United Nations Development Programme

Country: THAILAND
Initiation Workplan

Project Title:	**Sustainable Tourism for Human Development**
Expected CP Outcome(s):	By 2021, systems and processes are more effective and equitable to progressively advance inclusive, sustainable and people-cantered development for all people in Thailand
Initiation Plan Start Date:	20 July 2017
Initiation Plan End Date:	19 July 2018
Implementing Partner:	UNDP Thailand

Brief Description

In 2013, over 26 million tourists visited Thailand while the revenue from tourism industry was 1,171,651 trillion Bath (or USD34 billion). However, according to a study from Chulalongkorn University, 80% of the profits are in the hands of foreign or large local tourism operators. Local people living in the area of travel destinations do not fully gain the benefits from this economic growth. At the same time, they have to absorb the potential negative impact toward socio-culture and environment incurred from the tourism industry.

To help address these issues, UNDP will engage with Thailand's thriving tourism industry using UNDP's expertise and experience in human and community development. This Initiation Workplan will build capacity of local communities in tourist destinations, promoting sustainability and a fairer distribution of income to local and marginalized communities who offer 'creative and sustainable travel activities' and mitigate the potential negative impact to socio-culture and environment of the host communities and ultimately helping the locals have better livelihoods.

The project will partner with key government agencies, the private sector and social enterprises working in tourism development and promotion and local development to develop tourism destinations and activities that are more sustainable and improve the livelihood of local people using the human development approach.

Atlas Project ID:	00099878	Total resources required	USD 220,000
Atlas Output ID:	00103095	Total allocated resources:	USD 220,000
		o Private sector	USD 200,000
LPAC Meeting Date:	4 July 2017	o UNDP (TRAC)	USD 20,000
		Unfunded budget	_____
		In-kind Contributions	_____

Agreed by UNDP: _____ Date: _____

21 JUL 2017

Ms. Deirdre Boyd

21 July 2017

UNDP Resident Representative

I. PURPOSE AND BACKGROUND

The Support that UNDP can provide to an upper middle income country like Thailand is dramatically different from the assistance it has historically provided. UNDP has long been recognized in Thailand for its Human Development approach, through among other things, the UNDP Human Development Lifetime Achievement Award presented to King Rama 9 in 2006.

Today, Thailand faces new emerging development challenges. Thailand has a large and growing skilled and educated domestic workforce capable of leading and managing the significant economic policy reforms required to support transformational economic growth. However, the largest challenge the country is facing is not so much economic growth, but the distribution of that growth. UNDP can play a constructive role in this regard through this initiative.

The emerging problems now facing Thailand are not those of meeting basic needs, but rather issues which are a product of Thailand becoming a semi-industrialized country in a globalized world (National Human Development Report, 2009). These include i) the fate of the smallholder farming sector which faces multiple threats yet still plays a major role in livelihoods, ii) many people in the urban areas still face intermittent poverty due to insecurity of income and employment, iii) hazardous waste and various forms of pollution are real concerns particularly in areas with high urbanisation and industrialisation, and iv) the persistent income inequality which underlies the social and political cleavages and is reflected in the diverse range of qualities of services and citizenship.

In 2013, over 26 million tourists visited Thailand while the revenue from tourism industry was 1,171,651 trillion Bath (or USD34 billion). However, according to a study from Chulalongkorn University, 80% of the profits are in the hands of foreign or large local tourism operators. Local people living in the area of travel destinations do not fully gain the benefits from this economic growth, and when they do, the benefits are rarely shared among community members or invested into the community. At the same time, they have to absorb the potential negative impact toward socio-culture and environment incurred from the tourism industry.

Tour operators in Thailand rarely bring customers to local communities and focus on mainstream travel tours and packages that satisfy the perceived needs of tourists. Increasingly however, travellers demand unique local experiences, but they have limited time and face difficulties in searching for those activities. In addition, while many locals could potentially offer unique interesting activities, they have limited skills in English speaking, creating and pricing travel products, doing online marketing and reaching out to potential travellers.

Thus, the key challenge is to fulfil the potentials of communities to be tourist destinations while also find community-based tourism mechanism and model that can equally distribute benefit to all community members. Fulfilling the potentials of communities will cover wide ranges of activities such as identification of communities, building capacity of local communities to offer alternative travel activities , which are more sustainable, bringing tourists to local communities who offer these 'creative and sustainable travel activities'.

On the other hand, the project aims to ensure sustainability of tourism through seeking consensus and developing mechanism for equal benefit to community members as well as mitigating the potential negative impact to socio-culture and environment of the host communities and ultimately helping the locals have better livelihoods.

To help address these issues, UNDP will engage with Thailand's thriving tourism industry. In line with UNDP's new Strategic Plan (SP) 2014-2017, this new, innovative approach will support UNDP Thailand's role in strengthening links between the government (national and local levels), private sector, citizens, and other development actors to empower communities, with reference to human development approach for sustainable tourism. The following are examples of activities for this project:
- Identify potential communities for sustainable tourism
- Build and strengthen capacities of communities for sustainable development tourism activities;
- Develop mechanisms such as community trust funds to ensure equal benefits and investment in community development.
- Promoting sustainable development tourism as a real alternative to mainstream travel tours and packages in order to mitigate negative impact to socio-culture and environment;
- Innovating sustainable tourism using human development approach to address local development challenges;
- Encouraging the public to be part of sustainable tourism;

- Leveraging both government and non-government resources to help address local development challenges though sustainable tourism
- Promoting UNDP's human development as an important approach to address development challenges in Thailand with reference to sustainable tourism activities.
- Leveraging UNDP profile in offering human development approach in Thailand

II. RISKS

The project fully recognizes a number of risks that will need to be monitored during the initiation phase to ensure the intervention process is carefully implemented. These include:

a) Failure to curate alternative and sustainable travel activities which can attract tourists and generate income and better livelihood for local communities. UNDP has identified a local social enterprise partner, called "local alike", who has proven track records and experiences in developing and marketing these lifestyle travel activities at local level. (see more details at www.localalike.com)

b) Inability to attract government and non-government resources to join the activities and develop innovative development solutions. To mitigate this risk, UNDP has started engaging with Tourism Authority of Thailand and private sectors to develop concept note and workplan and have secured commitment at working and high-levelled decision making of TAT and Prime Minister's office. UNDP has also widely publicized through both social media and traditional media channels with high-quality promotional materials on UNDP role's on sustainable tourism and human development. Cultivating partnerships with the media (TVs and lifestyle magazines), tourism authorities, and Thai and multi-national companies will be crucial.

c) Lack of strong community ownership and engagement with the initiative. UNDP will work with Local alike and other partners as well as local authorities to conduct community consultations and workshops in order to understand their needs and challenges that they would like project to help address.

III. EXPECTED OUTPUTS

The Initiation Plan proposes the following activities and expected outputs:

➢ Output 1: Capacity of local communities built and mechanism for sustainable tourism (local committee, community trust fund) established to provide sustainable tourism for better income, livelihood, and community development.

➢ Output 2: UNDP's human development approach recognized among government and non-government agencies and public.

Outputs and related Activities

Output 1: Capacity of local communities built and mechanism for sustainable tourism (local committee, community fund) established to provide sustainable tourism for better income, livellhood, and community development.

Activity 1.1: Identify communities for sustainable tourism and sustainable tourism activities

Activity 1.2: Conduct field work and consultative meetings/workshops with targeted communities to develop travel activities and document local development challenges

Activity 1.3: develop local mechanism and business model for equal income distribution and investment in community development, -and mitigate negative impact from tourism activities

Activity 1.4: identify and develop sustainable tourism activities and build capacity of local community member to offer sustainable tourism activities.

Activity 1.5 curate and market 4 targeted communities to promote sustainable tourism.

Output 2: UNDP's human development approach recognized among government and non-government agencles and public

Activity 2.1: Develop concept of UNDP human development in support to sustainable tourism
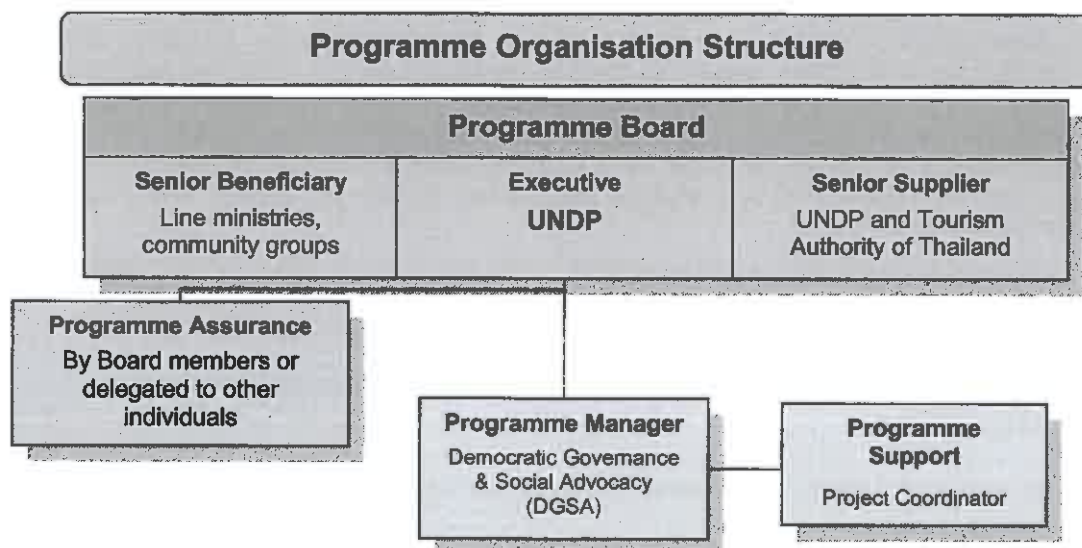
Activity 2.2: Conduct field work with identified "sustainable tourism models" in relation to human development to demonstrate the value of human development in addressing development challenges.

Activity 2.3: Promote human development approach in sustainable tourism though media

IV. MANAGEMENT ARRANGEMENTS

The Initiation Plan will be implemented through direct implementation (DIM). UNDP will be responsible for coordinating with the participating national partners in the implementation of programme activities. Participating programme partners include Tourism Authority of Thailand, Local Alike, private sectors, local community and other relevant agencies. UNDP aims to enter agreement with Air Asia to jointly develop and implement the project. The participating partners are responsible for the implementation and delivery of the specific Outputs/Activities and responsible for the day to day management of the activities.

In this regard, to ensure participation and ownership of the programme by all participating partners, one Joint Programme Board will be established (as illustrated below) with the participation of IP and all sectoral participating partners.

Programme Organisation Structure

Programme Board

Senior Beneficiary	Executive	Senior Supplier
Line ministries, community groups	**UNDP**	UNDP and Tourism Authority of Thailand

Programme Assurance
By Board members or delegated to other individuals

Programme Manager
Democratic Governance & Social Advocacy (DGSA)

Programme Support
Project Coordinator

The Initiation phase will be managed out of UNDP Thailand in close cooperation with all partners.

V. MONITORING

In accordance with the programming policies and procedures outlined in the UNDP Programme and Operations Policy and Procedures, the programme will be monitored through the following:

Within the annual cycle
  ➤ On a quarterly basis, a Quarterly Progress Reports (QPR) shall be submitted by the Programme Manager to the Programme Board through Programme Assurance, using the standard report format available in the Executive Snapshot.
  ➤ A Final Report shall be prepared by the Programme Manager and shared with the Programme Board. As minimum requirement, the Final Report shall consist of the Atlas standard format for the QPR covering the whole year with updated information for each above element of the QPR as well as a summary of results achieved against pre-defined annual targets at the output level.

VI. ANNUAL WORK PLAN

Year: July 2017 – July 2018

EXPECTED OUTPUTS	PLANNED ACTIVITIES	TIMEFRAME				RESPONSIBLE PARTY	PLANNED BUDGET		
		Q3 2017	Q4 2017	Q1 2018	Q2 2018		Funding	Budget Description	Amount (US$)
Output 1: Capacity of local communities built and mechanism for sustainable tourism (local committee, community trust fund) built established to provide sustainable tourism for sustainable travel activities curated and marketed for 4 targeted communities to promote community-based development to generate better income, and llivelihood, and community development **Indicator:** newly developed community with sustainable tourism programme **Baseline:** No tourism activities for existing livelihood activities **Target:** total of 4 communities with sustainable travel programme developed and marketed.	1.1: Identify communities for sustainable tourism and sustainable tourism activities 1.2: Conduct field work and consultative meetings/workshops with targeted communities to develop travel activities and document local development challenges 1.3: develop local mechanism and business model for equal income distribution and investment in community development, and mitigate negative impact from tourism activities 1.4: identify and develop sustainable tourism activities and build capacity of local community member to offer sustainable tourism activities. 1.5 curate and market 4 targeted communities to promote sustainable tourism.	X X	 X X X	 X X X	 X X	UNDP	UNDP Private sector (RMS Publishin g Co., Ltd)	75700 Training/ Workshops 72100 Contractual services-companies 71600 Travel 72400 Communication & material	15,000 65,000 10,000 10,000
Output 2: UNDP's human development approach recognized among government and non-	2.1: Develop concept of UNDP human development in support to sustainable tourism	X	X			UNDP	UNDP	72100 Contractual services-companies 72100 Contractual services-	20,000

EXPECTED OUTPUTS	PLANNED ACTIVITIES	TIMEFRAME				RESPONSIBLE PARTY	PLANNED BUDGET		
		Q3 2017	Q4 2017	Q1 2018	Q2 2018		Funding	Budget Description	Amount (US$)
government agencies and public Indicator: media coverage on UNDP's human development approach. Baseline: no media coverage on UNDP Human Development in the past 3 years. Target: 10 media coverage on UNDP's Haman Development approach.	2.2: Conduct field work with identified "sustainable tourism models" in relation to human development to demonstrate the value of human development in addressing development challenges. A2.3: Promote human development approach in sustainable tourism though media		X X	X X	 X		Private sector (RMS Publishing Co., Ltd)	companies 71600 Travel 72400 Communication	40,000 10,000 10,000
Project management cost	Project Coordinator	X	X	X	X	UNDP	Private sector (RMS Publishing Co., Ltd.)	71300 Local Consultant	10,000
	Implementing Support Services (ISS)	X	X	X	X			64397/74596 ISS	3,703
Total (Programmable amount)									193,703
	GMS 8%	X	X	X	X	UNDP	Private sector (RMS Publishing Co., Ltd.)	75100 GMS	16,297
	Direct Project cost (DPC)	X	X	X	X	UNDP	Private sector (RMS Publishing Co., Ltd.)	61100 DPC	10,000
GRAND TOTAL									220,000