





The Development Plan and Implementation

How does this project plan and develop?

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5. Development Plan

- The Development plan for the Rural Industrial Village for Tourism was prepared for the budget year 1999 – 2003 with extension to 2005.

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Implementation

- The implementation of the project was applied between January 1999- December 2003 with the extension of some activities regarding landscaping development up to September 2005.

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6.Aims of the project

6.1 Develop 20 targeted villages as Industrial Villages for Tourism

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Aims

6.2 Construction of a community centre comprising a sale and village products demonstration building, a restaurant building, a toilet building and parking for each target village, 20 community centers in total.

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6.3 Set up a Community Centre and Rural Industrial Village Management committee for each village by election among the member of the village

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Training

6.4 Organize training in various aspects of business management both production and marketing and related fields in order that the Village Management Committee and village members have adequate knowledge and experience to run their community enterprises of industrial business effectively.

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6.5 Encourage the Village Management Committee to set up village information, village tour, home stay, village product distribution system, etc., as village services for tourists.

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6.6 Publicize the existing of the industrial villages for tourism through mass media, tour companies and other public relation channels.

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7. Administration of the project


- **7.1 Overall administration : The committee on the Tourism Promotion for Industrial Village Development has been set up since 1999 in order to administer the project.**

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- The Committee is composed of officers from DIP and TAT, and chaired by the Director of the Bureau of Cottage and Handicraft Industries Development, Department of Industrial Promotion.

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The Working Group on Technical Matters, chaired by Mr.Chinnaphat Sanghawuttichaikul, is also set up for taking care of training and rendering technical know-how to the Village Management Committees and the members of the villages.

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- Different level of training courses and seminars have been organized during the past 5-6 years.


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7.2 Building Plan for Construction the Community Centres :

- The TOR for Construction Plan was determined and agreed upon by the Committee on the Tourism Promotion for Industrial Village.

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- By mean of bidding, the SQ Architect and Planner Co.,Ltd.,was assigned to work on designing the building plan for using in constructing the community centres.

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⌘ **Four styles of buildings**


Lanna Styles for Northern Region

Isarn Style for North-Eastern Region

Central Style for Central Region


Panyah Style for Southem Region

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- However, comments were made that each village should have the building in its particular style to match the culture and environment of the village.

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- **7.3 Administration of the Project Implementation**
- Seven main parts or activities concerning the implementation of the project:-
- 7.3.1 Selection of the potential villages
- 7.3.2 Construction of the community centre buildings

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- 7.3.3 Organizing training courses and seminars in all aspects of community businesses or rural industrial enterprises.

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- 7.3.4 Preparing landscaping plan and implementation to maintain village traditional environment and rural charming

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- 7.3.5 Marketing promotion and publicize the villages
- 7.3.6 Convey detailed research for improving village management
- 7.3.7 Overall follow-up

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8. Selection of the Potential Villages

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Criteria for selection

- 1) The villages have public land or donated land with the size of the area adequate for the construction of the community centers.
- 2) The villages have distinctive products
- 3) The villages are en route to tourist attractions

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- 4) The occupation groups in the villages have further potential of development and becoming community enterprises.
- 5) The villages have cultural heritages that can be preserved and promoted as cultural attraction for tourists.

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□ 9. The Community Centers

Each Community Center comprises:-

- 1) Exhibition and sale building
- 2) Restaurant building
- 3) Toilet building
- 4) Parking

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9.1 The Community Center

- 1) A building of one story, app. 200 square meters, as village products outlet and information services for tourists.
- 2) A restaurant building, 120 square meters, for serving traditional food and delicacies.

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- 3) A toilet building, 40 square meters, for men, women and the disabled.
- 4) Parking lot for 30 cars.

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9.2 Functions of the community centers


- 1) Serving as facilities center for village activities
- 2) Serving as reception and village information center for tourists

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- 4) Serving as a forum for showing traditional performances, cultural show and village life
- 5) Serving as facility for the use of handicraft and cottage industries groups, and community functions, e.g., venue for meeting, community works, etc.

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9.3 Strategic Location of the Community Centers : Three concepts


- 1) Location inside the village
- 2) Just outside but closed to the village periphery
- 3) Outside the village on main communication route

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- 20 targeted villages of the project have their community centers in different locations as mentioned above.


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9.4 Construction of the Community Centre Buildings

- 9.4.1 Execution agency : the Department of Industrial Promotion (DIP) has been assigned to execute the construction of the community centres of 20 villages in consultation with the consultant company of OECF or JBIC Loan under TAT projects.


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9.4.2 Person in charge and Committees

- An officer of DIP, Mr. Chumpong Limpigovida, is in charge of the construction in cooperation with the Regional Promotion Centres and the Provincial Industrial Offices whereas the Rural Industrial Villages for Tourism located.
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- In the above matter, two local committees at each location were set up for controlling the construction :-

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- 1) The Construction Inspection and Follow-up Committee
- 2) The Work Acceptance Committee.
- Members of the above committees comprise:-
 - - officers of the Regional Industrial Promotion Centres
 - - officers of the Provincial Industrial Offices
 - - chairpersons of the Village Management Committee at each location of the targeted village

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- 9.4.3 Construction companies
- As the purpose of distribution of construction work to local companies in each province of the targeted villages, local construction companies were employed by the formal method of bidding.

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- In this regard, 18 local construction companies in different provinces were employed.

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- 9.4.4 Problems and obstacles
- 1) The problem of land use :
 - Many targeted villages proposed to use the public land in the village under the consensus of the villagers who agreed fully to the establishment of the community centres.
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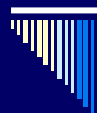
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- However, requiring permission of using public land from concerning ministries has taken incredibly long time; some villages have taken more than two years. And as unfavorable result, the community centres of two villages, one in the South and the other in the North-East have not been constructed.
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- 2) Problem of imperfect construction :
 - Some facilities at the community centres, e.g., toilets are not in perfect condition. However, some construction companies are not alert enough to correct their works properly even the works are in guarantee period.

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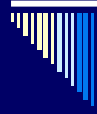
- 3) Prolonged time of construction :
 - All members of the targeted villages agreed and were enthusiastically waiting for the construction of the community centres, and the Village Management Committees of most villages were alert to work at the centres. The prolonged period of construction impede them to work actively.

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- **10. Management Capacity Development :**
- **10.1 Purposes:-**
 - 1) To educate the Village Management Committees and village members in various aspects of production ,marketing , financial and environment management .
 - 2) To provide the training in the way that the Committees can manage the centers and the villages by themselves in the long run.

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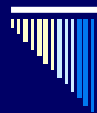
- 3) To enhance the vision of community enterprises that the principles of self-reliance and self-sufficient is the core of village economy and social life.

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- **10.2 Strategies of management capacity building:**
 - Training , seminars, workshops,
 - Study visits, cross villages visits
 - Giving in depth consultation
 - Self assessment

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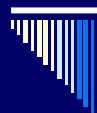
- Input of managerial skills from various sources including those from the Road-Side Stations from Japan.

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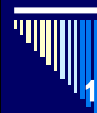
- **10.3 Topics of training, seminars, workshops, study visits, consultation :-**
 - Production management
 - Product design and quality development
 - General management and merchandising management

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- Marketing and packaging management
- Home stay and village tour management
- Landscaping and gardening promotion
- Concept of eco-museum, etc.

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10.4 Levels of training and seminar :-

1) Village level : Topics of training and seminar

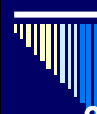
- the project participatory seminar in the way of bottom up met the top down
- production technique to meet the requirement of each village

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- management seminar for each village
- product design and quality development of each village

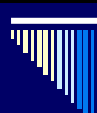
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2) Regional level :

Various seminars and workshops were organized at the regional level where members of villages in those regions joined the events :-

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Topics

- Marketing and Financial Management and Community enterprise planning organized by DIP
- Village Tour Guides by TAT
- Home Stay Management by DIP

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3) Inter-regional level :-

- Community enterprises development planning workshops for village members from the North and the North-East, and the Central and the South
- Product development and producers meet the buyers seminar, etc.

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4) National level:

- - Landscaping , environment and Thai life style conservation
- - Product development and managerial skill in marketing , etc.

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5) International level :

- Managerial skills development workshops co- organized in Thailand by DIP, JBIC,TAT in cooperation of Tomiura and Uchiko Road-Side Stations in Japan.

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- -Study missions from Tomiura and Uchiko road-side stations members visiting several Rural Industrial Villages for Tourism, e.g., Ban Yang Thong, Ban Kham, Ban Nong Khao and Ban Kiriwong in Thailand.

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- -Study missions from Thailand visiting Tomiura and Uchiko Road-Side Stations in Japan, a programme under JICA and JBIC.
- - A lot of experiences learned from the missions.

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11.Landscaping Plan :

- In order to conserve village environment and rural charming, Silapakorn University is assigned from DIP to prepare landscaping plans for six villages and implementation was finished by September 2005.
- A matter of maintenance be the villagers?

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12 Marketing Promotion and Publicity

Apart from the community centers which is functioning as village products outlet, the involving organizations have invited village members to participate in various fairs and events in Bangkok and in different provinces.

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Some events

- - Top Industrial Villages and Thai Hand-loom Fabric Fair in Bangkok organized by DIP
- - Thai Tourism Fairs in Bangkok by TAT, etc.

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- Video and brochures to publicize the villages prepared by TAT and DIP and JBIC Journals.
- - A book about the development of the Tourism Promotion for Industrial Villages Development will be issued soon.
- - JETRO has particular programme for certain village and the road-side station in Japan.

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13.R&D for better management

Detailed research for the improvement of management of the targeted villages was conveyed by the Research Institute of Khon Khaen University in 2003-2004 under JBIC assistance in cooperation with DIP.

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14. Overall follow- up :-

- 1) By DIP and its Regional Centers
- 2) By JBIC Bangkok and Tokyo Offices

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15. Achievement :

Different levels of achievement :-


Factors or keys of success:-

- Leadership of village leaders
- Level of cooperation among the Village Management Committees and local administrations
- Understanding and cooperation of village members
- Viable of village products in tourist and local markets

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- - Continuity of promotion from organizations concerned,
- Active promotion from Japanese local governments is very good sample.

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16. Overall problems and obstacles :-

- 1) Internal problems in the villages**
- 2) Problems between the village management committees and local administrations**
- 3) Problems from outside organizations?**


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Part 5 :Some recommendations for promoting crafts villages based tourism.

- -Careful survey and selection of potential villages - least politic
- -Sound and advanced planning
- -Integrated plan
- -Active participation of village members
- -Appropriate training and seminars on adequate subjects
- -Active mentoring system including following up

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Part 6 : Q& A

Thank you for your attention.

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