



Tourlink Sustainable Tourism Training Roadshow and Coaching Cafes for Thai Hotels, 2024, in partnership with Green Destinations

Chiang Mai 24th April, Phuket 26th April, Krabi, 28th April

Background

The EU Switch Asia funded TourLink project aims to raise Thai sustainable tourism standards and performance among Thai tour operators and suppliers; and to promote Thailand as a world class sustainable tourism destination. Project partners include leading organisations, working to make tourism from Europe to Thailand more successful and more sustainable.

From 2021-23, the Tourlink team have worked with project partners, tourism associations, and leading tour operators and DMCs selling Thai tourism to European tourists; to develop **common, minimum codes of good practice for Thai tourism businesses, including hotels, transport, marine and community excursion suppliers, and professional Thai tour guides.**

These standards are a 'Step In Standard' to work with DMCs selling Thai tourism to Europe.

In September 2022 and August 2023, the Tourlink team delivered [Tourlink Suppliers' Training](#) to over 500 participants from over 300 tourism businesses and local communities in Phuket and Chiang Mai. The training raised awareness about the biggest issues; and trained staff on new standards, with many practical tips and tools for each type of tourism business.

Tourlink Training Roadshow and Coaching Cafes 2024, will build on this work by **training** a new cohort of Thai tourism suppliers in the content of the standards, and **coaching** local Thai tourism businesses, which joined trainings in 2022-23 to report on their achievements.

Target sectors are Thai hotels, transport suppliers and drivers, tour guides, community (CBT) and marine excursion operators, which work in European-Thai B2B tourism supply chains.

Target trainees in the hotel sector are: Senior staff responsible for planning, managing and implementing sustainability. **E.g.** GM, operations, HR, Training and sustainability managers.

Target destinations for hotel training are Chiang Mai (24/4), Phuket (26/4), Krabi (28/4)

Hotels will be **recognised** with **Certificates of Participation**. New hotels will have the chance to learn from more experienced participants. The training is linked to real business. Active hotels can increase your visibility and market access to European B2B markets by reporting the actions you are taking to reach the minimum standards, using the Travelife for Tour Operators online reporting platform. Hotels may choose to work forwards with the Green Destinations team, towards the internationally recognised Green Travel Seal award, or to further develop your sustainability through a credible Thai award scheme (e.g. Green Hotel).

Training is free of charge. Participation is by invitation only. Training is in Thai Language

Program: Chiang Mai 24th April 2024, Phuket 26th April 2024, and Krabi, 28th April 2024.

Time	Session
08.30	Welcome remarks
08.45	Introducing the Tourlink Project and Today's Program , by Mr. Peter Richards, Tourlink Project Manager
09.00	Keynote: Demand for sustainable tourism by European tourists and tour operators by Mr. Peter Richards, Tourlink Project Manager
09.15	Sharing Progress: how are Thai tourism suppliers putting sustainability into practice? Ms. Jittin Ritthirat, TEATA, Mr Panot Pakongsub, TRTA
10.00	Allocation of online training rooms and break / networking
	Training and Coaching
10.30	Responsible Village Visit Standard (RVVS): A Code of Conduct for operating responsible village visits. (DASTA, CBT-I and TRTA)
11.30	What are Tourlink's minimum codes of good practice for Thai hotels? Mr. Peter Richards, Tourlink Project Manager
11.50	An integrated approach with The Green Destinations Good Travel Seal Ms. Susan Santos, Green Destination Representatives- Southeast Asia Learn about GTS integrated suite of programs, marketing, promotion and recognition for hotels in the Top 100 stories program
12.30	Lunch
13.30	Coaching Session: Minimum Sustainability Standard for Thai hotels A Tool to Elevate Thailand as a Sustainable Tourism Destination, Supporting Your Business Throughout Sustainability Journey by Ms. Susan Santos, Green Destination Representatives- Southeast Asia and Asst.Prof. Dr. Kaewta Muangasame- Good Travel Seal Representatives- Thailand The session will deep dive into the minimum standards, sharing tips, case studies and how to promote your achievements.
15.00	Break
15.30	Next Steps: <ul style="list-style-type: none"> • How to register and report your progress online? • Moving forward towards higher levels of sustainability
16.30	Wrap Up / Group Photo / Q&A
	Certificate of Participation to all Attendees.
17.00	END