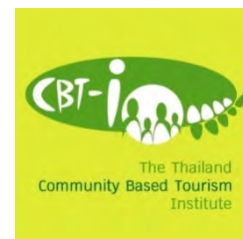
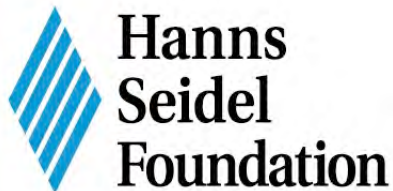


# *'With the benefit of hindsight...'* 20 years of community based tourism in Thailand.

## Community Involvement in Tourism Workshop, Nay Pyi Taw, Myanmar

Peter Richards, on behalf of Thailand Community Based Tourism Institute (CBT-I)





***“Provide support and facilitate cooperation among stakeholders from grassroots to international levels, in order to strengthen the capacity of Thai communities to manage tourism sustainably.”***



## My experience and interests:



สถาบันการท่องเที่ยวโดยชุมชน  
*The Thailand*  
Community Based Tourism  
Institute



- ✓ 15 years at the crossroads of tourism & community development
- ✓ Helping community / sustainable products to access tourism markets.





# CBT for development



**“How can communities participate in, influence, benefit from tourism?”**

**“Needs: What aspects of life do local people wish to conserve / improve?”**

**“How can tourism be harnessed as a tool for community development?”**



- ✓ **Do**
- ✓ **Learn**
- ✓ **Feel**
- ✓ **Share**

A photograph showing two women sitting on a wooden bench outdoors, engaged in weaving a basket. The woman on the left is older, with curly hair, wearing a light-colored tank top and blue pants. The woman on the right is younger, with her hair pulled back, wearing a blue t-shirt and patterned pants. They are both smiling and looking down at their hands as they work with thin wooden strips. The background is bright and slightly out of focus, showing greenery and a wooden structure. A small dog is visible on the right side of the bench.

**Inspiring experiences of culture and nature, based on special aspects of local life that community members feel proud and comfortable to share with guests.**

# Who are the CBT tourists?



Anyone interested to experience local life



**And (well) prepared to travel with respect**



CBT SPRING Partnerships Project Workshop and FAM Trip 4-5 April 2008  
มรสุมและภูมิคุ้มกัน "กระบวนการมีส่วนร่วมของชุมชนและภาคีเครือข่าย"  
Sornboard Project for Responsible International National and Ground Partnerships  
Organized by The Thailand Community Based Tourism Institute (CBTI)  
สถาบันภูมิคุ้มกันและเครือข่ายชุมชน

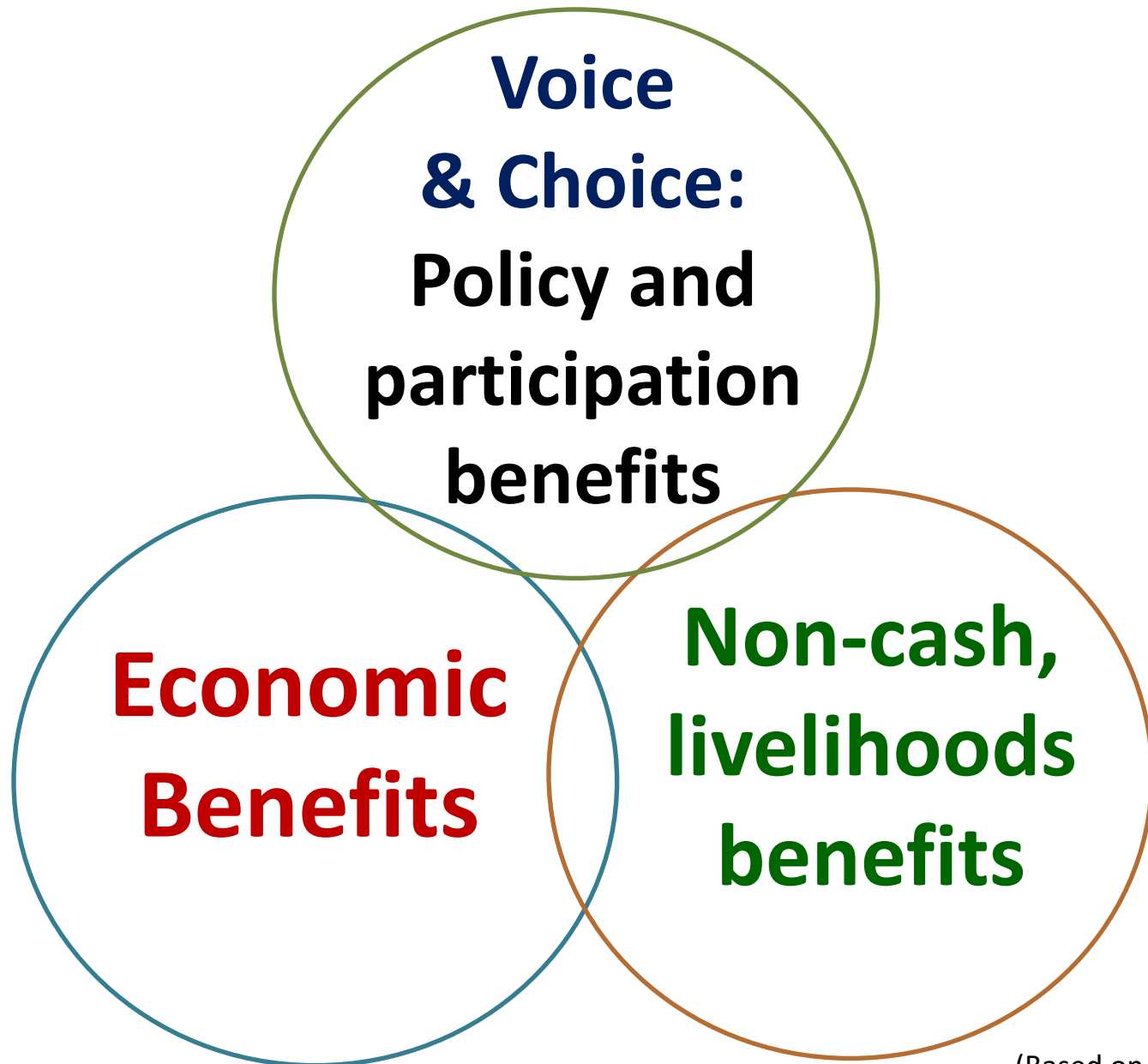
## What is success?

- ✓ Community, guests, partners are satisfied;
- ✓ Benefits for community and environment;
- ✓ Profitable for partners (TO / University, Club);
- ✓ Consistent visitors, interested to learn and share, **well prepared** to travel with respect.





# CBT in Thailand: What's been achieved?



# 20 years work for community participation/benefits in tourism

## Step by step movement

- ✓ First initiatives lead by NGOs
- ✓ Model CBT sites / CBT harnessed to address diverse issues
- ✓ Engaged with tour operators
- ✓ Partnerships with academics
- ✓ Solid body of knowledge / how to
- ✓ CBT network development
- ✓ Dialogue / policy advocacy
- ✓ Thai policy: MOTS, TAT, DASTA



2015



2006



International Year of Ecotourism 2002



1994

RIO 1992

## What have we achieved?

The rights of local communities to participate in, influence and benefit from tourism are now firmly embedded from grassroots to Thai policy levels.

**Community members have a seat at the table.**

# TEAM



Community members, proud to share their lives, cultures and work ...prepared to invest time and energy in training and understanding the needs of tourists and tour operators...

# TEAM



Andaman Discoveries  
Become a part of the story...

# TOUR MERNG TAI

TAT. License 22 - 026



TrekkingThai.COM  
มิตรภาพ...ความฝัน...วันแรกทาง



Tour operators...  
prepared to try  
new ways of  
working...



Partner tour operators visit Muang Paem and Muang Pon villages, in Mae Hong Son province, under the United Nations Joint Programme, Community based Ecotourism development in Mae Hong Son project.

# TEAM



**Academics, eager to take students to the field and support useful research.**

# TEAM



17-20 พฤษภาคม 2557  
งานประชุม WORK & PLAY รุ่น 1  
เรียนรู้ไปด้วย ใจสนุก พะสนู 9

ททท. ขอเชิญร่วมงาน  
7 Greens Fair ครั้งที่ 2 หลงรักประเทศไทย เกี่ยวหัวใจสีเขียว  
สนุกสนานไปกับโลกแห่งการท่องเที่ยวหลากหลายรูปแบบ  
พร้อมกิจกรรมสุดคิรินโดนใจ  
ที่จะทำให้คุณหลงรักเมืองไทยมากขึ้นกว่าเดิม

• กิจกรรมสโตร์ D.I.Y. เวิร์กช็อปประดิษฐ์ของแต่งบ้านทำ จากวัสดุรีไซเคิล • สนุกพร้อมได้ความรู้ไปกับเกมพาเที่ยวแบบ Interactive

Putting Community Based Tourism into Practice : 13 cases

Designated Areas for Sustainable Tourism Administration (Public Organisation) (DASTA)

**SIGN Tourism**

LIFE... LOVE... HAPPINESS... OF CHANGE...DISCOVER A NEW PATH OF TOURISM



7 Greens

Travel.Mindful.Sustainable

Fun Trip .Green Trip. Become a Green Traveller today

7greens.tourismthailand.org/en

Click >>

## Community-based voluntourism competition

Amazing THAILAND

Home Ultimate Moments Apply Now Projects Volunteer Packages

Ultimate Moments

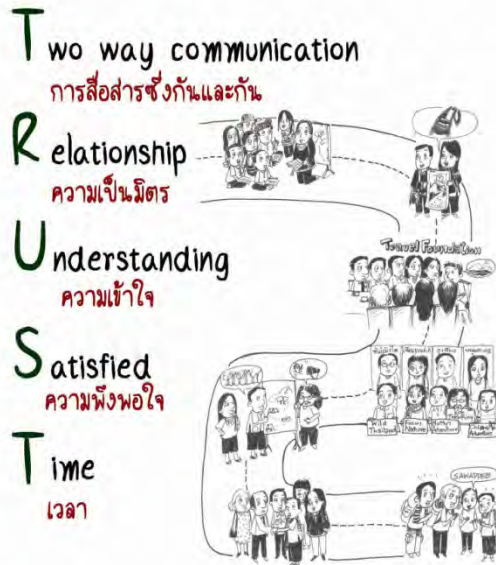
“ Do you want to create your own ultimate moments in one of the worlds most unique and exotic countries? ”



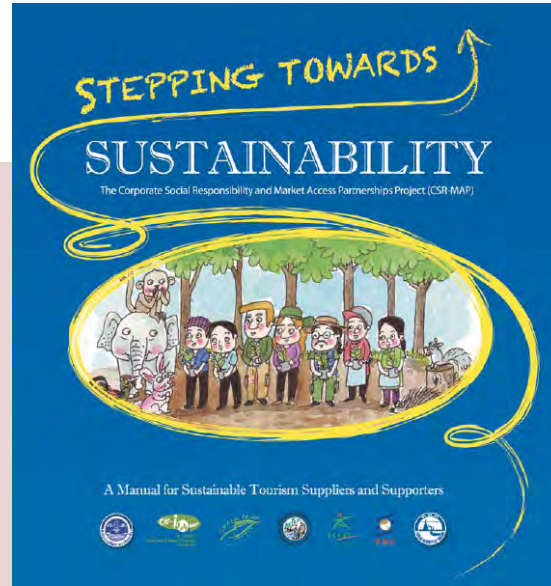
“ Do you want to experience local Thai life, and give back to your hosts through simple, fun volunteer activities? ”

- ✓ 20 active CBT Networks, 2 legally registered associations...  
All leading Thai Gov. organizations now have CBT policies;
- ✓ At least 50 communities are welcoming guests regularly, without external funding; with active community members earning at least 20% extra, annual income (CBT-I., 2015);
- ✓ Grassroots HRD: Field education and peer to peer learning centers – **1000's of Thai community members have been trained** in planning, accounting, guiding, management, hospitality, hygiene, waste management.... And **are meeting and sharing practical lessons in community development**;
- ✓ Increased capacity /voice for women leaders and youth;
- ✓ TRF: 200 local community researchers in 40 communities;
- ✓ Government investment in infrastructure / training;
- ✓ NRM / Nature conservation benefiting poorest people.

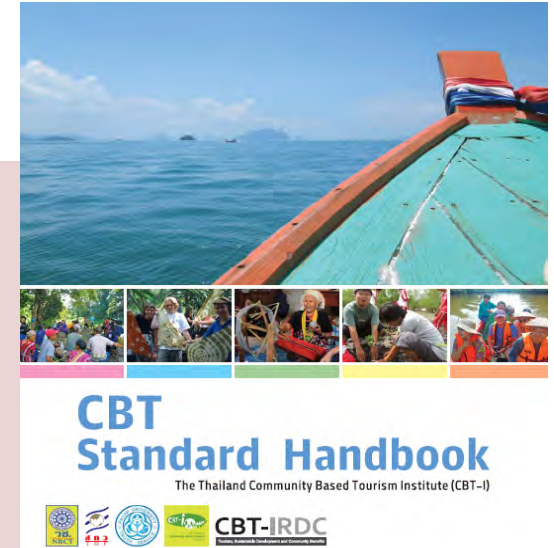
# WORK TOGETHER, GET TO KNOW EACH OTHER, DISCUSS, ARGUE, FINALLY WORK AS A TEAM!



CBT  
SPRING  
2008



CSR MAP  
2009-2010



CBT  
STANDARD  
2012-2013



# Welcome to Pha Mon Karen CBT... Services



# Community benefit?



**2010: 265 pp – 20,000 USD**  
**2011 : 356 pp – 30,000 USD**  
**2012: 33,000 USD and**  
**expand to neighboring**  
**village w/ 30,000 USD.**  
**100 families – 100%!**

## **Community fund:**

- ✓ Environment Camp
- ✓ Rice bank
- ✓ Student scholarships



**Community fund raised over US\$12,000 by 2011. Funds were used to establish /monitor a coastal conservation zone**



**Mangroves... 880 Hectares recovered; 437 Hectares of new growth... 300% increase in catch for small fishers**

# Success Factor: People & Product Potential



*"Be Our Guest"*

*"Living, learning and sharing... moments in our lives..."*

# Success Factor: Preparation, Consistent Follow Up



*"Be Our Guest"*

*"Living, learning and sharing... moments in our lives..."*

# Success Factor: Partnerships (& More preparation!)



# Success Factor: Value adding marketing

Special efforts in product development need to be matched by special efforts in marketing



*Why is CBT a different and better experience?*

# Success Factor: Supportive Policy





**CBT works well when community members and partners work as a team to craft inspiring experiences, (which sell, and some income supports concrete community projects!)**



**The private sector need to see the people in the product.**

**Facilitators need to be open to all parties. Keep it Simple.**

**Community members need to understand tourists & TO's.**

**CBT works better when local community members feel a sense of responsibility and ownership for their programs.**



**When CBT is designed to respond to the real needs of local people, they are more likely to consider that it is relevant.**

**So do listen carefully to what the community is telling you...**

**Rural agriculturalists will take time to learn tourism skills...  
Partners need to be prepared to invest more time than usual.**



**CBT is not always 'intuitive.' It requires a balance of tourism and social work skills. Communities, tour operators, tour guides, tourists, FT's need to be (prepared to be) prepared!**

**Most CBT is still being delivered as a standard program. However, different communities and CBT products are more appropriate for different types of tourists, and visa versa.**



**Maximum value will be gained by learning how to work with community members to develop experiences, tailored to the circumstances of communities and needs of target markets.**

**Partnerships begin with taking the time to really listen to and really see people...  
...unlocking their skills and knowledge.**



**Investing in partnerships, and working as a team to craft inspiring, responsible products will lead to better experiences for your guests.**

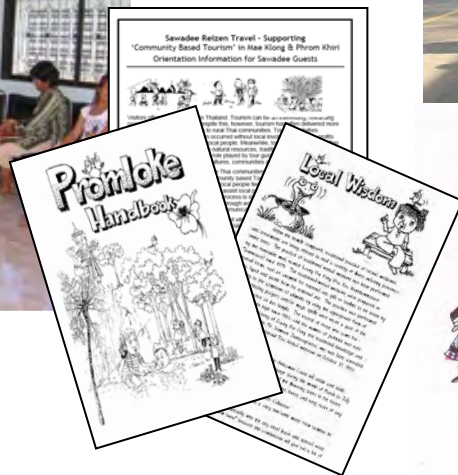


**Designing CBT for educational markets...**  
**Add value by designing programs based on learning objectives: from 'what?' to 'how?'**



# Actions TO's can take to increase chances of success

- TO / CBT Consultation: Product> People>Partners
- Train professional tour guides to work as a team w/ CBT
- Train sales staff, value added promotion of CBT
- Produce information (language, do's / don'ts, 1 page intro)
- Backstopping operations – takes time & practice to welcome guests
- TO's / CBTs share feedback / and plan forward



# What did we do right in Thailand?

- ✓ Thais took ownership for CBT: consistent, growing, building movement
- ✓ Field work and CBT Network development, over 20 years
- ✓ Partnering with specialist eco / adventure tour operators
- ✓ Very close cooperation with passionate, Thai academics
- ✓ Thai government budget support for peer to peer learning (study tours) has created a huge, domestic market, even in remote areas.



- ✓ Learned together
- ✓ Step by step
- ✓ Adapted the seed to the soil



# What could we do better in Thailand?

- ✓ More should be done to distribute and focus benefits on the poorest / least secure community members
- ✓ Need to get beyond tokenism (scale up sales and drive more impacts)
- ✓ Better systems are needed to capture and assess the impacts and benefits of CBT – they must be simple enough for self-assessment by communities
- ✓ Over-supply in some areas
- ✓ Explain to / work with the private sector – how CBT is different and better
- ✓ CBT brand as B2B guarantee of process quality – not a market facing brand



# Other recommendations, focusing on cash poor community members...

- ✓ Embed conservation and natural resource management awareness, agricultural and crafts linkages into CBT, creating livelihoods benefits for cash-poor farmers.
- ✓ Training community leaders in good governance
- ✓ Simplified, contextualized business / marketing planning
- ✓ **Micro credit for poorest families (who are motivated)**
- ✓ Domestic, regional, international markets – think outside the box - ASEAN has 620 million people, 46% of regional travel flows, 6,500 higher education institutions and 12 million post-secondary students (DOT 2014, p. 15)

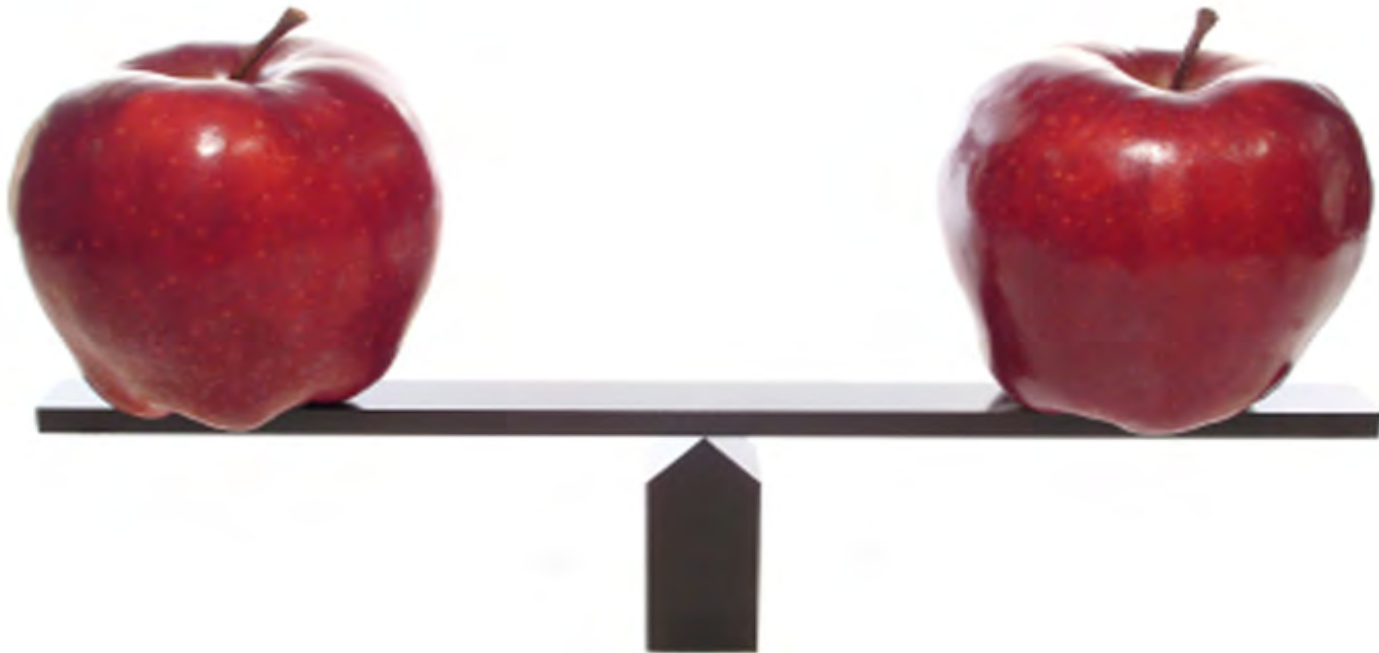
# The challenge of harnessing tourism to tackle poverty.



*“ ‘Poverty’ is not simply a lack of adequate income. It is a mix of human deprivation in knowledge, health, dignity and rights, obstacles to participation and lack of voice.” (UNDP, 2014)*

# Balanced approach....

Policy makers “*preferred to develop tourism resources with measurable economic ‘outcomes’*”, while local people prioritised: “*a mixture of modern and traditional lifestyles where neither threatens the other, and where there is community level participation in defining this mixture*” (Theerapappisit, 2008, p.279 ).

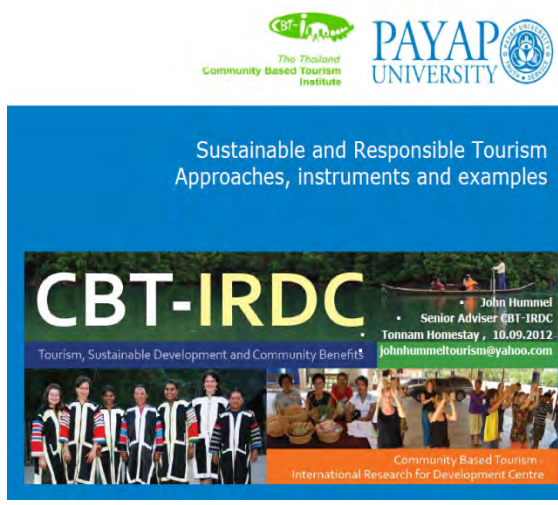


# Key Messages

Communities express a high degree of satisfaction with CBT when...

- they maintain control over and profit from tourism assets.
- investments address the social dimensions of tourism (e.g. gender and ethnic participation, training & capacity building) and support infrastructure to facilitate CBT and wider socio-economic development
- visitor numbers in residential areas are limited and environmental impacts are managed well
- monitoring mechanisms are established, implemented and lessons learned applied

**CBT-I's work in Thailand illustrates the value of a local, expert intermediary organization, working consistently to increase community participation in / benefit from tourism.**



**Stakeholders have vastly different lives, roles, expectations, literally crossing the world(s). Which Myanmar organizations may be interested to lead / coordinate SH cooperation?**

# **Golden opportunity for Myanmar**

**In the past, we have failed to fully share lessons learned**

**We have so much to learn from over two decades of experiences across the region...successes and mistakes.**

**Best of bottom up and top down approaches...**

**Goal focused and more holistic approaches...**

**Timed projects and organic movement.**

**Let's work as a team...**

**Think outside the box...**

**Share expertise...**

**Make CIT the best so far!**



# Thank-you very much for the opportunity to share

Jaranya Daengnoi, Director, CBT-I [djaranya@gmail.com](mailto:djaranya@gmail.com)

Peter Richards. For local benefits through responsible tourism partnerships  
[Peter.e.richards@gmail.com](mailto:Peter.e.richards@gmail.com)

