

# Best Practice of Sustainable Tourism in Phuket, Thailand



**Presented by**

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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



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Hub**

1.

**Medi  
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2.

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3.

**MIC  
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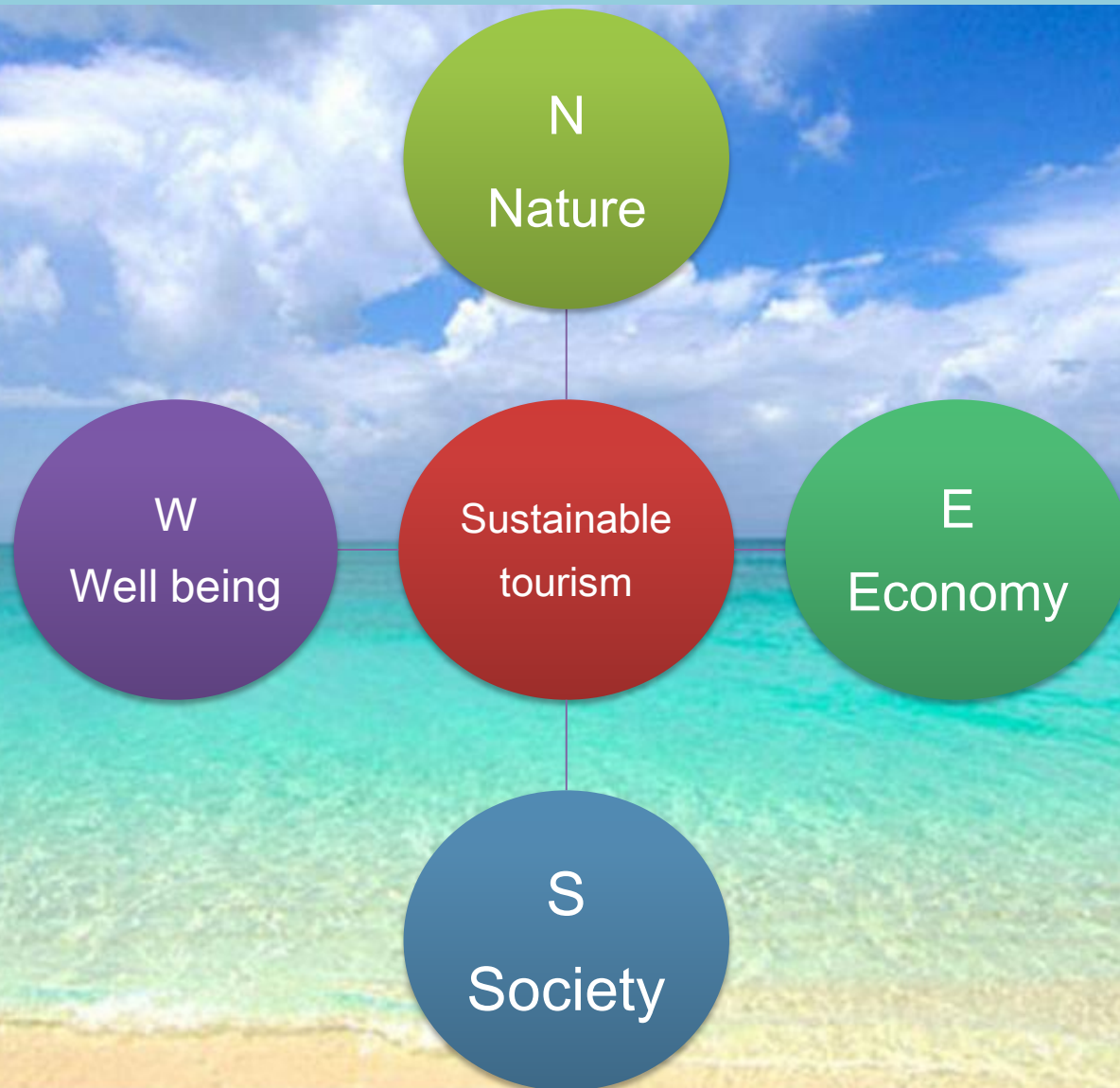
**Sp  
ort  
City**

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**

[www.phuket.go.th](http://www.phuket.go.th)