

OFFICE OF DESIGNATED AREA 9



1. Brief Information

Office of Designated Area 9 or DASTA 9 focuses on



(1) Operating in the Andaman Tourism Cluster and Southern Islands in 5 provinces, including Phuket, Phang Nga, Krabi, Trang and Satun



(2) Forming tourism development action plans for the designated area through collaboration, promotion, support, and evaluation of operations with various agencies and different sectors both inside and outside the organization to achieve the objectives or adhere to the strategies of DASTA as the main agency of the organization



(3) Proposing measures to promote the management and development of tourism in the designated area to the Tourism Development Committee and implementing measures in collaboration with network associates



Providing advice to relevant agencies in the designated area and ensuring that they manage and develop tourism in the designated area in accordance with the tourism development action plans



Overcoming problems, obstacles, and limitation to implement policies and achieve the goals of tourism development action plans



Creating community participation mechanism and determining the management styles in the designated area by jointly designing and developing a community participation management mechanism that allows the community members to receive benefits of sustainable tourism in the form of co-creation



Implementing the criteria of Thailand's Community-Based Tourism Development in accordance with the sustainable Community-Based tourism strategy plans to create prototype communities



Monitoring, inspecting, and assessing the operational results of the relevant agencies in accordance with the tourism development action plans



Preparing and presenting reports on tourism situations to the National Tourism Policy Committee



Forming action and operational plans and organizing projects in accordance with the strategic plans of DASTA to create sustainable tourism in the designated area



Cooperating with the central agencies and network associates involved in the development of the designated area to promote sustainable tourism based on economic, social and environmental balance



Being a **rapid force unit** that coordinates, promotes, and supports the development of tourism products or tourist destinations as well as conserving and restoring the tourist destinations before handing them to the communities



Monitoring and assessing the operational results of various projects and indicators of organizations, such as the level of happiness of the people and tourists in the area, the additional revenue from the increase of tourism, the decrease of income inequality among the people in the area, and the increase of employment levels, etc.

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3. Outstanding projects of DASTA Area 9



Formed a community tourism development strategy in the Andaman Tourism Cluster and Southern Islands in accordance with the criteria of Thailand's Community-Based Tourism Development

Organized an activity to improve the capability of prototype communities by 1) building an understanding of the criteria for Thailand's Community-Based Tourism 2) building an understanding of tourism development tool 9 + 1 building blocks, and 3) using Get & Give tool



Collaborated with local agencies in the designated area to develop tourism through different activities and events, such as organizing a meeting to push social enterprises to drive Community-Based Tourism forward, developing Community-Based Tourism in collaboration with the Office of Tourism and Sports, and presenting the operational results to the Committee of Tourism Development

Collaborated with the central DASTA to carry out projects with the focus on the Andaman Tourism Cluster; for example, the office developed creative tourism activities and collected data regarding the revenue generated from the activities



Trained local interpreters in Krabi and Phang Nga Provinces

Organized a meeting to build a good image and understanding of sustainable tourism at Satun Province

