Somsak Boonkam
Founder and CEO
MBA in Sustainable Management
Roi Et, My Home Town
So what is community-based tourism?
“Pai, even though all these travelers are bringing us additional income, we feel like we’re in a zoo performing for them.”

Johun, Hloyo
“My kids have left me after growing up at this village, they don’t see any job opportunities here”

Auntie Jiak, Promlok
9th in the world for total earnings generated by the tourism industry
Less than 15% goes back to local communities
30 communities
Development Fund From Tourism

5% of Local Alike Net Income

>

>5% of Village's Net Income
Suan Pa Village
Chiang Rai, Thailand
Tourism can be a truly social development tool
local alike