



Mahidol University
International College



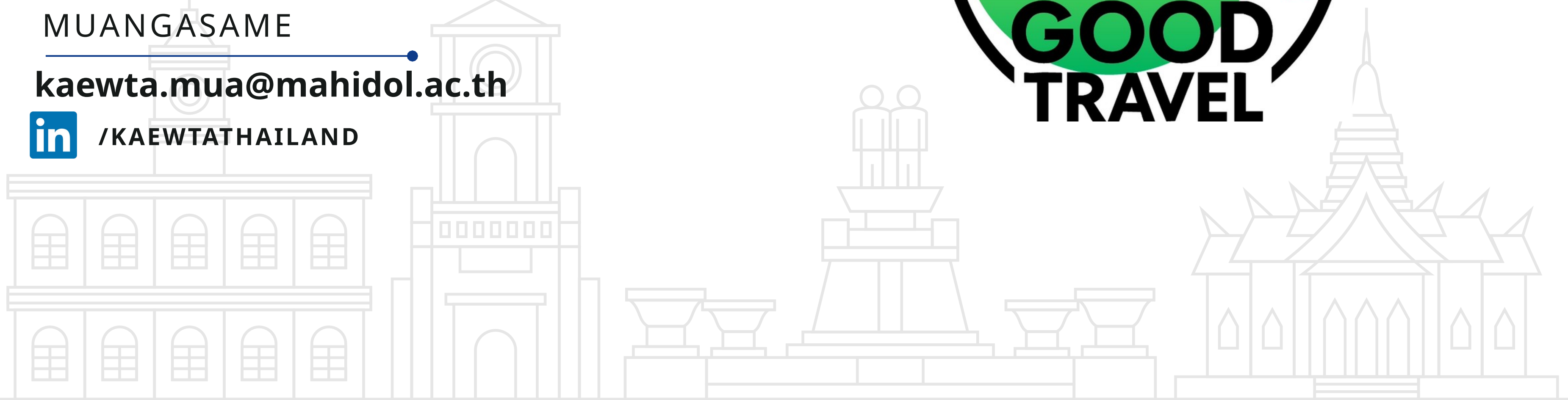
Harmonizing international standards with **local norms**

BY ASST.PROF.DR. KAEWTA
MUANGASAME

kaewta.mua@mahidol.ac.th



/KAEWTATHAILAND



YEAR 1 - ACTION

Thailand green Tourism Plan 2030



The Journey of Thailand **green** Tourism Plan 2030

1

Thailand Green Plan 2025–2030

A shared vision to establish a sustainable tourism ecosystem in Thailand that is more integrated, connected, and inclusive — guiding the country's sustainable development journey from 2025 to 2030

2

Big Data Platform

Developing a vital monitoring and evaluation tool for tracking sustainability progress across all tourism sectors.

This centralized database will integrate policies through the Thailand Good Travel Scan and Sustainability Status in Tourism – Monitoring Platform.

3

Thailand Good Travel Standard

Creating national standards that foster collaboration, elevate quality, and align with international benchmarks — symbolizing a new milestone for Thailand's sustainable tourism development.



4

Pilot Cooperation

Implementing pilot projects to connect Thailand's national standards with international certification systems — including the development of the Thailand Green Coach curriculum.



Sustainable Tourism Indicator Map

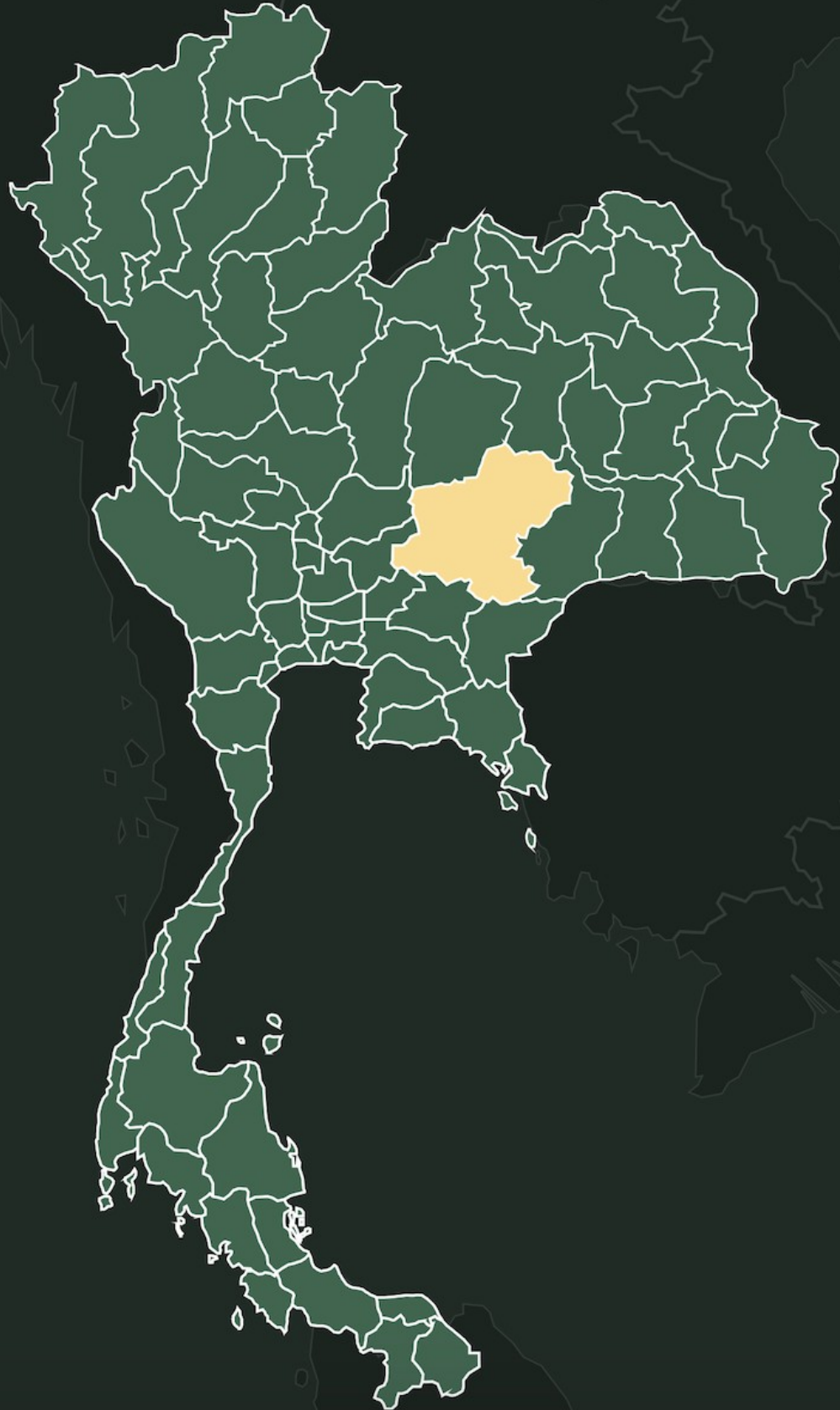
Core elements that focus on environmental conservation, the sustainable use of resources, reducing ecological impact, and promoting environmentally friendly practices.

Accommodations

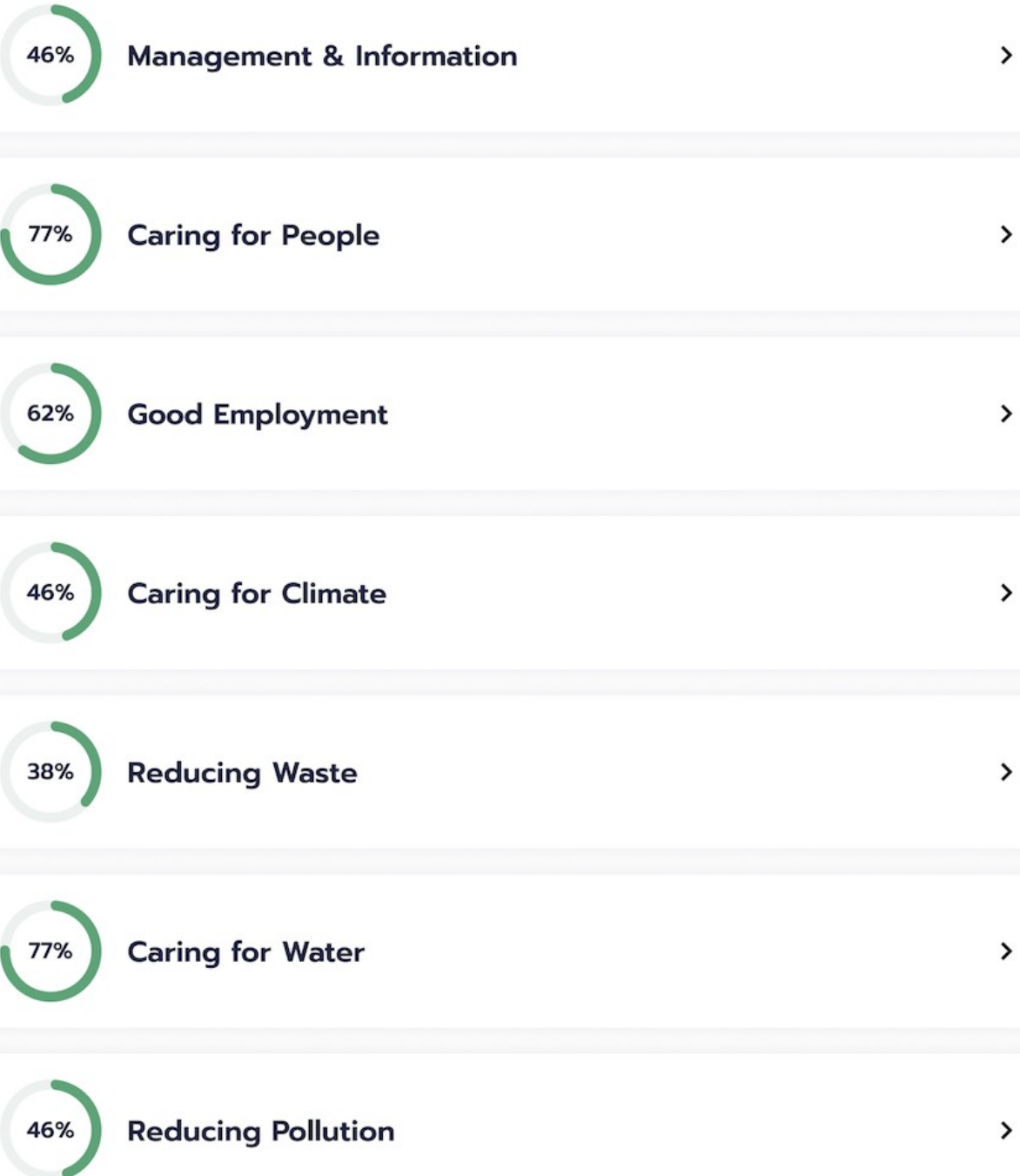
Community-Based Tourism / CBT

Destinations / Attractions

Tour Operators



Green pillar: Nakhon Ratchasima



Co-partners under White label

Preparation

Recommended - Advance level



Self-assessment/
national standard/
Reporting platform



Destination

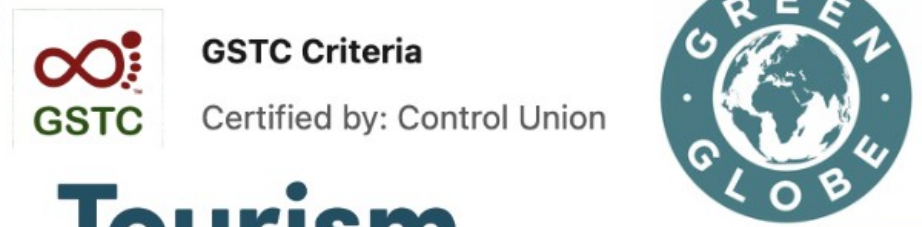


Small Good Stay < than 50 rooms

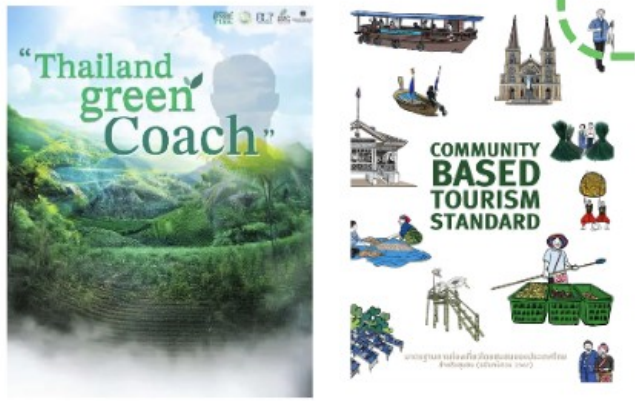
=Level 1
Community Based tourism



More than 50 rooms/ chain hotels



Tour operator



Empower local stakeholders to be the protagonists

Implementation gap:

It's unclear what local stakeholders are responsible for which international criteria

Action:

- We worked with 50 stakeholders to individually create their own sustainability actions, empowering them to decide what to do and how to determine what success looks like.
- We then mapped this mosaic of actions against the international standards, to identify potential gaps.
- This created more sense of ownership amongst stakeholders.



Reduce costs and increase benefits

Implementation gap:

Few companies/destinations remain certified when subsidises finish

Actions:

- We established a white-label system as a long-term strategy to implement a dual-standard programme
- We enabled access to incentives for destinations and SMEs under the Department of Tourism (DOT)
- We promoted role models (Green Coaches and businesses) through joint recognition and awards
- We enhanced media visibility and PR impact with TAT.
- We facilitated connections with OTAs and created sales opportunities at tourism expos through



Show that sustainability= quality

Implementation gap:

Stakeholders believe sustainability as expensive and not good for business



Action:

- We selected appropriate standards aligned with key tourism sectors: destinations, small accommodations, CBT, and tour operators.
- We designed the white-label standard: Thailand Good Travel - quality experiences.
- We engaged government agencies and developed Green Coaches to raise awareness of the importance of sustainability standards.
- We established a Green Coach and auditor system to support and advise destinations and SMEs.



Make sustainability urgent

Implementation gap:

Sustainability is seen as important, not as urgent

Action:

- We used 2030 as the time horizon, not 2050
- We used the European Empowerment Consumers for the Green Transition Directive as a call to action
- We brought international tour operators to explain new requirements to local suppliers



Make participation fun

Implementation gap:

Consultation and training fatigue lead to lack of momentum

Action:

- We designed a sustainability snakes and ladders game
- Participants broke down barriers through participation
- We respected harmony (Kreng Jai) while creating a more democratic consultation



Remove yourself from evaluating others

Implementation gap:

Nobody likes being examined, and when examiners are local this creates conflict

Action:

- We used that international experience to set standards, which sped up the process
- We externalised quality control, by working with international agencies
- We used international awards as targets (e.g. WEF TTDI) and to celebrate success (Green Destinations/Travelife for Tour operators at ITB)





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www.thailandgreenplan2030.com

