The 7th AIPA Caucus

"ASEAN Tourism: Promoting Nature Conservation and Developing Sustainable Tourism"

THAILAND Country Report



Ministry of Tourism & Sports of Thailand

Overview (Tourism Situation in Thailand)

The numbers of tourist arrival in Thailand reach a steady growth during the past five years, from 15.9 million in 2010 to 24.8 million of tourists in 2014.





Thailand Tourism Statistics

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Year	International Tourist Arrival	
	Number	Tourism Receipt
		(Mil Baht)
2006	13,821,802	-
2007	14,464,228	-
2008	14,584,220	574,520.52
2009	14,149,841	510,255.05
2010	15,936,400	592,794.09
2011	19,230,470	776,217.20
2012	22,353,903	983,928.36
2013	26,546,725	1,207,145.82
2014	24,854,667	1,174,453.55
2015 (January to May 2015)	12,448,641	-



Thailand National Policy on Tourism

- * The 11th National Economic and Social Development Plan (2012-2016)
- ❖ Policy & Strategies of the Ministry of Tourism and Sports



Thailand Tourism Products and Services Development

- There are about 12 Tourism Standards related to the promotion of natural conservative and sustainable tourism development
- 1. Cliff Climbing Standard
- 2. Bird Watching Standard
- 3. Diving Standard
- 4. Butterfly Observation Standard
- 5. Flora Observation Standard
- 6. Camp Standard
- 7. Canou kayak Standard
- 8. Elephant Camp Standard
- 9. Eco-lodge Standard
- 10. Adventure Park Standard
- 11. Green Tourism Development and Promotion
- 12. Thai Home Stay Standard













Green Tourism

Core activities and related services of the campaign have been pursued at, which we call, the Green Destination, from swamp jungles in the south, to mountain forests in the north, to the many marine parks in the Gulf of Thailand and the Andaman Sea. The Campaign also gives a significant interest on a supply chain management in a field of tourism, which enable the contribution of cooperation network for Tourism Services and Green Tourism Development as a result







-Thailand Government Agency has been cooperating with many relevant public and private agencies to encourage initiative ecotourism promotion projects, development of environmentally-friendly tourism product and service standards, as well as supplier engagement in order to improve sustainable destination management.



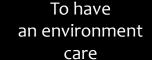


To choose energy – efficient transportations





To visit destinations with eco-friendly management





oreen community



www.tourismthailand.org/7geens







To promote eco – friendly activities

To balance community's benefits, environment, and uniqueness



To giveback to the society and encourage a responsible tourism



Oreen Plus





To encourage quality waste tourism carvicas

Thailand Amazing Green Routes



★ Loei

★ Trat







Thailand's Sustainable Tourism Promotion

- Environmental Initiatives
- **❖** Thailand Tourism Awards
- ❖ Sustainable Tourism Promotion Based on the 7 Greens Concept





ASEAN TOURISM COOPERATION

"ASEAN COOPERATION IN TOURISM WAS FORMALIZED IN 1976"



ASEAN TOURISM COOPERATION

ASEAN Tourism Standards:

- 1. ASEAN MICE Venue Standard
- 2. ASEAN Green Hotel Standard
- 3. ASEAN Home Stay Standard
- 4. ASEAN Public Toilet Standard
- 5. ASEAN Spa Service Standard
- 6. ASEAN Clean Tourist City Standard
- 7. ASEAN Community-Based Tourism Standard

...tourism standards would help enhancing quality of tourism human resources, services and facilities in the region. In facilitating full implementation of those standards by 2015, capacity building for auditors and pilot testing would be carried out in 2014-2015.



THANK YOU

