



# **Summary of the 3<sup>rd</sup> Meeting of Tourism Working Group between MOTS and JTTRI - AIRO**

on 26<sup>th</sup> - 27<sup>th</sup> August 2024.

in Banglamung, Chonburi Province

**Presented by MOTS**

**MINISTRY OF TOURISM AND SPORTS**

# OUTLINE

## 1. Overall Programs of the 3<sup>rd</sup> Meeting of Tourism Working Group

- Technical visit to Ta Kian Tia
- The 3<sup>rd</sup> Meeting of Tourism Working Group

## 2. Technical visit to Ta Kian Tia Community

- Ta Kian Tia Community
- Key success

## 3. The 3<sup>rd</sup> Meeting of Tourism Working Group

### 3.1 Guest Speaker

Ms. Wanvipa Phanumat, Director of Strategy Managment of DASTA

Ms. Ploychompoo Thitiyaporn, International Relations Officer of TAT

Mr. ITO Kazuhiro, Executive Director of JTA

Ms. SUZUKI Hiroko, Research Fellow of JTTRI

### 3.2 Discussion

### 3.3 Wrap - Up from Co - Chairs





# Theme: Tourism Development Initiated by Community - Best Practices Exchange on Community - Based Tourism between Thailand and Japan

## Technical Visit to Ta Kian Tia Community

- Offering activities such as coconut coffee tasting, cooking experience, tie-dyeing fabric from coconut husk, and disc golf.
- Homestay Inspection.
- Lessons learned from cooperation and effective community management.

## The 3<sup>rd</sup> Meeting of Tourism Working Group

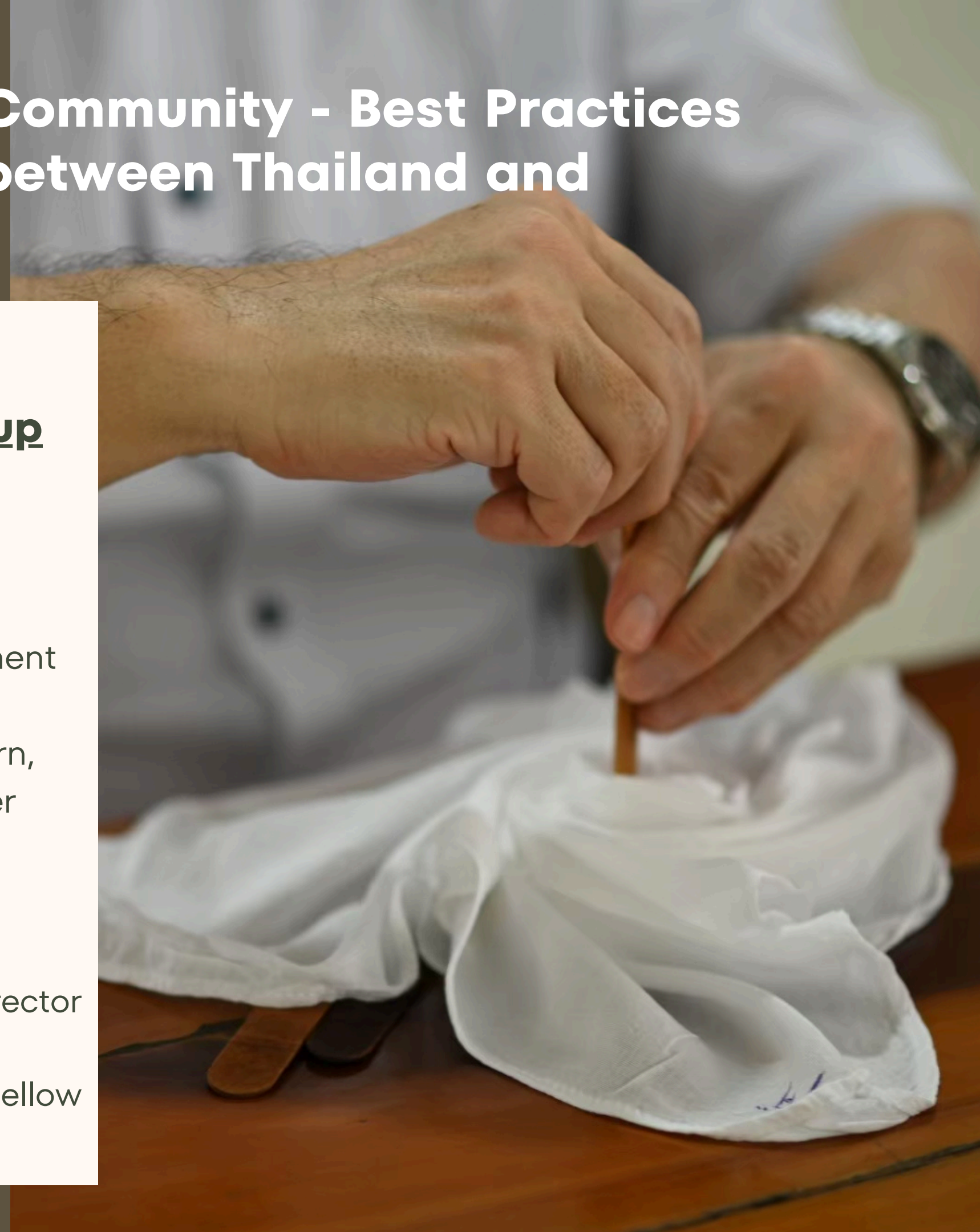
### **Guest Speaker**

#### **Thai Side**

- Ms. Wanvipa Phanumat, Director of Strategy Management of DASTA
- Ms. Ploychompoo Thitiyaporn, International Relations Officer of TAT

#### **Japan Side**

- Mr. ITO Kazuhiro, Executive Director of JTA
- Ms. SUZUKI Hiroko, Research Fellow of JTTRI







# Ta Kian Tia Community

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Ta Kian Tia community primarily relies on agriculture, with coconut farming as the main occupation, which continues to this day. Ta Kian Tia people have collaborated with government agencies such as TAT and DASTA to develop and preserve coconut orchards a learning center for the community and a tourist attraction. They have adjusted tourism activities to align with the community's resources, resulting in job creation and income generation for the community. Additionally, Ta Kian Tia community received **ASEAN COMMUNITY BASED TOURISM (CBT) STANDARD Award in 2025**, recognizing their tourism services and products in Southeast Asia and providing opportunities for government and private sectors to develop tourism according to ASEAN standards.



# Key success

- Integration between Ta Kian Tia Community with DOT, TAT and DASTA
- Preservation and presentation of local resources
- Participation of people in the community
- Allocation and distribution of income to stakeholders in community



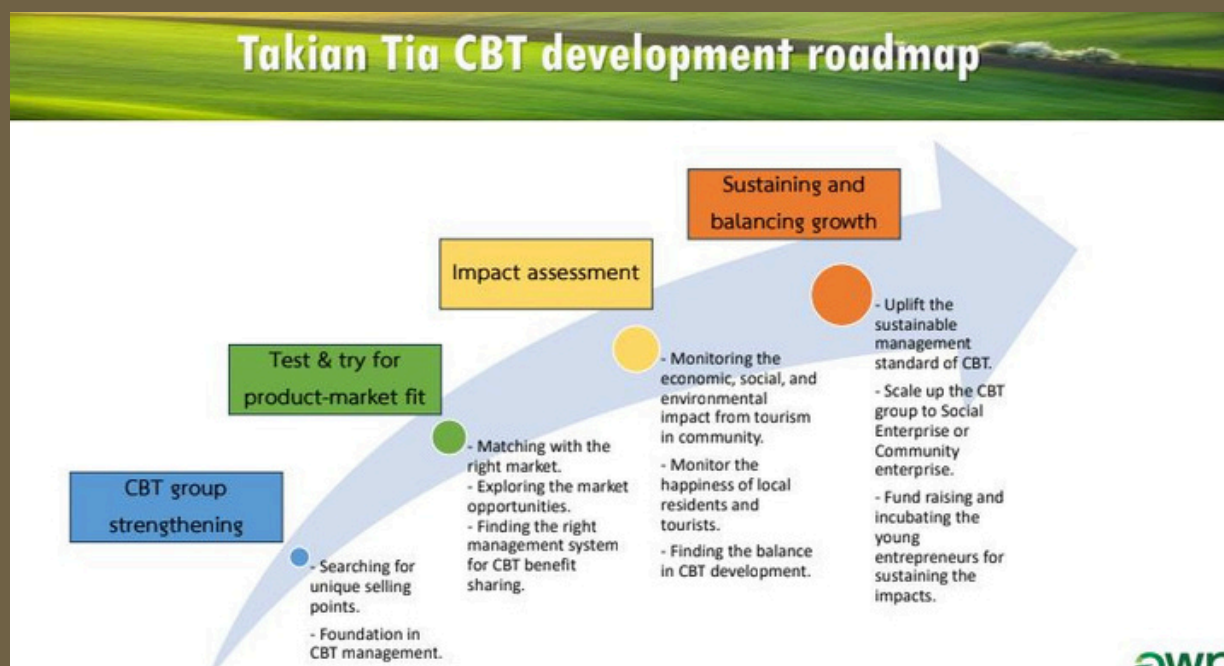
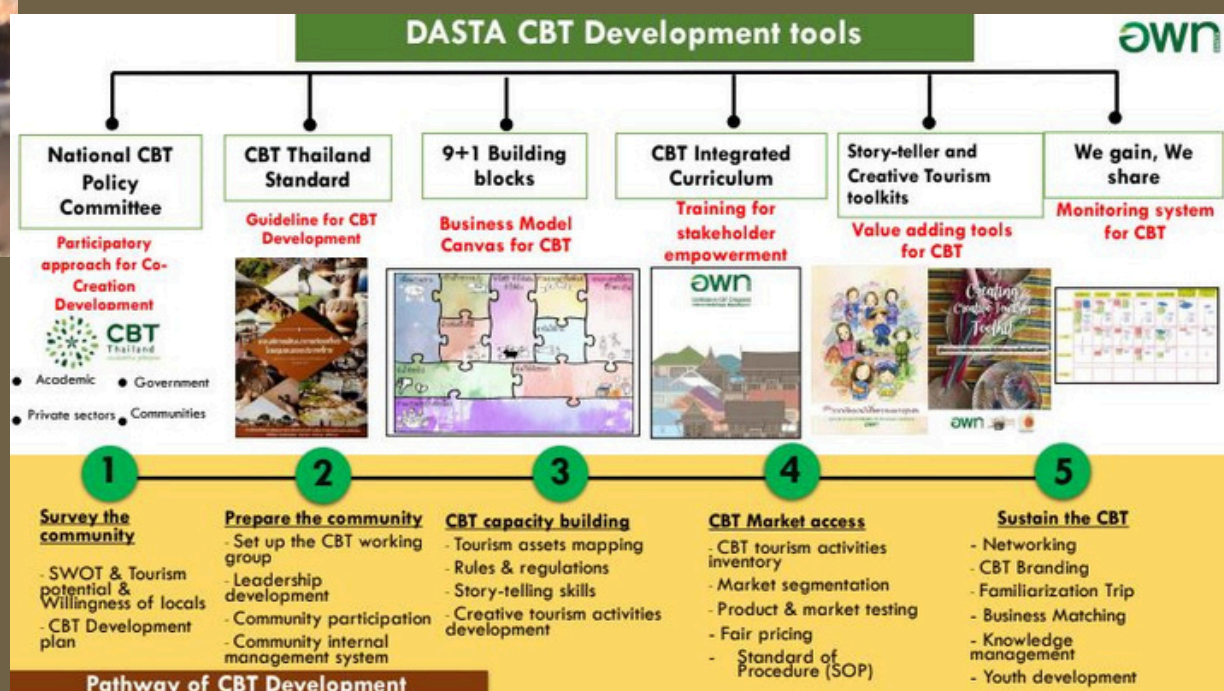




## Guest Speaker Ms. Wanvipa Phanumat

Director of Strategy  
Management of DASTA

## Community - Based Tourism Development Plan



## DASTA Roles and Responsibilities

- Develop and manage sustainable tourism destination
- Facilitate UNESCO Creative cities and Network (UCCN) development
- Build capacity of local government for sustainable destination management
- Develop creative Community - Based Tourism

## DASTA CBT Development Tools

- Survey the community:** to create SWOT & Tourism potential & Willingness locals, CBT development
- Prepare the community:** to set up the CBT working group, Community participation, Leadership development.
- CBT capacity building:** to create tourism assets mapping, set rules and regulation, create story - telling and creative tourism activities development
- CBT market access:** CBT tourism activities inventory product & market testing
- Sustain the CBT:** Networking, CBT branding and knowledge management, youth development

## TA Kian Tia CBT Development Roadmap

- CBT strengthening:** searching for the unique selling point, Foundation in CBT management
- Test & try for products - market fit:** Exploring the market opportunities, Finding the balance in CBT benefit sharing
- Impact assessment:** Monitoring the economics, social, and environmental impact from tourism in community
- Sustaining and balancing growth:** Uplift the sustainable management standard of CBT



# Guest Speaker Ms. Ploychompoo

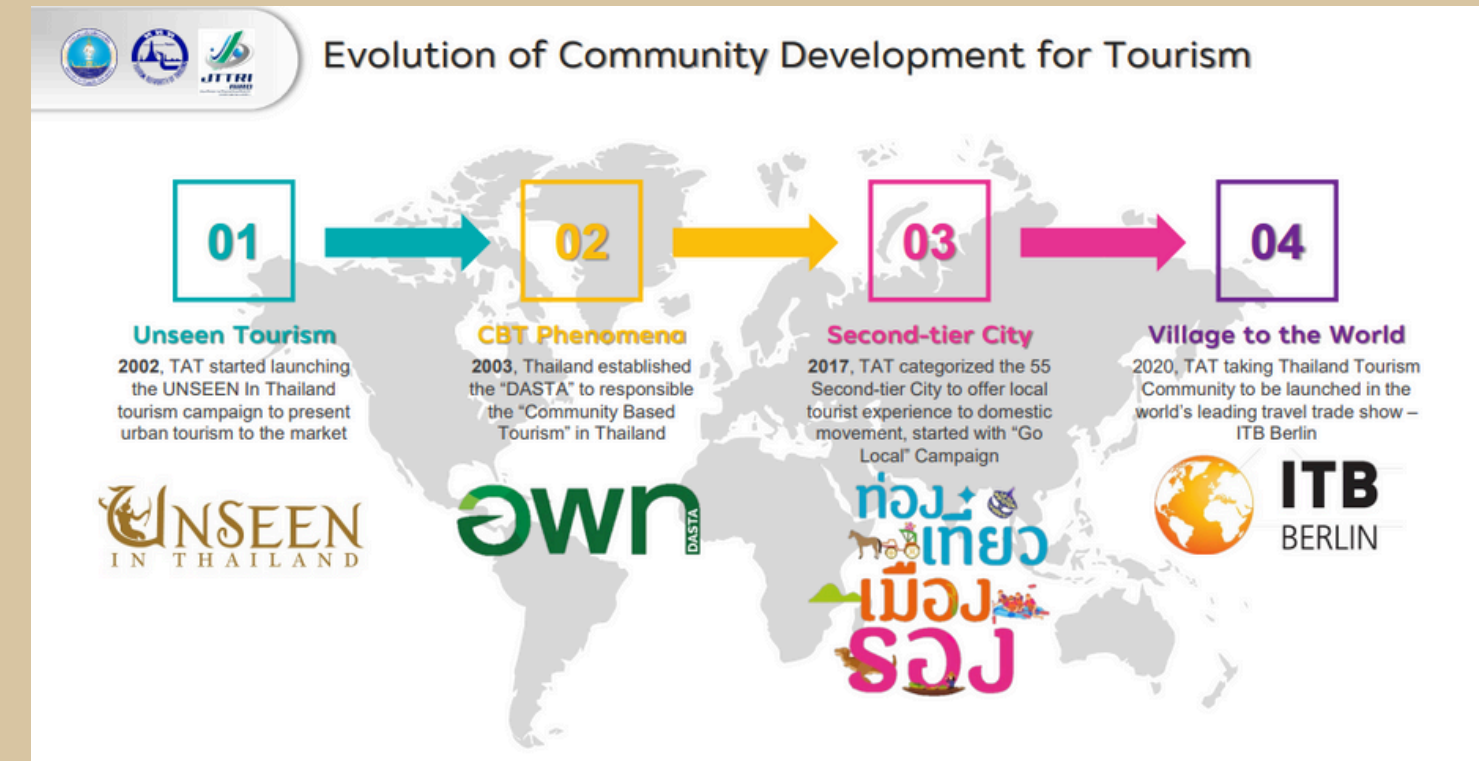
International Corporation Section of TAT



## Thailand's CBT Marketing Promotion and Communication Campaign: A case Study of Ta Kian Tia Community

### Campaign and Marketing Promotion

- Unseen Thailand: promoting minor tourism cities as hidden gems to decrease crowdedness in major tourism cities.
- CBT Phenomena: establishment of responsible agency to develop community-based tourism in a sustainable way.
- Amazing Go Local: promoting domestic tourism among Thai tourists and invite them to enjoy CBT, which could generate more income to communities and let locals learn about appropriate tourism management.
- Local to Global: promoting well-prepared and ready-to-market communities to foreign tourists both in the important international trade fairs and public relations materials.





# The current state of Japan's travel industry and overseas travel



**Guest Speaker Mr. ITO Kazuhiro**

Executive Director, Office of Interantional Tourism

日本旅行業協会				
TOUR QUALITY JAPAN				
EXPO JAPAN				
<a href="https://www.jata-net.or.jp">https://www.jata-net.or.jp</a>				
(2) Recovery Status of Outbound Travelers by Country, 2024				
Region	Accumulated Period	Number of Travelers	Compared to 2023	Compared to 2019
Turkey	January - May	43,755	195.0	111.5
South Korea	January - May	1,173,568	176.3	85.6
Australia	January - May	150,510	161.2	79.2
Vietnam	January - May	289,199	146.0	74.4
Taiwan	January - May	530,000	199.5	63.1
Spain	January - May	161,489	159.5	61.5
Overall	January - May	4,867,731	167.2	60.7
Thailand	January - May	401,056	147.8	54.1
USA (Including Hawaii and Guam)	January - May	690,090	152.0	47.1
Hawaii	January - May	266,687	159.2	43.5
Guam	January - May	85,001	241.7	30.4

Source: JTB Tourism Research & Consulting Co., Various Government Tourism Offices, JNTO

日本旅行業協会				
TOUR QUALITY JAPAN				
EXPO JAPAN				
<a href="https://www.jata-net.or.jp">https://www.jata-net.or.jp</a>				
(3) Challenges for Expanding Overseas Travel Sales				
<ul style="list-style-type: none"><li>Airline Procurement Environment</li><li>Perception of High Travel Costs</li><li>Recruitment Type Package Tours</li></ul>				

- Reporting on factors affecting the recovery of tourist numbers, including the shortage of airline seats capacity and rising cost of travel.
- Creating a tourism platform “JTA Business Matching Site” to add value for tourism.
- Promoting weekday travel to reduce the problem of overflowing tourists.
- Maintaining human resources in the tourism sector.



# Sustainable Area Management Using Tourism



**Guest Speaker Ms. SUZUKI Hiroko**

Research Fellow , JTTRI

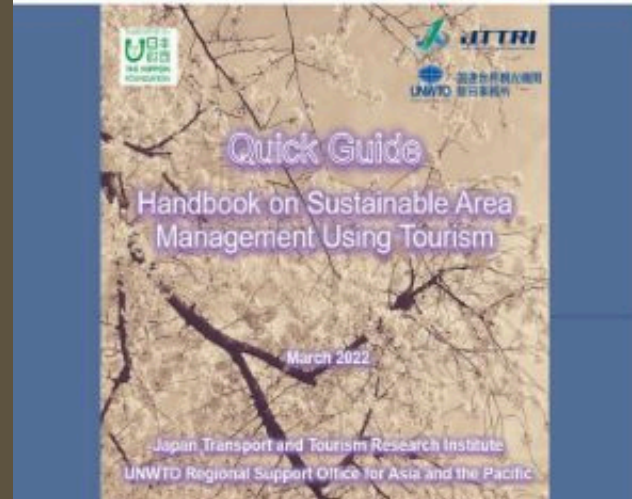
## 4) The Handbook: Practical Guide on Sustainable Area Management Using Tourism

The Handbook, developed by our Institute, the UNWTO Regional Support Office for Asia and the Pacific, and the Japan Tourism Agency, supports sustainable area management, drawing on the UNWTO Tourism Guidebook and incorporating recent example

It outlines the necessary steps in realizing sustainable area management, highlights innovative case studies.

The Handbook promotes an evidence-based approach, enhancing residents' quality of life.

Take tourism as an entry point to resolve regional issues!



## Case 1) Gifu Prefecture, JAPAN:

Using tourism to create new core regional industries

Regional issues:

- The shortage of human resources and successors in the tourism industry is becoming serious.
- The need for core industries unaffected by external factors like economic fluctuations under population decline



Gifu Sustainable Tourism Observatory | UN Tourism (unwto.org)

- JTTRI has conducted research on sustainable area management using tourism and has compiled the: **Practical guidance on sustainable area management using tourism** jointly edited by JTTRI, UN Tourism, and Japan Tourism Agency (JTA).
- This handbook was used in the case study of Gifu Prefecture, which demonstrates the necessary steps for identifying issues, setting indicator. Gifu prefecture was able to establish itself as a tourist destination where tourists are more likely to stay by comprehensively promoting tourism, agriculture, and traditional culture.



# Discussion

## possible cooperation between Thailand and Japan on CBT

### Theme: Tourism development around train station

#### TAT mentioned KIHA 183 received from JR Hokkaido

- TAT are promoting rail tourism.
- TAT proposed that JTTRI - AIRO and related Thai agencies should conduct a joint research study on the rail tourism experience design for the Talat Phlu Community, with and aim to improve the community's landscape, to design local products, activities and experience, and to enhance the community engagement.
- Possible Research Partner: 1. Ministry of Tourism and Sports  
2. Thailand Science Research and Innovation and 3. Bangkok Metropolis.



#### Tourism Academic Working Group

Ministry of Tourism and Sports (MOTS) and  
Japan Transport and Tourism Research Institute  
ASEAN-India Regional Office  
(JTTRI-AIRO)

Mr. OHM Watcharakrit Yaem-Ot  
Chief, International Cooperation  
Secretariate Office to the Governor  
Tourism Authority of Thailand (TAT)  
19 August, 2024

#### TAT's Proposal



**Research Topic:** Study of the design of train tourism experience: A case study of Talat Phlu tourism community

**Research Scope:**

1. Landscape Development
2. Architecture Development
3. Local Product Design
4. Activity & Experience Design
5. Community Engagement

**Research Partner:**

1. Ministry of Tourism and Sports
2. Thailand Science Research and Innovation
3. Bangkok Metropolis





# Wrap - Up from Co - Chairs



Co - Chair from Thai side

## To further develop CBT in both countries.

"Mr. Mongkon summarized the overall insights gained from the meeting by incorporating the knowledge and perspectives shared during the 3<sup>rd</sup> Meeting of Tourism Working Group, hoping that this knowledge can serve as a guideline for developing community tourism in both countries in the future".



Co - Chair from Japan side

## To strengthen cooperation.

"Mr. OKUDA spoke about the outcomes of the 2<sup>nd</sup> and 3<sup>rd</sup> Meetings of Tourism Working Group, where knowledge was exchanged between experts from both countries. The results of these two meetings will be disseminated and shared with ASEAN members, with the hope that this initiative will benefit the promotion of tourism in Japan and Thailand moving forward".





THANK YOU





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