

Best Practice of Sustainable Tourism in Phuket, Thailand



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Introduction



- Phuket province is located in southern Thailand on the Andaman sea.
- Phuket has a large Chinese influence.
- Traditions and festivals.
- Many magnificent beaches.
- Fantastic classical architecture.
- Famous nightlife.

PHUKET MAP



Concepts of Sustainable Tourism



WTO (2004) identified the sustainable tourism should :

- make optimal uses of **environmental resources**
- maintain essential **ecological** processes and helping to conserve **natural heritage** and **biodiversity**
- respect to **socio-culture** authenticity of host community, conserve their built and living culture heritage, and traditional values, and contribute into inter-cultural understanding and tolerance

Concepts of Sustainable Tourism



- Ensure viable, long term **economic** operations, providing socio- economic benefits to all stakeholders that are fairly distributed, including stable employment and income earning opportunities and social services to host community and contributing to poverty alleviation

Concepts of Sustainable Tourism



The components of sustainable tourism development:

1. Tourism attractions and activities
2. Accommodation
3. Other tourism facilities and services
4. Transportation facilities and services



Phuket strategies leading to sustainable tourism



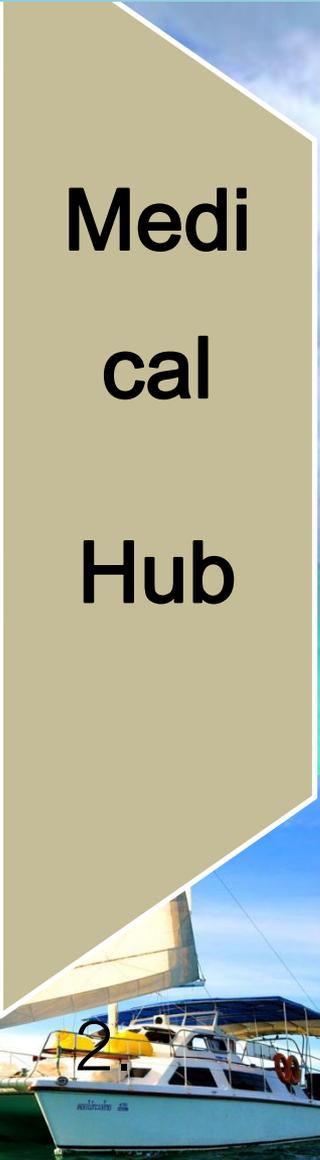
**Maritime
Hub**

1.



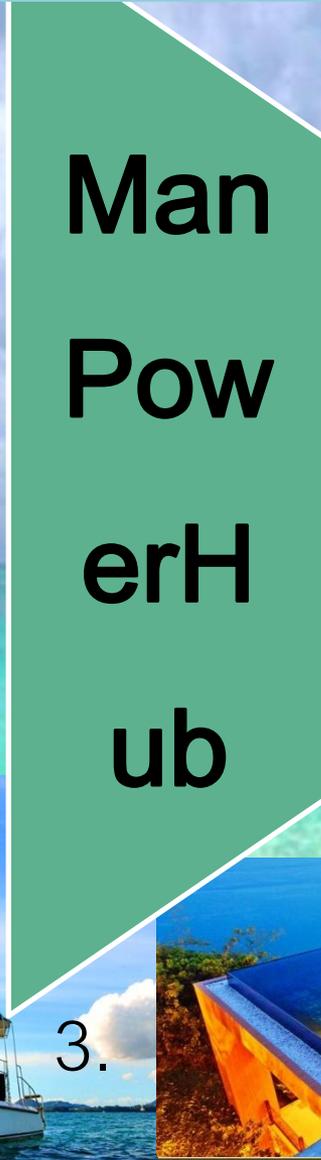
**Medical
Hub**

2.



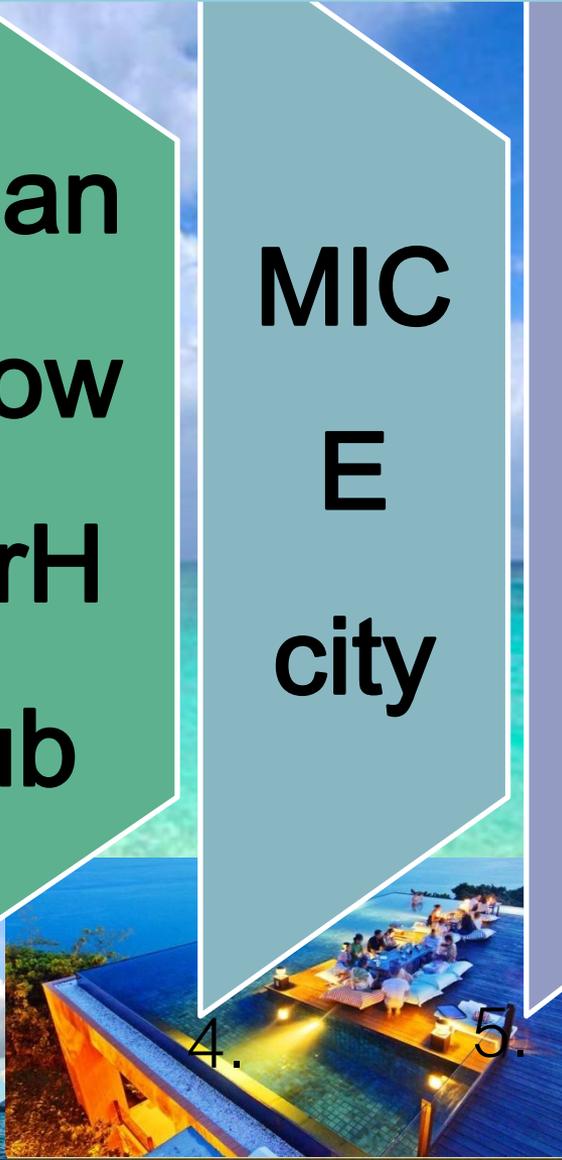
**Man
Power
Hub**

3.



**MIC
E
city**

4.



**Smart
City**

5.

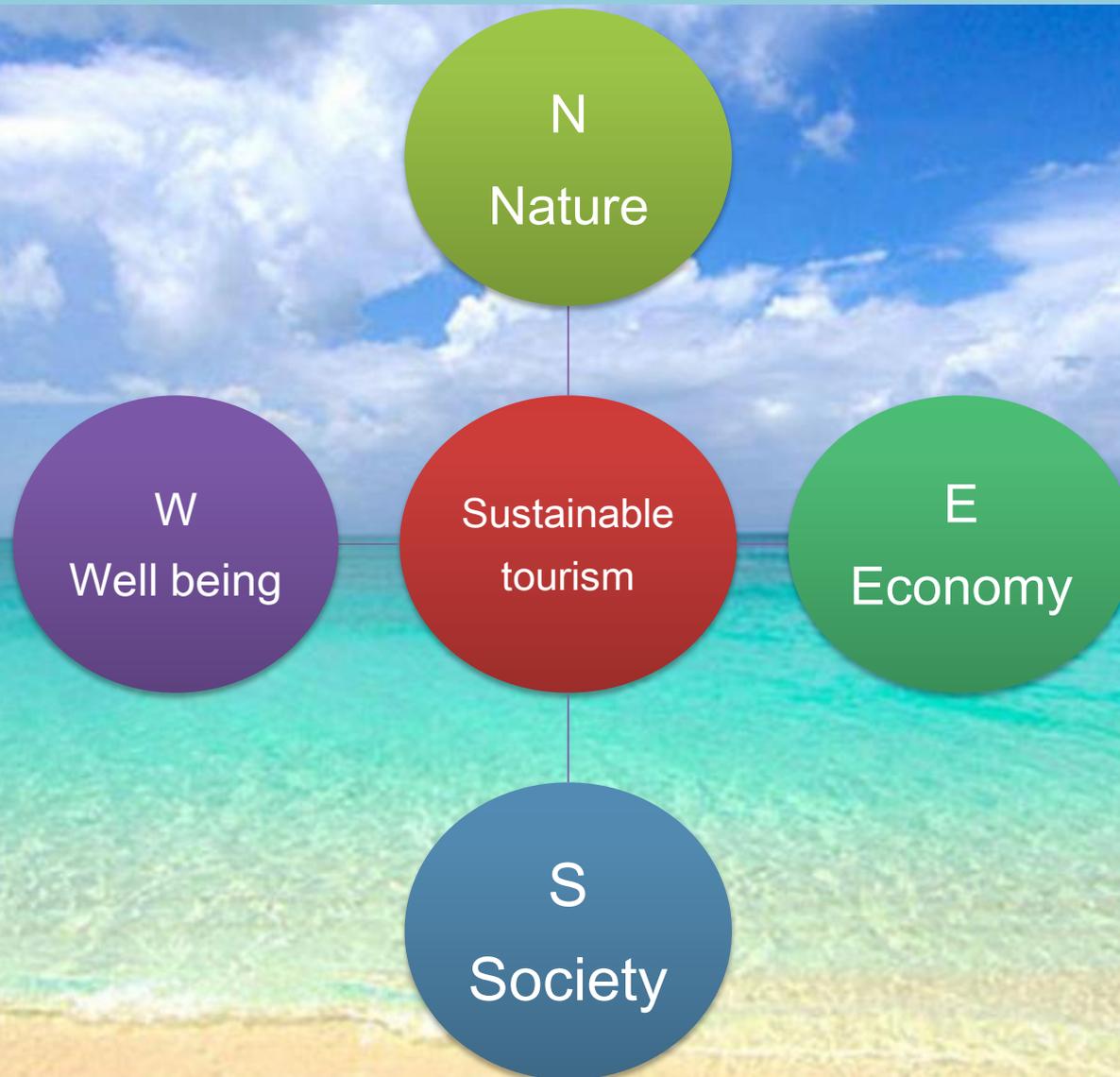


**Sport
City**

6.



Concepts of Sustainable Tourism in Phuket (Compass for Phuket)



Projects launched



1. Natural /Environmental issues

- Keep Phuket clean by our hearts and hands project
 - Along the beaches
 - Phuket old town
 - Fresh market
 - Downtown
 - Signature tourist destinations



Projects launched



2. Cultural and festival events

- Street food festivals
- Phuket vegetarian festival in Octobers
- Ban Kanan cultural village
- Ancient Wedding ceremony



Projects launched



3. Economic events

- OTOP festival
- Sport events
 - Tri-marathon
 - Boating competition
 - Phukethon
 - King Cup's Regatta
 - Ironman
 - Yatch show
 - Others



How to manage



- **Learn from previous problems**
- **Understanding current situation**
- **Study our potentials**
- **Forecast future**

Tips for sustainable tourism



- Using sustainable resources
- Reducing over consumption and waste
- Maintain diversity
- Integrating tourism into planning
- Supporting local economy
- Involving local communities
- Consulting stakeholders and the public
- Training staff
- Marketing tourism responsibility
- Undertaking research

Concepts relevant to Sustainable tourism stakeholders



- Host community/regions
- Destination management/community organizations
- Individual tourism firms and operators
- Visitors/ tourists
- Supporting service operators – vehicles firms, ticketing firms, hotels, restaurants

Best practice



“ Keep Phuket Clean by
Our Hands and Hearts ”

Before



After



Keep Phuket Clean by Our Hands and Hearts



- **Stakeholders**
 - **Governor**
 - **All levels of government sectors**
 - **Private sector**
 - **Community**
 - **School**
 - **Tourists**

Keep Phuket Clean by Our Hands and Hearts



Venues

Selected by community

Process

1. Setting community committee
2. Agreement Signing
3. Kick off
4. Output and Outcome Measurement

Mutual benefits

All stakeholders



Thank you

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