

Wrap-up The 2nd Working Group Meeting between MOTs and JTTRI-AIRO

National and Local Identities:
Key Driver to Attract Tourists to Destinations
~Tourism strategic measures and best practice in Thailand and Japan~



Wrap-up of the 2nd Working Group Meeting

National and Local Identities: Key Driver to Attract Tourists to Destinations ~Tourism strategic measures and best practice in Thailand and Japan~

【Outline】

Date : May 7th 2024 13:30-16:15(Thai Time)

Venue: MOTs Meeting room | Online

【Agenda】

(1) Opening Remarks:

Thailand: Mr. Mongkon, Deputy Permanent Secretary (Co-Chair)

Japan : Mr. OKUDA, President for International Affairs of JTTRI and
President of JTTRI ASEAN-India Regional Office (Co-Chair)

(2) Presentation and QA by Guests

【Japan】

•Mr. KAWADA Atsuya

Director of Strategy Planning Division (Online)

•Mr. SAWANOBORI Tsuguhiko

Director of Jalan Research Center, Recruit Co.,Ltd.

【Thailand】

•Mr. Suriyon Thankijjanukij

Senior Plan and Policy Advisor, NESDC

•Assistant Prof. Supawadee Photiyarach

Senior Specialist, TSRI

(3) Discussion

(4) Closing Remarks:

Thailand: Mr. Mongkon, Deputy Permanent Secretary (Co-Chair)

Japan : Mr. OKUDA, President for International Affairs of JTTRI and
President of JTTRI ASEAN-India Regional Office (Co-Chair)



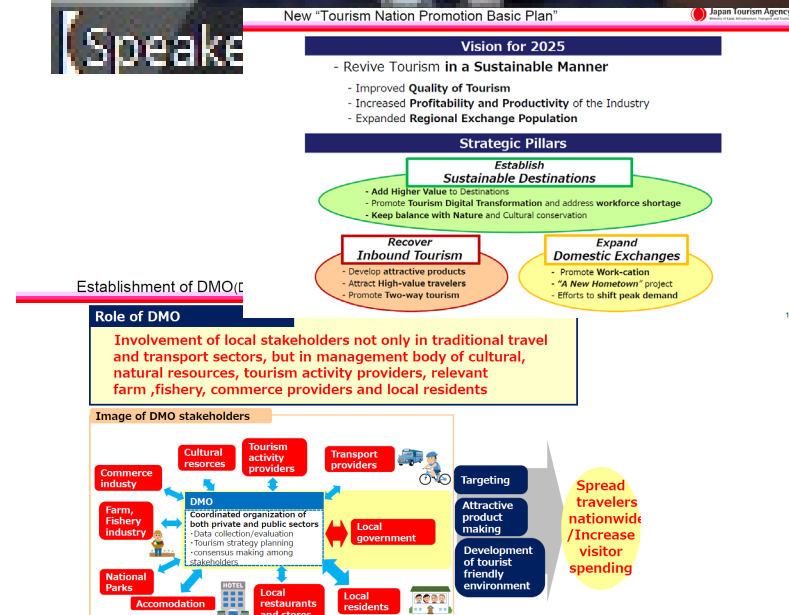
Wrap-up of the 2nd Working Group Meeting

National and Local Identities: Key Driver to Attract Tourists to Destinations ~Tourism strategic measures and best practice in Thailand and Japan~

Presentation: Mr. KAWADA Atsuya, Director of Strategy Planning Division

Tourism policy in Japan

- Tourism policy
 - ①Economic Growth
 - ②Regional Revitalization
 - ③Attract Regional charms with Tourism
 - ④International mutual understanding
- Tourism Nation Promotion Basic Plan 2023
Revive Tourism in a Sustainable Manner,
 - Improved quality of tourism
 - Increased profitability and productivity
 - Expand regional exchange population
- Management body of regional tourism
 - Management body “DMO” leads followings in a sustainable manner
 - Coordinate organization private and public sectors
 - Make consensus among stakeholders
 - Tourism strategy planning
 - Data driven marketing
 - Provide travel programs with local charms
 - Government assists DMO’s activities to attract region



Wrap-up of the 2nd Working Group Meeting

National and Local Identities: Key Driver to Attract Tourists to Destinations ~Tourism strategic measures and best practice in Thailand and Japan~

Presentation: Mr. SAWANOBORI Tsuguhiko, Director of Jalan Research Center, Recruit Co.,Ltd.

The Three Ms Needed to Attract Tourists to the Regions

- DMO Goals
To manage and understand the needs of tourists and others in the region, and to continue to implement marketing measures (attracting tourists to the regions) to encourage local consumption
- Challenges of DMO
 - ①Lack of marketing (factual) data
 - ②Lack of a management system
 - ③Lack of funds based on DMO decisions
- The three Ms that DMO need
 - **M**arketing: matches regional customer needs
 - **M**anagement: Decision-making processes that cut across regional organizations
 - **M**onetize: Self-reliant financing that helps boost regional consumption



Speaker sawanobori (Recruit Co.)

About the three Ms that DMOs need

What is the biggest challenge to promoting tourism (attracting tourists to the regions) centering on DMOs?



Regional management is not progressing well.
(As a result, halation occurs due to different perceptions among people in the region.)



- (1) Lack of marketing (factual) data to align perceptions
- (2) Lack of a management system to make decisions and determine roles within each public organization
- (3) Lack of funds that can be allocated based on DMO decisions

About the three Ms that DMOs need

The three Ms that DMOs need

- (1) **M**arketing: Marketing that matches regional customer needs
- (2) **M**anagement: Decision-making processes that cut across regional organizations
- (3) **M**onetize: Self-reliant financing that helps boost regional consumption

Wrap-up of the 2nd Working Group Meeting

National and Local Identities: Key Driver to Attract Tourists to Destinations
~Tourism strategic measures and best practice in Thailand and Japan~

Presentation: Mr.Suriyon Thankijjanukij, Senior Plan and Policy Advisor, NESDC

NATIONAL IDENTITIES KEY DRIVER TO ATTRACT TOURISTS TO DESTINATIONS

MINISTRY

- Soft Power Strategy
Thailand prioritizes the promotion of its national identities through proactive soft power policies.
 - 11 Focus Areas
 - One Family One Soft Power (OFOS)
 - Thailand Creative Content Agency (THHCCA)
- Tourism promotion
 - 5Fs CONCEPT
FOOD, FILM, FASHION, FIGHTING, FESTIVAL
 - Ignite Thailand's Tourism
 - Elevate the Tourism Experience
 - Highlight Thai Uniqueness and Charm
 - Develop Key Cities and Interesting Destinations
 - Establish Thailand as an ASEAN Tourism Hub
 - Transformation a world-Class Hub



01 THAILAND POLICY TO PROMOTE NATIONAL IDENTITIES

Thailand prioritizes the promotion of its national identities through proactive soft power policies. In a proactive effort to advance Thailand's soft power agenda, the government has established the Soft Power Strategy Committee, chaired by the Thai Prime Minister.

Focus Areas: (1) food, (2) sports, (3) festivals, (4) tourism, (5) music, (6) books, (7) films, (8) games, (9) arts, (10) design, and (11) fashion

Highlighted Policies

- One Family One Soft Power (OFOS)
- Thailand Creative Content Agency (THHCCA)

Three-step approach is outlined to develop Thailand's potential and achieve the goals set forth by the said policies.

- Step 1 Empowering People Through Skill Development
- Step 2 Developing Thailand's Soft Power Industries
- Step 3 Projecting Thailand's Soft Power on the Global Stage



02 HARNESSING IDENTITIES FOR TOURISM PROMOTION

5Fs CONCEPT

FOOD: Thailand's culinary prowess, renowned for its vibrant flavors, and diverse ingredients, serves as a major draw for gastronomy enthusiasts worldwide.

FILM: Thailand's thriving film industry, producing captivating movies and captivating television shows, has garnered international acclaim, showcasing the nation's creativity and storytelling prowess.

FASHION: Thailand's rich textile heritage, exquisite craftsmanship, and innovative designs in traditional and contemporary fashion have made Thai fabrics and fashion a global attraction.

FIGHTING: Muay Thai, Thailand's national sport, renowned for its dynamic martial arts techniques and cultural significance, has captivated audiences worldwide, fostering interest in Thai culture and physical fitness.

FESTIVAL: Thailand's vibrant festivals and traditional celebrations, infused with colorful parades, captivating performances, and deep-rooted cultural significance, offer immersive experiences that showcase the nation's rich heritage and lively spirit.

Wrap-up of the 2nd Working Group Meeting

National and Local Identities: Key Driver to Attract Tourists to Destinations ~Tourism strategic measures and best practice in Thailand and Japan~

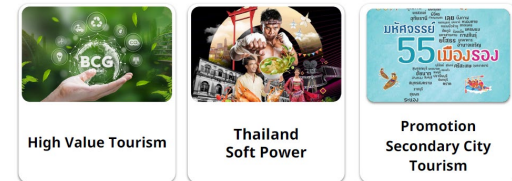
Presentation: Assistant Prof. Supawadee Photiyarach, Senior Specialist, TSRI

DEVELOPMENT of THAI TOURISM IDENTITY

- Thailand's Tourism Policy
 - ① High Value Tourism
 - ② Thailand Soft Power
 - ③ Promotion Secondary City Tourism
- Tourism and Creative Economy Development Goals
 - ① Increase the number of high-quality tourists
 - ② Increase value in sales of goods and services from tourism in secondary provinces
 - ③ Increase number of local organizations that success in preserving and restoring important ecosystems, environments, and cultures. Etc
- Creative Economy by tourism
 - ① Development food culture tourism
 - ② Increase the competitiveness with metaverse technology
 - ③ World-class wellness industry
 - ④ Create local economy into an international festival
 - ⑤ Diffuse Local income using train tourism



Thailand's Tourism Policy



Tourism and Creative Economy Development Goals by Utilization of TSRI's / PMUC's Research Projects

- 1) Increase the number of **high-quality tourists**.
- 2) Increase value in sales of goods and services from tourism in **secondary provinces** by 25 million baht in each province.
- 3) Higher number of **entrepreneurs** with product and service sales value increased more than 10 million baht within 5 years.
- 4) Increase number of **local organizations** that success in preserving and restoring important ecosystems, environments, and cultures.
- 5) Increase the value of sales of goods and services from the **creative economy** more than 1,000 million baht.

Wrap-up of the 2nd Working Group Meeting

National and Local Identities: Key Driver to Attract Tourists to Destinations ~Tourism strategic measures and best practice in Thailand and Japan~

Summary of Discussion by Co-chairs



- **Using national and local identities**
 - ✓ Use the regional uniqueness to create high value and attract visitors.
 - ✓ Work strategically and continuously under the management body (e.g. DMO).
 - ✓ Ensure the quality of tourism services due to the declining birthrate and ageing population.
- **Role of management body responsible for regional tourism**
 - ✓ Leads regional management in a sustainable manner and government assists a management body of activities to attract regions.
 - ✓ Creation of regional attractions and strategies should be done on the regional side, while SNS will be effective for future sales capacity, distribution networks and promotional activities.
- **Impact of declining birthrates and ageing population on competitiveness, creativity and business**
 - ✓ Ensure the quality of tourism services and create high added value with empowerment of elderly people, youth skills, digital, etc.
- **Local dispersion**
 - ✓ Disperse major events to local regions and schedule without limit the number of visitors.
 - ✓ Initiative to understand residents for the importance of tourism.
- **Human resources**
 - ✓ Function that allows governments, regions, universities, private companies, DMOs, etc. to think together about the skills and positions that will be needed in the medium to long term.