Strategic Tourism Planning: National Tourism Development Plan (2012 – 2016)

6th UNWTO Executive Training Program, Bhutan

25th – 28th June, 2012
Introduction

513,515 square kilometres with 64 million populations, Thailand is geographically divided into 4 regions.
Introduction

- Natural resources occupy most part
- Cultural heritage ranks the second
Green area of the country consists of rainforests in the north like Chiangmai, and Chiangrai.
Introduction

- The west of the country like Kanchanaburi where the famous River Kwai Bridge serves as main of the attractions of this part.
Introduction

- Central part is the plain along river banks, a large basin of rice cultivation
Introduction

- Along the Gulf of Thailand coast, mangroves, various beaches remain our natural attractions whereas the Andaman coast with the famous Phuket, Phang-nga and Krabi cluster remains the top destination of international tourists.
Introduction

- Statistical figures show that more than 80% of tourists prefer sea-sun-sand and nature-based destinations than cultural ones
International Tourist Arrival 2007-2011

Million

- 2007: 14.46
- 2008: 14.58
- 2009: 14.14
- 2010: 15.93
- 2011: 19.09

Approx. 500,000 from our initial target
Government of Thailand Policy: Development of Tourism

- Promote the development of infrastructure to support tourism, expedite improvement in the standard of facilities, safety and hygiene, with consideration given to accessibility to tourist destinations for the disabled and the elderly.

- Develop, restore, and revive existing natural, historical, and cultural tourist destinations; promote the development of new destinations in areas with potential for linking nature, culture and local lifestyles, in accordance with the tourism development plan, which sets the framework for the development of tourist destinations, and encourage investment by the private sector and local administration.
Government of Thailand Policy: Development of Tourism

- Raise and maintain the standard for tourism services to meet international standards; improve the standards of personnel in the tourism sector; and, improve public services in order to attract and be able to efficiently service the market for quality tourists.
Government of Thailand Policy: Development of Tourism

- Promote the market for quality tourists, both inbound and domestic, through proactive marketing strategies targeting various groups in Thailand and abroad; making Thailand a world-class tourist destination, a center for international meetings and exhibitions, as well as a medical tourism hub; improve efficiency in issuing visas, waive visa fees for visitors from Thailand’s FTA partner countries, or those with trade and investment relations with Thailand and waive visa requirements for tourists from target countries.
Government of Thailand Policy: Development of Tourism

- Promote tourism activities to add value to the tourism sector; improve the quality of tourism services; promote Thailand as a filming location; and, support Thailand’s bid to host international events.
- Promote inter-agency cooperation to provide quality service to tourists; improve the quality of tourism personnel to meet the demands; revise laws and regulations and improve the effectiveness of law enforcement to facilitate tourism; ensure safety; prevent the exploitation of tourists; resolve environmental problems; and, develop a sustainable tourism industry.
Government of Thailand Policy: Development of Tourism

- Improve marketing and public relations; promote the roles of local administration and the private sector in designing marketing and public relations policies and strategies to make Thailand a globally recognized tourist destination.
Relationship of Government Policy & National Tourism Development Plan

Government Policy

National Administrative Plan

National Economic and Social Development Plan

National Tourism Development Plan

Provincial Plan/Group of Provincial Plan/Local Plan

4 Years Operation Plan

Budget Plan
Thailand has a vision to become a quality tourism destination with tourism competitiveness at the international level, thus enabling the country to generate more income and distribute wealth on a sustainable basis.
The objective of the National Tourism Development Plan is to move Thailand’s tourism competitiveness up at least 15 places, which would put it among the top five destinations in Asia. The plan also intends to increase tourism income by at least 5 percent during the five-year period.
Development of tourism infrastructures & facilities

Rehabilitation & sustainable development of tourism sites

Development on tourism products & services

Tourism confidence & tourism promotion

Encouragement of participation from government sectors, civil societies & local administration in tourism management
Relationship of The National Tourism Development Plan and Tourism Development Operation Plan

- National Tourism Development Plan
  - National Tourism Development Plan
    - Gazette
  - The Council of Ministers
  - National Tourism Policy Committee
    - Draft of National Tourism Development Plan
  - MOTS

- Tourism Development Region
  - Regulation
  - Tourism Development Region
  - National Tourism Policy Committee
    - Draft of Tourism Development Region
  - MOTS

- Tourism Development Committee
  - Governor
  - Rep. of Tourism Org.
  - President of the Chamber of Commerce
  - Rep. of Tourism Industry
  - Expert
  - Rep. of MOTS.

- Tourism Development Operation Plan
  - National Tourism Development Operation Plan
    - Gazette
  - National Tourism Policy Committee
    - Draft of National Tourism Development Plan
  - Chief of Tourism and Sport Provincial
Tourism Partnership

- Local Administration Organization
- Province
- District/Sub District

- MOTS
- DOT
- TAT
- DASTA

- TCT
- FETTA
- THA
- ATTA
- TTAA
- ADT.

- MOE
- MOL

Local Sectors

Go Sectors

Private Sectors

Educational Institutes
...Thank you for your kind attention...