



## Tourism Academic Working Group

Ministry of Tourism and Sports (MOTS) and  
Japan Transport and Tourism Research Institute  
ASEAN-India Regional Office  
(JTTRI-AIRO)

## Thailand's CBT Marketing Promotion and Communication Campaigns

Miss Ploychompoo Thitiyaporn  
International Cooperation Section  
Tourism Authority of Thailand (TAT)  
27 August, 2024





# Evolution of Community Development for Tourism

01

## Unseen Tourism

2002, TAT started launching the UNSEEN In Thailand tourism campaign to present urban tourism to the market



02

## CBT Phenomena

2003, Thailand established the "DASTA" to responsible the "Community Based Tourism" in Thailand



03

## Second-tier City

2017, TAT categorized the 55 Second-tier City to offer local tourist experience to domestic movement, started with "Go Local" Campaign



04

## Village to the World

2020, TAT taking Thailand Tourism Community to be launched in the world's leading travel trade show - ITB Berlin





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**UNSEEN**  
IN THAILAND

**UNSEEN**  
NEW SERIES



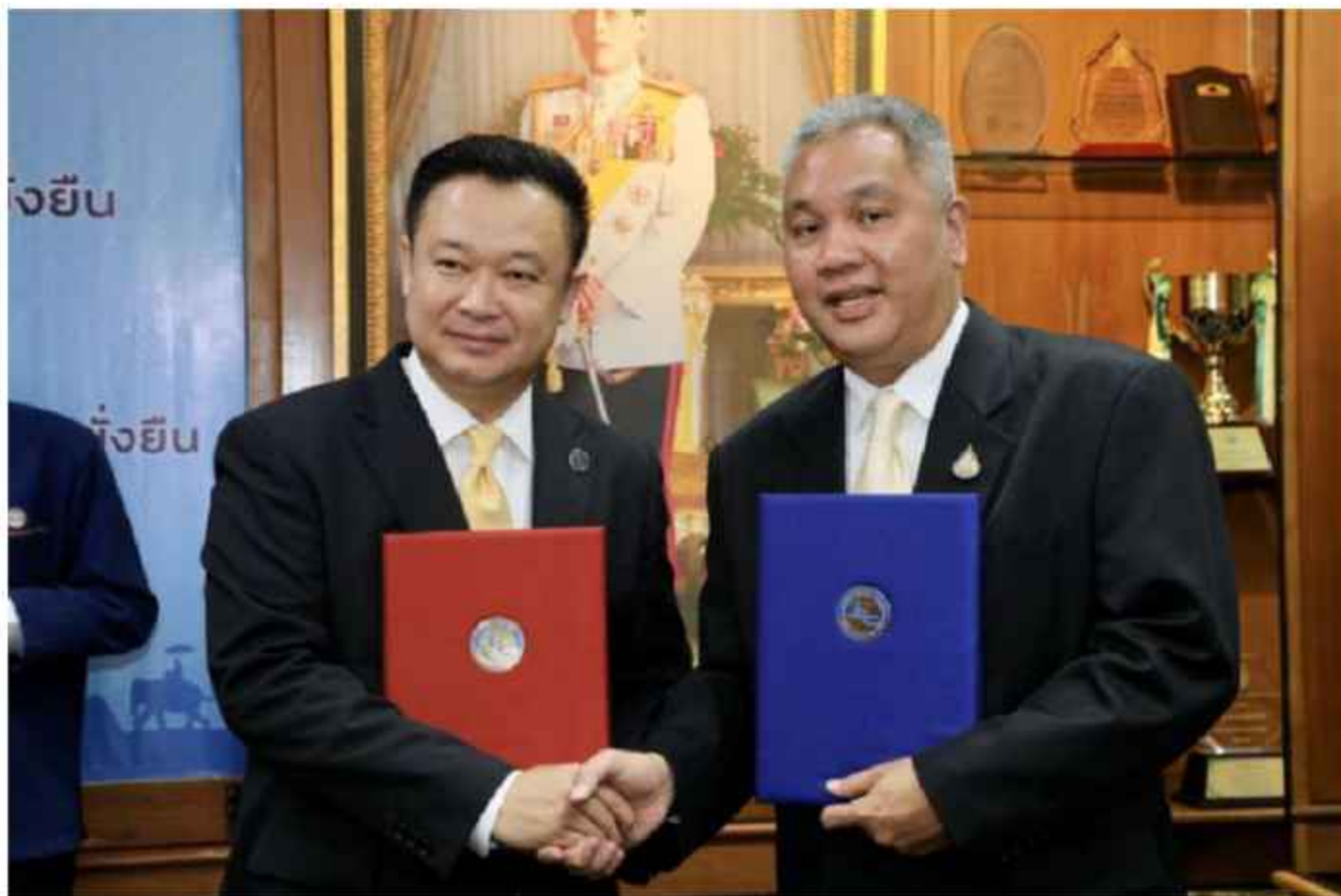


## Evolution of Community Development for Tourism

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## Evolution of Community Development for Tourism A Case Study of Ta Kien Tia Community

02

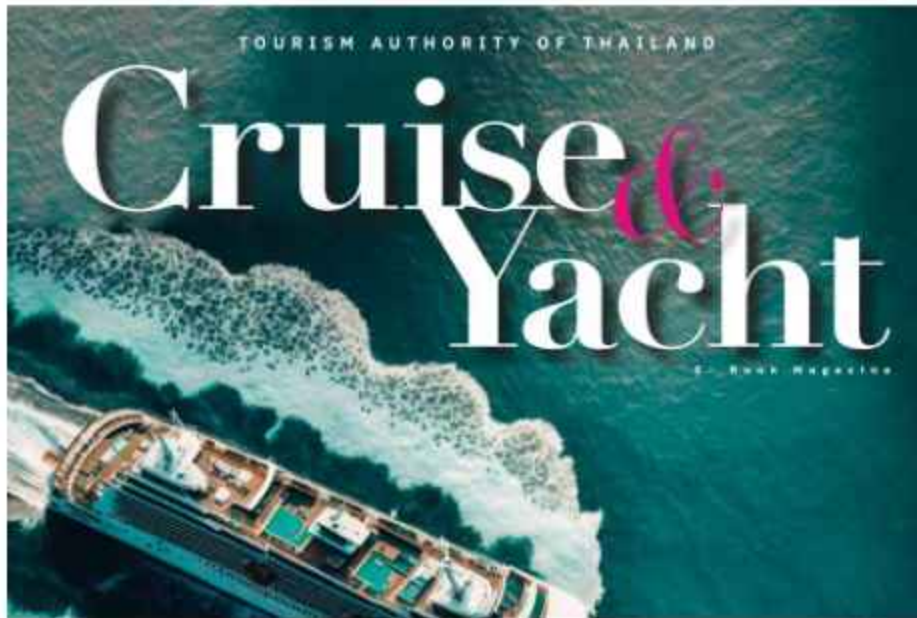
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## Combined Package for Cruise Tourism



### 01 Activities (Local Shopping, Community Based Tourism)

## TA KIEN TIA COMMUNITY, CHONBURI

Have fun on the coconut tourism route with the coconut conservation community.

**T**ake a tour of the coconut conservation community and learn from their local wisdom, from the organic maintenance of the coconut farm to heartwarming art workshops with the locals. Enjoy special meals made using coconuts from the farm and travel back in time to experience the cultural heritage of the community, which was awarded the Silver Award at the 12<sup>th</sup> Thailand Tourism Awards 2021 by the Tourism Authority of Thailand.

Not far from the bustling city of Pattaya, you can venture a bit further to visit a peaceful community with a unique identity and a strong commitment to conserving coconut-farming areas for educational and cultural tourism purposes. One of the landmarks is a hundred-year-old traditional twin Thai house with hundreds

of poles, which welcomes visitors to learn about the ancient Thai way of life. Activities include making northeastern-style garlands - a hanging decoration with camphor, crafting fresh flower eco-printed bags, and painting coconut shells. And don't miss sipping the signature coconut coffee and attending a cooking class to learn how to make soft coconut shell curry with chicken.

Moreover, you can ride a bike along the tour trail to explore the community and beautiful coconut farms, such as Saroch and Wisai's Forestry Plantation, Fah Sai 7-Ko Plantation, and more. You can participate in activities like making tie-dye fabric with colors from coconut coir, observing the process of making cold-pressed coconut oil, or playing disc golf in a shaded area.



02 Cruise Activities (Local Shopping, Community Based Tourism)



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**ITB**  
BERLIN





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Thank you

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