Sustainable Tourism Development Based on Global Sustainable Tourism Council Criteria for Destination: Cases from Thailand

Submitted by: Thailand
Designated Areas for Sustainable Tourism (Public Organization)

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DASTA
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By DASTA
Designated Areas for Sustainable Tourism Administration (Public Organization)

Introduction to DASTA

The Designated Areas for Sustainable Tourism Administration (Public Organization) or DASTA has been set up by reasons in the promulgation of the Royal Decree on the setting up of the Designated Area for Sustainable Tourism Administration (Public Organization) B.E. 2546 (2003) with the objectives set in accordance with the government’s policy to develop tourism in order to increase and distribute income to local communities.

Roles and Responsibilities

DASTA has been established to function as the agency to formulate policies and plans in development administration in designated areas for sustainable tourism, as well as to coordinate with agencies in central and local governments and the people so as to forge cooperation in the development of destinations in designated areas for sustainable tourism, and equilibrium among economy, society and the environment, with destinations maintained in beauty, appropriate environment, and fine culture and tradition, as impressive destinations for Thai and foreign tourists to remember and make return visits.

Vision

“To be the agency of excellence in sustainable tourism development to create communities of happiness”
The GSTC

- The Global Sustainable Tourism Council (GSTC) establishes and manages global sustainable standards with the aim of increasing sustainable tourism knowledge and practices among public and private stakeholders.
- Founded by: UNEP, UNWTO, the UN Foundation and the Rainforest Alliance, with the support of various UN and conservation organizations.
- GSTC was created by and endorsed by the UN system, but is a separate, independent non-profit organization.

DASTA signed an agreement with GSTC in 2015 agreeing to jointly train relevant personnel on GSTC criteria.
To develop the designated areas based on the Global Sustainable Tourism Criteria (GSTC) of the Global Sustainable Tourism Council (GSTC)

A. Effective sustainability management.
B. Maximizing social and economic benefits for the local community.
C. Enhancing cultural heritage.
D. Reducing negative impacts to the environment.

DASTA ran first GSTC Destination Assessment Program in Sukhothai Historical Park.

Analysis of Sustainability Practices

<table>
<thead>
<tr>
<th>Category</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Documented policy, plus evidence of enforcement, plus rises to the level of good practice</td>
<td>12</td>
</tr>
<tr>
<td>Documented policy, plus evidence of enforcement</td>
<td>8</td>
</tr>
<tr>
<td>Documented policy, however no evidence of enforcement</td>
<td>3</td>
</tr>
<tr>
<td>No documented policy exists</td>
<td>15</td>
</tr>
<tr>
<td>Not applicable to the destination</td>
<td>3</td>
</tr>
</tbody>
</table>
A: Effective sustainability management.

B: Maximizing social and economic benefits for the local community

C: Enhancing cultural heritage

D: Reducing negative impacts to the environment
Low Carbon Tourism is activities for tourists which emits carbon to environment as low as possible but still remains happiness of tourism.

Fast Fact of Koh Mak
- Eastern part of Thailand
- 35 Kilometers from mainland
- 16 Square Kilometers
- All lands are owned by private. (5 big families)
- 3 fishing villages
- Around 40 hotels/accommodations
A: Demonstrate effective sustainable management

B: Maximize economic benefits to the host community and minimize negative impacts &
C: Maximize benefits to communities, visitors, and culture; minimize negative impacts
Category: Environment – Ecotourism Project

Trial selling program in Travel Mart via our network
D: Maximize benefits to the environment and minimize negative impacts

Carbon emission calculation
1. Travel by private cars of 1.6cc by 100 tourists, roughly estimated as 70 cars, on a distance of 315 km. both ways (70 x 315 x 2) = 44,100 km. compared with a travel by 2 coaches (2 x 315 x 2) = 1,260 km. CO2 (carbon dioxide) emission reduced by 81.6%

2. Consumption of food, 2 meals of low carbon menu and 4 meals of general food menu for 100 tourists compared with 6 meals of low carbon menu, CO2 emission reduced by 16.7%

3. Accommodation in general hotels without power saving campaign, 50 rooms for 100 tourists, compared to hotels with power saving campaign, CO2 emission reduced by 53.3%

4. Low Carbon tourism as Low Carbon Holiday trip also features plant seed shooting activity as an effort to increase trees for the compensation of CO2 emission in a period of about 3 years

Challenges
1. Documentation / Long-term data collection
2. Encouraging alternative energy usage
3. Balancing between “green” and tourism
**Future**

1. To be assessed by GSTC in 1 year.
2. To engage more stakeholders to participate in this project on Koh Mak.

*Koh Mak* will be placed in one of National flagship projects cooperated by Ministry of Natural Resources and Environment under project to promote SDGs Goal 12: Sustainable Consumption and Production.

Thank You

www.dasta.or.th