



**Asia-Pacific  
Economic Cooperation**

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## **Tourism and Creative Economy in Thailand**

Submitted by: Thailand



**Policy Dialogue on Promoting Bio-Circular-  
Green Economy  
22 February 2022**



# TOURISM AND CREATIVE ECONOMY IN THAILAND



SCE Policy Dialogue: Understanding the Bio-Circular-Green Economy Model for Strong, Balances, Secure, Sustainable and Inclusive Growth in the Asia-Pacific  
February 22, 2022

- Senior Chairman of the Thai Chamber of Commerce and Board of Trade of Thailand
- Former Chairman of the Tourism Authority of Thailand
- Chairman of Tourism and Creative Economy, National BCG Driving Committee

**KALIN SARASIN**

# BCG Model: Fostering Sustainable Development in Thai Economy

Bio-Circular-Green Economy (BCG) model was introduced by the Thai Government as a strategy to create sustainability and inclusiveness to Thailand's economy, society and the environment. The model places emphasis on applying science, technology and innovation to turn Thailand's comparative advantage in biological and cultural diversity into competitive advantage, focusing on four strategic sectors, namely 1) agriculture and food, 2) wellness and medicine, 3) energy, materials and biochemicals, and 4) tourism and creative economy.



FOOD AND  
AGRICULTURE



MEDICAL AND  
WELLNESS



ENERGY, MATERIAL  
AND BIOCHEMICAL



TOURISM AND  
CREATIVE ECONOMY

# Tourism and Creative Economy

## Problems

-  Over-Tourism
-  Income inequality
-  Impact on daily local lifestyle
-  Over consumption of Natural Resources & Environment
-  Covid-19 Pandemic

## Tourist Behaviors Changes

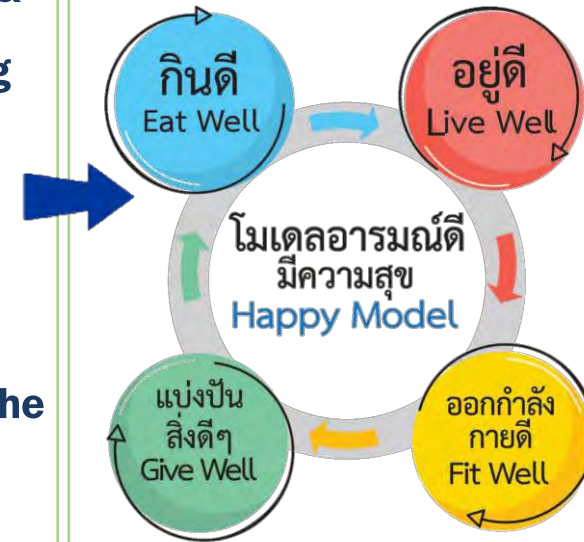
- Small Group of Travelers / FIT (Free Independent Traveler)
- More hygiene
- Wellness & Environmental Concern
- Digital Assistant App
  - Make reservation
  - Study travel reviews before trip
  - Online payment

## Improvement direction

Focus on high quality tourism with social and environmental concern by developing higher value products & services with creative story telling and high standard, taking into account of local participation especially new generation and creating more jobs & income for the community

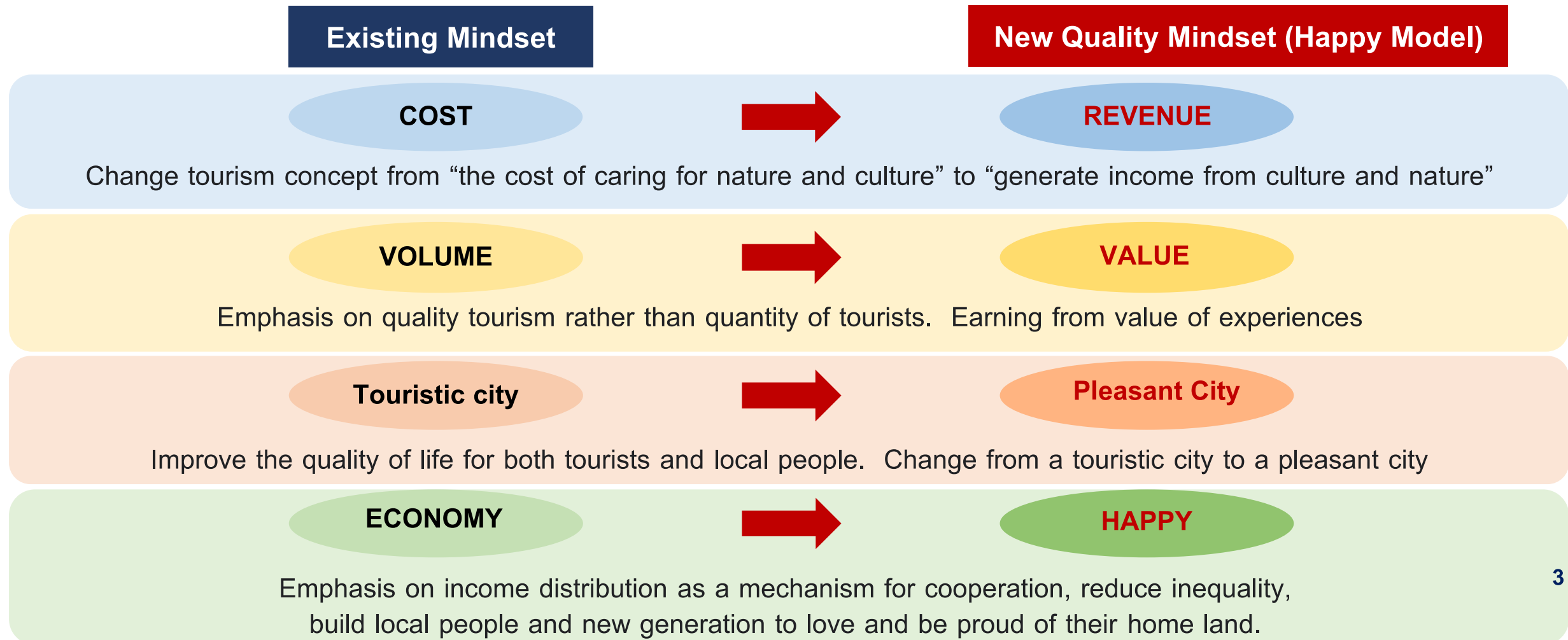


## Driving Model



# Implement BCG values as a model for **quality tourism** and driven by **Happy Model**

**Happy model** is a guideline for changing mindset and development of tourism products & services to response **to quality tourism**. Based on the goal to raise the level of Thai tourism **to high quality tourism** through 4 aspects of tourism activities: **eat well, live well, fit well** and **give well**. Aim for better physical & mental health of tourists as well as helping people in local areas to gain benefits.



# Drive Quality Tourism with Happy Model :

Mapping local products & services and add value by creative story telling & maintain high standard



# “Happy Model” for High Quality Tourism

1 2 3

Growing Our Happy Seed

To Be Happy Model Product & Service

For High Quality Tourism



1

Growing Our Happy Seed



2

To Be Happy Model Product & Service

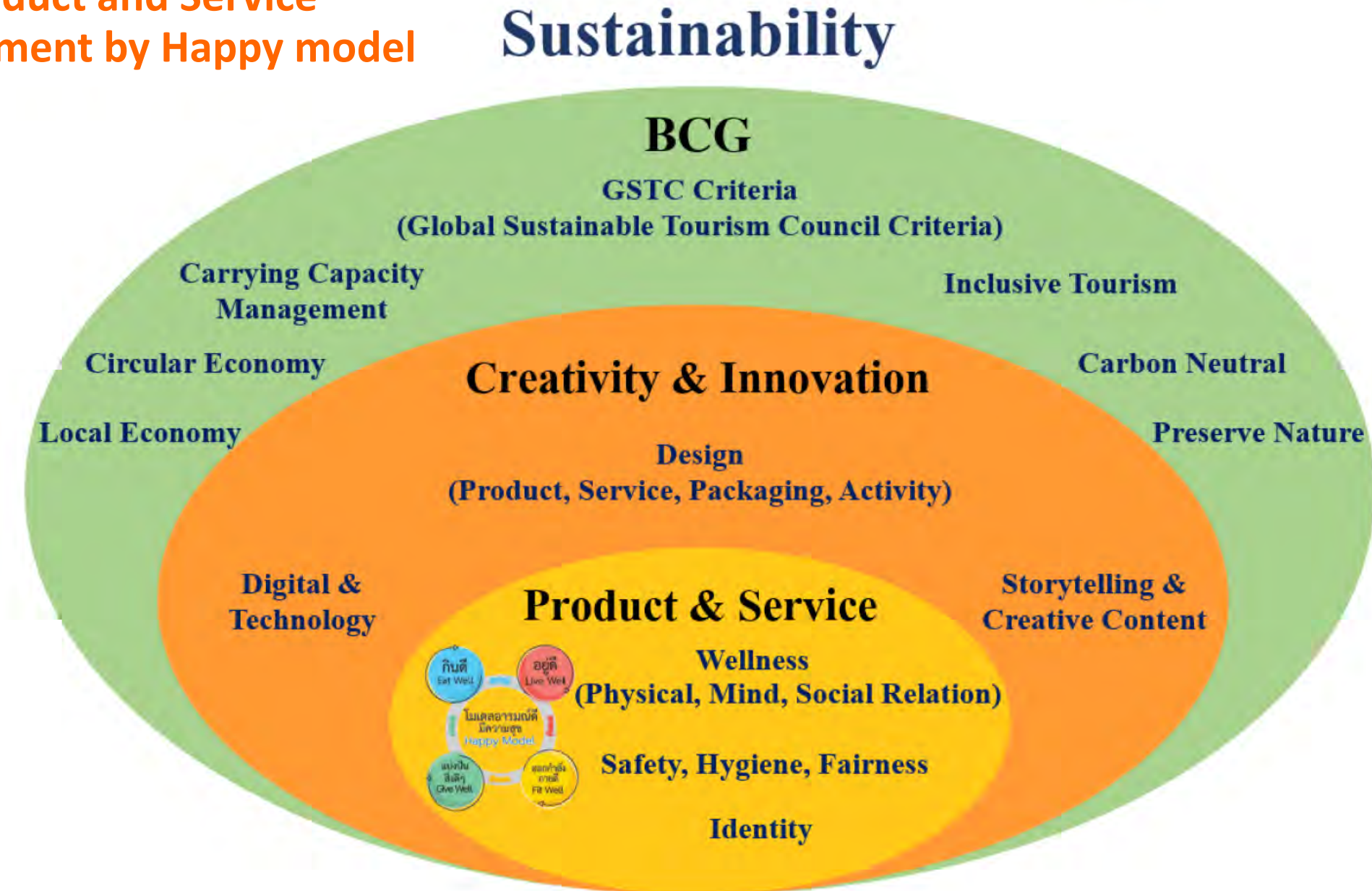


3

For High Quality Tourism



Product and Service development by Happy model

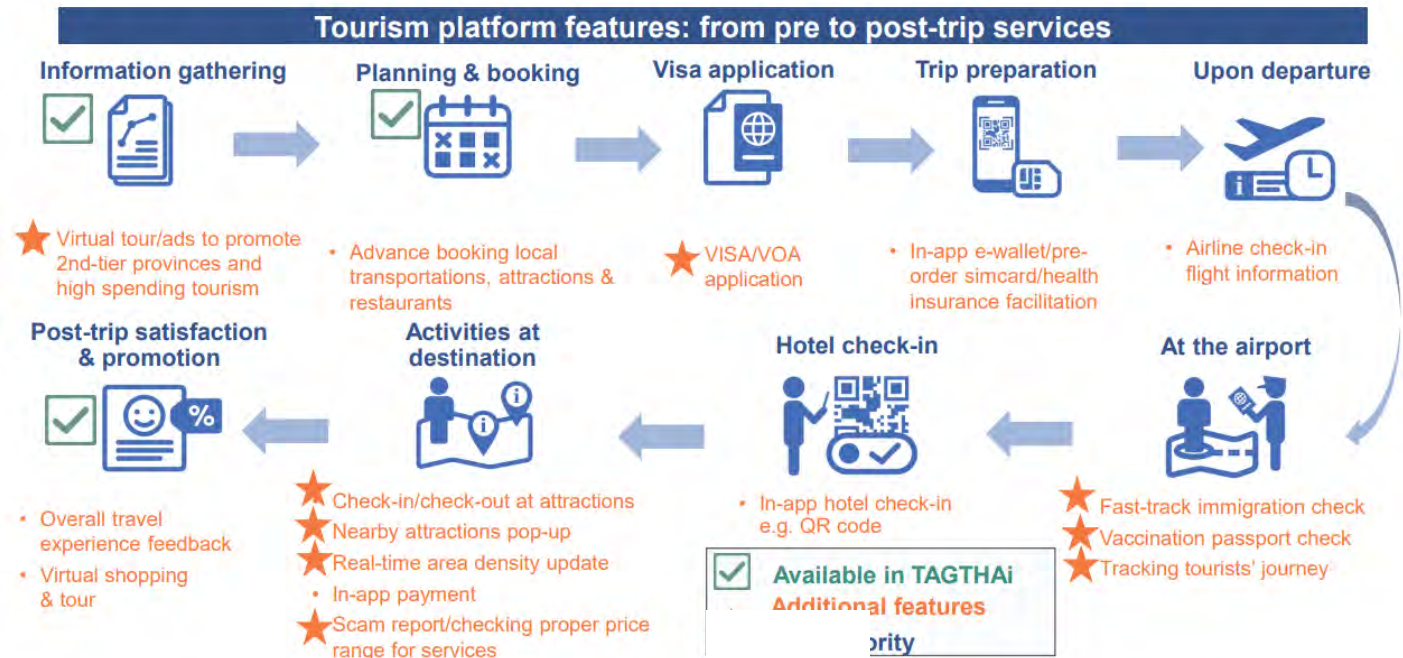


## 2 Digital Tourism Platform

2) Main Thailand Digital Tourism Platform To be a center to connect people involved in all sectors Including being a collection of content and a channel for public relations and selling products and services Happy Model



Happy Model for High Quality Tourism





# THAILAND DIGITAL TOURISM PLATFORM

Connecting all services related to tourism

Connect e-Wallets to support cashless traveling	E-Wallet for Tourist	Vaccine Passport	Connect to the Vaccine Passport system according to international standards
Connecting banks and operators to achieve foreign exchange from a reliable and safe service provider	Currency Exchange	Shopping	Support SMEs and drive online purchases from abroad
Connect VAT refund system with Revenue Department by creating convenience & reducing unnecessary steps for tourists	VAT Refund	Tracking	Study tourists' behavior for the benefit of tracking and tourism policy planning
Offers insurance plans for peace of mind, worry-free travel such as accident insurance, travel insurance	Insurance	Telehealth	Online health problem consultation system Ready to connect with a comprehensive pharmacy group
Connect to e-Visa system to facilitate tourists	E-VISA	Content & Planning	Find information, locations, and plan a trip with convenient access to attractions (PASS)
Report emergency to Tourist Police 24 hours a day	SOS Service	Central Tourism Market	Connect Thai entrepreneurs to enhance online sales of tourism products & services and promote potential products & services with lower cost

High Quality Tourism is tourism that responds to quality and sustainable tourism

High quality tourists

- Responsible tourists who willing to pay more to meet the value of the experience and create a healthy society

High Quality of operators : hotels , tour guides, restaurants etc.

**Happy model** is a core foundation to creat high quality tourism

Happy Model  for High Quality Tourism



# How-to Drive Happy Model



**01** Build Awareness and communicate Happy Model to all stakeholders (government, private sector, local community)

**02** Develop handbook as guidelines including mapping famous foods, place and activities of each province to drive Happy Model throughout Thailand in the same direction.

**03** Train and prepare human resources to drive Happy Model

**04** Mapping & collect all information, and upload contents on Thai Digital Tourism Platform i.e. TAGTHAi

**05** Utilize contents :

- Tourists can plan their own trips
- Users can make use of creative contents e.g. movies, animation

# Progresses in BCG tourism and creative economy

## An example of a Happy Model driven in 2021

### Gastronomy Tourism – Ministry of tourism and sport

Together with the Tourism Authority of Thailand to drive "Eat Well" with unique delicious food that is beneficial to health and community. including supporting the Tourism Linked Organic Agriculture Platform (TOCA).



### Carbon neutral MoU



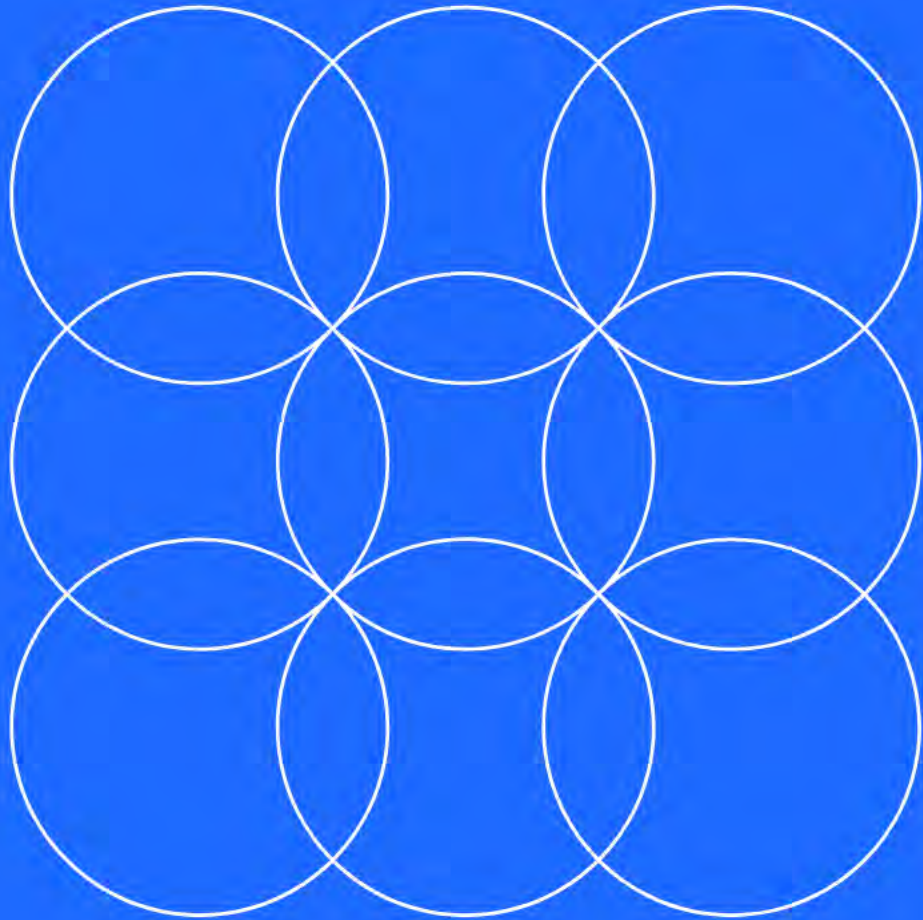
Driving tourism with net zero carbon emissions with 8 organizations such as Green Hotel, 10 low-carbon travel routes, Green Eating Clean Eating Arts Project in Nan.



### Cultural product- Ministry of Culture

Cooperate with the Ministry of Culture to bring products from the project Cultural Product Of Thailand : CPOT forwarded to tourists and helps to enhance the development of the Happy Model.





# Thank you!

Feel free to approach us  
if you have any questions.