OVERVIEW REPORT OF TRAVEL AND TOURISM INDUSTRY IN THAILAND

Report in the frame of the Tourlink Thailand project

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Tourism Value Chain in Thailand

Public Sectors in Tourism Industry

- Ministry of Tourism and Sports (MOTS)
- Department of Tourism (DOT)
- Tourism Authority of Thailand (TAT)
- Tourist Police Bureau
- Thailand Convention & Exhibition Bureau (TCEB)
- Designated Areas for Sustainable Tourism Administration (DASTA)

Private Sectors including Non-Governmental Organizations

Tour Operators & Travel Agencies	Transportation	Accommodation (THA, THMA, TBAA)	Food & Beverage (TRA, TCA, RBA, RGPA)	Recreation & Entertainment	Shopping	MICE (TICA, TEA, *SITE, ICCA, IACVB*)	Attractions
Domestic (ADT, ATTO, TTPA)	Airplane *(IATA, ICAO, AAPA)*	Hotels	Restaurants	Parks and zoos (TAPA)	Shops (TRA)	Meetings	Natural sites (ADEQ, TEI, AEET, TSWA, GEA, DAT, BCST, NPAT, WCS, etc.)
Inbound (ATTA, ATTM, TEATA,	Railway	Resorts	Food stalls	Shows & Festivals	Shopping Centre (TSCA)	Incentive Travel	
Outbound (TTAA, TTI, ITA)	Bus & Van (TTOA, TTA, VVAT, PVAT)	Hostels	Cafes	Spa & Beauty (TSOA, TSA, TFSA, HBAT, TLSA)	Market	Conventions	
Tour Guides (PGA)	Boat (TBA, *CLIA*)	Homestays	Bars & Night Clubs	Medical & Wellness (TSTM, TMTA)	Supermarket & convenience store	Exhibitions	Cultural sites (MAT, IMPECT, etc.)
	Taxi (TTA, MTAT, TTTA)	Guesthouses		Leisure Sports (ATUS, TCA)	Night market		
	Car (TCRA)	Apartments (ABTA, TARA, TREA)			Products & Souvenirs (THTA, TGJTA, DOA, TFA, TFIC, TLPF)		
	Sky train & Metro						

- Tourism Promotion Association (PATA, TFOPTA, Provincial Associations)
- Tourism Development Association (TCT)

Supported Public Sectors in Tourism Industry

- Ministry of Transport
- Immigration Bureau
- The customs department
- Ministry of Industry
- Ministry of Commerce
- Ministry of Natural Resources & Environment
- Ministry of Culture
- Ministry of Finance
- Banks and Financial Institutions
- Ministry of Education
- Tourism Schools and Collages
- Ministry of Labour
- Ministry of Agriculture and Cooperatives
- Ministry of Interior
- Ministry of Public Health
- Ministry of Energy
- Ministry of Digital Economy and Society
- Royal Thai Police Headquarters

The above figure presents the tourism value chain in Thailand that comprises all possible relevant stakeholders involves in the delivery of tourism products and services to consumers, both with direct and indirect connections to the tourism industry. The value chain categorizes stakeholders into three main sectors regarding their roles in the industry, namely

1. **Public sectors in tourism industry** are institutions operate in relation to the Thai government structure and policy in tourism industry. The main institution is the Ministry of Tourism and Sports (MOTS) that has the responsibilities on the development and integration of tourism and sports to enhance the economic and social growth of the country. The following institutions, operating under MOTS, are Department of Tourism (DOT) that focuses on tourism development and operates as a government agency, and Tourism Authority of Thailand (TAT) that focuses on tourism promotion and operates as a state enterprise. Meanwhile, the safety of tourists during the holiday in Thailand is also taken care of by the Tourist Police Bureau. In addition, MOTS also has two organizations that run as public organizations and focus on the specific sectors in tourism, which are Designated Areas for Sustainable Tourism Administration (DASTA) that focuses on destination (or attraction) development and Thailand Convention and Exhibition Bureau (TCEB) that focuses on MICE industry.

2. **Private sectors including non-governmental organizations** refer to those businesses involves with the operation and delivery of tourism products and services from the beginning (trip arrangement), during the holiday (in the destination), and to the end of the holiday (tourists return to their home countries). The businesses do not only deal with and provide service to customers, but they also establish a corporation in a form of associations that acts as non-profit or non-governmental organizations to support each other and ensure the businesses runs smoothly. This sector can be divided into eight categories regarding the nature of businesses, namely
    - **Tour Operators and Travel Agencies**, including domestic, inbound, outbound tourism, and tour guides
    - **Transportations**, including airplane, railway, bus and van, boat, taxi, car, and sky train and metro
    - **Accommodations**, including hotels, resorts, hostels, homestays, guesthouses, and apartments
    - **Food & Bevera**ge, including restaurants, food stalls, cafes, and bars and night clubs
    - **Recreation and Entertainment**, including parks and zoos, shows and festivals, spa and beauty, medical and wellness, and leisure sports
    - **Shopping**, including shops, shopping center, market, supermarket and convenience store, night market, and products and souvenirs
    - **MICE**, including meetings, incentive travel, conventions, and exhibitions
    - **Attractions**, including natural sites including beaches, lakes, rivers, reefs, mountains, forests, etc. and cultural sites including ethnic villages, pagodas, temples, museums, archaeological sites, traditional communities, etc.

In addition to tourism business, there are organizations that are established to support tourism industry in different ways which are tourism promotion and tourism development.

Behind each business, there is an abbreviation of a name of an association(s) that supports different types of businesses in travel and tourism industry in Thailand. Those names with normal letters are national organizations and those with italic letters are international organizations. Full names of all associations are provided in the tables

3. **Supported public sectors in tourism industry** are institutions operate in relation to the Thai government structure and policy that do not have direct roles and responsibilities in tourism industry. Transportation sector is supported by the Ministry of Transport, as well as the Immigration Bureau and the Customs Department. In the meantime, the Ministry of Industry and the Ministry of Commerce provide support to the shopping sector, while the Ministry of Natural Resources and Environment and the Ministry of Culture supports the attractions sector. In addition, there are other agencies such as banks and financial institutions, the Ministry of Public Health, Royal Thai Police Headquarters, as well as the Ministry of Education, the Ministry of Labor, and tourism schools that are important for tourism personnel development.

The following table present full names of all organizations both public and private that have direct and indirect relationship to tourism industry, divided by business sectors. Please refer to the mentioned figure (tourism value chain in Thailand) for better comprehension of all information.

Tourism organizations divided by business sectors

1. Tour Operators & Travel Agents

		Public Sector	Private Sector	
			National	International
Tour Operators & Travel Agents	Domestic	N/A	– Association of Domestic Travel (ADT) – Association of Thai Tour Operators (ATTO) – Thai Tourism Promotion Association (TTPA)	N/A
	Inbound	N/A	– Association of Thai Travel Agents (ATTA) – Association of Thai Tourism Marketing (ATTM) – Thai-Chinese Tourism Alliance Association (TCTA) – Thai Ecotourism and Adventure Travel Association (TEATA)	N/A
	Outbound	N/A	– International Air Ticket Agency Association (ITA) – Thai Travel Agents Association (TTAA) – Thai Travel International Association (TTI)	N/A
	Tour guide	N/A	– Professional Tourist Guide Association of Thailand (PGA)	N/A

2. Transportation

		Public Sector (Ministry of Transport)	Private Sector	
			National	International
Transportation	Airplane	– Department of Airports (DOA) – Civil Aviation Training Center (CATC) – Airports of Thailand PLC. (AOT) – The Civil Aviation Authority of Thailand (CAAT) – Aeronautical Radio of Thailand LTD. (AEROTHAI) – Thai Airways International PLC.	N/A	– Association of Asia Pacific Airlines (AAPA) – International Air Transport Association (IATA) – International Civil Aviation Organization (ICAO)
	Railway	– Department of Rail Transport (DORT) – State Railway of Thailand (SRT)	N/A	N/A
	Bus & Van	– Department of Land Transport (DLT) – Bangkok Mass Transit Authority (BMTA) – The Transport Company Limited	– Provincial Van Association of Thailand (PVAT) – The Tourist Transport Association (TTA) – Thai Transportation Operators Association (TTOA) – VIP Van Association of Thailand (VVAT)	N/A
	Boat	– Marine Department (MD) – Port Authority of Thailand (PAT)	– Thai boat Association (TBA)	– Cruise Lines International Association (CLIA)
	Taxi (including motorcycle and	– Department of Land Transport (DLT)	– Motorcycle Taxi Association of Thailand (MTAT)	N/A

	Tuk Tuk)	– Department of Highways (DOH) – Department of Rural Roads (DRR) – The Office of Transport and Traffic Policy and planning (OTP) – Expressway Authority of Thailand (EXAT)	– Thai Taxi Association (TTA) – Thai Tuk Tuk Association (TTTA)	
	Car		– Thai Car Rental Association (TCRA)	N/A
	Sky train & Metro	– Mass Rapid Transit Authority of Thailand (MRTA) – Airport Rail Link (SRTET)	N/A	N/A

3. Accommodation

		Public Sector	**Private Sector**	
			National	International
Accommodation	Hotels	N/A	– Thai Hotels Association (THA) – Thai Hotel & Hospitality Management Association (THMA) – Thai Boutique Accommodation Trade Association (TBAA)	N/A
	Resorts			
	Hostels			
	Homestays			
	Guesthouses			
	Apartments	N/A	– Apartment Business Trade Association (ABTA) – Thai Apartments & Rooms Rental Trade Association (TARA) – The Thai Real Estate Association (TREA)	N/A

4. Food & Beverage

		Public Sector	**Private Sector**	
			National	International
Food & Beverage	Restaurants	N/A	– Barista Association of Thailand (BAT) – Thailand Chefs Association (TCA) – Thai Restaurant Association (TRA) – Food and Beverage management Association (FBMA) – Food Services Association of Thailand (FSAT) – Restaurant Business Association (RBA) – Restaurant and Goods Product Association (RGPA	N/A
	Cafes			
	Food Stall			
	Bars & Night Clubs			

5. Recreation & Entertainment

		Public Sector	Private Sector	
			National	International
Recreation & Entertainment	Parks and zoos	N/A	– The Thai Amusement and Leisure Park Association (TAPA)	N/A
	Shows & Festivals	N/A	– Dramatic Works Association (DWA) – The National Federation of Motion Pictures and Contents Associations (MPC)	N/A
	Spa & Beauty	N/A	– Thai Spa Operators Association (TSOA) – Thai Spa Association (TSA) – The Federation of Thai Spa & Wellness Association (FTSA) – Hair Dresser & Beauty Specialist Association of Thailand (HBAT) – Thai Lanna Spa Association (TLSA)	N/A
	Medical & Wellness	N/A	– Thai Medical and Wellness Tourism Association (TMTA) – Thai Society of Travel Medicine (TSTM)	N/A
	Leisure Sports	N/A	– Association of Thailand Underwater Sports (ATUS) – Thai Cycling Association (TCA)	N/A

6. Shopping

		Public Sector		Private Sector	
		Ministry of Industry	Ministry of Commerce	National	International
Shopping	Shops & markets	– Market Office, Bangkok	– Department of Commercial Registration	– Thai Fresh Market Association (TFMA) – Thai Retailers Association (TRA) – Thai Shopping Center Association (TSCA)	N/A
	Products & Souvenirs	– Thailand Industrial Standards Institute – Management System Certification Institute (ISO) – Department of Industrial Promotion – Institute for Small and Medium Enterprise Development	– Department of Commercial Registration	– The Design & Objects Association (DOA) – Thai Furniture Association (TFA) – Thai Furniture Industry Club (TFIC) – Thai Gem & Jewelry Traders Association (TGJTA) – Thai Handicraft Promotion Trade Association (THTA) – **Thai Lifestyle Products Federation (TLPF)**	N/A

Note: Thai Lifestyle Products Federation (TLPF) consists of Thai Houseware Trade Association (THTA), Thai Gifts Premiums & Decorative Association (TGP), Home Decorative Design Association (HDDA), Thai Toy and Children Product Trade Association

(TTCPA), Thai Stationaries and Office Supplied Association (THAISOA), Northern Handicrafts Manufacturers and Exporters Association (NOHMEX)

7. MICE

		Public Sector	Private Sector	
			National	International
MICE	Meetings, incentives, conferencing, exhibitions	– Thailand Convention and Exhibition Bureau (TCEB)	– Thailand Incentive – and Convention Association (TICA) – Trade Exhibition Association (TEA) – SITE Thailand Chapter	– International Congress and Convention Association (ICCA) – International Association of Convention and Visitors Bureaus (IACVB) – Society of Incentive & Travel Executives (SITE) – WTO and PATA

8. Attractions

		Public Sector (Ministry of Natural Resources and Environment)	Private Sector	
			National	International
Attractions	**Natural Attractions**	– Department of National Parks, Wildlife, and Plant Conservation – Office of Natural Resources and Environmental Policy and Planning – Royal Forest Department – Department of Environmental Quality Promotion – Pollution Control Department – Department of Mineral Resources – Department of Marine and Coastal Resources – Department of Water Resources – Department of Groundwater Resources – Forest Industry Organization – The Zoological Park Organization – The Botanical Garden Organization – Thailand Greenhouse Gas Management Organization (TGO) – Biodiversity-Based Economy Development Office	– Association for the Development of Environmental Quality (ADEQ) – The Association For Environmental Education of Thailand (AEET) – Bird Conservation Society of Thailand (BCST) – Diving Association of Thailand (DAT) – Green Earth Environmental Sustainable Association (GEA) – National Park Association of Thailand (NPAT) – Thailand Environment Institute (TEI) – Thai Sea Watch Association (TSWA) – Wildlife Conservation Society (WCS) Thailand	Beaches Lakes Rivers Reefs Mountains Forests etc
	Cultural Attractions	**Public Sector** (Ministry of Culture)	**Private Sector**	
			National	International
		– The Fine Arts Department – Department of Religious Affairs – Department of Cultural Promotion – Office of Contemporary Art and Culture – Bunditpatanasilpa Institute – Princess Maha Chakri Sirindhorn Anthropology Centre – Film Archive – Moral Promotion Center	– Inter Mountain Peoples' Education and Culture in Thailand Association (IMPECT) – Museum Association of Thailand (MAT)	Craft village Pagoda Temple Waterpark Museums Archaeology Communities Ethnics Intangible cultural assets Markets Historical sites

Tourism Promotion and Development

	Provincial Administrative Organizations*	Public Sector	Private Sector	
			National	International
Tourism Promotion		– Tourism Authority of Thailand (TAT)	– PATA Thailand Chapter – Thai Federation of Provincial Tourist Associations (TFOPTA)	– World Tourism Organization (WTO) – Pacific Asia Travel Association (PATA)
			– **Provincial Associations****	
Tourism Development		– Department of Tourism (DOT)	– Tourism Council of Thailand (TCT)	

*Provincial Administrative Organizations

Bangkok Culture, Sports and Tourism Department **Northern region** Tourism and Sports Division – 9 Provinces **Eastern region** Tourism and Sports Division – 7 Provinces **Southern region** Tourism and Sports Division – 14 Provinces	**Central region** Tourism and Sports Division – 21 Provinces **Northeastern region** Tourism and Sports Division – 20 Provinces **Western region** Tourism and Sports Division – 5 Provinces

**Provincial Associations

Northern region Chiangmai Tourism Business Association (CTBA) Maehongson Tourism Business Association (MTBA) Pai Tourism Business Association (PTBA) Nakhon Lampang Tourism Association (NLTA) Chiangrai Tourism Association (CTA) Lamphun Tourism Association (LTA) Phrae Business Tourism Association (PBTA) Phayao Tourism Trade Association (PTTA) The Association of Mae Taeng Tourism Federation (AMTTF) Nan Tourism Business Association (NTBA) The Association of Northern Tourism Federation (ANTFED) Tourism Association of Chiangmai (TAC) Phitsanulok Tourism Business Association (PTBA)	**Northeastern region** Khonkean Tourism Business Association (KKTBA) Udonthani Tourism Association (UTA) Loei Tourism Business Association (LTBA) Tourism Business Association of Nongkhai (TBAN) Sakon Nakhon Tourism Association (SNTA) Nakhon Phanom Tourism Business Association (NPTBA) Ubonratchathani Tourist Business Association (UTBA) Sisaket Tourist Associaiton (STA) Mukdahan Tourism Industrial Association (MTI) Tourism Business Association of Kalasin (TBAK) Nakhon Ratchasima Tourism Business Association (NTBA) Buriram Tourism Association (BTA) Chaiyaphum Tourism Trade Association (CTTA) Surin Tourist Promotion Association (STPA) Chaiyaphum Tourist Promotion Association (CTPA) Khao Yai Tourism Association (KYTA)
Central region Ayutthaya Tourist Business Association (ATBA) Nakhonpathom Tourism Association (NTA) Chainat Tourism Business Association (CTBA) Kanchanaburi Tourist Business Association (KTBA) Tourism Promotion Society of Kanchanaburi (TSK) Nakhonsawan Business Tour Association (NBTA) Tourism Business Association of Suphan Buri (TBASB) Uthai Thani Tourism Business Association (UTTBA) Lopburi Tourism Business Association (LTBA)	**Eastern region** Trat Tourist Association (TTA) Rayong Tourist Association (RTA) Chanthaburi Tourism Association (CTA) Tourism Association of Koh Samed Rayong (TAKSR) Sa Kaeo Tourism Business and Services Association (SKTSA) **Southern region** Chumphon Tourism Business Association (CTBA)

Hua-Hin / Cha-am Tourism Association (HHCATA) Tourism Association of Prachuapkhirikhan (TAP) Chao Phraya River Tourism Association (CPRTA) Samutsakhon Tourism Promotion Association (STPA) Pathumthani Tourism Association (PTTA) Petchburi Tourism Association (PTA) Pattaya Business and Tourism Association (PBTA) Tourism Development Samutprakan Trade Association (TDSTA) Saraburi Tourism Association (STA) Nakhon Nayok Tourism Promotion Association (NNTPA) Chachoengsao Tourism Association (CTA)	Ranong Tourism Association (RTA) Tourism Association of Koh Samui (TAKS) Surat Thani Tourism Business Association (STTBA) Phuket Tourist Association (PTA) Krabi Tourism Association (KTA) Phang-Nga Tourism Association (PNTA) The Southern of Thailand Tourist Promotion Association (STPA) Trang Tourism and Hotel Association (TTAHA) Nakhon Si Thammarat Tourism Association (NTA) Satun Tourism Business Association (STBA) Tourist Business Association of Narathiwat (TAN) Pattani Tourist Business Association (PTBA) Songkhla Tourism Association (STA) Tourists Business Federation of Songkhla Thailand (TFOS) Hatyai Songkhla Hotels Association (HSHA)

Public Sector

This chapter presents more thorough information on public sector in travel and tourism industry in Thailand. As stated in the former chapter, the public sector can be categorized as those with direct and indirect roles and responsibilities to travel and tourism industry. This report focuses on the organizations with direct roles to tourism industry by introducing the relationship of organizations in the structure chart and the overview of each organization as below.

A. Public sectors with direct roles and responsibilities to travel and tourism industry

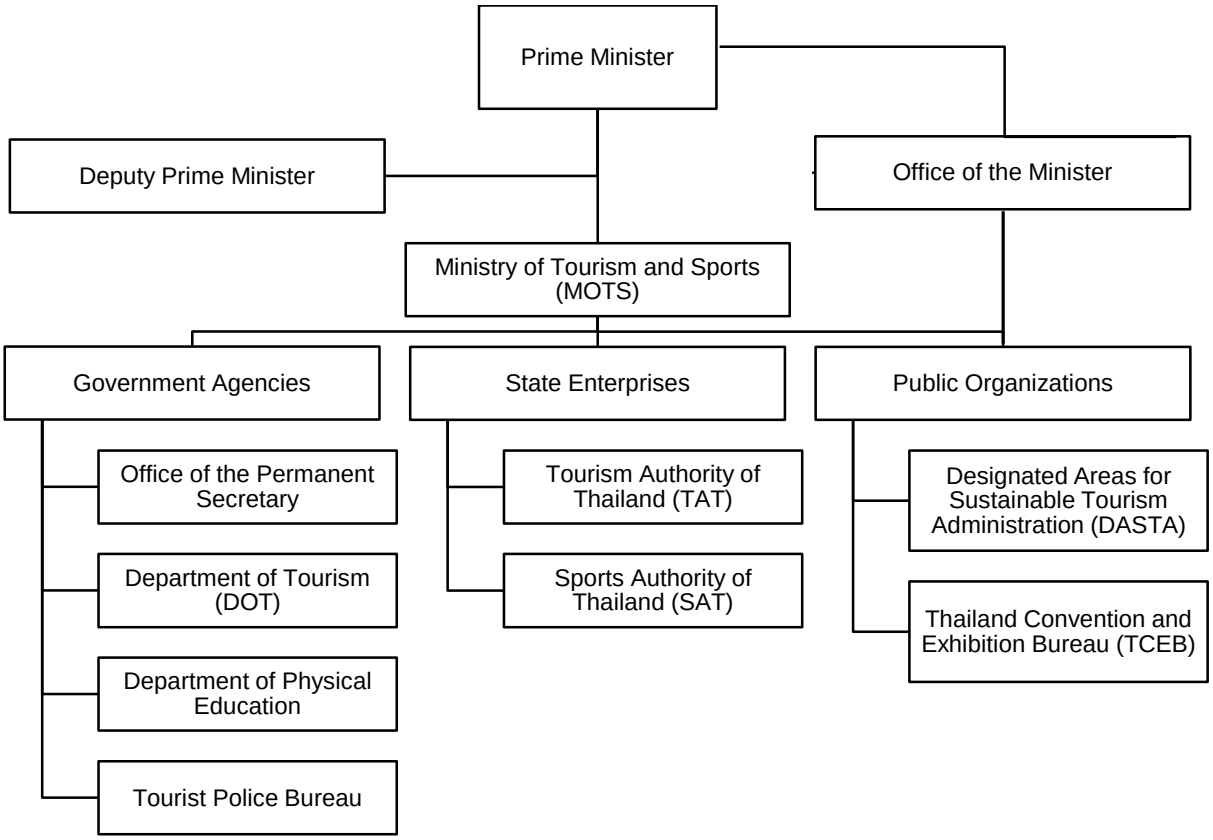
The management of travel and tourism industry in many countries involves public sector or government agencies. In Thailand, there are administrative government organizations in relation to tourism development and promotion consists of three main structures, which are:

1. **Government Agencies** are organizations established as Ministry, Department, Bureau, or different names, and are operated in relation to the government structure and policy to tourism industry. This includes agencies such as Department of Tourism, and Tourist Police Bureau.

2. **State Enterprises** are organizations with the responsibilities to tourism promotion. The management system of state enterprises is semi-government and semi-private as it is able to provide its own income while still receives partially financial support from and under control of the government. This includes agencies such as Tourism Authority of Thailand (TAT).

3. **Public Organizations** are agencies that usually work on specific areas in tourism including Designated Areas for Sustainable Tourism Administration (DASTA) and Thailand Convention and Exhibition Bureau (TCEB)

Public Sector - Tourism Organization Structure in Thailand



MOTS

(Ministry of Tourism and Sports)

Thai name	Website
กระทรวงการท่องเที่ยวและกีฬา	www.mots.go.th
Status	**Year of establishment**
Ministry	2002
Area of Operation	**Licence**
Thailand	Established according to the Reorganization of Ministries Act, B.E. 2545, division 5 according to section 14, on October 3, 2002

Mission

Focusing on the development and integration of tourism and sports to enhance the economic and social growth of the country.

Vision

Being the main organization that promotes and develops tourism, sports, and recreation to be a mechanism that drives economy and sustainable social development.

Position in Thailand Tourism Industry

Promotion and Development of Tourism, Sports, and other government services.

About / Background

Ministry of Tourism and Sports was established according to the Reorganization of Ministries Act, B.E. 2545, division 5 according to section 14 which determines that Ministry of Tourism and Sports shall have the authority relating to promoting and developing tourism, sports, education, recreation industries, and other government services as prescribed by the law.

According to the Royal Decree on Transferring Administration and Duties of Government Services in accordance with the Reorganization of Ministries Act, B.E. 2545, division 4, section 22 to 26, which determine that asset, budget, debt, right, obligation, government officer, employee, and workforce of Ministry of Education in the part of Department of Physical Education (except Red Cross Youth Division and Scout Division) shall be transferred to agency under Ministry of Tourism and Sports. Section 27 states that movie industry promotion work of the Office of Public Relations Policy Development and Planning, Department of Public Relations shall be transferred to the Office of Tourism Development, Ministry of Tourism and Sports. Section 28 states that authority of the minister in the operation relating to the following state agencies shall be transferred to Minister of Tourism and Sports;

(1) Sports Authority of Thailand,
(2) Tourism Authority of Thailand, section 29.

Unless the authority is clearly legislated otherwise, authority of the minister in the operation relating to the following laws shall be transferred to Minister of Tourism and Sports;

(1) Boxing Act B.E. 2542,
(2) Tourism and Tourist Guide Business Act, B.E. 2535, and
(3) Thailand Tourism Industry Association Act, B.E. 2544.

Objective(s)

Section 14;

Ministry of Tourism and Sports has the authority relating to promoting and developing tourism, sports, education, recreation industries, and other government services as prescribed by the law. Ministry of Tourism and Sports shall have the following government services according to

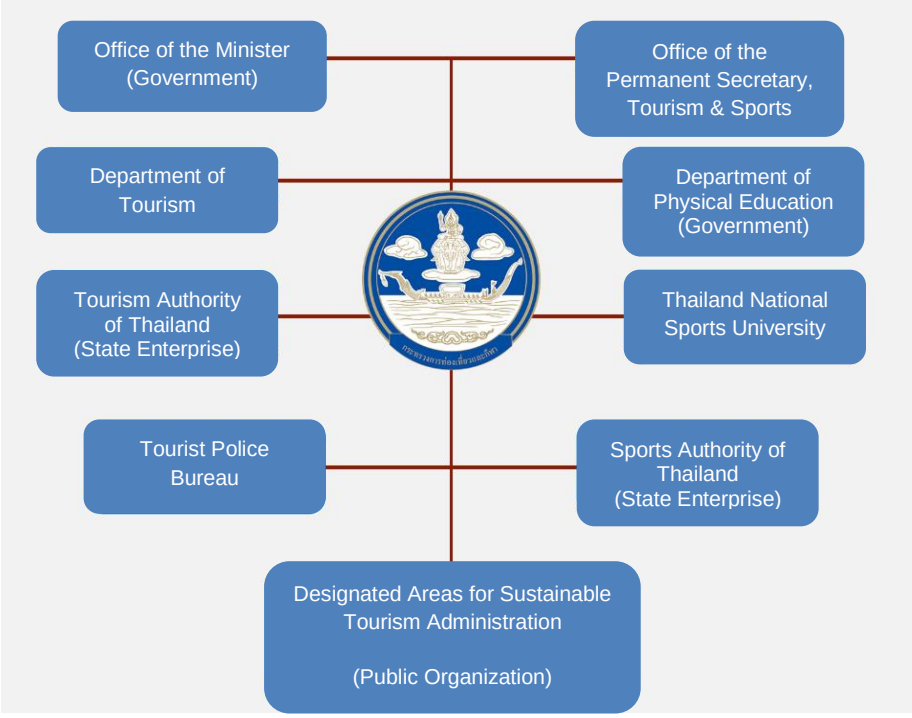
Section 15;

1. Office of the Minister
2. Office of the Permanent Secretary
3. Office of Sports and Recreation Development, and
4. Office of Tourism Development

Main roles and responsibilities

1. Set policy and strategic plan for development in all levels that is in line with national development.
2. Promote, support, develop, and encourage implementation of tourism, sports, and recreation policy.
3. Efficiently integrate and manage, encourage participation from all sectors in the development of tourism, sports, and recreation of the country, as well as set a guideline for resource allocation to support all sections to ensure efficiency.
4. Develop infrastructure, as well as supporting factors in terms of tourism, sports, and recreation to ensure international quality and standard.
5. Develop management system, information system, and personnel in tourism, sports, and recreation to ensure competency.

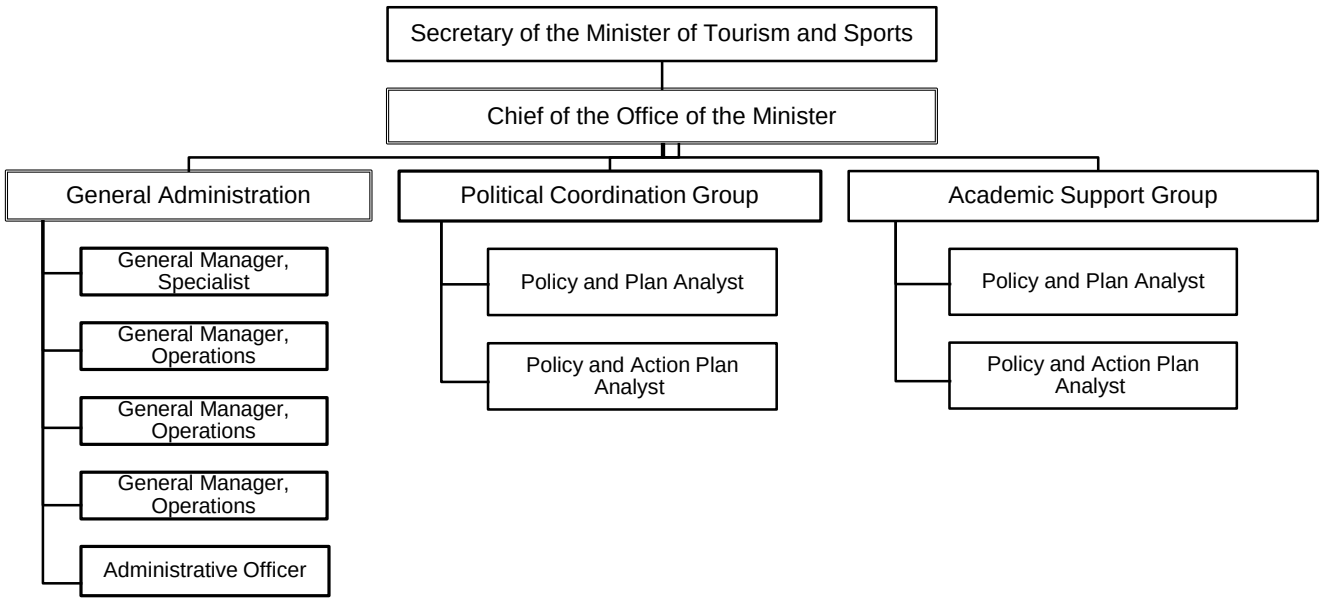
Affiliated Agencies



Executives and Authority

Minister of Tourism and Sports	Advisor to the Minister
Vice Minister for Tourism and Sports	Secretary to the Minister
Spokesman	Permanent Secretary of Ministry Of Tourism and Sports
Deputy Permanent Secretary (2)	Inspector General
Assistant Permanent Secretary	Division Director (10)
Director General of Department of Tourism	Director General of Department of Physical Education
President Thailand National Sports Of University	Governor of Tourism Authority of Thailand
Governor of Sports Authority of Thailand	Commissioner of Tourist Police Bureau
Director General Designated Areas for Sustainable Tourism Administration (Public Organization)	

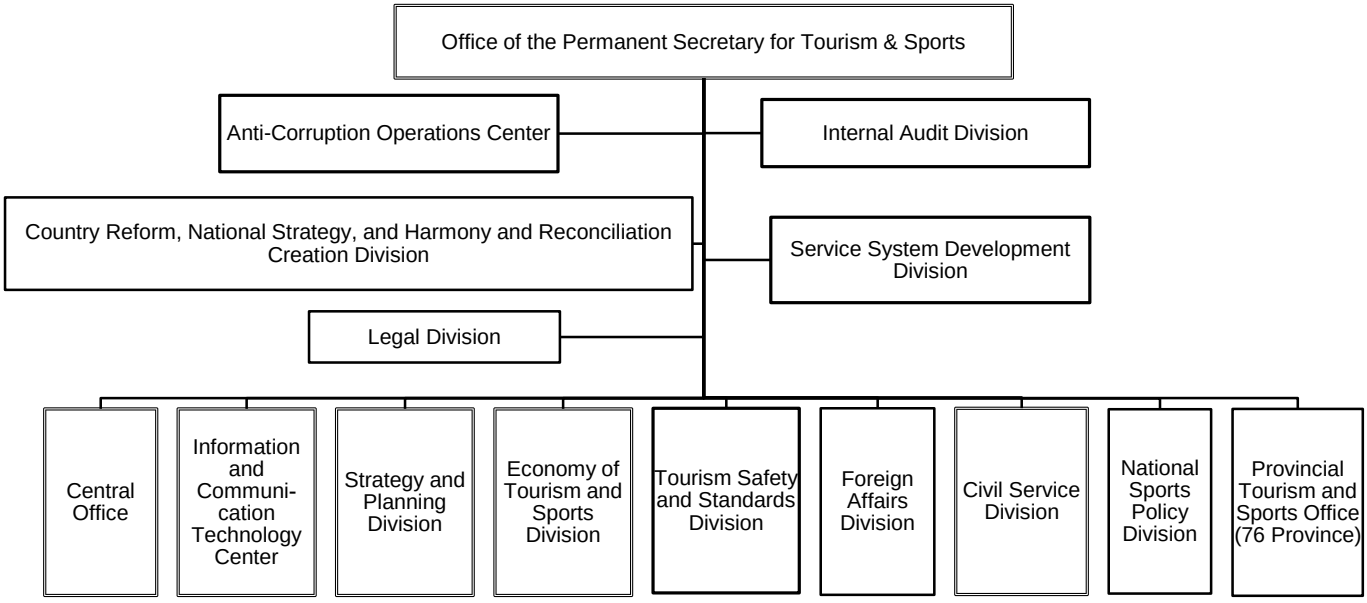
Office of the Minister Organization Structure



Office of the Ministry, Ministry of Tourism and Sports, has the task of relating to government services and politics to support the task of the minister and coordinate on policy between ministries, which has the following authorities;

1. Collect data, and analyse and filter matter to be presented to the minister, as well as provide comment accompanying decision and order of the minister.
2. Support the work of the minister in the political operation between ministers, cabinet, parliament, and people; coordinate for answering question, explaining motion, drafted act, and other political affairs.
3. Consider complaints, or request for an assistance made to the minister.
4. Other actions as prescribed by the law shall be the authorities of the Office of the Minister, or as assigned by the Minister or the cabinet.

Office of the Permanent Secretary Organization Structure



Office of the Permanent Secretary, Ministry of Tourism and Sports has a task relating to being an administrative center of the ministry in developing strategy, change police of the ministry into operation plan for resource allocation, and administer general regular government officers of the ministry to achieve the goal and mission of the ministry, which shall have the following authorities;

1. Prepare and develop strategic plan which is a master plan of the ministry in developing tourism, sports, and recreation, and in accordance with the policies of the ministry, the government, and the cabinet, coordinate operation plan and recommend policy for annual budget setting and allocation, as well as monitor and evaluate performance of agencies under the ministry.
2. Change policy into a guideline and operation plan for government officers at ministerial level.
3. Allocate and manage resource of the ministry.
4. Perform action relating to public relations and disseminating activities, as well as performance of the ministry.
5. Perform action relating to developing information technology, and being the center of information to support the administration of the ministry, and provide research service to state agency and people.
6. Perform action relating to assisting work and cooperation with foreign countries in terms of tourism, sports, and recreation.
7. Perform action relating to laws and regulations in terms of responsibilities of the ministry, and other relevant laws, and 8. Perform other actions that the law prescribes to be the authorities of the Office of the Permanent Secretary, or as assigned by the ministry or the cabinet.

DOT

(Department of Tourism)

Thai name	Website
กรมการท่องเที่ยว	www.dot.go.th
Status	**Year of establishment**
Government agency	2002
Area of Operation	**Licence**
Thailand	Established in accordance with the Ministry Revision Act 2002 on October 3, 2002.

Mission

Department of Tourism has a mission regarding tourism development in services, tourism, tourist attractions, tourism business, guides and tour leaders, tourism industry standards, and tourism security, as well as foreign movies affairs in the kingdom of Thailand. This is to be in accordance with the national tourism policy law, tourism business and guides law, movie and video law in relation to foreign movie production in the kingdom of Thailand, and other related laws, in order to bring economic, social, cultural benefits for the conservation of natural resources and the environment and sustainable tourism development.

Vision

To be the principal organization in promoting and developing sustainable quality tourism at the internationally recognized level

Position in Thailand Tourism Industry

Tourism Development

About / Background

Department of Tourism, formerly known as "Office of Tourism Development", was established in accordance with the Ministry Revision Act 2002 on 3 October 2002, in order to partially transfer the mission of the Tourism Authority of Thailand and movie-related tasks from the Public Relations Department into the care of the office.

Subsequently, the Cabinet passed a resolution on 16 February 2010 to change the name of the Office of Tourism Development to the Department of Tourism, effective from the date the Royal Decree changed the name of the Office of Tourism Development to the Department of Tourism, 2010, effective August 27, 2553.

Objective(s)

1. To promote, conserve, restore and develop tourism attractions and a quality of environment for sustainability
2. To develop and enhance the standard of tourism products, services and human resources.
3. To promote, develop and regulate tour business, tour guide and tour leader in compliance with laws
4. To accommodate, prevent and provide safety in tourism
5. To promote participation and support tourism activities for all stakeholders to achieve sustainable tourism
6. To promote and support foreign film production in Thailand
7. To develop information and communication technology systems and distribute relevant statistical data of tourism and knowledge for planning and managerial purposes
8. To develop a tourism cooperation with stakeholders, both locally and internationally

Main roles and responsibilities

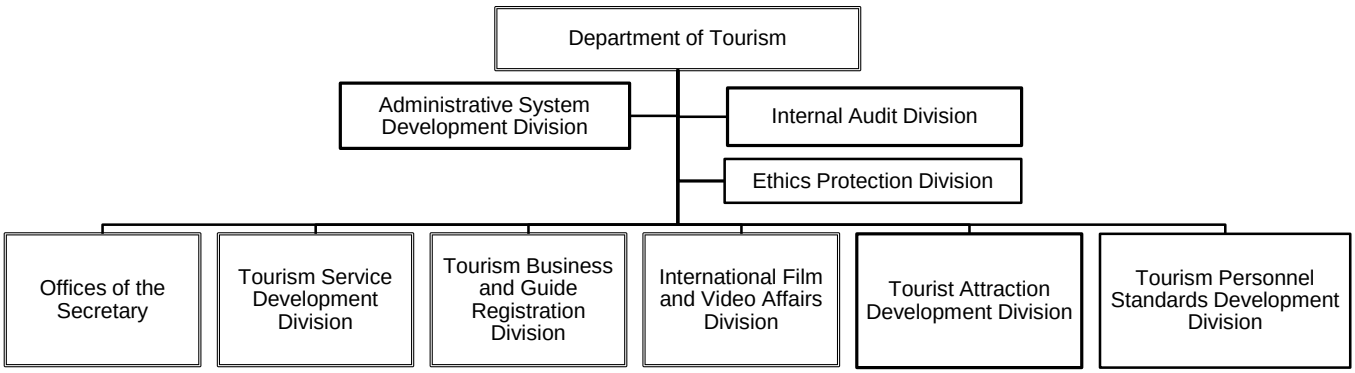
Office of Tourism Development has a task relating to tourism in developing tourism service and tourist attraction standard, as well as supporting guide and tour guide business operation to maintain its standard for the interest of economy, society, and culture, and to create sustainable tourism, which shall have the following authorities;

1. Operate according to the national tourism policy law, tourism business and guides law, movie and video law in relation to foreign movie production in the kingdom of Thailand, and other related laws.
2. Coordinate survey, plan, design, and implement the promotion, conservation, restoration, rehabilitation, and

development of tourist attractions, as well as tourism resources and environmental quality, subject to the law on that matter to apply the tourism standards as a demonstration or a model adapted for tourist attractions.

3. Survey, collection, and development of information system to plan and manage, disseminate statistical information and knowledge on tourism services, tourist attraction, tourism business operations, guides and tour leaders, as well as tourism statistical data relating to community-based tourism networks and foreign movies affairs in the kingdom of Thailand.
4. Create tourist attraction development plan, tourism service development plan, and registration, tourism business, guide, and tour leader development plan, as well as coordination, promotion, and support practice(s) in accordance with the relevant standard, plan, and laws.
5. Study, analyze, research and prepare tourism service standards, tourist attraction standards, tourism business and guide standards, and relevant tourism industry standards, as well as assessment, and certification.
6. Study, analyze, research, and determine policies and plans for tourism personnel development. Prepare and develop a curriculum for tourism personnel development in accordance with labor needs of the domestic and foreign tourism industry, as well as the certification of performance standards for ASEAN tourism personnel
7. Support actions related to tourism security.
8. Monitor and evaluate performance in terms of tourism development.
9. Promote and support local administrative organizations to participate in sustainable tourism development, as well as coordinating and supporting the management of community-based tourism networks to enable the procedure for sustainable tourism development.
10. Act as tourism operation networks and coordinate with government agencies and private organizations both domestically and internationally.
11. Perform other actions that the law prescribes to be the authorities of the Office of Tourism Development, or as assigned by the ministry or the cabinet.

Organization Structure



Executives

- 1 Director-General of the Department of Tourism
- 2 Deputy Director-General of the Department of Tourism
- 1 Director of Tourism Service Development Division
- 1 Director of Tourist Attraction Development Division
- 1 Director of Tourism Business and Guide Registration Division
- 1 Secretary of the Department
- 1 Director of International Film and Video Affairs Division
- 1 Director of Tourism Personnel Standards Development Division
- 1 Chief of Ethics Protection Division
- 1 Policy and Plan Analyst, acting as the Chief of Administrative System Development Division
- 1 Chief of Internal Audit Division

TAT

(Tourism Authority of Thailand)

Thai name	Website
การท่องเที่ยวแห่งประเทศไทย (ททท.)	www.tat.or.th
Status	**Year of establishment**
State Enterprise	1959
Area of Operation	**Licence**
Thailand	Established by a Royal Decree announced in the Government Gazette Vol. 36, Part 74, dated July 28, B.E. 2502 (1959) as Tourist Organization of Thailand (TOT)

Mission

1. Enhance the marketing and publicize the expansion of the quality market base, as well as create confidence so as to deliver the value of Thailand's tourism.
2. Create quality tourism products in order to increase the volume of tourists' expenditure.
3. Integrate the supply chain drive so as to be ready for accommodating quality tourists and sustainable income distribution.
4. Develop a marketing information technology system, as well as provide complete information on tourism marketing to tourists and stakeholders to meet their demands.
5. Strengthen TAT to become a High Performance Organization for tourism marketing, on the basis of innovation and good governance.

Vision

To be a leader in promoting Thailand as a sustainable and preferred destination for tourism.

Position in Thailand Tourism Industry

Marketing and promotion of tourism in Thailand both on national and international level.

About / Background

The Tourist Organization of Thailand (TOT) was established by a Royal Decree which was announced in the Government Gazette Vol. 36, Part 74, dated 28 July B.E. 2502 (1959) when Field Marshal Sarit Thanarat was the Prime Minister. The official opening ceremony of the TOT office was conducted on 18 March 1960. Later on, the Organization was upgraded to be the Tourism Authority of Thailand (TAT) by the National Legislative Assembly acting as the National Assembly. The Tourism Authority of Thailand Act was announced in the Government Gazette Vol. 96, Part 72, Special Issue, dated 4 May B.E. 2522 (1979).

TAT has continuously spent more than half a century promoting the country's tourism until today. With the clear vision for world-class excellence in the promotion of modern tourism marketing, TAT has attached significance to sustainable tourism and the promotion of the identities and grace of Thainess, to create the balance of economic, social and environmental concerns.

Objective(s)

According to the Tourism Authority of Thailand Act B.E. 2522 (1979), Section 8, TAT's objectives are as follows:

1. To promote tourism and the tourism industry, as well as occupations of Thai citizens in the tourism industry;
2. To disseminate Thailand's reputation as a country blessed with natural beauty, archaeological sites, valuable artefacts, history, arts and culture, sports, technological culture, as well as promoting myriads of other activities which encourage tourism;
3. To facilitate and provide utmost safety for tourists;
4. To promote good understanding and hospitality between peoples and nations by means of tourism;
5. To initiate the development of tourism, along with the infrastructure and facilities for tourists.

Strategic Objectives

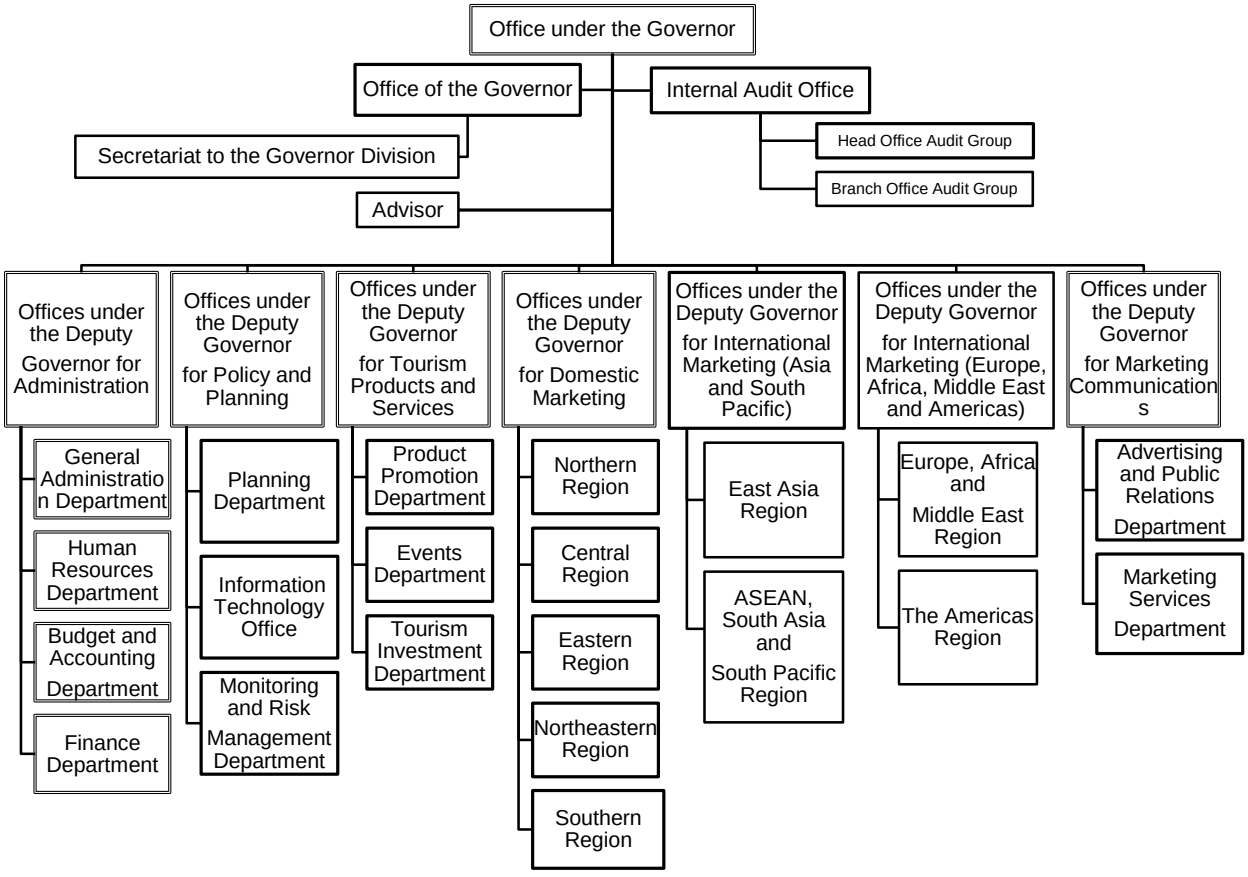
1. Expand the balanced market base of quality tourists

2. Increase the volume of tourists' expenditure from tourism experiences
3. Create confidence in the value of the Thailand Brand to be different and impressive
4. Develop TAT to become a High Performance Organization

Main roles and responsibilities

1. Give advice, recommendation, cooperation, and coordination with government services, organization, institution, juristic person, and private sector, both inside and outside the kingdom.
2. Promote, cooperate, or perform action in training and provide education in various subjects to create standard personnel sufficient for tourism industry.
3. Promote field trip.
4. Survey and collect evidences from government service, organization, institution, juristic person, and private sector in tourism industry for the purpose of preparing statistics relating to tourism industry.
5. Survey and determine area and location for tourist attraction and resources for tourism that must be preserved for the state, and shall be under supervision of TAT by preparing Royal Decree.
6. Survey, plan and execute, construct, promote, conserve, restore, or develop tourist attraction as well as tourism resource and environment quality under the force of the law that governs such matter.
7. Operate tourism industry as necessary, as well as investment and joint venture to be an initiative for tourism development or the development of basic elements and facilities for tourists.
8. Acquire a loan locally and outside the kingdom.
9. Lend out money by having a person or asset as a guarantee to promote tourism industry.
10. Issue bond or other instruments for investment or joint venture in tourism industry.
11. Have ownership, or the right to possess, or propriety rights, build, purchase, provide, sell, rent, lease out, hire purchase from, hire purchase to, borrow, lend out, accepting pledge, accepting mortgage, exchange, transfer, accepting transfer, or any other action relating to asset both local and outside the kingdom, as well as accepting asset from devotee, and ,
12. Perform other businesses relating to or to achieve TAT

Organization Structure



TAT Board

- 1 Chairman
- 1 Permanent Secretary, Ministry of Tourism and Sports
- 1 Permanent Secretary, Ministry of Commerce
- 1 Deputy Permanent Secretary, Representative of Permanent Secretary, Ministry of Finance
- 1 Director-General, Department of Information, Representative of Permanent Secretary, Ministry of Foreign Affairs
- 1 Inspector, Representative of Permanent Secretary, Ministry of Transport
- 1 Deputy Permanent Secretary, Representative of Permanent Secretary, Ministry of Interior
- 1 Deputy Secretary General, Acting Secretary General, Office of the Council of State
- 1 President of Tourism Council of Thailand
- 2 Representative of Tourism Council of Thailand
- 3 Expert Committee
- 1 Governor, Tourism Authority of Thailand, Director and Secretary

TAT Executive

- 1 Governor
- 1 Deputy Governor for International Marketing Europe, Africa, Middle East and Americas
- 1 Deputy Governor for Marketing Communications
- 1 Deputy Governor for International Marketing Asia and South Pacific
- 1 Deputy Governor for Domestic Marketing
- 1 Deputy Governor for Digital Research and Development
- 1 Deputy Governor for Administration
- 1 Deputy Governor for Policy and Planning
- 1 Deputy Governor for Tourism Products and Business

DASTA

(Designated Areas for Sustainable Tourism Administration)

Thai name	Website
องค์การบริหารการพัฒนาพื้นที่พิเศษเพื่อการท่องเที่ยวอย่างยั่งยืน (อพท.)	www.dasta.or.th
Status	**Year of establishment**
Public Organisation	2003
Area of Operation	**Licence**
In designated areas and areas prepared to be designated	Established regarding the provision in the royal decree on June 2, 2003 and runs under Office of the Prime Minister

Mission

Developing tourism in the form of designated areas

Aim(s)

1. Development of tourism in a designated area to aim for communities of happiness
2. Generating and distributing income to reduce inequality through community-based tourism
3. Creating a model of sustainable tourism development to expand to other areas
4. Coordinating with all parties to enhance the tourism capacity, mechanism, and management system that leads to integrated sustainability
5. Developed areas are in line with the guidelines of the Global Sustainable Tourism Criteria (GSTC).
6. Increase the carrying capacity of tourism
7. Joint development of tourism in the Eastern Economic Corridor (EEC)

Vision

To be an organization of excellence in sustainable tourism development to create communities of happiness

Position in Thailand Tourism Industry

Supply Carrying Capacity/ destination development

About / Background

DASTA has been established in accordance with the provision in the royal decree establishing the Designated Areas for Sustainable Tourism Administration (Public Organization) B.E.2546 (A.D.2003) published in the royal gazette issue 120, section 49 ko dated 2 June 2003, and DASTA has started its operation since 1 October 2003.

DASTA is set up as a public organization, with the roles and responsibilities over sustainable tourism operation, through coordination for integrated administration of areas with valuable tourism resources, with more flexibility and promptness in operation than that of government agencies and state enterprises, as an important driving force in the administration of the country's tourism industry both in short and long terms.

Objective(s)

1. To coordinate tourism management between government agencies, state enterprises, local administrative organizations, or other government agencies that have the authority or are assigned to manage tourism at the national, regional or local level.
2. To coordinate the exercise of authority by government agencies, state enterprises, local administrative organizations, or other government agencies that have the authority over economic, social and community development, as well as urban planning, environment, tourism, or maintenance of peace and order, in order to integrate sustainable tourism administration.
3. To promote and support environmental development and conservation for sustainable tourism.
4. To promote the capacity of various agencies both public and private in the development of tourism markets.
5. To promote and support the participation of people and communities in the conservation and development of tourist destinations in their local communities.
6. To promote and support local administrative organizations and local communities to maintain local arts, customs, traditions, and wisdoms, or admirable local cultures.

7. To promote the compilation of tourism information and research. This also includes the development of tourism knowledge management machinery both domestically and internationally, as well as the development of prototypes or learning centers on tourism development.
8. To promote the development of areas with potentials in tourism to create employment and improve the quality of life and well-being in the localities.
9. To manage activities in tourism development areas or tourist attractions as assigned by the National Tourism Policy Committee.

Main roles and responsibilities

- **Coordination** with government agencies, network partners, private and civil sectors both in the exercise of authority and view exchanges.

- **Promoting** areas with tourism potentials to have tourism administration, by mobilising personnel, budget, tools, and body of knowledge in management, in order to achieve sustainable tourism development.

- **Supporting** local administrative organisations, the public and communities to take part in tourism administration for sustainability in the Co-Creation form.

Authority

1. Drawing up and presenting policies and strategic plans for the administration of designated areas for sustainable tourism to the Cabinet
2. Setting operational plans so as to achieve the objectives of the policies and strategic plans
3. Giving advice and suggestions, as well as joining to solve problems or obstacles in the administration of sustainable tourism in each designated area
4. Following up and evaluating the results of the administration of sustainable tourism in each designated area
5. Proposing to the Cabinet or the Minister for consideration and decision in cases of problems or obstacles concerning the coordination in tourism administration in designated areas
6. Proposing to the Cabinet for approval or allocation of budgets for tourism administration and development
7. Approving investment and financial plans of the organization
8. Announcing designated areas with the Cabinet's endorsement and proposing to the Minister the appointments of consultative committees in those designated areas
9. Supervising the operation and general administration of the organization, as well as issuing rules, regulations, announcements or terms and conditions concerning personnel and asset management of the organization, and welfare or other privileges of practitioners in the organization
10. Conducting any other matters of continuous necessity so as to achieve the objectives of the organization

Operational Areas

DASTA's Two Core Functions

1. Developing and Enhancing tourism management system in Designated Areas (6-7 areas)
2. Supporting and Empowering local community to developing Community – Based Tourism (14 sites)

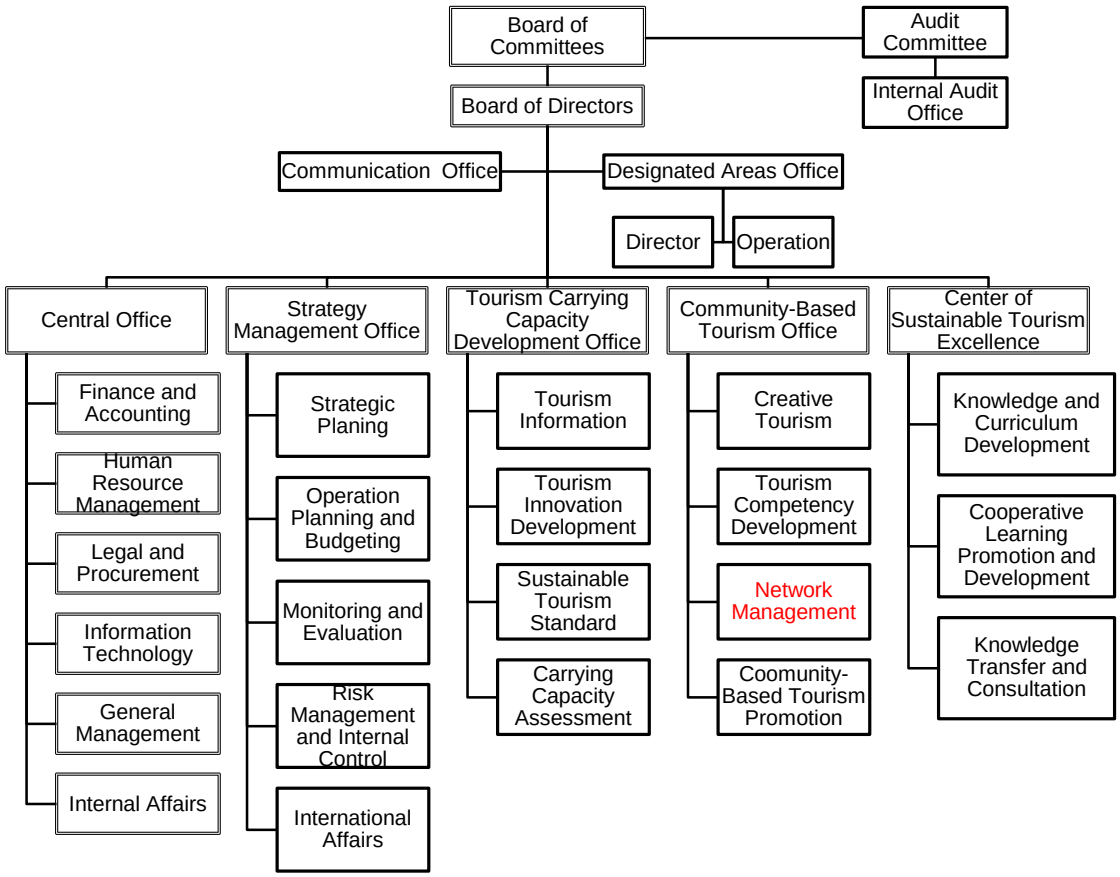
1. Designated Areas for Sustainable Tourism

- DASTA AREA 1: Chang Islands and Vicinity
- DASTA AREA 2: Chiang Mai Night Safari
- DASTA AREA 3: Pattaya City and Vicinity
- DASTA AREA 4: Historical Parks of SukothaiSi-Satchanalai-Kamphaeng Phet
- DASTA AREA 5: Loei
- DASTA AREA 6: Nan Old City
- DASTA AREA 7: Uthong Ancient City

2. Pilot Communities for Community-Based Tourism Development

- Laem Klat Community, Trat Province
- Ban Nam Chiao Community, Trat Province
- Takhian Tia Community, Chonburi Province
- Chakngeaw Community, Chonburi Province
- Nakhon Chum Community, Kampangpetch Province
- Ban Khuk Phattana Community, Sukhothai Province
- Mueangkao Sukhothai Community, Sukhothai Province
- Pla Ba Community, Loei Province
- Kok Sathon Community, Loei Province
- Bo Suak Community, Nan Province
- Nai Wiang Community, Nan Province
- U Thong Ancient City Community, Supanburi Province
- San Lom Choi Community, Chiangmai Province
- Ban Rai Kong Khing Community, Chiangmai Province

Organization Structure



DASTA's Board of Committees

- 1 Chairman
- 4 Committees by position
- 5 Expert Committees
- 1 Committee and Secretary

DASTA's Board of Directors

- 1 Director
- 3 Deputy Director / Assistant Director
- 1 Director of the Internal Audit Office
- 1 Director of the Tourism Carrying Capacity Development Office
- 1 Director of the Community-Based Tourism Office (also a Deputy Director)
- 1 Acting Director of the Strategy Management Office (also a Deputy Director)
- 1 Acting Director of the Central Office
- 1 Acting Director of the Center of Sustainable Tourism Excellence

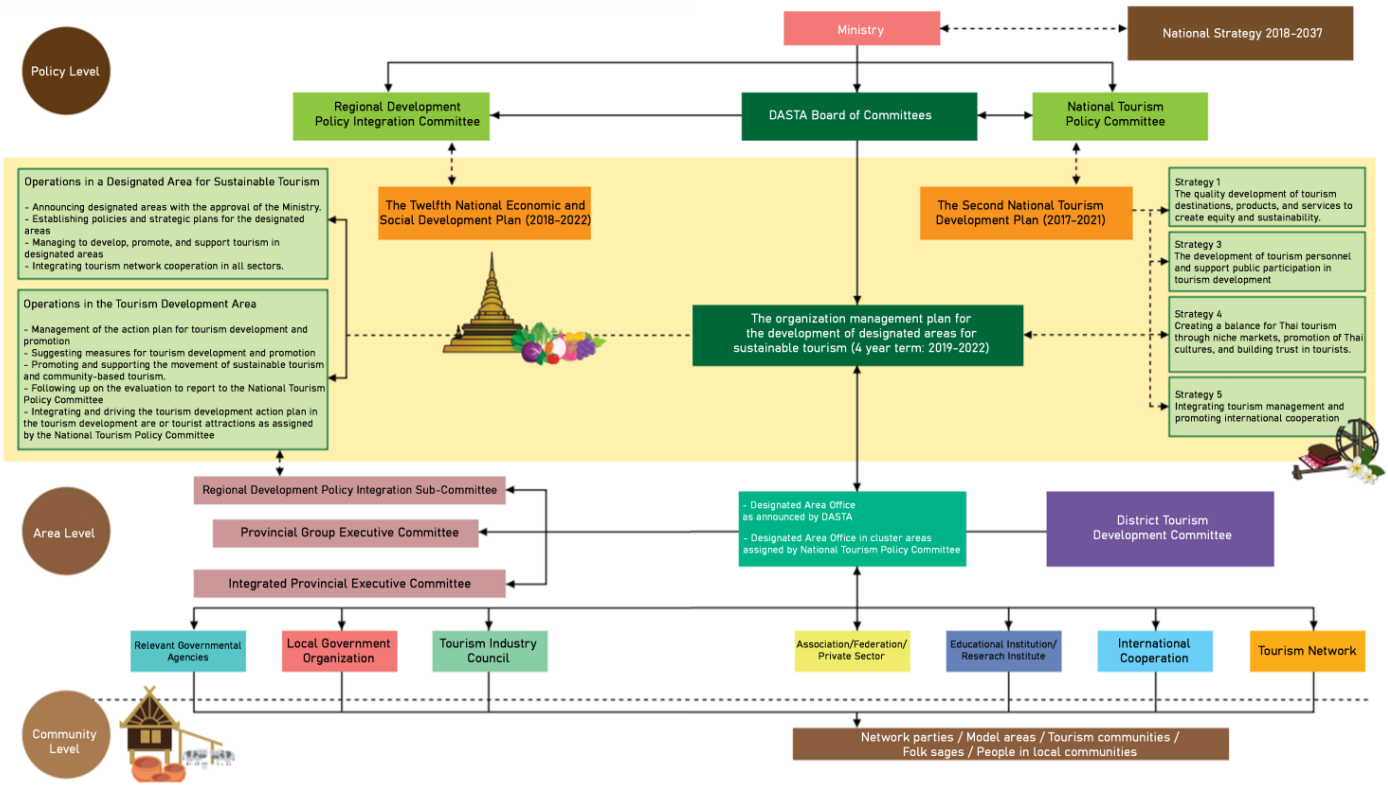
9 Designated Area Office Managers, including

- DASTA AREA 1: Bang Krachao
- DASTA AREA 2: South Eastern Civilization
- DASTA AREA 3: East Coast
- DASTA AREA 4: Cultural World Heritage
- DASTA AREA 5: Mekong River Way's of Life
- DASTA AREA 6: Lanna Civilization
- DASTA AREA 7: Central Chao Phraya River Way's of Life
- DASTA AREA 8: West Coast
- DASTA AREA 9: Andaman and the South Sea Islands

Tourism Development Clusters

- Lanna Cluster
- Royal Coast Cluster (West Coast)
- Active Beach Cluster (East Coast)
- Andaman Cluster
- South Eastern Cluster
- Chao Phraya River Cluster
- Khong River Cluster
- Cultural World Heritage Cluster

DASTA management plan (2019-2022)



TCEB

(Thailand Convention and Exhibition Bureau)

Thai name	Website
สำนักงานส่งเสริมการจัดประชุมและนิทรรศการ (สสปน.)	www.businesseventsthailand.com
Status	**Year of establishment**
Public Organisation	2002
Area of Operation	**License**
Thailand	Established by Royal Decree in 2002

Mission

1. Supporting MICE events to stimulate the economy and distribute income
2. Being a representative of Thailand in making proposals to request hosting a convention and exhibition
3. Promoting the image of Thai MICE with excellent products and services, and Thai identity
4. Developing MICE with standardized knowledge to develop personnel and operators
5. Promoting sustainability practices to create a competitive advantage

Aim(s)

- Creating income and economic development
- Income distribution and prosperity
- Developing the MICE industry through innovation

Vision

To be the main organization driving the MICE industry to be a mechanism for the economic development of the country through innovation in order to create prosperity and distribute income to all sectors sustainably.

Position in Thailand Tourism Industry

MICE Promotion and Development

About / Background

The Thailand Convention & Exhibition Bureau (TCEB) continues to shape the business events industry of Thailand with exceptional acumen and effective solutions. With a robust service support system and innovative approaches to co-create distinctive programs for the organizers, TCEB is redefining the MICE landscape to maintain Thailand's impact as a top Asian business destination. Established by Royal Decree in 2002, the government agency is tasked with promoting and developing the business tourism sector in Thailand. Since 2004, TCEB has successfully established the country as Asia's largest business events hub, by providing amenable service support for MICE programs.

Today, TCEB is heeding the government's economic 'Thailand 4.0' policy, and targeting 10 key industries to align with international interests and be future-ready.

Objective(s)

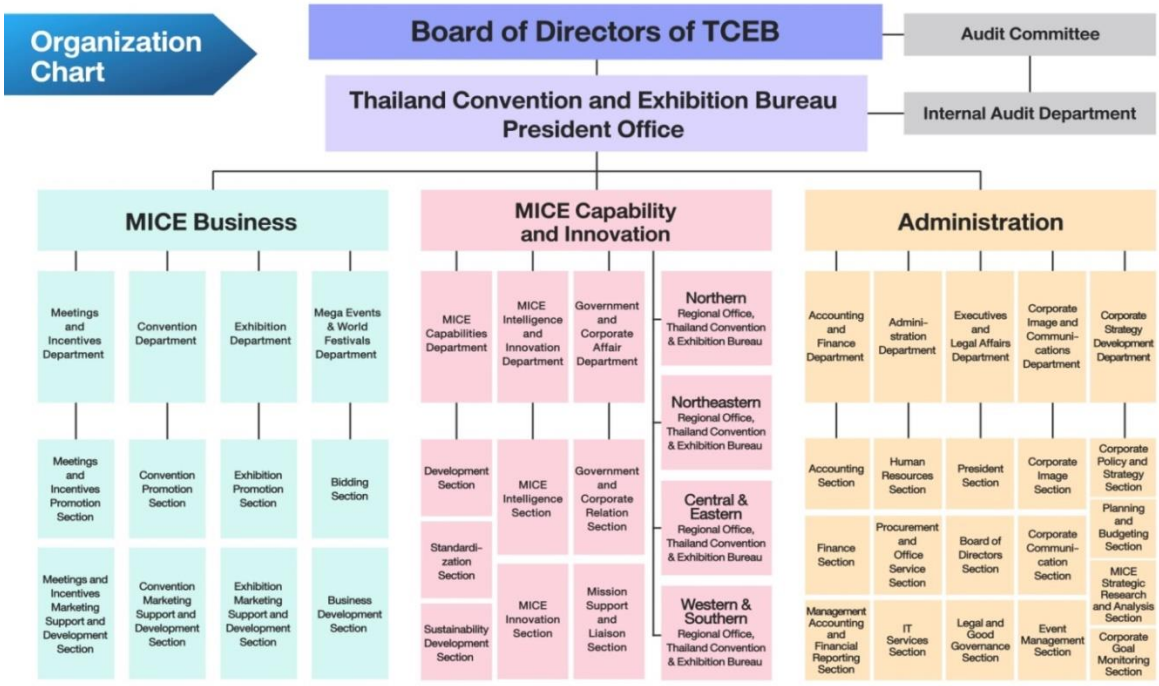
1. To promote, support, and develop national conventions and exhibitions to meet international standards.
2. To be the center of information related to national conventions and exhibitions, and to publicize and provide the information, as well as to give advice and suggestion regarding the national conventions and exhibitions
3. To provide knowledge and organize seminars, training, and development of business meetings and exhibitions for business operators, government officers, or private sector personnel in order to enable expertise and skills equivalent to international standards and to understand the environment and natural resources conservation and concepts of economy, society and sustainable development
4. To represent the country in making proposals to foreign or international agencies to request hosting a convention and exhibition domestically
5. To promote a good image and create opportunities for the country, as well as be a coordination center with other agencies to facilitate matters relating to domestic conventions and exhibitions

Main roles and responsibilities

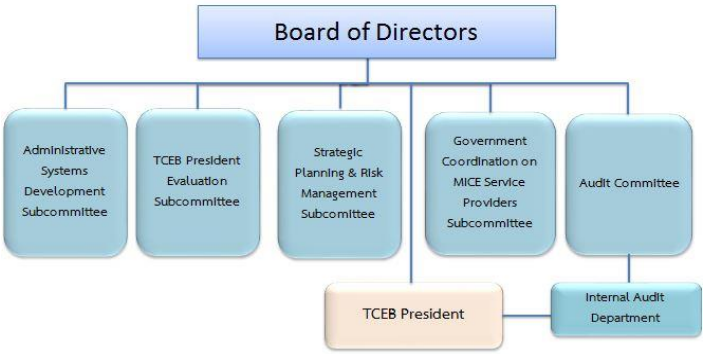
1. Establish policies and measures to promote conventions and exhibitions both nationally and internationally

2. Organize and promote research to support domestic conventions and exhibitions
3. Set standards and certify the quality of business operators regarding domestic conventions and exhibitions
4. Support and develop projects necessary for national conventions and exhibitions under the government support
5. Provide support to various organizations in carrying out activities relating to domestic conventions and exhibitions
6. Have ownership, rights of possession, and property rights
7. Establish rights or any types of legal acts for the benefit of the bureau
8. Make an agreement and collaborate with local, foreign, or international agencies regarding the implementation of the objectives of the bureau
9. Collect fees, maintenance fees, compensation, or service fees for operations regarding to the objectives of the bureau, in accordance with the rules and rates prescribed by the Board
10. Perform any other actions that are necessary or ongoing in order to achieve the objectives of the bureau
11. Perform tasks as assigned by the Cabinet or the Board.

Organization Structure



TCEB Board of Directors and Subcommittee Org. Chart



TCEB's Board of Subcommittees

- Audit Committee: 1 Chairman and 5 Comittees
- Strategic Planning & Risk Management Subcommittee: 1 Chairman and 5 Comittees
- CEO Evaluation Subcommittee: 1 Chairman and 4 Comittees
- Administrative Systems Development Subcommittee: 1 Chairman and 9 Comittees
- Government Coordination on MICE Service Provider Subcommittee: 1 Chairman and 17 Comittees

TCEB's Board Members and Advisors

1 Chairman | 4 Advisors to The Board of Director | 10 Board Members

Tourist Police Bureau

Thai name	Website
กองบัญชาการตำรวจท่องเที่ยว	www.touristpolice.go.th
Status	**Year of establishment**
Government agency	2017
Area of Operation	**License**
Thailand	Established by Royal Decree on September 1, 2017

Mission

1. Offering the security for His Majesty The King, Her Majesty The Queen, The Heir apparent, The royal family and The royal guests including security other important individuals
2. Build confidence in life safety and tourist's property
3. Satisfying service and facilitating tourists
4. Eliminate fraud, exploitation and protection of fair interests for tourists.
5. Create great cooperation between organizations in all sectors to ensure the highest effectiveness in protecting the interests of tourists
6. Eliminate the problems of causing tourist attractions to become degenerate, damaged and unsystematic

Vision

Committed to creating stability in the tourism industry using modern standardized practice and continuous development to ensure safety and convenience to tourists

Position in Thailand Tourism Industry

Law Enforcement Agency

About / Background

The Tourist Police Bureau of Thailand was formed on September 1, 2017. It was elevated from the Tourist Police Division, which was formed in 1992 and traces its origins to 1976. The Tourist Police is a department of the Royal Thai Police, which is the main law enforcement agency in the country. The creation of the Tourist Police is due to the fact that the tourism and entertainment industry in Thailand is growing every year, and the number of people arriving in the country is constantly increasing. The priorities of the Tourist Police include cooperation with foreign nationals and the promotion of their security.

Main roles and responsibilities

1. Planning development strategies, monitoring, providing advice to other police departments
2. To ensure the safety of the king, regent, privileged persons and members of the royal family
3. Increase the confidence of tourists in their safety, as well as the safety of their property
4. Assist tourists
5. Eliminate fraud, protecting the interests of tourists
6. If necessary, help tourists cooperate with other police departments
7. To contribute to the improvement of the country's tourist image

Organization Structure

Administrative Division

Department 1 - Administration
Department 2 - Information and Statistics
Department 3 - Strategy, Policy, and Planning
Department 4 - Logistics
Department 5 - Public Affairs
Department 6 - Information and Communication Technology

Tourist Police Division 1 (Central and Eastern regions)

Tourist Police Division 2 (Northeastern and Northern regions)

Tourist Police Division 3 (Central and Southern regions)

B. Public sectors with indirect roles and responsibilities to travel and tourism industry

In addition to the Ministry of Tourism and Sports which is a government organization that supervises and promotes tourism, there are also other government organizations that are indirectly related to tourism. Each organization has roles and responsibilities, as well as supports the promotion of tourism industry, which can be divided by the roles as follows

1. **Government organizations in relation to tourist attractions**
   This refers to organizations that supervise tourist attractions. Natural attractions are mainly under the supervision of the Ministry of Natural Resources and Environment, while cultural attractions are maintained by the Ministry of Culture and the Ministry of Interior, including

Natural Attractions	**Ministry of Natural Resources and Environment**		
	Government Agency	State Enterprise	Public Organization
	• Department of National Parks, Wildlife, and Plant Conservation • Office of Natural Resources and Environmental Policy and Planning • Royal Forest Department • Department of Environmental Quality Promotion • Pollution Control Department • Department of Mineral Resources • Department of Marine and Coastal Resources • Department of Water Resources • Department of Groundwater Resources	• Forest Industry Organization • The Zoological Park Organization • The Botanical Garden Organization	• Thailand Greenhouse Gas Management Organization (TGO) • Biodiversity-Based Economy Development Office
Cultural Attractions	**Ministry of Culture**	**Ministry of Interior**	**Ministry of Culture**
	Government Agency	State Enterprise	Public Organization
	• The Fine Arts Department • Department of Religious Affairs • Department of Cultural Promotion • Office of Contemporary Art and Culture • Bunditpatanasilpa Institute	• Community Development Department	• Princess Maha Chakri Sirindhorn Anthropology Centre • Film Archive • Moral Promotion Center

2. **Government organizations in relation to tourism infrastructure**
   This refers to basic tourism infrastructure such as transportation systems, waterworks system, electric systems, communication networks, and public facilities that are under the supervision of several Ministries in Thailand, including

p or	**Ministry of Transport**		
	Government Agency	State Enterprise	Public Organization

	• Department of Airports (DOA) • Department of Rail Transport (DORT) • Department of Land Transport (DLT) • Marine Department (MD) • Department of Land Transport (DLT) • Department of Highways (DOH) • Department of Rural Roads (DRR) • The Office of Transport and Traffic Policy and planning (OTP)	• Civil Aviation Training Center (CATC) • Airports of Thailand PLC. (AOT) • The Civil Aviation Authority of Thailand (CAAT) • Aeronautical Radio of Thailand LTD. (AEROTHAI) • Thai Airways International PLC. • State Railway of Thailand (SRT) • Bangkok Mass Transit Authority (BMTA) • The Transport Company Limited • Port Authority of Thailand (PAT) • Expressway Authority of Thailand (EXAT) • Mass Rapid Transit Authority of Thailand (MRTA) • Airport Rail Link (SRTET)	N/A
	Ministry of Agriculture and Cooperatives	**Ministry of Interior**	**Ministry of Energy**
	Government Agency	State Enterprise	State Enterprise
Waterworks	• Royal Irrigation Department (RID)	• Provincial Waterworks Authority (PWA) • Metropolitan Waterworks Authority (MWA) • Wastewater Management Authority (WMA)	N/A
Electricity	N/A	• Provincial Electricity Authority (PEA) • Metropolitan Electricity Authority (MEA)	• Electricity Generating Authority of Thailand (EGAT)
Public facilities	N/A	• Department of Lands (DOL) • Department of Public Works and Town & Country Planning (DPT)	N/A
Communication networks	**Ministry of Digital Economy and Society**		
	Government Agency	State Enterprise	Public Organization
	• Meteorological Department of Thailand (TMD) • National Statistical Office (NSO) • Office of the National Digital Economy and Security Commission	• TOT (Telephone Organization of Thailand) PCL. • CAT (Communication Authority of Thailand) Telecom PCL. • Thailand Post Limited	• Electronic Transactions Development Agency (ETDA) • Digital Economy Promotion Agency (DEPA)
	Office of the National Broadcasting and Telecommunications Commission (Autonomous Agency)		

3. Government organizations in relation to tourism supports

This refers to services that support smooth travel experiences such as security, finance (currency exchange, tax refunds, etc.), public health service, and disaster protection that are under the supervision of several agencies in Thailand, including

Security	**Royal Thai Police Headquarters**	Immigration Bureau
Finance	**Ministry of Finance** (Government Agency)	The Customs Department The Revenue Department The Excise Department
	Banks and financial institutions	
Health	**Ministry of Public Health**	

Disaster protection	**Ministry of Interior**	Department of Disaster Prevention and Mitigation

4. Government organizations in relation to tourism products and services

This refers to organizations that supervise business operations and maintain fairness, safety, standard, and legitimacy of tourism products and services. Trade, consumer protection, and exports are the responsibilities of The Ministry of Commerce, while market promotion and management agencies are establish as state enterprises under the Ministry of Interior and Ministry of Agriculture and Cooperatives. Meanwhile, the Ministry of Industry is responsible for the promotion and regulation of industries, including

Market	**Ministry of Interior**	**Ministry of Agriculture and Cooperatives**
	State Enterprise	State Enterprise
	• Market Organization	• Marketing Organization For Farmers

	Ministry of Commerce		
Trade	Government Agency	State Enterprise	Public Organization
	• Department of Trade Negotiations • Department of Business Development • Department of International Trade Promotion (DITP) • Department of Foreign Trade (DFT) • Department of Intellectual Property (DIP)	• Public Warehouse Organization (PWO)	• The Gem and Jewelry Institute of Thailand • The Support Arts and Crafts International Centre of Thailand • International Institute for Trade and Development

	Ministry of Industry		
Promotion and regulation	Government Agency	State Enterprise	Autonomous Agency
	Industrial Economic Cluster • The Office of Industrial Economics (OIE) • Office of Cane and Sugar Board (OCSB) **Production Process Supervision Cluster** • Department of Industrial Works (DIW) • Department of Primary Industries and Mines (DPIM) **Industrial and Entrepreneurial Promotion Cluster** • Department of Industrial Promotion (DIP) • Thai Industrial Standards Institute (TISI)	• Industrial Estate Authority of Thailand	• Thailand Productivity Institute (FTPI) • Thai - German Institute (TGI) • National Food Institute (NFI) • Textile Industry Development Institute (TIDI) • Management System Certification Institute (MASCI) • Thailand Automotive Institute (TAI) • Electrical and Electronics Institute (EEI) • Small and Medium Enterprises Development Institute (SMEDI) • Iron and Steel Institute of Thailand (ISITX) • Plastics Institute of Thailand (PIT) • Construction Institute of Thailand (CIT)

5. Government organizations in relation to tourism personnel development

This refers to organizations that focus on promoting, supporting, developing, and creating personnel to enter the labor market in tourism industry, including the Ministry of Education and The Ministry of Labor, as well as public schools and colleges that offer tourism-related studies, namely

Pers	**Ministry of Education**
	Ministry of Labor

	Tourism Public Schools and Colleges	• Chiang Mai University • Burapha University • Maejo University • Mae Fah Luang University • Walailak University • Mahasarakham University • Srinakharinwirot University • Prince of Songkla University • Kasetsart University • Silpakorn University • Khon Kaen University • Ubon Ratchathani University • Nakhon Phanom University • University of Phayao • Naresuan University • School of Tourism and Hospitality Management, Suan Dusit University	• Ramkhamhaeng University • King Mongkut's University of Technology North Bangkok • Suan Sunandha Rajabhat University • Dhonburi Rajabhat University • Chandrakasem Rajabhat University • Phranakhon Si Ayutthaya Rajabhat University • Pibulsongkram Rajabhat University • Rajabhat Maha Sarakham University • Phetchaburi Rajabhat University • Rajamangala University of Technology Tawan-ok • Rajamangala University of Technology Suvarnabhumi • Nakhon Sawan Rajabhat University • Bansomdejchaopraya Rajabhat University • Rajamangala University of Technology Krungthep • Rajamangala University of Technology Lanna • Rajamangala University of Technology Srivijaya • Valaya Alongkorn Rajabhat University under the Royal Patronage

Private Sector

This chapter presents more thorough information on the private sector of the travel and tourism industry in Thailand. Private sectors of travel and tourism industry in Thailand can be divided into two main categories, tourism business and tourism organization. Tourism business refers to those businesses operates to service tourists both directly and indirectly, including

- Tour Operators /Travel Agencies
- Transportations
- Accommodations
- Food & Beverage
- Recreation & Entertainment
- Shopping
- MICE
- Attractions

At the same time, tourism organizations or non-governmental organizations (NGOs) in travel and tourism industry are often operated as an association and founded by a group of similar interests to provide services to its members and others. NGOs in Thailand tourism industry can be categorized into national and international levels. This report focuses on the national level organizations by introducing the overview of each organization, classified on its nature of business, as below.

A. National level organization

On the national level, the tourism organizations or associations usually cooperate and collaborate with the both Thai government and other private agencies which can be divided into three categories regarding its nature of

A.1 Tourism organizations with the same business type or interest normally come together to solve problems and improve certain types of business, as well as strengthen the negotiation power with the government. For instance, Association of Thai Travel Agents (ATTA) is the collective group of tour operators and Thai Hotels Association (THA) is the group of those in accommodations and hotels business. This type of organizations can be divided into eight categories regarding its types of business, namely

1. Tour Operators /Travel Agencies
2. Transportations
3. Accommodations
4. Food & Beverage
5. Recreation & Entertainment
6. Shopping
7. MICE
8. Attractions

A.2 Tourism promotion organizations that is not limitative to any specific type of business but rather aim to promote businesses within the same area or region. For instance, Pacific Asia Travel Association (PATA) is a collective group that aims to increase tourists in the Asia Pacific region, and The Southern of Thailand Tourist Promotion Association (STPA) is the group to promote tourism business within Southern region of Thailand.

A.3 Tourism development organizations such as Tourism Council of Thailand TCT)

A.1 Tourism organizations with the same business type or interest

1. Tour Operators & Travel Agencies

Non-governmental organizations that are established by the group of tour operators, travel agents, and tour guides can be divided by the nature of business into domestic tourism, inbound tourism, and outbound tourism.

1.1 Domestic tourism consists of the following organizations: Association of Domestic Travel (ADT), Association of Thai Tour Operators (ATTO), and Thai Tourism Promotion Association (TTPA).

ADT

(The Association of Domestic Travel)

Thai name	Website
สมาคมธุรกิจท่องเที่ยวภายในประเทศ (สทน.)	www.domesticthailand.com
Status	**Year of establishment**
Non-profit Organization	2000
Area of Operation	**License**
Thailand	Trade Association License issued on February 3,2000

Vision

Stable Thai tourism, strong organization (ADT), Wealthy members

Objective(s)

1. Support and promote Thai tourism businesses
2. Support and assist members in resolving problems, including negotiating agreements with external parties for the mutual benefit of members
3. Promote and support education, research, training, seminar of academic matter, technology, and news regarding Thai tourism to members or organize as a public service
4. Promote and support Thai people to travel domestically and within the neighboring countries by carrying out activities focusing on marketing promotion, tour program development, and service standards improvement
5. Cooperate creatively with tourism organizations both public and private
6. Perform other activities to protect and bring solidarity to members' careers

Main roles and responsibilities

Administrative

- Expanding framework and increasing the efficiency of cooperation between the association and other organizations, both public and private sectors, as well as to maintain good relations between members to develop solidarity within the organization.
- Promoting ethics continuously for entrepreneurs to become a corporate governance businesses
- Cooperating with public and private agencies regarding tourism industry to determine decisive measures in the legal process for the (minor) businesses that have public fraud behavior and can lead to bad reputation of the tourism industry as a whole

Public relations

- Publicizing the activities and operations of the association regularly to the media, organizations, and individuals in relation to tourism industry, as well as disseminating information for the benefits of members via media of the association regularly
- Building good relationships, as well as cooperating and promoting marketing activities with other tourism association in the country
- Giving members the opportunity to exercise their membership rights to promote their business in the scope of the association's regulations
- Organizing recreation activities between members, and organizing CSR activities at least once or twice a year

Marketing promotion

- Encouraging relevant government agencies to financially support tourism associations in the promotion or marketing fairs at least twice a year such as Consumer Fair or Travel Mart, both in Bangkok and other provinces continuously
- Supporting and promoting the tour caravans in different regions continuously to be the main tourism activity to relevant public and private sectors
- Inviting people with knowledge and experience in tourism to meet and share ideas to members in order to continuously develop their thinking and management processes.
- Suggesting overall opinions in relation to tourism marketing to the government
- Developing tourism products both from central and regional areas to be able to offer to the entrepreneurs
- Promoting the development of niche tourisms such as youth groups, conservation groups, agricultural groups, elderly groups, or other groups that are the target group of each member
- Promoting cooperation among members in the form of package tour and creating a suggestion package tour and offering to the relevant government agencies for mutual benefits in developing and promoting tourism in Thailand

Activity

- Organizing tourist destinations surveys to develop business exchanges and opportunities for members
- Expanding numbers of members both in central and regional area creatively
- Organizing recreation activities between members, as well as organizing CSR activities at least twice a year

Academic

- Establishing training programs to provincial and central region entrepreneurs to develop knowledge, as well as establishing a professional development training to strengthen personnel skills and improve the quality of assistance guides professional guides' standards
- Encouraging members to create tourist routes to present to the Tourism Authority of Thailand (TAT) in the Tourism Awards every 2 years and to participate in other competing projects regarding to the policy to promote domestic tourism

Organization Structure

Board of Directors

1 President
1 Secretary
1 Registrar
1 Public relations
5 Vice presidents
1 Treasurer
1 Reception
14 Committees

Board of Advisors

1 President of Advisors
21 Advisors

Member

ADT membership is divided into three categories, namely

1. **Ordinary members** consists of
   - Domestic tour operators
   - Accommodations, hotels and resort
2. **Extraordinary members** are associations and organizations in relation to domestic the tourism industry
3. **Honorary members** are individuals who the Board considers to be experts or rendering valuable services to the association, and are invited to become such members by a resolution of the Association Board of Committee and who have accepted the invitation

According to ADT's member directory, there are currently **408** members in 2018-2020, consists of

Tour operators	231	members
Hotels	122	members
Extraordinary members	55	members

ATTO

(Association of Thai Tour Operators)

Thai name	Website
สมาคมผู้ประกอบการนำเที่ยวไทย (สนท.)	www.facebook.com/pg/attothailand
Status	**Year of establishment**
Non-profit Organization	1986
Area of Operation	**License**
Thailand	Trade Association License issued on November 5, 1986

About / Background

The association is formerly named as Association of Domestic Tour Operators, and is later registered and changed the name to Association of Thai Tour Operators (ATTO) on November 5, 1986.

Objective(s)

1. To encourage cooperation between domestic and international tourism professionals
2. To promote domestic travel and tourism of Thai people to distribute income to the rural regions
3. To promote the business related to domestic tourism
4. To promote and support the conservation of natural resources in existing tourist attractions
5. To promote the creation of jobs and standardized personnel in the tourism industry
6. To develop a good standard in tourism services in order to be accepted by customers
7. To be a center for coordination, dissemination, and exchange of opinions, news, experiences, and academic information in tourism
8. To be a mediator for creating good understanding between members and consumers
9. To cooperate and negotiate agreements with the government and other relevant private agencies to obtain mutual benefits in the tourism business
10. No objective in establishing a billiard or snooker table

Member

N/A

TTPA

(Thai Tourism Promotion Association)

Thai name	Website
สมาคมส่งเสริมธุรกิจท่องเที่ยวไทย (สธทท.)	www.thaitourism.or.th
Status	**Year of establishment**
Non-profit Organization	2006
Area of Operation	**License**
Thailand	Trade Association License issued on February 28, 2006

Objective(s)

1. To promote the operation of enterprises related to the domestic and international tourism business
2. To support and assist members to resolve problems, including negotiating agreements with external parties for mutual benefits in the activities of members, as well as to follow and monitor the tourism business activities both domestically and internationally to facilitate the business, industry, finance, or economy
3. To coordinate and exchange knowledge and opinions regarding academic information, trade news, as well as to research on tourism businesses
4. To collect data, statistics, documents or any information from members regarding the operation of the tourism business, with the consent of the members

5. To promote and develop tourism services domestically and internationally in order to achieve good standards and to be accepted by customers
6. To cooperate with the government in promoting the tourism business operations of members to meet a good standard, as well as to provide assistance to members in negotiation with relevant government and private agencies for the benefit of the members' business
7. To be the center for coordination, dissemination of information, and exchange of knowledge, opinions, and experiences related to tourism business, as well as to support the conservation of natural resources of various tourist attractions
8. To make an agreement or set rules for members to follow in order to enable the smooth process of the member's business operation
9. No objective in establishing a billiard or snooker table
10. To compromise disputes between members or between members and external parties regarding the business
11. To provide welfare to members as far as is not prohibited under Section 22 of the Trade Association Act B.E. 2509

Member

TTPA currently has **148** members, consists of

Ordinary members	112	members
Extraordinary members	36	members

1.2 Inbound tourism consists of the following organizations: Association of Thai Travel Agents (ATTA), Association of Thai Tourism Marketing (ATTM), Thai-Chinese Tourism Alliance Association (TCTA), and Thai Ecotourism and Adventure Travel Association (TEATA)

ATTA

(Association of Thai Travel Agents)

Thai name	**Website**
สมาคมไทยธุรกิจการท่องเที่ยว	www.atta.or.th
Status	**Year of establishment**
Non-profit Organisation	1968
Area of Operation	**Licence**
Thailand	Trade Association License issued on January 22, 1968

About / Background

Association of Thai Travel Agents (ATTA) was established on 22 January 1968, by the group of tour operators with 10 members, as a non-profit organization to support the corporation of public and private sectors in Thai tourism industry.

Objective(s)

1. To promote and support the travel industry
2. To research and analyze relevant data, exchange and expand knowledge in regard to the travel industry
3. To protect and nurture the mutual interests of members, if necessary arbitrating disagreements between members of the Association and non-member business
4. To support and co-operate with the Tourism Authority of Thailand and the Royal Thai Government in increasing the value of tourism to Thailand
5. To simulate, encourage and promote the desire to travel
6. To promulgate rules and regulations that will help members boost the performance and integrity of the travel industry
7. To encourage fair competition in the travel industry
8. To work with non-travel industry companies, associations and individuals in furthering mutual interests and to improve the role of tourism in the national economy
9. To support and improve the efficiency of services rendered by member agents
10. To refrain from political activities deemed detrimental to the above stated aims

Main roles and responsibilities

The association has roles and responsibilities to other departments, including

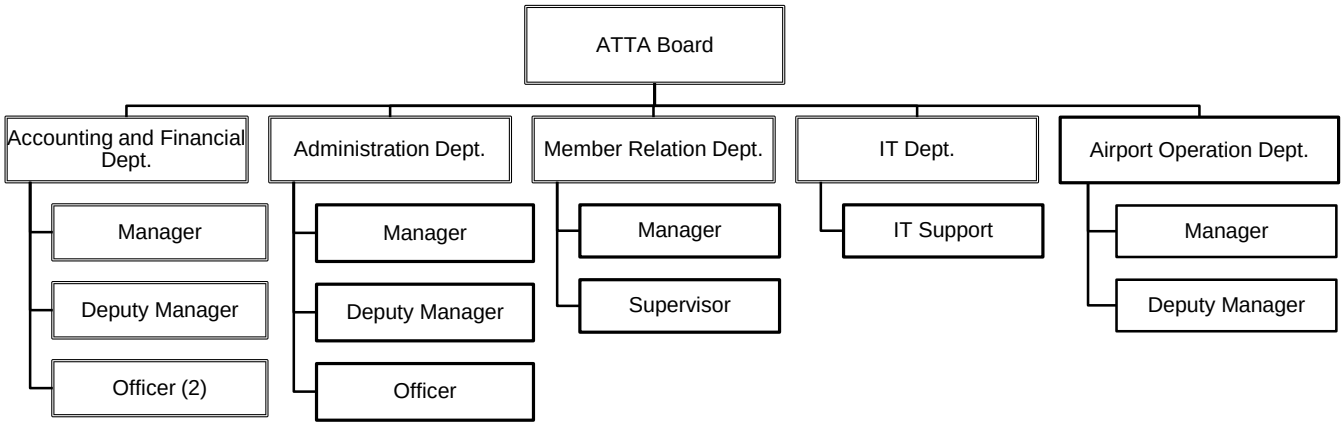
- **Government agencies:** support, suggest, and cooperate with the government to encourage policies and activities that enhance the tourism industry in Thailand
- **Other agencies and associations:** cooperate in enabling activities and policies to be tangible and beneficial to the tourism industry
- **Members:** organize various activities and provide useful information In tourism business, as well as facilitate the pickup of tourists at the airport for members

Organization Structure

ATTA' s management structure is divided into two major parts. First, the Board of Directors, which consists of thirteen active members, some of whom are elected-including the President, four Vice Presidents, Honorary Secretary-General, Honorary Treasurer and other appointed executives, including Public Relations, Registrar, Co-ordinator and Committee Members. The Board of Directors has an administrative term of two years and is responsible for policy making and overseeing the Association's operation as its objectives.
Second, there are 95 members of staff led by the Executive Director, who is responsible for implementing policy and planning, and carrying out operations to meet the stated objectives.

Board of Directors

1 President	6 Vice President	1 Honorary Secretary General
1 Honorary Treasurer	1 Registrar	1 Co-ordinator
1 Public Relations	12 Committee members	



Member

ATTA membership is divided into four categories, namely

1. **Active members** are juristic persons engaging in the tourism industry (tour operating businesses) that has requested to apply for membership and the committee of the association has a resolution to approve the application.
2. **Allied members** are juristic persons engaging in the tourism industry (hotels, restaurants, etc.) that has requested to apply for membership and the committee of the association has a resolution to approve the application.
3. **Honorary members** are qualified persons who are related to the tourism industry such as Governor of the Tourism Authority of Thailand or persons who render valuable services to the association who are invited to become members by a resolution of the committee of the association and who have accepted the invitation.

According to ATTA's member directory, there are currently **1,671** members, consists of

Active members	1,220	members
Allied members	451	members

ATTM

(Association of Thai Tourism Marketing)

Thai name	Website
สมาคมการตลาดท่องเที่ยวไทย	www.facebook.com/attmthailand
Status	**Year of establishment**
Non-profit Organization	N/A

TCTA

(Thai-Chinese Tourism Alliance Association)

Thai name	Website
สมาคมผู้ประกอบการธุรกิจท่องเที่ยวสัมพันธ์ไทย-จีน	www.tctathai.org
Status	**Year of establishment**
Non-profit Organisation	2003

About / Background

The Thai-Chinese Tourism Alliance Association was established in 2003 with the aim to serve the tour operators and travel agencies in Thailand that specialize in the Chinese tourism market. The members of the association are tourism businesses and tourism-related organizations.

Objective(s)

1. Operate in accordance with Thai constitution and Tourism Law
2. Advise and provide knowledge about Thai tourism service industry to members
3. Collaborate with the government to promote Thailand's tourism
4. Create the best impression of tourism in Thailand for the Chinese tourists

Organization Structure

Board of Directors

1 President	5 Vice Presidents
1 Treasurer	1 Registrar
1 Public Relations	4 Committee members

Member

TCTA currently has **199** members, consists of

Ordinary members	143	members
Honorary members	56	members

TEATA

(Thai Ecotourism and Adventure Travel Association)

Thai name	Website
สมาคมไทยท่องเที่ยวเชิงอนุรักษ์และผจญภัย	www.teata.or.th
Status	**Year of establishment**
Non-governmental organization	1997
Area of Operation	**License**

Thailand and other ASEAN countries | Trade Association License issued on December 24,1997

Mission

To be a center Association of Eco-tourism & Adventure Travel in Southeast Asia.

Aim(s)

To share experience-based knowledge and expertise, ensure the sustainability of responsible tourism, and promote meaningful experiences for Thailand's guests.

Vision

To create a dynamic network that promotes sustainable tourism practices in Thailand and ASEAN countries through collaboration and partnership among all sectors both locally and globally.

About / Background

Thai Ecotourism and Adventure Travel Association (TEATA) was founded in 1997, with the aim of creating a network of like-minded tour operators and setting a high standard of nature, adventure, and eco-tourism. Since its establishment, TEATA has focused on building rapport, collaborating with professionals, and creating genuine partnerships across both the private and the public sector. These focuses have enabled TEATA to work towards achieving the long-term goal of sustainable tourism in Thailand.

Objective(s)

1. To promote & market the products of TEATA members through a strong network that is comprised of both governmental and non-governmental stakeholders at local, regional and international levels.
2. To support responsible entrepreneurs and raise awareness of their quality products by showcasing our member's exemplary eco & adventure tourism.
3. To develop and improve the standard of operation (SOP) of eco & adventure tourism in order to enhance the quality of services, the experience of eco tourists, and the conservation benefits of natural and cultural heritages.
4. To develop human resources in sustainable tourism by partnering with all sectors involved in educational activities, trainings, and the diffusion of knowledge and experience.
5. To collaborate and support any efforts (including academic and research projects) that promote sustainable tourism
6. To broaden and strengthen our existing network in order to promote the sustainability of responsible tourism and enhance the partnership of all sectors involved.

Main roles and responsibilities

Networking and partnership

- Creating a network of like-minded tour operators and partnerships across both private and public sectors
- Broadening and strengthening existing network to promote the sustainability of responsible tourism and enhance the partnership of all sectors involved

Collaboration and support

- Working and collaborating closely with the government, private sectors and local communities to enhance environmental conservation, and to ensure that tourism development goes well with nature
- Collaborating and supporting any efforts (e.g. academic and research projects) that promote sustainable tourism
- Being a center for exchanging knowledge and solve problems for members
- Supporting responsible entrepreneurs and conservation programs when and where appropriate

Marketing

- Promoting and marketing the products of TEATA members through a strong network that is comprised of both governmental and non-governmental stakeholders at local, regional and international levels
- Developing and promoting eco and adventure tourism
- Demonstrating and publicizing a good practice of eco and adventure tourism as sustainable tourism

Standard

- Developing and improving the standard of operation (SOP) of eco and adventure tourism to enhance the quality of services, the experience of tourists, and the conservation of natural and cultural heritages
- Setting the standard of tourism related activities and services

Education and training

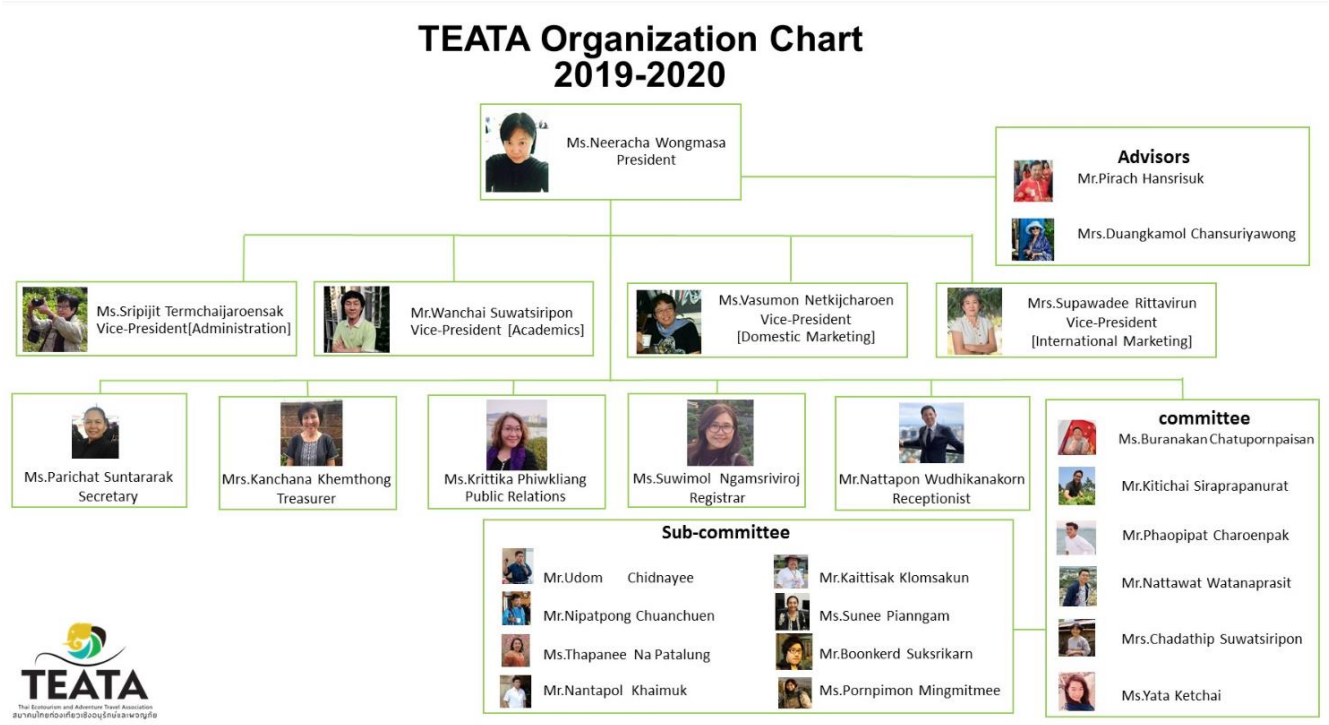
- Providing education and trainings on eco and adventure tourism to its members and general public
- Developing human resources in sustainable tourism by partnering with all sectors involved in educational activities, trainings, and the diffusion of knowledge and experience

Organization Structure

The association committee consists of

1 President
4 Vice Presidents including:
1 Vice President (Administration)
1 Vice President (Domestic marketing)
1 Secretary
1 Public Relation Officer
1 Receptionist
8 Sub-commitees
2 Advisors
1 Vice President (Academic)
1 Vice President (International marketing)
1 Treasurer
1 Registrar
6 Comittees

The executive committee including the president is elected every two years by its members. Apart from the board committee, the association also has four working groups to work on specific topics that need professional knowledge and experience as follows; Marketing, Special activity, Academic issues and Financial sustainability.



Member

Members of the association are comprised of tour operators, eco-lodge owners and green hoteliers. Their specializations range from biking, bird watching and community-based tourism to vertical adventure, jungle trekking and culinary tours! Members are divided into 3 types as listed below.

1. **Ordinary members** are juristic persons operating ecotourism and adventure tourism businesses or eco-friendly accommodation. The member must be legally registered and has qualifications in regard to the standards of the association.
2. **Extraordinary members** are juristic persons, organizations, cooperatives, clubs, or individuals that involve or promote ecotourism and adventure tourism. The member must be legally registered and has qualifications in regard to the standards of the association.
3. **Honorary members** are individuals or juristic persons deemed by the committee to be experts or are someone who has support to the association. The committee of the association has resolved to invite honorary member and that

person has accepted the invitation in writing.

According to TEATA's member directory, there are currently **65** members in 2020, consists of

Ordinary Member	46	members
Extraordinary members	14	members
Other members	5	members (not specified)

1.3 Outbound tourism consists of the following organizations: International Air Ticket Agency Association (ITA), Thai Travel Agents Association (TTAA), and Thai Travel International Association (TTI)

ITA

(International Air Ticket Agency Association)

Thai name	Website
สมาคมผู้จำหน่ายตั๋วเครื่องบินระหว่างประเทศ	www.ita.or.th www.facebook.com/ITATHAILAND
Status	**Year of establishment**
Non-profit Organisation	2003

TTAA

(Thai Travel Agents Association)

Thai name	Website
สมาคมไทยบริการท่องเที่ยว	ttaa.or.th
Status	**Year of establishment**
Non-governmental organization	1984
Area of Operation	**Licence**
Thailand	N/A

Mission(s)

- To be the representative of members in contacting, negotiating, proposing and exchanging opinions with various agencies, both domestic and international.
- Protects the interests and resolves problems so to create stability in members' livelihood.
- Creates new business opportunities for members by increasing sales channels and searching for new tourism products.
- Increases the competitive ability of members by organizing trainings to increase their knowledge, skills, and new perspectives in conducting business.
- Promotes members to conduct their business with set standards, responsibility, and ethics.

Vision

To be a leading tourism association in ASEAN

About / Background

Established in 1984 under the name "Travel Agents Association (TAA), the Association is a gathering of outbound tour operators and air ticket sales distribution agencies. The main objective is to promote and raise the standards of the aforementioned business of members. In 1991, the name of the TAA was changed to be the Thai Travel Agents Association or TTAA, which is still presently used. This reflects TTAA as being a travel association in Thailand and

having a meaning that increasingly covers the tour business.

Since its establishment, TTAA has had a role in promoting and creating stability for BSP agents and outbound tour businesses. This has been the major objective of the Association for its founding. Also TTAA has cooperated with other tourism organizations in promoting the Thai tourism industry to develop and have strength up to the present time.

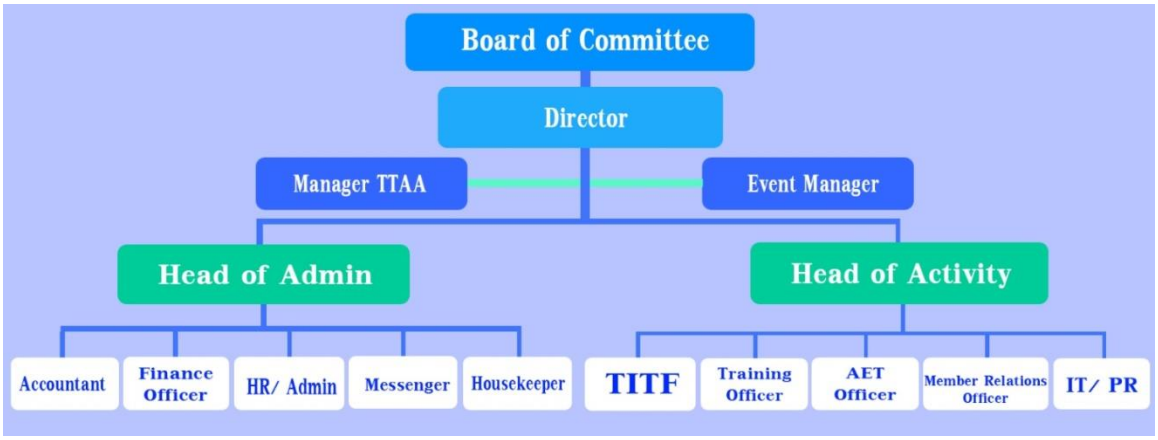
Objective(s)

1. Promote the business operations of travel and tourism through the sales of air tickets, car rentals, train tickets, or tourism, both domestic and international
2. Support and assist members, resolve various obstacles, as well as conduct discussions to make agreements with external parties, follow up the movement of tourism markets, both domestic and international so to be a benefit in conducting business
3. Coordinate the unity and exchanges of knowledge and opinions mutually in academic matters, news, trade, research relating to marketing as well as trainings to increase the knowledge of personnel
4. Request for statistics or documentation or request for statements of understanding from members relating to their air ticket and tourism business operations
5. Cooperate with the government in the tourism promotion to be of a good standard in line with the government's policy
6. Conduct agreements or initiate regulations for members to abide by or refrain from conducting, so that members' business operations can be undertaken without any difficulty
7. Promote health education, sports, and organize entertainment activities
8. Compromise disputes between members or between members and external parties in business operations
9. Provide welfare assistance to members to the extent that it does not violate Article 22 of the Trade Association Act B.E. 2509 (1966)
10. Do not conduct any official trade or political affairs

Main roles and responsibilities

1. Creates networks and mutual relations domestically and internationally with tourism organisations worldwide
2. Raises the standards and potential service competitiveness of members to be of an international level
3. Compiles the knowledge base and tourism business information to disseminate to members and consumers
4. To be an organisation that has status and potential with administrative stability and sustainability in all aspects

Organization Structure



Board of Directors

1 President
7 Vice President
1 Honorary Secretary General
1 Honorary Treasurer

Committee

1 Registrar
1 Public Relations
1 Liaison
15 Committee

Chapter

1 President Northern chapter
1 President Northeastern chapter
1 President Upper-Southern chapter

Advisor

1 Honorary Chief Advisor
3 Honorary Advisor
19 Advisor

1 President Lower-Southern chapter

1 Legal Advisor

Strategy Team

1. Administration and Organizational Development Strategy Team
2. TITF Sales and Event Promotion Strategy Team
3. Marketing & Sales Strategy Team
4. Tourism Products & Services Strategy Team
5. Academic & IT Strategy Team
6. Human Resources Development & Training Strategy Team
7. AEC Connectivity & International Affairs Strategy Team
8. Travel Agency System Strategy Team
9. Members & Organization Relations Strategy Team

Member

TTAA membership is divided into four categories, namely

1. **Ordinary members** Juristic entities that conduct tourism or air ticket sales businesses and have been registered in accordance with the law.
2. **Extraordinary members** Individuals or juristic entities that conduct aviation, hotel, restaurant, or trade businesses or tourism-related organizations.
3. **Provincial Members** are persons who have attributes in accordance with Items 6.1 and 6.2, but have a domicile in the responsible province of the Thai Travel Agents Association Provincial Office.
4. **Honorary members** Individuals that have the attributes or are a juristic entity that has the assistance of the Association in which the Association's Board of Directors has a resolution to allow being an honorary member.

TTAA currently has 867 members, consists of

Ordinary members	638	members
Extraordinary members	110	members
Provincial members	119	members (98 Ordinary and 21 Extraordinary members)
Honorary members	N/A	members

TTI

(Thai Travel International Association)

Thai name	Website
สมาคมผู้ประกอบการท่องเที่ยวไทยระหว่างประเทศ	www.ttithailand.com www.facebook.com/สมาคมผู้ประกอบการท่องเที่ยวไทย-ระหว่างประเทศ-1268276616590906
Status	**Year of establishment**
Non-profit Organisation	N/A

Organization Structure

1 President	1 Chief Advisor	3 Deputy Chief Advisor
3 Advisors	4 Vice President	1 Secretary General
1 Treasurer	5 Committees	1 Deputy Secretary General
2 Public Relations	1 Secretary	1 Deputy Secretary

Tour Guides consists of the following organizations: Professional Tourist Guide Association of Thailand (PGA)

PGA

(Professional Tourist Guide Association of Thailand)

Thai name	Website
สมาคมมัคคุเทศก์อาชีพแห่งประเทศไทย	www.pgathaiguide.com
Status	**Year of establishment**
Non-profit Organisation	1975
Area of Operation	**Licence**
Thailand	Trade Association License issued on July 29, 1975

Mission(s)

To be the centre of coordination in order to assist, cooperate, and exchange ideas between members, and between the private and public sectors.

About / Background

Since the promotion of tourism in 1960, a tour guide has been a career that has grown alongside Thai tourism. Tour guides had had constant meetings and socializing since then until 1975 that the idea of an association for tour guides had been proposed. At an official meeting at Chit Phochana restaurant, many guides at that time had a discussion about the drafting of principles and regulations for the establishment of a professional guide association. Afterwards, about 50 members were gathered and prepared for the establishment of an association with the primary objective of maintaining benefits for members. Then, a draft statute or association regulation was prepared to apply for registration with the Public Security Department, the Police Department and the Cultural Division, Department of Religious Affairs, the Ministry of Education, therefore a "Professional Tourist Guides Association" was established in all respects on the law on July 29, 1975.

The first election of the Association's Executive Committee was held at the Royal Rattanakosin Hotel, with 132 members in attendance.

Since the association was founded and registered under the name " Professional Tourist Guides Association", there was always an attempt for a period of 34 years to change the name by adding "of Thailand" to be the "Professional Tourist Guide Association of Thailand" but had not been successful. Finally in 2008, the application for additional registration to the Department of Provincial Administration, Ministry of Interior had been registered and completed on 7 October 2008, which enabled the association to be "Professional Tourist Guide Association of Thailand" onwards.

Objective(s)

1. To be an organization that is able to protect the rights and legitimate interests, as well as uphold the honor and prestige of the tourist guides
2. To raise the standards and promote the professional status of guide, and focus on the ethics, morals, and professional codes of conduct.
3. To promote cultures, customs and traditions, history, national identity, and support tourism that creates awareness of natural and environment conservation.
4. To promote and disseminate the reputation and honor of a tourist guide profession
5. To support and promote tourism, as well as disseminate the news
6. To provide welfare between members
7. To promote fellowship and brotherhood, as well as to assist, cooperate, and coordinate with members and other organizations to carry out activities that benefit the members or the society as a whole
8. To participate in public service works, including the promotion of sports and entertainment
9. To perform other actions that will help achieve the objectives set out above

Main roles and responsibilities

The Professional Tourist Guide Association of Thailand is the center of coordination, assistance, cooperation, and exchange of ideas in all areas between members, and between the private and public sectors by acting as a representative of the tourist guide profession, including

1. Development
Arranging meetings and seminars for guides, both in language development and tourism knowledge to develop the potential and ensure the good quality service standards of the personnel in the profession. This work also includes tourism development such as meeting with government and private sectors to exchange opinions regarding the promotion and support in sustainable tourism development, participation in rehabilitation and development of deteriorated tourist sites, and supporting the establishment of a tourism learning center for the community.

2. Promotion and public relations
To be a network organization for the Tourism Authority of Thailand and the Department of Tourism, Ministry of Tourism and Sports, as well as other ministries and agencies in promoting and publicizing various marketing activities through guides. This includes public relations via social media, websites, and journals of the association Besides, the association acts as a cultural and international trade ambassador to promote and create impression tangible experience, culture, traditions, and products of the country to tourists, as well as joining the tourism fair both domestically and internationally.

3. Tourism-related problem solving
Assisting and collaborating with the public and private sectors in solving problems such as joining a working group to suppress and prevent illegal tourism businesses that can cause negative impact on the image of Thai tourism, especially in relation to low quality tours that can be deceitful to the tourists. Besides, the association participates in solving problems in the event of a natural disaster by bringing guides in different languages to service tourists who face problems, and in the political crisis or in an emergency that volunteer guides in different languages are sent to help coordinate with relevant agencies, or to be translator between foreigners and locals at the hospital and police stations.

4. Cooperation with several agencies
Accepting as a guest speaker and participating in seminars and academic lectures for educational institutions, and relevant government and private agencies, as well as collaborating with several associations to organize projects. This includes participation in the committee, subcommittee, and working group of the government and private sectors in relation to Thai tourism industry directly and indirectly.

5. **Becoming a member of the World Federation of Tourist Guide Associations (WFTGA) in 2006** and becoming a founding member of the South East Asia Tourist Guides' Association (SEATGA) on 2 December 2004. The president of the association during that period applied to be a member of the WFTGA in 2006. Before that, on 2 December 2004, the association became one of the founding members of the SEATGA in Bali, Indonesia.

6. **Co-establishment of the "Federation of Thailand Tourism Network Associations"** on March 27, 2009 and the president of the PGA at that time was elected as the first president of the association, consisting of 7 founding members which are
   - The Association of Thai Tour Operators (ATTO)
   - Thai Tourism Promotion Association (TTPA)
   - Thai International Tourism Business Association
   - Thai Boat Association
   - The Tourist Transport Association
   - The Professional Tourist Guide Association of Thailand
   - Travel and Environment Media Center

This is to promote and support unity in the private sectors, as well as collaborate with other public and private agencies in tourism industry development in Thailand to meet standards and improve the quality of service and safety. This activity can be enabled by creating a network in the form of tourism associations and clubs to co-create activities on human resource development, marketing, and tourism services, as well as exchanging ideas and knowledge, technology, and statistical data about tourism, especially promoting sustainable tourism and creating immunity with the philosophy of sufficiency economy.

7. Welfare for members
The association provides welfares to the members, including assistance and providing allowance to the family of the members when the member dies due to illness and in the event of an accident. This is achieved by the establishment of "Professional Tourist Guide Savings Cooperative of Thailand" to support savings by providing deposit and loan services to members.

8. **Being a joint representative of the committees, sub-committees and working groups in important public and private sectors such as**
   - Committee for Tourism Business and Guide, Ministry of Tourism and Sports
   - Honorary Treasurer of South East Asia Tourist Guides Association (SEATGA)
   - Sub-committee on drafting sub law under the Tourism Business and Guide Act
   - Sub-Committee on Curriculum and Standardization for Tourism Business and Tour Guide
   - Advisor to the Faculty of Tourism Management (14 January 2016 - 13 January 2019), National Institute of Development Administration (NIDA)
   - Chairman of the Tourist Guide Awards - TAT

Organization Structure

Board of Executive Directors consists of

1 President	3 Vice President	2 Assistant Vice Presidents
1 Secretary	2 Assistant Secretaries	1 Treasurer
1 Assistant Treasurer	1 Registrar	1 Assistant Registrar
1 Public Relations	1 Assistant Public Relations	1 Recpetionist
2 Assistant Recpetionist	2 Executive Committee	3 Committees
16 Honorary Advisors	34 Advisors	

Member

PGA membership is divided into two categories, namely

1. **Ordinary members** are persons with a tour guide or tour leader profession who has tour guide license of all kinds under the Tourism Business and Guide Act
2. **Extraordinary members** are individual or juristic person who is not a tour guide or tour leader but is engaged in a business, a civil service, or a state enterprise in the tourism industry

PGA currently has **1384** members (20 April 2020).

2. Transportations

Non-governmental organizations that are established by the group of transportation providers can be divided by the nature of business into bus and van business, boat business, taxi business, and car rental business.

2.1 Bus and van consists of the following organizations: Provincial Van Association of Thailand (PVAT), The Tourist Transport Association (TTA), Thai Transportation Operators Association (TTOA), and VIP Van Association of Thailand (VVAT).

PVAT

(Provincial Van Association of Thailand)

Thai name	Website
สมาคมรถตู้โดยสารต่างจังหวักแห่งประเทศไทย	www.facebook.com/สมาคมรถตู้วีไอพีประเทศไทย-400494223676402
Status	**Year of establishment**
Non-profit Organisation	N/A

TTA
(Tourist Transport Association)

Thai name	Website
สมาคมรถโดยสารไม่ประจำทาง (สสท.)	N/A
Status	**Year of establishment**
Non-profit Organisation	N/A

TTOA
(Thai Transportation Operators Association)

Thai name	Website
สมาคมผู้ประกอบการรถขนส่งทั่วไทย (สปข.)	www.busthai.net
Status	**Year of establishment**
Non-profit Organisation	2008
Area of Operation	**Licence**
Thailand	Trade Association Licence issued on October 1,2008

Mission(s)

1. Aiming to be a leading organization and being accepted by members sustainably
2. Taking care of and maintain the interests of members
3. Representing the operators in cooperation or objection launched regulations by the government and disseminating the mentioned information to members
4. Developing the transportation business management system in Thailand to support and respond to ASEAN Free Trade Area
5. Developing an effective organization to be able to respond to technological, social services, and the environmental changes

About / Background

The association was established when submitting a request to the Registrar of Bangkok Trade Association to obtain the trade association license (No. 14/2551, registration number 0109551000144) under the name of the Thai Transportation Operators Association (TTOA) on October 1, 2008. Afterwards, TTOA started accepting applications for membership and presently have approximately 200 members in total.

Objective(s)

1. Support and promote bus operators
2. Support and assist members in resolving problems, including negotiating agreements with external parties for mutual benefits in the business of members
3. Promote and support education, research, training, and dissemination of academic data, technology, and news about transportation to members or organize as a public service
4. Promote and support the use of tourism transportation domestically and in neighboring countries among Thai people
5. Carry out activities focusing on marketing promotion, transportation development throughout Thailand, and uthe standard of service
6. Cooperate with tourism organizations both public and private creatively
7. Perform any other activities that will maintain benefits and bring solidarity to the careers of the members
8. No objective in establishing a billiard or snooker table

Organization Structure

1 President	4 Vice Presidents	1 Secretary General
1 Deputy Secretary General	1 Treasurer	2 Assistant Treasurers

1 Registrar	1 Assistant Registrar	1 Public Relations
1 Receptionist	3 Committees	1 Manager
1 Secretary	1 Chief Advisor	20 Advisors

The executive board of the association is elected every two years. The board members that have completed their terms (of two years) may be reelected to be the board memebers again. However, the president of the association cannot hold the position for more than two consecutive terms.

Member

TTOA currently has approximately 200 members in total.

VVAT

(VIP Van Association of Thailand)

Thai name	Website
สมาคมรถตู้วีไอพีประเทศไทย	N/A
Status	**Year of establishment**
Non-profit Organisation	N/A

1.2 Boat consists of the following organization: Thai boat Association (TBA)

TBA

(Thai Boat Association)

Thai name	Website
สมาคมเรือไทย	N/A
Status	**Year of establishment**
Non-profit Organisation	N/A

2.3 Taxi (including motorcycle and tricycle) consists of the following organizations: Motorcycle Taxi Association of Thailand (MTAT), Thai Taxi Association (TTA), and Thai Tuk Tuk Association (TTTA)

MTAT

(Motorcycle Taxi Association of Thailand)

Thai name	Website
สมาคมผู้ขับขี่รถจักรยานยนต์รับจ้างแห่งประเทศไทย	www.facebook.com/motorcycletaxiassociationofthailand
Status	**Year of establishment**
Non-profit Organisation	N/A

TTA
(Thai Taxi Association)

Thai name	Website
สมาคมคนขับแท็กซี่แห่งประเทศไทย	www.facebook.com/สมาคมคนขับแท็กซี่แห่งประเทศไทย-449235065236675/
Status	**Year of establishment**
Non-profit Organisation	N/A

TTTA
(Thai Tuk Tuk Association)

Thai name	Website
สมาคมผู้ประกอบการตุ๊กตุ๊กไทย	N/A
Status	**Year of establishment**
Non-profit Organisation	N/A

2.4 Car rental consists of the following organization: Thai Car Rental Association (TCRA)

TCRA
(Thai Car Rental Association)

Thai name	Website
สมาคมรถเช่าไทย	www.tcra.or.th
Status	**Year of establishment**
Non-profit Organisation	1999
Area of Operation	**Licence**
Thailand	Trade Association Licence issued on July 31,1999

Mission(s)

To develop the car rental industry to be known and trusted as a professional in order to promote the economy and demand for using cars in Thailand

About / Background

The Thai Car Rental Association was established on 31 July 1999 with the main objectives of promoting the car rental business, exchanging information that is beneficial to members and an overall car rental business, and supporting charitable activities for public benefit to society.

Objective(s)

1. To develop and improve the car rental service to be of high quality and standard in order to build confidence for service users or foreign investors
2. To provide members with rules and professional ethics
3. To mediate between the members and service users
4. To implement policies together with public and private sectors in accordance with the economic development.
5. To promote corporate social responsibility activities related to the car rental business, such as job creation and

quality development for drivers, promoting the project 'drive safely' to local service users.

Main roles and responsibilities

1. Acting as a central organization for providing information on car rentals to government agencies or private sectors.
2. Creating tangible standards for car rental services of members
3. Disseminating concepts and comparing the benefits of using car rentals with leasing, leasing arrangement, and buying a car with cash
4. Acting as an intermediary in resolving disputes in car rental problems between the renter and the car rental operator.
5. Promoting and solving problems in relation to car rental industry
6. Developing morality, ethics, and good governance in car rental operators

Organization Structure

1 President	1 Vice President	2 Advisors
1 Secretary	1 Treasurer	

Member

TCRA membership is divided into five categories, namely

1. **Ordinary members** are companies with car rental business
2. **Ordinary members (Up Country)** are companies with car rental business in other provinces
3. **Ordinary members (AEC)** are companies with car rental business overseas
4. **Associate Members** are companies with other businesses related to cars
5. **Joint members** are other associations or organizations

TRCA currently has **39** members, consists of

Ordinary members	18	members
Ordinary members (Up Country)	1	members
Ordinary members (AEC)	1	members
Associate members	18	members
Joint members	1	members

3. Accommodations

Non-governmental organizations that are established by the group of accommodations and hotels operators are Thai Boutique Accommodation Trade Association (TBAA), Thai Hotel Association (THA), and Thai Hotel & Hospitality Management Association (THMA). In addition, there are organizations for apartment operators which are Apartment Business Trade Association (ABTA), Thai Apartments & Rooms Rental Trade Association (TARA), and The Thai Real Estate Association (TREA).

TBAA

(Thai Boutique Accommodation Trade Association)

Thai name	**Website**
สมาคมการค้าธุรกิจที่พักบูติกไทย	tbaa.or.th
Status	**Year of establishment**
Non-profit Organisation	2016
Area of Operation	**Licence**
Thailand	Trade Association Licence issued on March 25, 2016

Mission(s)

- **Character and Storytelling**

Able to accommodate the growth of tourists who appreciate and want to stay in accommodations with creative design, outstanding characters, and have a story to tell.

- **Diversity**
  Create the image of tourism product diversity for Thailand by developing more options for tourists and encouraging the spreading of tourist flows out of touristic cities. Meanwhile, the small boutique accommodation is in harmony with the natural environment or the cultural heritage.

- **Start up**
  Support and promote start-up in boutique accommodation business such as assisting with value-added for the business and hotel management.

About / Background

The starting point is the rise of the awareness of insufficient knowledge in hotel marketing or management that leads to unsuccessful hotel business. After that, the idea of having an association that can provide knowledge and assistance, as well as exchange experiences to strengthen the businesses is established. Therefore, Thai Boutique Accommodation Trade Association (TBAA) is established and registered as a trade association on March 25, 2016. TBAA act as a network for accommodation operators or small and medium-sized boutique hotels, with the main goals to provide knowledge and create marketing cooperation for accommodation operators, and inform government agencies to enact laws or regulate the business accordingly.

Objective(s)

1. To promote the development of outstanding ideas, as well as standardized and quality services to support the growth of boutique hotel business in tourism industry
2. To promote cooperation networks, exchange of experiences and knowledge, and collaboration between small and medium-sized boutique hotel operators domestically and internationally
3. To be a center for cooperation and support of the policy and tourism-related activities from both the public and private sectors
4. To represent the boutique hotel business in Thailand in making suggestions and information, negotiation, and solving problems for members
5. To develop efficient marketing management skills for Members
6. To organize the Thailand Boutique Awards (TBA) contest for small and medium-sized boutique hotels on a regular basis to promote quality, excellency, and creativity in the business

Main roles and responsibilities

1. Promoting boutique hotel business to develop outstanding ideas and be able to provide standardized and quality services to support the growth of boutique hotel business in tourism industry
2. Supporting cooperation networks, exchange of experiences and knowledge, and collaboration between boutique hotel business operators
3. Acting as an intermediary in solving problems and assist in negotiation with the government, state enterprises, and other private business organizations in the tourism industry both directly and indirectly to the development of quality and sustainable tourism
4. Promoting knowledge to expand business, marketing, sales, e-commerce, and channels for public relations
5. Being the main organizer of the Thailand Boutique Awards (TBA) contest to promote creativity and develop sustainable hotels to be compatible with the international market.

Organization Structure

Executive Board of Committees consists of

1 President	3 Vice Presidents	1 Secretary General
1 Treasurer	1 Public Relations	1 Registrar
1 Receptionist	3 Committees	7 Honorary Advisors

Member

TBAA currently has **124** members in total which are divided into regions as presented below.

Bangkok region	15	Members	Central region	15	Members
Southern region	14	Members	Northern region	3	Members

Northeastern region 2 Members

THA

(Thai Hotel Association)

Thai name	Website
สมาคมโรงแรมไทย	www.thaihotels.org
Status	**Year of establishment**
Non-profit Organisation	1963
Area of Operation	**Licence**
Tourism business in Thailand (hotels and other tourist promotion businesses)	Trade Association Licence issued on July 17,1970

Mission(s)

1. To foster the spirit of unity among members and support each other in hotel industry
2. To support tourism in the country with cooperation from tourism organisations in both Thailand and overseas
3. To impart knowledge and coordinate among members without involving politics

Aim(s)

1. Increase the number of members
2. Increase marketing opportunities for members
3. Enhance the importance of membership to members

Vision

To be a centre for cooperation and to create trade opportunities for members

About / Background

Thai Hotel Association was established in 1963 by the Board of Directors and hotel owners called "Hotel Association for Tourist of Thailand". The previous head office was located at the Oriental Hotel. In 1968, the official name of the association was renamed to "Thai Hotel Association" until nowadays.

Objective(s)

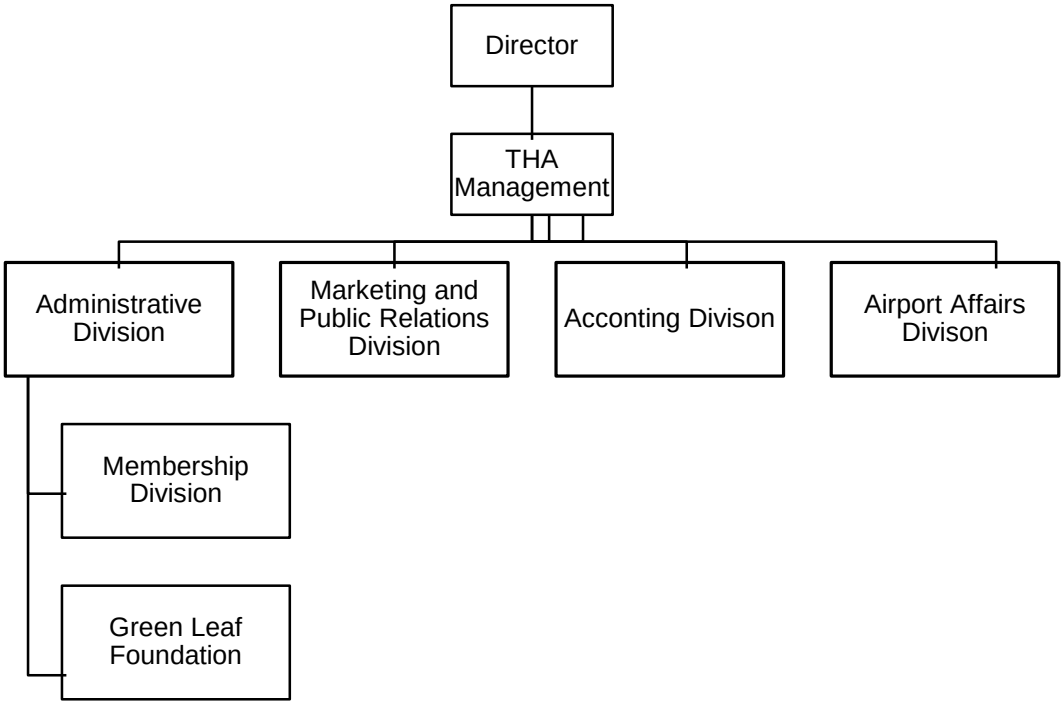
1. To promote private enterprises relating to hotel business and tourism industry
2. To promote and cooperate all members of the Association
3. To support and assist members in resolving various issues, including settling an agreement(s) with external parties in order to sustain mutual benefits of the members enterprises
4. To coordinate and exchange, knowledges, opinions, and techniques, as well as information regarding hotel business and tourism industry
5. To protect, promote and preserve mutual benefits of all members
6. To cooperate and coordinate with the public and private sectors such as organizations, associations, companies, parties, or any persons when the Association deems that such cooperation will assist or provide facilities in Fulfillment of the Association's objectives.
7. To propagate and publicize the activities of the Association, as well as information regarding the hotel business and tourism industry
8. To promote and organise training and seminars regarding the hotel and tourism industry
9. To carry out any kind of business with the aims to enhance or increase benefits for the members
10. To clarify and make proposal to the government, as well as help solving problems and obstacles within the hotel business and tourism industry
11. To cooperate with the government in promoting good standard(s) for the hotel business that is concurrence with government policies
12. To make agreements or set regulations for the members to follow in order to sustain and facilitate the business activities of its members
13. To compromise disputes between fellow members or between members and external parties
14. To promote businesses domestically internationally
15. To join in any charitable activities or make contribution to charity for the public welfare and national security
16. To counsel research and development project, or accept all relevant projects, as well as act as a standard assessing

agency for tourism-related affairs

Main roles and responsibilities

- **Coordination and Cooperation** with the public and private sectors to exchange knowledge and information regarding hotel business and tourism industry.
- **Supporting** members in resolving various issues and carrying out any kind of action to increase and preserve benefits of the members, as well as compromising disputes and setting regulations for members.
- **Marketing and Promoting** business of the members, any relevant enterprises, activities of the association, and hotel and tourism-related information.
- **Standard Development and Trainings** by collaborating with research and development projects and supporting tourism standard development, as well as promoting and organizing trainings and seminars within tourism and hotel industry.
- **External Affairs** with the main responsibilities on government relations, charitable activities, and international relations.

Organization Structure



Executive Board of Directors consists of

1 President
1 Secretary General
1 Chairperson of Environment
1 Chairman of Airport Affairs & Special Activities
1 Chairman of Training & Development
1 Co-Chairman of Environment
2 Co-chairmans of Marketing & Public Relations
1 Deputy Secretary-General & Co-Chairperson of Membership
8 Board Members

5 Vice President
1 Treasurer
1 Chairman of Marketing & Public Relations
1 Chairman of Membership
1 Chairperson of Interntional Affairs
1 Co-Chairman of Airport Affair
1 Co-Chairperson of Special Activities
1 Co-Chairperson of Training & Development
14 Honorary Advisors

The executive board of the association is elected every two years. The board members that have completed their terms (of two years) may be reelected to be the board memebers again. However, the president of the association cannot hold the position for more than two consecutive terms.

9 President of THA Chapters

Eastern Chapter | Western Chapter | Upper Northern Chapter

Lower Northern Chapter
Upper Northeastern Chapter
Lower Northeastern Chapter
Southern Chapter
Southeastern Chapter
Central Chapter

THA Divisions consists of

Secretary-General Division
Marketing and Public Relations Division
Environmental Divison
Social and Special Activity Division
Membership Division
Foreign Affairs Division
Development and Training Division
Thailand Hotel Standard Foundation

Member

THA membership is divided into four categories, namely

1. **Ordinary members** are juristic persons engaging in the hotel business and are lawfully registered in accordance with the qualifications and standards set forth by the Thai Hotels Association Board of Committee and approved in the meeting with a vote not less than four-fifths of the number of the Board members present.

2. **Extraordinary members** are juristic or natural persons engaging in the hotel business which hotels are under construction and with a valid hotel construction license approved in a meeting of the Thai Hotels Association Board of Committee with a vote not less than four-fifths of the number of the Board members present.
3. **Associate Members** are juristic or natural persons engaging in the business relating to tourism industry, except hotel operators who are approved as such in a meeting of the Thai Hotels Association Board of Committee with a vote not less than four-fifths of the number of the Board members present.
4. **Honorary members** are juristic or natural persons rendering valuable services to the Association, who are invited to become such members by a resolution of the Association Board of Committee and who have accepted the invitation.

THA currently has **963** members which are divided into each category as presented below.

Ordinary members	794	members
Extraordinary members	47	members
Associate members	88	members
Honorary members	34	members

THA divides Ordinary members into 11 chapters:

1. Hotels in Bangkok and Perimeter Area (250 rooms or more)
2. Hotels in Bangkok and Perimeter Area (less than 249 rooms) (both with 275 members in total)
3. Hotels in Central Region (3)
4. Hotels in Eastern Region (91)
5. Hotels in Western Region (53)
6. Hotels in Upper Northern Region (80)
7. Hotels in Lower Northern Region (6)
8. Hotels in Upper Northeastern Region (14)
9. Hotels in Lower Northeastern Region (13)
10. Hotels in Southern Region (168)
11. Hotels in Southeastern Region (91)

THMA

(Thai Hotel & Hospitality Management Association)

Thai name	**Website**
สมาคมการบริหารโรงแรมไทย	www.thma.or.th
Status	**Year of establishment**
Non-profit Organisation	2004
Area of Operation	**Licence**
Thailand	N/A

Mission(s)

- THMA aims to develop existing small and medium hotel entrepreneurs as well as the new comers in the industry by enhancing their competitiveness through knowledge based training, seminars, and proper business planning.
- THMA provides business counselling, professional management development, and networking.

Vision

THMA aims to develop small and medium hotel entrepreneurs in Thailand by enhancing their competitiveness through knowledge based development and networking.

About / Background

Small and Medium size hotels account for over 85 % percent of hotel and resort establishments in Thailand, employing over 60 percent of the labor force in tourism industry. During the time of economic crisis, SME hotels have better resiliency and adaptability, in comparison to large hotels. Even at the peak of the crisis, new small hotels were being set up, and some small hotels had been able to expand their business during the crisis. Recognizing SME hotels and resorts as leverage for the benefit of the Thai tourism industry, and with the objective to revitalize small and medium hotel enterprises, Thai Hotel and Hospitality Management Association was established in July 2004, as the center for SME hotels and resorts entrepreneurs' development. The association aimed to build competitiveness for small and medium size hotel entrepreneurs and enhancing their business capabilities.

Objective(s)

1. To be a center for the development and training of senior hotel management, hotel owners, or investors interested in investing in hotel projects.
2. To be a center for knowledge development and modern management technology for hotel management
3. To be a center for hotel management information exchange between senior hotel management via conferences and academic seminars
4. To enhance knowledge and hotel management skills to Thai personnel and raise the level of management to be compatible to international level management.

Main roles and responsibilities

- **Training and development** by organizing entrepreneurial development activities such as training courses, seminars, and develop business-related courses such as food and beverage management, business plan creation, etc.
- **Consultancy services** regarding hotel management
- **Networking and marketing** by creating marketing network and coordinating with members to jointly implement

Member

THMA currently has **124** members in total which are divided into regions as presented below.

Bangkok region	28	Members	Central region	59	Members
Southern region	24	Members	Northern region	13	Members

ABTA

(Apartment Business Trade Association)

Thai name	Website
สมาคมการค้าผู้ประกอบการธุรกิจห้องเช่า	abta.or.th
Status	**Year of establishment**
Non-profit Organisation	2018
Area of Operation	**Licence**
Thailand	Trade Association Licence issued on September 3, 2018

About / Background

The Apartment Business Trade Association (ABTA) was established on September 3, 2018 by the group of apartment business operators, including operators and owners of apartments, rooms, condominiums, rental rooms, etc., to solve problems from the "Announcement of the Committee on Contract regarding to enable the residential building rental business as a contract-controlled business". The association assists its members to litigate in the administrative court, liaise with the government, support entrepreneurs who have suffered from the announcement, and organize activities, meeting, training, and seminars to provide knowledge regarding the apartment business.

Objective(s)

1. To promote and support members with residential rental business
2. To promote unity and good relations among the rental business members across Thailand, as well as to provide members an opportunity to exchange ideas, knowledge, attitudes, and experiences.
3. To enhance knowledge and understandings of entrepreneurs regarding improving rental standards, management skills, and providing good service to customers in order to raise the standard and enable efficient growth of rental business in Thailand through sustainable business development planning
4. To be the center of contact, coordination, and representative of the rental business operators in presenting the problems, obstacles, and needs to relevant public and private agencies concerning providing information, promotion, dispute, clarification, and any relevant actions to the residential rental business
5. To be the center of communication in the rental business and the operation of the association
6. To provide assistance to members including providing advice and support to members in the event of a dispute

Organization Structure

Executive Board of Directors consists of

1 President	3 Vice Presidents	11 Committees

Member

N/A

TARA

(Thai Apartments & Rooms Rental Trade Association)

Thai name	Website
สมาคมการค้า อพาร์ตเมนต์ และห้องเช่าไทย (สอ.ชท.)	www.tarasiam.com
Status	**Year of establishment**
Non-profit Organisation	2018
Area of Operation	**Licence**
Thailand	Trade Association Licence issued on August 27, 2018

About / Background

Groups of apartments and rooms rental business operators have establish an association that can represent operators in the cancellation of the apartments and rooms rental announcements in 2018 and any other announcement in the future. The official name of the association is "Thai Apartments & Rooms Rental Trade Association" (TARA).

Objective(s)

1. To represent the business operators in enabling cancellation or correction of the apartments and rooms rental announcement to be fair and acceptable by the operators
2. To be a representative of business operators to contact and coordinate with the government in considering the announcement or law that can benefit members, business operators, and customers
3. To develop the rental business to meet the needs of the market
4. To develop big data integration center that can be used for business development and new innovation creation to be shared for the benefit of both operators and customers
5. To be a learning center that promotes apartments and rooms rental business

Organization Structure

Executive Board of Committees consists of

2 Honorary Advisors	2 Advisors	1 President	1 Vice President
1 Treasurer	5 Committees	1 Secretary	

Member

N/A

TREA

(Thai Real Estate Association)

Thai name	Website
สมาคมอสังหาริมทรัพย์ไทย	thairealestate.org
Status	**Year of establishment**
Non-profit Organisation	1972
Area of Operation	**Licence**
Thailand	Trade Association Licence issued on July 12, 1972

Vision

Thai Real Estate Association will be an association of real estate professional, academic, and activity excellence in order to strengthen the real estate business standard of Thailand to be compatible with the international market.

About / Background

Thai Real Estate Association (TREA) was established on July 12, 1972 with the name “Land, Housing, and Construction Operators Association”. In 1992, the Executive Committees resolved to change the name of the association to "Real Estate Trade Association". Then in 1997, the Executive Committees have resolved to change the association name again to be "Thai Real Estate Association" and the name has been used since then until present.

TREA plans and determines the policy to “develop real estate business sustainably”. This policy is also in line with the government policy in planning strategy to recover national economic through restoring real estate business.

Objective(s)

1. Coordinate and cooperate with private and public organizations relating to real estate sector both internal and external country to enhance the standard of real estate business effectively.
2. Expand and build up the relationship among members to exchange their experiences.
3. Provide academic services to members by using knowledge bases from real estate business expertise.
4. Develop data base system for members to use for analyzing systemically including publicizing to both members and general public

Organization Structure

Executive Board of Committees consists of

23 Advisors	1 President	7 Vice Presidents
1 Secretary	1 Treasurer	36 Committees

Member

N/A

4. Food & Beverage

Non-governmental organizations that are established by the group of food and beverage businesses are Barista Association of Thailand (BAT), Food and Beverage management Association (FBMA), Food Services Association of Thailand (FSAT), Restaurant Business Association (RBA), Thailand Chefs Association (TCA), and Thai Restaurant Association (TRA).

BAT

(Barista Association of Thailand)

Thai name	Website
สมาคมบาริสต้าไทย	www.thaibarista.org
Status	**Year of establishment**
Non-profit Organisation	2005
Area of Operation	**Licence**
Thailand	N/A

Mission(s)

BAT's missions are to promote coffee-making among interested members of the public and to help raise, as well as set, higher standards for the 'barista' profession. BAT also focuses on developing the skills of Thai baristas for international competitions while acting as a meeting point for members to exchange their knowledge and experience, and performing the role of a coordinator for all related international organizations.

About / Background

The inception of the Barista Association of Thailand (BAT) was brought on by a group of professional baristas and barista trainers who wish to disseminate the understanding and the knowledge about barista to a wider group of people, and to develop the skills of Thai baristas to meet international standards. With coffee business flourished extensively during the past 4-5 years, the demand for baristas has also been on a rise.

Accordingly, there has been an agreement among professional baristas and barista trainers that Thailand is now in need of a central body to help further develop the skills of local baristas to meet internationally-recognized standards. Initially, the group had an intention to join the Specialty Coffee Association of Thailand (SCAT). However, due to some unexplainable delays and limitations, the SCAT establishment is never completed until today.

At the beginning of 2005, a group of professional baristas and barista trainers reached a preliminary conclusion on their readiness to set up a club or even an association, to carry out their agreed-upon mission without waiting for SCAT. In several meetings that followed, ideas and suggestions have been made among group members before an agreement was made to form an association, which can collaborate with both government agencies and international bodies more effectively, and better express the group's determination and adherence to transparency of its works.

Objective(s)

1. To disseminate knowledge and promote coffee-making among the public
2. To raise and set standards for barista profession
3. To develop skills of profession baristas for national and international competitions
4. To be the meeting point for members to exchange their knowledge and experience
5. To be the coordinating and information-exchanging center between members and international organizations
6. To encourage no policies or agenda that promote gambling or profit-making and sharing
7. To carry out no politics-related activities

Main roles and responsibilities

- **Interact with Government Organization**
  BAT coordinates with government organization both in-country and internationally with aim to position itself as a well-recognized association focusing on an improvement of Thai barista skills as well as an enhancement on coffee quality of Thai industry to meet specialty coffee standards.

- **Skill-Building Workshop/Training**
  BAT provides coffee knowledge to public by arranging various level of barista training range from basic beginner followed by advanced barista course and up to sophisticated barista training for competitions. Up to date techniques and tips on roasting, blending and cupping are also included in some courses. BAT welcomes both its registered members and public to join.

- **Barista Jam**
  BAT regularly arranges to meet with members with an objective to share and exchange coffee knowledge. The subject may vary from local coffee event to new ideas discussed in international levels. BAT tends to have more for barista clinic where common error of barista work can be raised and alternative solutions be provided. Previous happening included roasting, cupping, blending and latte art techniques. The latest event, blending competition, went well. It benefits to roaster, blender, and cuppers who join the day.

- **Administration of Member Link**
  An administration work mainly covers member registration, accounting, and event organizing. For members, BAT tries to connect with them through several channels in order to provide knowledge and update facts. One of these is through our Newsletter. BAT has already produced 2 newsletters last year and target to have it on a quarterly basis when people resource is well set. BAT website is regularly updated with industry news. BAT also joins most coffee happenings to promote our present and objective.

Organization Structure

Executive Board of Directors consists of

1 President	1 Vice President	1 Reception
1 Secretary	1 Treasurer	2 Public Relations
4 Committees		

Member

N/A

FBMA

(Food and Beverage management Association)

Thai name	Website
สมาคมนักบริหารงานอาหารและเครื่องดื่ม	www.facebook.com/Food-and-Beverage-Management-Association-322112241582034/
Status	**Year of establishment**
Non-profit Organisation	N/A

FSAT

(Food Services Association of Thailand)

Thai name	Website
สมาคมผู้ประกอบการร้านอาหารและแผงลอยแห่งประเทศไทย	www.facebook.com/สมาคมผู้ประกอบการร้านอาหารและแผงลอยแห่งประเทศไทย-1681078845307485
Status	**Year of establishment**
Non-profit Organisation	N/A

RBA

(Restaurant Business Association)

Thai name	Website

สมาคมผู้ประกอบการร้านอาหารและแผงลอยแห่งประเทศไทย www.facebook.com/RBAFOOD

Status	Year of establishment
Non-profit Organisation	N/A

TCA

(Thailand Chefs Association)

Thai name	Website
สมาคมเชฟประเทศไทย	www.thailandchef.in.th
Status	**Year of establishment**
Non-profit Organisation	1982
Area of Operation	**Licence**
Thailand	N/A

About / Background

The Thailand Chefs Association was registered in 1982, as the Executive Chefs Association, with only 35 members back then. The first culinary Competition was held along then in one of the few newly opened hotels in Bangkok. In 1992 the name was changed to The Thailand Chefs Association, and in the same year it was affiliated with the World Association of Cooks Societies (WACS) which today has a total membership of more than 70 countries worldwide. For over 10 years this Association has been the driving force in developing and educates the local chefs and cooks to the highest culinary standards possible.

Due to some political turmoil the association was dissolved in 2002, and newly organized to the today Thai Chefs Association, with again over 200 members mostly of them Thai nationals, and they are working in various hotels, cooking school, restaurants and catering establishments in Bangkok, but we are also having chapters in the country side, such as Kho Samui, Phuket, Hua-Hin, Pattaya, Chiang Mai and Korat, that are affiliated to our association, plus supporting members from the food industry. In its brief history, the Thai Chefs? Association has coordinated various national culinary teams which have won numerous awards in international culinary exhibitions.

Objective(s)

1. To support and promote the participation and capability of Thai chefs in international level competitions
2. To offer culinary-related news and activities such as visiting food producers, seminars, and magazines
3. To set up a national standard of Thai Chefs Certificates along with the requirements of the international skills development
4. To foster cooperation and professional communication along with the WACS to develop a worldwide standard for cooks and chefs certificates
5. To endorse the know-how of Thai cooks and provide training programs for members
6. To establish Thailand as a center of regional culinary excellence

Organization Structure

Executive Board of Directors consists of

1 President	5 Vice Presidents	1 Secretary-General / Director Finance
1 Secretary	1 Director Monthly Meeting	1 Asst. Director Monthly Meeting
1 Director of Registration	1 Director of Public Relations	1 Public Relations
1 Director Social Contribution	1 Director of the Competition	1 Asst. Director of the Competition
1 Director Junior Chef	1 Competition Training	1 Director of IT
4 Committees	5 Sub-Committees	3 Advisors

Member

N/A

TRA

(Thai Restaurant Association)

Thai name	Website
สมาคมภัตตาคารไทย	N/A
Status	**Year of establishment**
Non-profit Organisation	1977
Area of Operation	**Licence**
Thailand	Trade Association Licence issued on May 26,1977

Mission(s)

The aassociation's mission is to promote and support restaurant businesses through various activities such as providing information relating to restaurant careers and businesses, as well as training in relation to food and restaurant. TRA also support the knowledge development in restaurant business and coordinate with relevant agencies. In addition, TRA is a liaison between members to ensure the standard prices in product trades. Currently, TRA focuses on developing and encouraging standards for restaurants to support the business and response to the consumers' needs.

About / Background

Thai Restaurant Association was established by the group of restaurant business owners as a non-profit organization, with an important aim in creating benefits for society, as well as giving entrepreneurs the opportunity to meet, socialize, and exchange ideas and professional experiences. Afterwards, the association was registered as a trade association on May 26, 1977 under the Trade Association Act B.E. 2509, which was licensed and under the supervision of the Office of the Trade Association Registration, Bangkok, Ministry of Commerce.

Objective(s)

- To create benefits for society
- To give restaurant owners the opportunity to meet, socialize, and exchange ideas and experiences

Main roles and responsibilities

- Promoting and supporting food and beverage businesses
- Creating and maintaining agreements and regulations for members to enable smooth procedure in
- Cooperating with the government to promote nutrition and standards in food and beverage that also align with government policies.

Organization Structure

1 President | 13 Advisors | 20 Committees

Member

TRA membership is divided into four categories, namely

1. **Ordinary members** are individuals or juristic persons engaging in the food and beverage business and are lawfully registered
2. **An extraordinary member** are individual or juristic persons engaging in trade, industry, or finance in relation to the food and beverage business and are lawfully registered
3. **Lifelong members** are individual or juristic persons engaging in the food and beverage business and are lawfully registered
4. **Honorary members** are people whom the Board considers to be qualified or rendering valuable services to the association, who are invited to become members by a resolution of the committee of the association and who have accepted the invitation.

5. Recreation & Entertainment

Non-governmental organizations that are established by the group of recreation and entertainment businesses can be divided by the nature of business into Parks and Zoos, Shows and Festivals, Spa and Beauty, Medical and Wellness, and Leisure Sports.

5.1 Parks and Zoos refer to the Thai Amusement and Leisure Park Association (TAPA)

TAPA

(Thai Amusement and Leisure Park Association)

Thai name	Website
สมาคมสวนสนุกและสวนพักผ่อนหย่อนใจ (สพจ.)	www.tapa.or.th
Status	**Year of establishment**
Non-profit Organisation	1993
Area of Operation	**Licence**
Thailand	Trade Association License issued on April 28,1993

About / Background

The Thai Amusement and Leisure Park Association (TAPA) was established on April 28, 1993, in accordance with the Trade Association Decree B.E.2509 with the Bangkok's Trade Association Registrar, Ministry of Commerce. TAPA is an initiative by Thailand's leading amusement and leisure park operators and companies, namely Suan Siam, Dream World, Safari World, Samut Prakan Crocodile Farm and Zoo, and Sampran Crocodile Farm, with the intention to strengthen the relationship between the amusement and leisure park operators, as well as to strengthen good relationships between the amusement and leisure park operators with government agencies.

Amusement and leisure parks can be fundamentally considered as an important enterprise to the country. Since the parks are one of the mechanisms that help sustains And maintains the mental health of the citizens. However, the theme park, water park, and recreation park are not recognized sufficiently in government agencies and network organizations. The integration of amusement and leisure park entrepreneurs is therefore a good opportunity for the private sector to coordinate with the government. This will be beneficial for the development of the amusement and leisure park in the country to meet the international standards and supporting sustainable tourism in Thailand.

Objective(s)

1. To promote amusement and leisure park enterprises
2. To support and assist members in solving problems, as well as negotiating an agreement with an external party for the mutual benefit of the members, including monitoring and tracking the development of amusement and leisure parks business
3. To harmonize and share knowledge and mutual opinions in relation to academic, trade news, and research about amusement and leisure park businesses
4. To request statistics, documents, or any messages from members regarding the operation of amusement and leisure parks, with the consent of the members
5. To promote the quality of amusement and leisure parks to meet suitable standards
6. To cooperate with the government to strengthen the amusement and leisure parks business, with the aim to be in good standards and in line with government policies
7. To make agreements or set rules for members to follow for the successful operation of the member's enterprise
8. To occasionally promote health, sports, and entertainment
9. To compromise disputes between members or between members and external parties regarding enterprise operation
10. To support members regarding welfare to the extent that it is not prohibited under Article 22 of the Trade Association Act B.E. 2509

Organization Structure

The Board of Committee consists of

1 President	4 Vice Presidents	1 Secretary General	1 Treasurer
1 Registrar	2 Receptionist	2 Public Relations	5 Committee

The Board of Advisors consists of
5 Advisors

Member

TAPA currently has **15** members

5.2 Shows and Festivals consist of the following organizations: Dramatic Works Association (DWA), The National Federation of Motion Pictures and Contents Associations (MPC)

DWA
(Dramatic works association)

Thai name	Website
สมาคมนาฏกรรมประเทศไทย	www.facebook.com/Dramaticworksassociation
Status	**Year of establishment**
Non-profit Organisation	N/A

MPC
(The National Federation of Motion Pictures and Contents Associations)

Thai name	Website
สมาพันธ์สมาคมภาพยนตร์แห่งชาติ	www.mpc.or.th
Status	**Year of establishment**
Non-profit Organisation	N/A

5.3 Spa and Beauty consist of the following organizations: Thai Spa Association (TSA), The Federation of Thai Spa & Wellness Association (FTSA), Hair Dresser & Beauty Specialist Association of Thailand (HBAT), Thai Lanna Spa Association (TLSA), and Thai Spa Operators Association (TSOA)

TSA
(Thai Spa Association)

Thai name	Website
สมาคมสปาไทย	www.facebook.com/ThaiSpaTSPA www.thaispaassociation.com
Status	**Year of establishment**
Non-profit Organisation	2003

Area of Operation	Licence
Thailand	N/A

About / Background

Thai Spa Association (TSA) was established in February 2003 to support and promote the Thai spa industry both nationally and internationally. TSA was one of the first spa associations in the region. Due to the continuous growth of Thai spa industry, TSA has a policy to promote the spa industry, including spa business operators, equipment and products for spa and health business manufacturers, health consulting business, educational institutions, and other relevant operators in Thailand to have knowledge and capability in their professions, as well as concern about work ethics, social responsibility, and health of customers. In addition, TSA also assists with public relations and marketing on both national and international level.

Nowadays, TSA has about 450 members in more than 15 countries, with more than 80% of its members being the main representatives of leading spa services and product distributors of Thai spa. Besides, TSA is also supported and recognized by international members from various countries including China, England, Finland, Germany, India, Malaysia, Macao SAR, Norway, Russia, South Africa, Spain, UAE, USA, Ukraine, and Vietnam.

Objective(s)

1. To promote the spa industry and general standards of the spa industry and the welfare of consumers
2. To be the voice of the spa industry in Thailand including arranging training on the value and benefits of spa
3. To support and assist members in solving problems, negotiating agreement with third parties for the mutual benefit of the business, and monitoring market trends regarding members' businesses on both national and international level for the benefit of trade, finance, economy, and the security of the country, as well as the involvement of spas and any relevant products services to the spa industry
4. To conduct research on any relevant matters or businesses that are in the scope of TSA's work and interest, as well as to exchange and disseminate relevant academic knowledge and trade news
5. To promote the quality of products manufactured or distributed by members to meet the recognized standards, as well as to research and improve methods of production and trade
6. To cooperate with the government in promoting trade, industry, finance, or any other business that is in line with TSA objectives
7. To make agreements or set regulations for the members to follow in order to sustain and facilitate the business activities of its members
8. To compromise disputes between fellow members or between members and external parties

Main roles and responsibilities

To promote the spa industry and general standards of the spa industry and the welfare of consumers, such as preparing standards for employees, training, setting up a spa. Spa execution and delivery of spa products and equipment

Member

N/A

FTSA

(The Federation of Thai Spa & Wellness Association)

Thai name	Website
สมาพันธ์สมาคมสปาแอนด์เวลเนสไทย	www.facebook.com/thaispafederation www.federationspaandwellness.com
Status	**Year of establishment**
Non-profit Organisation	N/A

HBAT

(Hair Dresser & Beauty Specialist Association of Thailand)

Thai name	Website
สมาคมช่างผมเสริมสวยแห่งประเทศไทย	www.facebook.com/HA.ofthailand
Status	**Year of establishment**
Non-profit Organisation	N/A

TLSA

(Thai Lanna Spa Association)

Thai name	Website
สมาคมไทยล้านนาสปา	thailannaspaassociation.com
Status	**Year of establishment**
Non-profit Organisation	N/A

TSOA

(Thai Spa Operators Association)

Thai name	Website
สมาคมผู้ประกอบการสปาไทย	www.facebook.com/thaispaoperators
Status	**Year of establishment**
Non-profit Organisation	N/A

5.4 Medical and Wellness consist of the following organizations: Thai Medical and Wellness Tourism Association (TMTA) and Thai Society of Travel Medicine (TSTM)

TMTA

(Thai Medical and Wellness Tourism Association)

Thai name	Website
สมาคมการท่องเที่ยวเชิงการแพทย์ไทย	www.facebook.com/ThaiMedicalAndWellnessTourismAssociation
Status	**Year of establishment**
Non-profit Organisation	2012
Area of Operation	**Licence**
Thailand	Trade Association License issued on April 3,2012

Mission(s)

To be a centre of network creation and improve knowledge in various fields for entrepreneurs on both national and international levels

About / Background

Thai Medical and Wellness Tourism Association (TMTA) is an organization that represents the collective interests of hospitals, medical specialists, healthcare professionals, supporting service companies, and practitioners involved in the

promotion of inbound medical tourism into Thailand.

Objective(s)

1. To be a center platform of providing news and services regarding health and wellness
2. To be the information center that connects customers and service providers, while keep maintaining the development of the medical and health tourism business for the benefit of members
3. To support members in the development of service quality to meet national and international standards
4. To be the center of coordination between government agencies and members of the association, as well as to seek assistance from other organizations to support in academic and quality development for the benefit of members
5. To be a center of cooperation between government agencies and members of the association in public relations and marketing in the field of medical tourism
6. To be the center of capacity development for members to be prepared for the ASEAN Community.

Member

N/A

TSTM

(Thai Society of Travel Medicine)

Thai name	Website
ชมรมเวชศาสตร์การเดินทางและท่องเที่ยวแห่งประเทศไทย	www.thaitravelmed.org
Status	**Year of establishment**
Non-profit Organisation	N/A
Area of Operation	**Licence**
Thailand	N/A

About / Background

Thai Society of Travel Medicine (TSTM) is established by personnel from various sectors including doctors, nurses, academics, public health officials, as well as tourism associations and operators both in the public and private sectors. The main objective is to promote, develop, research, and disseminate knowledge and academic works related to travel medicine and tourism which will ultimately bring happiness, good health, and safety in traveling to the general public.

Objective(s)

To promote, develop, research, and disseminate knowledge and academic works related to travel medicine and tourism

Organization Structure

TSTM has progressed accordingly and elected the new **Board of Committees** on the annual general meeting, including

1 President
6 Academic Officials
1 President of Editor
1 Information Technology Official
1 Academic Conference Official
1 Recreation Official
1 Vice President and Editor
1 Secretary General
1 Editor and Information Technology Official
1 Treasurer
1 Public Relation Official
1 Receptionist

Member

N/A

5.5 Leisure Sports consist of the following organizations: Association of Thailand Underwater Sports (ATUS), Thai Cycling Association (TCA)

ATUS

(Association of Thailand Underwater Sports)

Thai name	Website
สมาคมกีฬาดำน้ำแห่งประเทศไทย	www.atus-thailand.org
Status	**Year of establishment**
Non-profit Organisation	2004
Area of Operation	**Licence**
Thailand	Trade Association License issued on March 20,2005

About / Background

ATUS was founded on 12 December 2004 and registered as an officially association in Thailand on 20 March 2005. ATUS is the national diving association of Thailand and internationally recognized by being full voting member of the World Underwater Federation (CMAS).

More than 120 countries worldwide are associated with CMAS as they, same as ATUS, follow the high and safe diving standards and the same structure of CMAS organization. Therefore the ATUS also is allowed to call itself proudly “CMAS Thailand” Same as CMAS, ATUS is internationally recognized and cooperates with:

- UNESCO (United Nations Educational, Scientific and Cultural Organization)
- IOC (International Olympic Committee)
- IUCN (The World Conservation Union)
- GAISF (General Association of Sport Federations)
- IWGA (International World Games Association)

The main structure of CMAS and all associated diving federations, as well ATUS, is mainly based on a steering board, committees and commissions

Objective(s)

1. To direct, develop and regulate underwater activities and underwater sports in Thailand
2. To develop and encourage the understanding and preservation of the underwater world
3. To promote underwater activities at all levels in Thailand
4. To organize for all underwater sport disciplines, world championships, and sport events for which ATUS and CMAS shall have the sole ownership and rights
5. To organize events, fairs, exhibitions regarding the underwater sports
6. To promote or carry out scientific activities or initiatives of any kind
7. To encourage friendship between all members of the underwater activities and promote sportsmanship and fair play
8. To represent the underwater sport disciplines and defend its interests before all national and international authorities
9. To cooperate with the CMAS, the International Olympic Committee, the World Anti-Doping Agency (WADA), and all national and International sport authorities and organizations in order to achieve its objectives

Organization Structure

ATUS Board of Directors consists of

1 President	1 Vice President	1 Secretary General
1 Treasurer	1 Registrar	7 Committees

ATUS personnel consists of

1 Secretary and Legal	1 Diving Administration	1 Sports Administration
1 Thai National Fin swimming Team Coach	1 Thai National Fin swimming Manager	
1 Underwater Sports Manager and International Fin Swimming Referee		

Member
N/A

TCA
(Thai Cycling Association)

Thai name	Website
สมาคมกีฬาจักรยานแห่งประเทศไทย ในพระบรมราชูปถัมภ์ (สจท.)	www.thaicycling.or.th
Status	**Year of establishment**
Non-profit Organisation	
Area of Operation	**Licence**
Thailand	

Mission(s)
To develop management system and promote sports personnel to meet international quality and standards, as well as support the sufficient increase of both quality and quantity of cyclists for excellency and career development.

Vision
TCA for the development of agile athletes, advanced executive, extensive cycling, and professional cyclists

About / Background
In 1959, Thailand was honored to host the 1st Laemthong Games in Bangkok and had also organized a bicycle sport competition at this time. However, in order to organize a competition, an organization for each particular sport is needed and that organization must also be a member of the International Cycling Federation (UCI = Union Cycliste Internationale). Therefore, the Thai Cycling Association (TCA) is founded. In addition to cycling, volleyball and swimming also did not have their own organizations. For this reason, there are three people who lead the establishment of three sports at the same time, including the head of the People's Sports Department of the Physical Education Department for volleyball, the person from Naval Welfare Department for swimming, and the person from Kasetsart University for cycling.

Objective(s)
1. Cycling has become a successful and popular sport that creates happiness for society
2. To have an internationally recognized standard in the management of a professional cycling competition
3. To have efficient sport science that can promote and develop the performance of professional cyclists
4. To develop the management system according to the strategic plan of the Sports Authority of Thailand

Main roles and responsibilities
1. Practicing and formulating policy and strategic plan of the association to be in accordance with the strategic plan of the Sports Authority of Thailand
2. Promoting, supporting, disseminating, and developing an excellence in cycle sport for the successful of professionals of Thailand
3. Developing an excellence in bicycle management system to have international level efficiency and standards
4. Being a center of and ensure that all cycling-related activities, including amateur, semi-professional, and professional levels are consistent with and in accordance with the Union Cycliste Internationale (UCI) rules and regulations

Organization Structure

TCA Board of Directors consists of

1 President	9 Vice Presidents	1 Chief Honorary Advisor
1 Chief Advisor	1 Vice President and Regulations	1 Vice President and Welfare
1 Vice President and Youth and Women	1 Vice President and Registration	1 Vice President and Medicine
1 Vice President and Support	1 Secretary General	
1 Deputy Secretary General and Treasurer	1 Deputy Secretary General and Public Relation	

Member

TCA membership is divided into three categories, namely

1. **Ordinary members** are juristic persons (government agencies, state enterprises, associations, educational institutions, or clubs) operating activities related to cycling or cycling promotion.
2. **Extraordinary members** are natural associations or clubs with qualifications other than ordinary members
3. **Honorary member** is a person whom the Committee deems to be a qualified person or a person who renders valuable services to the association, who are invited to become such members by a resolution of the Association Board of Committee and who have accepted the invitation.

6. Shopping

A non-governmental organization that is established by the group of operators and producers that support shopping can be divided by the nature of business into shop and market operators, and product and souvenir producers

6.1 Shops and markets consists of the following organizations: Thai Fresh Market Association (TFMA), Thai Retailers Association (TRA), Thai Shopping Center Association (TSCA)

TFMA

(Thai Fresh Market Association)

Thai name	Website
สมาคมตลาดสดไทย	www.thaifreshmarket.net
Status	**Year of establishment**
Non-profit Organisation	N/A

Mission(s)

To maintain the Thai way of fresh market within Thai society, as well as elevate it to meet international standards regarding the policy 'Thailand kitchen to the world' of the government.

About / Background

This trade association was established under the Trade Association Act 1966 and is under the supervision of the Provincial Trade Association Registration Office. The name of this trade association is "Thai Fresh Market Association".

Objective(s)

1. To preserve the Thai fresh market and maintain the Thai way of trade
2. To be the center of exchanging ideas and solving problems regarding the fresh market for entrepreneurs, traders, and consumers.
3. To give consumers the confidence in quality, fair prices, and safety of products in the fresh market
4. To promote and develop an efficient trading system for the fresh market
5. To promote relationships and coordinate with clubs, associations, other business operators, private organizations and government agencies
6. To make agreements or set regulations for the members to follow in order to sustain and facilitate the business activities of its members
7. To compromise disputes between fellow members or between members and external parties
8. No objective in establishing a billiard or snooker table

Main roles and responsibilities

1. Promoting the fresh market-related business operators

2. Supporting and assisting members to resolve obstacles and problems, including negotiations and agreements with external parties for mutual benefit of fresh market business operators
3. Monitoring and following the market trends both domestically and internationally for the benefit of trade, finance, economy, or the security of the country
4. Research on the operation of the business, as well as exchanging, and disseminating academic knowledge and trade news within the scope of association and members' interest
5. Requesting statistics, documents, or information from members regarding the business operation, with the consent of the members
6. Promoting the quality of the products manufactured or sold by members to meet the standards, as well as research and improving production process
7. Cooperating with the government to promote trade, industry, finance, or any other business that is in line with association's objectives
8. Promoting the production process to meet the market demand

Organization Structure

TFMA Board of Committees consists of

1 President	2 Vice Presidents	2 Secretary Generals
2 Treasurers	2 Public Relations	2 Registrars
2 Receptionists	11 Advisors	

Member

TFMA membership is divided into four categories, namely

1. **Ordinary members** are natural or juristic persons engaging in the Thai fresh market-related business and are lawfully registered
2. **Extraordinary members** are natural persons or juristic persons engaging in a trade in Thai fresh market-related business and are lawfully registered
3. **Honorary member** is a person whom the Committee deems to be a qualified person or a person who renders valuable services to the association, who are invited to become such members by a resolution of the Association Board of Committee and who have accepted the invitation
4. **Associate members** are natural persons or juristic persons operating a business in the fresh market of TFMA ordinary members

According to TFMA's member directory, there are currently **47** members.

TRA

(Thai Retailers Association)

Thai name	**Website**
สมาคมผู้ค้าปลีกไทย	www.thairetailer.com
Status	**Year of establishment**
Non-profit Organization	1984
Area of Operation	**License**
Thailand	Trade Association License issued on February 22, 1984

About / Background

Thai Retailers Association (TRA) was first established in 1979 from the cooperation of the retail business operators as a consulting, information exchange, problem-solving, and the Thai retail industry development platform. The association was informally operated in the early stages and was known as " Department Store Retailers Club"

Afterwards, the retail business had grown so the club was officially registered as the association under the name "Department Store Retailers Association" on February 22, 1984. Later, the name of the association was changed on

November 4, 1991 to the name "Thai Retailers Association" and has been used until nowadays.

Currently, the association is a member of Chamber of Commerce of Thailand, Federation of Thai Industries, Thai Article Numbering Council, ECR Thailand, and Federation of Asian Pacific Retailers' Association (FAPRA).

Objective(s)

1. To promote the operation of retail business
2. To promote cooperation and create good relations between retailers and the government sector
3. To cooperate with the government in promoting small and medium-sized retailers to meet good standards and in line with government policies
4. To promote good understanding between the manufacturers and the retailers
5. To develop and improve retail business information
6. To support and assist members in solving problems for the mutual benefit of the business
7. To follow the domestic and international news and trends of the retail market
8. Not taking any political action

Main roles and responsibilities

Development of organization
In 1996, TRA was able to purchase its own office in Bangkok and revised the regulations of the association regarding the management structure. TRA offers news and updates via e-mail subscription to members, and act as a center of coordination with other organizations. Regarding international affairs, TRA has maintained constant relationship with and is proudly recognized by other retailers associations overseas. In addition, the association has occasionally organized fundraising activities such as seminars, gala dinners, golf and bowling tournaments, etc.

Development of membership
TRA provides several services for the members, including 1) news and information such as newsletters, retail news summary, and translation of academic articles on retail management, 2) exchange of information between members such as prevention of lost goods, and 3) coordination with government agencies and other organizations both on national and international levels such as the Chamber of Commerce of Thailand, the Board of Trade of Thailand, the associations and retailers overseas, and especially with the Federation of Asian Retailers' Association (FARA)

Development of relationship with suppliers
The association is proud to cooperate and persuade the Thai Article Numbering Council, suppliers, and retailers to formally establish ECR Thailand on September 19, 1997 with the aim of developing the ECR concept to reduce costs in the production, wholesale, distribution, and retail industries, as well as effectively meeting consumer needs. In addition, the association has sent representatives to work with various organizations such as joining the Board of Retail Affairs of the Chamber of Commerce of Thailand, Thai Article Numbering Council, Truck Terminal Committee, and Bar Code / EDI Working Group of the Federation of Thai Industries.

Development of Government Relations
TRA acts as the main actor to coordinate with government agencies in retail-related activities by presenting information for government agencies to consider and include in policy-making. The association also maintains good relations with government agencies by fully cooperating with such agencies, for example, collaboration with the Department of Export Promotion to organize the Amazing Thailand Grand Sale event. In addition, the association has established a working group to coordinate and make recommendations to government agencies.

Organization Structure

Activities of the association is operated in accordance with the policy of the Board of Directors of the association, which are ordinary members elected by the general meeting. The Board of Directors is in position for a period of two years. Currently, TRA **Board of Directors** consists of 15 committees, namely

1 President	3 Vice Presidents	1 Secretary General
1 Treasurer	1 Registrar	8 Committees

At present, three additional sub-committees have been appointed, namely 1) the Human Resources and Administration Subcommittee, 2) the Food Safety Subcommittee, and 3) the Loss Prevention Subcommittee.

Member

TRA currently has **81** members, consists of

Ordinary members	42	members
Associate members	39	members

TSCA

(Thai Shopping Centre Association)

Thai name	Website
สมาคมศูนย์การค้าไทย	www.tsca.or.th
Status	**Year of establishment**
Non-profit Organization	N/A

About / Background

Thai Shopping Center Association (TSCA) was established from the cooperation of Thai shopping center operators. TSCA's objectives are to exchange knowledge, information, and experience regarding business operations, as well as co-consultation to resolve problems in shopping center business, and develop good relationships between shopping center operators. TSCA also aims to promote cooperation between the public and private sectors in supporting policies that benefit to the general public, as well as act as a representative of members in negotiations with the government or any private sectors regarding trading business-related matters. In addition, TSCA is also established to be a center for academic works, research, and other activities that benefit to shopping center business, as well as be the center for disseminating knowledge regarding shopping center business for the benefit of the general public.

6.2 Products and souvenirs consists of the following organizations: Design and Objects Association (DOA), Federation of Thai Industries (FTI), Thai Furniture Association (TFA), Thai Gem and Jewelry Traders Association (TGJTA), Thai Handicraft Promotion Trade Association (THTA), and Thai Lifestyle Products Federation (TLPF)

DOA

(Design and Objects Association)

Thai name	Website
N/A	www.designandobjects.com
Status	**Year of establishment**
Non-profit Organization	N/A

About / Background

In 1999, when the Thai economy plummeted and started the Asian financial crisis, a group of designers started to design, manufacture, and export their own branded products. And designers from 9 firms formed a group called "Design & Objects" and exhibited in that year's Bangkok International Gift Fair (BIG). The focus was to showcase their new designs to international buyers and to encourage even more Thai designers to design products and manufacture them at a good and consistent quality to meet international standards.

Today, the loosely formed group had legally registered as an association as "Design & Objects Association". The new association has more than 60 company members; many owners have design backgrounds such as architects, interior designers, graphic designers, industrial designers, fashion designers, and even engineers. The group has built a solid reputation for fresh designs and product quality in both the local and international markets.

The association members exhibit in major international trade shows held in Thailand and other main international trade fairs. The Bangkok International Gift and Houseware Fair (BIG) is held in April and October every year. And the Thailand International Furniture Fair (TIFF) is held in March.

Member

According to DOA's member directory, there are currently **64** members.

FTI

(Federation of Thai Industries)

Thai name	Website
สภาอุตสาหกรรมแห่งประเทศไทย	www.fti.or.th
Status	**Year of establishment**
Non-profit Organization	1987
Area of Operation	**License**
Thailand	Established regarding the provision in the royal decree on December 29, 1987 and runs under the Ministry of Industry

About / Background

Federation of Thai Industries (FTI) also formerly known as the Association of Thai Industries (ATI), came into existence on 13 November 1967, and was upgraded on 29 December 1987. It was a transformed body of ATI, which was created in 1967. FTI is a private sector organization that brings together industrial leaders to promote Thailand's economic development. The main objectives of FTI are to represent Thai manufacturers at both national and international levels, to help promote and develop industrial enterprises, to work with the government in setting up national policies, and to offer consulting services to members.

FTI cooperates with the government to mobilize Thai industries to reach international markets. It acts as a "matchmaker" between foreign industrialists and Thai resources which combine the financial strength, planning ability, and persuasive power of Thailand's industrialists.

Vision

To be the center of strengthening and supporting Thai industrial production to be able to compete internationally for the sustainable development of Thai economy, society, and environment.

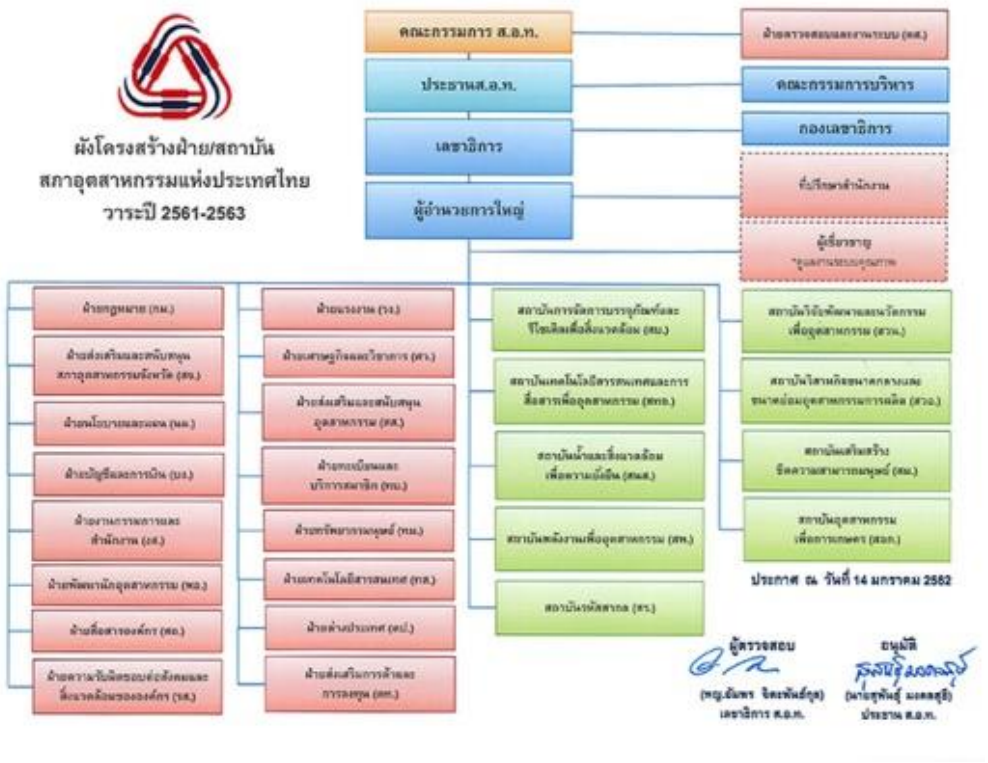
Main roles and responsibilities

1. Representing the private sector in coordinating policies and taking action with the government
2. Promoting and developing industrial enterprises
3. Studying and finding solutions to problems related to industrial enterprises
4. Promoting and supporting education, research, training, dissemination of industry-related academic and technology
5. Inspection of products, and issuing certificate of origin or certificate of quality for products
6. Giving advice and recommendations to the government for the development of the industrial economy
7. Encouraging industrialists and being a center for industrialists to exchange ideas for the benefit of the industry
8. Supervising members to comply with industrial laws
9. Performing other activities as required by law

Organization Structure

The Committee of the Federation of Thai Industries is in positions for a term of 2 years, two-thirds of the Committees are elected and one-third is elected from industry groups and provincial industry councils. The Committee is the policy maker and the administration of the association, as well as coordinates with the government and foreign sectors.

Presently, there are 45 industry groups such as automotive, ceramics, plastic industry, aluminum industry, granite and marble industry, etc., and 74 provincial industry councils (no provincial council in Bangkok and under the process of establishment in Mae Hong Son).



Member

FTI membership is divided into two categories, namely

1. **Ordinary members** are juristic persons engaging in the industrial enterprises and operates businesses under the factory-related laws, including industrial promotion trade associations
2. **Associate members** are natural persons or juristic persons that are not factories or trade associations

Members are categorized into industry groups and provincial industry councils across the country, and the Federation of Thai Industries acts as the center of corporation.

TFA

(Thai Furniture Association)

Thai name	Website
สมาคมเฟอร์นิเจอร์ไทย	tfa.or.th
Status	**Year of establishment**
Non-profit Organization	1980
Area of Operation	**License**
Thailand	Trade Association License issued on March 17, 1980

Mission(s)

- Focus on actively and continuously raising awareness of branding and design in manufacturers and entrepreneurs
- Focus on the development of efficient logistic systems to support the distribution Network
- Focus on being the center of furniture production, as well as parts and raw materials supply in Southeast Asia
- Focus on being a leader in contract business by promoting business-level strategies and focusing on making a difference
- Focus on creating awareness of the world-level standard quality in the buyer market (consistency and reliability)

- Focus on maintaining the market strength in solid and panel furniture

Vision

Thailand is the hub of furniture industry in Southeast Asia

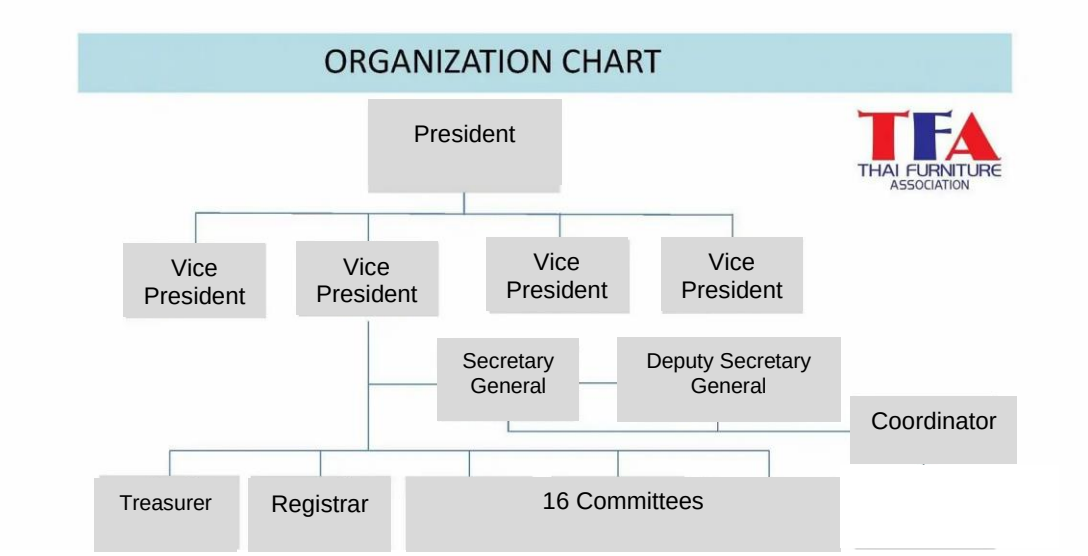
About / Background

Thai Furniture Association (TFA) was established as an official trade association on March 17, 1980 by the group of entrepreneurs and manufacturers, both for domestic supply and international export, in the furniture industry using raw materials such as hardwood, rubber wood, plywood, particle board, M.D.F. wood, leather, metal, as well as equipment and machinery used in the industry. Established as an official trade association on March 17, 1980.

Objective(s)

1. To promote and support the operation of enterprises related to the furniture industry
2. To promote and disseminate academics related to the production of furniture industry
3. To promote and protect furniture industry professions
4. To be the center and representative of members in exchanging academic ideas and knowledge
5. To coordinate members with domestic and foreign associations related to furniture industry
6. To promote unity and good understanding among members
7. This association is not intended to be involved in politics

Organization Structure



In addition to the Board of Directors presented above, TFA has the Board of Advisors consists of 7 Honorary Advisors, 8 Privates Sector Advisors, and 5 Public Sector Advisors.

Member

TFA divided its members into five groups regarding the nature of business, namely

- Wooden furniture and wooden frame group
- Sofa and mattress group
- Wooden board, plywood, particle board, M.D.F. wood furniture group
- Steel furniture group
- Machinery and equipment (glue, paper, fitting, paint, leather, etc.) group

TFA currently has 254 members (from the member directory on its website).

TGJTA

(Thai Gem and Jewelry Traders Association)

Thai name	Website
สมาคมผู้ค้าอัญมณีไทยและเครื่องประดับ	www.thaigemjewelry.or.th
Status	**Year of establishment**
Non-profit Organisation	1976
Area of Operation	**License**
Thailand	Trade Association License issued on December 28,1976

Mission(s)

1. Expand market and create trade opportunities for members and entrepreneurs in the Thai gem and jewelry industry to grow continuously and sustainably
2. Build confidence and promote the TGJTA to be a leading private organization recognized by both domestic and overseas government agencies and private sector
3. Organize new activities to strengthen the TGJTA and development of personnel potential in the organization to have systematic work and effective performance for the benefit of the TGJTA members and the industry as a whole

Vision

To develop and promote the Thai gem and jewelry industry to be the gems and jewelry production and trading hub of the world

About / Background

Thai Gem and Jewelry Traders Association (TGJTA) was founded on 28th December 1976 with the registered name as “Trade Association of Thai Gem Exporters.” On 26th February 1996, the association changes the registered name to the “Thai Gem and Jewelry Traders Association.”

TGJTA has operated continuously to promote gem and jewelry industry of Thailand to become a trading center of gem and jewelry of the world. TGJTA is recognized by both public and private sectors as an effectively operated association. TGJTA has also been selected by the Department of Business Development, Ministry of Commerce to be the Best Trade Association of the Year 2006 and the Year 2018. In addition, TGJTA has gathered various associations in the gem and jewelry industry, including precious metals, to establish the "Federation of Gem, Jewelry, and Precious Metals of Thailand” to create unity in the gem and jewelry industry and strengthen the weaknesses of each organization, as well as to resolve trade problems and obstacles in order to present as a measure to the government sector.

Objective(s)

1. To promote Thai gem and jewelry business to be one of the world's important manufacturing and trading centers in the gem and jewelry industry
2. To promote and support small gem and jewelry entrepreneurs and retailers for tourists at fair prices for the benefit of the industry, as well as to develop and enhance production skills of industry personnel such as gem and jewelry design, diamonds and gems cutting, etc.
3. To support and assist members in resolving obstacles and problems, as well as negotiating agreements with external parties for the mutual benefit of the members' trade
4. To monitor the gems and jewelry trade market trends both domestic and international
5. To coordinate and exchange knowledge with each other regarding academic, trade, news, as well as to conduct research on international gem and jewelry trade
6. To request statistics, documents, or any information from members about gem and jewelry trade for the benefit of the gem and jewelry business
7. To support and drive the government sector to have a policy that promotes and formulates the development plan for the gem and jewelry industry, as well as to cooperate and settle solutions for problems and obstacles occurred in the industry
8. To maintain, promote, develop, improve, and research the quality of gem cutting and the production of Thai jewelry to be compatible with international standards by collaborating with public and private organizations domestically and internationally

Organization Structure

TGJTA Board of Directors consists of

1 President	8 Vice Presidents	1 Secretary General
2 Deputy Secretary General	1 Treasurer	2 Deputy Director Treasurer
1 Director Membership	1 Deputy Director Membership	1 Director Public Relations
2 Deputy Director Public Relations	1 Director Liaison	1 Director Liaison
8 Director		

Advisory Board consists of

1 Senior Chairman	1 Chairman of Advisory Board	7 Vice Chairman of Advisory Board

Member

According to TGJTA's member directory, there are currently **1,513** corporate members (tallied on 18th March 2019).

THTA

(Thai Handicraft Promotion Trade Association)

Thai name	Website
สมาคมการค้าส่งเสริมหัตถกรรมไทย	www.th-ta.com www.facebook.com/THTA-1483378091943574
Status	**Year of establishment**
Non-profit Organization	N/A

TLPF

(Thai Lifestyle Products Federation)

Thai name	Website
สมาคมผลิตภัณฑ์ไลฟ์สไตล์ไทย	tlpf.org
Status	**Year of establishment**
Non-profit Organization	2010
Area of Operation	**License**
Thailand	N/A

About / Background

The Thai Lifestyle Product Federation (TLPF) was established with the objective to expand the lifestyle in Thailand. With the cooperation of 6 partner organizations.

1. Thai Housewares Trade Association
2. Thai Gifts Premiums & Decorative Association
3. Home Decorative Design and Lifestyle Products Trade Association
4. Thai Toy Industry Association
5. Thai Stationeries and Office Supplies Association
6. Northern Handicrafts Manufacturers and Exporters Association (NOHMEX)

TLPF works closely with the Department of International Trade Promotion, Ministry of Commerce, along with The Bangkok International Gift Fair and The Bangkok International Housewares Fair (BIG + BIH). Assigned by Department of International Trade Promotion Ministry of Commerce BIG + BIH have become major sponsors and helps in selecting exhibitors for STYLE Fair, the fair that is held twice a year in April and October to promote the export of Lifestyle Products from Thailand. At the event, there will be more than 1,000 Thai and foreign entrepreneurs joining the 4,000 square meters to showcase the potential and quality of Thai products such as home decoration gifts, household items,

toys, stationery and other items that are displayed at the exhibition to meet the needs of buyers from many countries around the world.

Objective(s)

1. To promote and support members' business and operation
2. To support and assist the members to revise the obstructions including negotiation with external parties for the mutual benefits of members
3. To coordinate and exchange knowledge, opinion, and information with each together, as well as research on the lifestyle products industry
4. To carry out no politics-related activities
5. To promote, support, and participate in any charitable activities for the public welfare and benefit

Organization Structure

TLPF Board of Committees consists of

1 President	3 Vice Presidents
1 Secretary General	13 Committees

Member

N/A

7. MICE

Non-governmental organizations that are established by the group of MICE (Meetings, incentives, conferencing, and exhibitions) operators are the following organizations: Thailand Incentive and Convention Association (TICA), Thai Exhibition Association (TEA), and SITE Thailand Chapter

TICA

(Thailand Incentive and Convention Association)

Thai name	Website
สมาคมส่งเสริมการประชุมนานาชาติไทย	www.tica.or.th
Status	**Year of establishment**
Non-profit Organisation	1984
Area of Operation	**Licence**
Thailand	N/A

Mission(s)

To help the growth of Thailand as a preferred destination for meetings, incentives, conventions and exhibitions

About / Background

Thailand Incentive and Convention Association (TICA) is a non-profit organization established in 1984 jointly by the government (Tourism Authority of Thailand and Thai Airways International) and the private sector comprising key practitioners in the business events industry including meeting, incentive, convention and exhibition segments.

TICA's primary function is to aid the high quality and sustainable growth of Thailand as a preferred destination for meeting, incentive, convention and exhibition events. Since the formation of Thailand Convention and Exhibition Bureau (TCEB) in 2004 as the public organization responsible for the industry, TICA has been collaborating with TCEB towards mutual objectives.

TICA members in the private sector are all dedicated to providing best services to corporate planners, incentive travel companies, meeting planners and hosts, and exhibition organizers holding their events in Thailand.

Objective(s)

1. To promote private business related to sales and services for international delegates.
2. To promote and publicize Thailand as a leading conference center by attracting international organization.
3. To encourage local business involved to prepare and upgrade its standards of sales and services to meet international expectation.
4. To create and promote close cooperation among the members of the association.
5. To support members when dealing with problems and to arrange contacts or negotiate with outside parties for the mutual benefit.
6. To establish unity, and to exchange thoughts, knowledge and news related to activities conducted by the association among members.
7. To protect and to promote mutual benefit.
8. To co-ordinate with government, private sectors and individuals whenever such co-ordination can help the association achieves its objectives.
9. To promote and publicize activities conducted by the association as well as news and information on sales and services useful to international delegates.
10. To organize and provide training for those involved in sales and services which are to be made available to international delegates.
11. To encourage the promotion and expansion of business among members.
12. To inform and to guide the government so that it will have a better understanding of the association's objectives and will be in a better position to help resolve any problems facing the association.
13. To cooperate with the government in promoting sales and services connected with international conferences, and to ensure that these services meet international standards and coincide with the government own policies.
14. To set up regulations for members to ensure that the association functions efficiently and in the correct manner.
15. To act as an arbiter in cases where members are in conflict with each other or with people and companies outside the association.
16. To conduct promotional activities both locally and internationally.
17. To organize activities that is beneficial to public, charities, or national security.
18. The association strictly refrains from any political activities or involvement.

Main roles and responsibilities

TICA focuses its efforts and resources in a number of key areas.

- Incentive-related activities
- Hosting and co-ordination of familiarization visits
- Planning and undertaking sales promotional trips, and participating in trade shows such as AIME, IMEX, EIBTM,IT&ME and IT& CMA

Convention-related activities

- Developing educational and training curriculums, including the organization of annual educational seminars in major destinations around Thailand
- The organization of convention promotion seminars for government officials and corporate executives to raise awareness and enhance their know-how on bidding for and the organization of MICE events

Marketing support

- The publication of sales aids and promotional materials, such as the Thailand Incentive, Convention and Exhibition Membership Directory which contains a wealth of information on facilities available for events being held in Thailand, and various audio-visual promotional aids
- The publication of information folders in Thai and English introducing TICA and other support materials

Organization Structure

The Board of Directors is officially elected to administrate and represent the association. The Board consists of at least seven active members appointed at the General Meeting. Election is to be scheduled as agreed upon at the General Meeting. Appointed members voted on to the Board of Directors must hold a position at least equivalent to an assistant manager.

Members of the various categories in TICA elect their representatives to the TICA Board of Directors which holds office for a two-year term. From within the Board of Directors, leaders of three working committees responsible for the various TICA activities are appointed.

The Board of Directors consists of

1 President	4 Vice Presidents
1 Secretary General	1 Treasurer
1 Chairperson of Marketing Committee	2 Co-Chairperson of Marketing Committee
1 Chairperson of Membership and PR Committee	1 Co-Chairperson of Membership and PR Committee
1 Chairperson of Capabilities Development Committee	2 Co-Chairman of Capabilities Development Committee

Each director will hold his position for a two-year term under point 19 and 33 of the Trade Decree B.E.2509. Retired directors may be re-elected. Board of Directors will invite not more than 5 experts in the MICE industry to join the Board. These invited person will hold their position for a two-year term

The Board Members consists of

1 President	2 Deputy Governor for International Marketing (TAT)
2 Managers	1 Director
26 Board Members	
3 Experts	5 Advisors

Member

TICA members in the private sector include hotels and resorts, destination management companies and tour operators, professional convention and exhibition organizers and contractors, professional event management companies, convention and exhibition centers, local attractions, entertainment establishments, advertising agencies, meeting equipment providers and various other industry suppliers. TICA membership is divided into three categories, namely

1. **Active members** are companies owing registered businesses involved in sales or services for international conventions.
2. **Associated members** are companies involved in conference promotion and tourism.
3. **Honorary members** are highly recognized figures or individual sponsors voted by the Board of Directors and who accept such honor.

TEA

(Thai Exhibition Association)

Thai name	Website
สมาคมการแสดงสินค้า (ไทย)	www.thaitradeshow.com
Status	**Year of establishment**
Non-profit Organisation	2007
Area of Operation	**Licence**
Thailand	N/A

About / Background

Thai Exhibition Association (TEA), founded in accordance with the Trade Association Act of 1996, under the supervision of the Trade Association Registrar Office, Bangkok Metropolitan in the year 2007, is the association of exhibition related business of exhibition organizers, exhibition centers, exhibition stand contractors, freight forwarders, and related suppliers dedicated to the promotion and development of exhibitions in Thailand.

Objective(s)

1. To promote the Association, and the operation and servicing of national and international exhibitions for exhibitors and visitors
2. To earn revenue for the country by promoting Thailand as a location for national and international exhibitions
3. To promote international standards of facilities and services for exhibitors
4. To promote and facilitate cooperation among members
5. To exchange information and ideas related to national and international trade exhibitions
6. To cooperate with the government and the private sector, e.g. organizations, associations, companies and individuals which the Association considers beneficial to the Association

Main roles and responsibilities

1. To represent the majority of the Thai Exhibition industry in various local and international organizations
2. To promote Thailand 's exhibition industry globally
3. To consult the various Government agencies and other non-governmental bodies on development and structural improvements
4. To develop industry specific training programs and assist in University curriculum development The TEA is run by a group of nine elected representatives from all categories of exhibition related organizations in the country

Member

TEA currently has **91** members.

SITE Thailand Chapter

(Society for Incentive Travel Excellence)

Thai name	Website
	www.siteglobal.com
Status	**Year of establishment**
Non-profit Organisation	2019
Area of Operation	**Licence**
Thailand	

Mission(s)

About / Background

Objective(s)

Main roles and responsibilities

Organization Structure

Member

8. Attractions

Non-governmental organizations established by the group of people or professionals with same interest in the specific area of attraction promotion, conservation, and development which can be divided by the nature of organizations into natural attractions and cultural attractions.

8.1 Natural attractions consists of the following organizations: Association for the Development of Environmental Quality (ADEQ), The Association for Environmental Education of Thailand (AEET), Bird Conservation Society of Thailand (BCST), Diving Association of Thailand (DAT), Green Earth Environmental Sustainable Association (GEA), National Park Association of Thailand (NPAT), Thailand Environment Institute (TEI), Thai Sea Watch Association (TSWA), and Wildlife Conservation Society (WCS) Thailand

ADEQ

(Association for the Development of Environmental Quality)

Thai name	Website

สมาคมพัฒนาคุณภาพสิ่งแวดล้อม (สพส.)

adeq.or.th

Status	Year of establishment
Non-profit Organisation	1988

Area of Operation	Licence
Thailand	N/A

Mission(s)

Strengthening the capability of adaptation and confrontation with arising environmental changes in Thai society by focusing on the systematic, continuous, and complete work process with the participation of all parties

Vision

Thai society is a well-being society with environmentally friendly production and consumption.

About / Background

Association for the Development of Environmental Quality (ADEQ) is a nonprofit research and education organization committed to environmental protection and restoration in Thailand. ADEQ was established and registered in 1988, and later in 2000 was registered as a non-governmental organization for environmental protection and natural resource conservation according to the Promotion and Conservation of National Environmental Quality Act 1992, with the aim of promoting Thai society as a well-being society with environmentally friendly consumption.

ADEQ's work is firmly grounded in scientific and technical disciplines and reaches a wide variety of audiences, from the Thai citizens who interact with environment directly, to the journalists who supply those citizens with technical information, to the religious and cultural institutions that lead people morally, to the businesspeople who a key producer in Thai society, to the government leaders who set national policy.

ADEQ's strategy is three folds: active public learning, policy advising with strategic planning, and networking all of which are supported by its systematic, scientific and academics insight and long term visioning towards the end of environmental protection. Several issues are of ADEQ's focus. They are for example energy, water, resource recycling and green development.

Objective(s)

1. To study and research systematically environmental problems and practical solutions
2. To emphasize positive actions towards Sustainable Development Goals
3. To disseminate fundamental and technical information to the Thai citizens
4. To raise public awareness on environmental and resource conservation
5. To contribute to better management of natural resources
6. To enable people to participate all activities to restore environmental quality

Main roles and responsibilities

1. **Creating and spreading awareness regarding natural resources and environment conservation, as well as health promotion in Thai society**
   - **Development Project "Ruam Tawan Center"** to be a learning center for natural resources and environment conservation, as well as health promotion. The center provides learning activities in the form of training camp to target groups such as students and personnel in both public and private sectors.
   - **Environmental Studies Project** which is a project that focuses on developing learning processes and skills in natural resources and environment conservation for students or youth via integrating environmental knowledge to school curriculum.

2. **Encouraging Thai society to be systematically prepared to encounter environmental changes**
   - Encouraging natural resources and environment conservation in schools
   - Encouraging health promotion in Thai society

3. **Action research in the process of driving social changes towards the conservation of natural resources and environment, as well as health promotion**
   - The development of tools to drive natural resources and environment conservation in schools
   - The development of tools to drive health promotion in workplaces

4. **Counseling regarding the systematic, holistic, and participatory driving process for both public and private agencies**
   To promote tangible and sustainable changes, and increase the ability of the organization to adapt to environmental changes such as increasing the efficiency of resource usability, reducing waste to the environment, changes in organizational health, etc.

5. **Producing and disseminating media (such as books, posters, leaflets, and exhibitions) regarding the conservation of natural resources and environment, as well as health promotion**

AEET

(The Association for Environmental Education of Thailand)

Thai name	Website
สมาคมสิ่งแวดล้อมศึกษาแห่งประเทศไทย	www.aeet.or.th
Status	**Year of establishment**
Non-profit Organisation	N/A

Objective(s)

- To create environmental knowledge
- To provide environmental-related academic
- To publish environmental-related research, academic articles, and activities
- To support and promote environmental-related activities of individuals, communities, and organizations
- To promote collaboration regarding environment, education, economy, society, politics with national and international organizations
- To be the center of environmental personnel both nationally and internationally

BCST

(Bird Conservation Society of Thailand)

Thai name	Website
สมาคมอนุรักษ์นกและธรรมชาติแห่งประเทศไทย	www.bcst.or.th
Status	**Year of establishment**
Non-profit Organisation	1993
Area of Operation	**Licence**
Thailand	N/A

Mission(s)

Through bird watching, nature education and direct conservation actions, we aim to raise the awareness of society of the importance of birds, their habitats and the natural environment and support actions towards achieving sustainable development.

Vision

For sustainable coexistence between birds, nature and people

About / Background

The Bird Conservation Society of Thailand (BCST) is one of the oldest organizations conserving birds and nature in Thailand and is the country partner of BirdLife International. BCST's role to the local community is to spread awareness about urban birds and reconnect people back to nature.

Objective(s)

1. Support and promote scientific research-based conservation of priority birds and their habitats in Thailand and the region
2. Expand public outreach, membership base and strategic and business partnerships to support BCST's vision
3. Be recognized as a leading national NGO that addresses bird and nature conservation issues in Thailand and Southeast Asia

DAT

(Diving Association of Thailand)

Thai name	Website
สมาคมดำน้ำแหงประเทศไทย	www.dat.or.th
Status	**Year of establishment**
Non-profit Organisation	N/A
Area of Operation	**Licence**
Thailand	N/A

About / Background

Diving Association of Thailand (DAT) is a maritime security organization that promotes and supports diving for maritime security and safeguards the national interests, locates in Chonburi, Thailand. Presently, DAT has more than 17 public and private organization members nationwide, such as The Diving Association of The Special Naval Warfare Command Unit, The Diving Association of The Reconnaissance Battalion, The Diving Association of The Naval Ordnance Department, The Underwater and Aviation Medicine Association, The Diving Association of Burapha University, The Diving Association of Chulalongkorn University, and private diving companies, etc.

Objective(s)

1. To encourage youth and the general public's interest in diving and educate the correct and safe way of using modern diving equipment according to international standards
2. To develop up-to-date and international standard diving science and technology, training courses, textbooks, and teaching materials
3. To facilitate, support, coordinate, supervise, develop, and control standards of DAT diving instructors
4. To provide knowledge, opinions, suggestions, and exchange experiences in diving with national and international public and private organizations
5. To support public and private organizations in the operation of diving activities for education, research, and natural resource conservation
6. To encourage conservation, creative, and environmentally friendly way of diving
7. To support public and private organizations in exploring, searching, and helping water-related victims
8. No objective in conducting any political activities both directly and indirectly, and not aiming for profit and income
9. No objective in establishing a billiard or snooker table, and any gambling machines

Organization Structure

Executive Board of Directors consists of

1 President	2 Vice Presidents	1 Secretary General
3 Deputy Secretary General	1 Registrar	1 Public Relation
1 Reception	8 Committees	

The Committees of the Association is divided into seven divisions, namely

Planning and Projects Committee	Academic and Training Committee
International Affairs Committee	Underwater Medicine Committee
Marine Science Committee	Revenue and Benefits Committee
Activities and Public Relations Committee	

Member
N/A

GEA
(Green Earth Environmental Sustainable Association)

Thai name	Website
สมาคมโลกสีเขียวเพื่ออนุรักษ์สิ่งแวดล้อมอย่างยั่งยืน	gea.or.th
Status	**Year of establishment**
Non-profit Organisation	N/A

About / Background
Green Earth Environmental Sustainable Association (GEA) was formed by the idea of Phuthon Newspaper Journalists Association Thailand members. Because the association sometimes arrange environmental-related activities and some members agreed that the objectives of Phuthon Newspaper Journalists Association Thailand do not in line with the environmental conservation activities. Therefore, the members of the association have jointly founded The Green Earth Environmental Sustainable Association.

Organization Structure

Executive Board of Committees consists of

1 President	1 Vice President	1 Secretary General
1 Treasurer	9 Committees	34 Honorary Advisors

Member
N/A

NPAT
(National Park Association of Thailand)

Thai name	Website
สมาคมอุทยานแห่งชาติ	www.facebook.com/สมาคมอุทยานแห่งชาติ-NPAT-1503499396371544/
Status	**Year of establishment**
Non-profit Organisation	N/A

Objective(s)
To support and drive national park conservation and management, including protected areas of the country on academic basis and correct principles

TEI
(Thailand Environment Institute)

Thai name	Website
สถาบันสิ่งแวดล้อมไทย	www.tei.or.th
Status	**Year of establishment**
Non-profit Organisation	1993

Area of Operation	Licence
Thailand	N/A

Vision

To be a leading organization in environment with respect to international standard, adhering to be nonpartisan organization that helps promote sustainable development

About / Background

The Thailand Environment Institute Foundation (TEI) is a non-profit, non-governmental, organization, focusing on environmental and sustainable development issues. It was established in May 1993 in order to drive sound environmental policies; assist community on natural resources management; raise public awareness on environmental and sustainable development; and provide training to strengthen environmental management capacity.

TEI strives to develop knowledge; serve as a reliable and modern source of information; and promote collaboration and coordination among multi-sectoral partners on the environment and sustainable development. Collaborating closely with its partners such as private sectors, government agencies, local communities, civil society partners, academia and international organizations, TEI has been contributing to a number of environmental policy formulation and implementation, and meaningful sustainable development progress in Thailand.

Objective(s)

1. Making recommendations on national environmental policy, strategy, and direction
2. Developing environmental knowledge, innovation and standard
3. Enhancing capability for sustainable natural resources and environmental management
4. Building partnership among leading environmental organizations and strengthening environmental network at all levels
5. Disseminating environmental information and knowledge to the public, and advocating environmental conservation and sustainable development
6. Empowering good governance in the organization management

Main roles and responsibilities

1. Guiding environmental policies based on its expertise, robust evidences and extensive experiences on the ground
2. Supporting the government in environment strategy development and implementation
3. Being a prime source of environmental information in the form of one-stop-shop at the local, national and international levels
4. Developing environmental research and management capacity according to the national and international standards
5. Developing collaborative networks and capacities among public-private sectors and communities in order to bring policies into practices
6. Disseminating knowledge, recommendation, news, guidelines, model and lesson-learned on environmental issues

Organization Structure

Board of TEI Foundation consists of

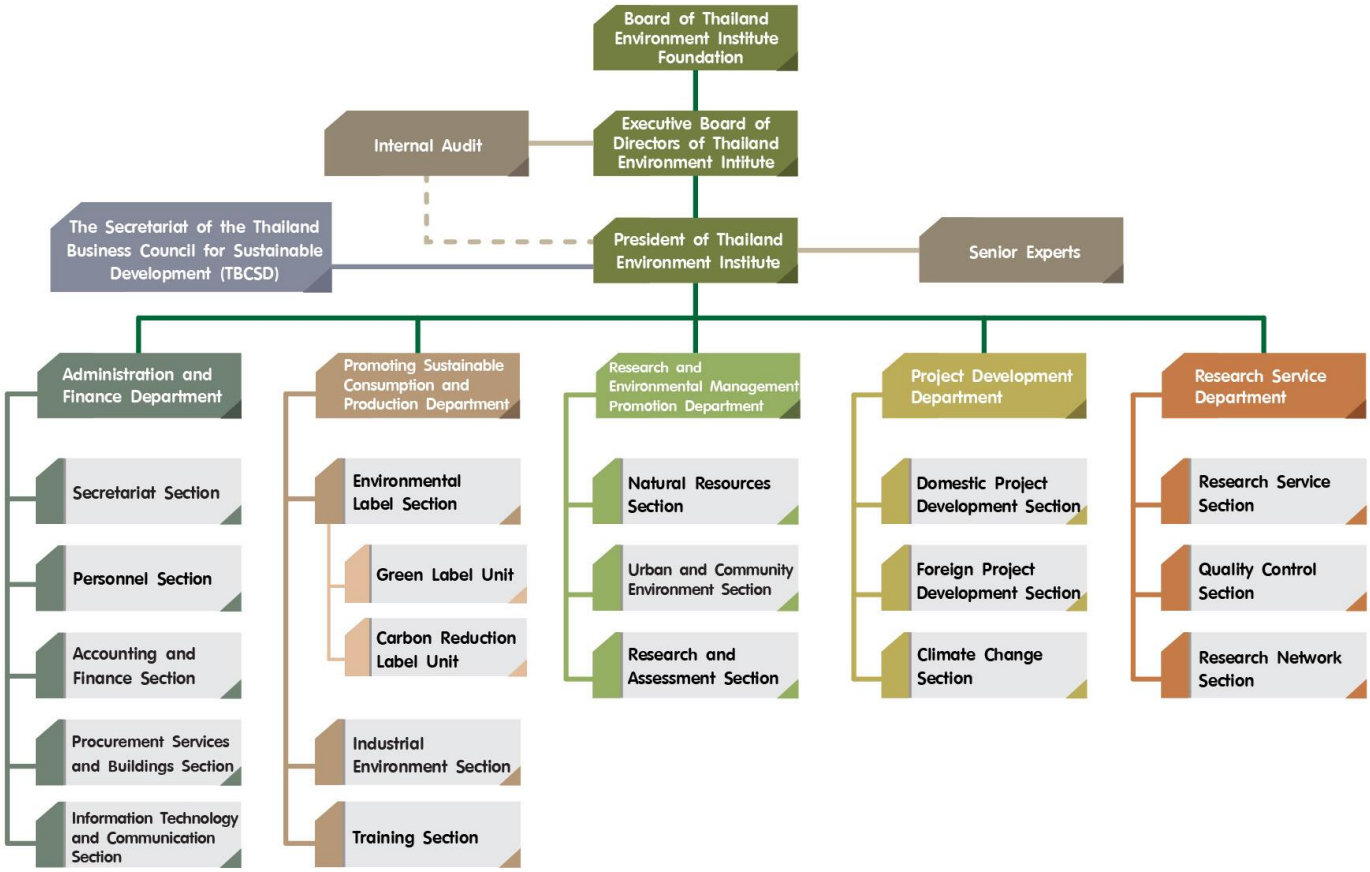
1 Honorary Chairman	1 Chairman	1 Vice Chairman
8 Members	1 Secretary	

Executive Board of Directors of TEI consists of

1 Chairman	7 Members	1 Member and Secretary

Management Team of TEI consists of

1 President	1 Director of Administration and Finance Department
1 Director of Project Development Department	1 Director of Research & Environmental Management Promotion Program
1 Director of Research Service Center / Acting Director of Promoting Sustainable Consumption & Production Program	



TSWA

(Thai Sea Watch Association)

Thai name	Website
สมาคมรักษ์ทะเลไทย	www.facebook.com/thaiseawatch
Status	**Year of establishment**
Non-profit Organisation	2007
Area of Operation	**Licence**
Thailand	N/A

About / Background

Thai Sea Watch Association (TSWA) is a continuous development from the small fishery community development project at Ban Pak Bang Na Thap, Chana District, Songkhla Province in 1980, which is the first rural development non-governmental organization in the South of Thailand. In 1985, the working area was expanded to the area around Songkhla Lake and the coastal fishing communities from Thepha District to Ranot District in Songkhla Province, and the project has been renamed to "Small fishery community development project of Songkhla Province".

From the discussion between the project operators and advisors, it came to an agreement that the project should be registered as a juristic person. Therefore, there was a meeting to discuss and submit a registration of the “Thai Sea Watch Association” which has been certified by the governor of Songkhla Province on July 9, 2007. TSWA receive funding from both public and private agencies such as the Department of Environmental Quality Promotion, Office of Knowledge Management and Development (OKMD), Ministry of Social Development and Human Security, Siam Cement Group Foundation (SCG), and foreign sources such as OXFAM GB, the Japanese Embassy, etc.

Objective(s)

1. To cooperate and coordinate with the government and other private organizations in promoting and improving the local fishermen's quality of life
2. To promote the conservation and restoration of marine and coastal resources
3. To promote the study, research, and development of knowledge in sustainable resource management

Main roles and responsibilities

1. Establishing and supporting local fishermen organizations and NGOs
2. Promoting coastal resource conservation and recovery
3. Development of community economy, fisheries Economy
4. Promoting renewable energy and alternative energy
5. Research, campaign, and publishing
6. Collaborating with the public
7. Advocacy for government policy

Organization Structure

Board of Committees consists of

1 President	2 Vice Presidents	1 Public Relation
1 Reception	1 Registrar	1 Treasurer
3 Committees	1 Secretary and Manager	9 Advisors

Member

N/A

WCS Thailand

(Wildlife Conservation Society)

Thai name	Website
สมาคมอนุรักษ์สัตว์ป่า	thailand.wcs.org
Status	**Year of establishment**
Non-profit Organisation	1980
Area of Operation	**Licence**
Thailand	N/A

Mission(s)

WCS saves wildlife and wild places worldwide through science, conservation action, education, and inspiring people to value nature.

Vision

WCS envisions a world where wildlife thrives in healthy lands and seas, valued by societies that embrace and benefit from the diversity and integrity of life on earth.

About / Background

The Wildlife Conservation Society founded in 1895 under the name of the New York Zoological Society with its head quarter at Bronx Zoo. Through science base, it has the clear mission to save wildlife and wild places and ecological diversity for several intact sites worldwide.

Wildlife Conservation Society (WCS) Thailand Program originated since 1980 with the initial purpose to support a gibbon's behavior study of Prof. Warren Brockelman and partners. When a WCS researcher, Prof. Alan Rabinowitz, came to pioneer the study of carnivore ecology in Huai Khakhaeng Wildlife Sanctuary during late 1980s, the idea of transboundary conservation had been issued for the first time in this region. During 1997-2004, Wildlife Conservation

Society led by Antony Lynam (Ph.D.) continued to support wildlife management and training for Indochinese tiger conservation as well as to support other conservative researches and studies done by the Thai government officers.

In 2004, Anak Pattanavibool, Ph.D., is the first Thai biologist who was appointed to direct WCS Thailand Program. Under his governance, WCS Thailand has been working closely with the Thai government and in cooperated with several academic institutes as well as local and international private organizations to achieve its mission to strengthen the science-based conservation principle, in order to preserve the intact wildlife and wild place in Thailand.

Strategy

Discover
Through Science: WCS will produce and disseminate the information and knowledge necessary to inform and improve conservation and management action in the wild places that we seek to conserve, and to measure the impact of our work.

Protect
Through Conservation Action: WCS will help to conserve ecologically intact wild places in 15 priority terrestrial and marine regions and their wildlife, and reverse the decline of six priority groups of species across their range– elephants, apes, big cats, sharks & rays, whales & dolphins, and tortoises & freshwater turtles. We will also help maintain viable populations of critically endangered species in our zoos and aquarium.

Inspire
Through Engagement and Education: WCS will activate a conservation movement of a diverse, influential and enduring global audience that is invested and empowered to protect wild nature, using the powerful experiences at our zoos and aquarium; enduring impact of our education programs; and the great reach of digital tools.

8.2 Cultural attractions consists of the following organizations: Inter Mountain Peoples' Education and Culture in Thailand Association (IMPECT), Museum Association of Thailand (MAT)

IMPECT

(Inter Mountain Peoples' Education and Culture in Thailand Association)

Thai name	Website
สมาคมศูนย์รวมการศึกษาและวัฒนธรรมของขาวไทยภูเขาในประเทศไทย (ศวท.)	impect.or.th
Status	**Year of establishment**
Non-profit Organisation	1993
Area of Operation	**Licence**
Thailand	Trade Association License issued on March 16,1993

Vision

Indigenous communities and networks are strengthened and able to preserve rights and honorably determine way of life under their cultural convention

About / Background

Inter Mountain Peoples Education and Culture in Thailand Association (MPECT) is an indigenous non-governmental development organization initiated since the end of 1991. The organization focuses on being representatives and working for indigenous people at both policy and operational level. The main goal of IMPECT is to encourage indigenous people to develop their communities, organizations, and networks using the "dimension of indigenous cultural value".

Afterwards, the organization gained official registration as an association in its own right on March 16, 1993. Presently, IMPECT focuses on development work with the populations of ten indigenous groups residing in the Northern provinces

of Thailand, including the Karen, Kachin, Dara-ang, Tai Yai, Hmong, Mien, Lisu, Lahu, Lua, and Akha people. Besides, the organization also emphasizes on collaborating with partner agencies from both government and non-governmental organizations to strengthen indigenous communities and networks so they are able to preserve rights and honorably determine way of life under their cultural convention.

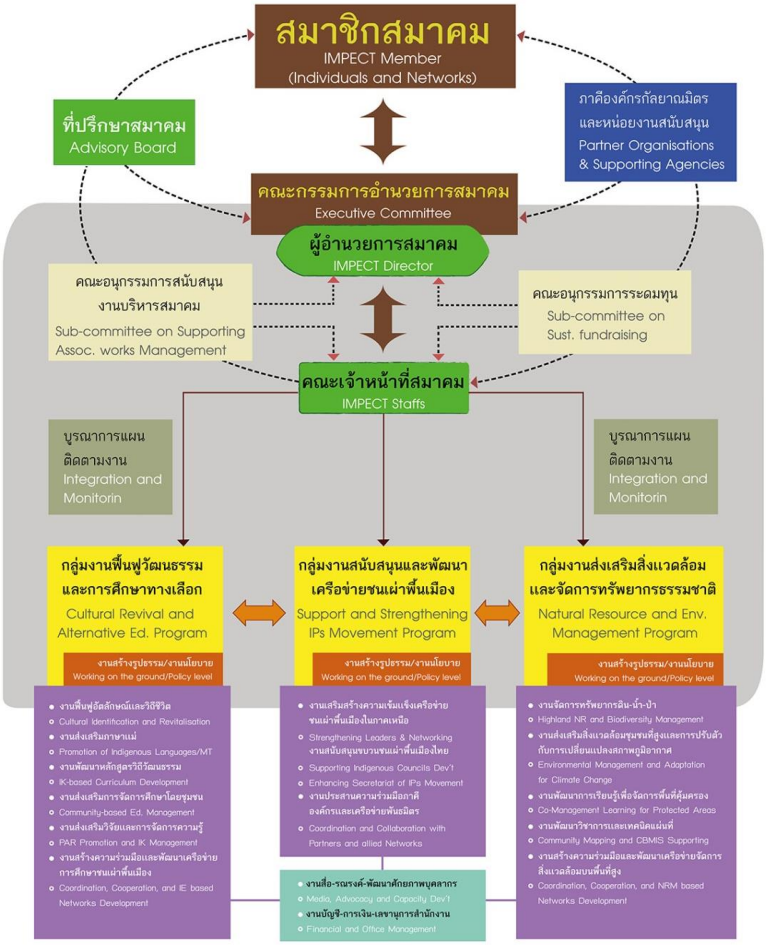
Objective(s)

1. To be able to respond effectively to problems and needs of members, communities, and indigenous networks
2. To strengthen the capability and enable the participation in the association works of staff, community leaders, and indigenous people networks
3. To raise awareness of the new generation regarding cultural values so they can inherit those values proudly
4. To enable rights and freedom of indigenous peoples to honorably determine owns' way of life and cultural inheritance
5. To encourage policy development and legal change that beneficially contributes to the development and preservation of indigenous identities
6. To have an efficient information system to use for campaigning and disseminating to the government and the public in order to maintain their understanding, recognition, and support
7. To have sufficient funds and resources for continuous operation and be self-sustainability

Main roles and responsibilities

1. Supporting indigenous community organizations and networks
2. Promoting the learning process and the development of both female and male personnel
3. Promoting the inheritance of indigenous cultures
4. Promoting rights and freedom of the indigenous people in determining way of life
5. Encouraging policies that beneficially contribute to the indigenous people's way of life
6. Developing information system and communication with the public
7. Raising funds and resources to be self-sustainability

Organization Structure



Member

MAT

(Museum Association of Thailand)

Thai name	Website
สมาคมพิพิธภัณฑไทย	www.facebook.com/MuseumAssociationThailand
Status	**Year of establishment**
Non-profit Organisation	2004
Area of Operation	**Licence**
Thailand	N/A

Vision

Building relationships, Creating society, Accumulating wisdom, and Developing professional

About / Background

The meeting of museum representatives across Thailand in the seminar on May 17, 2004 at the Thai Bank Museum of Siam Commercial Bank in Bangkok has resolved to form a working group to establish the “Museum Association of Thailand)". The association is aimed to be a center of coordinating, promoting and supporting Thai museum organizations and scholars, and developing museum business in Thailand to benefits society as a whole. Therefore, Museum Association of Thailand (MAT) was officially established on August 27, 2004 and publicly launched to the public on Thai Museum Day, September 19, 2004, and have an office in the area of the Bangkok National Museum.

Objective(s)

1. To be a center of coordination for museum personnel and professional organizations
2. To support and promote Thai museum professionals and scholars to be equivalent to international quality standards
3. To support and encourage the study and research in museums and other academics
4. To coordinate and create agreement for the development of management system and efficient service of museums in Thailand for the great benefit to the society as a whole
5. To disseminate knowledge and understanding about museums, as well as to stimulate public interest in using the museums
6. To support and enhance skills and knowledge in museum works of museum personnel through training, workshops, seminars, etc.
7. To coordinate and maintain good relations with academics in relation to museum works
8. To coordinate, exchange, and corporate with museums and other organizations both domestically and internationally for the development of museum businesses

Main roles and responsibilities

1. Promoting and supporting museums and museums personnel across Thailand
2. Strengthening and taking pride in the museum professions
3. Developing MAT to be an academic and professional reference center
4. Building a network of cooperation between organizations and professional associations.
5. Promoting MAT to be the center of national heritage conservation to enhance uniqueness, preserve wisdom, and improve the quality of life of Thai society and people
6. Expanding the role of MAT and Thai museum personnel to an international level
7. Cooperating, promoting, and supporting activities of relevant organizations and institutions

Organization Structure

Board of Committees consists of

1 President	2 Vice Presidents	3 Advisors
1 Public Relation	1 Deputy Public Relation	1 Registrar
1 Reception and Excursion	1 Assistant Reception	1 Treasurer
1 Assistant Treasurer	1 Secretary	1 Editor & Assistant Secretary
1 Committee		

Member

N/A

A.2 Tourism promotion organizations

Non-governmental organizations that are established by the group of businesses to promote the tourism business in the particular region or interest are Pacific Asia Travel Association (PATA) Thailand Chapter, Thai Federation of Provincial Tourist Associations (TFOPTA), Thai Responsible Tourism Association (TRTA), and Provincial Associations.

PATA Thailand Chapter

(Pacific Asia Travel Association)

Thai name	Website
สมาคมส่งเสริมการท่องเที่ยวภูมิภาคเอเชียและแปซิฟิก	www.pata.org
Status	**Year of establishment**
Non-profit Organisation	1951
Area of Operation	**Licence**
Asia Pacific region	N/A

Mission

The Pacific Asia Travel Association (PATA) is a membership association acting as a catalyst for the responsible development of the Asia Pacific travel and tourism industry.

Aim(s)

The main aim of this organization is that the whole travel industry should work in collaboration to achieve the goal of increasing tourists to the Asian Pacific region.

Vision

To create a dynamic network that promotes sustainable tourism practices in the Asia Pacific countries through collaboration and partnership among all sectors both locally and globally.

About / Background

PATA was established in 1951 in Honolulu, Hawaii as a non-profit corporation to stimulate interest in the Pacific region as a travel destination. By working together with, and on behalf of, both private and public sector members, PATA facilitates meaningful partnerships to enhance the sustainable growth, value, and quality of travel and tourism to, from and within the Asia Pacific region. The PATA network also embraces the grassroots activism of the PATA Chapters and Student Chapters, who organize numerous travel industry training programs and business development events across the world. Thousands of travel professionals belong to the 31 local PATA Chapters worldwide, while hundreds of students are members of the 22 PATA Student Chapters globally.

PATA's Head Office has moved from San Francisco, USA to Bangkok, Thailand in 1998. The Association also has official offices or representation in Beijing and London.

PATA Chapters

PATA Chapters are established throughout the world to assist in the fulfilment of the objectives of the Association. They are local community organizations of travel industry professionals who join in a co-operative endeavor, within the framework of PATA, to develop travel and tourism to, from, and within the Asia Pacific area. There are 31 PATA Chapters around the world that make valuable contributions to local travel industry communities.

Presently PATA has 80 Chapters in five continents with more than 17,000 members in 50 countries and territories. Two to three Chapters are organized yearly to help more and more people keep abreast of the changes in Pacific travel.

Categories of PATA chapters:

1. **Area Chapters**

   Area Chapters were conceived as of the 8th Annual PATA Conference (1959) by a number of Allied and Associate Members, as a means of keeping PATA members and their representatives in the Pacific better informed on happenings throughout the Pacific travel industry and on Association activities.

2. Promotional Chapters

Promotional Chapters were authorized by the 9th Annual PATA Conference (1960) as a means of furthering the promotion of visitors form priority market areas to Pacific destinations.

Activities of these Chapters are all designed to increase the sale of travel to the Pacific area and include regular meetings of the PATA membership/travel trade with programs on various Pacific destinations, providing up-to-date information on various new developments, facilities, services, tours, educational seminars for travel trade, sales personnel and cooperation with PATA in the overall marketing program, promotions and other PATA activities.

Objective(s)

1. To actively support and contribute to PATA's mission and goals
2. To promote and develop PATA Membership both at Chapter and PATA level
3. To actively encourage participation among PATA Members, and potential new PATA Members in all PATA's activities and events
4. To foster closer working relationships, cooperation, business and networking opportunities among PATA Members and the community at large
5. To encourage and strengthen travel industry professionalism, applied research and skills through education and training
6. To act as the local voice of PATA to help position, promote and protect Asia Pacific travel and tourism via sustainable economic, cultural and environmental methods
7. To implement and assist in the execution of specific PATA Task Forces, projects and research
8. To organise activities, events and opportunities that support the promotion of PATA destinations and tourism products of PATA Members
9. To assist PATA in Public Relations activities in the Chapter area and general promotion / marketing of PATA events and activities
10. To promote travel and tourism to students and young professionals and to encourage them to become PATA Members
11. To embrace and implement through its Chapter Membership PATA's Charter of Sustainability and Corporate Social Responsibility

Main roles and responsibilities

The contribution, role, and functions of PATA towards its members can be studied under the following points

- Conducting research studies on tourism
- Organising marketing programs
- Provides detailed and up-to-date information
- Organising events, workshops, and seminars in the Pacific region
- Helping in economic development
- Helping in the improvement of tourist plants and service facilities
- Helping the member countries to introduce a corrective measure to increase tourist traffic
- Providing training and educational programmes for human resource development
- Promoting environmentally conscious tourism projects in Thailand

Organisation Structure

1 Hon. Advisor
1 Vice Chairman
1 Treasurer
1 Chairmain Inbound Marketing Committee
1 Chairman IT Committee
3 Advisors
1 Chairman Membership Committee
1 Secretary
1 Chairman Executive Committee
1 Hon. Secretary
1 Chairmain Outbound Marketing Committee
1 Chairman Education Committee
3 Committee Members
1 Chairman Industry Relation Committee
1 Chairman PR Committee

The board of director (50) meets every month at its headquarter. The head of the association is the president elected by the members of assisted by a full-time vice-president and other administrative professionals, to carry out the smooth functioning of the corporation.

Member

The Association provides aligned advocacy, insightful research and innovative events to its more than 800 member organizations, including 95 governments, state and city tourism bodies, 25 international airlines and airports, 108 hospitality organizations, 72 educational institutions, and hundreds of travel industry companies in Asia Pacific and beyond, as well as over 4,000 young tourism professional (YTP) members across the world.

The membership of the PATA is open to all organization which contributes in travel and tourism sector directly and indirectly. Generally, the membership of PATA is open to all professional organizations such as airlines, steamship lines, travel agencies, tour operators, hoteliers, government, tourism professional organizations, advertising agencies, and the public relations agencies etc.

PATA has the following nine categories of membership, including

1. **Active Government Members** consist of the primary official organization designated by the government of any nation, territory, or political division, wholly or partly in the Pacific area.
2. **Associate Government Members** consist of organization charged with the responsibility of the domestic or overseas promotion of tourism as designated by the government of any nation, territory, or political division either situated outside the Pacific area, or situated within the Pacific area but not being the primary official organization designated for the overseas promotion of travel, or not meeting other criteria as might be required for Active government membership.
3. **Active Carrier Members** consist of any government recognized, registered or certified air or steamship line operating vehicles having individual passenger capacity in excess of twelve passengers and providing regular scheduled common carrier passenger service to and within the Pacific area.
4. **Associate Carrier Members** consist of any government recognized passenger carrier operation vehicles (a) each having a passenger capacity of twelve or fewer passengers and providing regular scheduled common carriage passenger service of having a passenger capacity in excess of twelve passengers but not providing passenger service on the regular common carriage basis as prescribed for Active carrier members.
5. **Active Industry Members** consist of hotel organizations having management authority as distinguished form mere advertising, sales or reservations direction, over one or more hotels with a total of one thousand or more guest rooms in one or more Pacific areas, tour operator organizations excluding air or ship transportation.
6. **Allied Members** consist of travel agencies, tour operators, hotel representatives and firms serving as general agents or representing various segments of the Pacific travel industry.
7. **Affiliated Allied Members** consist of branch offices of an allied member travel agency or tour operator.
8. **Associate Members** consist of individual operating organizations and firms such as advertising, public relations, media representatives, communication media, and research agencies having definite interest in Pacific travel.
9. **Sustaining Members** consist of those organizations, firms or individuals whose commercial or cultural interests, in the judgement of the Board of Directors, will further contribute to the aims of the Association,

Every year the member of PATA meet at an annual conference to discuss various issues and activities of the association. The member elects the Board of Directors for three or two year's terms. The control and management of PATA are vested in the hands of active members.

The board of director (50) meets every month at its headquarter. The head of the association is the president elected by the members of assisted by a full-time vice-president and other administrative professionals, to carry out the smooth functioning of the corporation.

TFOPTA

(Thai Federation of Provincial Tourist Associations)

Thai name	Website
สมาพันธ์ธุรกิจท่องเที่ยวส่วนภูมิภาคแห่งประเทศไทย	www.tfopta.org
Status	**Year of establishment**
Non-profit Organisation	N/A

Area of Operation	Licence
Thailand	N/A

Mission(s)

- **Tourism Promotion**
  Responding to government policies on tourism promotion
- **Tourism development**
  Establishing tourism standard in the provincial region to be accepted and publicized successfully in both domestic and international tourism markets
- **Solving tourism problems**
  Coordinating with the government, private sector, and other agencies involved in the planning, development, promotion, and solving problems and obstacles in tourism

Vision

To create standards for members' tourism products, as well as to support sustainable tourism. Thus, the organization members must cooperate to bring the knowledge of tourism into the region.

About / Background

Thai Federation of Provincial Tourist Associations (TFOPTA) is established by the group of travel agencies and hotel businesses in different regions of the country.

Objective(s)

1. To response to the government policies on tourism promotion
2. To promote provincial tourism
3. To coordinate with the government, private sector, and other agencies involved in the planning, development, and promotion, as well as solving problems and obstacles in relation to provincial tourism
4. To promote the tourism standard in the provincial region to be accepted and publicized successfully in both domestic and international tourism markets
5. To build good relationships and exchange knowledge, opinions, and news between tourism business in the provincial region
6. To find and spend revenue for the benefit of provincial tourism promotion

Organization Structure

1 President	3 Vice Presidents
1 Committee and Treasurer	1 Committee and Secretary
1 President o Advisor	2 Honorary Advisors
12 Advisors	

Member

N/A

TRTA

(Thai Responsible Tourism Association)

Thai name	Website
สมาคมไทยท่องเที่ยวอย่างรับผิดชอบ (สททร.)	www.thairt.org
Status	**Year of establishment**
Non-profit Organisation	N/A
Area of Operation	**Licence**
Thailand	N/A

About / Background

Thai Responsible Tourism Association (TRTA) was established by stakeholders from six different sectors in tourism industry, namely tour operators, accommodation providers, restaurants, tourist guides, local communities, and academics. The group shares the belief that responsible tourism can have a positive impact for all stakeholders and by being responsible and conscientious in using tourism resources help guarantee its future sustainability.

Thai Responsible Tourism is tourism which does not have negative impacts to Thai social, culture, economy, and environment. It should have an advantage to the Thai Tourism Industry which includes development and building awareness together.

Objective(s)

1. To encourage all tourism partners, both domestics and international, to work in cooperation towards achieving the common goal of truly responsible tourism.
2. To promote, support and develop the concept of responsible tourism for the tourist industry worldwide.
3. To develop personnel capability in the tourism industry towards responsible tourism.
4. To provide members with standardized responsible tourism training courses.
5. To advise and give an academic perspective on responsible tourism and provide criteria by which responsible tourism practices can be measured.
6. To research into the effects of responsible tourism and gauge its impact.

Main roles and responsibilities

1. Coordinating responsible tourism with those involved in the tourism industry, both domestically and internationally.
2. Developing personnel capacity in the tourism industry towards responsible tourism.
3. Campaigning and raising responsible tourism awareness for the tourism industry
4. Promoting and supporting responsible tourism marketing activities both domestically and internationally.
5. Research and development of responsible tourism

Member

TRTA currently has **14** members

A.3 Tourism development organizations

TCT

(Tourism Council of Thailand)

Thai name	Website
สภาอุตสาหกรรมท่องเที่ยวแห่งประเทศไทย (สทท.)	www.thailandtourismcouncil.org
Status	**Year of establishment**
Non-profit organization	2001
Area of Operation	**License**
Thailand	Established regarding the provision in the royal act on December 5, 2001

Mission(s)

- To develop and enhance the competitiveness of tourism businesses at both personnel and organizational levels to be more efficient and keep up with the changes in the 4.0 era.
- To connect tourism businesses with government, private sectors, educational institutions, social sectors, and international organizations, in order to develop a model for cooperation and tangible results
- To develop new products and market opportunities with high quality and value, unique, safe, standardized, sustainable, and able to distribute better living to Thai people throughout the country
- To support the application of platform technology and to create readiness for innovation and digital marketing for Thai tourism businesses and communities.
- To modernize and systematically enforce relevant laws and regulations.

Vision

To be a center of Thai tourism business development towards stable, wealthy, and sustainable growth.

About / Background

The Tourism Council of Thailand (TCT) was established in December 5, 2001 to be the representative of all tourism industry operators, which would create benefits in terms of systematic co-operation between the related organizations, both public and private sectors. It is to propose important guideline policy, promote quality verification system, standard system, and quality assurance system of the businesses related to the goods or services for tourists, and to encourage the tourism industry operators to carry out the operation with quality, morality and ethics, so as to promote the efficiency and development of this industry.

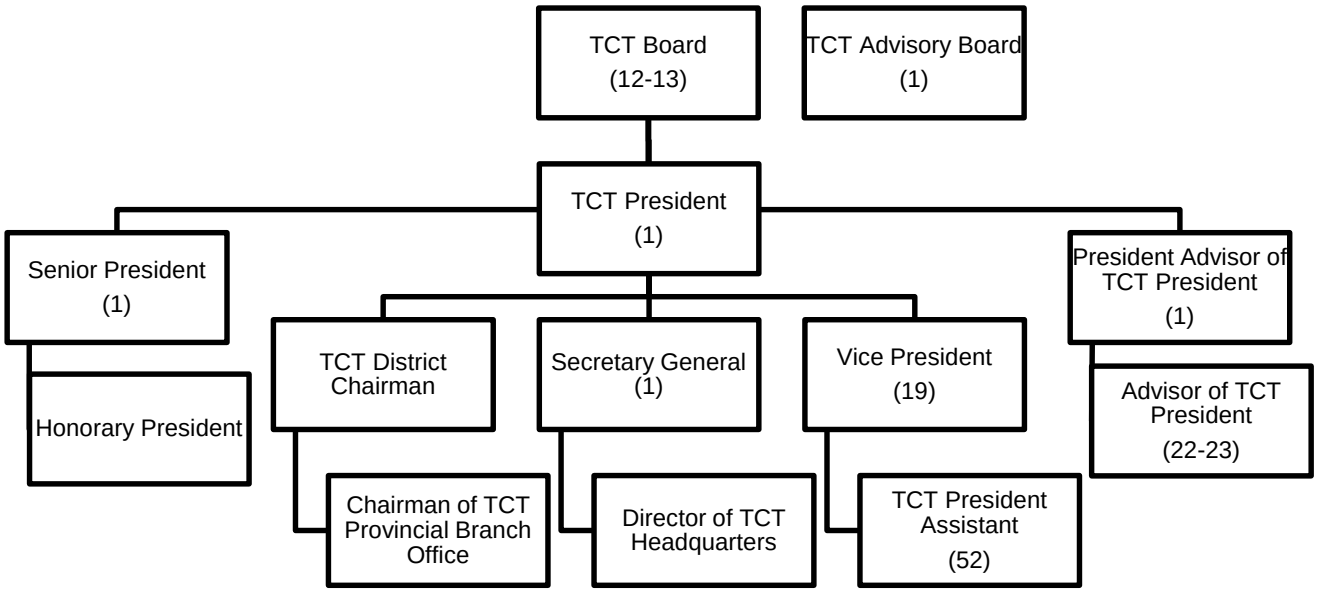
Objective(s)

1. To act as the representative of the tourism industry operators for systematic co-operation between the government and the private sector, and within the private sector
2. To promote the development in the operation of the tourism industry
3. To promote the conservation of arts, culture, traditions, tourist attractions, archaeological sites and environment, including the Thai heritage
4. To promote the ethics and manners in tourism
5. To promote the quality certification system, standard system, and quality assurance system of the businesses relating to goods or services for tourists
6. To control and ensure that the members who are tourism industry operators carry out their activities with quality, morality and ethics
7. To promote and support the education, study, research, experiment, training and publication of knowledge and technology related to the tourism industry to members or to make arrangement thereof as service provided to the general public
8. To carry out public relations and dissemination of information and news related to the tourism industry to members and the general public, within and out of the country
9. To give comments or advice to the cabinet of ministers in matters related to the tourism industry
10. To provide co-operation in the exchange of information, news and persons in connection with the promotion of the tourism industry, within and out of the country
11. To protect and maintain the members' interest related to the tourism industry
12. To promote the giving of assistance among members

13.To study and find the solution of problems related to the operation of the tourism industry
14.To carry out any other act which is beneficial to the operation of the tourism industry
15.To encourage the local administrative organizations to take part in the tourism industry

Organization Structure

TCT consists of 13 Board Members, including



Strategy

People and Organization Development Strategy
The first strategy that TCT focuses on is the development of both personnel and organizations at the same time in order to achieve equilibrium and efficiency in the co-development process. This starts with improving the competency of personnel regarding attitude, knowledge, and skills in various fields, as well as developing the core competencies of the organization to have a structure, standard, and quality of service, with appropriate innovations.

Partner and Networking Strategy
In the sharing economy, a key success factor is building a network of business alliances and partners to connect and share resources with each other. TCT emphasizes business partners and networking strategy by coordinating with all sectors to create creative tourism, cross industry innovative products, and co-creation between entrepreneurs and customers. This strategy is to elevate values, while reduce the costs, of products and services. The partners of this strategy including government agencies, educational institutions, private organizations, and international organizations.

Product and Market Strategy
In the 4.0 era, the customer segment of tourists by regions or countries is insufficient to meet changing needs of tourists that have become more personalized, especially the Free Individual Travelers (FIT) customers that prefer to travel independently and use online platforms for searching information, booking, and transactions. FIT customers have increased continuously and usually compare data before making reservation for accommodation and travel packages, therefore have higher expectations for the quality of service.

TCT has designed product and market strategy to promote the readiness of tourism supply (products and services) in tourism operators in Thailand so that they can penetrate the niche market with the concerns on uniqueness, standards, safety, and sustainability following the 5S strategy that consists of Segmented & Fragmented Market, Signature Product, Safety, Standard Product & Service, and Sustainable Tourism.

Platform and Innovation Strategy

Disruptive innovation has changed the behavior of tourists, from awareness, attraction, search, booking, to advocating. Besides, the expectations of customers to products and services are higher, which technologies and innovations will help increase efficiency and competitiveness, from attracting attention, storytelling, closing sale, to customer service, as well as reduce the cost of management effectively. However, most of Thai tourism operators, especially small and medium-sized entrepreneurs and communities, still lack readiness for innovation due to the insufficiency of knowledge and funds which deplete competitive opportunities and new marketing channels, and assume higher costs than competitors.

Therefore, the Smart Tourism Subcommittee of TCT has an important mission regarding the SMART strategy as follows: **S**ervice and Product Innovation, **M**arketing Innovation, **AI** and Big Data Analysis, **R**esearch and Development, and **T**ransformation and Process Innovation.

Policy and Legal Enforcement Strategy

- Giving members and tour operators the opportunity to present problems, obstacles, and recommendations for drafting policy and action plan, and proposing appropriate legal proposals to the government sector
- Encouraging the public and private sectors to modernize laws and regulations to the current competitive environment
- Promoting more effective law and regulations enforcement to reduce problems and inequality, as well as to prevent the exploitation of tourists which is a major problem affecting the image of Thai tourism
- Driving and controlling members and tourism operators to operate business with transparency, integrity, principles of good governance, and legally through the Ethics Committee of TCT

Member

TCT membership is divided into three categories, namely

1. **Ordinary members** consists of two types
2. **Extraordinary members** are associations and organizations in relation to domestic the tourism industry.
3. **Honorary members** are individuals who the Board considers to be experts or rendering valuable services to the association, and are invited to become such members by a resolution of the Association Board of Committee and who have accepted the invitation

According to TCT's member directory, there are currently 240 (**472)** members in 2020, consist of

Ordinary members	111	members
Extraordinary members	123	members
Honorary members	6	members

B. International level organization

On the international level, the tourism organizations or associations usually cooperate and collaborate with the both Thai government and other private agencies which can be divided into three categories regarding its nature of

B.1 Tourism organizations with the same business type or interest normally come together to solve problems and improve certain types of business, as well as strengthen the negotiation power with the government. For instance, Association of Thai Travel Agents (ATTA) is the collective group of tour operators and Thai Hotels Association (THA) is the group of those in accommodations and hotels business. This type of organizations can be divided into eight categories regarding its types of business, namely

9. Tour Operators /Travel Agencies
10. Transportations
11. Accommodations
12. Food & Beverage
13. Recreation & Entertainment
14. Shopping
15. Attractions
16. MICE

B.2 Tourism promotion organizations that is not limitative to any specific type of business but rather aim to promote businesses within the same area or region. For instance, Pacific Asia Travel Association (PATA) is a collective group that aims to increase tourists in the Asia Pacific region, and The Southern of Thailand Tourist Promotion Association (STPA) is the group to promote tourism business within Southern region of Thailand.

B.3 Tourism development organizations such as Tourism Council of Thailand TCT)

Tourism Statistics and markets

This chapter presents information about tourism statistics and markets in Thailand from 2014 to 2020. The information is divided into three main chapters, including

A. Tourism statistics and markets in Thailand during the period of five years (2014-2018)
B. Top 10 most visited destinations and destination receipts of Thailand (2014-2019)
C. Tourism statistics and markets in Thailand in the first half of 2020

A. Tourism statistics and markets in Thailand during the period of six years (2014-2019)

This section presents information about tourism statistics and markets in Thailand during the period of six years (2014-2019), including key information which are number of arrivals, tourism receipts, average length of stay, expenditure per capita per day, expenditure per capita per trip and top 10 key markets, as well as information on tourist feature including sex, travel frequency, travel arrangement, and age. The information is divided into two tables, inbound and domestic tourism statistics tables, which explain tourism situations and trends in Thailand from both international and national markets during the period of six years.

A.1 Inbound Tourism Statistics (2014-2019)

	2014	2015	2016	2017	2018	2019
Number of Arrivals (Million)	24.81 (-6.54)	29.92 (+20.61)	32.53 (+8.71)	35.59 (+9.41)	38.28 (+7.27)	39.79 (+4.24)
Tourism Receipts (Million THB)	1,172,798.17 (-2.85)	1,457,150.28 (+24.25)	1,633,497.55 (+12.10)	1,831,104.99 (+12.10)	1,876,136.90 (+2.46)	1,933,368.23 (+3.05)
Average Length of Stay (Days)	9.83	9.47	9.56	9.52	9.29	9.24
Expenditure Per Capita Per Day (THB)	4,808.92 (+4.17)	5,142.18 (+6.93)	5,252.69 (+2.15)	5,404.10 (+2.88)	5,289.72 (-2.12)	5,156.11
Expenditure Per Capita Per Trip (THB)	47,271.79 (+3.96)	48,696.36 (+3.01)	50,215.75 (+3.12)	51,477.13 (+2.45)	49,141.58 (-4.48)	48,580.00
Top 10 Key Markets						
Top 10 Numbers of Tourist	China (+0.48) Malaysia (-14.10) Russia (-8.55) Japan (-17.21) South Korea (-14.15) Laos (+8.01) Singapore (-10.01) India (-11.86) UK (+2.78) Australia (-7.56)	China (+72.31) Malaysia (+30.87) South Korea (+22.51) Japan (+7.53) Laos (+15.68) Singapore (+11.90) India (+14.67) UK (+2.91) Russia (-45.06) USA (+12.61)	China (+10.00) Malaysia (+2.89) South Korea (+6.65) Japan (+5.00) Laos (+14.99) Singapore (+8.24) Russia (+23.80) India (+3.62) UK (+7.24) USA (+13.51)	China (+12.16) Malaysia (-0.37) South Korea (+17.18) Laos (+19.64) Japan (+7.68) Russia (+23.44) India (+19.01) Singapore (+8.27) USA (+7.25) Vietnam (+14.11)	China (+7.90) Malaysia (+15.74) South Korea (+5.09) Laos (-0.62) Japan (+7.67) India (+21.94) Russia (+9.41) Singapore (-7.26) USA (+8.86) Vietnam (+6.90)	China (+4.36) Malaysia (+3.60) India (+24.88) South Korea (+5.09) Laos (+10.86) Japan (+9.07) Russia (+0.72) USA (+4.06) Singapore (-1.16) Vietnam (+1.90)
Top 10 Receipts of Tourist	China (+6.22) Russia (-8.00) UK (+2.02) Malaysia (-12.88) Australia (-	China (+93.71) Malaysia (+41.30) Russia (-39.06) UK (+8.93) Australia	China (+17.36) Malaysia (+3.55) Russia (+18.87) UK (+9.10) USA (+20.82)	China (+14.15) Russia (+25.75) Malaysia (+6.83) USA (+10.66) UK (+1.86)	China (+0.30) Russia (+2.30) Malaysia (+9.55) Japan (+20.61) USA (+6.41)	China (+4.78) Malaysia (+3.09) Russia (-1.19) Japan (+11.40) India (+27.47)

	5.58) USA (-4.19) Japan (-15.92) Germany (-3.98) France (+7.09) India (-7.32)	(+7.92) Japan (+16.26) USA (+6.55) Germany (+3.67) India (+23.98) France (+7.94)	Australia (-3.38) Japan (+7.78) Germany (+12.03) France (+7.29) India (-1.11)	Japan (+9.63) Australia (+3.50) India (+19.17) Germany (-0.31) Laos (+33.59)	UK (-2.07) India (+21.89) Australia (-8.39) Germany (+2.30) Laos (+0.41)	USA (+3.44) South Korea (+4.39) UK (-0.43) Australia (-6.03) Laos (+10.76)
Tourists features (%)						
Sex						
Male	56.99	51.66	48.01	47.85	46.95	46.24*
Female	43.01	48.34	51.99	52.15	53.05	53.76*
Travel Frequency						
First visit	38.12	39.89	38.94	36.81	34.86	33.99*
Revisit	61.88	60.11	61.06	63.19	65.14	66.01*
Travel arrangement						
Package	27.72	28.58	26.60	25.75	25.35	27.08*
Non-package	72.28	71.42	73.40	74.25	74.65	72.92*
Age						
Under 25	11.88	13.26	16.78	17.03	15.94	16.22*
25-34	28.86	25.88	29.50	27.84	27.33	26.85*
35-44	23.08	22.29	17.90	19.15	18.90	18.89*
45-54	19.04	19.28	16.50	16.36	16.54	16.03*
55-64	12.05	13.29	12.53	12.11	12.69	13.39*
65 and Over	5.09	6.00	6.80	7.50	8.60	8.62*

* Information collected from January to June 2019

The above table shows information of inbound tourism situation in Thailand throughout six years (2014-2019). The numbers of arrivals and tourism receipts decrease in 2014 due to the political instability of the country (coup d'etat), and increase rapidly after the recovery of the situation from 2014 to 2015 (growth rate +20.61 and +24.25), then continue rising steadily from 2015 to 2019. Although the numbers of arrivals and tourism receipts in 2018 to 2019 are increasing, but the growth rate has slow downed in 2018-2019 from the previous years (2017-2016). In the meantime, the average length of stay fluctuates during the first three years (2014-2016) and drops constantly in the last three years (2016-2019). In addition, expenditure per capita per day increases constantly during 2014-2017, then decreases since 2018. The expenditure per capita per day in 2018 decreases due to the decline of Chinese tourists, the solidification of Thai Baht, and the economic situation in the Middle East. Therefore, the expenditure per capita per trip also increases constantly during 2014-2017 and decreases from 2018 to 2019, which is due to the decline of the average length of stay and the expenditure per capita per day in the same years.

The top 10 key inbound markets (numbers of tourists) have changed during the last six years, especially at rank number 6 to 10. Countries appeared on the list in the earlier years (i.e. Australia and UK) have been less recognized as key markets during the later years, while other countries (i.e. India and Vietnam) have constantly grown to be the key markets of Thailand, especially India that has grown significantly in 2017-2019 (growth rate +19.01, +21.94, and +24.88 respectively), with the rank number 3 in 2019. The growth of less recognized markets is due to the development of tourism infrastructure such the increase of flights and the new regulations of visa (Visa on Arrival for 21 countries, including China and India, start in the end of 2018). Meanwhile, China and Malaysia rank as the first and second key markets throughout the six years, with the substantial growth in 2015 (+72.31 for China and +30.87 for Malaysia). Number of tourists from South Korea increases from 2014 to 2015 and has maintained its rank (third place) during 2015-2018. In the meantime, Number of tourists from Russia decreases significantly in 2015 (-45.06) and has risen again, with the slowdown of growth rate, from 2016 to 2019. Japan have maintained its rank at fourth place until 2017 that the country's rank declines to fifth place and to sixth place in 2019, although its growth rate has risen from 2017 to 2019. On the contrary, USA has entered the top 10 numbers of tourists rank in 2015 and has maintained the development of its ranking to eighth place in 2019. Laos and Singapore have maintained to be in top 10 throughout six years with slight decrease of growth rate in 2018, then the growth rate of Laos increases while of Singapore decreases in 2019.

China is not only the first key market in numbers of tourists, but also the first in tourism receipts with the substantial growth in 2015 (+93.71). However, the growth rate of tourism receipts from China has slow downed since 2016 and risen again in 2019. Malaysia and Russia alternate in the second and third place in tourism receipts with the fluctuation of growth rate throughout six years. This shows that although the number of tourists from Russia fluctuates during the last five years and tourism receipts decrease substantially in 2015, it is still a key market in tourism receipts. Australia, UK, and USA are not significant in terms of numbers of tourists since they rank at the bottom or below the top 10 of numbers of tourists, but these markets are significant in terms of tourism receipts during the last six years. However, the receipts from Australia and UK have decreased since 2018. Japan ranks steadily in tourist numbers and receipts and has a positive growth in 2018-2019. Meanwhile, India market has increased significantly in both tourist numbers and receipts with the decline of receipts in 2016 and constant growth during 2017-2019, while Laos has been a key market in numbers of tourists and has grown substantially in tourism receipts since 2017 (+33.59). However, countries which are not in top 10 in numbers of tourists including France and Germany has maintained the places at the bottom of top 10 (eighth to tenth place) in tourism receipts during 2014-2018 and disappeared from the rank in 2019.

The tourists feature has shown that the percentage of male tourists has constantly declined while the percentage of female tourists has gradually risen during the last six years, both shares the percentage about 50-50. The percentage of revisit travelers is about two-third of the numbers of visitors during the last six years, while the percentage first visit visitors remain about one-third. Interestingly, the percentage of first-time visitors has increased from 2014 to 2015 and constantly dropped during 2015-2019, while the percentage of revisit visitors has decreased between 2014 and 2015 and gradually rises in 2015-2019. Furthermore, the percentage of tourists travel with package tours covers about a quarter of the total numbers of tourists and has dropped steadily since 2015 then increases in 2019. On the contrary, the percentage of tourists travel without package tours (self-arranged tour) covers about three-quarter of the total numbers and has increased gradually since 2015 then decreases in 2019. In addition, the main age group of visitors is between 25 to 34 years old, with a slight decrease of the numbers during 2016-2018 and the increase in 2019. In the meantime, the age group of 65 years old and over remains the lowest percentage, but with the constant growth over six years and the significant growth from 2017 to 2018. The other age groups (under 25, 35 to 44, 45 to 54, and 55 to 64) have fluctuated growth rates throughout the last six years.

A.2 Domestic Tourism Statistics (2014-2019)

	2014	2015	2016	2017	2018	2019
Number of Tourists (Million)	169.90 (+5.06)	187.30 (+10.24)	200.96 (+7.29)	217.97 (+8.48)	227.75 (+4.49)	166.84 (-0.06)
Tourism Receipts (Million THB)	701,451.48 (+6.17)	806,803.93 (+15.02)	887,007.46 (+9.94)	989,613.29 (+11.57)	1,071,342.10 (+8.26)	1.08 (+1.18)
Average Length of Stay (Days)	2.64	2.61	2.55	3.10	3.90	3.30
Expenditure Per Capita (THB)	2,600	2,798	2,753	3,645	2,866	N/A
Purpose of travel (%)						
Visit family and friends	37.4	34.0	33.1	28.2	31.2	35.7
Recreation	23.4	24.6	20.2	98.2	99.0	94.7
Pilgrimage	10.6	10.6	11.7	N/A	N/A	28.1
Gastronomy	4.5	8.2	9.0	N/A	N/A	N/A
Shopping	8.4	8.0	8.9	31.2	37.4	N/A

Meeting / convention	5.1	4.7	3.6	6.1	3.8	2.3
Travel type / activities (%)						
Leisure tourism	61.9	55.7	42.5	N/A	N/A	62.2
Religious tourism	31.1	29.5	30.1	59.8	68.8	55.4
No activity / stay in accommodation	32.4	31.8	26.2	N/A	N/A	N/A
Cultural tourism	12.3	14.2	17.8	N/A	N/A	38.6
Ecotourism	2.2	7.4	9.3	70.3	78.5	25.3
Travel features (%)						
Travel length						
One-day trip	34.7	34.1	37.1	77.7	78.9	35.8
Overnight trip	48.6	49.2	47.3	93.3	94.4	64.2
Both trips	16.7	16.7	15.6	N/A	N/A	N/A
Travel companion						
Family	63.3	64.0	63.2	20.4	25.4	44.6
Friends / colleagues	19.2	19.3	20.0	20.3	23.7	25.0
Partner	6.1	4.5	4.8	71.5	74.5	52.2
Alone	11.3	12.1	11.9	0.8	1.0	N/A
Travel arrangement						
Tour operators	1.2	1.0	1.2	7.5	1.0	1.0
Arranged by agency / organization	8.7	8.2	9.6	N/A	N/A	N/A
Self-arrangement	90.1	90.8	89.2	92.5	99.0	99.0
Travel period						
Weekend	37.4	38.4	38.7	88.3	92.0	37.9
Weekdays	30.6	31.4	31.7	39.3	38.9	16.0
Holiday (Long weekend)	30.5	28.4	27.8	88.3	89.0	24.4
Weekend + Weekdays	N/A	N/A	N/A	N/A	N/A	21.7
Transportation						
Private car	65.0	67.0	65.7	81.7	91.5	76.5
Bus and van (public)	18.0	15.9	16.4	1.9	2.1	12.6
Rental car / bus / van	13.6	13.5	13.9	7.4	10.0	7.4
Train and airplane	3.4	3.6	4.0	8.9	10.8	8.5

The table above shows information of domestic tourism situation in Thailand throughout six years (2014-2019). The numbers of tourists and tourism receipts increase significantly from 2014 to 2015 (growth rate +10.24 and +15.02), then continue rising steadily from 2015 to 2018 and the number of tourists drops in 2019 (-0.06) while the receipts still increase with the slowdown of growth rate. Although the numbers of arrivals and tourism receipts in 2018 is increasing, but the growth rates of 2018 slowdown from the previous years (2017-2016). The average length of stay fluctuates during six years with the decline from 2014 to 2017 and increase in 2017-2018, then decline again in 2019. Meanwhile, the

expenditure per capita of domestic tourists fluctuates during the last five years with the highest expenditure in 2017 (3,645 THB).

The travel feature has shown that the percentage of tourists travel on one-day trip is less than those travel overnight trip.

The data on travel arrangement shows that about 90% of people self-arrange their trips and only 10% travel with tour operators or agencies. Besides, the percentage of tourists with tour operators or agencies has declines to only 1% since 2018.

The majority of domestic tourists use private car as a mean of transportation.

Before getting to the data on domestic tourism features and behaviors, the method using for calculating the percentage of data in the table below needs to be explained. The method and result using for data during 2014-2016 and from 2017 to 2018 are different. The data during 2014-2016 is calculated using simple percentage, when the data from 2017-2018 is calculated using percentage with multiple choice answers. Firstly, the main purposes of travel in domestic tourists during 2014-2016 are visiting family and friends, recreation, and pilgrimage respectively, then followed by gastronomy, shopping and meeting/convention. Although visiting family and friends is the first purpose of travel, the percentage of this purpose has declined over the last four years (2014-2017) and has risen again in 2018. Recreation is the second purpose of travel until 2016, and then has increased its popularity from 2017 to 2018. However, the percentage of this information yield.

B. Top 10 most visited destinations and destination receipts of Thailand (2014-2019)

		2014	2015	2016	2017	2018	2019*
Top 10 domestic destinations	**Inbound**	Bangkok Chon Buri Phuket Chiang Mai Surat Thani Krabi Songkhla Prachuap Khiri Khan Phang-nga Trat	Bangkok Chon Buri Phuket Chiang Mai Krabi Songkhla Surat Thani Prachuap Khiri Khan Phang-nga Trat	Bangkok Phuket Chon Buri Chiang Mai Krabi Surat Thani Songkhla Prachuap Khiri Khan Phang-nga Chiang Rai	Bangkok Phuket Chon Buri Chiang Mai Surat Thani Songkhla Krabi Prachuap Khiri Khan Trat Phra Nakhon Si Ayutthaya	Bangkok Chon Buri Phuket Chiang Mai Krabi Songkhla Surat Thani Prachuap Khiri Khan Ayuttaya	Bangkok Phuket Chonburi Krabi Suratthani Phang-nga Chiang Mai Songkla Ayuttaya Samut Prakan
	Domestic	Bangkok Phuket Chon Buri Chiang Mai Krabi Surat Thani Songkhla Phang-nga Prachuap Khiri Khan Rayong	Bangkok Phuket Chon Buri Chiang Mai Krabi Surat Thani Songkhla Phang-nga Rayong Prachuap Khiri Khan	Bangkok Chon Buri Chiang Mai Krabi Surat Thani Songkhla Phang-nga Rayong Prachuap Khiri Khan Chiang Rai	Bangkok Phuket Chon Buri Krabi Chiang Mai Surat Thani Songkhla Phang-nga Prachuap Khiri Khan Rayong	Bangkok Chon Buri Phuket Chiang Mai Nakhon Rachasrima Kanchanaburi Phetburi Ayuttaya Rayong Songkla	Bangkok Nakhonracha srima Kanchanaburi Chonburi Phetburi Rayong Chiang Mai Ayuttaya Prachuap Khiri Khan Khon Kaen
	Total	Bangkok Phuket Chon Buri Chiang Mai Rayong Songkhla Surat Thani Krabi Prachuap Khiri Khan Phang-nga	Bangkok Phuket Chon Buri Chiang Mai Rayong Songkhla Krabi Surat Thani Prachuap Khiri Khan Phang-nga	Bangkok Chon Buri Phuket Chiang Mai Rayong Songkhla Krabi Surat Thani Prachuap Khiri Khan Phang-nga	Bangkok Chon Buri Phuket Chiang Mai Songkhla Prachuap Khiri Khan Krabi Surat Thani Ayuttaya Rayong	Bangkok Chon Buri Phuket Chiang Mai Nakhon Rachasrima Kanchanaburi Phetburi Ayuttaya Rayong Songkhla	Bangkok Chonburi Phuket Chiang Mai Nakhonracha srima Kanchanaburi Phetburi Ayuttaya Songkla Rayong

Top 10 destination receipts	**Inbound**	Bangkok Phuket Chon Buri Surat Thani Krabi Phang-nga Chiang Mai Songkhla Prachuap Khiri Khan Trat	Bangkok Phuket Chon Buri Surat Thani Krabi Phang-nga Chiang Mai Songkhla Prachuap Khiri Khan Trat	Bangkok Phuket Chon Buri Surat Thani Krabi Phang-nga Chiang Mai Songkhla Prachuap Khiri Khan Trat	Bangkok Phuket Chon Buri Surat Thani Krabi Phang-nga Chiang Mai Songkhla Prachuap Khiri Khan Trat	Bangkok Phuket Chon Buri Surat Thani Krabi Phang-nga Chiang Mai Songkla Prachuap Khiri Khan Trat	Bangkok Phuket Chon Buri Suratthani Krabi Phang Nga Chiang Mai Songkla Prachuap Khiri Khan Trat
	Domestic	Bangkok Chiang Mai Phuket Krabi Songkla Chon Buri Rayong Prachuap Khiri Khan Phetchaburi Chiang Rai	Bangkok Chiang Mai Phuket Krabi Songkla Chon Buri Rayong Prachuap Khiri Khan Chiang Rai Kanchanaburi	Bangkok Chiang Mai Chon Buri Phuket Krabi Songkla Rayong Prachuap Khiri Khan Kanchanaburi Phetchaburi	Bangkok Chiang Mai Chon Buri Phuket Krabi Songkla Rayong Prachuap Khiri Khan Phetchaburi Kanchanaburi	Bangkok Chiang Mai Chon Buri Phuket Krabi Songkla Rayong Prachuap Khiri Khan Phetchaburi Kanchanaburi	Bangkok Chiang Mai Phuket Chon Buri Krabi Songkla Rayong Prachuap Khiri Khan Kanchanaburi Nakhonracha srima
	Total	Bangkok Phuket Chon Buri Chiang Mai Krabi Surat Thani Songkla Phang-nga Prachuap Khiri Khan Rayong	Bangkok Phuket Chon Buri Chiang Mai Krabi Surat Thani Songkla Phang-nga Rayong Prachuap Khiri Khan	Bangkok Phuket Chon Buri Chiang Mai Krabi Surat Thani Songkla Phang-nga Rayong Prachuap Khiri Khan	Bangkok Phuket Chon Buri Krabi Chiang Mai Surat Thani Songkla Phang-nga Prachuap Khiri Khan Rayong	Bangkok Phuket Chon Buri Krabi Surat Thani Chiang Mai Songkla Phang-nga Prachuap Khiri Khan Rayong	Bangkok Phuket Chon Buri Krabi Chiang Mai Surat Thani Songkla Phang-nga Prachuap Khiri Khan Rayong

*** Information collected from January to August 2019**

The table shows information of Top 10 most visited destinations and destination receipts of Thailand over six years (2014-2019). The top 4 of most visited destination for inbound tourists have barely changed during five years (2014-2018), but Chiang Mai has dropped its ranking to seventh place (from fourth place) in 2019. Destination ranks number 5 to 10 have slight changes as Trat is no longer in top 10 in 2016 and 2018-2019, as well as Phang-Nga, although Phang-Nga appears on the list again in 2019. Interestingly, top 10 destinations of domestic tourists are not significantly different from inbound tourists, as about 80-90% of the popular destinations (i.e. Bangkok, Phuket, Chon Buri, Krabi, Chiang Mai, Surat Thani, Songkhla, Phang-nga, Prachuap Khiri Khan) of both domestic and inbound tourists are the same cities. The different are destinations at the bottom of the list i.e. Rayong, that maintains its popularity among domestic visitors during the last six years, and upcoming destinations i.e. Kanchanaburi, Nakhonrachasrima, and Phetchaburi, that have appeared on the top 10 of domestic tourists since 2018. In addition, the destination that has gotten more popular among both domestic and inbound visitors is Phra Nakhon Si Ayutthaya, as it has entered the top 10 since 2017-2018.

The top 10 most visited destinations of both domestic and inbound tourists (Total) shows that the key destinations of both markets are not significantly different. However, some destinations such as Nakhonrachasrima and Phetchaburi that are in top 10 of domestic tourists are more influential on total top 10 due to its greater numbers of domestic visitors.

Top 10 destination receipts of inbound tourists have not changed in the last six years. In the meantime, there are slight changes in the top 10 destination receipts of domestic tourists, as Chiang Rai has been less recognized since 2016 and Kanchanaburi has gotten more popular since 2015. The table presents that some destinations such as Chiang Mai has been more recognized in domestic (second place) than inbound (seventh place) markets regarding tourism receipts. On

the contrary, Surat Thani has been more recognized in inbound (fourth place) than domestic (not in top 10) markets. The top 10 destination receipts of domestic and inbound tourists show slight changes of destinations throughout six years and both markets have comparable influence on the destination receipts.

C. Tourism statistics and markets in Thailand in the first half of 2020 (Jan-Jul)

	Inbound tourist	Domestic tourist
Number of Arrivals (Million)	6.69 (-71.03)	28.33 (-63.07)
Tourism Receipts (Million THB)	332,013.03 (-70.35)	238.011.60 (-61.90)
Average Length of Stay (Days)	11.53	
Expenditure Per Capita Per Day (THB)		
Expenditure Per Capita Per Trip (THB)		
Top 10 Number of Tourist	China (-81.20) Malaysia (-72.41) Russia (-32.71) Laos (-63.94) Japan (-67.95) India (-77.10) South Korea (-75.80) France (-49.83) Germany (-54.50) UK (-62.26)	N/A
Top 10 Receipts of Tourist	China (-82.51) Russia (-33.67) UK (-61.54) Malaysia (-73.56) Japan (-69.50) France (-51.24) USA (-71.95) Germany (-57.95) Laos (-61.29) South Korea (-75.51)	N/A
Top 10 visited cities	Bangkok Phuket Chon Buri Krabi Surat Thani Chiang Mai Songkhla Prachuap Khiri Khan Trat Chiang Rai	
Top 10 visited cities with most revenues		Bangkok Kanchanaburi Nakhonrachasrima

The following table shows information of Tourism statistics and markets in Thailand in the first half of 2020 (Jan-Jul).

https://intelligencecenter.tat.or.th/

https://www.mots.go.th/more_news_new.php?cid=315

Sustainability Initiatives

A. National Level
B. International Level

A. National Level Sustainability Initiatives

Green Hotel
(Environmentally Friendly Hotel)

Thai name	Website
โครงการโรงแรมที่เป็นมิตรกับสิ่งแวดล้อม	www.greenhotel.deqp.go.th/public
Initiator	**Year of establishment**
Department of Environmental Quality Promotion	2013

About / Background

Hotels are one of the business sectors that consume resources and energy, produce pollution to the air, and generate solid waste and waste water to the environment. These environmental problems lead to the creation of the greenhouse gases into the atmosphere which is the cause of climate change and global warming problem.

Therefore, the Department of Environmental Quality Promotion has launched "Environmentally Friendly Hotel (Green Hotel)" project in 2013 with aims to enhance the use of resources and energy of the hotels and improve the standard of services to become more environmentally friendly.

Objective(s)

- To reduce the cost of resources use and promote energy efficiency according to guidelines of good practices.
- To conserve natural resources and promote good environmental management.
- To improve standard of services by taking environmental issues into account.
- To prepare businesses for environmental standard assessment at the international level.

Standards

Rating Level

Gold Level	Score of	80% or above
Silver Level	Score of	70 - 79 %
Bronze Level	Score of	60 - 69 %

Criteria

The Green Hotel criteria cover the following topics

1. **Eco-friendly service policy** to serve as a guideline for operating environmentally-friendly services in which management and employees work together to achieve the specified objectives and goals.
2. **Human resource development** to increase the environmentally friendly knowledge and skills of employees in the workplace.
3. **Public relations campaign** to communicate information and news regarding environmentally friendly services to strengthen understanding, cooperation, and support from the target group
4. **Environmentally friendly procurement** that takes into account the suitability of quality, price, distance of delivery of the specified products and services, as well as reducing the environmental impact caused by the production process.
5. **Environmental and energy management** by focus on any operations that can use resources sustainably, or eliminate/ deteriorate waste and pollution completely, or does not affect the surrounding environment
6. **Participation with local communities** by collaboration with the local communities in the area that the businesses are located, including the recognition, thinking, and operation in activities regarding natural resource and

environmental management.

Rules and guidelines

- The hotel shall hold a valid business license
- The hotel shall not be judged or alleged in misconduct of environmental concerns.

Benefits and privileges

- Obtain the environmentally friendly services certification (G Mark) for 2 years.
- Department of Environmental Quality Promotion will promote the selection of hotels with G mark among government agencies.
- Reduce the cost of resources and energy consumption.
- Obtain good image recognition from public by helping conserve energy and protect the environment.

Certified hotels

	Bronze	Silver	Gold	Total
2013	2	6	9	17
2014	16	14	21	51
2015	18	5	23	46
2016	14	18	25	57
2017	29	21	30	80
2018	17	36	26	79
2019	29	28	19	76
2020	N/A	N/A	6	N/A
Total	**125**	**128**	**153**	**406**

Green Leaf Foundation

(Green Leaf Certification)

Thai name	**Website**
มูลนิธิใบไม้เขียว	www.greenleafthai.org
Initiator	**Year of establishment**
Board of Environmental Promotion for Tourism Activity (BEPTA)	1998

About / Background

The Green Leaf Foundation was founded on March 17, 1998, in accordance with the environmental awareness and sustainable tourism promotion, by a working committee called the Board of Environmental Promotion for Tourism Activity (BEPTA) which consists of six organizations, namely

- Electricity Generating Authority of Thailand (EGAT)
- Metropolitan Waterworks Authority (MWA)
- Association for the Development of Environmental Quality (ADEQ)
- Thai Hotel Association (THA)
- United Nations Environment Program (UNEP)
- Tourism Authority of Thailand (TAT)

The purpose of the foundation is to provide knowledge and understanding on resource efficiency, waste minimization and handling, and environmental protection to hoteliers. In addition to BEPTA, there are other organizations that provide financial and other support for activities such as seminars, trainings, standardization of inspection, and disseminate information. The organizations include Asia Foundation, United States-Asia Environmental Partnership (US-AEP), Energy Conservation Promotion Fund National Energy Policy Office, Department of Environmental Quality Promotion, Faculty of Environment and Resource Studies Mahidol University, Embassy of the United Kingdom, Tridetree School, Generation Dusit Group, Hilton International Bangkok at Park, Nai Lert, Mayfair Inn Company Limited, Thai Airways International Public Company Limited and many leading hotels.

An environmental standard certification, Green Leaf Certification program, was initiated in 1998 to standardize

environmental best-practices for all hotels, and to promote the efforts of those who have already made a contribution via efficient management of energy, environment and natural resources. The certification has taken sustainability into accounts for environmental, social and economic aspects. Many criteria of the certification are designed to work in parallel with government health and safety regulations, environmental laws, and other related regulations. The foundation gives the certificates indicating from 1 to 5 leaves regarding the level of their environmental management performance.

In addition to the Green Leaf certification program, the Green Leaf Foundation has launched two other initiatives, Smoke-Free Hotels program and Health Promotion Hotel program, with the collaboration with the Thai Health Promotion Foundation.

Objective(s)

1. To disseminate knowledge, and support education and research for tourism and hotel entrepreneurs for better understandings in the operations concerning environmental conservation
2. To promote the development of standards, the efficiency of operations, and the conservation of environment in tourism business operators in Thailand
3. To develop environmental management standards in tourism-related businesses, as well as improve energy efficiency and protect the environment in tourism-related activities.

Standards

Procedure

1. **Screening Questionnaire**
   Examination of participating hotels in necessary legal procedures, the hotels that pass this stage will receive a certificate of participation called Green Leaf Letter of Participation.
2. **Qualifying Questionnaire**
   Consideration of the scope of the appropriateness of the environmental activities in the hotel.
3. **Grading Questionnaire**
   Auditing the operations of all departments to investigate the environmental impacts of operational procedures of the business. The third stage involves the questionnaire that consists of 18 question sections (172 criteria) that are used as a guideline to check the development and progress of the business' service.

Criteria

The Green Leaf Certification criteria cover the following topics

Section 1	Policy and communication	Section 10	Purchasing
Section 2	Personnel development	Section 11	Indoor air quality, air and noise pollution
Section 3	Committee	Section 12	Water and water quality
Section 4	Goals and action plans	Section 13	Spa and massage for health
Section 5	Waste management	Section 14	Fitness, swimming pool, and outdoor activities
Section 6	Energy efficiency and usage	Section 15	Hotel safety
Section 7	Water efficiency	Section 16	Ecological impact
Section 8	Kitchen and dining room	Section 17	Engagement with community & local organization
Section 9	Laundry room	Section 18	Art and culture promotion

Once the hotel has received the questionnaire, it will have 30 days to investigate the business operations according to that query and must attach documents, pictures, or information that can be used as a reference in answering the questionnaire.

When the questionnaire is sent to the committee, the committee will forward to the audit committee consisting of experts in environmental and energy management in hotels. The audit committee will check the questionnaire and the attached documents to prepare for the inspection at that hotel. The hotel will be contacted within 48 hours for the inspection then the inspection team will travel to inspect the hotel. After receiving the examination results, the committee will process the scores and compare them with the standard scores obtained from the 20 reference hotels to rank the hotels in receiving 1-5 green leaf certificates.

Less than 52 %	1 Green Leaf Certificate
52-56.8 %	2 Green Leaf Certificates
56.9-61.7%	3 Green Leaf Certificates

61.8-66.2%	4 Green Leaf Certificates
More than 66.5%	5 Green Leaf Certificates

Certified hotels

216 hotels are certified

TSEMS
(Thailand Sustainable Event Management Standard)

Thai name	Website
มาตรฐานการบริหารการจัดงานอย่างยั่งยืนประเทศไทย	www.thaihotels.org
Initiator	**Year of establishment**
Thailand Convention & Exhibition Bureau (TCEB)	2019

About / Background

MICE industry Thailand has an interest in emphasizing the environmental, social, and economic aspects in business operations. Therefore, Thailand Sustainable Event Management Standard (TSEMS) is aimed to be used as a tool for MICE industry entrepreneurs to reflect their awareness of the importance of sustainable business practices and to create a competitive advantage in both regional and global markets.

Objective(s)

1. To define the criteria or requirements in service management that are correspond to international sustainability standard for MICE industry operators
2. To be used for assessment and certification of MICE industry operators with service management that comply with criteria or requirements of the standard

Standards

The outline of the standard consists of six steps that can be divided as follow

PLAN
- Define sustainable management policy
- Communicate the policy both internally and externally
- Create sustainable management action plan

DO
- Implement the sustainable management action plan

CHECK
- Monitor the progress of the implementation

ACT
- Review the performance
- Make a report

The sustainable management policy should be defined by the executives that consider three main aspects, as follow

1. **Environmental aspect**
   - Responsible use of resources
   - Minimize the environmental impact
   - Minimize the negative impact from business operation
   - Minimize the pollution that impacts Climate Change
   - Protect and restore natural resources and environment

2. **Social aspect**
   - Create educational and learning opportunities
   - Promote legal employment and equality
   - Promote human rights
   - Promote health and safety of employees

- Promote sustainability in supply chain and in cooperation with communities

3. Economic aspect

- Jobs creation
- Employ local people or people from the community
- Green procurement
- Support products and services of local communities or entrepreneurs
- Value creation for the community
-

Certified businesses

N/A

Thailand Homestay Standard

Thai name	Website
มาตรฐานโฮมสเตย์ไทย	www.dot.go.th
Initiator	**Year of establishment**
Deportment of Tourism (DOT)	2003

About / Background

Regarding the government policy in community development and the launch of decentralization law, many regional agencies and organizations are encouraged to emphasize jobs and revenue creation for the communities by using tourism as a development mechanism, thus the community-based tourism activities have been developed. The Deportment of Tourism (DOT), under the Ministry of Tourism and Sports (MOTS), which has the responsibilities in tourism standard and development, decides to create 'Thailand Homestay Standard' in 2003 to support the homestay operation in the community. This type of accommodation allows guest to stay with host and be able to learn about nature, lifestyle, and local culture, as well as provides decent facilities to tourists. The model and the standard are to support the tourism capacity of and create revenue for the communities in order to become a strong community with the community-involved and sustainable approach in the management of culture, local wisdom, traditional way of life, as well as natural resources and environment of the community.

DOT has been assessing and certifying 'Thailand Homestay Standard' for communities that request and wish to meet the standard assessment for over 10 years (2004-2014). 142 communities in 51 provinces throughout Thailand have passed the Thailand Homestay Standard assessment from DOT.

Objective(s)

1. To encourage the creation of homestay in the community to create jobs and generate income, and ultimately become a strong and self-reliant community.
2. To promote, support, and develop homestay to meet the standard and be able to enter the Thai homestay Standard certification process.
3. To encourage the development of homestay as part of the community-based tourism that the community participates and benefits from tourism fairly by taking into account the sustainability of natural resources and maintaining the cultural identity of the community.

Standards

Thailand Homestay Standard cover 10 categories, with 31 criteria, as follow

1. Accommodation

1.1 Proportionality of accommodation
1.2 Cleanliness and comfortability of accommodation
1.3 Cleanliness and closeness of bathroom
1.4 Availability of relaxation area in the accommodation or the community

2. **Food and drinks**
   2.1 Type of food and ingredients of cooking
   2.2 Availability of clean water
   2.3 Cleanliness of tableware or food container
   2.4 Hygiene of kitchen and kitchenware

3. **Safety**
   3.1 First aid preparation
   3.2 Availability of security guard
4. **Hospitability of the host(s)**
   4.1 Hospitality and familiarity
   4.2 Creation of activity to exchange knowledge on the community's way of life
5. **Tour itinerary**
   5.1 Clarity of tour itinerary with the acceptance of the community
   5.2 Tourism activity information
   5.3 Host(s) is a local guide or coordinate with a local guide

6. **Natural resources and environment**
   6.1 Availability of tourism attractions in the community or vicinity
   6.2 Maintenance of tourism attractions
   6.3 Availability of plan or measure for natural resource conservation to minimize the impact of tourism and global warming
   6.4 Availability of activities for natural resource and environment conservation to minimize the impact of tourism and global warming
7. **Culture**
   7.1 Preserving local culture and tradition
   7.2 Maintaining community's way of life

8. **Value creation in community products**
   8.1 Availability of offered souvenirs or gifts made of community products to tourists
   8.2 Availability of products rendering valuable identity of the community

9. **Homestay management**
   9.1 Gathering of people in community
   9.2 Availability of the board of committees of the homestay working group
   9.3 Availability of rules and regulations for the board of committees
   9.4 Fair distribution of benefits
   9.5 Advanced reservation, registration, and payment system
   9.6 Clearness and recentness of fee and service details

10. **Public relations**
   10.1 Availability of document, publication, and advertising about community tourism
   10.2 Availability of public relations

This Standard assesses based on scores of all criteria using weighted criteria matrix, with the final scoring matrix as followed

Score range	**Meaning**
90.00-100.00	Excellent
80.00-89.99	Good
70.00-79.99	Fair
Less than 70.00	Poor (improvement is needed)

The certification is valid for three years after the homestay is certified. For example, Homestay A is scored as Good and certified in 2015, the certification is valid until 2018.

Certified homestays

Region	Certified in 2015	Certified in 2016	Certified in 2017	Certified in 2018	Certified in 2019
Central	5	3	126	4	7
Eastern	6	2	48	8	4
Northeastern	18	18	166	43	38
Northern	17	20	278	5	15
Southern	7	9	77	23	4
Western					4
Total	**53**	**52**	**695**	**83**	**72**

Accommodation Standards for Tourism (Hotel)
(1-5 stars)

Thai name	Website
มาตรฐานที่พักเพื่อการท่องเที่ยว (โรงแรม 1-5 ดาว)	www.dot.go.th
Initiator	**Year of establishment**
Deportment of Tourism (DOT)	2012

About / Background

Accommodation Standards for Tourism (Hotel) are initiatives from the Department of Tourism (DOT) of Thailand. DOT collaborates with relevant agencies such as Thai Hotel Standard Foundation, Department of Provincial Administration, and Tourism Authority of Thailand to develop a standard for accommodation and have been used for the assessment and certification since 2004. However, some of the criteria and indicators of the standard were not meet the 5 Stars hotel and international standards. Therefore, in 2012, DOT improved and divided the standard into two parts: Accommodation Standards for Tourism for 5 Stars Hotel, and Accommodation Standards for Tourism for 1 to 4 Stars Hotel.

Objective(s)

1. To develop quality and standardized accommodation
2. To define a distinct level of service quality in different types of accommodation
3. To attract more inbound tourists
4. To support the substantial growth of business opportunities of Thailand

Standards

The Standard can be divided into five main categories regarding the Stars of the hotel and has the following sets of categories, criteria, and indicators as followed.

Accommodation Standard for Tourism (Hotel)	5 stars	cover 12 categories	with 45 criteria (499 indicators)
Accommodation Standard for Tourism (Hotel)	4 stars	cover 12 categories	with 45 criteria (365 indicators)
Accommodation Standard for Tourism (Hotel)	3 stars	cover 9 categories	with 33 criteria (232 indicators)
Accommodation Standard for Tourism (Hotel)	2 stars	cover 8 categories	with 29 criteria (168 indicators)
Accommodation Standard for Tourism (Hotel)	1 stars	cover 8 categories	with 28 criteria (154 indicators)

The amount of indicators of hotels with different Stars is presented in the table below

Criteria (divided by categories)	Numbers of Indicators regarding the Stars				
	5 Stars	4 Stars	3 Stars	2 Stars	1 Star
1. Location, surroundings, construction, and parking	**13**	**10**	**10**	**8**	**6**
1.1 Location and travel	2	2	2	2	2
1.2 Signage or symbol	1	1	1	1	1

1.3 Surroundings and construction	2	2	2	1	1
1.4 Parking and transfer service	8	5	5	4	2
2. Reception hall, public bathroom, elevator, indoor passageway	**56**				
2.1 Reception hall	21	15	14	11	9
2.2 Public bathroom at the reception hall	20	19	17	16	16
2.3 Elevator (higher than four floors building	13	13	10	10	10
2.4 Main indoor passageway for employees and luggage	2	2	2	0	0
3. Standard room including passageway, balcony, and bathroom	**120**				
3.1 Passageway or balcony outside the room at all floors	16	12	12	12	12
3.2 Size of the room	1	1	1	1	1
3.3 Height of the room	1	1	1	1	1
3.4 Room elements	18	17	17	15	15
3.5 Room furniture	13	13	7	5	5
3.6 Room electronics	7	7	3	3	0
3.7 Room accessories	21	18	9	5	3
3.8 Bathroom	43	32	26	14	14
4. Suite room and executive floor	**14**				
4.1 Suite room (has safety elements, decoration, furniture, electronics, accessories, and bathroom elements no less than Standard room)	8	4	-	-	-
4.2 Executive floor service	6	-	-	-	-
5. Restaurant, coffee shop, bar, and kitchen	**76**				
5.1 Restaurant	20	16	13	8	6
5.2 Coffee shop	10	6	6	-	-
5.3 Bar	9	7	-	-	-
5.4 Kitchen	28	22	21	16	16
5.5 Bathroom at the restaurant (if applicable) has safety and hygienic elements, sanitary ware, and accessories no less than bathroom at the reception hall	19	10	-	-	-
6. Recreational services and swimming pool	**37**		**-**	**-**	**-**
6.1 Swimming pool	17	12	-	-	-
6.2 Bathroom at the recreational service area has safety and hygienic elements, sanitary ware, and accessories no less than bathroom at the reception hall	20	10	-	-	-
7. Business services, meeting room, and business center	**51**		**-**	**-**	**-**
7.1 Meeting room	13	11	-	-	-
7.2 Bathroom at the meeting room (if applicable) has safety and hygienic elements, sanitary ware, and accessories no less than bathroom at the reception hall	19	10	-	-	-
7.3 Business center	19	13	-	-	-
8. Personnel and service	**68**				
8.1 All departments	5	5	5	4	4
8.2 Doorman and porter	8	6	5	2	2
8.3 Check-in, rooming the guest, check-out	12	10	6	3	3
8.4 Guest service	5	4	4	2	1
8.5 Housekeeping or turndown service	12	-	-	-	-
8.6 Breakfast and buffet	6	4	3	2	2
8.7 Restaurant	20	13	4	3	3
9. Security system in common area	**15**				
9.1 Fire safety system	9	9	9	9	9
9.2 General safety system	6	6	6	3	3
10. Surrounding resources and communities, service support	**25**				
10.1 Environment, resources, and energy	10	7	7	6	5
10.2 Community, society, and human rights	6	6	5	4	3
10.3 Service support	9	-	-	-	-
11. Employee	**8**				
11.1 Service support	6	6	4	1	1

11.2 Welfare promotion	2	2	2	2	2
12. Other features	**6**				
12.1 Additional activities	1	1	-	-	-
12.2 Acceptance of external parties	3	3	1	-	-
12.3 Additional welfare for employees	2	2	2	-	-

This Standard is based on scores of all criteria using weighted criteria matrix, with the final scoring matrix, as follow

Score range	Meaning
Total score is equal to or more than 95 %	Pass
Total score is less than 95 %	Not pass

Certified 1 to 4-star and 5-star hotels

The table below presents the number of hotels certified in during six years (2013-2018)

Level of Stars	Year of certification						Total
	2013	2014	2015	2016	2017	2018	
5 Stars	16	26	4	13	1	-	60
1 – 4 Stars	41	-	11	40	29	77	198

Accommodation Standards for Tourism (Resort)
(1-5 stars)

Thai name	Website
มาตรฐานที่พักเพื่อการท่องเที่ยว (รีสอร์ท 1-5 ดาว)	www.dot.go.th
Initiator	**Year of establishment**
Deportment of Tourism (DOT)	2012

About / Background

Accommodation Standards for Tourism (Resort) are initiatives from the Department of Tourism (DOT) of Thailand. DOT collaborates with relevant agencies such as Thai Hotel Standard Foundation, Department of Provincial Administration, and Tourism Authority of Thailand to develop a standard for accommodation and have been used for the assessment and certification since 2004. However, some of the criteria and indicators of the standard were not meet the 5 Stars hotel and international standards. Therefore, in 2012, DOT improved and divided the standard into two parts: Accommodation Standards for Tourism for 5 Stars Resort, and Accommodation Standards for Tourism for 1 to 4 Stars Resort.

Objective(s)

1. To develop quality and standardized accommodation
2. To define a distinct level of service quality in different types of accommodation
3. To attract more inbound tourists
4. To support the substantial growth of business opportunities of Thailand

Standards

The Standard can be divided into five main categories regarding the Stars of the hotel and has the following sets of categories, criteria, and indicators as followed.

Accommodation Standard for Tourism (Hotel)	5 stars	cover 11 categories	with 42 criteria (448 indicators)
Accommodation Standard for Tourism (Hotel)	4 stars	cover 11 categories	with 42 criteria (331 indicators)
Accommodation Standard for Tourism (Hotel)	3 stars	cover 9 categories	with 33 criteria (232 indicators)
Accommodation Standard for Tourism (Hotel)	2 stars	cover 8 categories	with 29 criteria (168 indicators)
Accommodation Standard for Tourism (Hotel)	1 stars	cover 8 categories	with 28 criteria (154 indicators)

The amount of indicators of hotels with different Stars is presented in the table below

Criteria (divided by categories)	Numbers of Indicators regarding the Stars				
	5 Stars	4 Stars	3 Stars	2 Stars	1 Star
1. Location, surroundings, construction, and parking	**13**	**10**	**10**	**8**	**6**
1.1 Location and travel	2	2	2	2	2
1.2 Signage or symbol	1	1	1	1	1
1.3 Surroundings and construction	2	2	2	1	1
1.4 Parking and transfer service	8	5	5	4	2
2. Reception hall, public bathroom, elevator, indoor passageway	**56**				
2.1 Reception hall	21	15	14	11	9
2.2 Public bathroom at the reception hall	20	19	17	16	16
2.3 Elevator (higher than four floors building)	13	13	10	10	10
2.4 Main indoor passageway for employees and luggage	2	2	2	0	0
3. Standard room including passageway, balcony, and bathroom	**120**				
3.1 Passageway or balcony outside the room at all floors	16	12	12	12	12
3.2 Size of the room	1	1	1	1	1
3.3 Height of the room	1	1	1	1	1
3.4 Room elements	18	17	17	15	15
3.5 Room furniture	13	13	7	5	5
3.6 Room electronics	7	7	2	-	-
3.7 Room accessories	21	18	9	5	1
3.8 Bathroom	43	32	26	15	15
4. Suite room and executive floor	**14**				
4.1 Suite room (has safety elements, decoration, furniture, electronics, accessories, and bathroom elements no less than Standard room)	8	4	-	-	-
4.2 Executive floor service	6	-	-	-	-
5. Restaurant, coffee shop, bar, and kitchen	**76**				
5.1 Restaurant	20	16	13	8	6
5.2 Coffee shop	10	6	6	-	-
5.3 Bar	9	7	-	-	-
5.4 Kitchen	28	22	21	16	16
5.5 Bathroom at the restaurant (if applicable) has safety and hygienic elements, sanitary ware, and accessories no less than bathroom at the reception hall	19	10	-	-	-
6. Recreational services and swimming pool	**37**		**-**	**-**	**-**
6.1 Swimming pool	17	12	-	-	-
6.2 Bathroom at the recreational service area has safety and hygienic elements, sanitary ware, and accessories no less than bathroom at the reception hall	20	10	-	-	-
7. Personnel and service	**68**				
7.1 All departments	5	5	5	4	4
7.2 Doorman and porter	8	6	5	2	2
7.3 Check-in, rooming the guest, check-out	12	10	6	3	3
7.4 Guest service	5	4	4	2	1
7.5 Housekeeping or turndown service	12	-	-	-	-
7.6 Breakfast and buffet	6	4	3	3	3
7.7 Restaurant	20	13	4	3	3
8. Security system in common area	**15**				
a. Fire safety system	9	9	9	9	9
b. General safety system	6	6	6	3	3
9. Surrounding resources and communities, service support	**25**				
9.1 Environment, resources, and energy	10	7	7	6	5
9.2 Community, society, and human rights	6	6	5	4	3

9.3 Service support	9	-	-	-	-
10. Employee	**8**				
10.1 Service support	6	6	4	1	1
10.2 Welfare promotion	2	2	2	2	2
11. Other features	**6**				
11.1 Additional activities	1	1	-	-	-
11.2 Acceptance of external parties	3	3	1	-	-
11.3 Additional welfare for employees	2	2	2	-	-

This Standard is based on scores of all criteria using weighted criteria matrix, with the final scoring matrix, as follow

Score range	Meaning
Total score is equal to or more than 95 %	Pass
Total score is less than 95 %	Not pass

Certified 1 to 4-star and 5-star hotels

The table below presents the number of hotels certified in during six years (2013-2018)

Level of Stars	Year of certification						Total
	2013	2014	2015	2016	2017	2018	
5 Stars	17	37	7	17	-	-	78
1 – 4 Stars	36	-	19	39	40	39	173

Tourism Business Standard

Thai name	Website
มาตรฐานธุรกิจนำเที่ยว	www.dot.go.th
Initiator	**Year of establishment**
Deportment of Tourism (DOT	2008

About / Background

Objective(s)

Standards

Tourism Business Standard covers three categories, with 19 criteria, as follow

1. **Organization and Management (13 criteria)**
   - 1.1 The company has vision, strategy, and policy for sustainable tourism
   - 1.2 The practical implementation of company's policy and plan, and the availability of clear company's rules and regulations
   - 1.3 The company executive manages with leadership and good governance
   - 1.4 The company personnel has knowledge and competence in tourism business
   - 1.5 The company personnel has knowledge in Tourism Business and Guide Act B.E.2551 and other relevant laws in tourism industry
   - 1.6 The company operates tours creatively
   - 1.7 The sufficiency of facility and office supply to business
   - 1.8 The advancement of tourism and service information
   - 1.9 The development of personnel with specific professional expertise
   - 1.10 The establishment of partnership or collaboration between businesses and services
   - 1.11 The determination of compensation and welfare for employees and guides

1.12 The company should be a member of tourism association or organization
1.13 The company office or building should be distinctively visible

2. **Tourism Business Operation (9 criteria)**
   2.1 Availability of interesting travel itinerary
   2.2 Availability of modern and diversified sales promotion
   2.3 Coordination with relevant agencies before and during the tour arrangement
   2.4 Arrangement of tour guide and staff in each program that responds to different group of tourists and travel itineraries
   2.5 Availability of knowledgeable and skilled office operation personnel
   2.6 Arrangement of facilities to meet tourist's needs
   2.7 Tour operation that emphasizes the safety of tourists
   2.8 Tour operation that does not cause negative impact to the environment and Thai traditions
   2.9 Tour operation that promotes economy and community

3. **Professional Ethics and Social Responsibility (5 criteria)**
   3.1 The business management and operation is in accordance with social morality
   3.2 The business campaigns and trains personnel to be aware of energy and environmental conservation
   3.3 The business maintains arts and culture, and provides correct historical information
   3.4 Treating tourists with awareness in roles, duties, and responsibilities in accordance with ethical principles
   3.5 The company participates in social responsibility activity

The assessment of Tourism Business Standard is based on the assessment form defined by the Tourist Business and Guide Registration Office and is analyzed using the Mean Score Method to calculate the final score of the assessment. The score for each criterion ranks from 0 to 5, with the meaning as follow

Score	Meaning
5	Clear and complete practice as required in the criterion with excellent quality of work
4	Clear and complete practice as required in the criterion with good quality of work
3	Clear and complete practice as required in the criterion with standard quality of work
2	Clear and complete practice as required in the criterion with poor quality of work or less than half of practice is clear and complete as required by the criterion with the high quality of work
1	Clear and complete practice as required in the criterion with scant quality of work or less than half of practice is clear and complete as required by the criterion with the moderate quality of work
0	No practice regarding the criterion is presented

The tourism business that shall pass the assessment should have the score range (after being calculated via Mean Score Method) as presented below

Score range	Meaning
3.00-3.49	Standard
3.50-4.49	Good
4.50-5.00	Excellence

The Tourism Business Standard Certificate issued by the Department of Tourism, Ministry of Tourism and Sports, is valid for two years since the issued date.

Certified Tourism Business

The table below presents the number of tourism businesses certified during the period of three years (2015-2017)

Tourism Business	Year of certification			Total
	2014	2015	2016	
	80	47	55	**182**

Tourist Guide Standard

Thai name	Website
มาตรฐานมัคคุเทศก์	www.dot.go.th
Status	**Year of establishment**
Government agency	2008

About / Background

Objective(s)

Standards

Tourism Business Standard covers three categories, with 24 criteria, as follow

1. **Knowledge (8 criteria)**
   - 1.1 The knowledge of Thai language
   - 1.2 The knowledge of foreign language
   - 1.3 The knowledge of the country of Thailand
   - 1.4 The knowledge of Thai culture and tradition
   - 1.5 The knowledge of sustainable tourism
   - 1.6 The knowledge of Tourism Business and Guide Act B.E.2551
   - 1.7 The knowledge of roles and responsibilities
   - 1.8 The knowledge of safety

2. **Operational skills (5 criteria)**
   - 2.1 Practices prior to tourist transfer
   - 2.2 Practices during the tour
   - 2.3 Practices after the tour ends
   - 2.4 Willingness to facilitate
   - 2.5 Care of welfare and safety

3. **Professional Ethics (11 criteria)**
   - 3.1 Respecting nation, religion, and the king
   - 3.2 Admiring democracy
   - 3.3 Adhering to one's own religion
   - 3.4 Having appropriate manner and dress
   - 3.5 Awareness of one's own responsibilities
   - 3.6 Having honesty
   - 3.7 Having modesty
   - 3.8 Having understanding in fellowman
   - 3.9 Wishing the happiness to others
   - 3.10 Having love and respect in this profession
   - 3.11 Adhering in the Tourism Business and Guide Act B.E.2551

The assessment procedure

1. Announcement of the application for an assessment for once a year
2. Examining the application and announcing the list of applicants that are eligible for a standard assessment
3. The assessment committee organizes the examination and further announces the results

The assessment criteria

The criteria can be divided into three stages:

1. **Standard** - for guide with a one year's work experience and when obtain this level for the complete three years, the person must participate training to enhance his professional knowledge and skills once a year
2. **Good Standard** - for guide with three years' work experience and when obtain this level for the complete five years, the person must participate training to enhance his professional knowledge and skills once every two

years

3. **Excellent Standard** - is the highest standard for guide with five years' work experience and that the person should have guided at least ten tours per year, and must participate training to enhance his professional knowledge and skills once every three years

Each category of the criteria has points as follow

1. Knowledge 25 points
2. Operational skills 50 points
3. Professional Ethics 25 points

To pass the assessment, the final total score from three categories must be not less than 75% and each category must not be less than 50%.

Certified Tourism Business

The table below presents the number of tourist guides certified during the period of three years (2014-2016)

Tourist Guide	Year of certification			Total
	2014	2015	2016	
	100	56	85	**241**

Elephant Camp Standard

(Elephant Camp Activities for Tourism Standard)

Thai name	Website
มาตรฐานการจัดกิจกรรมปางช้างเพื่อการท่องเที่ยว	www.dot.go.th
Status	**Year of establishment**
Government agency	2009

About / Background

The domestic elephant is important and relevant to the Thai history, traditions, art and culture, economy, society, and politics for a long time that it has become the national symbol of Thailand. In 2009, there are about 3,101 domestic elephants in Thailand and up to 95% of them are under the management of the private sector. Besides, around 1,500 domestic elephants are hosted in about 80 elephant camps for tourism scattered over the country. However, there is no standard for the elephant camp business which results into health and welfare problems of the elephants, as well as stray elephants (the owner or mahout using an elephant to earn money in the city).

To develop a sustainable standard for this business, the Department of Tourism (formerly known as the Office of Tourism Development), a government agency that aims to develop standards and quality for tourism services and tourist attractions has implemented the Elephant Camp Activities for Tourism Standard responding to ecotourism concept, elevating the tourism activities standard, supporting Thailand as a quality and standardized with international recognized standards destination, and providing proper care to the elephants.

In this regard, the Office of Tourism Development (or presently, Department of Tourism - DOT), the Ministry of Tourism and Sports has assigned the Thailand Institute of Scientific and Technological Research (TISTR) to implement "Standard development project for ecotourism activities: Elephant Camp Activities for Tourism Standard "under the agreement No. 5/2009 dated March 30, 2009.

Objective(s)

1. To establish the standard of elephant camp activities for tourism that is compatible with the international recognized

standards
2. To create guidelines of elephant camp activities for tourism to meet the set standards
3. To develop personnel for the Elephant Camp Activities for Tourism Standard

Standards

Certified Elephant Camp

The table below presents the number of elephant camps certified during the period of five years (2014-2018)

Elephant Camp	Year of certification					Total
	2014	2015	2016	2017	2018	
	7	4	5	2	8	**26**