“Sustainable Tourism Development through Community Based – Approach”

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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

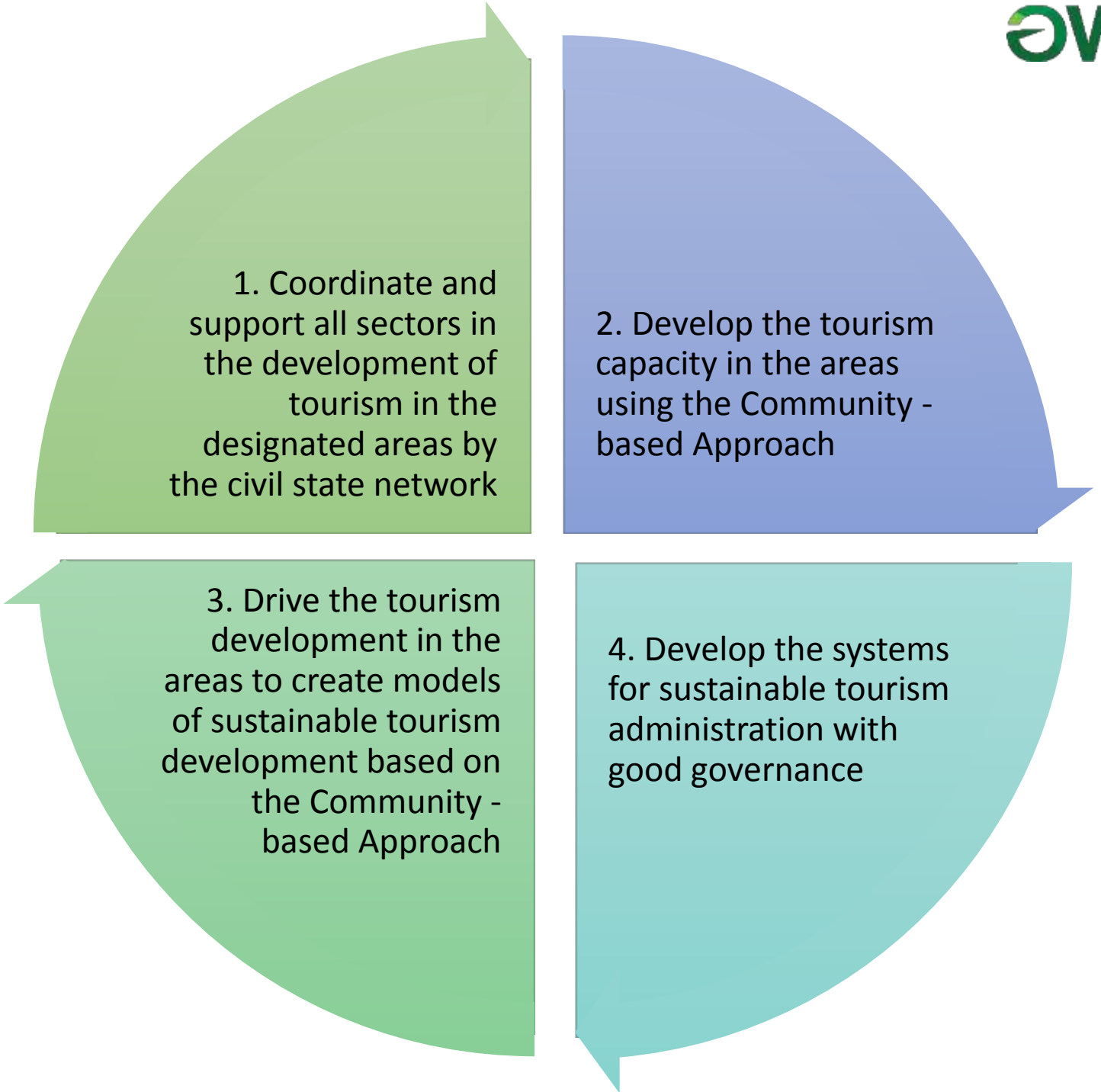
Designated Areas for Sustainable Tourism Administration (Public Organization)

Thailand

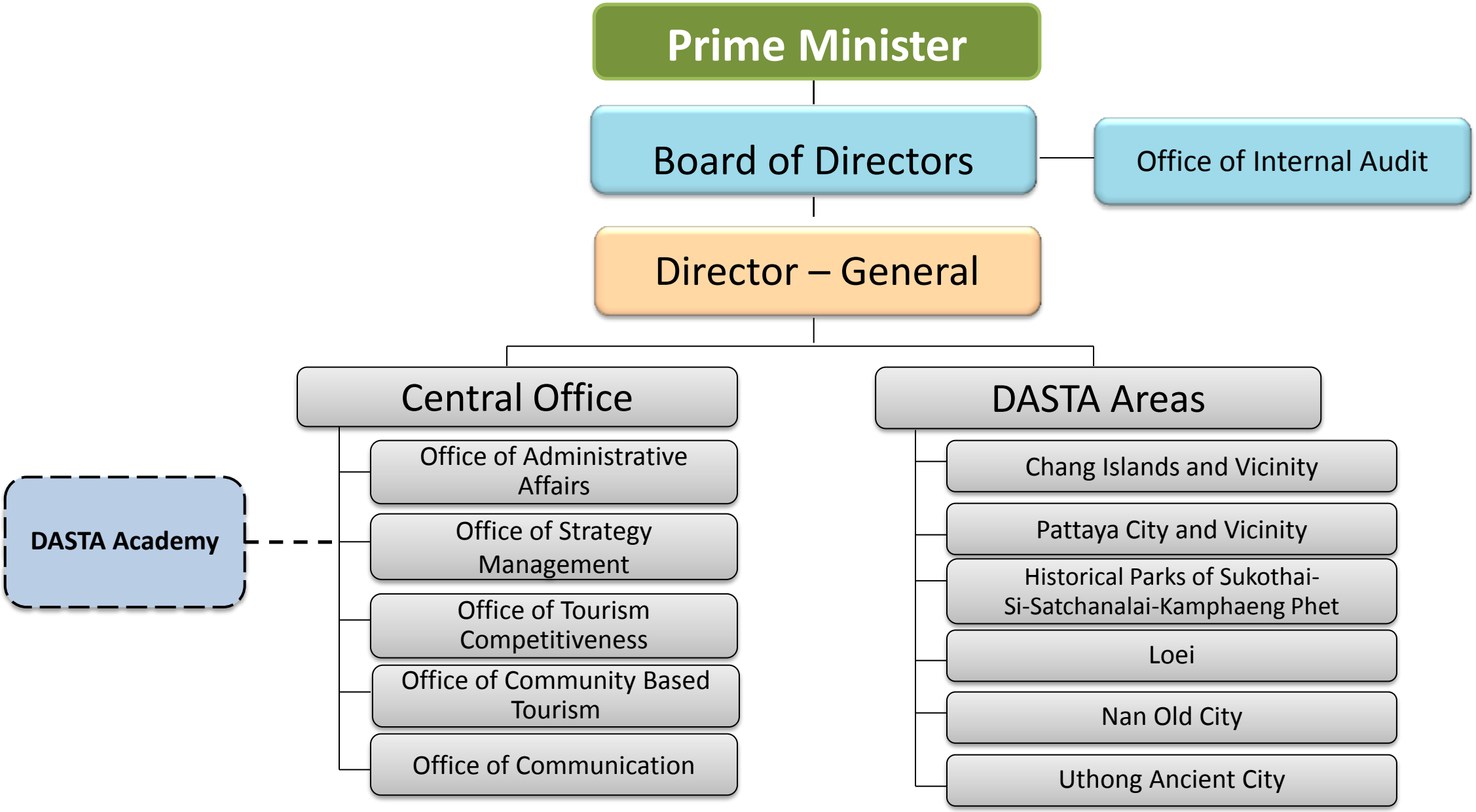
	DASTA	TAT	MOT
Status	Public organization	State enterprise	State agency
Report to	Office of the Prime Minister	Ministry of Tourism and Sports	Minister of Tourism and Sports
Mission	Designated area based management: Integrated approach	Marketing	Promoting, supporting and developing tourism to enhance competitiveness and create national income
Key Responsibility	Supply Carrying Capacity/ destination management	Demand number, requirements of tourists	Public Policy policies, guidelines in translating policy into practice
Scales	In designated areas and areas prepared to be designated	Domestic and International	Nationwide
Age	14 Years +	56 Years	13 Years

vision

"To become an organization of excellence in sustainable tourism development to create communities of happiness"



Management Structure of DASTA



Participatory working process of CBT development by DASTA

Designated Areas for Sustainable Tourism & Destination Goals

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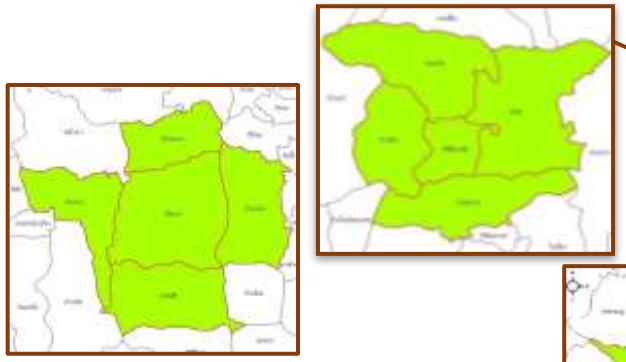
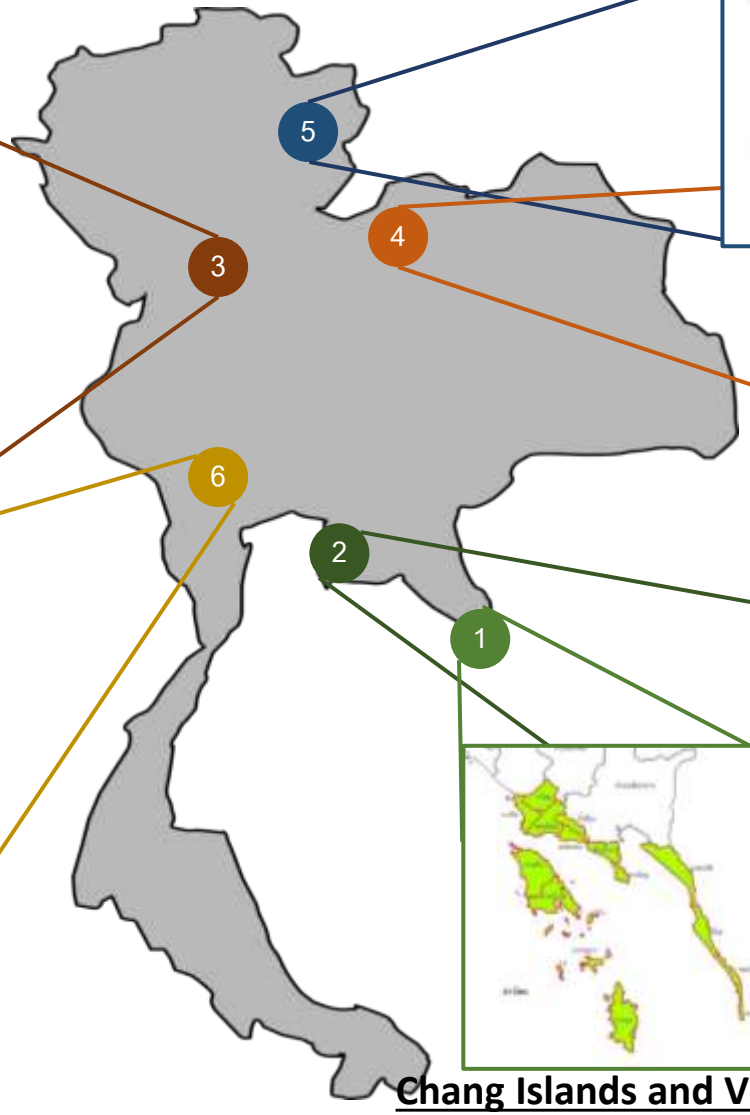


Historical Parks of Sukhothai – Si Satchanalai – Kamphaeng Phet

"World Heritage City"
Coverage of 1,812.14 km²

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

Nan Old City

"Living Old Town"
Coverage of 139.37 km²

Loei

"Leisure Loei"
Coverage of 7,193.01 km²

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

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

A designated area must gain no less than 75 percent in assessment to be considered "passed" the set criteria

GLOBAL SUSTAINABLE TOURISM COUNCIL

travel forever

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.

Guidelines in Sustainable Tourism Development

- 6 designated areas for sustainable tourism

DASTA CBT Development Criteria

- 14 Project Sites for Sustainable Community-Based Tourism Development

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

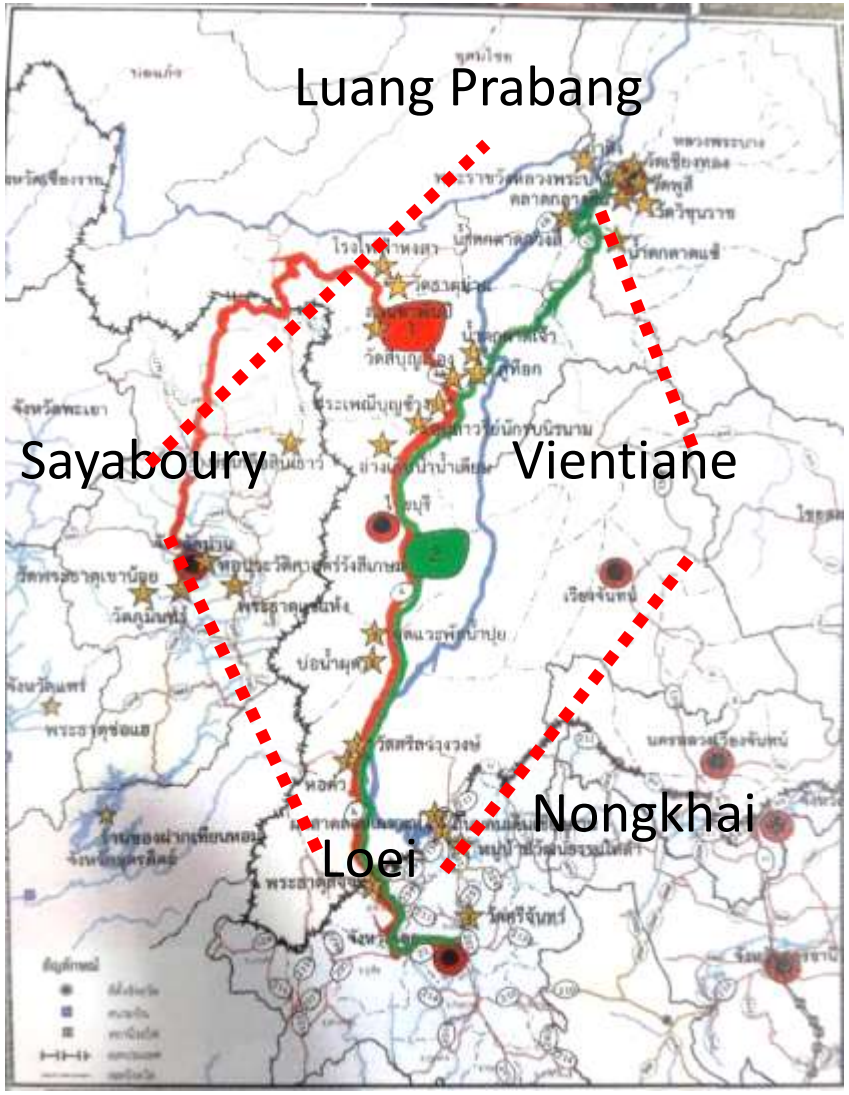
Sangkhalok

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 Commuinity, Chiangmai Province

Ban Rai Kong Khing Community, Chiangmai Province

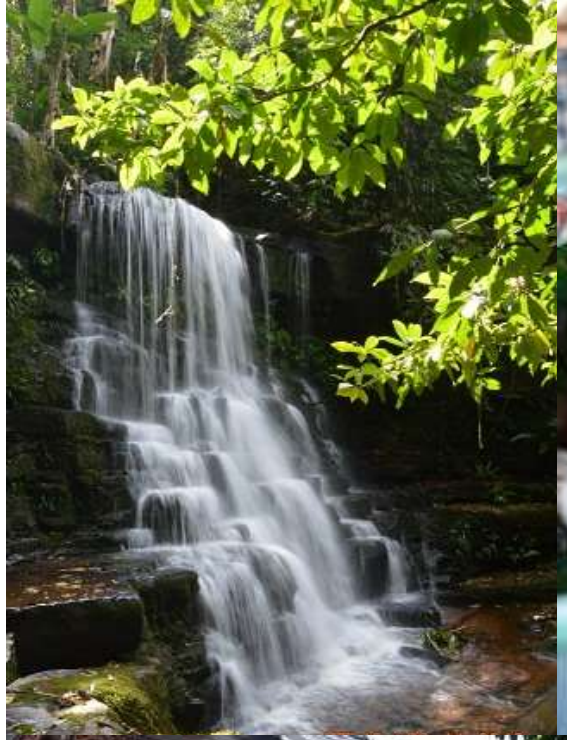
Chak Ngeaw Community, Chonburi Province

Takhian Tia Community, Chonburi provice

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.”

own DASTA

DASTA’s CBT development step by step

- DASTA’s CBT Development process
- Establish Business Linking
- Promoting Community Activities

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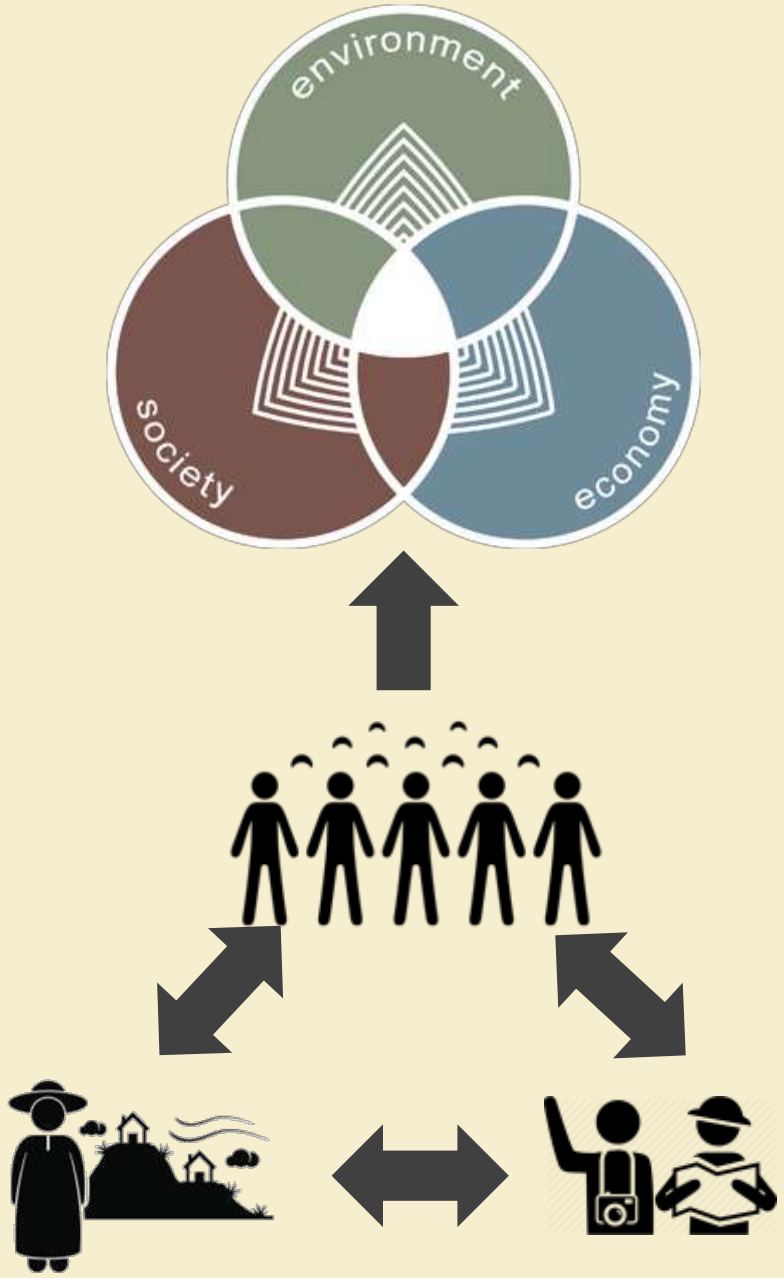
- Promoting Community Activities



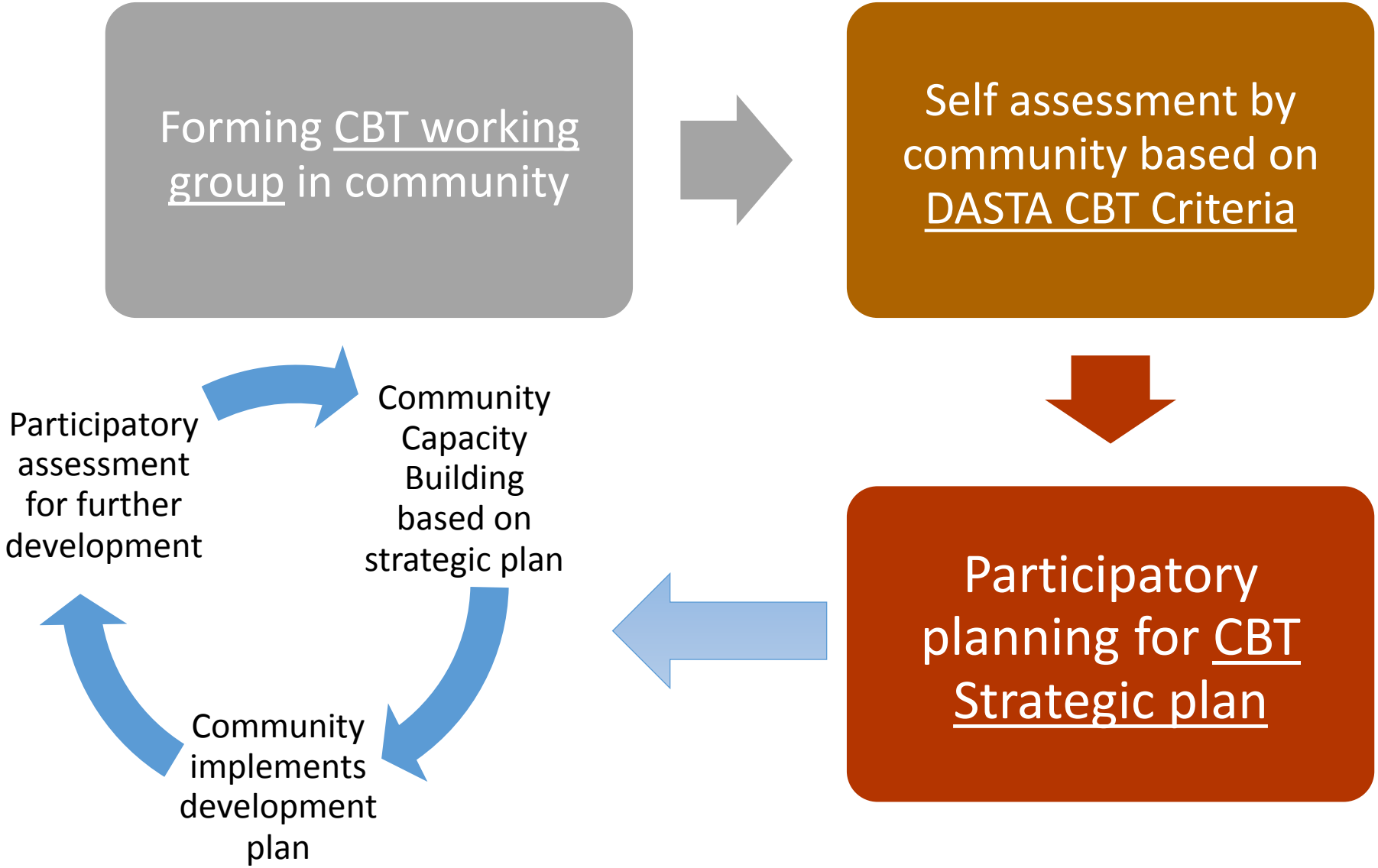
Step 1:

DASTA's CBT Development process

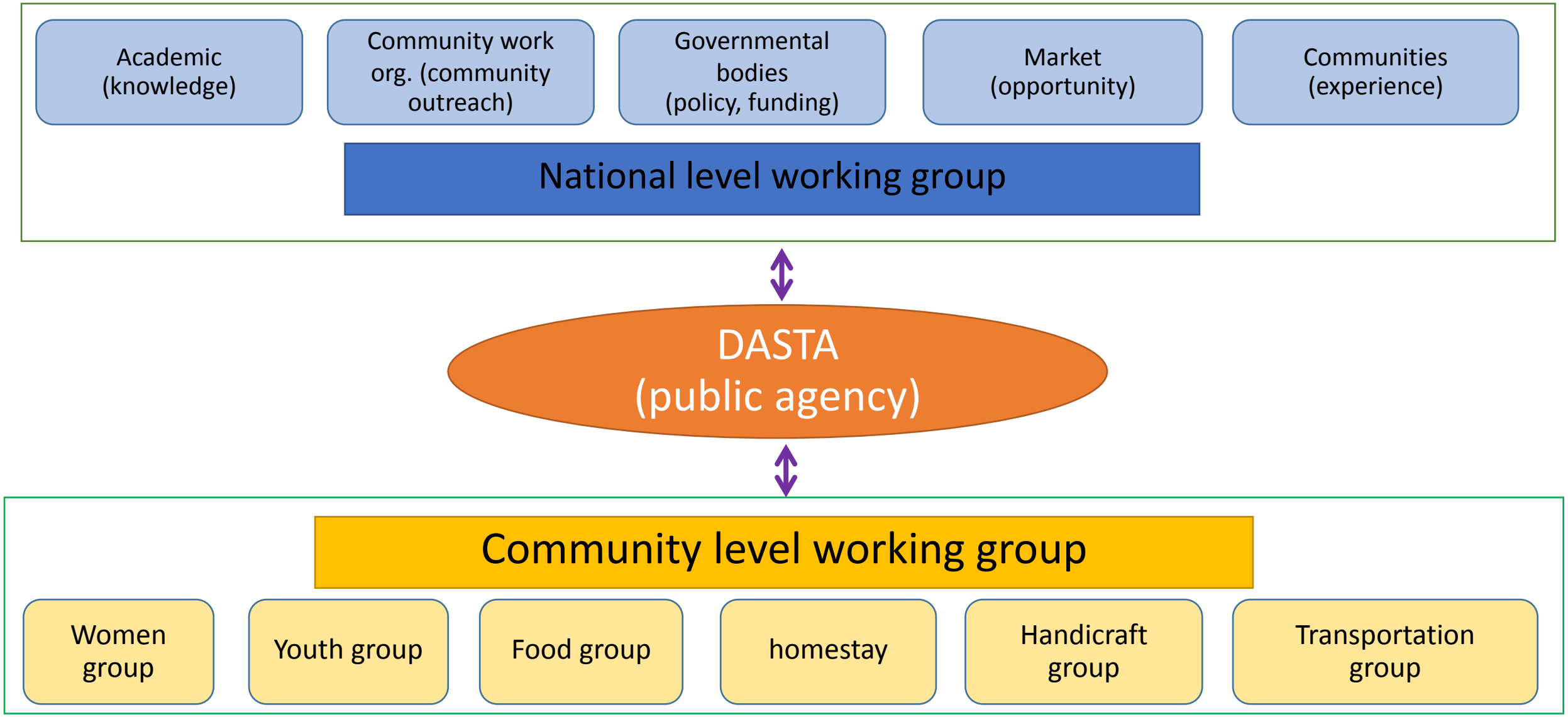
DASTA Strategies and Tools in CBT Development

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



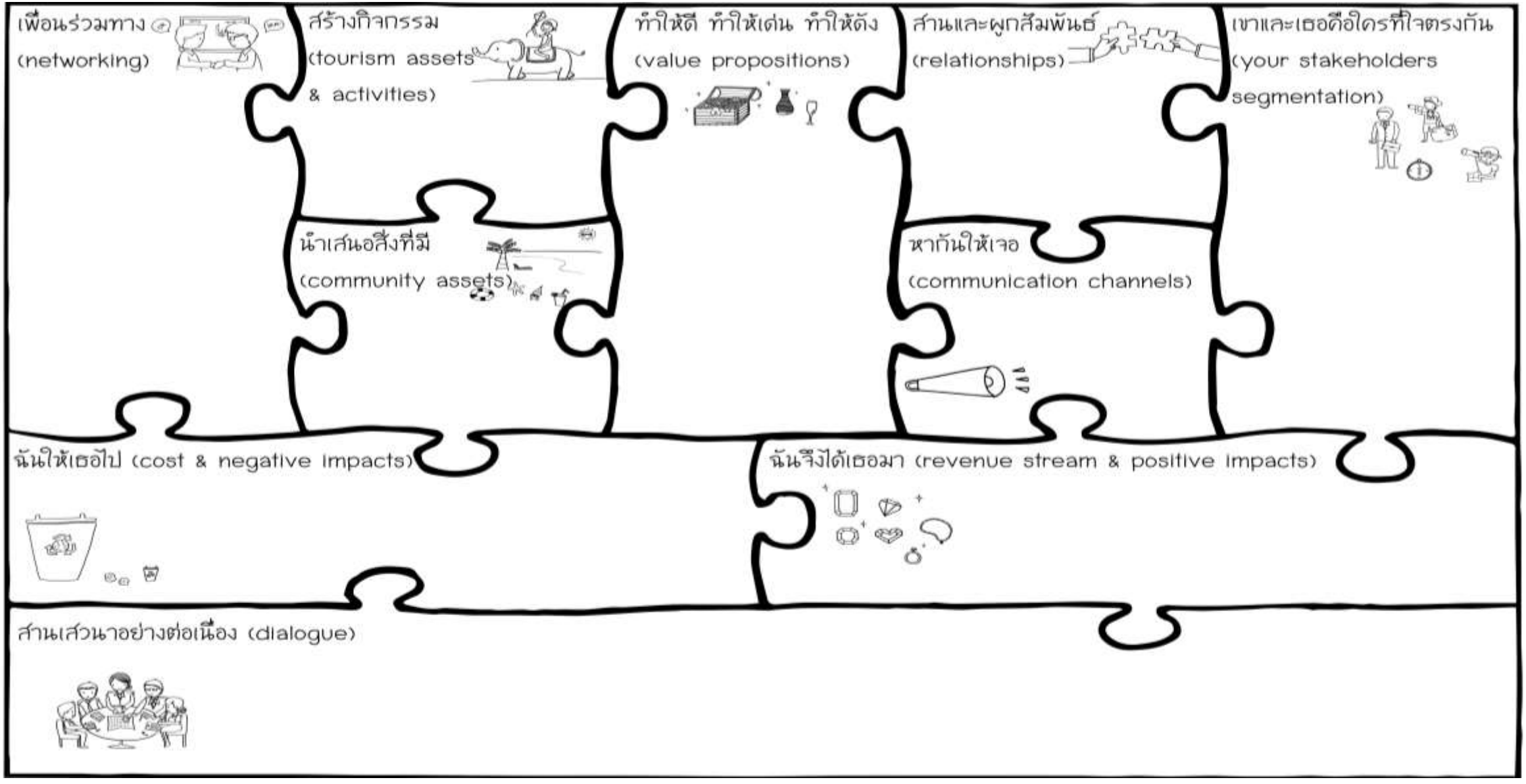
DASTA CBT Working group :
A multi-stakeholder participation model



Who get involved in DASTA CBT working group?

Academic	• National Institute of Development Administration (NIDA) • Tourism Department, Silpakorn University • CBT-I
Community work organizations	• Community Development Department (CDD) • NGOs
Tourism Governmental Bodies	• Tourism Authority of Thailand (TAT) • Ministry of Tourism and Sports (MOT) • Department of Environmental Quality Promotion (DEQP) • Department of Agricultural Extension (DAE)
Industry	• Tourism Council of Thailand • Thailand Ecotourism and Adventure Tourism Association (TEATA)
Success Communities	• Mae Kumpong Community, Chiangmai • Baan Prasat, Nakornratchasima

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



DASTA CBT Criteria

Criteria	Details
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 Capacity Building

Community Action for tourism development

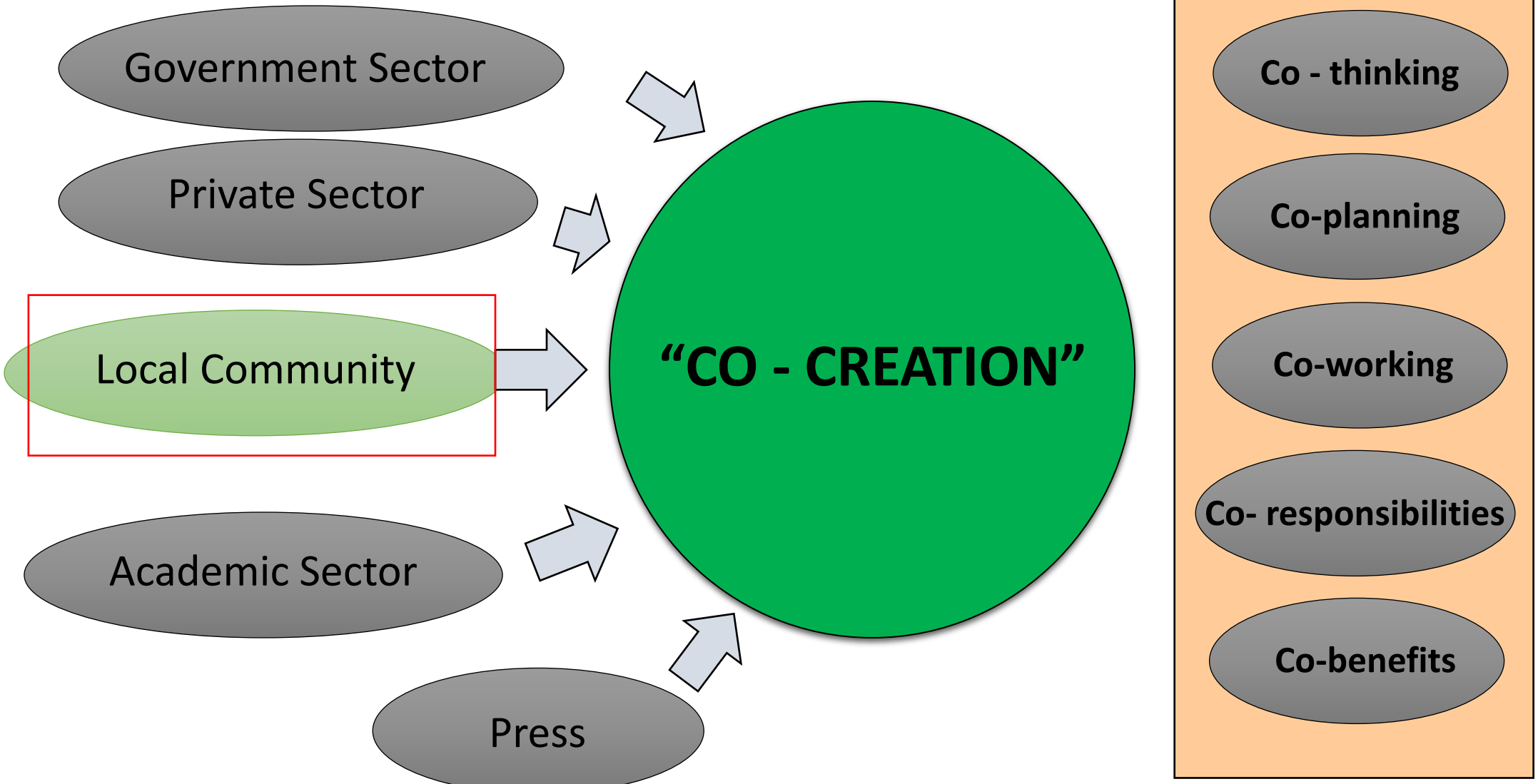
Participatory Assessment

CBT Thailand

Thailand Community Based Tourism Strategic Plan A.D. 2016-2020

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



Step 2:

Establish Business Linking

Linking of Community Based Tourism with Market Conceptual Model

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.

Tourist/Visitor

Tourism Association and Private sector

Business matching

Create value from the community activities

Community

arts performing and local culture demonstration

food and beverage service

Local products as souvenirs

Transportation service

Accomodation

Local interpreter

Examples of business matching :
Kok Sathon Community, Loei Province

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-Febuary 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.

local alike

Examples of business matching :

Bo Suak Community, Nan Province

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 Febuary 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 at ExCeL London

Example :

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

Overall achievement for Sustainable tourism development

Thailand Tourism Awards
from the Tourism Authority of Thailand (TAT).

Nam Chieo Community

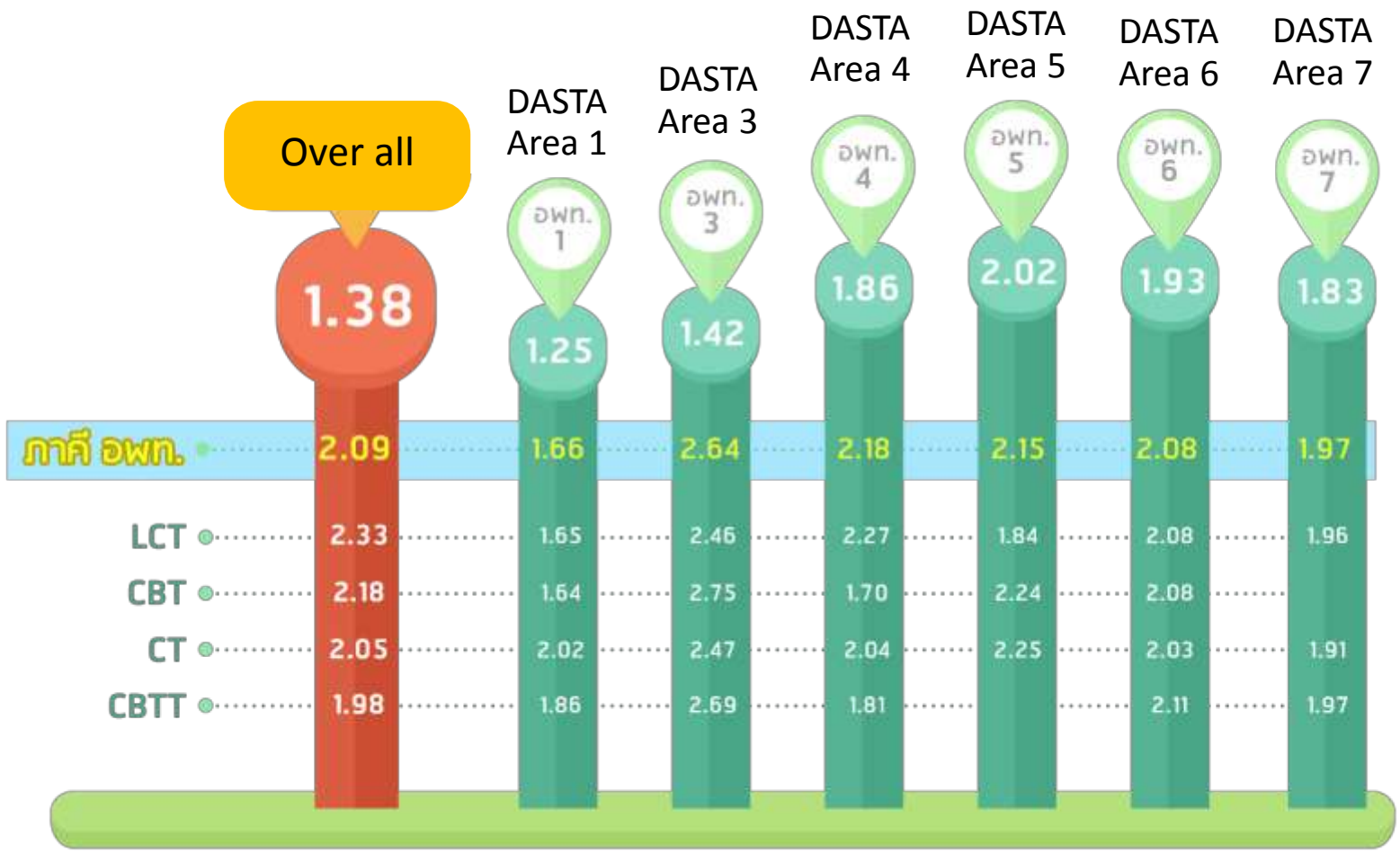
Rai kong khing Community

Rai Kong Khing Village

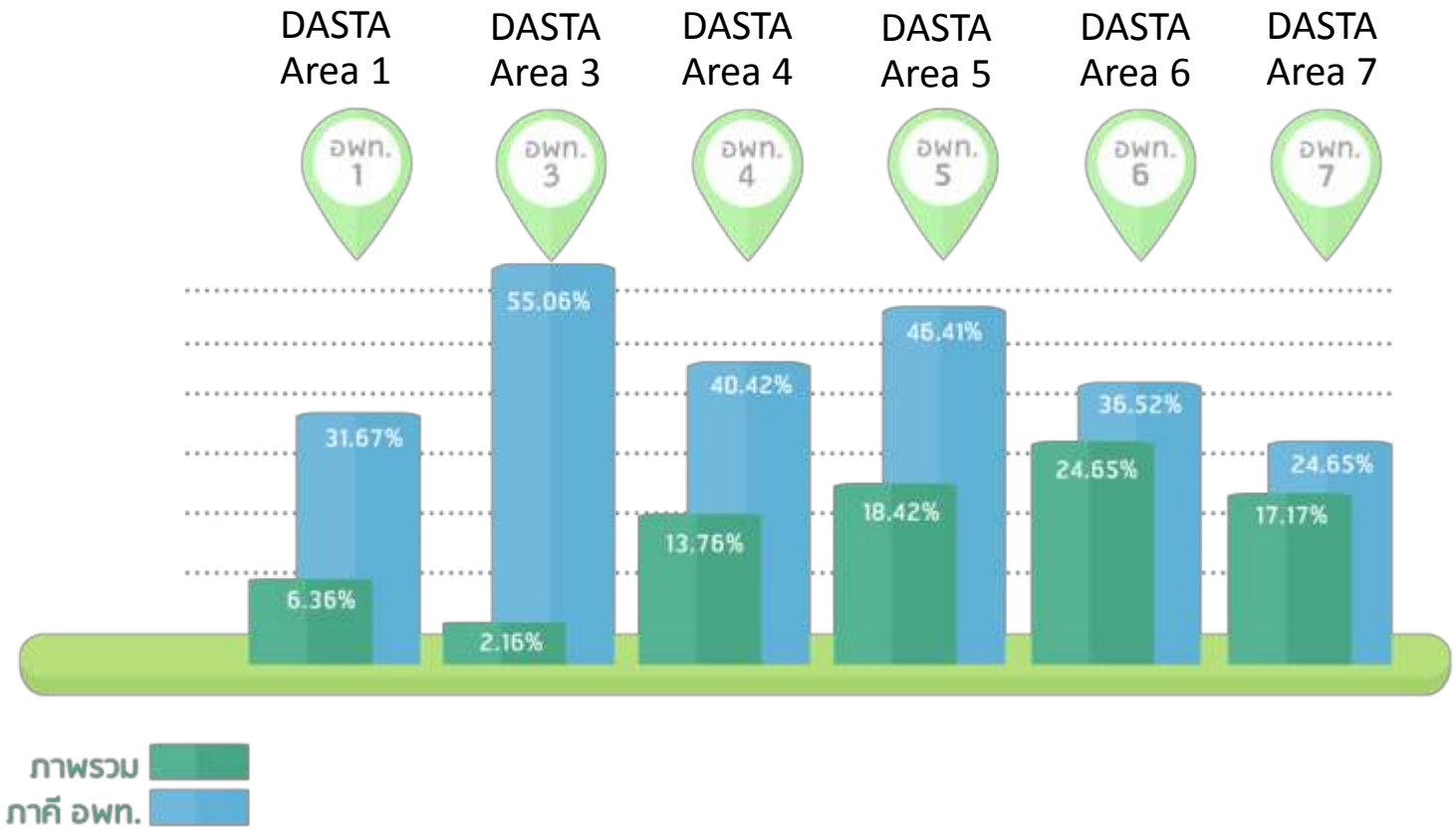
PATA Tourism InSPIRE 2015

Best Community-Based Tourism Initiative

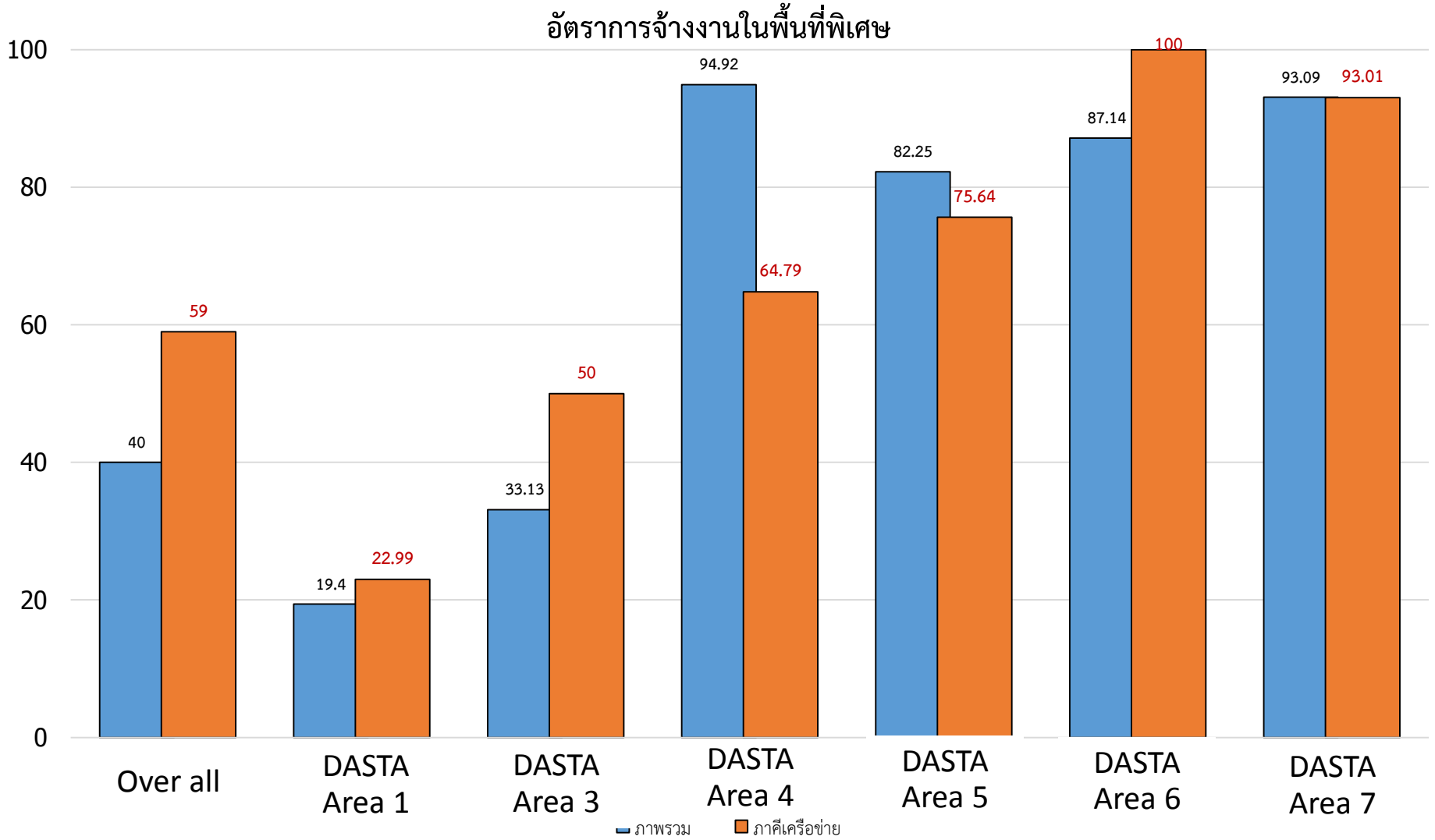
Presence of DASTA in the designated areas has created multiplier effects to tourism economy up to 2.09 times



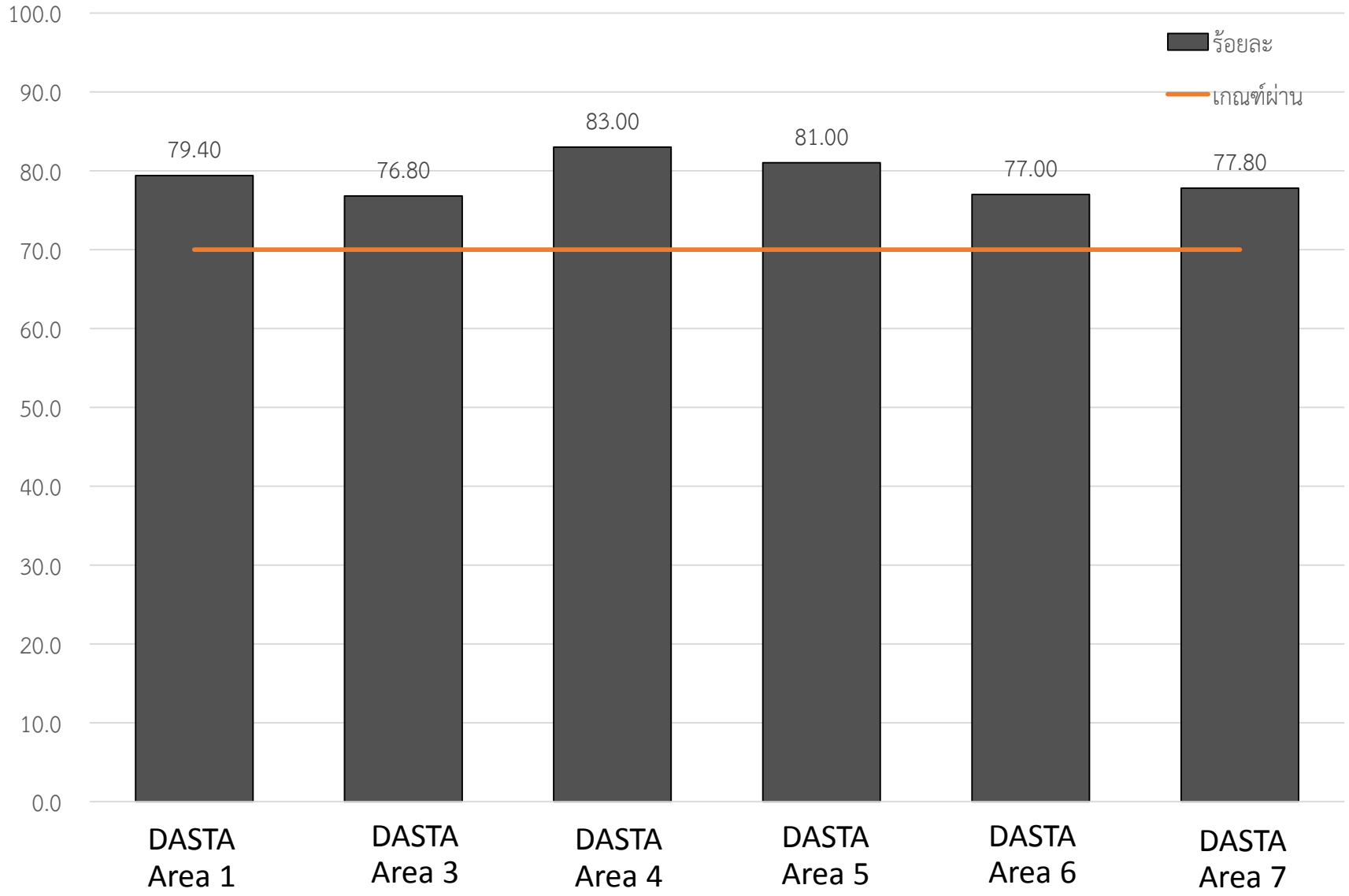
Presence of DASTA has generated more income distribution to businesses in tourism sector up to 41.02%



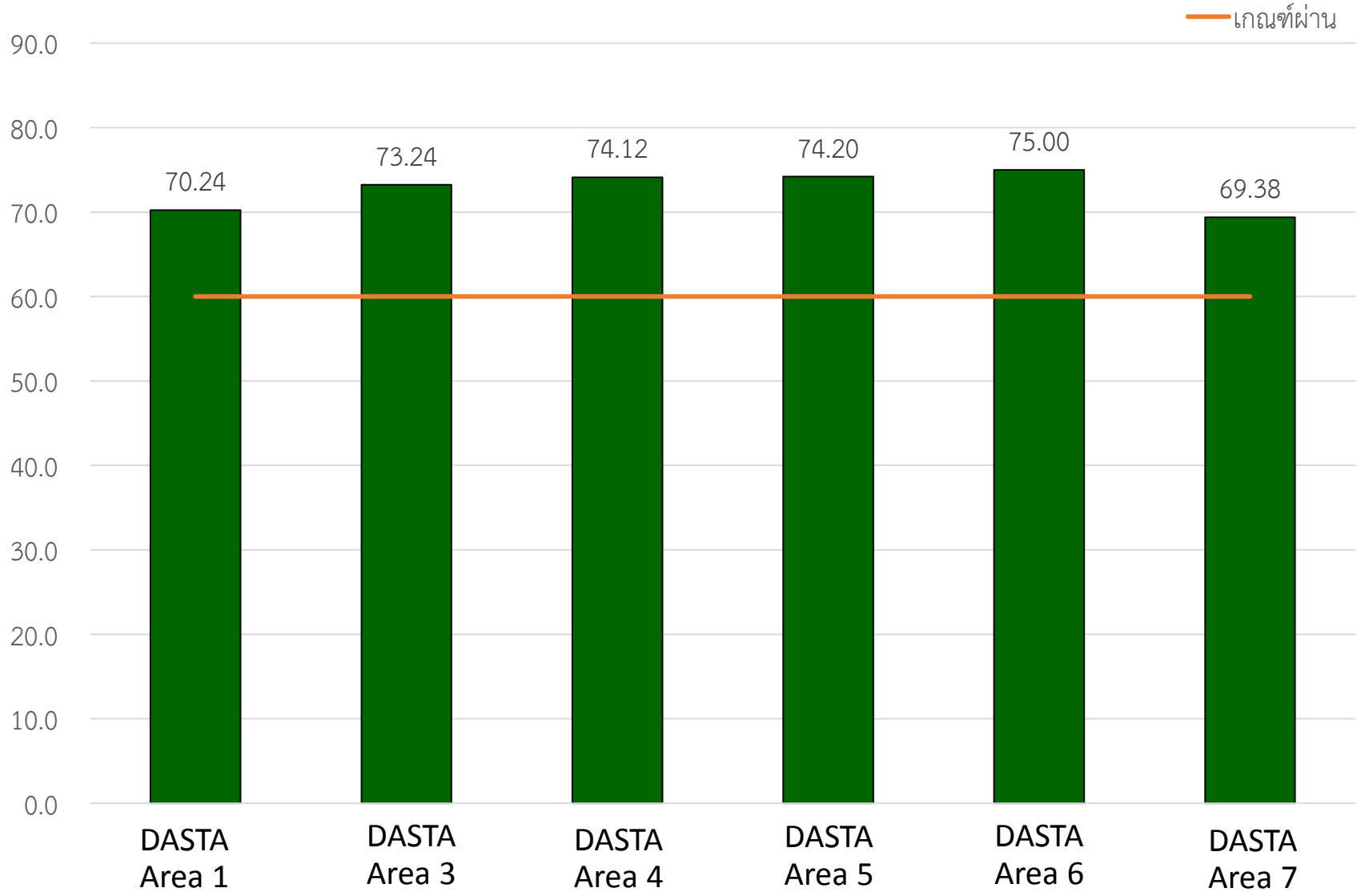
Presence of DASTA has increased 18% more employment rate in tourism sector



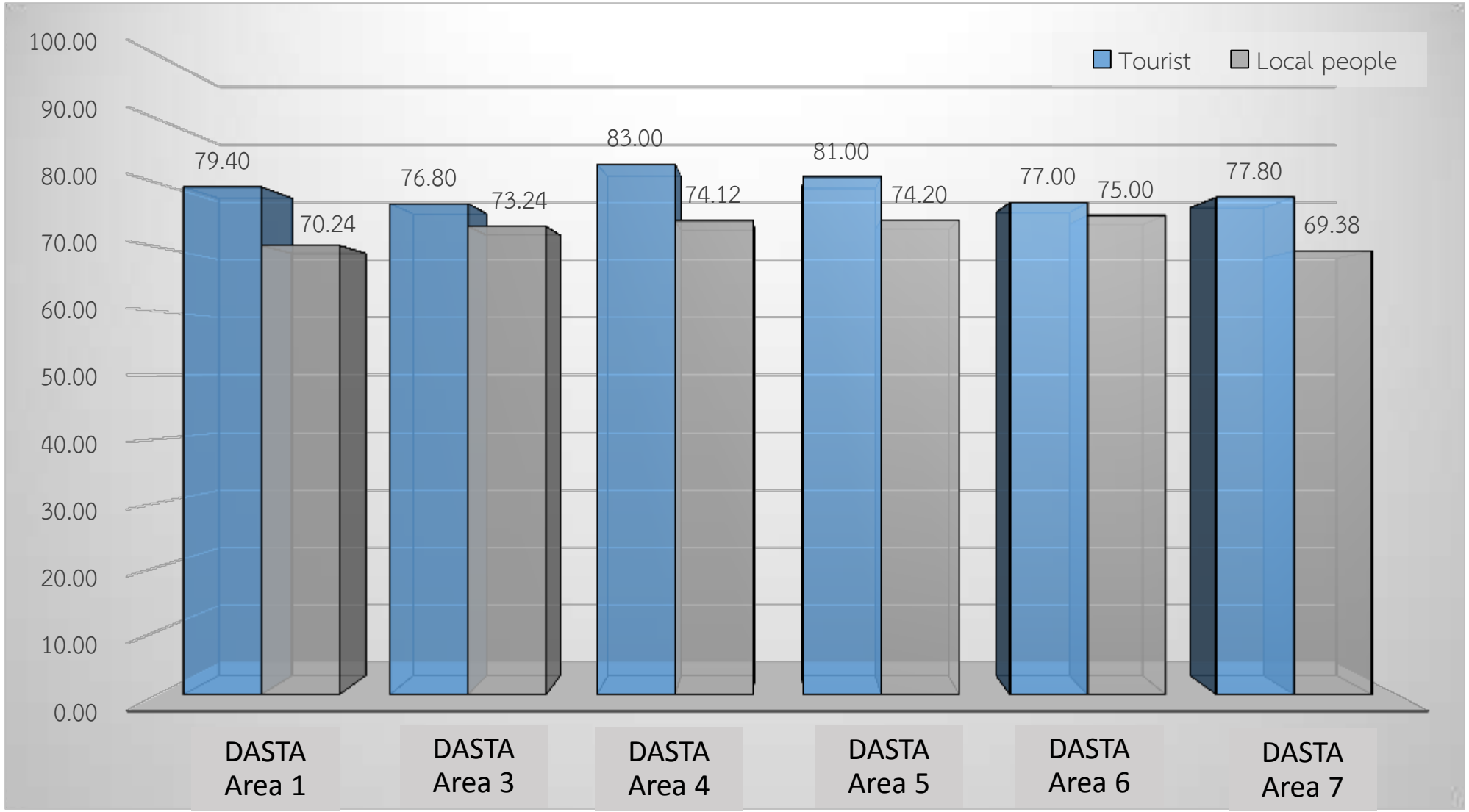
Average Level of happiness of tourists in designated areas 79.17%



Level of happiness of local people in designated areas 72.70%



Level of happiness of tourists and local people almost equals



Thank you

Designated Areas for Sustainable Tourism Administration (DASTA), Thailand