



TEATA Sustainable Tourism Practices

From a view of Private Sector

May 21, 2019

TEATA – WHO are WE ?



- Thai Ecotourism and Adventure Travel Association
- A national body
- Non profit organization
- Founded in 1997 by the Tourism Authority of Thailand and Thai SME tourism private sectors

TEATA Vision



A leading network organization that promotes sustainable tourism practices in Thailand and ASEAN through collaboration and partnership among all sectors involved at all levels, locally and globally.



TEATA MISSION

- To promote socio-eco Tourism and Adventure Travel with aims to improve social, environmental benefits of the country tourism industry
- Provision of sustainable tourism standards and training to members and public sectors



Tours Operated by TEATA Members

- Cycling Tour
- Water Sports : Snorkeling, Diving, Rafting, Kayaking
- Trekking – Wildlife Observation – Bird Watching
- Extreme Sports – Zip Lining
- Eco & Adventure Tour
- Green Accommodation

- Community Based Tourism
- Cruising
- Food Tour
- Culture and Life Style
- Meditation
- Volunteer and CSR Activities
- Walking Tour

Cycling Tour





Thai Ecotourism and Adventure Travel Association
สมาคมไทยท่องเที่ยวเชิงอนุรักษ์และพจญภัย

Green Accommodations

Our green accommodations are in all parts of Thailand and in various styles from modern hotels to nature deluxe or rustic resorts, raft houses, or tree houses.



Extreme Sports, Zip Lining



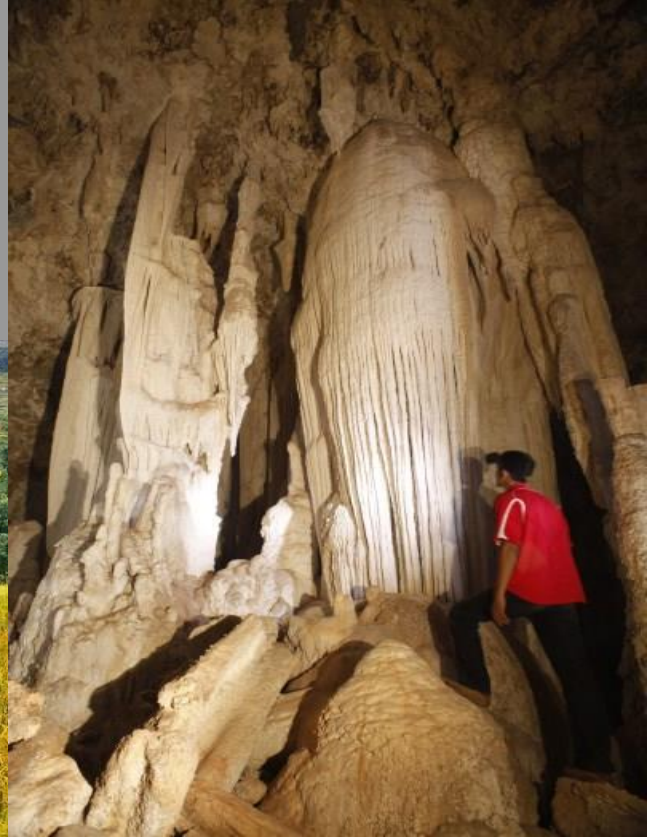
- ❖ Meet international safety standard
- ❖ Well trained and experience staffs
- ❖ Available in various sites in Thailand

Water Sports

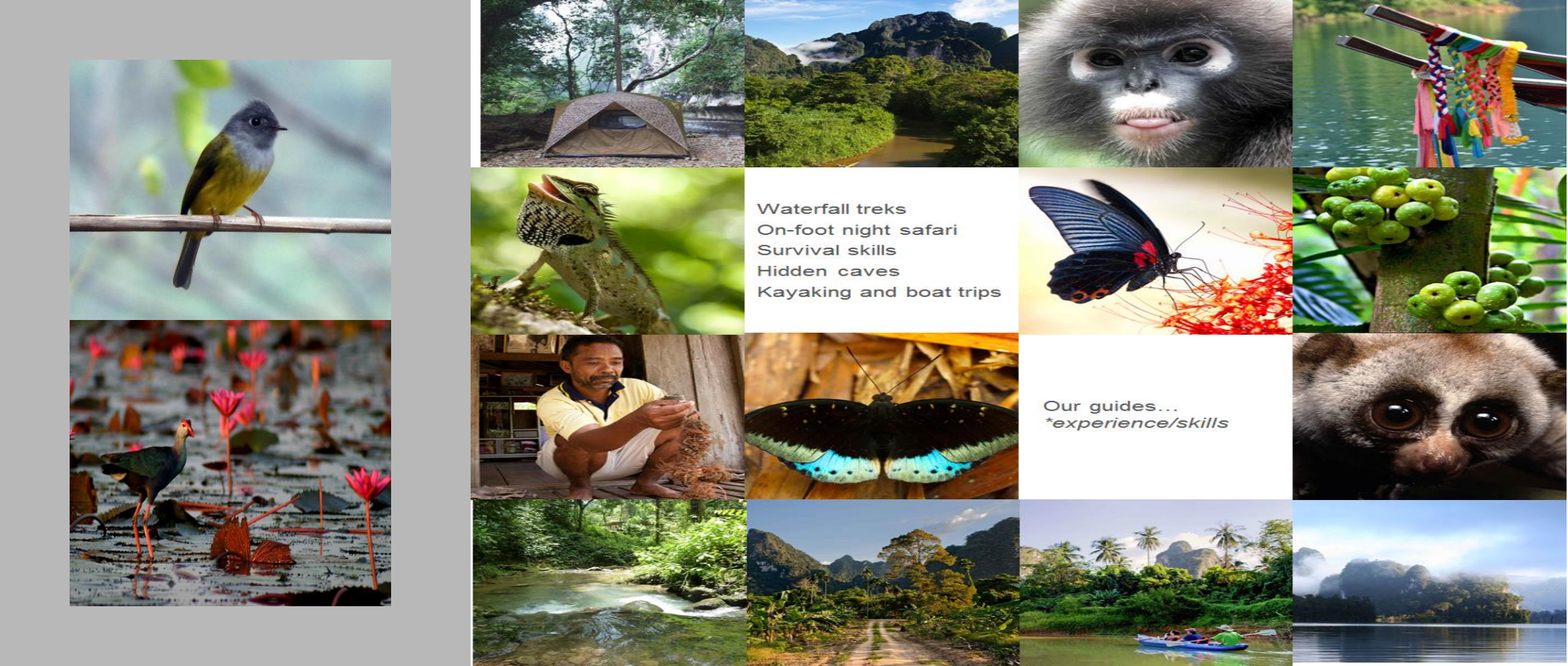


- ❖ Snorkeling - Diving
- ❖ Rafting - Kayaking [river and sea]
- ❖ World class diving sites with well trained staffs
combination with various marine conservation programs
- ❖ Coral reforestation, crab bank, etc

Trekking



Wildlife Tours



Waterfall treks
On-foot night safari
Survival skills
Hidden caves
Kayaking and boat trips

Our guides...
**experience/skills*

Volunteer and CSR Activities

Ko Talu – Coral Reef Reforestation – Crab Bank – Sea Turtle Conservation



Community-Based Tourism





Thai Ecotourism and Adventure Travel Association
สมาคมไทยท่องเที่ยวเชิงอนุรักษ์และผจญภัย

Food Tour



Eco- AdventureTour Operator

❖ Our members are capable of



Unique experience



knowledge



safety

Hands on



❖ Each is specialized in DMC, GIT, FIT, Event, etc.

Culture



care



adventure

❖ With care for the needs of both customers and locals.



CSR-MAP Model : PROJECT Partners

GO GREEN, GO TOGETHER



The CSR-MAP Project is funded by the European Union

TEATA - ECEAT (European Centre for Agro tourism)

- Green Leaf Foundation - C-BTI

CSR-MAPS



- Corporate Social Responsibility and Market Access Partnerships for Thai sustainable tourism supply Chains 2010 - 2011
- Funded by the European Union (EU)



Outputs

- 20 Common Principles (Standards Based on GSTC)
- 4 Green Routes

Global Sustainable Tourism Criteria and comparable Thai / Asian standards



-  A. Demonstrate Effective Sustainable Management
-  B. Maximum socio-economic benefit / minimum negative impact
-  C. Maximum benefit / minimum negative impact cultural heritage.
-  D. Maximize benefit / minimize negative impact environment
-  ICOMOS




Shared principles of 5 Thai Tourism Supplier Groups which commit to putting sustainable tourism into practice

“Resources and the environment are the real capital of our business.”



50 Professional Tour Guides

- Study comparable standards
- TEATA first draft
- Select participants
- Workshop & training
- First time Thai professional tour guides have ever drafted sustainability standards

Restaurants: 33 participants from the target provinces, working group of 10 people



Tour operators

20 Common Principles (Standards Based on GSTC)

1. Service

2. Sustainability



Service

- A warm welcome
- Good quality service
- Safety
- Hygiene
- Innovative activities



Sustainability

- Sustainable tourism policy
- Staff Training
- Management with respect to nature and culture
- Support community Development and for local skills
- Employ local people and use local services
- Purchase products from small, local producers



Sustainability (continued)

- No Child Labor or exploitation of human Rights
- Efficient use of natural resource, recycling, replenishing
- Support for local conservation
- Waste management, reusing, recycling of waste and water
- Motivate staff and guest to reduce environmental impacts



Sustainability (continued)

- Support for cultural diversity and the unique identity of local area
- Cultural information and interpretation Local exchange between Thai hosts and guests
- Living culture conservation for the next generation
- Cultural exchange between local and visiting people

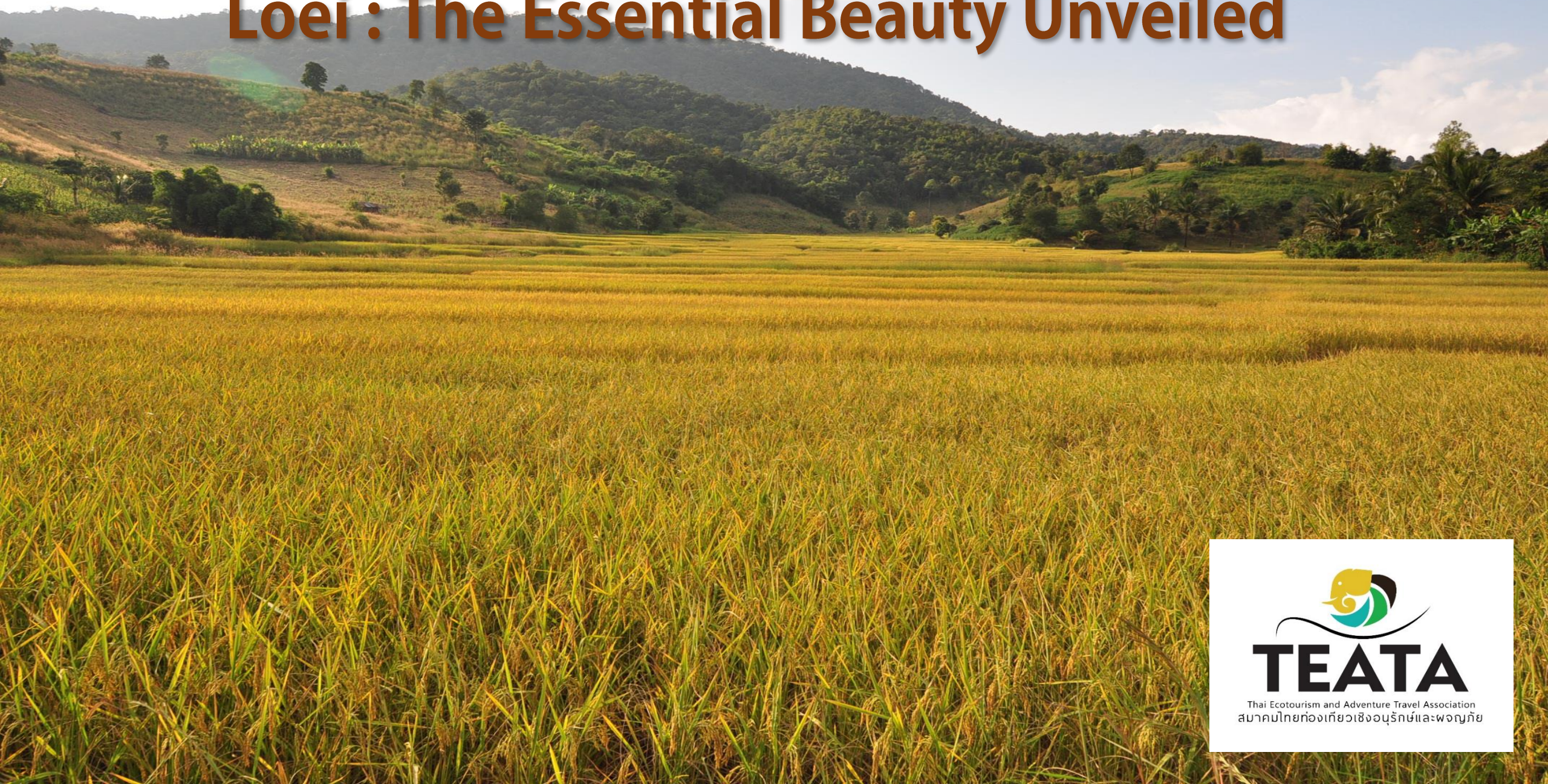


CSR 4 Green Routes

- The Flavours and Fragrances of Central Thailand
- The Charms of Isaan Life
- The Spirit of Lanna
- At the Cultural Crossroads



Loei : The Essential Beauty Unveiled



Thai Ecotourism and Adventure Travel Association
สมาคมไทยท่องเที่ยวเชิงอนุรักษ์และพจญภัย

LOEI

Gateway to
Luang Phrabang,
Vientien,
Vietnam,
Southern China,
Phanompen,
and Siem Rieb



LOEI : Last Frontier for Socio - Eco - Adventure in Thailand



Ecology



Archeology



Living Museum



Festivals



Food



Way of life

LOEI : Unique spiritual wonders

Faith in Animism/Buddhism

Strong Buddhist belief



TEATA Green Routes Designed Process - LOEI



- Market study-Customers' requirement and global trend
- Feasibility Survey and Product Assessment
- Sustainable Tourism Route Development

TEATA Green Routes Designed Process - LOEI

(continued)



- Capacity Building for Suppliers
(Hands on Technology Training and SSMS Criteria)
- Synergized Training
- Standards and Route Testing
- Publicity and Market Promotion

Main Components of TEATA Green Routes



- THEMES and ESSENCES
- Sustainability Highlights of Products and Services
(SME green suppliers i.e. hotels/resort, local restaurants and food, trained eco-tour guides and local guides, green policy tour operators)

Main Components of TEATA Green Routes

(continued)



- Local community with authentic culture , tradition, arts, and ways of life
- Interpretation of stories and local wisdom
- Cultural exchange through experience
- Activities of innovation , creativity, and eco-friendly

Programs for Inbound Market

- The Colours of Mekong Tribal Cultures
- A Living Legacy of Local Life in Loei
- Kitchen of the Lost World
- Local Touch of Dansai Living Way by Bike
- Reflection of the Hidden Beauty @ Loei
- Outreach@ Loei



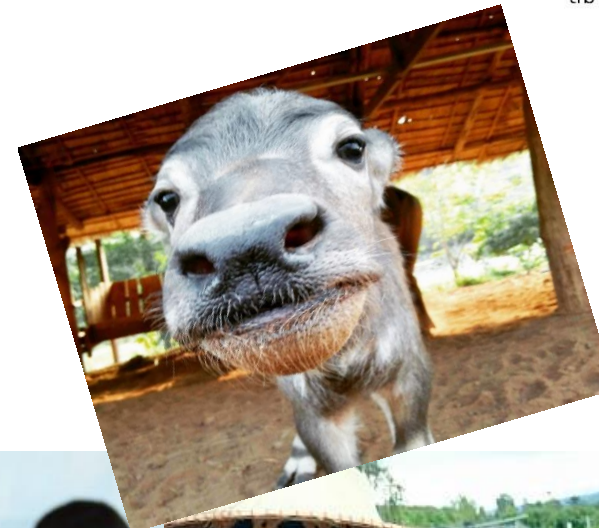
LOEI : Reflection of the Hidden Beauty @ Loei

- Day 1 : Bangkok – Dan Sai
- Day 2 : Na Haew
- Day 3 : Phu Rue
- Day 4 : Phu Luang wildlife sanctuary
- Day 5 : Phu Rue – Chiang Khan
- Day 6 : Loei - Bangkok



Programs for Domestic Market

- Adventurous Loei
- Here is Loei



Greenovative CBT

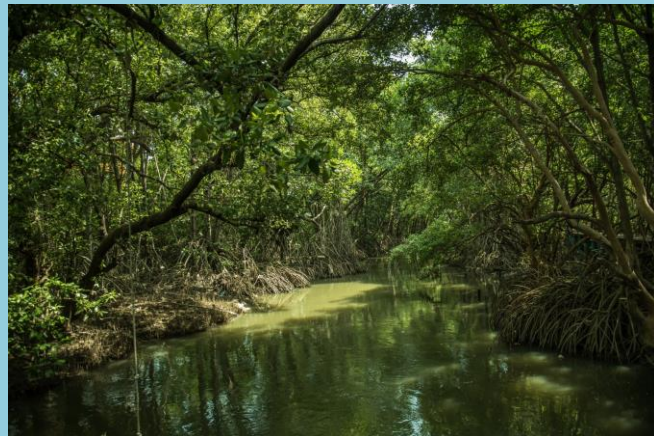
Discover the Hidden East Thailand



Diverse & Non-Touristic Coastal Line



River in rural landscape



Mangrove Forest

Great Food

Coconut plantation
near Pattaya

Map of Community-based Tourism Villages in Eastern Coast Thailand



Hidden East Thailand

4 Provinces

- Chon Buri
- Rayong
- Chantaburi
- Trad

8 Communities

- 3 fisherman villages
- 3 fruit orchards
- 1 coconut plantation
- 1 riverfront town



Tourism with Higher Goals of Sustainability

CBT as a tools to support the community goals

- Reforestation
- Nature conservation
- Livelihood protection
- Cultural revitalization





Unique & Meaningful Travel Experience

Benefits to locals

This greenovative CBT aims to promote sustainable tourism with fair benefits to local communities both economically, socially and environmentally in the long run. This does so by:

- **Promoting** the capacity building and empowerment of the community CBT team through workshop, training, study trip etc.
- **Encouraging** local people team to manage and operate tourism activities
- **Generating** incomes to different people as supply and service providers
- **Enhancing** a pride of local people in their natural/cultural heritage
- **Supporting** environmental and cultural conservation efforts

Krasaebon Village - Rayong

Taste of adventures & jungle lunch



Thai Ecotourism and Adventure Travel Association
สมาคมไทยท่องเที่ยวเชิงอนุรักษ์และผจญภัย

Coconut Experience

Takhain Tia – Chonburi



Local Livelihood Experience

Na Klua Fisherman Village – Pattaya Bay



Thai Ecotourism and Adventure Travel Association
สมาคมไทยท่องเที่ยวเชิงอนุรักษ์และผจญภัย

Chantaboon riverfront community

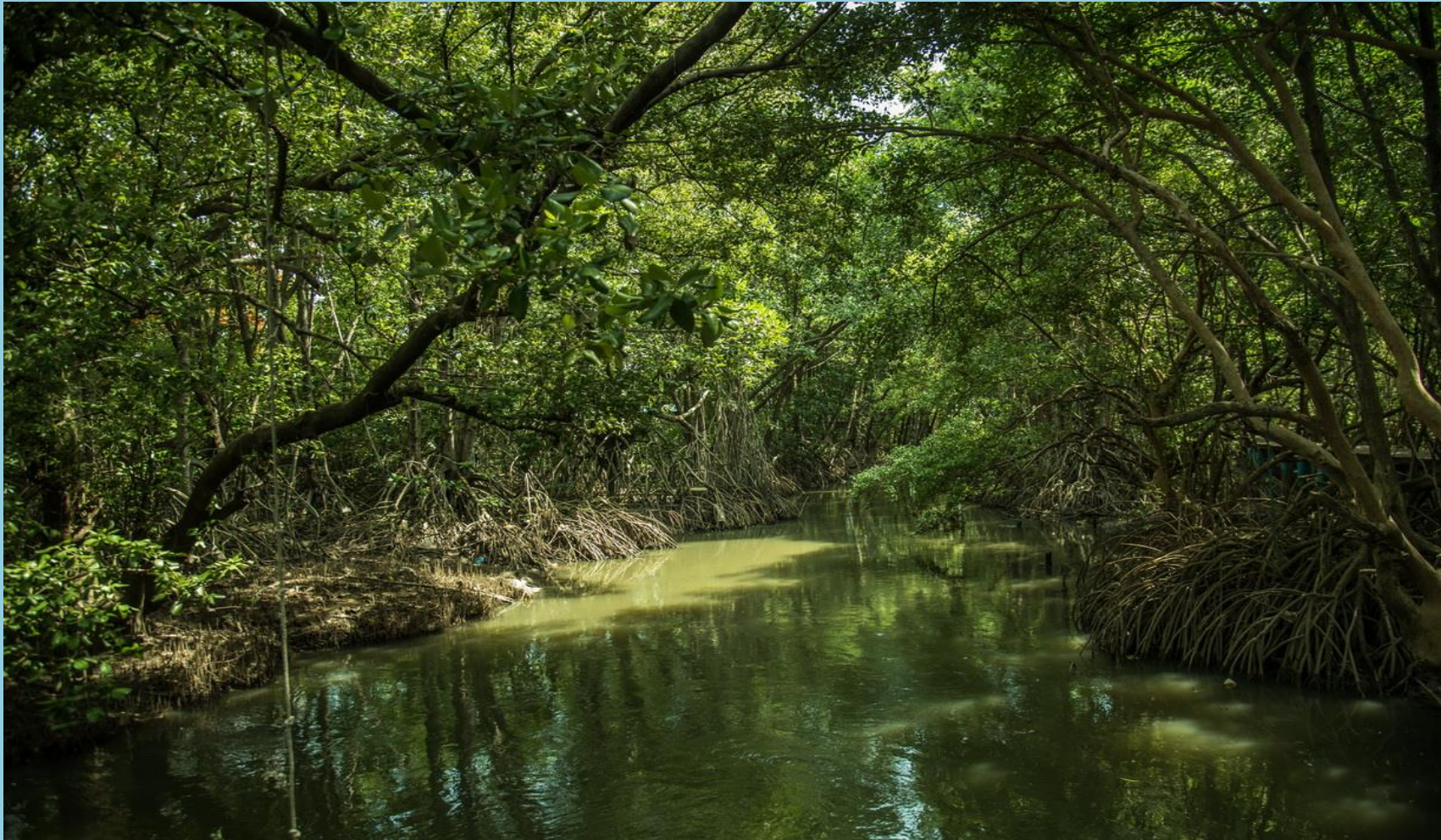
Old town revitalisation - Chantaburi



Thai Ecotourism and Adventure Travel Association
สมาคมไทยท่องเที่ยวเชิงอนุรักษ์และผจญภัย

Laem Chabang Community

Mangrove reforestation - Chonburi



Thai Ecotourism and Adventure Travel Association
สมาคมไทยท่องเที่ยวเชิงอนุรักษ์และผจญภัย

Pattawee community

Organic tourism - Chantaburi



Thai Ecotourism and Adventure Travel Association
สมาคมไทยท่องเที่ยวเชิงอนุรักษ์และผจญภัย

Baan Jamrung community

Leisure cycling & local insights - Rayong



Coconut CBT Redesigned

Local experience project 2017-2018



Banglamung, Chonburi, East Coast



Thai Ecotourism and Adventure Travel Association
สมาคมไทยท่องเที่ยวเชิงอนุรักษ์และผจญภัย

Coconut concept tourism



Thai Ecotourism and Adventure Travel Association
สมาคมไทยท่องเที่ยวเชิงอนุรักษ์และผจญภัย

Host side: Place, people, food, way of life



Thai Ecotourism and Adventure Travel Association
สมาคมไทยท่องเที่ยวเชิงอนุรักษ์และผจญภัย

Visitor Side: Authentic, adventure, learning, good memories & meaningful




TEATA
Thai Ecotourism and Adventure Travel Association
สมาคมไทยท่องเที่ยวเชิงอนุรักษ์และผจญภัย

Community: ownership, learning, benefitting, personal development & pride



Partnership for sustainable CBT



ตอน... เล่าเรื่องผ่านภาพ



ตัวอย่างชุมชน ที่ตีต่ำลงทำงานพัฒนาสินค้าการ
ท่องเที่ยวอย่างยั่งยืน โดยสมาชิกตีต่ำทั่วประเทศ

ชุมชนวิถี ไหนด นา เล จ. สงขลา



ชุมชนบ้านป่าเล ข้าวสังข์หยดอินทรีย์ จ. พัทลุง



ชุมชนเกาะกลาง จ. กระบี่





ชุมชนบ้านเกาะเกิด จ. ออยุธยา



ชุมชนบ้านโคก บ้านดงเย็น จ. สุพรรณบุรี





ชุมชนมหาสวัสดิ์ จ. นครปฐม



ชุมชนพรวัว และ ชุมชนสวนบัวชมพู จ. เชียงใหม่



Thai Ecotourism and Adventure Travel Association
สมาคมไทยท่องเที่ยวเชิงอนุรักษ์และผจญภัย



ชุมชนบ้านแม่แอบ จ. เชียงราย



ชุมชนเมืองเก่า จ. สุโขทัย



ชุมชนบ้านคุกพัฒนา จ. สุโขทัย



ชุมชนบ้านบัว จ. พะเยา



ชุมชนบ้านสามขา จ. ลำปาง



ชุมชนต่างๆ ในจังหวัดน่าน





Thai Ecotourism and Adventure Travel Association
สมาคมไทยท่องเที่ยวเชิงอนุรักษ์และพจญภัย

ชุมชนชาวผู้ไท จ. กาฬสินธุ์

ชุมชนบ้านกว้างท่าเยี่ยม และ บ้านฟ้าหยาด จ. ยโสธร



ชุมชนบ้านโชค และ ชุมชนบ้านตากกลาง จ. สุรินทร์



ชุมชนบ้านนาหมอผ้า จ. อำนาจเจริญ



ชุมชนอื่นๆ ในอีสาน



Thank You

608/10, 1st FLOOR BUILDING B, CONDO A SPACE
ASOKE-DINDAENG ROAD,
DINDAENG, BANGKOK 10400, THAILAND
T. +66 2 006 0770, +66 83 250 9343
F. +66 2 006 0770

Email : teataclub@gmail.com

Website : www.teata.or.th

www.facebook.com/TEATAThailand



TEATA

Thai Ecotourism and Adventure Travel Association
สมาคมไทยท่องเที่ยวเชิงอนุรักษ์และพจญภัย