

# **Mrs. Praphatsorn VARDHANABHUTI**

## **Chief of Creative Tourism Division, Designated Areas for Sustainable Tourism Administration (DASTA)**

Mrs. Praphatsorn has been working for Designated Areas for Sustainable Tourism Administration (DASTA) since 2015 as Chief of Knowledge Management Division, Office of Strategy Management. Then in from 2017 to present, she is the Chief of Creative Tourism Division, Office of Community-Based Tourism.



She is an expert in collaborating, promoting, and supporting sustainable tourism in DASTA's designated areas, with a focus on three key aspects: society and culture, economy, and environment. Utilizing Community-Based Tourism (CBT) as a tool to develop local communities' capacity and readiness for self-management in tourism. Supporting tourism communities in reaching markets and fostering a community of happiness.

To date, she have been involved in 39 creative tourism activities with local communities, enhancing them to meet both local and global tourism markets while ensuring a fair increase and distribution of income across all groups in the community. She and her team established the Creative Tourism Network in Thailand (CT Family) to facilitate knowledge exchange and collaboration. The aspiration is to see tourism genuinely bring benefits and happiness to both visitors and local communities.