“Sustainable Tourism Development through Community Based – Approach”

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Deputy Director-General of DASTA

Designated Areas for Sustainable Tourism Administration (DASTA), Thailand
Topics of presentation

• Introducing DASTA
• DASTA’s tourism development for local communities
• DASTA’s CBT development step by step
• Monitoring Overall achievement for Community based tourism development
Introducing DASTA
Designated Areas for Sustainable Tourism Administration (Public Organization)
Thailand
<table>
<thead>
<tr>
<th>Status</th>
<th>DASTA</th>
<th>TAT</th>
<th>MOT</th>
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</thead>
<tbody>
<tr>
<td>Public organization</td>
<td>State enterprise</td>
<td>State agency</td>
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<td>Report to</td>
<td>Office of the Prime Minister</td>
<td>Ministry of Tourism and Sports</td>
<td>Minister of Tourism and Sports</td>
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<tr>
<td>Mission</td>
<td>Designated area based management: Integrated approach</td>
<td>Marketing</td>
<td>Promoting, supporting and developing tourism to enhance competitiveness and create national income</td>
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<td>Key Responsibility</td>
<td>Supply Carrying Capacity/destination management</td>
<td>Demand number, requirements of tourists</td>
<td>Public Policy policies, guidelines in translating policy into practice</td>
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<td>Scales</td>
<td>In designated areas and areas prepared to be designated</td>
<td>Domestic and International</td>
<td>Nationwide</td>
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<tr>
<td>Age</td>
<td>14 Years +</td>
<td>56 Years</td>
<td>13 Years</td>
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vision
“To become an organization of excellence in sustainable tourism development to create communities of happiness”

1. Coordinate and support all sectors in the development of tourism in the designated areas by the civil state network

2. Develop the tourism capacity in the areas using the Community-based Approach

3. Drive the tourism development in the areas to create models of sustainable tourism development based on the Community-based Approach

4. Develop the systems for sustainable tourism administration with good governance
Participatory working process of CBT development by DASTA

- Co-thinking
  - Community strategic plan
  - Participatory assessment
  - Community Capacity building
  - Community action

- Co-benefitting
- Co-planning
- Co-responsible
- Co-acting
Designated Areas for Sustainable Tourism & Destination Goals

1. Chang Islands and Vicinity
2. Pattaya City and Vicinity
3. Historical Parks of Sukhothai – Si Satchanalai – Kamphaeng Phet
4. Loei
5. Nan Old City
6. Uthong Ancient City
Designated Areas for Sustainable Tourism & Destination Goals

Nan Old City
“Living Old Town”
Coverage of 139.37 km²

“World Heritage City”
Coverage of 1,812.14 km²

Historical Parks of Sukhothai – Si Satchanalai – Kamphaeng Phet

Uthong Ancient City
“Origin of Suvarnabhumi”
Coverage of 38.16 km²

Chang Islands and Vicinity
“Low Carbon Destination”
Coverage of 4,280 km²

Pattaya City and Vicinity
“Greenovative Tourism City”
Coverage of 949.47 km²

“Leisure Loei”
Coverage of 7,193.01 km²

Loei
DASTA’s Two Core Functions

1. Developing and Enhancing tourism management system in Designated Areas
2. Supporting and Empowering local community to developing Community – Based Tourism
Function 1:
Developing and Enhancing tourism management system in Designated Areas
## Criteria in The Selection of Designated Areas

<table>
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<tr>
<th>Factors to be considered</th>
<th>Total marks</th>
<th>Indicator number</th>
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<tr>
<td><strong>1. Values of destination</strong></td>
<td>40</td>
<td>9</td>
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<tr>
<td>1.1 Biological value</td>
<td>(10)</td>
<td>(2)</td>
</tr>
<tr>
<td>1.2 Physical value</td>
<td>(10)</td>
<td>(3)</td>
</tr>
<tr>
<td>1.3 Social value</td>
<td>(10)</td>
<td>(2)</td>
</tr>
<tr>
<td>1.4 Risk of destruction</td>
<td>(10)</td>
<td>(2)</td>
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<tr>
<td><strong>2. Potentials in destination development</strong></td>
<td>25</td>
<td>26</td>
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<tr>
<td>2.1 Potential in arranging tourism activities</td>
<td>(5)</td>
<td>(5)</td>
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<tr>
<td>2.2 Accessibility of destination</td>
<td>(5)</td>
<td>(5)</td>
</tr>
<tr>
<td>2.3 Safety in tourism</td>
<td>(5)</td>
<td>(6)</td>
</tr>
<tr>
<td>2.4 Potentials in developing infrastructure</td>
<td>(5)</td>
<td>(5)</td>
</tr>
<tr>
<td>2.5 Potentials in tourism development</td>
<td>(5)</td>
<td>(5)</td>
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<tr>
<td><strong>3. Administration</strong></td>
<td>35</td>
<td>48</td>
</tr>
<tr>
<td>3.1 Administration of destination conservation and environmental management</td>
<td>(25)</td>
<td>(27)</td>
</tr>
<tr>
<td>3.2 Tourism administration</td>
<td>(10)</td>
<td>(21)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>100</td>
<td>83</td>
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</table>

A designated area must gain no less than 75 percent in assessment to be considered “passed” the set criteria.
Using The Global Sustainable Tourism Criteria (GSTC) as a Guideline for Destination development and management
DASTA signed an agreement with GSTC in 2015 agreeing to jointly train relevant personnel on GSTC criteria.
To develop the designated areas based on the Global Sustainable Tourism Criteria (GSTC) of the Global Sustainable Tourism Council (GSTC)

A. Effective sustainability management.
B. Maximizing social and economic benefits for the local community.
C. Enhancing cultural heritage.
D. Reducing negative impacts to the environment.

- 6 designated areas for sustainable tourism
- 14 Project Sites for Sustainable Community-Based Tourism Development

Guidelines in Sustainable Tourism Development

DASTA CBT Development Criteria
Example of sustainable tourism activities at Chang Islands and Vicinity

Chang Royal Navy Warship discharged to create a new attraction under the sea.
Example of sustainable tourism activities at Chang Islands and Vicinity

“Low Carbon Destination @ Kho Mak”
Example for Designated Area for Sustainable Tourism at Pattaya City and Vicinity

“Chak Ngeaw Ancient Chinese Market”
Example of sustainable tourism development at Historical Parks of Sukhothai – Si Satchanalai – Kamphaeng Phet

“Tourism Product Development under the brand of Phra Ruang Heritage”

Textile
Silver - Gold Ornaments
Votive tablet
Sangkhalok
Example of sustainable tourism support at Historical Parks of Sukhothai – Si Satchanalai – Kamphaeng Phet

“Signing MOU with UNESCO on Cultural Heritage Specialist Guides Training”
Example of sustainable tourism development support at Loei

“Lanxang Cultural Tourism Quadrangle (Thailand – Lao PDR)”
Example of sustainable tourism development support at Nan Old City

“Tourism Product Development under Nan Ner Jaow Brand”
Example of sustainable tourism activities at Nan Old City

“New Tourist Attraction in Nan”
Example of sustainable tourism development support at Uthong Ancient City

The Local Curriculum of “Uthong Ancient City” for student and youths
Example of sustainable tourism activities at Uthong Ancient City

“Organic rice farming learning center”
Function 2:
Supporting and Empowering local community to developing Community – Based Tourism
14 pilot communities for Community Based Tourism development

Ban Nam Chiao
Laem Klat
Sun Lom Choi
Ban Rai Kong Khing
Takhian Tia
Ban Chakngeaw
Mueangkao Sushothai
Ban Khuk Phattana
Nakhon Chum
Kok Sathon
Pla Ba
Nai Wiang
Bo Suak
Uthong Ancient City
Ban Nam Chiao Community, Trat Province
Laem Klat Community, Trat Province
San Lom Choi Community, Chiangmai Province
Ban Rai Kong Khing Community, Chiangmai Province
Chak Ngeaw Community, Chonburi Province
Takhian Tia Community, Chonburi province
Mueangkao Sukhothai Community, Sukhothai Province
Ban Khuk Phattana Community, Sukhothai Province
Nakhon Chum Community, Kamphaeng Phet Province
Kok Sathon Community,
Loei Province
Pla Ba Community, Loei Province
Nai Wiang Community, Nan Province
Bo Suak Community, Nan Province
Uthong Ancient City Community, Suphanburi Province
DASTA’s tourism development for local communities
“Community based tourism is a supplementary occupation that help the community members to generate their income and improving well-being.”
DASTA’s CBT development step by step

• DASTA’s CBT Development process
• Establish Business Linking
• Promoting Community Activities
DASTA’s CBT development step by step

• DASTA’s CBT Development process
• Establish Business Linking
• Promoting Community Activities
Step 1:
DASTA’s CBT Development process
DASTA Strategies and Tools in CBT Development

DASTA CBT Working group
- multi-stakeholder participation approach

DASTA 9+1 Building blocks
- participatory tool in CBT planning

DASTA CBT Development Criteria
- guidelines in CBT Development
DASTA’s CBT Development process

Forming CBT working group in community

Community implements development plan

Participatory assessment for further development

Participatory planning for CBT Strategic plan

Self assessment by community based on DASTA CBT Criteria
DASTA CBT Working group:
A multi-stakeholder participation model

National level working group

DASTA (public agency)

Community level working group

Academic (knowledge)
Community work org. (community outreach)
Governmental bodies (policy, funding)
Market (opportunity)
Communities (experience)

Women group
Youth group
Food group
homestay
Handicraft group
Transportation group
Who get involved in DASTA CBT working group?

<table>
<thead>
<tr>
<th>Academic</th>
<th>National Institute of Development Administration (NIDA)</th>
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<tbody>
<tr>
<td></td>
<td>Tourism Department, Silpakorn University</td>
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<tr>
<td></td>
<td>CBT-I</td>
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<tr>
<td>Community work organizations</td>
<td>Community Development Department (CDD)</td>
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<td></td>
<td>NGOs</td>
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<td>Tourism Governmental Bodies</td>
<td>Tourism Authority of Thailand (TAT)</td>
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<td>Department of Environmental Quality Promotion (DEQP)</td>
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<td></td>
<td>Department of Agricultural Extension (DAE)</td>
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<tr>
<td>Industry</td>
<td>Tourism Council of Thailand</td>
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<td>Thailand Ecotourism and Adventure Tourism Association (TEATA)</td>
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<td>Success Communities</td>
<td>Mae Kumpong Community, Chiangmai</td>
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<td></td>
<td>Baan Prasat, Nakornratchasima</td>
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DASTA 9+1 Building blocks: participatory tool in CBT planning
## DASTA CBT Criteria

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Details</th>
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</thead>
</table>
| 1. Sustainable Management                    | - Community involvement  
- Rules and regulations in tourism management  
- Human capital development  
- Stakeholder participation  
- Financial management  
- Tourism promotion |
| 2. Economic, Social, and quality of life      | - Income distribution  
- Local product development and promotion  
- Human rights in tourism |
| 3. Cultural management                        | - Cultural asset information  
- Cultural conservation |
| 4. Environmental management                  | - Zoning and carrying capacity  
- Environmental conservation  
- Environmental awareness building |
| 5. Service quality and safety management      | - Local guide  
- Safety and quality of tourism route and transportation  
- Service points quality  
- Emergency management |
DASTA CBT Criteria: what are they for?

Finding and filling the gaps
- Evaluate the strengths and challenges of each community, so it helps for capacity building program planning

Setting a goal
- Guidelines for sustainable CBT development

Learning to connect
- Ensure “Community benefitted through tourism”
Regular meeting with DASTA CBT Working group
Participatory planning for community strategic plan
Community Action for tourism development
Participatory Assessment
The Cabinet meeting on Tuesday, January 31, 2017, The Cabinet acknowledged Community Based Tourism Strategic Plan A.D. 2016-2020 as proposed by Ministry of Tourism and Sports, and ordered concerned agencies to proceed accordingly.
Public Private Collaboration and Sustainable Community Tourism Management

Government Sector
Private Sector
Local Community
Academic Sector
Press

“CO - CREATION”

Co-thinking
Co-planning
Co-working
Co-responsibilities
Co-benefits
Step 2: Establish Business Linking
Linking of Community Based Tourism with Market Conceptual Model

**Tourist/Visitor**

**Tourism Association and Private sector**
- Create value from the community activities
  - Business matching
- art performing and local culture demonstration
- food and beverage service
- Local products as souvenirs

**Community**
- Village/Community funds
  - Using for community development
  - Educational fund for youths
  - Welfare for members of the community
  - Protecting community's resources and environment
  - Preserving traditional and local culture
  - etc.
- Local interpreter
- Accommodation
- Transportation service
- Local products as souvenirs
Highlight Activities and Attractions

Nature: - Beautiful scenery of the high mountain call "Phu lon lo" with the cherry blossom trees covers the area of 1,200 hectares, blooming in January-February every year.
   - cave, waterfalls and other natural attractions in the area.

Culture: local lifestyle and see the way of the slow life of the local hill tribe (Hmong) who have largely preserved their traditional ways, making them a fascinating cultural study.

Tourism networking/partner

Local Alike, Travel Agency Company is working with the community to provide a variety of tourism programs and packages for traveler.
Highlight Activities and Attractions

Sightseeing: Sufficiency Economy philosophy Village where the lifestyle of villagers is still rely on traditional agriculture and organic farming, such as organic rice and non-chemical vegetable crops.

Culture: Remarkable activities such as the traditional production and processing of sugarcane juice and sugar, traditional dyeing technique and weaving cotton and silk fabrics with unique patterns.

Tourism networking/partner

The member of Nan Housing and hotel Business Association using agricultural products from the community, such as organic rice, vegetable and coconut for cooking and serving to their customers.
Examples of business matching:

Ban Rai Kong Khing Community, Chiangmai Province

Highlight Activities and Attractions

Community Products for spa and therapy such as herbal massage ball, herbal massage oil, liquid soap, honey herbal Skin Care, streaming herbal therapy etc.

Tourism networking/partner

a joint project with Chiang Mai Spa Association to support community products to the market
Step 3:
Promoting Community Activities through the national and international travel exhibition
Example:

Phi Ta Khon at Carnevale di Venezia 2017, Venice, Italy during 26-28 February 2017
Example:

THAI INTERNATIONAL TRAVEL FAIR 2017
during 10-13 August 2017 at the Queen Sirikit National Convention Center
Example:

The World Travel Market: WTM, London 2017 during 6-8 November 2017 at ExCeL London
Example:

The World Travel Market: WTM, London 2017 during 6-8 November 2017 at ExCeL London
Overall achievement for Sustainable tourism development
Thailand Tourism Awards from the Tourism Authority of Thailand (TAT).

Nam Chieo Community

Rai kong khing Community
Rai Kong Khing Village
PATA Tourism InSPIRE 2015
Best Community-Based Tourism Initiative
Presence of DASTA in the designated areas has created multiplier effects to tourism economy up to 2.09 times.
Presence of DASTA has generated more income distribution to businesses in tourism sector up to 41.02%
Presence of DASTA has increased 18% more employment rate in tourism sector.
Average Level of happiness of tourists in designated areas 79.17%
Level of happiness of local people in designated areas 72.70%
Level of happiness of tourists and local people almost equals

DASTA Area 1  DASTA Area 3  DASTA Area 4  DASTA Area 5  DASTA Area 6  DASTA Area 7
79.40   70.24   73.24   74.12   81.00   74.20   77.00   75.00   78.10   74.20   75.00   69.38