

# *The 7<sup>th</sup> 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

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 Sustainable Tourism Promotion



- Thai government announced the National Ecotourism Policy and Action Plan in 1997.
- 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 have  
an environment  
care



To choose  
energy – efficient  
transportations



To visit destinations with  
eco-friendly management



To promote  
eco – friendly  
activities

[www.tourismthailand.org/7greens](http://www.tourismthailand.org/7greens)



To balance  
community's benefits,  
environment, and  
uniqueness



To encourage quality  
waste tourism  
services



To giveback to the  
society and encourage a  
responsible tourism



**Greens**



# Thailand Amazing Green Routes

★ Samut Songkhram - Kanchanaburi

★ 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



**Southeast Asia**  
*feel the warmth*



...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**

