



APEC/SME Seminar on Support for Local and Cottage Industries

APEC “One Village One Product” Seminar

Joint Implementation of AMEICC Workshop on Developing Craft Village-Based Tourism

22-23 Sept.2006, Hanoi, Viet Nam

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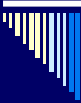
Cooperation between Tourism and Local Industry

by **Mr.Chinnaphat Sangkhawuttichaikul**
Senior Industrial Technical Officer
Bureau of Cottage and Handicraft Industries Development
Department of Industrial Promotion
Ministry of Industry, Bangkok, Thailand

Tel: 662-3678377-9 6687-8202212
E-mail : chinnaphat111@yahoo.com

sangchinnaphat@hotmail.com

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This presentation is divided into 6 parts :-

- 1.Some concepts and ideas about Tourism and Industry**
- 2.Significance of tourism and cottage and craft industries in Asia-Pacific.**
- 3.How to make cottage or craft industries attractive?**
- 4.Case study – Rural Industrial Villages for Tourism Development Project in Thailand**
- 5.Conclusion and recommendations**
- 6.Q & A**

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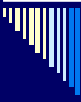


Part 1: Some concepts and Ideas about Tourism and Industry

1.1 Tourism:-

- Trend of world tourism
- Sustainable tourism
- Eco-tourism
- Eco-museum
- Education and information for tourists
- Environment conservation of tourist destinations

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1.2 Industry- cottage or craft industries: provision of advantages

- Sustainable and self-sufficient economy or business
- Potential to grow up to SMEs vs. limitation
- Working in homeland , chance to stay with family and children-
- Creation of warm family
- Adequate income
- Proud to be self –employed
- Gain social status as famous craftsmen, capable craftswomen, famous traditional sweets makers, flower growers, etc.
- Living in natural environ
- Healthy body and mind

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1.3 Linkage between tourism and cottage industry, craft villages

In which ways?

- Changing trends of tourist attractions
- More focus on rural life and atmosphere
- How to make cottage, craft industries, craft villages more attractive?
- What kind of management to introduce tourism to cottage industry or craft villages

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Part 2 : Significance of tourism, cottage and craft industries in Asia-Pacific

2.1 Tourism :-

- Increasing number of tourists visiting Asia-Pacific with high rate of growth between 2003-2004

Asia-Pacific	27.9
North-East Asia	29.6
South-East Asia	30.6
Oceania	12.5
South Asia	16.7

Source: WTO

Popular tourist destinations

	2003	2004	%change
China	32,970,000	41,761,000	29.6
Hong Kong	15,537,000	21,811,000	40.4
Japan	5,212,000	6,138,000	17.8
Korea, Republic	4,753,000	5,818,000	22.4
Macao	6,309,000	8,324,000	31.9
Taiwan	2,248,000	2,950,000	31.2

Popular tourist destinations

	2003	2004	%change
Indonesia	4,467,000	5,321,000	19.1
Malaysia	10,577,000	15,703,000	48.5
Philippines	1,907,000	2,291,000	20.2
Singapore	5,705,000		
Thailand	10,004,000	11,651,000	16.5
Australia	4,354,000		
New Zealand	2,104,000	2,348,000	11.6

2.2 Advantage of Tourism

- Substantial receipts from tourism industry
- Creation of work places
- Very large markets for souvenirs, gifts, crafts, utility products from cottage, crafts industries as well as SMEs.
- Distribution of income

Questions? : Any better ways for the distribution of income arising from tourism?

2.3 Cottage and craft industries provide

- Work place in the villages
- Sources of independent income
- Conserve local heritage
- Promote social life in the villages
- Less stress vs. workers in factories
- Obtain own achievement
- Etc.

Part 3 : How to make cottage industry or craft villages attractive?

Many points to be considered and aware:-

3.1 Products and services

- Unique products with good quality or high quality
- Attractive products for tourists, e.g., exotic pieces of hand-loom fabric, tie-dye cloth with natural dye, utility crafts, etc.
- Traditional foods-clean, safe and tasty
- Organic fruits and vegetable grown in the villages

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3.2 Village atmosphere

- Fresh air
- Exotic scenery and landscape
- Unique architecture
- Traditional dresses
- Clean environment

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3.3 Interesting culture and life style

How can the villagers and concerning organizations introduce this social heritage to tourists as natural as it should be?

Can eco-museum be a good strategy ?

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Part 4: Case study- A Joint Project of DIP, TAT and JBIC

The Tourism Promotion for Rural Industrial Village Development or Tourism Promotion in Occupation Development and Income Distribution to Rural Industrial Villages Project

“Rural Industrial Villages for Tourism”

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1. Background : The Department of Industrial Promotion (DIP) Ministry of Industry, Thailand, has initiated the Industrial Village Project :-

Phase I: 1994-1996 when 117 villages in all regions were promoted,

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Phase II : 1997-1999 when 153 villages were engaged

Phase III between 2000-2002 of which 67 villages were promoted.

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The Tourism Promotion for Rural Industrial Village Development or Tourism Promotion in Occupation Development and Income Distribution to Rural Industrial Villages Project :

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In 1998, TAT and the consultants of OECF (JBIC) in consultation with DIP have seen the potential to develop and promote some industrial villages and other qualified villages as tourist attraction in the form of local arts and crafts, rural industries as well as cultural related activities.

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2. Purposes of the Project :-

- 2.1 Promoting the participation of local people
- 2.2 Encourage rural strength by mean of economic activities
- 2.3 Stimulating and encouraging development vision of the villagers in targeted villages to participate in the establishment of Rural Industrial Villages for Tourism

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2.4 Promoting the creation of community industries by the Department of Industrial Promotion in cooperation with involving public and private agencies, e.g., TAT, Regional Industrial Promotion Centers, Provincial Industrial Offices, Provincial Administration, Municipalities, Tambon Administration, other government and educational institutions, etc.

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3. Strategies

- 3.1 DIP as focal point of cooperation among public and private organizations, private business and community enterprises.
- 3.2 Encouraging the participation of village members in managing village industries and the community centers by themselves.

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Strategies

- 3.3 Encouraging investment of village members in cottage and handicraft industries
- 3.4 Promoting eco-museum as a network of cooperation among various businesses and interest groups in the village
- 3.5 Applying garden design and landscaping development in order to make the village more attractive with serene environment.

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4.Places of operation :
20 villages in 19 provinces in Thailand
Northern Region

- 1) Ban Satan, Amphor Chiang Saen, Chiang Rai
- 2) Ban Thong Fai, Amphor Mae Chaem, Chiang Mai
- 3) Ban San Pa Muang, Amphor Muang Payao
- 4) Ban Pa Pu, Amphor Muang Mae Hongson
- 5) Ban Na Ton Chan, Amphor Si Satchanalai, Sukhothai
- 6) Ban Thung Luang, Amphor Kirimas, Sukhothai
- 7) Ban Na Ta Pho, Amphor Ban Rai, Uthaitхани

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Brief details of some villages

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Ban Na Ton Chan Rural Industrial Village for Tourism

Location : Tambon Ban Tuek, Amphor Sri Satchanalai, Sukhothai Province

- 18 KM. from Si Satchanalai Urban Center
- 6 hours drive from Bangkok
- 1 hour by air from Bangkok and 1 hour drive from Sukhothai Airport

En route to the World Heritage-Sukhothai and Si Satchanalai Historical Parks

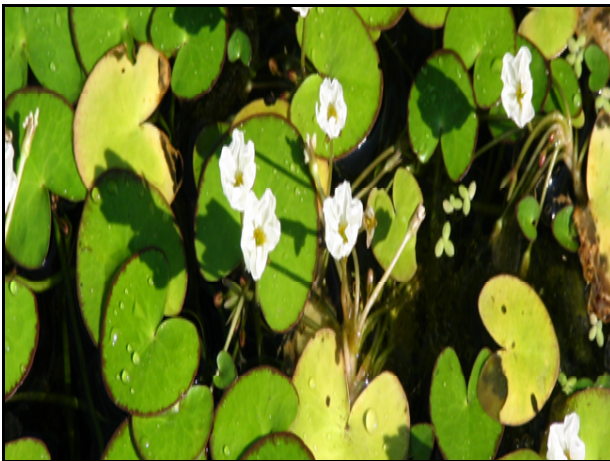
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Products and attractions

- Hand-loom fabric with typical Chok and Khit technique
- Wooden crafts, wicker works,
- Traditional noodle " Phra Luang Noodle"
- Fruit orchards: Durian, Longkong
- Traditional ceremony with elephants playing the main role

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Tram as transfer coach from airplane to Srisamlong Airport, Bangkok Airway Airport, Sukhothai



Members of the Management Committee of the Community Center, Ban Na Ton Chan Rural Industrial Village, Sukhothai



Sign board at the Community Center showing brief background of the project



Member of the Management Committee discussed with officers from JBIC Bangkok Office, 2005



Place mat made from traditional hand-woven fabric, Ban Na Ton Chan, Sukhothai