UNWTO Executive Training Program
Tourism Recovery
Thailand

9th UNWTO Asia/Pacific Executive Training Program on Community Development and Tourism Recovery, Bohol
28 April to 1 May 2015
1. What are the main socio-economic and natural disaster risks to tourism development in Thailand?

- socio-economic risks: civil unrest, epidemics (SARS and bird flu), economic downturn
- natural disaster risks: flooding, landslides, tsunami
2. What planning resources do you have to prepare for a crisis?

- Human
- Financial
- Political
- Institutional
3. Do you have a crisis management plan?

National Disaster Prevention and Mitigation Plan 2010-2014

- Disaster Risk Reduction: Prevention and Mitigation, co-action with Preparedness
- Emergency Management: Response and Relief
- Recovery: Rehabilitation and Reconstruction, Build Back Better Safer
The National Tourism Development Plan 2012-2016:

- Development of infrastructure and facilities
- Development and reconstruction to sustainable tourism
- Developing products, services and resources for tourism
The National Tourism Development Plan 2012-2016:

• Reliability Improvement and tourism promotion
• Promoting the participation of government, citizens and local administration organizations in the management of tourism resources
Big Flooding in the central of Thailand
Big Flooding in the central of Thailand

• Integrated assistance from all agencies
• Set up the tourist assistant centers, hotline
• Immigrant victims, families assistance, provide temporary shelters, food, clothes, first aids kit, medicine, mobile toilets, etc.
• Promote other tourism attractions accessible
Big Flooding in the central of Thailand

• Surveying the damage after flooding
• Restoration, infrastructure improvement
• Debriefing
• Announcement inviting tourists to come back
4. What recommendations can you give to manage future crisis situations?

- Participation from all stakeholders
- Re-training in all level
- Clear communication
- Promote domestic tourism
Thank You

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