



**ASIA
FAIR
TRADE
2016**



**Fair Trade
Tourism Session**

Ross Chandler

FAIR TRADE TOURISM SESSION

2016 || Gender Equity & Living Wage for Sustainable Business Growth

ASIA FAIR TRADE SUMMIT ประเทศไทย



FTOs and Tourism

Armenia

Indonesia

Nepal

Bangladesh

Thailand

Sri Lanka

ALMOST 50

Laos

Korea

WFTO-ASIA MEMBERS

PARTICIPATE IN

China

TOURISM ACTIVITIES

Cambodia

Hong Kong

Taiwan

India

Mongolia

Vietnam

Bianca Caruana
myaltruistictravels.com/

Pradeep Krishnappa
The Ants Craft

Bitten Hogh
Danyun Fair Trade

Amir Panzuri
Apikri

THANK YOU

Michael Kreitmeir
Little Smile

Christine Gent
WFTO-Asia

Sarah Schwepcke
**Responsible and
Inclusive Business
Hub**

Raihan Ali
Thanapara Swallows

Patwira Narasri
WFTO-Asia

Jaranya Daengnoy

**Director of the Thailand
Community-Based Tourism Institute**

JON JANDAI

Pun Pun - Centre for Self Reliance



Amir Panzuri

Executive Director of Apikri

Pradeep Krishnappa

Co-Founder and Director of The Ants Craft

Community-Based Tourism



Community Based Tourism



Thailand

CBT, as a tourism development tool.

➤ CBT is a new form of tourism that emerged over the last 2 decades. It emphasizes a **community-centered approach** in its operation and essentially deems capacity development of people in the communities the heart of tourism management.

This type of tourism not only responds to the **needs of tourists**, but also **empowers the locals** to apply their knowledge in managing tourism within their own communities.

Its goals are to protect and restore the natural resources in balance with local and cultural identity as well as to serve the economy of the communities, since caring for the resources is a collective responsibility of the community, not anyone in particular.

"Be Our Guest"

"Living, learning and sharing... moments in our lives..."



1. Community human resource development and participation



2. Empowerment of local cultures and traditional ways of life



4. Cultural exchange between hosts and guests.



3. Conservation and sustainable natural resource management



5. Increases community members' income

Goals of CIT



Community Based Tourism



Thailand

New voice and space to celebrate, share and support traditional, **sustainable livelihoods...**

Opportunities to develop new **sustainable livelihoods**

- 800 hectares of new mangrove growth in Leeled - increase prawn catches of poor fishers by 300%
- 10 % income increase for Muslim fisher families in Koh Yao Noi
- Improved land security and recognition for hilltribe farmers
- Improved relationships between National Park and community
- Market for green products - e.g. natural dyed cloth, organic coffee

"Be Our Guest"

"Living, learning and sharing... moments in our lives..."

CBT in Thailand

Presently in Thailand, there are 299 communities managing CBT in their communities;

- the 143 communities in the north
- the 48 communities in the central
- the 29 communities in the northeast
- the 79 communities in the south

All of them present different purposes and aspects such as environmental conservation, community development, additional income and livelihood improvement (Satarat, 2010).

There was 56 communities involved in 2002 (Leksakundilok, 2004)

WHAT IS FAIR TRADE TOURISM?

COMMUNITY

PROFITS

THE TOURIST

MARKETING

OTHER CONSIDERATIONS?

NEXT STEPS

TROUBLESHOOTING

1 OPPORTUNITIES FOR
DISADVANTAGED
PRODUCERS



2 TRANSPARENCY &
ACCOUNTABILITY



3 FAIR TRADE
PRACTICES



4 FAIR PAYMENT



5 NO CHILD LABOUR,
NO FORCED LABOUR



6 NO DISCRIMINATION,
GENDER EQUITY,
FREEDOM OF ASSOCIATION



7 GOOD WORKING
CONDITIONS



8 CAPACITY BUILDING



9 PROMOTE
FAIR TRADE



10 RESPECT FOR THE
ENVIRONMENT



TEN
PRINCIPLES
OF
FAIR TRADE



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**Do you want to participate in the
Fair Trade Tourism Scaling Up
Session on Friday at 7pm?**

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THANK YOU