

Designated Areas for *Sustainable Tourism Administration* ———— (Public Organization) ————



Designated Areas for Sustainable Tourism Administration (Public Organization) or DASTA was founded under the Ministry of Tourism and Sports in accordance with the Royal Decree on Establishment of DASTA B.E. 2546 (2003). DASTA has performed as a central organization for 17 years to cooperate, promote, and support all developing parties in Designated Areas for tourism integration. The parties involved shall take part in co-creation, which comprises “Co-thinking, Co-planning, Co-acting, Co-responsible, Co-benefiting and Co-own.”

DASTA has strengthened its networking by cooperating intensively with existing alliances together with seeking new alliances and providing them opportunities to share resources for sustainable tourism development in the Designated Areas. It aims to enable communities to generate income from tourism and distribute it among the local people while conserving the identity, culture, and long-established traditions, as well as safeguarding tourist destinations, to be impressive destinations for Thai and foreign tourists to recall and make return visits.

DASTA Operating Philosophy

To maintain
equilibrium
among



economy



society



the
environment

to achieve sustainable tourism through participation processes.



Objectives

1



Coordinating tourism administration with government agencies, state enterprises, local administrative organizations, or other state units with authority, or assigned to administer tourism at national, regional or local levels

2



Coordinating the use of authority by government agencies, state enterprises, local administrative organizations, or other state units with authority and duties concerning the development of the economy, society, community, town planning, tourism, environment, or law and order, in order to integrate sustainable tourism administration

3



Promoting and supporting environmental development and conservation for sustainable tourism

4



Promoting the use of the potentials of various agencies both in the public and private sectors in tourism market development

5



Promoting tourism development by communities and developing tourist attractions in community areas through the participation of all local relevant sectors

6



Promoting and supporting local administrative organizations and local communities to maintain local art, traditions, local wisdom, and admirable culture

7



Promoting the compilation of tourism information and research about tourism and the development of tourism knowledge management mechanisms both inside and outside of the country, as well as developing a model or a learning center for tourism development

8



Promoting the development potential tourism areas, so as to create employment and uplift the quality of life and livelihood in the localities

9

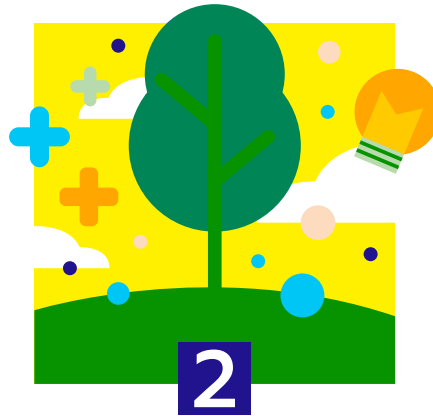


Operating in designated areas or tourist destinations as assigned by the Committee of National Tourism Policy

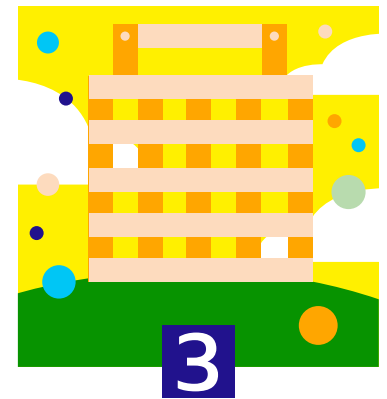
The formulation of policies and strategic plans for the administration of designated areas for sustainable tourism as follows:



Segregating land uses, ensuring that construction works blend in with the environmental conditions, creating town plans, and maintaining green areas in segregated lands.



Conserving, restoring and utilizing the environment in a balanced manner, determining the carrying capacity for tourists without causing more than necessary damage to the environment, setting up indicators, and assessing environmental impacts.



Supporting the household industry by using local materials, developing handicrafts, and helping local communities in designing products, as well as creating markets and demand for local products.



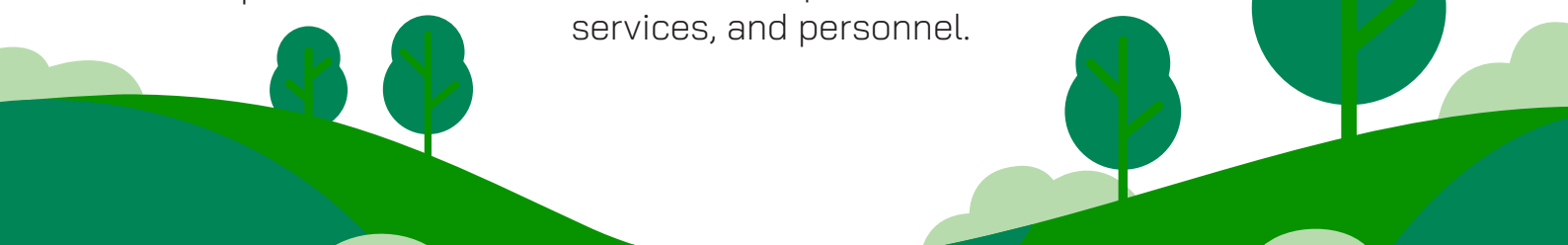
People and communities participating in designated areas and complying with different measures, namely hygiene measure, environmental pollution control measure, and waste disposal measure.



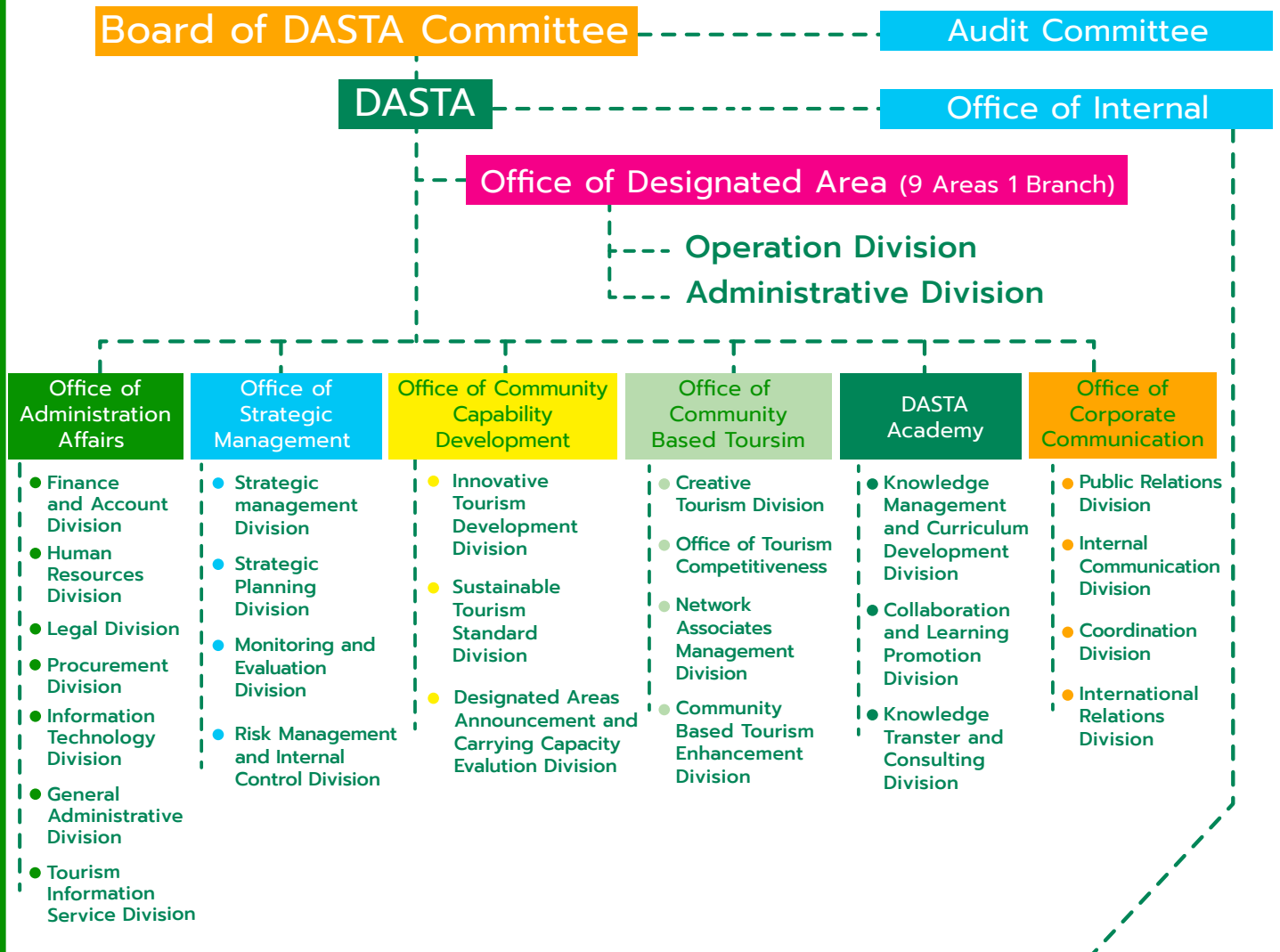
Developing a network of necessary infrastructure for tourism development, namely transportation system, basic facilities for tourism, and developing tourist destinations, activities, products, services, and personnel.



Promoting integrated tourism and tourism market



Organization Management



Designated Area 1	Bang Kachao, Samutprakarn Province
Designated Area 2	South Isan Civilization Tourism Cluster
Designated Area 3	Active Beach Tourism Cluster and Pattaya City, Chang Island and related areas
Designated Area 4	Cultural World Heritage Tourism Cluster and Historical Park of Sukhothai, Si-satchanalai and Kampaengphet
Designated Area 5	Mekong River Folkways Tourism Cluster and Loei
Designated Area 6	Lanna Civilization Tourism Cluster and Nan Old City
Designated Area 7	Central Chao Phraya River Folkways Tourism Cluster and U-Thong Ancient City
Designated Area 8	Royal Coast Tourism Cluster
Designated Area 9	Andaman Tourism Cluster and Southern Islands