

3rd meeting of Tourism Working Group
between Thailand and Japan
Technical Visit to Ta Kien Tia Community

Date and Time : 26th August (Monday) 2024, 10:30 - 16:00 (Thailand Time)

Venue : Ta Kien Tia Community (Ban Roi Sao • Ban Fasai)
Banglamung District, Chonburi Province

Attendees:

(Thai Side) **【Core Member】**

Ministry of Tourism and Sports(MOTS): Mr. Mongkon, Deputy Permanent Secretary **【Co-chair】**, Mrs. Katesaraporn, Director of International Affairs Division, *Department of Tourism (DOT)*: Ms. Siwaphon, Foreign Relation Officer, Professional level, Tourism Professional Development Division, *Tourism Authority of Thailand(TAT)* :Ms. Chantimaporn, International Relations Officer, International Corporation Section, *Designated Areas for Sustainable Administration (DASTA)* : Ms. Wanvipa, Director of Strategy Management of DASTA, *Thailand Convention and Exhibition Bureau (TCEB)*: Mr. Napat, Manager (Meetings and Incentives Promotion Section), *Lecturer of Faculty of Humanities, Kasetsart University, TRSI*: Asst. Prof. Puriwaj

【Guest (Speaker)】

- Ms. Wanvipa, Director of Strategy Management: DASTA
- Ms. Ploychompoo, International Relations Officer: TAT

(Japanese Side) **【Core Member】**

JTTRI-AIRO: Mr. OKUDA, President for International Affairs of JTTRI and President of JTTRI ASEAN-India Regional Office **【Co-chair】**, Mr. TOMITA, Executive Director, *Embassy of Japan in Thailand*: Mr. YAMAKAWA, First Secretary, *Japan National Tourism Organization (JNTO)*: Mr. NAKASUGI, Executive director of JNTO Bangkok office

【Guest (Speaker)】

- Mr. ITO, Executive Director, Office of International Tourism: Japan Association of Travel Agents (JATA)
- Ms. SUZUKI, Research Fellow, JTTRI

Technical Visit to Ta Kien Tia Community Overview:

1. Ban Roi Sao Culture center

(1) Welcome Ceremony: Welcome Remarks and Introduce Ta Kien Tia Community by President of Ta Kien Tia CBT Club, Thailand.

Ta Kien Tia community began tourism developing 12 years ago in cooperation with DASTA, taking advantage of its specialty product, the coconut. Ban Roi Sao Cultural Center is a traditional house supported by 102 pillars. Visitors explored the interior of the building and view local handicrafts. In addition to activities such as painting coconut shells and making pressed flower bags, Ban Roi Sao has been offering homestay program for approximately 3-4 years. As a prime example of a CBT initiative, many Thailand tourism officials have visited the site.



(2) Tasting special mix of coffee and creamy coconut milk and sweets made from coconuts



(3) Learning how to cook “stir-fried coconut shell with chicken”

Participants cooked a unique local dish with young coconut shell and chicken stir-fried with spices, and had it for lunch. Since vegetables from the center's farm are used and the staff are mainly local housewives, profits go directly into the community.





2. Ban Fasai

- (1) Making unique one-of-a-kind tie-dye fabric with vivid brown shade from coconut husk.

At Ban Fasai, visitors experienced dyeing using coconut shells. Brown dyeing is a characteristic of there. The coconut shells used for dyeing are reused as fertilizer.



- (2) Playing a disc golf

Participants played a disc golf, taking advantage of the coconut plantation. Ban Fasai would like to make it a place for sports tourism.



(3) Thailand – Japan joint coconut tree planting

Mr. Mongkon, Deputy Permanent Secretary of MOTS and Mr. Okuda, President of JTTRI-AIRO jointly planted new coconut trees, which will grow to coconut fruit in about three years.

