

Carrying Capacity & Visitor Dispersion

Thailand's Approach to Equitable Tourism Distribution

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Designated Areas for Sustainable Tourism Administration (Public Organization)

Who We Are

- A government agency under the Thai Ministry of Tourism & Sports
- Established to sustainably develop and manage designated tourism areas (Special Areas)
- Operates across **9 Designated Areas** nationwide, covering both cultural and natural destinations
- Uses GSTC-aligned standards including GSTC CBT Criteria as the development framework

DA
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A
DASTA

DA

Designated Areas

ST

Sustainable Tourism

A

Administration (PO)



Sustainably....Together

DASTA's Designated Areas for Sustainable Tourism



ดปท
DASTA

Announced by
the Cabinet
Committee

Announced by
the National
Tourism Policy
Committee

DASTA's Designated Areas for
Sustainable Tourism (June 2003)

**Koh Chang Archipelago
and Vicinity (May 2004)**

**Pattaya City and Vicinity
(March 2009)**

**Sukhothai, Si Satchanalai
and Kamphaeng Phet
Historical Parks (April 2011)**

Loei (April 2011)

Nan Old City (May 2012)

**U Thong Ancient City
(May 2012)**

**Songkhla Lagoon
(June 2022)**

**Chiang Rai (August
2022)**

**Khung BangKachao
(January 2023)**

Development

Policies

to be a world-class destination in carbon neutral
tourism

to be a creative and greenovative tourism city for
sustainable tourism

to link the World Heritage with community

to increase long stay vacation and income
distribution by connecting to neighboring country

to become a creative city of arts and crafts

to add value to archaeological tourism

to create tourism model for lagoon basin way of
life

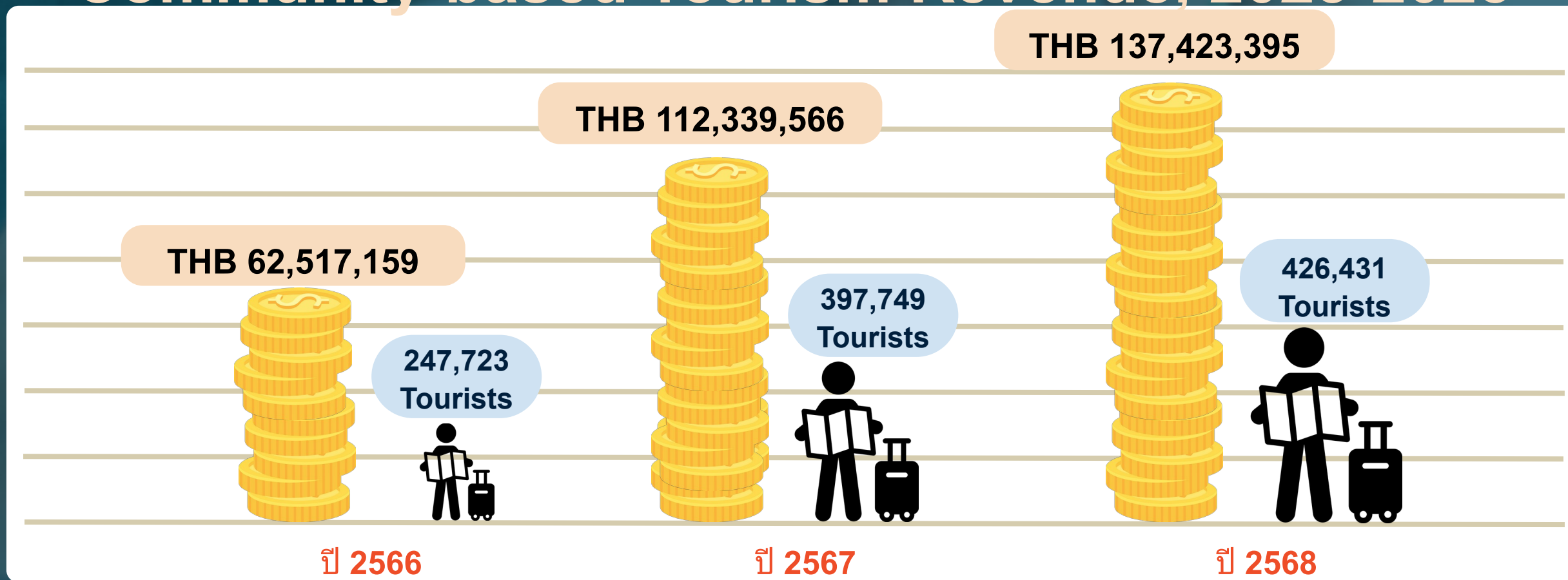
Enhancing tourism based on natural resources,
history, culture, and ethnic diversity

Balancing the economy, environment and culture
for regenerative tourism model



Community Benefits

Community-based Tourism Revenue, 2023-2025



45 Tourism Communities

Tourism Revenue
137,423,395 THB **+22.34%**

Tourists
426,431 **+7.21%**

Resident's Happiness Index, 2025
85.13%

Tourist's Happiness Index, 2025
83.30%

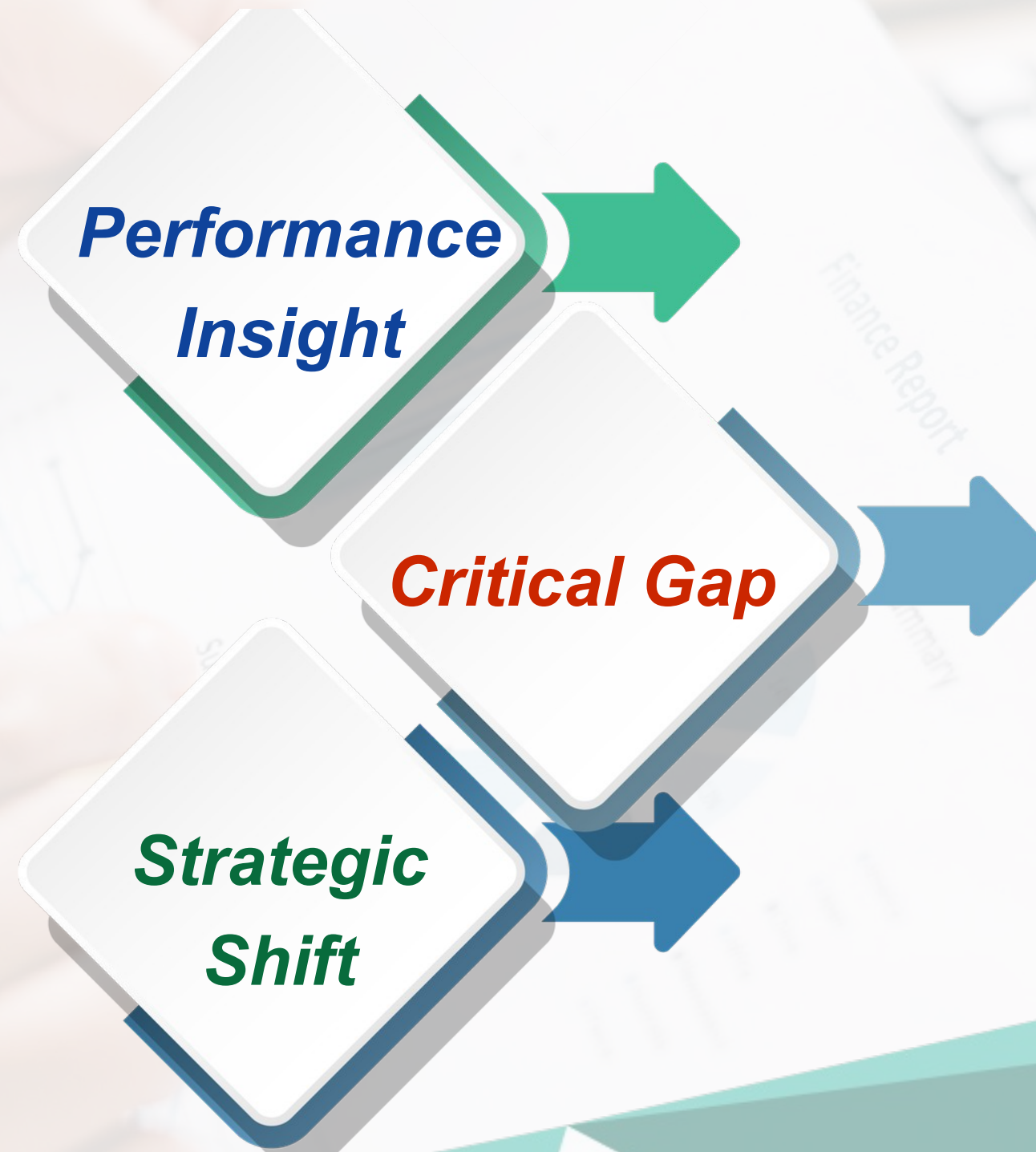
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The Paradox of Success

Bridging the Opportunity Gap in Community Tourism

DLWN
DASTA



THB 137 Million in revenue generated across 45 communities.

While overall figures are promising, a significant income disparity persists. Revenue remains concentrated in established destinations, leaving high-potential areas untapped.

The challenge is not Overtourism, but "Undertourism" in ready-to-grow secondary locations.

“UNDERTOURISM” THE REAL CHALLENGE

The opposite of overtourism and equally damaging for sustainable development

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DASTA

**FOCUS
ON**



Expanding economic benefits to more communities



Inviting travelers to discover hidden gems



Nurturing untapped local potential



Promoting balanced growth across all regions



Harmonizing the social benefits of tourism

CARRYING CAPACITY AS POLICY AGENDA



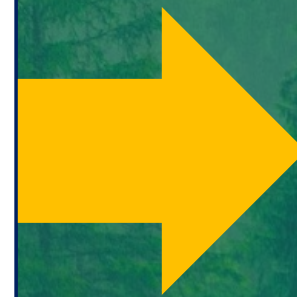
*"Carrying Capacity
Beyond limiting numbers,
it's about optimizing balance"*

GSTC CBT Criteria Connection



GSTC & CBT

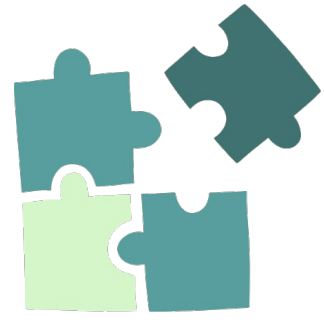
requires communities to plan visitor management and monitor carrying capacity to ensure long-term sustainability.



DASTA's Implementation



DASTA integrates this standard into all 9 Designated Areas as a mandatory planning component - assessment thresholds before scaling up tourism development.



Triple-D Framework

A phased approach to equitable tourism dispersion



D1



DEVELOP

Empowering Hidden Gems First

Building standards and readiness in undiscovered communities. We ensure these high-potential areas are fully prepared to shine before integrating them into the broader tourism network.

D2



DIRECT

9 CBT Route Pathways

Channel visitors through 9 thematic Community Tourism Routes - linking lesser-known communities to established destinations and creating multi-stop itineraries.

D3

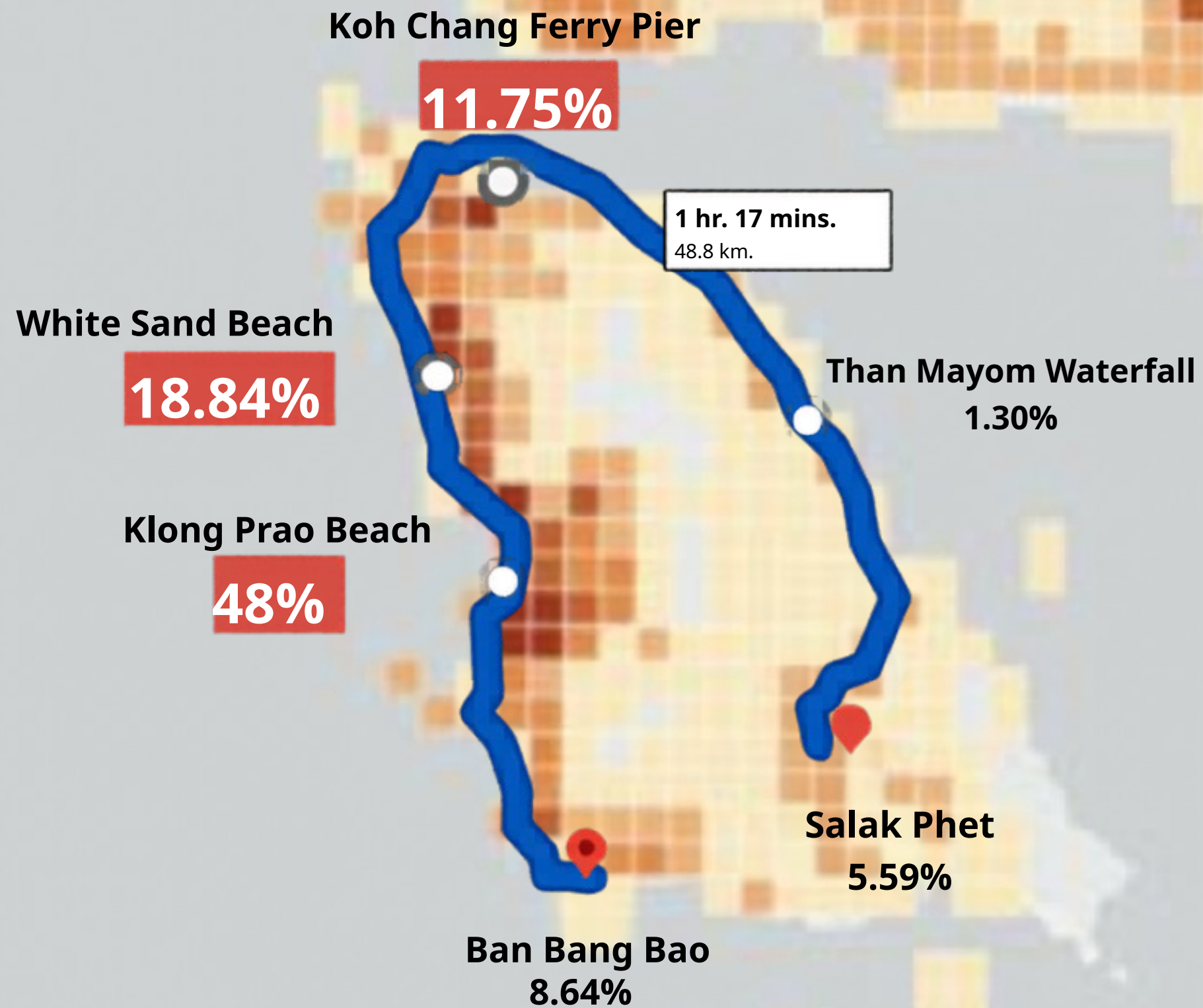


DISTRIBUTE

*CBT-Adoption
(Buntham Community Project)*

Using a capacity-building approach to turn the total revenue achievement of 137 million baht into real, accessible opportunities for all 45 communities.

Koh Chang, Trat



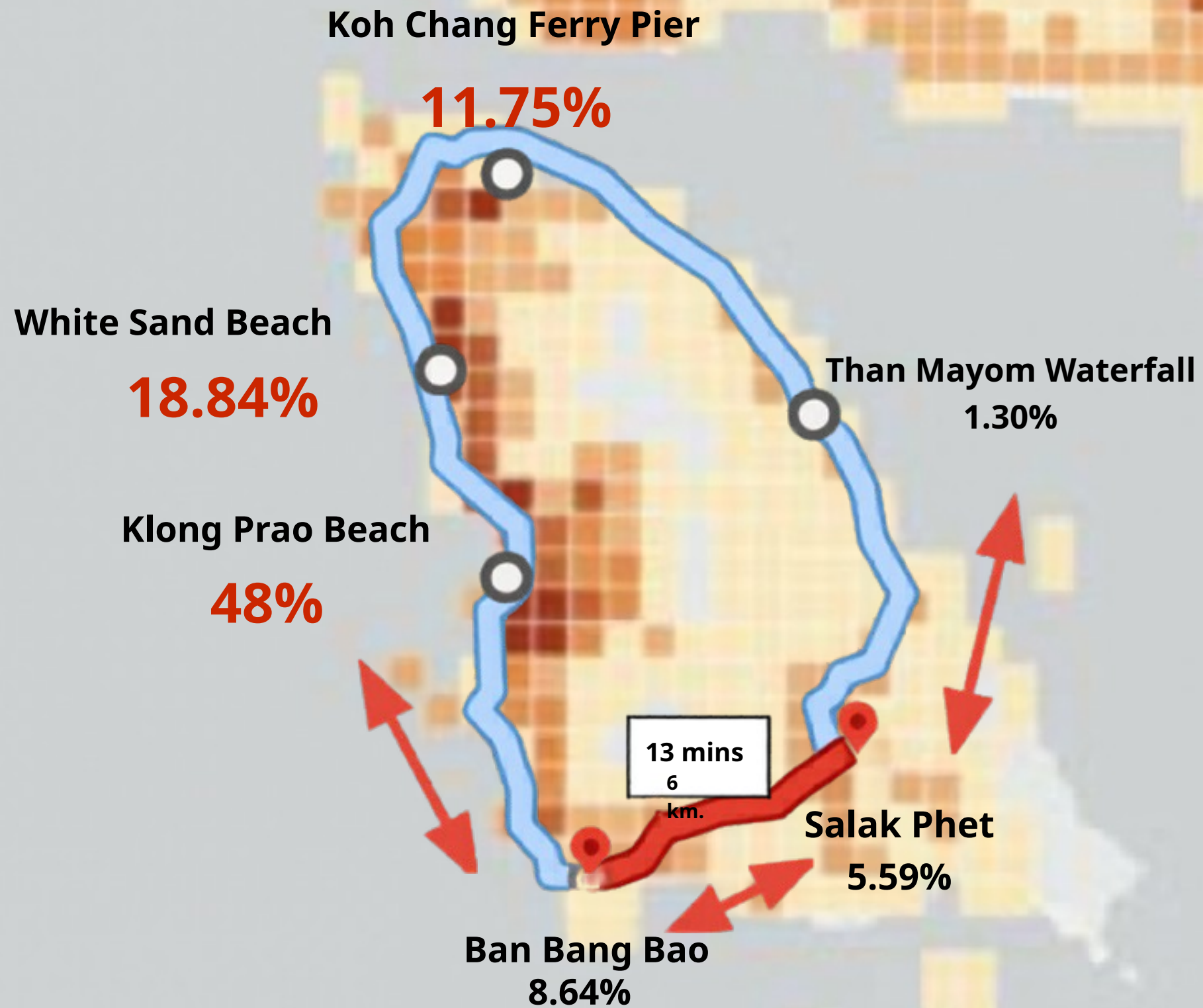
Using Data to Identify Locations and Solve Area-Specific Problems

Extending **Mobility Data** Analysis for Development Planning and Analysis

The island's road network has **only 1 main road** that does not connect around the entire island.

Major tourist attractions are concentrated on the west side, **making it difficult to visit both sides in a single day.**

Koh Chang, Trat

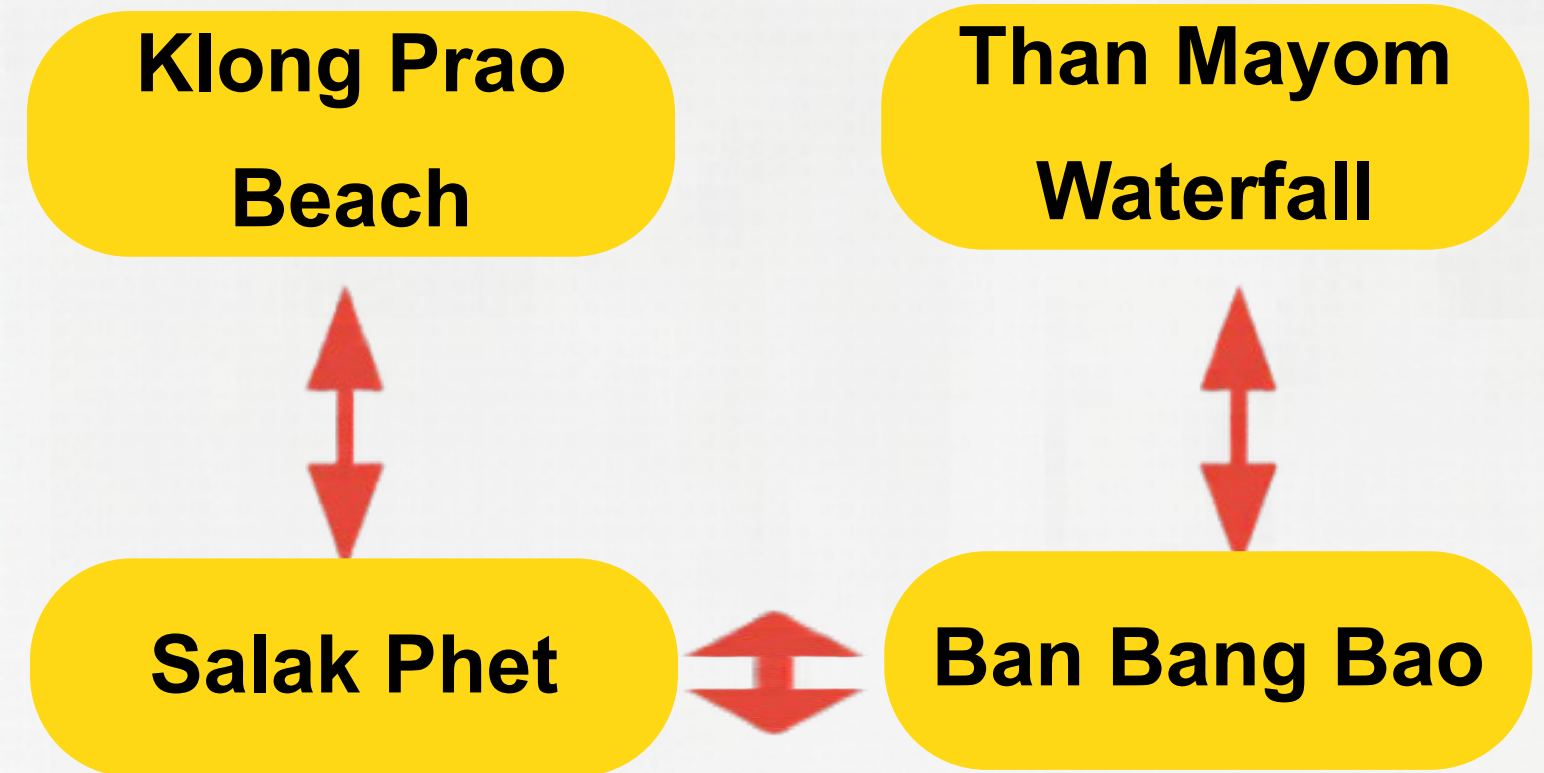


Using Data to Identify Locations and Solve Area-Specific Problems

Connecting roads, inviting travelers to the East.



Improving the distribution of tourists to reduce overcrowding in specific areas.

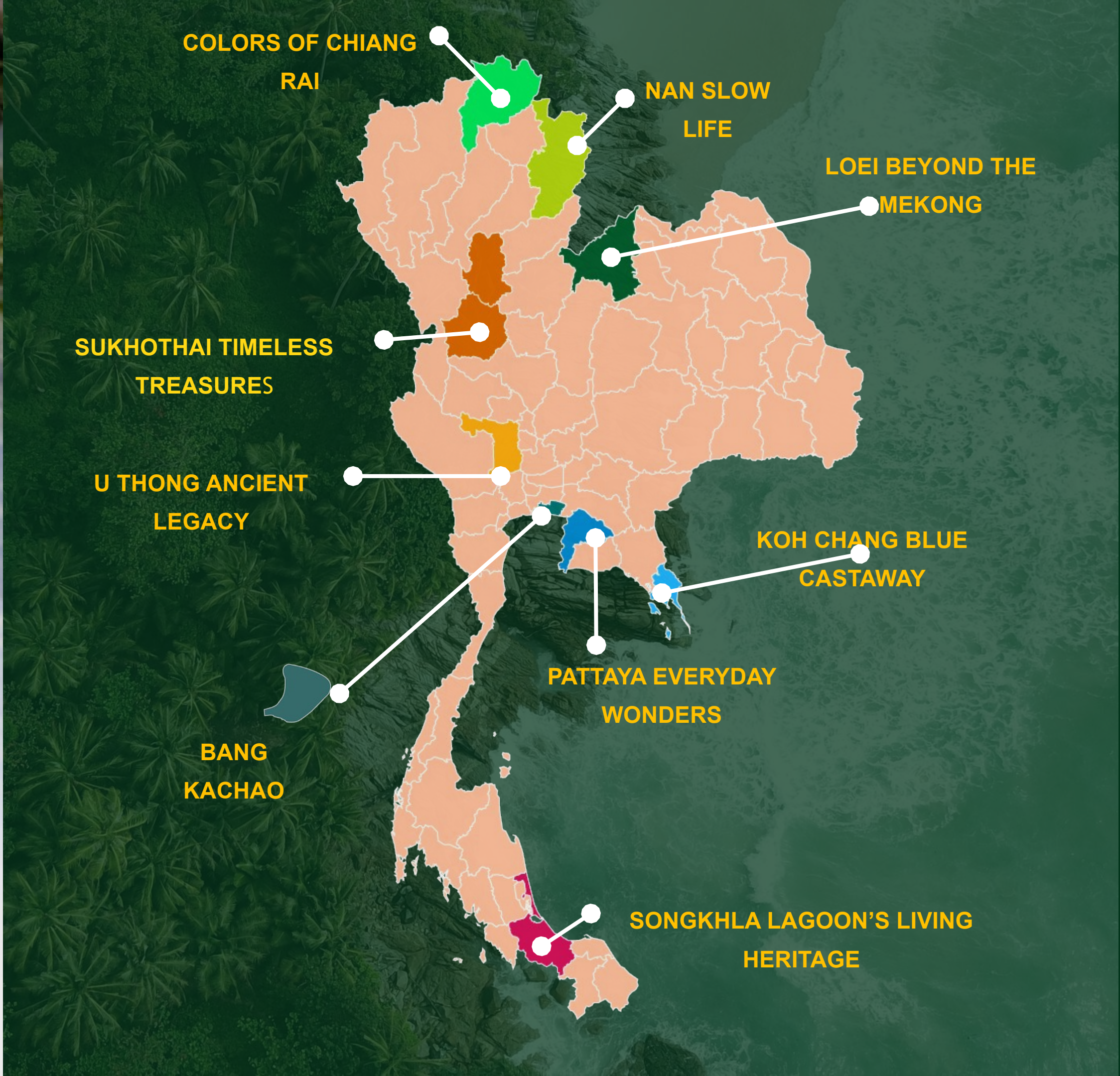


Note: Changes in concentration ratios are currently under review using appropriate analytical theories consistent with the present situation.



OLIVIA DASTA
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THE 1008 OF THAILAND
အားပေးအားပေးပါ



COLORS OF CHIANG
RAI

NAN SLOW
LIFE

LOEI BEYOND THE
MEKONG

SUKHOTHAI TIMELESS
TREASURES

U THONG ANCIENT
LEGACY

KOH CHANG BLUE
CASTAWAY

PATTAYA EVERYDAY
WONDERS

BANG
KACHAO

SONGKHLA LAGOON'S LIVING
HERITAGE



PATTAYA EVERYDAY WONDERS

มหัศจรรย์ได้ทุกวันที่พักยา

อพท.พัทยา ← สมุทร



KOH CHANG BLUE CASTAWAY

หนีร้อนไปติดเกาะ ลัดเลาะวิถีชุมชน

อพท.หมู่เกาะช้าง ← ตราด



SONGKLA LAGOON'S LIVING HERITAGE

สมบัติแห่งกาลเวลา

อพท.ศูนย์ภาคกลางสงขลา ← สงขลา - พัทลุง - นครศรีธรรมราช



LOEI BEYOND THE MEKONG

สูงใจกันไปเลย วิถีริมโขง

อพท.เลย ← เลย



U THONG ANCIENT LEGACY

เมืองมรดกแห่งดินแดนสุวรรณภูมิ

อพท.อุทัย → สุพรรณบุรี



BANG KACHAO LOW CARBON, HIGH SPIRIT

สัมผัสสิ่งแวดล้อมดี วิถีบางกะเจ้า

อพท.บางกะเจ้า → สมุทรปราการ



COLORS OF CHIANG RAI

เมืองสร้างสรรค์สีส้มแห่งล้านนา

อพท.เชียงใหม่ ← เชียงราย



NAN SLOW LIFE

เสน่ห์ของวิถีเนิบช้า

อพท.น่าน ← น่าน



SUKHOTHAI TIMELESS TREASURES

มรดกโลกที่ยังมีลมหายใจ

อพท.สุโขทัย → สุโขทัย - กำแพงเพชร



KEY TAKEAWAYS



D1

DEVELOP

Carrying Capacity is not just about limits

- it's about readiness

DASTA builds capacity in communities and secondary cities before visitor pressure arrives, not after.

D2

DIRECT

Dispersion requires intentional routing

9 CBT Routes create structured pathways that guide visitors to where they're most needed - and most welcome.

D3

DISTRIBUTE

Equity-Driven Success

Leveraging capacity-building through the Buntham Project to transform our 137M THB revenue milestone into 45 individual success stories, ensuring no community is left behind.



*Sustainable tourism is not about controlling the crowd...
it's about multiplying the opportunity ?*



*Siripakorn Cheawsamoot
Director – General*

Designated Areas for Sustainable Tourism Administration