

A Practical Model for Managing Beach Safety Focusing on Tourist Drownings in Koh Samui, Thailand

Authors : Siyathorn Khunon, Thanawit Buafai

Abstract : This paper aims to investigate management of beach safety with a focus on tourist drownings in Samui. The data collected in this investigation will then lead to the proposal of a practical management model suitable for use in Samui. Qualitative research was conducted in the following manner: nine stakeholders from local government organizations and tourism businesses were interviewed in-depth. Additionally, a best practice case study from Phuket was applied to analyze beach safety. Twelve foreign tourists were also interviewed. Then, a focus group comprised of 32 people was used to determine practical solutions for enhancing tourists' safety on the beach in Samui. A steering committee to coordinate between public and private organizations was proposed to manage and enhance tourists' safety. A practical model is proposed to increase the safety level of tourists in Samui

Keywords : beach safety, drowning, tourist, Samui

Conference Title : ICMHT 2016 : International Conference on Management, Hospitality and Tourism

Conference Location : Copenhagen, Denmark

Conference Dates : August 15-16, 2016