

DIGITIZING SUSTAINABLE TOURISM DEVELOPMENT WITH DASTA

The Office of Tourism Competence Development has continuously developed its information technology system, providing digital information in the form of e-Service platforms. Recognizing that digitization of the information contributes to more convenient and more inclusive access to the bodies of knowledge on sustainable tourism development, DASTA has introduced the following digital platforms to further disseminate such information to the tourists, local communities, and the general public in designated areas and others to become designated areas under DASTA's administration.

DASTATRAVEL AND DASTA KNOWLEDGE

DASTA's original websites that provide tourism information of the designated areas under DASTA's administration for public access. They gather tourism insights accumulated by DASTA during its on-field tourism development.

Tourism communities and businesses may also apply the information published on these websites to boost the effectiveness of their sustainable tourism development endeavors.





SMART DASTA

DASTA's mobile application to disseminate information, news, activities, goods, services, and privileges pertaining to sustainable tourism in DASTA's designated areas.

SMART DASTA serves as a tool for enhancing communication and an online marketing channel for tourism businesses, tour guides, tourists, and related networks in the designated areas.

The application is available for download on both iOS and Android devices.

CBT THAILAND

DASTA's web application that provides the information about community-based tourism in Thailand. CBT Thailand web application consists of three features:



The self-assessment system is a platform for tourism communities for communities to evaluate their competencies based on the Community-Based Tourism Development Criteria of Thailand (CBT Thailand). The system stores information and presents concrete reports, allowing communities and developers to assess their preparedness and competencies to provide effective tourism activities. Moreover, it serves as a guideline for establishing directions, tools, and strategies for developing the tourism industry of any given community – effectively resolving problems and meeting market demand.



The database gathers all the important information such as attractions, activities, restaurants, hotels, local products, and souvenirs for each tourist destination partnered with DASTA.



The testimonial serves as the center of tourism information and community-based tourism experiences in the form of reviews. The website allows domestic and international tourists to have a glimpse of community-based tourism activities in Thailand, selecting destinations which fulfill their travel preferences.