

The Next S-Curve of Thai Tourism

Thailand Focus 2023: The New Horizon



Dr. Chuwit Mitrchob
Deputy Director-General

Designated Areas for Sustainable Tourism Administration (DASTA)

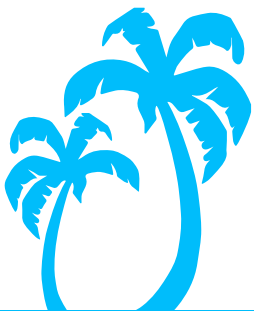
Demand side

- Tourist arrivals
- Revenues



Supply side

- Sustainability
- Quality



Aim for *quality*, not quantity

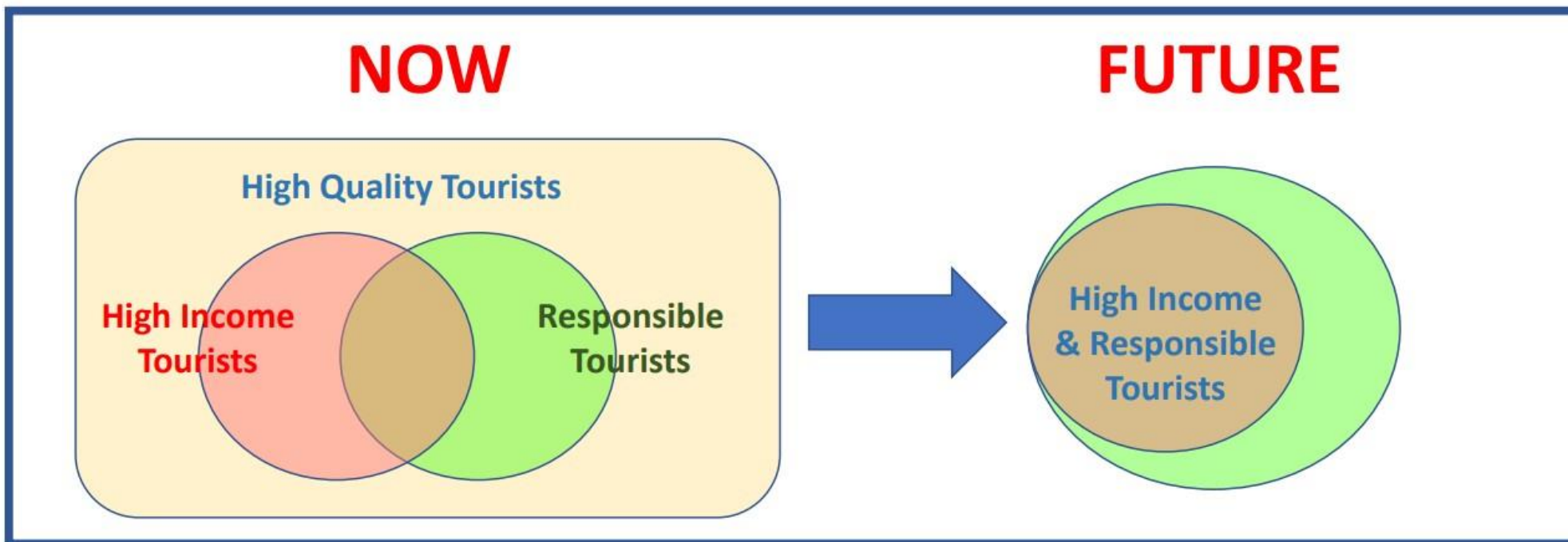
Which is better?

10,000 tourists spending **\$10** a day =
\$100,000

500 tourists spending **\$200** a day =
\$100,000

Which puts less stress
on the destination?

High Quality Tourists





Sustainable

**Travel
Landscape**

expedia group™
media solutions

- **Globally, 90% of travellers want to see sustainable options when booking a trip.**
- This trend was even stronger in the APAC region, with 95% of travellers indicating interest in sustainable travel options, as compared to other surveyed regions, including the Americas at 74% looking for sustainable travel options, and Europe at 69%.





- **India and China** emerge as countries showing the most interest in sustainable travel, with 98% of Indian and 96% of Chinese consumers saying they look for sustainable travel options.
- **Australia and Japan** also show strong interest in sustainable travel, with 72% and 56% respectively saying they look for sustainable travel options.

The APAC region is willing to pay 41% more to ensure their travel is sustainable*



India

44%
more



China

40%
more



Australia

28%
more



Japan

25%
more

On average,

consumers are willing

to pay 38% more

to make their travels

more sustainable



74% of consumers

would choose a

destination, lodging,

or transportation

option

that is **committed to supporting the local community and culture**, even if it was more expensive

Q22. If a travel destination, accommodation, or transportation option was more committed to supporting the local community and culture than other options, would you choose that option even if it was more expensive?

<https://advertising.expedia.com/blog/sustainability/sustainable-travel-study/>

Increasing importance of sustainable travel in Australia and Japan

- Compared to previous trips, **Japanese consumers are 280%** more likely to stay in accommodations or lodging that are actively lessening environmental impact and 125% more likely to use environmentally friendly transport for their next trip.
- For their future travels, Australian consumers are 74% more likely to use providers who declare a commitment to sustainable practices.
- Additionally, on their next trip, 63% of Australians plan to support local communities by buying from local stores and restaurants, rather than chains.





Consumers are willing to **spend more on sustainable travel options**



Nearly 70% of consumers

are willing to sacrifice

convenience to be a

more sustainable

traveler



2022 Confidence survey on travelers' behaviors effected by COVID-19 (by [booking.com](https://www.booking.com))



94% plan to make sustainable travels



91% to reduce waste when travelling



91% to reduce energy use



85% seek for better options for low impact transportation



85% to experience authentically local culture



91% put conservation of cultural heritages at top priority



87% to minimize negative impacts to environment and local communities



85% believe that economic stimulus scheme through tourism will benefit all walks of life

Global Ecotourism Market Insights Forecasts to 2032

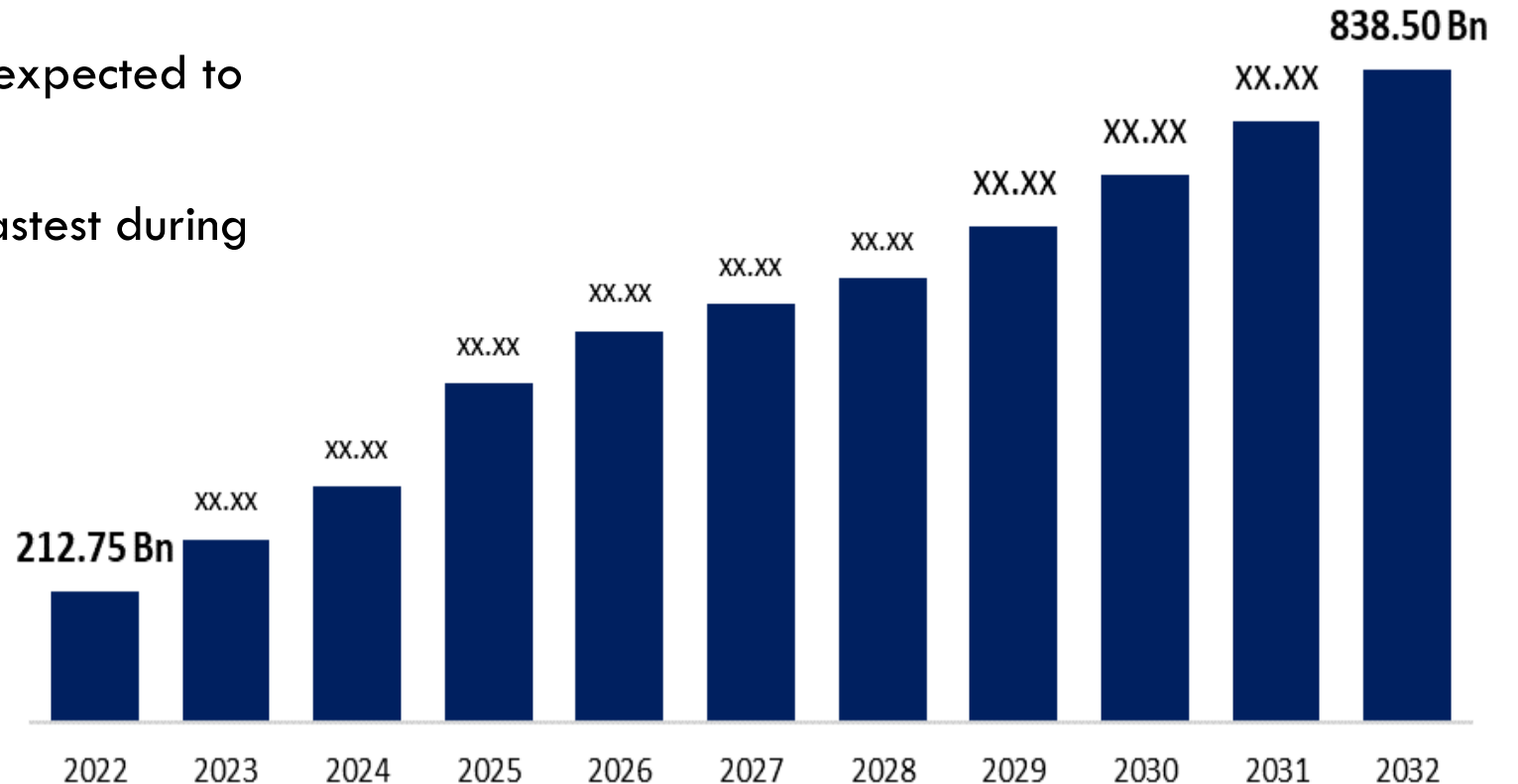
The Global Ecotourism Market Size was valued at USD 212.75 billion in 2022.

The market is growing at a CAGR of **14.7%** from 2023 to 2032

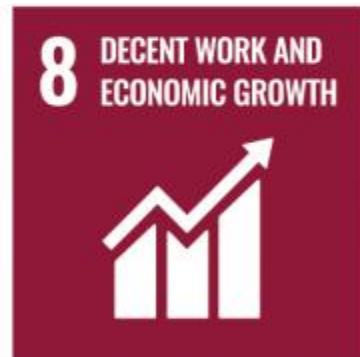
The Global Ecotourism Market Size is expected to reach USD 838.50 billion by 2032

Asia-Pacific is expected to grow the fastest during the forecast period

Global Ecotourism Market Size



SUSTAINABLE DEVELOPMENT GOALS





SUSTAINABLE DEVELOPMENT GOALS



Thailand ranked **first** in ASEAN for Global Sustainability Index achievement in 2022



<https://thailand.prd.go.th>



PR Thai Government



PRD

SDG Index ปี 2023

อันดับ **43** ของโลก
 อันดับ **3** ของเอเชีย
 อันดับ **1** ของอาเซียน

SDG DASHBOARDS AND TRENDS



สถานะ: ● บรรลุเป้าหมายแล้ว ● ยังคงมีความท้าทายบางส่วน ● ท้าทาย ● ท้าทายมาก ● ไม่มีข้อมูล
 แนวโน้ม: ↑ อยู่ในทิศทางที่จะบรรลุได้ ↗ ค่อนข้างก้าวหน้า → ไม่คืบหน้า ↓ ถดถอย

OVERALL PERFORMANCE

COUNTRY RANKING

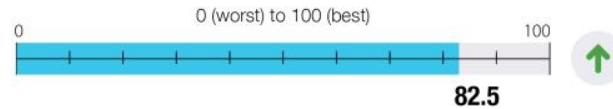
43 /166

COUNTRY SCORE



REGIONAL AVERAGE: 67.2

STATISTICAL PERFORMANCE INDEX



SDG Index ปี 2022

OVERALL PERFORMANCE

COUNTRY RANKING

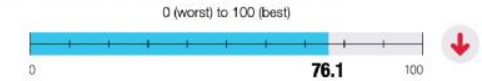
44 /163

COUNTRY SCORE



REGIONAL AVERAGE: 65.9

STATISTICAL PERFORMANCE INDEX



SDG DASHBOARDS AND TRENDS



สรุปข้อมูลและแปลเป็นภาษาไทยโดย



SUSTAINABLE DEVELOPMENT GOALS



ENVIRONMENT



SOCIAL



GOVERNANCE





SUSTAINABLE DEVELOPMENT GOALS

17 GOALS TO TRANSFORM OUR WORLD



BCG in Action

Agriculture

BCG-Naga Belt Road

- Uplevel quality of life of 3,000 agriculturists in 4 provinces
- Sticky rice products > 40 products

Thung Kula Ronghai

- Uplevel rice production of 5,197 agriculturists in 5 provinces
- Value-added rice processing 17.6 times
- Combine local identity with STI



Innovative Industry

Biorefinery Pilot Plant at EECi

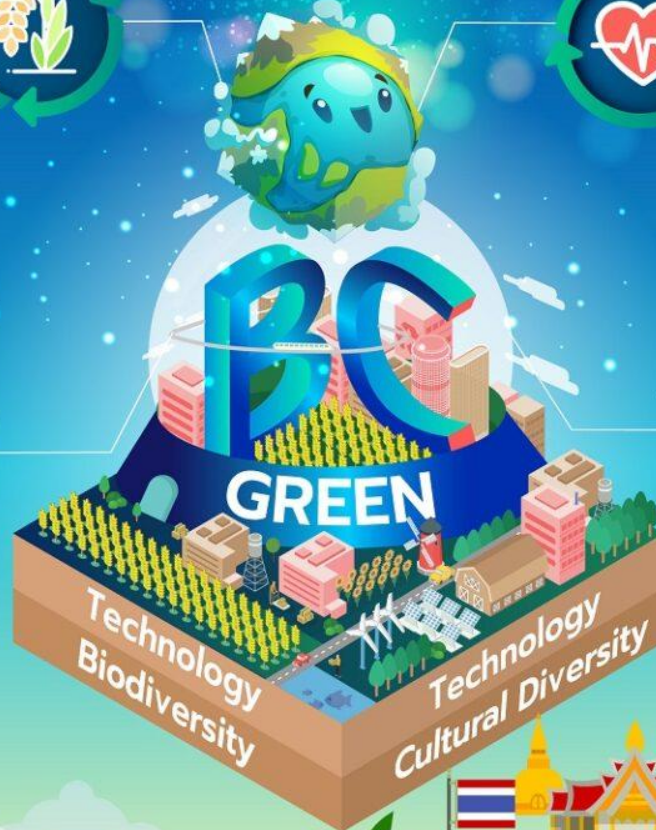
- Modify biomass to high-valued products, eg. Biomaterials, biological chemicals and nutraceuticals

BOI

- The total value of BCG investment applications amounted to 640 billion baht (from 2017 to September 2022)

BCG-Finance & Green Finance

- Values > 1,500 billion baht (2022-2067 AD)



Medical Hub

Medical Devices & Digital Platform

- Medical services accessibility increased

COVID-19 Vaccine

- Clinical trial phase & upscale to industrial scale

Genomic Thailand

- Increase efficiency in diagnosis, treatment & prescription

Active Pharmaceutical Ingredient (API)

- Co-investment between public & private sector



Tourism

Happy Model

- Promote high quality tourism & subordinate cities

Carbon Neutral Tourism

- Develop simple net carbon calculation for entrepreneurs, Hug Earth, Green Meeting

TAGTHAi

- One-stop service travel platform



BCG MODEL in Tourism and Creative Economy Sector

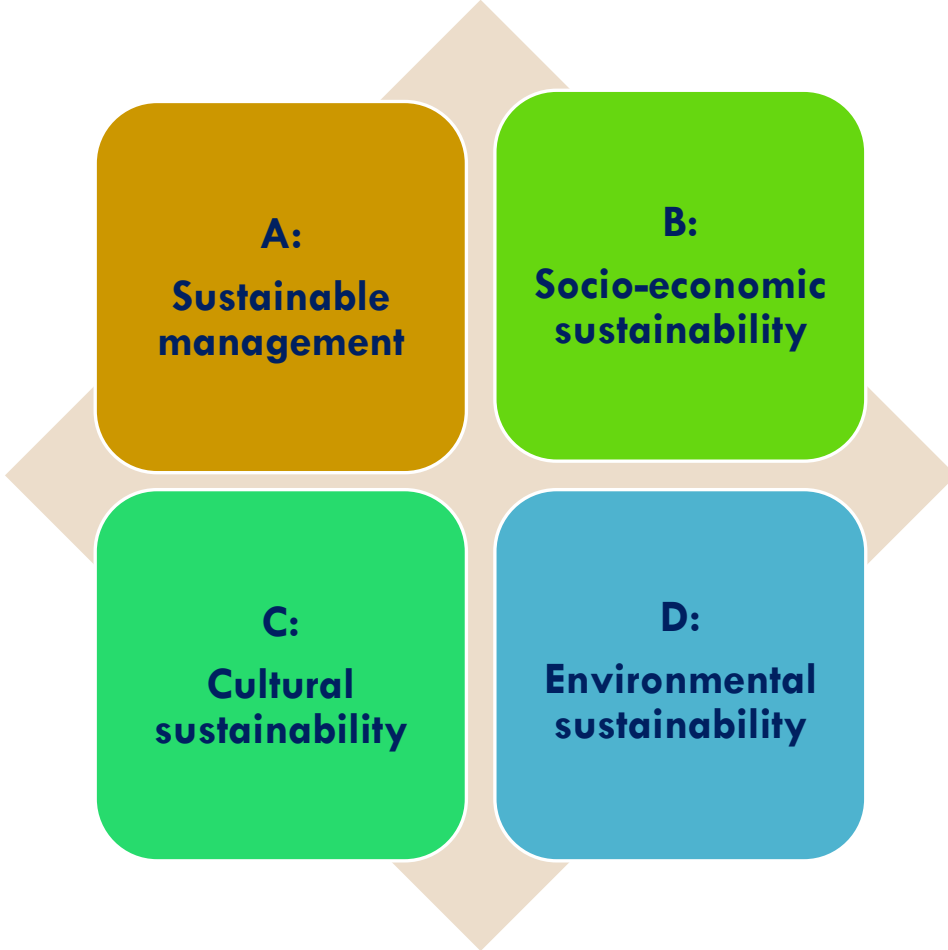




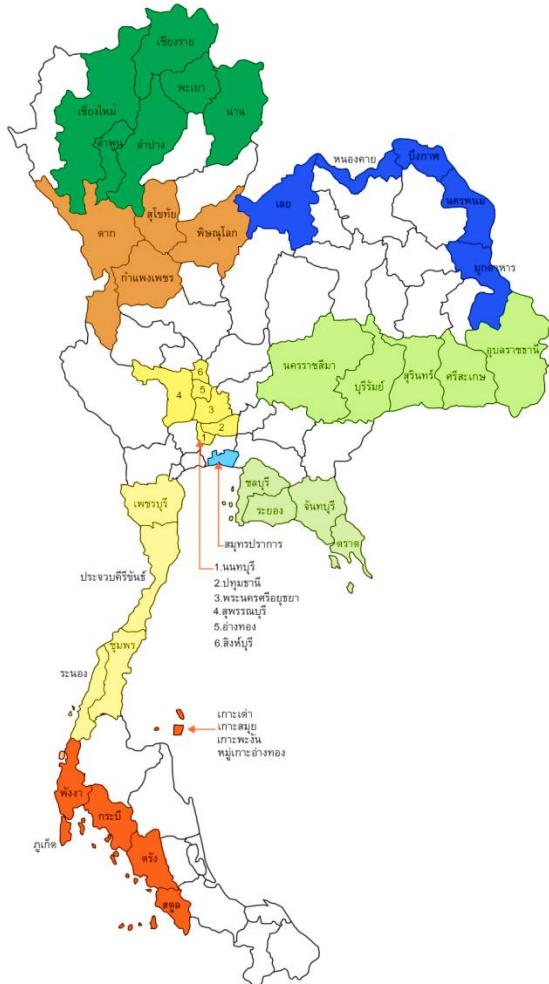
SUSTAINABLE DEVELOPMENT GOALS

17 GOALS TO TRANSFORM OUR WORLD





Network of excellence in sustainable tourism



No.	Tourism Development Cluster	Amount	Institutes
1	Lanna Cluster และ Designated Area of Nan old city	1	Mae Fah Luang University
		2	Chiang Mai University
		3	Mae Jo University
2	Royal Coast Cluster	4	Silpakorn University (Petchaburi Campus)
3	Active Beach Cluster	5	Burapha University
4	Andaman Cluster and Southern Islands Cluster	6	Prince of Songkla University
		7	Walailak University
		8	Songkhla Rajabhat University
5	South Eastern Cluster	9	Ubon Ratchathani University
		10	Rajamangala University of Technology Isan (Surin Campus)
		11	Nakhon Ratchasima Rajabhat University
6	Upper Chao Phraya River Cluster and Designated area of U-thong ancient city	12	National Institute of Development Administration (NIDA)
		13	Mahidol University
		14	Thammasart University
7	Me Kong River Cluster	15	Kon Kaen University
		16	Loei Rajabhat University
		17	Mahasarakham University
8	Cultural World Heritage Cluster	18	Naresuan University
		19	Kamphaengphet Rajabhat University

Network of excellence in sustainable tourism



STMS recognized by the GSTC Destination Criteria

November 8, 2021 2:00 PM

Font size - +

Share This

[f Share](#) [Tweet](#) [Share](#)

Sustainable Tourism Management Standards fully recognized as equivalent to the GSTC Destination Criteria (GSTC-D)

Office of Tourism Capacity Development, DASTA, has successfully adjusted the standard titles "Sustainable Tourism Management Standard (STMS)" in compliance with changes introduced with the release of the GSTC Destination Criteria (GSTC-D) in December 2019 or GSTC Destination Criteria 2.0. Therefore, DASTA's STMS standard has achieved Recognition by the GSTC as the GSTC Assurance Panel has fully recognized STMS as equivalent to the GSTC Destination Criteria (GSTC-D) at its meeting of 14th September 2021. The objective of the STMS is for being used as a guideline for sustainable tourism management and the geographic coverage is Thailand.

Achieving the GSTC-Recognized status means that this sustainable tourism standard has been reviewed by GSTC technical experts and the GSTC Assurance Panel and deemed equivalent to the GSTC Destination Criteria for sustainable tourism. Thought GSTC Recognition does not ensure the reliability of the process, the set of standards used to certify includes the minimum elements to ensure sustainability. The purpose of the GSTC programs is to reward genuine practitioners of sustainable tourism, which in turn builds confidence and credibility with consumers. GSTC Recognized is a designation that GSTC places on standards for sustainable travel and tourism. Having been certified by GSTC, DASTA, as the leader of sustainable tourism in Thailand, will continue its various efforts to promote and develop sustainable tourism for the better future of tourism industry in Thailand.



The Criteria for Thailand's Community-Based Tourism Development is now a GSTC-Recognized Standard

July 2018 – The Global Sustainable Tourism Council (GSTC) is pleased to announce that the Criteria for Thailand's Community-Based Tourism Development, published by Designated Areas for Sustainable Tourism Administration (DASTA), has achieved the 'GSTC-Recognized Standard' status.

The Criteria for Thailand's Community-Based Tourism Development (CBT Thailand) has been used as an important tool for continuous planning, operating and evaluating outcome of community-based tourism development in Thailand. It is a baseline standard to help evaluate strength and weakness of community throughout the tourism development process, so that community and coaching units can effectively build the capacity and fulfill community's potentials. Most importantly, it can be used as a monitoring tool to help to prevent unwanted negative change in communities when dealing with tourism needs. The criteria help to build immunity for communities to be aware of their capacity and development standpoint, so the community can strive to yield the benefits from tourism while strengthening their local resource management which is the foundation for "Sustainable Community-Based Tourism Development".



Sign up for our GSTC Monthly Newsletter to receive important updates and opportunities.



Newsletter

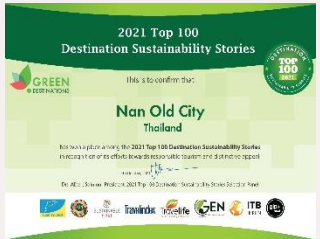
Don't forget to join us on social media for the latest news!



Achieving the GSTC-Recognized status means that a sustainable tourism standard has been reviewed by GSTC technical experts and the GSTC Accreditation Panel and deemed equivalent to the GSTC Criteria for sustainable tourism. Additionally, an organization that meets GSTC requirements must administer the standard. GSTC Recognition does not ensure that the certification process is reliable, only that the set of



Attractions in DASTA's designated areas listed Global Sustainable Destinations Top 100, resulted from GSTC practices



Chiang Khan, Loei Province



Listed 2020

Nai Wiang, Nan Province



Listed 2020, 2021

Muang Kao, Sukhothai Province



Listed 2021

Koh Mak, Trat Province



Listed 2022

Koh Mak Island listed among the “2022 Sustainable Top 100 Destinations”



<https://www.dasta.or.th/th/article/1403>

Koh Mak by DASTA is granted G8reen Destinations Story Awards 2023 @ ITB Berlin

GREEN DESTINATIONS TOP 100 2022 STORIES

GREEN DESTINATIONS STORY AWARDS 2023

WINNERS

GOVERNANCE, RESET & RECOVERY

Rank	Destination	Country
Second Place	KOH MAK	THAILAND
First Place	NORMANDIE	FRANCE
Third Place	OGUNI TOWN	JAPAN

travindy | QualityCoast | GREEN DESTINATIONS | ITB BERLIN | The Blue Yonder





BEST TOURISM VILLAGES PILOT INITIATIVE



Bo Suak Community, Nan Province declared
“Upgrade Programme”
under UNWTO Best Tourism Villages 2021



Upgrade Programme

The Upgrade Programme will benefit a number of selected villages among those that do not fully meet the label criteria. These villages will be receiving support from UNWTO and Partners in improving elements of the areas identified as gaps in the evaluation process.



UNESCO and DASTA renew joint commitment to sustainable tourism and the safeguarding of cultural and natural heritage

28 June 2023



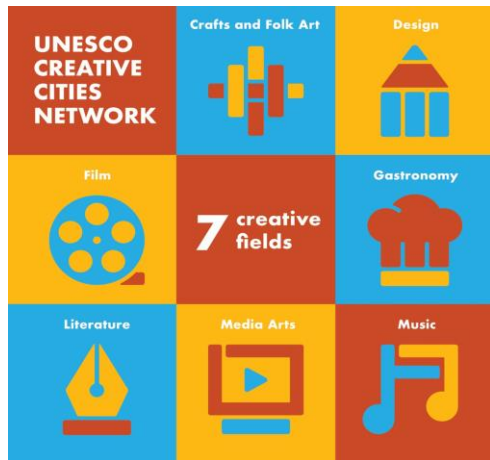


UNESCO Creative Cities Network

Introduced in 2004, UNESCO has listed 295 creative cities in 90 countries.

UNESCO CREATIVE CITIES NETWORK

UNESCO has listed 5 creative cities in Thailand.



Phuket
City of Gastronomy
2015



Chiang Mai
City of Crafts and Folk Art
2017



Bangkok
City of Design
2019



Sukhothai
City of Crafts and Folk Art
2019



Phetchaburi
City of Gastronomy
2021



STAR

Sustainable Tourism Goals Sustainable Tourism Acceleration Rating





STAR

Sustainable Tourism Goals



1 REDUCE INCOME INEQUALITY



2 SUSTAINABLE FOOD SYSTEMS



3 GOOD HEALTH AND WELLBEING



4 EDUCATION FOR SUSTAINABLE TOURISM



5 GENDER EQUALITY



6 CLEAN WATER SOLUTIONS



7 EFFICIENT AND CLEAN ENERGY



8 LOCAL JOBS AND ECONOMIES



9 INNOVATION AND INFRASTRUCTURE



10 TOURISM FOR ALL



11 SUSTAINABLE DESTINATIONS AND COMMUNITIES



12 PROMOTE SUSTAINABLE TOURISM



13 CLIMATE ACTION



14 PROTECT LIFE UNDER WATER



15 PROTECT LIFE ON LAND



16 SAFETY FOR ALL



17 PARTNERSHIP FOR STGs

August 8, 2023



STAR

State Tourism Go



From Sustainable Development Goals to Sustainable Tourism Goals

Management



Socio-Economy



Culture



Environment



เกณฑ์การประเมิน STGs Easy (Sustainable Tourism Goals : STGs)

 <p>1 REDUCE INCOME INEQUALITY</p>	 <p>7 EFFICIENT AND CLEAN ENERGY</p>	 <p>13 CLIMATE ACTION</p>
 <p>2 SUSTAINABLE FOOD SYSTEMS</p>	 <p>8 LOCAL JOBS AND ECONOMIES</p>	 <p>14 PROTECT LIFE UNDER WATER</p>
 <p>3 GOOD HEALTH AND WELLBEING</p>	 <p>9 INNOVATION AND INFRASTRUCTURE</p>	 <p>15 PROTECT LIFE ON LAND</p>
 <p>4 EDUCATION FOR SUSTAINABLE TOURISM</p>	 <p>10 TOURISM FOR ALL</p>	 <p>16 SAFETY FOR ALL</p>
 <p>5 GENDER EQUALITY</p>	 <p>11 SUSTAINABLE DESTINATIONS AND COMMUNITIES</p>	 <p>17 PARTNERSHIP FOR STGs</p>
 <p>6 CLEAN WATER SOLUTIONS</p>	 <p>12 PROMOTE SUSTAINABLE TOURISM</p>	

STG 1 ลดความเหลื่อมล้ำทางรายได้ผ่านการนำรายได้จากการท่องเที่ยวเข้ามากระจายสู่ระดับชุมชน
Reduce income inequality through the distribution of income from tourism within local communities (Reduce Income Inequality)

STG 2 ส่งเสริมระบบอาหารที่ยั่งยืนในอุตสาหกรรมการท่องเที่ยว : จากการจัดหาในท้องถิ่นสู่การจัดการของเสีย
Promote sustainable food systems within the tourism industry: from local sourcing to food waste management (Sustainable Food Systems)

STG 3 ส่งเสริมการท่องเที่ยวให้สนับสนุนความปลอดภัยด้านสุขภาพ สุขภาวะและความเป็นอยู่ที่ดีของทุกคนทุกวัย
Facilitate tourism that fosters improved health, well-being and quality of life for people of all ages ensuring their safety and overall welfare (Good health and well being)

STG 4 เสริมสร้างการศึกษาด้านการท่องเที่ยว : ความเข้าใจและทักษะที่จำเป็นต่อการขับเคลื่อนการท่องเที่ยวอย่างยั่งยืน
Strengthen education for sustainable tourism: promoting enduring comprehension and essential skills to drive the tourism sector (Education for Sustainable Tourism)

STG 5 ส่งเสริมให้เกิดความเท่าเทียมกันของทุกเพศในทุกธุรกิจด้านการท่องเที่ยว
Foster gender equality within all tourism-related businesses (Gender Equality)

STG 6 สร้างหลักประกันในการเข้าถึงน้ำสะอาด การจัดการน้ำ และสุขอนามัยที่ยั่งยืนในแหล่งท่องเที่ยว
Create resilient mechanisms to promote access to clean water, effective water management, and sustainable sanitation in tourist destinations (Clean Water Solutions)

STG 7 เพิ่มการเข้าถึงและเพิ่มประสิทธิภาพการใช้พลังงานสะอาดในภาคการท่องเที่ยว
Enhance accessibility and improve the efficiency of clean energy utilization in the tourism sector (Efficient and Clean Energy)

STG 8 สร้างงาน สร้างอาชีพ และสนับสนุนผลิตภัณฑ์และเศรษฐกิจท้องถิ่น
Generate job opportunities, promote decent work, and support local products and economies in the tourism sector (Local Jobs and Economies)

STG 9 ส่งเสริมนวัตกรรมให้เกิดการพัฒนาโครงสร้างพื้นฐานด้านการท่องเที่ยวอย่างยั่งยืน
Encourage innovation to cultivate product development and resilient infrastructure for sustainable tourism (Innovation and Infrastructure)

STG 10 ลดความเหลื่อมล้ำของการจ้างงานสำหรับผู้พิการและคำนึงถึงความเท่าเทียมของนักท่องเที่ยวทุกกลุ่ม
Address the disparity in job opportunities for persons with disabilities and prioritize equality for all tourist groups (Tourism for all)

STG 11 ความยั่งยืนและน่าอยู่ของแหล่งท่องเที่ยวและชุมชน
Advocate for sustainable and livable tourism destinations and communities (Sustainable Destinations and Communities)

STG 12 ส่งเสริมการท่องเที่ยวที่ยั่งยืนในทุกภาคส่วนของภาคการท่องเที่ยว
Promote the application of sustainable tourism concept in all tourism sectors (Promote Sustainable Tourism)

STG 13* มุ่งลดก๊าซเรือนกระจกในภาคการท่องเที่ยวและส่งเสริมการปรับตัวรองรับต่อการเปลี่ยนแปลงสภาพภูมิอากาศ
Strive to reduce greenhouse gas emissions in the tourism sector while promoting resilience and adaptation to climate change (Climate Action)

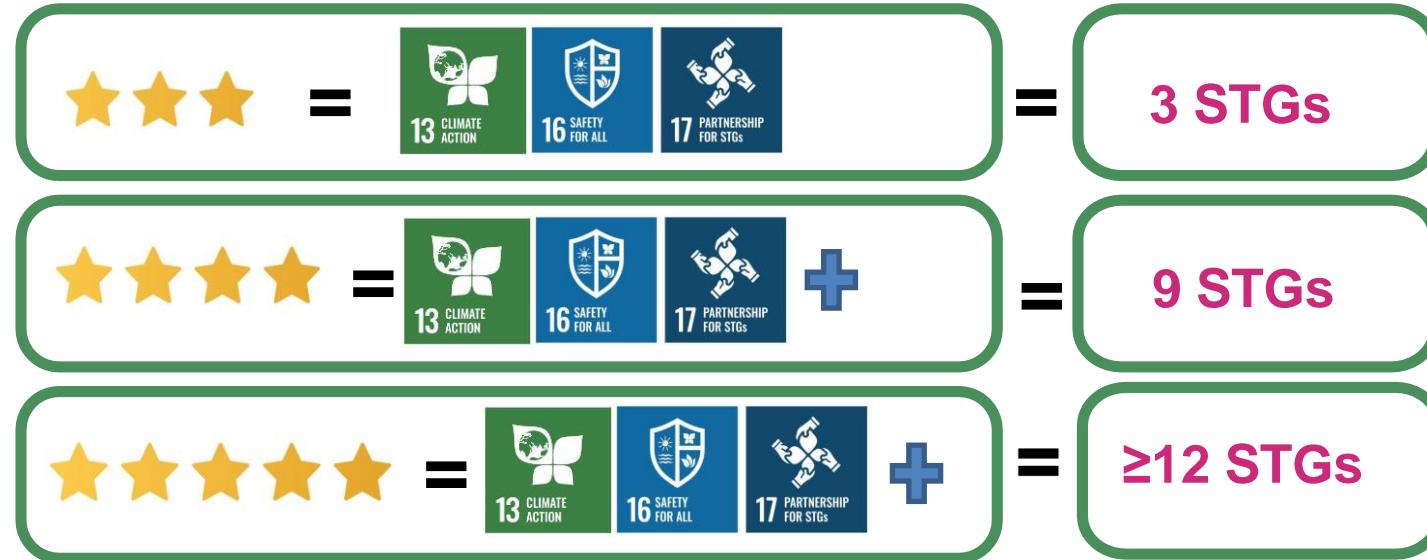
STG 14 ส่งเสริมและกำกับดูแลระบบนิเวศทางทะเลและชายฝั่ง
Support and regulate the conservation of marine and coastal ecosystems (Protect Life under Water)

STG 15 ส่งเสริมและกำกับดูแลระบบนิเวศบนบกและน้ำจืด
Drive and regulate the conservation of terrestrial and freshwater ecosystems (Protect Life on Land)

STG 16* การคำนึงถึงความปลอดภัยในภาคการท่องเที่ยว
Prioritize safety in all tourism sectors (Safety for all)

STGs 17* การบรรลุเป้าหมาย STGs ผ่านความร่วมมือหลายภาคส่วน
Achieve the STGs through multi-stakeholder collaboration (Partnership for STGs)

Stars of sustainability



Website : www.TATstar.org

Facebook : <https://www.facebook.com/tatstar>

Line official : @tatstar



Sustainable Tourism Acceleration Rating



ชื่อสถานประกอบการ

(A000000)

EXP. 08/2026

นายยุทธศักดิ์ สุกส
ผู้อำนวยการกองส่งเสริมและพัฒนาธุรกิจ



Sustainable Tourism Acceleration Rating



ชื่อสถานประกอบการ

(A000000)

EXP. 08/2026

นายยุทธศักดิ์ สุกส
ผู้อำนวยการกองส่งเสริมและพัฒนาธุรกิจ



Sustainable Tourism Acceleration Rating



ชื่อสถานประกอบการ

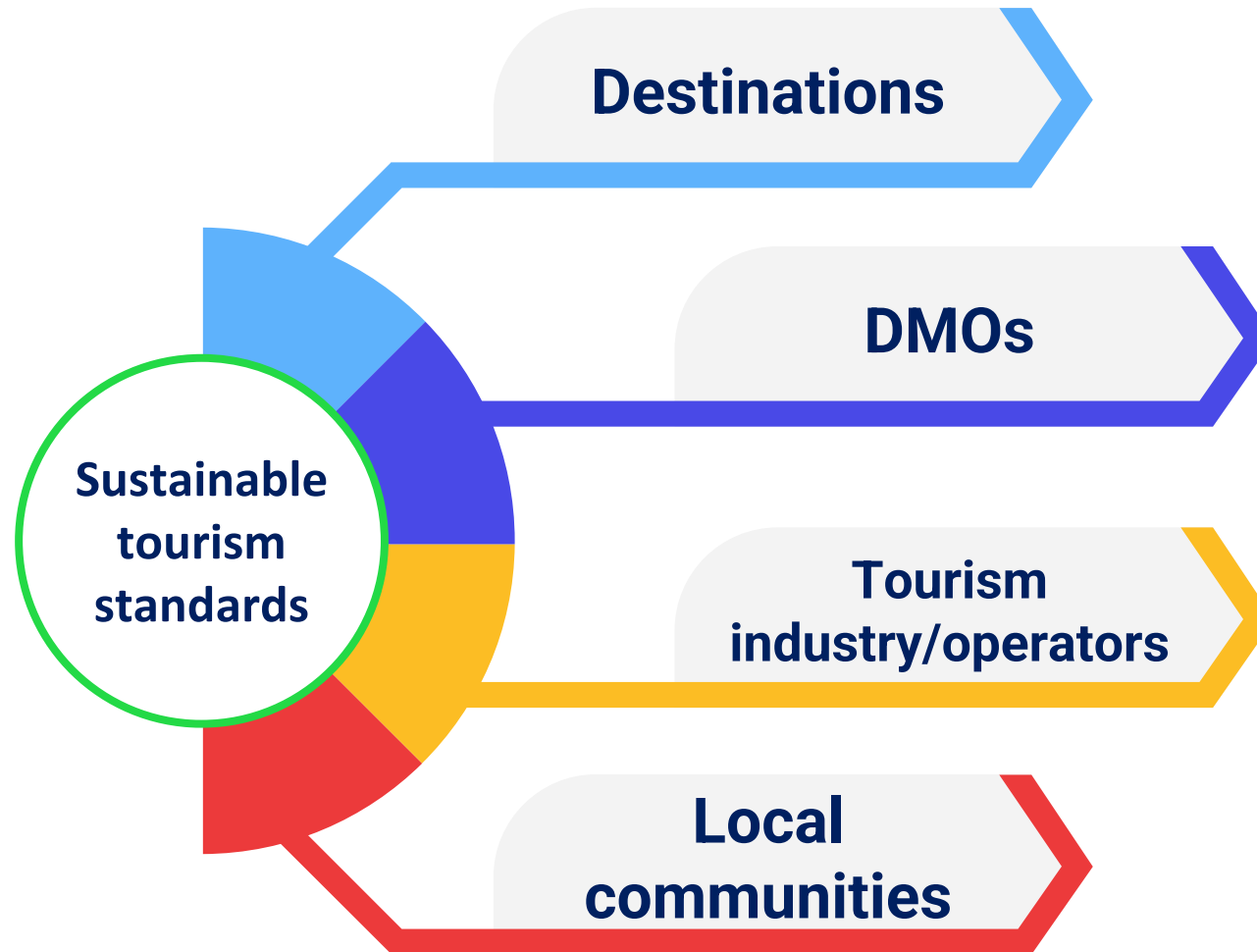
(A000000)

EXP. 08/2026

นายยุทธศักดิ์ สุกส
ผู้อำนวยการกองส่งเสริมและพัฒนาธุรกิจ

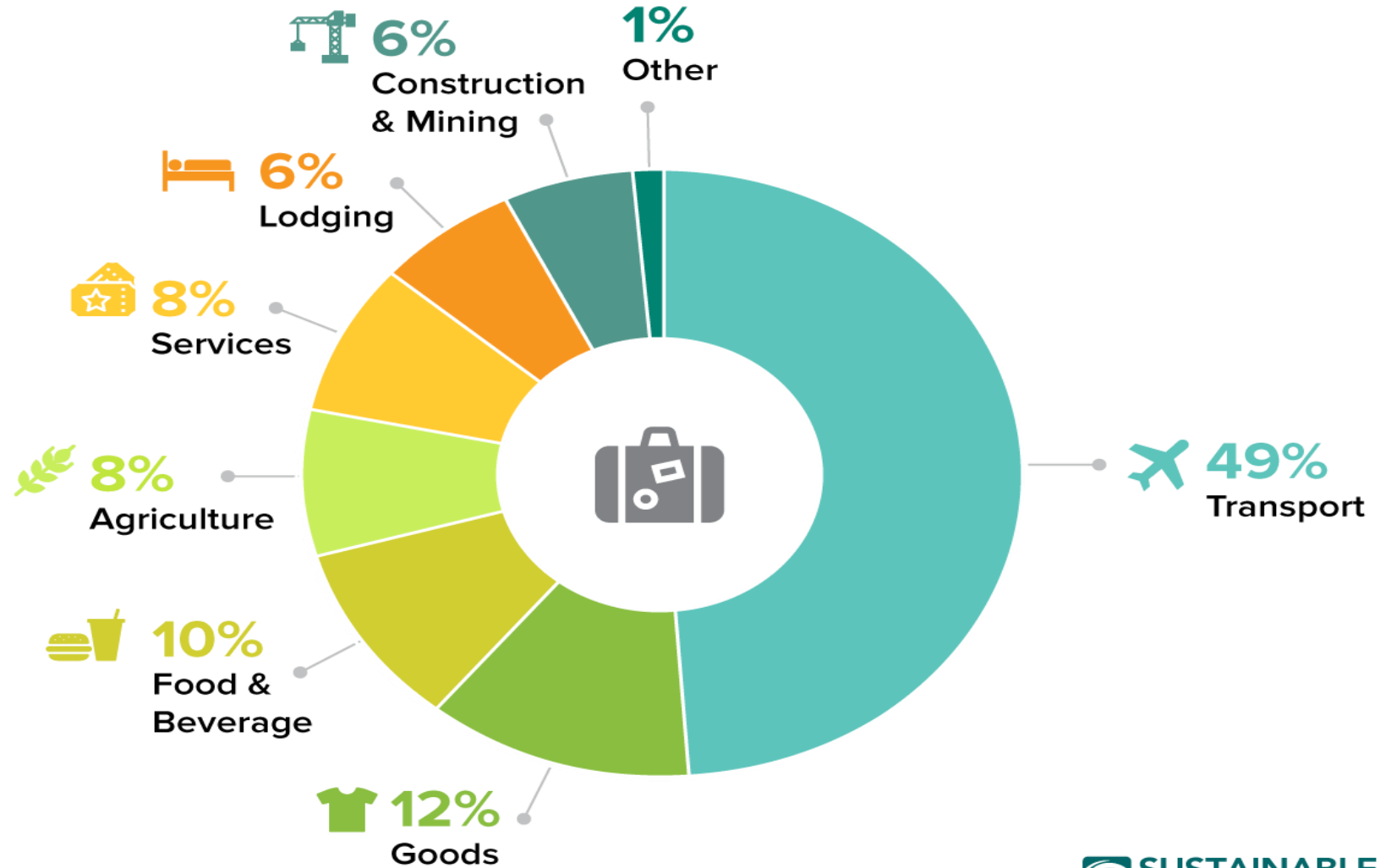


Thailand puts globally recognized sustainable tourism standards as top priority at all levels of tourism development.



Carbon Footprint of Global Tourism

Tourism is responsible for roughly 8% of the world's carbon emissions.



พิธีลงนามบันทึกข้อตกลงความร่วมมือ



" Net Zero Tourism "
สู่การท่องเที่ยวอย่างยั่งยืน



A “Zero Carbon” mobile application has been launched to help tourists and tourism operators achieve net zero carbon emissions by 2027.





Travel Pays

HOW MONEY TRAVELS



**The next S-Curve of Tourism is
“sustainable tourism management”.**

