



Community-based Tourism (CBT) development under the role of **DASTA**

Presented By **Dr. Wassana Pongsapan**
Director of Community-Based
Tourism Office

**Designated Areas for Sustainable Tourism
Administration (Public Organization) : DASTA**



DASTA's Roles and Responsibility



- ❖ **Government organization, established in 2003.**
- ❖ **Affiliate to the Minister of Tourism and Sports of Thailand.**
- ❖ **Responsible for sustainable development for tourism destinations in Designated Areas, Prospective Areas, and Tourist Attractions in Tourism Development Destinations**

Develop and Administrate Sustainable Tourism Destinations according to International Standards



Develop Creative Cities according to UNESCO's UCCN Guideline



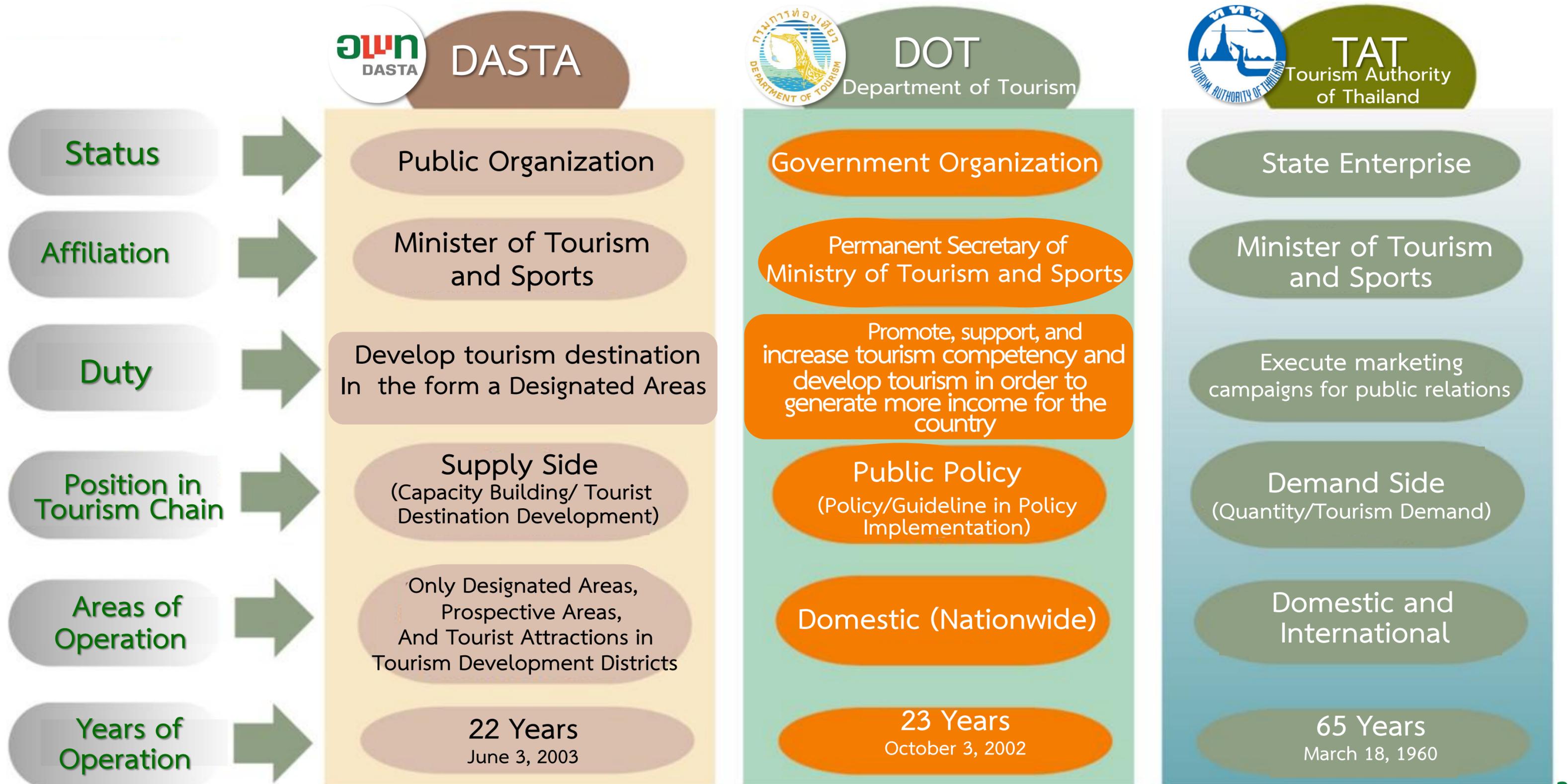
Develop Local Authorities' Potentials in Administrating Sustainable Tourism



Develop Creative Community-based Tourism according to International Standards

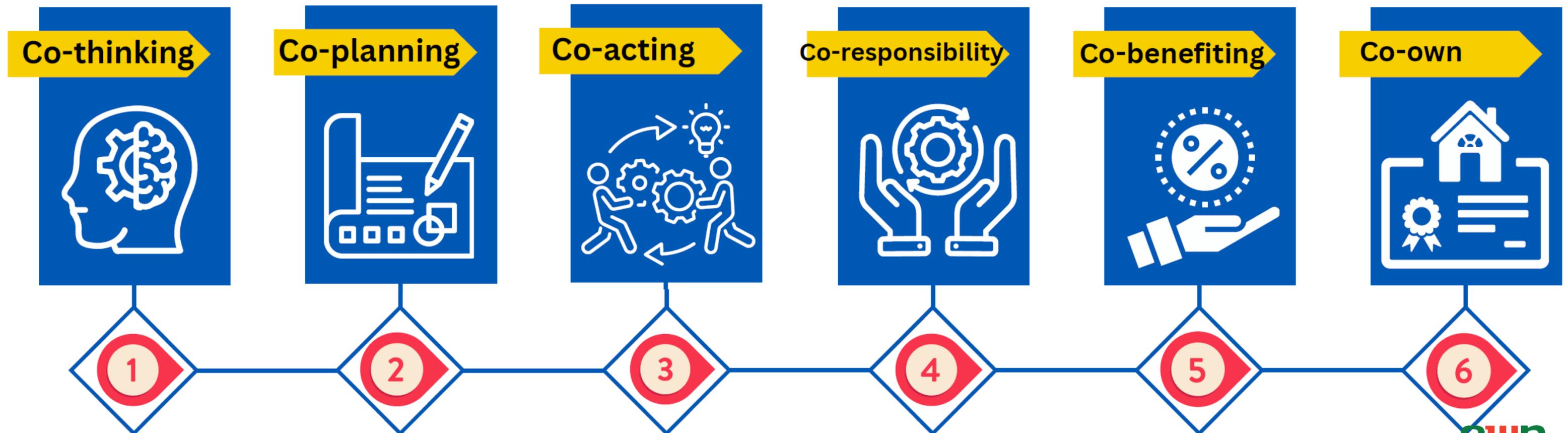


DASTA's Position in Thailand's Tourism Industry



DASTA's Vision

Becoming an organization of excellence in integrating the development of designated areas, and to drive tourist destinations with qualities and standards for sustainable growth



9 Designated Areas for Sustainable Tourism in Thailand



Sukhothai, Si Satchanalai, and Kamphaeng Phet
Historical Parks Designated Area for Sustainable Tourism

U Thong Ancient City Designated Area
for Sustainable Tourism

Bang Kachao Designated Area
for Sustainable Tourism



Songkhla Lagoon Designated Area
for Sustainable Tourism



Chiang Rai Designated Area for Sustainable Tourism

Nan Old City Designated Area

for Sustainable Tourism

Loei Designated Area for Sustainable Tourism

Pattaya City and Vicinity Designated Area for
Sustainable Tourism

Koh Chang Archipelago and Vicinity
Designated Area for Sustainable Tourism



Designated Areas were announced with the agreement of related local authorities and the approval of the National Tourism Policy Committee

Objectives of Designated Areas for Sustainable Tourism



Announced by the Cabinet Resolution

Announced by the National Tourism Policy Committee

- 1 **Koh Chang Archipelago and Vicinity** 25 MAY 2004 To be a world-class destination in carbon neutral tourism
- 2 **Pattaya City and Vicinity** 24 MAR 2009 To be a creative and greenovative tourism city for sustainable tourism
- 3 **Sukhothai Si Satchanalai and Kamphaeng Phet Historical Parks** 26 APR 2011 To link the World Heritage with community
- 4 **Loei** 26 APR 2011 To increase long stay vacation and income distribution by connecting to neighboring country
- 5 **Nan Old City** 1 MAY 2012 To become a creative city of arts and crafts
- 6 **U-Thong Ancient City** 1 MAY 2012 To add value to archaeological tourism

- 7 **Songkhla Lagoon** 27 DEC 2022 To create tourism model for lagoon basin way of life
- 8 **Chiang Rai** 29 AUG 2022 Enhancing tourism based on natural resources, history, culture, and ethnic diversity
- 9 **Khung Bang Kachao** 27 JAN 2023 Balancing the economy, environment and culture for regenerative tourism model



Sustainable tourism development tools in the designated areas



United Nations
Educational, Scientific and
Cultural Organization

Creative Cities
Network



**Designated Area/
Tourism Destination Level**



**Sustainable Tourism
Management Standard: STMS**
(GSTC-recognized standard)

Local Authority Level

Community Level



CBT Thailand Standard
(GSTC-recognized standard)



Creative Tourism

Goal of community-based tourism development



**“To build capacity of
local community
to be able to participate
and yield benefit from tourism.”**

Community-based tourism development process

Community empowerment based on CBT Thailand criteria.



Adding value through creative tourism and other topics such as CBT For All and Low Carbon.



Connecting quality markets through Smart CBT systems, product testing, and communication via partner networks.



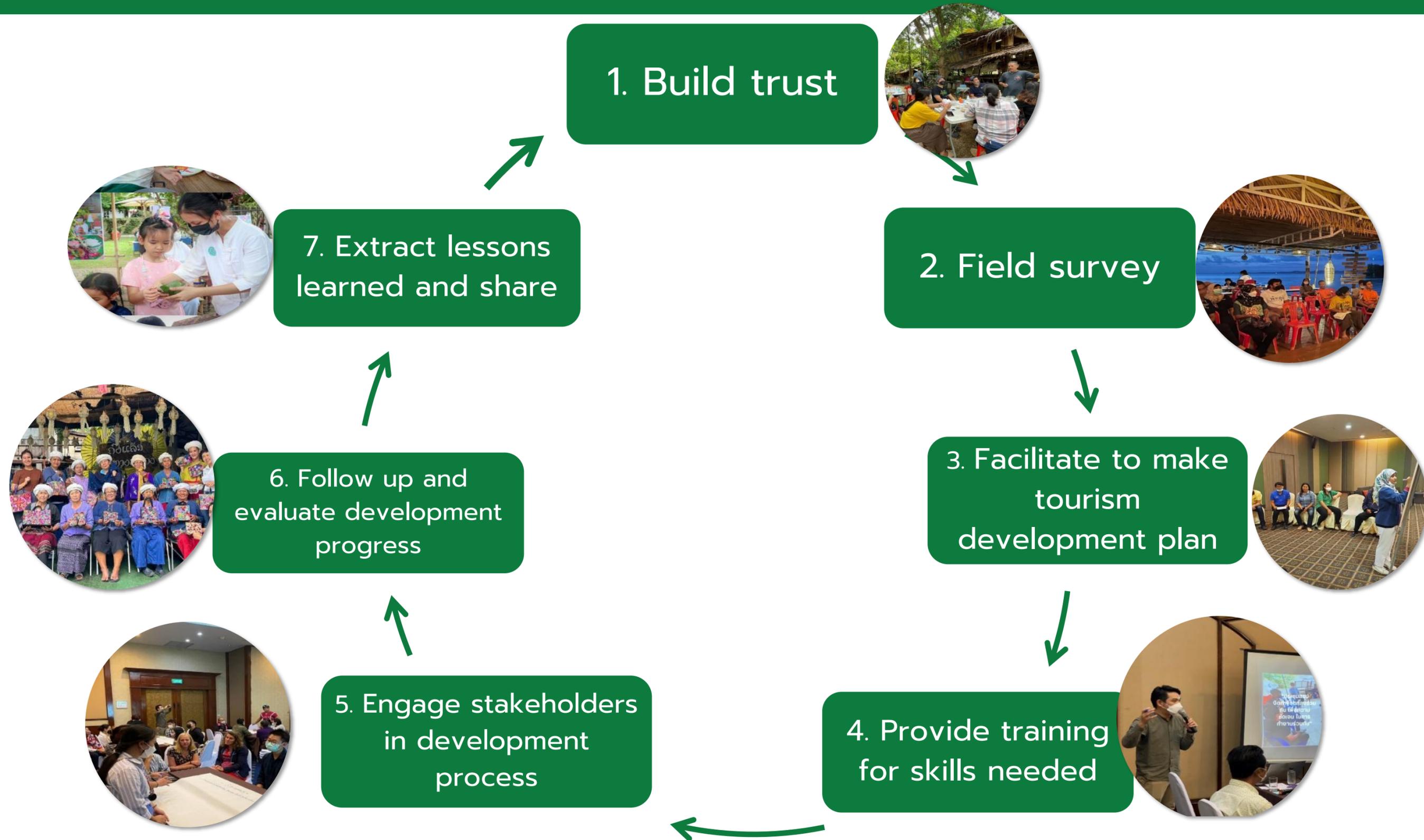
Promoting communities to meet international standards and receive awards.



CBT development timeline



How DASTA develop Community-based tourism?



National CBT Policy Committee

Participatory approach for Co-Creation Development



- * Academic
- * Government
- * Private sectors
- * Communities

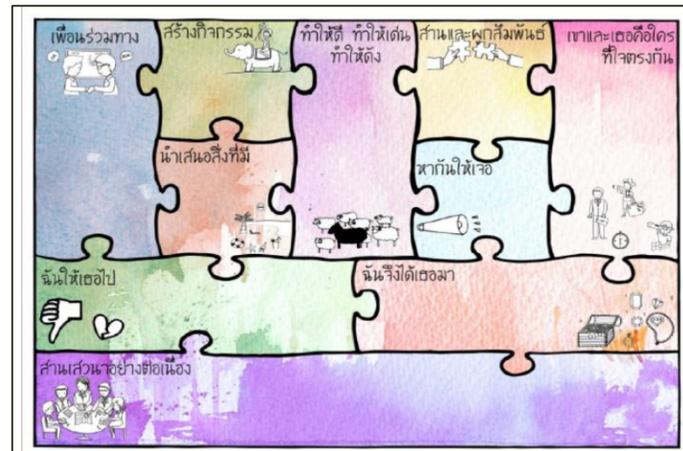
CBT Thailand Standard

Guideline for CBT Development



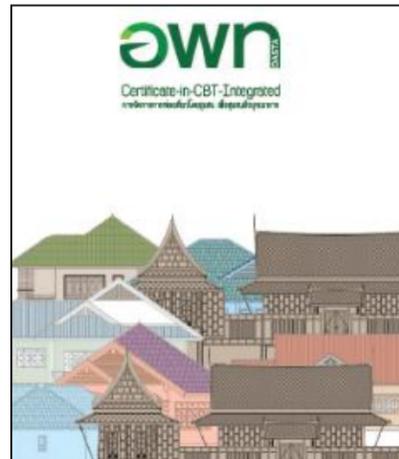
9+1 Building blocks

Business Model Canvas for CBT



CBT Integrated Curriculum

Training for stakeholder empowerment



Story-teller and Creative Tourism toolkits

Value adding tools for CBT



We gain, We share

Monitoring system for CBT



Smart CBT Web Application

Evaluation system for CBT



1

Survey the community

- SWOT & Tourism potential & Willingness of locals
- CBT Development plan

2

Prepare the community

- Set up the CBT working group
- Leadership development
- Community participation
- Community internal management system

3

CBT capacity building

- Tourism assets mapping
- Rules & regulations
- Story-telling skills
- Creative tourism activities development

4

CBT Market access

- CBT tourism activities inventory
- Market segmentation
- Product & market testing
- Fair pricing
- Standard of Procedure (SOP)

5

Sustain the CBT

- Networking
- CBT Branding
- Familiarization Trip
- Business Matching
- Knowledge management
- Youth development
- Smart CBT Web Application

Tools

Community-based tourism development

DASTA CBT Criteria:
guideline for sustainable
CBT development ↙

**Creating Creative
Tourism Toolkit** ↙

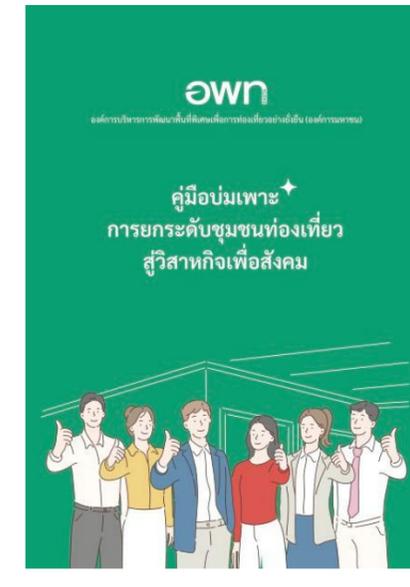
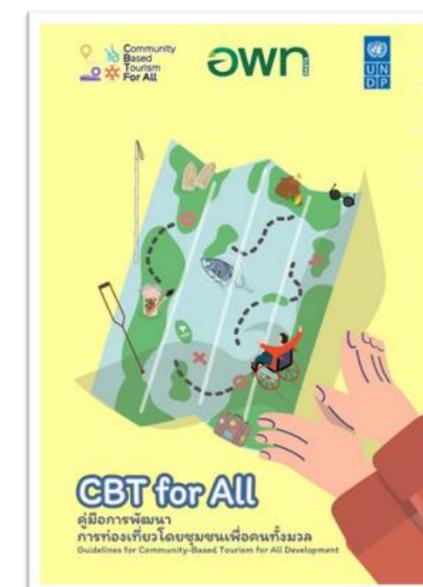
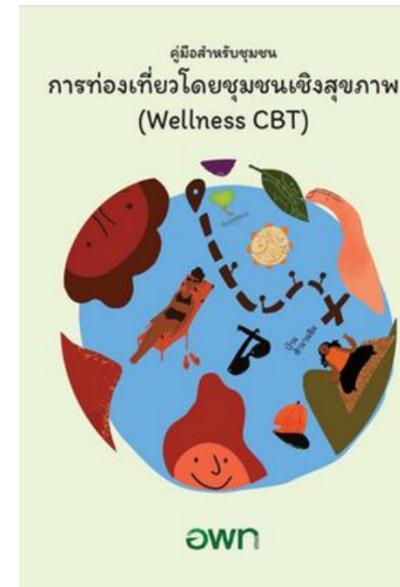
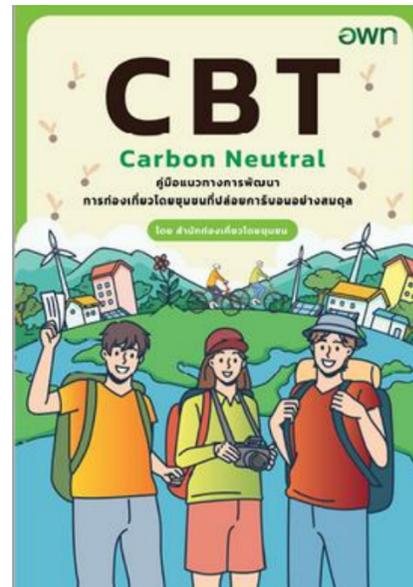
**CBT Carbon
Neutral** ↙

Wellness CBT ↙

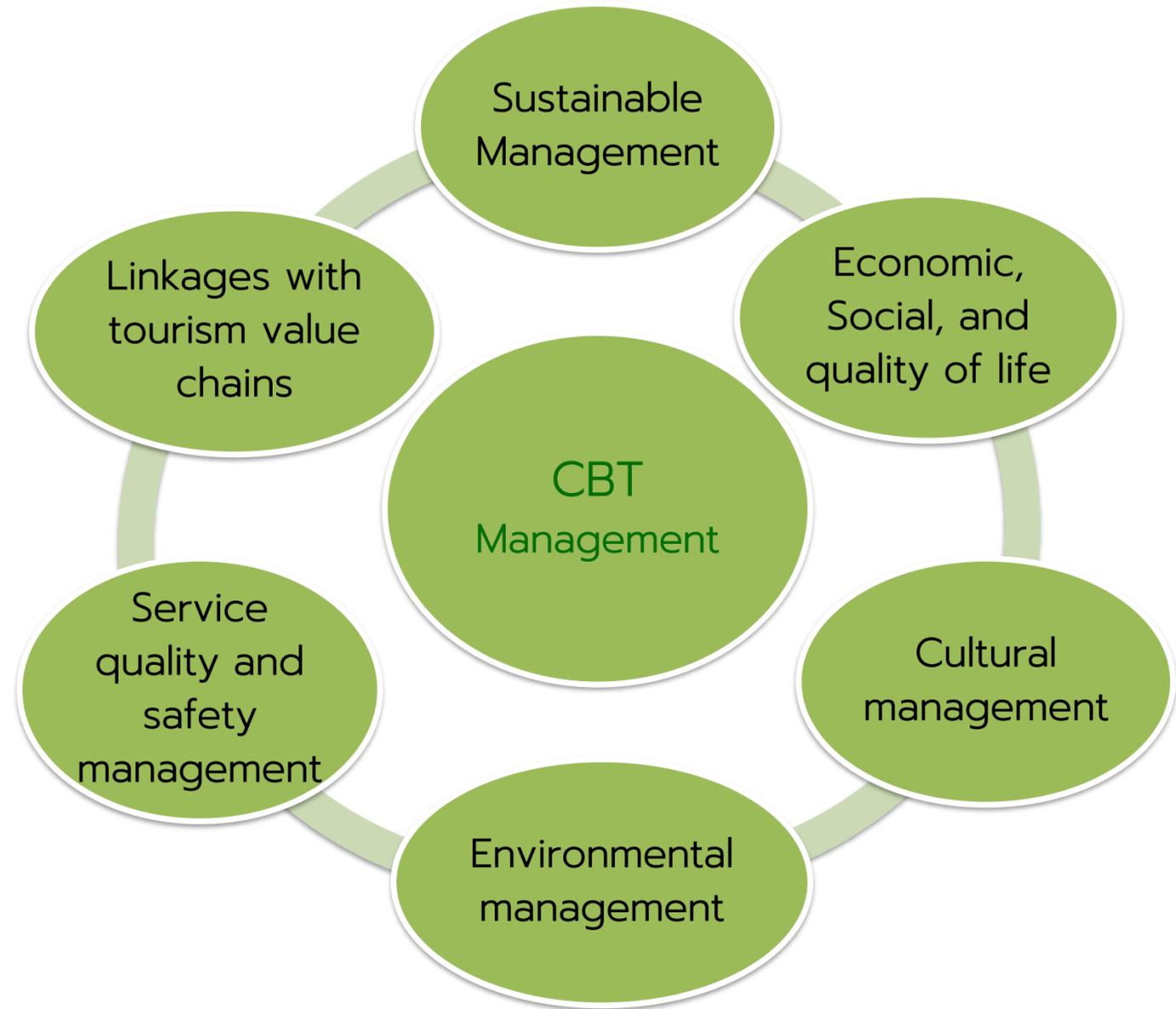
**Community
Story-teller** ↙

CBT for All ↙

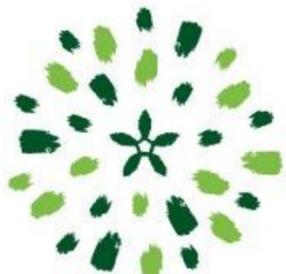
**Social
Enterprise: SE** ↙



1) DASTA CBT Criteria: Guideline for sustainable CBT development

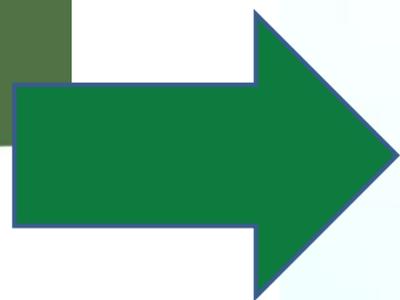


GSTC recognized that the criteria were equivalent to GSTC-D on July, 2018



CBT
Thailand
หน่วยงานที่ปรึกษา สหกิจศึกษา

 **GSTC**
Global Sustainable Tourism Council



Currently, community-based tourism has expanded from 14 pilot communities to 125 communities.

2) Adding value through "Creative Tourism" (CT)

50 +++

The progression of economic value (US\$)

Source: Prof.Greg Richards Presentation & Developed by Praphatsorn

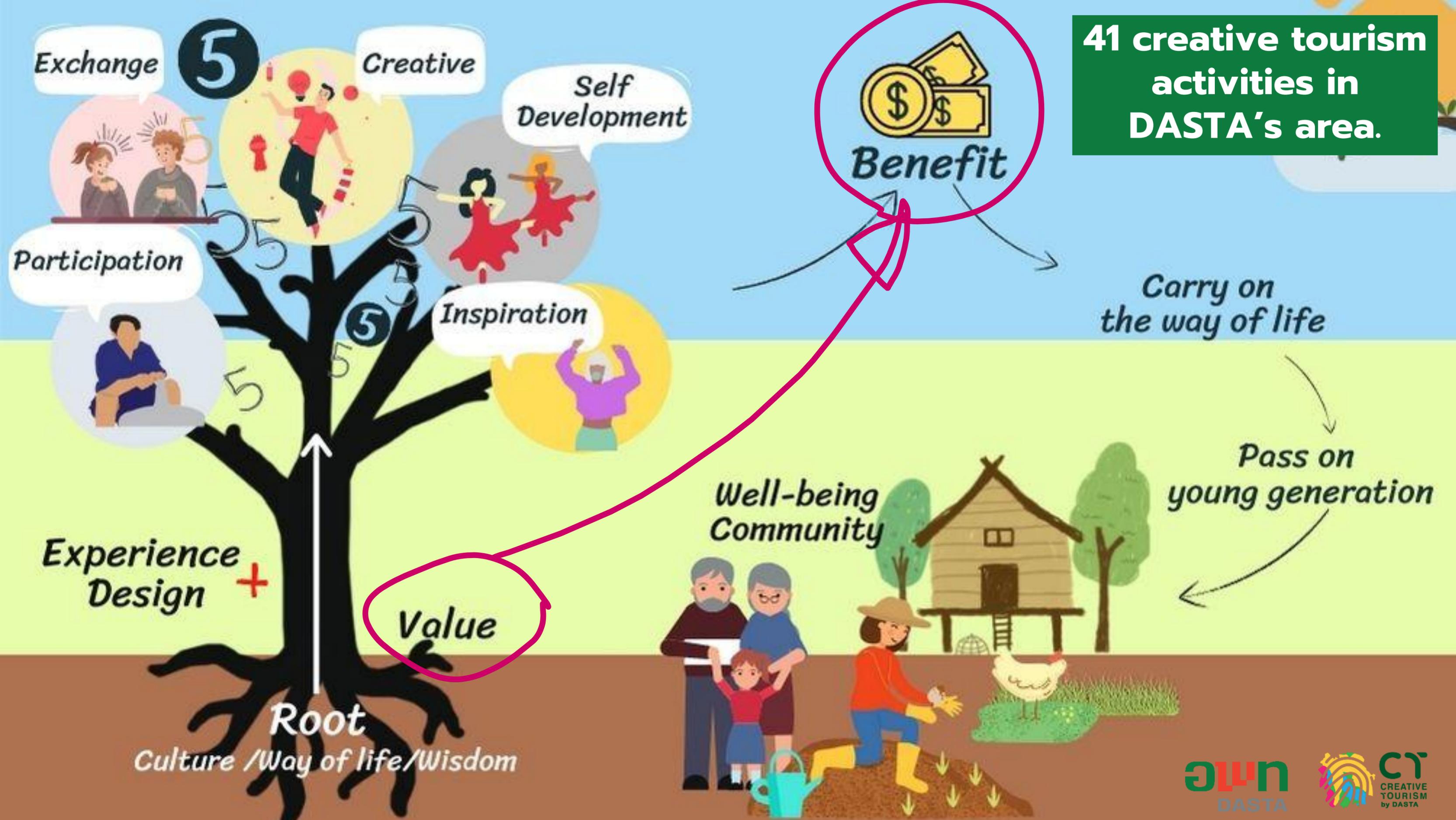
Differentiation



Increasing involvement of people and place

Price

41 creative tourism activities in DASTA's area.



Case study

Wood work, wood craving Nan Boat prow

งานไม้ งานหัวเรือแข่งเมืองน่าน



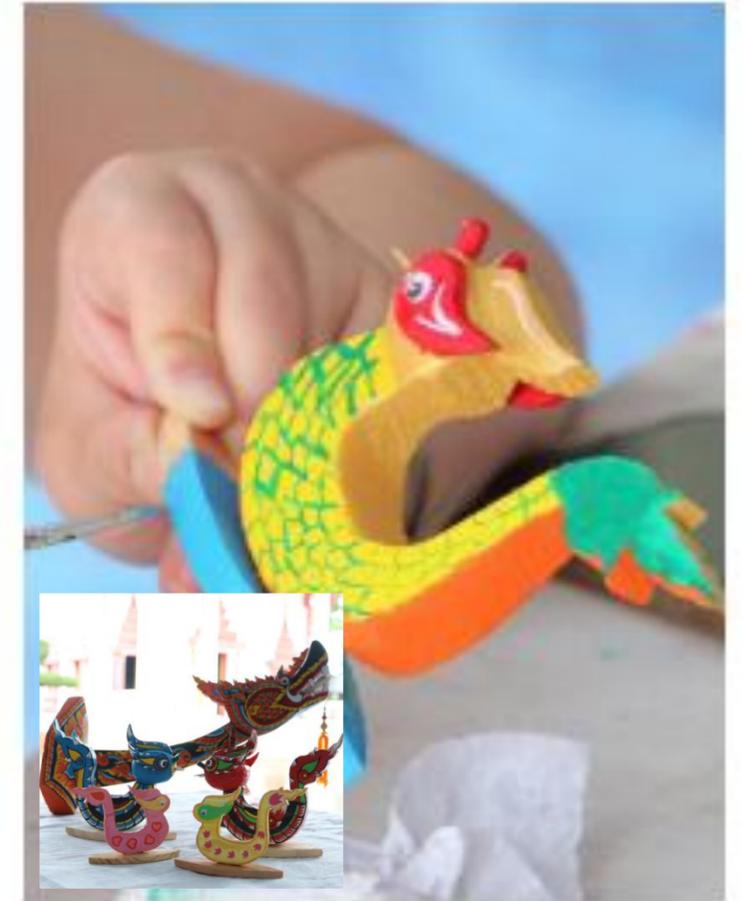
Explore



Develop



Test



Continuously
improve

Case study

Hoy Crafts หอยคราฟต์



Resources

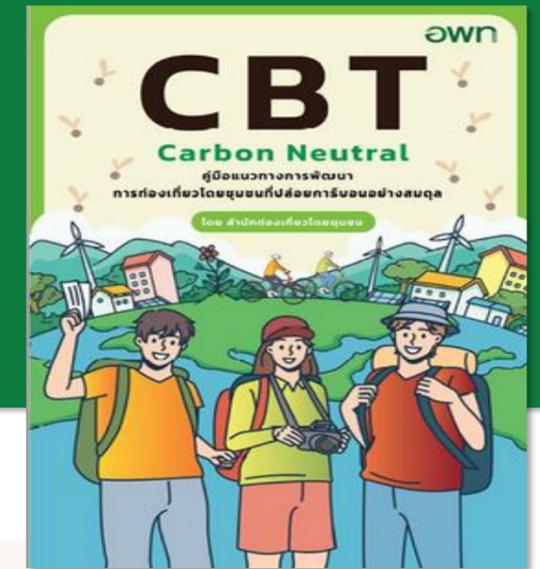
Way of life

Community
leftover materials

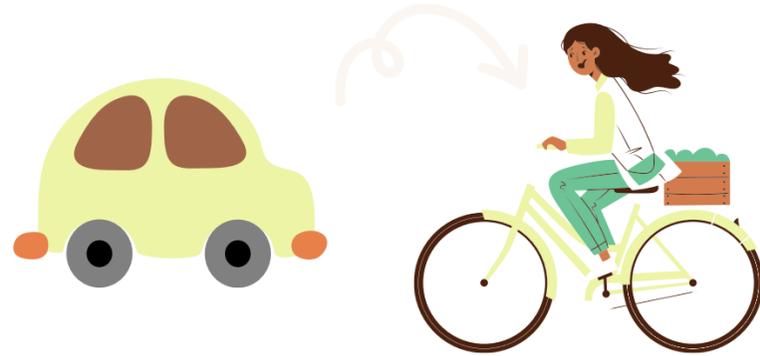
Further
development

3) CBT Carbon Neutral

How Community-based Tourism Achieves Balanced Carbon Emissions and Sustainability?

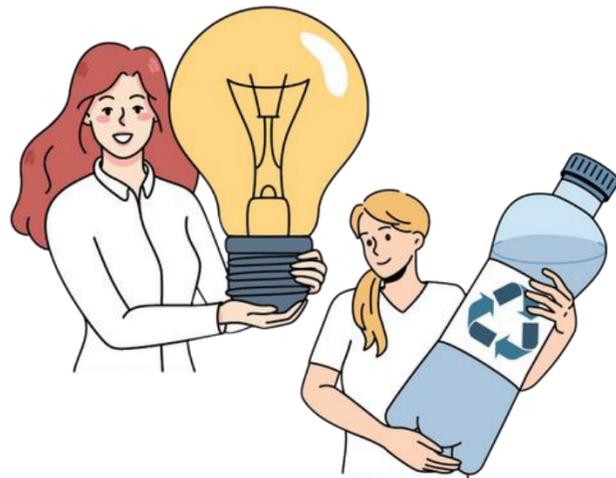


Adjust



Transforming habits and approaches to embrace **eco-friendliness**, such as choosing a bicycle over a motorcycle for travel to reduce fuel usage and minimize carbon footprint emissions.

Reduce



Reducing energy, resources, and nonbiodegradable materials, such as plastic, to decrease carbon emissions throughout the entire lifecycle, from production to disposal

Offset



Carbon offset can be done in two ways: by purchasing carbon credits from the carbon market and by engaging in activities that absorb carbon, such as tree planting and using renewable energy, etc.

Carbon Neutral Tourism CBT development : case study

Reducing carbon emission under a concept "Adjust-Reduce-Offset"

Bang Ko Bua Community Tourism Club, Samut Prakan

carbon emissions decreased to **30.6 kgCo₂eq**

Before



Do Tie-dye activity with LPG gas



Serve plastic bottles of water



Serve a big meal, exceed the requirement



No separating food wastes from general garbage.



Transport by car/van

Carbon 70.43 kgCo₂eq

After



Use cold tie-dye method and use other technique that does not require fuel



Provide a refill Station



Serve a good portion fit for a person, fill up when not enough.



Separate food wastes to feed animals and make fertilizer.



Travel by bicycle



Do offsetting activities such as collecting garbage in Khlong Phae canal, or planting Jak trees.

Carbon 39.83 kgCo₂eq



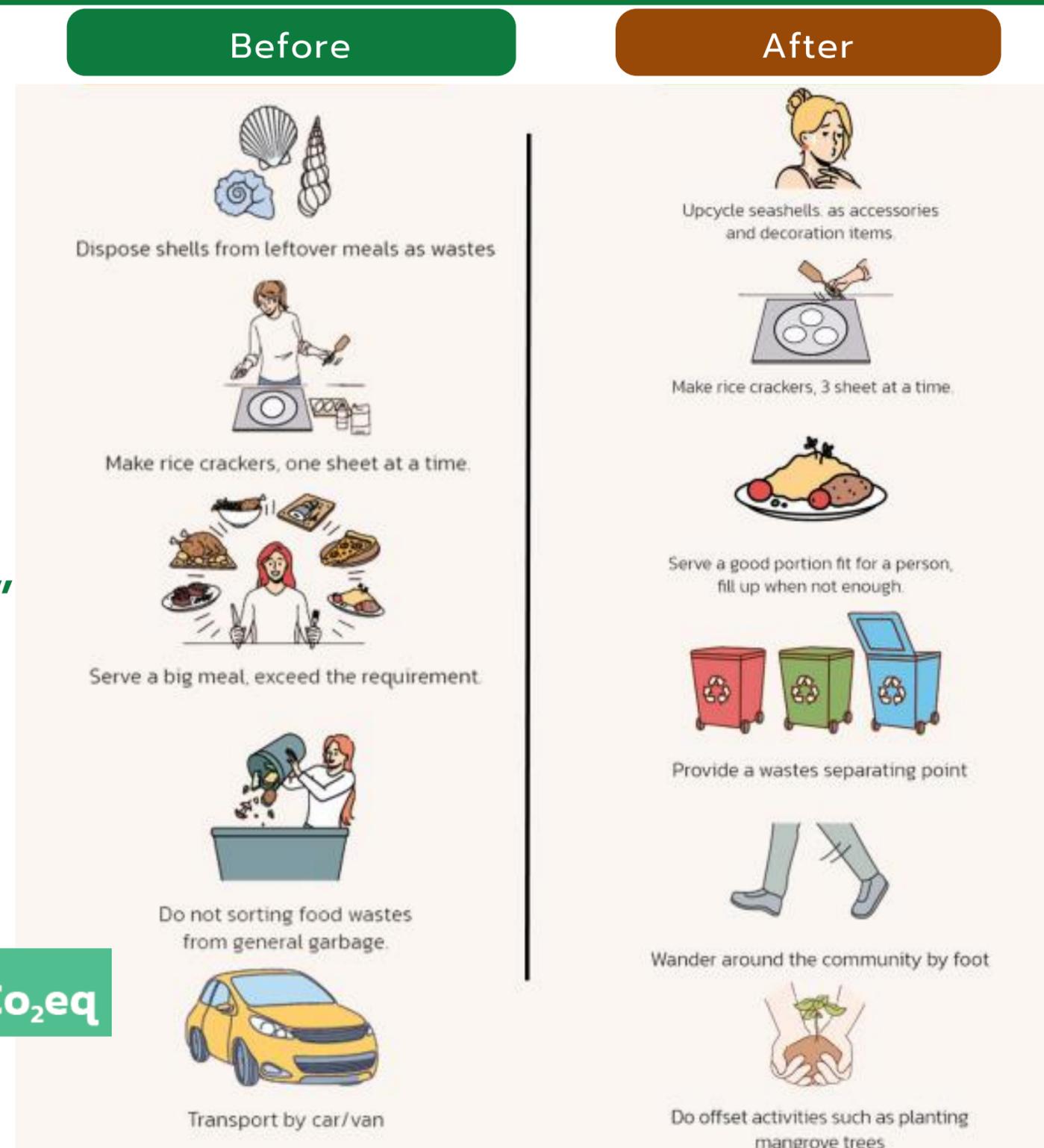
Reducing carbon emission under a concept "Adjust-Reduce-Offset"

Ban Nam Chiao Tourism Community Enterprise, Trat

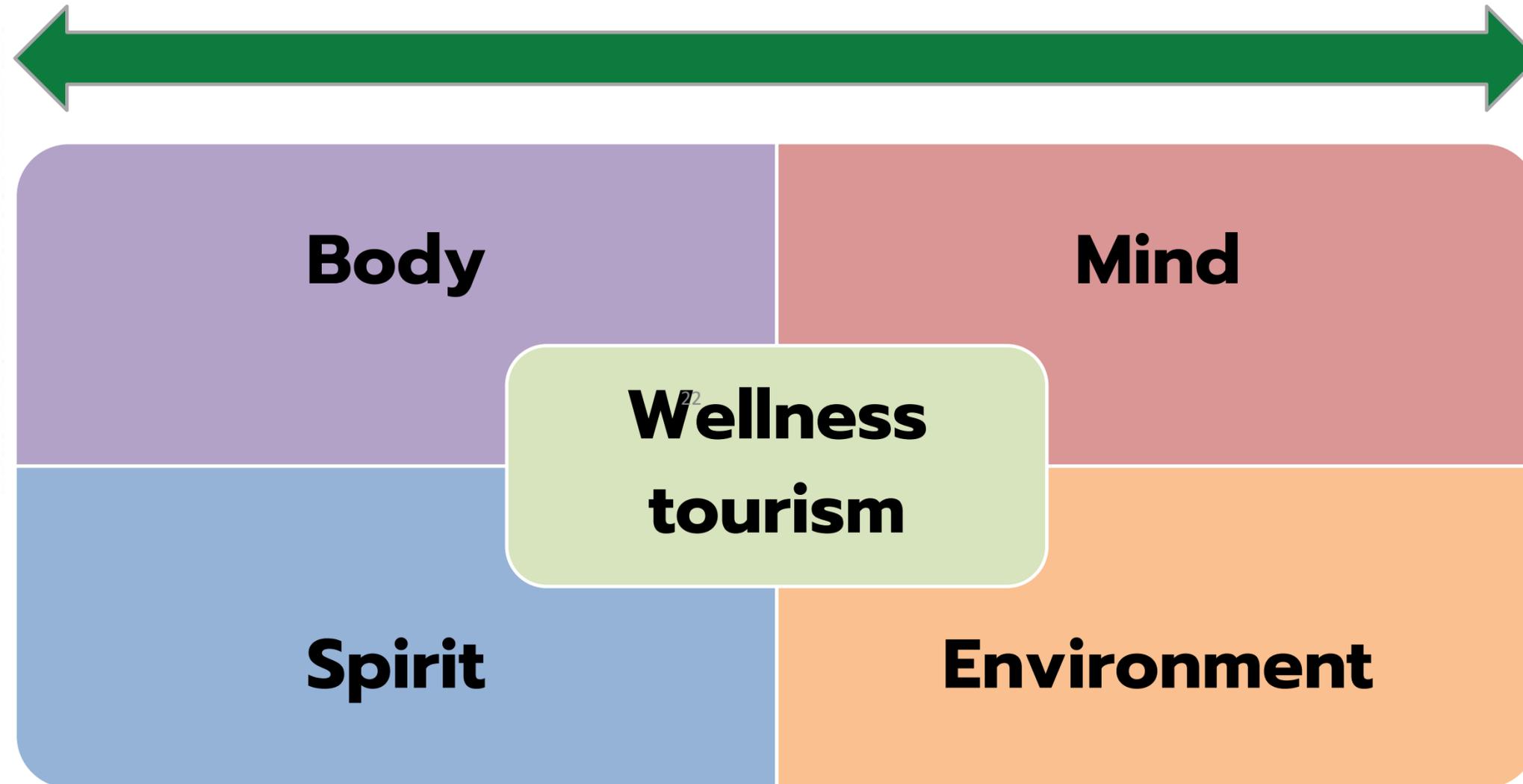
carbon emissions decreased to **38.61 kgCo₂eq**

Carbon 69.84 kgCo₂eq

Carbon 31.23 kgCo₂eq



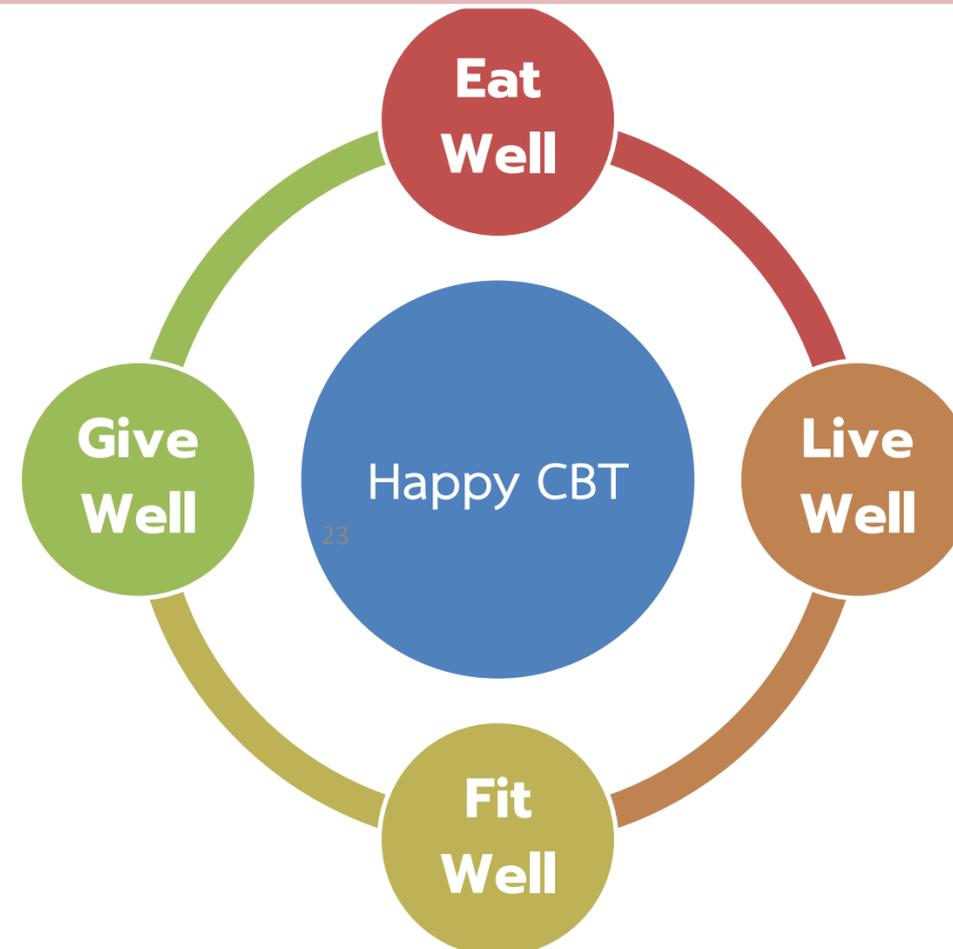
3) CBT Wellness Tourism : Tourism that enriches the body & soul of both local members and visitors



HAPPY CBT:

A holistic wellness tourism development

Healthy, organic, safe, local food with story telling



- **Discover meaningful experience** through local stories and wisdoms.
- **CSR or volunteer** activities that benefit local communities.

- Good, clean environment
- Create Local accommodation and infrastructure to meet the standard
- Tourism for all design

Local activities that nourish the body & soul - Thai boxing, spa & massage and forest bathing.

Case study

U-Thong Community, Suphanburi: wellness tourism community



4) Tourism for All



Tourism for All

Tourism is **accessible to all genders, ages, and physical abilities.** Tourist attractions, public services, and various tourist activities should be comfortable, safe, and without obstacles that may arise from differences in physical condition, age, and gender



Tourist attractions for all : Dvaravati U Thong Ancient City Route, Suphanburi



welcome & sent prayers



forest bathing



Herbal Facial Steamer



aroma ball

design inhaler

สอบถามข้อมูล
ชมรมส่งเสริมการท่องเที่ยวโดยชุมชนเมืองโบราณทวารวดี อุ
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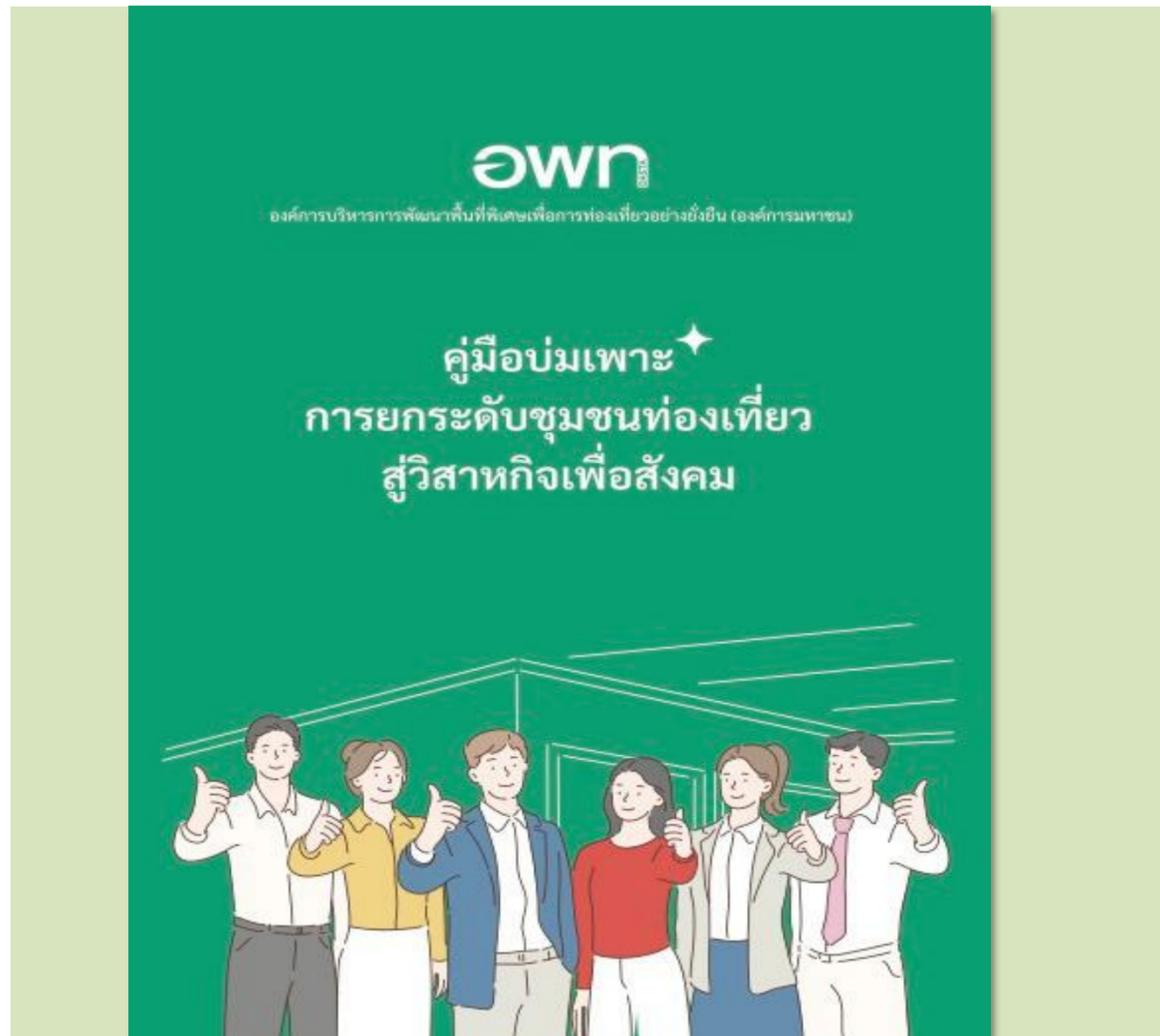


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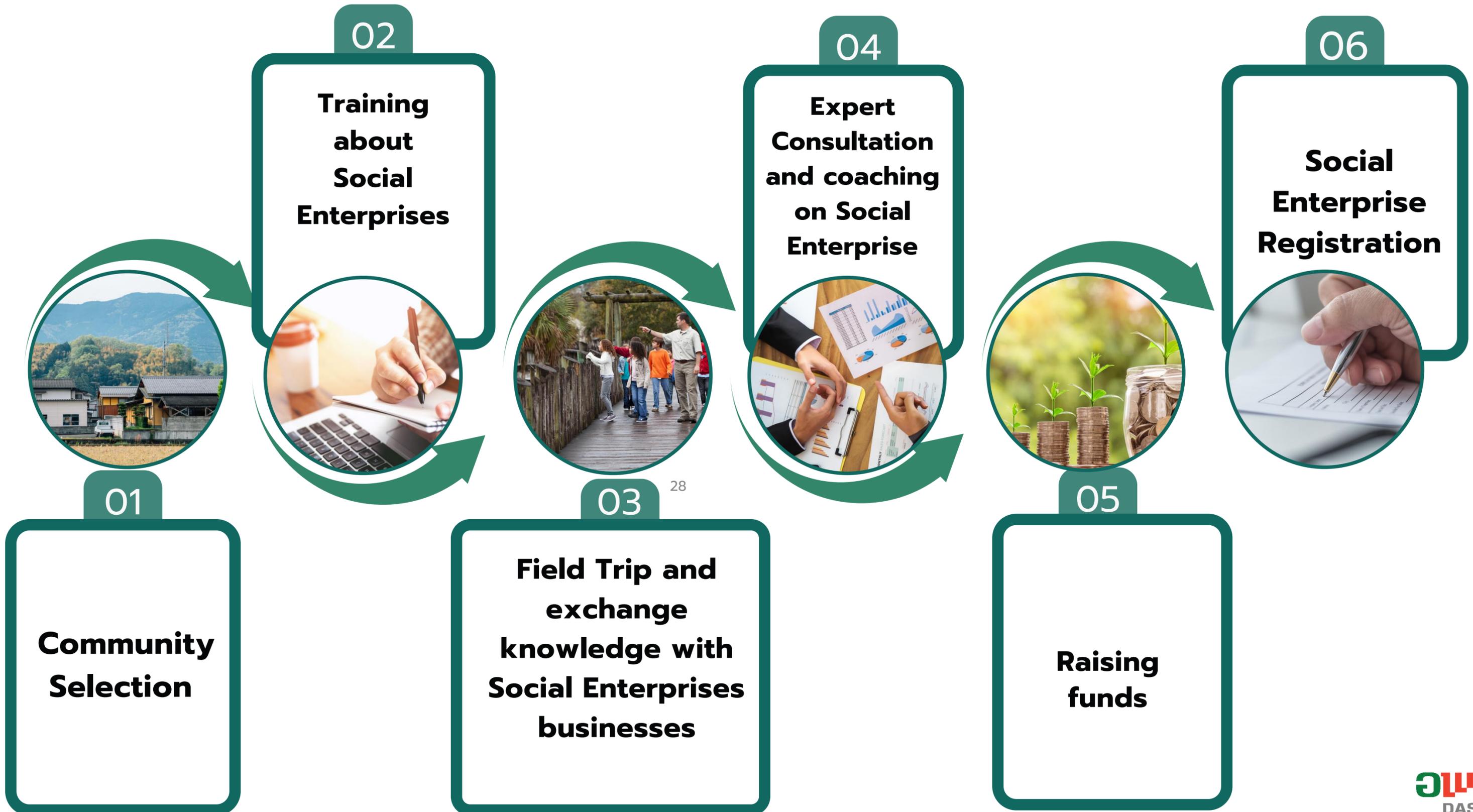
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5) Social Enterprise: SE

"COMMUNITY & YOUTH DEVELOPMENT
PROJECT: ELEVATING TO
SOCIAL ENTERPRISES"



DEVELOPMENT PROCESS TO SE



Tools

Community-based tourism development.



← smartcbt.dasta.or.th



CBT THAILAND

A system for finding creative community-based tourism routes/activities and a self-assessment system based on the Community-Based Tourism Development Standards of Thailand (CBT THAILAND STANDARD).



CARBON FOOTPRINT

The carbon dioxide emission assessment system for community tourism activities allows users to evaluate their own activities, including adjustments, reductions, and offsets, helping community activities contribute to mitigating global warming.



TRAVEL MART

A platform for empowering tourism businesses in communities and entrepreneurs, complete with a RECOMMENDED LIST system to increase accuracy and meet the needs of recommending business partners.



SCAN HERE!



PHOTO BANK

An image archive of activities in special areas, managed by DASTA, along with a platform for photographers participating in DASTA events to upload images.



SIA/SROI

SOCIAL IMPACT ASSESSMENT : SIA
and
SOCIAL RETURN ON INVESTMENT : SROI



API

A set of instructions designed to enable applications or systems to connect and exchange data efficiently. It is used to communicate with external data sources or services to systematically enhance capabilities based on SMART CBT.

International Awards In 9 Designated Areas of DASTA



THE 9 DESIGNATED AREAS FOR SUSTAINABLE TOURISM

Designated areas were announced with the agreement of related local authorities and the approval of the National Tourism Policy Committee.



Comply with International Standard



2019



2023



2025



2024



(แห่งแรกของประเทศไทย)



2024



2025



2024



2025



(1. Best Climate Action)

(2. Best Inclusion and Diversity)



2024



(Land and Marine Biodiversity)

2025



(International Sustainable Tourism)

(SSR) Grand Award

(Destination Resilience)

(Best Woman Empowerment)

(Best Youth Empowerment)



Bo Suak Community, Nan Province,
 was announced as a village in **the Upgrade Programme**
 under **the UN Tourism Best Tourism Village in 2021,**
 and later was announced as
the Best Tourism Villages in 2024

32





- Best Climate Action Initiative (Destination) : Sustainability and Social Responsibility: SSR **“Carbon Neutral Community-based Tourism Prototype” 2025**
- Tourism for All: Best Inclusion and Diversity Initiative : **“Tourism for All: Best Inclusion and Diversity Initiative” 2025**
- Destination Resilience (All Destinations) : **“Creative Spaces Revitalizing the Old Town into a Lively Heritage District” 2025**
- Best Women Empowerment Initiative : **“Women’s Empowerment in Driving Community-Based Tourism: A Case Study of Ban San Thang Luang, Chiang Rai Province” 2025**
- Best Youth Empowerment Initiative : **“SE For Youth in Thailand - Loei Youth Saving Group / SE For Youth in Thailand” 2025**
- Grand Title Winner : Sustainability and Social Responsibility: SSR **“Sustainable Cultural Heritage Preservation of the Ban Na Ton Chan Homestay Community Enterprise” 2025**



PATA Gold Awards 2025

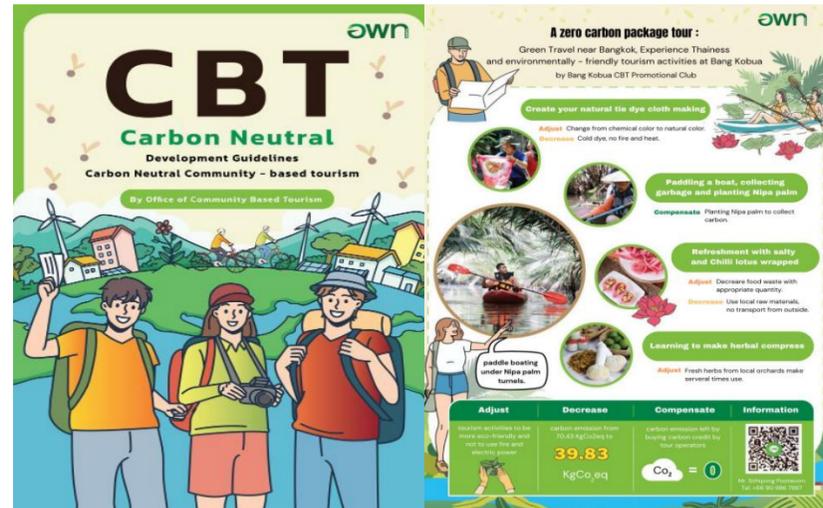
Sustainable Development Tools



Marketing | Sustainability and Social Responsibility



Grand Title Winner : Sustainability and Social Responsibility: SSR "Sustainable Cultural Heritage Preservation of the Ban Na Ton Chan Homestay Community Enterprise" 2025



Tourism for All: Best Inclusion and Diversity Initiative : "Tourism for All: Best Inclusion and Diversity Initiative" 2025



Tourism for All: Best Inclusion and Diversity Initiative : "Tourism for All: Best Inclusion and Diversity Initiative" 2025



Destination Resilience (All Destinations) : "Creative Spaces Revitalizing the Old Town into a Lively Heritage District" 2025



Best Women Empowerment Initiative : "Women's Empowerment in Driving Community-Based Tourism: A Case Study of Ban San Thang Luang, Chiang Rai Province" 2025



Best Youth Empowerment Initiative : "SE For Youth in Thailand - Loei Youth Saving Group / SE For Youth in Thailand" 2025

Market Linkages

CBT TRAVEL MART

own DASTA **เที่ยว ชุมชน ไปกับคน own**

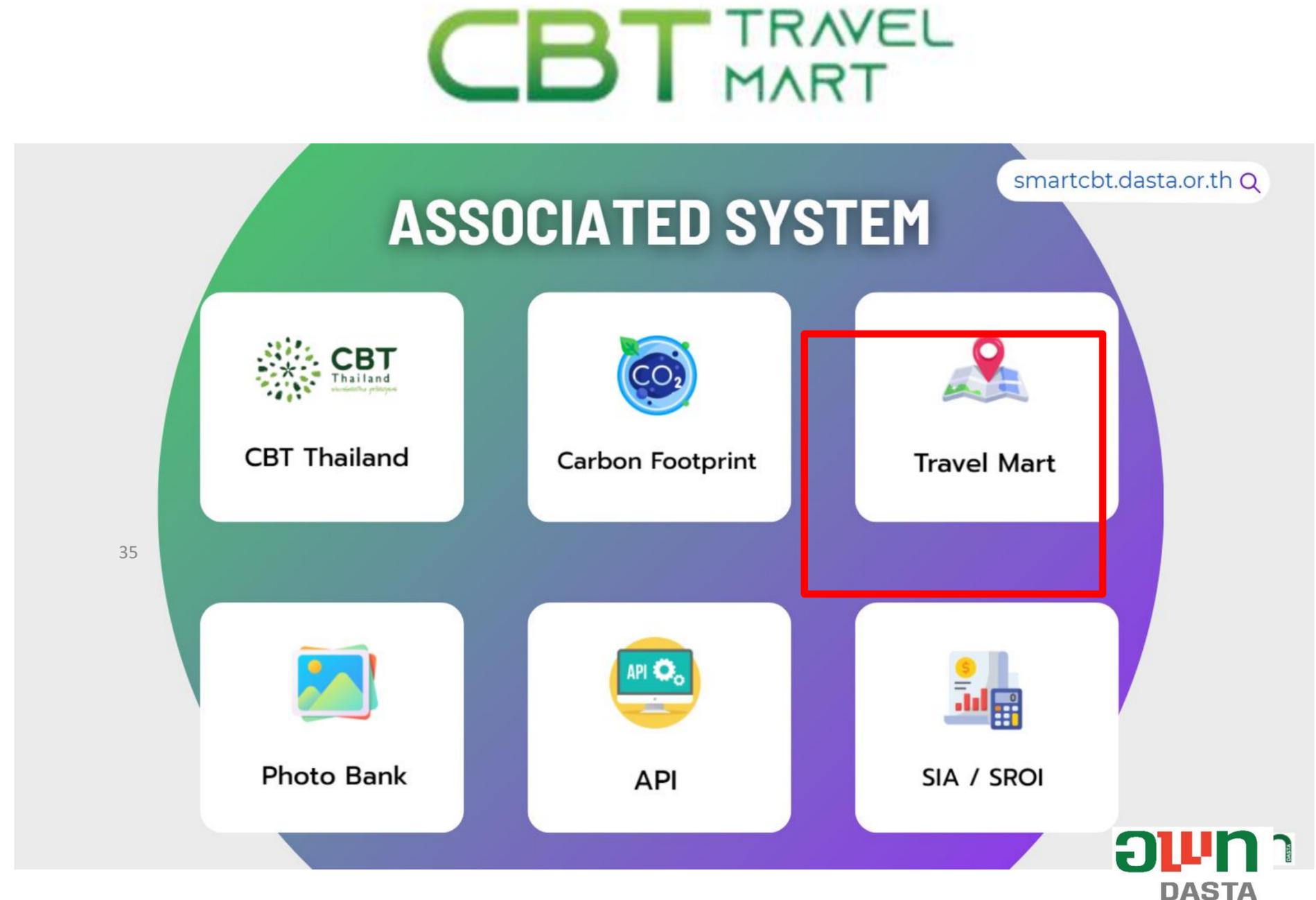
55 ชุมชน พร้อมขาย 2568



การท่องเที่ยวโดยชุมชน
เชิงสร้างสรรค์
ที่ได้รับการพัฒนา
สู่ตลาดมูลค่าสูง
ของ own.

ข้อมูล ณ วันที่ 1 พฤศจิกายน 2568

โดย งานยกระดับการท่องเที่ยวโดยชุมชน
สำนักท่องเที่ยวโดยชุมชน



THE SOUL OF THAILAND

สัมผัสวิถีวัฒนธรรมแห่งไทย



เส้นทางในพื้นที่พิเศษ
เพื่อการท่องเที่ยวอย่างยั่งยืน



COLORS OF CHIANG RAI
เมืองสร้างสรรค์ สีถิ่นแห่งล้านนา

NAN SLOW LIFE
เสน่ห์ของวิถีเนิบช้า

LOEI BEYOND THE MEKONG
สุขใจกันไปด้วย วิถีริมโขง

SUKHOTHAI TIMELESS TREASURES
มรดกโลกที่ยังมีลมหายใจ

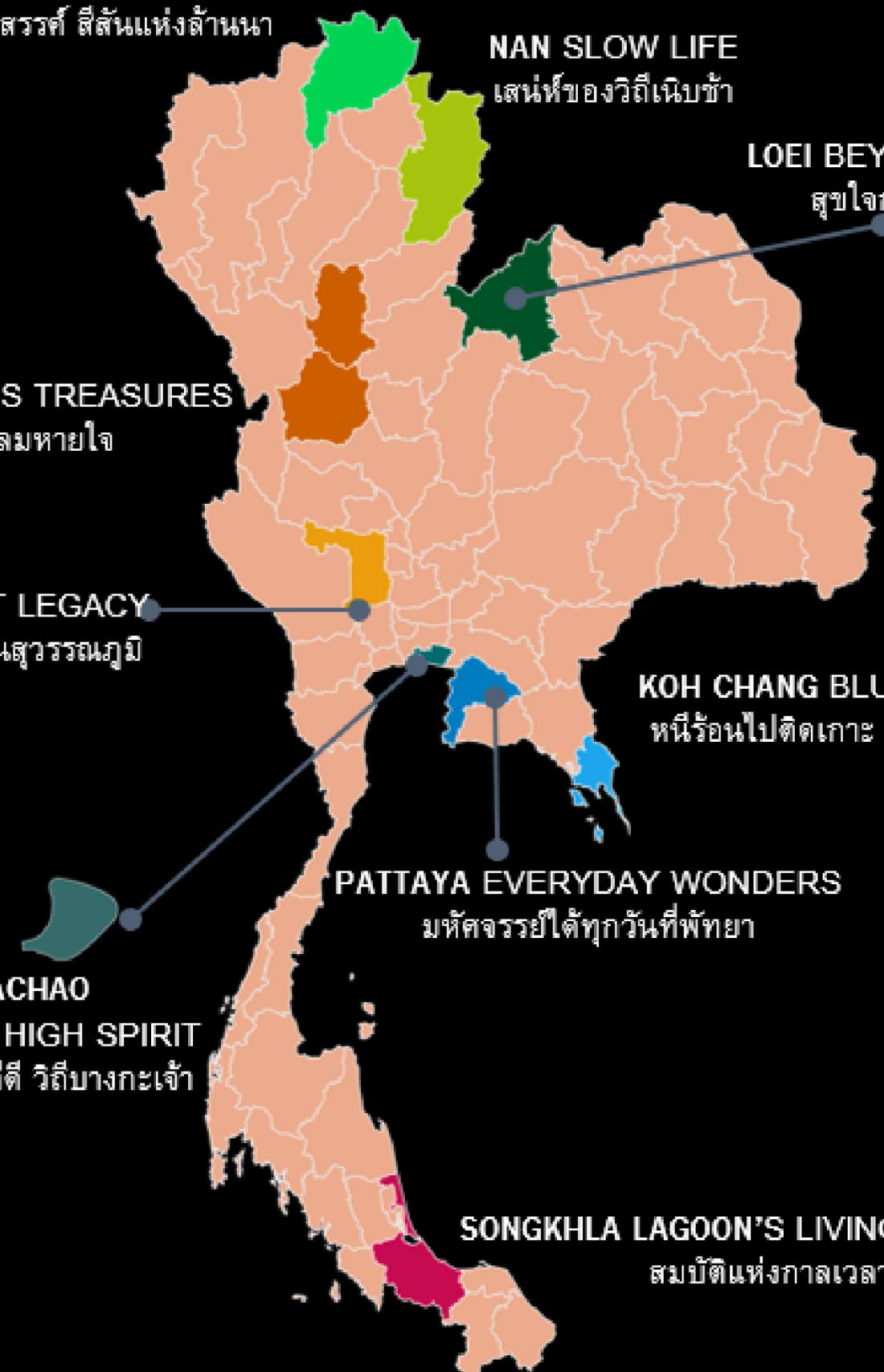
U THONG ANCIENT LEGACY
เมืองมรดกแห่งดินแดนสุวรรณภูมิ

KOH CHANG BLUE CASTAWAY
หนีร้อนไปติดเกาะ ลัดเลาะวิถีชุมชน

PATTAYA EVERYDAY WONDERS
มหัศจรรย์ได้ทุกวันที่พัทยา

BANG KACHAO
LOW CARBON, HIGH SPIRIT
สัมผัสสิ่งแวดล้อมดี วิถีบางกะเจ้า

SONGKHLA LAGOON'S LIVING HERITAGE
สมบัติแห่งกาลเวลา



PATTAYA
EVERYDAY WONDERS
มหัศจรรย์ได้ทุกวันที่พัทยา
อพท. พัทยา ← ชลบุรี

KOH CHANG
BLUE CASTAWAY
หนีร้อนไปติดเกาะ ลัดเลาะวิถีชุมชน
อพท. หมู่เกาะช้าง ← ตราด

SONGKLA LAGOON'S
LIVING HERITAGE
สมบัติแห่งกาลเวลา
อพท. ศูนย์เกาะสาบสงขลา ← สงขลา - พัทลุง - นครศรีธรรมราช

LOEI
BEYOND THE MEKONG
สุขใจกันไปเลย วิถีริมโขง
อพท. เลย ← เลย

U THONG
ANCIENT LEGACY
เมืองมรดกแห่งดินแดนสุวรรณภูมิ
อพท. อุทอง ← สุพรรณบุรี

BANG KACHAO
LOW CARBON, HIGH SPIRIT
สัมผัสสิ่งแวดล้อมดี วิถีบางกะเจ้า
อพท. กิ่งบางกะเจ้า ← สมุทรปราการ

COLORS OF
CHIANG RAI
เมืองสร้างสรรค์สีดินแห่งล้านนา
อพท. เชียงราย ← เชียงราย

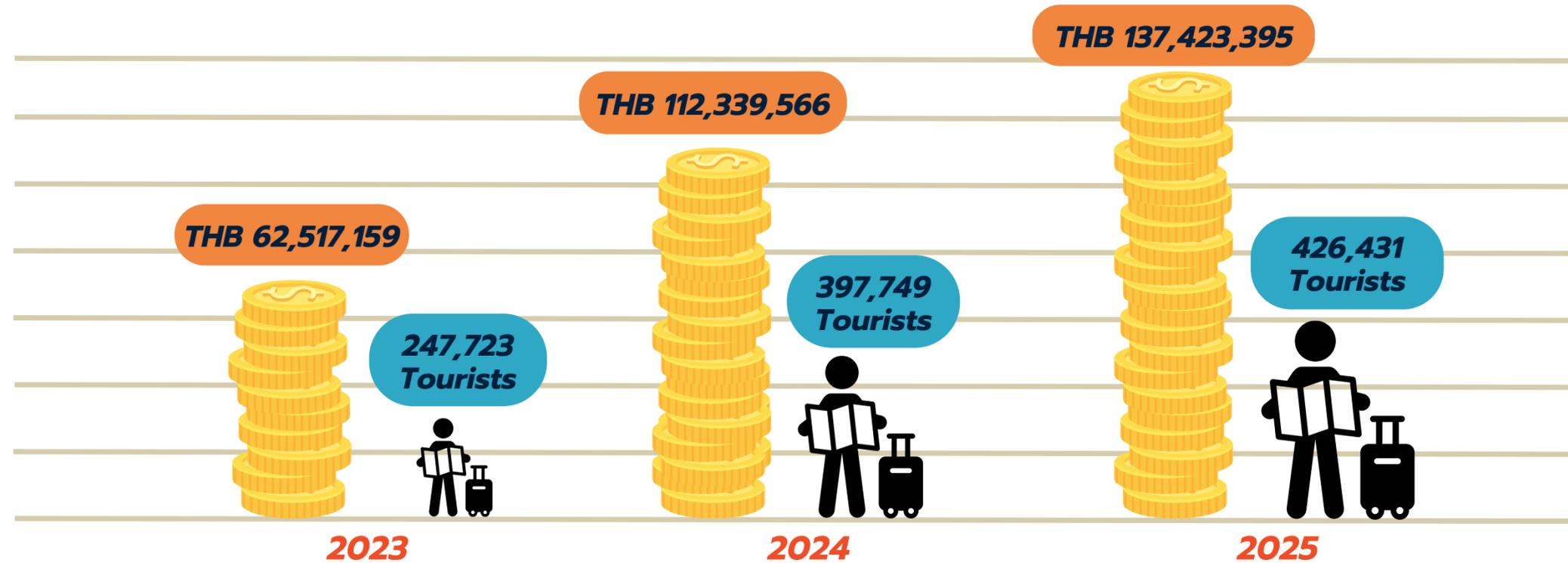
NAN
SLOW LIFE
เสน่ห์ของวิถีเนิบช้า
อพท. น่าน ← น่าน

SUKHOTHAI
TIMELESS TREASURES
มรดกโลกที่ยังมีลมหายใจ
อพท. สุโขทัย ← สุโขทัย - กำแพงเพชร



Community Benefits

Community-based Tourism Revenue, 2023–2025



45 Tourism Communities

+22.34%
Tourism Revenue
137,423,395 THB

+7.21%
Tourists
426,431

Residents' Happiness Index, 2025
85.13%

Tourists' Happiness Index, 2025
83.30%

GINI Index, 2025
0.31
NESDC's Gini Target for 2037 = 0.36



THANK YOU

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 Dasta Thailand

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