

# **Thailand's Policy and Practices on Tourism for Poverty Alleviation**

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3 October 2005**



# Uplift Grassroots' Economy

- Poverty alleviation
- HRD
- Economic restructuring
- Community-based tourism
- Value-added tourism



# Tourism Strategy 2005-2008

## Community empowerment

- Training
- Planning
- Adding value to tourism

Home Stay

OTOP Tourism Villages

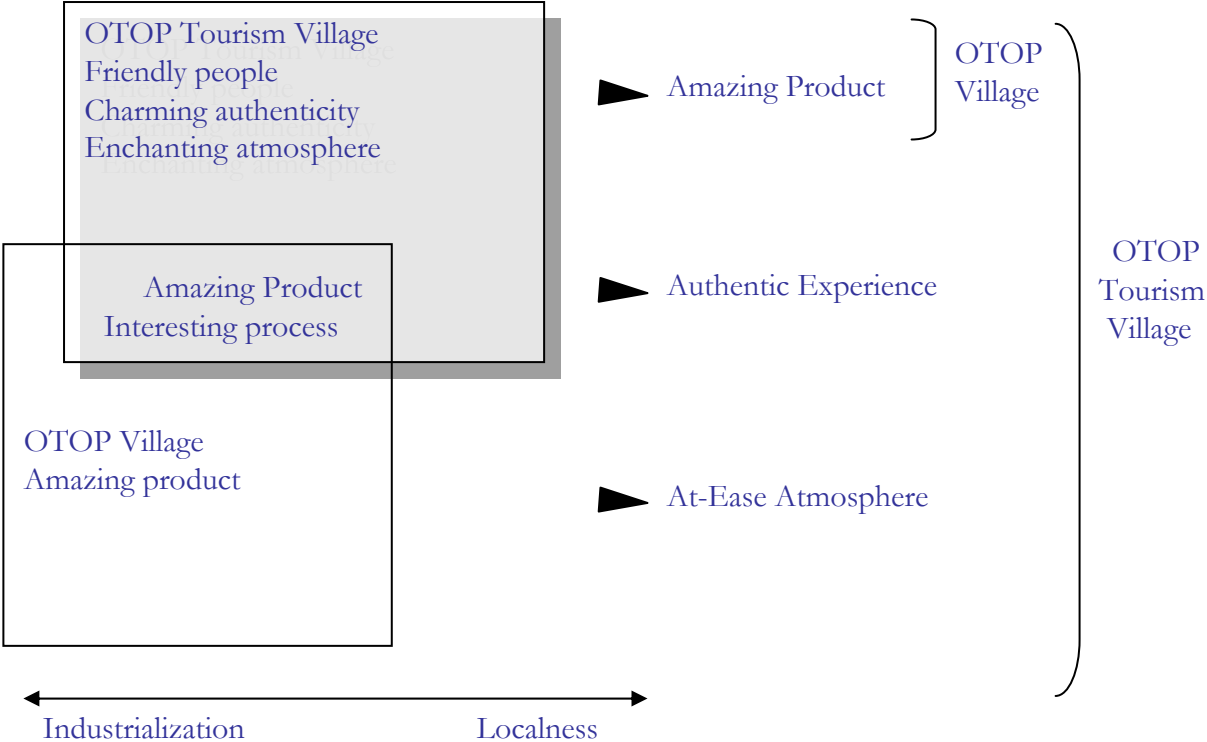


# OTOP Tourism Village

- 3-5 star OTOP merchandises
- Tourism potentials
- Demonstrating production process
- Community history
- Enchanting atmosphere



# OTOP Tourism Village is more than shopping



# Structure and Components of an OTOP Tourism Village

- 3 aspects of physical development
  - Place
  - People
  - Products & services
- Main components
  - Information
  - Infrastructure
  - Products
  - People



# Place

- Infrastructure
- Information centre
- Rest areas
- Toilets
- Parking lot
- Direction signage
- Logo



# People

- Skill training
- Language training
- Tourism service training





# Products & Services

- Standard of goods & services
- Creating new products & services



# Criteria

- Outstanding handicrafts or products
- Landscape
- Linkages to tourism destinations
- Access to transportation, infrastructure
- Skill development, knowledge provision



# OTOP Tourism Village

- Landmark
- Home Stay
  - Accommodation
  - Food & nutrition
  - Safety & security
  - Management
  - Tourism activities
  - Environment
  - Value-added tourism
  - Marketing



# Thank you

