

**GMS Tourism Workshop  
2- 3 October 2008 - Novotel Hotel, Vientiane**

**Best practices in negotiating contracts  
between local communities  
and the private sector**

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**1. Community human resource development and participation**



**2. Empowerment of local cultures and traditional ways of life**



**4. Cultural exchange between hosts and guests.**



**3. Conservation and sustainable natural resource management**



**5. Increases community members' income**

**CBT Objectives**

**Opportunity**

**Risk**

**Community Benefit**

**Community Lose control**



**Appropriate Marketing?**

International,  
Group  
Tourists

# Simple CBT Supply Chains

Inter' Tour Operators



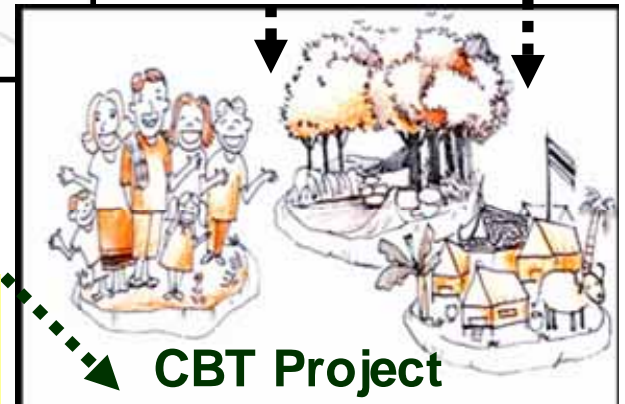
Thai Tour Operators



Independent  
Travelers /  
Thai Tourists

- Hotels,
- Resorts
- Guest – Houses
- Transport

(www)



- Companies (For CSR)
- Schools
- Universities
- Study Groups
- Special interest Groups

**Manageable numbers of appropriate types of tourists**

# CBT SPRING Goals

- Increase understanding and proactive support for Thai CBT among actors in the UK-Thai rural tourism supply chain.
- Improve the access of CBT projects to UK 'RT' markets
- Build capacity of CBT projects to coordinate effectively with tour operators;
- Increase the capacity of CBT projects to manage tourist volume sustainably;



# CBT SPRING Process

## *Preparation Phase:*

|  |   |
|--|---|
| Prior to July 07                         | CBT-I invite CBT communities and UK TO's to participate;  |
| 18 <sup>th</sup> July                    | Kick off meeting with the <u>Tourism Authority of Thailand</u> ; the Office of Tourism Development, Min. of Sports & Tourism; |
| 6 <sup>th</sup> and 28 <sup>th</sup> Aug | Meeting: Thai Eco & Adventure Tourism Association <u>TEATA</u> ;  |
| Aug / Sep                                | Select CBT SPRING Responsible Thai TO Working Group;  |
| Sep / Oct                                | CBT-I <u>field visits</u> to shortlisted CBT communities to clarify understanding and commitment to the project by CBT Clubs; |
| 31 Oct-2 Nov                             | CBT SPRING Community <u>Marketing Training Workshop</u> ;   |
| 3 <sup>rd</sup> Nov – 5 Nov              | Development of CBT SPRING sites brochure and <u>posters</u> ;   |
|  | Development of CBT Handbook for each partner community;   |
| 8 <sup>th</sup> Nov                      | CBT SPRING <u>UK Kick Off Workshop</u> , London, UK;  |
| 12-15 Nov                                | CBT-I attend the World Travel Market (WTM), London, UK;   |
| 28 <sup>th</sup> Nov                     | CBT SPRING <u>Thai Kick Off Workshop</u> , Bangkok, Thailand;   |
| Nov – Jan 08                             | Prepare Case Studies (NB – this process had to be cut short);   |
| Dec – Jan 08                             | Partnership <u>matchmaking process</u> and Thai TO site visits;   |
| 27-30 Jan 51                             | Matchmaking and Local Community Guide Training (SMS);   |
| Feb / March                              | Final matchmaking between T.O.s and CBT communities;  |
|  | Preparation for CBT SPRING Workshop and site surveys.   |

# CBT SPRING Linking Phase

## *Linking Phase:*

April 4-9<sup>th</sup>

CBT SPRING Partnerships Workshop and FAM trips, Product development through cooperation between project partners.

# CBT SPRING Follow up Phase

|                       |   |
|-----------------------|---|
| May                   | Monitoring and Evaluating of workshop, workshop reporting         |
| May                   | Media outputs from journalists who attended SPRING WS             |
| May / June            | Follow up <u>product development</u> (including f/up site visits) |
| 10 <sup>th</sup> June | Thai Tour Operator Focus Group                                    |
| Planned:              | Government Stakeholder Focus Group (Nov or Dec 2008)              |

# Criteria was developed to select CBT communities



1. **Clear goals for CBT**
2. **Minimum of 2 years experience**
3. **Located within 2 hrs of a tourism hub**
4. **Prepared to accommodate group of 15 pax**
5. **Commit to the project process**



# UK partners were selected based on the following criteria



1. RT policy document
2. Evidence of tangible actions taken by the operator to support local community and environment work
3. Evidence that the company is committed to training staff in RT and working sensitively and effectively with local communities



Explore,





**Thai TOs partners were selected based on the following criteria**

1. RT principles
2. Staffs development
3. Paid a fair price to the communities
4. Orientation tourists about code of conduct
5. Have the capacity to work with a UK TOs



**TOUR  
MERNG  
TAI**





# Marketing Training



- **Analyzed, identified and prioritized 3 types of target tourists**
- **Defined the capacity of their communities**



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# Matchmaking Process

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

- 1. Needs of UK tour operators – type of target tourists, type of program, preferred location, approximate number of guests per year.**
- 2. Needs of community (from their experience)  
– types of tourists, numbers of tourists (apr)**
- 3. Ground operator with expertise in the area  
(preferably specifically with that community)**

# CBT SPRING Workshop



**Thai Panel**



**UK Panel**



**Community needs from operators**



**All partners responding to needs**

# *Site visits to experience CBT and develop program further*



# List of current new product commitments made by partner UK operators

| UK Operator              | Product dev progress   | Any dates yet?  | Weblink?        |
|--------------------------|--|---|-----------------|
| <b>Exodus</b>            | 15 Day 'Jungles and Beaches' Family program confirmed for 2009 | <b>15 DAYS</b><br><b>2009</b><br>FIT914 05 Apr#<br>FIT930 26 Jul<br>FIT931 02 Aug*<br>FIT932 09 Aug<br>FIT933 16 Aug*<br>FIT951 20 Dec<br>FIT952 23 Dec+*<br><b>2010</b><br>FIT014 04 Apr<br>FIT031 01 Aug<br>FIT032 08 Aug*<br>FIT033 15 Aug   | Up in September |
| <b>Adventure Company</b> | Family and adult east coast program confirmed for 2009         | <b>Family tour – Max 18 pax – 3 tours per year</b><br>21 May 2009<br>23 Jul 2009<br>06 Aug 2009<br>26 May 2010<br>24 July 2010<br>07 August 2010<br><b>Adult tour – Max 16 pax – 3 tours per year</b><br>21 May 09<br>30 July 09<br>22 Oct 09<br>27 May 10<br>29 July 10<br>21 Oct 10 | Up in September |



# List of current new product commitments made by partner UK operators

|                             |   |  |   |
|-----------------------------|---|--|---|
| <b>Gecko Travel</b>         | "The itinerary we want to incorporate Promloke into is for Club Aventure in France."  | "Next summer - Scheduled once per month for 4 - 12 pax but as yet no idea how many we're going to get. They don't have any bookings yet so looks like it's going to be slow! Can't imagine it going every month and can't imagine pax numbers getting into double figures." Mark Ord | No  |
| <b>Go Differently</b>       | Certainly committed. In communication with Natural Focus, but also busy with other work.  | Not yet  | Not yet   |
| <b>Meet the People</b>      | Certainly committed, however, will start product development next year, because the 2008 program already finalised.                     | Not yet  | Not yet   |
| <b>Symbiosis</b>            | Developed web page for KYN  | Tailor made for independent travelers, not scheduled dep.  | <a href="http://www.symbiosis-travel.com/thailand/community-stay/181/koh-yao-noi-community-homestay/">http://www.symbiosis-travel.com/thailand/community-stay/181/koh-yao-noi-community-homestay/</a> |
| <b>Explore</b>              | Trip development with CBT SPRING partner community not successful so far. However, will continue with existing CBT program in Promloke. |  | <a href="http://www.explore.co.uk/Tour+Detail+Page.htm?TourCode=VTT&amp;BrochureCode=EWW2008">http://www.explore.co.uk/Tour+Detail+Page.htm?TourCode=VTT&amp;BrochureCode=EWW2008</a>                 |
| <b>Hands Up Holidays</b>    | Program is in final stage of development  | Tailor made for independent travelers, not scheduled dep.  | <a href="http://www.handsupholiday.com/tours/village-vitality">http://www.handsupholiday.com/tours/village-vitality</a>   |
| <b>Imaginative Traveler</b> | Still in the process, but not particularly proactive.   | Not yet  |   |

**T**wo way communication

**Answer mail, Don't let people forget you**

**R**elationship

**Show that you can be trusted by doing the job**

**U**nderstanding

**Find out exactly:tourists' profile/trip style/need**

**S**atisfied

**Compromise which is acceptable,workable,marketable**

**T**ime **Take time**

## Product

- Meets needs, high quality, safety, suitable for target group
- Needs to be a good value for the money, (Community Fund)
- Location 'on the way', understand ops' current itineraries.
- Enough capacity for group sizes – CC, operations, coordination, communication, fax, phone, e-mail... etc
- FAM trip – Experience operation first hand

## Operation

- Must be able to work well with main ground agent...
- May require a specialist for some types of product
- Need to help different partners to work together

# Lessons Learn and Success Factors

## Lessons Learned

- *Strong, participatory process and team work from field to market essential.*
- *Developing and using criteria to identify and select responsible partners;*
- *Surveying, identifying and matching the needs of hosts and guests;*
- *Allowing partners to exchange information about their different roles, responsibilities, needs, expectations, opportunities and limitations for working together;*
- *Facilitating introductions and assisting product development between partners;*
- *Making marketing as simple as possible, so that community members are able to understand why it is important for them to understand and influence marketing;*

## Key Success Factors

- *Building on 14 years of proven, consistent hard work by committed people;*
- *Being able to offer a high quality rural responsible tourism product;*
- *Building on relationships and selecting quality partners from the start;*
- *Consistent, personal communication with UK tour operators by Project Manager;*
- *Kick Off Meetings and personal visits to create understanding and commitment;*
- *Support from Travel Foundation, the TAT and Tourism Concern;*
- *Media support;*
- *Strong Project process – criteria, focused on RT operators, matchmaking, etc.*

**We need to wait and see,  
Listen, Learn,  
Work hard and Hope for the best.**



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