

• Dr. Wassana PONGSAPAN

**Director, Community-based Tourism Office,
Designated Areas for Sustainable Tourism Administration (DASTA)**

Dr. Wassana Pongsapan, Director of Community-based Tourism Office of Designated Areas for Sustainable Tourism Administration (Public Organization) or DASTA, widely known as Khun "Addy", has over 8 years of experience in the sustainable tourism development of Thailand's tourism industry at DASTA.



She has been responsible for playing a key role in developing policies and strategic plans, coordinating efforts among government authorities, private entities and local communities in DASTA's designated areas with the Strategic Management Office. She was hold the position of Director of Tourism Competitiveness Office, playing a key role in driving cities within DASTA's designated areas toward UNESCO Creative Cities recognition and implementation of the Sustainable Tourism Management Standard (STMs) for local government.

Now, as the Director of Community-based Tourism office, her work aims to utilizing Community-based Tourism (CBT), Creative Tourism (CT), Smart CBT, as the tools to develop local communities' capacity and readiness for self-management in tourism, supporting tourism communities in reaching markets and fostering a community of happiness. Currently, she has been enhancing the CBT to meet both local and global tourism markets while ensuring a fair increase and distribute of income across all relevant groups in the community. The aspiration is to see tourism equilibrium between visitors and local communities.