Sustainable Tourism Development in THAILAND

Dr. Nalikatibhag Sangsnit, Director - General of DASTA

DASTA: Designated Area for Sustainable Tourism Administration (Public Organization)

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The Designated Area for Sustainable Tourism Administration (Public Organization) or DASTA has been set up by reasons in the promulgation of the Royal Decree on the setting up of the Designated Area for Sustainable Tourism Administration (Public Organization) B.E. 2546 (2003) with the objectives set in accordance with the government’s policy to develop tourism in order to increase and distribute income to local communities, with the roles defined for DASTA as follows:

1. to have the administration and development of areas for tourism in an integrated manner

2. to be the central organization in the formulation of policies and strategic plans

3. to coordinate with localities or areas that are tourist destinations or to promote and develop areas with tourism potentials to have administration of area for quality tourism

4. to mobilize personnel, budget and tools for use in the administration of tourism with unity, and to solve problems promptly

5. to promote the use of knowledge of modern management in order to reach the set objectives

Interdisciplinary, Holistic and Integrative Approach
Comparison of Missions of State Agencies: Driving Force for Tourism Development in Thailand

**DASTA**
- **Status**: Public organization
- **Mission**: Office of the Prime Minister
- **Key responsibilities**: Designated area based management: Integrated approach, Supply: Carrying Capacity/destination management, In designated areas and areas prepared to be designated
- **Years**: 10 years

**TAT**
- **Status**: State enterprise
- **Mission**: Ministry of Tourism and Sports
- **Key responsibilities**: Marketing, Demand number, requirements of tourists, Domestic and International
- **Years**: 53 years

**MOTS**
- **Status**: State agency
- **Mission**: Minister of Tourism and Sports
- **Key responsibilities**: Promoting, supporting and developing tourism to enhance competitiveness and create national income
- **Years**: 11 years
DASTA Roles and Responsibilities

- **Coordination**: Bringing all involved parties to have a dialogue across sectors, government agencies, network partners, private and civic sectors.

- **Empowerment and capacity building**: Working with local authorities, local communities to realize their full potentials.

- **Promotion**: Promoting best practices from the areas of human capitals, financial seeding, tools, and body of knowledge in management, in order to achieve sustainable tourism development.
## Criteria in The Selection of Designated Areas

<table>
<thead>
<tr>
<th>Factors to be considered</th>
<th>Total marks</th>
<th>Indicator number</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. Values of destination</strong></td>
<td></td>
<td></td>
</tr>
<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>
</tr>
<tr>
<td><strong>2. Potentials in destination development</strong></td>
<td>25</td>
<td>26</td>
</tr>
<tr>
<td>2.1 Potential in arranging tourism activities</td>
<td>5</td>
<td>(5)</td>
</tr>
<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>
</tr>
<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><strong>100</strong></td>
<td><strong>83</strong></td>
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</tbody>
</table>

A designated area must gain no less than 75 percent in assessment to be considered “passed” the set criteria.
## Designated Areas for Sustainable Tourism

<table>
<thead>
<tr>
<th>Designated Area</th>
<th>Date of publication in the Royal Gazette</th>
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</thead>
<tbody>
<tr>
<td>1. Chang Islands and Vicinity</td>
<td>24 Sep 2004</td>
</tr>
<tr>
<td>2. Pattaya City and Vicinity</td>
<td>19 May 2009</td>
</tr>
<tr>
<td>3. Historical Parks of Sukhothai – Si Satchanalai – Kamphaeng Phet</td>
<td>8 Jul 2011</td>
</tr>
<tr>
<td>4. Loei</td>
<td>27 Jul 2011</td>
</tr>
<tr>
<td>5. Nan Old Town</td>
<td>28 Jun 2012</td>
</tr>
<tr>
<td>6. Uthong Ancient City</td>
<td>28 Jun 2012</td>
</tr>
</tbody>
</table>
Goals for the Destination Management

- Uthong
- Nan
- Loei
- Chang Island
- Pattaya
- Sukhothai
Sustainable Tourism in THAILAND: Strategies

Co-Creation

Low Carbon Tourism

Creative Tourism

Working together with all partners
Development of Sustainable Tourism

DASTA has developed destinations in designated areas for sustainability in 3 dimensions, economic, social and environmental, in all 6 designated areas, to be sustainable destinations as follows:

1. Tourism development in social dimension
2. Tourism development in environmental dimension
3. Tourism development in economic dimension
Tourism Development in Social Dimension

Undertaking of projects that support community-based tourism.

Support of communities and local administrative organizations in the project area, with tourism activities as various traditional events held.

Co-Creation

1. Community tour groups are managed sustainably

2. Economic and social management is for good quality of life

3. Cultural heritage is conserved and promoted

4. Natural resources and the environment are managed in a systematic and sustainable manner

5. Services with safety

To ensure “Community Benefitting Through Tourism” (CBTT)
Tourism Development in Environmental Dimension

Low Carbon Destination

The 4 measures to reduce global warming condition through tourism.
Tourism Development in Economic Dimension

Creative Tourism

Creative Tourism Policy, DASTA has used creative tourism as a tool for community-based tourism development. Creative tourism is tourism development that stresses on value creation for tourism resources on the basis of Thainess, such as the way of life, local wisdom, art and culture, and history.

<table>
<thead>
<tr>
<th>Period</th>
<th>Community income (baht)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Salak Khok</td>
</tr>
<tr>
<td>Income database December 2011</td>
<td>71,400</td>
</tr>
<tr>
<td>Average increase income per month (Jan – Sep 2012)</td>
<td>14,280</td>
</tr>
<tr>
<td>Percentage of increased income</td>
<td>20.00</td>
</tr>
</tbody>
</table>

DASTA has defined indicators for the increased income from tourism in Chang Islands and Vicinity, participated by 3 pilot communities, namely, Salak Khok, Nam Chiao, and Laem Klat. The result showed community income increase as follows.
International Network for Sustainable Tourism

International Relations
Bilateral and Multilateral Interactions

Build

Exchange of expertise

Dessimination
Challenges for Sustainable Tourism

1. Developing the country’s public transport system to be linked to tour routes, as one should be able to come to Thailand through several channels.

2. Developing new destinations or creating new tourism activities which are distinctive and interesting as tourist attractions.

3. Emphasis should be placed on developing creative tourism as the tool in the development of tourism for sustainability.

4. The promotion of environmentally-friendly travels or the Low Carbon Tourism.

5. The coming era of ASEAN Economic Community or AEC. For this challenge, there is an urgent need to develop human resources, by enhancing the potentials of Thai workforce and tourism operators.
6. Means to increase income from new forms of tourism.

7. Confidence in the country’s stability should be promptly built. At the same time, safety in life and property must be established in earnest, so as to reassure tourists.

8. Thai people should welcome tourists as genial hosts, dealing with them in good faith and with honesty, not to take advantage of tourists.

9. In inter-agency operation, all sides should be more open and listen to others.
DASTA: To be sustainable tourism development intelligent unit by

Creating an orchestrating working environment among all partners for sustainable tourism development