

STEPPING TOWARDS

SUSTAINABILITY

The Corporate Social Responsibility and Market Access Partnerships Project (CSR-MAP)



A Manual for Sustainable Tourism Suppliers and Supporters



**Stepping Towards Sustainability:
A Manual for Sustainable Tourism Suppliers and Supporters.**

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This manual is an output of an 18 month, EU funded project to improve the sustainability performance of SME suppliers in Thai-EU tourism supply chains. The manual was written by Mr. Peter Richards, Project Manager. The contents of the manual are the result of the work of the whole project team, during 18 months of meetings, discussions and workshops; and input from 200+ Thai tourism suppliers which contributed their ideas and energy to the project.

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Stepping Towards Sustainability...

A Manual for Sustainable Tourism Suppliers and Supporters

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The Green Leaf Foundation (GLF)

The Thailand Community Based Tourism Institute (CBT-I)

European Center for Eco and Agro Tourism (ECEAT)

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Foreword

Today's travelers are searching for local insights and real life experiences tailored to their interests. They are well informed about the negative impacts of tourism, and hope to travel with companies which put the welfare of people and planet at the heart of their programs.

The Thai Ecotourism and Adventure Travel Association (TEATA) has been working towards a sustainable Thai tourism industry for over a decade. TEATA's members – specialist Thai ecotourism operators – are committed to preserve the best aspects of Thai tourism, such as warm hospitality and attention to detail, while harnessing our unrivaled local knowledge to craft better experiences for guests, local communities and the natural world which we share.

Over the past 18 months, TEATA and our partners, the Greenleaf Foundation, the Thailand Community Based Tourism Institute (GBT-I) and the European Center for Eco and Agro Tourism (ECEAT) have worked with five Thai tourism supplier groups: ecotour operators, professional tour guides, SME hotels and restaurants, and local Thai communities which have developed their own Community Based Tourism (CBT) programs. First, our team assisted each supplier group to develop their own **sustainability standards**. Next, we worked to develop 20 '**sustainable tourism routes**,' giving guests opportunities to stay in green hotels, enjoy ecotourism activities, and share culture and nature with local Thai people.

These activities took place within the EU funded "Corporate Social Responsibility and Market Access Partnerships Project for Thai Sustainable Tourism Supply Chains." The 'CSR MAP' project aimed to move Thai-EU tourism supply chains towards greater sustainability, and develop innovative products for European tourists looking for an inspiring, responsible holiday. The initiative demonstrated the diversity and attractiveness of Thai sustainable tourism products, and showed what is possible when suppliers work together towards a common goal.

This manual is one result of a 'work in progress.' Much more remains to be done in the years ahead. Nevertheless, the project team hope that the experiences and lessons learned shared in this manual will be a useful resource for tourism suppliers and supporters who are interested to **step towards sustainability**. We welcome partners in the journey forward...



Mrs. Duangkamol Chansuryawong, August, 2010

Director, TEATA and the CSR-MAP Project

The main contents of this manual are:

- 20 Common Principles of Thai Sustainable Tourism and examples from the field;
- 4 field tested examples of integrated Thai sustainable tourism routes, including examples of suppliers' service and sustainability highlights;
- An overview of the participatory processes used by the CSR-MAP team to facilitate development of the new sustainable tourism standards and products.

The project team hope that the manual is a useful resource for:

Sustainable Tourism Suppliers

- Tour Operators
- Tour Guides
- Hotel and Restaurant Management and Staff
- Local Community Members managing Community Based Tourism programs
- Ecotourism Activity Providers

Sustainable Tourism Supporters

- Tourism Associations
- Government and NGO Sustainable Tourism Facilitators and Practitioners;
- Academics and Students
- Members of the Media

Special Thanks

The project team would like to give our sincere thanks to the team of the Delegation of the European Union in Thailand; the Office of Tourism Development, Ministry of Tourism and Sports of Thailand (OTD) and the Tourism Authority of Thailand (TAT) who provided great support during the project. Special thanks to the CSR-MAP National Advisory Committee for their invaluable input during the project. Last but not least, thank-you to all the local Thai suppliers who volunteered so much time to participate in the project activities. Without your contributions, ideas, effort and energy, this initiative would not have been possible.



Background of this manual

SME's are the bedrock of the Thai tourism industry, representing over 80% of Thai tourism businesses. Most suppliers which have pioneered Thai sustainable tourism are 'small and beautiful' SME's. European tourists and tour operators are highly interested in tourism which creates benefits for society and the environment. However, increasingly competitive supply chains, as well as limited financial and human resources, make it very challenging for SME's to reach high-value markets, and to invest time and money into sustainability improvements.

Recognizing these challenges, the CSR-MAP project was designed to give Thai tourism SME's committed to sustainable tourism better understanding of EU market needs, and opportunities to improve market access by developing new sustainable tourism standards and products.

During the project, suppliers often agreed in principle about what they needed to do, but admitted that it would take time to improve across all areas of sustainability. They requested suggestions of simple, inexpensive initiatives which they could put into action quickly. This manual presents **20 Common Principles to Realize Sustainable Tourism**, agreed following extensive discussion between over 200 representatives of 5 tourism supplier groups.

For each principle, the manual presents simple examples of how to put sustainable tourism into practice, proposed by suppliers during the project process. The aim is to prove that **'any company can begin the journey towards sustainability.'** Although some of these initiatives require some funds or technical skills, many can be implemented cheaply and now. Because suppliers recognized that companies which do not provide good service cannot be sustainable, common principles also include issues such as safety, hygiene and innovation.

The manual also showcases highlights of four **Thai sustainable tourism routes** which were developed during the project and provides an **overview of the CSR-MAP project process**.

This manual does not include examples of all globally important aspects of sustainability. The project highlighted areas where Thai SME suppliers are able to meet and exceed global sustainable tourism standards, as well as areas where more work needs to be done. Each supplier group is also currently developing their own, sector-specific minimum standards, which in many cases go beyond the 20 common principles presented in this manual.

The manual also does not include highly technical information. Many technical manuals are already available. Links to resources are included in this manual for suppliers wishing to learn more. Practitioners interested in further information or to get involved should contact TEATA.

This manual is the result of the effort of over 200 SME suppliers, working hard to develop better tourism for hosts and guests...

Tour Operators committed to responsible, sustainable tourism ▶



◀ Tour Guides working to be green bridges between hosts, guests and nature

SME Hotels working to reduce negative impacts and create more benefits for society and the environment ▶



◀ Restaurants... green, organic, and supporting their local communities

Community Based Tourism (CBT) Projects developed and managed by local people, working together to introduce their guests to life, culture and nature in rural Thailand. ▶



What is sustainability?

- 25% of people in the richest countries consume 80% of the earth's resources;
- 1.2bn people live on less than \$1/day. Many with insufficient food and water;
- Food for at least 480m people is being produced by unsustainable use of water;
- 11% of the world's birds, 25% of mammals, 34% of fish at risk of disappearing;
- CO2: global warming will be 1-6 degrees by 2100. Sea levels will probably rise by 12 inches, causing 500 to 2000 feet of inland flooding.

Source: Travel Foundation, UK

Two centuries of industrial and technological development have led to great advances in areas such as health care, communication, transport and education. However, industrial development and simultaneous, escalating consumption have also put great pressures on natural resources and societies around the world. Impacts include conflict, climate change, deforestation, drought and pollution. Tragically, despite the promise of 'development' for a better life, these impacts often have most impact on the poorest, most vulnerable people.

Meanwhile, precious cultural knowledge which may offer solutions to some of humanity's common challenges is being lost due to the speed of globalisation and cultural change.

As the negative impacts of industrial development and over-consumption have become more evident, people around the world have begun searching for creative ways to harness humanities' wealth of knowledge, creativity, and diversity, in order to benefit from the advantages of technological development, without using up or destroying the resources which are essential for a happy and healthy life. This is the search for **sustainable development**.

Definition...

Sustainable development is usually defined in line with the **Brundtland Commission** (1987) as, "development that meets the needs of the present generation without compromising the ability of future generations to meet their own needs."

Sustainable Development Milestones

- ▶ In 1992 leaders from around the world met in Brazil for the “**Rio Earth Summit**”, to discuss the impacts of development on the environment and how to deal with them. This led to the development of **Agenda 21**, a “**call for environmental responsibility of all sectors of society in the world.**”

- ▶ In 2002, to add additional urgency to the quest to achieve sustainable development, the **United Nations** defined **8 Millennium Development Goals**, covering social and environmental issues, to be reached by 2015:
 - End poverty and hunger
 - Universal education
 - Gender equity
 - Child health
 - Maternal health
 - Combat HIV-AIDS
 - Environmental Sustainability
 - Global Partnership

- ▶ Thousands of strategies and projects have been initiated across sectors to drive sustainability into all aspects of management and operations. Civil groups are also working hard to campaign for and realise sustainable development. Many ‘alternative’ products have been developed which offer responsible choices to consumers and provide more benefits to the environment and local producers. **Organic foods and fair-trade goods** are particularly successful examples.

For more information, please see the following websites:

- UN Millennium Development Goals: <http://www.un.org/millenniumgoals/>
- The Rio Earth Summit 1992: <http://www.un.org/esa/earthsummit/>
- The Johannesburg Summit 2002 <http://www.earthsummit2002.org/>
- Rio+20 Summit <http://www.earthsummit2012.org/>
- United Nations Development Programme, Thailand <http://www.undp.or.th/index.html>
- Fairtrade Labelling Organisations International (FLO) <http://www.fairtrade.net/>

What are sustainable and responsible tourism?

Over the past 20 years, tourists and tourism professionals have also become more aware of the negative impacts which tourism can have on the environment, societies and cultures, and have begun searching for greener, fairer alternatives. Many creative initiatives around the world have proven that well managed tourism can create benefits for people and planet.

The terms 'sustainable' and 'responsible' tourism are now understood to refer to any kind of tourism, large scale or specialised, which succeeds in **reducing the negative impacts, or increasing the positive benefits of tourism on the environment, society and economy**. This can happen at home, in the office and on the ground in tourism destinations.

In tourism destinations, and especially in developing countries, high importance is also given to ensuring that tourism benefits local COMMUNITY members, such as by skills development, jobs, income, and new opportunities to influence the direction of local tourism development.

Why should tourism suppliers care about sustainable tourism?

- **Reality:** Tourists want to enjoy beautiful nature and meet friendly local people. If destinations are polluted, or if local people are unfriendly or alienated by tourism, tourists will not want to visit. They will simply travel somewhere else. If tourism is well managed and benefits the environment and local people, holidays will be better;
- **Quality:** Sustainable tourism seeks to improve quality. In most cases, working to make products more sustainable will also directly lead to a better quality product;
- **Reputation:** Tourists are increasingly concerned that their holidays are 'good' and 'green.' Tour operations which meet these expectations will earn market recognition;
- **Cost:** Sustainability can often lead to costs savings – for example by using less water or electricity, tour operators, hotels and restaurants can save money;

For more information, please see the following websites:

- The International Ecotourism Society (TIES) <http://www.ecotourism.org>
- The International Center for Responsible Tourism <http://www.icrtourism.org/>
- Responsible Travel Com www.responsibletravel.com
- Planeta Com <http://www.planeta.com/>
- Ecoclub <http://www.ecoclub.com/>

20 Common Principles to Achieve Sustainable Tourism

Tourism is a highly complex industry, which spans grassroots to global levels, national, cultural, rural and urban divides. There is a long 'supply chain' of different professionals and places involved in developing, marketing and operating tourism products. Tourism can only be sustainable if all the partners along the supply chain work together towards the same goals.

Part 1 of this manual presents 20 common principles to put sustainable tourism into practice defined by 5 Thai tourism supplier groups: ecotour operators, tour guides, restaurants, hotels and community based tourism (CBT) groups. For each principle, suppliers proposed simple examples from their own practice, showing how to step together towards sustainability.



20 Common Principles to Realize Sustainable Tourism

The 20 common principles below are based on a consensus reached by 5 Thai tourism supplier groups. Suppliers compared their standards, across 5 core issues, based on the 'Four Pillars' of the UNWTO-UNEP Global Sustainable Tourism Criteria (GSTC: www.sustainabletourismcriteria.org): sustainable management, socio-economic, environmental, and cultural heritage. A 5th group discussed service standards.

Service:

- I. **A warm welcome:** This is the key to making a great first impression. Suppliers will make guests feel welcome as soon as they arrive;
- II. **Good quality service:** Suppliers will ensure high quality in communication, information, organisation, staff, services and dealing with complaints;
- III. **Safety:** Suppliers will place the safety of tourists as a top priority by assessing risks, planning how to avoid risks, and also planning how to manage accidents;
- IV. **Hygiene:** Clean staff and services are a basic condition of success. All suppliers, from city to village, will aim to ensure a high standard of hygiene;
- V. **Innovative activities:** Destinations are becoming less important than what travellers can do in destinations. Travel is motivated by personal interests such as sports, art and culture. Suppliers will develop creative, interesting activities.

Sustainability:

- VI. **Sustainable tourism policy:** Suppliers will articulate clearly how they intend to ensure minimum impacts / maximum benefits for environment and society;
- VII. **Staff training includes sustainability:** Suppliers will push their sustainability policies into practice by training their staff in sustainability issues and actions;
- VIII. **Respect for nature and culture is integrated into management:** Suppliers will ensure that sustainability is approached and implemented systematically, so that initiatives are more than just 'token efforts;'
- IX. **Support community development and build local skills:** Suppliers will support existing community initiatives and offer support for new projects. They will build local skills and help to create opportunities for local people;

- X. Employ local people and use local services:** Suppliers will work to increase local benefits from tourism and to forge positive relationships with local communities. Local staff will be given opportunities to work in senior positions;
- XI. Purchase products from small, local producers:** Suppliers will help to increase benefits for local community members by buying local products. E.g. local food, or decorate their hotels and restaurants with local art and crafts;
- XII. No tolerance of child labour, or exploiting human rights:** Staff will be paid and treated legally and fairly. If children or youth do participate in tourism, it will not interfere with their ability to study, be late at night or too tiring;
- XIII. Efficient use of natural resources, recycling and replenishing:** Suppliers will work to reduce water and electricity consumption, plant, replenish, etc;
- XIV. Support for local conservation work:** local communities are often already doing conservation work. Suppliers will make a contribution towards these efforts;
- XV. Waste management, and reusing and recycling of waste and water.** Suppliers will manage and reduce waste and recycle where possible;
- XVI. Information for guests and staff to increase understanding and motivation of how to reduce environmental impacts:** Suppliers will develop information to raise awareness of how guests and staff can play a part;
- XVII. Support for cultural diversity and the unique identify of the local area:** This will include using local arts, crafts and dress in service and presentation;
- XVIII. Cultural information and interpretation to increase understanding of local culture, and facilitate cultural exchange between Thai hosts and their guests:** Suppliers will offer quality information, developed in consultation with community members and will train staff to facilitate cultural exchange;
- XIX. Support for living cultures, so these are passed to future generations:** Suppliers will give guests opportunities to experience daily life, traditions and festivals. They will also support proactively by getting involved themselves;
- XX. Create opportunities for cultural exchange with local people:** suppliers will work to create opportunities for guests and hosts to meet and learn from one another.

Service



Sustainable
Management

Socio-Economic
benefits

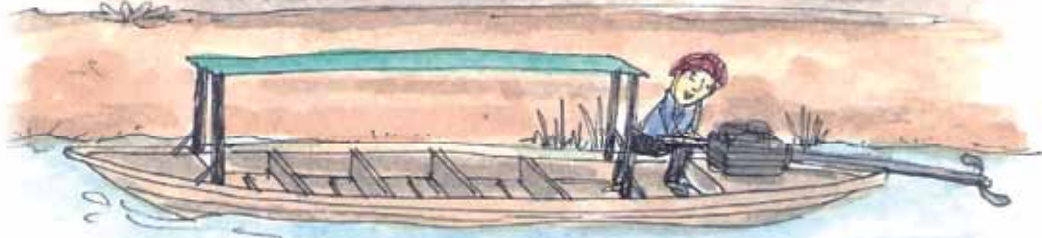


The Environment and
natural resources

Cultural Heritage
and Living Culture



Service



1. A Warm Welcome...

Suppliers need to consider who, when and how to welcome their guests

Tour Operator

- Quick replies to mail, quality information and a pleasant phone manner before the guests arrive.
- Arrange for guests to be met by a guide at the airport, train or bus station;
- Provide an information pack for guests on arrival, including details of activities which guests can do on their own, and also during free time before the program starts.



Tourists receive a traditional Thai welcome (Wai)

Tour Guide

- A good first impression... friendly, natural, organised, responsible and enthusiastic;
- Learn your guests names and nationalities before you meet and greet them;
- Call to make sure everything is ok a few minutes after guests have checked in;
- Give a quick briefing and later a detailed orientation about the program and activities;
- Recommend where guests can buy items, if they haven't had time to organise.

Hotel

- A friendly welcome, from the guests' car, boat...or elephant; !
- Impress with local culture... offer a special fruit, herbal welcome drink or cold water;
- Offer a warm or cool aromatic cloth on arrival;
- Accompany guests to their rooms and inform them about hotel services and facilities;
- Be ready to help if guests arrive with a problem...
- Welcome bigger groups with music or local dance;
- Have a welcome board in the hotel with information for guests about the hotel, the local area, interesting places to explore, risks and how to stay safe, etc, etc;

Restaurant

- A staff member should be responsible for helping guests to park and look after cars;
- Acknowledge when guests enter the restaurant with a smile and a sincere welcome;
- Attentive, friendly and quick table service;
- High chairs for young children and prepare some activities to keep them occupied!

Community Based Tourism

- A friendly welcome by a representative of the community based tourism group;
- Offer guests a typical local drink, snack...
- Give guests a quick orientation on arrival with some basic information about the community and the outline of the program, and then let the guests settle in ...
- A longer discussion and a welcome ceremony can take place in the evening;
- Always introduce guests to their host families and local community guides;
- If guests have been travelling, tell them quickly where the toilet is;
- Inform guests of important cultural guidelines / 'do's and don'ts;'
- Give guests a language sheet, so they can try to communicate with host families;
- Make sure that you have already discussed with the tour guide and know where the guests will stay before they arrive...

2. Good Quality Service

Tour Operator

- Be well organised... programs can be relaxed or artistic, but should be well-managed;
- Survey and select the very best suppliers possible within available budgets;
- Employ knowledgeable tour guides who respect guests, local people, culture & nature;
- Research and prepare excellent information for tour guides and guests in advance;
- Maintain and organise all equipment in advance, and double check the day before;
- Prepare a 'Plan B' with guides and drivers in case something unexpected happens.
- Help guests to solve problems. Provide guests with a direct emergency phone number.



Be on time... to make a good impression

Tour Guide

- Do your homework – study the program. Confirm with all local suppliers in advance;
- Be professional, well-organised and knowledgeable but do not be arrogant;
- Follow the agreed program to the best of your ability... but also spontaneous along the way;
- Assist guests, ask guests if they require assistance... ask what they need;
- Even if you have lead the same tour many times, listen to your guests, show that you are pleased to meet them, treat them as individuals and answer their questions;
- Recommend great destinations and activities... special restaurants and dishes;
- Offer to eat together with your guests often;
- Balance giving information with quiet time for your guests to enjoy their journey;
- Avoid drinking, drugs, heated discussions or flirting with guests!

Hotel

- Offer the same standard of good service to all guests;
- Staff should be approachable and remember guests' names and room numbers;
- Explain facilities (e.g. spa or swimming pool). Recommend activities outside the hotel;
- Communicate with guests and be ready to help with their needs;
- Collect feedback, recognise and solve common problems;
- Be ready to listen to complaints carefully and to respond quickly and with good grace.

Restaurant

- Show interest and take notice of your customers;
- Polite, friendly tone and body language when taking orders and serving food;
- Ask if any extra guests will join the table?
- Ask if guests would like anything extra?
- Ask if guests are enjoying their meal?
- Serve complimentary water or fruit at the table.

Community Based Tourism

- Follow the agreed program and price;
- Find out about guests and their expectations in advance, and be flexible to adapt standard programs and information so that they are most appropriate for guests;
- Discuss with tour operators or guides in advance to prepare for guests with special needs: e.g. vegetarian, elderly, travelling with family, interested in specific issues;
- Local community guides should coordinate with homestay hosts and other local resource people in advance and plan how to work together during the program;
- Propose alternatives if tours can't run as planned due to weather, cultural events, etc;
- Always inform tour guides of problems, so that they can help to inform the guests;
- Explain clearly about sleeping, eating, washing, toilet facilities, and what guests need to do if there are no facilities (e.g. no toilets when trekking in the forest);
- Make time for guests and invite them to talk (the tour guide can help to translate);
- Be on time, or inform guides and guests if activities will be late;
- Have hot tea and coffee available in the morning!

3. Safety

Tour Operator

- Develop safety standards and use them to assess risks, design programs, select suppliers and train staff;
- Provide insurance for tourists;
- Choose safe transport, provide training for drivers, ensure safety belts in all vehicles;
- Staff should avoid alcohol – ZERO for drivers;
- Train tour guides / other staff about risks and how to protect guests from danger;
- Provide first aid training for staff and provide tour guides with a new first aid kit;
- Check that all necessary safety equipment is available for guests and that high quality safety explanations are given by staff who have sufficient skills and experience;
- Ensure a responsible staff member is available to take care of guests during activities;
- Insist that tour guides stay with the guests / group during all scheduled activities;
- Instruct guides to stick to agreed trails, check danger spots and prepare in advance.



Restaurant

- Signs to warn of danger (slippery floor, low door);
- First aid kit and staff trained in first aid (including food allergies);
- Keep floors dry in restrooms and kitchen areas;
- Fresh and clean food and clean utensils;
- Keep animals outside the restaurant;
- No tall fruit trees next to tables (e.g. coconut)!

Guides should plan how to keep guests safe

Tour Guide

- Update knowledge of destinations all the time;
- Arrive knowing as much about the situation as possible. Communicate in advance with local providers, ask about any changes which could impact safety, plan to stay safe;
- Check safety of transport, availability of safety equipment and weather before travel;
- Survey trails and note danger points in advance whenever possible;
- Advise guests in advance of dangers, how to avoid them, what they need to prepare;
- Stay close to guests while they are doing activities and assist them as necessary;
- Do not leave the guests to do scheduled activities alone – accompany the group;
- Get first aid training and stay up to date.

Hotel

- The hotel has a room and floor plan in each room, including advice about emergency exits for escape in case of fire. Fire extinguishers are well maintained and easy to see;
- All staff know the phone numbers of nearby hospitals;
- Provide insurance for guests;
- First aid kit and trained first-aiders on the staff;
- 24hr guards and safety boxes are available;
- English signs to warn guests of dangers;
- All equipment is checked regularly, and advice is given to guests about how to use it;
- Consider installing a CCTV system;
- Sponsor / organise an anti drugs campaign to help local security.

Community Based Tourism

- Give guests and guides honest advice about risks, before and during activities;
- Have a vehicle on standby to take guests to hospital if necessary;
- Nominate community guards, and give an emergency phone number;
- Clean in and around the house every day and be alert for snakes / wild animals;
- Do not give too much responsibility to local youth in potentially dangerous situations (e.g. leading trekking / boat trips). Senior community members must lead.

Ten steps for communities to prepare a safe CBT program...

- 1) Map all activities and services on your CBT program
- 2) Identify - Where are the risks in our CBT program?
Discuss, reach consensus and prepare in advance:
- 3) What do we have to prepare in advance to protect our guests (repair an old bridge, prepare walking sticks, etc)?
- 4) What information should we tell guests when they arrive in the community to help them to stay safe?
- 5) What information do we need to give guests before they begin each activity (e.g. be careful of this poison plant)?
- 6) How should we look after guests during each activity – exactly what do we need to do to prevent an accident?
- 7) Exactly who is responsible for each of these jobs?
- 8) Who do we have to work together with in order to successfully take care of the safety of our guests?
- 9) When will we coordinate with outside colleagues (e.g. tour leaders) and discuss how to work together effectively?
- 10) Ask guests about safety – did they feel safe? Act immediately on their feedback to make the program safer.

CBT-I 2007 (SMS Local Guide Training)

Map dangers on the route and prepare for them:



CBT-I 2007 (SMS Local Guide Training



4. Hygiene

Tour Operator

- Survey and select clean, recognised, high quality hotels, restaurants and transport;
- Help your staff to be well trained about health, safety and hygiene best practices, including sending them to training organised by government and other organisations;
- Ensure hygiene in all aspects of service, from the office to the field, and for all staff;
- Employ clean and well presented tour guides;
- Collect feedback and follow up bad feedback immediately.



The dance of the mouse and the cockroach will not amuse guests

Tour Guide

- Dress cleanly and politely;
- Avoid taking guests to dirty and polluted areas;
- Survey and choose clean hotels and restaurants;
- Take a look in restaurant kitchens and toilets;
- Observe the hygiene of water and food;
- Recommend good suppliers to guests and tour operators.

Restaurants / Hotels

- Cook as you would wish your own family to eat;
- Check that all staff are clean and well presented;
- Adhere to at least minimum legal standards (in Thailand many local restaurants have passed the 'Clean Food Good Taste' standard, please see details on the next page);
- Food must be freshly purchased and freshly cooked;
- Cover all foods and keep them in an appropriate places;
- Keep raw and cooked foods separate, prepare separately with separate, clean utensils;
- Wash vegetables many times in boiled water;
- Use / plant organic vegetables... no MSG;
- Clean all cooking equipment and utensils using appropriate cleaning liquids;
- In the kitchen, staff should wear hairnets and aprons;
- Ensure fresh air with good ventilation;
- Change Air Conditioning cooling liquids and air filters regularly;
- Have soap or gel available and check staff fingernails are clean;
- Provide guests with central serving spoons;
- Nominate a responsible staff member to check the hygiene of food, utensils, rooms;
- Invite external agencies to check hygiene;
- Check toilets regularly. Use oil burners or fruit peel in toilets for a pleasant smell.

Community Based Tourism

- In the preparation of food, community members should also follow the Clean Food, Good Taste standard (see next page);
- Homestay families should clean bedrooms, living rooms, kitchens, bathrooms, and the areas outside homestays regularly, and every time before guests arrive;
- Community monitoring: check and report poor hygiene to the CBT committee;
- Clean, fresh-smelling sheets on beds and clean towels / sarong;
- Bucket-showers and toilets should use separate washing bowls;
- Put clean water by guests' beds and in living rooms;
- Provide mosquito repellent for guests (natural if possible).

The Clean Food Good Taste Standard was developed by the Department of Health, Thai Ministry of Public Health and is widely adopted in Thailand:



1. Dining and food preparation areas must be clean, orderly and organized.
2. Food must not be prepared or cooked on the floor, or areas in or in front of toilets. Food must be prepared and cooked on a table or platform at least 60 cm above a floor.
3. Use safe food additives, certified by an authority such as with an FDA Number or certification mark of the Ministry of Industry.
4. Fresh food must be cleaned before cooking or storing. Food must be stored separately based on category. Fresh meat must be stored under 5 degree Celsius.
5. Cooked food must be kept in a clean container with a cover and placed at least 60 cm above the floor.
6. Ice must be clean and kept in a clean container with a cover and placed at least 60 cm above a floor. An ice scoop or equivalent tool must be provided.
7. Utensils must be washed with washing detergent and then rinsed twice with clean or running water. Washed utensils must be placed at least 60 cm above a floor.
8. Chopping boards and knives must be in good condition. Separated sets must be provided for cooked meats, raw meats and fruits and vegetables.

9. Spoons, forks and chopsticks must be placed upright in clean, transparent containers or placed orderly in a clean and transparent tray and kept at least 60 cm above a floor.

10. Waste and waste water must be treated and disposed of appropriately.

11. Soap must be provided both in a restroom and kitchen for hand washing.

12. Kitchen staff must dress in appropriate outfits with sleeves. Cooks must wear clean aprons and caps or hair nets.

13. Kitchen staff must always wash hands before starting food preparation, cooking and serving food. Do not pick up any cooked food by hand, appropriate tools must be used.

14. Kitchen staff must cover wounds thoroughly or avoid tasks that might allow them to touch food.

15. Kitchen staff with a disease passed on via water and food must stop working immediately until completely cured.



5. Innovative activities

Continuous creativity... new destinations, new activities, new ideas and new markets...

Tour Operator

- Talk to guests to find out what's new, what's in demand, are where trends are going;
- Read online web-forums to see what tourists are discussing and learn what they want;
- During product development, focus on what guests can do (new activities) not only where guests can go (new destinations). Some ideas proposed by suppliers include:
- Climate friendly activities... boat, cycling, train, buffalo cart, elephant!
- Environmental activities (e.g. joining in conservation) and wildlife watching;
- Chemical free tours ... organic cookery;
- Include community visits in less travelled areas and work with local community members to develop programs based on unique aspects of local cultures.

Tour Guide

- Discuss with tourists and help them to choose destinations and activities which are appropriate for their needs... observe trends and communicate with tour operators;
- Recommend activities which allow guests to experience the real Thailand - visit a morning market for a Thai breakfast - farm or fish with local people;
- Recommend environmentally friendly transport – bike, samlor, boat, and encourage guests to walk over short distances instead of taking petrol transport;
- Recommend climate-friendly activities like tree planting.

Hotel

- Develop new activities in the surrounding area...
- Work with community based tourism projects;
- Cycle to local villages, help farmers in the fields;
- Organise special activities for the community or the environment;
- Invite guests to make merit and learn about Buddhism;
- Yoga, massage, meditation;
- Develop innovative meeting and incentives programs.

Restaurant

- Be artistic and creative in menu and presentation;
- Include pictures and explanations of local / seasonal / special ingredients in menus;
- Open kitchen with cooking demonstrations or displays;
- Use ingredients from the hotel's own organic garden, with opportunities for guests to collect fruit and vegetables and join in cooking;
- Tables and food packaging and presentation from natural materials, such as banana leaves, coconut bowls, etc;



Never too many cooks in the kitchen!

Community Based Tourism

- Develop interesting activities, based on special aspects of local life and culture which community members feel proud and comfortable to share with guests;
- Learn more about the needs of guests. Adapt traditional activities in new ways, e.g. a romantic evening dinner in a traditional fishing boat (Salak Kok, Trad Province);
- Develop innovative community products (snacks, natural dye, musical instruments);
- Work with outside organisations to develop interesting programs, such as National Park teams, and local institutions such as the community temple, school and clinic;
- Ensure that local youth can participate in CBT – they always have new ideas!

Further Resources and Information: Service

Service

- The Office of Tourism Development, Ministry of Sports and Tourism: <http://www.tourism.go.th/2009/en/home/index.php>
- The Tourism Authority of Thailand: <http://www.tourismthailand.org/home/>
- Homestay Thailand: <http://homestaythai.tourism.go.th/>

Safety

- The Thai Red Cross Society: <http://english.redcross.or.th/home>
- Thai Travel Clinic - Hospital for Tropical Diseases , Faculty of Tropical Medicine, Mahidol University: <http://www.thaitravelclinic.com/Knowledge/pre-travel-preparation.html>
- Thai: Marine Department (useful guidelines on how to manage marine safety in Thai language) <http://www.md.go.th/interest/SafetyCenter4.php>

Hygiene

- Food & Water Sanitation Division Department of Health, Ministry of Public Health (Clean food good taste): http://203.157.64.28/ewt/foodsane_eng/index.html
- Food for Tourism by the Office for Tourism Development, Ministry of Sports and Tourism of Thailand (Thai): <http://www.thaits.org/downloads/Food%20for%20Tourism.pdf>
- Project for Safe Food, the Ministry of Agriculture and Cooperatives <http://fs.doae.go.th/old/index.htm>

Innovation

- Take a look at the world's leading online responsible travel agency www.Responsibletravel.com
- Thai: National Innovation Agency : <http://www.nia.or.th>
- Thai: Self-learning resources for community innovation in tourism produced by the Faculty of Political Science, Chulalongkorn University and UNDP http://www.polsci.chula.ac.th/initiatives/book11_intro.htm

Sustainable Management



6. Sustainable tourism policy

Tour Operator

- Consider what impacts your company has on the environment and society, and how the environment, society and local communities could benefit more across all areas of your business. Discuss in-depth with staff, suppliers and local community members;
- Develop a formal sustainable tourism policy, explaining how your company will work to limit the negative impacts of your operations and to increase the positive benefits for the environment, society and economy, local communities and cultural heritage;
- Publish the policy on-line and in your brochures;
- Design tour programs to reflect the policy;
- Train all staff about the policy, explaining the reasons behind the different elements of the policy, and showing exactly how they can help to put the policy into practice;
- The policy should move the company towards participation and benefit for all partners;
- Work with local communities to communicate do's and don'ts to tourists before arrival.



Tour Guide

- Be familiar with the company's sustainable tourism policy and take a copy on tour;
- Recommend shops, hotels, restaurants and communities which care about the environment and society. Learn what they are doing so you can explain it to guests;
- Inform guests about the company's sustainable tourism policy, and get them actively involved by recommending specific opportunities to contribute to environmental and social projects in the destinations / communities visited;
- Give advice to guests to help the policy to succeed. E.g. Drink a bottle of water completely before opening a new bottle, don't leave lights and A/C on, etc.

Hotels and Restaurants

- Establish a formal Corporate Social Responsibility (CSR) committee;
- Create a formal environment and community policy and send the policy to all staff;
- Conduct a periodic review of operations and products to identify negative impacts on the environment / society / community / culture and to find ways of improving.

E.g.:

- Purchasing policy to support local providers;
- Plant own vegetables, trees and flowers;
- Collect litter 3 times per day;
- Water treatment, waste separation;
- Electricity use policy (to reduce the amount of electricity consumed);
- make organic fertilizer from left-over food;
- Work closely with local community members;

Community Based Tourism

- Develop clear community rules and regulations for guests and CBT group members;
- CBT group communicates the regulations to guests, tour operator partners and guides;

Formal management to ensure that CBT benefits environment and broad community.

E.g.:

- Rotation system for services, to income broadly among CBT group members;
- Contribute 5% + of income to conservation and community development activities;
- Don't use machines to replace labour;
- Reduce the use of petrol, water, electricity;
- Activities should involve several generations of community members;
- Target guests interested in culture and nature.

7. Staff training includes sustainability

Tour Operator

- Train staff regularly: min 1 time per issue / year;
- Mix classroom training and on the job coaching;
- Collect feedback from trainees, customers and local supplier partners;
- Give recognition / awards / bonuses as an incentive to put training into action;
- Send staff to attend outside training workshops, organised by government, NGO's;
- Ask staff where they would like to develop more skills or knowledge;
- Involve staff in sustainability standards development activities;
- Train all staff in communication, so that they can understand and explain the issues;
- Train staff on specific, priority issues for your local area / circumstances, such as how to care for elephants / prevent forest fires / preserve mangrove ecosystems.



Tour Guide

- Request and attend training for guides;
- Review training materials from time to time following training;
- Report challenges in the field and your needs, and identify relevant training;
- Be open to train new guides (mentoring);
- Continually update with new information;
- Give advice to your guests based on training.

Restaurant

- Include sustainability issues in weekly / monthly trainings, morning briefings;
- Train staff to answer questions about socio-cultural or environmental initiatives, such as explaining where local food comes from, why organic food is served, etc;
- Organise trainings with the Ministry of Health / environment.

Hotel

- Inform all staff of CSR and sustainability policy and commitments and hold specific trainings 2-4 times per month including sustainability content;
- Train staff at all levels to understand that the hotel has a water and electricity conservation / waste management policy and that everyone is expected to play a part;
- Conduct on the job training to show staff how to put sustainability policy into practice;
- Send staff to government / association trainings and make trainees responsible for briefing their colleagues about what they have learned when they return to work;
- Set staff goals related to the environment and monitor and reward performance;
- Train staff about important resources in the resort and local area;
- Take staff to explore nature and increase their awareness (e.g. trekking with interpretation).

Community Based Tourism

- Hold regular training, and include environment / social issues in monthly meetings;
- Use funds from tourism to conduct training / workshops / youth camps, etc;
- Train youth community tour guides and invite youth to join other CBT training;
- Organise study trips to visit other successful communities;
- Establish a Community Learning Center;
- Conduct small group / on the job training in the places where CBT activities take place;
- Coordinate with government / NGO's / universities for training support.

8. Respect for nature and culture is integrated into management

Tour Operator

- Office management, program design, selection of suppliers, guidelines for staff and information for guests are designed to increase the benefits and to decrease the negative impacts of the tour operator on the environment and local cultures. E.g.:
- Study sensitive natural or cultural issues before designing / offering a program, and give relevant advice to guests before and during the program;
- Respect and follow rules and regulations in national parks or in local communities;
- No damaging or collecting wild flora or fauna;
- Construction does not impact the environment;
- Give guests advice about when it is / is not appropriate to take photos.



Seasonal foods are better for the environment than imported products

Restaurant

- Choose and promote seasonal foods and do not recommend foods out of season;
- Don't make / sell food made from rare plants or wild animals;
- Don't dispose of waste in inappropriate places such as local rivers, canals or the sea;

Tour Guide

- Learn about and respect the environment, local cultures, local rules and regulations;
- Support activities which show the relationship between people and nature;
- Give cultural / environmental briefings to guests;
- Provide information for guests about 1) how to protect the environment and 2) how to dress and how to behave in local communities – e.g., advise guests to dress politely, remove shoes before entering homes or temples.

Hotel

- Staff uniform is made from local cloth;
- Traditional dress is worn at different times of year;
- The hotel implements a policy to preserve native species;
- Construction (e.g. rooms / walk ways) are designed to blend with the environment;
- No disturbing animals living close to the hotel;
- Staff are given time to join local community events such as festivals and parades.

Community Based Tourism

- The community establishes a 'carrying capacity' to avoid unmanageable impacts on the environment and culture. This is adjusted seasonally (e.g. during the rainy season, when flora is replenishing, certain forest paths are closed for trekking);
- There is a community fund which all tourists and CBT staff contribute towards. These funds are used to support environmental and cultural initiatives;
- All staff must participate in environmental and community development activities;
- Community members use funds from tourism to attend outside training workshops;
- Cooperate with the local leaders / temple;
- Open windows rather than use AC,
- Respect local religious ceremonies.

Further Resources and Information

Thailand

- The Department of Environmental Quality Protection: <http://www.deqp.go.th/website/52/>
- Thai Designated Areas for Sustainable Tourism Administration (DASTA): <http://www.dasta.or.th/en/home/index.php>
- The Greenleaf Foundation <http://www.greenleafthai.org/en/index.php>
- The Keenan Institute Asia: <http://www.kiasia.org/web/>
- The Office of Tourism Development (OTD): <http://www.tourism.go.th/2009/en/home/index.php>
- The Thailand Community Based Tourism Institute (CBT-I) www.cbt-i.org
- The Thai Ecotourism and Adventure Travel Association: www.teata.or.th

International

- Global Sustainable Tourism Criteria (GSTC): <http://www.sustainabletourismcriteria.org/>
- GTZ Tourism Theme: <http://www.gtz.de/en/themen/uebergreifende-themen/11009.htm>
- International Center for Responsible Tourism (ICRT) <http://www.icrtourism.org/icrteam.shtml>
- Mekong Tourism Coordinating Office: <http://www.mekongtourism.org/site/>
- Planeta.com – resources for ecotourism - <http://www.planeta.com/>
- Rainforest Alliance: <http://www.rainforest-alliance.org/>
- SNV Netherlands Development Organisation: <http://www.snvworld.org/>
- The European Center for Eco and Agro Tourism (ECEAT): http://www.eceat.nl/home_en.htm
- The International Ecotourism Society: <http://www.ecotourism.org>
- The Travel Foundation (UK) <http://www.thetravelfoundation.org.uk/>
- The Travelife Sustainability System: <http://www.travelife.eu/index.php?id=1>
- Wild Asia: <http://www.wildasia.org/index.cfm>
- United Nations Environment Program (tourism): <http://www.unep.fr/scp/tourism/>

Socio-Economic

benefits



9. Support community development and build local skills

New, transferable skills and knowledge can build the capacity and the voice of local community members to influence and to negotiate the best deal from tourism development.

Tour Operator

- Work closely with local communities, find out about their strengths and weaknesses and give advice to help develop good quality community based tourism programs;
- Contribute a % of income towards community development projects;
- Accept local students as interns in the company;
- Organise an annual staff event and collect donations for community organisations;
- Learning Exchange: the local community trains tour operator staff about local beliefs / culture / handicrafts, etc. The tour operator trains CBT staff about tourism / tourists;
- Sponsor a local sports team / cultural event.



Organise a training workshop for local housewives

Restaurant

- Give on the job training to community members;
- Provide assistance / staff / funds to support community work;
- Found a housewives group, support their activities and join meetings once per month;
- Be responsive to requests for help;
- Support projects such as building libraries, schools, supporting hospitals, etc

Tour Guide

- Respect the role of local community members in tourism. Be a bridge and a facilitator;
- Assist local community members to prepare for the tour and to meet tourists' needs;
- Give community members the opportunity to practice, make and learn from mistakes;
- Communicate local achievements and encourage tourists to learn from local people;
- Discuss with community leaders. Inform tour operators and your guests about local initiatives and the needs of community members, so they can support if they wish;
- Inform community members about trends towards conservation and climate change.

Hotel

- Provide training for local community members – examples of suppliers' initiatives include hospitality, electricity management and organic fertilizer training;
- Donate funds to the local community to support development projects (inform guests);
- Give opportunities to local community organisations to use hotel's facilities free, and to visit the hotel on study tours;
- Provide scholarships for local students;
- Invite local musicians and artists to perform;
- Sponsor or organise sports days / festivals;
- Join and participate actively in local committees.

Community Based Tourism

- Establish developing local skills and knowledge as one of the main goals of CBT;
- Guests and CBT staff contribute a fixed % of the cost of a tour towards CBT community development fund, which is used based on the committee's decision;
- Community members work together to run projects on important community days;
- Establish a community study center;
- Hold training and organise study tours to communities which are experts at CBT;
- Experienced CBT staff volunteer their time to train local youth;
- Provide scholarships for local youth to continue their education in the city.

10. Employ local people and use local services

Tour Operator

- Use local suppliers – markets, hotels, restaurants, local tour guides and transport;
- Establish partnerships with local operators and community based tourism projects;
- Buy food from community members, rather than from outside the community;
- Give opportunities to local community members to work for / intern in your organisation;
- Employ local staff, up to management level;



Employ local people in your hotel, restaurant or tour operator

Tour Guide

- Support company policies to use local services;
- Respect and work with local community guides. Even if you have visited a community before and know the program well, still use the services of local community guides;
- Buy products from local communities;
- Recommend local restaurants / shops to guests;
- Use local transport – (e.g. car, boat, samlor) and recommend SME service providers which are owned by local people or which employ significant numbers of local people;
- Be a mentor for local students.

Hotel and Restaurant

- Employ a fixed % of staff from the local area;
- Employ local people in every department, and in management positions;
- Buy food from the local community;
- Invite local people to prepare special local food for guests;

Community Based Tourism

- Only local community members (residents) can be members of the CBT group.
- To prevent overreliance on tourism, and prevent communities from being seriously impacted by fluctuations in tourist arrivals (caused by for example. natural disasters, political unrest, changes in tourism trends) the community group regards CBT as an 'additional' or 'supplementary' income, rather than as an alternative occupation or a main source of income. This will also help to maintain traditional practices. This is communicated clearly to visitors during welcome introductions when guests arrive;
- The CBT club remains open to all local community members to join if they wish;
- Buy local products from other community members / small shops in the community;
- Insist that tour operators must use local community guides and service providers.

11. Purchase products from small, local producers

Tour Operator

- Give guests attractive information about local products and production processes, and build opportunities into tour programs for guest to see and buy local products;
- Instruct guides to purchase and recommend local products;
- Give local producers the opportunity to sell products in the office / visitors' center;
- Buy local products and souvenirs for guests;
- Give small, local prizes to guests for fun;
- Help producers to sell products online, in media.



Support small producers, so they can benefit from income from tourism

Tour Guide

- Explain the uses and cultural meaning of local products to guests, as well as the production process and necessary skills / difficulty of producing local products;
- Explain if products are handmade;
- Create opportunities for guests to see production and buy local products;
- Buy snacks / fruit / small souvenirs for guests during the program;
- Explain how income from the products is useful for community members / producers.

Hotel and Restaurant

- Have a local purchasing policy and instruct purchasing staff / kitchen staff to follow it;
- Buy fresh vegetables, fruit, fish, and also packaging, from local fishers and farmers;
- Buy local products (e.g. ceramics / food and drink place mats),
- Sell local / community products in the hotel / restaurant shop;
- Give local people opportunities to sell directly in the hotel.



Give tourists the chance to see local products and production processes

Community Based Tourism

- Produce souvenirs / handicrafts / fresh and dried foods for guests;
- Establish a community shop / cooperative;
- Give demonstrations of how products are produced;
- Describe the use of local products, and any cultural meanings;
- Local guides inform guides and guests about community products;
- Offer food and breaks to visitors / study groups.

12. No tolerance of child labour, or exploiting human rights

Tour Operator

- Follow and exceed labour laws, and instruct all staff to do the same;
- Don't employ child labour or support suppliers which employ child labour;
- Do not support or recommend any suppliers (restaurants / hotels / transport, etc) which use child labour or support any aspects of the commercial sex industry;
- Provide opportunities for youth so that they do not get involved in the sex industry;
- Disseminate information (such as the ECPAT code) which gives advice about how to prevent and report child sex offenses. Train staff to support this policy.
- Report serious offences (such as child prostitution) to responsible organisations.



Do not exploit children – they should not have to help during school time or late at night

Tour Guide

- Survey and don't recommend shops which use child / cheap labour, or exploit women;
- Give information to local community members about children and women's rights;
- Alert guests if a shop is breaking labour laws;
- Do not support the sex industry. Recommend that guests do not use sex services;
- Inform operators so they can change suppliers.

Hotel and Restaurant

- Know and follow labour laws;
- Do not employ under age workers;
- Pay a fair salary (above minimum wage);
- When giving youth a chance to work, it must be organised in a safe and fair way as 'work experience' not as full time, late or heavy work;
- Don't allow gangs to send children to sell on your premises (e.g. at the table in restaurants).

Community Based Tourism

- Don't include kids in performance after 20:00;
- Establish a committee for protecting children;
- Use income from tourism to contribute towards children's education / youth training;
- Include information / signage that the community does not support prostitution;
- Children are always accompanied by adults, never left alone with guests.

During the CSR-MAP project, there was lively discussion about the role of youth in tourism. The Thai participants communicated strongly that 1) children assisting their family businesses was regarded in a positive, not in a negative light in Thai culture and 2) that in the era of globalisation, tourism was offering many positive opportunities to motivate local youth to conserve and practice their traditional arts and cultures.

Participants discussed where to draw the line and define 'child labour' in a way which would be culturally acceptable for the Thai context. Finally, consensus was reached that children should not be involved in any heavy, tiring, full time work, or in any activities which would impact their ability to study successfully. Furthermore, children should not be asked to participate in cultural performances past the early evening.

Further Resources and Information

Support community development, build local skills, employ local people and use local services

- Community Enterprise Institute: <http://www.ceithai.com/>
- Population and Community Development Association : <http://www.pda.or.th/tha/>
- Raksthai Foundation : www.raksthai.org/
- The Community Organisations Development Institute : www.codi.or.th
- The Doi Tung Development Project : www.doitung.org

Purchase products from small, local producers

- Fairtrade Labeling Organisation (FLO): <http://www.fairtrade.net/>
- Fairtrade Network: <http://www.fairtrade.net/>
- Earth Net Foundation : www.greennet.or.th
- One Tambon One Product: <http://www.thaitambon.com/>
- Thai Craft Association : www.thaicraft.org
- Royal Project: <http://www.royalprojectthailand.com>

No tolerance of child labour or exploiting human rights

- Amnesty International: <http://www.amnesty.org/>
- End Child Prostitution and Trafficking (ECPAT Foundation): <http://www.ecpat-thailand.org>
- International Labour Organisation (ILO): <http://www.ilo.org/global/lang--en/index.htm>
- Human Rights Watch: <http://www.hrw.org/en>
- Tourism Concern (UK) <http://www.tourismconcern.org.uk/>
- The United Nations Children's Fund (UNICEF): <http://www.unicef.org/>
- Thai: I am child org <http://www.iamchild.org/>
- Thai: Foundation for Children: <http://www.ffc.or.th/>

The Environment and natural resources



13. Efficient use of natural resources, recycling / replenishing

Tour Operator

- Recycle paper and use both sides of paper in the office;
- Reduce use of plastic, search for alternatives;
- Motivate staff to use less water and electricity through signage, training and briefings;
- Office and field campaigns on environmental issues (reduce plastic, water, etc);
- Use washable containers rather than buy food in disposable foam or paper wrappers;
- Use a fan instead of air conditioning;
- Turn off unnecessary lights and electric devices;
- Turn off A/C computer at midday (lunch time);
- Use low water pressure / flow taps in the office;
- Cooperate with government and NGO's to join campaigns (e.g. tree planting, etc).
- Provide reusable cloth bags for guests to go shopping.
- Invite experts to brief staff about specific, important local issues (e.g. forest fires);
- Explain to staff and guests why choices have been made - e.g. purchase of equipment - to reduce impact on the environment.



Take washable containers (pintos) to buy food from street sellers – say no to foam and plastic

Hotel

- Use cloth laundry bags rather than plastic bags;
- Organise regular tree planting for staff / guests;
- Use empty stock boxes as waste baskets;
- Raise fish and put income towards an environmental fund;
- Turn off air conditioning at lunch-time;
- Use both sides of paper and recycle;
- Guests reuse towels / bed linen

Tour Guide

- Inform guests of natural resource issues such as water scarcity on the islands;
- Conserve resources and encourage guests to do so too – e.g. lights / A/C, etc;
- Care for equipment well and use it for a long time;
- Take discarded equipment out of natural areas such as forests, (e.g. bags, raincoats);
- Don't create waste in the community. Take waste to the city for proper disposal.

Restaurant

- Keep Air-conditioning above (warmer than) 26 degrees;
- Recycle plastic shopping bags as waste bags;
- Use fruit peel as organic fresheners in the toilet;
- Use glass bottles which can be recycled;
- Work to reduce electricity and water use;
- Breeding and releasing fish, prawns, etc into the wild.

Community Based Tourism

- Put a % of income from tourism towards natural resource management activities;
- Adapt activities according to the seasons to reduce impact on natural resources;
- Include Conservation / Replenishing / Community forestry in the CBT program;
- Request guests to reuse sheets, sarongs, towels;
- Produce organic fertilizer.
- community forestry;

14. Support for local conservation efforts

Tour Operator

- Program design includes visits to communities, conservation organisations, foundations, etc which are conducting conservation work;
- Survey and select high quality Community Based Tourism programs where local people are working on natural resource management and conservation projects such as community forests, water management and litter banks;
- Join local conservation associations or clubs.



Support local conservation efforts

Tour Guide

- Inform guests of local community conservation efforts and how they can assist;
- Encourage guests to join planting / replenishing activities with local communities;
- Create activities with local communities which create awareness and understanding about conservation, (e.g. guests see how communities manage natural resources);
- Help community guides to give information to guests.

Restaurant

- Do not buy wild foods from the community;
- Organise tree planting days with staff or customers;
- Not cutting trees in the area of the restaurant;
- Supporting local conservation activities by offering free food and drinks to volunteers.

Hotel

- Do not buy wild foods from the community;
- Plant trees with the community every month;
- Collect litter together with community members;
- Join government / NGO organised events;
- Plant local species in the hotel and train staff to recognise them and explain to guests.

Community Based Tourism

- Establish a community environment fund and use it to support conservation work;
- Include conservation in the tourism program – e.g. mangrove replanting / fire breaks;
- Don't sell wild / forest products, especially those which are rare or protected;
- Work with the local school to involve youth in conservation activities.

15. Waste management and reusing and recycling of waste and water

Tour Operator

- Separate waste in the office and the field;
- Systematic waste management in the program;
- Select green hotels implementing waste management systems (e.g. Greenleaf Hotels);
- Reuse waste water to water flowers / plants;
- Request that guests refill their water bottles;
- Encourage guests and staff to use less plastic;
- Office team and guides use both sides of paper;
- Use fruit peels for fertilizer / toilet freshener;
- Create a special study tour programs for guests to learn about what you are doing to manage waste, recycle, reuse and offer it to guests;

Restaurant

- Install grease traps;
- Separate waste;
- Treat and use waste water to water plants;
- Produce fertilizer from food waste.

Hotel

- Waste separation;
- Reuse and recycle in the office;
- Collect rain-water and use it to water flowers;
- Collect fallen leaves / fruit peels to fertilise trees;
- Water treatment by creating your own EM;
- Raise earthworms to decompose waste;
- Use waste as fertilizer for growing flowers,
- Make organic cleaning liquid from fruit peel;
- Use treated waste water to water plants;
- Use herbal aromatic flowers rather than spray.

Tour Guide

- Recommend green hotels and restaurants;
- If guests do not finish water, collect it to water plants in the hotel. Take responsibility for waste collection in rural areas by separating waste and disposing of it in the city;
- Develop interpretation which teaches guests gently how to preserve the environment.



Waste management will succeed when everyone helps

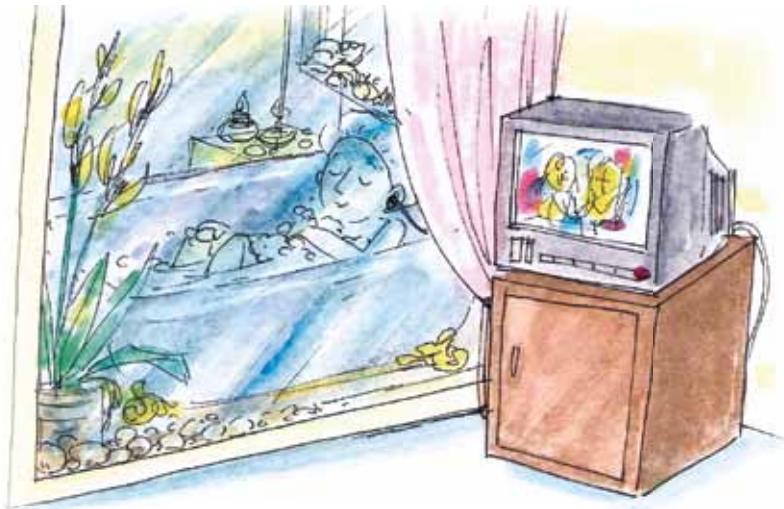
Community Based Tourism

- Recycle waste water;
- Organise a community campaign against litter;
- Have guidelines for guests and explain clearly where to dispose of litter;
- Community members cooperate to collect litter.

16. Information for guests and staff to increase understanding and motivation of how to reduce environmental impacts

Tour Operator

- Give information and advice about specific, important local issues such as the impacts of using wild products, wasting water in the local area;
- Provide training and activities for staff on environmental issues, especially related to their roles. E.g. differences between biodegradable and non- products, foam, plastic;
- Send guides to the same places frequently, so that they acquire deep knowledge, get to know local community members and are well informed about local issues;
- Have a web link and informational / guidelines for guests about the environment;
- Explain to staff and guests why specific decisions have been made - e.g. purchase of equipment - to reduce impact on the environment.



Sustainable tourism is impossible without responsible behaviour by tourists. Give tourists information and advise them how to help protect the environment

Tour Guide

- Collect and read information and inform tourists about local lifestyles, the relationship between community and environment, and impacts of tourism on the environment;
- Inform tourists of environmental code of conduct. E.g. trekking - stick to the path;
- Give printed material to guests. Inform them of useful websites to find extra information;
- Offer the chance to plant rice or vegetables with the local community members, so guests can see how reliant local people are on the environment;
- Develop specific interpretation which educates guests about how to preserve the environment;
- Use coloured ribbons to identify bags at the airport, rather than using paper tags.

Hotels and Restaurants

- Team environmental awareness meetings;
- Posters, an information board about the environment and how guests can help;
- Detailed information about watersheds, the impacts of deforestation on the community, etc;
- Explain why specific decisions have been made - e.g. no foam because of global warming;
- Signage in hotel rooms and bathrooms to preserve water / reduce chemical use;
- Cloth laundry bags... recycling bank;

Community Based Tourism

- Develop good information about the natural resources around the community, the importance of natural resources for local livelihoods and how guests can help preserve natural resources, such as during the hot season, explain that water is scarce, and request guests to help preserve water and to be careful of forest fires;
- Community guides present the relationships between the community and environment;
- Local campaign against litter, foam, signs;
- Orientation with study groups / big groups.

Further Resources and Information

Efficient use of natural resources and support for local conservation efforts:

Thai

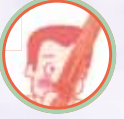
- Bureau of Community forest management
http://www.forest.go.th/community_forest/forestfarm9/farm/web/index.php
- Green: <http://www.green.in.th>
- Green World Foundation: www.greenworld.or.th
- Thailand Environment Institute: www.tei.or.th
- Seub Nakasthien Foundation : www.seub.or.th
- Social Venture Network Asia (Thailand) : <http://www.svnasia.org>

International

- Rainforest Alliance: <http://www.rainforest-alliance.org>
- Regional Community Forestry Training Center for Asia and Pacific: <http://www.recoftc.org/site>
- The International Union for the Conservation of Nature: <http://www.iucn.org>
- United Nations Environment Program (tourism): <http://www.unep.fr/scp/tourism>
- World Wildlife Fund (WWF): <http://wwwf.or.th/en>

Cultural Heritage and

Living Culture



17. Support for cultural diversity and the unique identify of the Local area

Tour Operator

- Design programs to celebrate local identify from the start;
- Select as a priority hotels and restaurants which use local arts and architecture;
- Provide information and advice for guests: cultural do's and don'ts, how to dress, etc;
- Include local artistic and architectural highlights in tour programs, (e.g. local temples.)



A local, Northern Thai style restaurant

Restaurant

- Offer special local menus to guests;
- Include information about local history, occupations and culture in menus;
- Use local art and photos to decorate the restaurant: e.g. local chairs, hammocks, etc;
- Have books and magazines about local arts and culture available for guests to read.

Tour Guide

- Inform guests about local culture, history, architecture, livelihoods, as well as the meaning of culture, symbols, local art and traditional wisdom;
- Explain first in an overview and then in more detail if guests show high interest;
- Lead by example - wear local dress (at least from time to time);
- Introduce local guides with respect, and assist them to interpret and inform guests;
- Recommend hotels and restaurants which use local culture / art in decoration;
- Compare areas of Thailand. Explain the highlights and importance of each area;
- Encourage guests to visit traditional homestays / community based tourism (CBT).

Hotel

- Design and decorate at least some rooms according to local art and architecture;
- Use local products such as OTOP in Thailand (One Sub-district, One Product);
- Give small, local souvenirs to guests;
- Offer excursions to temples and historic sites;
- Establish a small museum in the hotel.

Community Based Tourism

- Design programs to share local life, food, art, wisdom, legends, traditions with guests;
- Invite senior / elder community members to participate, and share their knowledge;
- Local guides should prepare information and plan how to explain local life and culture;
- Organise events during important cultural festivals and invite guests to join in;
- Give the chance to local musicians and guests to play traditional musical instruments;
- Use local utensils and explain how to eat local style, e.g. sticky rice, papaya salad;
- Wear local dress proudly.

18. Cultural information and interpretation to increase understanding of local culture, and to facilitate cultural exchange between Thai hosts and their guests

Tour Operator

- Interview local resource people, and use information to orientate guides and guests;
- Train tour guides to work effectively with local community guides and with local resource people to help provide quality interpretation / information to guests;
- Interview and select staff guides who care about ecotourism and communities;
- Prioritise cultural exchange in the community, by the community. Learn how local products are made, and work with local resource people to explain these processes;
- Design programs so guests can join local community activities (e.g. bamboo weaving);



Professional guides need to work together closely with community members to advise tourists how to behave in sacred places. Professional and local guides should always plan in advance.

Restaurant

- Explain about local food, different ingredients used and their traditional qualities – for example, different herbs used in cooking and their health / medicinal qualities;
- Answer customers' questions about local food, culture and life as fully as possible;

Tour Guide

- Encourage guests to respect local culture and provide do's and don'ts for guests;
- Assist translation - work as a facilitator guide between guests and community guides;
- Take time to interpret simple culture such as food / drink;
- Coordinate with local community guides and plan how to work together;
- Search for and create natural opportunities for guests and hosts to converse.

Hotel

- Interview local community members and use the information in brochures / websites;
- Give cultural information to guests at check in;
- Train staff to give information to guests;
- Make a staff member responsible for briefing outside tour guides about local culture / do's and don'ts.

Community Based Tourism

- Put cultural exchange between hosts and guests at the heart of the CBT program;
- Create opportunities for guests to do activities with host families and local guides;
- Provide an orientation for professional guides, and plan how to work together;
- Have a board to explain local flora and fauna;
- Create a Handbook with detailed information about local life and culture.

19. Support for living cultures, so that these are passed on to future generations

Tour Operator

- Tell community members how valuable their way of life and culture are to your company and guests – pass on positive feedback so that they can feel proud;
- Show interest in local culture by joining local ceremonies and cultural events;
- Visit communities which have been successful at conserving local culture;
- Include time for feedback, so that guests can communicate how much they have enjoyed the experience to the community members and invite local youth to hear this;
- If there is a local ceremony which is related to your program, then contribute towards the longevity of this tradition. E.g. Kantok buffet breakfast for elephants in Lampang;
- Share knowledge with youth. Organise cross-cultural activities which include youth;



Give tourists the chance to experience real, day to day living culture

Tour Guide

- Don't focus on promoting 'shows' to guests, but on introducing guests to genuine living culture. Where there is cultural change, be honest about change. Explain how Thai and ethnic cultures are being effected by national and globalisation, and work with local community guides to show guests how traditional and modern lives are interacting;
- Explain how local life is an alternative to industrial life and link with climate change;
- Encourage community hosts to teach and play local sports and games with guests;
- Discuss with village leaders about the importance of conserving local traditions.

Hotels and Restaurants

- Make a conscious decision to support local culture;
- Organise local transport to / from the restaurant or hotel;
- Support local cultural / artistic performances and participate in local cultural events;
- Offer cultural tour programs which combine local knowledge and activity – an example is a horse carriage tour of old Lampang with historic interpretation along the way;
- Local / traditional staff uniforms;
- Evening performances;
- Cookery courses - take guests into the community to buy local fruits, vegetables,
- Make merit by offering alms to the monks;
- Use traditional local utensils in the restaurant;
- Hold a 'Local Night, with local food and drink and a traditional welcome ceremony.

Community Based Tourism

- Involve youth proactively in CBT activities;
- Use funds from tourism to support traditional ceremonies and festivals;
- Include typical 'day to day' tasks in the CBT program, such as rice planting and common work together, family activities, and sports events and competitions

20. Create opportunities for cultural exchange with local people

Tour Operator

- Allow sufficient time in program design for cultural exchange to be possible;
- Discuss cultural exchange with the community during the inspection tour, find out what cultural exchange activities are possible and include them in the program;
- Ensure that guests know that cultural exchange is an important part of the program;
- Cooperate with the local school, so that students can benefit from meeting guests;
- Produce a simple language sheet so that guests and hosts can communicate a little.



Organise fun cultural exchange activities

Hotels and restaurants

- Encourage guests to join local festivals and activities in the community;
- Offer a Community Based Tourism tour;
- Provide opportunities for guests to listen and practice local music / cooking / arts;
- Provide opportunities for local students to perform and then meet guests;

Tour Guide

- Find out what local community members wish their guests to learn or understand;
- Facilitate cultural exchange / discussion / comparison between guests and hosts;
- If guests are staying in several different homestays, move around and help translation;
- Encourage guests and hosts to use language sheets (e.g. Thai-English language);
- Encourage guests to join daily activities, e.g. cooking, festivals, sports, performances;
- Be spontaneous – the best opportunities for cultural exchange are usually not planned!



Share local wisdom with guests who are keen to learn

Community Based Tourism

- Be available to meet and discuss with guests;
- Explain different aspects of local culture;
- Encourage learning, and invite guests to join local activities in the community;
- Try to practice a few words of the guests' language and teach some local language.
- Take plenty of pictures during important times of the year, so you can show guests;

Further Resources and Information: Support for cultural diversity

Thai

- Thailand Community Based Tourism Institute (CBT-I) www.cbt-i.org
- The Ministry of Culture, Thailand: <http://www.m-culture.go.th/>
- The Mirror Foundation: www.baannok.com

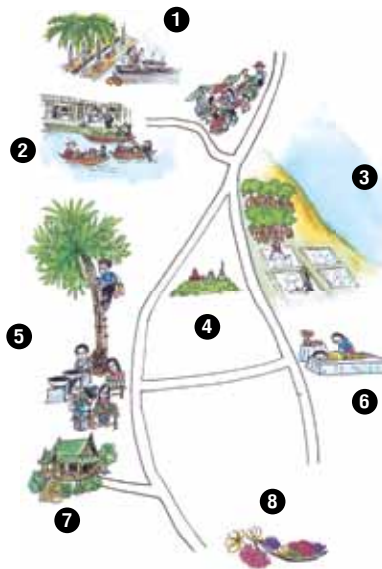
International

- United Nations Scientific, Educational and Cultural Organisation (UNESCO) : www.unescobkk.org
- GATE Network of Culture and Tourism (Germany): www.gate-tourismus.de

CSR-MAP Best Practice in the field - Service and Sustainability Highlights



Route 1: The Flavours and Fragrances of Central Thailand



1. Local sugar making process
2. Amphawa floating market
3. Salt Learning Center
4. Pha Nakorn Kiri
5. Ban Thamrong Community
6. Salt Spa
7. Petchwarin resort
8. Thai sweet

Samut Songkram and Petchaburi route

Bang Phlap community based tourism

- **Bang Phlap** is a shady retreat from the heat of Bangkok and a serene picture of traditional Thai life – teak houses set in verdant fruit orchards;
- Villagers welcome tourists and students from Thailand and around the world. They have established their own organisation to manage community-based, eco and agro tourism, and welcome visitors who wish to explore local ways of life and learn how to put the Thai King's sufficiency philosophy into practice.
- The community is also well known for its' sweet, organic pomelo orchards. Guests can enjoy a local, authentic Thai lunch and tasting delicious, seasonal Thai fruits: pomello, rose apple, lychee, mango, coconut and other fruits.
- This community is a popular place to learn about local wisdom of chemical free agriculture, how to transform unused parts of fruits or plants into charcoals and wood smoke vinegar, traditional methods of fruit & vegetable preservation as well as the community's profit sharing system which raises funds for their children's education.



The Sweets village, Salt Trail and Ban Thumrong

- At Khanom Thai community (the sweets village) guests will learn how the local women's group makes traditional Thai desserts, using methods recorded in poetry composed by King Rama II. This benefits the local economy and preserves local knowledge for future generations;
- At the Salt Learning Center, guests learn about traditional methods of producing salt from sea water. The Center is one of 6 Universities of Local Wisdom and Knowledge, which exist to support the transmission of cultural heritage to the next generation, the center teaches disadvantaged local students for free;
- Women of the Kanghunthong Sea Salt Occupation Group are trained to provide Thai massage, and use salt products to create innovative spa treatments;
- Ban Thumrong is a learning center for traditional occupations, famous for its rice fields, palm plantations and products from Palm trees. There are many community groups where guests can see local production processes.



Ban Amphawa Resort and Spa <http://www.baanamphawa.com/>

- Greenleaf hotel in a tropical garden on the banks of the Mae Klong River, blending traditional Thai architecture with contemporary luxury...
- Designed to conserve traditional Thai architecture, in harmony with nature;
- Purchasing policy to prioritise local products and services, and to employ local people;
- Energy saving measures in place...e.g. low energy light bulbs, key-card switches;
- The hotel uses Effective Micro-organism (EM) to clean the river naturally;



Ban Amphawa Resort and spa



Petchvarin Resort and spa

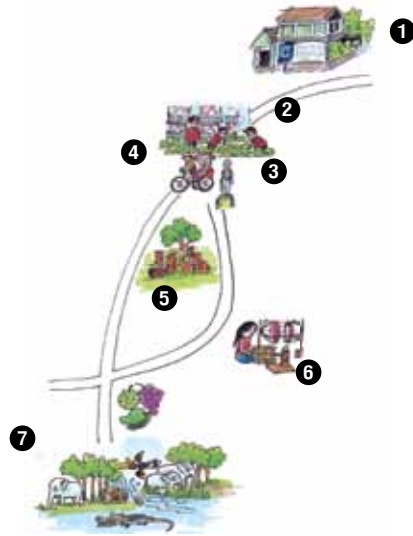
Petchvarin Resort and Spa <http://www.petchvarinresort.com/>

- Greenleaf Smoke Free hotel;
- Purchasing policy to use local products;
- Tree planting project with the local community – the hotel pays for the shoots;

Ban Talay Dao <http://www.baantalaydao.com/index.html>

- Greenleaf hotel in historic and ambient Hua Hin;
- Service from the heart... a family business;
- Involved in many social projects, such as donations to the local orphanage;
- Supports conservation, recycling, shares how to grow organic food with guests;
- Works with the Thai government and tourism associations on environmental projects, and is a member of Hua Hin Provincial Environmental Committee;
- Trains staff to recycle and reuse, waste management, power saving;
- Employs local staff, buys local produce.

Route 2: The Charm of Isaan Life



1. Ban Prasat Community
2. Dusit Princess Hotel (Organic Food)
3. Statue of Thao Suranari (also known as Ya Mo)
4. City tour by Tricycle
5. Petrified Tree Museum
6. Macchada Thai silk factory
7. Khao Yai National Park

Korat / Khao Yai route

Baan Prasart Community Based Tourism

- **Baan Prasart** is a typical north-eastern (isaan) Thai rice farming community, full of 'Isaan' charm and good humour. The people still live a traditional life, marking time by the changing seasons, and vibrant Buddhist festivals;
- Baan Prasart Homestay was established in 1993, following the discovery of 3 archaeological sites dating back 2,500 to 3,000 years. As well as exploring history, textiles enthusiasts will enjoy visiting the silk and cotton weaving group. Music lovers will enjoy the Thai Classical instrument group, where fiddles are crafted by hand;
- The villagers grow vegetables to feed tourists in home gardens. This helps to reduce expenses while increasing income by providing food;
- Community members also work together closely with the local school, contributing income from tourism, training students as 'youth volunteers' to give guests information about the local historical sites, and participating in the program;
- The people of Baan Prasart often use income from tourism to offer free hospitality to study groups, to make a contribution to Thai society;

- Baan Prasat is a great destination for families. Children experience history, culture, arts and crafts, and experience life outside the classroom.



Khao Yai National Park

- Thailand's first national park – a national symbol for conservation and UNESCO World Heritage Site, recognized as a hotspot for biodiversity. Popular for camping, hiking, wildlife watching. There are over 50 kilometres of marked routes. One may see wild elephants, gibbons, hornbills;
- 2168 square kilometres of lush forest, which are home to over 320 bird species, 70 species of mammals, 20 species of big mammals, 70 species of reptiles, 2000 species of plants. Watershed area for 5 rivers, and including 5 distinct natural habitats including dry evergreen forest, dry deciduous forest, tropical forest, hill ever green forest and grasslands;



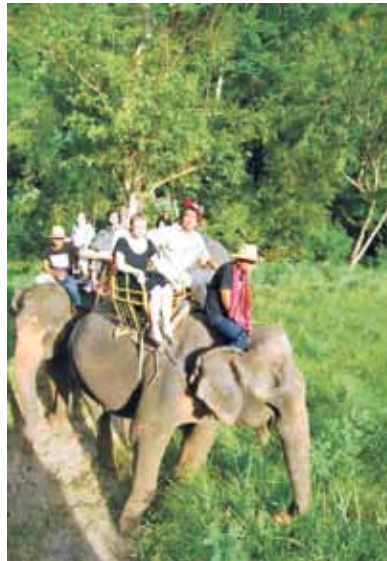
Dadad Isaan Fusion Steakhouse Restaurant, Nakhon Rachasima (Korat)

- Taste a signature 'Isaan steak', in great east-west fusion atmosphere;
- The owner is a committed member of the Lions Club who regularly supports children's' charities. Every year, he works on a project which benefits children in Korat, helping to build children's wards in hospitals and libraries in local schools.

Thai Elephant Research & Conservation Fund

<http://www.thaielephants.org/>

- Founded to enhance the participation of Thai society in the protection and conservation of Thai elephants, to be part of Thai society forever;
- Enabling public participation in elephant conservation through education, awareness raising and encouraging positive action;
- Conservation of Thai elephants through interdisciplinary research and use of traditional local knowledge;
- A small attempt to help the 'streets elephants' and their mahouts to have better life conditions here and now, at the same time bringing them to work together towards elephant conservation and awareness raising among stakeholders.



Korat Fossil Museum

- This amazing museum was initiated by the King of Thailand, and shares some of Thailand's most ancient history with local and foreign guests;
- Highly creative presentation ideal for nature enthusiasts, families and students and huge dinosaur fossils, including ancient mammoths!
- See petrified wood, including massive tree-trunks discovered on Korat plateau;
- The museum heavily subsidizes school visits – only 10 Baht / person (25 US cents);



Dusit Princess Hotels

http://www.dusit.com/hotels/thailand/korat/dusit_princess/index.html

- Thai traditional service with modern Thai style, meeting rooms for seminars and conferences;
- Received an ESCO Project Award 2009 by Excellent Energy International Co. for success in Energy Conservation using the ESCO system. There is an organic farm in the hotel, earth worms are raised to help raise soil quality. Staff help to clean the rivers in the city, conduct training in electricity efficiency. Tree planting days for staff;



Sima Thanee Hotel <http://www.simathani.com/>

- Buffet with local 'Korat' foods, including 'Pad Mee Korat' and Kanomjin Pradok;
- Dinner with lively 'Ponglang' local style drum and bamboo flute music – impossible not to dance!
- Greenleaf certified – energy saving measures in place and working to use sustainable materials.

Macchada Thai silk factory at Pak Tong Chai

- Guests at Khun Macchada's Thai silk factory can observe and learn about the complete process for making Thai Silk from spinning, dyeing, weaving and making clothes or other products;
- They can also buy genuine Thai silk at a fair price, which helps the local community
- Her factory is a hub for supporting Thai local SMEs for Thai Silk in Pak Thong Chai;
- She helps the community by buying silk from the villagers at fair and reasonable prices;
- Prioritises use of local raw materials;
- Contributes money to the local school, students, and local temple.



Route 3: At the Cultural Crossroads



1. Doi Tung Royal Project
2. Wat Rong Kun
3. City tour by Tricycle
4. Wat Phra Kaew
(monks chanting in the temple)
5. Baan Huay Kee Lek, Akha village
6. Visit local market

Doi Tung Royal Project

- This nationally admired project was initiated by the Thai King Rama IX's Mother;
- In the past, this area was cleared to plant opium. The Doi Tung Royal Project has worked with the community for over a decade towards reforestation and sustainable livelihoods;
- Local villagers plant coffee and macadamia which they sell to the Royal Project;
- Guests can visit the beautiful botanic gardens, including rare orchid species and enjoy a delicious Thai meal at the organic restaurant;



Huay Kee Lek Akha Community Based Tourism

- A fascinating, deep insight into the lives of the Akha people. Visit important spiritual and cultural sites and enjoy Akha artistic performance, explore the community forest with local Akha woodsmen and enjoy a picnic;
- Tourism in Huay Kee Lek village is managed by a village committee and funds from tourism are used to sponsor the communities' forest conservation project and cultural activities;
- The people of Huai Kee Lek wish to conserve and celebrate their culture. CBT has been quite successful as a tool to stimulate interest in traditional Akha culture among Akha youth, as well to share their culture with the outside world;



Explore Chiang Rai Town

- City tour by Tricycle – petrol free, slow travel experience of life in Chiang Rai;
- Support the grassroots people in the city;
- Explore the night market on foot;



Legend Chiang Rai Boutique Resort & Spa.

<http://www.thelegend-chiangrai.com/>

- Boutique hotel on the banks of the Mae Kok River. Facilities include a spa, swimming pool and bikes available for rent;
- Green surroundings and waste management. The hotel was designed to use low energy – with an open air lobby and restaurant;
- Organic fruit and vegetable gardens;
- Most employees are local people

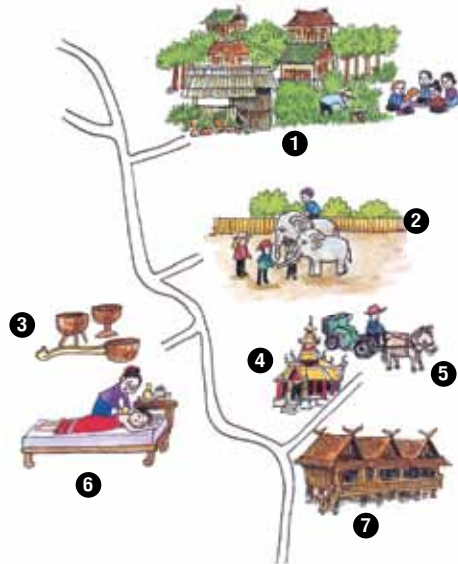


Suanthip Wana Resort

<http://www.suanthipresort.com/>

- Winner of Thailand Tourism Award 2002, 2004 and 2006 for outstanding resort accommodation 3 consecutive times;
- Stunning northern Thai architecture and beautiful gardens. A variety of colours and spacious design to creates different moods in each room;
- Thai cooking school, homemade bakery and organic restaurant, Ayurvedic Thai massage and herbal compact;
- Mountain biking, nature trekking, and wireless internet!
- Water treatment and waste management – organic terrace rice farm;
- Supports local school by regularly cooking lunch for the children;

Route 4: The Spirit of Lanna



1. Ta Pa Pao Community
2. Elephant Conservation Center
3. Center for coconut shell products
4. Wat Pong Sanuk
5. Horse Carriage
6. Lampang Herb Conservation Assembly..
7. Gad Gongta market.

Lampang - Lamphun route

Ta Pa Pao Community Based Tourism "We are proud to share what we have."

- The people of Ta Pa Pao community live a simple life, close to nature;
- Basic but comfortable, Homestay accommodation and a warm welcome;
- Explore the community forest, learn about herbal remedies from local community guides;
- Multiple awards for conservation and cultural renaissance – the community work together to preserve traditional performance and games;
- Drug-free and healthy community – "Eat well and sleep soundly." Environmental camps and specialist nature study tours can be organized;



Lampang Herb Conservation Assembly

“Our aim is to encourage people to love herbs, propagate knowledge about their use and simultaneously teach the need to conserve them.”

- Lampang Herb Conservation Club provides a one-stop service that includes herbal spa, medicine, cosmetic products and seedlings for sale. The place has a mountain of information for those interested in learning about herbs.
- Health spa, massage, body scrub, facials, herbal sauna and bath, mud skin treatment are expertly administered and on offer at reasonable prices;
- The club has over 100 members and grows more than 150 types of herbs on its 17- rai plot in Muang district of Lampang and those of its members who account for 60 percent of its production. Visitors can walk a 500-metre ‘foot massage path’ laid with stones of various kinds and sizes and lined with herbal plants and trees, complete with their names. ISO9001 rated.

Wat Pong Sanuk

- Wat Pongsanuk received an Award of Merit from UNESCO. Restoration works are an inspirational model of community-led conservation in saving a unique Lanna (Northern Thai) temple. The project showcases the collective achievements of the monks and local residents working in close cooperation with traditional crafts persons, local authorities and academic advisors.
- The project has achieved educational aims in teaching local history, seen in the thoughtful on-site exhibits and subtle notations of the earlier building footprint.

- By empowering the traditional caretakers of the temple, the restoration project ensures that Wat Pongsanuk can continue to be sustained as a vital part of the cultural heritage of Lampang and northern Thailand for many years to come.



Gad Gongta Market and Horse Drawn Carriage in Lampang

- *Evening market at the weekend something interesting for the whole family;*
- *Several hundred years old, the market has been a historical melting pot;*
- *Nationally awarded and protected Thai architecture;*
- *Community managed market giving opportunities to local householders;*
- *Litter collection and clean up every evening, agreement on 'ethical products';*
- *Explore Lampang in the city's carbon friendly, historic horse-drawn carriages;*



Elephant Conservation Center

- Established to conserve and protect Thai elephants and distribute knowledge to interested people. The Center was officially opened by HRH Princess Maha Chakri Sirindhorn, March 4, 1992. Visitors can take a ride on an elephant around the beautiful natural area. Announcers have extensive knowledge and a strong commitment to the humane treatment of elephants and are devoted to their well-being;
- **Mahout and elephant training school:** guests have a unique opportunity to become a mahout (or elephant rider). The Mahout Training Center teaches basic methods to beginners, intermediate students and advanced courses to professionals. Learning to ride an elephant is a fascinating and memorable experience.



Lampang River Lodge

“Come and stay with us to recharge your battery, feel energized and experience a delightful hideaway in the mountains of the north of Thailand.”

- *The resort was recently awarded the Unseen Paradise in Thailand award by the TAT;*
- *The resort is environmentally-friendly and works closely with the local community. The hotel has been growing trees in the area for 30 years;*
- *Employs a team of 100% local staff. A good water treatment system to prevent the release of waste water into the Wang River and our light bulbs are electricity saving.*

Khong Gin Ban Hao Restaurant

- *Local ingredients, Northern Thai food in a natural ambience;*
- *Waste management and choosing biodegradable packaging;*
- *Employ local staff;*

Tour operators which participated in tour design and pilot tours:

Ami-Thai Travel <http://www.ami-thai.com/>

- *More than 20 years experience in tourism;*
- *Sustainable tourism policy to respect environment and local culture;*
- *Products and deep knowledge about cultural and ecotourism;*
- *Pay a fair price to our suppliers;*
- *Quality, professional tour guides*

Friends of Nature <http://www.friendsofnature93.com/>

- *Pioneering member of TEATA – expert in nature tourism, wildlife watching, agro-tourism, organic;*
- *Policy that all stakeholders work together and benefit together - uses local community guides, supports local community services;*
- *Uses limited air-conditioning, separates waste, reuses paper, uses an eco-toilet!*

NS Travel and Tours <http://www.nstravel.com/>

- *Founder member of TEATA - highly professional with over 30 years experience;*
- *Experienced welcoming inbound guests*
- *Organises tour guide training every Tuesday*
- *Supports local community initiatives and works closely with local schools*
- *Proactively creating new sustainable and green tourism packages*

Royal Silk Holidays <http://www.royalsilkholidays.com/en/>

- *Highly professional with 25 years of experience welcoming European guests;*
- *Participating in CSR-MAP Tour Operator Sustainability Standards process;*
- *Product design focuses on increasing local community benefits from tourism;*
- *Experienced and knowledgeable multilingual tour guides, especially German speaking.*
- *Specialist for educational tourism and nature expeditions.*

Wild Thailand Holidays <http://www.wildthailand.com/>

- *Founding member of TEATA;*
- *Highly creative with long experience welcoming European guests - English speaking tour guides and specialist nature interpretation guides;*
- *Participating in CSR-MAP Tour Operator Sustainability Standards process;*
- *Highly committed to increasing local community benefits from tourism – every tour includes a community visit.*

The Process behind the Product

• Market research

Desk and action research were conducted to identify **European tour operators' needs for Thai sustainable tourism products and standards and to assess their ambition levels and conditions for investing in Thai sustainable tourism.** This knowledge was used to develop new Thai sustainable tourism standards and sustainable tourism routes.

• Standards Development

The CSR-MAP project team supported 5 Thai SME tourism supplier groups to develop their own sustainable tourism standards. The process included studying the Global Sustainable Tourism Criteria (GSTC) and comparable national standards; organising a series of workshops for the suppliers to learn, discuss and draft new standards; feedback from European experts; defining common principles for Thai sustainable tourism and coordination with the Thai Ministry of Tourism and Sports to develop indicators.

• Sustainable Tourism Route Development

The project team studied the outputs of the market research, conferred with the National CSR-MAP Advisory Committee and conducted extensive field surveys around the country to craft 20 Thai sustainable tourism routes. Each route was designed according to a special **theme**, and included a green hotel and restaurants, innovative ecotourism activities and a community based tourism (CBT) experience. Routes were further tailored to the needs of **local insight** and **comfort** travellers.

- **Capacity Building for Suppliers**

The team aimed to build suppliers' capacity and create a sense of ownership for the new standards and products. Training covered issues such as assisting suppliers to understand and propose sustainability standards, learning how to protect children from exploitation and how to play a part reducing climate change, and culture and nature interpretation skills for professional and community guides. **Synergy training** introduced suppliers situated along each route, allowed them to share their strengths and plan how to work together. Field training helped the suppliers to prepare for guests.

- **Standards and Route Testing**

During the market research, European tour operators and media were invited to survey one of the new routes on a FAM trip. The tour operators were requested to assess the success of the suppliers across the 20 common principles presented in part 1 of this manual. This provided a further insight into market needs, and the conditions for getting sustainable tourism to market.

- **Coordination and cooperation with stakeholders -
Dissemination**

At the end of the project, a National Policy Workshop was held to present the project results and process to private and public sector tourism stakeholders. An important aim of this workshop was to identify areas where SME suppliers still needed technical or financial assistance in order to be able to reach the new standards.

Market research

The market research was lead by the European Center for Eco and Agro Tourism (www.eceat-projects.org).

The market research process comprised of 3 steps:

- 1) Desk Research
- 2) E-mail and Telephone Survey
- 3) Feedback on the new products and standards: i) at the ITB Trade Fair in Berlin and ii) from tour operators and media who surveyed the new products on a familiarization trip to Thailand.

Desk Research - Where are we now?

Desk research assessed how Thailand was currently being promoted by European tour operators... so that the team could identify GAPS and OPPORTUNITIES.

ECEAT surveyed over 200 tour operators' websites and brochures from 12 European countries to see what and how these tour operators were promoting Thailand:

- Tour operators' profiles and scales of operation,
- Target groups,
- Size of groups and length of tours,
- Destinations visited,
- Tour specialisations / themes,
- Types and quality of offer (variety of activities, accommodation and transport offered)
- Focus on sustainability / culture / nature
- Level of challenge of trips

Distinctions were made between...

- Mainstream and specialist tour operators
- Tour operators already operating in Thailand
- Tour operators operating in Asia, not Thailand
- Differences between European countries

Analysis of results concentrated on...

Trends: activities and destinations gaining popularity

Gaps – where are the gaps? What is obviously missing? Where can we add something or somewhere attractive?



The ECEAT team conducted market research and informed Thai partners about the needs of European tourists and tour operators for sustainable tourism in Thailand.

The most important lessons we learned were:

- Tourists were increasingly demanding new activities rather than destinations. However, the research revealed that not many special, innovative products were actually being offered compared to other countries;
- There were no distinguishable, significant differences in the quality of Thai offer between non-specialised and specialised tour operators;
- Little information was being provided on sustainability and community issues, or on opportunities for tourists to participate actively in community life.

How did we use the information?

- We interpreted limited creativity of offer and limited sustainability in EU operators' packages as opportunities for specialised Thai suppliers;
- We recognised that Thai ecotourism specialists can differentiate themselves by developing creative, innovative activities, and by providing high quality information. The team committed to focus on activity development - adding value to upcoming destinations, and responding to market trends towards 'activity-based' holidays;
- The team proposed not to over-focus on specialist European tour operators. All operators committed to sustainable tourism should be approached during the project.
- Partners committed to working closely with local communities to develop quality, interactive Community Based Tourism programs.

Action research - Digging Deeper

E-mail and phone surveys were conducted to learn more about the needs of European markets and marketing partners for sustainable tourism products and standards.

A **Sales Approach** was developed... to learn what tour operators need by proposing actual sample products...

Four draft 'Thai Sustainable Tourism Routes' were developed and sent to 243 EU tour operators, along with a covering e-mail and a short questionnaire to find out more about their specific needs for the new Thai sustainable tourism products and standards.

Tour operators are extremely busy, so this information was kept short and simple... operators who did not have time to fill in the survey could discuss over the phone. 36 European tour operators completed the full survey.

Analysis and interpretation of recommendations and input from National Advisory Committee.

As well as sharing their needs, the European operators also requested suggestions from the Thai team about what was possible. When analyzing the research results and deciding how to move forward, we searched for a balance between market needs and local knowledge.

The market research outcomes were presented to a **CSR-MAP Project Advisory Committee**, comprising highly experienced Thai tourism stakeholders from public and private sectors. The Advisory committee gave useful suggestions about how to interpret the results.

10 Questions to discover more about market needs

- 1) Are you interested to learn about new Thai sustainable tourism packages?
- 2) Is your company trying to include more 'sustainable' products in your offer?
- 3) What are your target groups and their specific needs for sustainable products?
- 4) Would the draft routes that we showed you be attractive to your target groups?
- 5) Are there any other specific tours / products / services / themes / regions you would like to offer to your customers, but which you do not have available now?
- 6) Are you interested to join a FAM-trip to Thailand and survey one or more sustainable tours?
- 7) What is your experience when trying to source Thai sustainable products or encourage suppliers to lift sustainability standards?
- 8) We're interested to learn where you think there are opportunities to develop longer sustainable tourism programs? E.g. volunteer, study trips?
- 9) Are sustainability standards important to you? What are the most important standards for you / guests?
- 10) Can we contact you in future about sustainable tourism products?

Results: Sustainability and Tourists

- Demand is strong and growing, but passive. Only a small % of EU travellers describe themselves as "ethical" or ask about hotel policies. However, they are seeking out pristine environments to visit and do wish to avoid damaging the environment;
- The majority are also interested in the social, cultural and environmental issues relevant to the destinations they visit, and want to learn more about these specific issues before/during travelling;
- A growing number are interested in patronizing hotels that are committed to sustainability. Overall willingness to pay for more sustainable products is growing. However, Europe remains price-sensitive.

Results: Sustainability and Tour Operators

- There is growing commitment towards sustainability by European tour operators. Support for sustainable products and services is widespread and there are increasing corporate and association ST initiatives;
- 86% of operators surveyed stated that they were committed to sustainability, and 70% of surveyed operators were interested to learn more about sustainable tourism products in Thailand;
- Sustainability and community issues are better reflected in UK, Dutch, German markets. However, it remains difficult to find sustainable products and quality information about why they are sustainable;
- 66% of TOs surveyed were interested in longer programs: voluntourism, study trips and special interest tours. EU operators have interest but little knowledge about SAVE Travel (Scientific, Academic, Volunteer, Educational) markets & supply!
- Tour operators acknowledge the importance of sustainable tourism standards. However, over 50% of operators admitted that they lack knowledge;
- Concerns about sustainability standards: how to control, implement, maximize and lift standards?

EU Operators' Needs for Successful Partnerships

Surveyed tour operators shared the following needs in order for partnerships to be successful:

- Need for an all-round incoming partner (a one-stop-service) with professional handling standards and simple, quick, transparent booking procedures;
- Need information about longer programs (including SAVE), and advice about how to incorporate shorter sustainable tourism programs into longer (existing) programs;
- Need very high quality information on sustainable tourism products and standards which tour operators can use for promotion (e.g. good descriptions of accommodation, local community activities they can use for their brochures, web pages, and staff training etc.)
- Something new (beyond sun, sea, sand), added value and a balance of Quality Vs Price;
- Update operators about developments / news regarding sustainable tourism products.

Participatory Sustainable Tourism Standards Development

From March 2009 until August 2011, the project partners facilitated sustainable tourism standards development across five Thai tourism supplier groups:

- Ecotour operator standards facilitated by TEATA;
- Ecotour guide standards facilitated by TEATA;
- Sustainability standards for restaurants facilitated by TEATA;
- Standards for SME Green Hotels, facilitated by the Greenleaf Foundation;
- Standards for Community Based Tourism, facilitated by CBT-I.

Standards development followed 7 main steps:

- 1) The team studied comparable sustainable tourism standards (Global, ASEAN, Thai);
- 2) Project partners drafted sustainability standards in consultation with the suppliers;
- 3) A supplier workshop was held to develop a further draft of each of the standards;
- 4) Community Based Tourism (CBT) standards were also discussed during field visits to 5 communities around Thailand, to obtain further feedback from local community members;
- 5) The draft standards were sent to the European partners, ECEAT for feedback.
- 6) Feedback was prioritised for discussion at a National Standards Workshop (held 3rd and 4th November, 2009). At this workshop, the suppliers also compared their standards and proposed the 20 Common Principles in Part 1 of this manual.
- 7) The Thai Office of Tourism Development (OTD), Ministry of Tourism and Sports offered to help to develop indicators for the new standards.

The Global Sustainable Tourism Criteria (GSTC www.sustainabletourismcriteria.org) was used as a common frame of reference during standards development, adapted where necessary according to the Thai context. The GSTC is a global initiative to develop minimum standards for sustainable tourism. The GSTC frame helped the Thai suppliers and project partners to compare their new standards directly with each other, and to be better aware of sustainability criteria which are considered to be of global importance. To ensure that the new standards benefited from local experience, the Thai partners also studied comparable standards in Thailand and other Asian countries.



Suggested process for facilitating a participatory sustainable tourism standards development workshop with SME suppliers...

Before the Workshop: Study, Select and Prepare

- Invite suppliers to attend, making a special effort to invite suppliers which are already putting sustainable tourism in to practice. For example, members of sustainable tourism associations or recipients of awards;
- Conduct a literature review of comparable standards and if possible also conduct a baseline survey of sustainable tourism initiatives which the invited suppliers are already implementing. Prepare and send draft standards to the suppliers to study at least 3 weeks before the workshop;

Workshop Day 1

- Share understanding of sustainable tourism, suppliers experiences, and different initiatives which suppliers are already putting into practice;
- Review / educate the workshop participants about sustainable tourism;
- Clarify what standards are, how they can benefit suppliers / sustainability;
- Review and reach consensus on the main principles of the proposed sustainability standard (society, economy, environment, etc)

Workshop Day 2

- Divide the group into small groups, per principle (e.g. breakout tables for economy, environment, management, cultural heritage, etc). Ensure that each table has a spread of participants, including at least some people with deep knowledge and experience in the issues. Each table proposes criteria;
- Present criteria to the whole group for input.



Suggested process for facilitating a participatory sustainable tourism standards development workshop with SME suppliers (II)

Workshop Day 3

- Return to small groups to brainstorm and discuss appropriate indicators for each criteria;
- Present indicators to the group for input.
- Near to the end of the workshop, invite the suppliers to establish a working group to give future input into the standards process;

After the Workshop

- Organise a field test for the standards. Invite suppliers which participated in the standards to be part of the field test team, so they can see how feasible the standards which they have proposed are to implement in the field;
- Organise a User's Forum to present the standards to individuals and organizations which have a stake in the sustainability and service performance of the suppliers: e.g. tour operators, educators, government offices;
- Organise a further workshop to review feedback and revise the draft standards.

Be prepared to move one step at a time!

Useful resources for standards development:

Publications

Batta, Dr. Ravinder, (2009), 'Green Tourism Certification Manual', Asian Productivity Organisation (APO), Japan. <http://www.apo-tokyo.org/>

Bien Amos, 'A simple User's Guide to Certification for Sustainable Tourism and Ecotourism', (3rd Ed. 2006), Center for Ecotourism and Sustainable Development, Rainforest Alliance and The International Ecotourism Society. www.ecotourismcesd.org

Crabtree A and Bien A 'Marketing Strategies for Sustainable and Ecotourism Certification', (Feb 2006), The International Ecotourism Society Digital Traveler, www.ecotourism.org;

CBI, 'European buyers' requirements: Benchmarking the tourism Industry', (2007), The Center for Promotion of Imports from Developing Countries (CBI), Netherlands.

Goodwin H, 'Open Letter to the Board of the GSTC', (Jul 2009), www.haroldgoodwin.info and www.responsibletravel.com/copy/copy101753.htm

Goodwin H, 'Responsible Travel and the Market' - The International Center for Responsible Tourism Occasional Paper No. 4' (November 2005) , ICR, The University of Greenwich, UK, www.icrtourism.org;

Tourism Authority of Thailand (TAT), '7 Greens – Green Community Standard', (2009), Bangkok, Thailand www.tourismthailand.org

'Mohonk Agreement, (2000), An Agreed Framework and Principles for the Certification of Ecotourism and Sustainable Tourism', prepared by Guy Chester and adopted November 19, 2000 by participants to the Sustainable Tourism and Ecotourism Certification Workshop, Mohonk Mountain House, New Paltz, New York. Available at: www.ecotourism.cesd.org

Roe D, Harris C and De Andrade J (Feb 2003) 'Addressing Poverty Issues in Tourism Standards – A Review Of Experience' Propoor Tourism Working Paper Number 14, www.propoortourism.org

Russillo A, Honey M and Rome A, (2003), 'Practical Steps for Funding Certification of Tourism Businesses', Center for Ecotourism and Sustainable Development, Rainforest Alliance and International Ecotourism Society. Available at www.ecotourism.cesd.org

Russillo A, Honey M and Rome A, Bien A, (2008), 'Practical Steps for Marketing Tourism Certification', Center for Ecotourism and Sustainable Development, Rainforest Alliance and International Ecotourism Society. Available at www.ecotourism.cesd.org

The Partnership for Global Sustainable Tourism Criteria (GSTC), 'Global Sustainable Tourism Criteria Preamble', (2009), <http://www.sustainabletourismcriteria.org>

WTO, 'WTO Asia Pacific Conference on Sustainability Certification of Tourism Activities – Final Report', (December 2003), Kuala Lumpur, Malaysia.

Online Resources

- Association of Independent Tour Operators (AITO): www.aito.co.uk
- European Center for Eco and Agro Tourism (ECEAT) www.eceat.nl
- Global Sustainable Tourism Criteria (GSTC) www.sustainabletourismcriteria.org
- Overseas Development Institute (ODI), www.odi.org.uk
- Propoor Tourism www.propoortourism.org.uk
- Sustainable Tourism Certification Network of the Americas (STCNA) www.certificationnetwork.org
- Thai 'Homestay' standards: The Department of Tourism and Sport, Thai Government www.Thaihomestay.org
- The Center for Ecotourism and Sustainable Development (CESD) (Now the Center for Responsible Travel – CREST) - <http://www.responsibletravel.org/home/index.html>
- The International Center for Responsible Travel (ICRT), Greenwich University, UK www.icrtourism.org
- The International Ecotourism Society (TIES) : <http://www.ecotourism.org>
- The Office of Tourism Development (OTD), Thai Ministry of Tourism and Sports <http://www.tourism.go.th/2009/en/home/index.php>
- The Rainforest Alliance: www.rainforest-alliance.org
- The Tourism Authority of Thailand (TAT) www.tat.or.th / www.tourismthailand.org
- Thailand Community Based Tourism Institute (CBT-) www.cbt-i.org
- Travel Foundation: www.thetravelfoundation.org.uk
- Travelife Sustainability System: <http://www.travelife.eu/index.php?id=1>
- United Nations Environment Program (UNEP) www.unep.org
- United Nations World Tourism Organisation (UNWTO) www.world-tourism.org
- VISIT – European Certification Scheme www.yourvisit.info

Sustainable Route Development

The process for designing integrated sustainable tourism routes comprised of 8 main steps:

- 1) Selecting main destinations (start and end points) based on market research results;
- 2) Drafting 4 routes and getting initial feedback on these routes from EU tour operators;
- 3) Field surveys to visit suppliers in the target destinations and nearby provinces;
- 4) Defining the '**essences**' of each selected destination, and nearby provinces (i.e. a cluster of neighbouring provinces which could feasibly be linked by a route) and brainstorming interesting **themes** which could make each route more unique;
- 5) Drafting a further 16 routes (total 20) and getting more EU feedback on these routes;
- 6) The team assessed feedback on the 16 routes (from the action research and ITB fair participation) and selected 4 final routes which were market viable and high quality;
- 7) **Synergy training** was conducted to introduce the suppliers and create a sense of common ownership for the new sustainable routes (see section ***below)
- 8) The routes were assessed by 11 European tour operators and 4 members of the media who visited Thailand to join a familiarization trip (FAM) June 21st to 27th, 2010.

Choosing Destinations

Altogether, the European partner, ECEAT surveyed over 240 European tour operators, and listed all of the destinations which they were currently visiting in Thailand. Each of the visited destinations was rated by popularity – how many % of operators currently visited. As below:

Pink - visited by more than 30% of TO's

Green - visited by 20% - 30% of TO's

Yellow - visited by 10%-20% of TO's

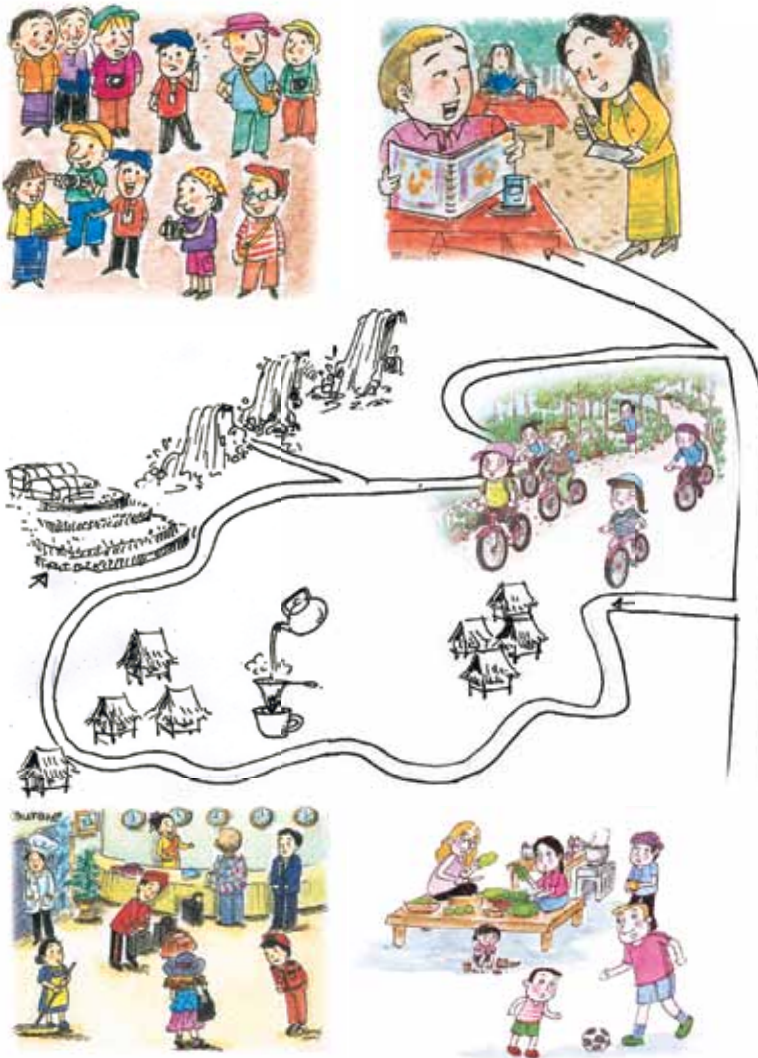
How to select destinations...?

The Thai team were advised to select destinations which were currently being visited by between 10% and 30% of European tour operators, because this would indicate that the destination was becoming well known, but not yet popular enough to be highly competitive!

4 Draft Routes

The sustainable tourism routes were designed to meet the needs of 2 distinct types of guest - '**comfort travelers**' looking for unique experiences within the comfort zone, and adventurous guests looking for a genuine '**local insight**,' including an overnight village stay.

Each route was designed according to a **theme**, giving guests a special insight into a particular aspect of Thai life such as cooking, arts, crafts or traditional occupations.



Criteria for the sustainable routes:

1. Each route must include a community-based tourism program, a green hotel and a restaurant which was working to benefit the environment and community.
2. TEATA must have the capacity to operate each route (a member tour operator in the local area)
3. Each route must include innovative do-'ING' activities – e.g. kayaking, bird watching, cooking etc
4. The overall route must be able to offer a variety of activities, but nevertheless present a coherent theme... local wisdom, fisher's life, flavours and fragrances, etc
5. Priority would be given to routes with potential to develop trips for both local insight and comfort travelers
6. TEATA and partners must be able to identify enthusiastic, local resource people who would be able to fill in gaps in local knowledge.

Field Surveys

TEATA and partners travelled the country, surveying suppliers and searching for innovative activities for visitors interested to experience a different side of Thailand. During field surveys, the project team prioritised visiting suppliers which had joined the standards development process. However, there was not always a perfect match between the selected destinations (based on market demand) and the suppliers which had joined standards development.

Where insufficient suppliers from a particular province had not joined the standards process, the project team researched suppliers which had received sustainable tourism awards from the Tourism Authority of Thailand and other national and international organisations.

We developed a simple tool to use during the field surveys – comprising the criteria, and the frame below to collect information for analysis and selection of suppliers for draft routes:

EXAMPLE	SUMMARY OF HIGHLIGHTS FOR PROGRAM DEVELOPMENT				
Location / activity	Services / activities (Market Potential)	Related to theme?	Sustainability	Interesting Quotes	Photos
Hotel 1	good location. Healthy menu, smoke free hotel	Nothing in particular	(+ support for elephants, (-) foam, alien plant species, waste waste resources, no re-use towel sign.		Khun Tar
Hotel 2	Riverside location, rafts, smoke free hotel	Wood from Ubon, silk covered sofas	Level C (+) towel sign, (-) plastic washing bags		Khun Tar
CBT COMMUNITY 1	Not lively, products not very attractive (+ local museum), information from group	Yes - heritage	(-) group or family business? Environmental aspects, no systematic benefits for community (+) support local products	“We are selling to Australia”	

Following the surveys, the project team mapped all the suppliers and rated them according to our assessments of their service and sustainability performance:

Level A – A perfect match – impressive service and sustainability highlights

Level B – A close match – could be considered if other options are not available

Level C – Not

a



Sustaina... development ... safety ... elephant...

RED FLAGS...

10 ‘**red flags**’ were also developed, which assessed particularly sensitive issues, and would serve to **completely exclude a supplier from consideration**:

1. Unfriendly / unwelcoming
2. Unsafe / unhygienic
3. No systematic efforts made to limit impact on environment / community / culture
4. No locally employed staff present
5. Staff are clearly being mistreated or exploited
6. The supplier supports child labour or prostitution
7. Waste disposal is badly managed and pollutes the environment / community
8. There are no efforts to use natural resources in a sustainable way / replenish
9. Staff display behaviour which is likely to impact the environment / community
10. The supplier is culturally offensive

Defining Essence and Theme

After surveying the destinations and suppliers, the project team mapped all information and concluded how the destinations and routes would be presented – by reaching consensus on:

- **Clusters:** The Thai team had been advised not to limit route design to one ‘destination’ per route, but to consider neighboring destinations as ‘clusters.’ These were defined.
- **Essence:** The team had been advised to create an ‘essence’ for each cluster, which captured the spirit of the cluster, was recognizable but also a ‘fresh reinterpretation.’
- **Theme:** In each cluster, the different routes for comfort and insight travelers will be developed according to a ‘theme’ which was related to the essence of the cluster

Clusters, Essences, Themes for Draft Routes

	Cluster / Essence	Local / Comfort	Route Name / Theme
1	ISSAN: “The Hidden Heart of Isaan” Destinations: Korat and Ubon Ratchatani	LI (volunteer)	Learning, Living, Sahring, Giving
2		LI	Zest of Isaan
3		CT (family)	The Heart and Heritage of Isaan
4		CT	Art and Nature...The Charm of Isaan Life
5		CT	Silk Roads of Siam
6	ISSAN: “The Hidden Heart of Isaan” Destinations: Krabi, Surrathani, Nakhon Sri Thammarat	LI	Guardians of the mangroves
7		CT	Southern Tapestry of Arts and Nature
8		LI	Rainforest Adventure
9		CT	Secrets of the South
10		LI	Fascinating Fisher’s Life
11	CT	Fascinating Fisher’s Life	
1		CT	Flavours and fragrances of Central Thailand

12	CENTRAL: "Of Rivers, Kings and Rice"	CT	Flavours and fragrances of Central Thailand
13		LI	Thai Wildlife Adventure
14		CT	Canal Life of Yesteryear
15	Koh Chang (Trad):	CT	Explore the Emerald Isle
16	NORTH: "Colour, Culture and Craft"	CT	Cultural Crossroads
17		LI	Cultural Crossroads
18		LI	Spirit of Lanna
19		CT	Spirit of Lanna
20		LI	Wisdom & Wellness
21		CT	Wisdom & Wellness

Drafting 16 further sustainable tourism routes...

Subsequently, the team drafted a further 16 sustainable tourism routes. These were sent to the European partner, ECEAT to request feedback from tour operators in Europe. The Thai project team also took the routes to the ITB tourism fair, in Berlin, Germany, 2010. Each route was summarised in 50 words, and again in 1 page. Tour operators were asked to scan the 50 word summaries, and choose which routes they were interested to learn more about. This helped us to decide which routes to showcase in a June 2010 FAM trip.

Capacity Building for Suppliers

The project team used the Global Sustainable Tourism Criteria (GSTC) as a resource and common frame during standards development. Using this tool, we were able to see where the CSR-MAP standards were equal to, below and beyond important global standards.

An important lesson learned during the process was that while most suppliers aspired to meet most of the global standards, they were not always able to do so. Indeed, SME suppliers will require significant technical and financial assistance to meet certain criteria.

Clearly, building capacity across a very broad spectrum of standards is a long-term proposition, and it was beyond the ability and resources of the project to assist in all areas. The project team contributed towards the capacity of suppliers through 3 main activities:

- 1) Participating in the standards development process;
- 2) A 3 day capacity building workshop where suppliers situated along each route were invited to attend simultaneous training (synergy training);
- 3) On the job, field training for each supplier and route.

Synergy Training

The training aimed to build capacity and catalyze cooperation among suppliers located on the sustainable routes. A total of 110 participants joined the training, including 80 representatives of community based tourism communities, professional ecotourism guides, restaurants and hotels committed to sustainable tourism, and TEATA tour operator members). This was a popular and successful activity, which brought the concept of the sustainable routes alive, as suppliers met each other, participated in training, shared their aspirations and achievements and planned how to give the European tour operators a warm welcome.

Expected Results - Synergy Training for Suppliers on the Routes:

1. Tourism suppliers will continue to participate in developing sustainable tourism standards which have credibility at the national and international levels, and will commit to implementing their new standards;
2. Suppliers along the sustainable tourism routes will have worked together and increased their awareness of the importance of ensuring high levels of service and sustainability along the new sustainable tourism routes, which will earn the respect of EU tour operators during forthcoming activities;
3. Suppliers along the sustainable tourism routes will have developed new knowledge and skills which will help them to successfully welcome EU tourists.

Synergy Training for Suppliers on the Routes

Training was designed based on 1) participants' needs and 2) educating suppliers about issues which are considered important to EU tourists.

Day 1

- 1) Opening remarks and introductions
- 2) Overview of the progress and milestones of the project
- 3) Overview of the process of developing sustainability standards
- 4) Input from experts on issues which were considered highly important for European tourists and operators (Protecting Children from Sexual Exploitation, how to reduce Climate Change and Developing a Code of Conduct for 'responsible tourists')



Capacity building – training in meeting room and in the field

Day 2

- 5) The Project Partners delivered focused capacity building to their respective supplier groups, based on the outcomes of a training needs assessment;
- 6) The suppliers shared the highlights of their 'services' and 'sustainability' achievements, and considered how to work together closely to support the theme of the route.
- 7) Tour Guides presented the highlights of each route in an entertaining way.
- 8) The suppliers developed a code of conduct for sustainable tourists!

Service and sustainability highlights

Supplier presented their service and sustainability highlights with one another. This activity allowed suppliers to learn about initiatives being implemented by nearby suppliers and to understand the 'big picture' of the theme of each route and how they could contribute to this. E.g.

Service Highlights (Product)	
Hotel	<ol style="list-style-type: none"> 1. Traditional Lanna herbal Spa 2. Herbal juice welcome drink
Restaurant	<ol style="list-style-type: none"> 1. Traditional Thai Yai dishes 2. Riverside tables to watch the sunset
Community (CBT)	<ol style="list-style-type: none"> 1. Explore community forest with local guide 2. Romantic sunset dinner on a fishing boat
Tour Guide	<ol style="list-style-type: none"> 1. Expert bird-watching 2. Knows many fun games to keep up guests' energy
Tour Operator	<ol style="list-style-type: none"> 1. Selects the best guides and pays them well 2. Received a Kinaree award in 2003

Sustainability Highlights	
Hotel	<ol style="list-style-type: none"> 1. Energy saving switches 2. Community handicrafts corner
Restaurant	<ol style="list-style-type: none"> 1. Full organic garden and menu 2. Recycling program
Community (CBT)	<ol style="list-style-type: none"> 1. Community fund for conservation (10%) 2. Do's and don'ts for tourists
Tour Guide	<ol style="list-style-type: none"> 1. Proactively helps local people communicate with guests. 2. Knows all the fair trade shops in Chiang Mai
Tour Operator	<ol style="list-style-type: none"> 1. Gives do's and don't's to tourists 2. Trains staff in responsible travel issues

Code of Conduct for Tourists

Recognising that sustainable tourism is impossible without the active participation of tourists, the synergy training also included a process for creating a code of conduct for guests:

Examples of codes of conduct

- How to be culturally sensitive, travel with respect
- How to interact with local people
- How to minimize environmental impacts
- Dresscode
- Photography
- Drink, drugs
- Religion and sacred places
- Public displays of affection
- Shopping (e.g. rare wildlife, spreading benefits)

Preparing a Code of Conduct:

- What kind of advice should you give tourists, so they can travel responsibly?
- Who should give this advice?
- How should they give this advice?
- When should they give this advice?
- Where should you put the advice, so that tourists see and read it?

How to give friendly advice in English...

“Before you check in, Sir, I’d like to request 2 minutes of your time to share how our hotel is working to benefit the environment and the local community...”

“Next, I’d like to give you a little information on how we can work with our guests to ensure that your visit benefits the environment and local community...”

“We also ask for a little help from our guests...”

Standards and Route Testing - FAM Trip

The project team organised 4 simultaneous FAM trips along 4 routes selected according to:

- 1) **Demand:** Each EU tour operator which applied to join the FAM trip was requested to choose the 3 routes which they were most interested to survey (1st, 2nd, 3rd choice);
- 2) **Ready for Market:** The project team identified the most popular routes, and then finally selected the routes which had most service and sustainability highlights.
- 3) The team communicated with the tour operators, and confirmed their participation;
- 4) In Thailand, the project team asked the tour operators and media which participated in the FAM trip to help assess the routes according to the 20 common principles.
- 5) Their feedback was summarised to be used in further route development.



Familiarisation trips (FAM) are best planned a few months before tour operators develop their new programs, which allows time to include new products in the next year's brochure. It is very important to get the right kinds of participants to join a FAM trip. For example:

- 1) With decision making power and a relevant role in the company: Director, Product Manager, RT Manager
- 2) Sincere interest in sustainability
- 3) Target markets which are interested in sustainable tourism products
- 4) A mixture of group and FIT trips

The Project Partners

Participating suppliers were assisted by the project partners, long-term committed sustainable tourism professionals who brought years of experience and expertise to the project:

The Thai Ecotourism and Adventure Travel Association (TEATA) is a pioneering association of 50 environmentally conscious, socially responsible Thai tour operators who work together to put the ideals of ecotourism into practice. www.teata.or.th

The Greenleaf Foundation is a hotel standards and certification organization, representing 200+ members who adhere to a broad set of environmental criteria. www.greenleafthai.org

The Thailand Community-based Tourism Institute (CBT-I), provides research and development support to a network of over 50 rural Thai communities, working with stakeholders to support local people to manage tourism sustainably. www.cbt-i.org

The European Center for Eco and Agro Tourism (ECEAT) supports an extensive network of more than 1300 EU sustainable tourism suppliers. **ECEAT Projects** have extensive international experience facilitating sustainable tourism standardisation; building sustainable supply chains and promoting sustainable tourism around the world through the EU-funded Green Travel Market: www.greentravelmarket.info www.eceat-projects.org

Associate Partners of the CSR-MAP Project were:

- the Office of Tourism Development (OTD), Thai Department of Sports and Tourism of Thailand www.tourism.go.th;
- the Tourism Authority of Thailand (TAT) www.tourismthailand.org
- Labeled Community Based Tourism for conservation Club, Surrathani and Mae Kampong Community Based Tourism Group, Chiang Mai. (see www.cbt-i.org)
- Federation of Tour operators UK (FTO) / ABTA, the Association of British Travel Agents
- The Netherlands Association of Travel Agents and Tour Operations (ANVR).
- ASR, the Alliance of Independent travel traders Germany

These European tourism associations together represent more than 1,200 larger and smaller tour operators and more than 5,000 travel agencies in Europe.



Many Thanks to the CSR-MAP Project National Advisory Committee

The project team would like to say a special thanks to the National Advisory Committee, a group of senior and respected Thai tourism experts, from private and public sectors, who volunteered time, experience and expertise with the project team.

President of the CSR-MAP Advisory Committee:

- Mr. Pradech Phayakvichien, President of the Green Leaf Foundation

CSR-MAP Advisory Committee Members

- Director-General, The Office of Tourism Development, Department of Sports and Tourism of Thailand
- Mr. Chaiyong Charearnmoang Past President of the Professional Tour Guides Association of Thailand, Teacher in Tourism and Tour Guiding
- Mr. Prasert Chanjukon President of Labeled Community Based Tourism for Coastal Conservation Group, Surrathani,
- Surachet Chetamas, Ph.D Lecturer, advisor and consultant in Park Management, guiding and interpretation and Ecotourism Planning
- Sinth Sarobol, Ph.D Community Based Research Expert (CBR) and expert in Community Based Tourism, School of Administrative Studies, Mae Jo University
- Ms. Saichalee Varnapruk Tourism Expert, Consultant of Technology Business, Director, Universal Travel Link & Services
- Mrs. Pattamat Wongpattanasiri Director of Tourism Sales and Promotion, the Tourism Authority of Thailand (TAT)

Annex - standards development - what suppliers need to know...

A review of standards initiatives and academic papers informed the project team how to approach standards development. A summary of lessons learned from this review are presented below for the benefit of tourism suppliers and supporters. This is a very basic overview. For further information, please refer to the resources at the end of this chapter.

What are Standards?

Standards measure the achievements of an organisation in areas such as quality, safety, the ethical integrity of production processes, environmental purity or 'authenticity.' The most common voluntary sustainability standards relate to water, energy, waste, information and purchasing. (Asian Productivity Organisation, 2009)

There are 5 common types of standard used in tourism:

- ▶ **Statements of Principle / Codes of Conduct:** These are statements which express a company's good ideals or intentions, without measurement or verification.
- ▶ **Benchmarking and Reporting Schemes:** Companies and organizations measure their performance internally against a prescribed set of social and / or environmental indicators (based on industry best practice) and they report publicly on their achievements.
- ▶ **Certification:** Certification ensures that an activity or product meets certain standards. Companies must submit evidence of their performance and achievements for an independent review. An auditor assesses if the company has reached an accepted 'baseline' of minimum standards (usually set at compliance with the law and above). Successful companies are awarded a logo by an external body.
- ▶ **Ecolabel:** Companies submit evidence of their performance and achievements for independent review, and are awarded an ecolabel by an external body. In this case, the company's performance is compared with industry 'best or exemplary practice' and an Ecolabel is granted for being significantly above minimum standards.
- ▶ **Award Schemes:** Awards are usually specific to the year that they were presented, and designed to award only the very best suppliers.

Standards measure process and performance:

▶ **Process:** businesses have systems which ensure legal compliance and improvement. Companies only need to show improvement compared to their own past performance.

▶ **Performance:** This measures how far / if a company complies with objective outside criteria. Companies can be compared directly on their results. (E.g. how many litres of water are used per bed-night in 2 different hotels).

Experts agree that performance-based systems are better suited to SMEs. This is because they are more transparent, cheaper to implement and better understood by customers.

How are standards measured?

Standards are measured by defining **principles** and **'criteria,'** and then measuring accomplishment by defining and checking **'indicators'** for each criteria.

- **Principles** define the scope of a standard;
- **Criteria** are specific things you want to achieve;
- **Indicators** are measurable units which prove that you are achieving your goals.

Since the 1990s, the **principles of sustainable tourism** have focused on the **'triple bottom line'** of realizing maximum benefits and minimum negative impacts in both host and destinations countries on the:

- Economy
- Society
- Environment

The literature review showed that 3 other important principles are also commonly recognised:

- **Management** – recognises that sustainability must be integrated into management (i.e. integrated into planning, design, staff training) in order to have a broad and deep impact across all of the functions and operations of a company or organisation;
- **Culture** – recognising the importance of preserving local wisdom to sustainability;
- **Education / information** – recognising that education and information are essential to create awareness and action to support sustainability for both staff and customers.

Examples of criteria and indicators:

There are two types of indicators:

- ▶ **Variable indicators:** is a measurement of a variable
- ▶ **Measure indicators:** is a measure that is implemented or not

Principle	Main criteria	Sub-criteria	Indicator
Efficient use of natural resources	Reduction of waste	Recycling of waste	% of organic waste turned into compost % of paper used in office which is recycled (<i>variable indicator</i>)
		Responsible disposal of waste	Waste water treatment system installed Recycling bin installed (<i>measure indicator</i>) (ECEAT 2009)

In addition, the following ways of measuring levels of achievement are commonly used:

- ▶ **Pass-Fail:** This measures if a company meets minimum standards or not (yes/no).
- ▶ **Classification:** This measures how far a company reaches 'best or exemplary practice' An award is given on a sliding scale (e.g. 1 star, 2 stars, 3 stars).

Measuring achievement – CSR-MAP Sustainable Tourism Standards

During the CSR-MAP project, the suppliers decided to classify their standards into **minimum** and **advanced** criteria. It was proposed to begin with minimum criteria which will be mandatory when the standards are implemented.

In order for minimum standards to be realistic, the team agreed that a practical example of each minimum criteria had to already exist somewhere in Thailand.

Who measures standards?

- ▶ **First Party:** Self-evaluation. A company declares that it meets standards, without outside verification. Low credibility, as claims are not checked by an external body;
- ▶ **Second Party:** A customer or industry body with a direct relationship with the company performs an audit and declares that the company has met standards. This is more credible than first-party, but can be compromised by conflict of interests.
- ▶ **Third Party,** a neutral, independent third party evaluates and verifies that the company has met standards. This has most credibility, because the audit is fully independent.

What are the benefits of developing standards?

▶ For companies which get certified:

- Reduce costs (water, petrol, electricity, etc)
- New knowledge and ideas about how to improve (both in terms of service and sustainability);
- Access to additional training / support;
- Sharing perspectives and reaching agreement among stakeholders;
- Marketing advantages if successful.

▶ For consumers:

- Information about what is really sustainable and gives consumers new choices
- Educates customers about responsible practices
- Get a higher quality service

▶ For government:

- Protect niche markets and protect quality products from price competition
- Raise industry standards
- Lower costs associated with job creation, welfare, legal protection
- Share their work - help to reduce poverty / protect the environment

► **For the environment and community:**

- Protects the environment
- Ensures more benefits for the community and environment from tourism

The information above is summarised from a range of sources, especially WTO 2003; Roe D, Harris C and De Andrade J, Feb 2003; Bien Amos 2006 and Batta, Dr. Ravinder, 2009.

Other issues which need to be considered:

- 1) Beyond Minimum Standards:** If suppliers choose to develop award levels for standards, they will face a new level of complexity. You must define a sliding scale of achievements for each award level. What do you need to prove to be awarded 1, 2, 3 Green Leaves, etc?
- 2) Weighting:** If all criteria do not have the same level of importance, then suppliers could consider giving some criteria more weight (a higher score), or making some criteria mandatory and some criteria award level only.
- 3) Who Pays for Auditing?** In Thailand, at the moment, few SMEs are in a position to pay for an expensive audit. This means that few certifying organisations are prepared to invest in programs for SME's. One possibility is to audit a sample of the members of an association or a network of tourism suppliers. The government (as in Thailand) may also cover the costs of auditing for community based tourism, or SME's.
- 4) Training and materials:** Suppliers will not automatically be able to reach standards, even if they agree with them. Training and even funding support will need to be provided, in order to assist suppliers to reach their new standards.
- 5) Training auditors:** It is accepted that training organisations should not audit their own clients. However, external auditors may lack specific product knowledge. They need training to to understand the context of the new standards.

Milestones:



TEATA Ecoguide Standard Workshop



Greenleaf SME Hotel Standards



CBT Standard Development Workshop



CSR-MAP National Standards Workshop



MOU with EU Associations, ITB 2010



Synergy Training for Tourism Suppliers



FAM Survey Trip for European Tour operators and Media, 21st to 27th June, 2010.



Thai Sustainable Tourism...
Principles, Products,
Partnerships, and Process...

Moving Together towards a Greener Horizon.

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