

A vibrant tropical scene featuring a river flowing through a lush, green forest. In the foreground, a man in a black t-shirt stands waist-deep in the water, splashing water with his arms raised in a joyful gesture. To his left, a woman in a black top with white polka dots is also waist-deep in the water, smiling. In the bottom left, a woman in a blue tank top is partially submerged. In the bottom right, a woman with long brown hair is smiling. The background is filled with dense tropical vegetation, including palm trees and various green plants, with a misty mountain range visible in the distance under a clear blue sky.

Community Based Tourism Guidelines

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Section 1: What is Community-Based Tourism?

Definition of Community-Based Tourism

Community-based tourism (CBT) is an alternative form of tourism which is managed creatively and at a high standard by the community, creating learning process and leading to sustainability of the environment, local culture and good quality of life of the community.

Key success of operating CBT

- Leadership and management
- Geographic location
- Partnership and support
- Uniqueness of local way of life
- Participation of villagers
- Natural and cultural capital



Leadership and management

Strong leadership and management structure are one of the most important keys in CBT success. The CBT Leader's vision has to maximize social welfare of the community with the belief in fairness, transparency, and equitability and to develop selfless drive towards common good and shared benefits rather than individual interests, commitment towards social, economic, and environmental balance and sustainability; and participatory approach. The values shared by the leadership have translated into effective management mechanisms that encompass all aspects of living in the community- from natural resource management, income generation, social welfare, preserving cultural practices, amongst others. The roles and division of responsibilities must be clear and well organized. The higher the number of the members of the CBT group, the better spreading of both direct and indirect beneficiaries from tourism.

The strong leadership in the community is also coupled with the value for a participatory, inclusive approach where residents are always actively involved and engaged in civic responsibilities and shaping community-based rules and regulations on issues that affect their well-being. Data collecting and listening to all groups of community members are one of the best common practice before setting up rules and regulations together in each village should do. With the mindset of resources are not owned by individuals but the entire community, it is not hard for CBT to be successful and rewarding the most impactful to people by generating benefits for everyone in the community, directly or indirectly.

Rich natural resources, cultural capital, and friendly population along with comfortable climate all year round would bring tourists to visit and relax. Let them share countless photos and stories with their friends and families which will automatically attracting more people to the friendly. It is better for the community to locate not far from the city or take a short distance to reach the destination. The short and convenient getaway from the city can be appealing to Thai travelers as well as foreign visitors who wish to get a quick glimpse into local way of life without having to travel far or plan much in advance



Natural resources

It is better for the community to locate not far from the city or take a short distance to reach the destination. The short and convenient getaway from the city can be appealing to Thai traveler as well as foreign visitors who wish to get a quick glimpse into local way of life without having to travel far or plan much in advance. However, it does not mean that far away villages will not be able to get any visitors therefore if it is worth and interesting enough, there will definitely be someone who is willing to take their time and effort to go there. Moreover, finding the right supportive partner plays a key juncture in developing CBT to help elevate its progress. Following from there, the

community has also been able to correctly identify areas of assistance needed and connect with the relevant partners, voicing its stance and principles for cooperation.



Participation of the villagers



Strong leadership

Community Benefits in four aspects

1. Culture and local wisdom preservation

Local's way of life and their culture represent the identity of the community. CBT is a tool to create their pride of local people by presenting their local wisdom and uniqueness to the tourists resulting in searching, transferring and restoring wisdom culture from generation to generation.

2. Natural resources management

The survival of the community depends on the natural resource base. The way of life and culture of the local people is linked to the resources of soil, water, forests, and tourism by the community as a tool to promote sustainable resource management including creating pride for the community in disseminating wisdom in resource management, communicating conflicts over resources to outsiders, inventing tourism activities for visitors to participate in conservation, spreading of income

from tourism and engaging new partnership to support community development to conserve natural resources and the environment.

3. *Human resource development*

Pride of being local, cooperation and unity of people in the community, and being accepted by outsiders are the key of maintaining community-ness. Community-based tourism helps create participation among villagers and designate direction and role of communities in tourism by their own people. Moreover, there are; a process for knowledge management within the community, and skill development added to community members in tourism management. Villagers have more confidence in making conversations with outsiders as well as feeling more comfortable to present problems and needs with external agencies.

4. *Community economy and standard of living*

Tourism draws people from outside to learn about the community. The motivation for tourists to enter the community is to have extraordinary experiences with different lifestyles and traditional culture in each of the community. Money generating from CBT is people's minor income. People can use this extra money to improve housing or as a saving for emergencies such as sick or be a scholarship to their children. Becoming a great opportunity for locals to have a better money condition, tourism also be instrumental in the development of cleanliness and sanitation. In addition, once the community becomes known, there will be departments and agency come to support all the utility and consumption. As tourism is not the main source of income, villagers will not rely on it and can continue to live normally, regardless of the number of the visitors.

Stakeholders supports

As CBT generally is not a standalone fashion, each sector can take part in supporting tourism to be of more benefit to the local community through the following methods:

Government sector: Promoting, coordinating and supporting to link opportunities and build up potential for community to benefit from tourism

Educational institution: Providing knowledge and searching for appropriate body of knowledge for tourism development with real benefits to the community

Travel agencies: Promoting tour services managed by local communities and seeking suitable tourist markets for tourism activities in the community

Media: Providing information to create public awareness for people to better understand alternative tourism beneficial to local communities

Tourists: Supporting tourism services managed by local communities and reaching true understanding of local culture to act appropriately at various destinations

Importance of having CBT group in the village

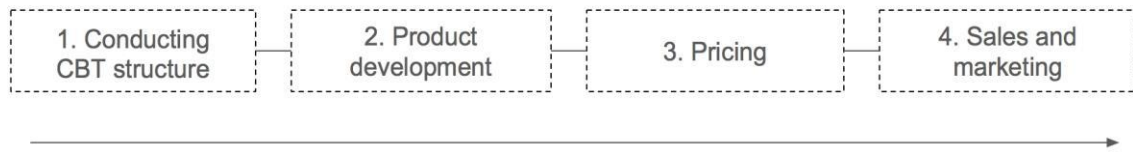


CBT group

CBT group is the heart of driving in community tourism development. “If you want to go fast, go alone. If you want to go far, go together” said by African proverb. This quote could perfectly describe why villagers should gather together and become united as one, even better if they can register as a community enterprise. Community-based tourism cannot be privately success or done by a single household without any support from any governmental sector and private corporate. Below provides the benefit generated by establishing a group.

- Build up good relationship and teamwork of people in the community
- Lift up capability of tourism management and coordinate
- Have the ability to create a variety of packages
- Higher negotiating power
- Have the ability to ask for funding from partnership when registered as a community enterprise
- Transparency in profit sharing
- Cultural preservation through tourism
- Environmental protection through tourism activity

Overview framework of developing CBT



Step 1 CBT structure

- Come up with community organization chart
- Identify responsibility for each part e.g. leader, chef, driver, guide, operator etc.
- persons in charge of CBT fund

Step 2 Product development

- Process of developing CBT element including
 - Homestay
 - Food and beverage
 - Tour
 - Local product

Step 3 Pricing

- Types of selling price and how to set the price

Step 4 Sales and marketing

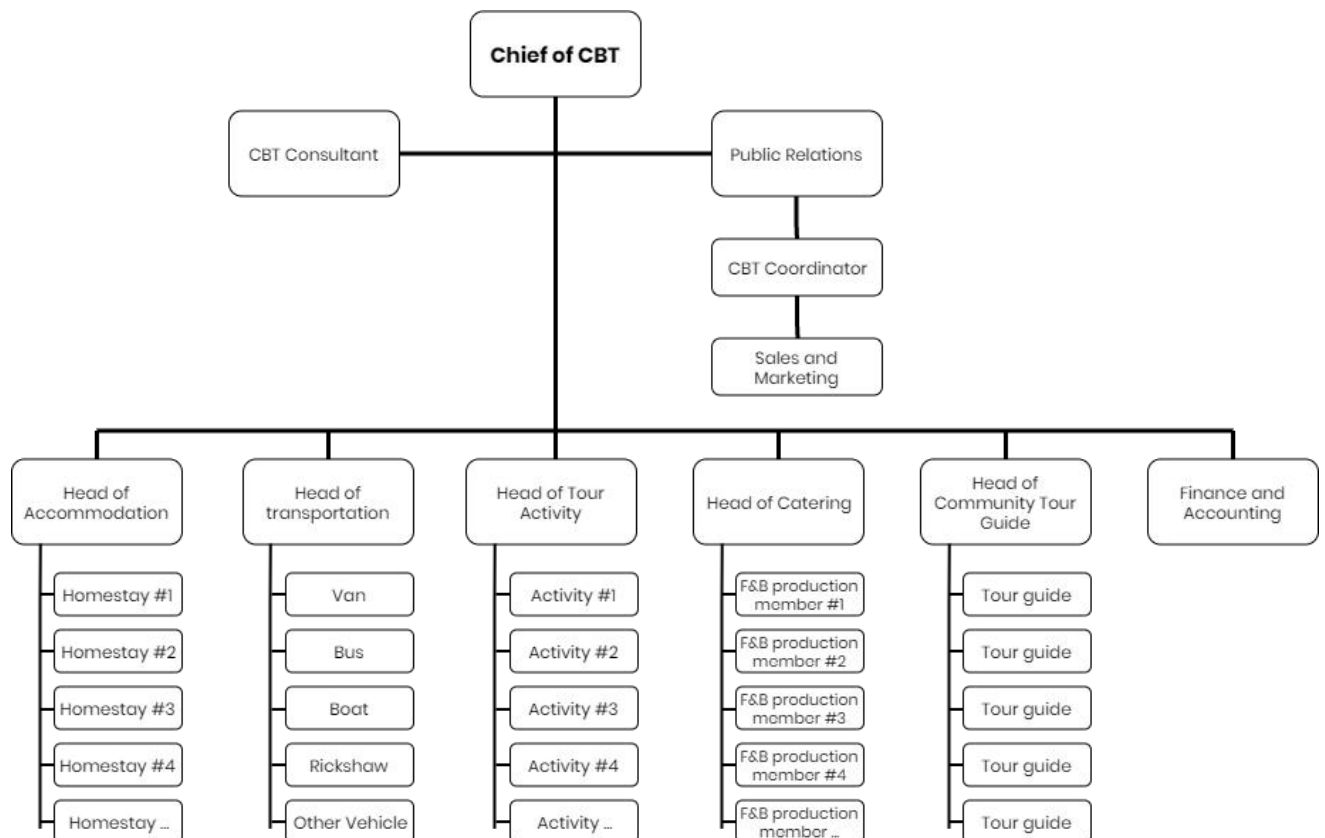
- Promotion and data collection



Section 2: Operation - Human resources development, Managing CBT fund and Finance management

Human Resource Development for CBT

As villagers and community members play an important part in the CBT operation, in order to establish successful CBT that is measurable by sustainable approach, it first starts with assigning key persons in the CBT organization chart. A sample of standard is as below.



CBT human resource structure

Definitions of the key persons

Chief of CBT

Chief of the CBT is the person who looks after the whole operations in overall. This person must be someone that the community trusts and cares for this opinion. The main task of this position is to manage the CBT operation to meet its goal by ensuring that CBT members are doing the best. He or she will also be the representative or a brand ambassador of the community when there is an event, requiring the representative to share about the CBT program. The Chief of CBT must work as a connector between different stakeholders for example, the local government, CBT members, non-CBT community members, travel agencies and customers and to make the best decision for operating the CBT in a sustainable way with the “share and fair” approach for the community

CBT Consultant

This is a unit that may consist of different persons or organizations. They are usually the CBT experts where the Chief of CBT will seek for a consultation when CBT members are not sure what to do in a particular situation. It can also be local government bodies that can support the CBT operations in terms of knowledge or guidance regarding government related law, regulations and restrictions.

Public Relations

The main objective of this unit is to create a positive awareness of CBT both within the community and outside. Persons in this unit will work closely with the Chief of CBT in creating a wider network of partners and clients. The Public Relations personnel also has to involve with creating PR material, for example, CBT brochures, flyers, event booth and also to maintain communication with travelers and clients on social media platforms.

CBT Coordinator

A CBT coordinator's objective is to relay all the information from the Chief of CBT to other CBT stakeholders and to ensure that the CBT activities are performed according to the requirements from the customers.

Sales and Marketing

The sales and marketing unit's objectives are to analyze the trends of current target and seek opportunity for sales. This unit may work closely with the Chief of CBT and Public Relations unit to come up with marketing campaign, cost control and pricing strategy.

Head of Accommodation

This person will work as a coordinator between homestay owners to ensure that the homestays are up to standard. This person will also have to know the homestay capacity and its availability in order to respond to the tourist requirement from the Chief of CBT or CBT coordinator

Head of Transportation

This person will work as a coordinator between transportation service providers. The transportation does not always have to be fancy vehicles but to ensure the mode of transportation suits the location and has a 100% safety for tourists. The transportation mode can vary, for example rickshaw, tricycle, motorcycle taxi with a clean helmet provided to the tourists. The head of transportation must also ensure that the drivers fully comply with the safety while driving for tourists.

Head of Tour Activity

This person will work as a coordinator between CBT activity leaders/ members in the community, to ensure that it has a smooth operation. The examples of activity are, to take travelers to see community forest and trek to its peak or to take tourists to visit local temples and historical places, or even to organize a food preserving workshop or a silk weaving for tourists to participate in. The main purpose of the activity is to add value to the CBT package.

Head of Catering

This person will work as a coordinator between food production members. In many cases, homestays only focus on the quality of accommodations, leaving the opportunity for other villagers not running a homestay to cook for the tourists. The head of catering is to ensure that the food served to tourists are well cooked, clean and tastes good, and to also ensure that the presentation of the food is pleasant.

Head of Tour Guide

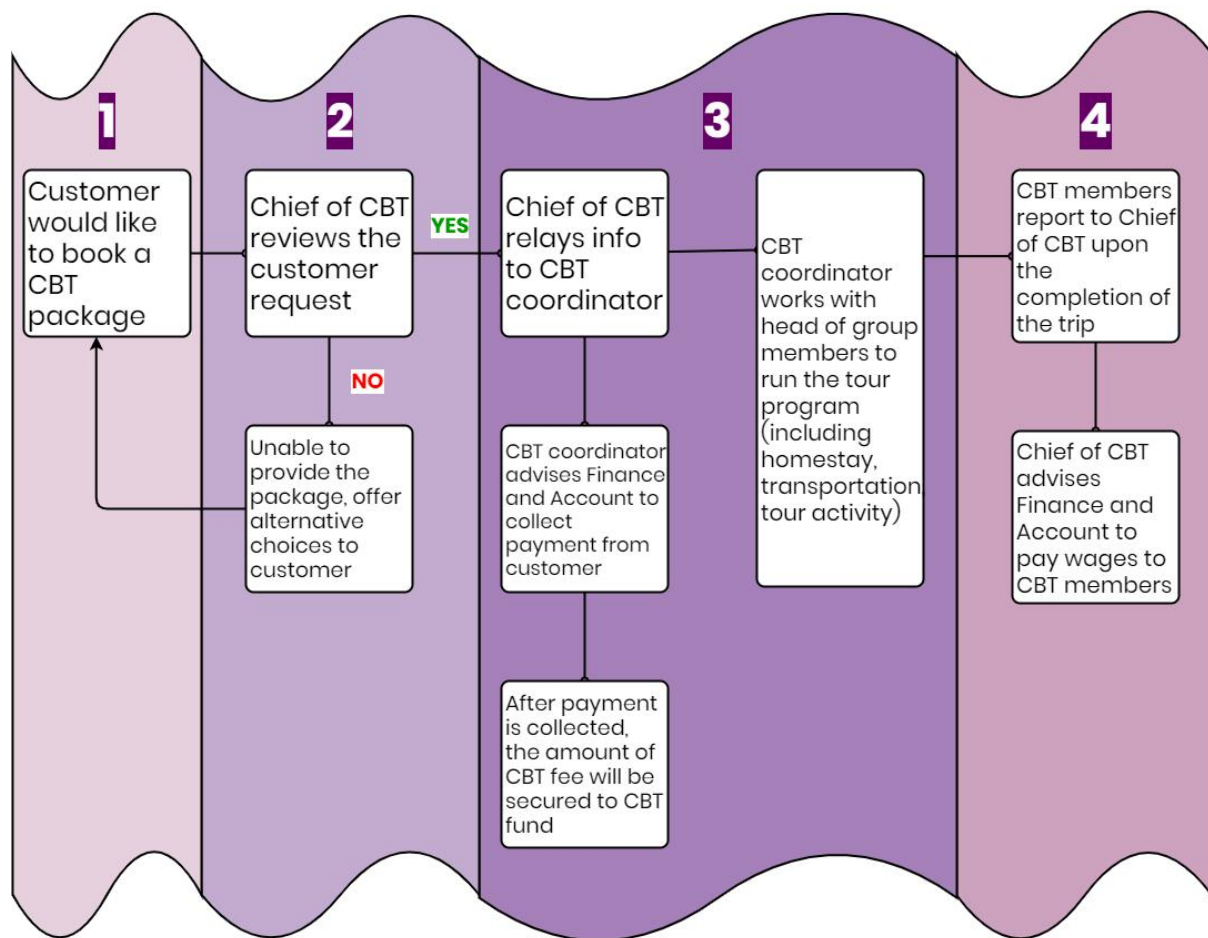
This group usually consists of knowledgeable persons from the community. The head of the tour guide will act as a coordinator between tour guide members and the Chief of CBT. The head of the tour guide is to ensure that the tour guides are equipped with the most updated and correct information about places and tour products offered in the CBT programs. The tour guide must also be equipped with knowledge of safety and first aid to assist tourists in case of minor injury and to prevent medical complications.

Finance and Accounting

This person will be handling with issuance of invoices, collecting payments, paying wage to CBT stakeholders and to keep updating the balance in CBT fund. This person has to also make a financial report to the CBT members, thus this person should have basic skill of bookkeeping and making presentations to other people.



CBT operation flow



This figure shows how the CBT operation is managed and involved with stakeholders in CBT.

CBT fund calculation

Date: __10/10/2020__ Customer Name:_____Charlie_____ Pax: ___7___						
No.	Activity	Revenue			Community fee 10%	Net Revenue
		Unit	Selling Price (USD)	Revenue (USD)		
1	Coordinator	1	10	10	1	9
2	Guide	1	10	10	1	9
3	Cooking class	7	4	28	2.8	25.2
4	Dance show	1	16	16	1.6	14.4
5	Snack	7	4	28	2.8	25.2
6	Lunch break	7	3	21	2.1	12.6
7	Dinner	7	7	49	4.9	44.1
8	Tricycle	2	12	24	2.4	21.6
9	Maintenance fee	7	2	14	14	
CBT Fund					32.6	

Figure 1. CBT Fund Calculation

Net revenue = Net income of local people in each activity

Where is money in CBT fund come from? This question would be the very first thing that might come into your mind. Basically, there are two sources of funds consisting of community fee 10% and maintenance fee. Referring to figure 1, in the part of maintenance fee travelers will bear this cost which community can charge them per head and for the suggested rate is approximately 1 to 5 USD depending on each community regulation and inflation rate in their country.

As you can see in the figure above, there are 7 travelers and community charges maintenance fee per person equal to 2 USD so in total amount is 14 (7 times 2). In the red box of 14 USD, it is quite different in this case as you do

not need to deduct 10% but you can just use the number in the revenue box because the total of maintenance fee will go directly to CBT fund. While community fee (10%) is the responsibility of local people to support in CBT fund. For example, coordinator of 1 unit will need to pay 10% of his revenue (10 USD) which is 1 USD to CBT fund therefore at the end the net income of him would be 9 USD.

However, both community fee and maintenance fee method is just a suggestion, it is totally community choice to adapt and use in their own way. Some community is just starting their CBT so charging community fee from local people should be very low in terms of the percentage or even cut this fee out and wait until the community is quite mature. Contributions from the tourism-related activities in the community go towards community based funds benefiting the entire community regardless of their degree of involvement in CBT such as detailed below:

1. Saving and credit cooperative (where community members can borrow from)
2. Community development fund (to improve the infrastructure, road, electricity, drinking water system)
3. Village management committee fund
4. Environmental fund
5. Social welfare fund
6. Education fund
7. Healthcare fund

It is not necessary for all the village to exactly separate their funds into the categories above. The characteristic of each community fund based on their needs, identity, and preference of each one of them. Nevertheless, the benefits of CBT funds do create tremendous impacts more than people can believe. Even Though in the short run, villagers might not be able to see the change but do not give up until system stable, people standard of living and welfare will definitely improve sustainably more or less in all aspects consisting of economics, social, and environment.



Water supply improvement



Waste management

Section 3. Fund raising

Generally when communities start thinking about raising funds, the common thing they are supposed to have in mind is why they need to have this amount of funds, what the problems they are trying to solve are, and who they are asking from. Four key steps below are the guidelines of the simplest way of how to come up with community development plan.

Step 1: Concept and problems

Once you have your focus problem or a thing that you're trying to fix, hold and squeeze it tightly. In this beginning stage, it is very important to clarify your objective and what you're planning to do otherwise you would be stuck in the next step and need to go back and revise this point again sooner or later. Where does this project take place? How does it work? How long will it take? Why you need to implement this? And who is going to get these benefits? All of these questions must be filled during this very first step and make sure that it is impact and meaningful enough for locals and community not just for the interest of a group of people.

Step 2: Action plan

This is the main part of the plan. All of the details must be specific as much as you can, including process and scope of work, challenges, constraints, stakeholders, and information that is necessary for funding provider to know in order to buy your ideas. Key responsible person in each of every process with contact info must state clearly in the scope of work. Timeline of the plan in which funding provider can see how long it takes in each process so they can monitor and use to be a guideline for time management. However,

some of the information can be varied depending on the type of each project.

Step 3: Budget

Budget must be reasonable and correspond to the action plan. In order to ask for money from other people, community must clarify every coin that you are going to use to implement the action. If the budget is too much compare relatively to scope of the work that means it is not an optimal plan, thus it is suggested to try to allocate money effectively and make sure that amount in the process make sense.

Step4: Goal and outcome

Last but not least expected outcome, to let the fund provider have a better picture of your goal and result community need to write them down by having a condition that it has to get along with your project objective and action plan. What is the worst and best scenario of your outcome? What is the next step of your plan if it is success or fail?

Who's the fund provider?

In this part, Thailand and Vietnam have a slightly difference in terms of the source of funds and the donor organization. (NIA, startup Thailand, government, organization, university)



Tourism authority of Thailand



National innovation agency

Section 4: Tour Product development

Homestay (accommodations)

Starting from the area in the house, owners should separate their rooms proportionally and clearly indicate the function of each room for tourists to get the right usage. For example, villagers must not cook their food in the bedroom or let tourists sleep in the area of kitchen. The cleanliness and convenience are essential in order for whoever is going to sleep at the house to feel the most comfort. The best concept is to assume that tourists are your relatives and make them feel just like they are sleeping in their second home by preparing the greatest thing to serve them. Bathroom settle appropriately in the right place with privacy to the user. Unexpected insects are not allowed such as rat, cockroach, and giant lizard. Resting corner within the house or in the community is necessary in case tourists want to have their private space or do some activities on their own.

Security inside out the homestay is one of the most crucial things to ensure that this is a safe place for tourists to stay overnight. First aid is required to assist whenever there is an accident or emergency problem. Homestay owners are supposed to know the key contact number to reach out during the critical time. Safety plays an important role in the perspective of tourists therefore homestay should have security guard during day and night time to protect guests from harm and danger and also to create trust for new comer. Owners and villagers should welcome tourists just like the way you treat your family members. Let them feel the sense of local living and familiarize between each other. Create some activities that exchange

knowledge local wisdom and tourists thought, people surely will get to learn a lot from each other through all the experiences and talks during their stays.

In terms of management of the homestay, there would be a huge difference between Thailand and Vietnam. According to Thailand homestay standard, in order to become a homestay local people must establish the homestay committee by voting from all homestay group members. Rules and regulations also need to be set up and use strictly together with fair profit sharing with transparency in the homestay group. A person who takes care of booking process and money transferring must selected by the committee. On the other hand, Vietnam traditionally conduct homestay separately unlike Thailand in the sense that Vietnam is more household-initiated and oriented whereas those in Thailand are more community-oriented.



Homestay

Food and Beverage

In Thailand, all food preparations must be done under basic requirements, published by Thailand's ministry of public health, which are "Food safety" practices as follows;

1. Keep Clean - Foodborne pathogens are widely found in soil, water, animals and people. These pathogens are carried on hands, wiping cloths and utensils, which can transfer them to food during preparation and handling.
 - Wash hands with soap before handling food and often during food preparation
 - Wash your hands with soap after using the toilet.
 - Keep all kitchen surfaces, utensils and equipment clean.
 - Protect kitchen areas and food from insects, pests and other animals.
2. Separate raw and cooked - Raw food, especially meat, poultry and seafood, and their juices, can contain foodborne pathogens which may get transferred from raw to cooked foods
 - Separate raw meat, poultry and seafood from other foods.
 - Use separate equipment and utensils for handling raw foods.
 - Store food in containers to avoid contact between raw and prepared foods.

3. Cook thoroughly - Proper cooking kills almost all dangerous microorganisms.
 - Cook food thoroughly, especially meat, poultry, eggs and seafood.
 - Avoid overcooking when frying, grilling or baking food.
 - Reheat cooked food thoroughly.
4. Keep food at safe temperature - Microorganisms can multiply very quickly if food is stored at room temperature. By holding at temperatures below 5°C or above
 - 60°C, the growth of microorganisms is slowed down or stopped.
 - Do not leave cooked food at room temperature for more than 2 hours.
 - Refrigerate promptly all cooked and perishable food.
 - Keep cooked food hot prior to serving.
5. Use safe water and raw materials - Raw materials, including water and ice, may be contaminated with dangerous microorganisms and chemicals. Care in the selection of raw materials and simple measures such as washing and peeling may reduce the risk.
 - Use safe water or treat it to make it safe.
 - Select fresh and wholesome foods.
 - Wash fruits and vegetables thoroughly if eaten raw.
 - Do not use food beyond its expiry date.

In addition, referring to “Thailand Homestay Standard”, published by Thailand’s department of tourism, it mentions that food service in the homestays must include the following considerations

1. Types of food and food ingredients

- Must be in adequate portion and suitable to the guests’ needs.
- Must be cooked with local ingredients and not to be purchased as ready-made food
- Must be cooked thoroughly

2. To provide clean drinking water

- Water must be stored properly, and the container must have a lid and well-sealed.
- Water must be treated well before serving

3. To provide clean food container

- Food containers and utensils must be cleaned, rinsed and dried. For example, bowls, plates, spoons, ladles, rice container must be clear of stain and unpleasant odor.

4. To have a clean kitchen and cooking equipment

- The kitchen may be inside or outside the house and it must be cleaned regularly.
- The seasoning containers must be clean and able to protect contamination and dirt, or they may be covered with cloth sheets or hung above the ground at least 60 centimeters.
- There must be proper waste management

Improving Food Presentation

Every local dish has its own story and can be interesting to visitors, but due to simple or primitive preparation, this could be a chance the visitors will lose their interest to try it. To engage visitors in the food culture, changing the food presentation can be one of the ways to promote its value.

The following food features could be used as the key factors for promoting local food-cultural stories

- Freshness of the food ingredients
- Unique origin
- Unique taste
- Seasonal availability
- Cultural heritage or history of the food

After the food stories are created by using key factors to curate, then food presentation can be developed *with the help of food stylists or professional chefs. Schools and educational institutes of culinary art may be contacted to take part in this project.*



Tour - co creative journey with the community,

Tour products are one of the experiences to be offered to visitors. A good tour product can be a lifetime memory and the stories will be shared widely, while the bad ones will stop visitors from coming back or even to spread bad words. To create a successful tour program for CBT, all stakeholders must have a 100% mutual agreement on the activity as they will be taking on the consequences deriving afterward.

How to co-create a tourist journey with the community?

1. Define tourist target group

In order to ensure that the tour program will attract the right market. The community must know first who potential tourists will be, which may be defined in terms of age group, lifestyle, travel preferences and budget preferences.

2. Identify tour activities

With a view to curate success tour programs, the activities may be sought from the following

- Natural resources, e.g. trekking in community forest, mountains, waterfalls, beaches, river, stream, viewpoints or any unbeaten path in nature.



- Cultural resources
 - Unique architectural building, e.g. temples, shrines, museums, bridges, preserved houses, historical buildings, or even the ruins of historical places.



Temples

- Way of life
 - Local occupations - this can be, for example, picking fruits from the orchard, weaving fabric, making handicrafts, making floor mat, fishing, food processing and so on.
 - Local traditions - it can be referred to monthly festivals in a year that the locals wear traditional dress, cook traditional dishes or display traditional rituals, music and dances.



3. Identify other services

- Accommodations
 - Identify homestays, hotels or local lodges
 - Identify minimum - maximum capacity of each property
 - Identify the location of the accommodation and the distance to the tourist center
 - Identify restrictions of each accommodation. For example, some homestays do not allow smoking, prohibit tourists from making noises after certain time or even practice a curfew policy in a particular community.



Homestay

- Foods, beverages and other catering services
 - Be aware of potential food allergy to the tourists
 - Practice food hygiene and food safety
 - Ensure adequate food portions available



Cooking class

- Transportation
 - Identify transportation choices and its maximum capacity
 - Identify suitability of the transportation mode
 - Practice road safety and safe driving



Transportation

4. Identify tour guide(s)

- Ensure the tour guides have correct and updated information about the tour program.
- Ensure the tour guides conduct themselves as a good ambassador of the community according to the tour guide standard set by the government.



Tour Guide in Action

5. Identify emergency services

- Ensure that there is a first aid kit provided in the tour program
- Ensure tour guide is able to render first aid in case of injuries
- Prepare emergency contacts for medical cases

6. Compile activities and services into an itinerary according to the target group reference (see example below)

7. Run test trips



Test trip

- The purpose of this trip is to let people in the community be able to have time to practice running the trip on their own.
- After a test trip, all stakeholders must evaluate, share feedback and seek opportunities for improvements.

- The test trip can be run more than one time to ensure that the community understand the process well and to improve more in the quality of the tour
- The test trip can be operated as a sponsorship program by the community to tourists, or it can be sold at actual cost, provided that the tourists are informed of the test trip conditions. This will help tourists lessen their expectations and give more corporations in giving feedback for improvements.

Example of itinerary of “Laem Sak” Community, Nakhon Si Thammarat, Thailand

Time	Program Details - Day 1
09.00 am	<p>Check into Bulan Anda Baba Resort. Take a long-tail boat ride around Laem Sak.</p> <ul style="list-style-type: none"> • See 3000-year-old cave paintings. • Experience the life of fishermen and learn how they grow sea grapes seaweed or Green Caviar. • Visit Twin Mountains and Khao Lhek Kone, the nail-shaped mountain. • Grow Paphiopedilum orchids known as a Yellow Slipper orchid.
12.00 pm	<p>Have Lunch. Try ‘Khao Kluk Krapi’ or Thai rice with shrimp paste for lunch.</p>
01.00 pm	<p>Visit an orchid farm and a shrimp paste house.</p>
02.30 pm	<p>Go back to Bulan Anda Baba Resort.</p>
04.00 pm	<p>Let’s experience the 3 different cultures in the village.</p> <ul style="list-style-type: none"> • Visit Wat Mahathat Laem Sak Temple to see the beautiful pagoda and enjoy the view of the village.

	<ul style="list-style-type: none"> • Visit Ban Hua Laem Mosque. • Visit a Chinese shrine to worship Chok Po See Eia, the principal deity. See old Baba traditional houses in the area.
06.30 pm	Have dinner at the resort.

Time	Program Details - Day 2
05.30 am	Travel to Laem Sak Pier. Take a long-tail boat ride to watch the sun rise at Khao Kom Cliff.
07.00 am	Have breakfast picnic on Ching Chang Beach. Enjoy swimming in the sea or walking on the beach.
08.30 am	Go back to the resort and change to Baba Yaya costume. Take a photo in front of Blue House, a Portuguese-Chinese style building.
12.00 pm	Have Lunch.
01.00 pm	Say goodbye to Laem Sak.



4.4 Local Product Development

Local product is one of the ancillary sources of income in the CBT operations. A good local product will act as a medium that links a memory between tourists and the community.

How to develop local products for the community?

1. Conduct a survey to find out what products or goods are being locally produced and to refine the uniqueness of the local community.
2. Identify target customers by using “product features” and “product benefits” as the keys.
3. Incorporate the design using local uniqueness (e.g., color, pattern or shape) together with practicality for target customers (e.g., size, texture, or durability)
4. Finalize the design, create a prototype and design cost – selling price structure
5. Offer the prototype to the community and target customers to give feedback
6. Redesign for improvement and finalize the design for the production
7. Sell through various channels including in the CBT program

“Many CBT operators seek for help from local art/design schools and government bodies to develop enhanced local products.”



Product Development

Section 5: Social Engagement

“No one is left behind” is one of the key benefits of CBT, which means other non-CBT operating member of the community may also take part in the tourism activity by many approaches, for example

- Schools and child centers:

These organizations can take part in the tour program by offering cultural performances to enhance the experience for the tourists and to give the children a chance to experience the operation of CBT so that they will realize how they can preserve the culture and make use of it in tourism.

- Elderly people

This is the people of wisdom. They can share secret recipes in cooking for tourists as a special meal that the tourists will not find it anywhere or to share experience of the local wisdom and so on.

- Other groups of people in the community

They can take part in the general management of the tour operations. For example, they can be cook helpers or become facilitators to conduct workshop activities when there is a large group of tourists requiring extra manpower to accomplish the operation.



Section 6: Pricing structure

In this section, it shows different pricing structures for packaged tour with different price scheme for different customers, for example, B2B pricing structure for travel agency or B2C price for FIT (Free Individual Travelers and group travelers. It also explains about cost, profit margin, CBT fee and agency price)

Basically, the selling price deducted by cost is equal to profit.

$$\text{Selling Price} - \text{Total Cost} = \text{Profit}$$

Implication:

Total cost = Fixed cost + Variable cost

Fixed cost = The cost which remains the same, regardless of the volume produced, is known as "*fixed cost*".

Variable cost = The cost which changes with the change in output is considered as a "*variable cost*".

We separate customers into two cases, which consist of **FIT** (Free Individual Traveler) and **TA** (Travel Agency) including **DMC** (Destination Management Company) and **OTA** (Online Travel Agency).

Case I Agency price (OTA, DMC, Tour operator)

As the community sells their product to other travel agency, online travel platform or channel, there would be some commission fee that will apply to the third party if any sales occur. Therefore it is necessary to set the selling price higher than the expected profit. The suggested commission rate may be up to 10% to 30% depending on the community adjustment.

According to the *figure 2*, community will profit 30 USD after the deduction of total cost and commission fee (10%) from the Agency's selling price. The 10% fees or 10 USD fee will apply to the agencies which means whenever the they can sell out,

Agency's selling price - Total cost - Commission fee = Profit

Agency's selling price	Total Cost	Commission Fee 10%	Profit
100 USD	60 USD	10 USD	30 USD

Figure 2. Case I profit function

Case II Free Independent Traveler price (FIT)

In this case, the community will receive full amount of profit without sharing any percentage of income to the third party. Referring to figure 3, the example shows that the community's selling price is 1,000 USD and 60 USD is the total cost, community will make a profit of 40 USD.

Community's selling price - Total cost = Profit

Community's selling price	Total Cost	Profit
100 USD	60 USD	40 USD

Figure 3. Case II profit function

Comparing relatively between figure 2 and 3, as it shows the agency's selling price must be equal to the community's selling price. The reason of setting the selling price equal to agency price and use the commission fee to give benefit to the agency as in return, the community can use travel agencies as another channel distribution. In good practice, market price or price that sell out to the end user is the single price.



Tour operator



DMC

Section 7: Sales and Marketing

A good sales and marketing approach is another important key to success in running CBT.

“**LOW COST – HIGHLY EFFECTIVE method**”

To promote CBT to the visitors and the world at large can be done by using social media platform as a tool. As the world is now equipped with technology that has no boundary, the community can be exposed to the market at a global scale.

- Creating a social media account as a point of interaction to clients by posting updates, photos or new products of the community to let clients know what is happening in the community and intrigue the clients' visit.



Example of a Facebook Fanpage of CBT Baan Laem, Nakhon Si Thammarat, Thailand

- Creating online communication channel such as email account and instant messaging service to engage a conversation with clients, advertise and close sales.



Line Messenger



Facebook

Instant Messenger



Whatsapp Messenger



Instagram Messenger

Having a great partnership with travel agencies, and business partners can also be an advantage to promote CBT to potential clients as these establishments are working closely with them. It is suggested that the CBT operators should be prepare a “Sales Kit” to visit travel agencies. The sales kit can be a printed material or digital file that introduces the community’s tourism products and services. For example, it can be as simple as a brochure with contact details for further reference.

Local alike
Good Travelling, Lasting Impact

Local Alike is a travel company that offers a wide range of community-based tourism and responsible tourism experiences.

Our excursions are fun and immersive. Not only travelers get to take part in off-the-beaten-path experiences, but also contribute to the preservation of environment, culture, and local ways of life.

Joined tours
Travelers may be joined with others. This is the opportunity to get more friends, while traveling with us.

Private tours
This is your private trip! Just choose your departure date and your companions, then let's travel!

"We Co-Create meaningful and authentic experiences for travelers and local alike"

What is Local Alike?

A Day as a Royal Chef
Kudeejeen, Bangkok

Kudeejeen is best known for old Portuguese and Chinese influences and its Portuguese-Thai-Chinese cuisines. Through this experience, besides walking around in the community, you will have the opportunity to get hands-on experience of cooking famous royal Thai cuisine that has hundred years of history, guided by a local chef.

- Local cooking class
- Royal Thai appetizer
- Local walking tour
- Culinary history learning

5 Hours (9 am - 2 pm)

Joined tour
Every Thursday
1,890 THB / Person (minimum 4 persons)

Private tour
2,850 THB / Person (minimum 2 persons)

A Day as a Fisherman
Bang Khun Thian, Bangkok

Experience the Thai railway and join us on the long-tailed boat. We'll make crafts and get muddy picking cockles. Hop on a boat ride out to the Gulf and learn about the sunken village, then enjoy amazing homecooked meal. Spend a day as a fisherman who farms cockles and shrimps for a living and take a deep breath of fresh ocean air.

- Sea cockles picking
- Seafood lunch
- Tie dye making
- Kayaking

7 Hours (9 am - 4 pm)

Joined tour
Every Wednesday
1,800 THB / Person (minimum 8 persons)

Private tour
3,250 THB / Person (minimum 4 persons)

more information
@localalike | booking@localalike.com | 081 136 5593
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