Conceptualisations of sustainability: Issues of power and hegemony in Koh Phi Phi Island's post tsunami redevelopment: A discussion of research methodology in progress

Faye Taylor

Lecturer in Sustainable Tourism

PhD Research Student

The University of Bedfordshire

Luton

England

Telephone: +44 (0)1582 743195

Email: faye.taylor@beds.ac.uk

Professor Andrew Holden

Professor in Environment and Tourism

The University of Bedfordshire

Luton

England

ABSTRACT

This research explores issues and debates pertaining to the development process in Koh Phi Phi Island, Thailand specifically post tsunami. The theoretical framework is based in sustainable tourism development and political economy, with specific reference to the concerns raised by Naomi Klein (2005) and Anita Pleumarom (2005). This will ultimately involve an investigation into whether disaster affected areas inclusive of tsunami affected areas - appear to be set to be re-designed in the post-9/11 period by a range of governments, private companies, nongovernmental organizations and members of think tanks in ways that often do not consult with local communities. The research considers how Koh Phi Phi's island development plans have been adapted post tsunami to ensure the long-term economic, environmental and social sustainability of the destination. The research attempts to answer whether the types of political and developmental concerns, processes and structures described by Naomi Klein (2002) can be related to the localised case study experience taking place in Koh Phi Phi. A particular focus will be upon the political and social agenda of key stakeholders in the island's redevelopment, noting that speculation has taken place about government plans to alter the destination entirely to encourage new luxury, multinational business and tourism related markets (Rosenfeld, C. 9 January 2006; Phuket Gazette 6 January 2006; Altman, M. 2005; Sritama, S. 21 December 2005; Choo, B. 16 September 2005) even at the expense of certain previously existing small-mid sized businesses in the area, and certain sections of the local community. The methodological approaches to the enquiry will be discussed in this paper.

Keywords: Koh Phi Phi, Sustainable Tourism Development, Mixed Methods, Qualitative, Online Research, Visual Methods

INTRODUCTION

The Asian Tsunami of December 2004 left a long lasting global footprint. This event being locally devastating, but with the extent of global consciousness spurred not only from intense media coverage but because many of the destinations affected were those we have personal familiarity with through tourism (Rice 2005). The factually correct, physical reasons are those instrumental in the total devastation of affected destinations. Nevertheless, religious justification is also proffered. The Buddhist religion, as widely practised areas across the region, would believe that the Tsunami reveals God's anger with man and their use of the land, and that this disaster reflects a cleansing process associated with bad Karma attributed to past actions (BBC 5/12/05).

Whilst recognising the extent of such a tragedy, it is widely acknowledged that if any beneficial outcomes can be derived from this disaster, it will be the recognition of the impact of high-density, poorly planned and un-sustainable tourism infrastructure that occupied many of the destinations prior to the tsunami (UNDP, World Bank, FAO 10 January 2005, Bangkok Post (29/12/04), Pleumarom 2004, Cummings 2005). This sentiment is mirrored by an Associated Press article for CNN News in which it was commented, '*if there was a saving grace to the tragedy – it was the opportunity left by the devastation to build anew in areas that had been developed in environmentally and socially unjust ways*' (4 December 2005). There is opinion that the Tsunami has provided a *'clean slate'* in developmental terms (CNN, 2005; UNEP, 2005). Furthermore, it is clear that there are a wealth of options with regard to the way the island could be redeveloped in the future, which would correlate with more sustainable practices (UNEP New Frontiers Vol. 11, No.1).

Koh Phi Phi, Thailand, a popular backpacker and day-tripper destination, the epitome of a paradise location (Fahn, 2003, Cummings 2005) struck by the Asian Tsunami of

December 2004, suffered a tremendous loss of life and vast destruction of island infrastructure to support both tourism and local livelihoods. Historically, the development of Koh Phi Phi including tourism, had been subject to wide spread criticism (Fahn, 2003; Byrne et al, 2005; Hart, 2005; Cummings, 2005), due to the un-sustainable nature of infrastructure development and lack of strict regulation and planning, particularly with regard to the alleged 'sell-out' of the Koh Phi Phi Le National Park following the filming of Fox's motion picture 'The Beach' (Cummings, 2005, Laopaisarntaksin 1998; Puthipucha 1998; Noikorn 1998; Ekachai 1998; Ing. K 1998; Fuengprichavai 1998; Techawongtham 1998; Hongthong 1998, Lonely Planet 2004:348).

If, infact this 'clean slate' has been provided as the commentators would suggest, following traditional destination development models proposed by academics such as Butler (1980) and Plog (1974), the loss of a tourism infrastructure would inhibit the organic development process and enable a reassessment the nature and scale of development to take place. Much western literature appears to highlight the paramount importance of sustainable development is heightened when a clean slate is afforded in development terms (Kingsbury *et al.* 2004; Swarbrooke 2000), although local views are largely unpublished to date. This discourse has focused on the need for informed consent and stakeholder involvement (Mowforth and Munt 2003) but as Pleumarom (1999, 2004, and 2005) has argued, the ideology of sustainable development can become compromised when global forces conflict with local interests in a power struggle. Consequently this presents the opportunity to research philosophies underpinning the islands' development paradigm at this time.

The interplay of international political economy and conflicting global and local interests becomes vividly exposed in the context of developing nations (Stubbs and Underhill 2006) and is emphasised in post-natural disaster reconstruction (Klein 2005, Tangwisutijit and Warunpitikul 2005). However, there have been few published reports directly addressing how the forces of international political economy influence sustainability in post-disaster

reconstruction. Where such research does exist, it suggests the increased takeover of global powers in the reconstruction effort, as has been evident in not only post Asian Tsunami reconstruction in Thailand, Sri Lanka and India but also in the Central America post Hurricane Mitch (Klein 2005).

Through broadening the literature search to the political economy of tourism development (Steiner 2006, Bianchi 2004, Saarinen 2006, Bramwell 2006), one can note a consensus that *'the controversy about tourism's role for development is rooted in an underdeveloped nexus between micro- and macro-perspectives'* (Steiner 2006:163). In short, it is claimed the three dominant developmental paradigms of dependency, alternative and neo-classical theories fail to accurately support both macro-structural development and regional/local interests. Others would claim that alternative development paradigms, whilst in rhetoric are grassroots oriented are result of western dominated ideology (Hunter 1997; McKercher 1993). Some would argue further that *'the concept is ideologically and politically contested, and needs to cover a broad range of interests which have no easily identifiable common denominator'* (Spangenberger 2005 as cited in Saarinen 2006:1124) The idea that conceptualisations of sustainable tourism development are social constructed provide a strong rationale for research at micro level and adoption of the interpretive research paradigm.

In fact, initial moves in the island's redevelopment already suggest a complex scenario may be unfolding. The Thai Government has indicated that it wishes Koh Phi Phi to retain its concept as a 'paradise island', promising redevelopment at a lower density to preserve the dual bay views in line with sustainable tourism principles (Lonely Planet 2005; McGeown 2005). However the same early plans that promise a push toward 'sustainability' could be compromised by the proposal for the expansion of Phuket International Airport and upgrading of Krabi regional airport as an International airport which would facilitate larger tourism flows into the region. In addition, on Phi Phi itself, proposals have been accepted for the development of two Multinational Hotel Corporation developments, whilst other

redevelopment remains prohibited. It is a similar story to other tsunami-affected areas (Rice, 2005).

This research therefore presents the opportunity for the researcher to explore these issues and debates, and to analyse the nature and form of the development process in Koh Phi Phi, specifically post tsunami. The theoretical framework is based in the political economy of tourism and sustainable tourism development, with specific reference to the concerns raised by Naomi Klein (2005) and Anita Pleumarom (2005). This will ultimately involve an investigation into whether disaster affected areas inclusive of tsunami affected areas - appear to be set to be re-designed in the post-9/11 period by a range of governments, private companies, nongovernmental organizations and members of think tanks in ways that often do not consult with local communities. The research will consider how Koh Phi Phi's island development plans have been adapted post tsunami to ensure the long-term economic, environmental and social sustainability of the destination. A particular focus will be upon the political agenda of key stakeholders in the island's redevelopment, noting that speculation has taken place about government plans to alter the destination entirely to encourage new luxury, multinational business and tourism related markets (Rosenfeld, 9 January 2006; Phuket Gazette 6 January 2006; Altman, 2005; Sritama, 21 December 2005; Choo, 16 September 2005) even at the expense of certain previously existing small-mid sized businesses in the area, and certain sections of the local community.

METHODOLOGY

As highlighted by Hall and Elliott (1999), 'methodological inquiry is important in political economy; it aids understanding advantages and disadvantages of various methodological viewpoints, helps assess the cogency of various methods,' thus reflection should be made upon the chosen research paradigm and the resultant underlying

epistemological assumptions. The design of the proposed research will be informed by the interpretive paradigm, lending to the collection and analysis of qualitative data. This approach is conducive to research that wishes to add value and meaning to the subject being studied, used to produce theory that is 'grounded' in reality (Silverman, D. 2000:2). Whilst the focus of the research is concerned with obtaining opinion and interacting with island stakeholders in order to identify impacts and feelings toward government plans for the rebuild of Phi Phi, the interpretive model would appear most appropriate. Reinforced by Veal (1997:31) who states that, 'The interpretive model places more reliance on the people being studied to provide their own explanation of their situation or behaviour' and further by Easterby-Smith et al (2002:31) who confirm that the interpretive model places emphasis on the individual's views and experiences, obtaining description of how things are experienced first hand by those involved.

Whilst taking a qualitative approach to the research, limitations are nevertheless acknowledged such as an 'anecdotal' use of data reasoned to devalue the transferability and validity of the data (Silverman 2000:11). This can be overcome by allowing for reflexivity within the research design, claimed by Alvesson and Skoldberg (2000:1) to be achieved through, 'interpreting one's own interpretations, looking at one's own perspectives from other perspectives and turning a self-critical eye onto one's own authority as an interpreter and author.' The provision of a research diary and field notes to document all findings will assist in a 'reflective' approach as a more holistic view of the research will be made available, rather than concentrating only findings that would yield the most desirable results. It is also expected that the process of analysing qualitative data is one of continual reflection (Creswell 2003:190).

RESEARCH STRATEGY

Primarily, then, the research strategy must be considered. The research will adopt a case study approach as a means of providing a holistic, in-depth investigation that

incorporates the perspectives of all main stakeholders. It is highlighted by Denscombe (2003:30) that whilst this allows a range of methods to be utilised in order to be reactive to research needs, it is also characterised by leading to a detailed study of one particular instance or situation. The mere characteristics of this approach allow for a unique insight into the case study to be obtained and a holistic view to be sought, most appropriate for the nature of this research which is focused upon a single destination, an therefore would be beneficial if the researcher could immerse herself in the case study and to study from all perspectives.

Characteristics of the case study approach correlate with the research aims, in so far that the strategy provides for a spotlight on one instance, in depth research and the provision of a test site for theory building (Denscombe 2003: 30-31). In order to ensure generalisation of the findings, often one of the limitations associated with case study research in so far as how the findings should be made representative of wider cases (Silverman 2000:103), it will be ensured that findings can be generalised analytically, through the creation of 'grounded theory'. In addition, it is considered that other methods of ensuring generalisation is through the use of purposive or theoretical sampling techniques and analytical models to which the case can be applied (Silverman 2000:103). All of the aforementioned procedures will be incorporated into the proposed research through the use of an interpretive standpoint, theoretical sampling, informed by stakeholder theory and application of results onto sustainable development models.

INFLUENCE OF 'THE SELF' IN DATA COLLECTION

It must be acknowledged that in the collection of qualitative data, it can be deemed either a strength or indeed by many, a limitation of personal involvement in the data collection process (Denscombe 2003:268; Creswell 2003:200). Involvement can be subject to two main concerns, the perception of the researcher in the interpretation of data collected and the influence of personal opinion in the data collection process. This need not necessarily be a

limitation to research, as long as it is acknowledged. Intertwined with the ability to remain objective, again one of the inherent limitations of qualitative research (Denscombe 2002:158), the role of the 'self ' in the research process needs much consideration in order to reduce bias and yield the most representative and reliable results possible.

To commence, the question must be asked of the researcher's standpoint, do they acknowledge their personal beliefs and use them a force or motivation for conducting

the research? Or do they attempt to remain objective? detached from the research, although it may be argued that detachment is not possible in any research attempting to gather predominantly qualitative data, where the researcher generally finds oneself immersed in the data (Easterby- Smith 2002:34; Neuman 1997:14, cited in Weaver and Lawton 2002:389). Nevertheless, in the research design, one must acknowledge the role of the researcher, and the influence that the 'self' of the researcher may have upon respondents. Furthermore, attempts will be made to limit the influence of the 'self', to cast aside personal opinions and remain impartial when receiving information from respondents, with the hope of obtaining unbiased data.

ESTABLISHING CONTACTS

In a UK based investigation of tourism development in Thailand it is a fundamental requirement to establish contacts amongst the stakeholders of the development both in resort and internationally to assist with the collection of data. The purpose of this is three-fold; to identify key literature that will form the basis of the literature review, to obtain opinions amongst the stakeholders thus providing the basis for future contacts and targeted interviews as the research evolves and finally, to keep abreast of new developments that may be otherwise omitted from the research. It is hoped that by establishing contacts in the early stages of the research and maintaining these contacts throughout the period of the research, it will provide a truly holistic view of the development of Koh Phi Phi that considers the

opinion of the spectrum of stakeholders and therefore is more likely to make justified recommendations about the future development of the island.

Contacts were sought in a variety of areas. Firstly, during a visit to Koh Phi Phi Don in June 2005, contact details of local businesses, accommodation providers and tour operators were obtained. Upon return emails were sent to these businesses to make introduction to the research and ask permission to contact in the future. Other contact with stakeholders in resort was established through a visit to the Hi Phi Phi Shop and subsequent posting of messages on the Hi Phi Phi Website. Following the design of a tailored research website (www.freewebs/com/fayetaylor), the URL was also posted on the Hi Phi Phi website. This practice ensured that contact was established with island inhabitants, volunteers, expatriates, tourists and local business people.

Using the internet as a secondary data source, native newspapers, periodicals, gazettes and journals, seminal texts were identified and the authors were contacted in order to establish rapport, identify further reading and other key authors in this field. Through contacting key tourism industry and governmental personnel in the region via email, a report on a workshop for the implementation of WTO sustainability indicators in Phuket was obtained. An annex of this document detailed potential contacts, which when contact was made proved fruitful. Consequently contacts were then established with industry and governmental representatives, key authors and researchers, national media representatives and pressure groups. This initial information search provided the basis for future contacts and on their part, other key stakeholders were informed about the research and were subsequently directed to the author.

STRATEGY FOR DATA COLLECTION

A concurrent approach to data collection was undertaken, converging multiple research methods to comprehensively assess the research problem and permit methodological triangulation (Creswell 2003:16). Empirical research was conducted in two phases.

Table 1. Summary of the two phases of data collection

Period	Context	Data Collected
PHASE ONE October 2005- Present	To analyse selected web discussion forums to elicit key themes and contacts Development of a specific research website and online questionnaires	Qualitative data in the form of web discussion threads 11 online open ended questionnaires completed
PHASE ONE April 2006 – 3 Weeks in the field	To conduct preliminary interviews and secure employment in Thailand which would fund the main period of data collection. To generate contacts – Key informants	5 in depth pilot interviews with development stakeholders of Phi Phi Observational and Visual Data Generation of contacts Reflexive journal
PHASE TWO June 2006 – December 2006 spent living in Phuket	To live and work within the field. To be sensitized to the internal and external environments of the field	21 In depth interviews Progressive Observational and visual data to document change

		Policy Documents surrounding regional and destination specific development plans
		The Phi Phi Island Master plan
		Reflexive journal
PHASE TWO December 2007 – 2 weeks in the field	To Document Change To gather further primary data in the form of interview, visual and documentary sources. To revisit key informants	Photography Film footage Reflexive journal
PHASE TWO April 2008 – 3 weeks in the field	3 weeks immersion in the field to gather further primary data and explore emerging themes	38 extended answer Thai script written interviews with residents, business owners and operatives of Phi Phi 76 open answer questionnaires to island visitors Photography and film to document change Reflexive journal

PHASE ONE OF DATA COLLECTION

Phase one comprised the initial data collection and analysis using online research to gather preparatory data that clarified key themes and issues concerned with the reconstruction of Koh Phi Phi. This involved the use of opinions generated in 'online communities' (Kozinets 1998) such as the Lonely Planet 'Thorntree's' discussion forum (http://thorntree.lonelyplanet.com/) and Hi Phi Phi's message board (www.hiphiphi.org). Whilst acknowledging that these communities may generate useful debates, they are not tailored for the specific purpose of the research in question. Therefore, a bespoke website was created using the web hosting company Free Webs (www.freewebs.com/fayetaylor/) with online discussion forum and questionnaires themed on the research questions. Objectives for the site were as follows:

1. To establish contacts throughout the spectrum of Koh Phi Phi stakeholders

2. To assist in identifying key literature concerning the research questions

3. To provide a forum for discussion about the development of Koh Phi Phi that will identify the opinions of those in support of development and those in opposition.

WEBSITE CONTENT

The website was designed specifically to meet the objectives identified above. This was achieved through inclusion of a home page containing exposition about the purpose of the website and research objectives. The 'background' page discusses the importance of sustainability and inclusion of stakeholder interests in the creation of tourism plans, in addition to personal rationale for undertaking such a project. Content of the website was selected carefully in order to suggest a neutral standing, in the hope that a wider range of opinions would be obtained.

Other content of the website includes a resources page, designed to describe the context within which the research was being undertaken and theoretical links designed to provide a definition of key concepts to non academic stakeholders. A page is also made available for an evolving questionnaire to be posted, designed as a method of enhancing response from a wider catchment of stakeholders. In the initial stages of the research, generic questions were posted in order to assist with identifying key contacts amongst stakeholders and providing an overview of the context within which the tourism industry operates in Koh Phi Phi. Open questioning was utilised to elicit maximum response and allow respondents to express opinions freely. It was ensured during the question design that key terms were defined in order to ensure that questions were fully understood. Questions were also posed in a neutral standing to ensure that respondents were not led. The questionnaire form is designed for maximum ease of use and completion; it can be completed online. The form is then sent directly to the author's email where a copy of the response is provided. This function will be utilised continually to post questionnaires as the research evolves.

Finally, the website provides opportunity to post messages in a discussion forum and for users to contact the author directly via a 'feedback form' to provide a free opinion of the tourist development of Koh Phi Phi island.

WEBSITE MARKETING

It is evident that limitations of this method exist if the website is solely used by those directed to the site by the author i.e. existing contacts and acquaintances. This was addressed by marketing the website in the following methods.

1. Every contact that is established is to be directed to the website.

2. The website URL is posted on the Hi Phi Phi message board, a key forum for those involved in the island's development.

3. A generic email to be circulated to businesses, guesthouses and tour companies operating in Koh Phi Phi.

4. Submission to popular search engines such as Google, Yahoo, Altavista.

5. The social networking forum 'Facebook' has also been utilised to create a 'Koh Phi Phi Island Research' community which is available to members globally

LIMITATIONS OF WEB BASED RESEARCH

The website was initially posted on 7th August 2005 for a period of trial to ensure that reaction to content, ease of use and limitations were quickly identified in order that for continued use these limitations might be rectified, or at least minimised.

Table 2: Limitations of Website Design

Limitation	Implication upon validity of research	Method of rectifying/ minimising limitation
Language barrier	Responses are only received from English speaking respondents therefore creating bias.	Providing a translated version of the site
Technical language	Responses are omitted due to lack of comprehension of technical language	Providing explanation of technical language or links to information pages
Answer to please	Non representative response of true opinion may be received from those who answer to please researcher due to cultural	Anonymity selection may allow representative response to be obtained. The option of a 'blank page' to allow

	differences	anonymous true opinions to be recorded in Thai, then translated Use of discussion forum
Concern/ fear to answer truthfully	Non representative response may be received from those who fear action of those 'powerful' stakeholders	Anonymity/ alternative identity to be used in publication of findings
Sampling	Due to computer ownership, website marketing and distribution lists the response may not be representative of the population	Combine this method with others that do not exclude areas of the population such as targeted interviews

Following the collection and content analysis of online data through the tailored site in addition to other web based forums, an initial field visit was made in April 2008 in order to conduct 5 in depth pilot interviews to explore the research questions further, and to gather initial photographic and film footage of the island infrastructure to aide the monitoring of physical change over the research period. Banks (1995) in addition to an increasing volume of other researchers (Collier and Collier, 1986, and Fyfe, Gordon, and Law, 1988) proffer the benefits of photographic and film footage as a valuable method of data collection in the social sciences.

Reflexive field notes were used throughout the pilot and actual fieldwork to assist in a 'reflective' approach (Alvesson and Skoldberg, 2000), which will obtain a more holistic view of the research, rather than concentrating only methods that would yield the most easily attained results. It is also anticipated that the process of analysing qualitative data will be one of continual reflection (Creswell 2003:190). Theoretical and snowball sampling methods will

be used throughout the pilot and main data collection in accordance with the work of key authors who proffer that sustainable development can only be achieved through consultation with the entire spectrum of destination stakeholders (Swarbrooke, J. 1999:33; Weaver and Lawton 2002; Mowforth and Munt 2003).

STAKEHOLDER ANALYSIS

The purpose of sampling is for the researcher to obtain information representative of the entire population without requiring the entire population to be surveyed (Denscombe 2003:11). There are numerous approaches to sampling, and the approach needs to be selected in order to identify a sampling technique that will provide the most accurate representation possible, rather than assuming that the sample surveyed will automatically be replicated in the remainder of the population (Denscombe 2003:11). It is considered for the purpose of this research that the purposive approach was most suitable. The purposive approach to sampling is characterised by a situation when the researcher has identified the groups that should be included in the sample, as they will provide a valuable and comprehensive approach (Denscombe 2003:15). It is vital therefore in this approach that the researcher justifies why it is critical for each respondent to be included in the sample, i.e. how they will add value to the research. The rationale behind selection of this is associated with concepts of sustainable tourism planning. According to numerous commentators (Swarbrooke, J. 1999:33; Weaver and Lawton 2002; Mowforth and Munt 2003) sustainability can only be achieved through consultation with the entire spectrum of destination stakeholders. Therefore the respondents will be constructed through identification and targeting of a sample of all stakeholder groups identified as follows:

- The Host Community
- Governmental Bodies
- Tourism Industry

- Pressure Groups

- Media

- Experts

- Voluntary Sector

- Tourists   (Swarbrooke 1999:17)

PHASE TWO OF DATA COLLECTION

Phase two of the data collection involved three further periods of fieldwork in Phuket and on Koh Phi Phi Island totalling a time span of 6 months, afforded due to the researcher gaining employment at Prince of Songkla University Phuket between June to December 2006. As well as observation and the collection of visual and documentary data, fieldwork visits included 21 further semi structured interviews with development stakeholders. The purpose of these interviews was to explore emerging themes from the pilot interviews further and to add credibility until theoretical saturation is achieved.

From the initial field visit in April 2006, it was evident from an early stage that to rely upon the interview method alone would be unsuitable as the respondents accessible and willing to participate in a face-to-face interview were unrepresentative of the theoretical stakeholder population. This was owing to their English speaking ability, or indeed involvement in the tourism industry and therefore bias would be introduced into the results. An open ended Thai script interview was therefore developed to be administered during the April 2008 visit to 38 respondents in Koh Phi Phi who could choose to express their opinions freely by either writing a response in Thai (to later be translated into English) or speaking into a voice dictation device. The interview scripts were collected at a pre-arranged time in order to allow sufficient time for reflection and completion. This method was also to assist in overcoming the inability to express emotions freely in a language that was not their native tongue, an issue identified during the initial field visit.

Through the review of literature it became clear that one of the key forces in determining the shape of future development on Koh Phi Phi was that of the tourist market (Thongpra, 2005). It was therefore deemed necessary to conduct a more in depth investigation into the motivations of the island's tourist population to fully comprehend the nature of their demand. Mixed open and closed answer questionnaires were therefore developed in light of models proposed by typological theorists such as Plog (1974) and sustainability theory (Swarbrooke 2000, Weaver and Lawton 2002), in order to ascertain the level of understanding that exists with regard to sustainability issues amongst Phi Phi's tourist market and to determine the nature of their motivation to visit Koh Phi Phi..

SUMMARY AND PROGRESS TO DATE

A summary of the methodologies applied in the collection of primary data are summarised in **Table 3.** below:

Table 3: Summary of data collection techniques

Method	Location	Type	Quantity
Online questionnaires generated through website	Global	Text data received via electronic media between August 2005 and May 2007	11
Face to face in-depth interviews with destination stakeholders Thai and Non	In Thailand – Bangkok, Phuket, Krabi and Phi Phi	Recorded and non-recorded data in transcribed form responding to specific questions conducted between April – December 2006	26 – 20 hours 55 minutes of recorded material

Thai Respondents			
Open-ended Thai language questionnaires	Koh Phi Phi	Rich text data, written in Thai language to be later translated. Centred on the research questions. Collected in April 2008	38 written transcripts
Open ended questionnaires to tourists	Koh Phi Phi	Predominantly rich text data in English responding to questions that will ascertain level of understanding about SD and tourist's motivational typology. Collected in April 2008	76 random sampled completed questionnaires
Field Notes	Thailand	Field notes in text form and reflexive journal of initial time spent in the field between April 2006 and April 2008	28 typed A4 pages 1 A5 notebook
Photographs	Koh Phi Phi	Visual images collected in the field between April 2006 – April 2008 Real player video clips	300 images 8 clips
Video	Koh Phi Phi	1 x Visual moving image of infrastructure developments and tourist activity captured in the field in April 2006 2 x DVDs produced in Koh Phi Phi in December 2004 to document events following Tsunami	3 Videos

News Letters	Koh Phi Phi	Newsletters from Aid organisations operating on Phi Phi of Phi Phi aid dating from January 2006 until December 2006 to document reconstruction progress	Jan 2006 – December 2006
Web Discussion Forum	Global	Thorntree and Hi Phi Phi Discussion forum content surrounding reconstruction of the island dating March 2005 – March 2006	58 A4 pages
Policy Documents	National and Provincial Government	Policy Documents in Thai Minutes of Meeting to discuss Island's development Island Master plan Collected in 2006	August 2006 November 2006

The emerging results from the analysis of the preliminary data will be explored and findings given greater credence through expansion of the sample size of in depth interviews to encapsulate views from wider spectrum of destination stakeholders. The findings of 21 further in depth interviews are yet to be analysed. The pilot field study identified that due to language and status related barriers, some members of the stakeholder community would not have a voice if sole reliance upon the interview method were maintained. This was overcome using 38 Thai script interviews. This material will be translated and analysed using content analysis to further ratify results. The results of the 76 open ended questionnaires with visitors to Koh Phi Phi will be analysed and used to contribute to the research the nature of demand placed upon the island by international tourists in addition to clarifying international understanding on the sustainable tourism debate as it is this understanding that will influence the shape of future development on Koh Phi Phi. The analysis of policy documents pertinent to the development of the island will be used to uncover the rhetoric behind stakeholders proposals for

the island (particularly that of Central and provincial government) whilst photographic and video footage together with gathered artefacts will confirm findings of the interviews to illustrate how the reality of Phi Phi's Redevelopment is shaped by the agenda of these stakeholders.

REFERENCES

Alvesson, M. and Skoldberg, K. (2000) *Reflexive Methodology; New Vistas for Qualitative Research* SAGE; London

BBC Video (2005) 'The Tsunami: One year on' *BBC Video* 5 December, 21:00

Banks, M (1995) 'Visual Research Methods' Social Research Update – University of Surrey, Issue 11

Berry, D. M. (2004) 'Internet research: privacy, ethics and alienation: an open source approach' *Internet Research* Vol. 14. No. 4, pp.323-332

Bonner (1994) et al *Post-Methodology; New Directions for research Methodologies in the Social Sciences* Department of Sociology, Trinity College, Dublin

Boucher, G. W. (nd.) 'The necessity of including the researcher in one's research' Temple University, Philadelphia, USA

Butler (1993) *Tourism Research* Routledge; London

Collier, John Jn and Malcolm Collier (1986) *Visual anthropology: photography as a research method.* Albuquerque: University of New Mexico Press.

Creswell, J. W. (2003) *Research Design; Qualitative, Quantitative and Mixed Methods Approaches* (2nd Edition) SAGE; London

Cummings, J. (2005) 'Post-Tsunami visit to the Phi Phi Archipelagpo', *Chiang Mai News*, 26 February

Cummings, J. (2005) 'Andaman Coast Post-Tsunami Landscape: Island Recovery', *TAT Governor Corner*, 28

Denscombe, M. (2002) *Ground Rules for Good Research* Maidenhead; Open University Press

Denscombe, M. (2003) *The Good Research Guide* (Second Edition) Maidenhead; Open University Press

Easterby-Smith, M. Thorpe, R. and Lowe, A. (2002) *Management Research* SAGE Publications; London

Fahn, J. D. (2003) *A Land on Fire: The Environmental Consequences of the Southeast Asian Boom* Westview Press; Colorado, USA

Fyfe, Gordon and John Law (1988) (eds.) *Picturing power: visual depiction and social relations.* London: Routledge.

Gunter, B. Nicholas, D. Huntingdon, P. and Williams, P. (2002) 'Online versus offline research: implications for

Hall, C. M. (2000) *Tourism Planning; Policies, Processes and Relationships* Harlow; Pearson Education

Hall, C. M. and Page, S. (2000) *Tourism in South and South-East Asia: Issues and Cases* Oxford; Butterworth-

Kingsbury, D. Remenyi, J. McKay, J. and Hunt, J. (2004) *Key Issues in Development* Basingstoke; Palgrave Macmillan

Klein, N. (2005) 'The Rise of Disaster Capitalism' *The Nation* 2 May

Laopaisarntaksin, S. (1998) 'Filming of the Beach cleared' *Bangkok Post* 6 November

Lonely Planet (2005) *Thailand's Islands and Beaches: Update Post-Tsunami* researched 8-23 March 2005

McGeown, K. (2005) 'Rebuilding Thailand's Dream Island', *BBC News*, Friday 18 March

McKercher, B. (2003) *Sustainable Tourism Development; Guiding Principles for Planning and Management,*

Noifeld, H. (2006) 'Phi Phi Aid' *BBC News* 8 December

Noikorn, U. (1998) 'Green protest at film slammed' *Bangkok Post* 12 November

Pleumarom, A. (2004) 'Tourism and the tsunami disaster with a focus upon Thailand' *Third World Network* 31 December

Pleumarom, A. (1999) 'Tourism, Globalisation and Sustainable Development' *Third World Resurgence,* March, No. 103

Pleumarom, A. (2005) 'The Asian Tsunami Disaster and its impacts on tourism' *Third World Network* 5 January

Pleumarom, A. (2003) 'Tourism and Globalisation' *Third World Network* June

Pleumarom, A. (2005) 'Rebuilding lives in tsunami-affected communities' *Third World Network* 9 March

Pleumarom, A. (2005) 'Post-tsunami tourism – Who profits and who pays?' *Third World Network* 10 January

Rice, A. (2005) 'Post Tsunami Reconstruction and Tourism: A second disaster?' *Tourism Concern* October

Saunders, M. Lewis, P. Thornhill, A. (2000) *Research Methods for Business Students* (second edition), Harlow: Prentice Hall

Silverman, D. (2000) *Doing Qualitative Research; A Practical Handbook* SAGE Publications; London, England

Silverman, D. (2001) *Interpreting Qualitative Data; Methods for Analysing Talk, Text and Interaction* (2nd Edition)

Swarbrooke, J. (1999) *Sustainable Tourism Management* CABI Publishing; Wallingford

Tangwisutijit, N. (2004) 'Paradise Buried: Sea, Sun, sand, Surf and … an unholy stink' *The Nation* 7 November

Tangwisutijit, N. and Warunpitikul, Y. (2005) 'Post-Tsunami Development – The lessons not learned' *Third World Network* 25 May

United nations Development Programme (2005) 'Build back Better: New Post-Tsunami vision for Koh Lanta unveiled', www.undp.or.th/tsunami/signing_Lanta.html, accessed 21/07/2005

Weaver, D. and Lawton, L. (2002) *Tourism Management* (second edition), Queensland, AUS: Wiley