thailand, and this was the first time in Thailand’s history that a disaster warning system has been set up in the country, with assistance and close cooperation with many developed countries (Nitsmer, S. 2013). Thailand has invested in tsunami horns and tsunami escape routes. 19 warning towers were installed in Phuket, which 2 of them were installed in Karon area.

In Phuket, the Thai government has begun to erect tsunami-warning towers, which contain loudspeakers to broadcast warnings, on Thai and some western languages of the possibility of tsunami. And the local sensitivity to the disaster is much greater than it was before the tsunami (Birkland, T. et, al. 2006). A key element of Thailand’s disaster preparedness strategy is to promote greater public awareness of disasters. Thailand’s disaster warning system is helpful to other countries in the Indian Ocean region. This will be able to handle simultaneous alerts to Thailand’s radio and television stations, mobile phone networks and warning towers that located in risky areas where a tsunami can strike (Nitsmer, S. 2013).

According to the interview with Mrs. Suthathip, the 2004 tsunami itself provided a clearing and loud warning, to human, to governments and the public, to become more proactive in catching with natural risks, and to make communities more resilient. Warning system is a helpful tool for the community to prepare and reduce the risks of future tsunamis.
7. Conclusion

The last chapter presents the conclusions that the research arrived at by answering the purpose of the study. Lastly, recognized the author’s proposal for further study, which is followed by a fillet around the problems around the subject.

The research has studied the impacts of and the recovery to the 2004 December tsunami disaster in Phuket, especially to small tourism businesses in Karon beach, which been described through a disaster management model. The research has examined those small-scale businesses, which are selected being interviewed and in some way have affected by the tsunami. The goal of this research is to study how the tsunami has affected their firms and how they performed in order to rehabilitate their businesses, and even how they have been working and cooperating with the local government to draw back tourists to the destination.

Tsunami effects on tourism related to economy, livelihoods, properties and tourist confidence. The largest economic impact was on the tourism industry and followed by the fisheries sector in the affected areas. The economic losses were not largely from damages to infrastructure and physical properties but they were the losses of earnings from the tourism industry. In the tourism itself, the tsunami did not wholly destroy all houses or buildings and other facilities but it affected the number of tourist arrivals. But the overall effects of the tsunami on the wider national economy were mostly in short term, because people did have another alternative destinations in the country that were able to become substitute destinations for tourists. Small businesses related to tourism in Karon have been affected by the tsunami as well. Those small firms are considered as an important source, who provide goods and services to tourists. To help them recover their businesses is needed to help building a strong tourism base. However, the negative impacts on the economy were quickly revised, and the number of tourist arrivals was increased again. Small firms could reopen a few months after the devastation but it took longer time as well to make tourism in Karon beach to be joyful again.

Tsunami effects on tourism related livelihood were both immadaite and long-term, and also require attention for at least a year till many years to come. People lost their jobs, houses, equipments, and family members. Some were not able to return to their previous living areas.
The immediate response to the event within the first few weeks can be considered a success. The Thai and local governments did provide people some job training programmes, but they did not lead to employment, because of the economy at that time was not good, hotels and restaurants were closed. People seemed not to be interested in undertaking training for a new occupation, but what the assistance they looked for in the short term, was primarily financial assistance. In the longer term, they looked for sustainability. Creating sustainable tourism would provide the locals with steady income that does not depend on reputation or seasonality. I believe that the Thai government and very parties have done their best at helping the locals and communities, properly, but of course that the aid must be delayed and everyone would not get equal assistance, and also did not cover to the value of the lost and damaged objects. However, based on the information provided by the interviewees, the governments did not provide them only financial assistance, but they did provide help in term of labour, to help affected victims to repair and restore their houses, and clean-up all debris. What evidently seen is that the aids from the governments were not enough to recover their livelihoods, in the long-term. Therefore, outside aids such as from relatives, friends, customers or even from insurances are very necessary as the emergency assistance and the restoration of livelihoods.

The total impact of the tsunami will not be obviously known until the next high season. Aggressive promotion and marketing, plus cost cutting may attract more tourists to return to the area. It may take perhaps two or three seasons to fully assess the recovery of tourism and the success of confidence building measures which were designed to protect people’s lives. In order to recover the tourism in Karon and restore traveler confidence, publicity plays an important roll for the community in spreading out the information, reporting and updating the public on the aftermath of the disaster. They also informed the public what assistance was urgently needed at which places and times. Using publicity as a tool to reassure tourists to Karon, it may be good for community, by providing, agenda space to talk about the area and its attractions. The Thai and local governments worked together to promote the suffered areas in a positive way, and used the media to help with marketing and restoring tourist confidence. Confidence will return if a reasonably long period passes without any another tsunami or disasters. A successful marketing can result in an increased number of tourists arrivals, which also results in benefits to (small) businesses related to tourism. Together with setting up tsunami warning systems a helpful tool for the community to warn people, prepare, reduce the risks of future tsunamis and to promote greater public awareness of disasters. Thailand’s disaster warning system is helpful to other countries in the Indian Ocean region. This will be
able to handle simultaneous alerts to Thailand’s radio and television stations, mobile phone networks and warning towers that located in risky areas where a tsunami can strike. Based on the information provided by these entrepreneurs and researched data, several trends appear to be obvious. Firstly, length of time in business does not seem to be a factor in recovery after the tsunami. In contrast, the passion for the business, motivation, or drive to succeed appears to be a key to overcoming the misfortune. All of entrepreneurs in this study have fought for the difficult times to recover and reopen their businesses again. Secondly, most of entrepreneurs did get help from the government, while some did not utilize any type of government recovery assistance. Even they got help, but it did not cover to the value of what the have lost. While some felt the process was to complicated and not worthwhile, and the process took several weeks to get it. Instead, they chose to rely on their personal incomes and insurance payments or aids from people they know to get them through. However, the government loan was another good choice with interest rate available to help affected businesses to recover their firms. Thirdly, it seems that the relationship that the entrepreneurs build do play a role in the speed, which the entrepreneurs were able to fully recover. Businesses that had a good and close relationship with customers allowed entrepreneurs to recover more quickly than those who did not have. The speed of recovery also seems to be influenced by how quickly all or part of the business is able to reopen. Importantly, they took this opportunity to better revover their firms, and The governments used this chance to develop and organize the community in an orderly way and beautiful. I personal think that, the tsunami was a big lesson that had thought a lot for Thai people and other countries prepare and deal with unexpected natural disasters. They have to be more prepared, especially for those who live in risky areas. For small businesses where located close by to the beach, need to have second or third plans to cope with disasters. This is to reduce losses and easy to handle with future natural catastrophes.

7.1 Suggestions to future research

Studying about natural disasters such as tsunami and its impact is a very wide subject. There are plenty of things that can be continue studied. There is still a need to study the needs of tsunami-affected communities or SMEs to help them recover. The communities need sustainable help, as well as small businesses related to tourism. Post-tsunami development has made efforts to create eco-friendly model of tourism or sustainable tourism but it seems that it has not succeeded very well. Among the non-governments and even the Thai government wished to build a sustainable tourism to the area but possibilities of
Ecotourism should be considered, critically as well. Due to the fact that Phuket is a small island and Karon beach is a popular tourist attraction, more buildings rise up every year, which means that natural resources dwindle down as well. If they really want to build sustainable tourism in the area, they might also find out the most suitable way to build it.

In my opinion, sustainable tourism is a good idea to help the local people livelihoods. People and businesses of Phuket are very dependent on tourism, therefore, people are more concerned on sustainability of their livelihoods. Sustainability would require long-term aid and commitment. Creating sustainable tourism would provide the locals with steady income that does not depend on reputation or seasonality. Providing sustainable possibilities of livelihoods and skills development could provide people with new opportunities. Promoting other livelihood opportunities could also reduce Thailand’s vulnerability to natural disasters. As described earlier that most of entrepreneurs did get help from the governments, but some did not utilize any type of government recovery assistance. For some the aid did not cover to the value of what the have lost, and some felt the process was to complicated and not worthwhile, plus the process took several weeks to get it. I think the government tried its best to help everyone, but it was not sufficient. The governments should have a better and faster operation and coordination with other parties, which provide more convinience to help the victims to get the assistances. Most of entrepreneurs mostly recover their businesses by their own, it went well for them, but the government should have offered more than a little amount of financial aid. Everyone and those entrepreneurs used the tsunami as way to build the community back in better way. It is interesting to study what have been changed after the recovery (in what ways) and what need to be changed to make the community more livable.
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Karon City Webpage


The Little Mermaid Hotel

TripAdvisor – Anda Massage
Trip Advisor – Ratchanee Seafood


Tourism in Thailand


Tsunami Alarm System


http://www.gisthai.org/research/tsunamis/phuket/karon/area_b/area_b_compare/area_b_com.h tml

UNEP, (2008)

UNISDR

UNOSAT

UNWTO


Appendix

Attachment 1. General interview questions

Background
1. Could you please tell me about your business? Introduction of your business

During the event
2. Can you explain/describe about the day that tsunami occurred? Ex what were you doing before and after the tsunami, how the day was after the event etc.

Recently after the event
3. Can you explain how (much) your business has been affected?
4. How hard your business has been damage?
   Ex. In terms of finance, property, things, building, or customer confidence.
5. After the tsunami, how did you perform in order to recovery your business again?
   Ex. What did you start to do, whom did you contact in order to get assistance, etc.
6. Where and who did you get help/assistance from?
7. Did you get any assistance from the Thai government?
8. How long (time) did it take to recovery your business to reopen it again?
9. What obstacles did you have during the recovery?

After the event
10. In your point of view, what do you think about your business was before and after the event? Which was better? Any difference?
11. Have you ever felt giving up and hopeless?
12. Why did you not giving up on reopening your business? What is your motivation?
13. In your personal opinions, what have you learnt from the event? What has the event taught you? In positive or negative ways, or both. How?
14. How is your business today?

Thank you for your cooperation and assistance!
Attachment 2. Interview question: The Karon local government

Background

1. Could you please tell me about your position and work duty?
2. A short introduction about the main tasks/responsibilities of the local government?

After the tsunami occurred

3. Due to the 2004 tsunami, what were the roles did the local government have?
4. How did the local government response after the event?
5. How did the local government generally provide in term of assistances to the community? What types of assistances? Ex. Financial assistance, aid, labor workers, etc.
6. Did the local government have recovery plans or processes for affected areas after the disaster? What were the plans/processes?
7. How did the local government perform in order to recovery tourism in Karon?
8. How long (time) did it take for the recovery and building the tourist confidence?
9. Do you think (how much) the local people were satisfied with the work, responsibility and cooperation of the local government?
10. Does the local government have plans for prevention and preparation with the future disasters?
11. How is the tourism in Karon at the present time?

Personal opinions

12. In your point of view, what have you and the local government learnt from the event?
13. What are the positive and negative points of working for the local government?

Thank you for your cooperation and assistance!