มาตรฐานการจัดการการท่องเที่ยวอย่างยั่งยืน

ที่ได้รับการรับรองเป็นมาตรฐานสากล

จาก Global Sustainable Tourism Council

(GSTC)

สารบัญ

Sustainable Tourism Management Standard

April 2018

Contents

Preface

The Designated Areas for Sustainable Tourism Administration (DASTA) is a public organization based on the government's tourism development policy of increasing revenue and distributing income to local communities by managing and developing areas for integrated tourism. Established in 2003, DASTA has performed as a central agency in setting policies and strategic plans while supporting and collaborating with local communities and attractions in developing potential areas to manage tourism quality and bring together human resources, budgets and equipments to manage tourism. It uses an integrated approach to solve problems quickly as well as encourages local communities to apply new management knowledge in order to achieve their goals.

The Office of Tourism Competitiveness under DASTA is responsible for ensuring competitiveness of the designated areas for sustainable tourism through assessing carrying capacity of tourist destination; promoting and supporting tourism innovation; creating information on tourist attractions; and setting standards for sustainable tourism in order to increase the competitiveness in tourism. It has established its *"Sustainable Tourism Management Standard"* by reviewing related international standards such as ISO 9001, ISO 14001, ISO 20121, ISO 26000, GSTC Criteria, the Responsible Tourism Requirement (South Africa) and by gathering information from related documents such as the National Economic and Social Development Plan. This Standard cover requirements in three dimensions: economic, socio-cultural, and environmental including health, safety, quality and aesthetic issues.

I strongly believe that the Standard will be a key tool to help DASTA achieve its vision "to be an excellent agency of sustainable tourism development to create communities of happiness."

Dr. Nalikatibhag Sangsnit
Director-General, DASTA
April 2018

Introduction

The *Sustainable Tourism Management Standard* has been created to be used for managing tourism and aims at helping all types and sizes of tourism-related organizations to manage tourism systematically and sustainably. It is expected to enable those related organizations to achieve a performance that is higher than the basic level required by law. This Standard, therefore, can be challenging for organizations that aim to improve the efficiency of their operation, leading to '**Sustainable Tourism**'.

This Standard is developed from the concept of the PDCA cycle or Plan-Do-Check-Act, which is a tool that helps organizations to achieve a better performance by making it easier to identify problems and difficulties in each stage of the operation as detailed below:

Plan: Setting objectives, processes and resources required to achieve sustainable tourism management.

Do: Putting the systems into practice, collecting data and recording the results to be used in the follow-up process.

Check: Following up and evaluating performance by comparing it with the set objectives and expectations.

Act: Improving processes when performance is not in line with the objectives or expectations and using the results from the follow-up process to continuously improve the operation.

This Standard highlights the importance of operating according to established guidelines, including those to improve the capability of tourism management. The success of applying this Standard will depend on the commitment of employees at all levels, especially those at the top management level. Moreover, organizations that have already applied other standards can integrate these guidelines with their existing ones. They should also encourage other related organizations to follow these principles for tourism management.

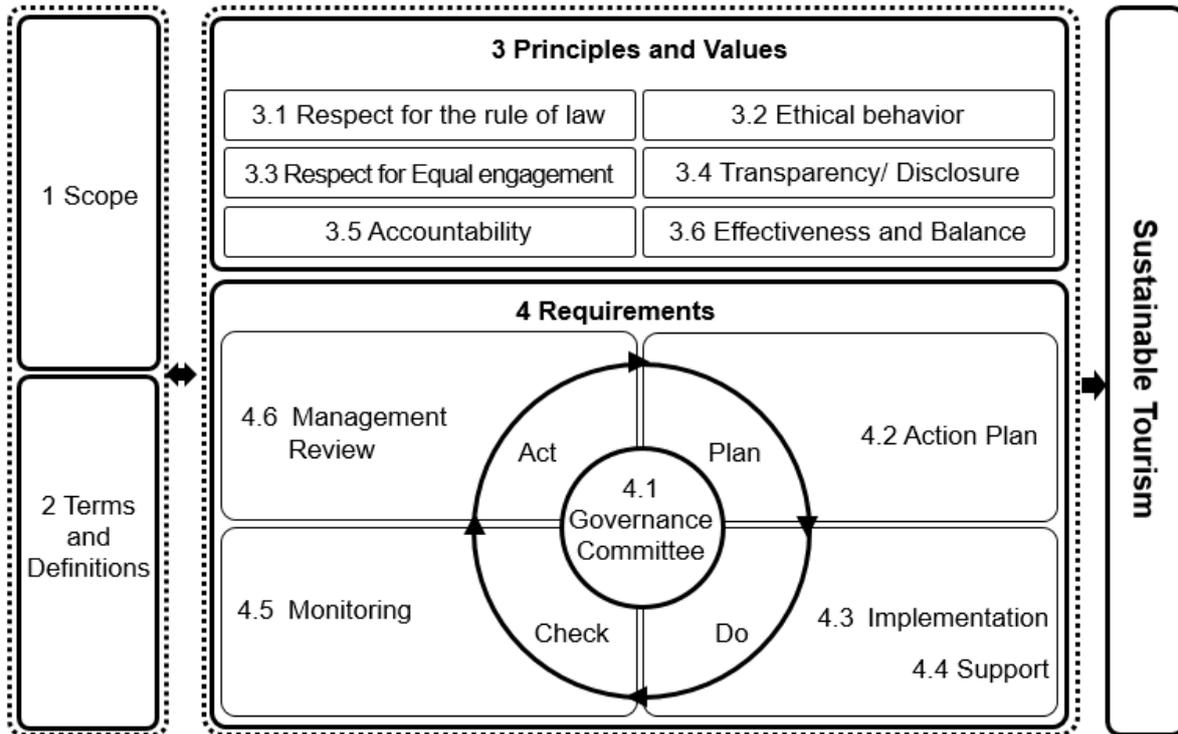The schematic overview of The *Sustainable Tourism Management Standard* is shown in Figure 1.

Figure 1: Schematic overview of the Sustainable Tourism Management Standard

1. Scope

This Standard is a requirement for organizations and to be used as a guideline for sustainable tourism management that considers environmental, economic, social, cultural, health, safety, quality and aesthetic issues; and is developed with public participation. The organizations can also use this standard in order to leverage tourism management in designated areas leading to sustainable tourism management. When applying the standard, the organization should consider cultural, social, geographical and land use differences; equitable benefit distribution; stakeholders' expectations; the quality of life of the local people; and the safety of tourists and visitors.

By achieving the objectives of this Standard, the organization should pay attention to the process of leveraging tourism management and improving the processes of tourism management that do not align with the set objectives and goals.

The Standard is applicable to any organization that wishes to:

1) Voluntarily conduct this Standard and self-declaration, *or*

2) Seek confirmation of its conformance by parties having an interest in the organization such as community *or*

3) Seek certification registration of conformance with this Standard approved by certification body.

2. Terms and Definitions

For the purposes of this Standard, the following terms and definitions apply

2.1 Standard

Requirements created through consensus and generally accepted by well-known organizations that set out principles needed in each step in systematically management. Requirements are based on the methodology knew as Plan-Do-Check-Act (PDCA) to achieve efficiency and effectiveness in the operation and obtaining results according to set objectives.

2.2 Sustainable Tourism Management Standard

The requirements needed in each step for systematically managing tourism covering planning, doing, checking and acting in order to achieve efficiency and effectiveness in the operation and obtaining achievement according to resulting in objectives of sustainable tourism development.

2.3 Sustainable Tourism Management

Tourism that takes full account of its current and future economic, social, environmental, cultural, health, safety, quality and aesthetic issues. Also considering how to reasonably utilize valuable resource and maintain natural uniqueness, local identities, the community's way of life and aesthetics for sustainable benefits.

2.4   Organization

Public or private organization that has a role and responsibility for managing designated tourism areas and promoting tourism.

2.5   Local Community

A group of people who are together sharing an environment and preserve cultural inheritance as well as uphold local way of life in the area that the group of people is responsible for its tourism.

2.6   Stakeholders

Individuals or groups that have interest in any decision or activity of an organization.

2.7   Key Stakeholders

Individuals or a group of people who are interested in the operation of the organization and are important to its success.

2.8   Identities

Characteristics as a unique feature, that are specific attributes of individuals people, societies, communities or countries such as ethnicity, language, nationality, culture and religion, which combines wisdom, morality, ethics, behavior, and character as a person's personality.

2.9   Geography

The physical appearance of the Earth's surface that is related to topography, climate and natural resources.

2.10   Aesthetics

The understanding and appreciation of art, nature or art work by people at an emotional level.

3.   Principles and Values

3.1   Respect for the rule of law

The organization shall comply with all applicable laws, regulations and other requirements and shall not seek to avoid those obligations. The organization should:

1)   Comply with all applicable laws, regulations and other requirements in all jurisdictions in which the organization operates.

2)   Ensure that people doing work under the organization's control comply with all applicable laws, regulations and other requirements.

3)   Periodically evaluate and review compliance with all applicable laws, regulations and other requirements, including the revised version of laws and regulations.

4) Develop the organization planning in close inclusive consultation with stakeholders and is subject to a thorough public review process. Planning regulations and decisions are publicly communicated and are enforced.

3.2 Ethical behavior

In order to behave ethically, the organization should:

1) Implement policies and practices covering ethical conduct within the organization. This includes areas of honesty, integrity and fairness that take into account the environment, economy, social, culture, health, safety, quality and aesthetic issues, and focus on the interests of stakeholders, particularly local communities.

2) Develop administration structures that support to promote ethical behavior of the organization.

3) Develop governance mechanisms comprised of organizational performance reporting, corrective actions and preventive actions in order to avoid conflict of interest that may lead to unethical behavior.

3.3 Respect for Equal involvement

An organization should give equal respect to the involvement of each of its stakeholders. The organization promote equal employment training opportunities, occupational safety and fair wages for all including local resident, women, youth, disabled people, minorities, people with different religion and other vulnerable populations. The organization should:

1) Identify its stakeholders.

2) Provide ample opportunities to stakeholders, especially local communities that can benefit or be affected by the organization's activities, to ensure freedom of opinion and engagement in organization activities that are associated with those stakeholders as well as using their opinions to set the direction and decision-making processes of the organization.

3) Be concerned about the capability of local communities and stakeholders in order to mutually contact and engage with the organization.

3.4 Disclosure

The organization shall operate with accountability, integrity and transparency. The organization should:

1) Provide public reporting on information regarding strategic directions, decision making and the results of operations that may have an impact on the environment, economy, social, culture, health, safety, quality and aesthetic issues, in a clear, accurate and objective manner.

2)   Provide ample opportunities to personnel that may be affected by decisions or activities to easily access the information about the decisions and activities.

3)   Establish an efficiency monitoring and evaluating process in order to build confidence and eradicate corruption.

3.5 Accountability

The organization shall be accountable for its impacts on the environment, economy, social, culture, health, safety, quality and aesthetic issues that may be affected by decisions or activities of the organization. The organization should:

1)   Submit to appropriate review by legitimate bodies and those which are impacted by the organization.

2)   In the case that mistakes are made, take the appropriate measures to remedy the impact and take action to prevent it from recurring.

3.6 Effectiveness and Balance

The organization shall establish, implement, maintain and continually improve tourism management as it regards to this Standard in order to achieve the objectives by utilizing resources more efficiently and creating optimal benefits to the environment, economy, social, culture, health, safety, quality and aesthetic issues through operating processes as well as human resources and other resource allocation. The organization aims at avoiding overconsumption and waste production and focuses on building long-term benefits.

4. Requirements

4.1 Governance Committee

4.1.1 Governance Committee

The organization shall appoint a committee for the governance of tourism management to ensure that its operation in alignment with sustainable tourism management and stakeholder expectations. Number of committee members depend on the size and scale of tourism destinations. The organization should:

1)   Establish a new committee structure or integrate it into an existing committee which includes key stakeholders such as managers and employees; local communities' representatives; local tourism experts and local representatives of related organizations and private sectors in the designated area.

2)   Assign roles, duties and responsibilities according to structure including at least:

2.1)   Setting the direction of sustainable tourism management.

2.2)   Consideration of the action plan.

2.3)   Monitoring the performance of tourism management.

3)   Communicate the structure of the committee and its duties, roles, and responsibilities to related internal and external stakeholders.

4.1.2 The Direction of Sustainable Tourism Management

The organization shall identify a direction for sustainable tourism management which is suitable with environment, economy, social, culture, health, safety, quality and aesthetic conditions as well as aligned with related government policies as a management framework and tool which allows all functions within the organization to understand the goals of the operation. The organization has planning guidelines, regulation and/or policies that require environment, economic and social impact assessment and integrate sustainable land use, design, construction and demolition. In addition, the organization shall support the income distribution and increment of the local community related to tourism activities. Furthermore, external stakeholders shall be made aware of the direction and participate in its operation. The organization should:

1)   Understand the geographic and social issues to establish appropriate action for designated areas including environment, economy, social, culture, health, safety, quality and aesthetic conditions, as well as related government policies to be used as a framework for setting the direction of sustainable tourism management.

2)   Set the direction of sustainable tourism management.

3)   Be fully documented.

4)   Communicate the direction to employees through appropriate channels which can lead to the action.

5)   Communicate the direction to external stakeholders through appropriate channels.

6)   Set up mechanism to identify year-round tourism opportunities and mitigate seasonal variability of tourism where appropriate.

7)   Balance the needs of the environment, economy, social, culture, health, quality and aesthetic.

4.1.3 Sustainable Tourism Management Team

The organization shall assign roles, duties and responsibilities to employees to ensure that organizational tourism management is carried out efficiently and effectively and is continually improved. The organization should:

1)   Define a new organizational structure for managing sustainable tourism or integrate it into its existing organizational structure.

2)   Assign roles, duties and responsibilities to employees according to its structure in order to comply with all requirements of this Standard.

3) Communicate changes to relevant people within the organization.

4.2 Action Plan

The organization shall establish an action plan for developing its sustainable tourism capability in regards to environment, economy, social, culture, health, safety, quality and aesthetic issues. The action plan shall be aligned with the direction of sustainable tourism management and applicable laws and legislation. The organization has planning guidelines, regulations and/or policies that require environmental, economic and social impact assessment and integrate sustainable land use, design, construction and demolition. There must also be laws and regulations regarding property acquisitions, always complying with communal rights, ensuring public consultation, and not authorizing resettlement without prior informed consent and/or reasonable compensation. The organization has a protection plan for natural and cultural heritage which are publicly communicated, and are enforced. The action plan and any guideline, policy or regulation shall be brainstormed with local communities and stakeholders. Reviewing process of the action plan should be conducted and publicly communicated. The organization should dedicate resources to mitigate seasonal variability of tourism where appropriate, working to balance the needs or the local economy, community, cultures and environment, to identify year-round tourism opportunities. The organization should:

1) Receive local community opinions and feedback.

2) Establish a timeframe for the action plan for both short and medium term.

3) Determine objectives, targets and key indicators for evaluating the results.

4) Develop procedures, a list of accountable personnel and required resources.

5) Communicate the action plan to accountable personnel.

4.3 Implementation

4.3.1 Support for involvement

The organization shall promote and support the local community to participate in protecting, managing and improving tourism performance in order to achieve sustainable development, as well as maintain natural uniqueness, local identity and local community life as well as the fair sharing of benefits to the local community. The organization should:

1) Provide opportunities for the local community to participate in developing or creating events or activities to promote tourism, starting with its establishment, implementation, monitoring and improvement.

2) Allow the local community and relevant organizations to participate in zoning tourism and conservation areas by working with them to protect natural uniqueness, local identity and local community ways of life.

3) Develop activities or share knowledge with the local community related to conservation of natural attractions and local culture, as well as risks

and opportunities associated with climate change, environmental conservation and protection.

4) Bring natural uniqueness, local identity, art and culture, local wisdom and local community ways of life to design appropriate landscapes and aesthetic concerns, interior design for buildings.

5) Integrate sustainable land use, design, construction and demolition.

6) Ensure public consultation on laws and regulations regarding property acquisitions which exist, are enforced comply with communal and indigenous rights, and do no authorize resettlement without prior informed consent and/or reasonable compensation.

7) Evaluate, rehabilitate and conserve natural and culture without sites including restore heritage and scenic view.

4.3.2 Support Local Capability

The organization shall help to develop the local community along with tourism in order to enhance the quality of the local community life to include career development and fair income as appropriate. The organization should:

1) Develop the skills and competence of local community members to support tourism.

2) Encourage community members to form occupational groups to enhance local knowledge or local ability.

3) Support local and small-and medium-size enterprises, and promote local sustainable products, services and fair trade principles that are based on the area's nature and culture. These may include native food and beverages, folks, crafts, performance arts, agricultural products, services, etc.

4) Provide opportunities for local employment.

5) Develop local entrepreneurial skills to produce products or offer quality services and to obtain standards certification.

6) Provide a voluntary contribution system to enable and encourage enterprises, visitors, tourists, and the public to contribute to community and sustainability initiatives, as in cash or in kind.

7) Contribute to the protection and preservation of intellectual property rights of communities and individual.

4.3.3 Environmental Management

The organization shall determine measures of resource utilization for tourism to ensure that the resources are used to their full benefit. The organization shall determine measures

to manage pollution caused by tourism activities in order to comply with laws and legislation. Measurement for resources and pollution management should be suitable and safe for living creatures. Each destination should identify environment risk. The organization should attempt to conserve the ecosystem of the tourist destination. The organization across the tourism destination should measure, monitor and publicly report the environmental and pollution status including energy consumption, waste production and water usage. The organization should encourage private sectors/enterprises to follow its guidelines and regulations to minimize the pollution. The organization should:

1) Collect and retain documented information as evidence of resource utilization related to tourism including energy consumption and water usage

    1.1) Energy consumption: The organization has a system to promote energy conservation, measure energy consumption and reduce reliance on fossil fuels. Program should be set to promote energy conservation and measure energy consumption within the destination. Program to encourage local businesses to conserve energy and use renewable energy technologies and reward those that have shown progress through public reporting.

    1.2) Water usage: Water resources and usage are adequately managed and monitored. Management system to ensure the water usage by tourism and water requirements of the local community are balanced and compatible.

    1.3) Drinking water: The organization has system to monitor drinking and recreational water quality using quality standards. The monitoring results are publicly available, and the destination has system to respond in a timely manner to water quality issues.

    1.4) Climate changes: The organization has a system to identify risks and opportunities associated with climate change. Climate changes adaptation receives attention in accordance with the baseline assessment including identification of risks and opportunities addressing development, siting, design and management of facilities, enhancing the resilience of the destination.

    1.5) Other essential topics as necessary.

2) Collect and retain documented information as evidence of the measurement of pollution related to tourism areas and disclose it to the public when required. The monitoring reports should also be publicly available.

3) Develop measures to reduce, reuse and recycle resources that are related to tourism. The organization has a system to encourage enterprises to

reduce, reuse, and recycle solid waste. Any residual solid waste that is not reused or recycled, is disposed safely and sustainable. The organization must also implement general practices to minimize waste generation and instruction about adequate internal waste management. Program to encourage local businesses to adopt waste reduction strategies and reward those that have shown progress.

4) Develop measures to reduce pollution including odor, light, ray, noise, heat, toxic matter, vibration, soot, ash at the source, or define management system(s) to manage pollution in tourism areas.

5) Consider alternative resources that can be re-used and substituted for non-renewable resources.

6) Promote and encourage climate change mitigation, greenhouse gas reduction and adaptation strategies for development, siting, design, and management of tourism facilities and identify challenges and opportunities associated with climate change.

7) Reduce or replace chemical substances and hazardous materials with natural products that are environmental friendly.

8) Protect to maintain good condition of the natural sites, habitats, species and ecosystem (including marine and aquatic). Nature degradation is mitigated and sensitive areas are monitored, where necessary addressed, rehabilitated and closed. Enforce the protection of natural resources and avoid the unsustainable use of resources. Develop measures to prevent the impact on wildlife and plants to avoid the extinction of species and also prevent the invasive species.

9) Decrease the impact of transportation congestion.

- Public transportation is adequately organized and its use is encouraged.

- The organization considers the carbon footprint related to the travel of its visitors, and promotes appropriate measures aimed at an effective carbon compensation.

- Promotion of bike lanes (where possible).

- Development of mechanisms in order to ensure that tourists have access to a quality public transport system. e.g. tourist tram

10) Ensure compliance with local, national and international laws and standards for the harvest or capture, display and sale of wildlife including plants and animals.

4.3.4 Safety and Security Management

The organization shall be concerned with the personal occupational health and safety of those who participate in tourism activities in designated areas. The organization should:

1) Develop safety measures to protect lives and property as well as occupational health together with preventive measures against any risks that may occur related to activities in tourism areas.

2) Establish emergency plans for dealing with natural or man-made disasters that may occur in tourism areas.

3) Ensure that human resources, first aid kits, emergency equipment and warning systems are readily available and suitable for any risks that may arise in the tourism areas.

4.3.5 Facility Preparation

The organization shall arrange facilities in tourism areas in order to serve the needs of tourists of all ages, genders and physical conditions (tourism for all). The organization should:

1) Prepare or promote accurate and clear safety instructions related to access of the tourism areas by providing warning signs or other tourism guidance.

2) Determine rules and regulation for tourists accessing the tourism areas to preserve the natural uniqueness, local identity, livelihood of local community so that they are not intruded upon or destroyed.

3) Arrange a clean, safe and sufficient number of toilet facilities to meet the needs of the tourists.

4) Provide a sufficient amount of locally designed rubbish bins which are consistent with the landscape of the tourism area.

5) Provide a suitable and sufficient facilities for recycling and treatment of waste.

6) Provide information or signage in the tourism areas in order to educate tourists to be aware of the importance of the tourism areas. Accurate interpretive information should be culturally appropriate and developed with community collaboration. Interpretive information available through technology (application, audio visual) and human interaction, as well as signage to visitors in tourist centers and at natural, historical, archaeological, religious, spiritual, and cultural sites in different languages.

7) Arrange suitable facilities for seniors, disabled and vulnerable groups to comfortably access tourism areas.

8)   Provide or support the tourism areas to arrange sanitary food and beverage service(s).

9)   Provide or support the tourism areas in the development of souvenir shops, selling local products or local handicrafts.

4.3.6 Marketing Promotion

The organization shall promote marketing in tourism by considering the capacity to accommodate tourists. The organization shall ensure the accuracy of the promotion regarding the tourism destination and its products, services and other relevant issues. The promotional messages should treat local communities as well as local tourist authentically and respectfully. The organization should:

1)   Develop tourism promotion activities that are suitable for targeted groups and for seasonal tourism activities.

2)   Develop marketing communication and public relations to provide information about tourism as well as develop marketing promotions to support tourism through various channels by using suitable and different languages and mediums that are easy to understand, and will not cause any conflicts in society.

3)   Disseminate information to enhance knowledge, understanding and awareness of sustainable tourism.

4.3.7 Monitoring Any Changes

The organization shall monitor the resilience of the tourism area based on tourist perceptions and sustainable tourism. The organization has a system to monitor, publicly report, and respond to environment, economic, social, cultural heritage, aesthetic, health, safety, quality and human right issues. The inventory and assessment of its tourism assets and attractions should be carried out in each destination including natural and cultural sites. The organization shall have an up-to-date publicly available inventory, and assessment of its tourism assets and attractions, including natural and cultural site. Report of monitoring of any issues and changes should be at least annually conducted. The organization should:

1)   Periodically monitor any changes in the tourism areas that are relevant to environment, economy, social, culture, health, safety, quality and aesthetic issues of communities.

2)   Establish and enforce revised rules and regulations for access to the tourist areas by considering the capability to accommodate tourists, local community way of life and tourist sustainability.

3)   Monitor and revise the planning guidelines, regulations and/or policies that require environmental, economic, and social impact assessment and integrate sustainable land use, design, construction, and demolition.

Monitor and govern laws and regulations relating to the proper sale, trade, display, or gifting of historical and archaeological artefacts.

4) Monitor tourist perceptions, obtain tourist and local community suggestions and satisfaction that are relevant to tourist attractions and their management.

5) Monitor direct and indirect economical revenue from the tourism activities and destination. This should include tourist expenditure, revenue per available room, employment and investment data, revenue of all sectors related to tourism.

6) Record the number of tourist arrival per year, occupancy rate in commercial accommodation per month and average for the year, by accommodation type, average length of stay of visitors (nights) on monthly basis.

7) Improve of all issues arisen from the monitoring and evaluation process.

4.3.8 Promoting the Concept of Sustainable Tourism

The organization shall promote and encourage other organizations to adopt the concept of sustainable tourism. The organization should:

1) Develop activities to promote sustainable tourism for public or private organizations that are related to tourism.

2) Establish a network and invite other organizations to engage the activities or projects that promote tourism.

3) Develop activities to build sustainable tourist awareness for those who are involved with tourism in the designated area.

4.4 Support

4.4.1 Developing Knowledge, Skills and Awareness

The organization shall develop the knowledge, skills and awareness of sustainable tourism of employees at all levels of the organization and related tourism bodies to ensure that they have the knowledge, understanding and ability to implement the sustainable tourism direction of the organization effectively. The organization should:

1) Develop and implement the human resource development plan at all levels according to tourism roles and responsibilities in order to strengthen the knowledge, skills and awareness in the following topics:

1.1) Sustainable tourism direction of the organization

1.2) Action plan

1.3) Skills needed for sustainable tourism

1.4) Training for crisis and emergency plan annually

1.5) Other essential topics as necessary

2) Develop processes for the transfer of knowledge, skills and awareness to the new employees or existing employees who change or rotate positions.

4.4.2 Communication and Complaint Response Process

4.4.2.1 Communication

The organization shall communicate with relevant internal and external stakeholders to ensure that those stakeholders receive necessary data and information accurately and appropriately. The organization shall set up the system to promote this Standard and the result from applying the Standard. The destination under the responsibility of the organization should make available a list of sustainability enterprises for participation of tourism activity. The organization should:

1) Establish communication channels and methods that are suitable for the various groups of stakeholders.

2) Provide data and information that is easy to understand, accurate, neutral, responsive to demand and timely.

3) Contribute to the sustainability and resilience of the destination and to public education on climate for both communities and tourists.

4) Communicate items as follows:

4.1) Sustainable tourism direction of the organization.

4.2) Action plan

4.3) General information of the organization

4.4) News and movement of the organization's tourism activities.

4.5) Results of the implementation of the action plan and the follow-up process of changes in the tourism areas.

4.6) Channels of communication

4.7) Regulations, requirements or restrictions for the access of tourism areas. This is to preserve the natural and cultural areas of the local community.

4.8) Laws, policies and established practices to prevent commercial, sexual, or any other form of exploitation and harassment of anyone, particularly of children, adolescents, women, and minorities.

4.9) Crisis and emergency response plan including climate changes.

4.10) Inventory of its assets and attractions including natural and cultural sites.

4.11) Other essential topics as necessary.

4.4.2.2 Complaint Handling

The organization shall respond to complaints relating to tourism from both internal and external stakeholders in order to ensure that the organization is transparent, easily accessible as well as to determine a specific timeframe to take corrective action and provide feedback of the results to the relevant person or bodies. The organization should:

1) Determine compliant handling guidelines, including the process of receiving complaints, implementing corrective actions to prevent recurrence as well as providing feedback of the results to relevant people or bodies.

2) Retain documented information of handling of complaints in a timely manner.

4.5 Monitoring, Measurement and Evaluation

The organization shall monitor, measure and evaluate the operational performance to ensure that the organization operates according to its action plan. The action plan shall be enforced when the organization apply to practice for this Standard. The organization should:

1) Monitor, measure and evaluate the operational performance periodically.

2) Prepare a summary report to compare the performance against the objectives and targets.

3) Respond to the issues identified through the process of monitoring and evaluating.

4.6 Management Review

The organization shall review its operational performance at planned intervals. The organization shall make decisions to correct ineffective operations to ensure that they are aligned with the direction of sustainable tourism management. The organization should:

1) Conduct committee meetings at least once every six months

2) Review the operational performance in the following issue:

2.1) Results of the operational performance according to the action plan

2.2) Response to the complaint

2.3) Results from monitoring, measurement and evaluation of operational performance

2.4) Adequacy of resources

2.5) Major changes that are relevant to the action plan

2.6) Suitability of the action plan

2.7) Review of monitoring result annually.

2.8) Other essential topics as necessary.

Annex A

(informative)

Laws and regulations relating to the Standard

- Ancient Monuments, Antiques, Objects of Art, and National Museums Act, B.E. 2504 (1961)

- Civil and Commercial Code

- Constitution of the Kingdom of Thailand B.E. 2560 (2017)

- Empowerment of Persons with Disabilities Act, B.E. 2550 (2007)

- Enhancement and Conservation of the National Environmental Quality Act, B.E. 2535 (1992)

- Labour Protection Act, B.E. 2541 (1998)

- Patent Act, B.E. 2522 (1979)

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Sustainable Tourism Management Standard

April 2021

Contents
Page

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The Sustainable Tourism Management Standard has been recognized as equivalent to the Destination Criteria by GSTC Accreditation Panel at its meeting on April 13, 2018. Therefore, Thailand Sustainable Tourism Management Standard is now a GSTC-Recognized Standard.

DASTA strongly believes that STMS will be used as a guideline for organizations and agencies to promote and develop sustainable tourism in their responsible areas in order to increase and distribute income to the local communities according to the policy of Thailand government and also enhance sustainability achievement

Gp.Capt.

Athikun Kongmee
Director-General, DASTA
April 2021

Introduction

The *Sustainable Tourism Management Standard* has been created to be used for managing tourism and aims at helping all types and sizes of tourism-related organizations to manage tourism systematically and sustainably. It is expected to enable those related organizations to achieve a performance that is higher than the basic level required by law. This Standard, therefore, can be challenging for organizations that aim to improve the efficiency of their operation, leading to '**Sustainable Tourism**'.

This Standard is developed from the concept of the PDCA cycle or Plan-Do-Check-Act, which is a tool that helps organizations to achieve a better performance by making it easier to identify problems and difficulties in each stage of the operation as detailed below:

Plan: Setting objectives, processes and resources required to achieve sustainable tourism management.

Do: Putting the systems into practice, collecting data and recording the results to be used in the follow-up process.

Check: Following up and evaluating performance by comparing it with the set objectives and expectations.

Act: Improving processes when performance is not in line with the objectives or expectations and using the results from the follow-up process to continuously improve the operation.

This Standard highlights the importance of operating according to established guidelines, including those to improve the capability of tourism management. The success of applying this Standard will depend on the commitment of employees at all levels, especially those at the top management level. Moreover, organizations that have already applied other standards can integrate these guidelines with their existing ones. They should also encourage other related organizations to follow these principles for tourism management.

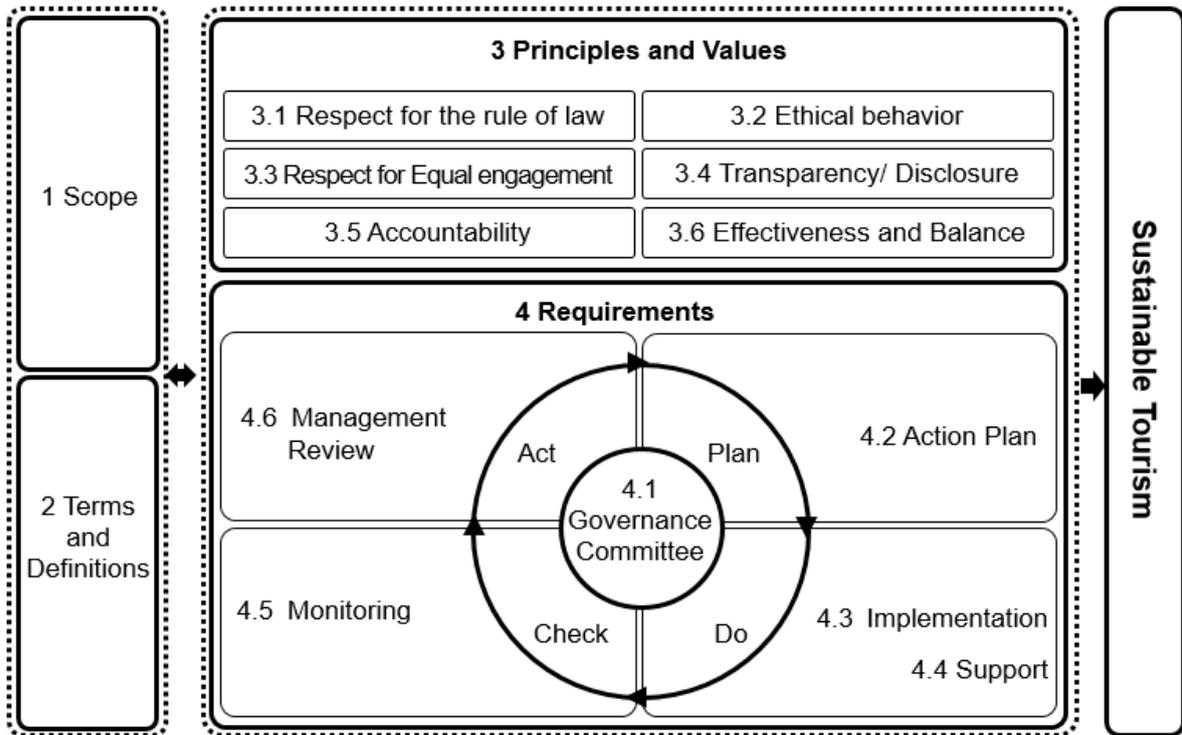The schematic overview of the *Sustainable Tourism Management Standard* is shown in Figure 1.

Figure 1: Schematic overview of the Sustainable Tourism Management Standard

1.   Scope

This Standard is a requirement for organizations and to be used as a guideline for sustainable tourism management that considers socio-economic, cultural and environmental issues; and is developed with public participation. The organizations can also use this standard in order to leverage tourism management in designated areas leading to sustainable tourism management. When applying the standard, the organization should consider geographical, cultural, social and land use differences; equitable benefit distribution; stakeholders' expectations; the quality of life of the local people; and the safety of tourists and visitors.

By achieving the objectives of this Standard, the organization should pay attention to the process of leveraging tourism management and improving the processes of tourism management that do not align with the set objectives and goals.

The Standard is applicable to any organization that wishes to:

1)   Voluntarily conduct this Standard and self-declaration, *or*

2)   Seek confirmation of its conformance by parties having an interest in the organization such as community *or*

3)   Seek certification registration of conformance with this Standard approved by certification body.

2.   Terms and Definitions

For the purposes of this Standard, the following terms and definitions apply

2.1   Standard

Requirements created through consensus and generally accepted by well-known organizations that set out principles needed in each step in systematically management. Requirements are based on the methodology knew as Plan-Do-Check-Act (PDCA) to achieve efficiency and effectiveness in the operation and obtaining results according to set objectives.

2.2   Sustainable Tourism Management Standard

The requirements needed in each step for systematically managing tourism covering planning, doing, checking and acting in order to achieve efficiency and effectiveness in the operation and obtaining achievement according to resulting in objectives of sustainable tourism development.

2.3 Sustainable Tourism Management

Tourism that takes full account of its current and future socio-economic, cultural and environmental issues. Also considering how to reasonably utilize valuable resource and maintain natural uniqueness, local identities, the community's way of life and aesthetics for sustainable benefits.

2.4 Organization

Public or private organization that has a role and responsibility for managing designated tourism areas and promoting tourism.

2.5 Local Community

A group of people who are together sharing an environment and preserve cultural inheritance as well as uphold local way of life in the area that the group of people is responsible for its tourism.

2.6 Stakeholders

Individuals or groups that have interest in any decision or activity of an organization.

2.7 Key Stakeholders

Individuals or a group of people who are interested in the operation of the organization and are important to its success.

2.8 Identities

Characteristics as a unique feature, that are specific attributes of individuals people, societies, communities or countries such as ethnicity, language, nationality, culture and religion, which combines wisdom, morality, ethics, behavior, and character as a person's personality.

2.9 Geography

The physical appearance of the Earth's surface that is related to topography, climate and natural resources.

2.10 Aesthetics

The understanding and appreciation of art, nature or art work by people at an emotional level.

3.   Principles and Values

3.1   Respect for the rule of law

The organization shall comply with all applicable laws, regulations and other requirements and shall not seek to avoid those obligations. The organization should:

1) Comply with all applicable laws, regulations and other requirements in all jurisdictions in which the organization operates.

2) Ensure that people doing work under the organization's control comply with all applicable laws, regulations and other requirements.

3) Periodically evaluate and review compliance with all applicable laws, regulations and other requirements, including the revised version of laws and regulations.

3.2   Ethical behavior

In order to behave ethically, the organization should:

1) Implement policies and practices covering ethical conduct within the organization. This includes areas of honesty, integrity and fairness that take into account the socio-economic, cultural and environmental issues, and focus on the interests of stakeholders, particularly local communities.

2) Develop administration structures that support to promote ethical behavior of the organization.

3) Develop governance mechanisms comprised of organizational performance reporting, corrective actions and preventive actions in order to avoid conflict of interest that may lead to unethical behavior.

3.3   Respect for Equal involvement

An organization should give equal respect to the involvement of each of its stakeholders. The organization promote equal employment training opportunities, occupational safety and fair wages for all including local resident, women, children, adolescents, LGBT, other minorities, people with different religion and other vulnerable population. The organization should:

1) Identify its stakeholders.

2) Provide ample opportunities to stakeholders, especially local communities that can benefit or be affected by the organization's activities, to ensure freedom of opinion and engagement in organization activities that are associated with those

stakeholders as well as using their opinions to set the direction and decision-making processes of the organization.

3) Be concerned about the capability of local communities and stakeholders in order to mutually contact and engage with the organization.

3.4 Disclosure of information with transparency

The organization shall operate with transparency, honesty and validation. The organization should:

1) Provide public reporting on information regarding strategic directions, decision making and the results of operations that may have an impact on the socio-economic, cultural and environmental issues, in a clear, accurate and objective manner.

2) Provide ample opportunities to personnel that may be affected by decisions or activities to easily access the information about the decisions and activities.

3) Establish an efficiency monitoring and evaluating process in order to build confidence and eradicate corruption.

3.5 Acceptance of auditable accountability

The organization shall be accountable for its impacts on the socio-economic, cultural and environmental issues that may be affected by decisions or activities of the organization. The organization should:

1) Submit to appropriate review by legitimate bodies and those which are impacted by the organization.

2) In the case that mistakes are made, take the appropriate measures to remedy the impact and take action to prevent it from recurring.

3.6 Effectiveness and Balance

The organization shall establish, implement, maintain and continually improve tourism management as it regards to this Standard in order to achieve the objectives by utilizing resources more efficiently and creating optimal benefits, balance and sustainability to the socio-economic, cultural and environmental issues through operating processes as well as human resources and other resource allocation. The organization aims at avoiding overconsumption and waste production and focuses on building long-term benefits.

4. Requirements

4.1 Governance Committee

4.1.1 Governance Committee

The organization shall appoint a committee for the governance of tourism management to ensure that its operation in alignment with sustainable tourism management and stakeholder expectations. Numbers of committee members depend on the size and scale of tourism destinations. The organization should:

1) Establish a new committee structure or integrate it into an existing committee, with involvement by the private sector, public sector, civil society, and local key stakeholders such as managers and employees; communities' representatives; tourism experts, sustainability experts and representatives of related organizations and enterprises.

2) Assign roles, duties and responsibilities according to structure including at least:

   2.1) Setting the direction of sustainable tourism management.

   2.2) Consideration of the action plan and supporting adequate resources for the operation.

   2.3) Oversight, implementation and monitoring capability for the sustainable tourism management of socio-economic, cultural and environmental issues, and follows principles of sustainability and transparency in its operations and transactions.

3) Communicate the structure of the committee and its duties, roles, and responsibilities to related internal and external stakeholders.

4.1.2 The Direction of Sustainable Tourism Management

The organization shall identify a direction for sustainable tourism management which also has planning, guidelines, regulations and policies which control the location and nature of development, is suitable with socio-economic cultural and environmental issues, tourism assets, potential risk, government policy and sustainable development guidelines as a management framework and tool which allows all functions within the organization to understand the goals of the operation. The organization has a policy and system to evaluate, rehabilitate, and conserve cultural assets, including built heritage and cultural landscapes. The strategy relates to and

influences wider sustainable development policy and action. Furthermore, stakeholders shall be made aware of the direction and participate in its operation. The organization should:

1) Understand the geographic and social issues to establish appropriate action for designated areas including tourism assets, socio-economic cultural and environmental issues, potential risk, government policy and sustainable development guidelines to be used as a framework for setting the direction of sustainable tourism management.

2) Set the direction of sustainable tourism management, based on sustainability principles and the regulation, which is suited to its scale, and developed with stakeholder engagement.

3) Communicate the direction to employees through appropriate channels which can lead to the action.

4) Communicate the direction to external stakeholders through appropriate channels.

5) Be fully documented.

4.1.3 Sustainable Tourism Management Team

The organization shall assign roles, duties and responsibilities to employees to ensure that organizational tourism management is carried out efficiently and effectively and is continually improved. The organization has adequate funded, works with a range of bodies in delivering organization management, which has access to sufficient staffing. The organization should:

1) Define a new organizational structure for managing sustainable tourism or integrate it into its existing organizational structure.

2) Assign roles, duties and responsibilities to employees according to its structure in order to comply with all requirements of this Standard.

3) Communicate changes to relevant people within the organization.

4.2   Action Plan

The organization shall establish an action plan for developing its sustainable tourism capability in regards to principles of sustainability, consideration of socio-economic, cultural and environmental issues. The multi-year action plan shall be aligned with the direction of sustainable tourism management and applicable laws and legislation. The organization should:

1) Receive key stakeholders and local community opinions and feedback.

2) Establish a timeframe for the action plan for both short and medium term.

3) Determine objectives, targets and key indicators for evaluating the results.

4) Develop procedures, a list of responsible personnel and required resources.

5) Communicate the action plan to responsible personnel and make it public available.

4.3 Implementation

4.3.1 Support for involvement

The organization shall promote and support the local community to participate in protecting, managing and improving tourism performance in order to achieve sustainable development, as well as maintain natural uniqueness, local identity and local community life as well as the fair sharing of benefits to the local community. The organization should:

1) Promote public participation in sustainable planning and management by taking into account the aspirations, concerns, and satisfaction of local communities towards sustainable tourism management. Periodic monitoring and public reporting with building an understanding of the opportunities and challenges of sustainable tourism to enhance the capacity of the local community to respond.

2) Support, celebrate and protect intangible cultural heritage including local traditions, art, music, language, gastronomy and other aspects of local identity and distinctiveness. The presentation, replication and interpretation of living culture and traditions which are sensitive and respectful, seeks to involve and benefit local communities, and provides visitors with an authentic and genuine experience.

3) Enforce and document laws and regulations regarding property rights and acquisitions. Laws and regulations comply with communal and indigenous rights, ensure public consultation and do not authorize resettlement without free prior and informed consent and fair and just compensation and also laws and regulations protect user and access rights to key resources.

4) Bring natural uniqueness, local identity, art and culture, local wisdom and local community ways of life to design appropriate landscapes and aesthetic concerns, interior design for buildings.

4.3.2 Support Local Capability

The organization shall help to develop the local community along with tourism in order to enhance the quality of the local community life to include career development and fair income as appropriate. The organization should:

1) Develop the skills and competence of local community members to support tourism.

2) Encourage community members to form occupational groups to enhance local knowledge or local ability.

3) Support local enterprises, supply chains and sustainable investment for retention of tourism by promoting the development and purchase of local sustainable products based on fair trade principles and that reflect the area's nature and culture. These should include food and beverages, crafts, performance arts, agricultural products, etc.

4) Encourage and support career opportunities and training in tourism. The tourism enterprises commit to provide equality of opportunity for local employment, training and advancement, a safe and secure working environment, and a living wage for all.

5) Develop local entrepreneurial skills to produce products or offer quality services and to obtain standards certification.

6) Provide a system to enable and encourage enterprises, visitors, the local organization, tourist and the public to contribute to community and sustainability initiatives in a responsible manner.

7) Provide a system to contribute to the protection and preservation of intellectual property rights of communities and individuals.

4.3.3 Environmental Management

The organization shall determine measures of resource utilization for tourism to ensure that the resources are used to their full benefit. The organization shall determine measures to manage pollution caused by tourism activities in order to comply with laws and legislation. Measurement for resources and pollution management should be suitable and safe for living creatures. Each site should identify environment risk. The organization should attempt to conserve the ecosystem of the tourist site. The organization across the tourism site should measure, monitor and publicly report the environmental and pollution status including energy consumption, waste

production and water usage. The organization should encourage private sectors/enterprises to follow its guidelines and regulations to minimize the pollution. The organization should:

1) Set targets to reduce energy consumption, improve efficiency in its use, as well as increase the use of renewable energy. The organization should setup a system to encourage enterprises to measure, monitor, reduce, and publicly report their contribution to these targets.

2) Measure, monitor, publicly report and manage water usage. Assessment of water risk is provided and documented. In cases of high water risk, water stewardship goals are identified and actively pursued with enterprises and local organizations to ensure that tourism use does not conflict with the needs of local communities and ecosystems.

3) Monitor water quality for drinking, recreational and ecological purposes using quality standards. The monitoring results are publicly available and supporting system for water quality issues to respond is in a timely manner.

4) Develop measures to reduce pollution including odor, light, ray, noise, heat, toxic matter, vibration, soot, ash at the source, or define management system(s) to manage pollution in tourism areas.

5) Provide clear and enforced guidelines in place for the siting, maintenance and testing of discharge from septic tanks and wastewater treatment system to ensure that wastes are properly treated and reused or released safely without adverse impacts on the people and environment.

6) Measure and report on generation waste and also set targets for its reduction. Make sure that solid waste is properly treated and diverted from landfill, with provision of a multiple-stream collection and recycling system which effectively separates waste by type. The organization should encourage enterprises and local organizations to avoid, reduce, reuse, and recycle solid waste, including food waste. Action is taken to eliminate or reduce single-use items, especially plastics. Any residual solid waste that is not reused or recycled is safely and sustainably disposed.

7) Set targets to reduce greenhouse gas emissions, and implement and report on mitigation policies and actions. The organization encourage enterprises and local organizations to measure, monitor, reduce or

minimize, publicly report and mitigate greenhouse gas emissions from all aspects of their operations (including from suppliers and service providers). Offsetting of any remaining emissions is encouraged.

8) Reduce or replace chemical substances and hazardous materials with natural products that are environmental friendly.

9) Set up a system to monitor, measure and respond to the impacts of tourism on the natural environment, ecosystem conservation, habitats and species, and prevent the introduction and spread of invasive species.

10) Set targets to reduce transport emissions from travel to and within the tourism areas. The organization should reduce the contribution of tourism to air pollution, congestion and climate change by increase in the use of sustainable, low-emission vehicles and public transport and active travel (e.g. walking and cycling) is sought.

11) Provide a system to ensure compliance with local, national and international laws and standards for wildlife interactions. Interactions with free roaming wildlife, taking into account cumulative impacts, are non-invasive and responsibly managed to avoid adverse impacts on the animals concerned and on the viability and behavior of populations in the wild.

12) Provide a system to ensure compliance with local, national and international laws and standards that seek to ensure animal welfare and conservation of species (animals, plants and all living organisms). This also includes the harvesting or capture, trade, display, and sale of wildlife species and their products. No species of wild animal is acquired, bred or held captive, except by authorized and suitably equipped persons and for properly regulated activities. Housing, care and handling of all wild and domestic animals meets the highest standards of animal welfare.

4.3.4 Safety and Security Management

The organization shall be concerned with the personal occupational health and safety of those who participate in tourism activities in designated areas. The organization should:

1) Develop a system to monitor, prevent, publicly report, and respond to crime, safety, and health hazards that addresses the needs of both visitors and residents.

2) Establish the plans for risk reduction, crisis management and emergency response plan which are appropriate to the tourism areas. Key elements are publicly communicated to residents, visitors and enterprises. Procedures and resources are established for plan implementation and it is regularly updated.

3) Identify risks and opportunities associated with climate change. Climate change adaptation strategies are pursued for the siting, design, development and management of tourism facilities. Information on predicted climate change, associated risks and future conditions is provided for residents, businesses and visitors.

4.3.5 Facility Preparation

The organization shall arrange facilities in tourism areas in order to serve the needs of tourists of all ages, genders and physical conditions. The organization should:

1) Prepare or promote accurate and clear safety instructions related to access of the tourism areas by providing warning signs or other tourism guidance.

2) Determine rules and regulation for tourists accessing the tourism areas to preserve the natural uniqueness, local identity, livelihood of local community so that they are not intruded upon or destroyed.

3) Setup laws and regulations to govern the proper sale, trade, display, or gifting of historical and archaeological artefacts. The laws are enforced and publicly communicated, including to tourism enterprises and visitors.

4) Uphold international standards on human rights. The organization should setup laws, practices and an established code of conduct to prevent and report on human trafficking, modern slavery and commercial, sexual, or any other form of exploitation, discrimination and harassment of or against anyone, particularly children, adolescents, women, LGBT and other minorities. The laws and established practices are enforced and publicly communicated.

5) Provide a system for visitor management which is regularly reviewed. Action is taken to monitor and manage the volume and activities of visitors, and to reduce or increase them as necessary at certain times and

in certain locations, working to balance the needs of the local economy, community, cultural heritage and environment.

6) Provide a system for the management of visitors within and around natural sites and cultural sites, which takes account of their characteristics, capacity and sensitivity and seeks to optimize visitor flow and minimize adverse impacts. Guidelines for visitor behaviour at sensitive sites are made available to visitors, tour operators and guides before and at the time of the visit.

7) Arrange a clean, safe and sufficient number of toilet facilities to meet the needs of the tourists.

8) Provide a sufficient amount of locally designed rubbish bins which are consistent with the landscape of the tourism area.

9) Provide accurate interpretative material and inform visitors of the significance of the natural and cultural aspects of the sites they visit. The information is culturally appropriate, developed with host community collaboration, and clearly communicated in languages pertinent to visitors and residents.

10) Make accessibility of sites, facilities and services, including those of natural and cultural importance, to all people including persons with disabilities and others who have specific access requirements or other special needs. Where sites and facilities are not immediately accessible, access is afforded through the design and implementation of solutions that take into account both the integrity of the site and such reasonable accommodations for persons with access requirements as can be achieved. Information is made available on the accessibility of sites, facilities and services.

11) Prepare or support clean and hygienic food and beverage services, including souvenir shops, selling local products or local handicrafts.

4.3.6 Marketing Promotion

The organization shall promote marketing in tourism by considering the capacity to accommodate tourists. The organization should:

1) Develop tourism promotion activities that are suitable for targeted groups and for seasonal tourism activities.

2) Promote and communicate accurate tourism information on products, services and sustainable claims. Marketing messages and other communications reflect the tourism' s values and approach to sustainability and treat local communities and natural and cultural assets with respect.

3) Disseminate information to enhance knowledge, understanding and awareness of sustainable tourism.

4.3.7 Monitoring Any Changes

The organization shall monitor the resilience of the tourism area based on tourist perceptions and sustainable tourism. The organization should:

1) Implement a system to monitor and respond to socio-economic, cultural and environmental issues and to impacts arising from tourism. Actions and outcomes are regularly monitored, evaluated and publicly reported. The monitoring system is periodically reviewed.

2) Monitor, protect and rehabilitate or restore local community access to natural and cultural sites.

3) Setup planning guidelines, regulations and/or policies which control the location and nature of development, require environmental, economic, and socio-cultural impact assessment and integrate sustainable land use, design, construction, and demolition. Regulations also apply to operations, including property rental and concessions for tourism purposes. The guidelines, regulations and policies are created with public participation and are widely communicated and enforced.

4) Provide a system to monitor and publicly report the visitor satisfaction with the quality and sustainability of the tourism experience, and also take action in response. Visitors are informed about sustainability issues in the tourism areas and the part that they can play in addressing them.

5) Support direct and indirect economic contribution of tourism to its economy, and should be monitored and publicly reported. Appropriate measures may include levels of visitor volume, visitor expenditure, employment and investment and evidence on the distribution of economic benefits.

6)   Setup a policy and system to evaluate, rehabilitate, and conserve cultural assets, including built heritage and cultural landscapes.

4.3.8 Promoting the Concept of Sustainable Tourism

The organization shall promote and encourage other organizations to adopt the concept of sustainable tourism. The organization should:

1)   Regularly inform tourism-related enterprises and local organizations about sustainability issues and encourage and support their operations for sustainability. The organization promotes the adoption of sustainability standards if possible. A list of sustainability certified and enterprises local organizations should be publicized.

2)   Establish a network and invite other organizations to engage the activities or projects that promote tourism.

3)   Develop activities to build sustainable tourist awareness for those who are involved with tourism in the designated area.

4.4 Support

4.4.1 Developing Knowledge, Skills and Awareness

The organization shall develop the knowledge, skills and awareness of sustainable tourism of employees at all levels of the organization and related tourism bodies to ensure that they have the knowledge, understanding and ability to implement the sustainable tourism direction of the organization effectively. The organization should:

1)   Develop and implement the human resource development plan at all levels according to tourism roles and responsibilities in order to strengthen the knowledge, skills and awareness in the following topics:

1.1)   Sustainable tourism direction of the organization

1.2)   Action plan

1.3)   Skills needed for sustainable tourism

1.4)   Training for crisis and emergency plan annually

1.5)   Other essential topics as necessary

2)   Develop processes for the transfer of knowledge, skills and awareness to the new employees or existing employees who change or rotate positions.

4.4.2 Communication and Complaint Response Process

4.4.2.1 Communication

The organization shall communicate with relevant internal and external stakeholders to ensure that those stakeholders receive necessary data and information accurately and appropriately. The organization should:

1) Establish communication channels and methods that are suitable for the various groups of stakeholders.

2) Provide data and information that is easy to understand, accurate, neutral, responsive to demand and timely.

3) Communicate items as follows:

   3.1) Sustainable tourism direction of the organization

   3.2) Action plan

   3.3) General information of the organization

   3.4) News and movement of the organization's tourism activities

   3.5) Results of the implementation of the action plan and the follow-up process of changes in the tourism areas.

   3.6) Channels of communication

   3.7) Regulations, requirements or restrictions for the access of tourism areas. This is to preserve the natural and cultural areas including the way of life in the local community.

   3.8) Other essential topics as necessary.

4.4.2.2 Complaint Handling

The organization shall respond to complaints relating to tourism from both internal and external stakeholders in order to ensure that the organization is transparent, easily accessible as well as to determine a specific timeframe to take corrective action and provide feedback of the results to the relevant person or bodies. The organization should:

1) Determine compliant handling guidelines, including the process of receiving complaints, implementing corrective actions to prevent recurrence as well as providing feedback of the results to relevant people or bodies.

2) Retain documented information of handling of complaints in a timely manner.

4.5   Monitoring, Measurement and Evaluation

The organization shall monitor, measure and evaluate the operational performance to ensure that the organization operates according to its action plan. The action plan shall be enforced when the organization apply to practice for this Standard. The organization should:

1) Monitor, measure and evaluate the operational performance periodically.

2) Respond to the issues identified through the process of monitoring and evaluating.

3) Prepare a summary report to compare the performance against the objectives and targets.

4.6   Management Review

The organization shall review its operational performance at planned intervals. The organization shall make decisions to correct ineffective operations to ensure that they are aligned with the direction of sustainable tourism management. The organization should:

1) Conduct committee meetings at least once every six months

2) Review the operational performance in the following issue:

2.1) Results of the operational performance according to the action plan

2.2) Response to the complaint

2.3) Results from monitoring, measurement and evaluation of operational performance

2.4) Adequacy of resources

2.5) Major changes that are relevant to the action plan

2.6) Suitability of the action plan

2.7) Review of monitoring result annually.

2.8) Other essential topics as necessary.

Annex A

(Information)

Laws and regulations relating to the Standard

- Ancient Monuments, Antiques, Objects of Art, and National Museums Act, B.E. 2504 (1961)

- Anti-Human Trafficking Act, B.E. 2551 (2008)

- Civil and Commercial Code

- Constitution of the Kingdom of Thailand B.E. 2560 (2017)

- Empowerment of Persons with Disabilities Act, B.E. 2550 (2007)

- Enhancement and Conservation of the National Environmental Quality Act, B.E. 2535 (1992)

- Labour Protection Act, B.E. 2541 (1998)

- Patent Act, B.E. 2522 (1979)

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- Public Health Act, B.E. 2535 (1992)

- Wildlife Conservation and Protection Act, B.E. 2535 (1992)

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