

OVERVIEW OF PHUKET DESTINATION ASSESSMENT

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What is a GSTC Destination Assessment?

GSTC Assessment is a tool for destination organizations to **identify risk areas and opportunities** for applying the GSTC Destination Standard

GSTC Assessment is **NOT for** certification.

GSTC Destination Standard: 38 Criteria and **174** Indicators



**Sustainability
Management**

11 Criteria
51 Indicators



**Social &
Economic**

8 Criteria
32 Indicators



Cultural

7 Criteria
26 Indicators



Environmental

12 Criteria
65 Indicators

Onsite Assessment

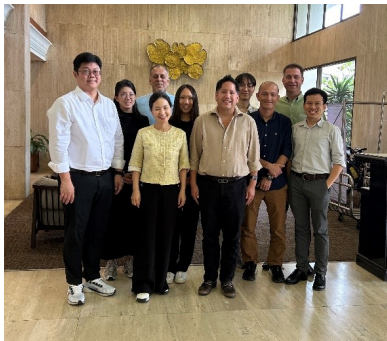


November 20-25, 2024 (6 Days)



Interviews, Site Visits
By 2 assessors







Positive Findings

Sustainable Management System - **STRENGTH**

A2 Destination management strategy and action plan

LONG-TERM

Phuket Sustainable Strategies 2030

Solid Waste
Biogas from food-waste composter

Public Transportation
EV buses from the airport and in the city

Renewable Energy
Investment in solar panels



Socio-economic Sustainability- STRENGTH

B3 Supporting local entrepreneurs and fair trade



Cultural Sustainability - STRENGTH

C1 Protection of cultural assets

C3 Intangible heritage



Phuket Old Town Visit - Sino Portuguese Architecture - Outdoor Education i



Fan Club Thailand

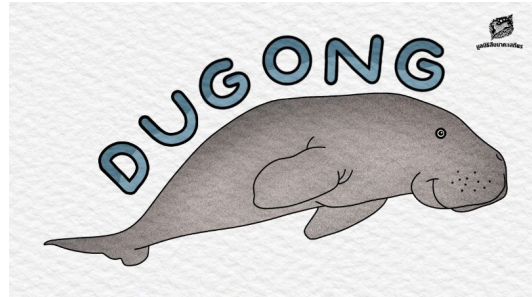
Phuket Vegetarian Festival: Celebra...



Environmental Sustainability

STRENGTH

Strong community and civil society engagements in conservation of habitats and wildlife



Areas Required for Improvement

Sustainable Management System - Challenges

Monitoring



Visitor Management :

Managing visitor volumes and activities through understanding about **carrying capacity, visitor flow, activities**



Socio-economic Sustainability - Challenges



Environmental Sustainability Challenges

The land competition and encroachments into public land

Overtourism: traffic congestion, fresh water, wastewater and solid waste disposal



A vintage bicycle with a heavily rusted frame and gold-colored wheels is leaning against a dark wooden wall. The bicycle is positioned on a wooden deck. The text "Journey to Sustainability" is overlaid in a large, semi-transparent orange font across the center of the image.

Journey to Sustainability