



THE *Journey*

THROUGH BCG ECONOMY MODEL



INFORMATION ON THE ORIGINAL COMMUNITY TOURISM ROUTE LINKS
OTOP PRODUCTS AND GI PRODUCTS
UNDER THE CONCEPT OF BCG ECONOMY MODEL

Ban Khok Khai Community

Phang Nga

Discover a hidden community off the beaten path, and experience a natural hot spa sensation that only occurs for a few days at a time

Explore the wonders of “**Ban Khok Khai Community**”, one of which is a natural hot spa that is only available for 10 days a month. Instead of seeing this as an obstacle, the locals have created an opportunity with what they have on hand. The so-called three-heat spa, combining natural wonders like hot sand, hot mud, and hot saltwater, has thus been developed into a tourism activity. The result is an opportunity for visitors to try soaking in the hot concoction, which nourishes skin. Outside of the spa experience, tourists can observe the local fisherman’s lifestyle, see oyster farming by using motorcycle tires, take a boat trip through a mangrove forest, kayak, and marvel at the largest volumes of red crabs in Tung Lane Beach.



Choose Your *Style*

- Visit the hot spa, and nourish skin with mud
- Take a boat trip to the mangrove forest
- Make oyster shell soap
- Try Indian marsh tea from the community mangrove forest



- 🏠 Ban Khok Khai, Marui Sub-district, Tub Put District, Phang Nga
- 📍 8.408345315545851, 98.64323867095516
- 📅 All year, but the hot spa will only occur in the morning of the low tide
- ♥ Nature lovers who want to explore new experiences
- 🏷️ Activities starts from 1,000 baht/day
- 👤 Sompon Sarakan
- ☎ (+66) 8 7886 0465
- 📌 ต้องเที่ยวชุมชนบ้านโตกไทร พังงา
- 🕒 9 AM-5 PM (contact agent)

BCG MODEL

- B** Develop a natural spectacle into a tourism community
- C** Repurpose unused tires to farm oysters
- G** Enjoy a natural spa and watch red crabs without disturbing the environment

HAPPY MODEL

- F** Kayak through the mangrove forest



WWW.TOURISMTHAILAND.ORG

Tourism Authority of Thailand
1600 New Phetchaburi Road Makkasan Ratchathevi Bangkok 10400
Tel: 0-2250-5500