

## Information to Protect Tourists in Phuket Island

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### Abstract

This study explored for using information system in enhancing and establishing safety guidelines on domestic and international tourists in Phuket Island, Thailand. It employed a qualitative research method by field observations and site visitation records and analyzed by using the content analysis and typology and taxonomy technique to interpret the data. The results revealed that the establishment of “Phuket Tourist Hotline 1155” for reporting incidents and provide additional information to tourists, report on the work of the team staffs and integrating information, analysis and operational information to protect tourists, announce the news or provide information for tourist by the community relation team, and using information technologies to protect tourists. The guideline to create information system to Protect Tourists should have a plan for action in case of emergencies, follow a clear time frame, monitoring, evaluation, development as “Management information system to Protect Tourists in Phuket Island”. All stakeholders have a mutual

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understanding, a clear goal, definite indicators of system, creation of safety guidelines to support the new staffs at all levels and expansion applicable to other main attractions in Thailand.

**Keywords :** Information, Protect Tourists, Phuket Thailand

## **Introduction**

Tourism industry is very important to Thailand's economy, and is the main strategic planning the country continuously and to be established the national agenda since 2006 (Preedee Chotchuang, 2013). Thailand has a country place with beauty natural attractions are known from a lot of tourists in the many other countries. From the report of Ministry of Tourism and Sports found that Thailand's international visitors increased about 16% (approximately more than 22 million people). This is due to the continuous growth of tourism industry (Ministry of Tourism and Sports, 2016). From the data of Kasikorn research center shown that the most popular attraction in Thailand located in the Southern region. The South contained many marine-based attractions as it is connected to the ocean on both sides resulting in aesthetic shorelines and beautiful islands. The Southern beaches are especially popular with foreign tourists where three years prior were visited by up to 7 million people. (Kasikorn research center, 2016a) There are predictions that tourist arrivals in Phuket increased 20 percent and tourist traveling the yearly average 10

million people can make money into the area of each year is the amount not less than 2 billion baht. (Kasikorn research center, 2016b)

The island, which is the location of Phuket is the largest island in the Andaman Sea; a famous travel attraction and has been dubbed “the Pearl of Andaman”. Phuket is one of the largest source of the country’s income from tourism industry. Phuket has many hotels, convenient transport services, job opportunities in service industry, and manufacture of various local products that attracts tourists from other areas. People continued to migrate to the island, and the opening of ASEAN community contribute more to tourism industry following an influx of workers involved in the hospitality sector. The movement of migrant workers also may affect crime rates that may also increase. An example is the murder case of British tourist in 2014 at Koh Tao (Tao or Turtle Island). This case received international attention especially from Europe and North America which had growing concerns about personal safety in Thailand. (Manager Online, 2016)

The use of information to prevent crime could help and protect tourists’ safety and their property. It is very important to prevent the occurrence of events like in the case of the Koh Tao. This study about Information to Protect Tourists in Phuket Island is important to study in the development of information to protect the tourist in this island and other attraction area.

## **Objective**

- 1) To study the extent of informatics availability to Protect Tourists in Phuket Island.
- 2) To develop safety information guideline to Protect Tourists in Phuket Island.

## **Scope of study**

The scope of this study focused on the context of using informatics and finding the guideline to develop Information to protect tourists in Phuket Island. The scope of population and sample was the persons or staffs who relevant about protecting tourists in Phuket Island. The scope of place was Phuket Island, Thailand and the time period of this study were the period of data collected during March-October 2015 and the period of operations research during January - December 2015.

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## **Expected benefits**

- 1) Know the status related to the use of information to protect the tourist in Phuket island.
- 2) Proposed guidelines for the development of information systems for protect the tourist in Phuket island.
- 3) Guide to developing applications using information to protect tourists of the entities involved in the tourist attractions.

## **Study design**

This study used the qualitative research approach as a data collection tool and techniques for data analysis.

The tools used in this study were:

- 1) Observation Form
- 2) Site Visit Form.

### **Collecting data**

1) Find information related to tourism and other related operations and Phuket tourism data from academic documents and other documents.

2) Establishing timeframe and site visitation to observation in operation or working area of volunteers and staff of the Tourist Police of Phuket. Researchers were scheduled to observe the department of tourist and operation or working area on the use of data and tools in operation including discussions with volunteers and staff of the tourist police. In addition, the data were collected from observations in following the guideline on the observation form.

3) Assigning work shifts to designated areas on the island to protect tourists from Thailand and overseas. The information collected including discussions with volunteers and staff of the tourist police were recorded in a site visitation form based on observations.

4) The data obtained from observation and data recording in site visit areas to be analyzed and the results of the research.

### **Data analysis techniques**

- 1) Content Analysis
- 2) Typology and Taxonomy Technique

## Results

The findings on the status of the information using to protect tourists in Phuket from documented study in the office of the Tourist Police of Phuket and the relevant authorities including the site visit areas with staff and volunteers. The results found that the action on the organizations involved in protecting tourists on the island directly was opening Tourist Police of Phuket office in 2011 as the characteristics as follows :

1) professional investigative agencies that meets international standards

2) the agency that possessed high moral and ethical standards that it is widely accepted by other agencies as well as the public.

3) the agency performing the mission assigned by the Tourist Police. (Phuket tourist police station, 2014)

Ministry of Tourism and Sports recognized the importance of protecting the tourist in Phuket Island by allocating budgets to support the construction of a permanent Phuket tourist police station. The primary objectives is to enhance the performance and to secure the trust of Thai and foreign tourists. Furthermore, safety and security would help place Phuket higher on recognition as one of the World Tourism Destinations (Ministry of Tourism and Sports, 2016).

The study on the operation of information about tourists has the results as followed :

## 1. Establishment of Phuket Tourist Hotline 1155

The study found that the duty of the police to the official duties or non- commissioned duty officer police, public relations and radio dispatcher officer or regular radio station staff to handle notification from tourists on Phuket tourist hotline number 1155. They make an inform recording to the responsible in Phuket and Phang Nga province-level facilities about the complaint from tourists, then subsequently report to inspector and commissioned duty officer police every day. The receipt notice or receipt of complaints by telephone must be recorded every time and sent to the respective supervisors. The case has been notified either via telephone, fax or radio and that urgent need to operation or solve immediately must be reported to the supervisor. In the case of a public holiday or weekends must be sent to commissioned duty officer police and record the evidence and signed to receive titles every time. The work hours of police, public relations staffs, and regular radio station staffs will be from 8 am to 8 am on the next day by requiring that,

- 1) Phuket tourist hotline 1155 is an emergency number to Phuket tourist police.
- 2) The police to the public relations official duties.
- 3) The regular radio station staff.

## 2. Reporting data from operation team and integrated information.

The study found that the clerk on duty operation reported the results to their commander. The reports must consist of the statistical data, personnel data, policy and planning data, financial data, and the compliance of the temporary employee data. The data collected about the notification of tourists, crime, and the time used in tourism both during and over the official time.

## 2.1 Managing critical data coordination from 10 sections.

There is a synchronization between the various sections to coordinate together with various communication tools, both on the part of the radio transceiver, telephone, and online communication of the ten sections as follows:

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- 1) The commissioned duty officer police sections.
- 2) The portal operation sections.
- 3) The non- commissioned duty officer police and radio dispatcher officer sections.
- 4) The clerk operation sections.
- 5) The fast moving operation, investigation, Phang-Nga patrol and preparation of information in the local area sections.
- 6) The Kata and Karon beach pedal patrol operation sections.
- 7) The police-communication relations sections.
- 8) The control of volunteer sections.
- 9) The operation of guarding the Phuket airport sections.
- 10) The routine service guard Cabinet Patong, Patong district, Kathu, Phuket province sections.

The summary and integration of data links from all 10 sections established a unifying process of tourist protection that affect the decision in action when crime and make the process as system. The process of implementation orderly were faster and reduced in errors.

2.2 The operation coordination of information from all three parts of tourist police consist of :

This study found that part 1 is the patrol system, part 2 is investigation system and part 3 is data collection system. The patrol system in part 1 consisted of teams of police in uniform on duty to check the high risk points of crimes to tourists. The investigation system in part 2 work on prevention and action plans about possible harms to tourists. Both systems will be collaborating alongside one another. The data collection system in part 3 collected the data of possible causes that may occur to tourists both against the personal well-being and their resources. If and when the incident occurred, action plan will be engaged. The plan consisted of operation between investigation staffs and patrol staffs' collaboration to solve the problems at hand. In patrols will coordinate with the Embassy, relatives, any required translations, or help to coordinate between the victims that tourists to the police who received the filed lawsuit. The investigation team will collect data to track down the suspects, assisting local police of each area. After the incident, the details will be analyzed and utilized to develop a prevention plan by increasing patrol team to break the cycle so that the incident may not be repeated in

similar time, place, and manners.

### 3. Analysis, and operational information to protect tourists.

#### 3.1 Preparation of Top Ten Tourists.

The preparation used to analyze the data in order to obtain information on the top ten tourists each year for at least three consecutive years and the number of tourists from the countries who are experiencing problems in tourism in the area of Phuket Island.

#### 3.2 Preparation of tourists clock.

There is information about the execution time by utilizing the pattern of the clock, including :

##### 3.2.1 Tourists clock.

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Tourists clock made by storing statistics data, the number of incoming tourists and away from Phuket Island in each month from January through December. The color is different to each month, starting from the 1<sup>st</sup> area in January until the 12<sup>th</sup> area in December. Tourists clock of years ago use information to practitioners have seen the number of tourists to the Phuket Island each season.

##### 3.2.2 Phuket travel clock

The operation data included information in the form of round, as well as the clock by break is the 24 various parts. The first part start at 0-1 a.m. and the 24<sup>th</sup> in the last part at 11-12 p.m. Each part will mark an important link to the activities of various major attractions such as 8 am will have links to Raya Island and

Hey Island as it is the time where sail escorting tourists to the both island. Another example will be in the range between 12 am–1 pm., where it would have link to an elephant picture because it is time to ride the elephant in the safari. The district assigned different colors to the areas such as pink circle instead of Thalang district, yellow instead of Kathu district and the last part is red instead of Mueang district. In the various areas to be pointing directly in point of time and place, such as the point at which the elephant, it is located at the section 12 a.m. – 1 p.m. of time and the red area because a trip in Muang district at that time.

### 3.2.3 The crime clock for foreign tourists.

430 It's generating the clock diagram and divide into 12 parts that each part referred to each month. The dot sign is a crime in each part by the time and it appeared in the area that is defined as the district with the same Phuket travel clock.

### 3.2.4 Phuket crime clock

It generating the clock diagram and divided into 24 parts where each part referred to each hour in 24 hours of the day. The circle is divided into three layers to indicate that the area of any district. Pinning down in various colors by yellow pegs means lawsuits involving property, black refers to physical assault case, and green means the other cases.

## 4. The police-communication relations information.

With the use of data from the collection and analysis to be published, information and news will be publicly available to

tourists on the island of Phuket. It will included public relations channel of complaint, give the knowledge about the disaster, the incident occurred in the area attractions and natural disasters, or dangers caused by human actions such as protests, which may threaten security of the visiting tourists. In addition, the aim is to facilitate the availability and security of life and property of tourists who visit Phuket. The processing of the information is part of a proactive action plan to protect tourists on the island.

#### 5. The use of informatics technologies to protect tourists.

The study found that the application of information technology to the personnel and operations of the personnel involved in the protection of tourists consist of :

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##### 5.1 Social Network

Create a LINE Group, including tourist police and volunteers to serve as convenient and quick communication.

##### 5.2 Closed-circuit television (CCTV)

The CCTV cameras installed as tourist attractions in the area at risk. Along with the monitoring and surveillance to prevent crimes against tourists.

##### 5.3 Phuket tourist police website

Development of the website of the tourist police for public relations and communication channels so that tourists could access information easier. Web page shows the locations and electronic mail hotline is clearly on the first page by the Web site can be accessed at “<http://www.phukettouristpolice.go.th/>”

and the web site of the volunteers assist visitors at “<http://www.thaitouristpolicevolunteers.com>”.

## **Conclusion and discussion**

The status related to the use of information to protect the tourist in Phuket Island, there is the main agency responsible for protecting the tourist is Phuket tourist police station. Implementation of both Thais and international volunteers to protect the tourists. The operation of information to protect the tourist consists of the “Phuket Tourist Hotline 1155” for the center of receiving notifications and provide information to tourists. The implementation of the processed data to protect tourists consist of the daily report of duty staffs, analysis of data about tourism, providing information by the community relations and website, the use of information technology both of social network and CCTV and integration of information.

The guideline to development of information system for protecting tourist should prepare a plan for action to protect tourists, define the working cycle, and assessments should be checked and then put back into developing to develop the "Management information system to Protect Tourists in Phuket Island ". As a nationally accepted system, targets and indicators of the system is clear, and has specific guideline for staff at all levels and new personnel who came to work in the Phuket area to implementation of the management information system in the same direction.

The application of information technology and information management, make the operation of the tourist police and the police volunteers travel to protect tourists effectively. From such results corresponded to the study about development direction of the police in the future of Archarapun Charuswut who found that, the police system should encourage innovation administration, innovation in criminology and technology in various fields as a mechanism to build strength to the duty of police officers. The police need attention per Innovation or new management concepts and implementation civil society is the process by which the power from every segment of society and contribute to the learning process together and the mission of the organization, which consists of the common people, communities and networks to learn together and strengthened by themselves. It can be self-developed and led to the development of the nation. (Archarapun Charuswut, 2001) In accordance with the study of Sompot Sricharoen about the tourist police management to effective service, tourist police in northeast region carried out smoother operations as a result of good information technology (Sompot Sricharoen, 2002). Integration of information made it possible to share data with other agencies to prevent harm to tourists promptly and connect the government and private sector can contribute to the sustainable development of the tourism industry. The satisfaction of tourists became direct results of the study integrated tourist satisfaction model found that tourism in the future increase directly related to the satisfaction and reverse

case of complaints (Dongkoo Yun and Sungsoo Pyo, 2016). The Phuket tourist police can apply and use communications equipment and information technology devices to protect the tourist in Phuket Island effectively. It is consistent with the results case study on the opinions of stakeholders and tourist town of Pattaya found that, the main cause of the problems that Thai police officers on duty is not effective as it could be a lack of equipment on duty. (Suntus Chauputtal, 1998) The action of protecting tourists involved proactive coordination and integrated information between departments or division of the personnel associated with protecting tourists which makes it more convenient for tourists and meets their demands and make the tourist police cooperate. The tourists have confidence and trust in tourism in Phuket Island. In accordance with the study name is the idea about the theory in the perspective of tourists in Thailand of the efficiency administration of the police cruiser by the fourth Sangahavatthu found that, the tourists were unsatisfied with the performance of the tourist police was not available immediately. However, data synchronization by the application of modern information technology can be implemented to reduced response time. (Nutthaweeput Thinmeepol, 2010) Lastly, it is consistent with result of the study of Pimmada Wichasin and Nuntiya Doungphummes who found tourists to be most concerned with travel site-related physical safety and harm security. (Pimmada Wichasin and Nuntiya Doungphummes, 2012)

## **Recommendation**

- 1) Further studies and additional analysis on the operational implementation will help protect tourists more effectively. A systematic and integrated management information system should be provided with the data analysis, and information technology management appropriate to the operation to protect the country's tourist attractions in a systematic way.
- 2) The integration between the information management of all relevant agencies in public and private sectors on crime, tourism and medical treatment for tourists of the major attractions to provide a unify service.

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