

## Vision for 2025

- Revive Tourism **in a Sustainable Manner**
  - Improved **Quality of Tourism**
  - Increased **Profitability and Productivity** of the Industry
  - Expanded **Regional Exchange Population**

## Strategic Pillars

### *Establish Sustainable Destinations*

- **Add Higher Value** to Destinations
- Promote **Tourism Digital Transformation** and address **workforce shortage**
- **Keep balance with Nature** and Cultural conservation

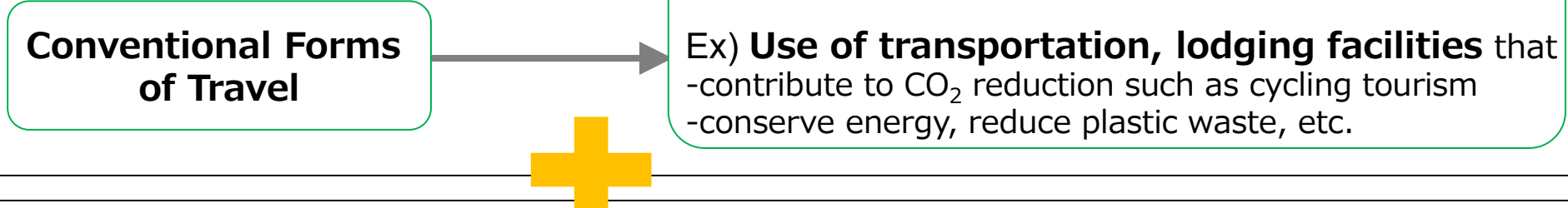
### *Recover Inbound Tourism*

- Develop **attractive products**
- Attract **High-value travelers**
- Promote **Two-way tourism**

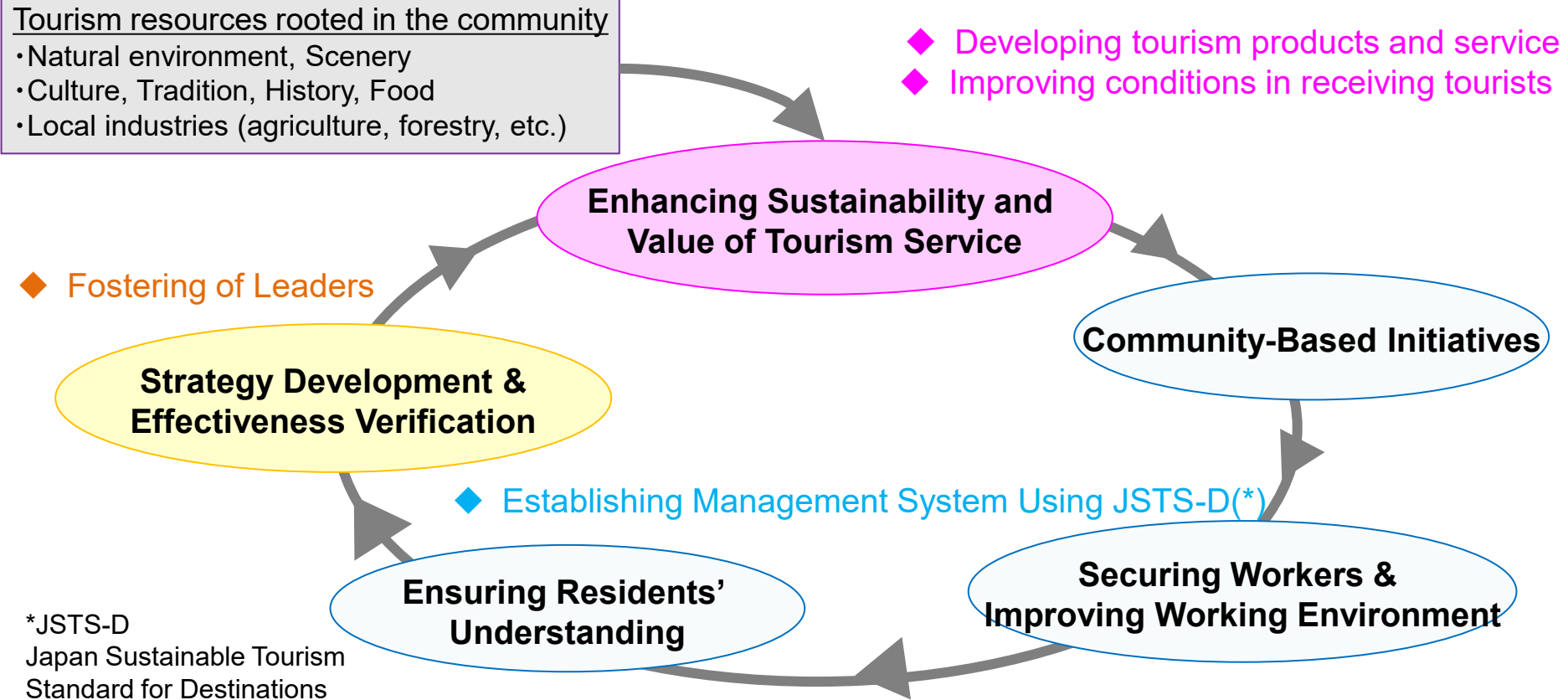
### *Expand Domestic Exchanges*

- Promote **Work-cation**
- **“A New Hometown”** project
- Efforts to **shift peak demand**

## Global trend on tourism and travel



## Developing sustainable tourism communities utilizing own local tourism resources



## Role of DMO

Involvement of local stakeholders not only in traditional travel and transport sectors, but in management body of cultural, natural resources, tourism activity providers, relevant farm ,fishery, commerce providers and local residents

### Image of DMO stakeholders

