Thailand’s Policy and Practices on Tourism for Poverty Alleviation

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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

OTOP Tourism Village
Friendly people
Charming authenticity
Enchanting atmosphere

Amazing Product
Interesting process

OTOP Village
Amazing product

OTOP Tourism Village

Amazing Product
Authentic Experience
At-Ease Atmosphere

Industrialization  Localness
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