



# Tourlink Sustainable Tourism Training Roadshow and Coaching Cafes for Thai Tourism Suppliers, 2024

**Chiang Rai, 22nd April** (only for community excursion suppliers)

**Chiang Mai 24th April, Phuket 26th April, Krabi, 28th April** (for hotels, transport suppliers and drivers, community excursion suppliers, tour guides; and marine excursion providers.)

**Increase your performance and access to European B2B markets, through training and reporting achievements on the Travelife online Supplier sustainability Reporting system.**

## 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.

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.

The 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 are: A)** Senior staff responsible for planning, managing and implementing sustainability. **E.g.** GM, product, operations, HR, Training, sustainability managers and engineers. **B)** Individual drivers and tour guides working for these companies, who will have the chance to sign up to Codes of Conduct for Tour Guides and Drivers; and **C)** Representatives of Community Based Tourism and other excursions operated in villages.

Active businesses will be **recognised** with **Certificates of Achievement**. New businesses will have the chance to learn from more experienced participants. Business managers will go on to report your achievements on the Travelife online reporting platform, while **drivers** and **tour guides** can join simple training sessions and sign up to simple, **Tourlink Codes of Conduct**, making a public commitment to putting content of the standards into practice.

**Target destinations** are Chiang Rai (22/4 for community excursion providers only), Chiang Mai (24/4), Phuket (26/4), Krabi (28/4). Please see the programs below for venue details.

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

**Program:** **Chiang Rai** 22nd April, 2024 **Training for community excursion providers only** (for other destinations see below)

Location: Meeting room, [Mae Rai sub-district Municipality Office, Mae Chan district, Chiang Rai.](#)

<b>Time</b>	<b>Session</b>
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	Travelife Codes of Good Practice for Sustainable Tourism Suppliers: General Criteria (1)
10.00	Break
10.30	Travelife Codes of Good Practice for Sustainable Tourism Suppliers: General Criteria (2)
11.30	Responsible Village Visit Standard (RVVS): A Code of Conduct for operating responsible village visits. (DASTA, CBT-I and TRTA)
12.30	Lunch
13.30	Coaching cafe and online reporting for community representatives (1)
15.00	Break
15.30	Coaching cafe and online reporting for community representatives (2)
16.30	Wrap Up / Group Photo / Q&A
	Certificate of Participation to all Attendees.
17.00	END

Program: **Chiang Mai**, 24<sup>th</sup> April, 2024, [Duangtawan Hotel](#) (for other destinations see below)

Time	Session	
08.30	<b>Opening remarks</b>	
08.45	<b>Welcome, update on Tourlink project progress. Objectives, overview of training program</b> , by Mr. Peter Richards, Tourlink Project Manager	
09.00	<b>Panel discussion: Sharing Progress: why and how have we put sustainability into practice?</b> Representatives from each supplier group. Moderated by Ms. Jittin Ritthirat, TEATA	
09.45	<b>Award of Certificates of Achievement</b> Moderated by Mr. Panot Pakongsub, TRTA	
10.00	Allocation of online training rooms for <b>existing trainees</b> and <b>new trainees</b> and <b>break / networking</b>	
	<b>Training and Coaching</b>	
10.30	<b>Room 1: Sustainable Tourism Training</b> <b>Content:</b> the <b>Responsible Village Visit Standard (RVVS)</b> <b>A Code of Conduct for operating responsible village visits.</b> <b>Target group:</b> all supplier groups <b>Level:</b> new businesses, which <b>did not</b> join training in 2022 / 23	<b>Room 2: Sustainable Tourism Coaching Café</b> <b>Content:</b> the <b>Responsible Village Visit Standard (RVVS)</b> <b>A Code of Conduct for operating responsible village visits.</b> <b>Target group:</b> all supplier groups <b>Level:</b> businesses which joined Tourlink training in 2022 / 23
11.30	<b>Room 1: Sustainable Tourism Training</b> <b>Content:</b> the <b>Travelife Codes of Good Practice: General Criteria</b> <b>Target group:</b> all supplier groups <b>Level:</b> new businesses, which <b>did not</b> join training in 2022 / 23	<b>Room 2: Sustainable Tourism Coaching Café</b> <b>Content:</b> the <b>Travelife Codes of Good Practice: General Criteria</b> <b>Target group:</b> all supplier groups <b>Level:</b> businesses which joined Tourlink training in 2022 / 23

12.30	<b>Lunch</b>			
	<b>Training by sub-sector</b>			
13.30	<b>Training for all local agencies, transport suppliers and drivers</b>	<b>Training for all tour guides</b>		<b>Coaching Café and online reporting for community representatives</b>
15.00	<b>Break</b>			
15.30	<b>Coaching Café and online reporting for transport businesses (managers)</b>	<b>Coaching Café and Code of Conduct for Drivers</b>	<b>Coaching Café and signing Code of Conduct for tour guides</b>	<b>Coaching Café and online reporting for community representatives (II)</b>
16.30	<b>Wrap Up / Group Photo / Q&amp;A</b>			
	<b>Certificate of Participation to all Attendees.</b>			
17.00	END			

Program: **Phuket** 26<sup>th</sup> April, 2024, [The Pago Design Hotel Phuket](#)

Time	Session	
08.30	<b>Opening remarks</b>	
08.45	<b>Welcome, update on Tourlink project progress. Objectives, overview of training program</b> , by Mr. Peter Richards, Tourlink Project Manager	
09.00	<b>Panel discussion: Sharing Progress: why and how have we put sustainability into practice?</b> Representatives from each supplier group. Moderated by Ms. Jittin Ritthirat, TEATA	
09.45	<b>Award of Certificates of Achievement</b> Moderated by Mr. Panot Pakongsub, TRTA	
10.00	Allocation of online training rooms for <b>existing trainees</b> and <b>new trainees</b> and <b>break / networking</b>	
	<b>Training and Coaching</b>	
10.30	<b>Room 1: Sustainable Tourism TRAINING</b>  <b>Content:</b> the <b>Responsible Village Visit Standard (RVVS)</b>  <b>A Code of Conduct for operating responsible village visits.</b>  <b>Target group:</b> all supplier groups  <b>Level:</b> new businesses, which <b>did not</b> join training in 2022 / 23	<b>Room 2: Sustainable Tourism Coaching Café</b>  <b>Content:</b> the <b>Responsible Village Visit Standard (RVVS)</b>  <b>A Code of Conduct for operating responsible village visits.</b>  <b>Target group:</b> all supplier groups  <b>Level:</b> businesses which joined Tourlink training in 2022 / 23
11.30	<b>Room 1: Sustainable Tourism TRAINING</b>  <b>Content:</b> the <b>Travelife Codes of Good Practice: General Criteria</b>  <b>Target group:</b> all supplier groups  <b>Level:</b> new businesses, which <b>did not</b> join training in 2022 / 23	<b>Room 2: Sustainable Tourism Coaching Café</b>  <b>Content:</b> the <b>Travelife Codes of Good Practice: General Criteria</b>  <b>Target group:</b> all supplier groups  <b>Level:</b> businesses which joined Tourlink training in 2022 / 23
12.30	<b>Lunch</b>	

	<b>Training by sub-sector</b>				
13.30	<b>Training for all local agencies, transport suppliers and drivers</b>		<b>Training for all tour guides</b>	<b>Training for all marine excursion suppliers</b>	<b>Coaching Café and online reporting for community representatives</b>
15.00	<b>Break</b>				
15.30	<b>Coaching Café and online reporting for transport businesses (managers)</b>	<b>Coaching Café and signing Code of Conduct for drivers</b>	<b>Coaching Café and signing Code of Conduct for tour guides</b>	<b>Coaching Café and online reporting for marine suppliers</b>	<b>Coaching Café and online reporting for community representatives</b>
16.30	<b>Wrap Up / Group Photo / Q&amp;A</b>				
	<b>Certificate of Participation to all Attendees.</b>				
17.00	<b>END</b>				

Program: **Krabi** 28<sup>th</sup> April, 2024, [Aonang Villa Resort](#)

Time	Session			
08.30	<b>Welcome remarks</b>			
08.45	<b>Introducing the Tourlink Project and Today's Program</b> , by Mr. Peter Richards, Tourlink Project Manager			
09.00	<b>Keynote: Demand for sustainable tourism by European tourists and tour operators</b> by Mr. Peter Richards, Tourlink Project Manager			
09.15	<b>Sharing Progress: how are Thai tourism suppliers putting sustainability into practice?</b> Ms. Jittin Ritthirat, TEATA, Mr Panot Pakongsub, TRTA			
10.00	Allocation of online training rooms and break / networking			
	<b>Training and Coaching</b>			
10.30	<b>Responsible Village Visit Standard (RVVS): A Code of Conduct for operating responsible village visits.</b> (DASTA, CBT-I and TRTA)			
11.30	<b>Travelife Codes of Good Practice for Sustainable Tourism Suppliers: General Criteria</b>			
12.30	<b>Lunch</b>			
	<b>Training by sub-sector</b> (specific content, tailored for each sub-sector)			
13.30	<b>Training for all local agencies, transport suppliers and drivers</b>	<b>Training for all tour guides</b>	<b>Training for marine excursion providers</b>	<b>Coaching cafe and online reporting for community representatives</b>
15.00	<b>Break</b>			
15.30	<b>Coaching cafe and online reporting for transport businesses</b>	<b>Coaching Café and Code of Conduct for Drivers</b>	<b>Coaching Café and Code of Conduct for Tour Guides</b>	<b>Coaching cafe and online reporting for marine excursion providers</b>
16.30	<b>Wrap Up / Group Photo / Q&amp;A / Certificate of Participation to all Attendees.</b>			