

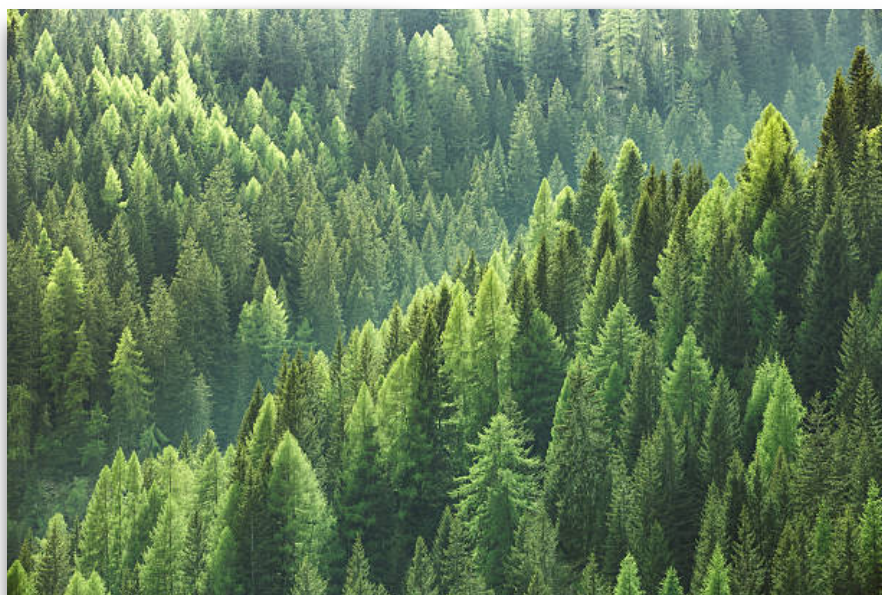
Beyond Plastic to Peace, Prosperity and Development Justice

How to Incorporate the UN SDGs into
Travel & Tourism Communication Strategies

Conceptualised and compiled by
Imtiaz Muqbil, Executive Editor
Travel Impact Newswire

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Foreword

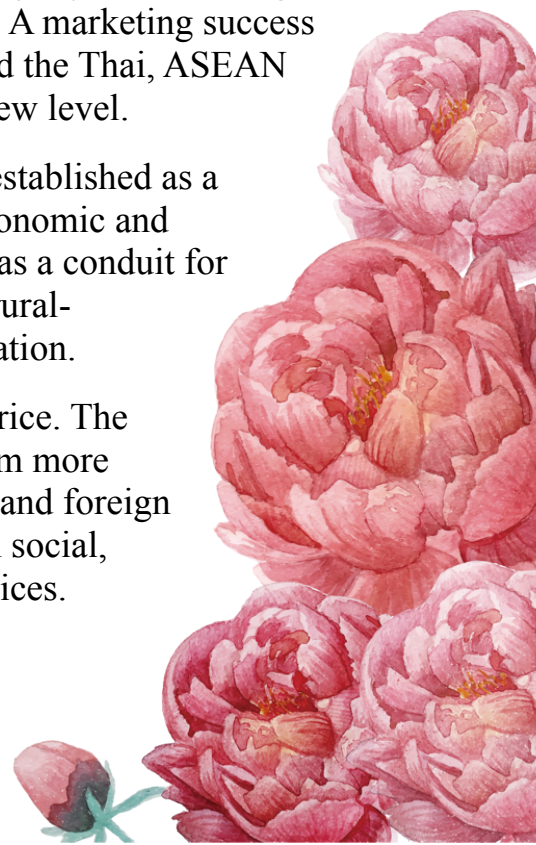
An opportunity for Thailand to take the lead in tourism sustainability



In 1987, the Thai tourism industry united and rallied behind Visit Thailand Year, to commemorate the auspicious 60th birthday of His Majesty the late King Bhumibhol Adulyadej (Rama IX). A marketing success beyond compare, VTY 1987 raised the Thai, ASEAN and global tourism industry to a new level.

Today, Travel & Tourism is well-established as a lead player in Thailand's socio-economic and cultural development, recognised as a conduit for job-creation, income-generation, rural-development and cultural-preservation.

However, success has come at a price. The Tourism Gold Rush stemming from more than 100 million annual domestic and foreign tourists exacts a significant toll on social, municipal and environmental services.





Today, rectifying that imbalance between marketing and management is the over-arching priority. The global focus on the 17 UN Sustainable Development Goals gives the Thai tourism industry a unique opportunity to re-unite in pursuit of excellence in tourism management, just as it did with the VTY 1987 marketing extravaganza.



Sustainability in all its dimensions has become critical to ensuring the quality of our tourism product. In 2020, when the TAT will mark the 60th anniversary of its founding, Thailand will hit both a tipping point and a turning point in its standards of tourism management for the next 60 years.

In this period of intense competition and intense change, however, there will be one constant: The need to deliver quality products and services at value for money prices.

The TAT cannot undertake this task alone. As was the case in VTY 1987, the entire industry needs to get on board. This tailor-made communications training course commissioned by the TAT is designed to help the entire Travel & Tourism industry facilitate that objective become a part of the solution. This communications training manual is designed to do just that, and help maintain Thailand's brand image and promise-delivery for many years ahead.

Policy objectives

This training manual has been launched to mark the start of the final “Decade of Delivery” of the 2016-2030 Sustainable Development Goals. It is designed to enhance industry-wide awareness of the 17 SDGs.





The first of its kind in Thailand, the manual will help Thai travel & tourism industry communicators better connect their individual corporate activities to the 17 UN SDGs, brainstorm ideas to enhance visibility and exposure, and set up systems to monitor and measure impact.

As per the policy of the Ministry of Foreign Affairs, Royal Thai Government, it highlights the complementarities between all the key global, regional, local and sectoral sustainability agendas:

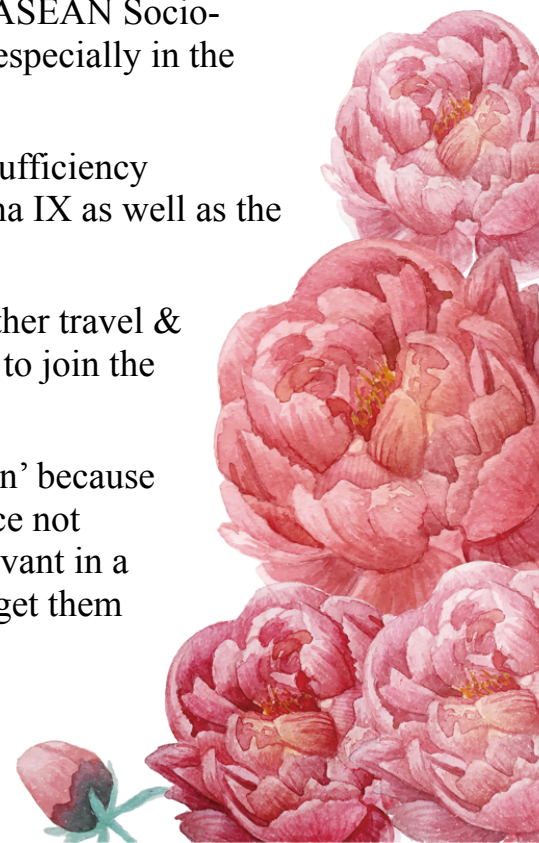
GLOBAL: The UN has declared the 2020-2030 period as a “Decade of Delivery” and called for “Accelerating Actions” to speed up the implementation of the 17 SDGs. The manual does that.

REGIONAL: Thailand’s chairmanship of ASEAN in 2019 was under the theme of “Advancing Partnership Through Sustainability.” The manual fits perfectly with that theme. It also strives to implement the recommendations of the ASEAN Socio-Cultural Community Blueprint to enhance ASEAN integration, especially in the “soft-power” sectors of society, culture and the environment.

LOCAL: The manual highlights the complementarity with the Sufficiency Economy Philosophy of His Majesty the late Thai monarch Rama IX as well as the Thailand 4.0 policy directions.

SECTORAL: The UN World Tourism Organisation and many other travel & tourism groupings are seeking to rally all sectors of the industry to join the cause. The manual does that.

All too often, these agreements and reports get ‘lost in translation’ because they are couched in complex language, difficult to read and hence not communicated well. I have tried to make all that simple and relevant in a way that will help participants understand their importance and get them all involved as part of the solution.



How to use the manual

Instructors and trainers should:

- Go through all the modules once to better understand the objectives and context.
- Use the Exercises to convert the macro policies and plans into concrete actions at the micro local level, be it in classrooms or boardrooms.
- Seek further information from local and other sources to supplement the data in the manual.

Make participants **THINK**, **THINK** and **THINK**, letting only creativity, determination and focus be their guide.

Structure

This manual is designed to be a one-size-fits-all template, but fully adaptable to suit local objectives and perspectives.

The public and private sectors are made aware of those areas relevant to them, and how the recommendations and results can be practically applied at the grassroots level.

Keeping it high on visual imagery and low on words makes the material easy to translate and adapt to different audiences.

It can also easily be updated new developments..

