

Sustainable Management of Community-Based Tourism in Phuket Old Town , Phuket Province, Thailand.

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Introduction

◆ In 2018, approximately 38.27 million foreign tourists visited Thailand, tourism generated 2.01 trillion baht, and approximately 164.24 million Thai tourists traveled in Thailand, generated 1,068.18 billion baht.

◆ In 2019, The Tourism Authority of Thailand (TAT) has implemented the tourism strategy plan for a new perspective on traveling to Phuket under the concept of “South region does not have only good sea” and promoted the community-based tourism such as Old Town Phuket Community.

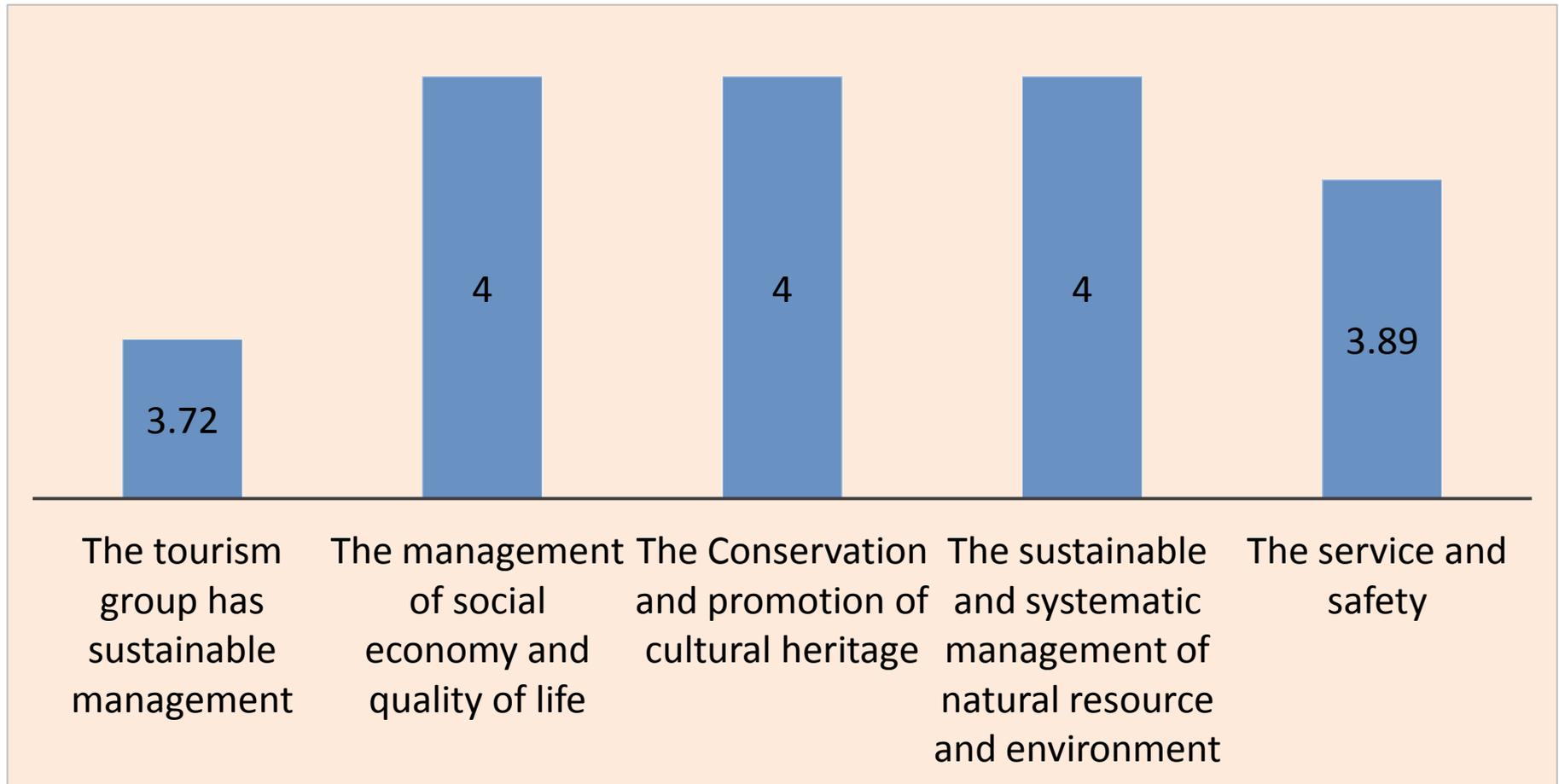


◆ **The Phuket Old Town** was known as Tung-Ka which is an area of historical interest in Phuket. In the past, there were many people of various nationalities and religions such as Chinese, Indian, European, Muslim ,and etc., they came to live, traded and built their houses in commercial building style called Sino-Portuguese, which was influenced by Penang and Singapore.

◆ Nowadays, this area is a commercial community with historical prosperity and preserving the Phuket's identity. To achieve sustainable community development in the Phuket Old Town ,local residents gathered and shared together.



Potential of community-based tourism development in Phuket Old Town (Full score of 4 points)





The sustainable community-based tourism development plans in Phuket Old Town, during the year 2018-2020



1. Tourism management by the community

- 1.1 Projects to build tourism personnel by the community.
- 1.2 Projects to promote policy coordination with agencies in Phuket for community-based tourism development plans.
- 1.3 Project to upgrade the standard of community-based tourism to the international level .
- 1.4 Projects to observational study, knowledge sharing on the success of community-based tourism.
- 1.5 Projects to public relations and marketing development with appropriate capacity.



2. The management of social economy and quality of life

2.1 Project to promote distribution of community-based tourism management benefits.

2.2 Project to develop the identity souvenirs of community.



3. The Conservation and promotion of cultural heritage

3.1 Project to conservation and promotion of cultural heritage.

3.2 Project to create multi-social awareness on culture road.



4. The sustainable and systematic management of natural resource and environment

4.1 Project to develop the green market in Phuket Old Town.

4.2 Project to design and preparation of satisfaction assessment via an online format.



5. The service and safety

Project to develop public utility for the convenience of tourists and support tourism expansion.



- ◆ The sustainable community-based tourism in Phuket Old Town derives from the needs of local residents gathering to plan and making decisions together.
- ◆ The community-based tourism is the tourism which is managed by the community for own benefits.
- ◆ The key challenges or barriers to achieving success of sustainable tourism in Phuket Old Town are depended on governable strategic, planning and leadership, infrastructure, transportation, security, telecommunication and applied technology, and stakeholders; hotels, restaurants, travel agencies, and others.



Thank you for your interest & attention!

