

## Abstract

The objectives of this research work, which is entitled "Roles of Travel Magazines in Tourism Policies after the Tsunami Disaster in Thailand," are 1) to learn about the policies and the operational routines of creators of tourism magazines after the Tsunami catastrophe; 2) to learn about the means that such tourism magazines used to present the contents of the magazines after the Tsunami event; 3) to learn about the reflection of tourism policies in tourism magazines after the Tsunami event; and 4) to learn about problems and obstacles occurring during the operations of tourism magazines after the Tsunami event. The two research schemes applied here are the in-depth interviews with the creators of the tourism magazines; and documentary research whereby the purposive sampling are used so as that tourism magazines published during January and December, 2005 will be randomly

The research results indicate that the policies of the studied creators of the chosen tourism magazines after the Tsunami event are agreeable to the policies from the Tourism Authority of Thailand, which have emphasized on hastily restoring the tourist attractions and tourist resources, as well as to build preferable images, to provide quality services and to promote Thai tourism. Concerning the contents of such magazines after the Tsunami event, most of the chosen magazines presented tidings, photographs and feature articles which emphasized on urging their readers to be aware of the beauty of the nature. These tidings, photos and feature articles have been empirical evidences of the remaining beauty of tourist attractions. Most of the chosen magazines also avoided discussing the losses from the event.

The editors-in-chief of the chosen tourism magazines have policy to present various aspects of Thai tourism by trying to reach the true nature of each tourist attraction that is unique. In addition, these magazines always have a long-term plan or an annual plan. However, after the Tsunami event, most of the contents of the chosen magazines have not changed much since everything had been planned before the event took place. The contents of these magazines also depend on each season and the nature of each particular tourist attraction. These magazines have been emphatic on activities related to the nature, which could be adjusted accordingly to the behaviors of each group of tourists.