

# Responsible Tourism

amazing  
THAILAND







## Responsible Tourism

Minimise the least social, cultural, economic and environmental impact of tourism, create optimal benefits for the tourism industry, raise awareness of responsible tourism and recognize the important of transparency in local tourism organizations. This will require the support and cooperation of tour operators, hoteliers, the government, local people and tourists. All together with one goal will make our tourism sustainable.



# Responsible Tourism is a trend

People around the world  
are looking for a more  
sustainable world.



WE ARE HOTTER



WE ARE MORE INNOVATIVE



WE CONTINUE TO  
GROW ECONOMICALLY



WE SHARE RESPONSIBILITY  
FOR THE PLANET





# RESPONSIBLE TOURISM DESTINATION CATEGORY



1 ECO-NATURE CONSERVATION TRAVEL



2 SUSTAINABLE TOURISM



3 VOLUNTEER TRAVEL



4 COMMUNITY BASE TOURISM



5 ART & CULTURE PRESERVATION



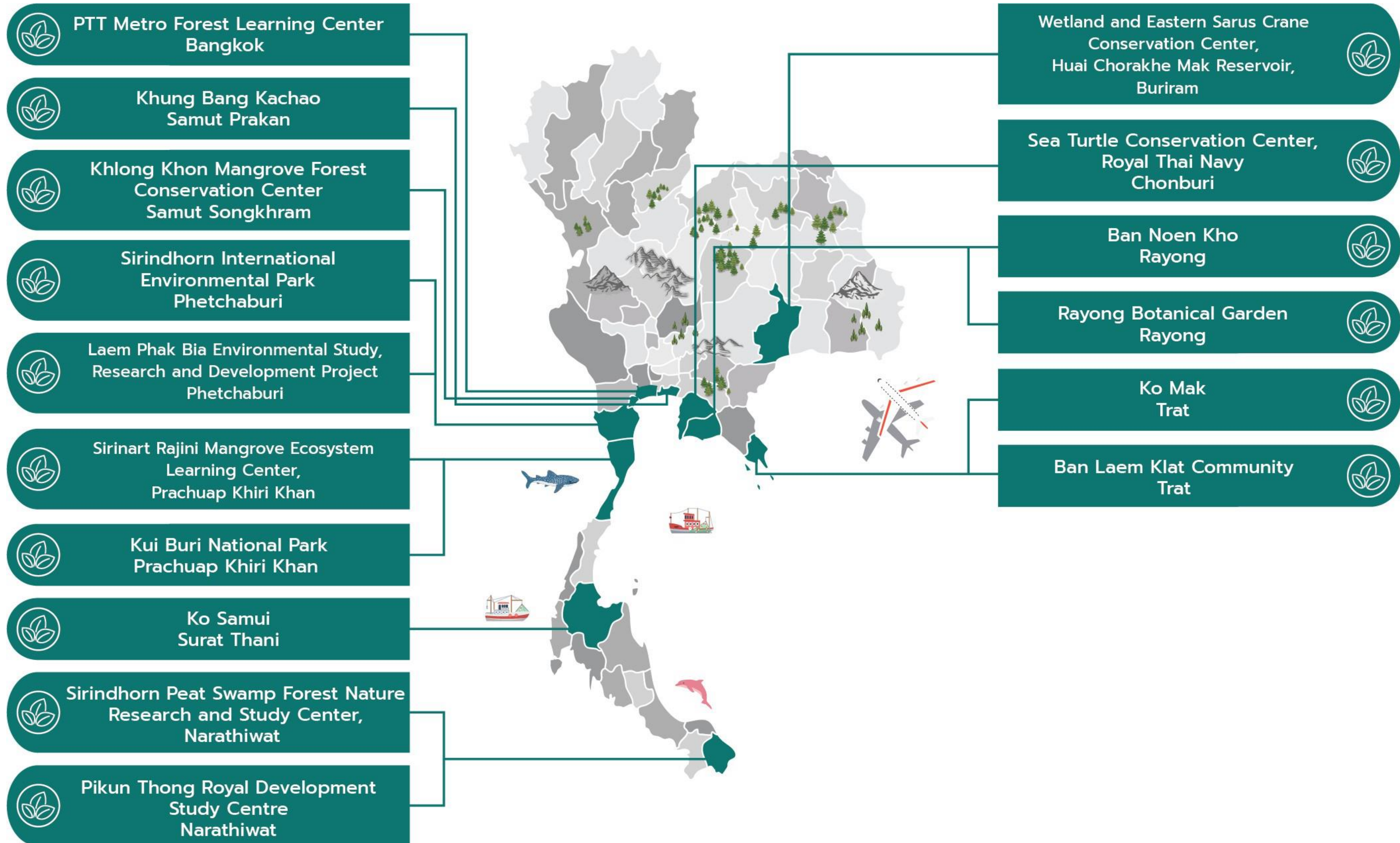
1

# ECO-NATURE CONSERVATION TRAVEL

Nature-based tourism, which contributes to the ecosystem and maintains the original conditions in a sustainable fashion.









ECO-NATURE CONSERVATION TRAVEL



## PTT Metro Forest Learning Center, Bangkok

An abundant eco-forest oasis hidden away in the concrete jungle. Come and experience the power of nature!





## ECO-NATURE CONSERVATION TRAVEL



## Khung Bang Kachao, Samut Prakan

An inviting green space separated from the city by the waters of the Chao Praya river.





## ECO-NATURE CONSERVATION TRAVEL



## Khlong Khon Mangrove Forest Conservation Center, Samut Songkhram

An shining example of a Mangrove Forest,  
the starting point of a healthy ecosystem.



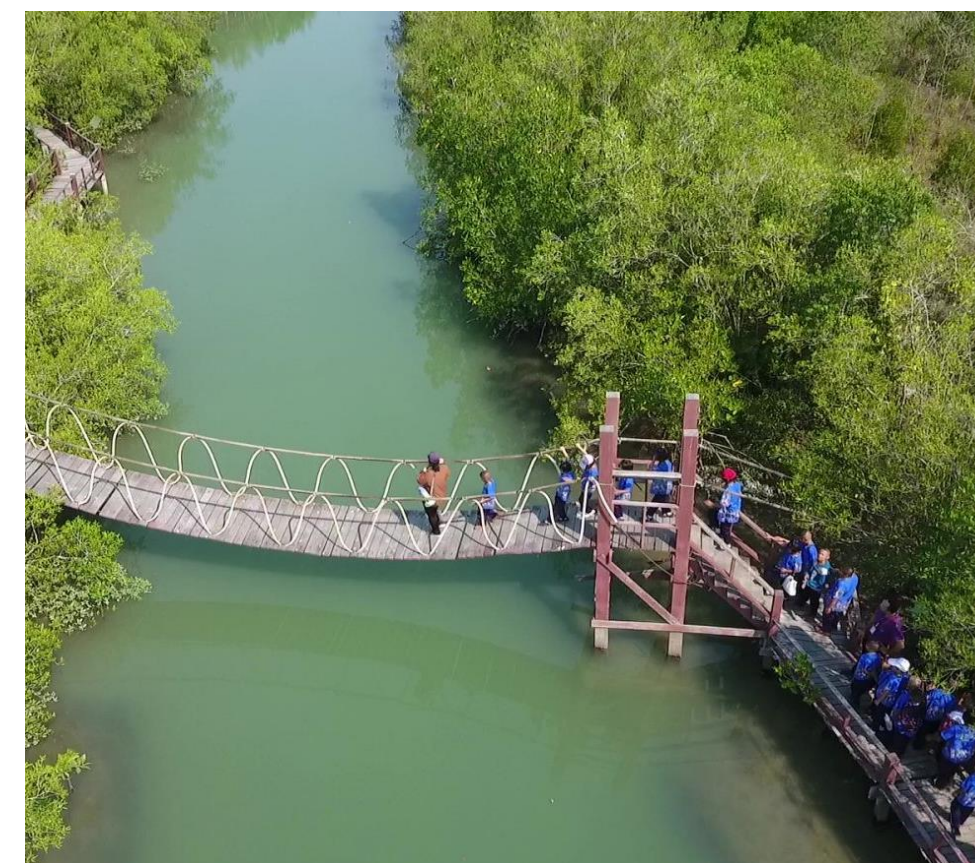


## ECO-NATURE CONSERVATION TRAVEL



## Sirindhorn International Environmental Park, Phetchaburi

Get switched on about energy and environmental conservation on the popular route to Cha-Am and Hua Hin.





## ECO-NATURE CONSERVATION TRAVEL



Koh Mak,

Trat

A precious gem of the eastern sea is preserved by a community with a deep love of sustainability.





## ECO-NATURE CONSERVATION TRAVEL



## Ban Laem Klat Community, Trat

Learn the fishermen's way of life and  
the interdependent bond between people and nature.





## ECO-NATURE CONSERVATION TRAVEL



## Ban Noen Kho, Rayong

A united community that has overcome a great crisis.





## ECO-NATURE CONSERVATION TRAVEL



## Sea Turtle Conservation Center, Royal Thai Navy, Chonburi

Get to know the enigmatic "Sea Turtle",  
an indicator of marine resource wealth in  
Thailand's seas.





ECO-NATURE CONSERVATION TRAVEL



## Rayong Botanical Garden, Rayong

Learn about the role of vital wetlands that preserve the balance where land meets ocean.





## ECO-NATURE CONSERVATION TRAVEL



## Laem Phak Bia Environmental Research and Development Project, Phetchaburi

The King's wisdom that treats wastewater using natural methods.



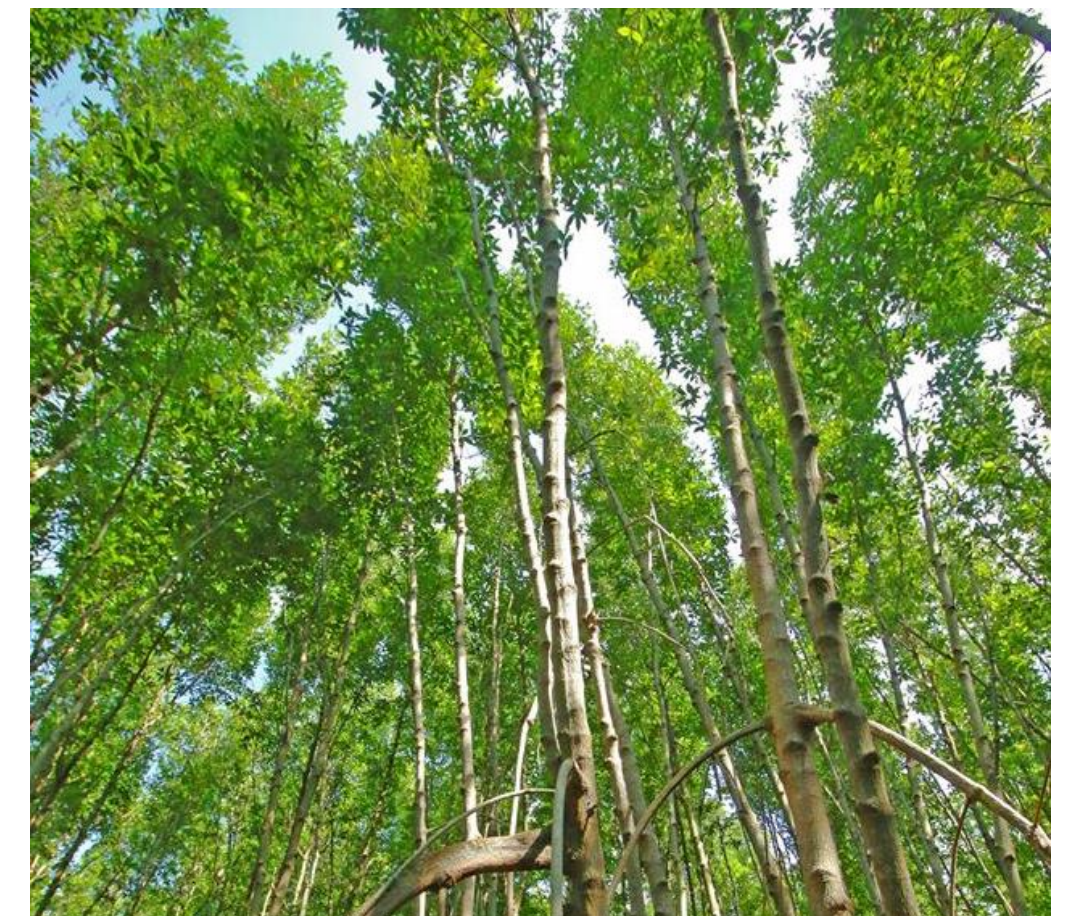


## ECO-NATURE CONSERVATION TRAVEL



## Sirinath Rajini Mangrove Eco-system Learning Center, Prachuap Khiri Khan

The miraculous transformation from deserted shrimp farm to abundant mangrove forest.

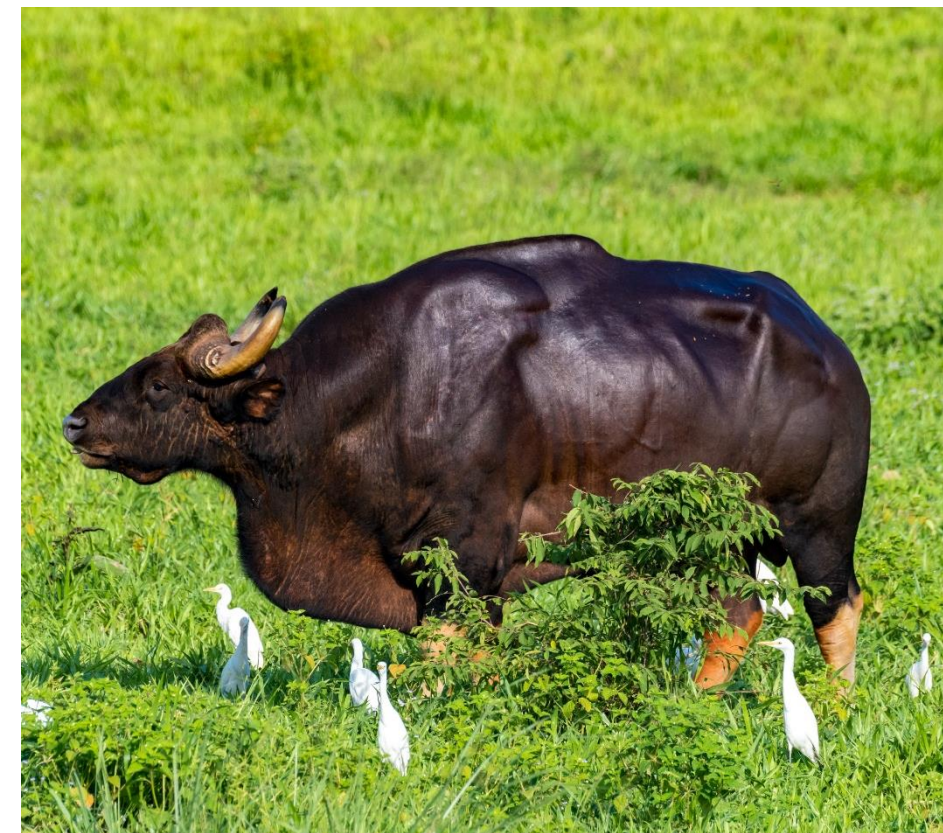






## Kui Buri National Park, Prachuap Khiri Khan

A Thai safari where people and forest manage to sustainably co-exist.







## Wetland and Eastern Sarus Crane Conservation Center, Huai Chorakhe Mak Reservoir, Buriram

Help bring these graceful birds back from the brink of extinction.





## ECO-NATURE CONSERVATION TRAVEL



## Ko Samui, Surat Thani

Learn the importance of balancing tourism and nature at one of the world's most famous islands.

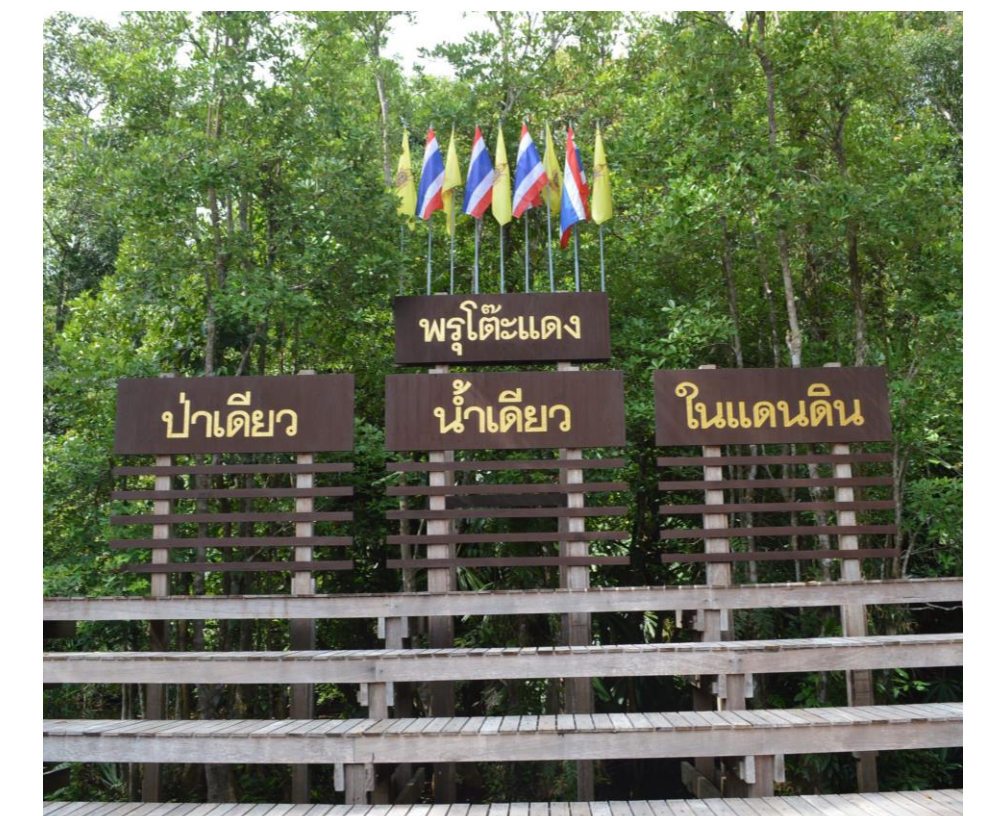






## Sirindhorn Peat Swamp Forest Nature Research and Study Center, Narathiwat

Experience the grandeur of nature at To Daeng Peat Swamp Forest, an evergreen forest paradise at the base of Thailand's golden axe.





## ECO-NATURE CONSERVATION TRAVEL



## Pikuthong Royal Development Study Centre, Narathiwat

From unfriendly, acidic soil to a land of sustainable cultivation.





2

# SUSTAINABLE TOURISM

Tourism to increase a positive impact  
on the environment, society  
and economy.





 Rai Ruen Rom Organic Farm  
Chiang Rai

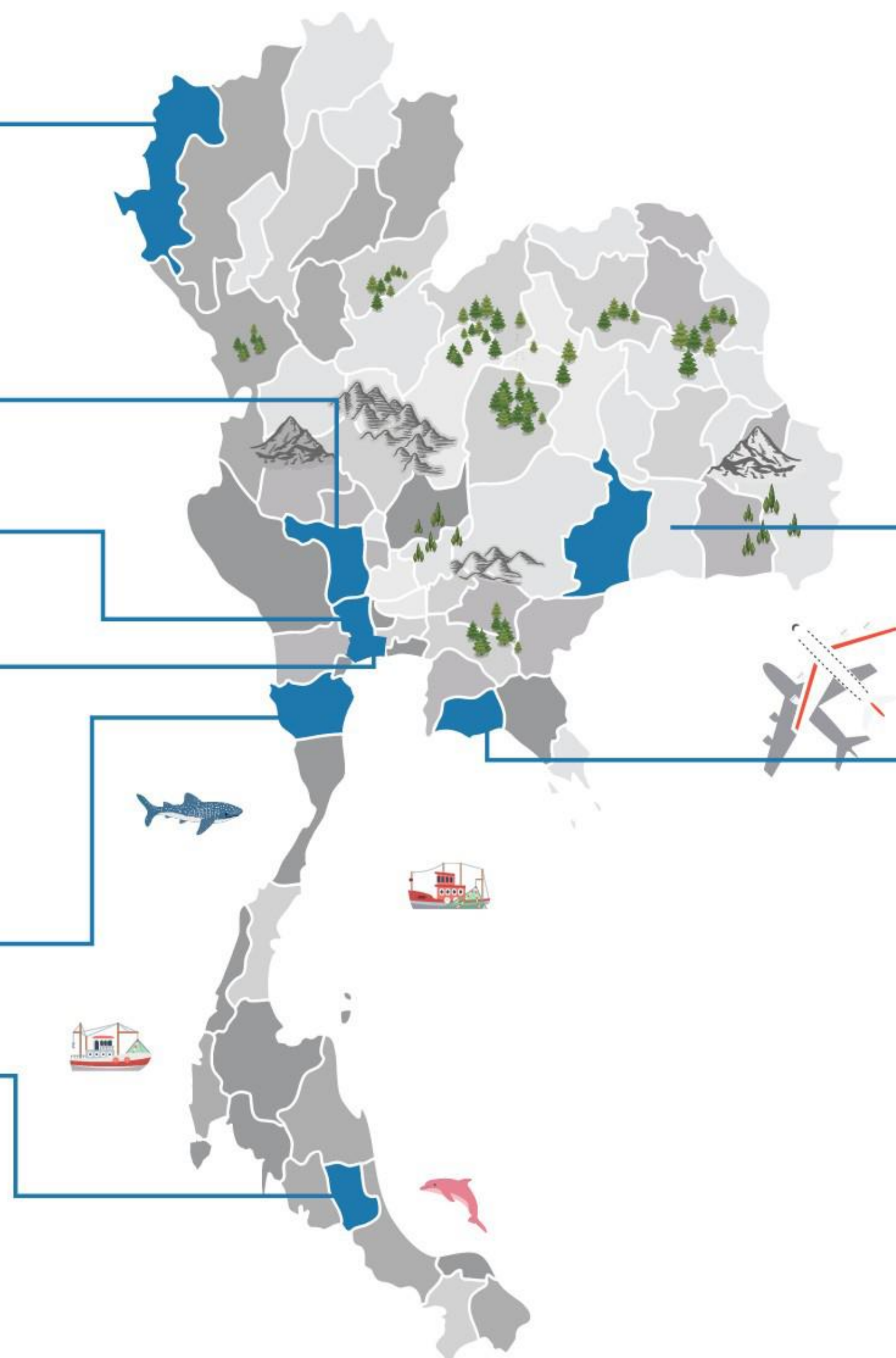
 Lifestyle and Spirit of Thai Farmers-  
Nahai Chai Learning Center  
Suphan Buri

 Sukjai Market and  
Suan Sampran Riverside  
Nakhon Pathom

 Greenery Market  
Bangkok

 Chang Hua Man  
Royal Initiative Project  
Phetchaburi

 Tha Le Noi Community  
Phatthalung



Satom Organic Farm  
Surin 

Sarae Athitaya  
Surin 

Ban Chamrung  
Rayong 



## SUSTAINABLE TOURISM



### Greenery Market, Bangkok

An unbeatable destination for food shopping and a source of safe raw ingredients for city dwellers.





## SUSTAINABLE TOURISM



## Sukjai Market and Suan Sampran Riverside, Nakhon Pathom

Beyond mere happiness lies the discovery of the meaning of a "sustainable food system".





## SUSTAINABLE TOURISM



## Lifestyle and Spirit of Thai Farmers, Chai Learning Center, Suphan Buri

Learn the lifestyle of Thai farmers, the agricultural backbone of the nation.





## SUSTAINABLE TOURISM



## Rai Ruen Rom Organic Farm, Chiang Rai

Escape the hassles of everyday life and come in search of the balance between life and nature.





## SUSTAINABLE TOURISM



## Ban Chamrung, Rayong

Discover a life of simplicity upon the path of sufficiency first hand at.





## SUSTAINABLE TOURISM



## Chang Hua Man Royal Initiative Project, Phetchaburi

Learn the cutting-edge farming theory that is transforming acid lands into a fertile sustainable paradise.





## SUSTAINABLE TOURISM



## Sarae Athitaya, Surin

Get in touch with the soil by hand-transplanting paddy sprouts and experiencing the Thai Farmers' way of life.





## SUSTAINABLE TOURISM



## Satom Organic Farm, Surin

The farm stay with an organic farming lifestyle that leads to the path of sustainability.





## SUSTAINABLE TOURISM



## Tha Le Noi, Phatthalung

Take a breath of fresh air among a thriving natural ecosystem.





3

# VOLUNTEER TRAVEL

Volunteers willing to participate in  
community development.





 Elephants World  
Kanchanaburi

 Bamboo School  
Kanchanaburi

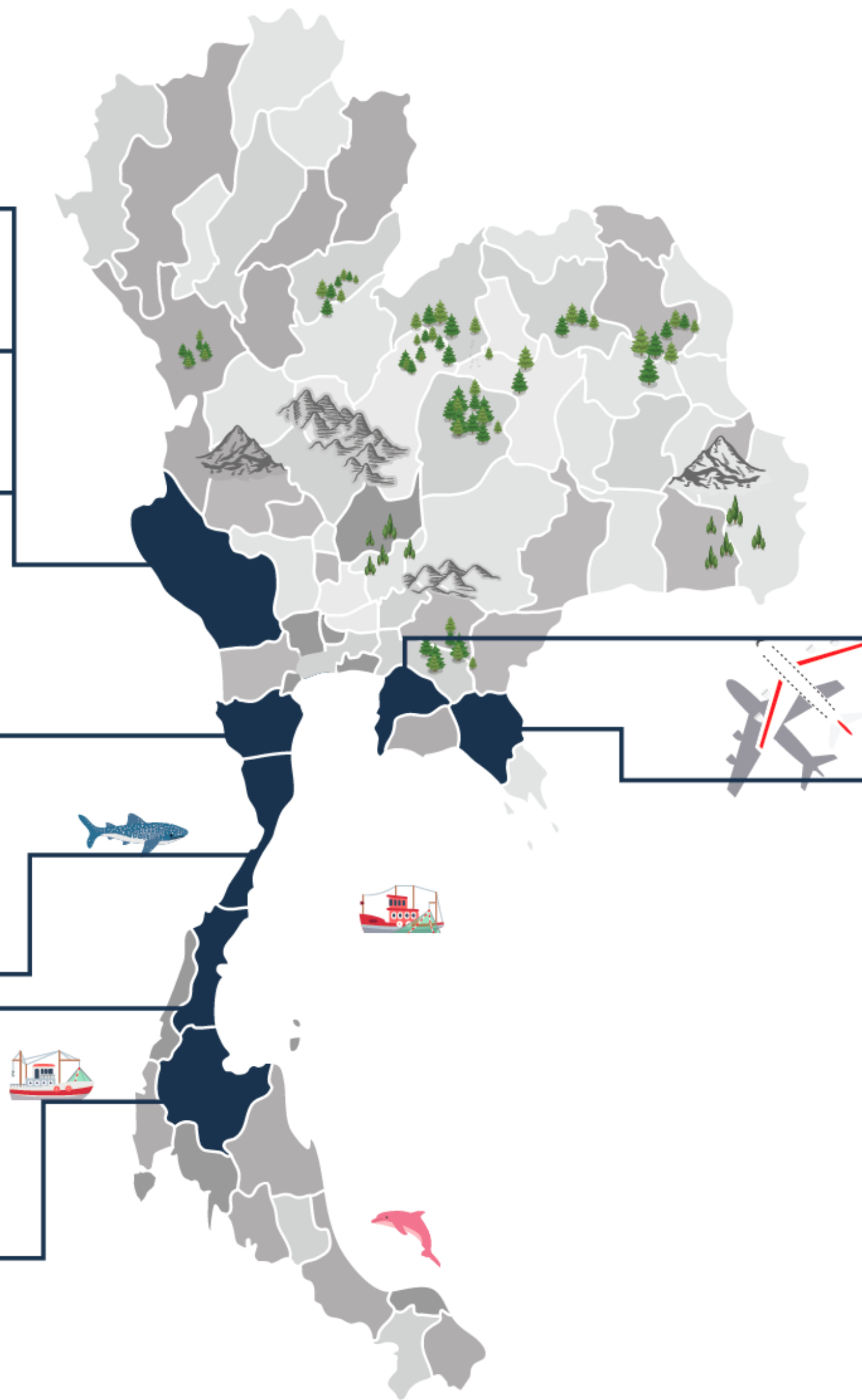
 Khaonampu Nature and  
Wildlife Education Center  
Kanchanaburi


 Wildlife Friends Foundation, Tha Yang  
Phetchaburi

 Ko Tha Lu  
Prachuap Khiri Khan

 Ban Thong Tom Yai Community  
Chumphon

 Ko Tao  
Surat Thani



Ko Lan  
Chonburi 

Kung Krabeen Bay  
Mangrove Nature Study Centre  
Chanthaburi 



## VOLUNTEER TRAVEL



## Ko Lan, Chonburi

From popular tourist activities to conservation activities, let's help restore this gem off the Pattaya coast.





## VOLUNTEER TRAVEL



## Kung Krabaen Bay Royal Development Study Centre, Chanthaburi

A "living natural museum" and a learning source  
which highlights the great value of mangrove forests.



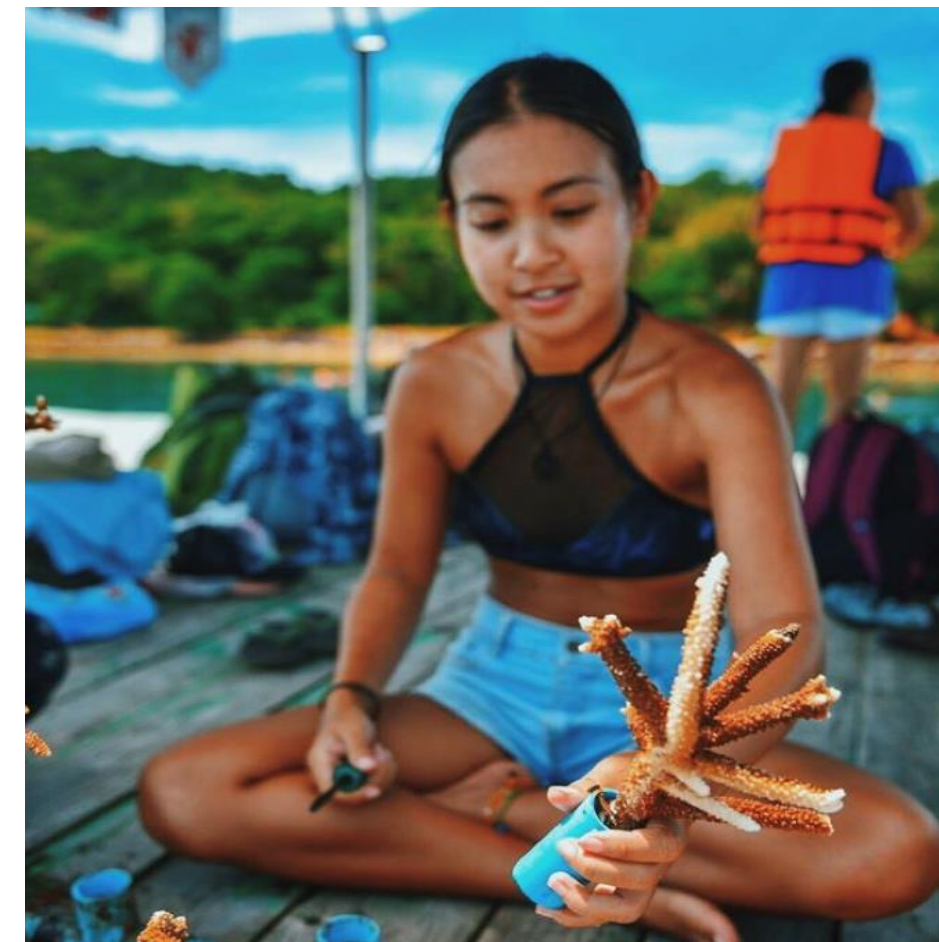


## VOLUNTEER TRAVEL



## Ko Tha Lu, Prachuap Khiri Khan

A volunteer outing planting coral reefs and nursing hawksbill sea turtles back to the waters where they belong.





## VOLUNTEER TRAVEL



## Bamboo School, Kanchanaburi

Make holidays worthwhile and inspire the next generation.





## VOLUNTEER TRAVEL



## Wildlife Friends Foundation, Tha Yang, Phetchaburi

Contribute to the positive vibes, rescue animals and return them to their forest homes.





## VOLUNTEER TRAVEL



## Khaonampu Nature and Wildlife Education Center, Kanchanaburi

Experience the magic of the forest and the relationship  
between human, wildlife and nature.





## VOLUNTEER TRAVEL



## Elephants World, Kanchanaburi

Share the love with these majestic creatures in  
a blissful travel experience.





## VOLUNTEER TRAVEL



## Ko Tao, Surat Thani

Show you care and create a new impression on this island paradise.





## VOLUNTEER TRAVEL



## Ban Thong Tom Yai Community, Chumphon

Inhale the heady natural scent of the ocean as you join in Thong Tom Yai's trademark "Sea Ordination" ceremony.





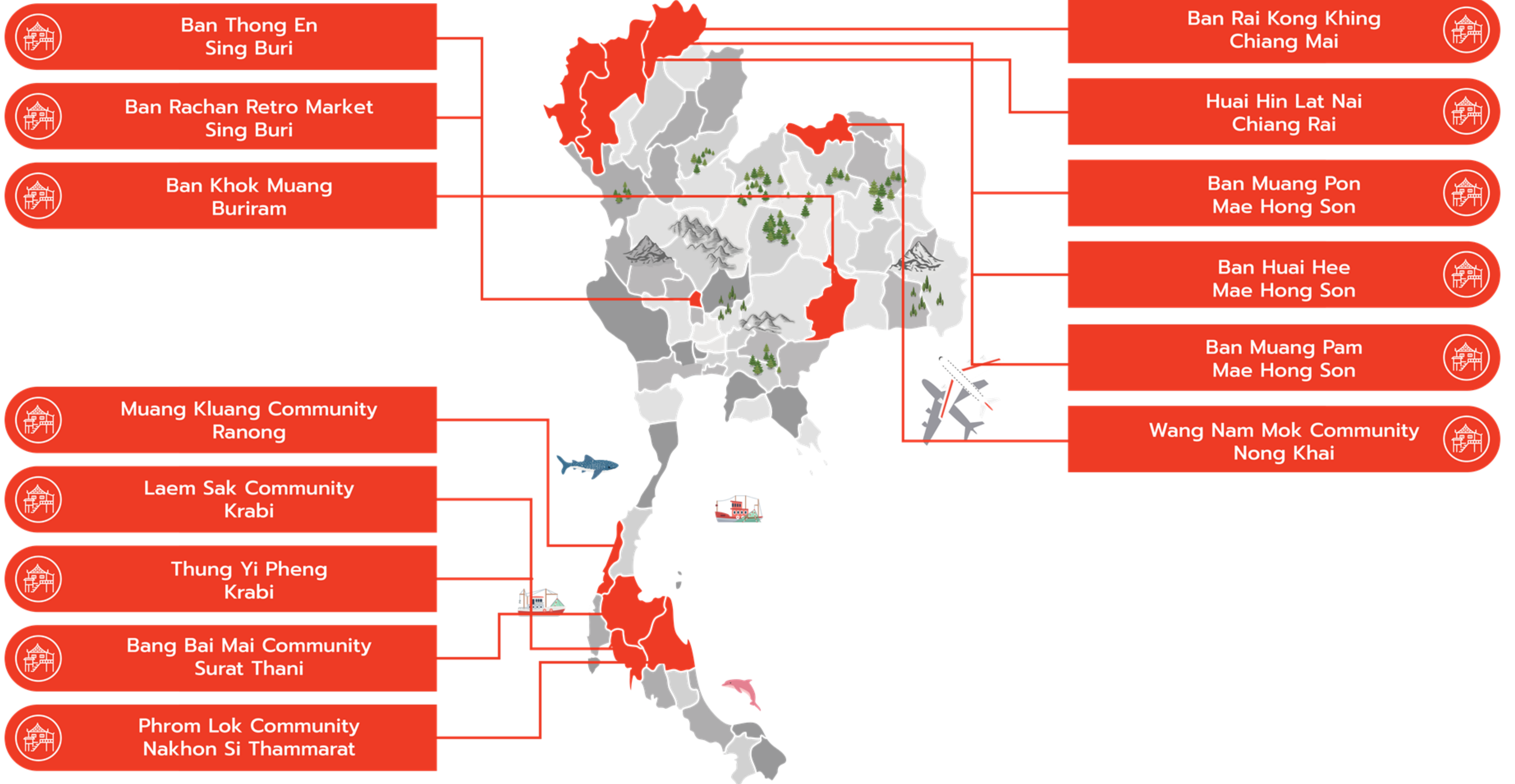
4

# COMMUNITY BASE TOURISM

Local Thais encourage tourists to experience and learn about the environment, society, culture, and lifestyle of the Thai people while travelling.









## COMMUNITY BASE TOURISM



## Ban Bang Rachan Retro Market, Sing Buri

Shopping in an ancient Thai atmosphere as if back to Bang Rachan Villagers' time .





## COMMUNITY BASE TOURISM



## Ban Thong En, Sing Buri

Experience a country life, learning Lao Ngaeo traditions near Bangkok.





## COMMUNITY BASE TOURISM



## Huai Hin Lat Nai Community, Chiang Rai

Embrace new experiences with traditional Paka-Kyaw's way of life.





## COMMUNITY BASE TOURISM



## Ban Muang Pam, Mae Hong Son

A self-reliant Paka-Kyaw village amidst the nature.





## COMMUNITY BASE TOURISM



## Ban Muang Pon, Mae Hong Son

Learn Thai Yai lifestyle in a small village in the middle of the valley.





## COMMUNITY BASE TOURISM



## Ban Rai Kong Khing, Chiang Mai

Experience the local Lanna lifestyle and health tourism





## COMMUNITY BASE TOURISM



## Ban Huai Hee, Mae Hong Son

A Paka-Kyaw's village amidst the mighty mountain with a year-round pleasant atmosphere.



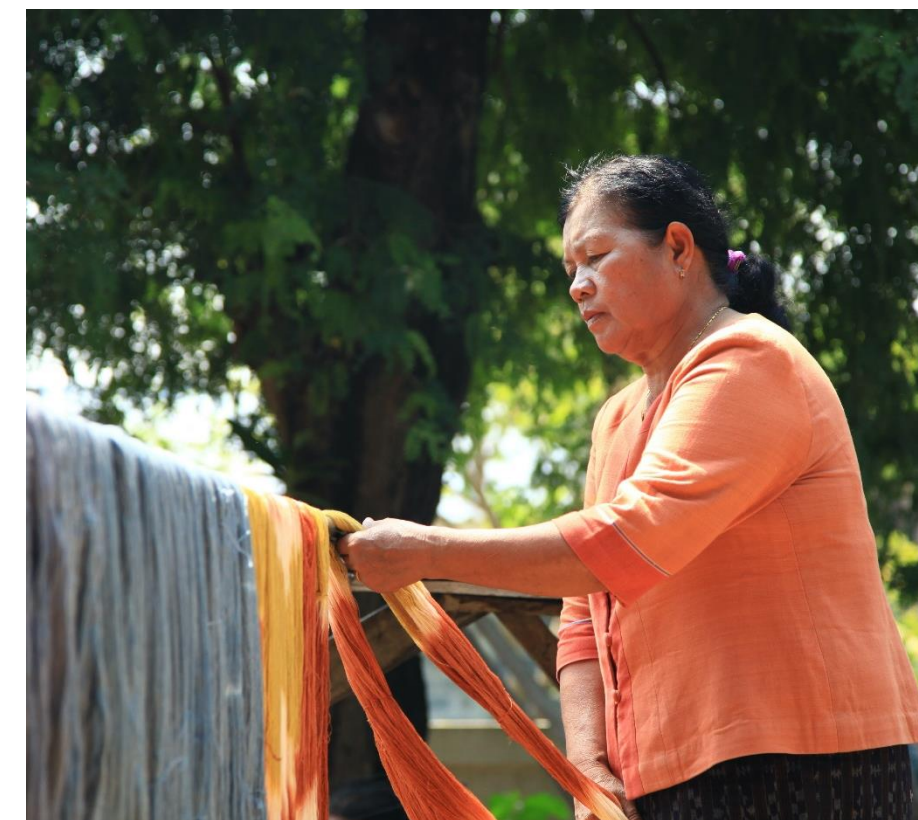


## COMMUNITY BASE TOURISM



## Ban Khok Muang, Buriram

A distinctive Isan community alongside the 1,400 year old Khmere castle.





## COMMUNITY BASE TOURISM



## Wang Nam Mok Community, Nong Khai

Learn the Lanna culture in a loving community of Isan region





## COMMUNITY BASE TOURISM



## Laem Sak Community, Krabi

The community with a seamless integration of three cultures amidst natural abundance.





## COMMUNITY BASE TOURISM

### Bang Bai Mai Community, Surat Thani

The charm of southern lifestyle that mingles with the streams on both banks of the canal.





## COMMUNITY BASE TOURISM



## Phrom Lok Community, Nakhon Si Thammarat

The Southern local way of life, delicious food, and homestay are the charms of the community.





## COMMUNITY BASE TOURISM



## Muang Kluang Community, Ranong

An old community and natural mangrove forests that depend on each other for sustainability.





## COMMUNITY BASE TOURISM



## Thung Yi Pheng, Krabi

A Muslim community that co-exists with abundant mangrove forests.





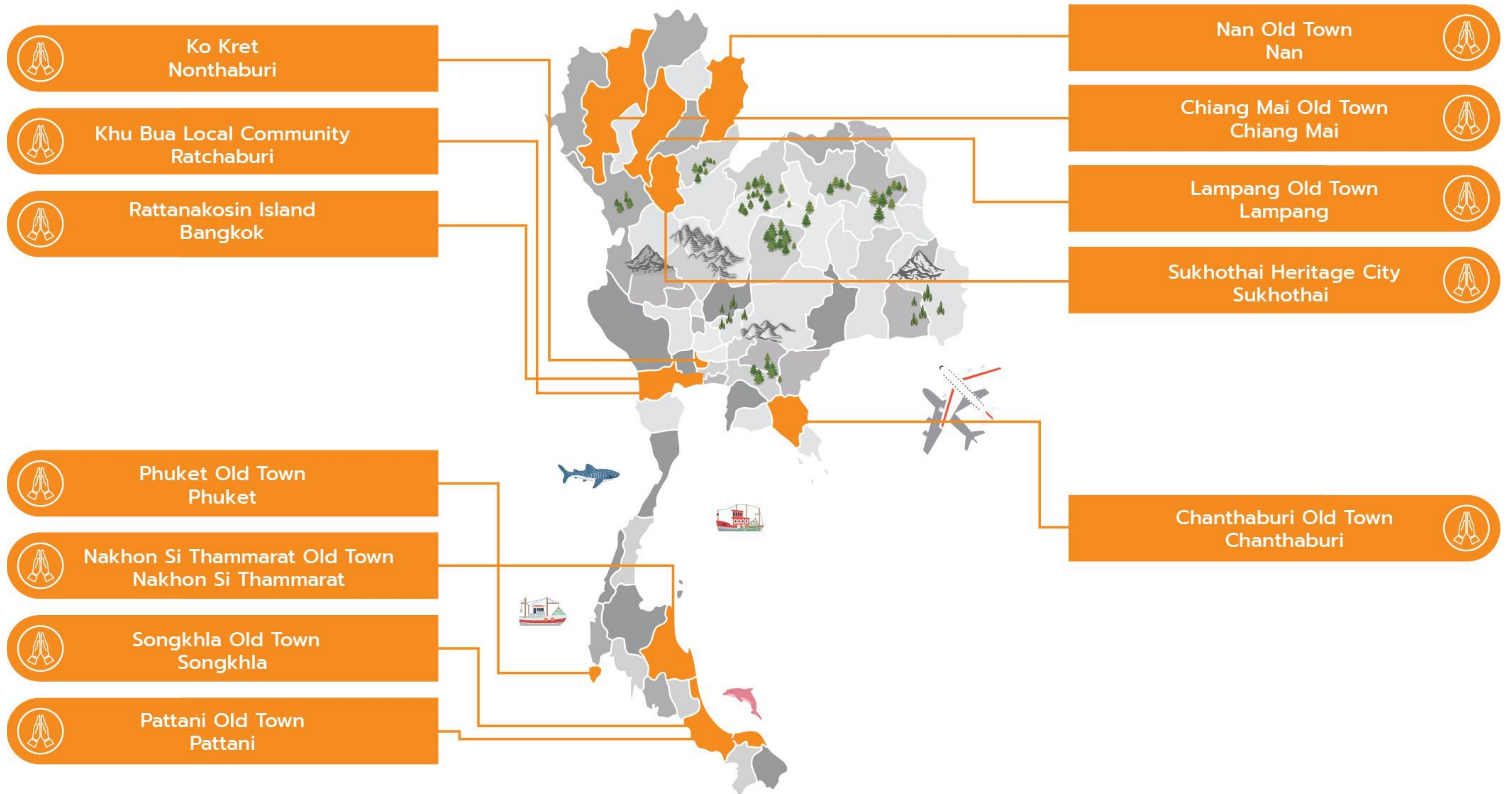
5

# ART & CULTURE PRESERVATION

Tourism, which encourages the participation of inheriting traditional Thai art as well as preserving Thai culture.









## ART & CULTURE PRESERVATION



## Rattanakosin Island, Bangkok

Reminisce about bygone days in Bangkok Old Town, the city's historical center and embodiment of Thainess.





## ART & CULTURE PRESERVATION



## Ko Kret, Nonthaburi

So much charm in such a small space!





## ART & CULTURE PRESERVATION



## Sukhothai Heritage City, Sukhothai

Province the dawn of happiness at this world heritage site.



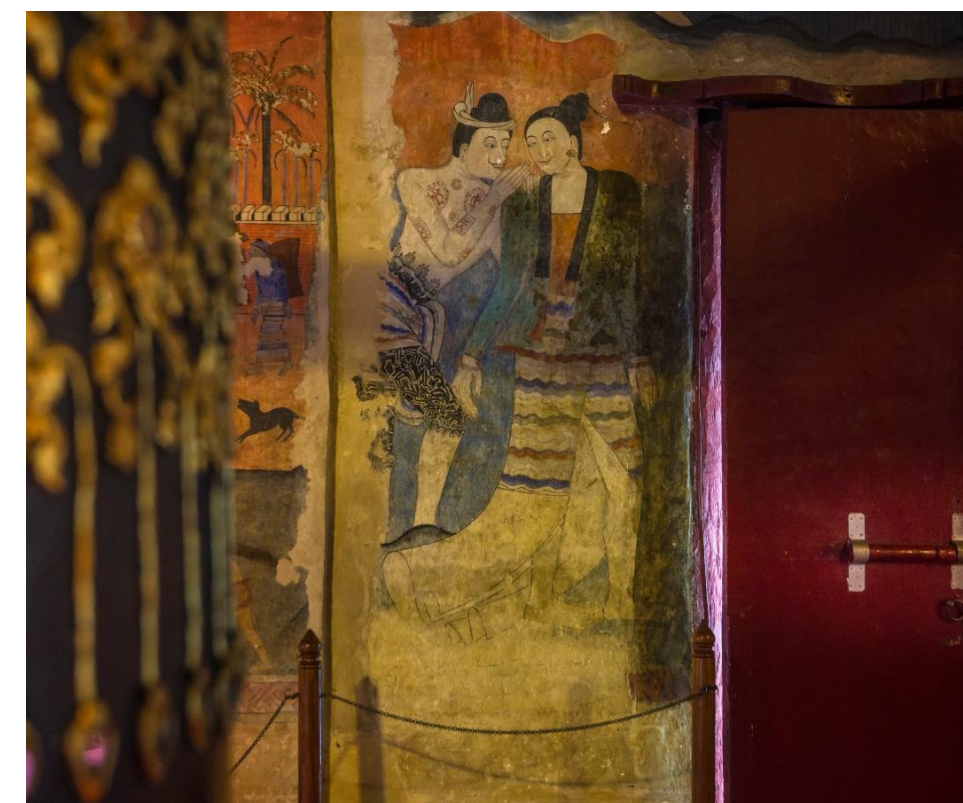


## ART & CULTURE PRESERVATION



## Nan Old Town, Nan

Falling in love with laid back life in this northern city.





## ART & CULTURE PRESERVATION



## Lampang Old Town, Lampang

Feel the rustic allure of the city of horse-drawn carriages.





## ART & CULTURE PRESERVATION



## Chiang Mai Old Town, Chiang Mai

The perfect blend of a glorious past and a modern way of life.





## ART & CULTURE PRESERVATION



## Chanthaburi Old Town, Chanthaburi

Soak up the charm of this waterfront community.





## ART & CULTURE PRESERVATION



## Khu Bua Local Community, Ratchaburi

Savour some real Lanna culture not far from the capital.





## ART & CULTURE PRESERVATION



## Phuket Old Town, Phuket

Take your Phuket holiday experience beyond the beach.





## ART & CULTURE PRESERVATION



## Pattani Old Town, Pattani

Broaden your travel horizons with a trip to the deep south and a city of three very different cultures living in perfect harmony.





## ART & CULTURE PRESERVATION



## Songkhla Old Town, Songkhla

A lively old city is defined by three cultural roads.





## ART & CULTURE PRESERVATION



## Nakhon Si Thammarat Old Town, Nakhon Si Thammarat

The heart of southern peninsular culture and cradle of Buddhism.

