

# OFFICE OF DESIGNATED AREA 8



## 1. Brief Information

### Office of Designated Area 8 or DASTA 8 focuses on



(1) Operating in the Royal Coast Tourism Cluster, which covers 4 provinces including Phetchaburi, Prachuap Khiri Khan, Chumphon, and Ranong



(2) Forming tourism development action plans for the designated area in collaboration with others



(3) Executing action plans by coordinating, promoting, supporting, and assessing the operations in collaboration with agencies and sectors inside and outside the organization to ensure that the operations adhere to the strategies or achieve the objectives of DASTA



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



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



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



Creating community participation mechanism and determining the management styles in the designated area



Proposing the Tourism Development Committee to amend laws, regulations, rules or cabinet resolutions that hinder tourism development in the designated area



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



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







Preparing reports on the operational results of the tourism development action plans



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

-  Driving forward Community-Based Tourism tools to create an interesting tourism industry to attract tourists' attention
-  Being a rapid force unit that coordinates, promotes, and supports the development of tourism products or tourist destinations as well as conserves and restores 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.
-  Managing risks and controlling internal operations of the office of designated area to ensure the highest standards and efficiency

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## 3. Outstanding projects of DASTA Area 8

### 1. Project to develop and promote creative tourism products in the designated area



#### Developed creative tourism activities

Developed a body of knowledge about creative tourism for communities or targeted tourist destinations in the Royal Coast Tourism Cluster (Phetchaburi and Prachuap Khiri Khan)



### **Promoted and developed a community participation mechanism to drive sustainable tourism forward**

Organized a meeting discussing operational directions of Community-Based Tourism network in the Royal Coast Tourism Cluster and exchanged knowledge regarding Community-Based Tourism management



### **Encouraged the network to work in an integrated way and pushed for tangible sustainable tourism in the Royal Coast Tourism Cluster (Phetchaburi and Prachuap Khiri Khan)**

Elevated local ingredients and created sustainable food culture, designed community's tourism routes, managed knowledge in tourism development, trained interpreters, and assessed the operational results of the communities in the Royal Coast Tourism Cluster



### **Promoted Community-Based Tourism activities in the designated area**

Organized a lesson-learned session to learn from the operation of Community-Based Tourism network of the Royal Coast Tourism Cluster

## **2. Project to develop tourism destination management and tourist facilities in the designated area**



Established guidelines and plans for the restoration of current tourist destinations



Developed new tourism activities suitable for the area to attract tourists



Improved the landscape along the coastal road in Phetchaburi Province

### 3. Formed a tourism development operational plan to alleviate the impacts of the COVID-19 outbreak after the crisis



Organized an activity for tourism entrepreneurs and hotel owners in the designated area to survey tourism routes



Organized a tourism marketing activity to promote creative tourism



Organized a tour of inspection to evaluate and train local interpreters in collaboration with specialized local guides or professional guides from the Professional Tourist Guides Association of Thailand; improved the safety and hygiene of tourism services in conjunction with local public health agencies

#### 4. Photos

Activity to elevate the local food



Activity to develop community's tourism routes