

3rd meeting of Tourism Working Group
between Thailand and Japan

Date and Time: 27th August (Tuesday) 2024, 08:30 AM - 11:20 AM (Bangkok Time)

Venue : Conference Room, Pattaya Modus Beachfront Resort
(Hybrid meeting Onsite/Online)

Theme: “Tourism Development Initiated by Community ~Best Practices
Exchange in Community-Based Tourism between Thailand and Japan~”

Attendees:

(Thai Side)【Core Member】

Ministry of Tourism and Sports (MOTS): Mr. Mongkon, Deputy Permanent Secretary 【Co-chair】、Mrs. Katesaraporn, Director of International Affairs Division、**Department of Tourism (DOT)** Ms. Siwaphon, Foreign Relation Officer, Professional level, Tourism Professional Development Division、**Tourism Authority of Thailand (TAT)** :Ms. Chantimaporn, International Relations Officer, International Corporation Section、**Designated Areas for Sustainable Administration (DASTA)** : Ms. Wanvipa, Director of Strategy Management of DASTA、**Thailand Convention and Exhibition Bureau (TCEB)**:Mr. Napat, Manager (Meetings and Incentives Promotion Section)、**Lecturer of Faculty of Humanities, Kasetsart University (TRSI)**:Asst. Prof. Puriwaj

【Guest (Speaker)】

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

(Japanese Side)【Core Member】

JTTRI-AIRO: Mr. OKUDA, President for International Affairs of JTTRI and President of JTTRI ASEAN-India Regional Office 【Co-chair】、Mr. TOMITA, Executive Director, **Japan Tourism Agency (JTA)**: Mr. KAWADA, Director of Strategy Planning Division (Online)、**Embassy of Japan in Thailand:** Mr. YAMAKAWA, First Secretary、**Japan National Tourism Organization (JNTO)**: Mr. TAKEUCHI, Executive Director, Global Strategy Headquarters, (Online)Mr. NAKASUGI, Executive director of JNTO Bangkok office

【Guest (Speaker)】

- Mr. ITO, Executive Director, Office of International Tourism : Japan Association of Travel Agents (JATA)
- Ms. SUZUKI, Research Fellow, JTTRI



Meeting Overview

1. Opening Remarks

(1) Mr. Mongkon, Deputy Permanent Secretary, MOTS

- The Ta Kien Tia community is a representative community that has been recognized by ASEAN as a best practice in CBT. We would like the Japanese side to actively express their impressions and opinions in today's WG.
- The Thai government is promoting tourism in the secondary city under the vision of “Ignite Thailand”. Thai government recognizes that it is also important to provide tourists with new experiences unique to the region.

(2) Mr. OKUDA, President of JTTRI ASEAN-India Regional Office

- Thanks to warm cooperation of Thailand side, Japanese side was able to visit the Ta Kien Tia community, a successful example of CBT in Thailand, and had very valuable experiences such as cooking with coconuts, dyeing, and playing disc golf.
- Through today's lively discussion, I hope to further promote tourism and exchange between Japan and Thailand.

2. Attendee Introductions

- Both sides introduced the members of the Thailand-Japan Tourism Working Group.

3. Presentation and Q and A by Guest Speakers

(1) Ms. Wanvipa, Director of Strategy Management of DASTA

Presentation title: Community - Based Tourism Development in Thailand

Ms. Wanvipa explained the roles of DASTA, which aims to develop communities sustainably through tourism. She also introduced DASTA's community development plans, criteria and tools. She explained that, in fact, the Ta Kien Tia community and DASTA worked together to develop the community using these tools, which led to its success.

(2) Ms. Ploychompoo, International Cooperation Section of TAT

Presentation title: Thailand's CBT Marketing Promotion and Communication Campaigns:
A Case Study of Ta Kien Tia Community

Ms. Ploychompoo explained that TAT conducts campaigns and marketing promotion, including Media Familiarization Trip in CBT destinations that are ready to be sold as CBT products (after development by DASTA is completed). She introduced TAT's CBT promotion efforts by showing Promotion Videos and also mentioned that Ta Kien Tia Community is an example of promotion conducted in collaboration with TAT, DASTA, and TCEB. She further explained that TAT provides support for promotion and other activities not only in Thailand but also overseas.

(3) Mr. Ito, Executive Director, Office of International Tourism of JATA

Presentation title: The current state of Japan's Travel industry and overseas Travel

Regarding the current status of Japan's overseas travel sales, Mr. Ito noted that compared to the pre-Covid 19 period, sales are still in the process of recovery (the recovery rate of

Japanese travelers to Thailand is below average). He explained that the current issues are the shortage of airline seats and the rising cost of travel. JATA is planning events with Taiwan and Hong Kong to promote overseas travel sales. He emphasized the importance of experiences that can only be had in those countries.

(4) Ms. Suzuki, Research Fellow of JTTRI

Presentation title: Sustainable Area Management Using Tourism

Ms. Suzuki explained about the Handbook: “Practical guidance on sustainable area management using tourism” jointly edited by JTTRI, UN Tourism, and the Japan Tourism Agency. Taking Gifu Prefecture as a case study, she explained how the project was successfully implemented through 11 steps and 3 phases (identifying issues, setting indicators, and promoting the PCDA cycle). She also emphasized that 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.

4. Discussion

(1) Exchange opinions on the visit at Ta Kien Tia Community

○ Japanese side

- Ta Kien Tia Community grows coconuts without pesticides. This is excellent from both a sustainability standpoint and in terms of harvesting safe, high-quality coconuts. We were also impressed not only by the hospitality of the people, but also by the fact that there are several sources of income, such as cooking experience, dyeing experience, disc golf, homestay. One of the core members from the Japanese side proposed educational tours at Ta Kien Tia community for students for the future.
- One of the core members from the Japanese side suggested two points for further development of Ta Kien Tia Community. The first is to introduce how coconuts made in the community are sold in the market, and the second is to introduce restaurants that are popular among the local people, because food is an important part of tourism.

(Questions from Japanese side to Thai side)

- In Thailand, ① How do Thai governments (DASTA, etc.) obtain the consent of the local people to participate in tourism development in these areas? ② How do Thai governments (DASTA, etc.) train young people to be future leaders in CBT?

(Answers from Thai side)

- ① DASTA classifies the local people into three groups based on their willingness to participate in CBT (those who would like to participate, those who do not know if they would like to participate, and those who would not like to participate). Then DASTA explains the advantages and disadvantages of participating in community tourism development. In addition, further in-depth discussions on CBT will be held between DASTA and the community.
- ② The Thai government is using the social enterprise scheme to take advantage of the current trend of entrepreneurship among Thai youth. DASTA conducts the pairing of elderly people with young people to train and coach them.

(2) Discuss possible cooperation between Thailand and Japan on CBT

(Theme: Tourism development around train station)

- (Thailand side TAT): TAT mentioned KHA183 received from JR Hokkaido and explained that train tourism is currently a trend among Thai people and that MOTS and TAT are promoting it. TAT would like to conduct a joint research study with JTTRI on the development of “Study for the design of train tourism experience: A case study of Talat Phlu tourism community”. The study aimed at improving the landscape designing local products, tourism activities, and community participation. TAT proposed the site visit to Talat Phlu community to JTTRI on 28th August after the 3rd WG meeting.
- (Japan side JTTRI) : At first, JTTRI would like to conduct a site visit to Talat Phlu and then have a meeting with the parties concerned both Thailand and Japan to discuss the direction of cooperation.

5. Next Meeting of the 4th WG

Thailand and Japan agreed on the 4th WG as follows

(Date) : December 2024 or January 2025 (TBD)

(Format) : On-site and online at the MOTS meeting room as in the 2nd meeting.

We will ask the participants from ASEAN countries widely.

(Contents) : ① To share the summary of the 1st 3 WGs.

② Panel discussion from guests(TBD)

6. Closing Remarks

(1) Mr. OKUDA, President of JTTRI ASEAN-India Regional Office and President of JTTRI ASEAN-India Regional Office

- In the 2nd and 3rd WGs, we discussed the importance of “Promotion of tourist destinations by DMO”, “Attracting tourists to local regions by creating high added value” and “sustainable regional management utilizing tourism”.
- In the 4th WG, the discussions will be summarized and the contents will be widely shared with ASEAN members in the hope that this initiative will be beneficial for further promotion of tourism in Japan and Thailand.

(2) Mr. Mongkon, Deputy Permanent Secretary, MOTS

- We hope to continue to build on the knowledge and perspectives shared in today's WG and further develop CBT in both countries.
- I would like to express our gratitude to the Japanese and Thai parties involved for the successful holding of this WG.
- We would also like to hold the 4th WG in cooperation with Thailand and Japan.

