



**REPORT:**  
**CBT SPRING Partnerships Workshop & FAM, 4-9 April, 2008**

**Springboard Project for Responsible International, National and Ground Partnerships.**

**The Thailand Community-based Tourism Institute (CBT-I)**

*“We’re here to work together to develop better understanding of how marketing tourism in our communities can be appropriate and sustainable.”*  
 Mr. Surasith Doljaiprawal, Pha Mon Community Based Tourism Club



*“This is ground-breaking stuff. We work in 94 countries, and do some community-based stuff already, and to my knowledge there has been nothing like this.”*  
 Nick Nikolsky, Product Executive, Exodus



*“Partnerships need to be equal, serious and sincere, with an exchange of ideas at each stage. If there is a problem all partners need to work together to solve it.”*  
 Ms. Duangkamol Chansuriyawong, Wild Thailand and founder of Thai Ecotourism and Adventure Travel Association (TEATA).

## CBT SPRING Partnerships Workshop Executive Summary

From April 4<sup>th</sup> - 9<sup>th</sup>, 2008, The 'CBT SPRING Partnerships Workshop and FAM trips' brought together key actors in the Thai-UK rural 'Responsible Tourism' supply chain: community members from 15 Community-based Tourism (CBT) groups around Thailand, as well as UK and Thai 'Responsible Tourism' operators. From the 4<sup>th</sup>-6<sup>th</sup> April, all representatives met face to face to share experience and knowledge about their different roles, expectations and needs. During the workshop, they suggested practical ways that they could work together to develop quality CBT experiences for guests, which would ensure more benefits to local people, their economies and environments. The workshop was also attended by representatives from the Thai government, UK and Thai NGO's and the media. Following the workshop, survey trips were arranged for the tour operators to visit different CBT communities.

### Important Outcomes of the workshop included:

- Actors throughout the supply chain from local community to product managers and directors of UK tour operators met, discussed, and planned together how to develop products which would benefit all partners. All the UK tour operators stated that they wish to develop a program with their CBT community.
- Participants showed their commitment to responsible rural tourism, both by making the effort to attend the meeting, and their input during the meeting;
- Participants agreed that CBT must benefit and support local communities, culture and the environment; and be a safe, satisfying, interactive experience for tourists. They agreed that it is better for CBT to remain a supplementary income for communities, rather than to become an alternative occupation. However, the final decision about how to develop belongs to the community.
- Participants agreed that consultation with people in the communities was an important element of the responsible marketing of CBT products, so that local people are able to influence what kinds and numbers of tourists arrive.
- A cooperative product development process where partners worked to develop a tour which is able to meet the needs of hosts and guests was piloted during the FAM trips. Signs are positive that the trips will be finalized.
- Tour operators showed appreciation for CBT as a high quality, responsible rural tourism product – feedback from the survey trips was very good.
- All parties shared their needs with each other, and made suggestions about how they could contribute to each others' needs. Important threads included:
  - Communities will provide **information** to ensure tourists have correct expectations, and this will help marketing and targeting 'appropriate' kinds of tourists. Tour operators will ensure that this reaches tourists;
  - Partners have committed to clear and honest **communication**, and the will to solve problems together in an open and honest way.
  - **Monitoring** of the commitment of partners and benefits of CBT.
- Thai tour operators will actively support the CBT groups, by working together as a team; helping to communicate and coordinate with UK operators on behalf of the communities, as well as assisting UK operators by sending information such as do's and don'ts, updated programs and prices, etc.

## 1) Overview of the CBT SPRING Partnerships Workshop and FAM Trips

From April 4<sup>th</sup> - 9<sup>th</sup>, 2008, The 'CBT SPRING Partnerships Workshop and FAM trips' brought together key actors in the Thai-UK rural 'Responsible Tourism' supply chain: local community members from 15 Community-based Tourism (CBT) groups around Thailand, as well as 9 UK and 9 Thai 'Responsible Tourism' operators<sup>1</sup>. From the 4<sup>th</sup>-6<sup>th</sup> April, all representatives met face to face to share experience and knowledge about their different roles, expectations and needs. During the workshop, the participants suggested practical ways that they could work together to develop quality community-based tourism experiences for guests, which would ensure more benefits to local people, economies and environments. The workshop was also attended by representatives from Thai government, UK and Thai NGO's and media.

Following the workshop, 8 simultaneous survey trips were arranged for the tour operators to visit different CBT communities. UK tour operators traveled to communities which had been suggested based on a process which worked to match their current product development needs with a CBT community. The match was also based on the various types and numbers of tourists which the CBT communities had identified as their 'target markets.' Each UK tour operator was accompanied by a Thai tour operator, working with the CBT groups to help them to develop programs which were appropriate for the UK operator and the community.

The workshop and FAM were facilitated by the Thailand Community based Tourism Institute (CBT-I) and funded by the Travel Foundation (UK) and the Tourism Authority of Thailand.

## 2) The Goals of the CBT SPRING Partnerships Workshop and FAM trips

1. Participants will increase their knowledge of Thai CBT and the roles, expectations, limitations & opportunities of key actors in the Thai-UK CBT supply chain;
2. Participants will define the contributions which they can make towards successful CBT SPRING Partnerships.
3. Participants will discuss how to develop CBT within the limits of sustainable tourist volume.
4. Participants will commit to working together.



*Simultaneous Translation, English - Thai*



*Community representatives share their needs*

<sup>1</sup> Note: only 8 UK operators actually attended the workshop. A 9<sup>th</sup> UK Operator, *Go Differently* and a 9<sup>th</sup> Thai operator *Natural Focus* met shortly after the workshop, for a FAM trip to Ja Boo See village.

### 3) CBT SPRING Partnerships Workshop – Significant Outcomes of Discussions

#### 3.1 Overview of the CBT SPRING Partnerships Workshop process

The CBT SPRING Partnerships Workshop began with an opening remark by Mr. Pradech Payakwichien, a senior advisor of the Tourism Authority of Thailand (TAT). The next session assessed the expectations of communities and Thai and UK operators. The day ended with a brief introduction to CBT-I, a review of the main concepts behind CBT, and an overview of the project, to clarify the project goals and main activities undertaken prior to the workshop.

The 5<sup>th</sup> April began with 2 panel sessions. The first panel was composed of community members and Thai tour operators who discussed the current situation of Thai CBT. The second panel was composed of UK tour operators, who discussed their attitudes towards responsible and community-based tourism, and answered questions posed by the floor.

The afternoon was structured around small-group brainstorming sessions, followed by brief presentations by each group, with some extra time for questions and answers.

First, the CBT Community Representatives, UK and Thai tour operators presented their expectations and needs from the other participating partners, in order for the project to be successful. Once these expectations and needs had been presented, another break-out session was held for partners to discuss if and how they could meet the expectations of the other actors in the supply chain; i.e. Are UK and Thai tour operators actually able to meet the expectations of the communities? Can the communities meet the expectations of operators?

Finally, the workshop was wrapped up on the morning of the 6<sup>th</sup> April, and the UK and Thai tour operators set off to visit the various different CBT communities for 2 or 3 days.

#### 3.2 Summary of Opening Remark, Mr. Pradech Payakwichien, TAT

##### **In the past...**

Thai communities wanted to welcome tourists, but weren't well prepared. They often didn't consider how many guests they could accommodate, and so were overwhelmed by numbers of tourists.

Marketing focused on buyer and seller, without considering people.

##### **Working forwards...**

CBT will succeed if it is based on traditional Thai hospitality: hosts giving a warm welcome to guests, with focus on cultural exchange.

To work as 'equal partners,' we need to understand Thai rural communities. Local people are farmers. They have less voice and education than in the west and they find it difficult to keep up with the pace of globalization. It's very easy to be taken advantage of.

##### **For CBT to be sustainable, partners should consider...**

- ◇ Tourism isn't the communities' lifestyle. They should be able to continue their traditional work. Therefore, CBT should be a supplementary income, rather than an alternative occupation.
- ◇ CBT should learn from the Royal principles of self sufficiency – stressing consideration, moderation and necessary caution.
- ◇ Building networks of carefully chosen partners is important.
- ◇ No destination is more desirable than a happy community.



*Mr Pradech Payakwichien,  
Senior Advisor, TAT.*

### 3.3 Participants' Expectations

#### 3.3.1 UK Tour Operators

- We're here to listen to your expectations and to exchange.
- We hope to build confidence and manage expectations, so that we all know where we can and can't meet each others' expectations.
- We're here to improve products – meaning more sustainable and better distribution of income.



#### 3.3.2 Thai Tour Operators

- We hope for access to markets and fair benefits for all partners.
- We hope that Community based Tourism will help visitors to recognize the charm of Thailand.
- We hope that CBT will make an important contribution to rural community development.



#### 3.3.3 CBT Communities

- To work together to develop understanding of how marketing tourism in our communities can be appropriate and sustainable.
- To build a network of allies inside and outside Thailand.
- To develop CBT marketing in the same direction



***“We agree that CBT is important, and can contribute towards developing people and society. We're here to cooperate, be creative and make this really happen, by creating a sustainable market, and working as equal partners.” Mr. Dej Poomkacha, Advisor, CBT-I***

### 3.4 Panel Discussions: Highlights

#### 3.4.1 Community Perspective - Why did our community develop CBT?

*In Ja Boo See, a Lahu village in Chiang Rai, we developed CBT for 3 main reasons:*

- ◇ *To preserve our rituals, traditions and culture.*
- ◇ *To improve our skills, health and sanitary conditions. Without tourism we would not have any opportunity to communicate with people from outside the community.*
- ◇ *For sustainable management of natural resources. It's not enough to say "don't cut trees" or "protect the watershed." CBT shows that we need to conserve resources.*

*Ms. Amornrat Ratanachai, Ja Boo See, Community Based Tourism Group, Chiang Rai*



*Ms. Benjawan Wongkham, CBT-I moderating.*

*"In Koh Yao Noi, we developed CBT for culture and nature... for people to learn about and understand our community. We see the excitement when tourists watch us throw a net into the sea. To us, the sea is normal life, but it is interesting to tourists. Taking visitors fishing makes us see things differently. CBT is not what you get from a hotel, but our service is from the heart. CBT allows us to tell people who we are."*  
*Mr. Dusit Butree, Koh Yao Noi CBT Group*

#### 3.4.2 Community Perspective – Challenges to be overcome...

For Ja Boo See, which has so far received few tourists, the main challenges are:

- CBT is still not well known yet, so few people come to visit.
- Language: many layers of translation are needed to communicate into English
- Building the skills of local guides: many local people require deeper knowledge of different aspects of their culture, and the confidence to present this to guests.

Koh Yao Noi, which receives more tourists (12 years experience), shared other challenges:

- Zoning in the community, to ensure that tourism develops sustainably.
- Better waste management – there is more litter around the island now.

#### 3.4.3 Thai Tour Industry Perspectives on CBT:

*"Thai communities have charm, tradition, culture, diversity and local wisdom. The challenge is that communities shouldn't become too greedy. They should appreciate when they have 'sufficient' numbers of guests, and limit numbers so they can offer high quality services. They need to maintain standards – both service and culture."* *Ms. Duangkamol Chansuriyawong*

*"When communities are either too full of tourists, or too 'hungry' for tourists, community-based tourism fails. We need to find a balance."* *Mr. Nithi Subhongsang, Nutty Adventures*

*"Sustainable Tourism is not tourism as usual. Income from CBT shouldn't be the main income, so the community can maintain their occupations."* *Mr. Manit Sirirwan, CBT Advisor*

*"Often, tourists get to know the community, but the community doesn't get to know the tourists. I'd like to see more genuine, two-way exchange."* *Ms. Duangkamol Chansuriyawong*

### 3.4.4 UK Tour Operator Perspectives

The UK Panel comprised of Nick Nikolsky, Product Executive of Exodus, Lesley Schofield, Manager of Gecko Travel, and Christopher Hill, director of Hands Up Holidays. First, the panel members introduced themselves. Then, Mr. Pradech Payakwichien fielded questions. Other participants asked questions and commented. Some interesting questions included:

#### ◇ What do your guests want?

- *"Tourists don't want just to observe your life. They want to live your life for a day. We don't expect luxury in the community, just cleanliness. As far as food goes, we're here to try something new."* Lesley Schofield, Gecko Travel.
- *"Our guests are looking to discover your way of life, not a prefab addition or one that you think they might want. They could go to a theme park for that,"* Christopher Gow, Symbiosis Expedition Planning

#### ◇ Tourism for development, but please don't change: where's the balance?

"Tourists often want our communities to be frozen in time. They don't want us to progress or change. Is this fair for communities?" Mr. Prommin Phrommala, Mae Kampong CBT Group

- *"No-one has the right to say how the community should be or live, or what's right or wrong. Tourists want to experience something different, and to learn about life in the community."* Nick Nickolsky, Exodus
- *"People don't expect local people to be frozen in time. What they want is to discover something new and different. Communities are going to progress and move forward but we would hope that this can be done in a Thai way and not by simply aspiring to the European way."* Lesley Schofield, Gecko Travel



#### Are our communities' 'do's and don'ts' an obstacle for guests?"

*"Your guidelines aren't an obstacle. Our customers are interested in culture. They are given information in advance to prepare themselves for the trip."*

*Christopher Hill, Hands Up Holidays*

#### ◇ Competition...copying... let's get monitoring

**Q/** It is all very well ensuring that the CBT products we produce are truly beneficial to all involved but what happens when other people copy it and are less concerned about ensuring benefits are had by all? How can we prevent this?

**A/** *This is a problem. We can't stop people from copying. The only thing that we can do is to ensure that we can prove that the CBT-I project is truly sustainable and different. By monitoring and evaluating the impact and benefits the project is bringing to local communities and the environment, we will be able to show how the CBT-I project is different to copies. By ensuring we have robust evidence of the benefits the project brings, tour operators will be able to communicate to their customers how they can really make a difference to local people's lives when they choose an original CBT tour.*

### 3.5 Expectations in the Supply Chain; Contributions which we can make:

#### 3.5.1 Communities' expectations from UK tour operators

Expectation from Community	Response from UK TO's: Contributions we can make
Appropriate types of tourists	☞ We can offer full, accurate marketing, but we rely on communities and Thai operators for full information. ☞ We'll be careful to market in the right places, (but be aware that tourists don't have to 'apply' to join trips.)
Appropriate volumes of tourists (not too many or too few tourists)	☞ We already have fixed maximum group sizes ☞ We can give booking information months in advance ☞ However, please don't expect too many customers, honestly, for a long time it might be too few.
Market agreed program, consult together before changing it	☞ It's in our interest to do this, too. We have to by law. ☞ To make sure, we can work out a clear product development process.
Mutual respect:	☞ We'll give cultural pre-tour information to clients. ☞ Our tour guides will help clients stick to the rules. ☞ We already have Responsible Tourism Policies. ☞ We need feedback to make sure we are doing it right.
Community information is presented in a clearly & honestly	☞ Yes, if we have complete information (with this, we can 'build the colour' of your tour in an accurate way').
Receive information about clients' feedback:	☞ Possible on the spot, on site. ☞ Possible to pass on information collected in post-trip questionnaires (feedback forms). ☞ Pass on UK feedback from UK to local TO's, who can then pass it on to the community
UK operators to help develop marketing information for CBT communities:	☞ We can give feedback or advice, but if there are costs involved this might be difficult. (All marketing costs for our trips are naturally already covered).
Consistent tourists	☞ We can do the best we can but there can't be any promises. We also want tourists to book the trips.
Visit England	☞ We don't want to raise your expectations

***"Please remember that our companies are different. We need different solutions for different companies – especially small group departures and tailor made tours."***  
*Graham Bishop, The Adventure Company, helping to present what UK tour operators can offer.*

#### 3.5.2 Communities' expectations from Thai tour operators

Expectation from Community	Response Thai TO's: Contributions we can make
☞ Be Good Mediators, e.g.: ☞ Provide all concerned with clear information ☞ Communicate clearly to make sure that each part does not create over-expectations ☞ Help promotion	☞ Create up-to-date database for all partners (2 languages), e.g.: community information, calendar of activities / tourist season, programs, prices, services). ☞ Will draft this database, then ask for input. ☞ Suggestion – create a new a coordination center, beginning with the current 9 tour operators, which could help with promotion. When tourists begin to show interest, the center could help to distribute tourists among CBT communities and operators.
☞ Be good friends / partners: ☞ Participate in planning and implementation of the (CBT) process. ☞ Active assistance and cooperation.	☞ We will work together with the CBT communities to develop a CBT standard, which can be used to select which CBT communities are represented in the coordination center. This can be the beginning of cooperation between the CBT network and Thai and UK operators.
☞ Don't abandon the communities, solve problems together. ☞ Honesty, maintain trust ☞ Respect communities' guidelines / Do Don'ts.	☞ Will include community do's & don'ts in the database ☞ If we work together closely, this will not be a problem.

### 3.5.3 UK tour operators' expectations from CBT communities

Expectation from UK operators	Response from CBT: Contributions we can make
<b>Authentic activities</b>	☞ We will develop more tourism activities based on traditional, unique, existing aspects of our lifestyle.
<b>High quality &amp; safe services</b>	☞ Check / Monitor consistently ☞ Hold monthly meetings ☞ Meetings to prepare before and after trips ☞ Have a guest book for tourists to write their feedback ☞ Develop standards for CBT communities
<b>A tangible difference to community spread out benefits.</b>	☞ Systems such as queues are already developed & will be improved in order to spread benefits ☞ Have / will develop community and environment funds
<b>Transparency - good + bad</b>	Financial and management: ☞ Have a checking system ☞ Will share / develop good accounting systems. ☞ Will have separate finance and accounting teams ☞ Will open an account for common funds, with 3 account holders to guarantee accountability ☞ Rules for management and administration  Note: UK expectations for 'transparency' from communities and Thai TO's also included informing the UK operators in the case that there was a problem – e.g. a landslide, very heavy rain, family problems, etc which may impact the program. This is important due to the risk of legal action if a client does not receive the program which they have booked. The community representatives assured the UK operators that they would inform them (or the Thai operators) about such events, and will help to develop alternative activities where possible.
<b>Learn about differences of tourists</b>	☞ Study about how nationalities of tourists are different ☞ Study in advance about each group of tourists ☞ Coordinate with Thai operators before tourists arrive
<b>Understand characteristics of U.K.T.O. Group/F.I.T.</b>	☞ Discuss together with the tour company to really understand them, who they are and what they need
<b>Flexibility, respond to change.</b>	☞ We will have some options or alternatives in the case that we need to solve a problem together with the UK or Thai TO.

### 3.5.4 UK tour operators' expectations from Thai Tour Operators

Expectation from UK operators	Response from Thai TO's: Contributions we can make
<b>Win – win situation</b>	☞ Will work for a win – win situation.
<b>Good communication, both negatives + positives.</b>	☞ Will keep in touch and communicate regularly
<b>Good respectful relationship w/ community, take responsibility</b>	☞ Will ensure respectful relationships and cooperate with the community.
<b>Fair price to the community</b>	☞ Fair and reasonable price, fair share for all. ☞ Will try to give the best possible price ☞ Will work on advance price in time for brochure
<b>Good guides: English Language/ understands needs + wants of clients, can create trust.</b>	☞ Have good guides and plan to train more guides to cater for CBT growth in future
<b>Transparency. : As per trip notes/client contract.</b>	☞ Agree to provide quality services
<b>Clear line &amp; timely communication. Designated chain of responsibilities. Esp. Able to solve problems.</b>	☞ Ensure clear line of communication, ability to control the situation and to solve problems. ☞ Will inform / update about weather / conditions, as well as cultural events which may effect the programs

### 3.5.5 Thai Tour Operators' expectations from UK tour operators

Expectation from Thai Tour Ops	Response from UK ops: Contributions we can make
Realistic expectations about volume:	☞ Can give a time line and regular updates. ☞ Sharing long term plan (both ways).
Help with consistent marketing, not just following fashions:	☞ We intend to be consistent and fit CBT into existing trips. (We can't control if a country goes "in or out" of fashion).
Prioritize these trips in the marketing:	☞ Categorize it as 'CBT', put it in as "what's new" highlight CBT in the trip notes, newsletters
Can we put into trips as soon as possible	☞ Yes, as soon as possible (For some this will be next month, some may be 1 year / 18 months).
Include all 9 programs	☞ For small operators / tailor made operators this may be possible. It's important to know that CBT will often be combined with something else and that the program will not be built around it. ☞ Operators would prefer their clients do not meet other customers in the village. (Should make sure systems are in place so this doesn't happen).
Select tourists using criteria/help to filter the market	☞ Possible to a degree through marketing
Train sales staff about CBT concepts so customers here realistic expectations at sale	☞ Include in literature, training staff, personal service
Good quality information to guest	☞ Yes, but it is essential we receive this, please run the information by the community.

***"Tour operators sell time in the future. We can't know now if someone will want to buy that time. We hope that they will. We will try our best, but can't make any promises."***  
*Simon Sweet, Thailand Product Manager, Footsteps in Asia (agent for Exodus), presenting.*

### 3.5.6 Thai Tour Operators' expectations from CBT Communities

Expectation from Thai Tour Op's	Response from Communities: Contributions we can make
Good preparation	☞ Monthly meetings ☞ Committees are in charge of different activities ☞ CBT Group Management system
Ensure quality standards	☞ Will establish committees to take responsibility for hygiene and safety ☞ Conserve resources ☞ Assess tourists' satisfaction
Local guides are able to present well	☞ Train more Community guides, collect information, go on study tours to exchange w/ other groups
Be committed and responsible in our shared work	☞ Learn about marketing together from the beginning. ☞ Survey route together ☞ Plan together (including marketing)
Plan together	☞ Make a clear plan together, consistent contact
Have an effective, standard booking system	☞ Improve local information centers in areas of booking, coordination and updating
Control volume of visitors (CC)	☞ We don't expect large numbers of tourists, but hope for consistent numbers of tourists

## 4) CBT SPRING Partnerships Workshop and FAM trips – Conclusions

### 4.1 People do care enough to cross the world for responsible tourism

UK tour operators took a week out of their urgent schedules and crossed the world, while Thai farmers and fishers left their fields, fish and families to participate in the workshop. Thai tour operators also traveled the length of the country to attend. The workshop received great financial and personnel support from the Travel Foundation and TAT, as well as being enriched by the time and effort of Tourism Concern and media attendees. All participants made an impressive, sincere effort to listen to each other intently, engage with the issues, work hard and give 100% to the process.

The most important message that came out of the meeting was that ***a meaningful number of actors in the supply chain care about working to develop fun, safe, respectful rural tourism which benefits local people and the environment.*** Tour operators showed that they are prepared to begin recognizing the rights of rural people to negotiate and play a meaningful role in the development of village tourism products, rather than to simply disappear into them. Community members proved to the industry that with support and opportunity they are eloquent, intelligent partners.

### 4.2 Agreement on what CBT should be striving to achieve:

#### 4.2.1 As a tool for sustainable development

Participants at all points in the supply chain broadly agreed that CBT can and should:

- Contribute towards social work, sustainable community development, and the celebration and preservation of local wisdom and traditional culture.
- Increase the environmental awareness of hosts and guests and contribute in a tangible way to nature conservation and sustainable natural resource management. CBT should also try to limit negative impacts on the environment – for example through waste management or zoning.
- Contribute towards improved health and hygiene for community members.
- Contribute towards local economies, with efforts to distribute income broadly.
- Contribute towards the development of the knowledge and skills of local community members. This will not only allow local people to benefit by offering services to tourists, but also by developing transferable skills such as planning, management, communication and presentation. These skills can assist local community members, who are often vulnerable and marginalized, to negotiate a better deal in our rapidly changing, globalizing world.
- Remain as a supplementary activity, rather than a full-time occupation replacing traditional livelihoods. This will ensure that community members do not become over-reliant on tourism, and are able to survive without tourists. This will also mean that the community maintains an authentic 'local' experience, which will assist communities to access quality types of tourists.
- Acknowledge the dynamism of all communities and cultures and respect communities' rights to change. The tourism industry should not expect rural communities to remain 'stuck in the past.' Community members have the right to develop as they choose. Many of the tour operators said that, as long as the communities do not become exclusively reliant on tourism, they would still be happy to send their 'cultural' guests to experience the community.

"To listen to someone who may have never completed primary school, talk about the importance of monitoring and evaluating [...] the importance of preserving their natural environment and other key issues, was truly inspiring." *Rachel James, Travel Foundation.*

#### 4.2.2 As a responsible tourism product

Participants at all points in the supply chain agreed that CBT:

- Has great potential as a high quality responsible rural tourism product. The majority of feedback from the FAM trips by operators was very positive. All UK tour operators rated their satisfaction with the community visit as either 'good' or 'excellent'. (Please see annex 2.6 / 7 for more feedback)
- Does not need to be the cheapest product in order to reach markets. However, in order to justify charging more, CBT projects and tour operators need to be able to prove how CBT benefits community and the environment.

*“Price is not a stumbling block. We can charge a higher price as long as we offer something more – as long as we can justify the price and show where the money is going.”  
Nick Nickolsky, Exodus*
- Must strive to be safe, clean, interesting and enjoyable for hosts and guests.
- Communities would like to communicate aspects of their lifestyle that they feel proud of to guests, and guests hope to experience 'authentic' local life. Therefore, opportunities for cultural exchange are very important
- Must be based on the principle of mutual respect by all. UK tour operators are prepared to take special care to ensure that their guests behave in a sensitive way towards local culture, however, community members should also learn about and respect the cultures of guests (e.g. what is polite / rude, etc).
- Community members need to realize and accept when they have reached a point where they have 'sufficient' visitors. If they accept too many visitors, then they will not be able to provide good service, tourists will be dissatisfied and there may also be serious negative impacts to culture or the environment.

#### 4.2.3 Agreement on the need for a more appropriate type of marketing which recognizes the voices of the people inside the product

- In the past, marketing of rural tourism products had been limited to negotiations between the buyer (outbound tour operator) and 'seller' (inbound tour operator). Local people have generally been regarded as simply 'part of the product'. Operators have not usually discussed with local people how their products are marketed, to which groups, in what volumes, etc.
- Program design has also tended to be based on an outsiders' assessment of potential attractions, rather than community members being actively involved in deciding what they feel comfortable or proud to share with their guests.
- This is a risky situation, because community members loose control of where, how, to whom, and to how many tourists they are being marketed, as well as what aspects of their community and culture are being sold to tourists. They may be forced to welcome types of guests with inappropriate expectations, and subsequently be unable to control negative impacts of tourism. In addition, guests are disappointed, if their holiday is not as they hoped for.
- Cultural differences, and the fact that tourists are invited 'into the real lives' of local people can lead to mismatched expectations, misunderstanding, and disappointment. Therefore, CBT is not appropriate for all kinds of tourists and marketing partners must be chosen carefully. While it is impossible to guarantee 'ideal' tourists, Tour operators should take care to target tourists who are likely to be interested in a local, respectful cultural experience.
- Tour operators and CBT Club should develop product and marketing together, so that community members are able to maintain better control.

### 4.3 The right balance: How to develop good partnerships?

An ideal situation for CBT communities is that they are able to welcome consistent, manageable numbers of types of guests which they feel confident to host. Most communities expressed a wish to host polite guests who are really interested in learning about local life and whose expectations are not unrealistically high (“CBT can’t offer service like a 5 star hotel!”). The tour operators also agreed that too many guests in the community isn’t good for their needs either, as the quality of service goes down, and the atmosphere of the community becomes busy and unattractive.

It was stressed during the workshop, and in the post-workshop feedback that the tour operators which attended were not all the same. The biggest differences are between small-group operators such as Explore, Exodus and the Adventure Company, and smaller, tailor made operators such as Hands Up Holidays and Symbiosis. In order for the partnerships to be successful, the following main themes were concluded, however, there may be slight differences between the different types of partners:

**For a list of partners’ specific needs, and a list of the specific actions which they are prepared to make to meet each others’ needs, please see section 3.5**

#### 4.3.1 Related to information and communication

##### Before sales:

- **It is important for both the community groups and the tour operators that the program is presented to guests in an accurate, honest way.** The communities wish to ensure that guests have correct expectations for the trips before they arrive, while tour operators are legally responsible to ensure that clients get what they paid for (in all but the most extreme circumstances).
- Partners will develop trips through a **3-way, consultative process which tries to find a workable balance between the needs of the tourists and community.** (this was piloted during the FAM trips). All parties will confirm exactly what program and activities are possible, during what times of year.
- Accurate, honest information about the trip will be developed and UK operators will ensure that it reaches the market. This will help to manage the expectations of guests and to target appropriate types of tourists for the communities. Thai TO’s will take responsibility for liaising with the CBT group to compile this information. UK TO’s will take responsibility for ensuring that the information arrives with their sales and marketing teams and that “colour for the trip is built in an accurate way.” (Graham Bishop, the Adventure Company).
- Pre-arrival orientation to prepare for CBT visits is also essential to further manage guests’ expectations. Communities will prepare this information, Thai tour operators will pass it on to the UK tour operators, and the UK tour operators will include it in pre-departure information for the passengers, or ask their tour leaders to tell the guests. In the case of essential information which may influence whether or not a passenger books a trip (e.g. request not to drink alcohol in a Muslim homestay), such information will be highlighted in the trip dossier, which tourists receive before they book and pay for the trip.
- The Thai TO’s group offered to develop a database with information about the different CBT communities, including a seasonal calendar, climate information, cultural calendar, updated programs, prices, and do’s and don’ts.
- UK tour operators will provide detailed information to help the community members and Thai TO’s to understand their specific business profiles and the expectations of their guests, as well as cultural differences of UK tourists.

### **During operation:**

- UK operators and their ground agents require accurate, honest, up-to-date information as soon as possible regarding problems, so that they are able to assess changing situations and to suggest alternative activities to guests. For example, in the case of very bad weather, landslides, or an unexpected death or accident in the community which impacts the published tour program.
- In the case of an accident related to a guest or their family member, UK tour operators need to be able to contact the CBT group as soon as possible, and preferably immediately. The CBT group and Thai TO's will take responsibility for having a contact number and a back-up method of contacting the group.
- The CBT group and Thai tour operators have assured the UK operators they can provide open, transparent, regular, timely communication. CBT clubs and Thai tour operators have committed to identifying alternative activities in the case of problems. All parties have committed to solve problems together.

### **4.3.2 Related to coordination and management**

- A good booking system is one of the keys to assuring that tour operators are satisfied and the total number of guests does not exceed the ability of the community to manage. The operators have committed to inform the communities of all advanced bookings, and to book trips as far in advance as possible. The CBT club members have committed to develop improved booking systems, and to hold confirmed bookings for the UK tour operators.
- Broad distribution of benefits is important. Mechanisms to distribute benefits, increase transparency and fund community and environmental work will continue to be introduced by CBT communities, and also improved, such as:
  - ◇ *Community and environmental funds*
  - ◇ *Rotation systems for local accommodation, transport and staff*
  - ◇ *Formal accounts with CBT group bank accounts and separate staff with responsibility got front office finance and accounting*
  - ◇ *Committees to manage different key local services*
  - ◇ *Monthly meetings*
- CBT-I will assist the community members to develop these systems.
- Thai TO's will assist community management as backstops & intermediaries.
- Information will be provided to UK tour operators for marketing purposes
- UK and Thai tour operators guarantee to pay the communities the fixed prices which they consider to be fair. UK and Thai tour operators agree to set prices which are realistic, good value for money and allow a fair share to all. Thai tour operators (with assistance from CBT-I) will help the communities to review prices in time for annual brochuring of UK tour operators.

### **4.3.3 Related to clear division of roles and ownership of responsibility**

- A clear chain of command on the ground is very important, so that when important decisions have to be made, all partners are aware of where responsibilities lay, and who has final authority to make decisions. This is particularly important in regard to safety and consumer law. Roles and responsibilities of tour leaders, tour guides and other local staff who have to work together will be defined so that there is a clear chain of command

#### **4.3.4 Related to training:**

- Communities still require training to develop their capacity to offer high-quality CBT products, including working in cooperation with tour operator partners to develop CBT standards which are acceptable and relevant to their needs.
- It is necessary to develop training for UK tour operators' sales and marketing staff to build their understanding of CBT, and how to offer it to the market.
- In response to the need of UK tour operators for highly competent guides, more local community guides and Thai TO facilitator guides will be trained.

#### **4.3.5 Related to monitoring**

Monitoring was highlighted as a very important issue during the workshop. Outputs from monitoring are an important way that the UK operators can differentiate CBT from less sustainable and cheaper options, and persuade tourists to pay more for their holiday. CBT-I and Thai TO's will work together to monitor the trips – collecting feedback from both guests and communities. The Thai TO's will send this information to the UK TO's. The UK TO's will share tourists' feedback with the community members. CBT-I will also make this information available on their website,

#### **4.4 How appropriate are partner tour operators for the community?**

The opinions expressed by UK and Thai tour operators proved that they value responsible tourism. How far they will be able to back up that commitment in the reality of the cut-throat competitive Thai tourism environment remains to be seen. However, it is a positive sign that the operators insisted the market could accept higher prices, as long as they can communicate clearly why products are expensive.

CBT communities expressed satisfaction with the project and the choice of partners. The advantage of working with tour operators for CBT communities is that their marketing already targets tourists with an active interest in culture and 'responsible tourism,' and they are generally able to book in advance. The disadvantages, in particular with the larger companies are that their bookings may take a long time to materialize, and the legal requirements to maintain a rigid program will be difficult to guarantee in the dynamic community environment, with so many seasonal and cultural variables. The smaller, tailor made operators will be able to get trips going more quickly, however, they will not be able to deliver as much consistency or volume.

#### **4.5 Sustainable numbers of tourists?**

It was recognized during the meeting that the priority of these communities was to attract more tourists. Working with UK operators should help the communities to increase the number of guests. However, this could be slow because of the long lead time required market to these operators - anywhere between 2-18 months.

However, participants also recognized that the long-term sustainability of CBT, as well as the long-term quality of rural, cultural experiences relies on the communities being able to keep the overall number of tourists within sustainable limits. Community representatives were generally clear that they would like access to consistent numbers of guests, rather than high volumes of guests. It was difficult to define 'maximum numbers' of visitors which CBT's wanted to attract, because many projects still had insufficient experience to decide 'how many tourists is just right.'

Through the development of a CBT Network, volumes of tourists should be able to be shared among nearby communities with similar activities, cultures and environments. CBT-I plan to continue to assist the development of the Thai CBT network, and will assist individual CBT groups to improve booking systems and volume management.

## 4.6 Participation of all partners in program development

The CBT SPRING Partnerships FAM trip process was a unique opportunity for CBT Club members to develop tourism experiences directly with tour operators. Community members were able to share their goals for developing CBT; communicate what kind of activities they were comfortable to offer, and the types and numbers of tourists which they would like to welcome. UK tour operators were able to share detailed information about their guests' profiles and needs, and work to build a program which met those needs. Since the workshop, all UK operators have expressed the intention of working with their community and partners to develop a program. CBT-I will be keeping up to date about the progress of these agreements.



### ***Developing a program together... local communities and tour operators.***

*Mr. Yanyong Yuenyongkhamdee of Huay Kee Lek community in Chiang Rai (right), discusses with team members from Phu Phiang and Meet the People tours. This was an orientation meeting for project partners to get to know each other.*

*Below, left. After project partners had surveyed different activities in the community, they sat down and discussed important issues, such as community members' goals for developing CBT; the types and numbers of tourists which the village hoped to welcome; the background of the tour operators, their feedback about the program, and the special needs of their guests.*

*In the following weeks, project partners will work together to follow up these programs. This should lead to new CBT trips which are enjoyable and educational for guests, and bring new benefits for hosts and the environment.*

## 4.7 UK-Thai Tour Operator Matchmaking Process

Each UK tour operator was accompanied to the community by a specialist Thai tour operator, selected during the project. UK tour operators had requested to visit different communities during their survey trips, rather than the same community. Therefore, a matchmaking process took place prior to the workshop, to select which tour operators would work together to develop a program. Because such relationships between tour operators are built over time and require trust, this was a sensitive issue. However, it is a good sign that many partners were very positive about the matchmaking process, and all partners have either expressed a definite intention to work together (85%), or a positive intention to work together (15%).

**Table 4.7.1 CBT SPRING Partners:**

<b>Community</b>	<b>Thai Tour Operator</b>	<b>UK Tour Operator</b>
<b>Ja Boo See</b>	Natural Focus	Go Differently
<b>Ja Bo / Mae La Na</b>	Tour Merng Tai	Hands Up Holidays
<b>Mae Kampong</b>	Nutty Adventures	Exodus
<b>Pha Mon / Mae Klang Luang</b>	Chiang Mai Adventure	The Imaginative Traveler
<b>Sab Sai Tong</b>	Friends of Nature	Explore
<b>Leeled / Klong Noi</b>	Wild Thailand	The Adventure Company
<b>Promloke</b>	Kop Trekking	Gecko Travel
<b>Koh Yao Noi</b>	Noom Sao Tour (NST)	Symbiosis Expeditions
Chiang Dao (chose to observe).	/	

## 4.8 The Role of CBT-I

The participants at the workshop suggested the following roles for CBT-I:

- **Facilitation** – between different partners in the supply chain
- **Training** – In particular community level, including developing CBT standards
- **Marketing** – To help create interest / demand among press and consumers
- **Information** – To be a focal point for information about CBT
- **Monitoring** – To monitor all partners' active commitment to sustainable tourism, and ensure that the communities have a voice.

## 4.9 Media coverage

- **The Guardian:** “*Come Together*”, By Polly Pattullo, <http://www.guardian.co.uk/travel/2008/may/03/thailand.community.tourism>
- **Travel Weekly Analysis:** “*Thailand's community tourism initiative*”, by Ian Taylor <http://www.travelweekly.co.uk/Articles/2008/05/08/27536/analysis-thailands-community-tourism-initiative.html>
- And “*Thailand communities must get a fair price' for hosting UK tourists*” by Ian Taylor <http://www.travelweekly.co.uk/Articles/2008/05/08/27538/thailand-communities-must-get-a-fair-price-for-hosting-uk.html>
- **TTR Weekly** – “*CBT marketing model takes shape*,” [http://www.ttrweekly.com/site/index.php?id=169&tx\\_ttnews\[swords\]=CBT&tx\\_ttnews\[t\\_news\]=415&tx\\_ttnews\[backPid\]=98&cHash=0ec2fb776e](http://www.ttrweekly.com/site/index.php?id=169&tx_ttnews[swords]=CBT&tx_ttnews[t_news]=415&tx_ttnews[backPid]=98&cHash=0ec2fb776e)

## 4.10 One step at a time, with patience and effort...

Participants agreed that the CBT SPRING Partnerships Project is new, challenging, and moving into relatively uncharted territory. Therefore, it is very important that all partners move ahead one step at a time, are prepared to be patient, work sincerely to overcome any problems which lay ahead, and invest sufficient energy into the process. The Thai tourism industry is dynamic, developed, extremely competitive and complicated. While the project cannot hope to control the industry, hopefully it will make a meaningful contribution to making the Thai-UK supply chain more responsive to the needs of hosts, guests, environment and the actors who bring them together.



*At the cultural cook-up, guests made food for each other to taste – curry, pies and haggis!*

## Annex 1: Some interesting questions for the CBT-I team

### Some questions for the CBT-I team:

#### ◇ **Carrying Capacity: How many tourists are too many tourists?**

##### **Tourism perspective....**

**Q** “Tourists are looking for an environment which is very natural where the people are still excited to receive tourists. How do we keep the freshness and excitement of local people and ensure that [it] is not lost?” *Christopher Gow, Symbiosis*

**A** “If communities do not rely on tourism and continue to maintain a self sufficient lifestyle, they will not become reliant on tourism. They will still be enthusiastic about receiving tourists and will be proud to share their culture with tourists. Home stays will be done on a rotation basis so that different families will benefit from tourists’ visit each time helping to keep the excitement alive.” CBT-I

##### **Local Vs Global perspective....**

**Q** “The world economy is based on growth. Tourism is used to stimulate economic growth. This is the reality you are operating in. How do you control this in communities? How do inbound and ground operators set the parameters? Who overseas this? *Ian Taylor, Travel Weekly*

**A** *The communities have been asked the maximum number of tourists their village can manage. However, it’s difficult for communities to know how many people is ‘too many’ without having experience. So, if communities are interested, they can begin to welcome guests, then evaluate the experience. Larger volumes of tourists can be divided between similar communities in the network. It is very important to work together and to develop CBT in clusters. CBT-I*



*Ian Taylor (Travel Weekly, right) poses tough Questions on how CBT can cope with growth.*



*Fair Trade operator, Lizzie White (left) asks how to ensure fair prices for communities.*

#### ◇ **How can we be sure that communities receive a fair price?**

**A** *Participating communities have received training which addresses the issue of price. Each community has set their own prices, with some feedback from the team to ensure that it is realistic and fair. CBT-I work with Thai operators and communities to ensure that the communities do receive the prices they have set.*

## Annex 2 CBT SPRING Project Workshop and FAM Trips - Feedback

### A2 Summary of feedback – Workshop

#### A2.1 Table: Summary of Feedback – Workshop (%)

0= not worthwhile, 1= poor, 2=fair, 3=good, 4=excellent	0	1	2	3	4
My overall impression of the workshop				50	50
Did the workshop increase your knowledge of Thai CBT?			8	33	59

#### A2.2 How far did we achieve the goals of the workshop? (%)

0= not worthwhile, 1= poor, 2=fair, 3=good, 4=excellent	0	1	2	3	4
1) Participants will increase their knowledge of Thai CBT and the roles, expectations, limitations & opportunities of key actors in the Thai-UK CBT supply chain.			17	33	50
2) Participants will define contributions which they can make towards successful CBT SPRING Partnerships.			8	50	42
3) Participants will discuss how to develop CBT within the limits of sustainable tourist volume.			17	50	33
4) Participants will commit to working together			17	50	33

#### A2.3 Positive Feedback

- “A very good effort and, I believe, a useful start to the process. The key will be the careful selection of participants and patience while we feel out a way forward.” *Christopher Gow, Symbiosis Expedition Planning*
- “Thank you for organising a really good project. It has been especially rewarding for the focus to be on creating a healthy partnership from the UK operators right through to the community and I hope that the project has the results it deserves.” *Lizzie White, Meet the People Tours*
- “I would like to thank everyone involved. The ground breaking nature of this proposition makes it a ‘test case’ for everyone involved and it will inherently raise issues and maybe even problems that need to be overcome. However I feel that the issues are small and can be overcome.” *Graham Bishop, the Adventure Company*
- “I thoroughly enjoyed my time and found the workshop very informative and positive. Activities [...] would be suitable for our groups. It is great to see this project progressing.” *Krista Routledge, The Imaginative Traveler*
- “Thank you for such a good work.” *JD, Gecko Travel*
- “Amazing initiative – well done!” *Christopher Hill, Hands Up Holidays*
- “Our admiration and gratitude to all the staff of CBT-I for the incredible amount of work that went in to make this event a great success. We don’t think anyone should be dissatisfied and it was truly ground-breaking in many ways. A big thank you goes out to all of you, to TAT, the Travel Foundation and others who made this vision possible. Even the venue itself was a delight!” *Rosalind Salmon, Phu Phiang Tours*
- You certainly prepared for the meeting incredibly well. It was a delicate issue to handle but it appeared to achieve the results you had hoped for. Your host community representatives were impressive and I am sure made operators rethink any negative assumptions that might have been holding. *Tricia Barnett, Tourism Concern*

## A2.4 Some food for thought

- ◇ “Everything on earth changes according to trends. Agents abroad focus nowadays on agro-tourism and community tourism, not because they like it, but because the consumer asks for it... Who will stay in communities in the future? European? Asian? Wealthy? Local? Chinese? Groups? Individuals? Nobody?” *Georges Colins, Noom Sao Tours*
- ◇ “Does CBT-I really understand their jobs in the workplace or understand in theory and imagine how it should be?” *Danai Wongthongbang, Chiang Mai Adventures*
- ◇ “Main concern agents had not been made to get to know other communities.” *Thassamon Thongkayan, Explore*
- ◇ With limited time and resources – both for CBT-I and partners – focusing on one tripartite relationship (one community, Thai and UK operators) enabled something concrete to be achieved. However, it did not allow for enough in-depth exchange between other combinations. *Rosalind Salmon, Phu Phiang*
- ◇ More understanding of working with community must be clearly identified, and it is important to learn how to share benefit among each partner. *Pranot Prakongsap, Tour Merng Tai*



*Discussion between community, Thai and UK tour operator representatives*

## A2.5 Feedback – FAM trips

Overall, the FAM trips were successful, with good feedback from the tour operators about the choice of communities and good feedback from the communities about the tour operators. Operators noted one or two critical points in the communities which needed attention, and CBT-I will pass on this feedback to the relevant CBT Clubs.

## A2.6 Table: Summary of feedback UK & Thai operators

0= not worthwhile, 1= poor, 2=fair, 3=good, 4=excellent	1	2	3	4	5
How satisfied were you with your community visit? (%)	/	/	/	62	38
How appropriate was the community for your needs? (%)	/	/	8	38	54

## A2.7 Some positive feedback

- “Appreciated with locals warm welcome, also they shown positive attitude / goal with CBT project.” *Thassamon Thongkayan, Explore*
- “Overall I was really satisfied with the visit and it was obvious that a lot of time and thought went into the preparations.” *Lizzie White, Meet the People*
- “The visit overall was amazing and I was incredibly touched by the hospitality, trouble taken providing vegetarian food, singing/ dancing/ story-telling etc”. *Nikki Bond, Go Differently*
- “The community visit was great. It was a good insight into how people live and will be a great education to our tourists both young and old.” *Graham Bishop, the Adventure Company*
- “We visited 3 of the 25 homestays. All reasonably comfortable and sufficiently clean.” *Christopher Gow, Symbiosis Expedition Planning*
- “At Mae Kampong, they are beautiful people, it’s all good.”. *Nithi Subhongsang*
- “Activities were interesting and informative and would be suitable for our groups..” *krista Routledge, The Imaginative Traveler*
- “Information on the environment was impressive and the spiritual aspects of the culture very well explained.” *Rosalind Salmon, Phu Phiang Tours*

## A2.8 Some room for improvement in the field

- ◇ “Hygiene of kitchen and toilet should be improved, need just simple but clean is most important.” *Thassamon Thongkayan, Explore*
- ◇ “If guests are expecting an undiluted, remote Thai experience, they are not going to get it here. [...] I think there would be more interesting places to go and stay if living in a community was a primary focus of the holiday.” *Christopher Gow, Symbiosis Expedition Planning*
- ◇ “The people in community have intention about the community visit but lack of understanding about standard subjects they should have. Travelers through tour agents expect higher standard service: food, accommodation etc,” *Danai Wongthongbang, Chiang Mai Adventures*
- ◇ “The only real concern was the rather unsafe driving from Chiang Rai to the village in a village pick-up.” *Rosalind Salmon, Phu Phiang*

## A2.11 How can CBT-I assist you to make the partnerships a success?

### Facilitating between project partners

- ◇ “While links need to be developed and maintained with the communities and our partners, CBT-I is an extremely useful and necessary support and training unit that can help strengthen relationships and bring in new thinking as well.”  
*Rosalind Salmon, Phu Phiang Tours*
- ◇ “By helping to assess [...] partners’ genuine commitment to sustainable, responsible tourism practices at the possible expense of the quick profit, and recommending partners on that basis for different locations or projects.”  
*Christopher Gow, Symbiosis Expedition Planning*
- ◇ “Keep selecting good communities and tour operators” *JD, Gecko Travel*

### Capacity Building at community level:

- ◇ “The support that CBT-I is able to provide to the community is of huge benefit in preparing the activities and the homestay in a way that is sensitive to the community and appropriate for UK clients. I hope that support and advice will still be available in the first few years as the first groups begin to stay with the community to help manage and solve any issues or problems that arise.”  
*Lizzie White, Meet the People Tours*

### Marketing Support:

- ◇ “We find the marketing of CBT within Thailand more challenging than in some other destinations. Thailand is seen as accessible, as a beach holiday destination or one of spas and luxury. It is difficult for us to change this opinion when destinations such as Vietnam and Laos are seen as obvious choices for remoteness and culture within southeast Asia. A wider awareness of CBT within Thailand through press, TAT, your website etc would help to encourage more people to think twice about a trip including CBT in Thailand.”  
*Lizzie White, Meet the People Tours*
- ◇ “CBT-I can help by assisting with marketing these propositions to the UK press and advising the press that there are chosen operators that can give clients access to this market.” *Graham Bishop, the Adventure Company*

### Information Center:

- ◇ “Be a CBT information center. This will encourage CBT PARTNERS to have updated information between each other.” *Pranot Prakongsap, Tour Merng Tai*
- ◇ “Info that can be shown to our customers” *JD, Gecko Travel*
- ◇ “Info about other communities and Thai T.O. who are participating at this project.”

### Monitoring Support:

- ◇ “Assist with monitoring the feedback of trips when they are completed – especially to ensure that the community is happy with how things are going, and taking steps to rectify anything they are not happy with.” *Christopher Hill, Hands Up Holidays*
- ◇ “Continually monitoring partners, with the help and advice from the communities, perhaps, to ensure that these standards are upheld.” *Christopher Gow, Symbiosis Expedition Planning*

## Annex 3 CBT SPRING Project Workshop and FAM trip Participants

### UK TOUR OPERATOR

NAME	ORGANIZATION	
Mr. Graham Bishop	The Adventure Company	<a href="mailto:Grahamb@adventurecompany.co.uk">Grahamb@adventurecompany.co.uk</a>
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Ms. Thassamon Thongkayan	Explore / (Essential Travel)	<a href="mailto:thassamon@essentialtravelthailand.com">thassamon@essentialtravelthailand.com</a>
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### THAI TOUR OPERATOR

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### Community Based Tourism Communities

Ms. Amornrat Ratanachai	Jabusee, Chiang Rai
Mr. Yanyong Yuenyongkhamdee	Huey Kee Lek, Chiang Rai
Mr. Chamrun Wongchan	Mae Lana, Mae Hong Son
Mr. Praisoon Praisantitham	Jabo, Mae Hong Son
Mr. Somsak Kiriphumthong	Mae Klang Luang, Chiang Mai
Mr. Surasith Doljaipraiwal	Pha Mon, Chiang Mai
Mr. Prommin Phrommala	Mae Kampong, Chiang Mai
Mr. Chalerm In-som	Bann Tham, Chiang Mai
Mr. Thonglor Boonpor	Hua Tung, Chiang Mai
Mr. Natha	Na Lao, Chiang Mai
Mr. Sumart Intharamanee	Klongnoi, Surrathani
Mr. Thasanee Heetanan	Leeled, Surrathani
Mr. Kasem Kum-Ngam	Phrom Lok, Nakhon Sri Thamarat
Mr. Dusit Butree	Koh Yao Noi, Phang Nga
Mr. Thedsak Kornsanthea	Sub Sai Thong, Nakhon Rajasima

### Government Officers

Mr. Pradech Payakwichien	Tourism Authority of Thailand
Mr. Chansiri Wilaiyawong	Tourism Authority of Thailand
Ms. Cholada Kalakes	Office of Tourism Development
Ms. Chomphunuch Pochmak Yongyai	Office of Tourism Development
Dr. Piyawat Boon-Lhung	Thailand Research Fund
Dr. Suteera Prasertsarn	Thailand Research Fund
Ms. Porntip Limprasithiwong	Thailand Research Fund
Ms. Hathaipachara Wongsrikul	Office for SME

### Journalists

Ms. Tricia Barnett	The Good Alternative Travel Guide
Ms. Polly Pattullo	The Guardian
Mr. Ian Taylor	Travel Weekly
Ms. Chanida Sangiempaisalsuk	TTR Weekly

### Funding Agency

Ms. Rachel James	The Travel Foundation
Ms. Joanna Cooke	TAT-UK

## Annex 4 CBT SPRING Project Workshop and FAM Trips - Program

### **4<sup>th</sup> April**

- 13.00** Participants meet at the TAT Headquarters, Bangkok.\*
- 13.30** Depart for Suan Nong Nuch Resort, Prachinburi
- 16.30** Arrive at Suan Nong Nuch Resort. Time to settle in and relax.\*\*
- 18.30** Welcome Dinner
- 19.30** Opening Remark – “CBT and Appropriate Marketing”  
Review of CBT SPRING project progress & overview
- 21.00** Free time

### **5<sup>th</sup> April**

- 07.00** Breakfast
- 08.30** Collect workshop documents, arrange displays.
- 09.00** Thai CBT: Situation, Successes, Challenges, Panel Discussion, Q & A
- 10.30** Break
- 10.45** CBT – Perspective of UK tour operators, Panel Discussion, Q & A
- 12.00** Lunch
- 13.00** CBT SPRING Partners Small Group Discussion – “Clarifying our needs for a successful partnership.”
- 14.30** Break
- 15.00** How can we contribute to successful CBT SPRING partnerships?  
Small group discussion, presentations.
- 16.30** Cultural Cooking Exchange!
- 19.00** Dinner and socializing
- 21.30** Free time

### **6<sup>th</sup> April**

- 07.00** Breakfast
- 08.30** Summarize outcomes of yesterday's sessions.
- 09.00** Presentation of remaining project activities.  
Clarifying future roles and working process
- 09.30** Small group discussion –Successful partnerships and future goals:  
what assistance will help us to succeed?
- 10.30** Break
- 11.00** “Successful partnerships and future goals: what assistance would help us to succeed?” Panel presentations and discussion.
- 12.00** Partners pre-survey briefing
- 12.30** Lunch
- 14.00** Depart for Bangkok and CBT sites

### **7<sup>th</sup> – 9<sup>th</sup> April**

CBT village survey trips. (individual programs)