



WORKSHOP PROGRAM

Designing Thailand Community Based Tourism Network (CBT-N) Coordination Center Systems, to optimize market access and win-win partnerships between communities and responsible tour operators.

Thailand Community Based Tourism Institute (CBT-I), and Thailand Community Based Tourism Network Coordination Center (CBT-N-CC). Sirinath Garden, Chiang Mai, 16 and 17 July 2012.

Background:

During the Community Based Tourism Training Workshop for Senior Product and Operations Managers of Greater Mekong Sub-region (GMS) Tour Operators, 8-12 June 2012, Chiang Mai, Thailand, many Thai tour operators expressed interest to offer more community based tourism (CBT) to their guests. They provided feedback about their needs from the CBT-N Coordination center, based in Chiang Mai.

This meeting has been organised to follow up and respond to the outcomes of the GMS CBT Workshop, inside Thailand. Members of CBT-N (Thai communities) will discuss their positive and negative experiences marketing CBT through various channels; will consider the role and value of the CBT-N Coordinating Center to help facilitate market access, and will discuss and cooperate with Thai tour operators to adapt CBT-N systems in crucial areas such as booking, coordinating, pricing, and contracting. Roles and responsibilities and codes of conduct for partners will be agreed at the workshop.

The key goal is to identify a mutually acceptable system, and define roles and responsibilities of CBT-N members communities, tour operators and the CBT-N.

Tour operators which are interested to participate in this process and help to design an effective CBT-N Coordination Center are requested to join the meeting on 17th July.

Tour operators may also join the preparatory meeting with community members on the 16th July, if you wish, as observers. The 16th July will focus on assessing communities' positive and negative experiences marketing CBT, sharing lessons learned with CBT-N members, including needs expressed by tour operators at the GMS CBT Workshop.

17th July will focus on discussion between CBT projects and tour operators, and working together to design a CBT-N model which is as responsive as possible to both parties.

PROGRAM

Target participants: CBT-N communities (Tour operators are welcome to observe)

16th July 2012

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| 08.00 – 08.30 | Registration |
| 08.30 – 09.00 | Present the objectives and expectations of the workshop |
| 09.00 – 10.30 | Brainstorm and discuss: communities' experience marketing CBT |
| 10.30 – 10.45 | Break |
| 10.45 – 12.00 | CBT-I's experience with CBT marketing: successes and obstacles |
| 12.00 – 13.00 | Lunch |
| 13.00 – 14.30 | Analyze "Successes and Challenges" of marketing CBT |
| 14.30 – 14.45 | Break |
| 14.45 – 15.30 | CBT-N Coordination Center – What, Why, How? |
| 15.30 – 17.00 | Factors which influence the success of marketing CBT (e.g. program, price, booking systems, coordination, service quality) |
| 17.00 – 18.30 | Free time |
| 18.30 – 19.30 | Dinner |
| 19.30 – 21.00 | Hands On Coaching <ul style="list-style-type: none">• Self assessment using the 'Ready for Market Checklist'• Clarifying sample programs, services, prices |

17th July 2012

Target participants: CBT-N communities and Tour operators wishing to offer CBT.

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| 08.00 – 08.30 | Registration |
| 08.30 – 09.00 | Summary of outcomes from the previous day. Community perspectives on marketing CBT and lessons learned |
| 09.00 – 10.30 | Expectations of cooperation with communities, by representatives of tour operators / tourism associations. |
| 10.30 – 10.45 | Break |
| 10.45 – 12.30 | Defining the priority issues which require clarification to achieve successful cooperation between communities and tour operators. |
| 12.30 – 13.30 | Lunch |
| 13.30 – 14.45 | Design common system (e.g. contract, pricing, codes of conduct) |
| 14.45 – 15.00 | Break |
| 15.00 – 16.00 | Design common system for monitoring, evaluating and improving the satisfaction of communities, tour operators and tourists |
| 16.00 – 16.30 | Summary of outcomes |
