TOURISM BEST PRACTICES
IN THAILAND

The 5th UNWTO ASIA/PACIFIC EXECUTIVE TRAINING PROGRAM
ON TOURISM POLICY AND STRATEGY
13 - 16 June 2011
Brunei Darussalam

Ministry of Tourism and Sports
THAILAND
CONTENTS

- National Tourism Development Plan 2012 - 2016
- Green Tourism
- Best Practices of Community-based Tourism in Thailand
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Thailand as a quality world-class tourist destination, improve tourism competitiveness, as well as create tourism as a significant source of tourism revenue, and distribute such revenue in balance and sustainable manners.

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<th>STRATEGIC DIRECTIONS</th>
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<td>Development and rehabilitation</td>
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<td>Improvement of tourism image and confidence</td>
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1. Political Unrest

Airport Closure in 2008
CRISIS MANAGEMENT

1. Political Unrest (continued)

Protest in 2009/2010
CRISIS MANAGEMENT

Statement from the Ministry of Tourism and Sports of Thailand

Pursuant to the Declaration of a Severe Emergency Situation in the areas of Bangkok and some provinces in Thailand implemented by the Centre for the Resolution of the Emergency Situation (CRES) under the Emergency Decree on Public Administration in Emergency Situation of B.E. 2548 (2005), the Ministry of Tourism and Sports wishes to announce that political unrest in Thailand has been brought completely under control and order in the capital of Bangkok and the provinces of Thailand has been restored.

Prime Minister Abhisit Vejajiva has strongly reaffirmed the government's intention to continue on the National Reconciliation Roadmap to resolve the political situation nationwide. Peace and normalcy have been restored in Thailand, making it once again a safe and pleasant destination in the region for foreign tourists. Major tourism destinations in provinces across the country are still pristine, peaceful and safe.Various measures have been implemented to bring normalcy back to the country, and to reassure foreign visitors that Thailand still remains a high quality, value-for-money destination.

The Ministry of Tourism and Sports places the safety and security of international tourists above all else. Free travel insurance for foreign tourists and a waiver of tourist visa fees have been extended to 31 March 2011. The Royal Thai Government has issued insurance measures to protect foreigners visiting Thailand who are injured or unable to travel out of Thailand due to rioting. This programme is intended to boost the confidence of foreigners visiting Thailand.

The Royal Thai Government has launched an urgent recovery plan with measures that enable the tourism industry, especially small and medium enterprises, to recover their businesses as soon as possible. The Bangkok Metropolitan Authority, related government agencies and local residents have made a concerted effort to return normalcy to the Bangkok business environment.

Major tourist destinations, facilities and services are still regularly accessed by both domestic and foreign tourists. Public utility and mass transportation services are fully operational. Suvarnabhumi International Airport and other international airports have remained operational without any disruption. The Ministry of Tourism and Sports is working closely with other ministries and agencies to ensure the safety and convenience of all visitors traveling in Thailand.

With the integrated efforts of all government agencies and the full engagement of the private sectors and other related stakeholders, the Ministry of Tourism and Sports affirms that public safety and security, including peace and normalcy, flourish once more in Thailand.

26 May 2010
Ministry of Tourism and Sports
CRISIS MANAGEMENT

Tourism Measures

- Free Travel Insurance
- Exemption of Tourist Visa Fee
- Boosting Markets
2. Natural Disaster
2. Natural Disaster (continued)
2. Natural Disaster (continued)
GREEN TOURISM

7 GREEN CONCEPTS

1. Green Heart
2. Green Logistics
3. Green Destination
4. Green Community
5. Green Activities
6. Green Services
7. Green Plus
7 GREEN CONCEPTS

1. Green Heart

To urge tourists to be socially responsible and environmentally aware
2. Green Logistics

To encourage more environmentally-friendly tourism-related modes of transport.
7 GREEN CONCEPTS

3. Green Destination

To promote responsibly managed tourist sites that respect the environment.
7 GREEN CONCEPTS

4. Green Community

To support community-based tourism in both urban and rural areas that promote conservation of the environment, local traditions and ways of life.
5. Green Activities

To promote tourism activities that are well-suited to local communities
6. Green Service

To urge all tourism-related service providers to win hearts and minds by demonstrating respect, care and concern for the environment.
7 GREEN CONCEPTS

7. Green Plus

To encourage Corporate Social Responsibility (CSR) among operators

i.e. refraining from causing environmental damage, promoting energy-saving initiatives and renewable energy sources of highlighting environmentally-friendly products
GREEN MEETING

Definition:

Green Meeting incorporates environmental considerations throughout all stages of the meeting process in order to minimize negative impacts on the environment and make positive impacts to host communities.